Unit– 4:
Social Media Marketing

4.1 Introduction to social media marketing

- **Definition:** Social Media Marketing is the **method of promoting the business on the online platform** by way of advertising the products and services.

- Companies attract the customers towards their products by broadcasting creative posts on social platforms and providing them varieties of products in single space with an efficient price.

Social Media

['sō-shəl 'mē-dē-ə]

A computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities.

Investopedia

i. importance and benefits of social media marketing

Why Social Media is Important for Business Marketing ?

Reason 1: You Get To Tell Your Story

Having an online presence as a business on any of the social media forums like Facebook or Instagram is a great way to interact with your audience and to really connect with them on a personal level.

Reason 2: You Can Grow An Audience With A Small Budget

Social media advertising has to be one of the least expensive ways of marketing your business digitally.

With so many different advertising tools available on these social media forums, you can make use of this opportunity and cost-effectively market your product.

Reason 3: Stay Top Of Mind With The People Who Matter The Most

Business owners need to be vigilant on social media networks and need to create an image of their brand such that it is the first thing that comes to your customers' minds when they think about a certain product or service.

Reason 4: Learn About Your Competitors
With all business profiles on all social media networks accessible to the public, this could be your chance as an entrepreneur to know your competitor better and understand the strategies that they are implementing to attract their audiences.

You would be able to see the content that they are posting on their social media profiles and judge which posts are doing better.

Reason 5: Can Build Custom Audiences
Social media marketing has made a lot of things easy for marketers, and getting the data on your customers' activities is on the top.

Businesses can access the different tools present on social media forums to see how many visitors were interested in the content that you shared, how many clicked any call to action, and how many purchased if any.

Reason 6: Learn The Buying Patterns Of Your Ideal Customers

Social media networks are open to all, giving businesses a chance to follow their consumers' activities or potential buyers.

This helps marketers be more informed about their target audience, likes, dislikes, and interests so that they can create a better marketing strategy to attract such customers.

Reason 7: Increase Your Overall ROI

Social media marketing and advertising can help you increase your return on investment, as the cost of advertising on these social media forums is often less than the return, giving you more revenue.

Because you use digital marketing, you can reach hundreds and thousands of people by simply targeting ads, reducing your advertisement costs.

Reason 8: Build Relationships With Your Target Consumers

A business that connects the most with its customers is a business that grows immensely on all possible levels.

Why?

This is because the customers not only trust you with the product or service you offer but get to know you as a business on a much deeper level.

This is why entrepreneurs must create a friendly relationship with all the followers through these social media forums, where they interact with one another, answer queries, and try to help each other in all possible ways.

Reason 9: Increase Your Brand Awareness

To attract a larger consumer base, it is important that you create a brand awareness first where your potential buyers are well aware of your brand.

And this can only be done through creating extremely creative and visually appealing content that will catch the attention of all potential customers, making them aware of your brand's existence.

Reason 10: Can Promote Products And Services

Being an active member of all social media networks helps you create brand awareness.

It also becomes a very common way for entrepreneurs to market and promote the products and services they offer.

Benefits of Social Media Marketing
Brand awareness
Higher conversion rate
Customer satisfaction
Cost-Effective
Promoting Products and Services
Retarget customers
Increase website traffics
Tracking competitors

Pillars Of Social Media Marketing

Four pillars of social media marketing are essential for a successful marketing strategy.

These includes:

- **Strategy**

This involves setting goals, planning your social media content calendar, and selecting the right platforms for your business. Not only this, but it’s also essential to know your target audience and their needs and wants.

- **Planning and Publishing**

Once you have a strategy, it’s time to start planning and publishing great content. This involves creating targeted content that appeals to your audience, including blog posts, images, and videos.

- **Engagement and listening**

To build connections with your audience, being present and engaging with them in real time is essential. This involves monitoring your social media channels, responding to customer queries, and responding to comments and reviews.

- **Analytics**

Measuring your social media performance is an essential part of any successful marketing. By tracking your analytics, you can monitor which of your content is performing well and identify areas where you could improve.

Social Media Marketing Guide Definitions

Here are some common terms you need to know when developing your social media marketing strategy.

- **Content**

Content is whatever you post on social media. It can be a Facebook status update, a video on Instagram, a Tweet, and so on.

- **Context**

Gary Vaynerchuk said, “Content is king, but context is God.”
For instance, you might have a great joke, but if you place it somewhere inside a 3,000-word blog post, very few people are likely to see it. On Twitter, however, that same joke as a tweet might crush it.

Hashtags

By now, you probably know that hashtags are a very common tool that people use to add meta information on almost all social media channels. Twitter, Facebook, Instagram, and Pinterest all use hashtags to let you describe the topic of your content or mark it as part of current trends.

- **Shares**

Shares are the currency of the social media world.
When people engage and interact with your content, that’s good. But when they share it, that is the time to celebrate.

- **Engagement**

This is a general term referring to how people interact with the content that you produce. It can be a like, a reaction, a comment, or a share.

5 CORE PILLARS OF SOCIAL MEDIA MARKETING

Strategy

Planning and publishing

Listening and Engagement

Analytics and Reporting

Advertising

Core Pillars of Social Media Marketing

1. Strategy

A sound social media marketing strategy is the backbone of your social media presence. Without a strategy, you're wasting time, unlikely to achieve your goals, and will most likely struggle to reach your target audience.

2. Planning and Publish

Social media is a powerful tool, but you can't just go out there and start publishing content without a plan behind it.

When you're planning content make sure that you:

•Know your audience: You need to know the demographic of your audience in order to connect with them.

•Focus on quality: The quality of content is just as important as the quantity.

•Consider your brand: Keeping in line with your brand values is crucial.

When it comes to publishing, there is one golden rule: consistency. A regular publishing schedule keeps people coming back for more.

3. Listening and Engagement

Plan your content and above all, actually engage with your audience.

Your feedback might not always be positive; but, if you don’t make changes, neither will the tone of your responses.

4. Analytics

The success of any social media marketing campaign depends on analytics for tracking and collecting data. Without this information, you can’t:

•understand user behavior

•refine your strategy

•find which platform works best for your brand

•discover the best times to post

•analyze your competitors

5. Advertising

For anyone looking for an audience, social media advertising is worth exploring.

There are several ways you can advertise on social media. For example, you can:

- Create content: This includes posts and videos.
- Promote content: Create posts that are promoted/sponsored.
- Engage with people: Get active in groups related to your industry, interact with influencers in your industry, etc.
- Grow a following: Get people in your industry to follow your brand by creating and sharing content that appeals to them.
- Get downloads: Offer PDFs, white papers, PowerPoints, videos, podcasts, etc. on your social channels and profiles.

4.2 Introduction to Facebook Marketing

How does the Facebook algorithm work?

1.Who posted it: You’re more likely to see content from sources you interact with, including friends and businesses.

2.Type of content: If you most often interact with video, you’ll see more video. If you engage with photos, you’ll see more photos. You get the idea.

3. Interactions with the post: The algorithm will prioritize posts with a lot of engagement, especially from people you interact with a lot.
Each post is ranked based on these main signals to determine where it appears in your feed.

How the Facebook News Feed Algorithm Works

Step 1: Taking inventory

The Algorithm looks at all the content that could possibly show up on your newsfeed, meaning posts created by your friends and family, ads, and posts from the pages you follow.

Step 2: Looking at signals

The second thing the Algorithm does is look at a set of signals to determine how relevant a piece of content will be to the user:

- When it was posted
- Who posted it
- How much you interact with the poster
- What kind of content it is (e.g. link, photo, or video)
- How you interact with similar posts
- What time it is for you (as you are scrolling)
- How fast your internet connection is

The Algorithm observes your behavior and figures out what you like based on the signals you provide. For example, if you constantly interact with your best friend's post and they tag you in a lot of comments and photos, the Algorithm will know you probably like seeing content from your best friend.

Step 3: Making predictions
Each signal is then used to make predictions. Let’s say you love posts from your gardening group, specifically how-to videos that show you how to trim your leaves or make compost. The Facebook News Feed Algorithm will use those signals to make predictions about how relevant the content is to you.

Step 4: Scoring the content
After all that, the Algorithm gives a score to each piece of content. Content with higher scores is shown at the top of your News Feed.

i. Understanding the Facebook Algorithm for delivery of ads

- The order in which your ad appears in relevance to other ads is determined by an auction.
- The main factors Facebook looks at when deciding what ad should get the highest priority are **bidding**, **estimated action rate** and **user value**.
- Advertising algorithm doesn’t give the highest priority to the highest bidder in the auction and takes into account user experience factors.
- Facebook’s estimated action rate is a prediction on how likely the ad is to generate engagement (likes, shares, video views, website clicks).
- The user value component looks at the experience a user has after they click an ad. If users are back-clicking from your ad, for example, because the landing page they were taken to wasn’t relevant or mobile friendly this will negatively affect your ad’s performance.
- All those factors together determine what priority your ads will be given in the auction.

Facebook Marketing Assets (Facebook Page, Business Manager, Facebook Ads)

8 tips for posting on Facebook

1. Share relevant, accurate stories people interact with
2. Use video content when you can
3. Post user-generated content and mention people in your posts
4. Publish posts that create meaningful conversations
5. Aim to get on people’s “Favorite” lists
6. Don't use clickbait and engagement bait
7. Don’t share fake news
8. Don’t violate Facebook’s Community Standards

What is Facebook Business Manager (aka Meta Business Manager)?
Facebook Business Manager, now called Meta Business Manager, is a free platform that helps you manage and organize your business on Facebook.

If your brand or business uses Facebook, you should be using Facebook Business Manager. Part of the Meta Business Suite, the tool keeps your Facebook business assets safe, centralized, and organized, whether you're a team of one or 10.

Basically, it's a central dashboard to manage all of your Facebook marketing and advertising activities. You can also control multiple users' access to your Facebook page and assets, along with additional resources like your Instagram account and product catalogs .

Here are some of the key functions of Business Manager:

•It’s a central place to **track Facebook and Instagram ads**, with detailed reports showing how your ads perform.

•It allows you to **give vendors, partners, and agencies access to your pages and ads** without handing over ownership of the assets.

•It **keeps your business activities separate from your personal profile**, so you don’t have to worry about posting in the wrong place (or getting distracted by cat videos when you’re trying to work).

What are the benefits of creating Facebook Ads?

- More accurately target customers
- Get powerful results
- Facebook and Instagram reach billions

How to set up a Facebook Ads campaign step by step?

Step 1. Create an ad account

Step 2. Head over to Facebook Ads Manager

Step 3. Choose your objective

Step 4: Set your campaign budget

Step 5: Customize your target audience

Step 6: Choose your ad placements

Step 7: Create your advertisement

Step 8: Place your order

Create new campaign | Use existing campaign

Choose a Campaign Objective

Learn more

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

Cancel | Continue

Create new campaign | Use existing campaign

- Video views
- Lead generation
- Messages

Brand awareness

Show your ads to people who are most likely to remember them.

Name your campaign • Optional

Campaign

Includes the campaign objective and budget optimization.

Name this campaign

Ad set

Determines your audience, placements, schedule and spending.

Create ad set | Name this ad set

Ad

Contains all ad creative settings.

Create ad | Name this ad

Cancel | Continue

Budget & schedule

Budget

Daily Budget

$ 15.00

You'll spend up to $18.75 on some days, and less on others. You'll spend an average of $15.00 per day and no more than $105.00 per calendar week. Learn more

Schedule

Start date

Feb 16, 2022 | 7:17 AM

Pacific Time

End · Optional

Set an end date

Feb 19, 2022 | 12:00 AM

Pacific Time

Show more options

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. Learn more.

Budget — Daily Budget — €20.00

€20.00 EUR

Actual amount spent daily may vary.

Schedule

- (•) Run my ad set continuously starting today
- ( ) Set a start and end date

You'll spend no more than **€140.00** per week.

Optimization for Ad Delivery — Link Clicks

Bid Amount

- (•) **Automatic** - Let Facebook set the bid that helps you get the most link clicks at the best price.
- ( ) **Manual** - Enter a bid based on what link clicks are worth to you.

When You Get Charged

Link Click (CPC)

More Options

Ad Scheduling

- (•) Run ads all the time
- ( ) Run ads on a schedule

Delivery Type

Standard - Show your ads throughout your selected schedule (recommended)

More Options

Hide Advanced Options ▲

Targeting & Placement Edit

Location:

United States

Interests: Social media

Excluded Connections:

Pages

Exclude people who like Buffer

Age: 18 - 65+

Language: English (US)

Mobile Placement: News Feed

Desktop: News Feed or Right Column

Estimated Daily Reach

1,200 - 3,200 people

0 of 14,000,000

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Facebook
News Feed

Instagram
Feed

Facebook
Marketplace

Facebook
Video Feeds

Facebook
Right Column

Instagram
Explore

Messenger
Inbox

iii. Facebook Ads Strategy

1. Combine Facebook Ads with Content Marketing

2. Use Giveaways and Contests

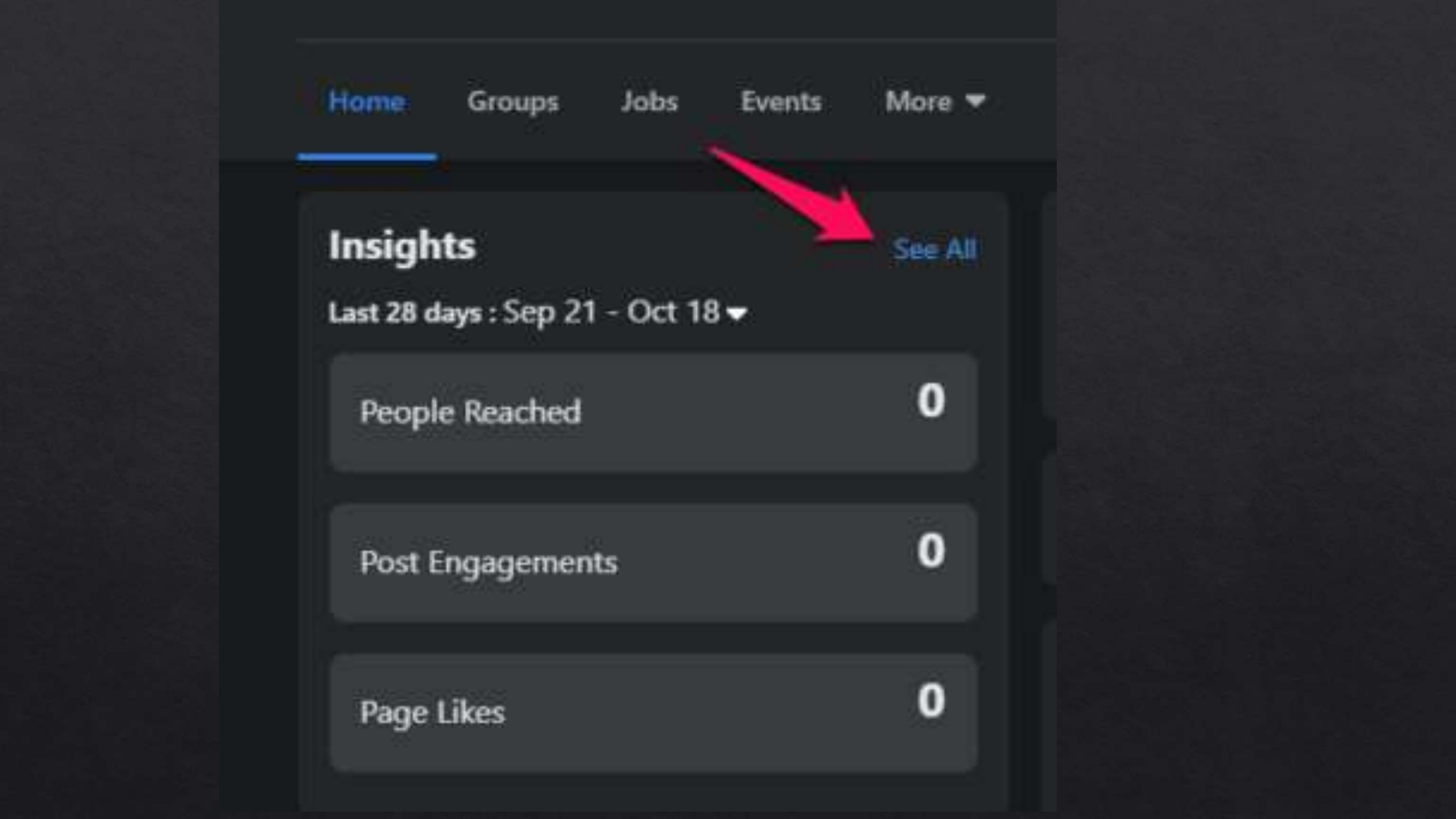
3. Use Lead Ads to Build Up your Marketing List

4. Incorporate Video Ads

5. Create Facebook and Google Ads

6. Utilize Facebook Mobile Ads

v. Facebook Insights and pixel


Home
Groups
Jobs
Events
More
Insights
See All
Last 28 days : Sep 21 - Oct 18
People Reached
0
Post Engagements
0
Page Likes
0

Page Summary Last 7 days

Expo

Results from Oct 12, 2020 - Oct 18, 2020
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organ

Actions on Page
October 12 - October 18

We have insufficient data to show for the selected time period.

Page Views
October 12 - October 18

We have insufficient data to show for the selected time period.

Page Previews
October 12 - October 18

We have insufficient data to sho
selected time period.

Page Likes
October 12 - October 18

We have insufficient data to show for the selected time period.

Post Reach
October 12 - October 18

We have insufficient data to show for the selected time period.

Story Reach
October 12 - October 18

Get Story Insights

See stats on how your Page's stories have performed

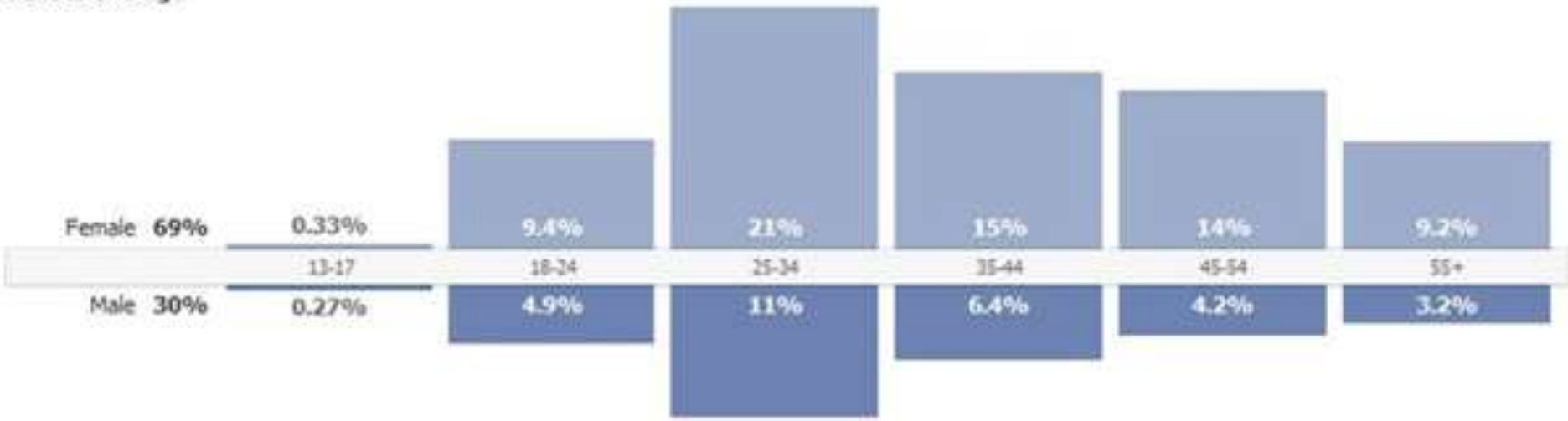
Learn More

Overview | Likes | **Reach** | Talking about this | Check-Ins

05/03/2012 - 01/04/2012 | Export Data

Who You Reached (Demographics and Location)

Gender and age



Countries

47,527	South Africa
513	United Kingdom
451	United States of America
133	Australia
99	Canada
52	New Zealand
49	Germany

More

Towns/cities

12,676	Cape Town, Western Cape
8,733	Johannesburg, Gauteng
5,160	Pretoria, Gauteng
3,555	Durban, KwaZulu-Natal
1,481	Port Elizabeth, Eastern Cape
858	Stellenbosch, Western Cape
724	Midrand, Gauteng

More

Languages

33,712	English (US)
14,458	English (UK)
714	Afrikaans
105	French (France)
88	German
62	Dutch
33	Italian

More

What is the Facebook pixel (a.k.a. Meta pixel)?

The Facebook pixel is a piece of code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads and remarket to people who have already taken some kind of action on your website.

How does the Facebook pixel work?

The Facebook pixel works by placing and triggering cookies to track users as they interact with your business both on and off of Facebook and Instagram.

Here's 15% OFF for you 💗
Code: "GRABIT"

You left a few treasures in your cart! Use coupon code: "GRABIT" for 15% OFF your order. ✨ Most of our handmade products are one-of-a-kind creations. Grab ...more

Shop Now

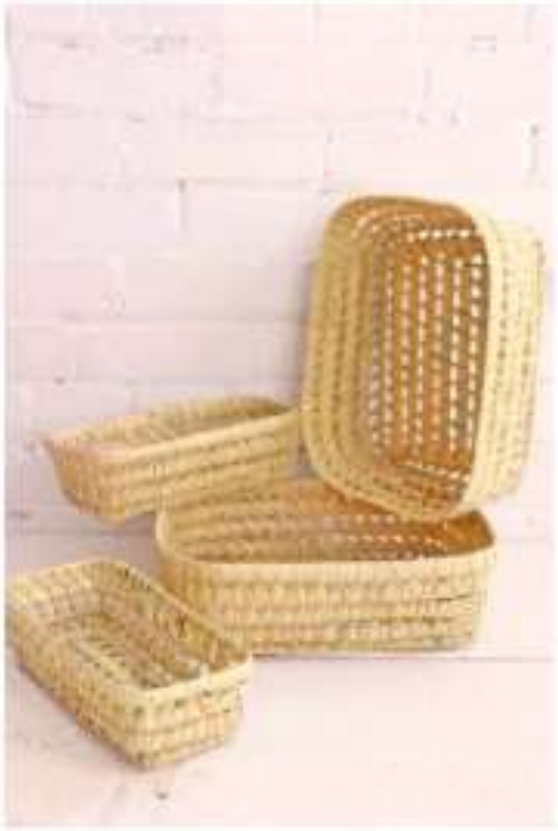
Sponsored ·

You left a few treasures in your cart! Use coupon code: "GRABIT" for 15% OFF your order. ✨ Most of our handmade products are one-of-a-kind creations. Grab your fave items before they sell out!

Here's 15% OFF for you ❤️

Code: "GRABIT"

Shop Now



Here's 15% OFF for you ❤️

Code: "GRABIT"

Shop Now

Here
you
Cod

Like Comment Share

- This is called **retargeting**. It’s a handy way for marketers to remind shoppers to come back and buy all those items they leave in various shopping carts across the web.

- Remarketing is not the only function of the Facebook pixel. It’s also important for tracking, analytics, and overall ad optimization.

- The pixel tracks various actions people take on your website, like making a purchase or adding something to their shopping cart. Facebook calls these actions “events.”

Facebook pixel standard events

The 17 standard Facebook pixel events for which you can simply copy and paste Facebook event code are:

•**Purchase:** Someone completes a purchase on your website.

•**Lead:** Someone signs up for a trial or otherwise identifies themselves as a lead on your site.

•**Complete registration:** Someone completes a registration form on your site, such as a subscription form.

•**Add payment info:** Someone enters their payment information in the purchase process on your website.

•**Add to cart:** Someone adds a product to their shopping cart on your site.

- **Add to wishlist:** Someone adds a product to a wishlist on your site.
- **Initiate checkout:** Someone starts the checkout process to buy something from your site.
- **Search:** Someone uses the search function to look for something on your site.
- **View content:** Someone lands on a specific page on your website.
- **Contact:** Someone contacts your business.
- **Customize product:** Someone selects a specific version of a product, such as choosing a certain color.
- **Donate:** Someone makes a donation to your cause.
- **Find location:** Someone searches for your business’s physical location.

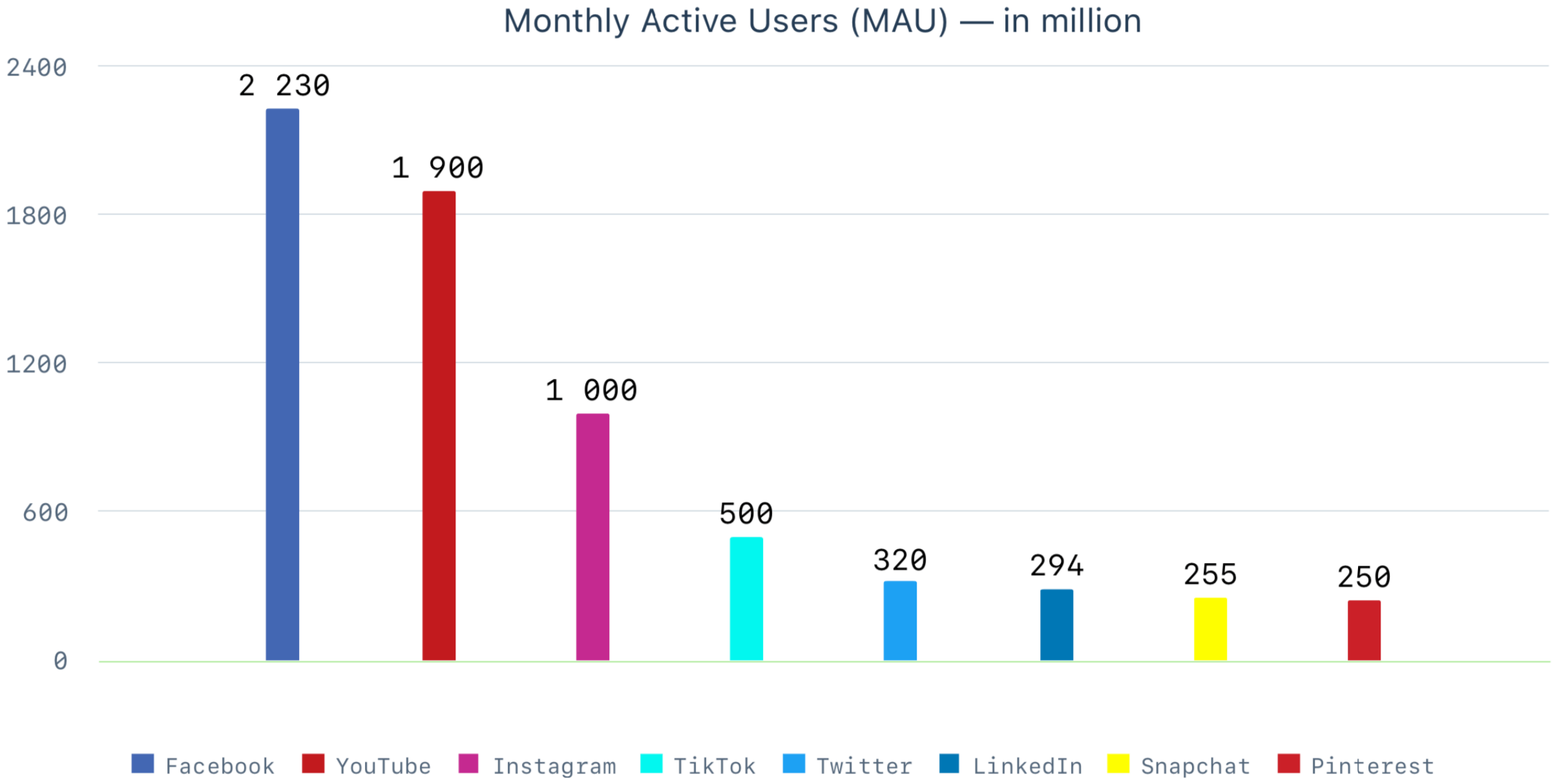
- **Schedule:** Someone books an appointment at your business.
- **Start trial:** Someone signs up for a free trial of your product.
- **Submit application:** Someone applies for your product, service, or program, such as a credit card.
- **Subscribe:** Someone subscribes to a paid product or service.

4.3 Introduction to Twitter Marketing

What is Twitter marketing?

Twitter marketing is a digital marketing strategy for Twitter advertising. It aims to increase your audience, advertise your products and drive traffic to your website.

- With everything being public, brands can theoretically reach out to any user if they send the right with the right message, at the right time, and the right way. With the right digital marketing strategy, any brand can easily increase its brand awareness, generate conversions and develop an engaged community through Twitter.


Monthly Active Users (MAU) — in million
2400
1800
1200
600
0
2 230
1 900
1 000
500
320
294
255
250
Facebook
YouTube
Instagram
TikTok
Twitter
LinkedIn
Snapchat
Pinterest

Age UK Gateshead @AgeUKGateshead · Aug 13

Take a look at some of our favourite hats from this years #bigknit which one is your favourite? @innocent @age_uk

4 3 20

innocent drinks
@innocent

Replying to @AgeUKGateshead and @age_uk

Too hard to pick. They're all pretty spectacular.

12:03 PM · Aug 14, 2019 · Twitter Web App

2 Likes

- Twitter is also a place where fans, users, and clients get to talk about your brand, also publicly, on their Twitter accounts. A Twitter presence is a great opportunity for brands to knit strong relationships with their audience.
- On the other hand, the *Twittersphere* is also where a lot of rants about brands, products, and services happen.

i. Types of Twitter Ads

Twitter Promoted Ads

Like ordinary Tweets, they can be liked, retweeted and commented on. But they are labeled as an ad: they will always say “Promoted” in the lower left-hand corner.

Promoted Ads can support a variety of media formats through the following sub-categories:

- **Image Ads** allow you to showcase your product or service with a single photo.

- **Video Ads** help bring products to life and drive people to a website, app, or simply to engage with your brand's message.

- **Carousel Ads** give advertisers up to six horizontally-swipeable images or videos to showcase multiple products or promotions.

- **Moment Ads** allow you to create, curate and promote a collection of Tweets to tell an immersive story that goes beyond 280 characters.

- **Text Ads:** With all the elements of a standard Tweet, these simple and native Text Ads feel like the rest of Twitter content and allow you to expand the reach of your Tweets beyond your followers to your desired target audience.

Twitter Follower Ads

- It targets users who don't already follow your brand and can help grow your business's Twitter following.
- Follower Ads are displayed in potential followers' timelines.

Twitter Amplify

Twitter Amplify Pre-roll allows your brand to place pre-roll video ads on content from 15+ categories of pre-screened brand-safe publishers.

Twitter Takeover

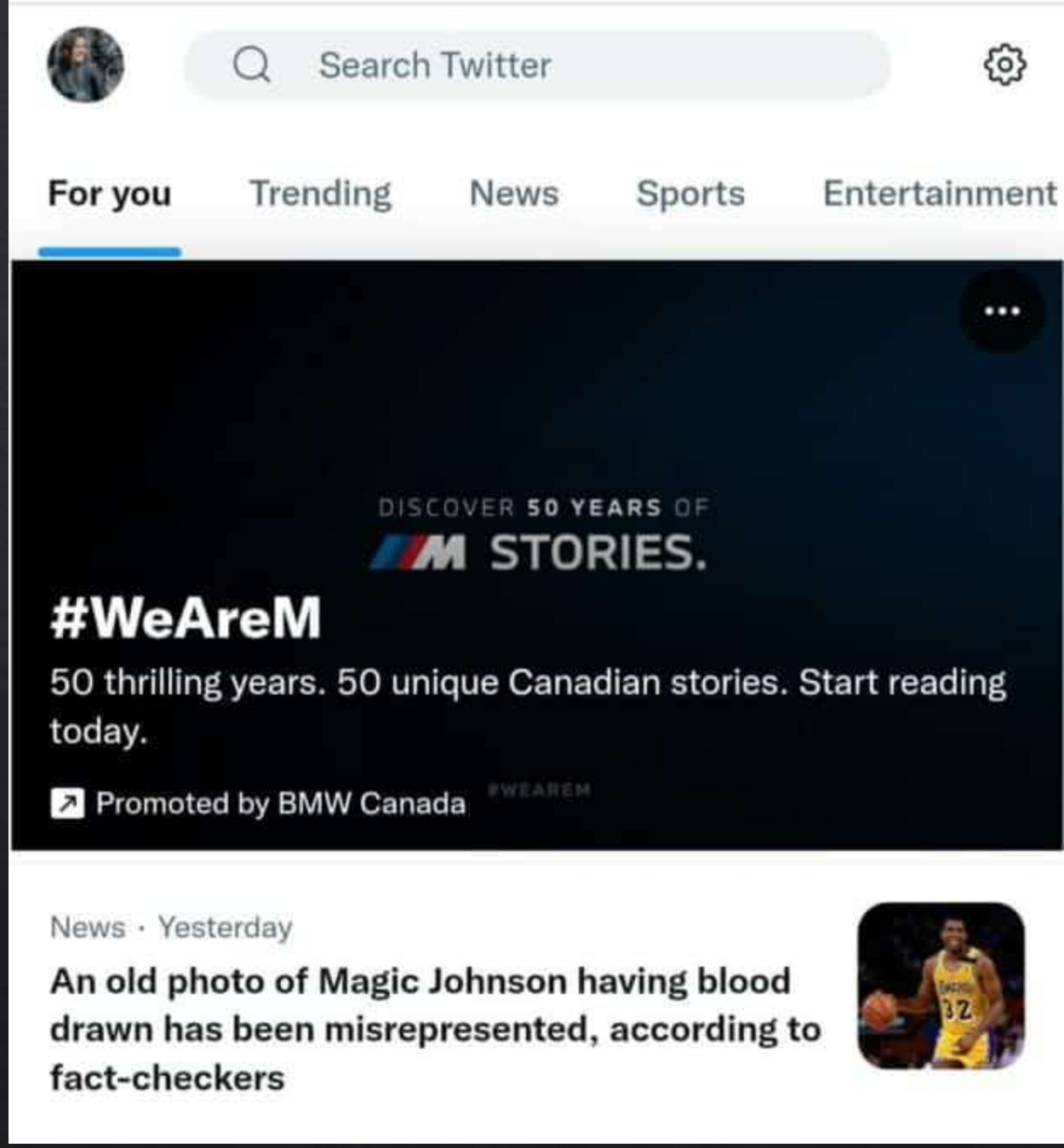
There are two different types of Twitter Takeover.

1. Trend Takeover

Formerly known as Trending Topics, Trend Takeover allows brands to place a sponsored ad in the **What's happening** section of the Twitter homepage and the **Trending tab** on the Explore screen

2. Timeline Takeover

Timeline Takeover is an ad that appears at the very top of a user's timeline when someone opens Twitter for the first time of the day.



Branded Hashtags

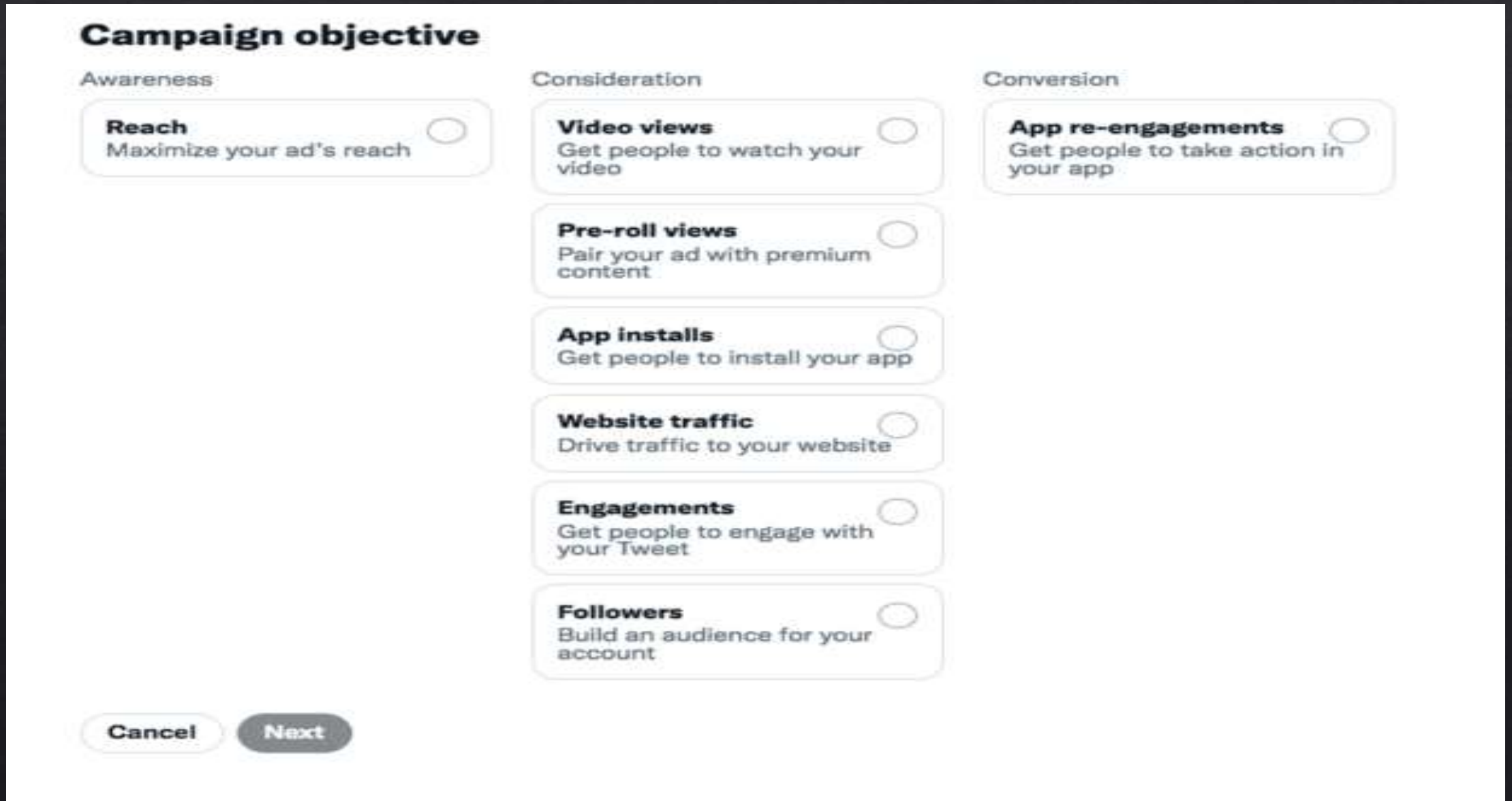
Branded hashtag ads allow you to add a visual component, like an emoji, that automatically appears when someone uses your hashtag.

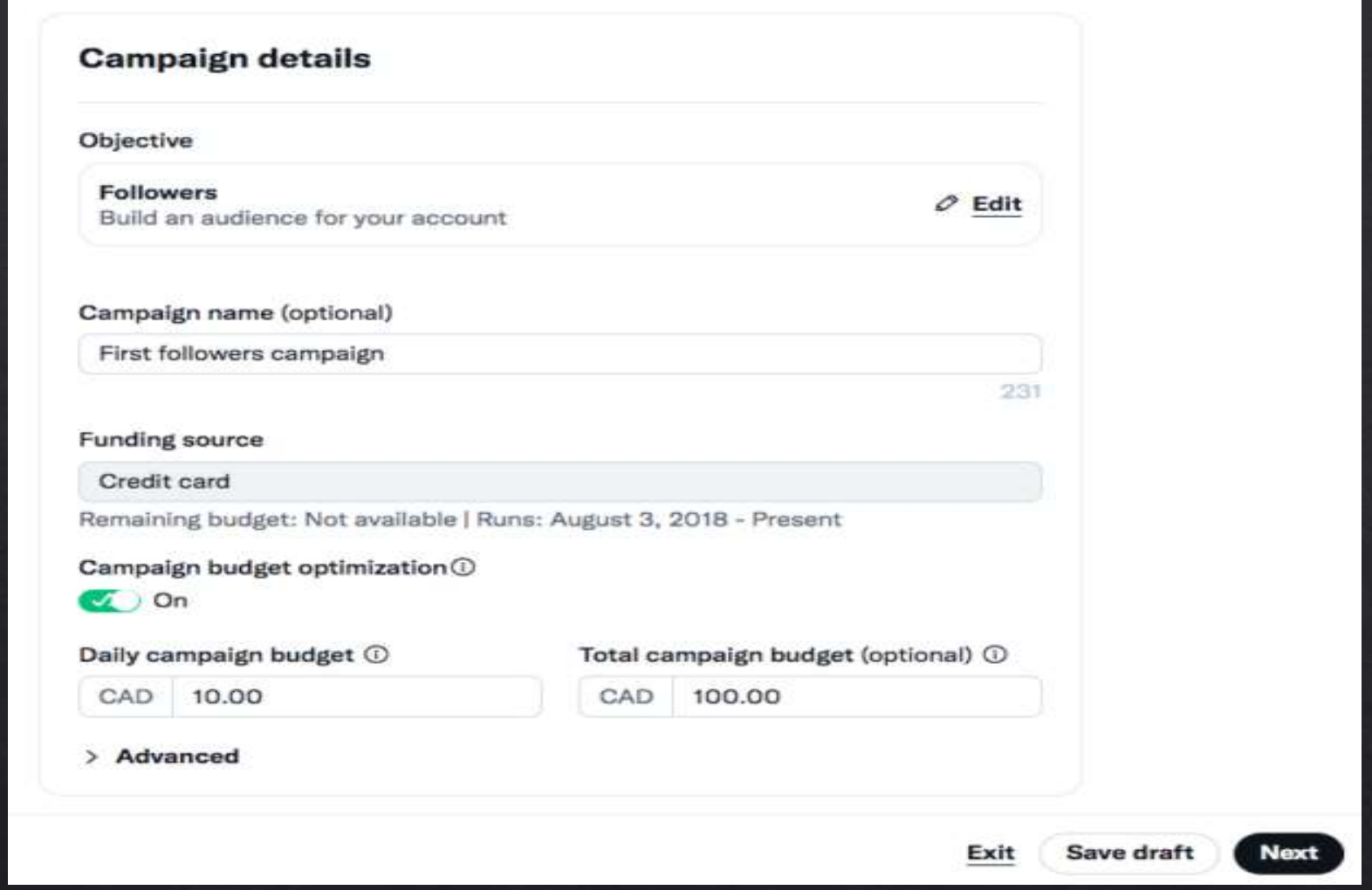
Twitter ad specs

- Here’s everything you need to know about the components that make up every type of Twitter ad, from character count to Twitter ad size.
- *Note that a link counts as 23 characters, so assuming your ad includes a link, you’ll actually get 257 characters of copy instead of 280.*

ii. Twitter Advertising Campaigns

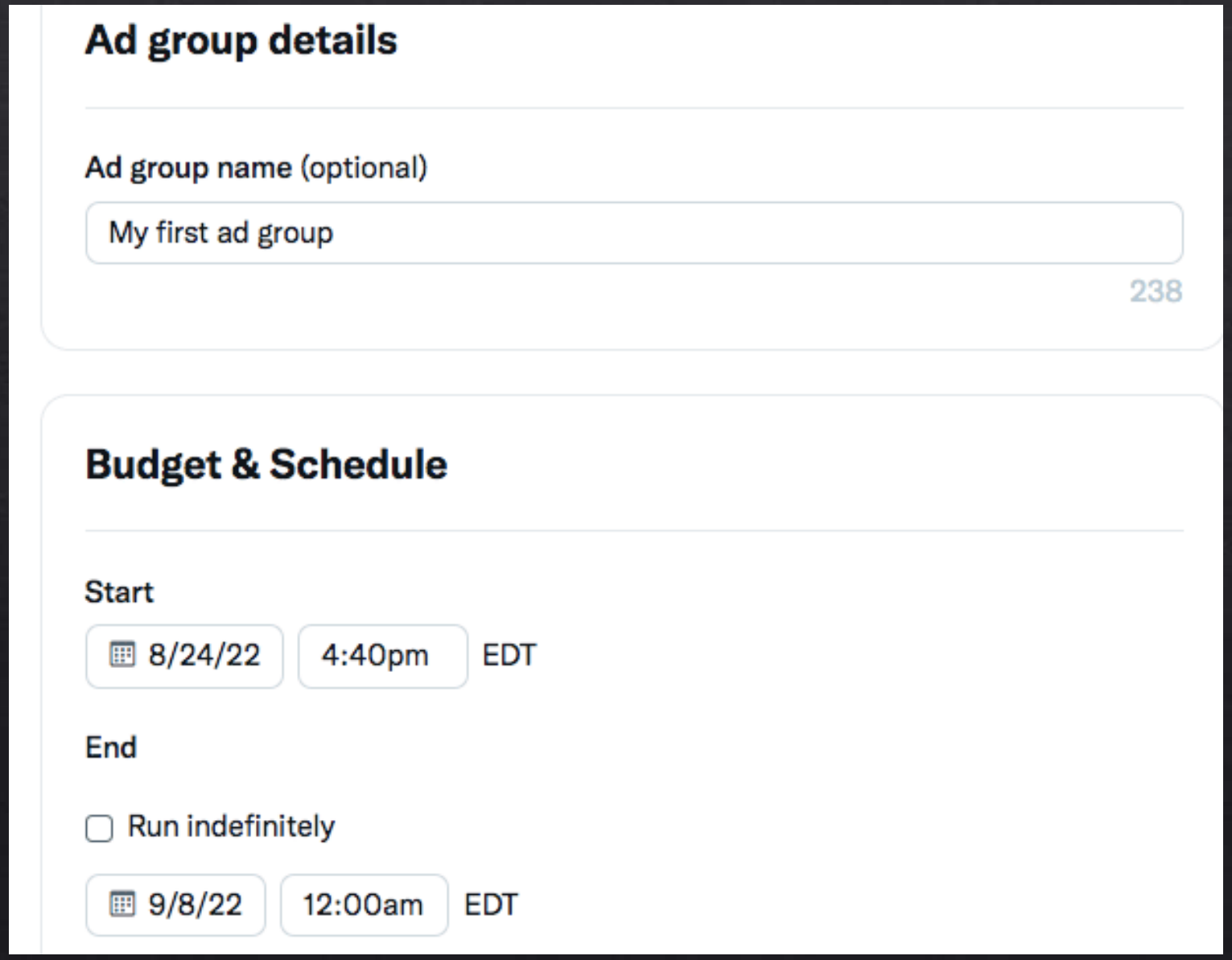
How to set up a Twitter ad campaign
Step 1. Choose your advertising objective



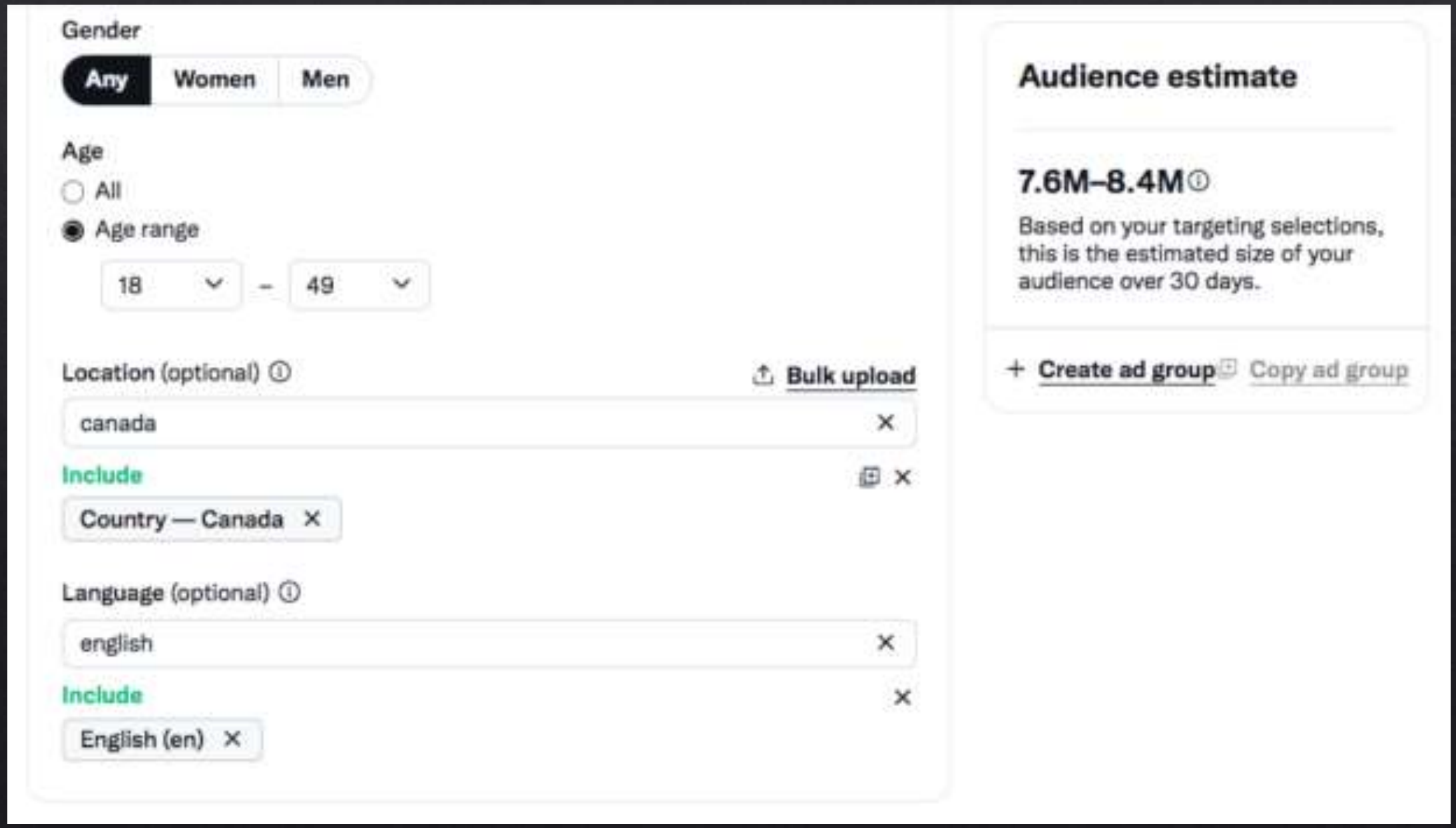


- **Clicking on your objective will take you to the Campaign details screen.**
- Here, name your campaign, choose how to pay for it, and set your campaign budget.

Step 2. Set up your ad group and bidding



Step 3. Target your audience and choose your placements



Targeting features

Keywords (optional) ⓘ

Recommendations | Bulk upload

Include | garden

Include

gardens ×

Follower look-alikes (optional) ⓘ

Recommendations | Bulk upload

Search

Interests (optional) ⓘ

Search

Include

Home and garden — Gardeni... ×

Movies and TV shows (optional) ⓘ

garden ×

Include

TV show - Garden of the Yea... ×

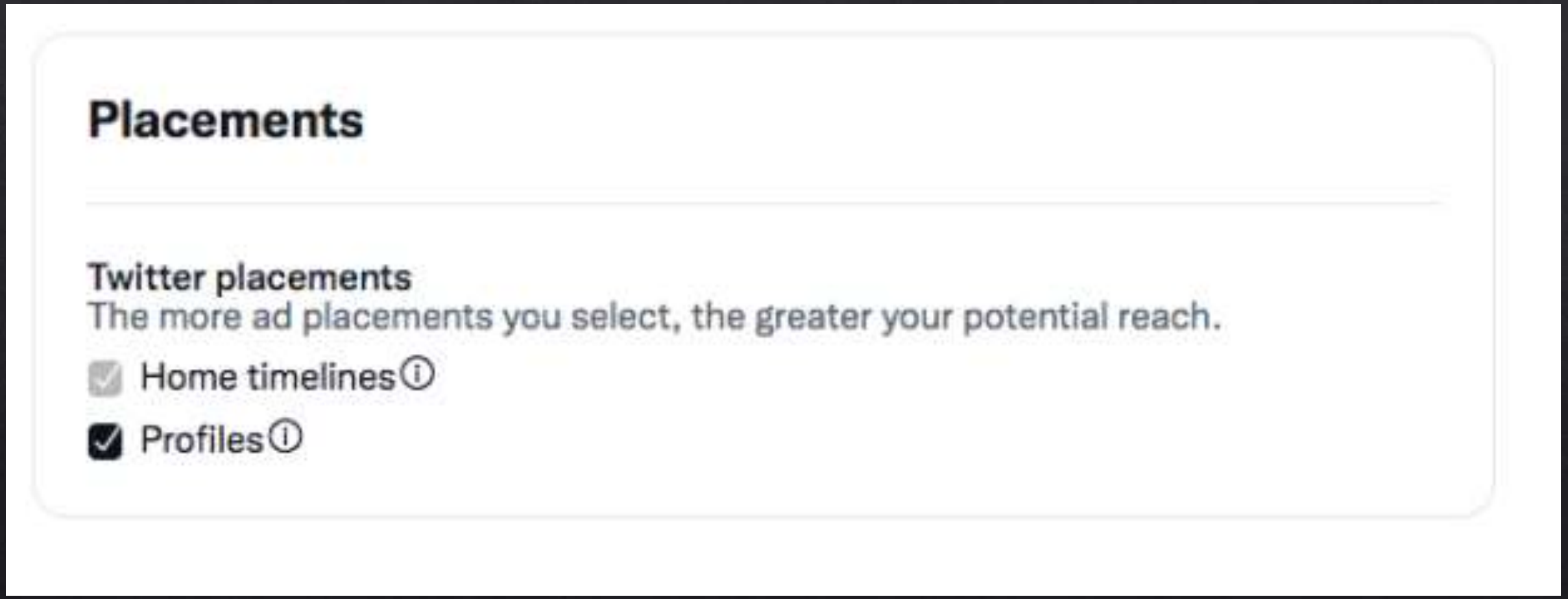
Audience estimate

360.1K–398.0K ⓘ

Based on your targeting selections, this is the estimated size of your audience over 30 days.

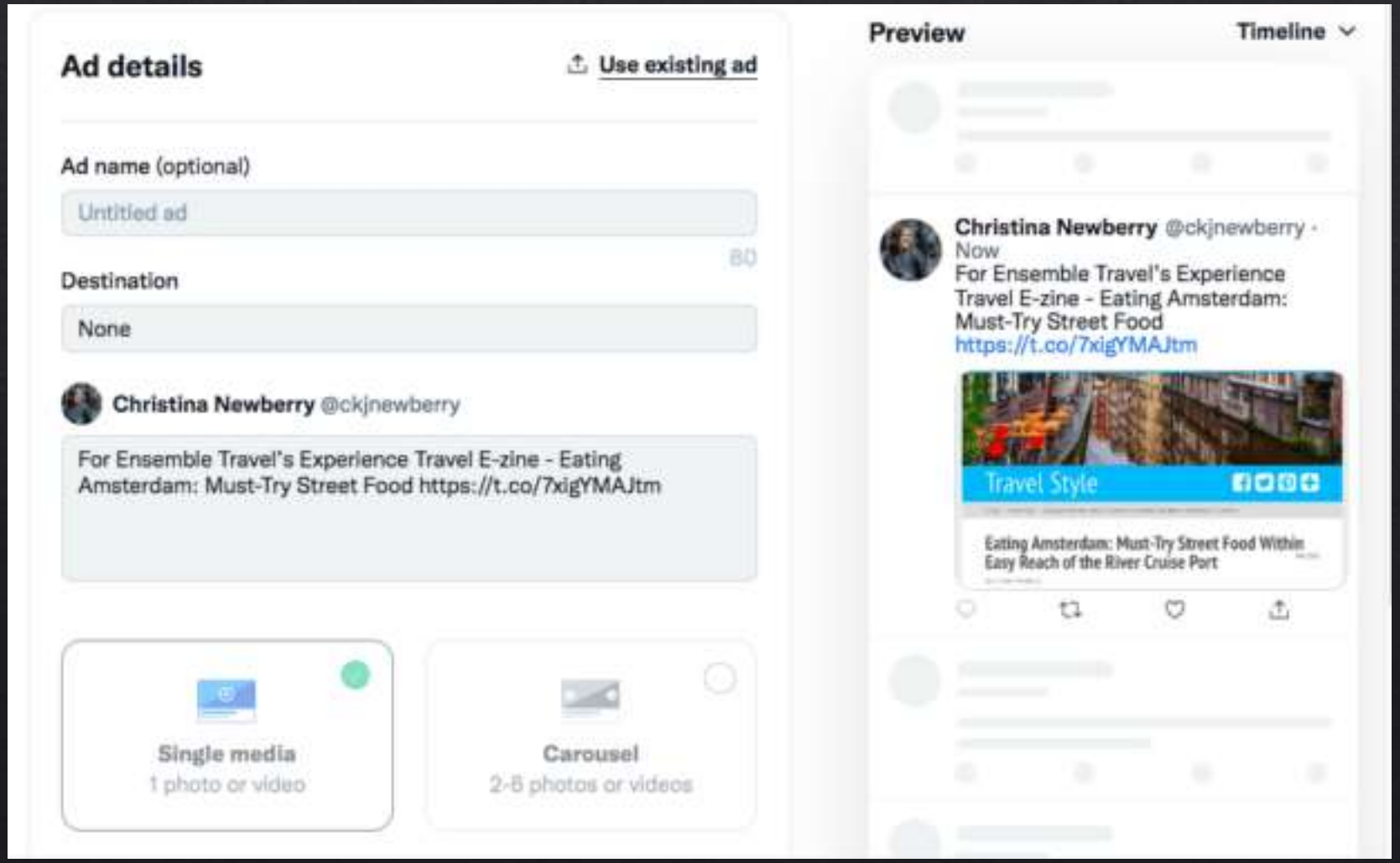
+ Create ad group | Copy ad group

At the bottom of this screen, you'll choose where you want your ads to display.



Step 4. Create your ads

You can use an existing Tweet as an ad, or create a new ad by filling in the fields on the Ad details screen.



Step 5. Launch your campaign

Finally, review all the options you've selected. Click Launch campaign to launch your ad.

And that's it!

iii. Twitter analytics

What are Twitter analytics?

Twitter Analytics allows you to track and view key metrics, like follower gain/loss, impressions, engagement rate, retweets and more.

The benefits of tracking Twitter analytics

- Learning what your audience really wants
- Tracking your growth
- Figuring out the best time to post

What can you track with Twitter analytics?

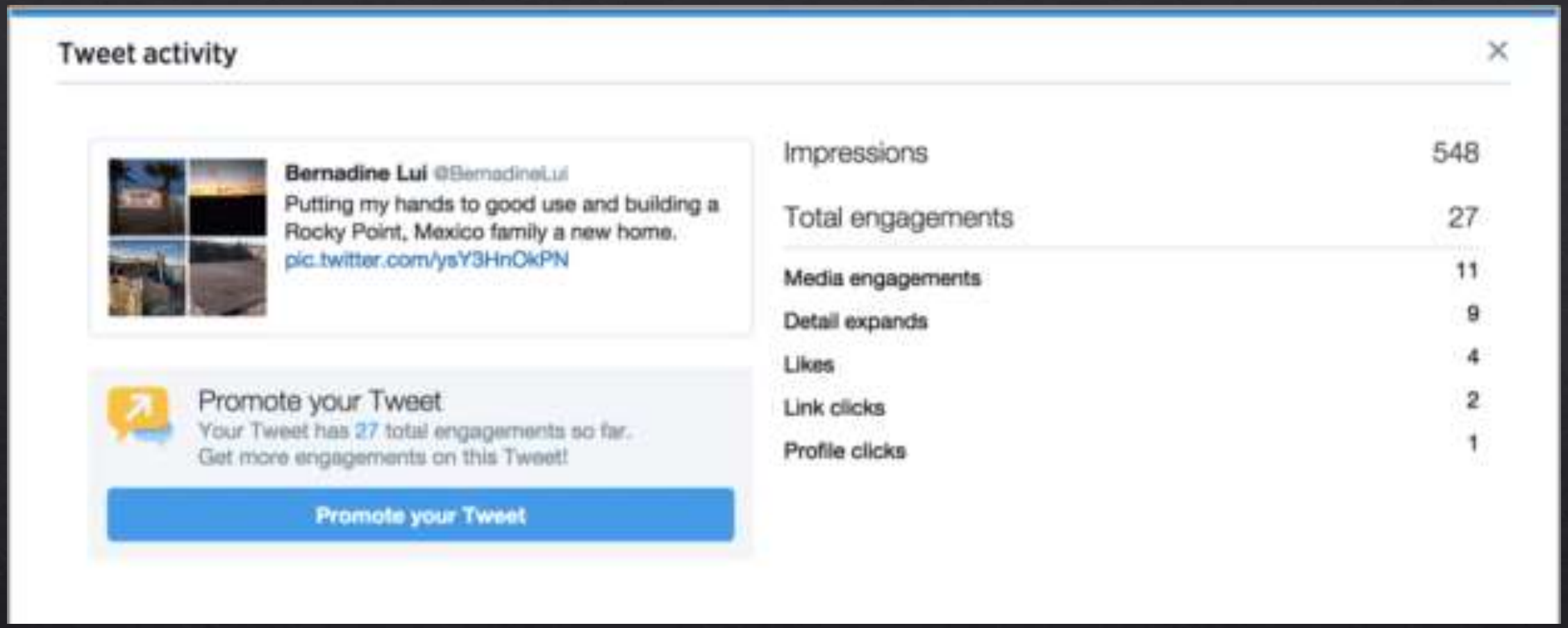
The dashboard page

This is what you see when you first navigate to Twitter analytics. It shows you a monthly overview of your top stats, including your:

- Top Tweet (by number of impressions)
- Top mention (by engagements)
- Top media Tweet (ones that include an image or video)
- Top follower (the person with the most followers who started following you in the current month)

It also includes a short summary of your activity that month.

The Tweets page



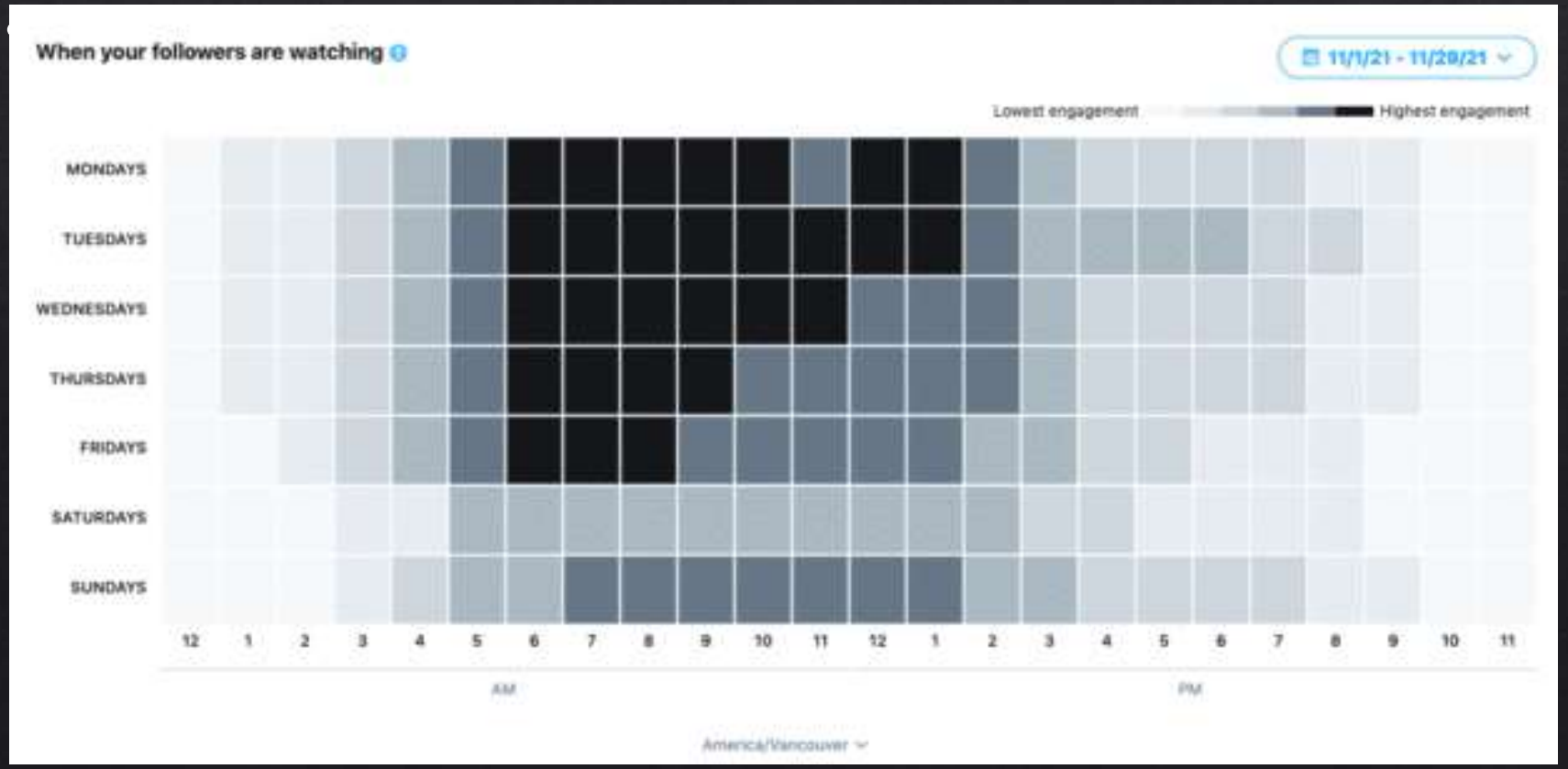
Along the right side, you can also view your average:

- Engagement rate
- Link clicks
- Retweets
- Likes
- Replies

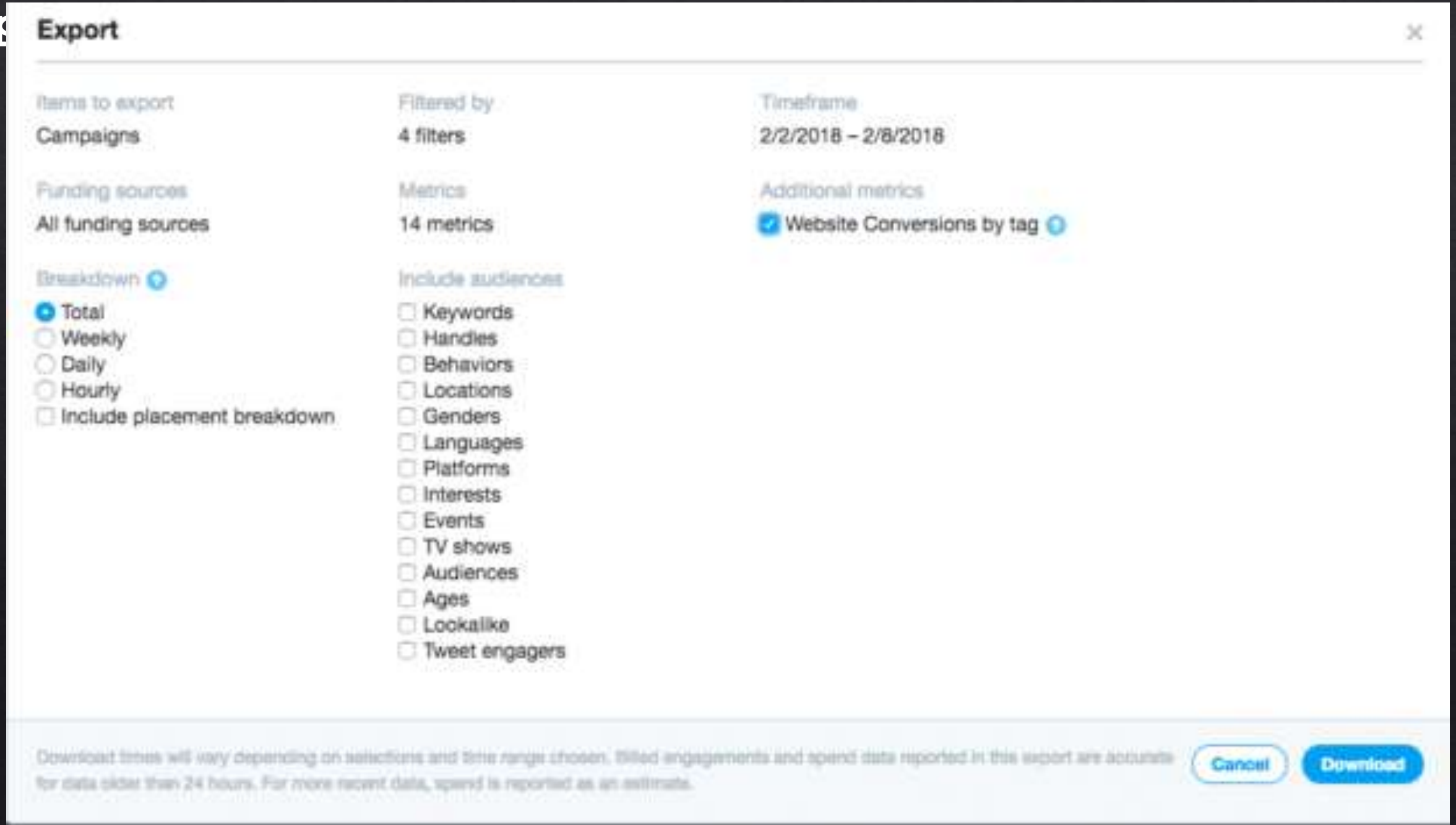
The video page

Like the Tweets page, you can view similar video engagement stats here:

- Views
- Completion rate (how many people watched until the end)
- Total video minutes viewed



The conversion tracking

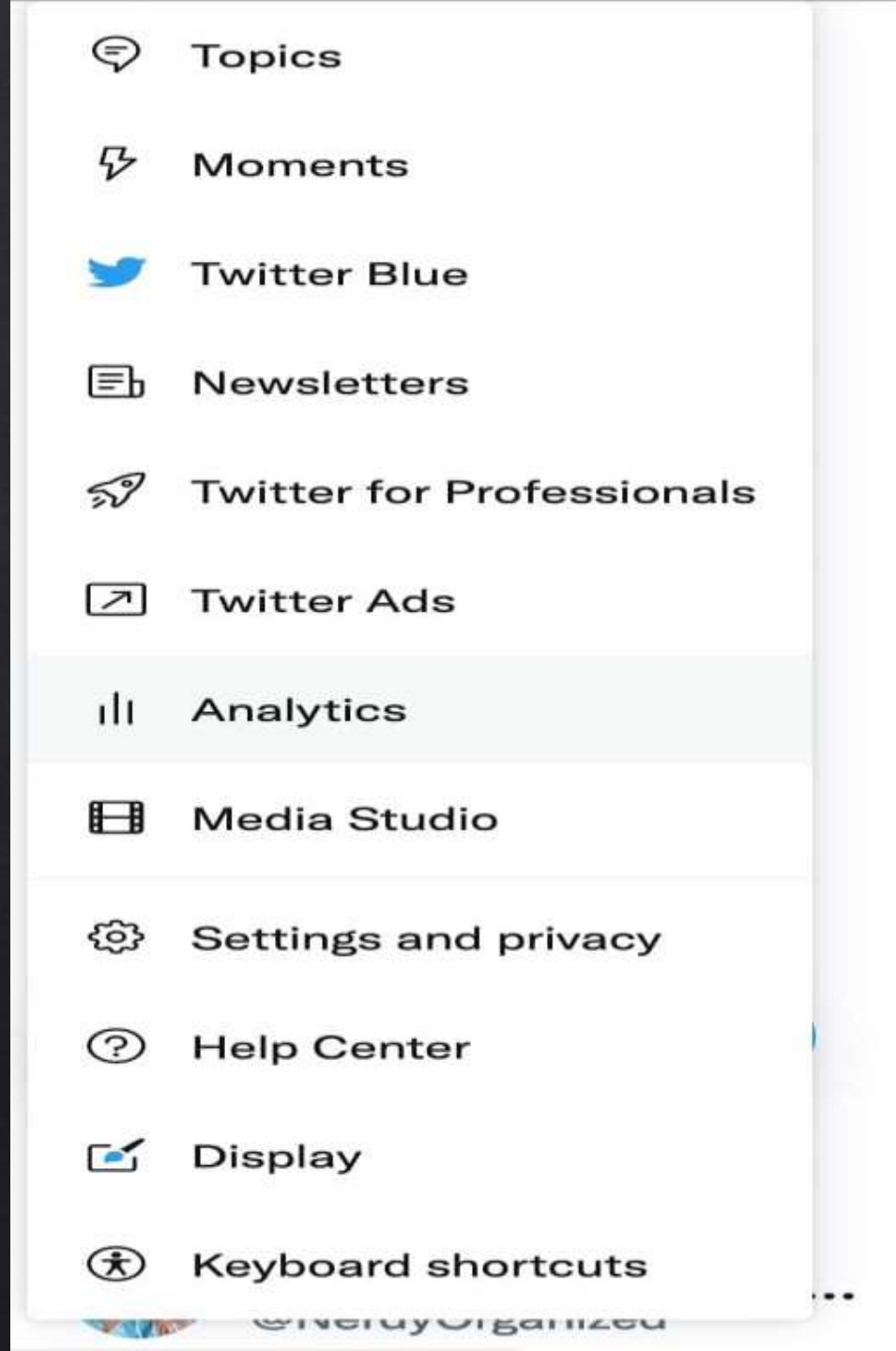


The Business Insights Dashboard

How to check your Twitter analytics

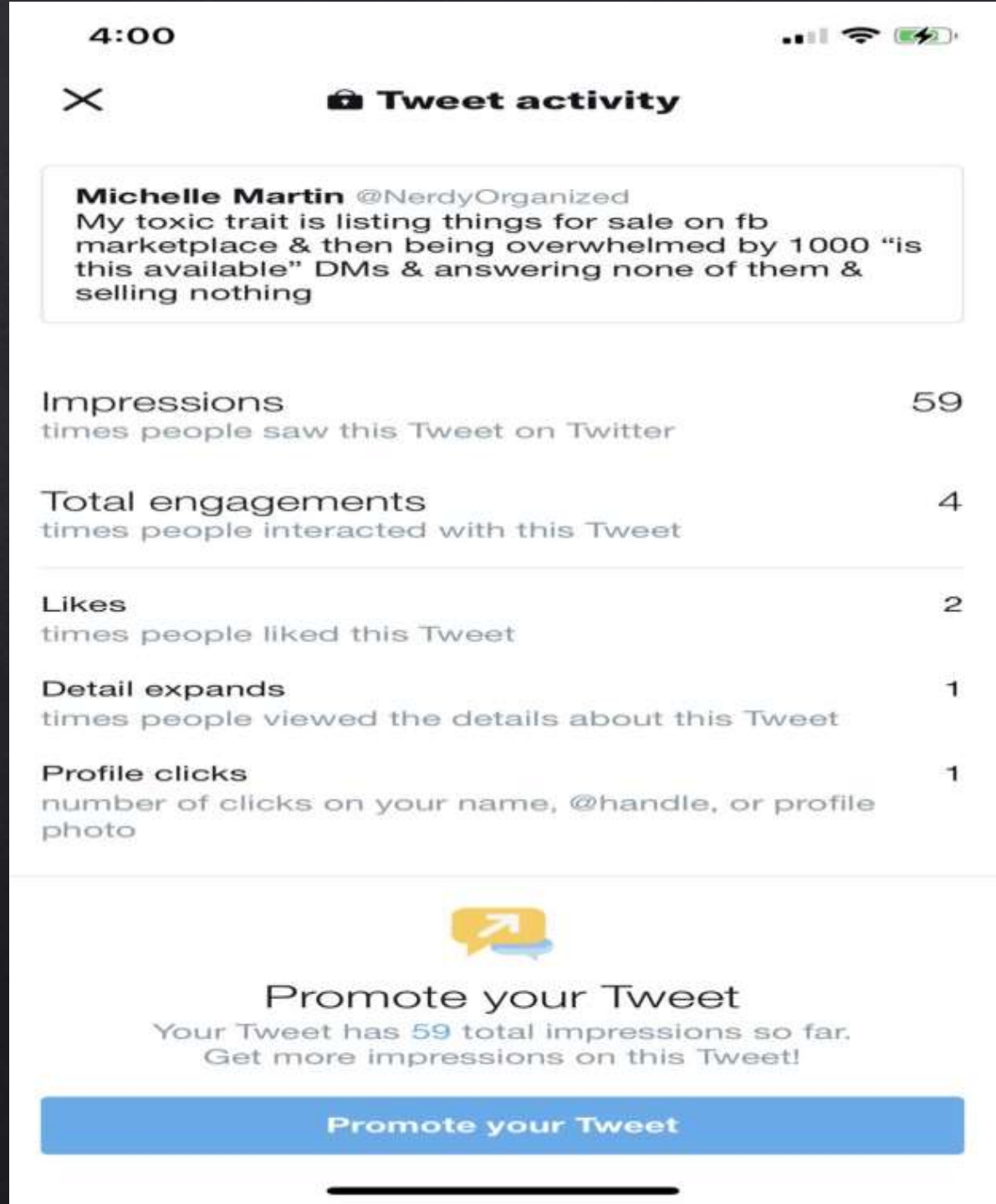
How to access Twitter analytics via desktop

Open Twitter in your browser and click on **More**, in the left-side menu. You'll see **Analytics** as an option about halfway down. This will bring you to your Twitter analytics dashboard page.



How to access Twitter analytics on mobile

In the mobile Twitter app, you can't view the full analytics dashboard — but you can see analytics for individual Tweets. Find it by tapping on a Tweet and then tapping **View Tweet Activity**.



11 Twitter metrics to track for the best results

- Twitter hashtag analytics
  - Impressions
  - Top Tweet
- Twitter followers analytics
  - Follower gain/loss
  - Top followers
  - New followers
  - Top mention
- Twitter engagement analytics
  - Engagements
  - Engagement rate
  - Link clicks
  - Replies/Retweets
  - Likes

4.4 Introduction to LinkedIn Marketing

LinkedIn marketing is the process of using LinkedIn to make connections, generate leads, improve brand awareness, foster business relationships and partnerships, share content, and drive traffic to your website.

Importance of LinkedIn Marketing

1.Create Awareness improve Recognision

2.Leadership and influencer Marketing

3.Selling and Generating Leads

4.Social CRM

5.Traffic Building

6.Listening and Gaining insights

ii. Types of LinkedIn ads

1. Sponsored Content

The LinkedIn homepage for users features a news feed that is custom to each profile’s network. Sponsored content will show up in the LinkedIn news feed and reach a highly engaged audience. This content is labeled as “promoted” so it stands apart from the regular news feed. Sponsored content can include single image ads, video ads, carousel ads, or event ads.

2. Sponsored Messages

Each user on LinkedIn has an inbox to connect with other users. Only 48% of businesses use messaging to engage with potential leads, so there’s a great opportunity for you to be ahead of the curve with it. There are conversation ads that are in the style of “choose your own path” and message ads which are direct messages to potential leads.

3. Lead Gen Forms

Converting leads is the goal of your ads, and easily collecting their information makes the process streamlined for them and your business. These are pre-filled forms that help you collect and record leads on LinkedIn.

4. Text Ads

The LinkedIn platform has a right rail that can also feature ads. These can be text, spotlight, or follower. These are smaller, more condensed ads compared to the sponsored content.

iii. LinkedIn's Campaign Manager

Campaign Manager is LinkedIn’s ad management tool that empowers anyone to create, launch, and evaluate the performance of their LinkedIn ad campaigns.

Campaign Manager enables advertisers to create and measure campaigns. These campaigns generate leads, drive website traffic, and build brand awareness within the world’s largest professional network.

Similar to other advertising platforms, Campaign Manager uses an organizational hierarchy to help advertisers stay organized. This includes

- The account
- Campaign Groups
- Campaigns
- ads.

iv. LinkedIn Analytics

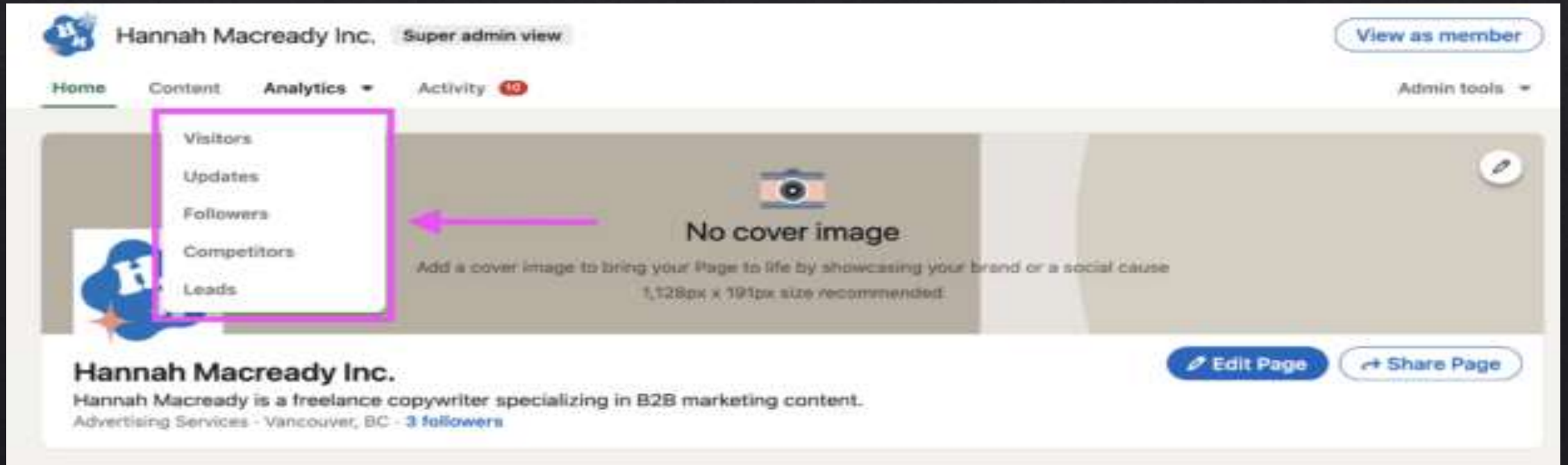
LinkedIn’s analytics can help you track progress, measure success, and connect with your target audience.

There are two main ways to track metrics using LinkedIn analytics:

1. LinkedIn’s built-in analytics tools, or
2. Third-party tools

Native LinkedIn analytics tool

The native LinkedIn Analytics tool is available to all Page admins. It provides **detailed insights** into your page's performance.
To access the LinkedIn dashboard, go to your company page and click on the **Analytics tab**. A **drop-down menu** includes options to view analytics for Visitors, Updates, Followers, Competitors, Leads, and Employee Advocacy.



Analytics

Last 30 day activity

518 ▲ 7.9%

Search appearances

Last 7 days

273 ▼ 4.2%

Unique visitors

35 ▲ 94.4%

New followers

9K ▼ 15.3%

Post impressions

54 ▲ 5.9%

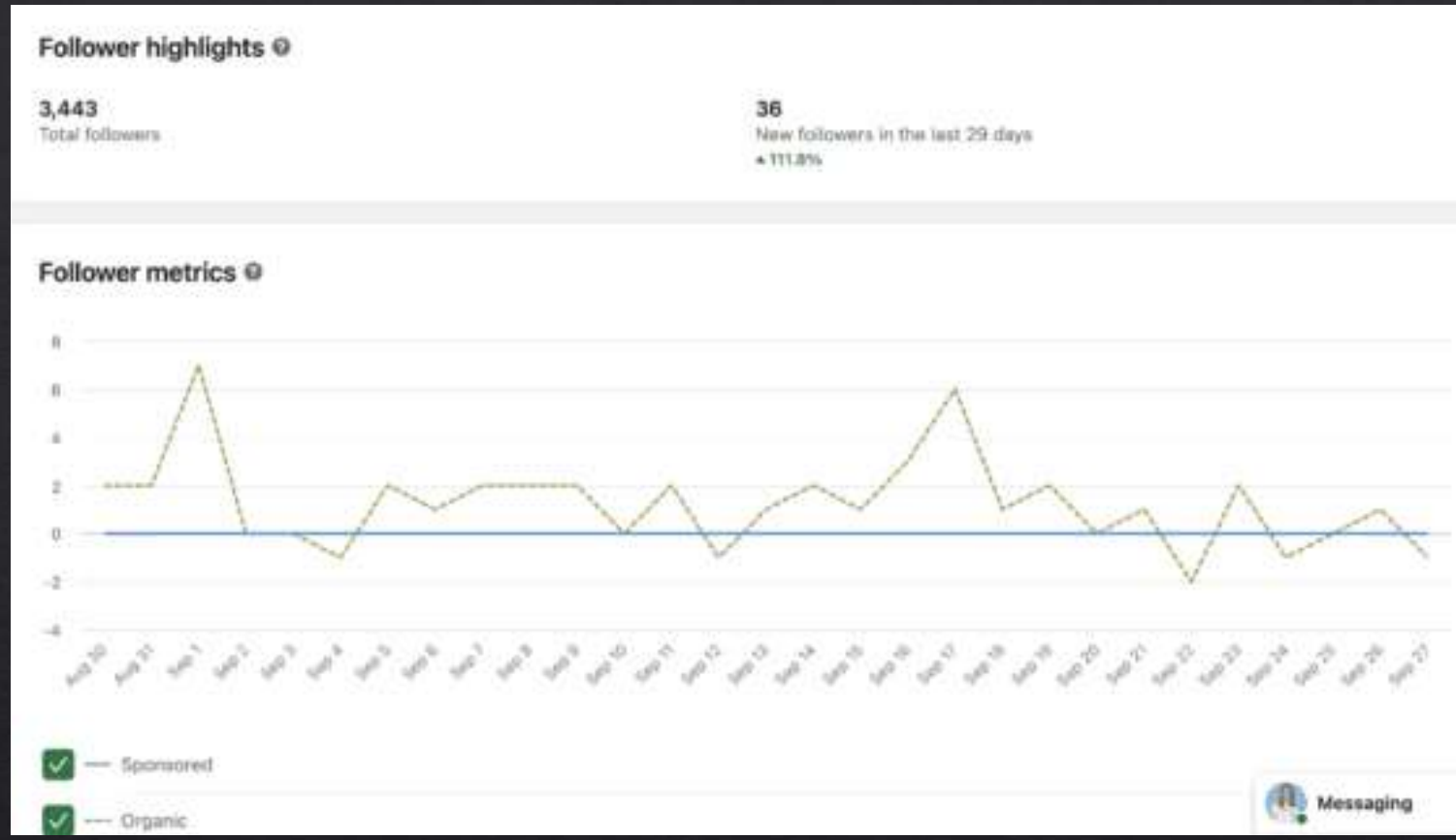
Custom button clicks

0

New leads

Visitor analytics

Visitor analytics show you people who are coming to your page but **aren't loyal followers** of your brand on LinkedIn — yet!
You can use this data to spot traffic patterns and **tailor your LinkedIn updates** to new visitors. This can lead to visitors **converting into new followers** and increased social engagement.



Competitor analytics

LinkedIn competitor analytics is a newer feature that's still in development. Currently, you can **compare your page followers** and engagement with competitors.

This comparison helps you improve your social media strategy. Competitor analytics can tell you what you're doing right and where there's room to improve.

Follower metrics

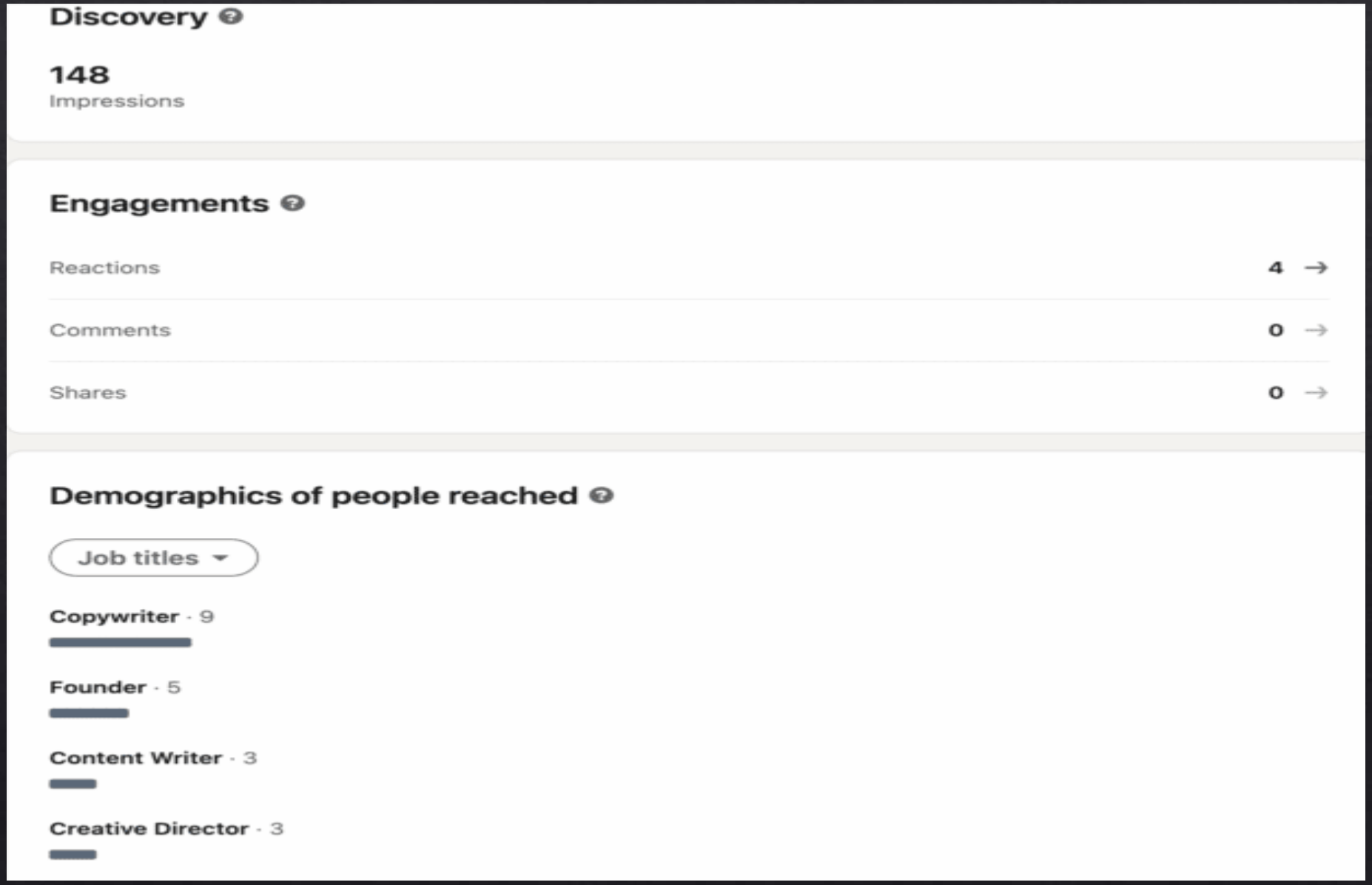
Ranked by total followers

Page		Total followers	New followers
1	NP Digital	69,089	482
2	NPAccel	4,865	168
3	Monday Creative Inc	1,794	85
4	Hannah Macready Inc.	3	0

LinkedIn post analytics

Drill down on the metrics for a specific post by clicking **View analytics** in the bottom right corner

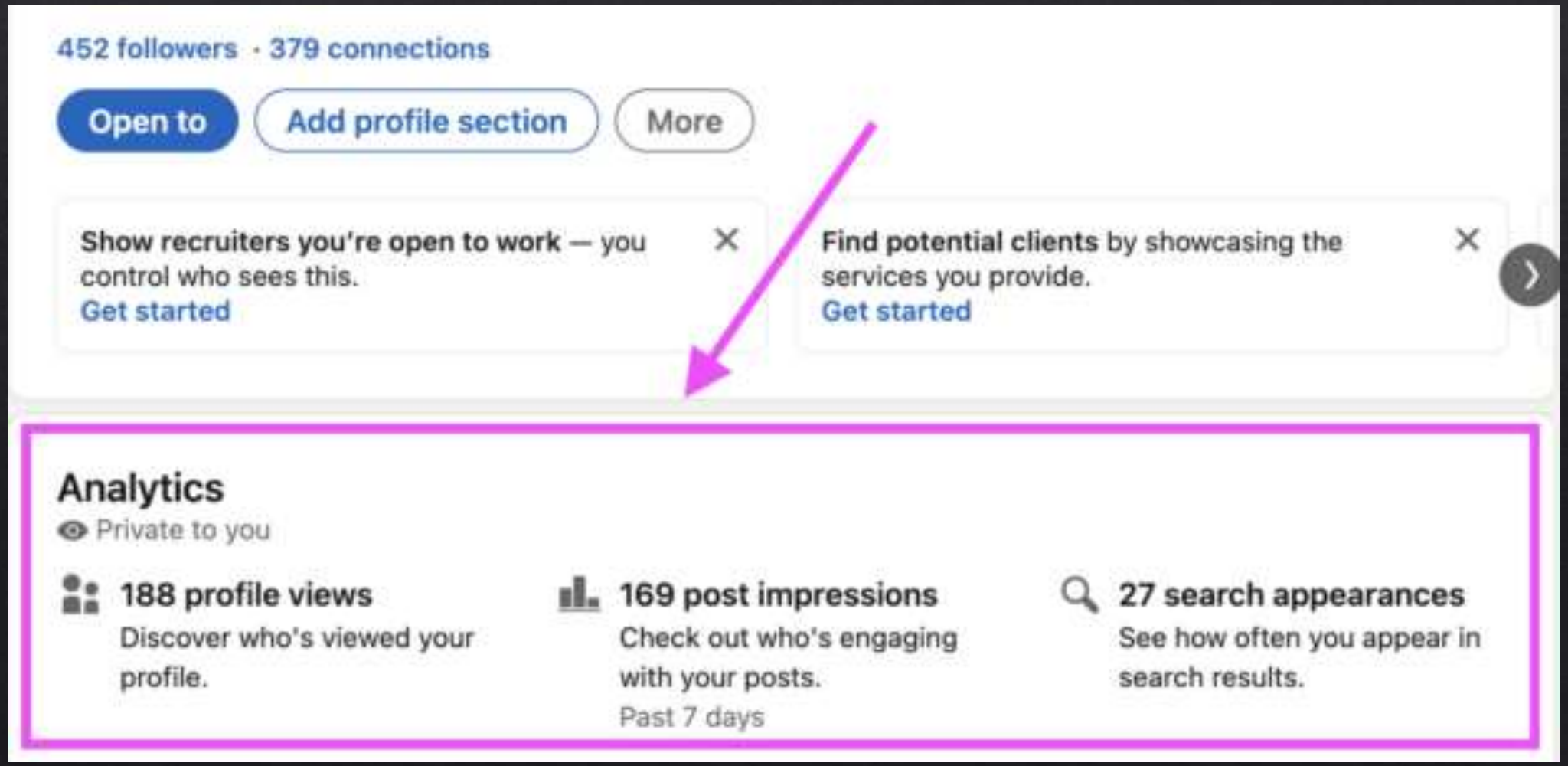
This view will show you the number of **impressions and engagement** your post received. It can also show you the demographics of people reached.



LinkedIn profile analytics

Tracking profile analytics is a good idea if you offer **professional services** from your LinkedIn profile or act as a **brand ambassador.**

These stats can be found on your profile, directly under **Your Dashboard.**



4.5 Introduction of digital marketing Strategies through Instagram

i. Types of Instagram Content

11 TYPES OF INSTAGRAM CONTENT

1. QUOTES
2. LIFESTYLE POSTS
3. OPEN-ENDED QUESTIONS
4. TESTIMONIALS
5. BEHIND-THE-SCENES
6. FUN FACTS
7. PROMOTIONAL POSTS
8. BRAND STORY
9. VIDEO CONTENT
10. GIVEAWAYS
11. FEATURE POSTS

ii. Instagram Ads

- What are Instagram ads?
- Instagram ads are posts businesses can pay to serve to specific target groups on Instagram.

- These ads appear in users' feeds, Stories, and explore pages in the same format as organic content from other Instagram accounts.

- Instagram ads can contain images, videos, carousels (multiple images), or collections (dynamic product galleries).

- Instagram ads look similar to normal posts but always contain a Sponsored label to indicate that they are an ad. They also often have more features than a normal post, such as links, CTA buttons, and product tags.

How much do Instagram ads cost?

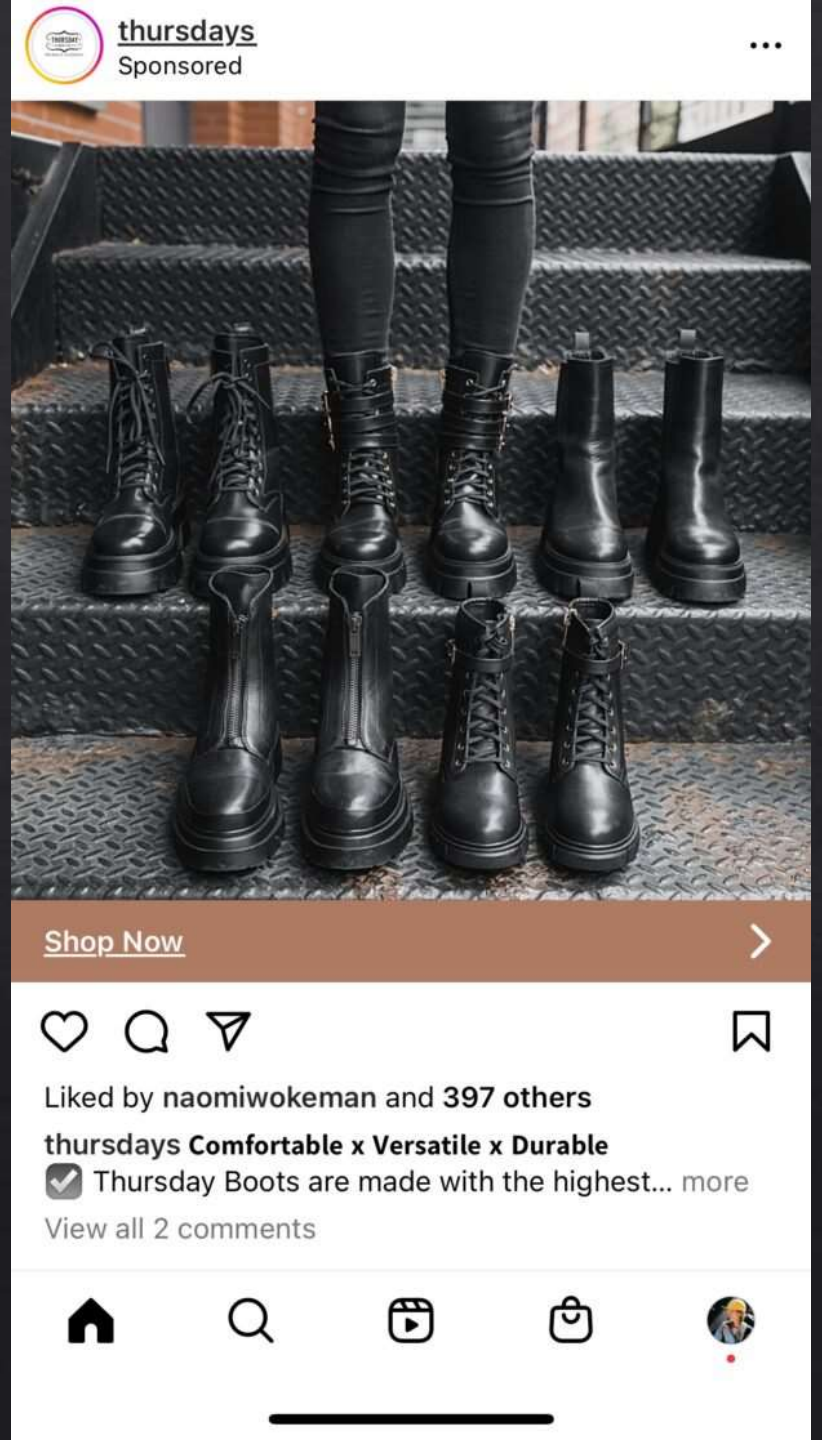
The cost of Instagram ads depends on the total budget, duration, and objectives you've set for your ad or campaign. You can set a daily or lifetime budget for your Instagram ads, so it's up to you how much you want to spend.

Types of Instagram ads

There are many different types of advertising formats on Instagram, including:

Image ads
Story ads
Video ads
Carousel ads
Collection ads
Explore ads
Shopping ads
Reels ads

Image ads
Instagram image ads allow businesses to use single images to advertise their brand, products, and services.



Show 10 entries Search:

Supported objectives	Call-to-action (CTA) buttons
Awareness	Apply Now
Traffic	Book Now
Engagement	Contact Us
Leads	Buy Tickets
App promotion	Contact Us
Sales	Download
	Call Now
	Get Offer
	Get Quote
	Get Showtimes

Showing 1 to 10 of 30 entries Previous Next

Video ads

Instagram video ads are a great way to showcase your product or service in an engaging, eye-catching way. You can use video ads to demonstrate how products work, highlight unique features, or simply tell your brand story.

Story ads

Instagram Story Ads are full-screen image or video ads that appear between users' Stories.

Instagram Stories are a well-used part of the app, with over 500 million Instagram users viewing Stories every day. Engagement is often higher with Stories ads, as the format covers the mobile screen and feels much more immersive than in-feed ads.

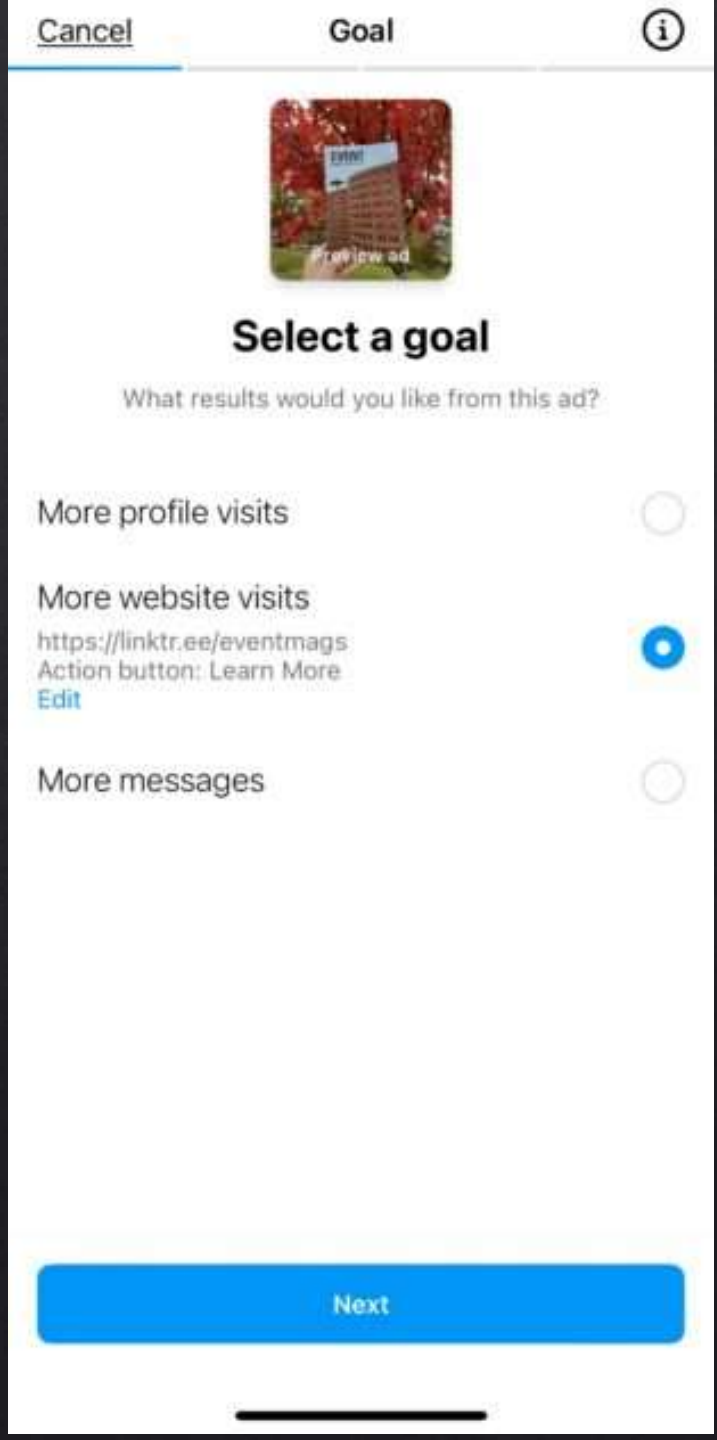
The best Instagram Stories ads look and feel like normal Stories and don't stand out as ads. When designing Stories ads, businesses can use all organic Instagram Stories features like filters, text, GIFs, and interactive stickers.

- Carousel ads
- Collection ads
- Explore ads
- Shopping ads
- Reels ads

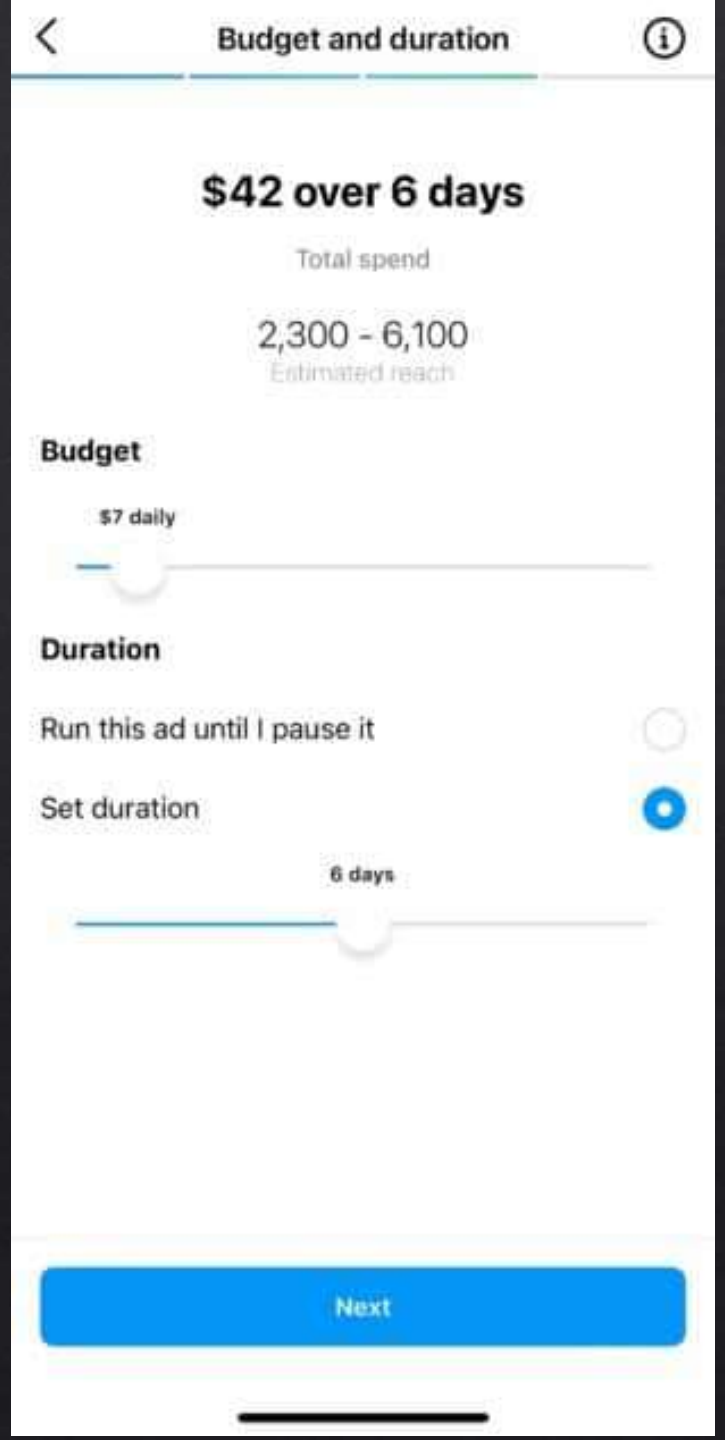
How to advertise on Instagram: setting up an ad step-by-step

Method 1: Using Instagram Boost

The easiest way to start advertising on Instagram is to promote one of your existing posts. This is similar to Facebook's Boost Post option.



Audience
Define your audience
Special requirements
For ads about credit, employment, housing, social issues, elections or politics.
Automatic
Instagram targets people similar to your followers
Create your own
Manually enter your targeting options
Additional placements
Allow Facebook placement
We'll help you reach more people by showing your ad on Facebook Feed, Facebook Marketplace and Facebook video feeds.
Learn more
Next

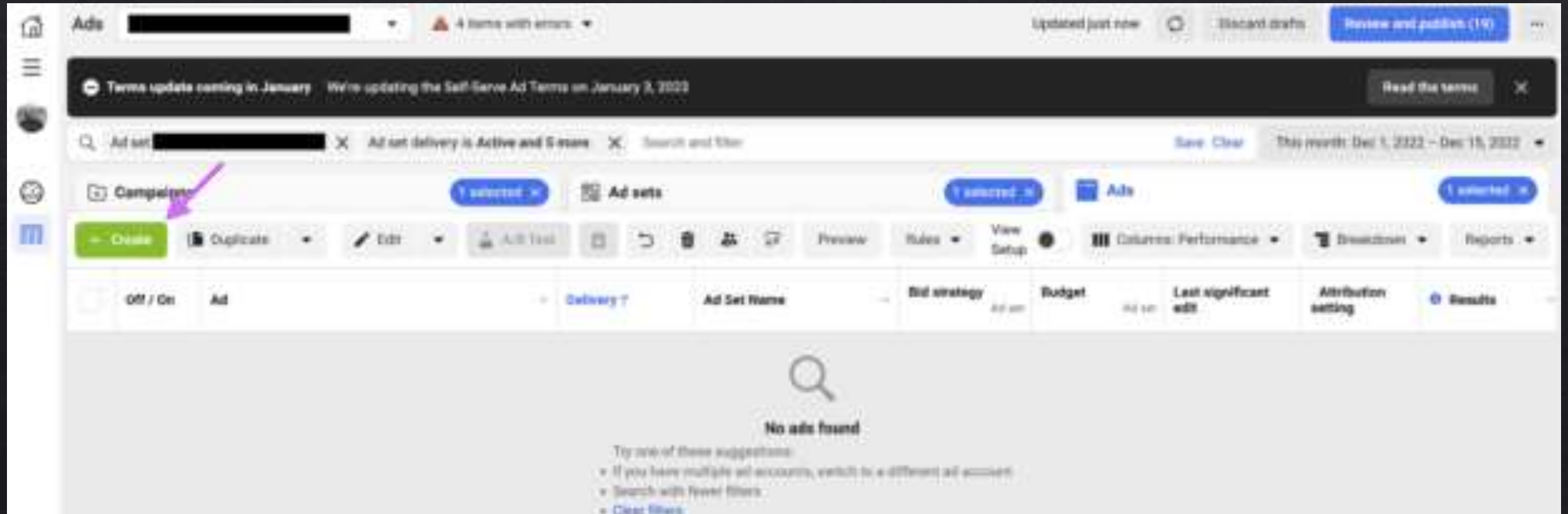

Budget and duration
$42 over 6 days
Total spend
2,300 - 6,100
Estimated reach
Budget
$7 daily
Duration
Run this ad until I pause it
Set duration
6 days
Next

Method 2: Using Ads Manager

To get the most out of Instagram's extensive ad targeting, creative, and reporting abilities, you can use the Meta Ads Manager to create ad campaigns (remember that Meta owns Instagram).

Step 1: Create a new Instagram ad campaign

To start, go to Meta Ads Manager and click +Create.



Step 2: Choose your objective

There are six campaign objectives available for Instagram ads. Those are:

Awareness: Reach the largest number of people who are most likely to remember your ad.
Traffic: Send people directly to your website, Instagram Shop, or app.
Engagement: Increase views, likes, comments and shares on your Instagram posts.
Leads: Collect leads for your business via Instagram ads. Or, encourage them to share information in exchange for content.
App promotion: Promote app engagement and Installs.
Sales: Find people likely to purchase your goods or services and drive more sales.

Campaigns | Ad sets | Ads

Create new campaign | New ad set or ad

Account info needed

We need to confirm a few details about your account before you can publish an ad. You can either go to Account overview to confirm this info before you start creating, or do this later.

Go to Account overview

Now you can choose from 6 simplified objectives

We made an update to the campaign objectives to make it easier to find one that aligns with your business goals. Here's what you can expect:

+ All the same functionality and features as before
+ No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

Find your objective

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

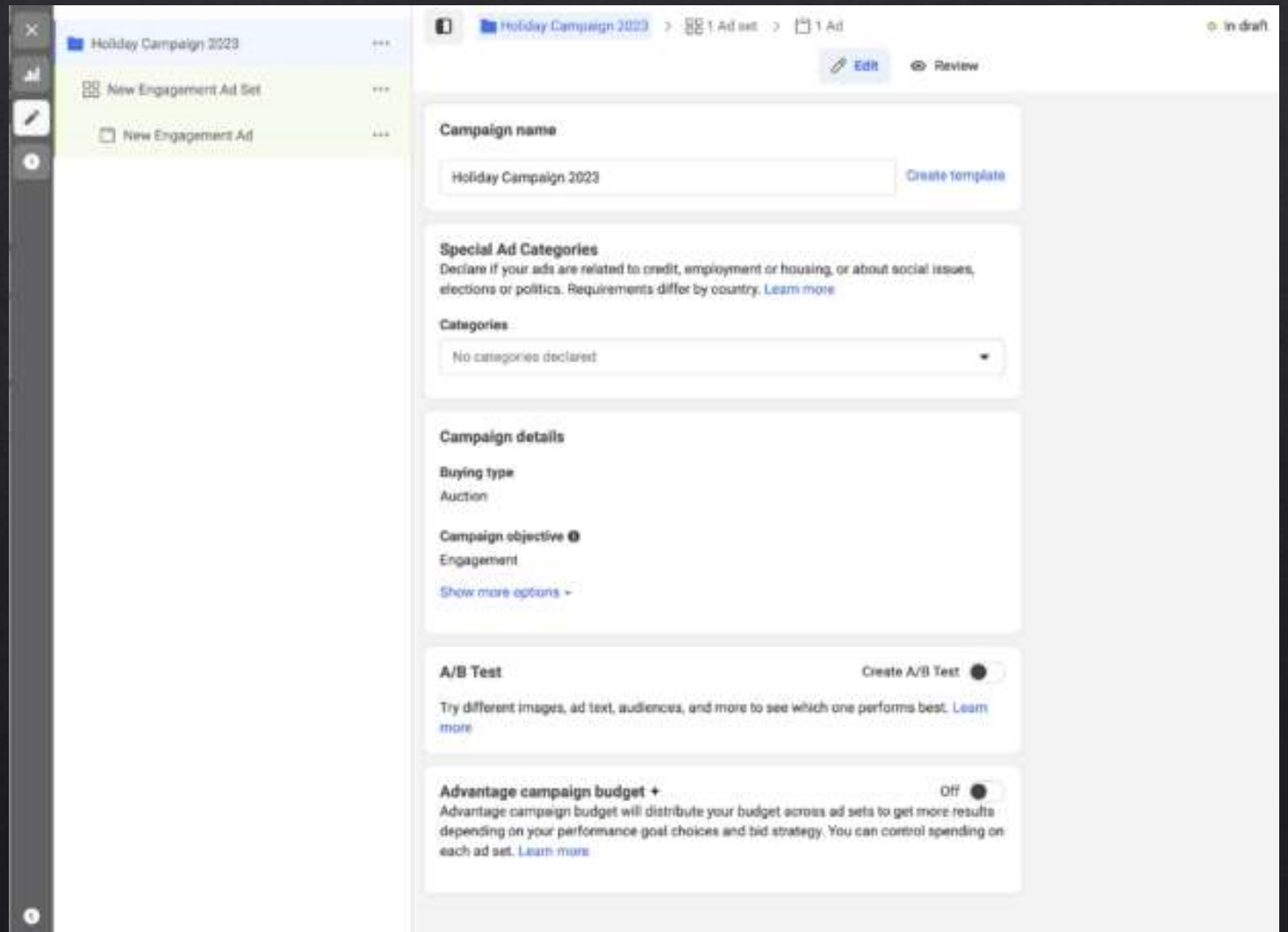
Learn more

Cancel

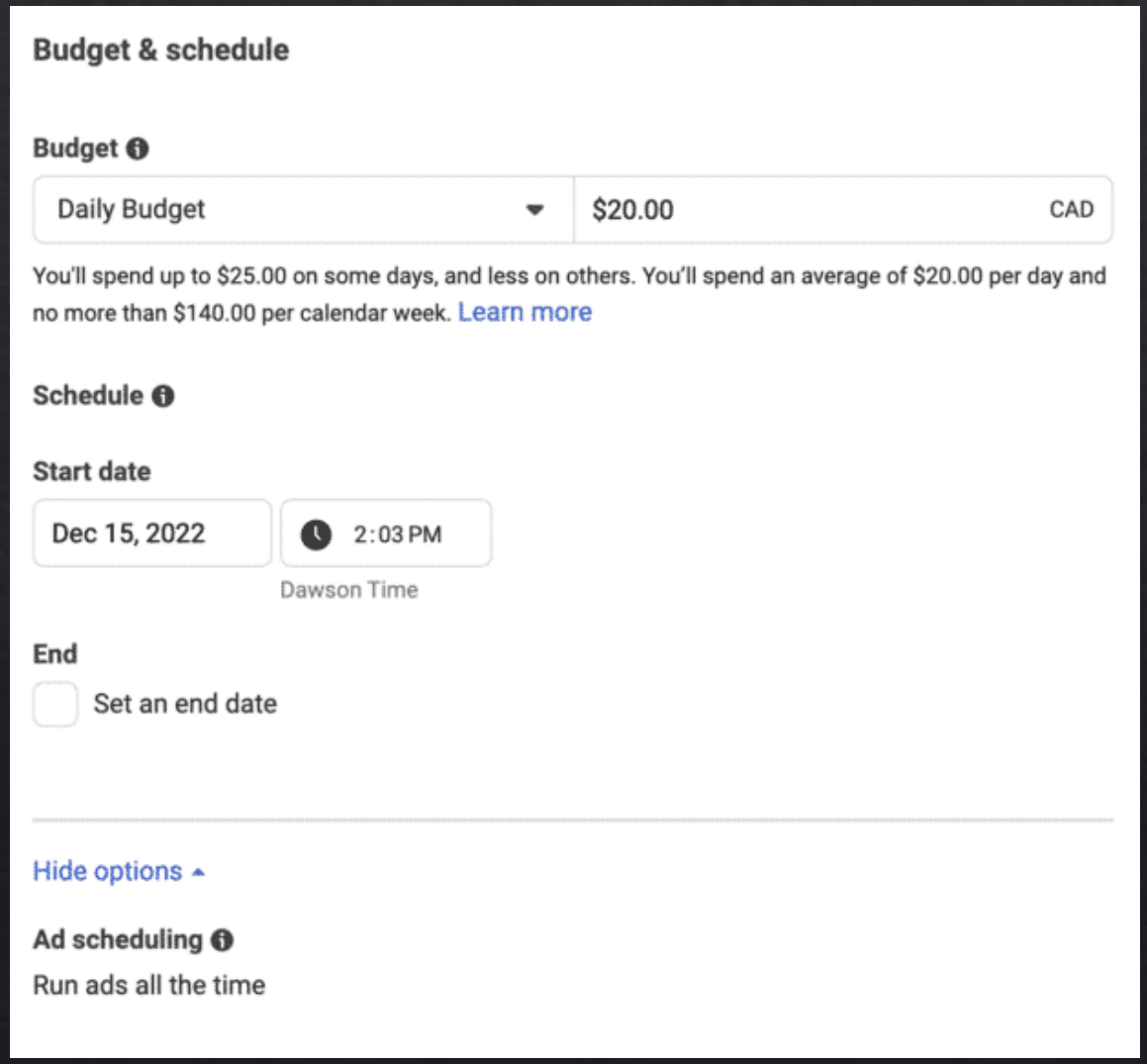
Step 3: Name your campaign

After selecting your objective, you'll be prompted to name your campaign.

Pro Tip: Give it a specific name based on the campaign objective to help you keep track of your campaigns.



Step 4: Choose your budget and schedule
For your budget, you'll have two options:
Daily budget: Set a maximum daily spend, useful for always-on ads
Lifetime budget: Set a maximum spend for your whole campaign, useful for ads with a clear end date

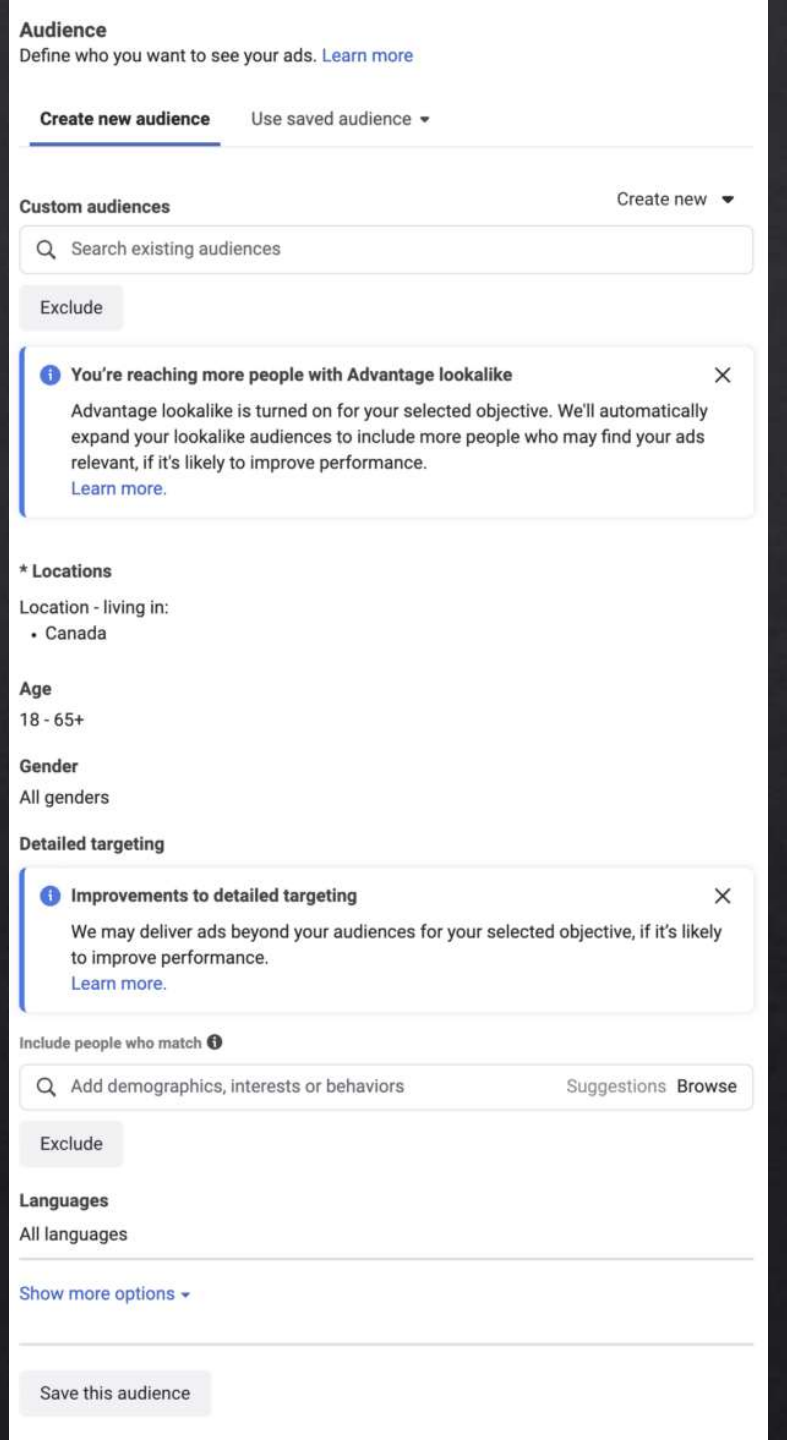


Step 5: Identify your audience

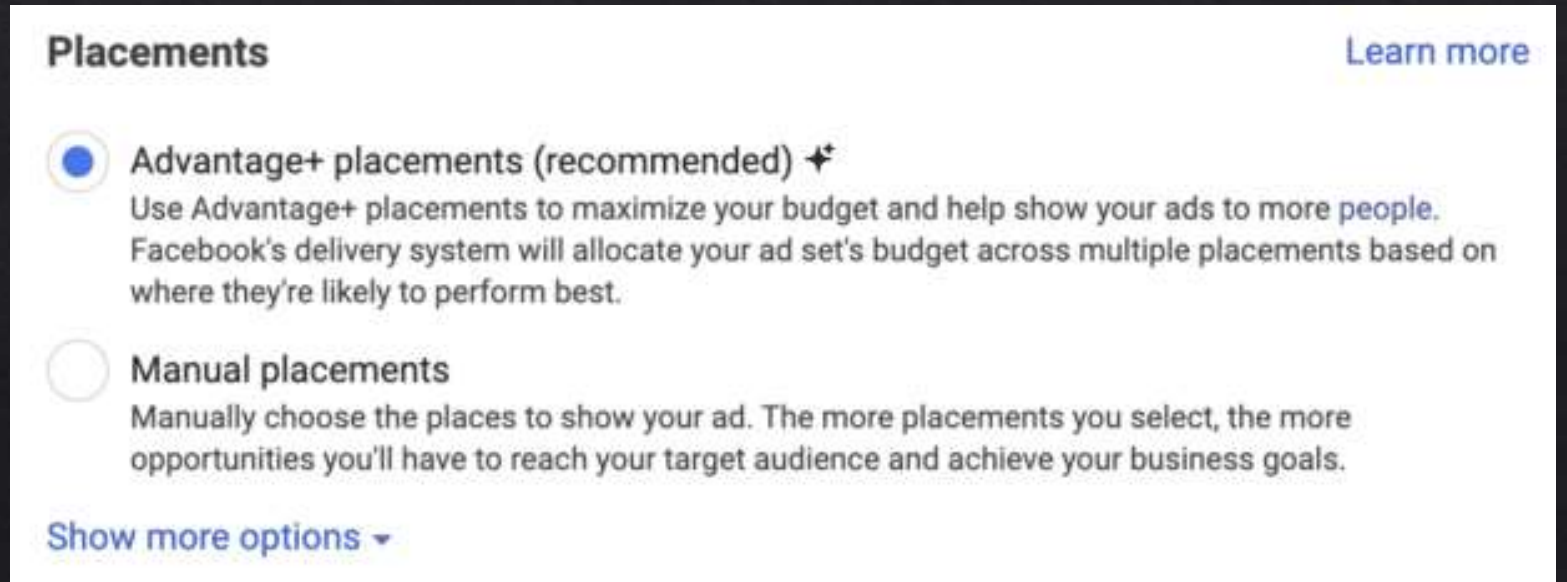
You can either use a previously saved audience or create a new audience.

Saved Audiences are useful if you have your own custom audience data (i.e. past website visitors) or past audiences from previous campaigns that performed well. If not, you can create a new audience based on demographics, interests, and behavioral targeting.

If you choose to create a new audience, you'll have the option to target by location, age range, gender, demographics, interests, behaviours, and languages.



Step 6: Choose your Instagram ad placements
There are two options:
Advantage+ Placements: Ads will be shown to your audience wherever they're likely to perform best.
Manual Placements: You can choose specifically where your ad will appear (and not appear). If you want to limit your ads to show only on Instagram (not Facebook), you can choose these using Manual Placements.



Placements

Learn more

Advantage+ placements (recommended)
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Manual placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices

All devices

Platforms

- [x] Facebook
- [x] Instagram
- [ ] Audience network
- [ ] Messenger

Asset customization

6 / 6 placements that support asset customization

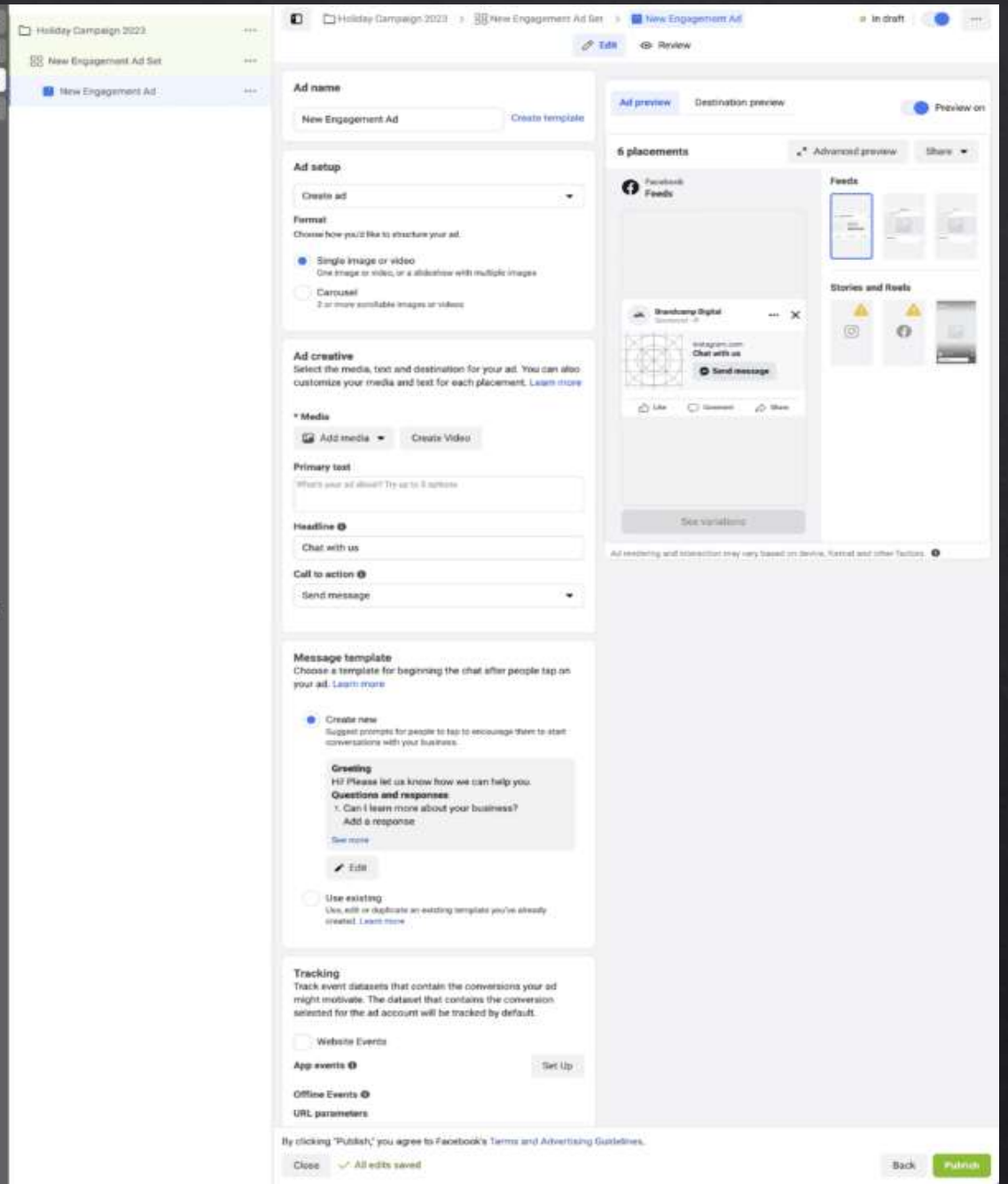
Placements

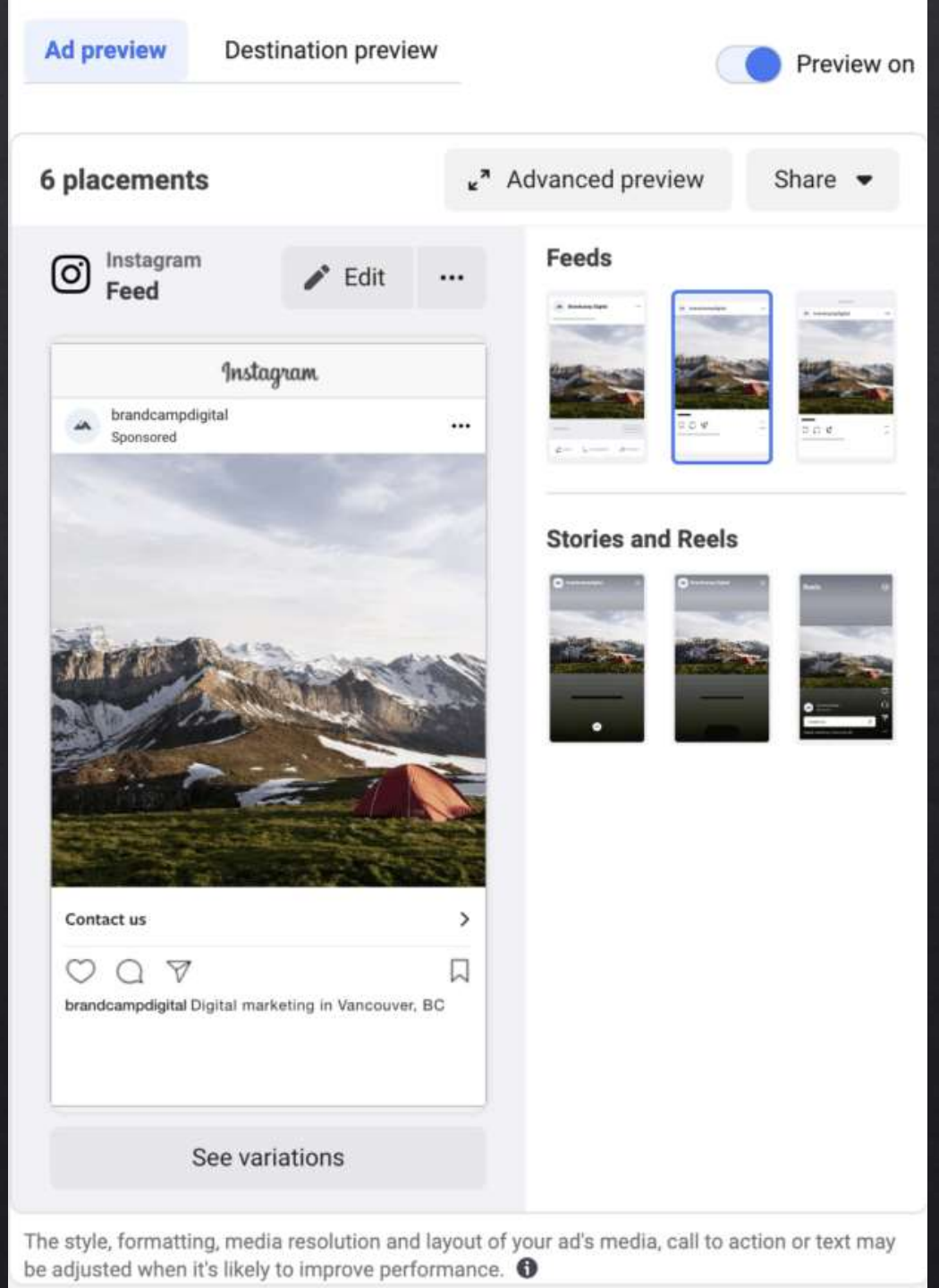
- [x] **Feeds**
  Get high visibility for your business with ads in feeds
- [x] **Stories and Reels**
  Tell a rich, visual story with immersive, fullscreen vertical ads
- [ ] **In-stream ads for videos and reels**
  Reach people before, during or after they watch a video or reel
- [ ] **Search**
  Get visibility for your business as people search on Facebook
- [ ] **Messages**
  Send offers or updates to people who are already connected to your business
- [ ] **In-article**
  Engage with people reading content from publishers
- [ ] **Apps and sites**
  Expand your reach with ads in external apps and websites

In-article

This platform isn't available for Instagram engagement .

Step 7: Create a new Instagram ad





Step 8: Publish your Instagram ad

Once you've filled out all the necessary fields, click Publish in the bottom right-hand corner of your screen.

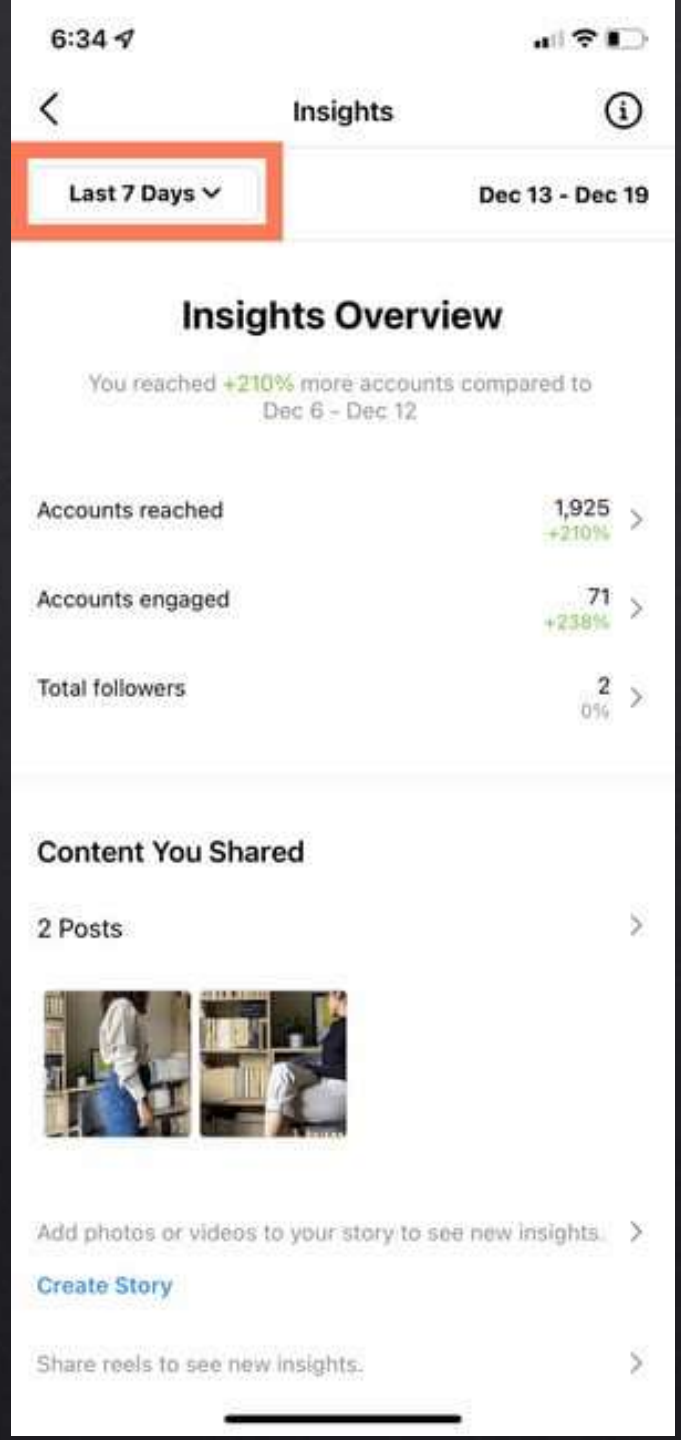
Your Instagram ads will now run on the chosen budget and timeline. Be sure to check your Instagram Analytics regularly to see how your ads perform.

iii. Instagram insights

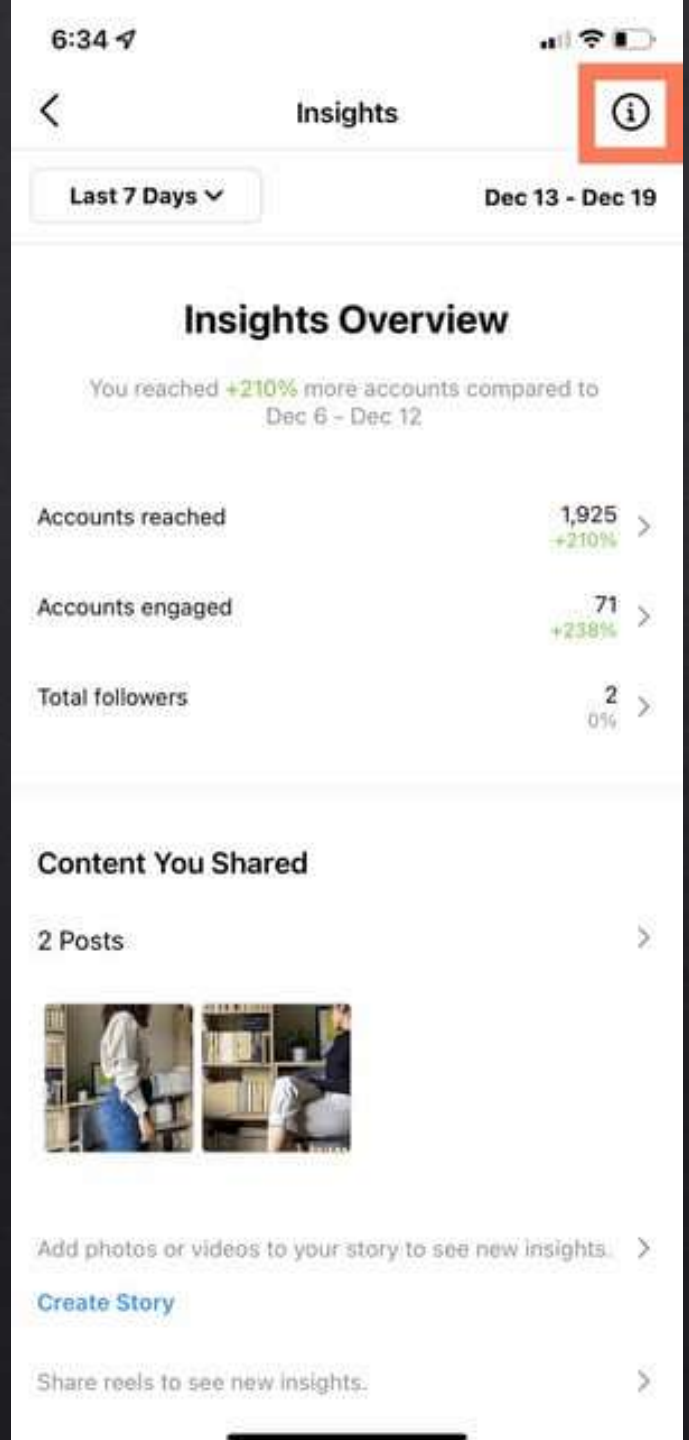
Insights Overview is the “home page” of Instagram Insights. Here, you’ll see how you’ve fared overall.

You get several pieces of information on this page:

Date Range: This represents the days and weeks of data on the screen. You can change the amount of time by clicking “Last 7 days” on the top left-hand corner.



Information: If you're ever lost or don't know what something means, you can click on the "i" button on the top right-hand corner and get definitions for the terms on the screen.

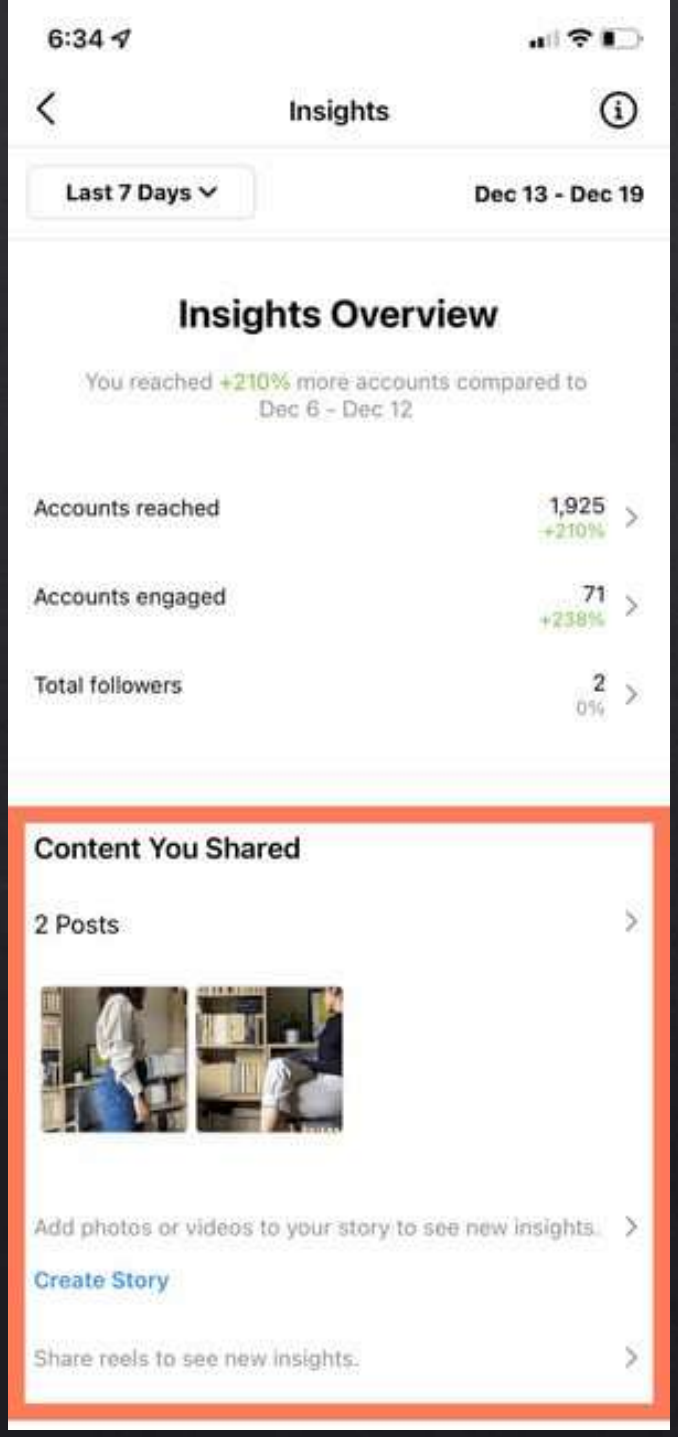


Accounts Reached: Accounts Reached refers to the number of unique users who have seen your content — posts, stories, reels, videos, Live videos, and promoted ads — at least once.

Accounts Engaged: Accounts Engaged refers to the amount of users whom 1) you've reached and 2) interacted with your content in some way. Interactions can include likes, saves, comments, shares, and replies.

Total Followers: Total Followers refers to the number of people who follow you.

Content You Shared: This section gives you the overall number of posts, Stories, reels, videos, Live videos, and promotions that you've shared.



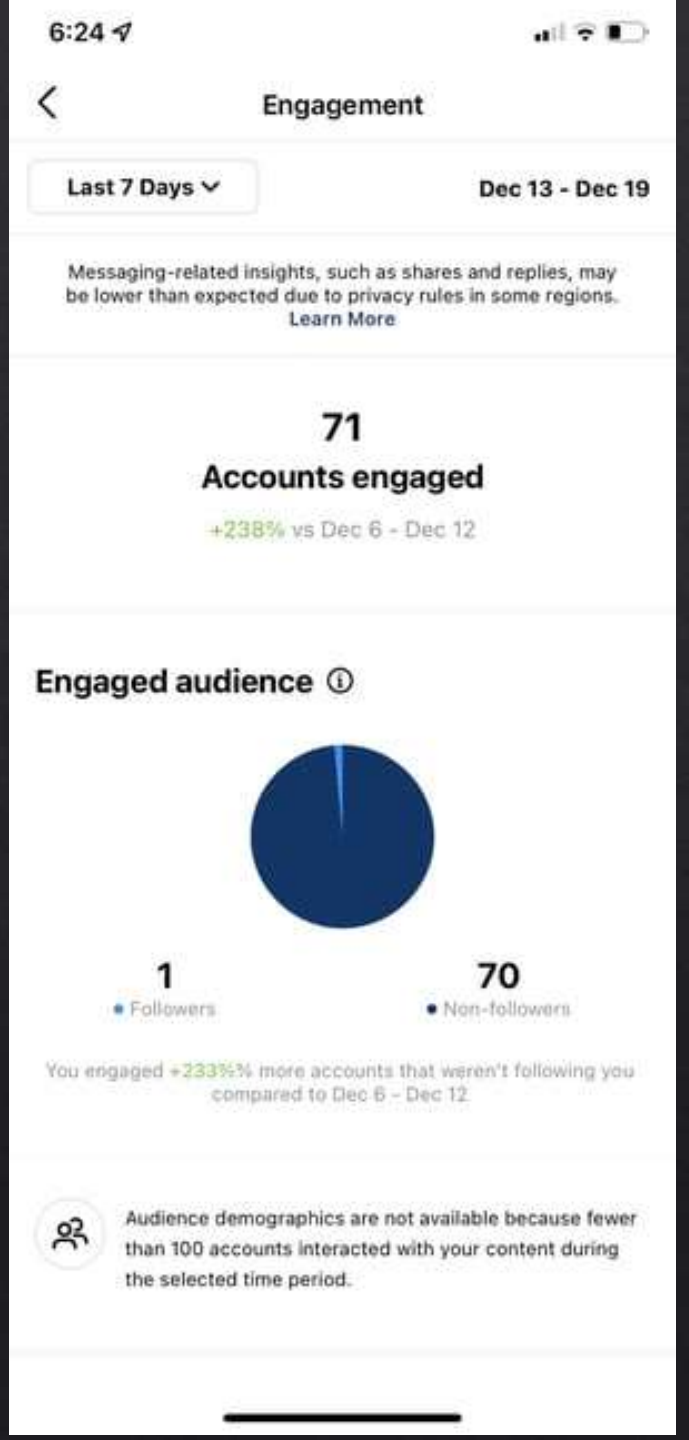
Accounts Reached

Reached Audience: The reached audience section shows you how many unique users have come across your content. Your reached audience will be broken down by follower status, gender, age, countries, and cities. You can also see the amount of people you've reached via ads and promotions.

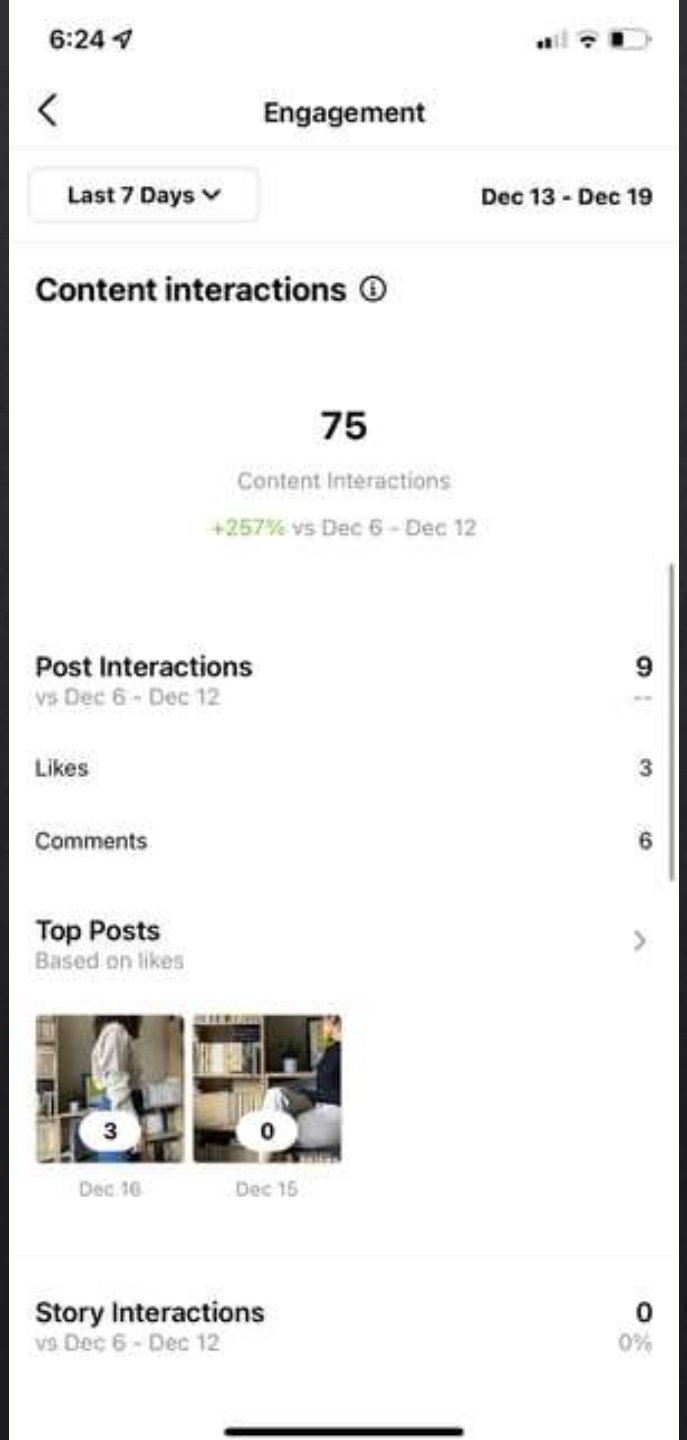
Content Reach: The content reach section allows you to see which types of posts have reached the greater amount of people. You'll first see a graph with the number of people who've seen your posts, stories, reels, IGTV videos, and Live videos. Underneath, you'll see your individual top-performing posts based on reach.

Accounts Engaged

Engaged Audience: The engaged audience section shows you how many unique users have liked, commented, saved, shared, or replied to your content. Your engaged audience will be broken down by follower status, gender, age, countries, and cities.



Content Interactions: The content interactions section shows you the total number of times people have liked, commented, saved, shared, or replied to your content. It then breaks down this number on a per-post basis. You'll also see your top-performing posts per category.

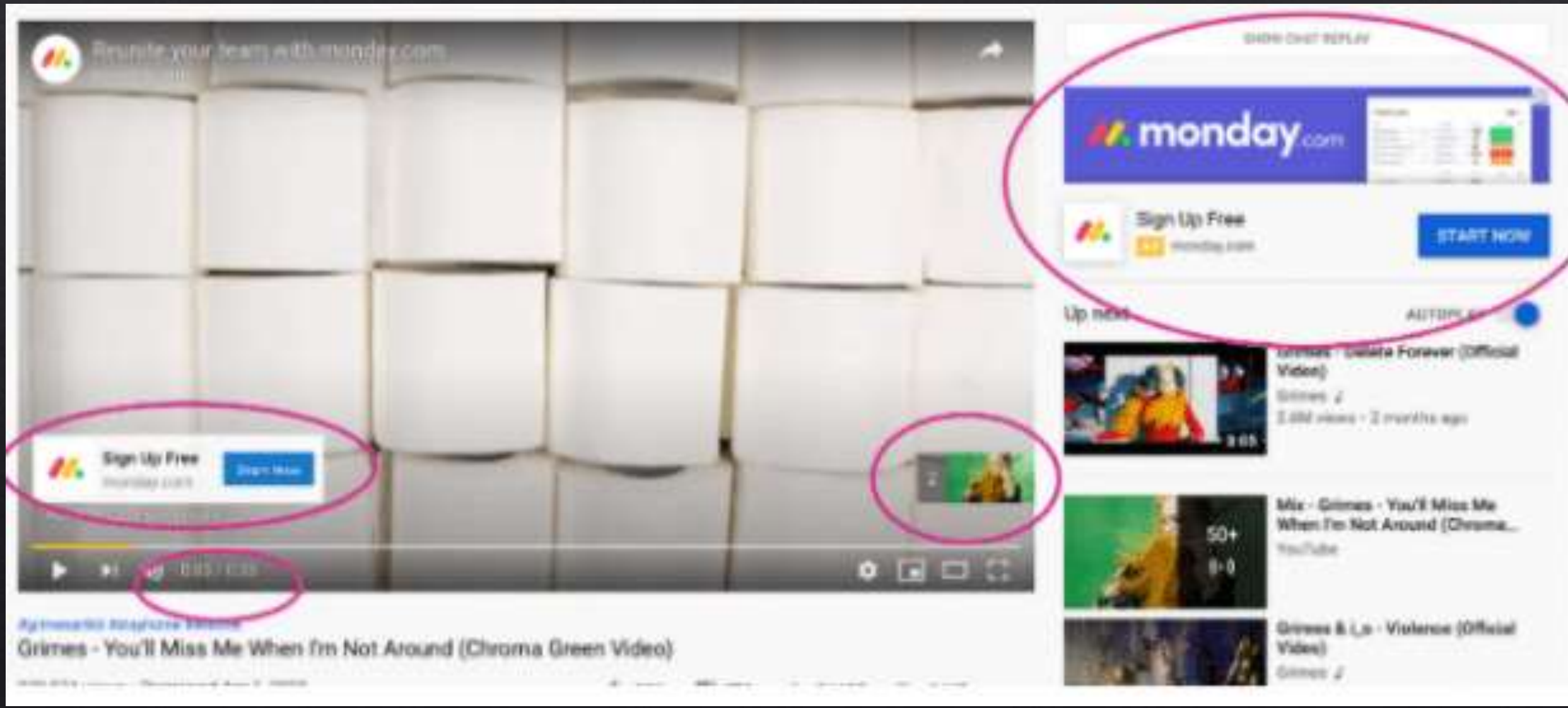


4.6 Importance of Video Marketing

i. Types of YouTube Ads

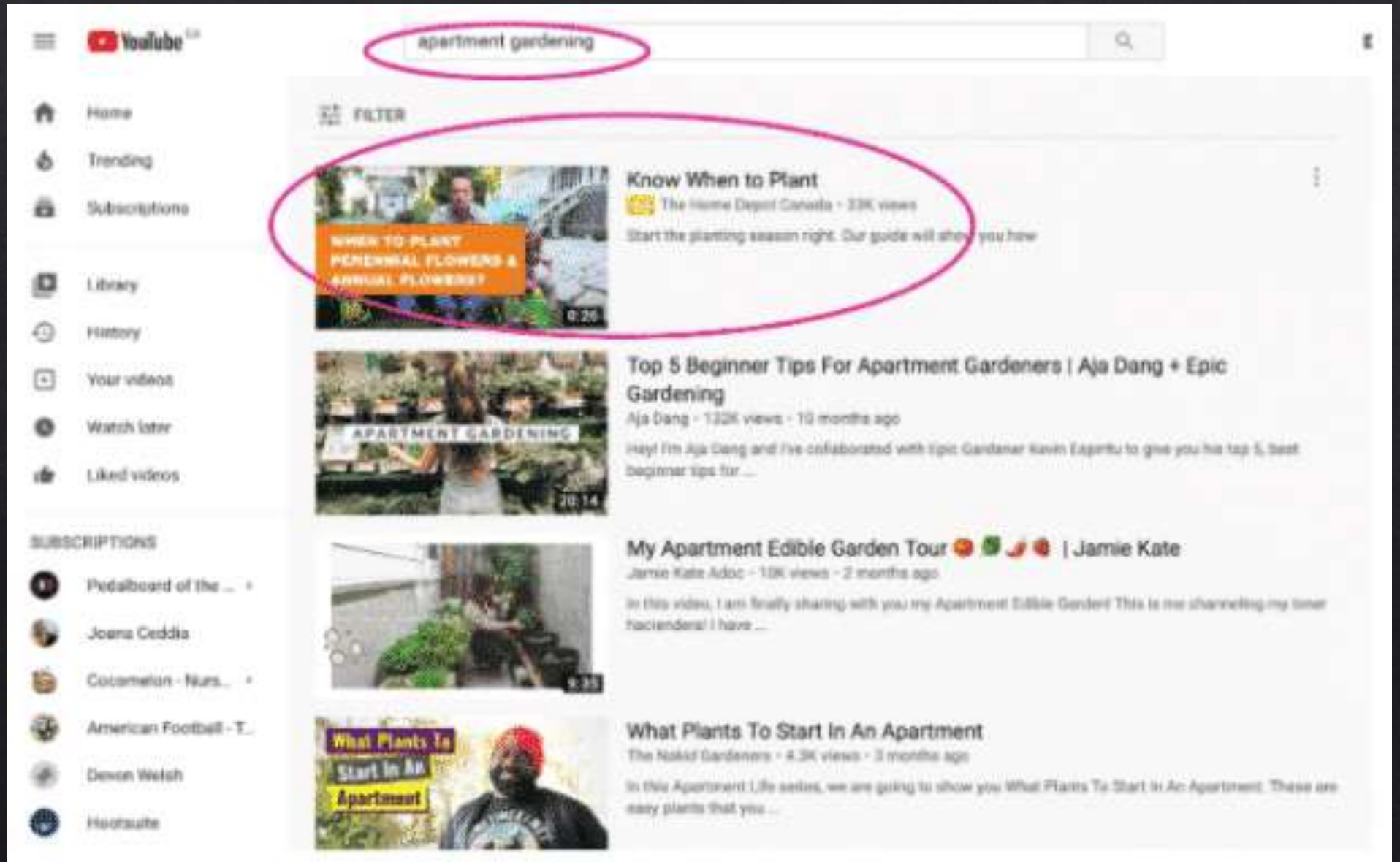
1. Skippable in-stream ads
2. Non-skippable in-stream ads (including bumper ads)
3. Video discovery ads (formerly known as in-display ads)
4. Non-video ads (i.e., overlays and banners)

Skippable in-stream ads

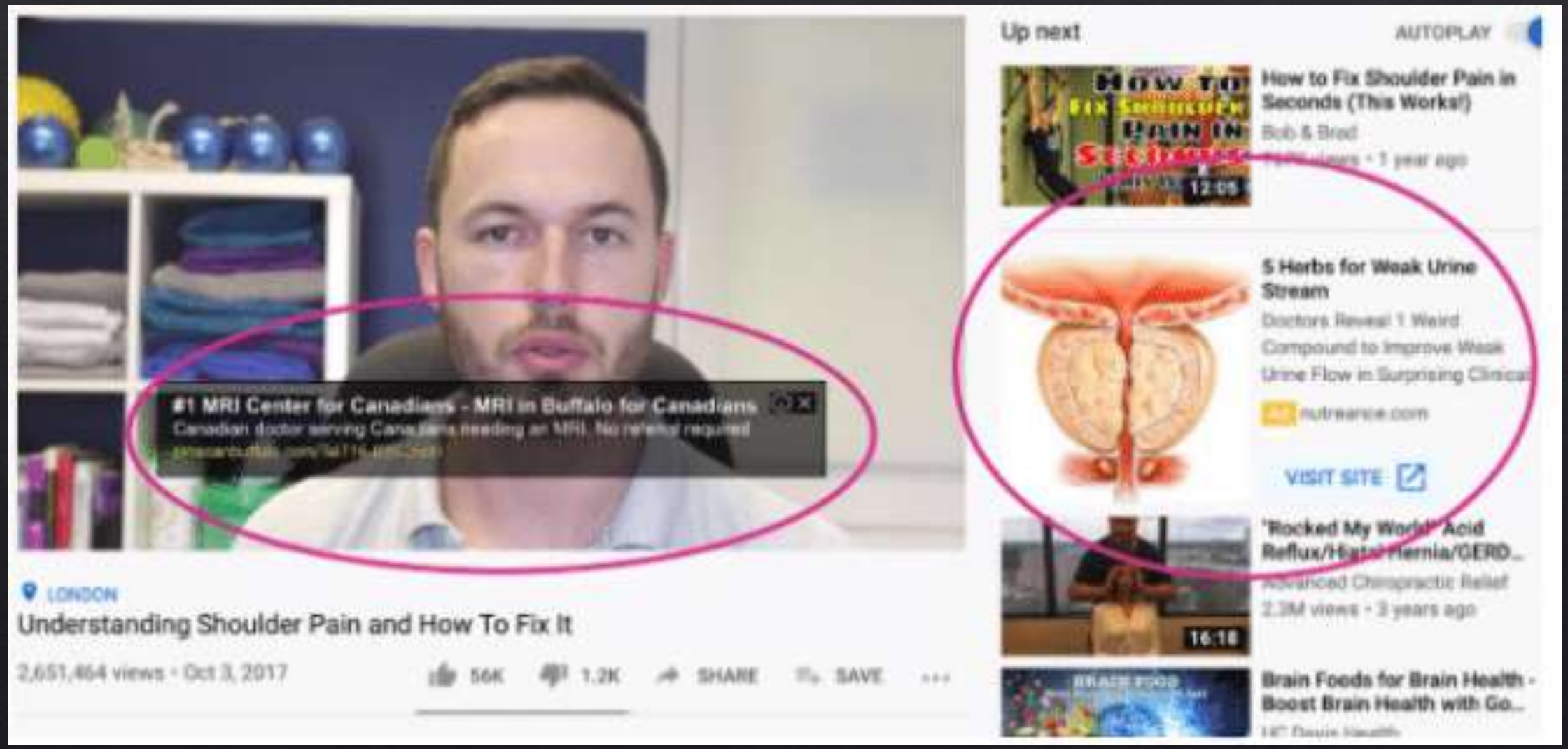


Discovery ads

Sidebar: Discovery ads are also a type of TrueView ad, because people must actively choose to watch them.



Non-video ads



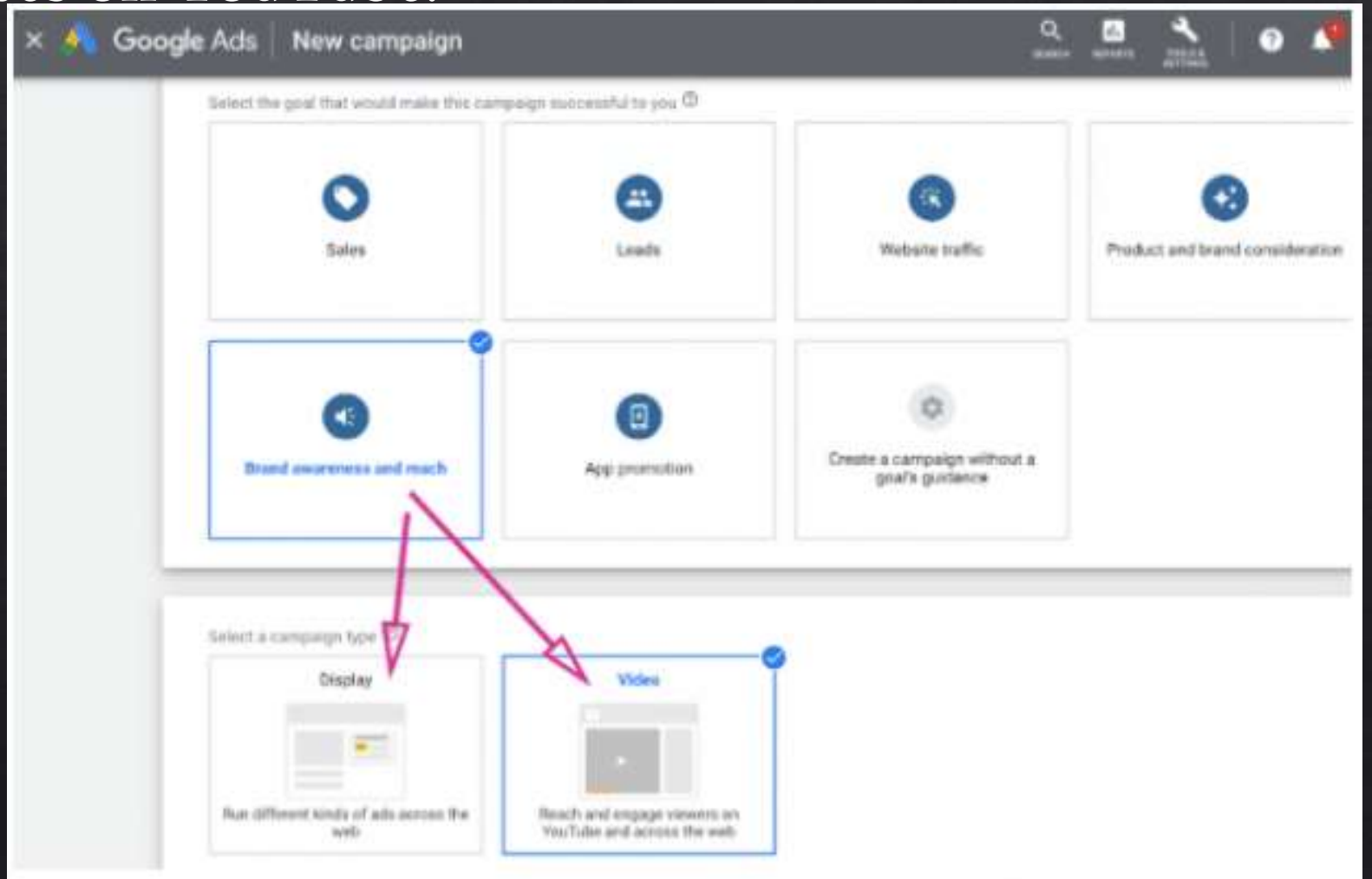
ii. Setting up Video campaign

1. Create your campaign
Sign in to your Google Ads account and select New Campaign.

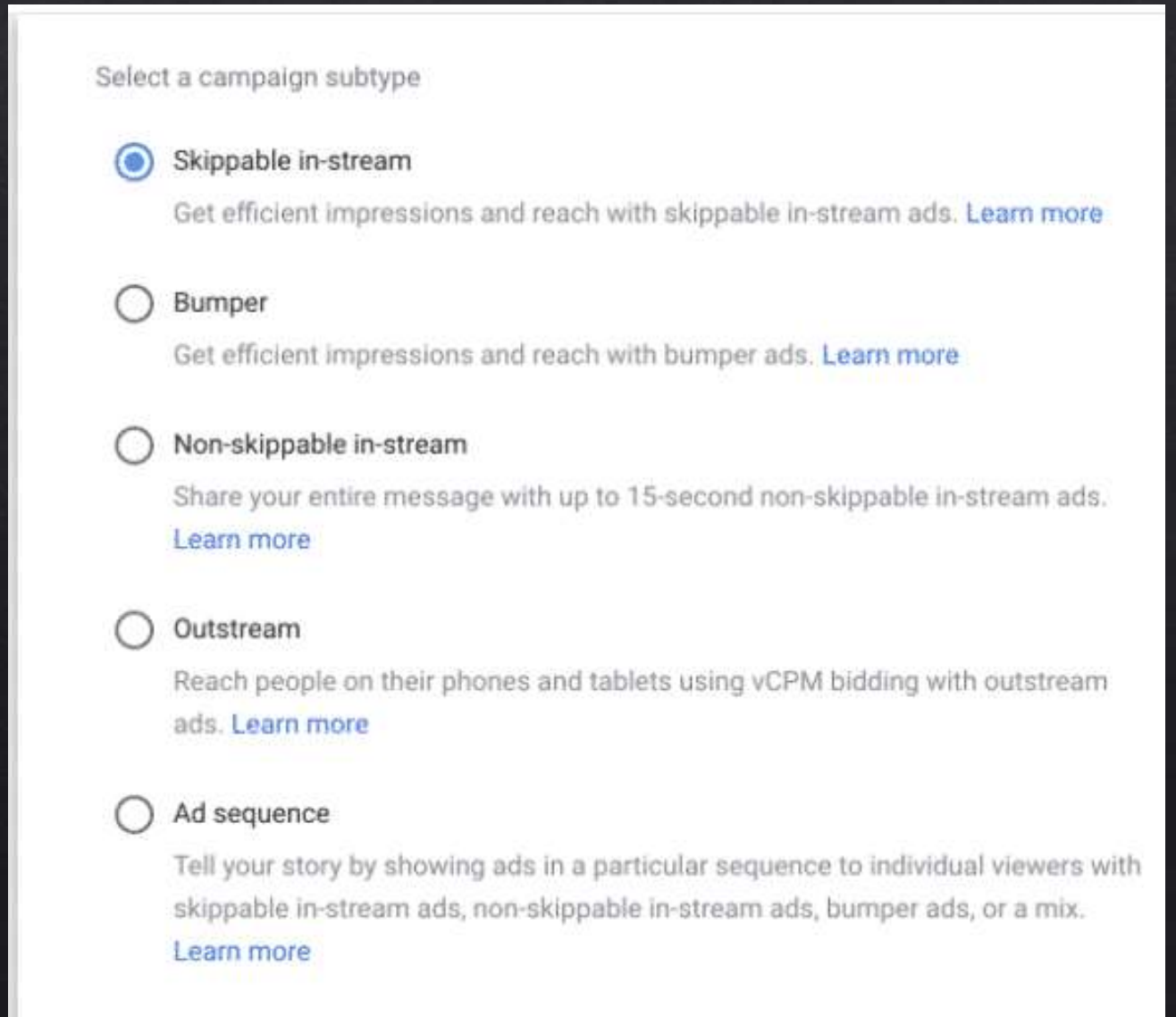
a) Choose your campaign goal, based on your brand's marketing objectives:

Sales
Leads
Website traffic
Product and brand consideration
Brand awareness and reach
Or: create a campaign without a goal's guidance

b) Select your campaign type. These include all forms of Google ads (including search results, text, shopping) so make sure you select Video or, in some cases, Discovery campaigns in order to show your video to audiences on YouTube.



c) Since you're most likely working with video, you'll want to select your video campaign subtype:



d) Don't forget to name your campaign in a way that allows you to easily locate, manage, and optimize it in the future.

2. Define your campaign parameters

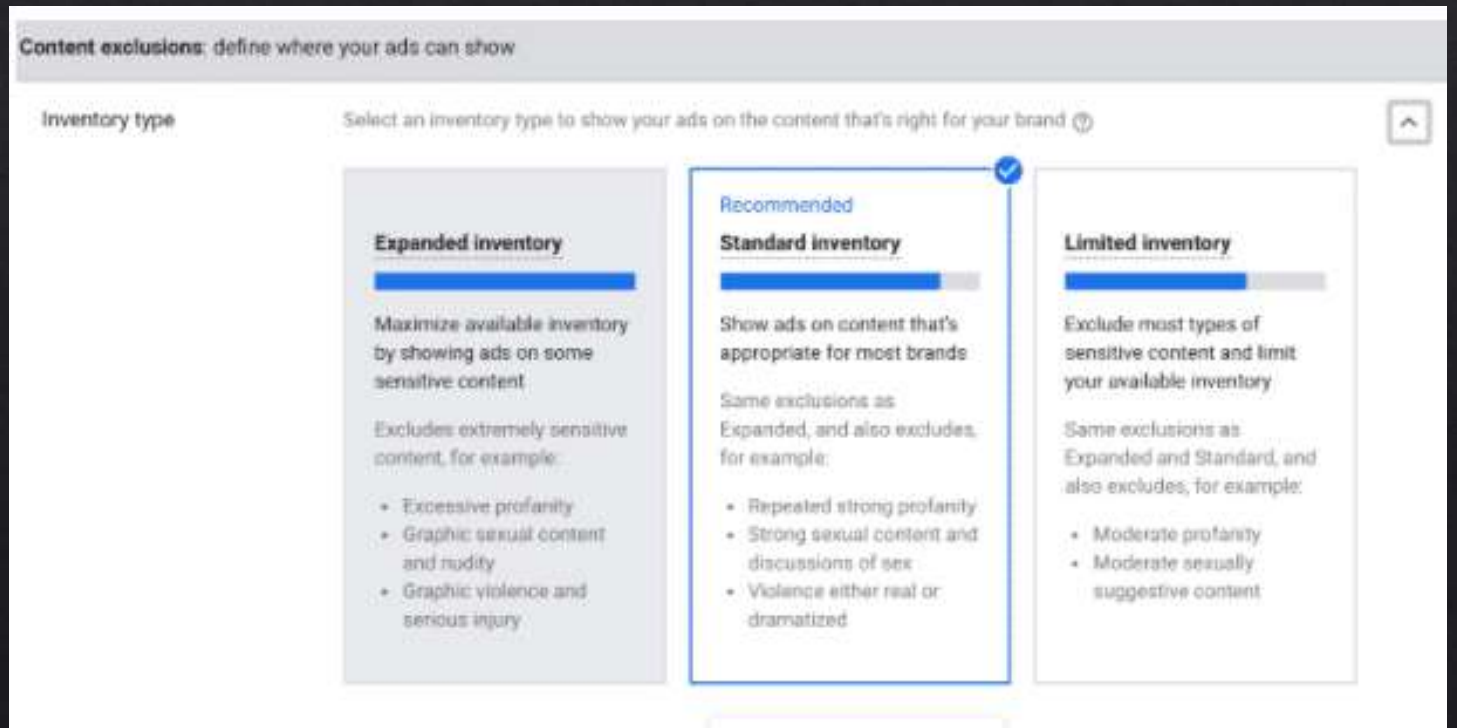
a) Select your bid strategy (for the most part, your campaign type will determine this: do you want conversions, clicks, or impressions?)

b) Enter your budget by day or as the total amount you're willing to spend on the campaign. Also enter the dates your ad will run.

c) Select where your ads will show up:
Discovery only (i.e., YouTube search results);
All of YouTube (i.e., search results, but also channel pages, videos and the youTube homepage)
YouTube Display network (i.e., non-YouTube affiliate websites, etc.)

d) Select your audience's language, and location. You can choose to show ads worldwide, or target by country. Remember that only 15% of traffic to YouTube comes from the U.S., so it's good to think broadly.

e) Choose how "sensitive" your brand safety guidelines are. In other words: how much profanity, violence or sexually suggestive content are you willing to have your ads run alongside? More sensitive brands will have their ads running in a smaller pool of videos, which may drive up the price you pay.



3. Target your audience

If you haven't created buyer personas yet, take the time to do so. The more you know about your audience, the better you can target them, and the higher your ROI.

Demographics: This covers age, gender, parental status, and household income. But YouTube also offers more detailed life-stage data: you can target new homeowners, college students, new parents, for instance.

Interests: Use topics and keywords to target people based on their past behaviour (i.e., search topics). This is how YouTube helps you find people at crucial moments, like when they're researching their next electronics purchase, or trying to learn how to build a website.

Pro Tip: Remember that whether a video is relevant to a user's interests is 3x more important to people than if it has a celebrity in it, and 1.6x more important than if it looks like it was expensive to produce.

Remarketing: Target audiences who have already interacted with your other videos, your website or your app.

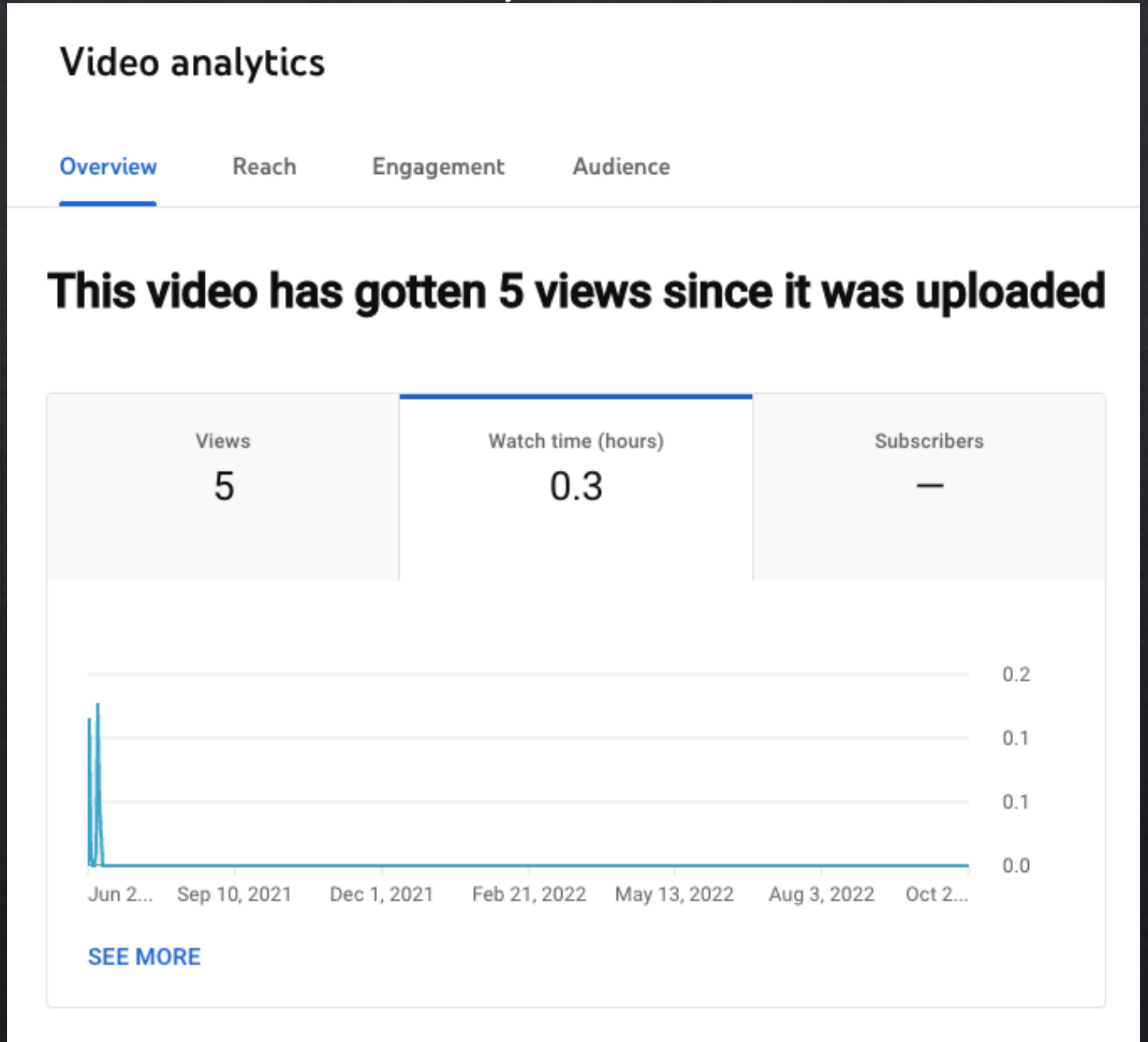
4. Set your campaign to live

a) Enter the link to your ad, and hit the Create Campaign button to set your campaign running.

iii. YouTube Analytics

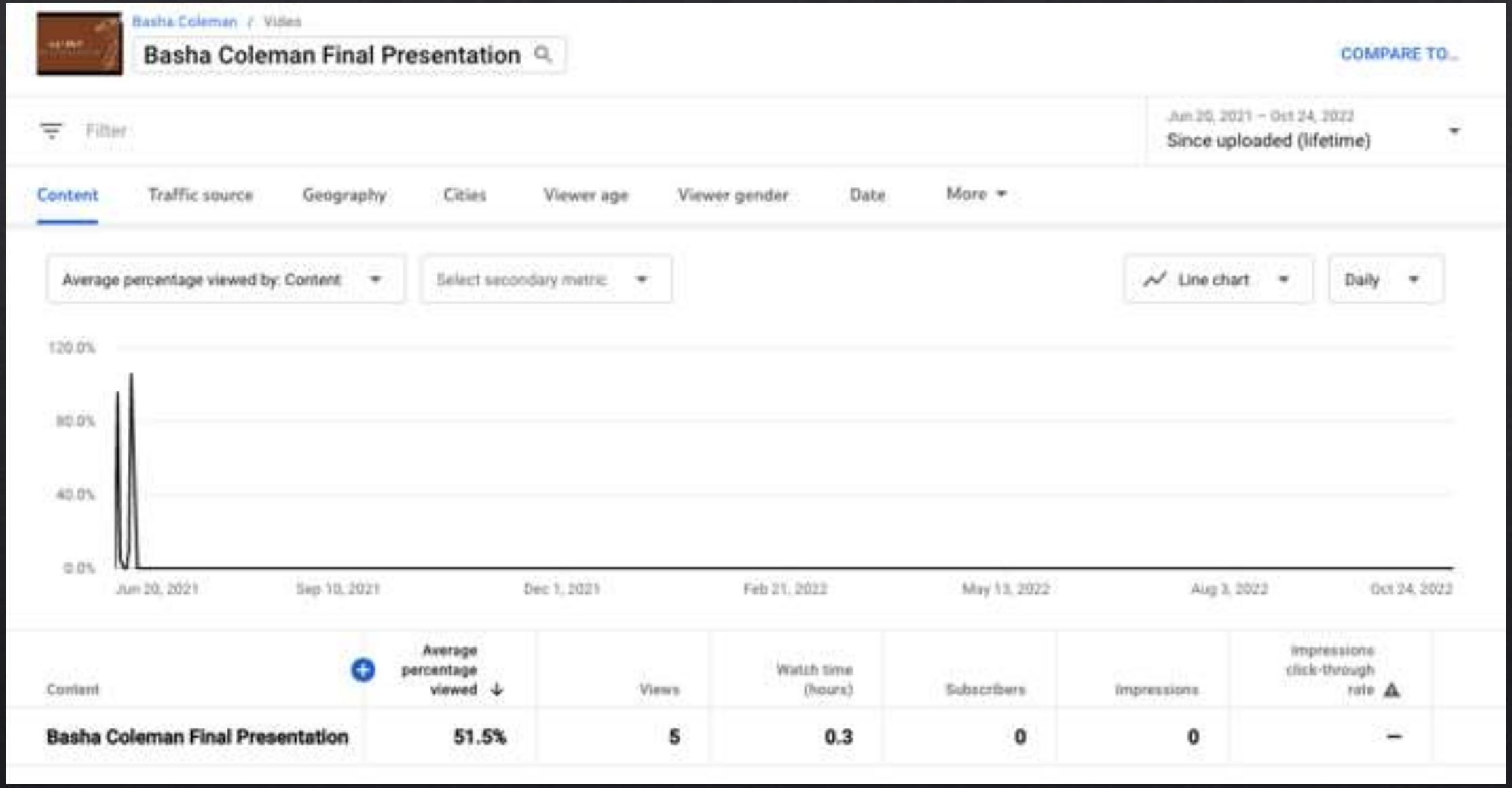
YouTube Analytics: The 15 Metrics That Actually Matter

1. Watch Time



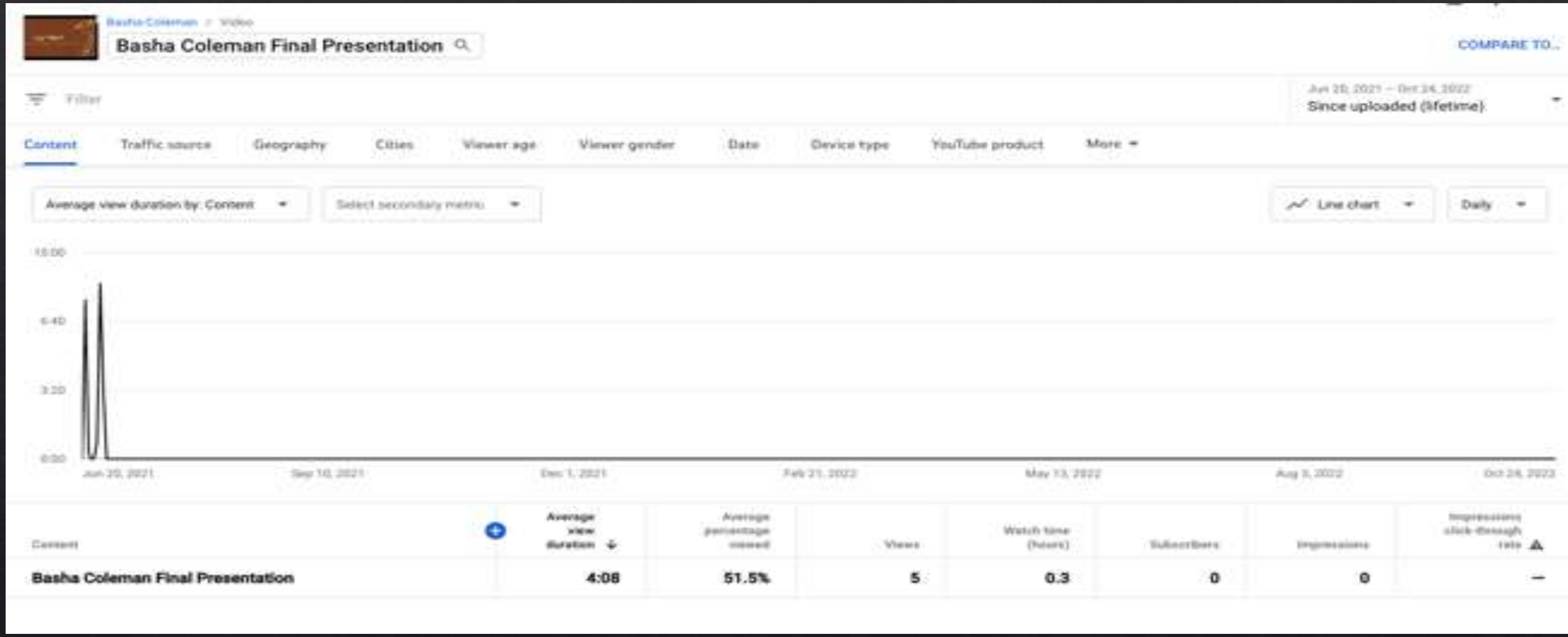
How to find Watch time in YouTube Studio: Analytics > Overview > Watch Time

2. Average Percentage Viewed



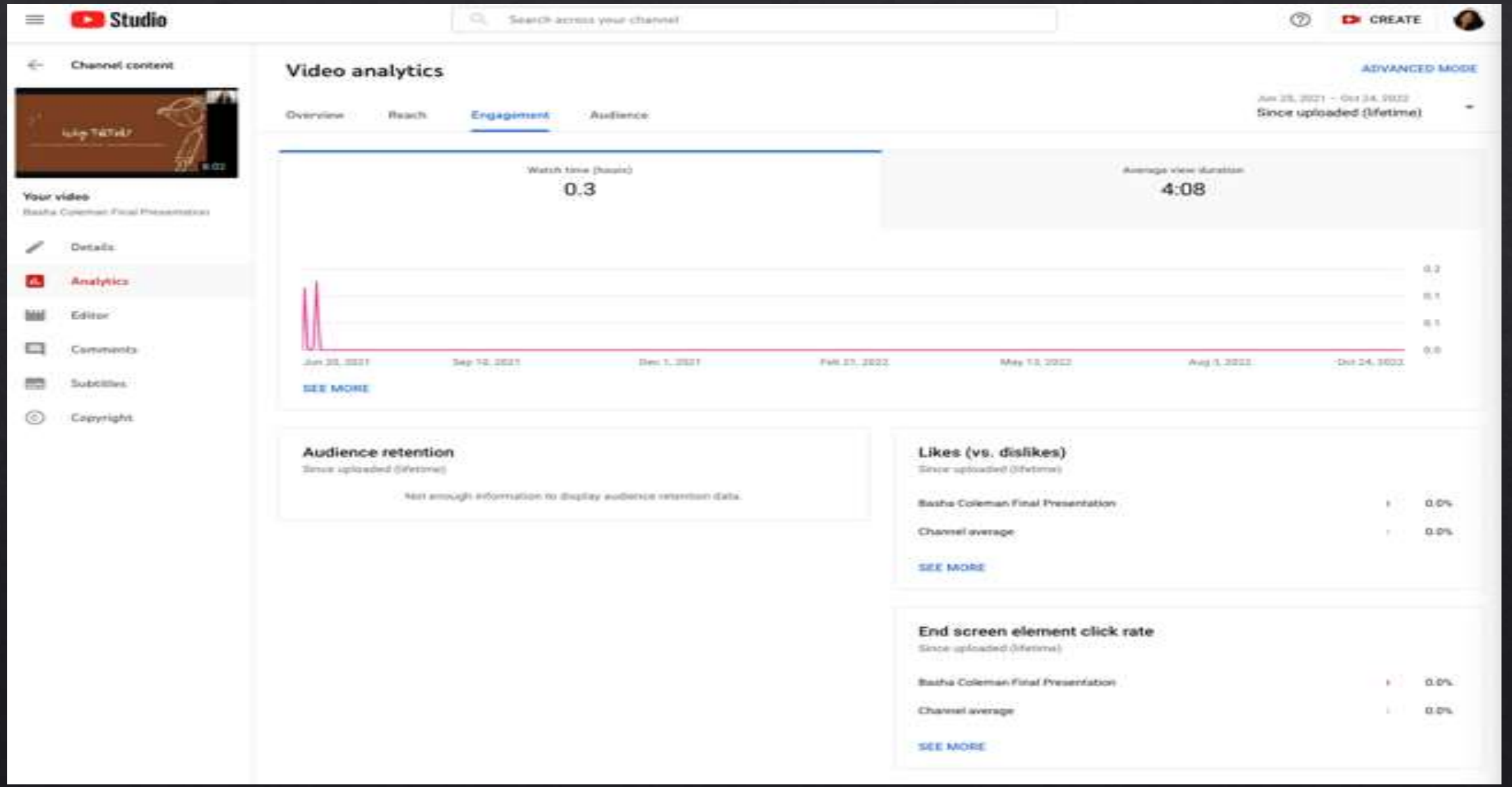
How to find Average Percentage Viewed in YouTube Studio:
Analytics > Overview > Watch time > See More > Content > Watch time > More Metrics > Overview > Average percentage viewed

3. Average View Duration



How to find Average View Duration in YouTube Studio:
Analytics > See More > Watch time > More Metrics > Overview > Average view duration

4. Audience Retention

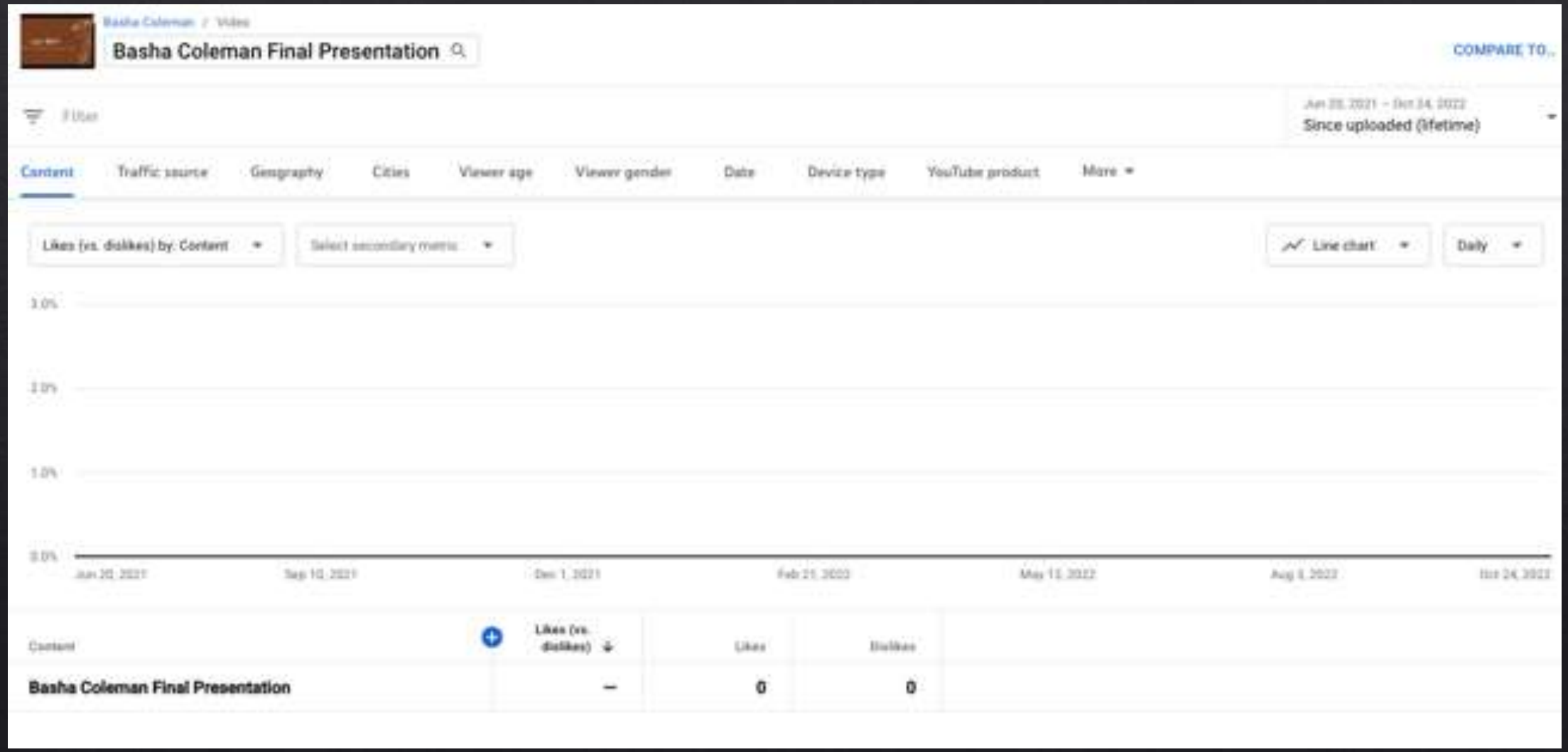


How to find Audience Retention in YouTube Studio: Analytics > Engagement > Audience retention

5. Re-watches

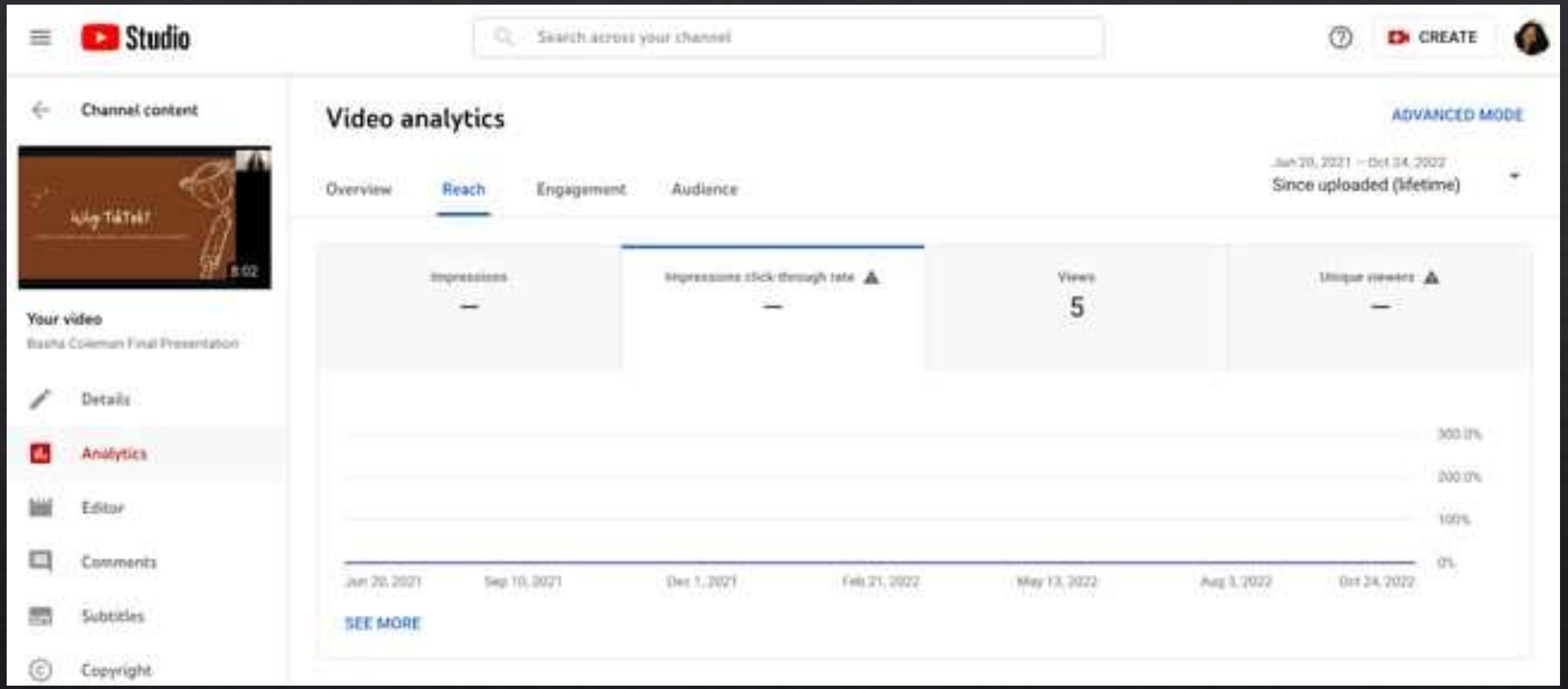
How to find Rewatches in YouTube Studio:
Analytics > Engagement > Audience retention > Absolute audience retention

6. Engagement



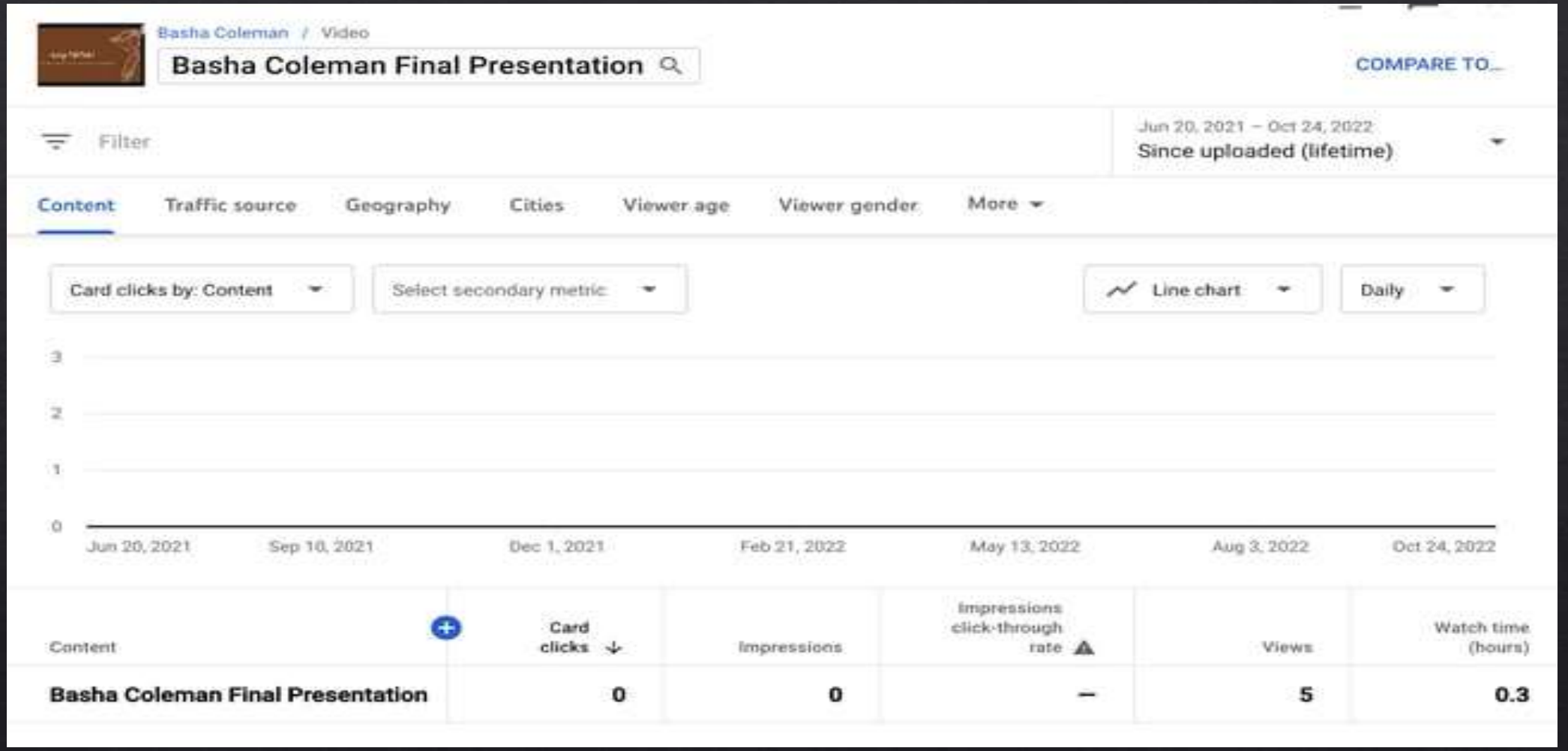
How to find Engagement in YouTube Studio:
Analytics > Engagement > Likes (vs. dislikes) > See More

7. Impressions Click-Through Rate



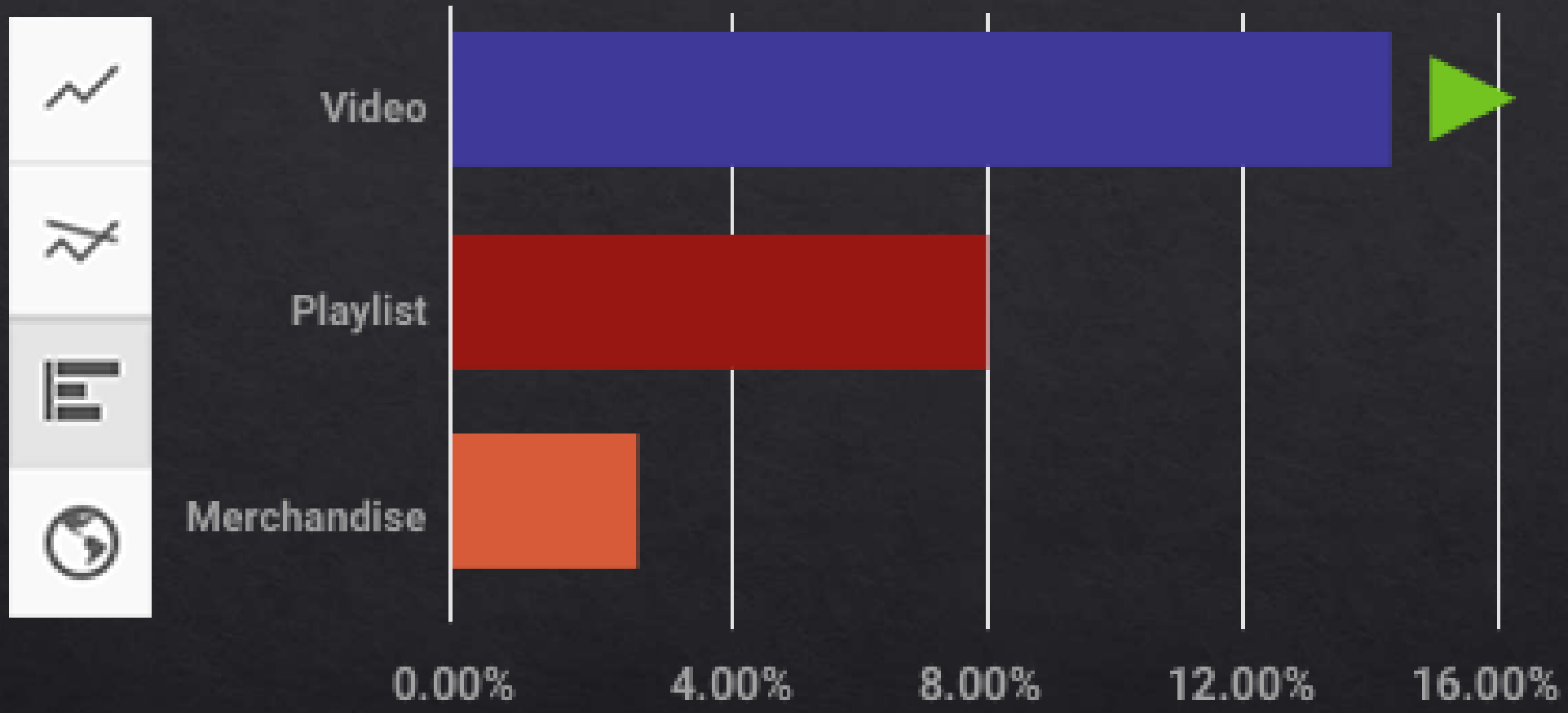
How to find Engagement in YouTube Studio:
Analytics > Reach > Impressions click-through rate

Card Clicks



How to find Card Clicks in YouTube Studio:
Analytics > Reach > See More > Impressions by: Content > More Metrics > Cards > Card Clicks

9. Playlist Engagement

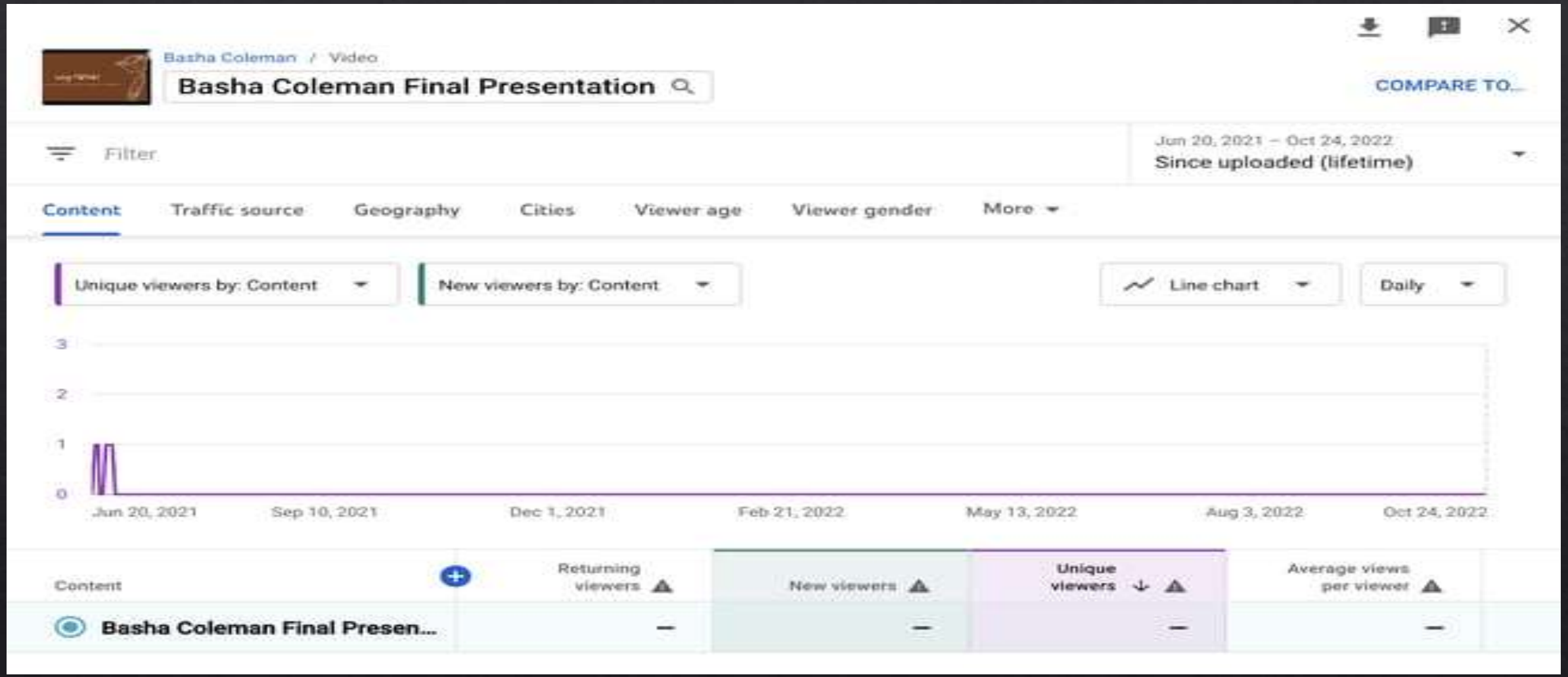


How to find Playlist Engagement in YouTube Studio:
Analytics > Engagement > See More > Watch Time > More Metrics > Playlists

10. Unique Viewers

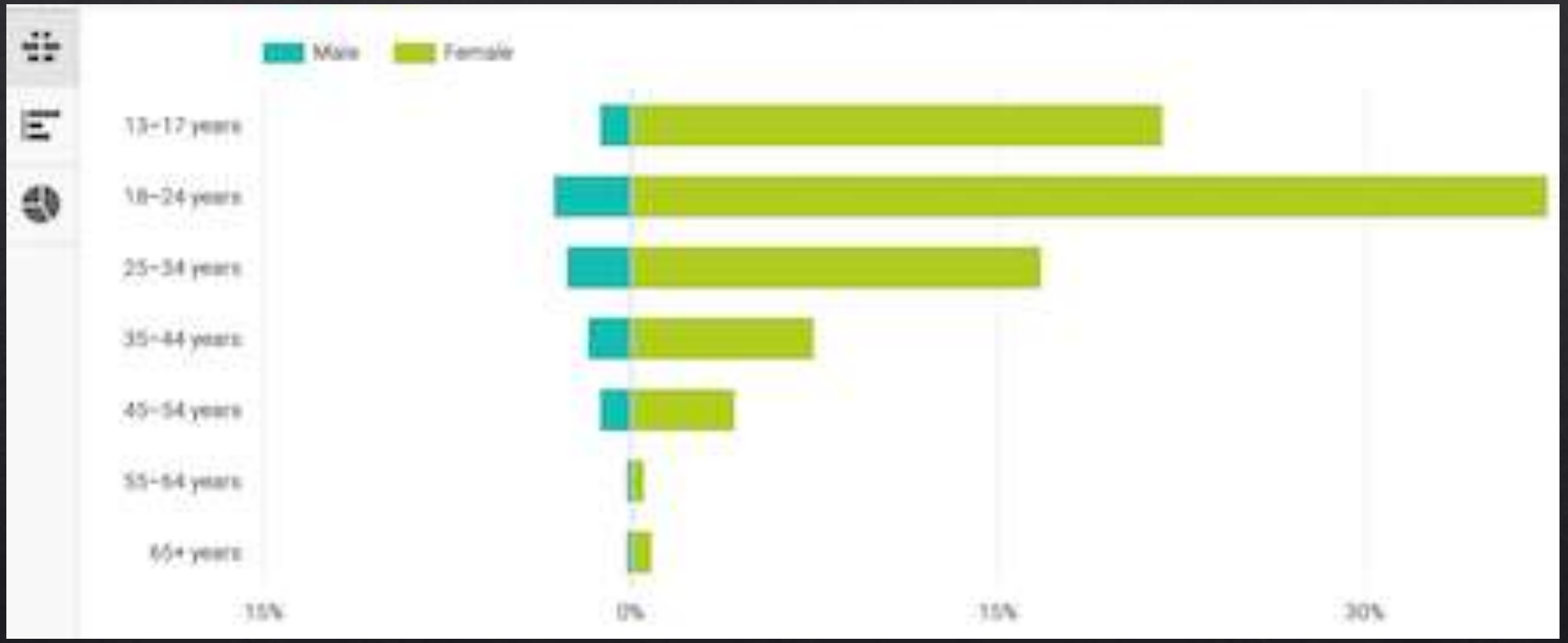
How to find Playlist Unique Viewers in YouTube Studio:
Analytics > Audience > Unique viewers

11. Views Per Unique Viewers



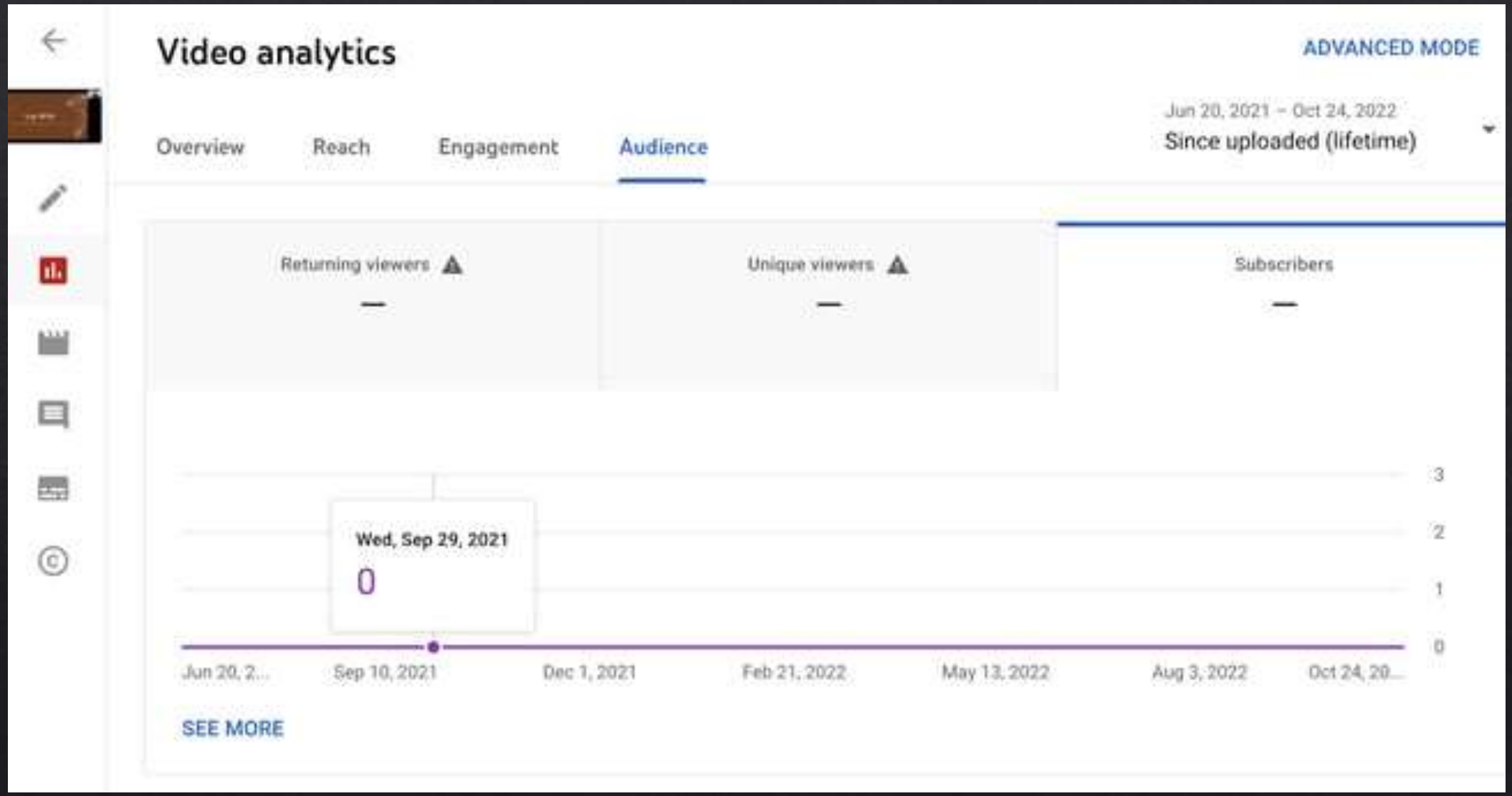
How to find Playlist Unique Viewers in YouTube Studio:
Analytics > Audience > Unique viewers > See More > Average views per viewer

12. Who’s Watching Your Videos



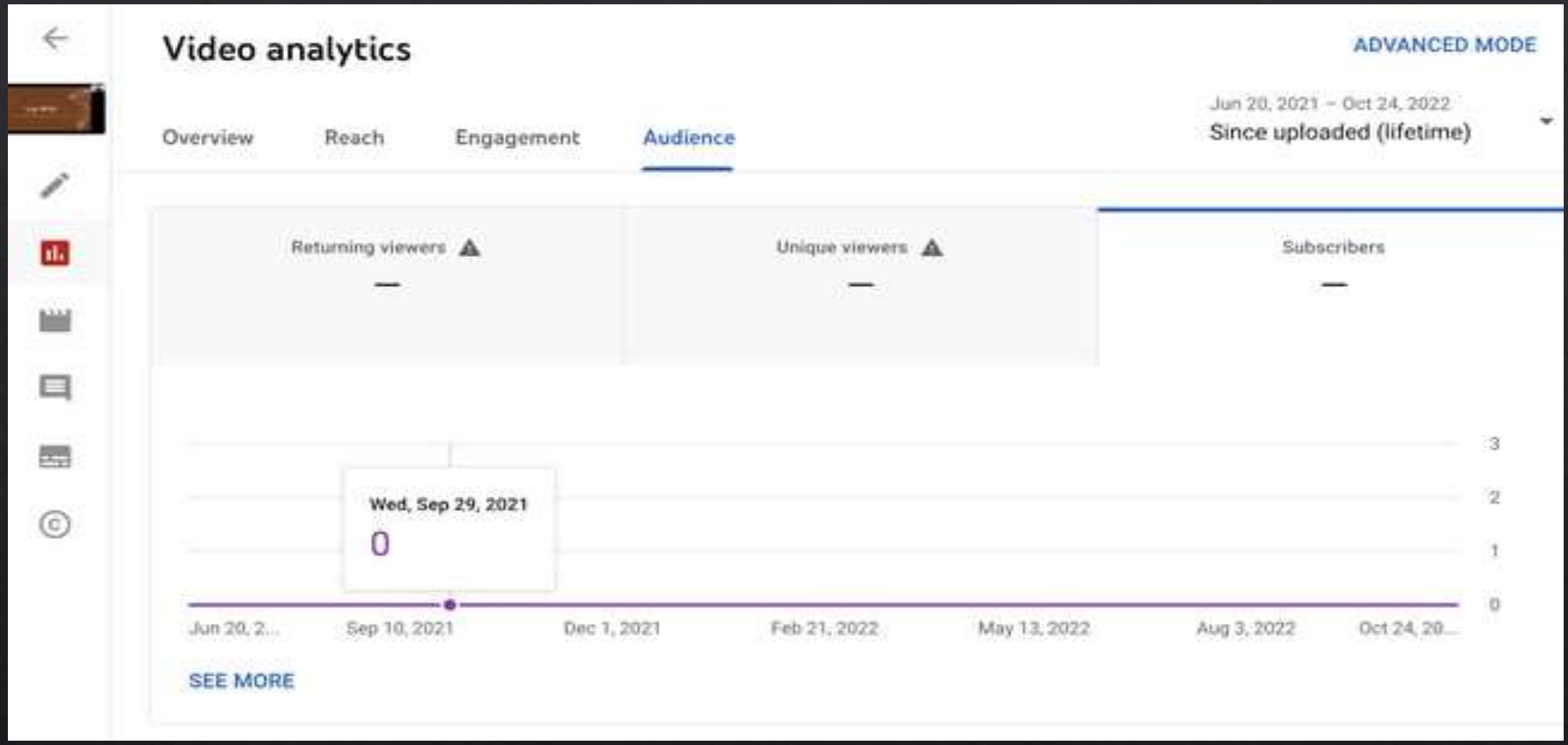
How to find Demographics in YouTube Studio:
Analytics > Audience > Age and Gender

13. Subscriber Growth



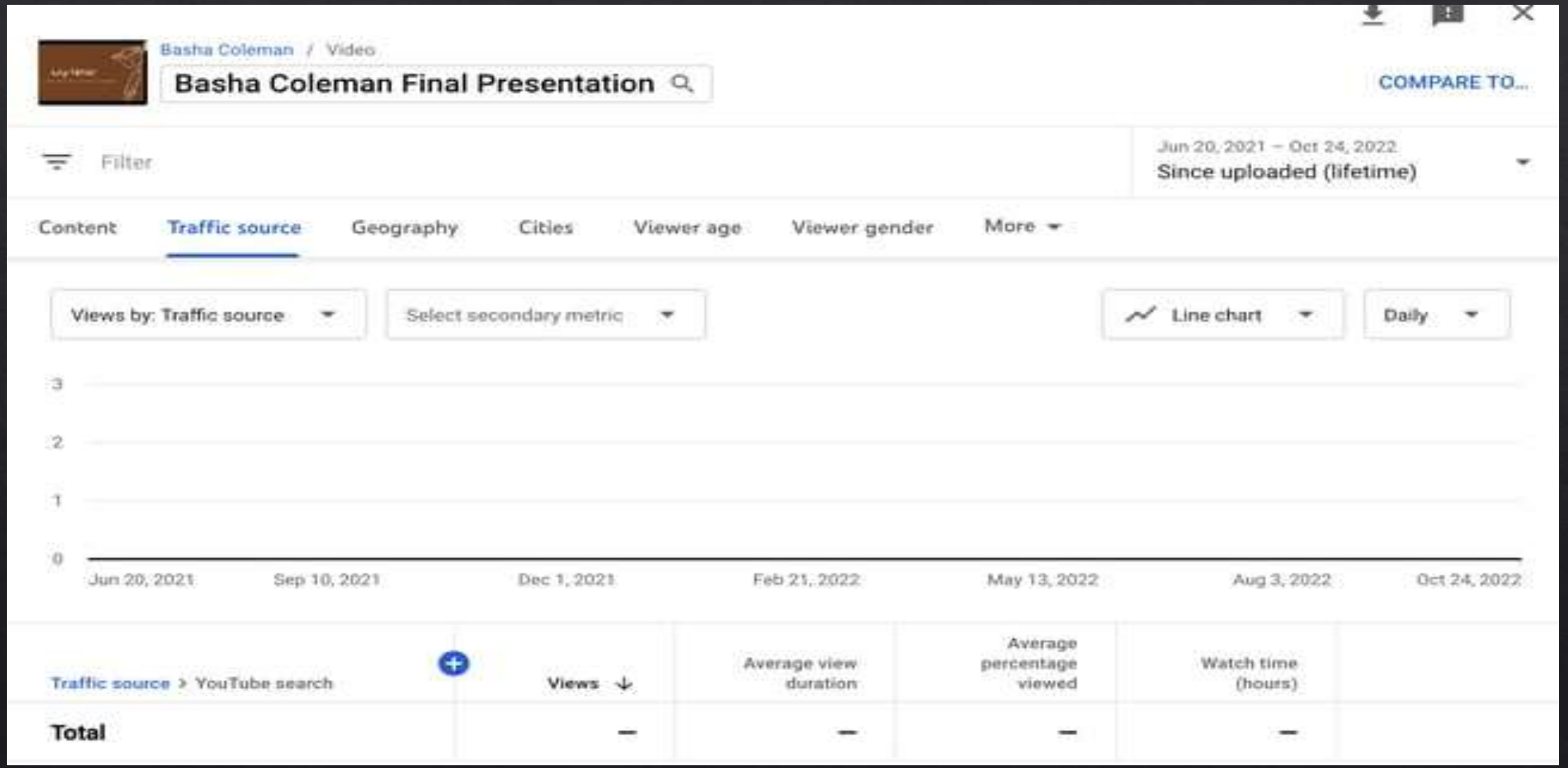
How to find Subscribers in YouTube Studio:
Analytics > Audience > Subscribers

14. Traffic Sources



How to find Traffic Sources in YouTube Studio:
Analytics > Audience > Subscribers > See More > Traffic Source

15. Keywords



How to find Keywords in YouTube Studio:
Analytics > Reach > YouTube Search terms

Thank You