

LAB MANUAL  
PART A  
(PART A: TO BE REFERRED BY STUDENTS)

**Experiment No-08**

**A.1 Aim:**

Design the creative content for promotion of your business on social media platform.

<b>Lab Objective</b>	To design and develop social media analytics models.
<b>Lab Outcome</b>	Design creative content for promotion of your business on social media platform.

**A-2 Prerequisite**

Python

**A.3 OutCome**

Students will be able to collect, monitor, store and track social media data.

**A.4 Theory:**

**What is creative content?**

Creative content is a catch all term for any media creative teams create, distribute and communicate with. This content is used to promote their products, services, brand and culture. It includes all of the content formats you can think of. Video, images, documents, brochures, audio and so on. Creative content is a broad term that refers to the different types of media that companies use to communicate and promote their products and services—and the brand itself. This includes a variety of content formats such as blogs, e-books, photos, and brochures, but it also comprises rich media assets such as promotional videos, digital ads and photography.

Creative content can be produced in-house, usually by the design team, but brands sometimes opt to use the specialized services of a creative content agency. To produce high-quality creative content that promotes the brand effectively, organizations can rely on a number of products and software designed to support creative services and streamline workflow processes. Maintaining brand consistency is pivotal when producing any kind of creative content, that's why brands also adhere to strict brand guidelines to safeguard their brand identity. From social media to more traditional channels, creative content fuels any content marketing strategy. Producing and sharing creative content has a variety of benefits. It helps build trust and rapport with customers, boosts product and brand awareness, promotes brand recall and drives sales and conversions. Busy brands of all sizes and sectors can produce and manage creative content quickly and at scale using creative automation.

## **What are the most effective types of creative content marketing?**

The best formats for creative content marketing depends on the type of business and the brand's goals and objectives. Here are some of the most popular types of creative content marketing to consider:

### **Blogs**

Blogs have a wide variety of content marketing benefits. They solve problems, answer questions, and demonstrate thought leadership. When creating blogs it's important to choose topics that speak to customers at specific stages in the buyer journey. Blogs should also include a strong call to action, good use of keywords, and a compelling title.

### **Videos**

Video content is an excellent format for brand promotion. Often an explainer video is far more effective than a lengthy guide. Furthermore, brands can now personalize content to address the specific needs of a segment of prospects.

### **E-books, guides, and infographics**

E-books and guides are excellent tools for lead generation and give brands a valuable opportunity to explain their brand and product in a detailed, entertaining way. E-books are also a good way of offering gated content in the customer journey, providing they deliver sufficient value.

## PART B

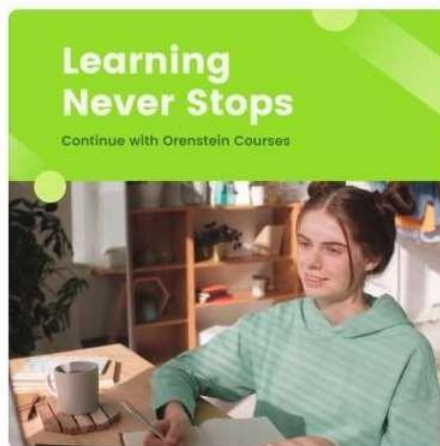
### (PART B: TO BE COMPLETED BY STUDENTS)

Roll. No.: C36	Name: Sanskruti Kadam
Class: BE	Batch: C2
Date of Experiment:	Date of Submission:
Grade:	

#### B.1. Design the creative content for promotion of your business on social media platform.

##### 1. Search for the template:

Home > Templates > Social Graphics > LinkedIn Video Ads > Green Professional Gradients Specialized Courses Education LinkedIn




#### Green Professional Gradients Specialized Courses Education LinkedIn Video Ad

LinkedIn Video Ad • 1920 × 1920 px

Customize this template




##### 2. Search for the LinkedIn resources that will be needed for design the creative content for promotion of LinkedIn.


Buy for my team Sign In

### Grow your skills.


Learn in-demand skills with 16,000+ online courses taught by real-world professionals.

 Millions of members are on LinkedIn Learning


[Start my free month](#)[Buy for my team](#)




Try LinkedIn Learning free for one month  
Starting at ₹1,610.17 / month after free trial. Cancel anytime, for any reason.



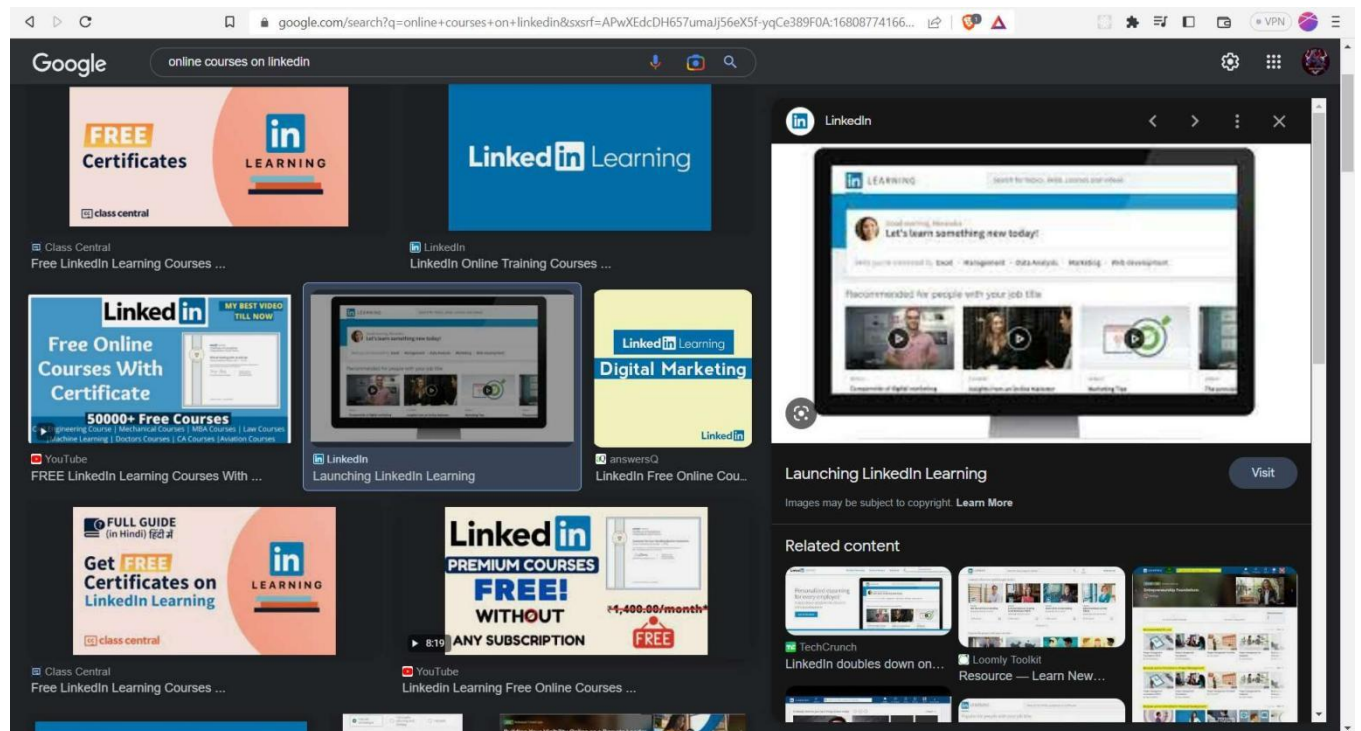
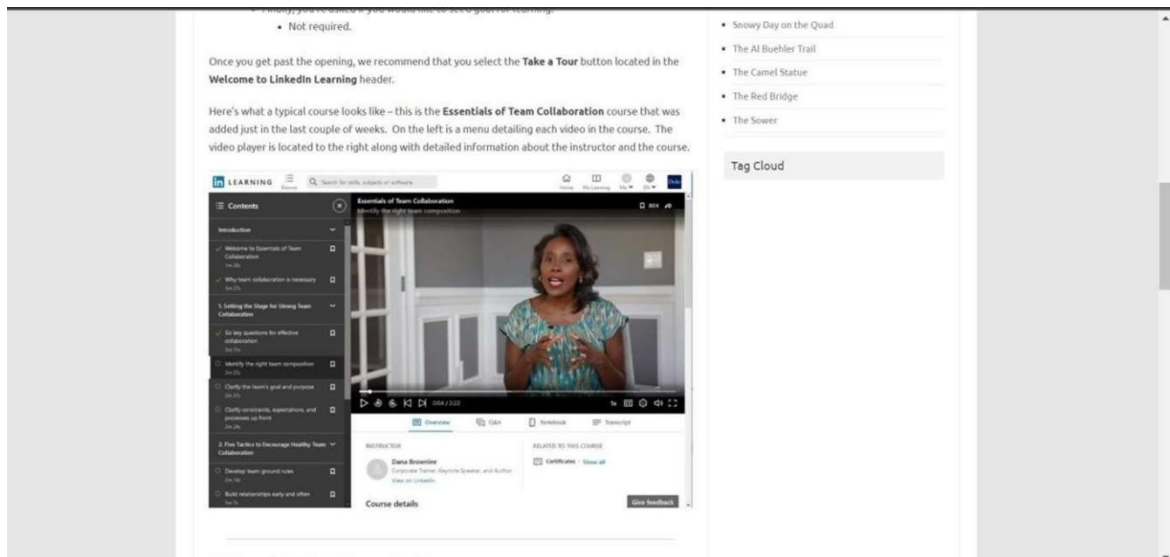
Unlimited Access  
Choose what you'd like to learn from

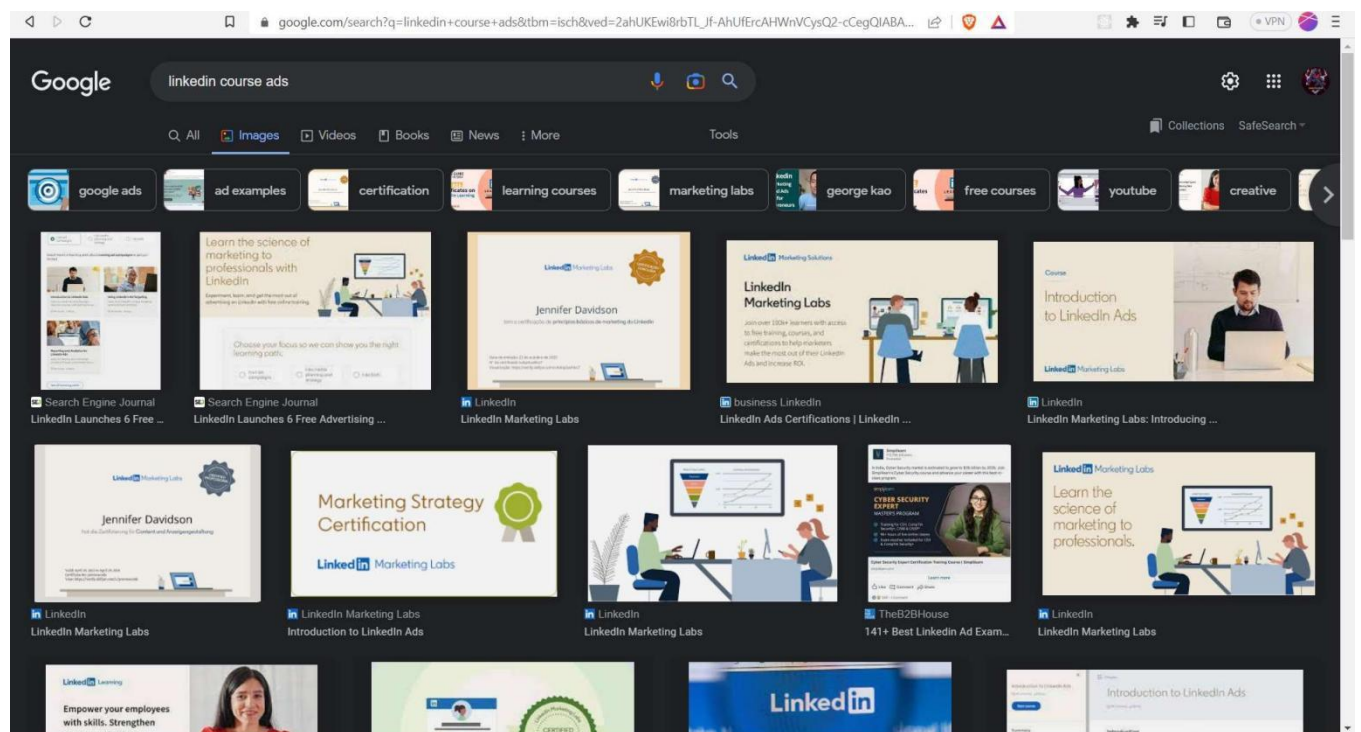
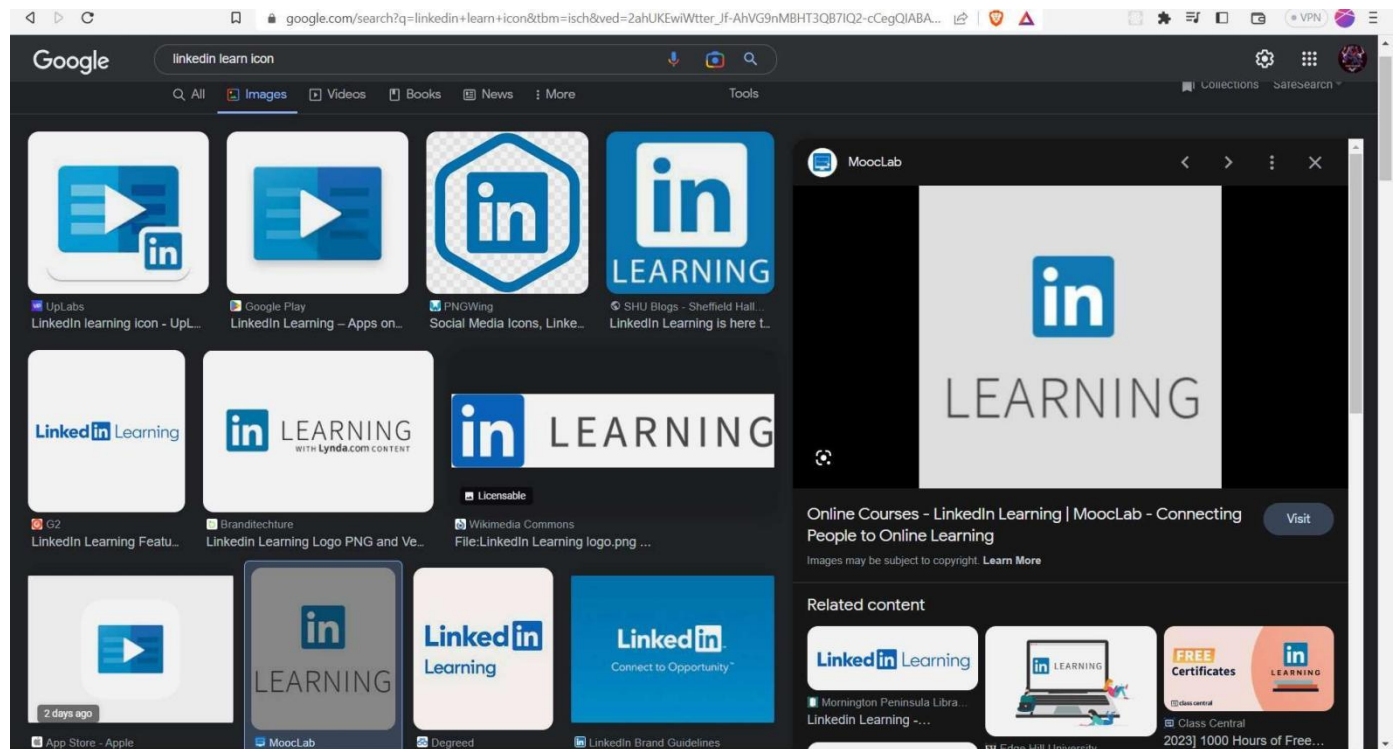


Expert Instructors  
Learn from industry experts who are



On your schedule  
Switch between your computer or

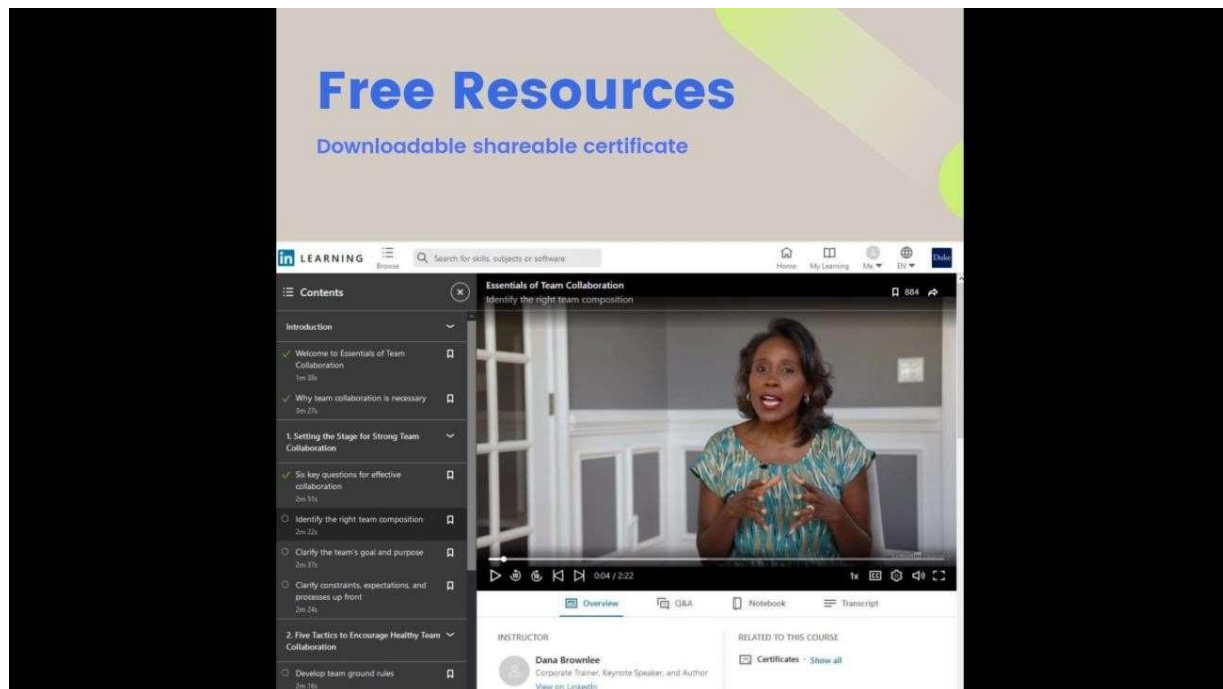
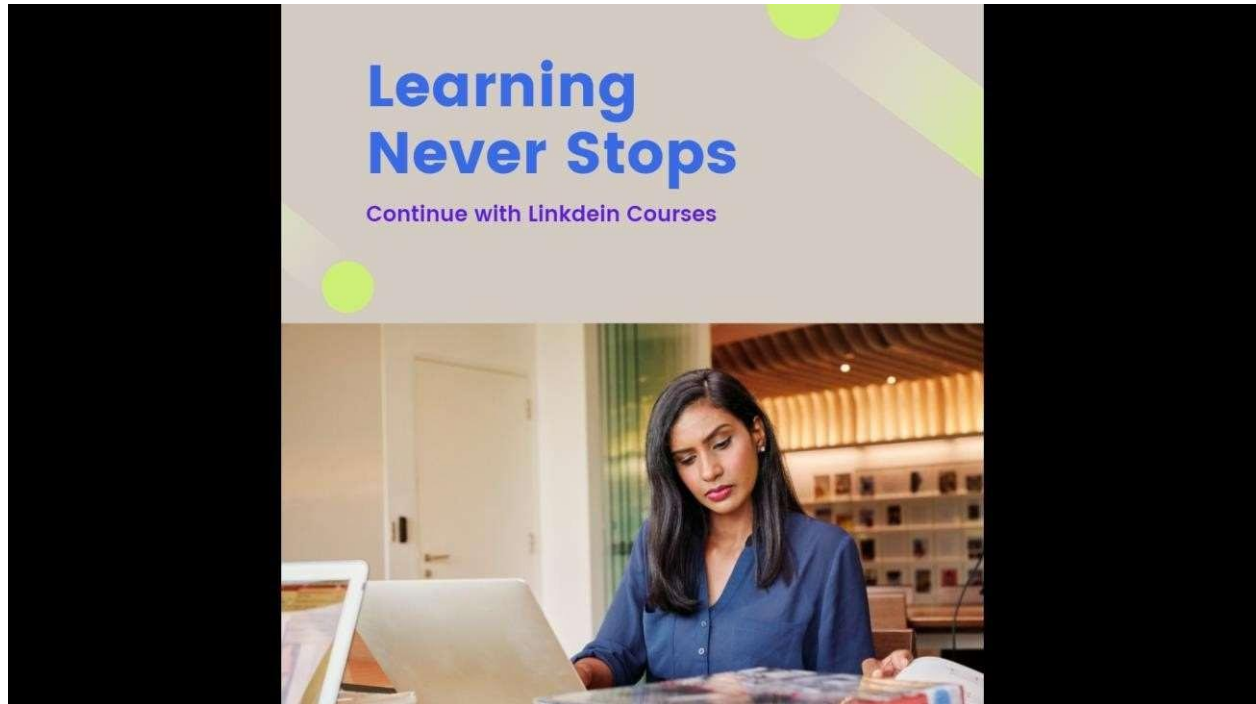


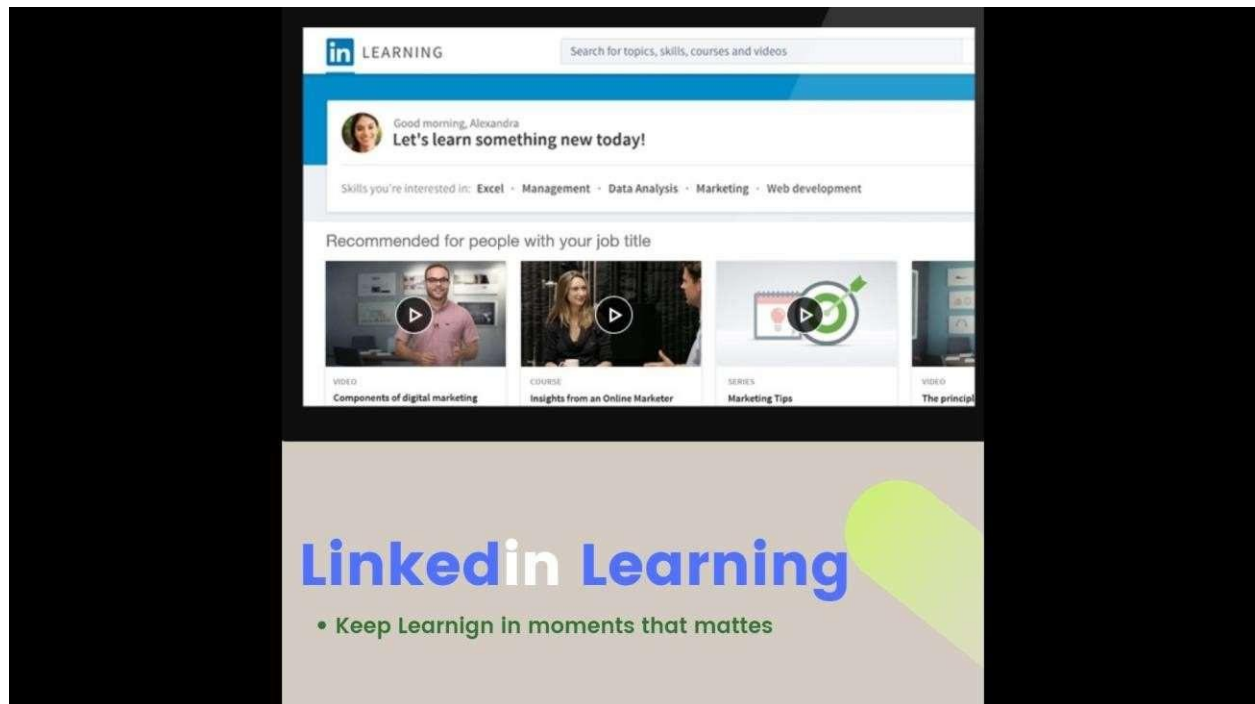




**B.2 Input and Output:**  
(Command and its output)

**Creative content for promotion of LinkedIn:**





**Content Link:** [https://drive.google.com/file/d/1ND-YA6RnspM4gpSau4hJoXFps\\_XLI72l/view?usp=share\\_link](https://drive.google.com/file/d/1ND-YA6RnspM4gpSau4hJoXFps_XLI72l/view?usp=share_link)

### **B.3 Observations and learning:**

From this experiment we get to learn about what is creative content, what are the most effective types of creative content marketing, how to create advertisement for social media to promote to get profit from this and for growth of social media .

### **B.4 Conclusion:**

Hence, we can conclude that we have successfully performed and also design a very creative content for promotion of LinkedIn.

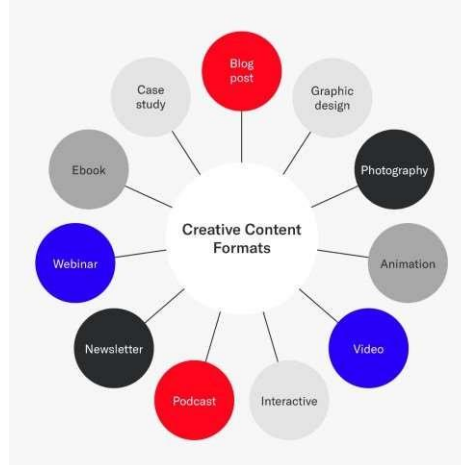
## B.5 Question of Curiosity

(To be answered by student based on the practical performed and learning/observations)

### Q1. What is creative content? Explain some types of creative content.

**Answer:** Creative content in social media analytics refers to any type of material or media that is designed to engage and entertain an audience on social media platforms. This content is created with the intention of increasing user engagement, building brand awareness, and promoting products or services.

Some types of creative content in social media analytics include:



**Images and Graphics:** Images and graphics are a popular type of creative content used on social media platforms. They can be used to convey information, promote products, and engage users.

**Videos:** Videos are another type of creative content that is becoming increasingly popular on social media. They can be used to showcase products, provide tutorials, and tell stories.

**Infographics:** Infographics are a type of visual content that combines text and images to convey information in a visually appealing way. They are great for sharing statistics, data, and other information.

**Memes:** Memes are humorous images or videos that are shared on social media. They are a great way to engage users and create viral content.

**Live Streams:** Live streaming is a popular way to engage users on social media. It allows users to interact with brands in real-time and provides a unique and authentic experience.

These are just a few examples of the types of creative content that can be used in social media analytics. The key is to create content that is engaging, informative, and visually appealing to your target audience.

### Q2. Explain why your business needs creative content, & where to get it?

**Answer :** Creative content is essential for any business that wants to stand out in today's competitive market. It allows businesses to capture the attention of their audience, build brand awareness, and differentiate themselves from their competitors.

Here are a few reasons why your business needs creative content:

**Branding:** Creative content is an excellent way to showcase your brand's personality and values. It helps to create a unique identity and makes it easier for customers to identify and remember your brand.

**Engagement:** Creative content is more likely to engage your audience than generic content. It can help to increase your social media engagement, website traffic, and lead generation.

**Storytelling:** Creative content can be used to tell stories about your brand, products, and



services. It helps to create an emotional connection with your audience and can increase brand loyalty.

**Search Engine Optimization (SEO):** Creative content can help to improve your search engine rankings. High-quality content that provides value to your audience is more likely to be shared and linked to, which can increase your visibility in search results.

So where can you get creative content?

There are several options:

**In-house:** You can create your own content in-house by hiring a content creator or creative team. **Freelancers:** You can hire freelancers to create content for you. Freelance platforms like Upwork, Fiverr, and Freelancer.com are excellent resources for finding talented writers, designers, and videographers.

**Content Agencies:** Content agencies specialize in creating high-quality content for businesses. They have teams of writers, designers, and strategists who can help you develop a comprehensive content strategy.

**User-generated content:** User-generated content is content that is created by your customers or fans. You can encourage your audience to create and share content related to your brand, products, or services.

In conclusion, creative content is essential for any business that wants to succeed in today's market. It helps to build brand awareness, engage your audience, and differentiate your business from your competitors. There are several options for creating or obtaining creative content, so it's important to find the right approach for your business.

### **Q3. Why creative content is essential to crafting powerful digital experiences?**

**Answer:** Creative content is essential to crafting powerful digital experiences because it is what captures the attention of your audience and draws them in. In today's digital age, where users have a short attention span and are bombarded with information, it's crucial to have content that is unique, engaging, and memorable.

Here are a few reasons why creative content is essential to crafting powerful digital experiences:

**Attention-Grabbing:** Creative content is more likely to grab the attention of your audience than generic content. It helps to create an emotional connection with your audience and makes your brand more memorable.

**Branding:** Creative content is an excellent way to showcase your brand's personality and values. It helps to create a unique identity and makes it easier for customers to identify and remember your brand.

**Engagement:** Creative content is more likely to engage your audience and encourage them to take action. This can lead to increased social media engagement, website traffic, and lead generation.

**Storytelling:** Creative content can be used to tell stories about your brand, products, and services. It helps to create an emotional connection with your audience and can increase brand loyalty.

**Search Engine Optimization (SEO):** Creative content can help to improve your search engine rankings. High-quality content that provides value to your audience is more likely to be shared and linked to, which can increase your visibility in search results.

In conclusion, creative content is essential to crafting powerful digital experiences because it helps to capture the attention of your audience, create a unique identity for your brand, and encourage engagement and action. By investing in creative content, you can create a digital experience that stands out from your competitors and resonates with your audience.

### **Q4. Which tools are used for creating digital advertisement of a particular product/service?**

**Answer:**

There are several tools used for creating digital advertisements for a particular product or service. Here are some of the most popular ones:

1. Adobe Creative Suite: This is a powerful suite of tools that includes software like Photoshop, Illustrator, and InDesign, which are commonly used for creating digital ads.
2. Canva: This is a popular graphic design tool that allows users to create a wide range of digital ads using pre-made templates and design elements.
3. Google Ads: This is a platform for creating and managing online advertising campaigns, including search ads, display ads, and video ads.
4. Facebook Ads Manager: This is a tool for creating and managing Facebook and Instagram ads, including image, video, and carousel ads.
5. Hootsuite Ads: This is a social media management platform that allows users to create and manage ads on Facebook, Instagram, Twitter, and LinkedIn.
6. Animoto: This is a video creation tool that allows users to create animated videos and slideshows for use in digital ads.
7. AdRoll: This is a retargeting and prospecting platform that allows users to create and manage ads across multiple channels, including Facebook, Instagram, Google, and more.

These are just a few examples of the many tools available for creating digital advertisements. The specific tools you choose will depend on your budget, your goals, and the type of ad you want to create.