LinkedIn

Creating LinkedIn Ads :

Creating linkedin ads will help the company to reach its ideal customers on the world’s largest professional network. As we know that linkedin is the leading platform for business to business affairs as rated by marketers in a world where around 560 million professional use linkedin. According to the most recent surveys, it is observed that advertising on linkedin increases buying power of average web audiences by a factor of 2X.

( **Source:** LinkedIn Audience 360 study; Salesforce Advertising Index Report 2016; DemandWave 2017 state of B2B Digital Marketing Report; HubSpot analysis of LinkedIn v. Google AdWords (2016). )

Boosting Ads By Sponsorship :

By sponsoring the content of Ads :

* Advertise To Professionals

We can run reach a highly engaged audience in professional news feed across desktop and mobile.

* Exceed Our Objectives

Drive leads, build brand awareness, and nurture key relationships at every stage of your sales cycle.

* Target The Professionals We Want

Build your ideal audience with LinkedIn profile data and your own audiences. Target on LinkedIn and beyond with LinkedIn Audience Network.

Other Ways To Expand Our Network on LinkedIn –

•  Enable [**Lead Gen Forms**](https://business.linkedin.com/marketing-solutions/native-advertising/lead-gen-ads) to collect even more qualified leads. This feature pulls LinkedIn profile data (like job title, company name, and contact details) into a form that members can submit with just a couple of clicks.  
  
•  Reach people similar to your target audience with [**Audience Expansion**](https://www.linkedin.com/help/linkedin/answer/51626/audience-expansion-overview?lang=en&src=go-pa&veh=Google_Search_APAC_SG_NB-Marketing_Alpha_DR_English_254322941026__marketing%20digital_c__kwd-295598411270_847045432%7Cgo-pa&trk=sem_lms_gaw). You can increase brand awareness, engagement, and discover new LinkedIn audiences more easily.  
  
•  Use the [**LinkedIn Audience Network**](https://business.linkedin.com/marketing-solutions/native-advertising/linkedin-audience-network) to expand your reach beyond LinkedIn and engage your audience wherever they're active online.t

Facebook

* Share new updates and events by new posts and use hashtags to highlight and refer certain pages and fields concerned to.
* We can Join anonymous groups related to aviation and drone technologies and pose regular updates on them to attaract and target the intrested stakeholders of the company.
* We can send the invitation to all our friends at once to like the page by installing chrome extension like “Invite all” on facebook.
* We can create fan following page of company’s CEO which can serve as a public figure. This helps to build strong relationship between brand and consumers and consumers can feel more connected to brand because the are connected to the man behind the brand. We can use the personal profile to interact with consumers. We can gain a following by engaging with the people who frequently visit your brand’s page.

Twitter

Using Quick Promote as an advertisement tool on twitter, we are able to expand ourselves and reach to a wider audience. The following steps should be followed to use quick connect:

1. Choose a Tweet to promote

Click on the activity icon for any Tweet in the timeline, on mobile phone or from the computer. Or, select a Tweet in Tweet activity dashboard or one of top-performing Tweets in account home.

1. Click on “Promote this Tweet"
2. Select the location we would like to target

Available options include country, state/province/region or metro area.

1. Select your budget

Twitter will provide an estimate of the results we are likely to see at each level. If this is our first time advertising on Twitter, we will be asked to enter our payment information.

1. Confirm our spend

We can watch your Tweet reach a wider audience in real time. Twitter will show you the metrics right there; we can also always see the data for any Tweet we promote by visiting [ads.twitter.com](https://ads.twitter.com/?ref=en-btc-solutions-quickpromote-body).

Other ways to capture followers on Twitter:

1. Organise whom you follow and whom you want to because this would directly affect the company’s reputation and help to catch a glimpse of their tweets and activities to remain updated. For example, we can create separate lists for:
   * Customers
   * People in your industry
   * Social media teachers
   * People in professional organizations

We can create up to 20 different Twitter lists with up to 500 accounts in each list. If we follow people who inspire us, people who say intelligent things and challenge us to think differently, it proves to be healthy.

1. We can use twitter background to maintain consistent branding and convey a positive first impression of the company to the page visitor.