

# **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.

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.



## **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





## 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

- ☐ Brand awareness
- ☐ Reach

### Consideration

- ☐ Traffic
- ☐ Engagement
- ☐ App installs
- ☐ Video views
- ☐ Lead generation
- ☐ Messages

### Conversion

- ☐ Conversions
- ☐ Catalog sales
- ☐ Store traffic

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.

#### Ad set

Determines your audience, placements, schedule and spending.

Create ad set ▼

#### Ad

Contains all ad creative settings.

Create 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**



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

Export

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.

Organic

## 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 show for the 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](#)

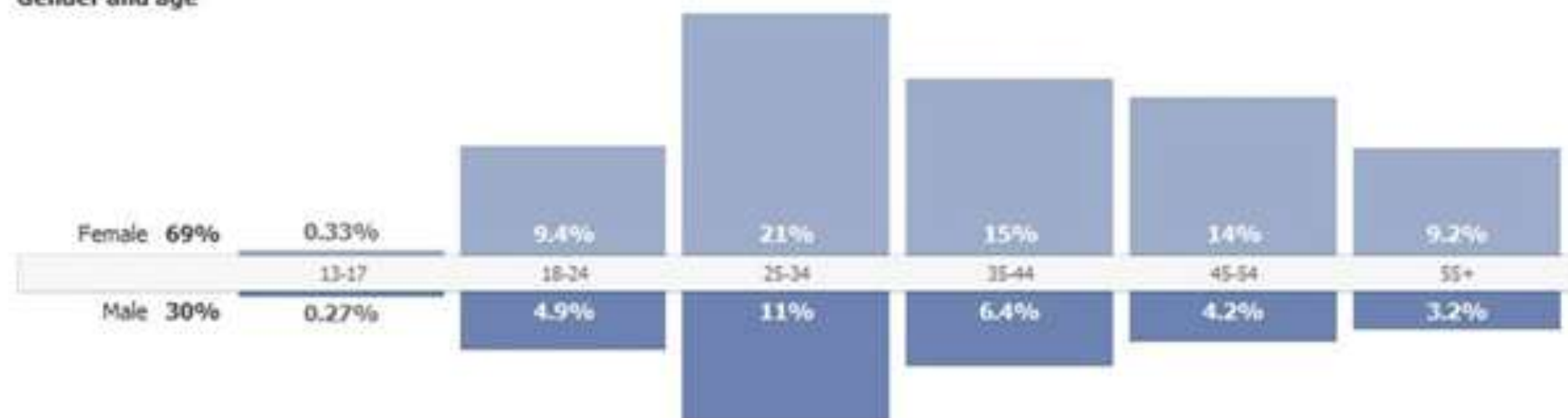
05/03/2012 - 01/04/2012

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 ❤️

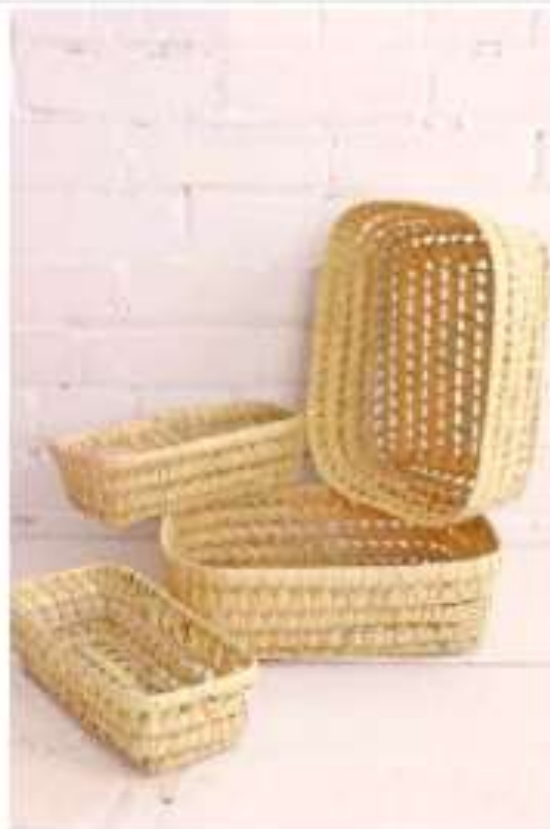
Code: "GRABIT"

Shop Now

Like

Comment

Share



Here's 15% OFF for  
you ❤️

Code: "GRABIT"

Shop Now

Here's  
you ❤️

Code: "GRABIT"



- 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.



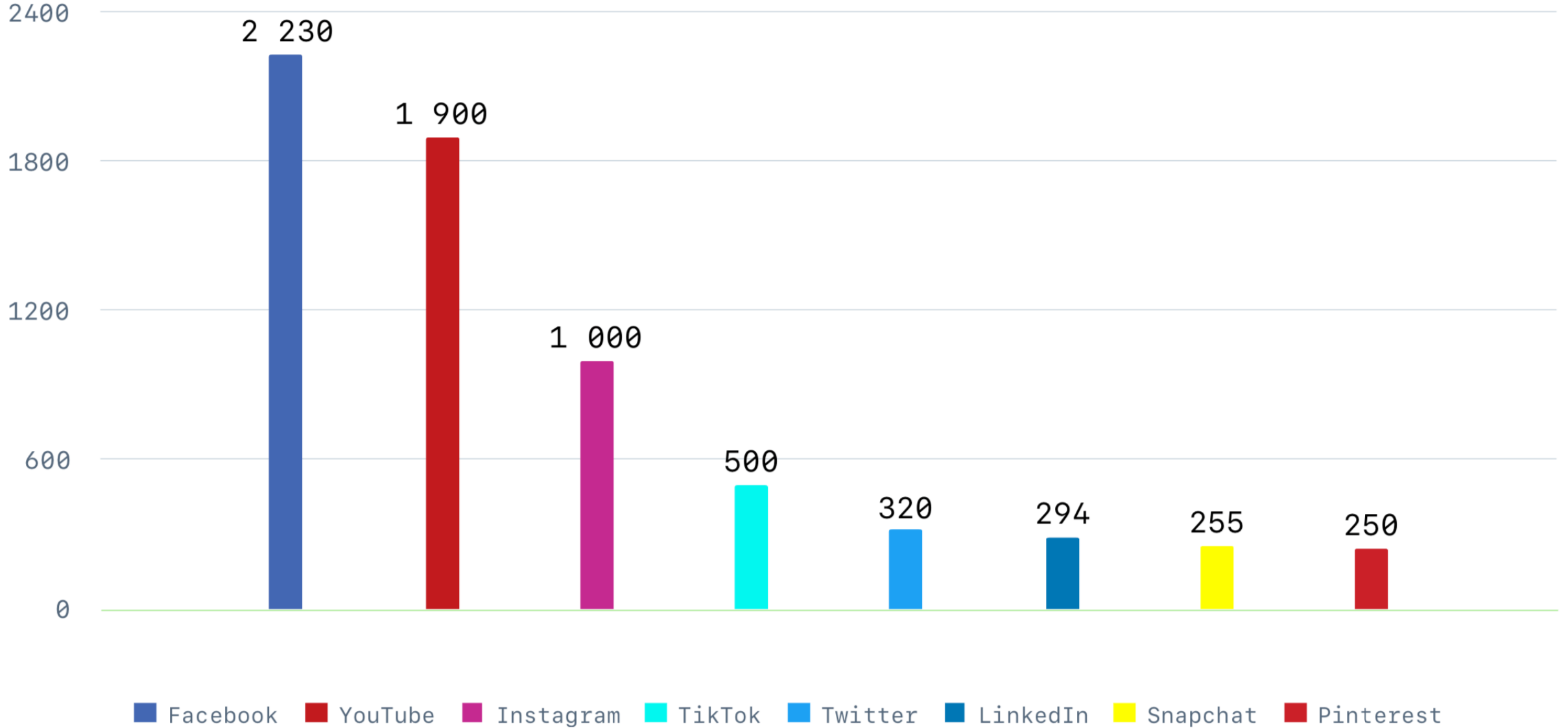
## 4.3 Introduction to Twitter Marketing

# 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



 **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.



The Barista Bar  @baristabar

Love coffee? We've partnered with local coffee bean roasters to bring you the best flavors in San Francisco.



 Promoted

**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.

### Who to follow



**Amgen Canada**  
@AmgenCanadaGM  
Promoted

**Follow**



**Information Mo...**   
@infomorning

**Follow**



**Jeff Barrett**  
@BarrettAll

**Follow**

[Show more](#)



## 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.



leylahfernandez ✓ @leylahfernandez

Racket ✓  
Passport ✓  
Pixel 6 ✓

Hey Google, let's do this! I'm excited to be partnering with [@GoogleCanada](#) and [@MadeByGoogle](#) as I head out on the circuit with my new [#Pixel6](#)



241

449

6,593



➦ Promoted by Made By Google



# 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

### What's happening

News · Earlier today

An old photo of Magic Johnson having blood drawn has been misrepresented, according to fact-checkers



#WeAreM

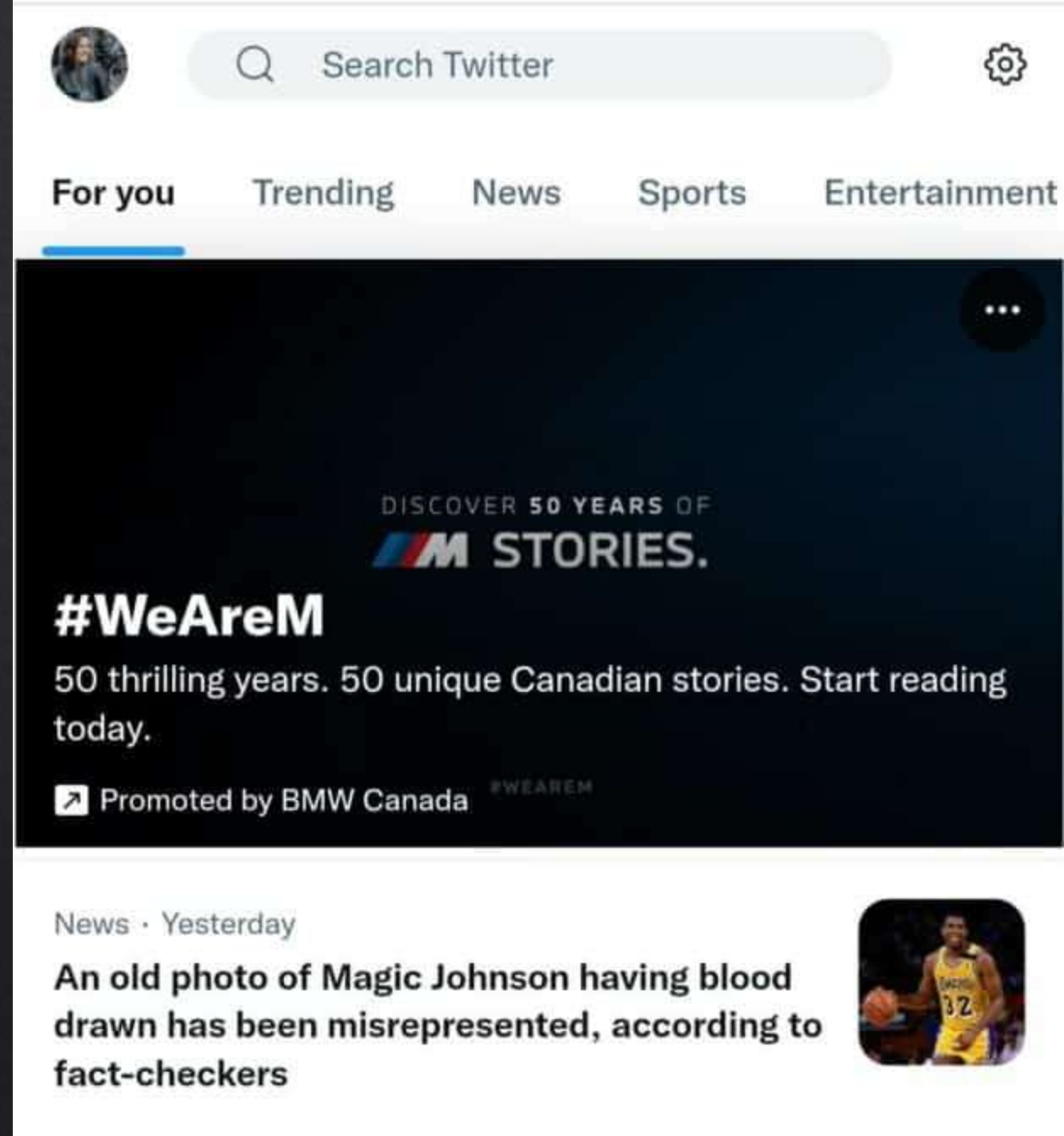
50 thrilling years. 50 unique Canadian stories. Start reading today.

📌 Promoted by BMW Canada



## 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

### Campaign objective

Awareness

**Reach**  
Maximize your ad's reach

Consideration

**Video views**  
Get people to watch your video

**Pre-roll views**  
Pair your ad with premium content

**App installs**  
Get people to install your app

**Website traffic**  
Drive traffic to your website

**Engagements**  
Get people to engage with your Tweet

**Followers**  
Build an audience for your account

Conversion

**App re-engagements**  
Get people to take action in your app

Cancel


Next

### Campaign details

Objective

**Followers**

Build an audience for your account

 [Edit](#)

Campaign name (optional)

First followers campaign


231

Funding source

Credit card

Remaining budget: Not available | Runs: August 3, 2018 - Present

Campaign budget optimization ⓘ

 On

Daily campaign budget ⓘ

CAD 10.00

Total campaign budget (optional) ⓘ

CAD 100.00

> **Advanced**

[Exit](#)

[Save draft](#)

[Next](#)

- 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

### Ad group details

---

Ad group name (optional)

My first ad group

238

### Budget & Schedule

---

Start



8/24/22

4:40pm

EDT

End



Run indefinitely



9/8/22

12:00am

EDT

## Step 3. Target your audience and choose your placements

Gender

**Any** Women Men

Age

☐ All

☒ Age range

18 - 49

Location (optional) ⓘ

canada

**Include**

Country — Canada

Language (optional) ⓘ

english

**Include**

English (en)

[Bulk upload](#)

**Audience estimate**

**7.6M–8.4M** ⓘ

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

[+ Create ad group](#) ⓘ [Copy ad group](#)

## 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.

## Placements

---

### Twitter placements

The more ad placements you select, the greater your potential reach.


☒ Home timelines ⓘ

☒ Profiles ⓘ

## 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.

### Ad details


 [Use existing ad](#)

Ad name (optional)


Untitled ad

Destination


None

 **Christina Newberry** @ckjnewberry

For Ensemble Travel's Experience Travel E-zine - Eating Amsterdam: Must-Try Street Food <https://t.co/7xigYMAJtm>




Single media  
1 photo or video




Carousel  
2-8 photos or videos

### Preview

Timeline

 **Christina Newberry** @ckjnewberry · Now

For Ensemble Travel's Experience Travel E-zine - Eating Amsterdam: Must-Try Street Food <https://t.co/7xigYMAJtm>

  
Travel Style

Eating Amsterdam: Must-Try Street Food Within Easy Reach of the River Cruise Port

## **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



## Tweet activity



**Bernadine Lui** @BernadineLui

Putting my hands to good use and building a Rocky Point, Mexico family a new home.

[pic.twitter.com/ysY3HnOkPN](https://pic.twitter.com/ysY3HnOkPN)



**Promote your Tweet**

Your Tweet has **27** total engagements so far.  
Get more engagements on this Tweet!

**Promote your Tweet**

Impressions	548
Total engagements	27
Media engagements	11
Detail expands	9
Likes	4
Link clicks	2
Profile clicks	1

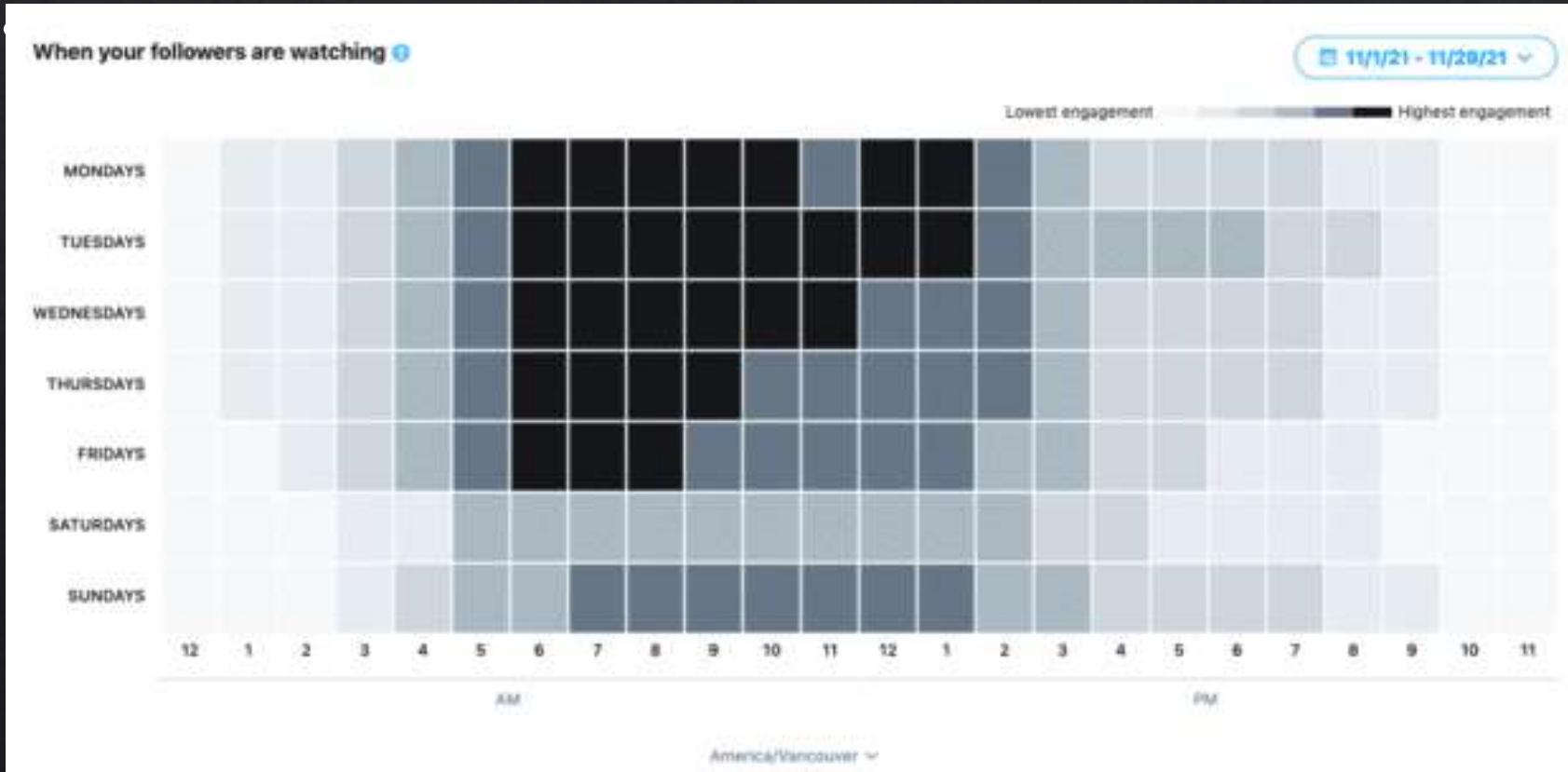
Along the right side, you can also view your average:

- 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

1

## Export



Items to export

Campaigns

Filtered by

4 filters

Timeframe

2/2/2018 - 2/8/2018

Funding sources

All funding sources

Metrics

14 metrics

Additional metrics

☒ Website Conversions by tag ⓘ

Breakdown ⓘ

- ☒ Total
- ☐ Weekly
- ☐ Daily
- ☐ Hourly
- ☐ Include placement breakdown

Include audiences

- ☐ Keywords
- ☐ Handles
- ☐ Behaviors
- ☐ Locations
- ☐ Genders
- ☐ Languages
- ☐ Platforms
- ☐ Interests
- ☐ Events
- ☐ TV shows
- ☐ Audiences
- ☐ Ages
- ☐ Lookalike
- ☐ Tweet engagers

Download times will vary depending on selections and time range chosen. Billed engagements and spend data reported in this report are accurate for data older than 24 hours. For more recent data, spend is reported as an estimate.

Cancel

Download

# The Business Insights Dashboard



The image is a screenshot of the Twitter Business Insights Dashboard. At the top left is the Twitter logo followed by the word "Business". To the right of this are four navigation links: "Basics", "Advertising", "Resources and guides", and "Ads Help Center", each with a downward arrow. Below the navigation bar is a large banner area. On the left side of the banner is a colorful, abstract, pixelated graphic. On the right side is a black and white photo of a woman's face. Overlaid on the bottom left of the banner is a white text box with the text "People come to Twitter to discover #WhatsHappening." In the center of the banner, there is a white rectangular menu that is open, showing a list of options under the heading "Advertising". The options are arranged in two columns: "Campaign Objective", "Twitter Takeover", "Twitter ad formats", "Targeting", "Ads best practices", "Analytics", "Measurement", and "Twitter Marketing Partners".

**Business**

Basics ▾ Advertising ▾ Resources and guides ▾ Ads Help Center ▾

People come to Twitter to discover #WhatsHappening.













**Advertising ▾**

- Campaign Objective
- Twitter Takeover
- Twitter ad formats
- Targeting
- Ads best practices
- Analytics
- Measurement
- Twitter Marketing Partners

# How to check your Twitter analytics

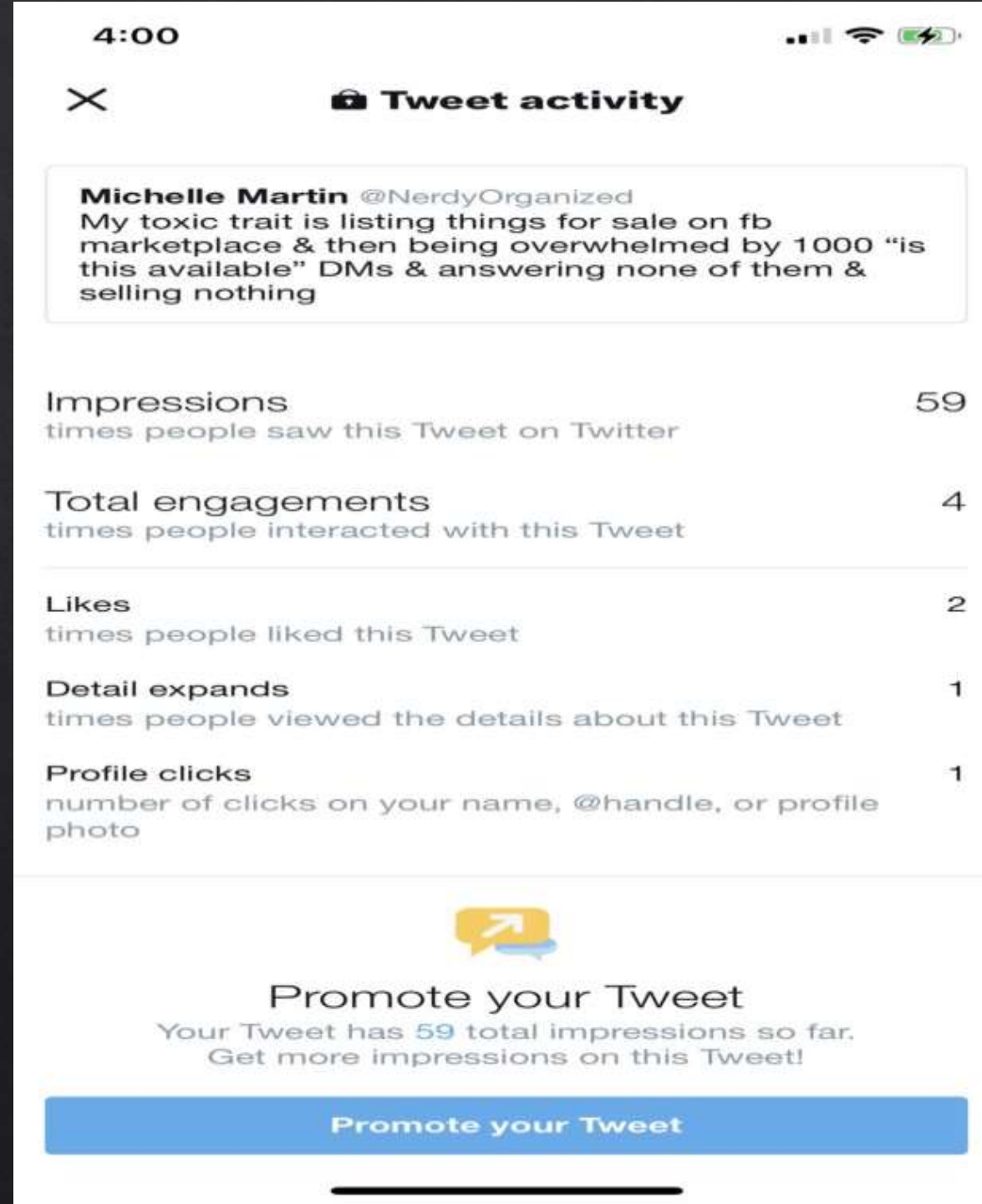
## How to access Twitter analytics via desktop

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.

-  Topics
-  Moments
-  Twitter Blue
-  Newsletters
-  Twitter for Professionals
-  Twitter Ads
-  Analytics
-  Media Studio
-  Settings and privacy
-  Help Center
-  Display
-  Keyboard shortcuts

# 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

Aug 2021 • 31 days

## TWEET HIGHLIGHTS

**Top Tweet** earned 40 impressions

Me in my 20s: What's my true personality?

Me in my 30s: What's my true personality disorder?

♥ 3

[View Tweet activity](#)

[View all Tweet activity](#)



## **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.



## 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:

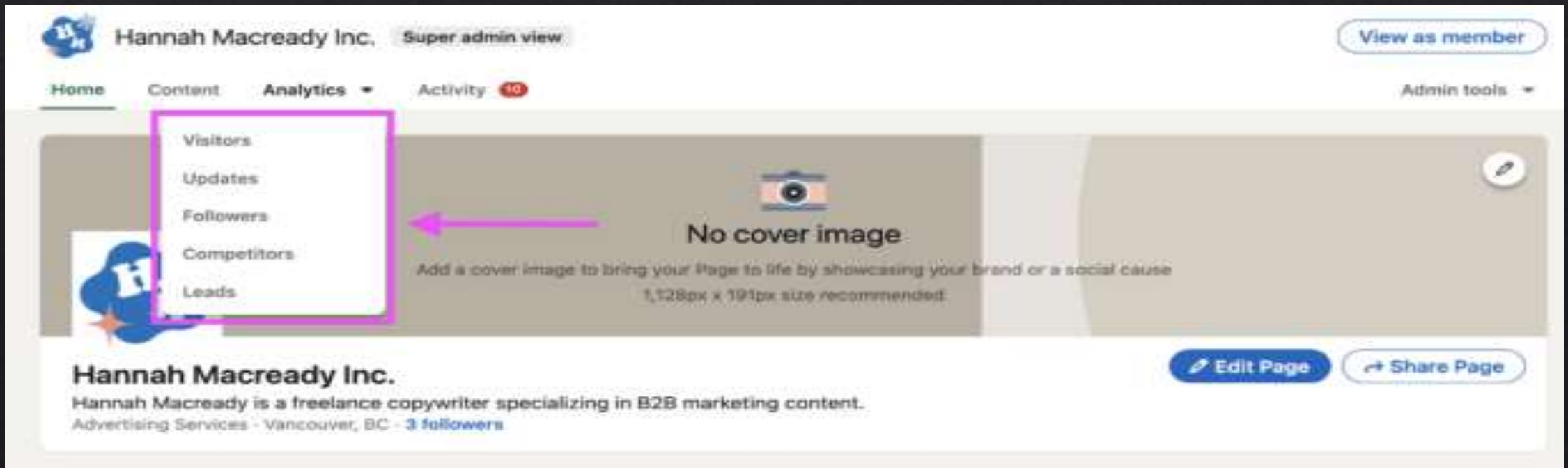
1. LinkedIn's built-in analytics tools, or
2. Third-party tools



## 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

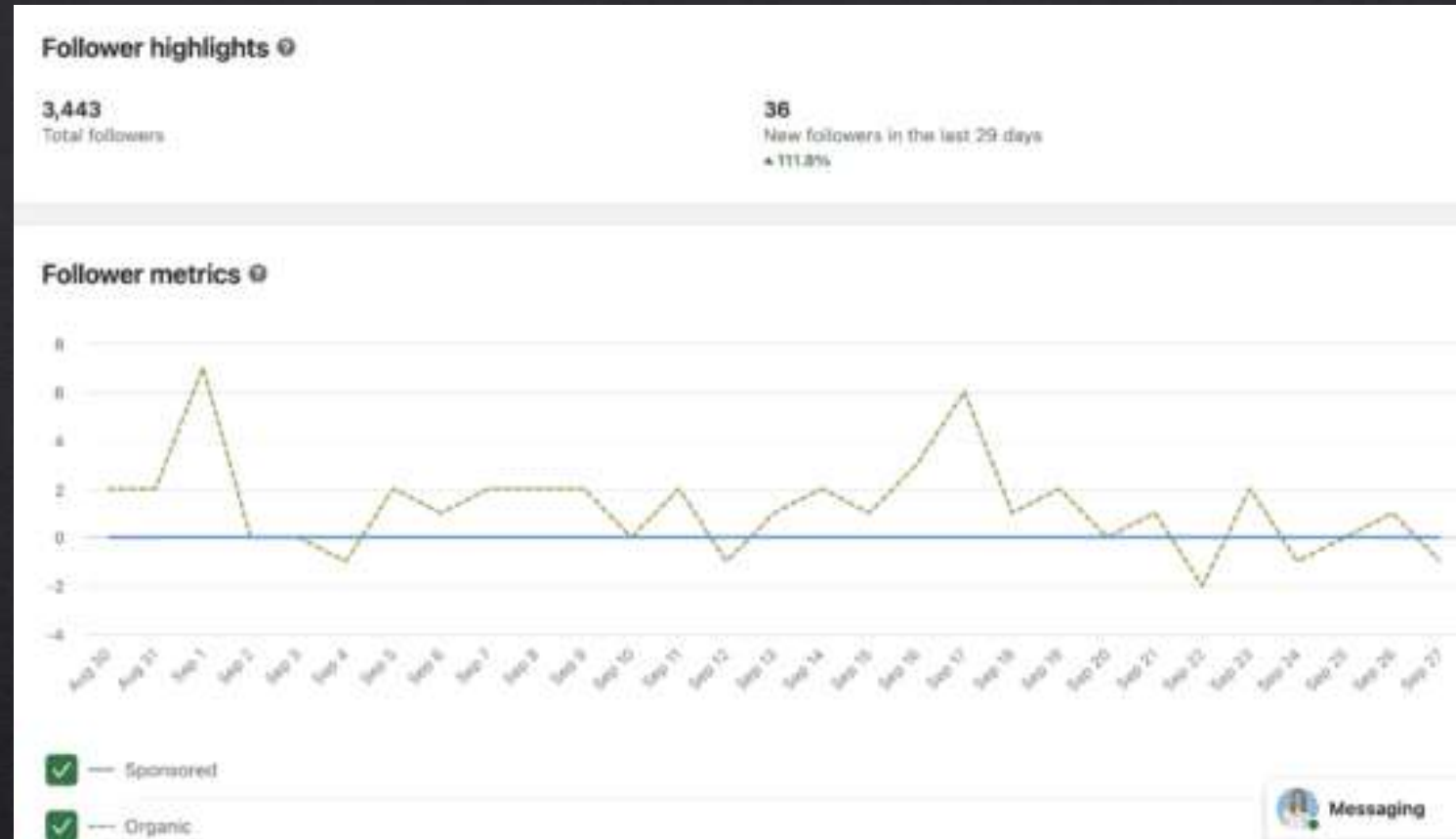
0

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

### Instagram Promotion: How to Boost Instagram Posts and Reels

blog.hootsuite.com • 6 min read

 Guru Anter Kaur Khalsa and 3 others

#### Reactions



Like



Comment



Share



Send



148 impressions



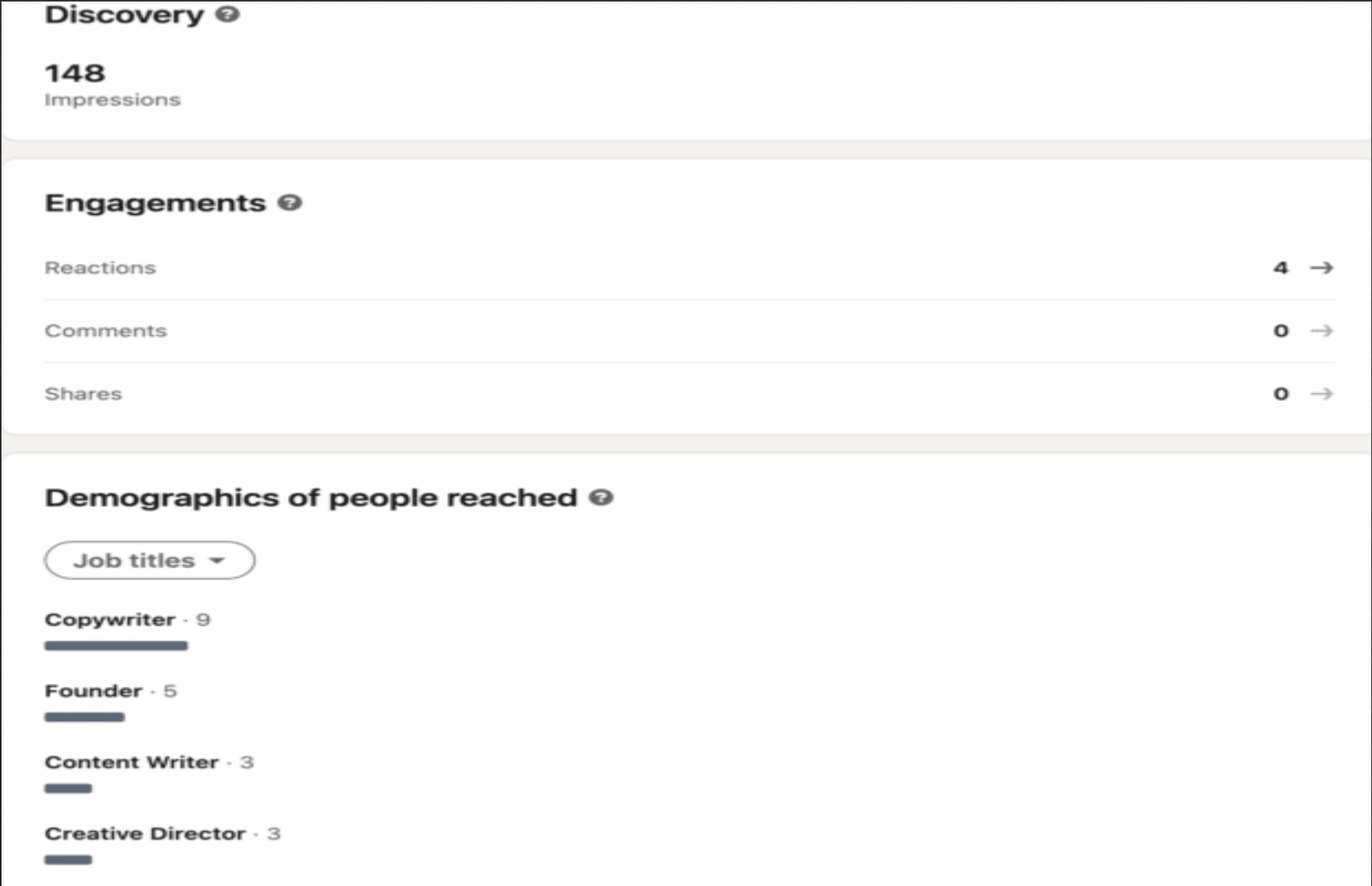
Add a comment...



[View analytics](#)

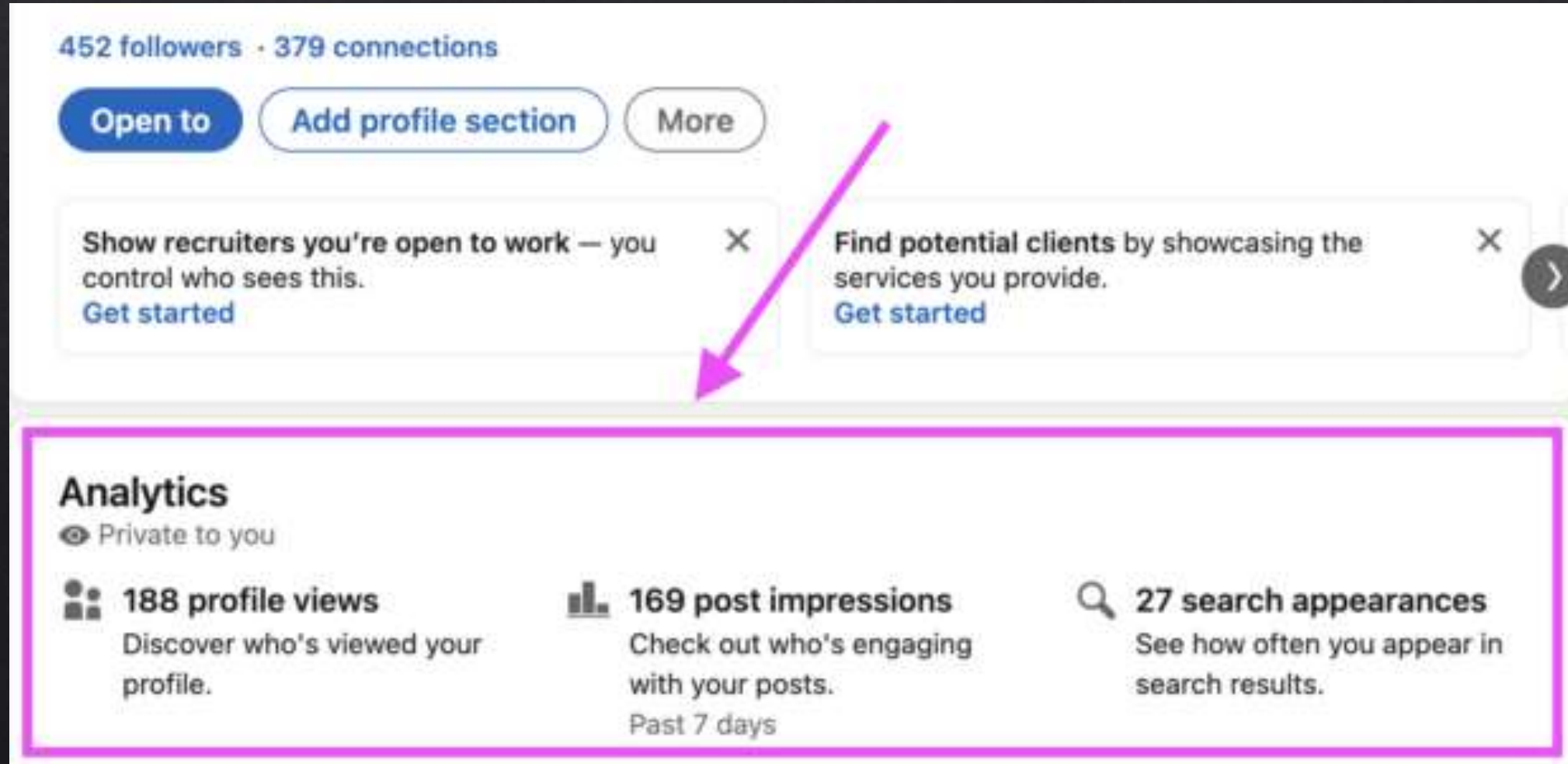


This view will show you the number of **impressions and engagement** your post received. It can also show you the demographics of people reached.



## 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**.



The screenshot shows the top part of a LinkedIn profile. At the top, it says "452 followers · 379 connections". Below this are three buttons: "Open to" (in blue), "Add profile section", and "More". Under these buttons are two cards. The left card says "Show recruiters you're open to work — you control who sees this. Get started". The right card says "Find potential clients by showcasing the services you provide. Get started". A pink arrow points from the right card down to the "Analytics" header. Below the arrow, the "Analytics" section is highlighted with a pink border. It starts with the title "Analytics" and a subtitle "Private to you". Below this are three stats: "188 profile views" with a description "Discover who's viewed your profile.", "169 post impressions" with a description "Check out who's engaging with your posts. Past 7 days", and "27 search appearances" with a description "See how often you appear in search results."

452 followers · 379 connections

Open to Add profile section More

Show recruiters you're open to work — you control who sees this. [Get started](#)

Find potential clients by showcasing the services you provide. [Get started](#)

### Analytics

Private to you

- 188 profile views**  
Discover who's viewed your profile.
- 169 post impressions**  
Check out who's engaging with your posts.  
Past 7 days
- 27 search appearances**  
See how often you appear in search results.

## 4.5 Introduction of digital marketing Strategies through Instagram

## **i. Types of Instagram Content**

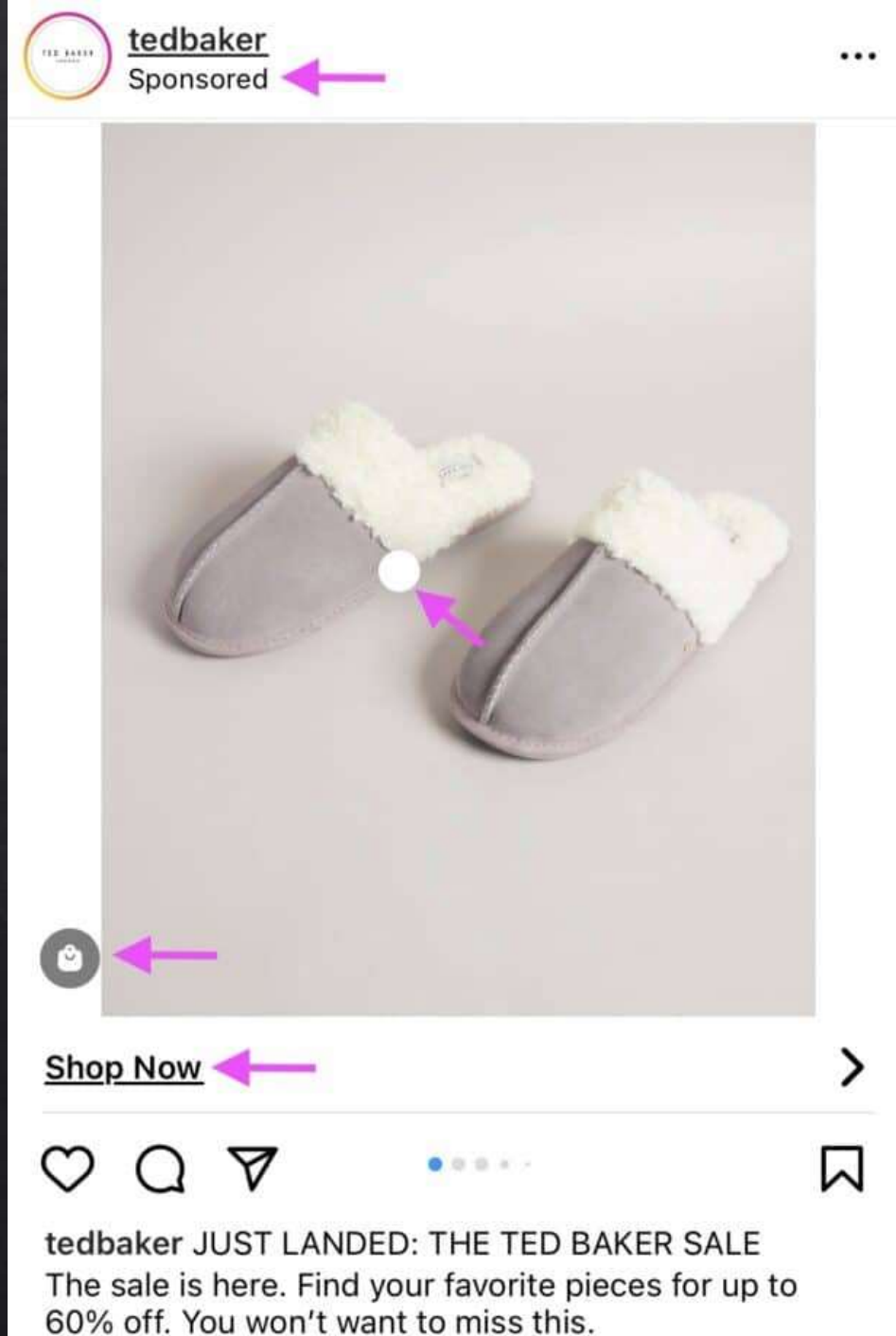
# 11 TYPES OF INSTAGRAM CONTENT

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

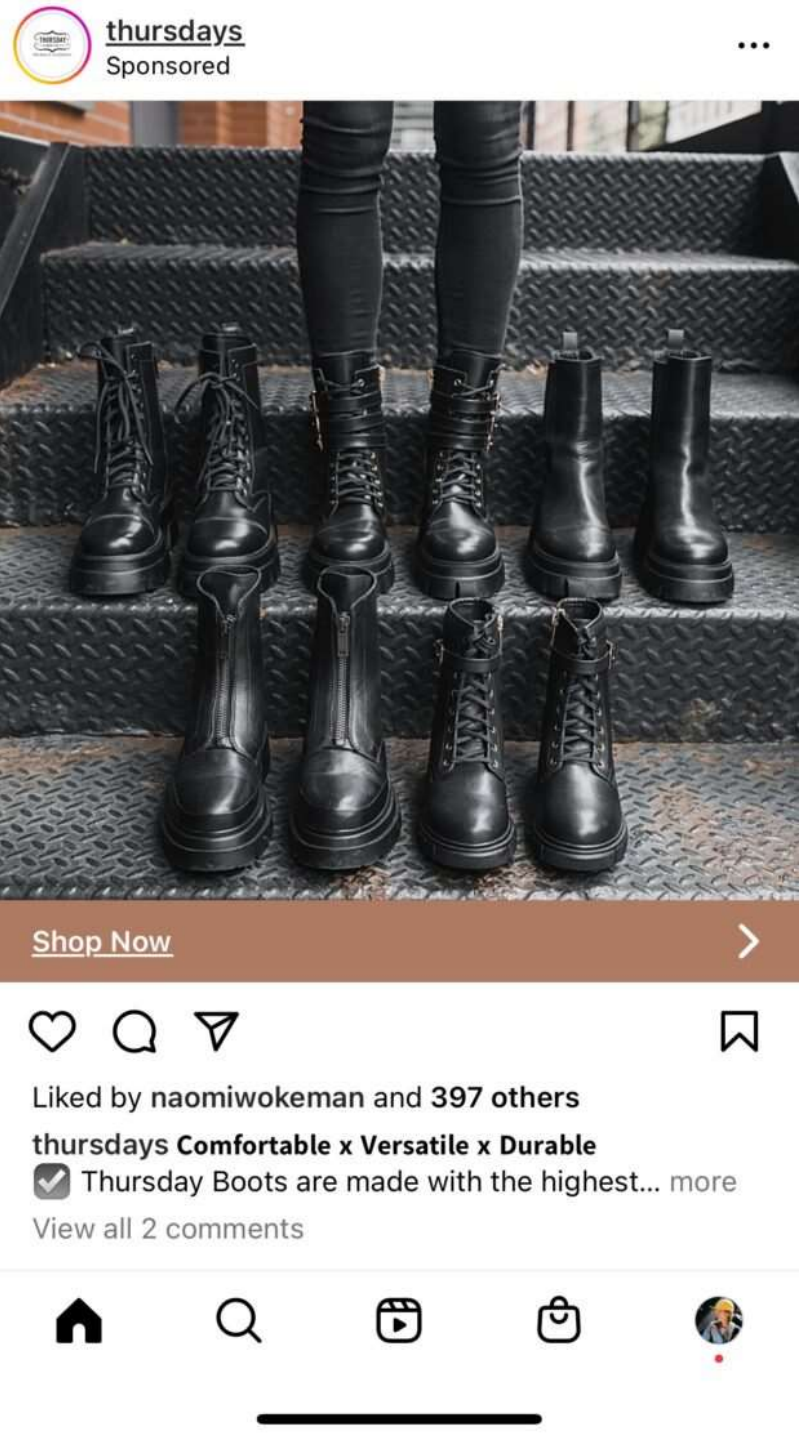
Collection ads

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.



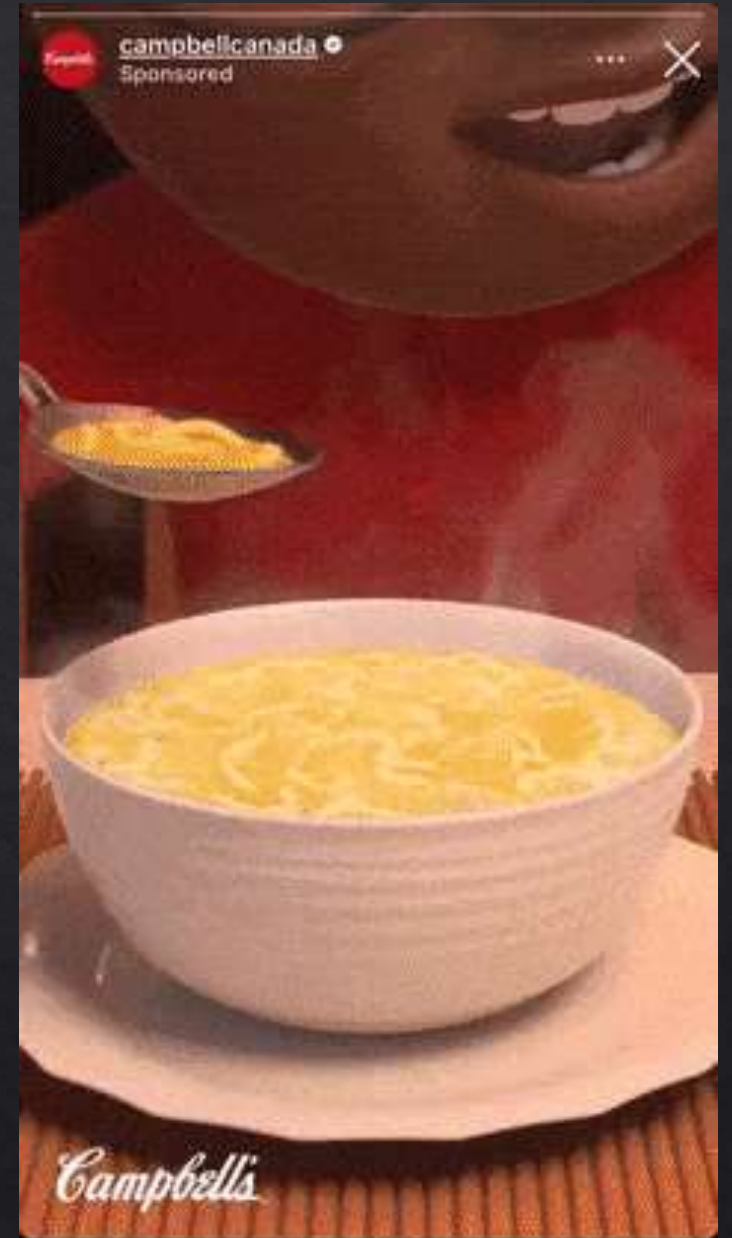


# Story ads

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.



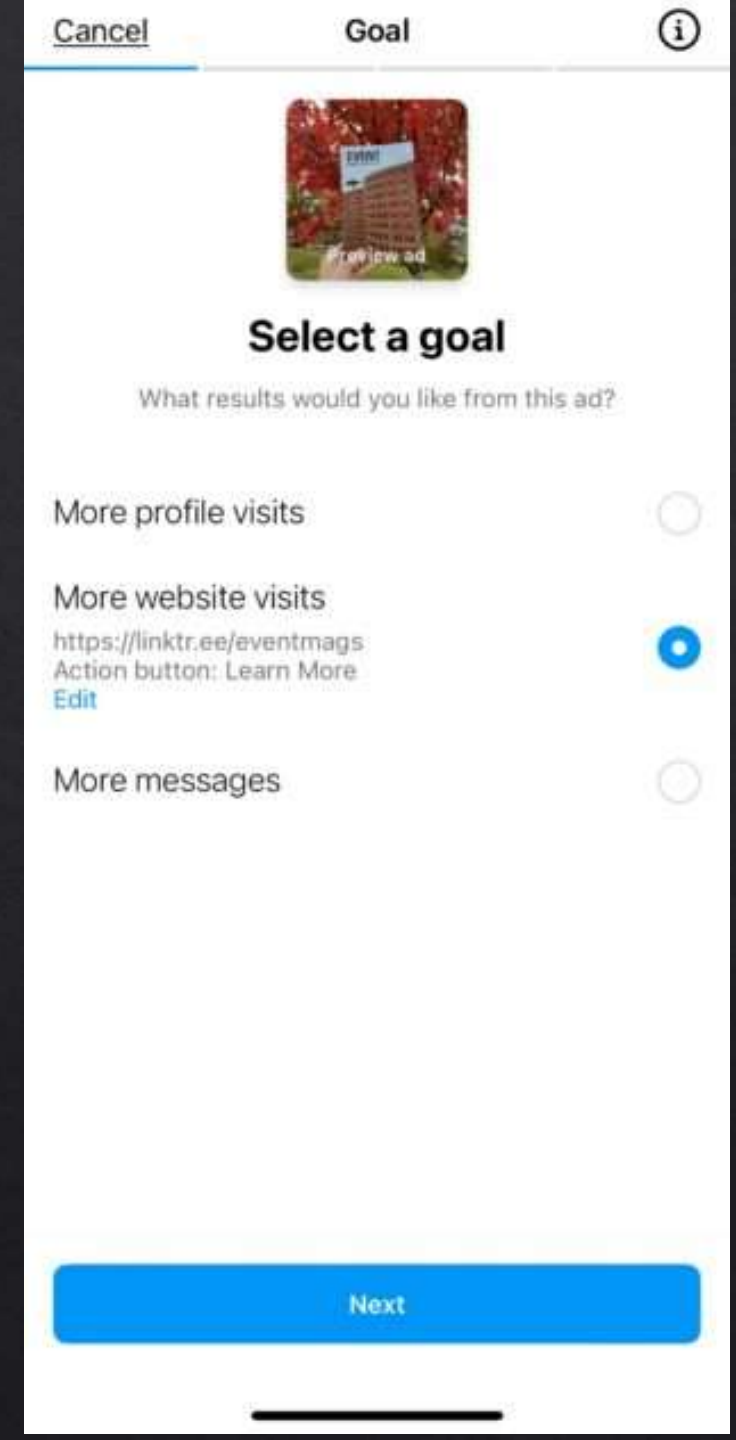
[Learn more](#)

- 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.







## 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



## \$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



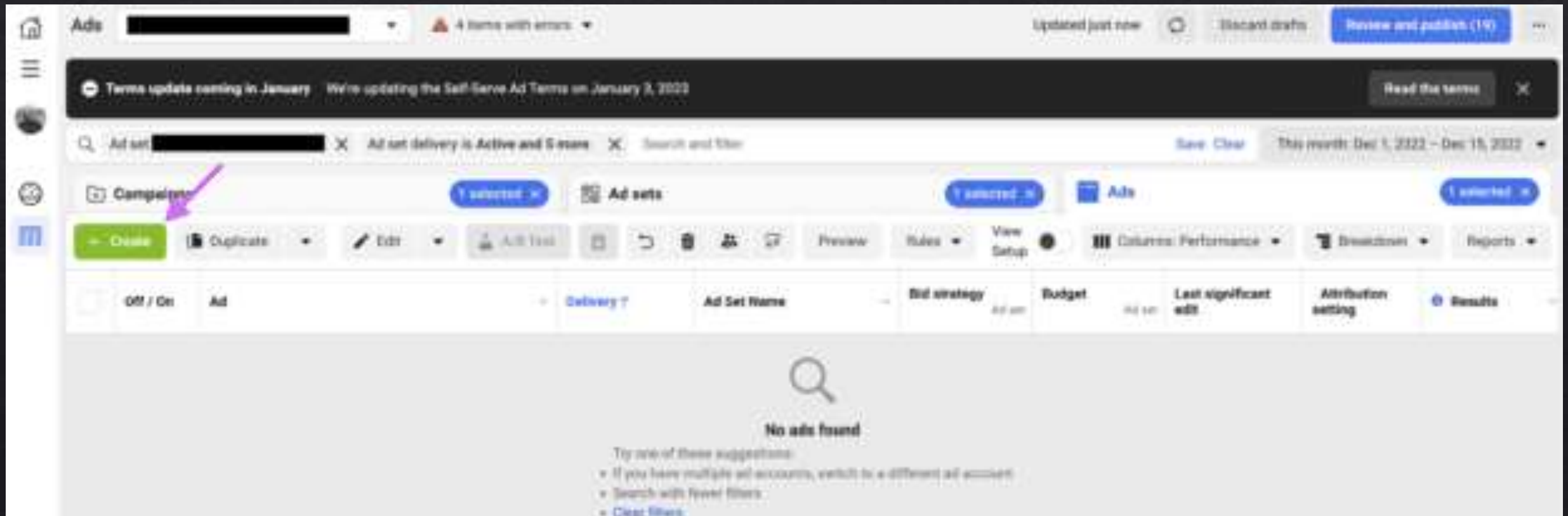
Next

## 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.

Off / On

Ad

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



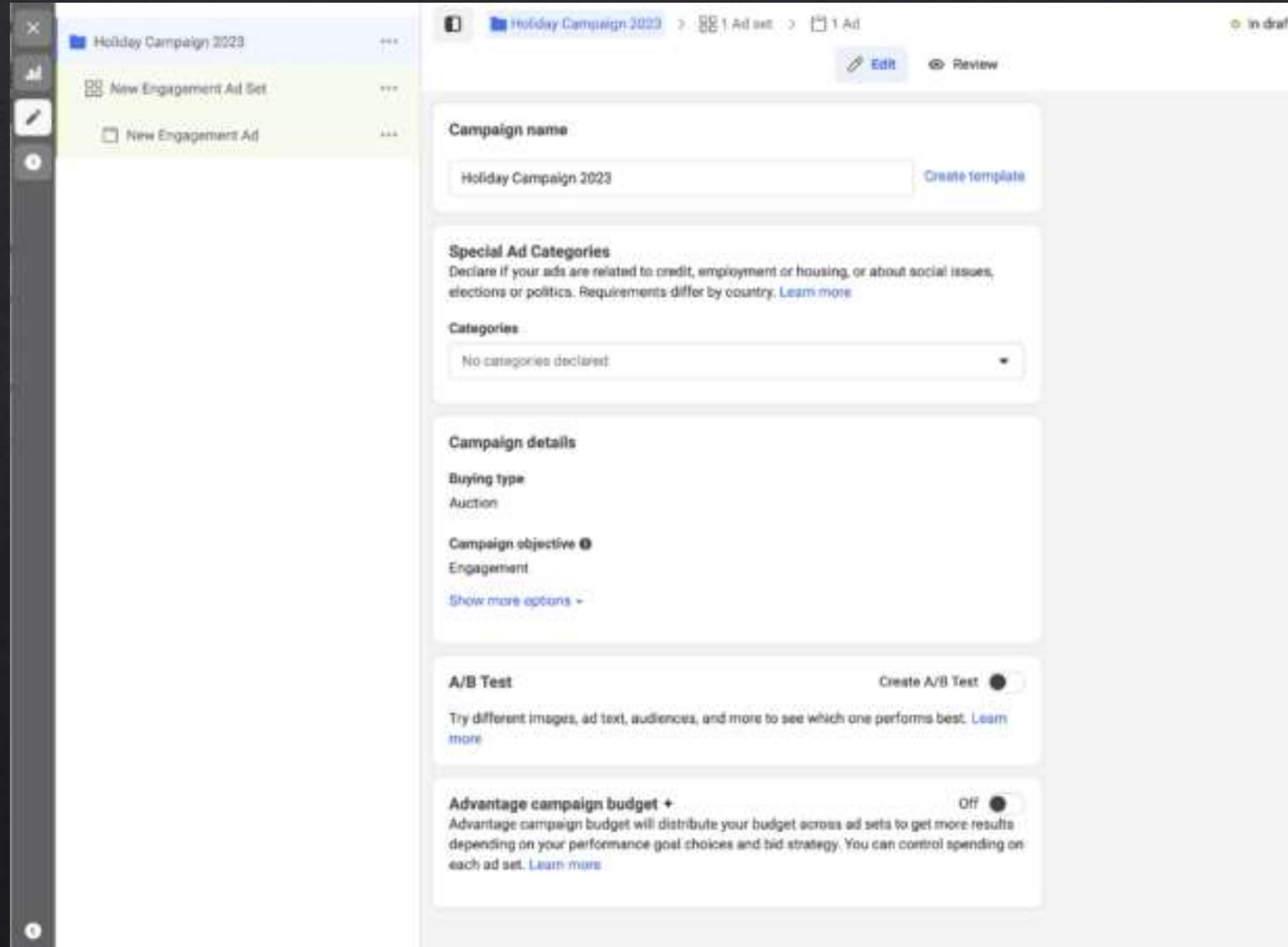
Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[Learn more](#)[Cancel](#)[Continue](#)

## 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.



The screenshot displays the Facebook Ads campaign creation interface. On the left, a sidebar shows a hierarchy: 'Holiday Campaign 2023' (selected), 'New Engagement Ad Set', and 'New Engagement Ad'. The main area is titled 'Holiday Campaign 2023' and includes '1 Ad set' and '1 Ad'. It features an 'Edit' button and a 'Review' button. The 'Campaign name' section has a text input field containing 'Holiday Campaign 2023' and a 'Create template' link. Below this is the 'Special Ad Categories' section, which includes a declaration statement and a 'Categories' dropdown menu currently set to 'No categories declared'. The 'Campaign details' section shows 'Buying type' as 'Auction' and 'Campaign objective' as 'Engagement', with a 'Show more options' link. The 'A/B Test' section has a 'Create A/B Test' toggle switch. The 'Advantage campaign budget' section has an 'Off' toggle switch. The interface is clean and modern, with a light gray background and blue accents for links and buttons.

**Campaign name**

Holiday Campaign 2023 [Create template](#)

**Special Ad Categories**  
Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

**Categories**  
No categories declared

**Campaign details**

**Buying type**  
Auction

**Campaign objective**  
Engagement  
[Show more options](#)

**A/B Test** [Create A/B Test](#)

Try different images, ad text, audiences, and more to see which one performs best. [Learn more](#)

**Advantage campaign budget** [+](#) [Off](#)

Advantage campaign budget will distribute your budget across ad sets to get more results depending on your performance goal choices and bid strategy. You can control spending on each ad set. [Learn more](#)

## 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

**Budget & schedule**

**Budget** ⓘ

Daily Budget ▼

\$20.00 CAD

You'll spend up to \$25.00 on some days, and less on others. You'll spend an average of \$20.00 per day and no more than \$140.00 per calendar week. [Learn more](#)

**Schedule** ⓘ

**Start date**

Dec 15, 2022

🕒 2:03 PM

Dawson Time

**End**

☐ Set an end date

[Hide options](#) ▲

**Ad scheduling** ⓘ

Run ads all the time

## 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.

**Audience**  
Define who you want to see your ads. [Learn more](#)

Create new audience

Use saved audience ▾

Custom audiences

Create new ▾

Q Search existing audiences

Exclude

You're reaching more people with Advantage lookalike

Advantage lookalike is turned on for your selected objective. We'll automatically expand your lookalike audiences to include more people who may find your ads relevant, if it's likely to improve performance.

[Learn more.](#)

×

\* Locations

Location - living in:

- Canada

Age

18 - 65+

Gender

All genders

Detailed targeting

Improvements to detailed targeting

We may deliver ads beyond your audiences for your selected objective, if it's likely to improve performance.

[Learn more.](#)

×

Include people who match ⓘ

Q Add demographics, interests or behaviors

Suggestions Browse

Exclude

Languages

All languages

Show more options ▾

Save this audience



## 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.

[Show more options ▾](#)

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

- ☒ Facebook
- ☒ Instagram
- ☐ Audience network
- ☐ Messenger

Asset customization

6 / 6 placements that support asset customization

Placements

- ☒

**Feeds**  
Get high visibility for your business with ads in feeds

^
- ☒

**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

Holiday Campaign 2023

New Engagement Ad Set

New Engagement Ad

Ad name

New Engagement Ad

Create template

Ad setup

Create ad

Format

Choose how you'd like to structure your ad.

Single image or video

One image or video, or a slideshow with multiple images

Carousel

2 or more scrollable images or videos

Ad creative

Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

Media

Add media

Create Video

Primary text

What's your ad about? Try up to 5 options

Headline

Chat with us

Call to action

Send message

Message template

Choose a template for beginning the chat after people tap on your ad. [Learn more](#)

Create new

Suggest prompts for people to tap to encourage them to start conversations with your business.

Greeting

Hi! Please let us know how we can help you.

Questions and responses

Can I learn more about your business?

Add a response

See more

Edit

Use existing

Use, edit or duplicate an existing template you've already created. [Learn more](#)

Tracking

Track event datasets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

Website Events

App events

Set Up

Offline Events

URL parameters

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close

All edits saved

Back

Publish

Ad preview

Destination preview

Preview on

6 placements

Advanced preview

Share

Facebook Feeds


Feeds

Stories and Reels


Instagram

brandcampdigital

Sponsored



Contact us



brandcampdigital Digital marketing in Vancouver, BC

See variations

The style, formatting, media resolution and layout of your ad's media, call to action or text may be adjusted when it's likely to improve performance.

Ad preview

Destination preview

Preview on

6 placements

Advanced preview

Share

Instagram Feed

Edit

...

Feeds

Stories and Reels

See variations

The style, formatting, media resolution and layout of your ad's media, call to action or text may be adjusted when it's likely to improve performance.

## **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.

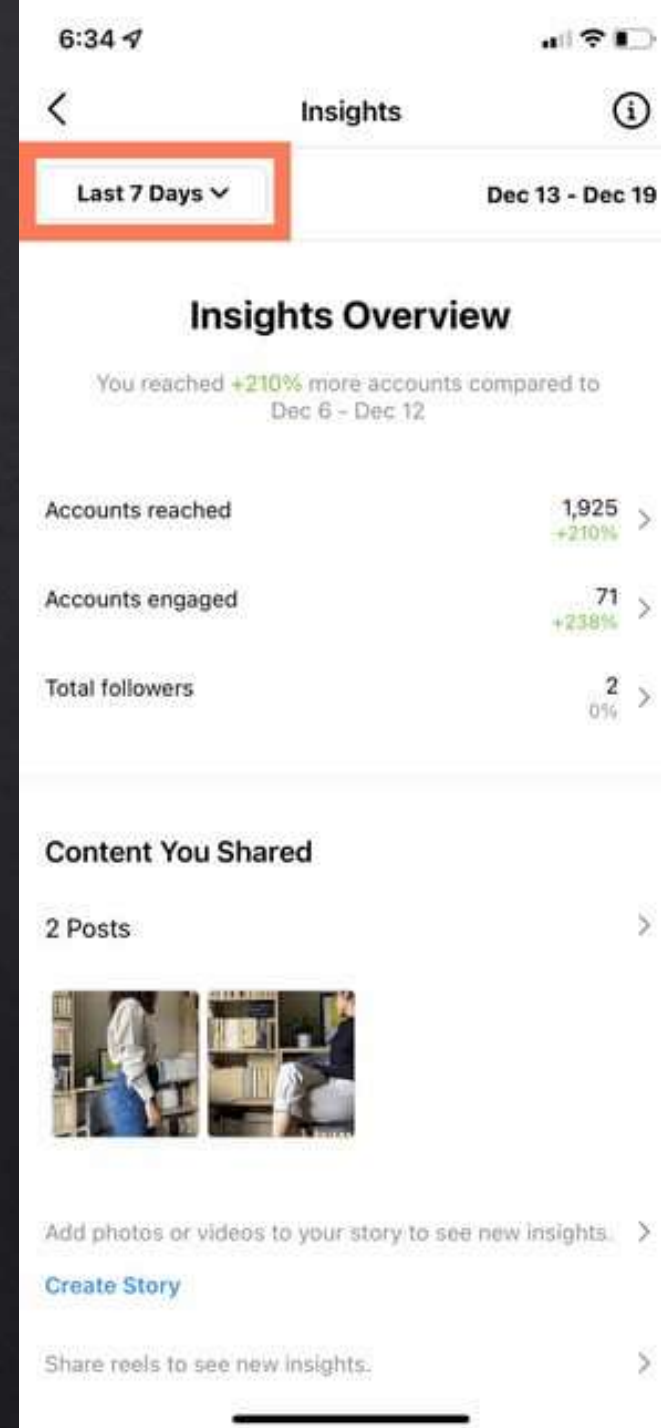
### iii. Instagram insights



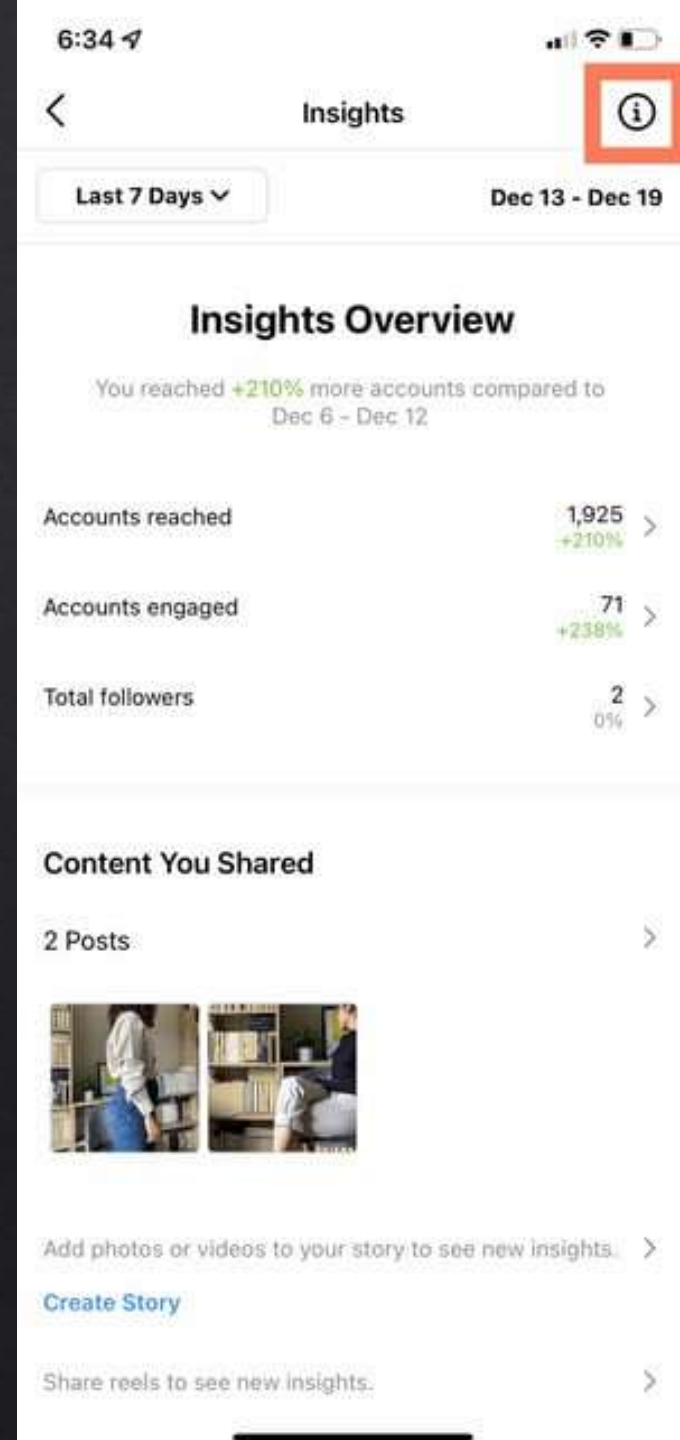
Insights Overview is the “home page” of Instagram Insights. Here, you’ll see how you’ve fared overall.

You get several pieces of information on this page:

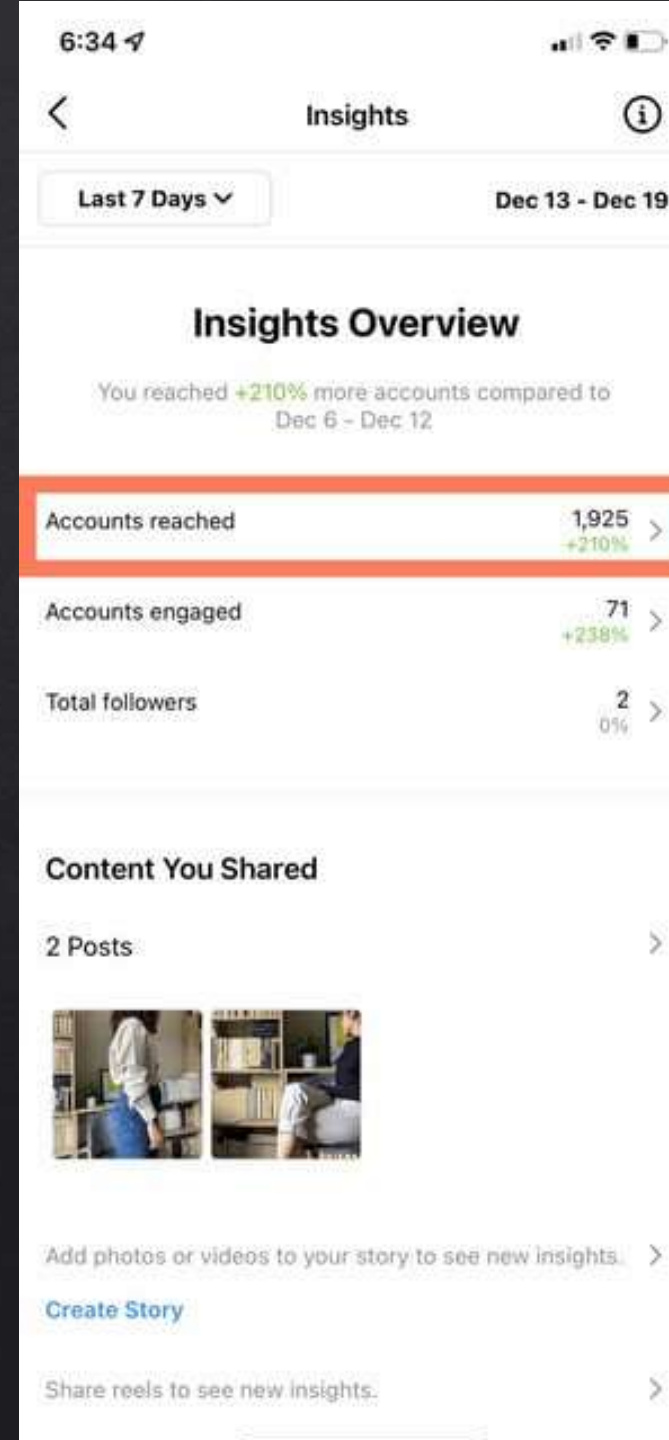
**Date Range:** This represents the days and weeks of data on the screen. You can change the amount of time by clicking “Last 7 days” on the top left-hand corner.



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.

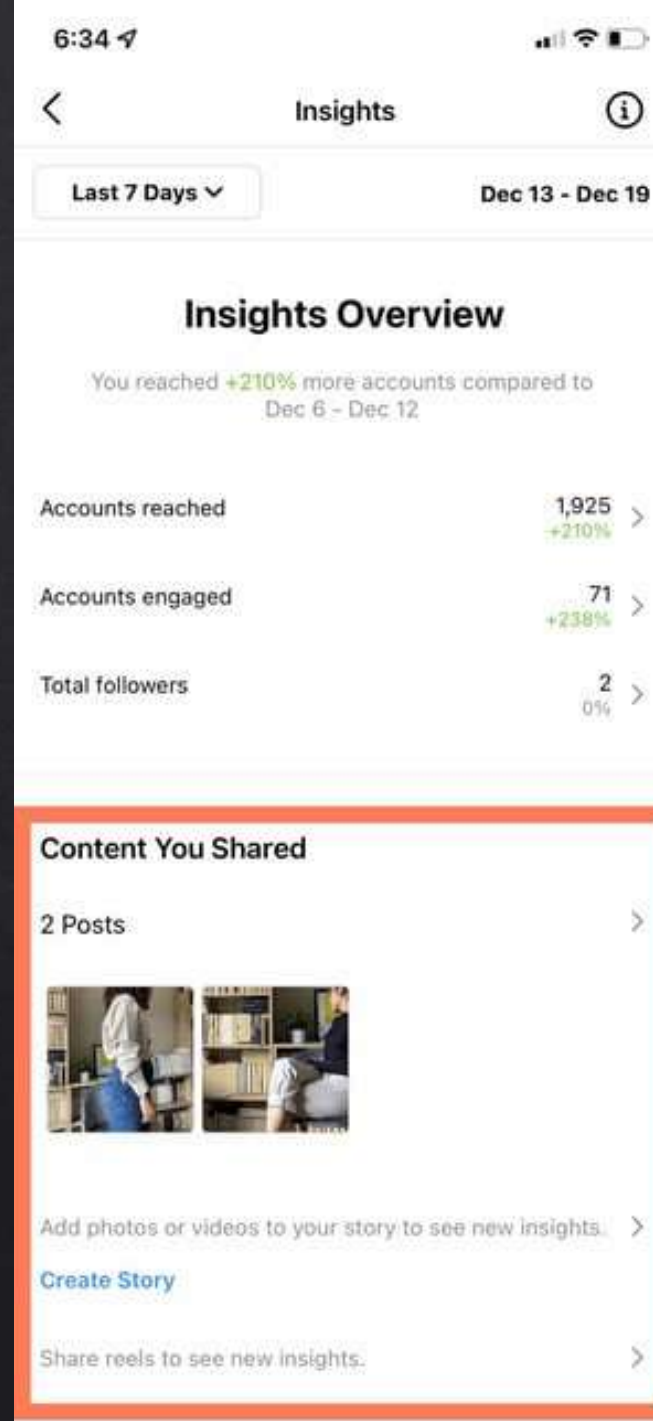


Total Followers: Total Followers refers to the number of people who follow you.





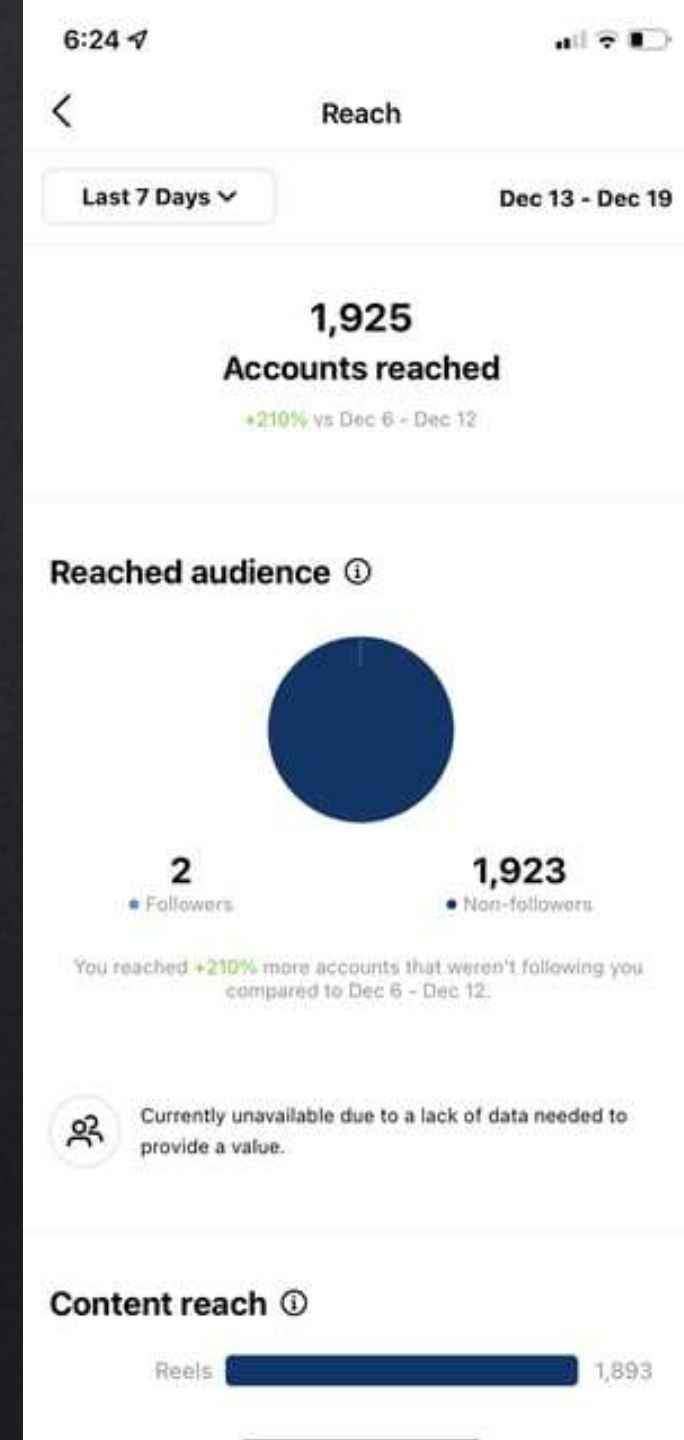
Content You Shared: This section gives you the overall number of posts, Stories, reels, videos, Live videos, and promotions that you've shared.



# Accounts Reached

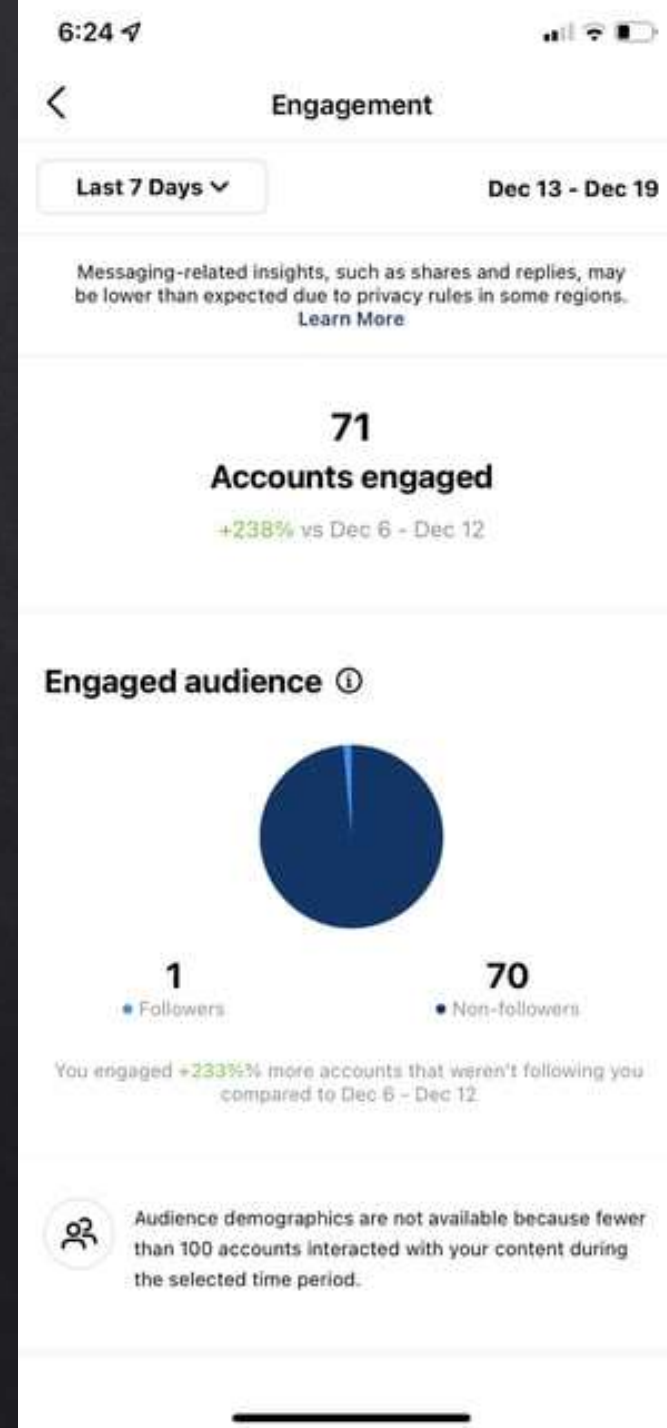
**Reached Audience:** The reached audience section shows you how many unique users have come across your content. Your reached audience will be broken down by follower status, gender, age, countries, and cities. You can also see the amount of people you've reached via ads and promotions.

**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.

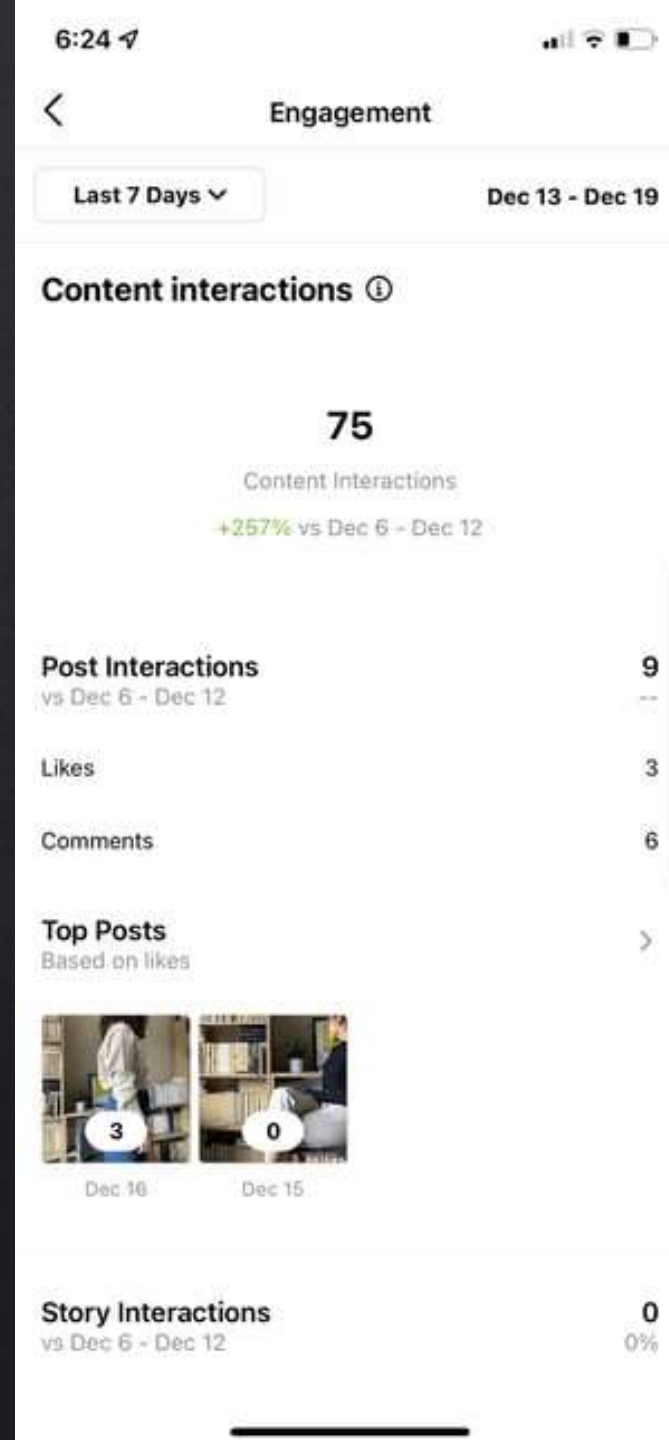


# Accounts Engaged

**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

The image shows a YouTube video player interface. The video content is a background of white, curved, cylindrical objects. Several elements are highlighted with red circles to illustrate skippable in-stream ads:

- Top Left:** A small logo and text "Reunite your team with monday.com".
- Bottom Left:** A "Sign Up Free" button with the "monday.com" logo and a "Start Now" button.
- Bottom Center:** A progress bar with a play button icon and the text "0:05 / 1:35".
- Bottom Right:** A small thumbnail image of a person.
- Right Side:** A "SHOW CHAT REPLY" button, a "monday.com" banner, a "Sign Up Free" button, a "START NOW" button, and a list of "Up next" videos.

The video title at the bottom is "Grimes - You'll Miss Me When I'm Not Around (Chroma Green Video)".

# Discovery ads

## TrueView discovery ads



Search Results Page



Watch Page



Homepage

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

The image is a screenshot of a YouTube search results page for the query "apartment gardening". The search bar at the top contains the text "apartment gardening" and is circled in red. On the left sidebar, the "Home" button is circled in red. The main content area displays a list of search results. The first result, "Know When to Plant" by The Home Depot Canada, is circled in red. This video's thumbnail features an orange text overlay that reads "WHEN TO PLANT PERENNIAL FLOWERS & ANNUAL FLOWERS?". Below it, the second result is "Top 5 Beginner Tips For Apartment Gardeners | Aja Dang + Epic Gardening". The third result is "My Apartment Edible Garden Tour" by Jamie Kate Adoc. The fourth result is "What Plants To Start In An Apartment" by The Naked Gardeners. The left sidebar also shows a "SUBSCRIPTIONS" section with several channel names listed.

YouTube

apartment gardening

FILTER

Home

Trending

Subscriptions

Library

History

Your videos

Watch later

Liked videos

SUBSCRIPTIONS

Pedalboard of the ...

Joana Ceddia

Cocomelon - Nurs...

American Football - T...

Devon Welsh

Hootsuite

Know When to Plant

The Home Depot Canada • 23K views

Start the planting season right. Our guide will show you how

0:26

WHEN TO PLANT PERENNIAL FLOWERS & ANNUAL FLOWERS?

Top 5 Beginner Tips For Apartment Gardeners | Aja Dang + Epic Gardening

Aja Dang • 122K views • 10 months ago

Hey! I'm Aja Dang and I've collaborated with epic Gardener Kevin Expertu to give you his top 5, best beginner tips for ...

20:14

APARTMENT GARDENING

My Apartment Edible Garden Tour 🍅 🥑 🌶️ 🍓 | Jamie Kate

Jamie Kate Adoc • 10K views • 2 months ago

In this video, I am finally sharing with you my Apartment Edible Garden! This is me channeling my inner hacienda! I have ...

8:35

What Plants To Start In An Apartment

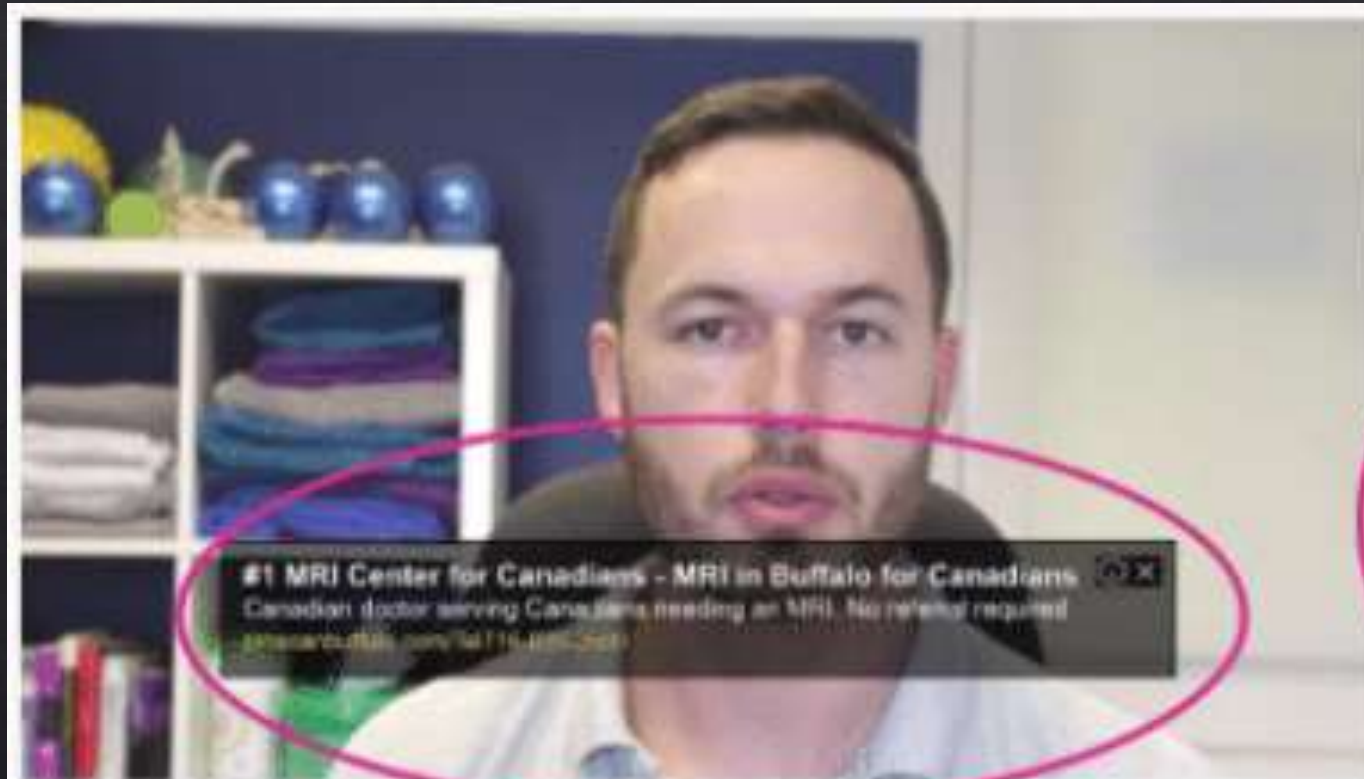
The Naked Gardeners • 4.3K views • 3 months ago

In this Apartment Life series, we are going to show you What Plants To Start In An Apartment. These are easy plants that you ...

What Plants To Start In An Apartment



# Non-video ads



📍 LONDON

Understanding Shoulder Pain and How To Fix It

2,651,464 views • Oct 3, 2017



56K



1.2K



SHARE



SAVE



Up next

AUTOPLAY



How to Fix Shoulder Pain in Seconds (This Works!)

Bob & Brad

147K views • 1 year ago



5 Herbs for Weak Urine Stream

Doctors Reveal 1 Weird Compound to Improve Weak Urine Flow in Surprising Clinical

 nutrascience.com

VISIT SITE 



'Rocked My World' Acid Reflux/Hernia/Hemorrhoids...

Advanced Chiropractic Relief  
2.3M views • 3 years ago



Brain Foods for Brain Health - Boost Brain Health with Go...

18K views • 1 month ago

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

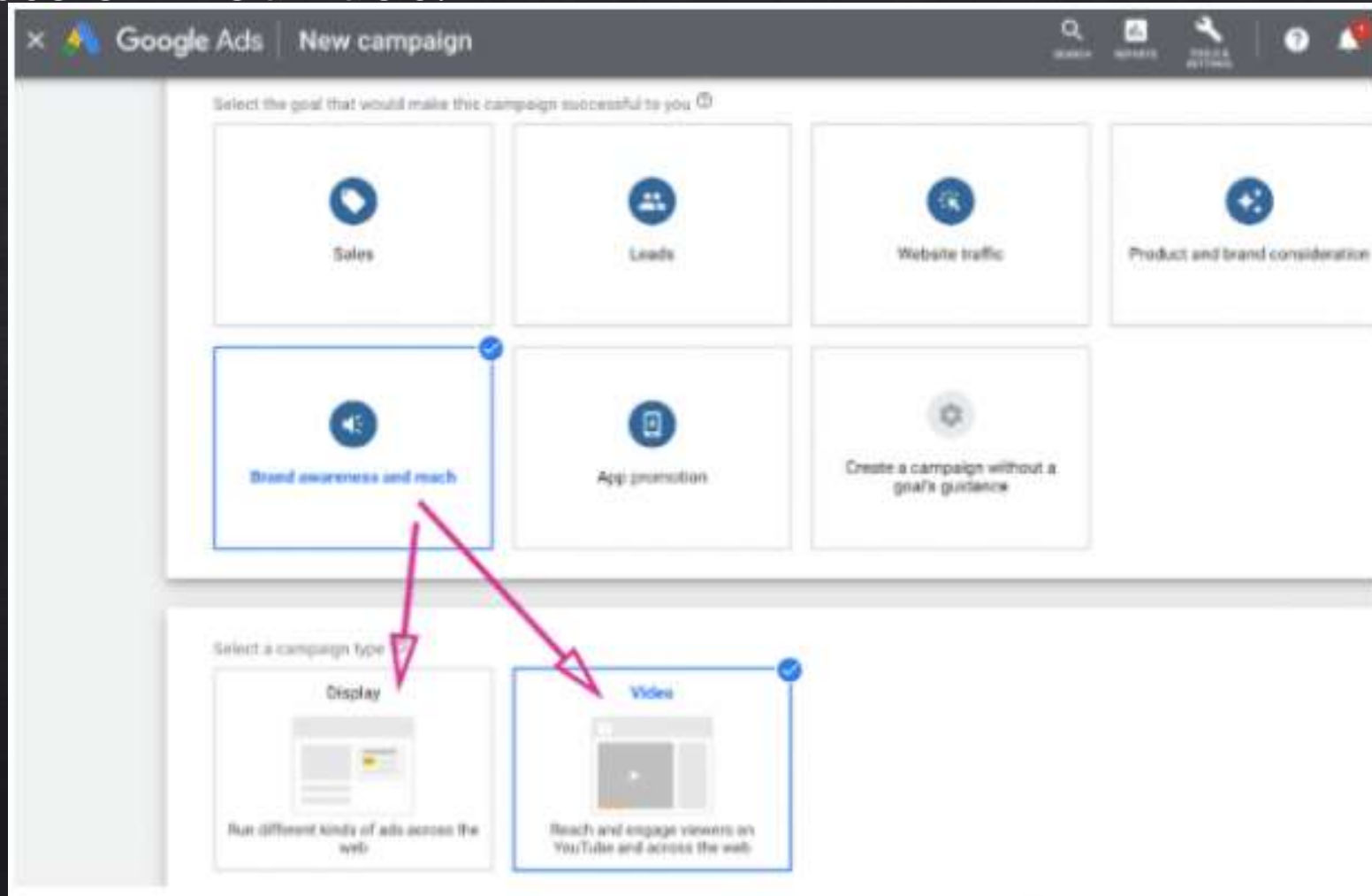
Website traffic

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:

Select a campaign subtype

- ☒ **Skippable in-stream**  
Get efficient impressions and reach with skippable in-stream ads. [Learn more](#)
- ☐ **Bumper**  
Get efficient impressions and reach with bumper ads. [Learn more](#)
- ☐ **Non-skippable in-stream**  
Share your entire message with up to 15-second non-skippable in-stream ads. [Learn more](#)
- ☐ **Outstream**  
Reach people on their phones and tablets using vCPM bidding with outstream ads. [Learn more](#)
- ☐ **Ad sequence**  
Tell your story by showing ads in a particular sequence to individual viewers with skippable in-stream ads, non-skippable in-stream ads, bumper ads, or a mix. [Learn more](#)

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.

Content exclusions: define where your ads can show

Inventory type Select an inventory type to show your ads on the content that's right for your brand

**Expanded inventory**

Maximize available inventory by showing ads on some sensitive content

Excludes extremely sensitive content, for example:

- Excessive profanity
- Graphic sexual content and nudity
- Graphic violence and serious injury

**Recommended**

**Standard inventory**

Show ads on content that's appropriate for most brands

Same exclusions as Expanded, and also excludes, for example:

- Repeated strong profanity
- Strong sexual content and discussions of sex
- Violence either real or dramatized

**Limited inventory**

Exclude most types of sensitive content and limit your available inventory

Same exclusions as Expanded and Standard, and also excludes, for example:

- Moderate profanity
- Moderate sexually suggestive content

### 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

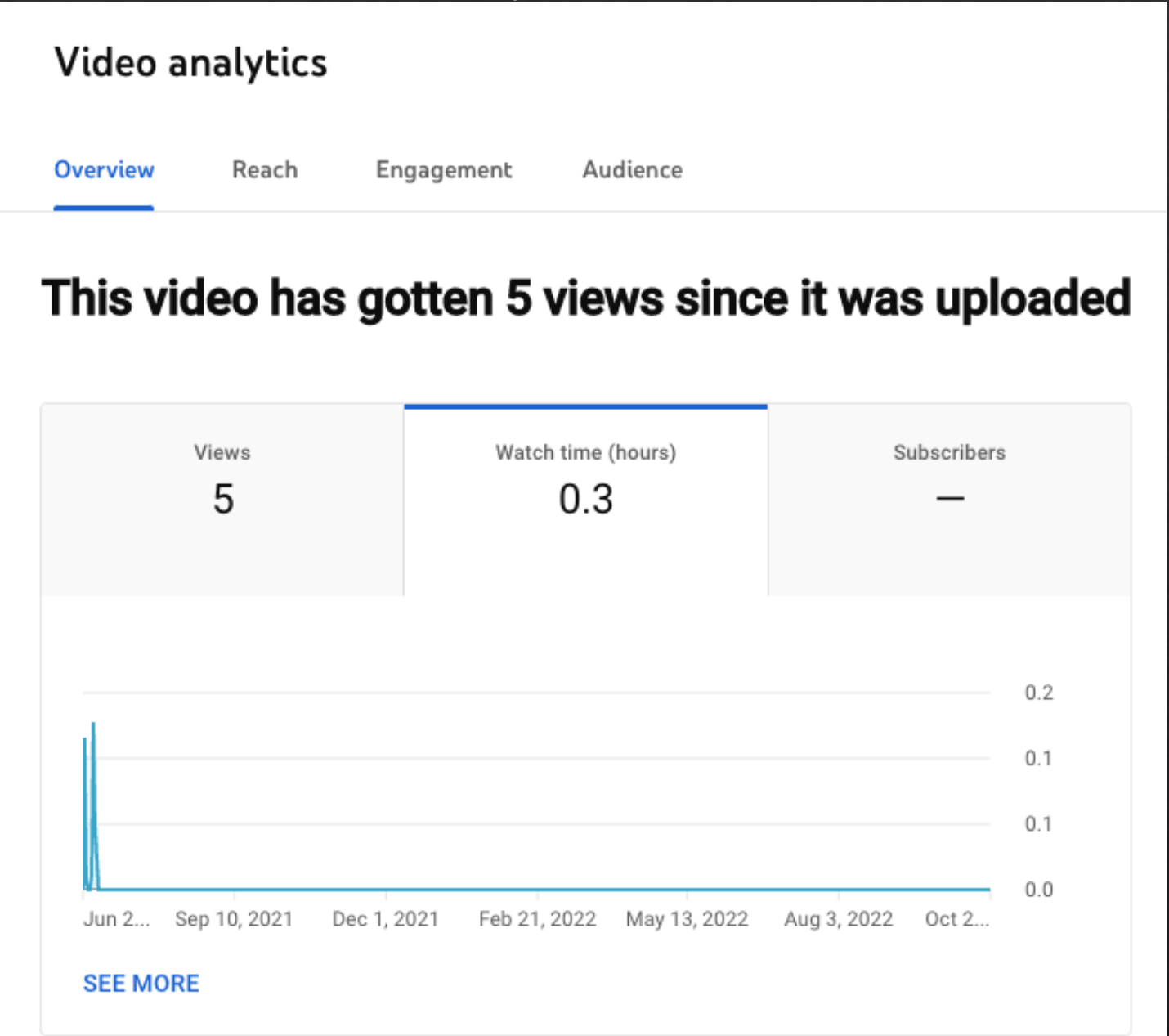
a) Enter the link to your ad, and hit the Create Campaign button to set your campaign running.

### iii. YouTube Analytics



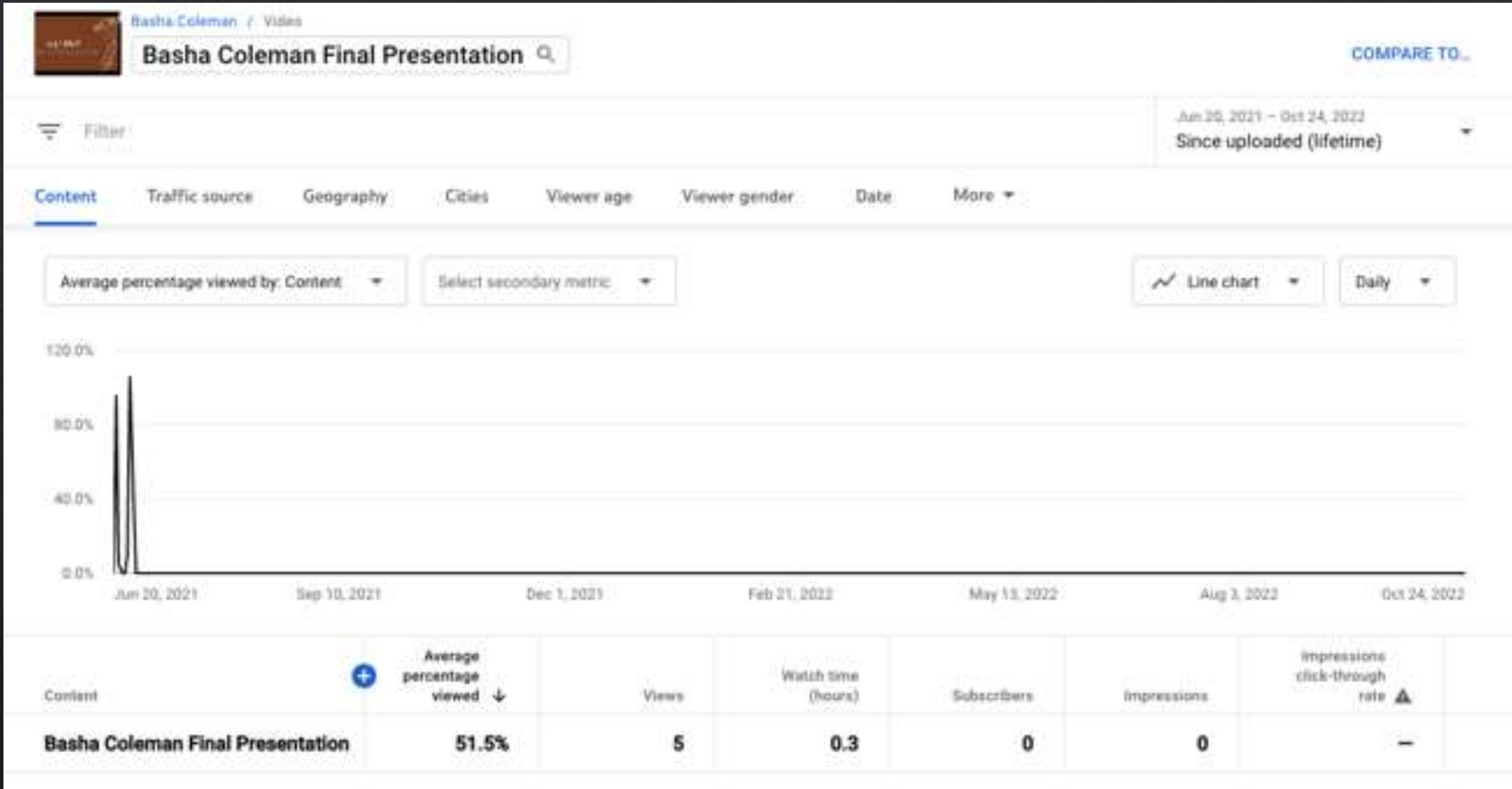
# YouTube Analytics: The 15 Metrics That Actually Matter

## 1. Watch Time



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

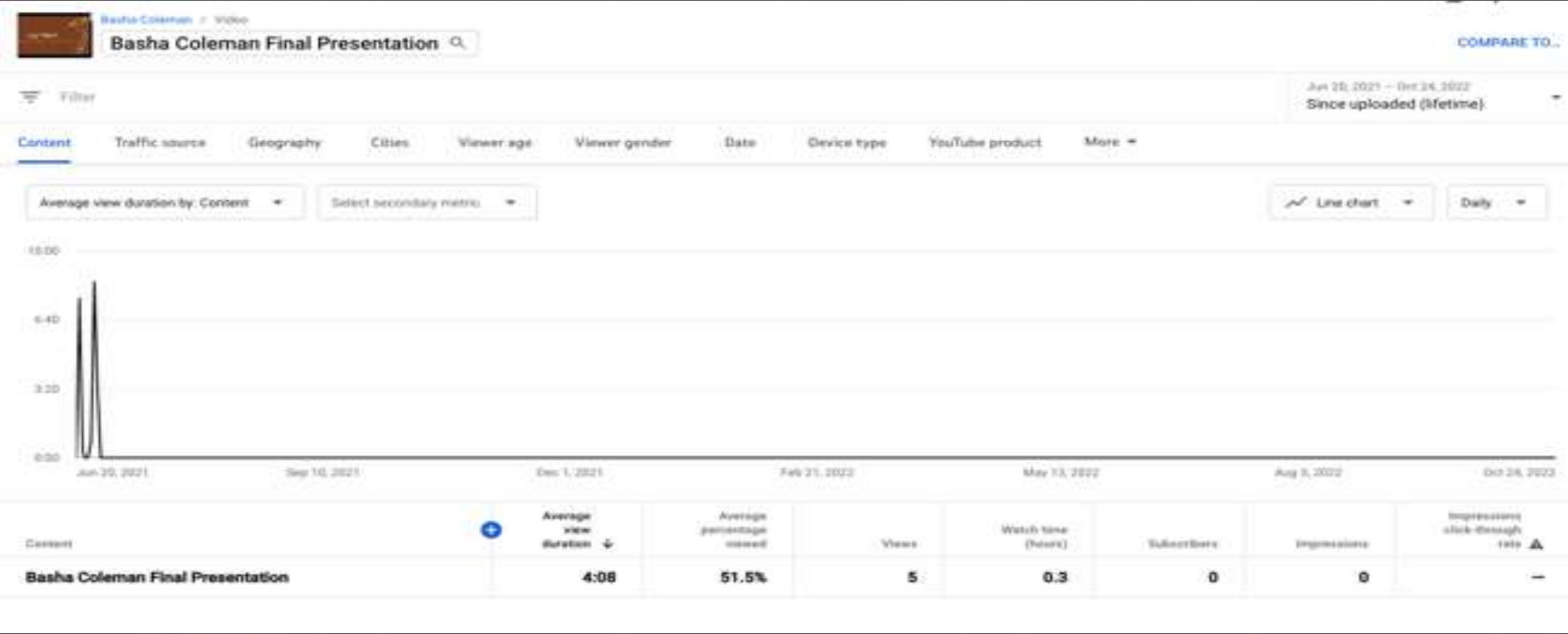
## 2. Average Percentage Viewed



How to find Average Percentage Viewed in YouTube Studio:

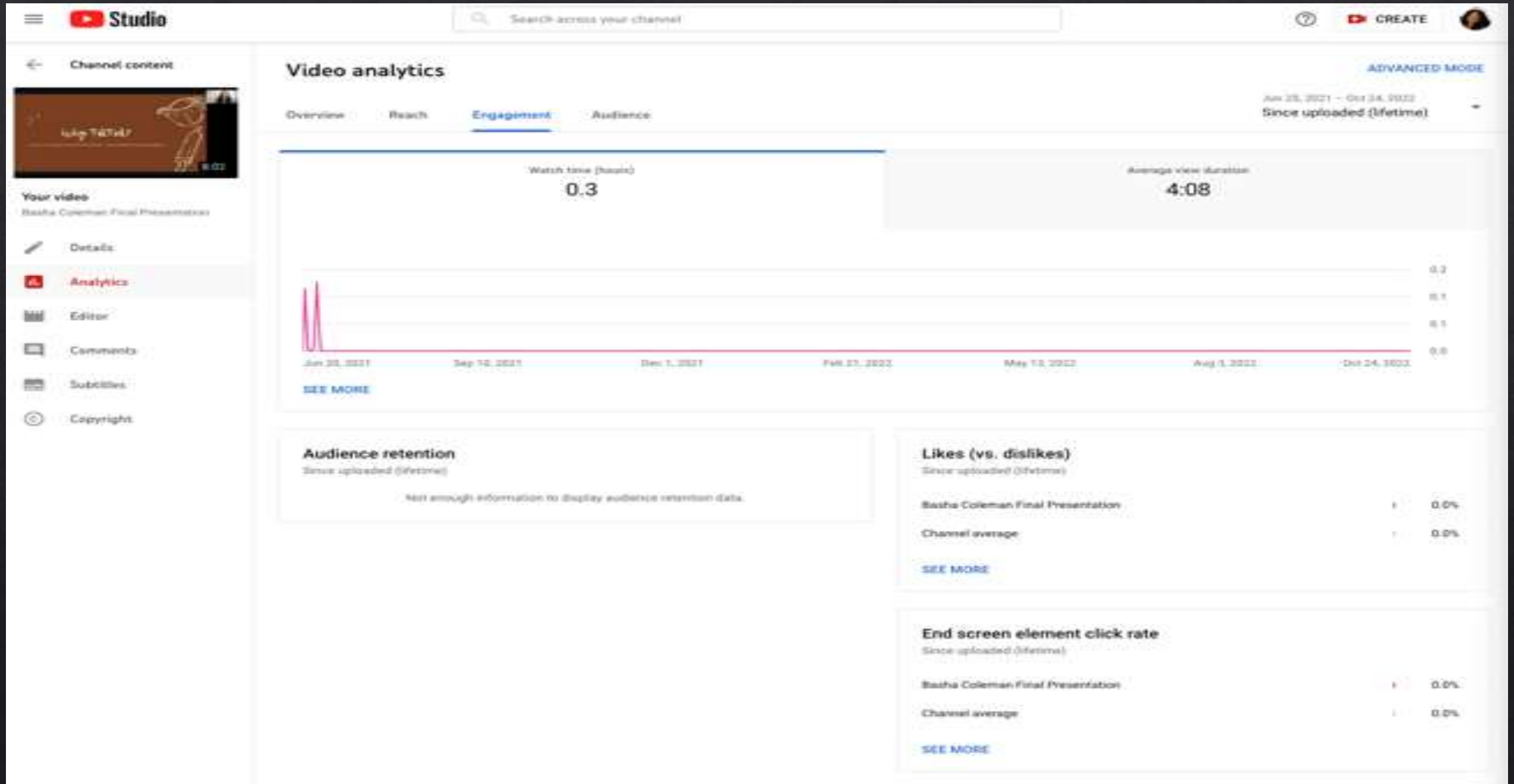
Analytics > Overview > Watch time > See More > Content > Watch time > More Metrics > Overview > Average percentage viewed

### 3. Average View Duration



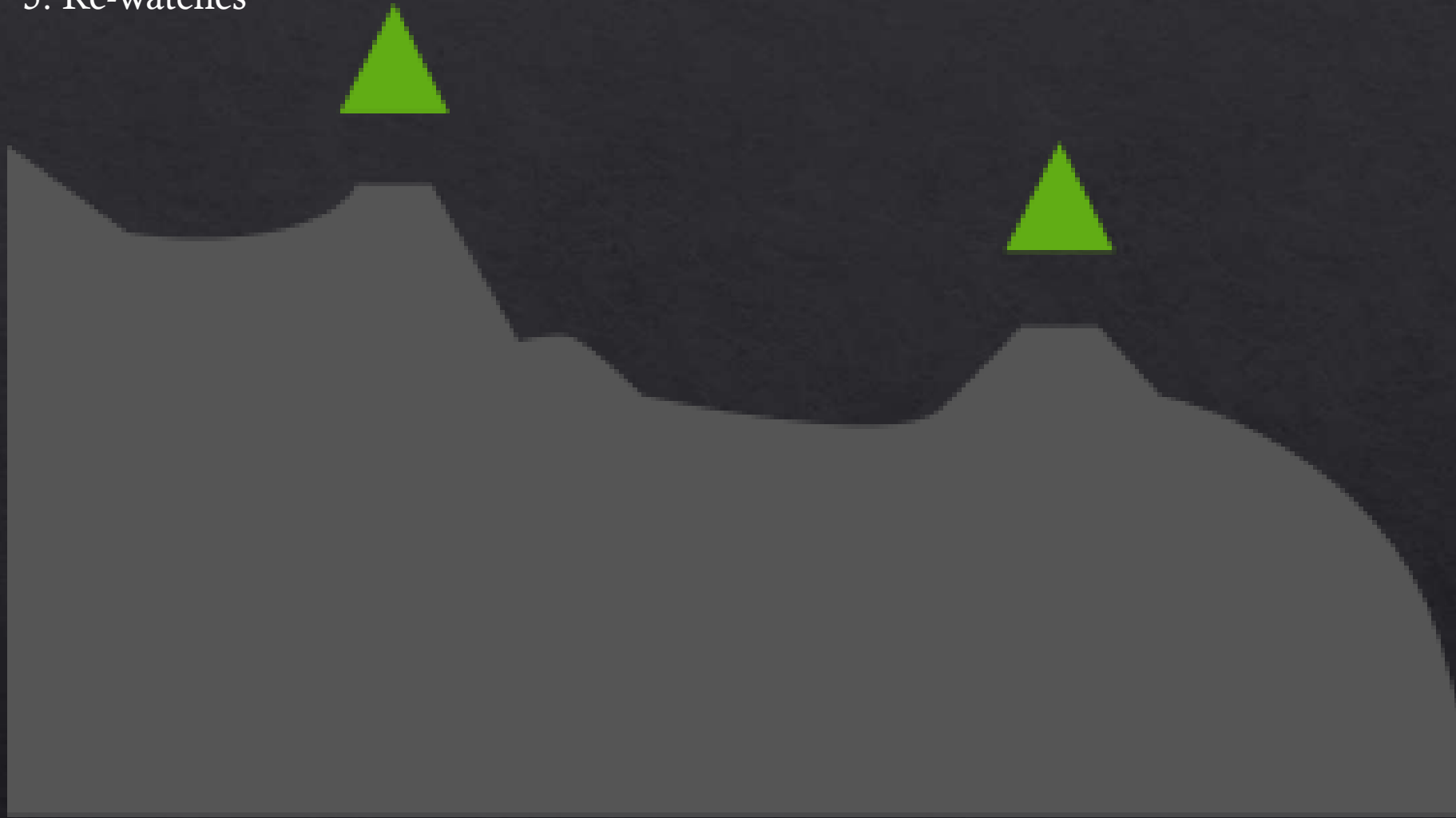
How to find Average View Duration in YouTube Studio:  
Analytics > See More > Watch time > More Metrics > Overview > Average view duration

## 4. Audience Retention



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

## 5. Re-watches

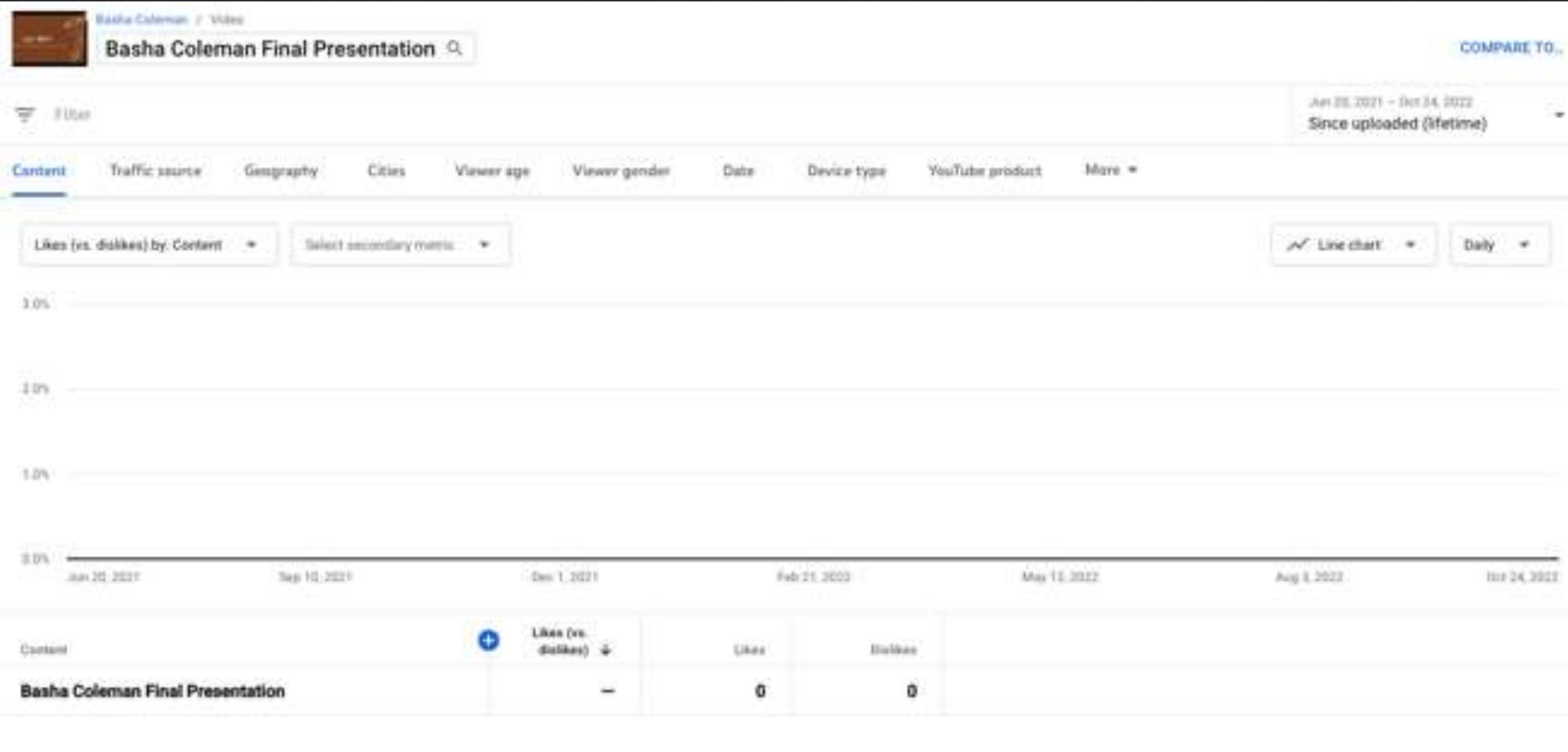


How to find Rewatches in YouTube Studio:

Analytics > Engagement > Audience retention > Absolute audience retention

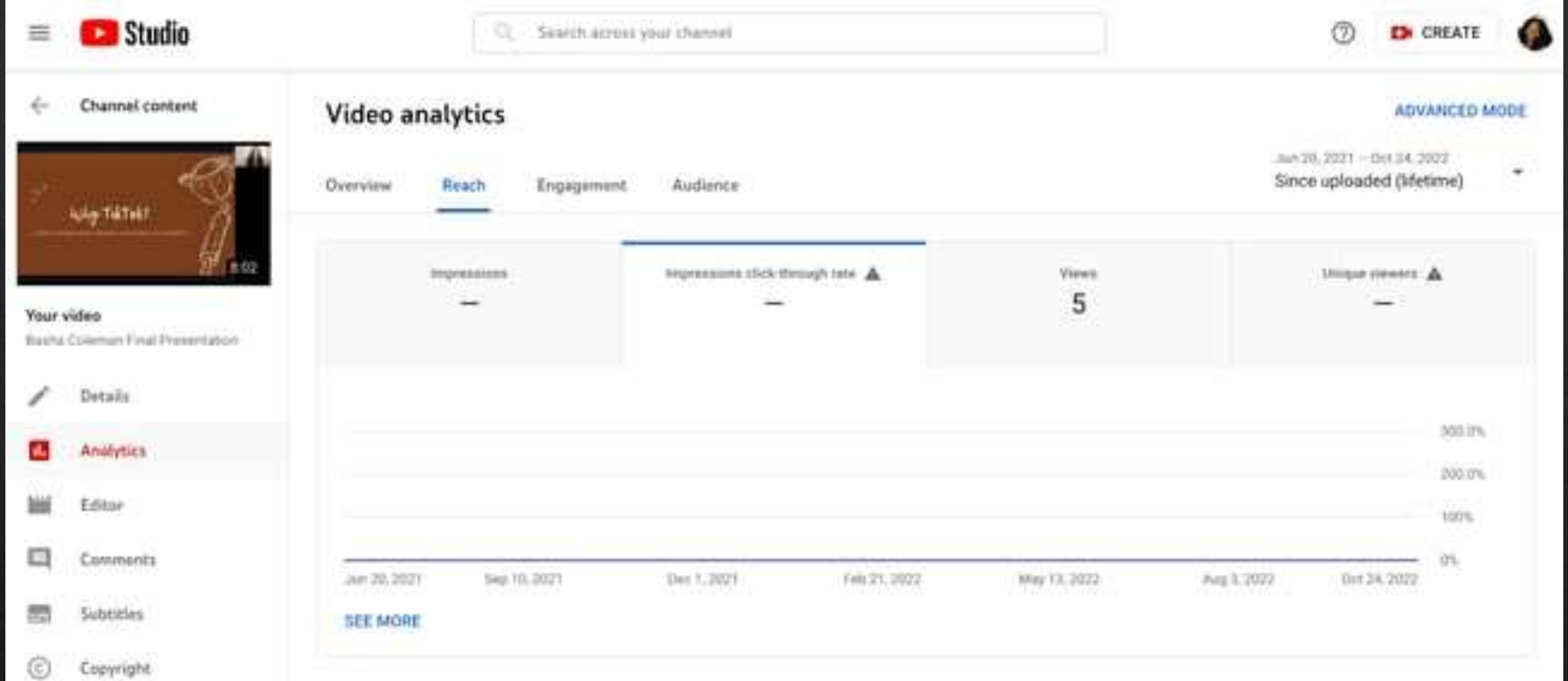


6. Engagement



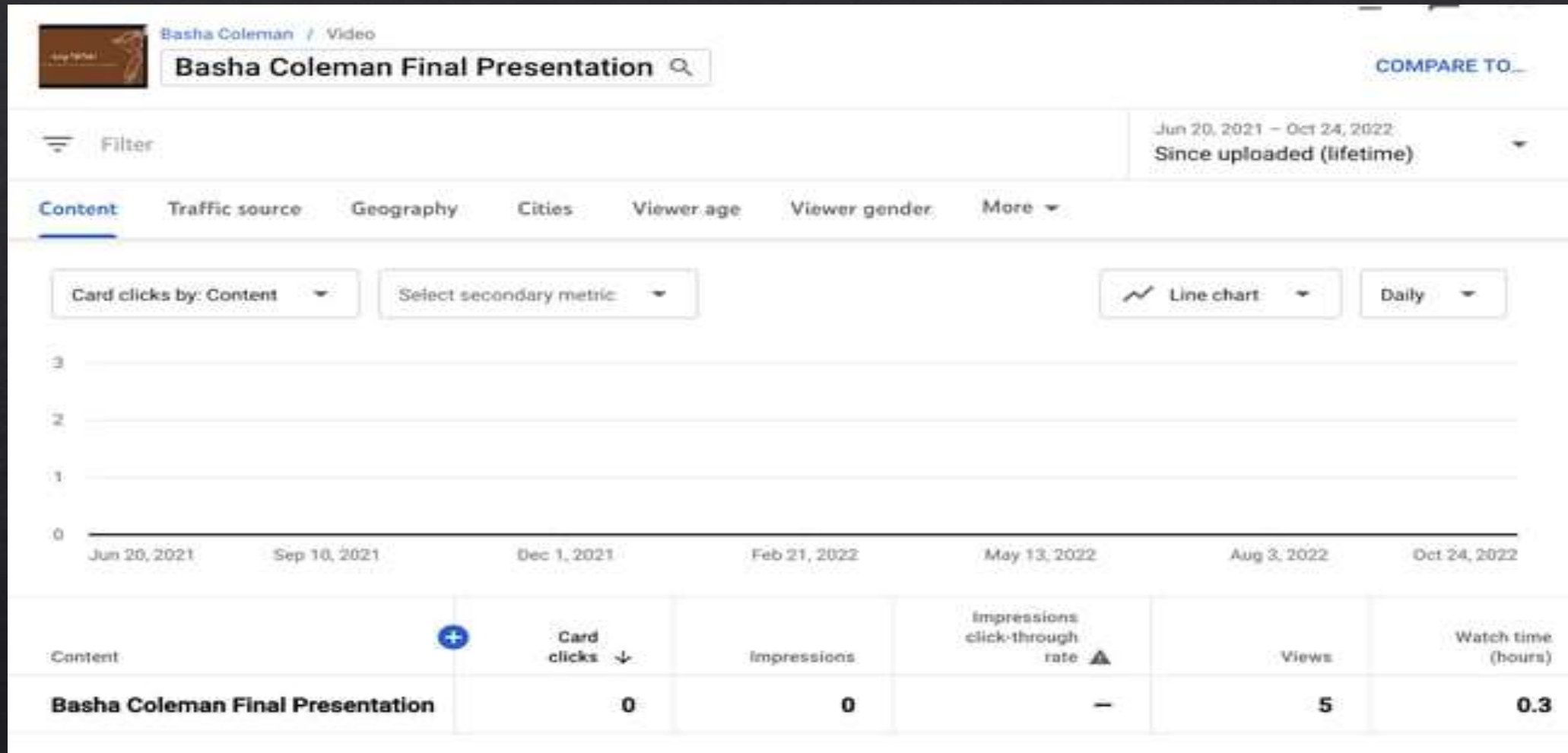
How to find Engagement in YouTube Studio:  
Analytics > Engagement > Likes (vs. dislikes) > See More

## 7. Impressions Click-Through Rate



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

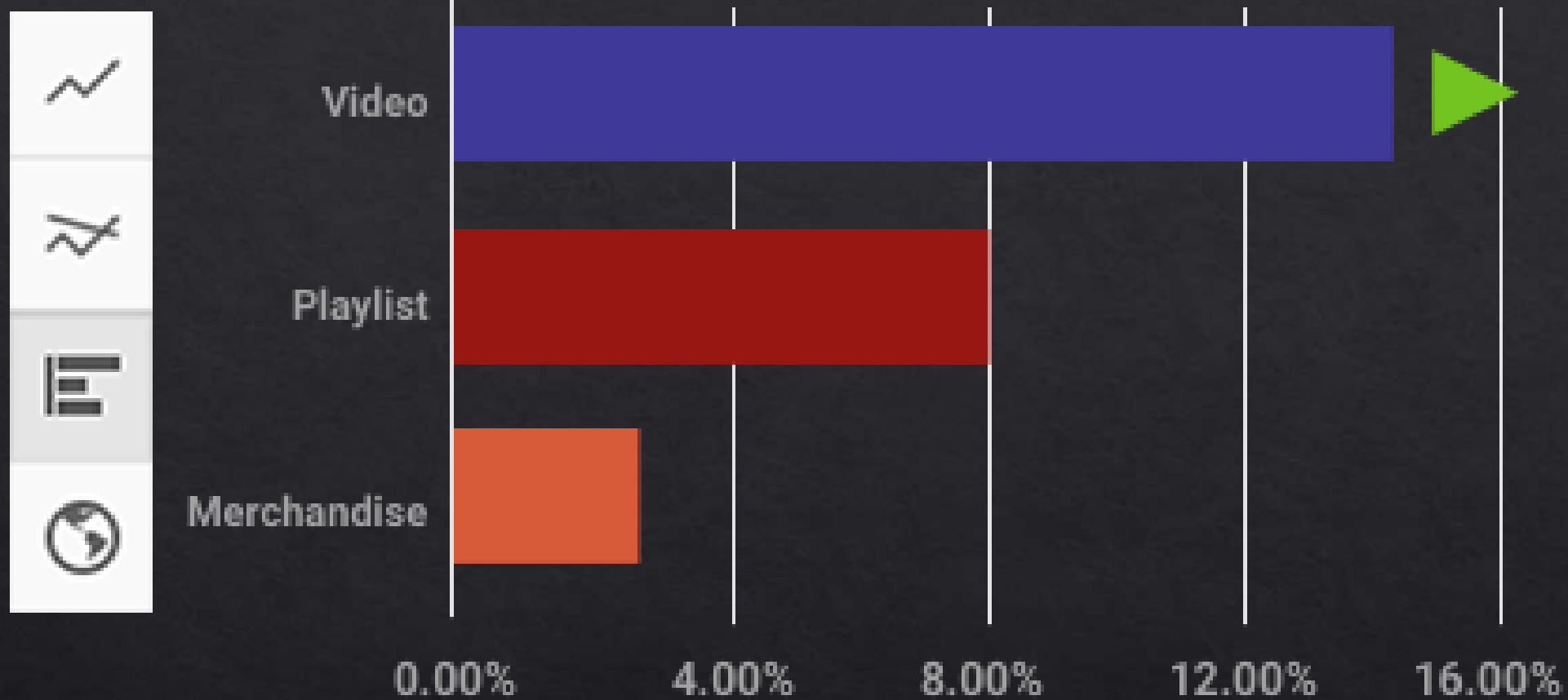
## Card Clicks



How to find Card Clicks in YouTube Studio:

Analytics > Reach > See More > Impressions by: Content > More Metrics > Cards > Card Clicks

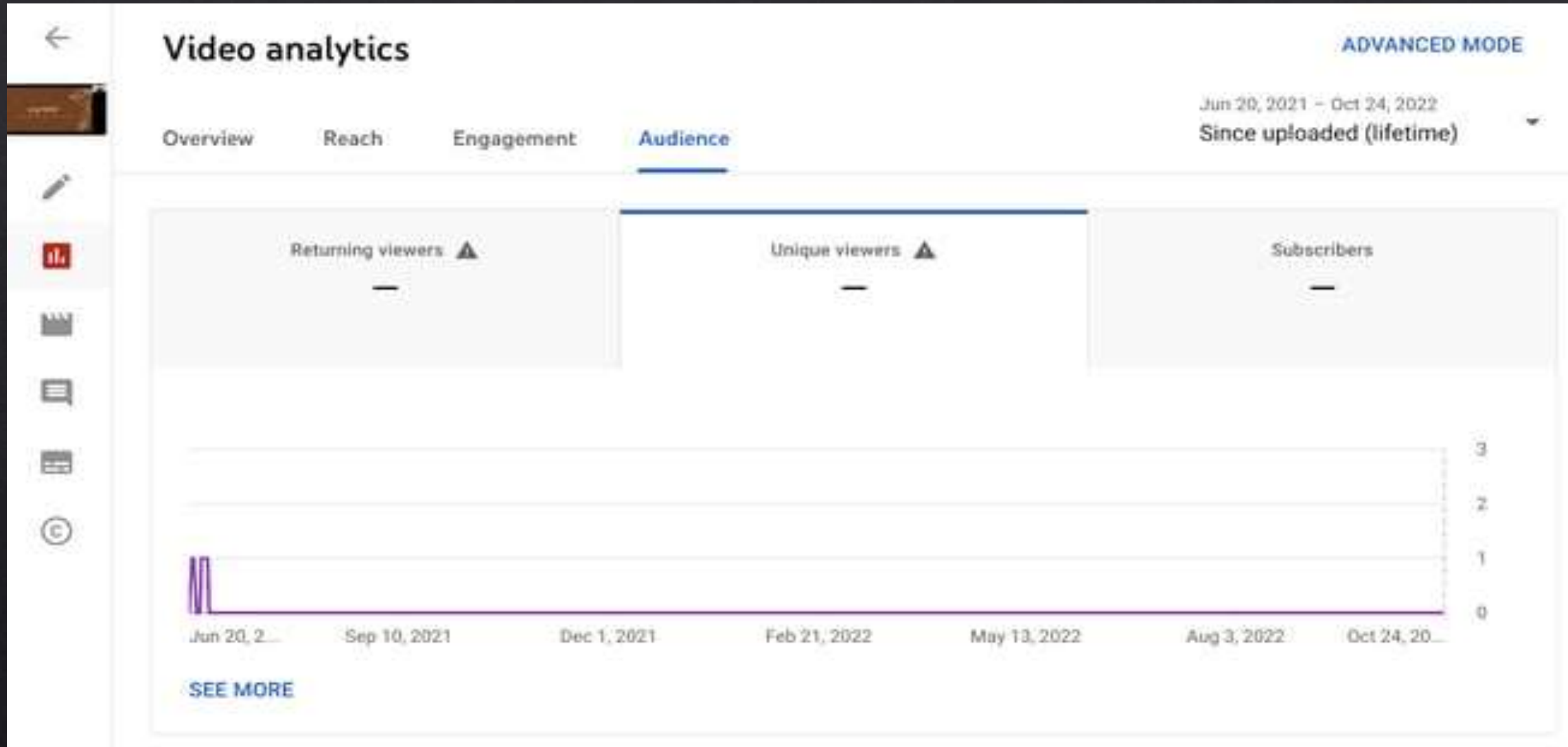
## 9. Playlist Engagement



How to find Playlist Engagement in YouTube Studio:

Analytics > Engagement > See More > Watch Time > More Metrics > Playlists

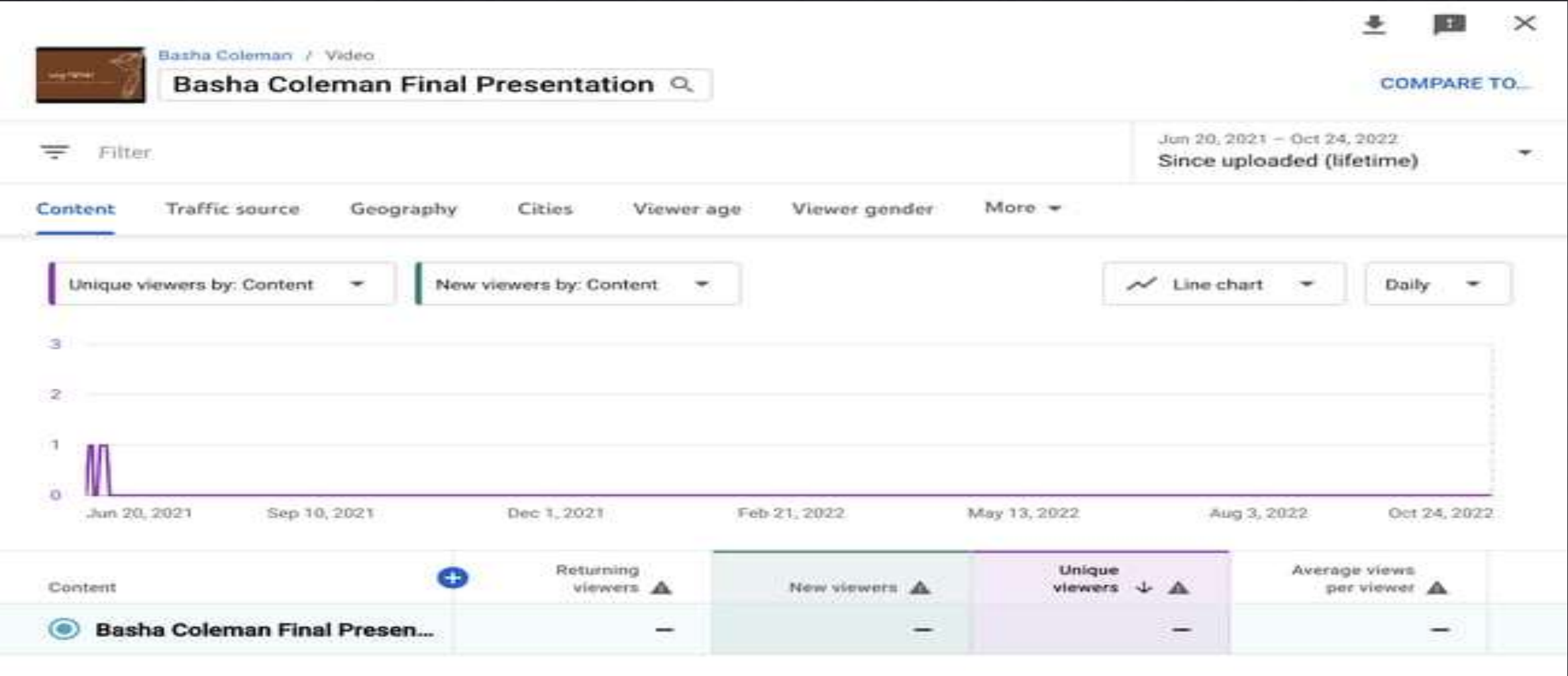
## 10. Unique Viewers



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

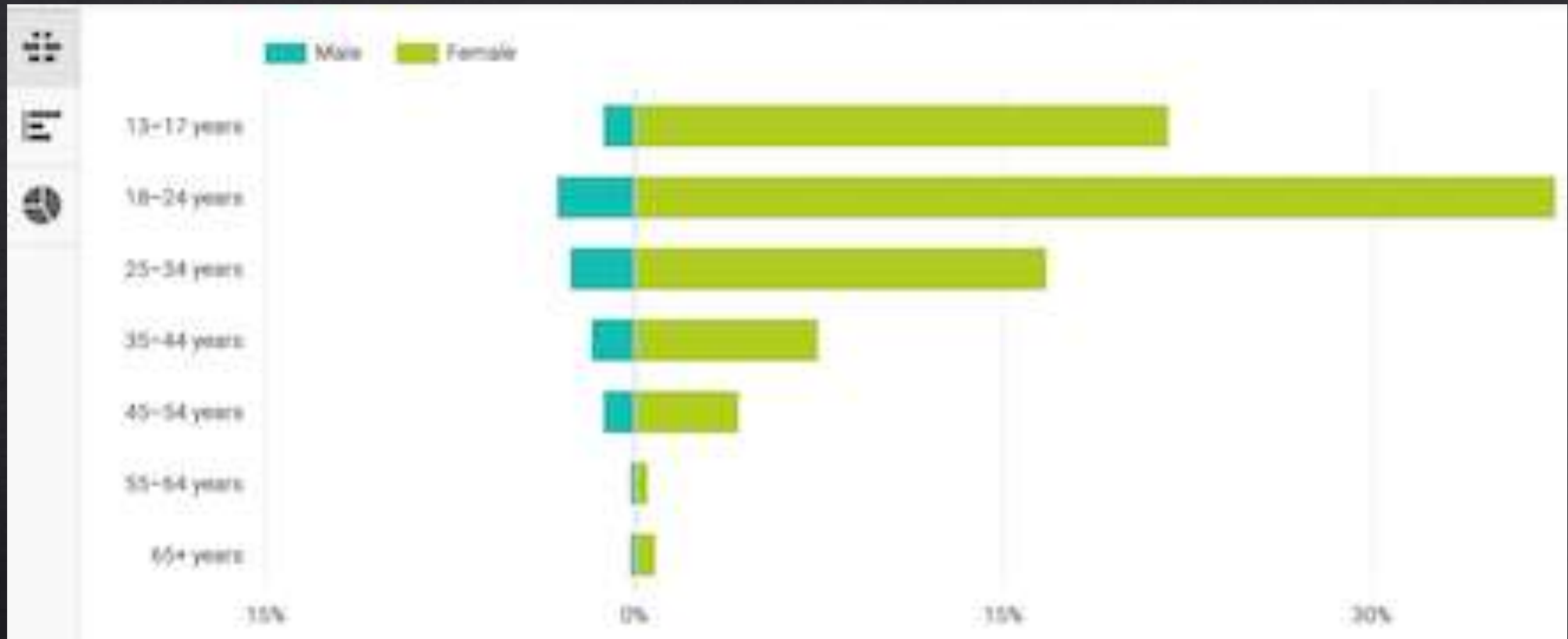


# 11. Views Per Unique Viewers



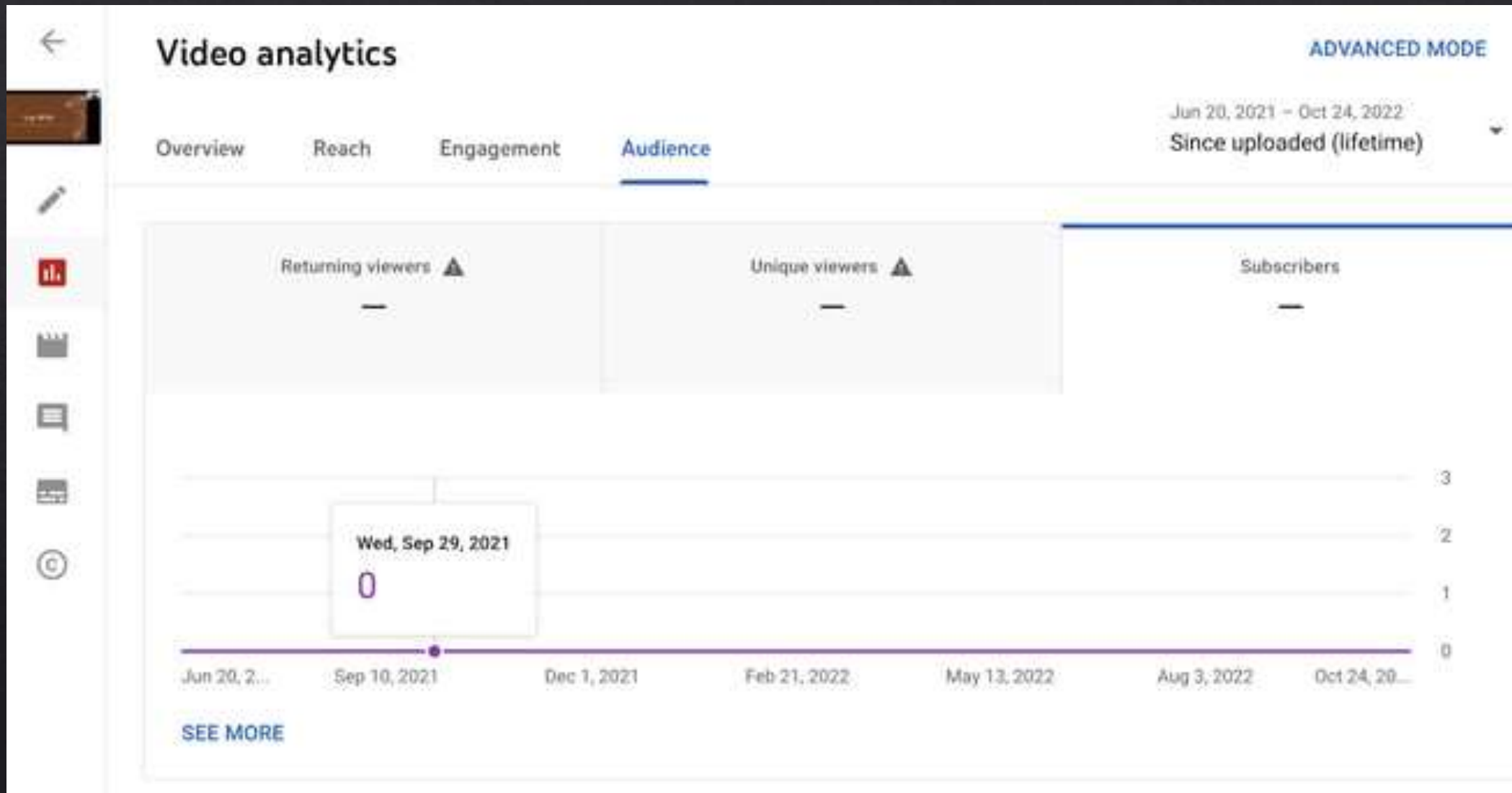
How to find Playlist Unique Viewers in YouTube Studio:  
Analytics > Audience > Unique viewers > See More > Average views per viewer

## 12. Who's Watching Your Videos



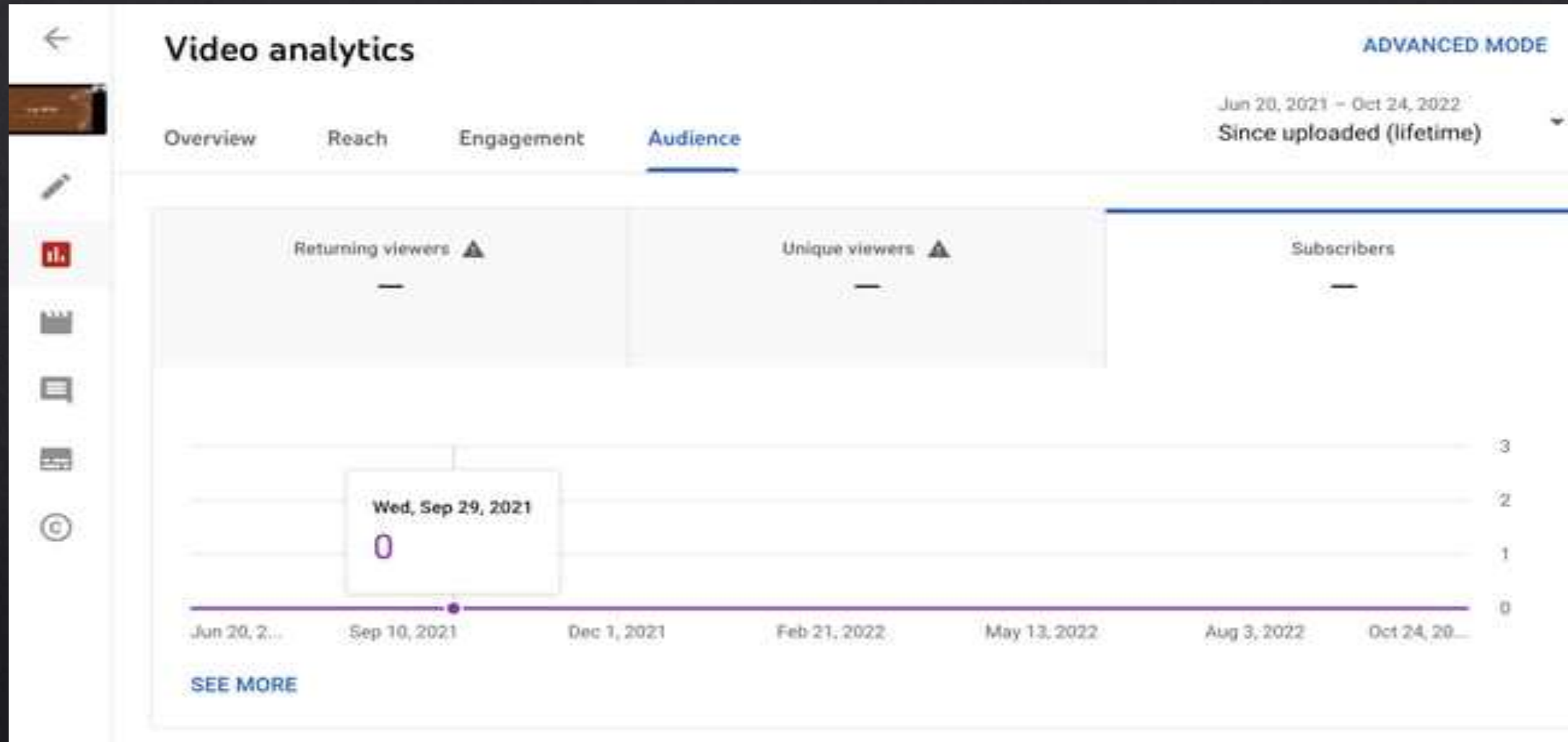
How to find Demographics in YouTube Studio:  
Analytics > Audience > Age and Gender

### 13. Subscriber Growth



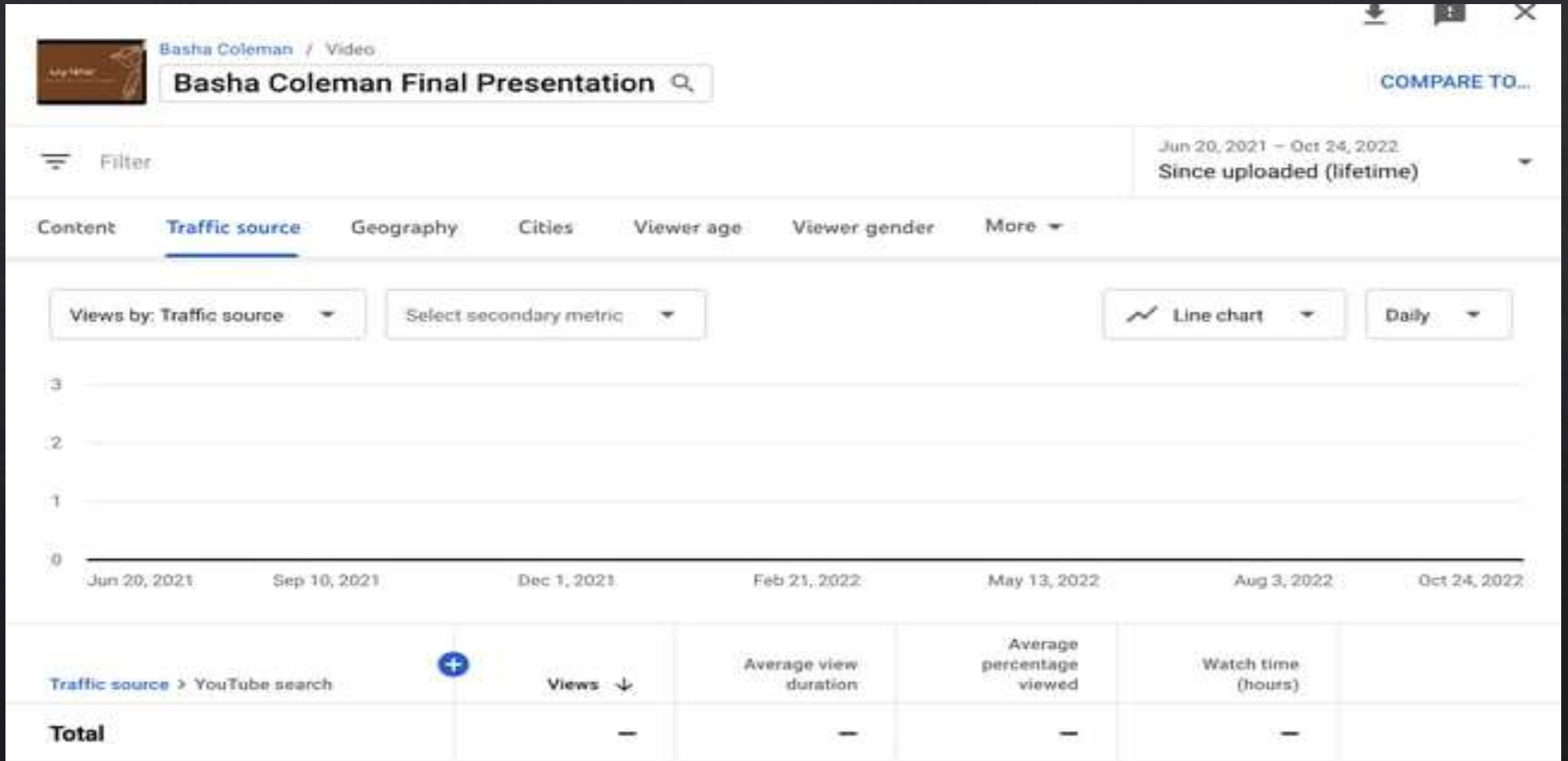
How to find Subscribers in YouTube Studio:  
Analytics > Audience > Subscribers

## 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