

PSAU SIBUL TBI MODULE ON

# INTRODUCTION TO DIGITAL MARKETING



Philippine Copyright 2022 by Pampanga State Agricultural University

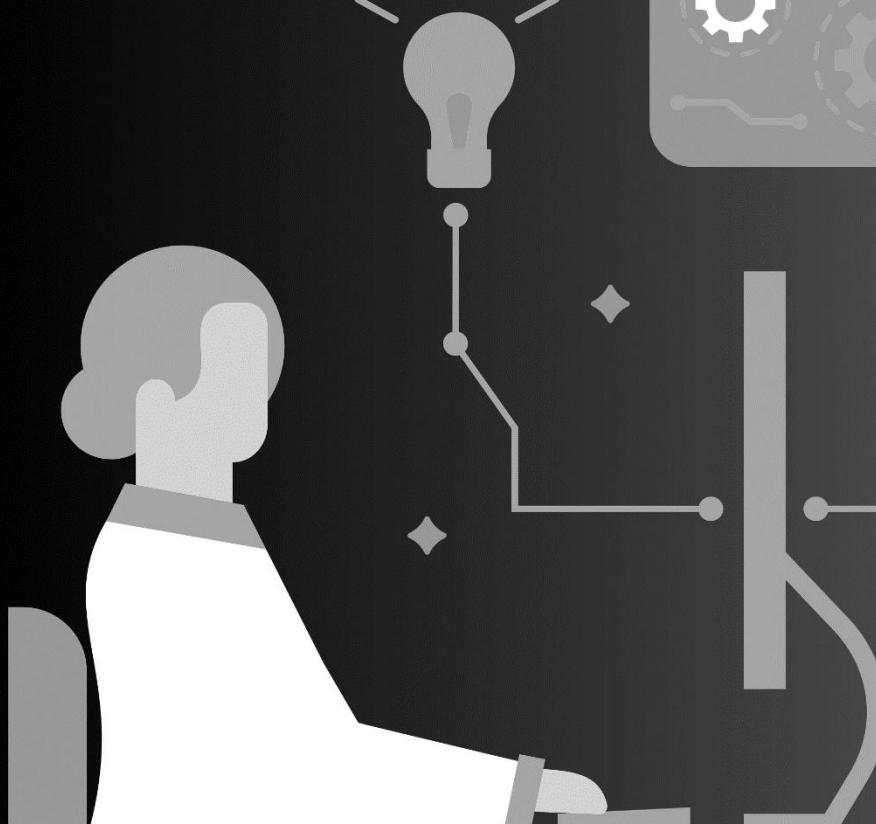
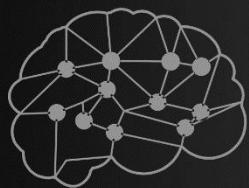
PSAU Intellectual Property & Technology Business Management Office Sibul Technology  
Business Incubator

Written by Walter L. Pacunana

All rights reserved.

PSAU SIBUL TBI MODULE ON

# INTRODUCTION TO DIGITAL MARKETING





## **INCUBATION I: IDEATION AND ESTABLISHMENT PHASE**

---

# **MODULE ON INTRODUCTION TO DIGITAL MARKETING**

### **I. OBJECTIVES:**

The present module on introduction to digital marketing generally seeks to:

- A. Provide an answer as to why social media is for business.
- B. Explain what Digital Marketing is.
- C. Discuss the use of Facebook Pages; and
- D. Explain why Facebook Ads are relevant to digital marketing.

At the end of this module, you are expected to:

- A. Define the importance of social media as a medium in digital marketing.
- B. Describe the setting and goals of digital marketing.

## II. Content



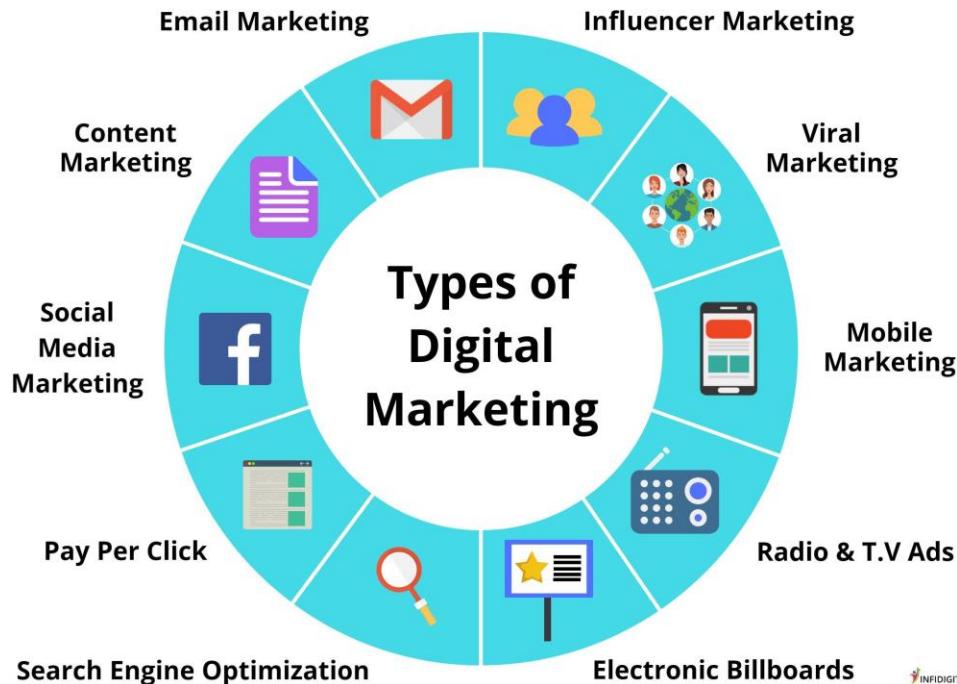
# What is Digital Marketing?

Digital Marketing is the practice of promoting products or brands using various forms of digital or electric media.

Advertisement campaigns that appear on a computer, phone, tablet, or other device are often referred to as digital marketing. This type of marketing can take various forms, including online videos, display ads, search engine marketing, sponsored social ads, and social media posts. Digital marketing is sometimes contrasted with "traditional marketing" methods like direct mail, billboards, and magazine ads.

# Types of Digital Marketing

Digital Marketing is divided majorly into ten (10) types. The image below shows the different types of digital marketing:



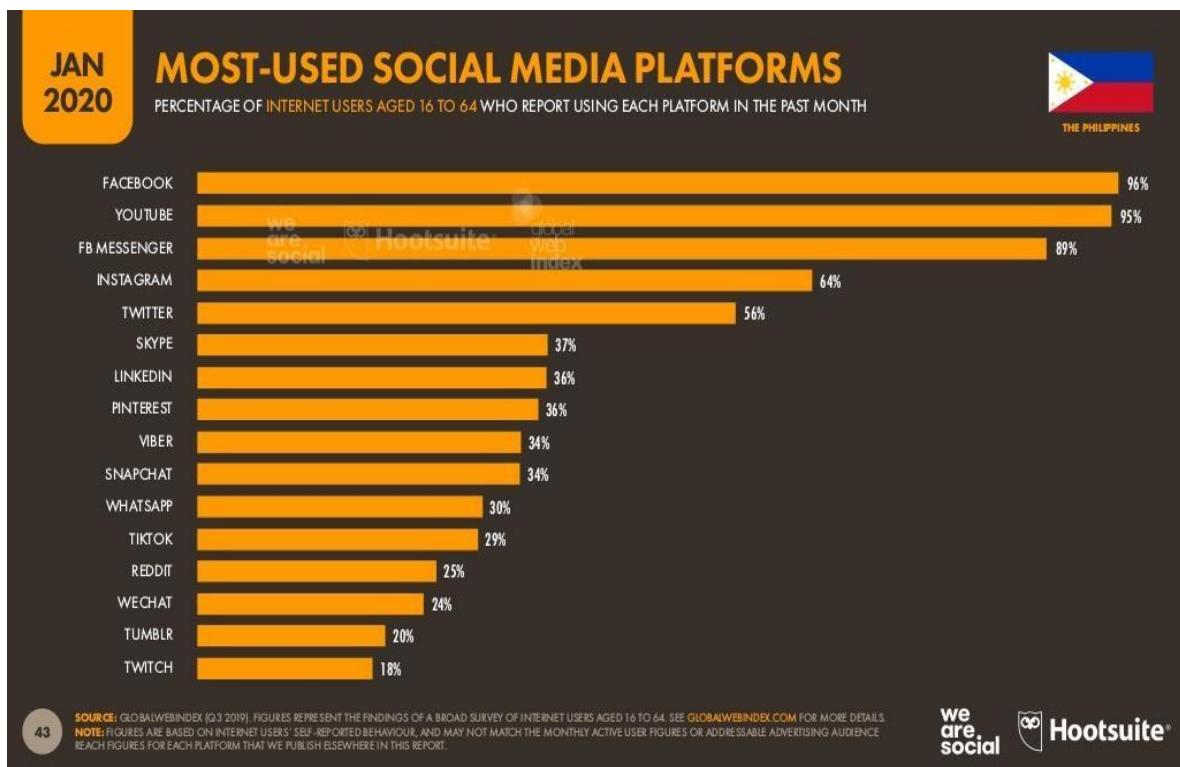
INFIDIGIT

Source: Infidigit



# Why use SOCIAL MEDIA in Marketing?

Social media platforms offer an effective method of connecting and interacting with a broad audience, hence increasing the development of brand recognition and awareness. Based on research, with over 2.8 billion monthly users, Facebook is the most-used social networking platform in the world as of 2020. Chat Apps, like Messenger, are the most-used mobile apps and brands are being discovered through TV and Ads in social media.



Source: Info Cubic



# Introduction to Facebook Page

Through its various features, such as groups, events, and pages, Facebook provides a platform for individuals to connect and engage with like-minded individuals or communities of interest. Additionally, Facebook's advertising tools enable businesses to reach a vast audience and target specific demographics, ultimately aiding in their growth and success. A Facebook page is a tool used by companies to advertise their products and interact with customers. It enables companies to set up a specific online presence to communicate with their target market, publish updates, and exhibit their products.



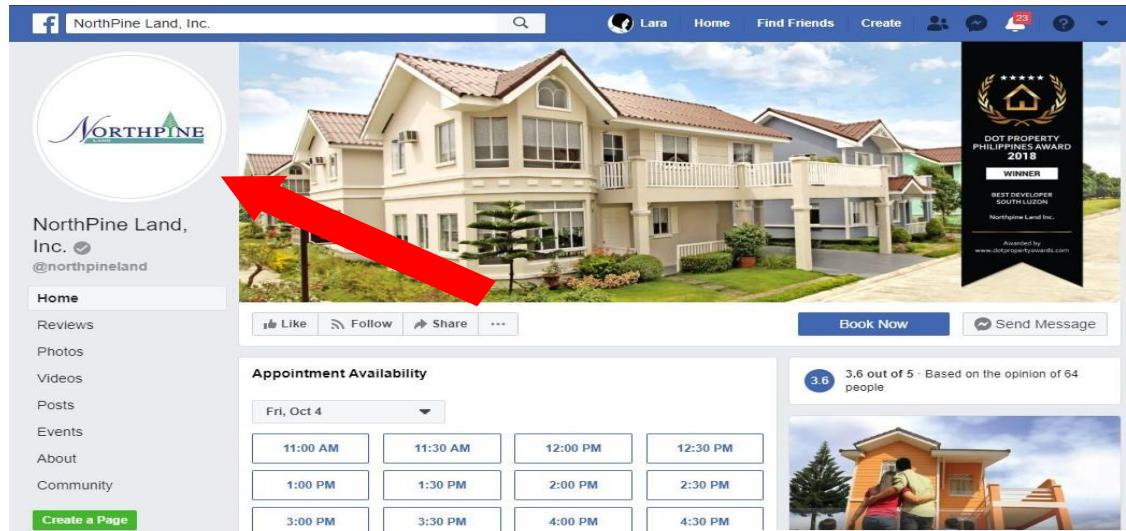
## Steps in Creating Your Facebook Page

1. **Cover photo** – this should be an attention-grabber because it's the first thing they see when people visit your Facebook page.

The screenshot shows the Facebook profile of Northpine Land, Inc. The cover photo is a large image of a modern, multi-story house. To the right of the cover photo is a sidebar with a "WINNER" badge for the "DOT PROPERTY PHILIPPINES AWARDS 2018" and a "BEST DEVELOPER SOUTHERN LUZON". Below the badge is a link to [www.northpineland.com](http://www.northpineland.com). The main post area shows a smaller image of a house and the caption "Joanna and 18,450 others like this". At the bottom of the post, there is a "Book Now" button and a "Make an Appointment" section for Friday, October 4, with time slots from 11:00 AM to 4:30 PM. The sidebar on the left includes links for Home, Reviews, Photos, Videos, Posts, Events, About, and Community, along with a "Create a Page" button.

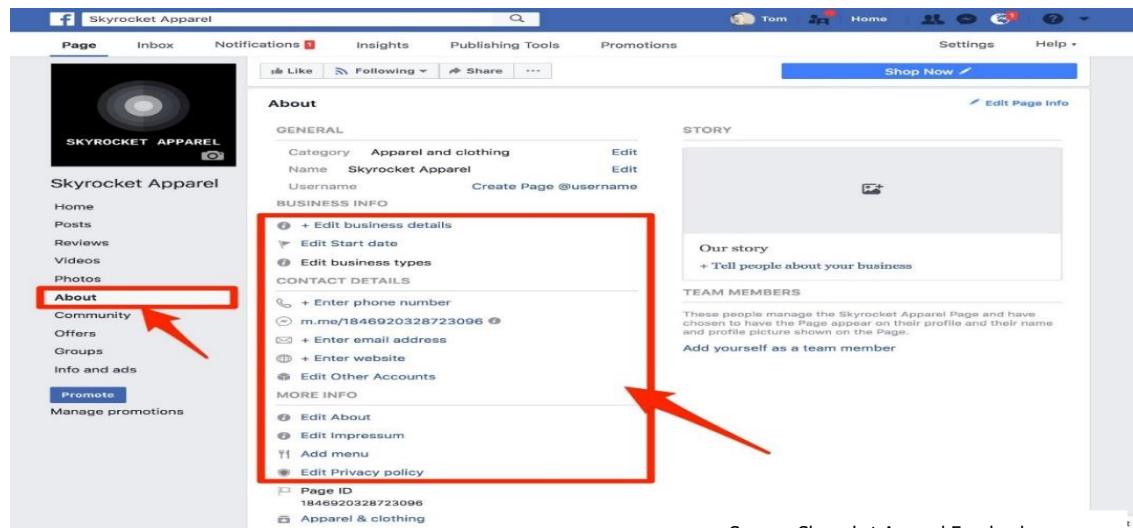
Source: Northpine Land, Inc. Facebook page

**2. Profile photo** – this is one of the first visual identities that users tend to look at.



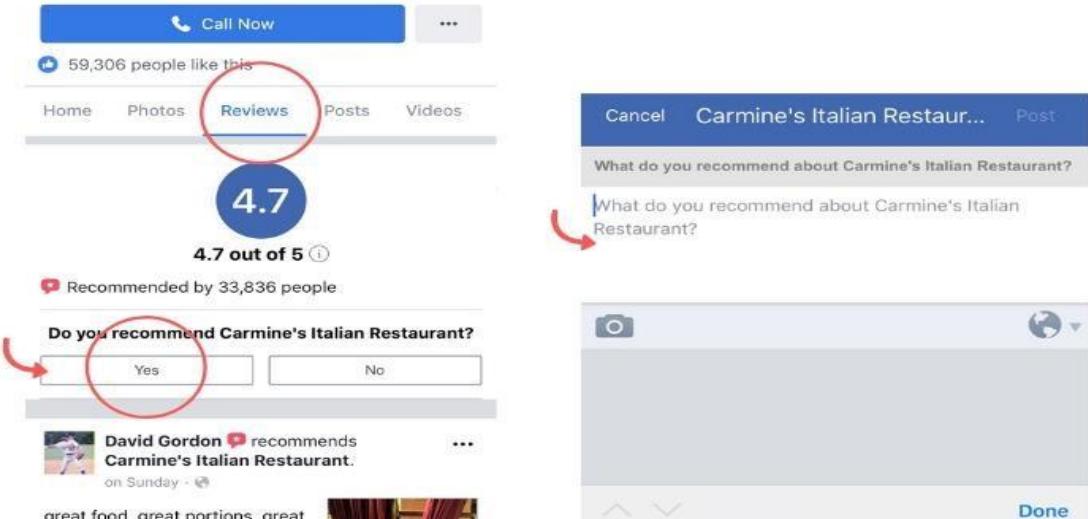
Source: Northpine Land, Inc. Facebook page

**3. About** – this section should be complete and updated, as people tend to check for more information about the business.



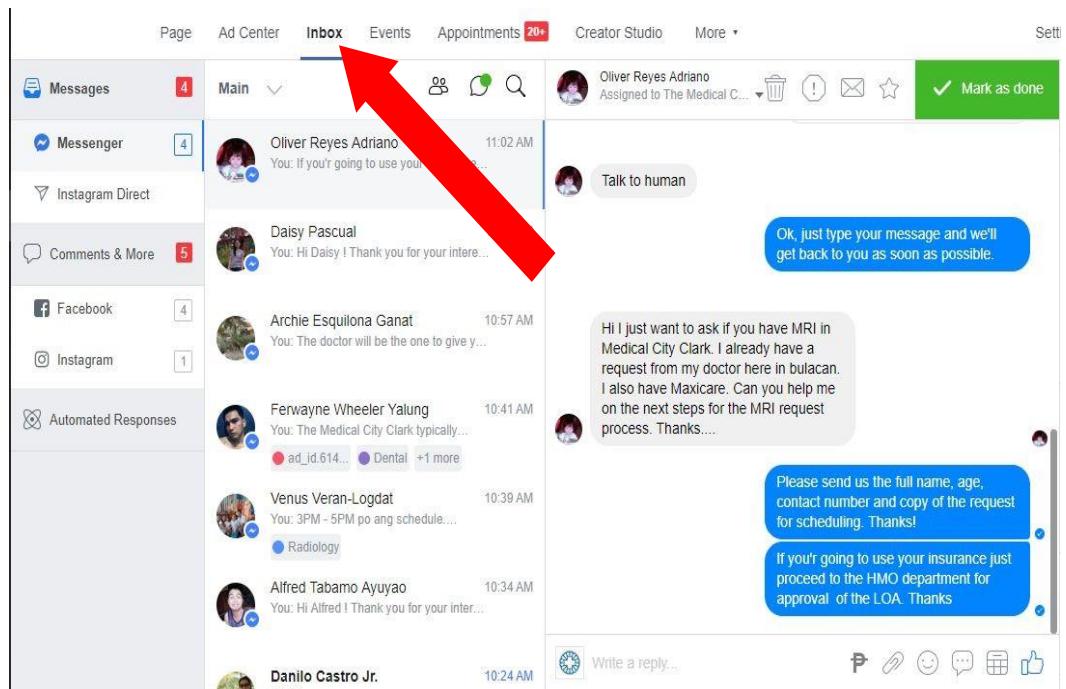
Source: Skyrocket Apparel Facebook page

#### 4. Reviews (Recommendations) – take time to check reviews left by customers and start by improving your Facebook page.



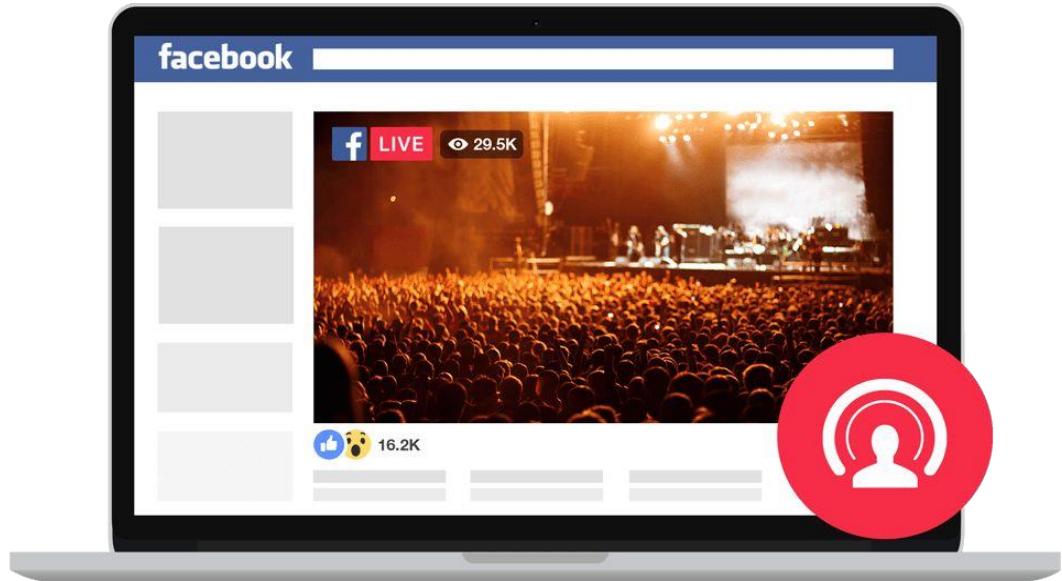
Source: Carmine's Italian Restaurant Facebook page

#### 5. Inbox – Organized your leads with Inbox.



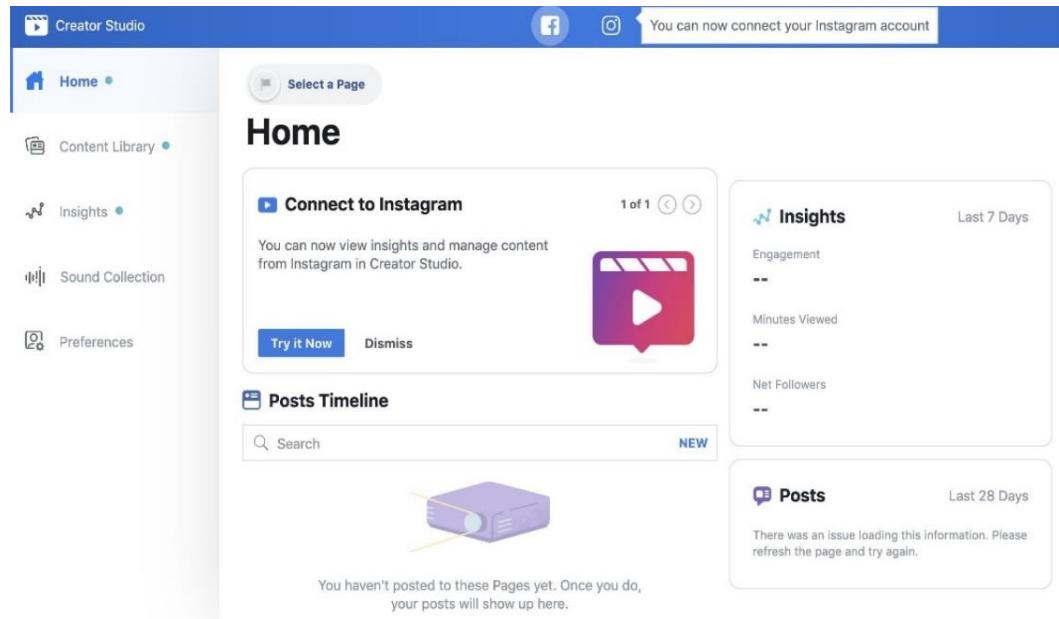
Source: The Medical City Clark sample inbox

6. **Facebook Live** – is a cost-effective video strategy that lets you interact with your customers and promote your business.



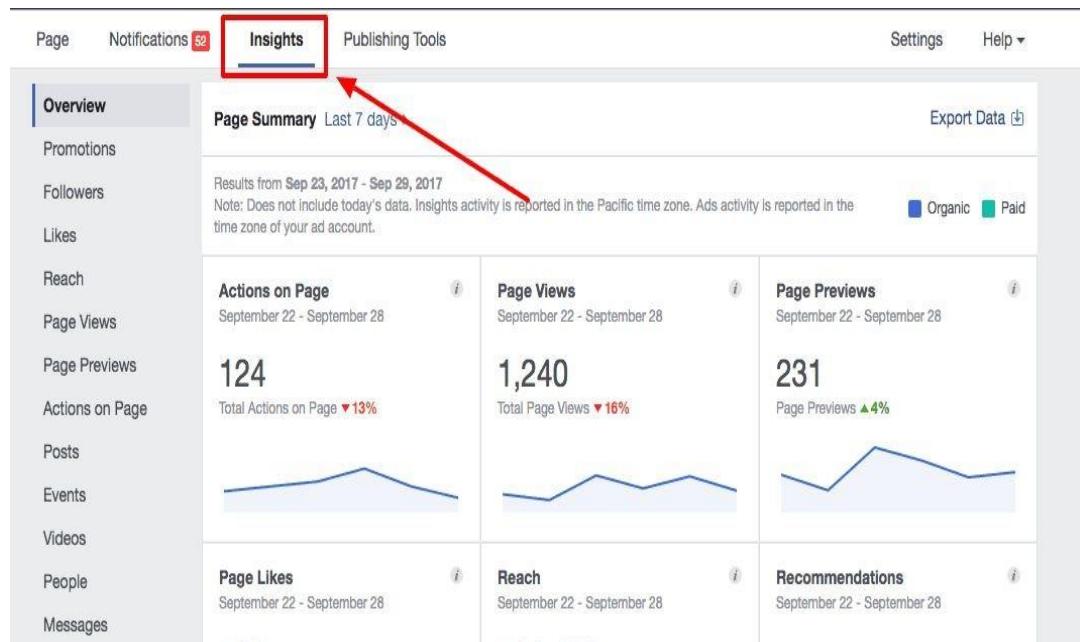
Source: Lightcast.com

7. **Creator Studio** – is your best partner in creating and publishing your content.



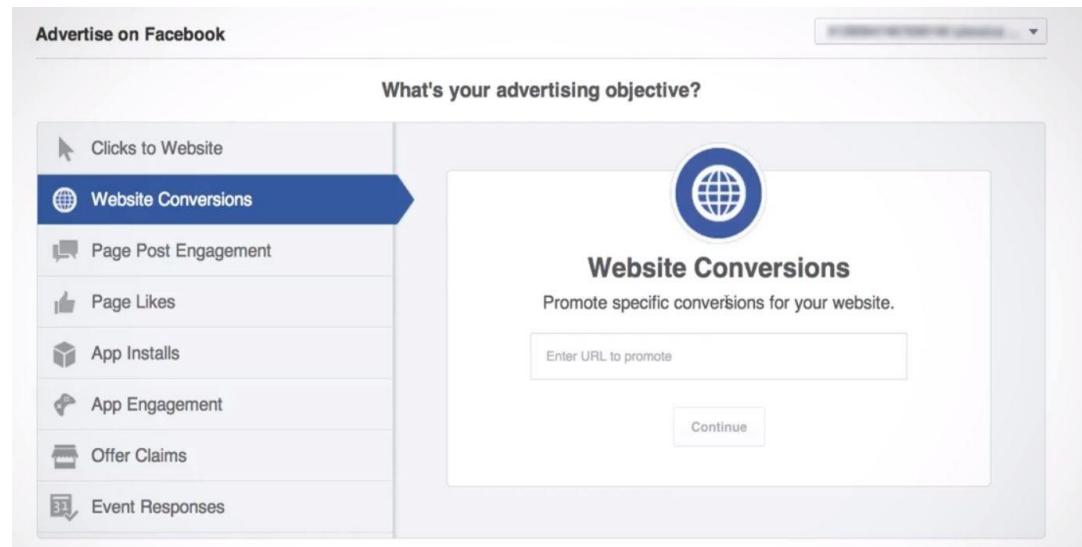
Source: Pinterest (iMPACT)

## 8. Facebook Page Insights – this section is where you can regularly determine how your page performs.



Source: Search Engine Journal

## 9. Facebook Ads Manager / Ad Center – you can set up all posts for boosting and check their performance in this section.



Source: ClickZ (Accelerated Digital Marketing)



# Introduction to Content

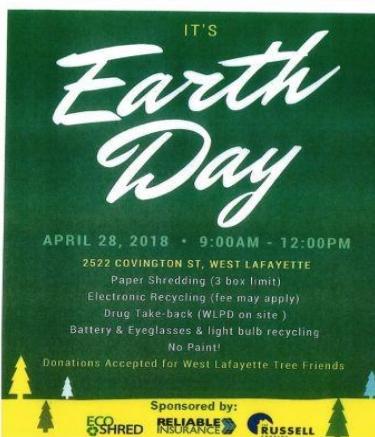
The phrase "**content marketing**" describes a type of advertising that involves creating and sharing online content to inspire readers to go to a brand's website rather than just promoting it. Information sharing and storytelling both raise brand recognition. Blog postings, white papers, e-books, podcasts, digital movies, and other content can all be used in content marketing. With the help of content marketing, you can create a long-lasting connection with your customers that will eventually result in many sales.

Mariana Pearson -Realtor, Modern Nest Real Estate Group •••  
March 17 · 5  
Happy Housiversary to the Vaughn Family! 1 year of memories made in your new home and we hope they just keep getting better! 😊  
Modern Nest Real Estate Group



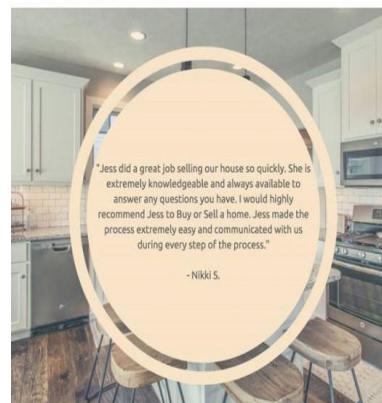
[Like](#) [Comment](#) [Share](#)

The Russell Company •••  
April 25 · 5  
Don't miss this FREE EVENT THIS SATURDAY taking place at The Russell Company Parking lot.  
2522 Covington St. | West Lafayette  
\*between Pizza Hut & CVS, on the corner of Covington & 62



Source: 34 Post Ideas for Real Estate Social Media (Luminary Agent)

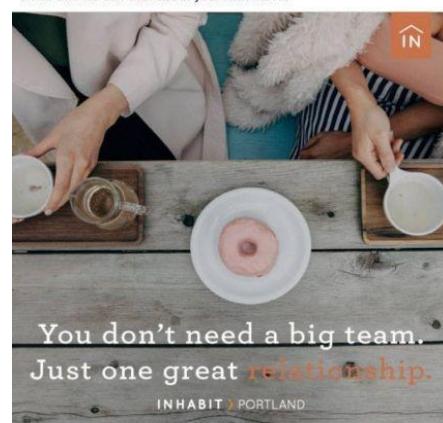
Catalyst Real Estate Group •••  
April 26 · 5  
Happy clients make our day! Our very own Jess Armstrong, Realtor just received this awesome review from one of her clients! Keep up the awesome work, Jess!



- Nikki S.



Inhabit Real Estate •••  
May 27 at 2:43pm · 5  
We want to help you meet your real estate goals this year! Inhabit Real Estate knows every buyer/seller has unique needs. We do our best to make sure that your needs and goals are addressed and that you find a place that is a good fit for you and your family. Call or stop by our office and we can chat about your next move!



INHABIT PORTLAND



Source: Butvang Studio – Event Shooting & Filming

# Social Media Topic Map

- Primary: New House
- Secondary: Personal development, morale boost, investment, lifestyle



## Creating Content

- **Mental Model** – a way of chunking online content that entails writing for the appetite of a various of users.

### Types of Mental Model

#### ❖ Small pieces of info with no details

- ✓ GIFs
- ✓ Facts, Insights
- ✓ Event updates
- ✓ Product service updates
- ✓ Quotes
- ✓ Testimonials
- ✓ Less than 7 seconds of videos.

#### ❖ Combo of snacks, more information, no details

- ✓ Less than 30 seconds of videos.
- ✓ Less than 300-word articles
- ✓ Email blast
- ✓ Press Release

#### ❖ Large pieces of information filled with details

- ✓ Articles
- ✓ Reports / Microsite
- ✓ Case Studies
- ✓ Less than 2 minutes of videos.
- ✓ Webinars
- ✓ Infographics
- ✓ eBooks



# Types of content on Facebook IMAGES

## ➤ Infographics

- Visually appealing
- Easily understandable
- Improves cognition
- Huge chunk of data



Source: Pursuit of Passion



Source: Rappler.com

## ➤ Quick Tips

- Helpful Information

Ashley Lindsey March 26 · Buffer · 3

How big a home you need is one of the most important things you should figure out when you're buying a home. Here are some things to think about:

**5 QUESTIONS TO ASK TO FIGURE OUT HOW BIG A HOME YOU NEED**

- Is this my forever home, or is it good enough for right now?
- What will my income look like later?
- Will I entertain a lot or have many guests?
- How much space do I want from my family members?
- Does the home feel spacious, regardless of square footage?

KW UTAH REALTORS KELLERWILLIAMS

Like Comment Share

Rachel Wray Eliason June 26, 2017 · Buffer · 3

Wow! I knew we lived in a beautiful part of the country. I love it here!

**UTAH IS THE ONLY STATE WHERE EVERY COUNTY**

CONTAINS SOME PART OF A NATIONAL FOREST.

KW UTAH REALTORS KELLERWILLIAMS

Like Comment Share

## ➤ Product Images

- Opportunity to entice your audience with your actual photos.



Source: Cindy's Bakery and Restaurant Facebook page



Source: Northpine Land, Inc. Facebook page

## ➤ Quotes

- Source of inspiration and motivation



Source: Northpine Land, Inc. Facebook page



2 Comments. 12 Shares

### ➤ **GIFs**

- Piques the interest of users with flashy visuals



Source: justbuy.com



Source: meshngo.blogspot.com

### ➤ **Sales/Promotions**

- Encourages the USE approach



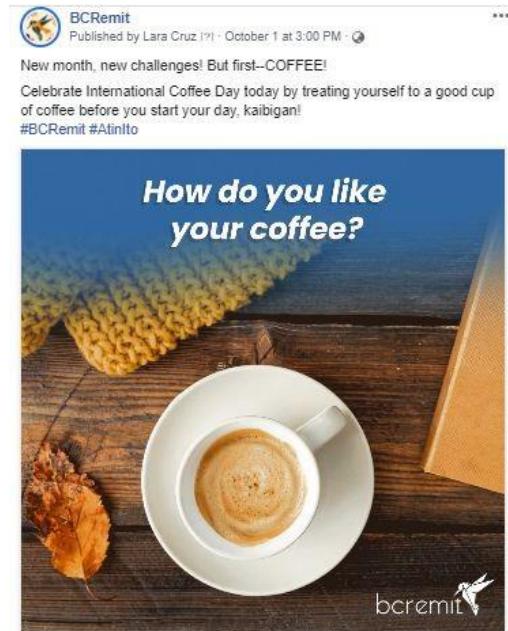
Source: Kart City Tarlac Facebook page



Source: The Medical City Clark Facebook page

## ➤ Engagement

- Posts that are fun, light, and have a share value.



Source: BCRemit Facebook page

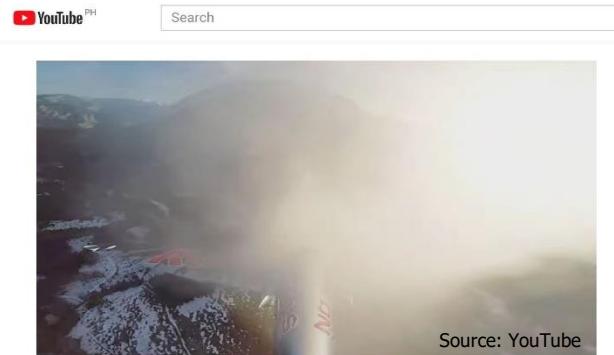


Source: Cindy's Bakery and Restaurant Facebook page



## Videos

- Customer Testimonials
- Quick Tips
- How to
- FAQs
- Trends
- Industry news
- Live Videos
- Engaging



Source: YouTube



Source: Cindy's Bakery and Restaurant Facebook page



## Finding Curated Content

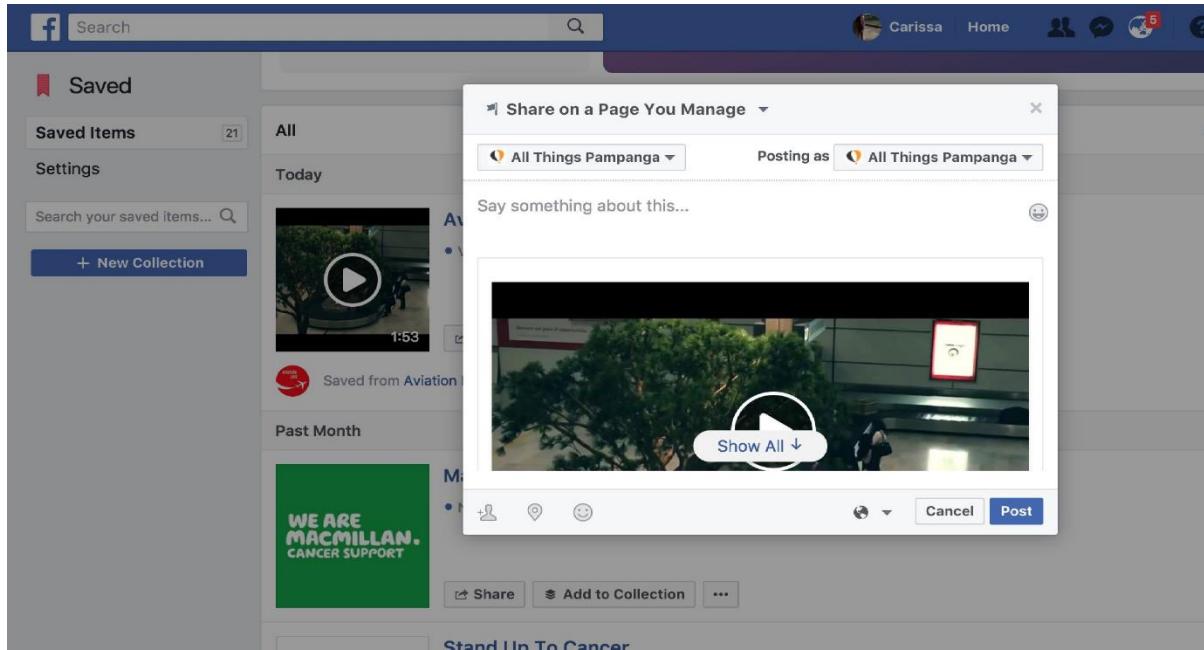
- ✓ Go to Facebook.com
- ✓ Then, in the search box, type your preferred keyword.
- ✓ For example, "best house deals in Pampanga"

Source: Facebook

- ✓ Open any of your preferred videos.
- ✓ Click Save Video

Source: Facebook

- ✓ Go to Saved Posts
- ✓ Share the Video



Source: Facebook

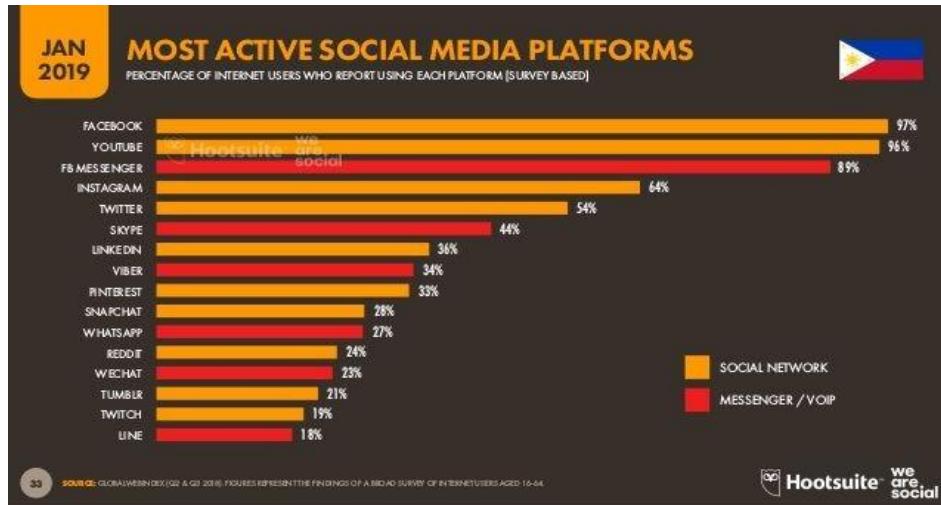


## Intro to Facebook Ads

The native advertising (paid media) platform provided and created by Facebook is called Facebook Ads. It is self-serve to advertise on all of Facebook's properties. Any individual will be able to advertise to anyone on Facebook, Instagram, and the Audience Network, thanks to the advertisement's platform. It makes it possible for companies of all sizes to advertise accurately and easily. Their capacity to reach over 1.8 billion people demonstrates their tremendous scale in reaching people.

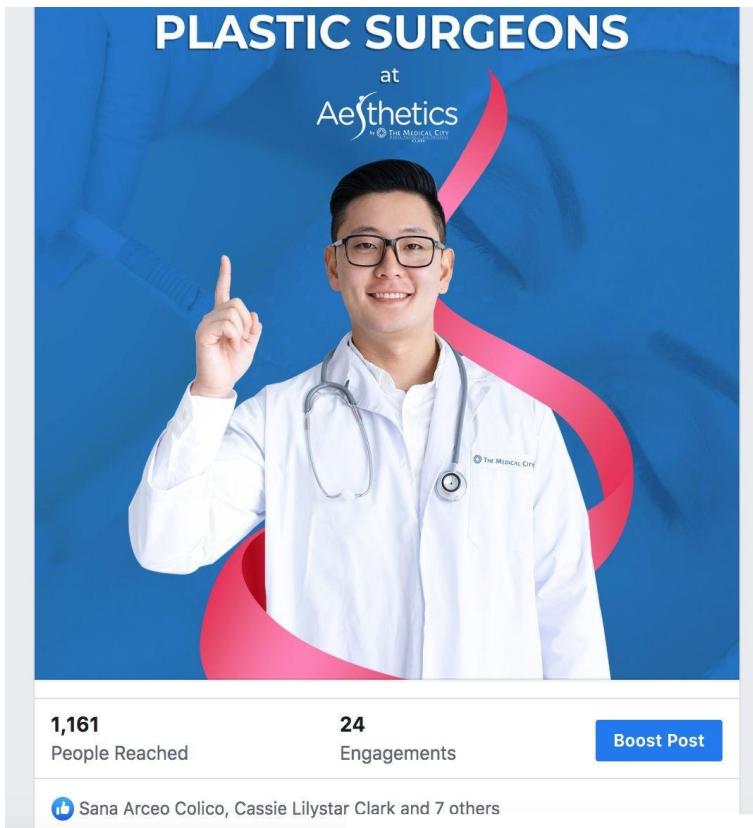


## Facebook Advertising is Highly Effective



Source: Info Cubic

## Simple Setup Process and Fast Results



Source: The Medical City Clark Facebook page

# You Can Reach Your Ideal Audience

Locations ⓘ Angeles City, Central Luzon + 10mi ▾ or Converse (shoe company)

Include Type to add more locations | Browse

Add Locations in Bulk

Age ⓘ 18 ▾ - 50 ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

---

Include people who match ⓘ

Interests > Additional Interests > Adidas

Adidas X

Interests > Additional Interests > Air Jordan

Air Jordan

Interests > Additional Interests > Converse (shoe company)

Converse (shoe company)

Interests > Additional Interests > New Balance

New Balance

Interests > Additional Interests > Nike Air Max

Nike Air Max

Add demographics, interests or behaviors | Suggestions | Browse

Detailed Targeting ⓘ

Size: 227,474,920

Interests > Additional Interests > Adidas

Description: People who have expressed an interest in or like pages related to Adidas

Report this as inappropriate

Exclude People from My Audience

Source: Facebook Setting

# Facebook Ad Campaigns Are Highly Customizable

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

Source: Facebook Setting

## Anatomy of Facebook Ads

### Facebook Ad Campaign Structure



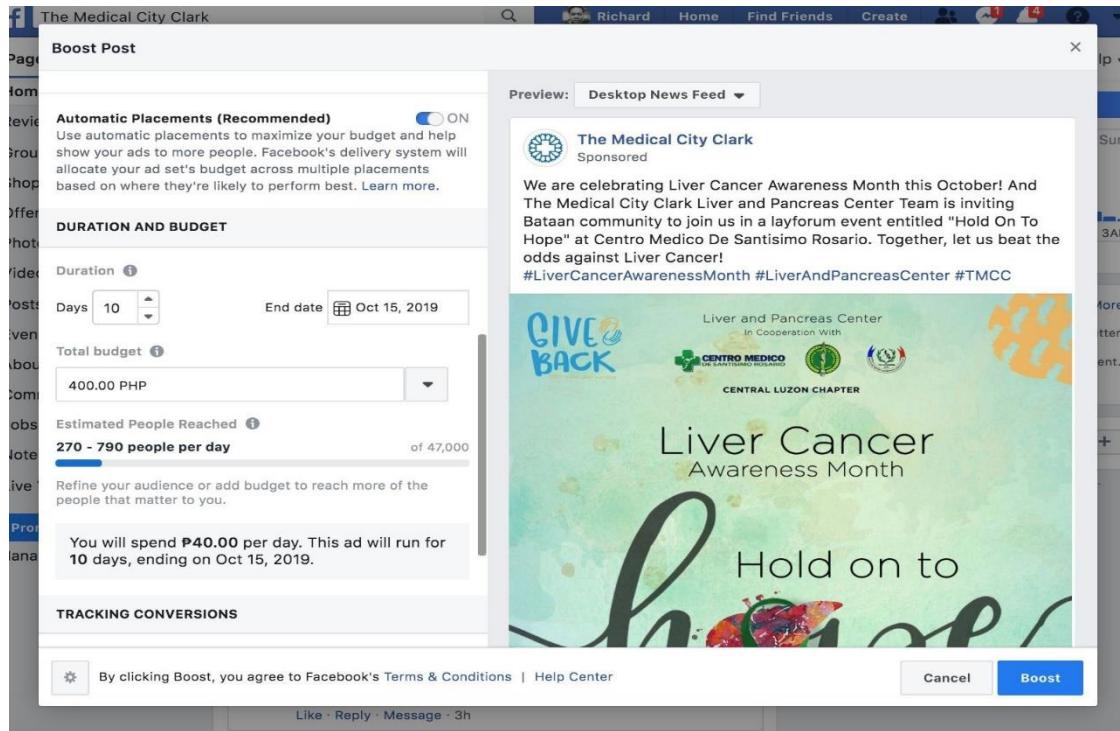
Source: WordStream.com

# Boosted Page Post Vs. Facebook Ads Manager

| FEATURE                        | BOOSTED PAGE POST   | FACEBOOK ADS |
|--------------------------------|---|--------------|
| Boosted Posts vs. Facebook Ads | Location, Age, Gender, Interest Targeting                         | ✓            |
|                                | Language Targeting  | ✗            |
|                                | Behavior Targeting  | ✗            |
|                                | Ad Scheduling   | ✗            |
|                                | Choose a Bid Type   | ✗            |
|                                | Control Frequency   | ✗            |
|                                | Creating custom/lookalike audiences                               | ✗            |
|                                | Inclusion/exclusion of custom audiences in saved audiences        | ✗            |
|                                | Various marketing objectives (e.g., Awareness, Conversions, etc.) | ✗            |

Source: SocialMediaToday.com

## Boosted Page Post



Source: The Medical City Clark Facebook page

## Boosted Page Post vs. Ads Manager



## Facebook Ads Manager: Choose your objective

The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with navigation links for 'Campaign', 'Objective', 'Ad Set', and 'Ad'. The main area is titled 'Create New Campaign' with a sub-section 'Campaign: Choose your objective.'. It lists marketing objectives under three categories: Awareness, Consideration, and Conversion. Under Awareness, 'Brand awareness' is listed with a speaker icon. Under Consideration, 'Traffic' is selected with a checkmark and a blue background, while 'Engagement' is listed below it. Under Conversion, 'Conversions' is listed with a globe icon, and 'Catalog sales', 'App installs', 'Store traffic', 'Video views', 'Lead generation', and 'Messages' are listed below it. A 'Switch to Quick Creation' button is also visible.

Source: Team Emerge Facebook page

# Facebook Ads Manager: Create an Audience

The screenshot shows the Facebook Ads Manager interface for creating an audience. On the left, there's a sidebar with navigation links for Campaign, Ad Set, and Ad. The main area is titled 'Ad Set Name' with the value 'PH - 18+'. Below this, there are sections for 'Traffic' (Website is selected), 'Dynamic Creative' (off), 'Offer' (off), and 'Audience'. To the right, there's a 'Audience Size' section with a gauge indicating a 'fairly broad' reach of 64,000,000 people. Below that is an 'Estimated Daily Results' section showing Reach (6.0K - 17K) and Link Clicks (194 - 559). A note at the bottom states that estimates are based on past campaign data and market data.

Source: Team Emerge Facebook page

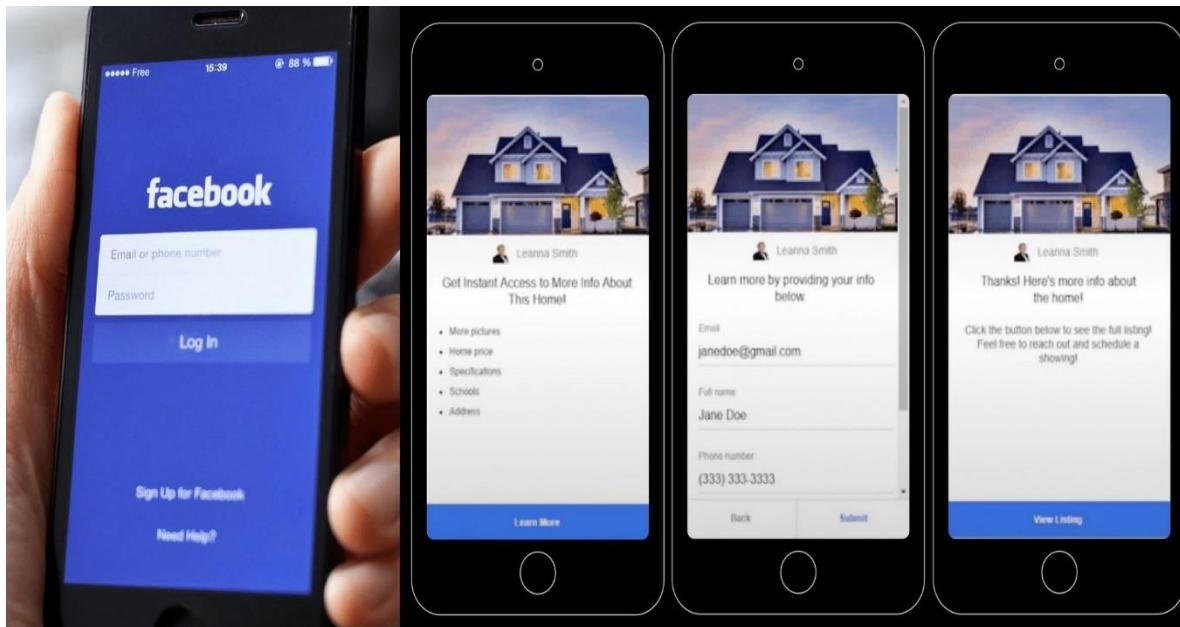
# Facebook Ads Manager: Create an Ad

The screenshot shows the Facebook Ads Manager interface for creating an ad. The sidebar includes Campaign, Ad Set, and Ad sections. The main area starts with a 'Choose how you want your business to be represented' section, which includes options for a Facebook Page (selected) and an Instagram Account. Below this is a 'Create Ad' section with tabs for 'Create Ad' and 'Use Existing Post' (selected). The next section is 'Format', where 'Single Image or Video' is selected. Other options shown are 'Carousel' and 'Collection'.

Source: Team Emerge Facebook page

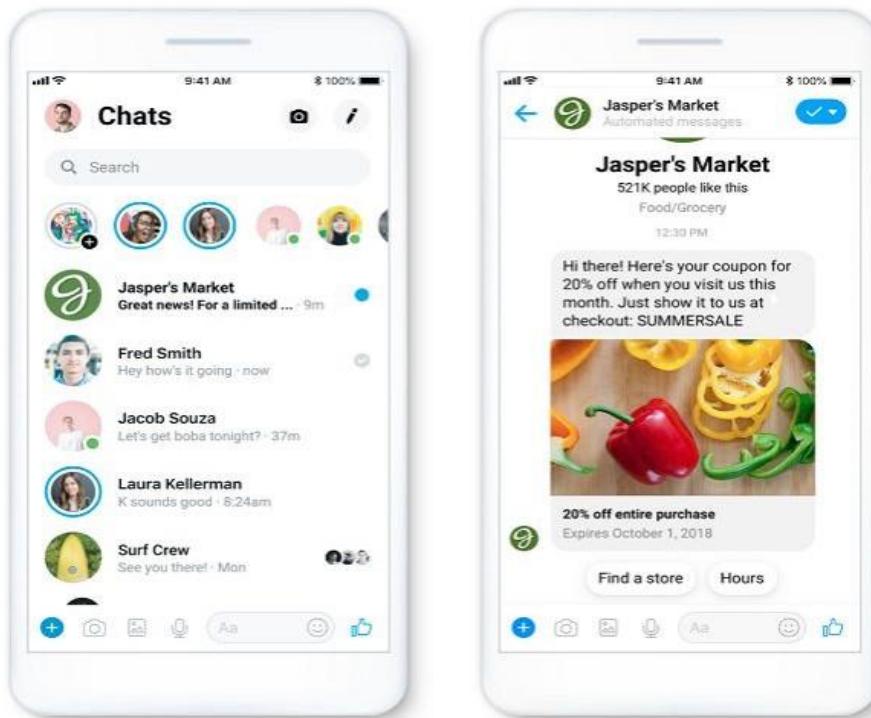
# Types of Facebook Ads

## Lead Ad



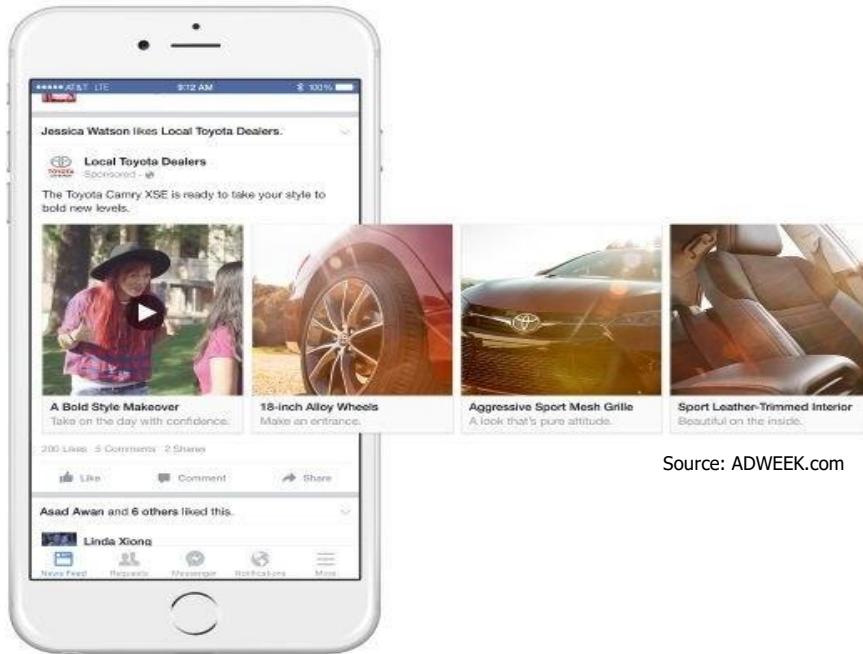
Source: inman.com

## Messenger Ad

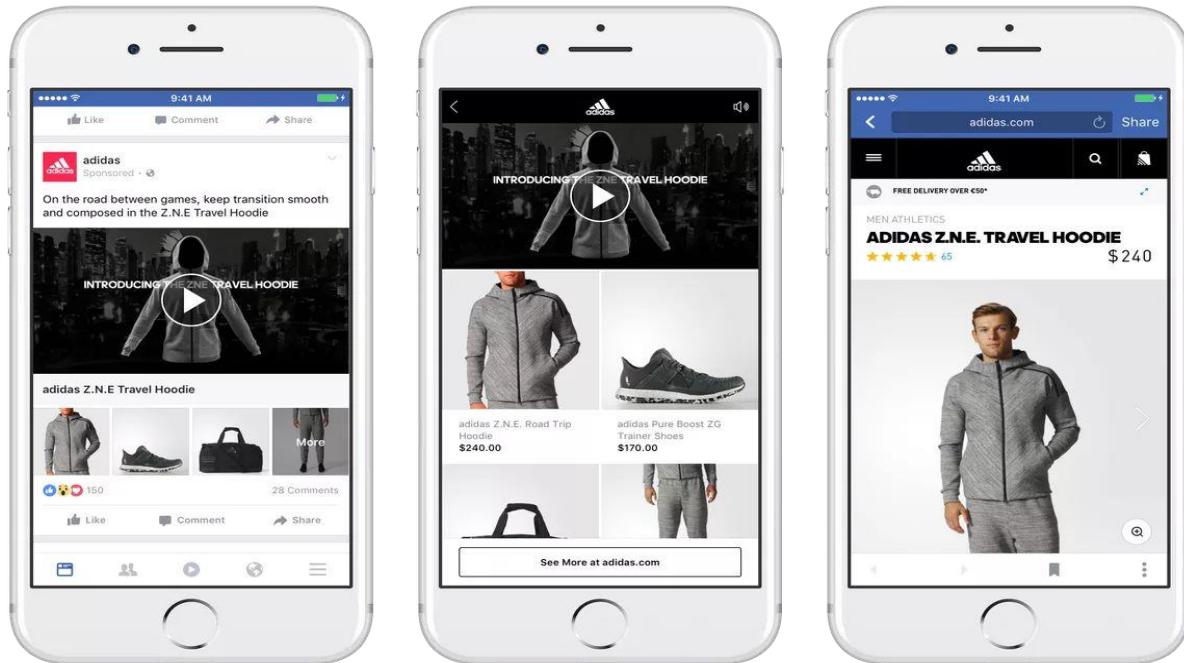


Source: Digital Marketing Community

# Carousel Ad



# Video Ad



# Link Ad

DESKTOP NEWS FEED

Suggested App

 Jasper's Market  
Sponsored · 1%

Use our app and get delicious recipes for Jasper's Market's latest produce. It's fun, easy, and most of all, free!



Jasper's Market  
Business

Use Now

5 Likes · 2 Shares

Like Comment Share

MOBILE NEWS FEED

Suggested App

 Jasper's Market  
Sponsored · 1%

Use our app and get delicious recipes for Jasper's Market's latest produce. It's fun, easy, and most of all, free!



Jasper's Market  
apps.facebook.com

Use Now

5 Likes · 2 Shares

Like Comment Share

See Feature Phone Preview

Source: Brandon Weaver in Facebook Advertising

## Goal – Content – Targeting Formula

### Goal

- ✓ Increase Facebook fans.
- ✓ Get more engagements on posts.
- ✓ Get subscribers.
- ✓ Drive traffic to a website
- ✓ Increase views on videos.
- ✓ Get leads through a landing page.

**GOAL = CAMPAIGN OBJECTIVE**

## **Content**

- ✓ Caption
- ✓ Image / Video
- ✓ Headlines

**CONTENT = AD**

## **Targeting**

- ✓ Demographic (age and location)
- ✓ Psychographic (behavior and interests)

**CONTENT = AD SET**

# **Facebook Ad Checklist**

## **Pre-launch Preparation**

- ✓ Facebook page
- ✓ Budget
- ✓ Payment method
- ✓ Ads manager and boost Post
- ✓ Goals or Campaign Objective
- ✓ Targeting or Audience
- ✓ Content or Ad

### **III. Activity**

1. Think of a business (real or fictional). Write down a digital marketing plan checklist from the day you launch your business.

---

---

---

---

---

---

---

---

---

---

---

---

---

**Example:**

- Setup social media profiles (FB, IG, etc.)
- Create a cover photo for FB.
- Create social media calendar.
- Talk to micro-influencers for service or product seeding.
- Join communities including FB groups or Viber communities, for promotions.
- Launch FB ads.

**Activity 2:**

1. Create a 1-week social media theme. For example, Monday is motivational quote, Tuesday is product and service highlight, etc.
2. Choose an awareness day or holiday and connect it with your product or service.
3. If you have an existing page, post the content.
4. Boost it.

## **References:**

BCRemit. (2019 October 1). Promotional Facebook posts. BCRemit. Retrieved October 30, 2023, from <https://fb.watch/o0w1C7EaMw/>

Butvang Studio. (n.d.). Reasons to choose 360 degrees flycam filming. Butvang Studio. Retrieved October 30, 2023, from <https://butvangstudio.com/ly-do-nen-quay-phim-flycam-360-do.html>

Carmine's Italian Restaurant. (n.d.). Carmine's Italian Restaurant Reviews section. Carmine's Italian Restaurant Facebook page. Retrieved October 27, 2023, from <https://www.facebook.com/CarminesUtah>

Cindys Bakery and Restaurant. (n.d.). Promotional Facebook posts. Cindys Bakery and Restaurant. Retrieved October 30, 2023, from <https://www.facebook.com/profile.php?id=100090069070936>

Cohen, D. (2015 October 23). Facebook Adds Video Creative to Carousel Ads. AdWeek. Retrieved October 30, 2023, from <https://www.adweek.com/performance-marketing/video-creative-carousel-ads/>

Dadosky, N. (2017 October 6). Landing Pages are out, Facebook Lead Ads are in. inman. Retrieved October 30, 2023, from <https://www.inman.com/2017/10/06/landing-pages-are-out-facebook-lead-ads-are-in/>

Gnann, A. (2019 May 2). New Instagram Dashboard Comes to Facebook Creator Studio. iMPACT Plus. Retrieved October 30, 2023, from <https://www.impactplus.com/blog/instagram-dashboard-facebook-creator-studio>

Heitzman, A. (2017 October 27). How to Use Facebook Page Insights Like an Expert. Search Engine Journal. Retrieved October 30, 2023, from <https://www.searchenginejournal.com/how-to-use-facebook-insights/220189/#close>

Info Cubic. (n.d.). Most Active Social Media Platforms Philippines. Info Cubic. Retrieved October 27, 2023, from <https://www.infocubic.co.jp/en/blog/digital-marketing/digital-marketing-philippines/attachment/most-active-social-media-platforms-philippines/>

BI - Introduction to Digital Marketing. (2021 December 19). Introduction to Digital Marketing. Retrieved October 27, 2023, from PDF.

Intuit Mailchimp. (n.d.). Digital Marketing – Marketing Library. Intuit Mailchimp. Retrieved October 27, 2023, from <https://mailchimp.com/marketing-glossary/digital-marketing/>

Kapko, M. (2013 October 10). Facebook Puts Marketing Objectives at the Center of Ad Buying and Reporting. Click Z Accelerated Digital Marketing. Retrieved October 30, 2023, from <https://www.clickz.com/facebook-puts-marketing-objectives-at-the-center-of-ad-buying-and-reporting/35882/>

Kart City Tarlc. (2019 September 23). Promotional Facebook posts. Kart City Tarlac. Retrieved October 30, 2023, from <https://www.facebook.com/kctarlac/photos/a.519384474844101/2402259046556625/>

Lazaro, C. (2014 October 20). INFOGRAPHIC: Is there a real estate bubble? Rappler. Retrieved October 30, 2023, from <https://www.rappler.com/brandrap/data-stories/72360-infographic-is-there-a-real-estate-bubble/>

Lightcast. (n.d.). Facebook Live Streaming for Professionals – Simultaneous Publishing to FB Live. Lightcast.com. Retrieved October 30, 2023, from <https://www.lightcast.com/facebook-live-streaming/>

Luminant Agent. (2023 June 21). 34 Post Ideas for Real Estate Social Media. Luminant Agent. Retrieved October 30, 2023, from <https://luminaryagent.com/blog/real-estate-social-media/>

Mendenhall, N. (2018 September 7). Stop Boosting Facebook Posts – Do This Instead. SocialMediaToday. Retrieved October 30, 2023, from <https://www.socialmediatoday.com/news/stop-boosting-facebook-posts-do-this-instead/531787/>

Meshngo Blogspot. (2016 January 14). Dubai Property Market Price 2016. Meshngo Blogspot. Retrieved October 30, 2023, from <https://meshngo.blogspot.com/2016/01/dubai-property-market-price-2016.html?sref=pi>

Morrissey D. (n.d.). Introduction to Facebook. Digital Marketing Institute. Retrieved October 27, 2023, from [https://digitalmarketinginstitute.com/resources/lessons/facebook\\_introduction-to-facebook\\_x4n7](https://digitalmarketinginstitute.com/resources/lessons/facebook_introduction-to-facebook_x4n7)

NorthPine Land, Inc. (n.d.). NorthPine Land, Inc. Facebook page. NorthPine Land, Inc. Retrieved October 27, 2023, from <https://www.facebook.com/northpineland>

Simonson, K. (2022 November 1). 6 Steps to Create a Full-Funnel Advertising Strategy with Facebook Objectives. WordStream. Retrieved October 30, 2023, from <https://www.wordstream.com/blog/ws/2019/02/21/facebook-funnel>

Skyrocket Apparel. (n.d.). Skyrocket Apparel About section. Skyrocket Apparel Facebook page. Retrieved October 27, 2023, from <https://www.facebook.com/SkyrocketApparel>

Social Media Marketing. (2019 May 9). How to Run Your First Facebook Messenger Ad: A Beginner Guide for Marketers. Digital Marketing Community. Retrieved October 30, 2023, from <https://www.digitalmarketingcommunity.com/articles/how-to-run-your-first-facebook-messenger-ad-a-beginner-guide-for-marketers/>

Style Residences Iloilo. (2022 February 16). Style Residences Iloilo SMDC. Style Residences Iloilo Facebook page. Retrieved October 30, 2023, from <https://www.facebook.com/SMDCStyleResidencesILOPH/videos/construction-updates-february-2022style-residencesbeside-sm-city-iloiloturn-over/678441540003310/>

Thakkar, A. (2023 October 12). 10 Types of Digital Marketing. Infidigit. Retrieved October 27, 2023, from <https://www.infidigit.com/blog/types-of-digital-marketing/>

The Medical City Clark. (n.d.). The Medical City Clark Facebook settings. The Medical City Clark. Retrieved October 30, 2023, from <https://www.facebook.com/TheMedicalCityClark>

Wade, J. (2017 May 24). How To Use Facebook's New Ad Format 'Collection'. Smart Insight. Retrieved October 30, 2023, from <https://www.smartsights.com/social-media-marketing/facebook-marketing/use-facebooks-new-ad-format-collection/>

Weaver, B. (n.d.). The Only Facebook Link Ads Guide You Need with Examples. Instapage. Retrieved October 30, 2023, from <https://instapage.com/blog/facebook-link-ads/>