



Digital Marketing

Unit 3: Social Media Optimization (SMO)

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- Introduction to Social Media Marketing
- Facebook Marketing
- Twitter Marketing
- Linkedin Marketing
- Google Plus Marketing

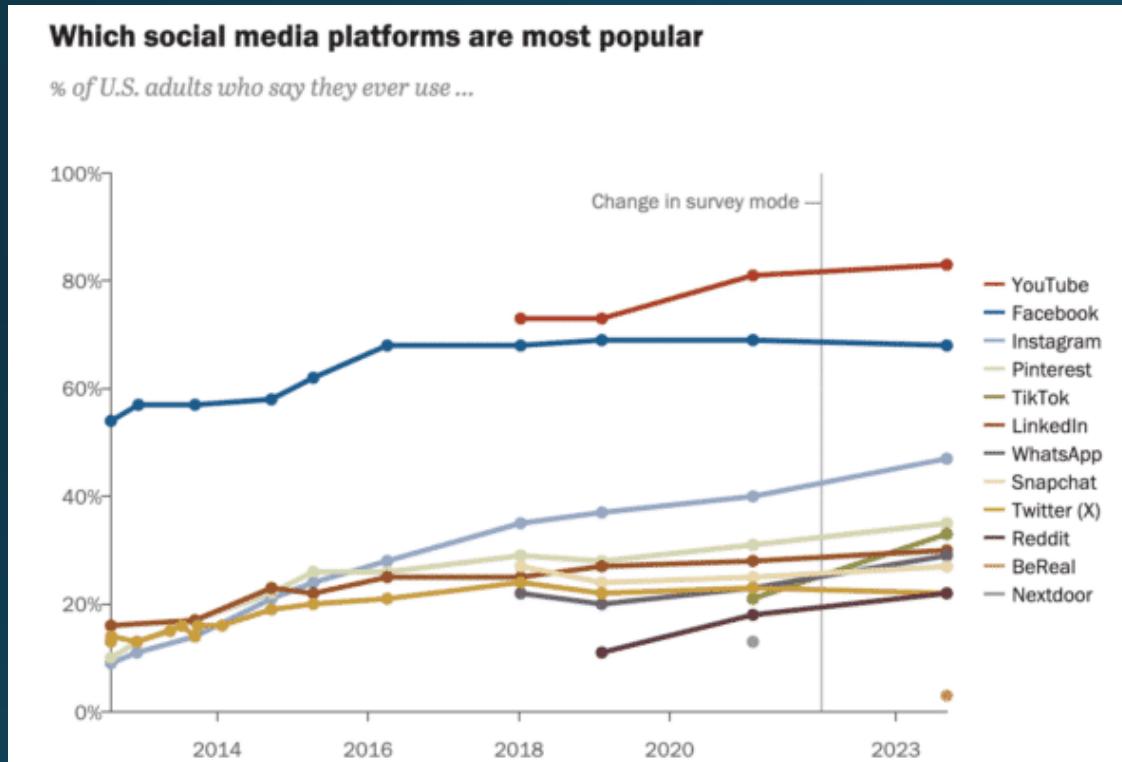
Social Media Marketing (SMM)

- **Social Media Marketing** is the use of social networks, content sharing apps, messaging platforms, blogs, and forums to connect with and enable meaningful conversations about your brand, product or service, to ultimately drive your business objective.
- Social media is the term commonly given to Internet and mobile-based channels and tools that allow users to interact with each other and share opinions and content.
- As the name implies, social media involves the building of communities or networks and encouraging participation and engagement.
- **Social media encourage audience participation, interaction and sharing.**

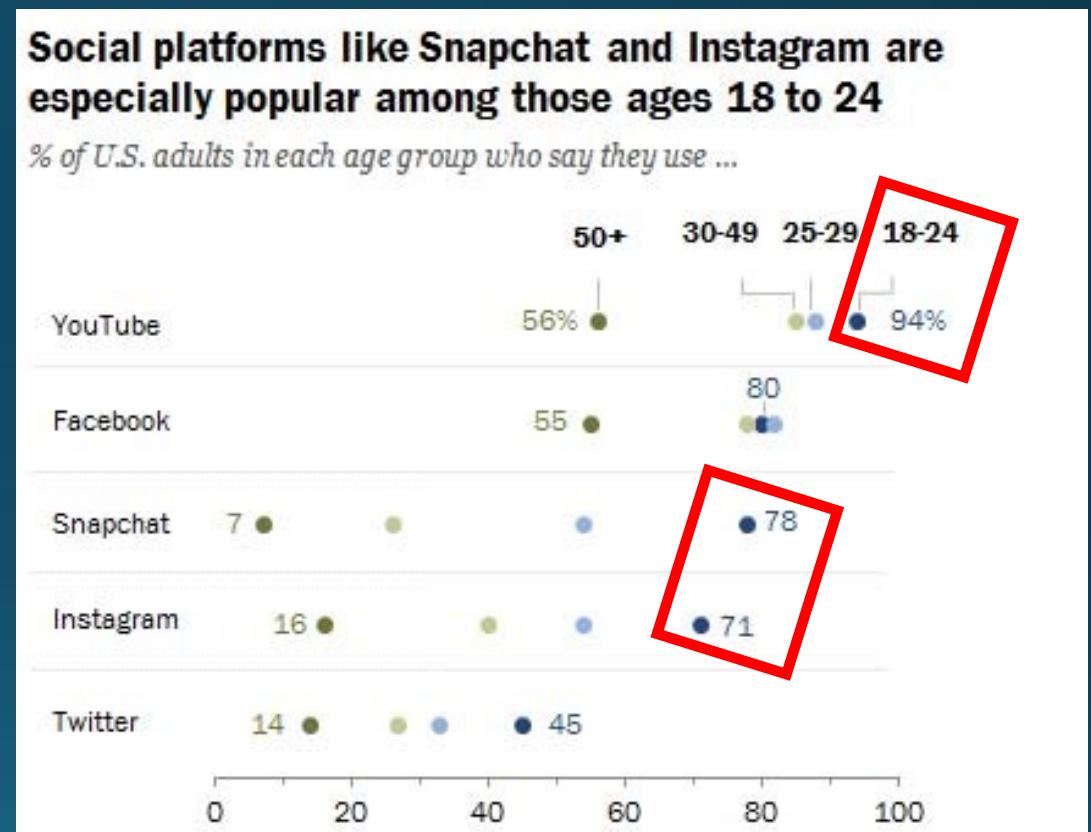


SMM – Why Social Platforms important?

Customer expectations have changed.



- 83% of Americans use YouTube daily. Similarly, 68% Americans use Facebook daily.
- YouTube generates 106 Billion annual visits including 100 Million paid subscribers, making it second most visited website globally, after Google.
- Tiktok is most popular mobile video app with 1 Billion downloads and YouTube is 3rd with 182 Million downloads; leaving Tiktok leading by 800M more than YouTube.



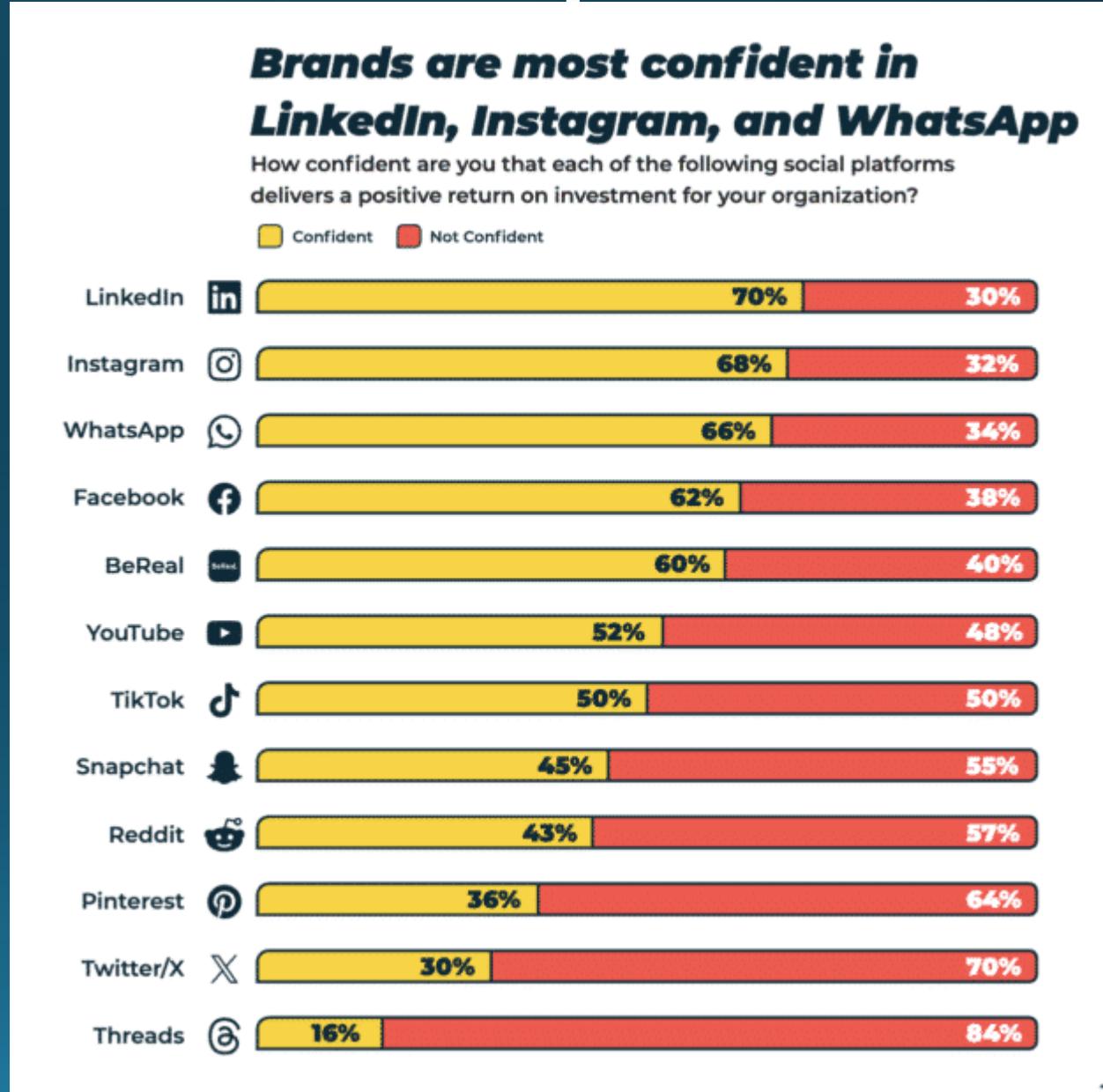
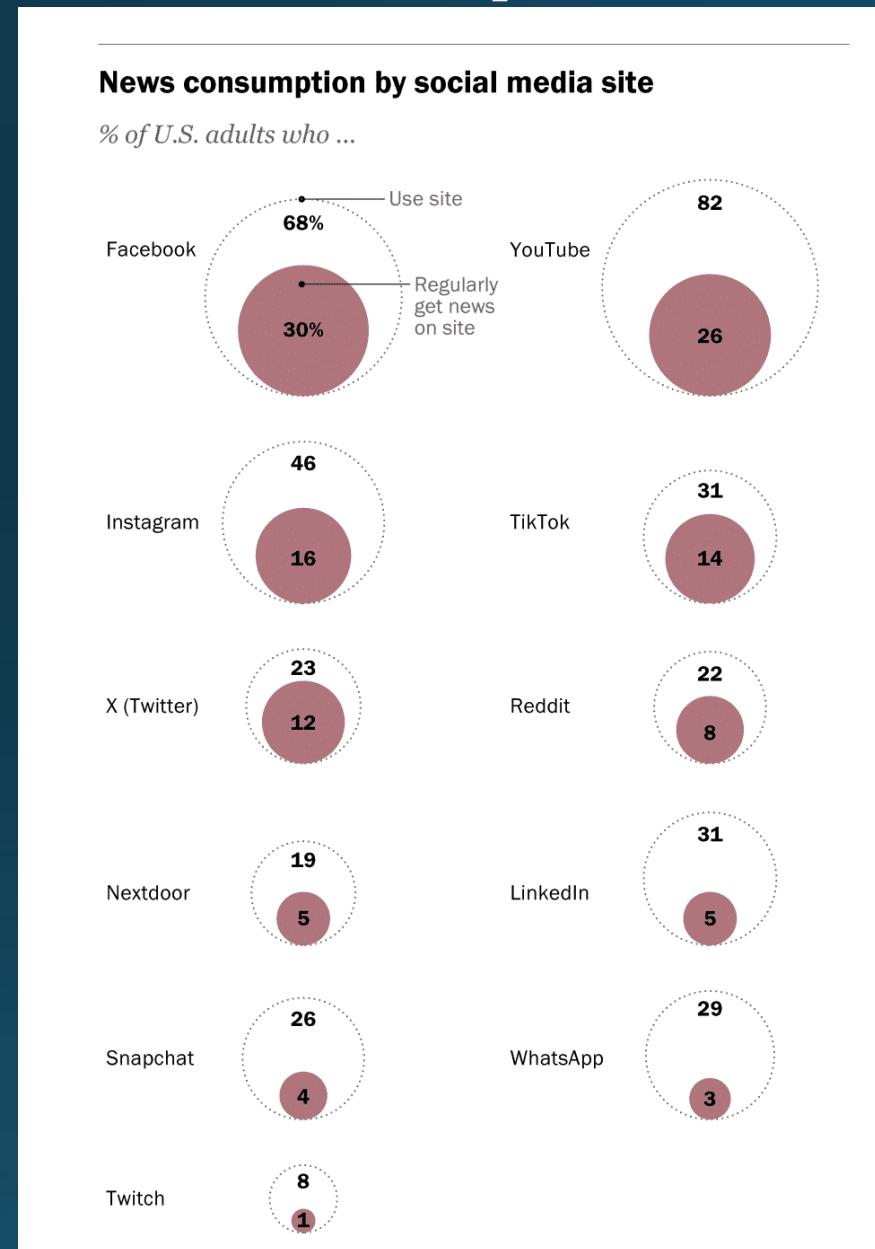
- 94% of 18-24 year olds are viewing YouTube daily. This age bracket, 78% also use SnapChat and 71% Instagram daily.
- 80% of adults below the age the 50 are using FB.
- 70% of college students are using Instagram.
- ¾ of college students are using SnapChat

SMM – Why Social Platforms important?

% of U.S. adults who say they ever use ___ by ...

AGE	GENDER	RACE & ETHNICITY	INCOME	EDUCATION	COMMUNITY	POLITICAL AFFILIATION
		Ages 18-29	30-49	50-64	65+	
Facebook	67		75		69	58
Instagram	78		59		35	15
LinkedIn	32		40		31	12
Twitter (X)	42		27		17	6
Pinterest	45		40		33	21
Snapchat	65		30		13	4
YouTube	93		92		83	60
WhatsApp	32		38		29	16
Reddit	44		31		11	3
TikTok	62		39		24	10
BeReal	12		3		1	<1

SMM – Why Social Platforms important?



SMM – Why Social Platforms important?

Customer expectations have changed.

2X

customers are twice as likely to share a negative experience with a business than a positive one

90%

will look at online reviews before making a purchase

74%

trust suggestions from "friends" on social media

67%

of people will spend money after getting recommendations from their "friends" online



SMM – Why Social Platforms important?

- **New trends are emerging changing the usage and importance of social arena.**
- Understanding the social media space and managing your social presence amplifies your marketing strategy.
- Social media delivers invaluable insight into your brand awareness, customer sentiment, marketplace trends, and your competitor's actions, whilst enabling you to reach more prospects than any other marketing channel.

	Every negative social interaction has a cost
	Customers are content creators
	Brands are turning online influencers into advocates
	Social is now a prominent point of purchase
	Brand focus is shifting to measuring quality of interactions
	Reviews can increase sales and add credibility
	Social is multifunctional – used for marketing, listening, response, customer care, troubleshooting

SMM Landscape

Different Social Media Channels are used for different purposes.

Social networks



Relationship networks help brands and people connect to share information and ideas. With a large & regular user base, they are a must-have and the "mass-market" approach to social marketing.

Use for: customer care, education, daily comms, breaking news

Media & content sharing networks



Find and share media online, including photos, video, and live video or other curated content.

Use for: brand awareness, lead generation, audience engagement, targeted advertising, influencer marketing

Blogs & forums



Publish, find, discuss, and share news, information, and opinions. Usually allow users to remain anonymous, leading to more honest opinions.

Use for: market research, influencer marketing, product advertising, SEO results

Messaging & chat apps



Most widely used apps that enable messaging, video and voice calls. Business can conduct e-commerce conversations via live agents or chatbots.

Use for: customer care, conversational commerce, payments, status updates, to replace SMS

Consumer review networks



Manage online reviews and reputation. Positive reviews bring social proof to your value proposition. Negative reviews provide you with an opportunity to resolve an issue publicly.

Use for: customer care, reputation management, market research

Interest-based networks



Help connect with others around a shared interest or hobby and tend to focus solely on a single subject and provide a dedicated experience for users.

Use for: targeted marketing, brand awareness, trend watching

SMM Use Cases

How to use Social Media Platforms to meet your objectives.



Manage own page

Draft and publish organic content to owned page(s)

Define and manage content strategy and calendar

Manage content approvals



Generate insights

Listen/capture social conversations about LTA, coaches, or venues and identify trends

Keep up with competitors and stay informed of their social engagement, content and campaigns

Understand target audience demographics, sentiment, and channel preferences



Nurture community & reputation

Grow your community of social followers and supporters

Find and nurture advocates and influencers who can credibly promote your brand to an extended audience

Identify and manage potential crises



Engage with customers

Respond to consumer problems when they have questions or concerns

Be part of the conversations about your venues, coaches or brand

React with relevant content – use what you see and hear to help inform future marketing strategy



Grow through amplification

Push paid content to custom audiences to reach your marketing objectives

Identify and amplify relevant user content for authentic engagement

Social commerce – increasing number of businesses are using social as a payment channel

SMM Benefits

What SMM can do for you.

1. Strengthen your brand reputation

Know & act on what is being said about you

- Things escalate quickly on social. By listening to key phrases that relate to your brand or activity you can be the first to know when a news story breaks and react accordingly.
- Social insights also give you an unbiased view of your brand awareness and popularity.

Identify trends

- Trends appear on social media first. Social can make or break a product.
- Listening to industry thought-leadership supports your research and innovation

Stay ahead of competition

- Your competitors are on social. Analysing their social presence delivers unique insight into their plans and achievements
- Regular benchmarking of your competitors on social helps you keep up with them

2. Grow your business

Amplify owned content

- Social enables you to publish targeted content to channels that could be seen by large volumes of users
- The power of influencer marketing provides a human voice to your product

Generate earned media

- Customers are 56% more likely to buy a product or service after seeing a positive customer-generated post of it
- By reposting user-generated content on your owned channels, you increase the trust in your brand and products

Deliver incremental sales

- Advertising on social media is cheaper than traditional media (such as TV ads) but with a massive reach
- The main difference is that you will be able to target finely who sees what advert, increasing your conversion while keeping costs down

3. Care for your customers

Create experiences

- Social is more than just advertising, it's an educational, emotional and experiential way to engage your customers
- Customers no longer want to phone when they have an issue, they want an immediate answer and turn to social.

Reduce cost to serve

- With customised chatbots and the use of artificial intelligence on the rise, in-app messaging is becoming the norm for customer care
- Technology solutions enable improved customer service through social

Build a community

- Customers trust each other more than you. Providing them with a platform where they can interact and share feedback will increase their trust and loyalty to your brand, coaches, or venues.

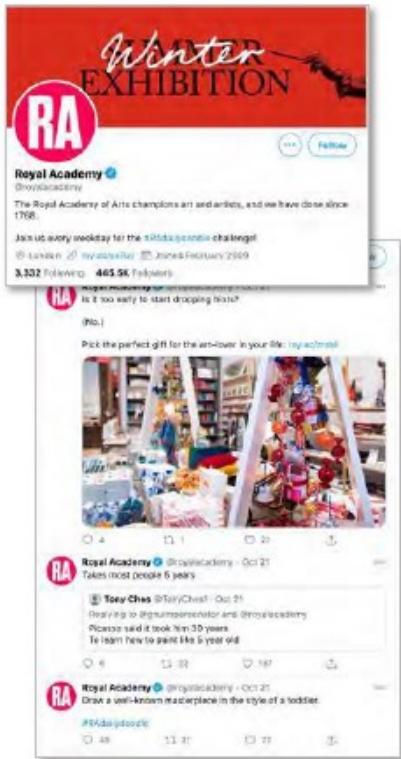
Pillars of good SMM Strategy

A great social media strategy includes the following pillars:

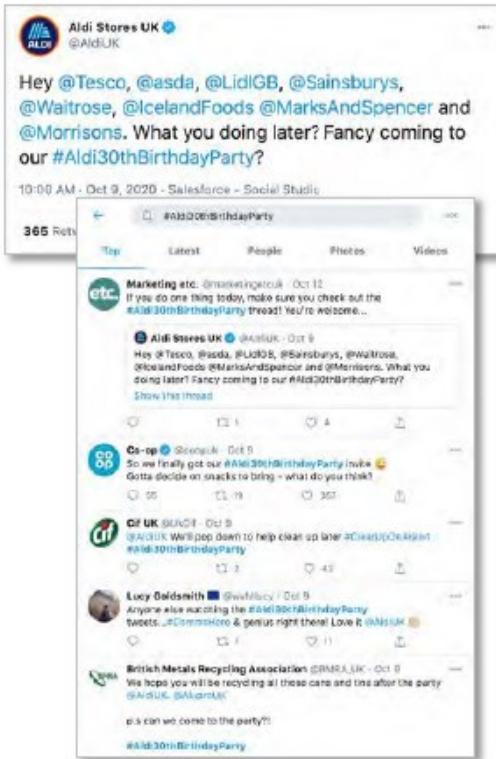
Emotional content	Build rapport with your customers. Forget transactional posts and focus on posting content that showcases how you will make a difference in your customers' life
Consistency	Your content should match your brand identity and objectives and be consistent across channels.
Regular & well-timed posts	Just like any other channel, there is a better time to post content, and that varies depending on the network and audience. Keep your customers interested by posting often and sharing varied content
Two-way engagement	Social is about more than just pushing out content. Allow your customers to interact with you and make sure you respond to create a differentiated experience
Optimisation	Test, learn, adjust, repeat. Iteration is key to success and social is no different. Plan for A/B testing and track success of individual campaigns and performance across platforms
Personalisation	Use social insights to know who your customers are and adapt your messaging, including graphics and tone of voice to target the right customers with the right message at the right time
Strategic use of channels	Not all channels will be relevant to your brand. Whilst a presence on the Big 4 is a must, focusing your budget and efforts on the channels where your customers are the most active will deliver better value for money
Overall strategy alignment	Driving revenue and engagement from social does require investment. Incorporate social as its own channel into your overall strategy, budget and resources

Pillars of good SMM Strategy - Example

Conversational & Engaging Content – Royal Academy & Aldi

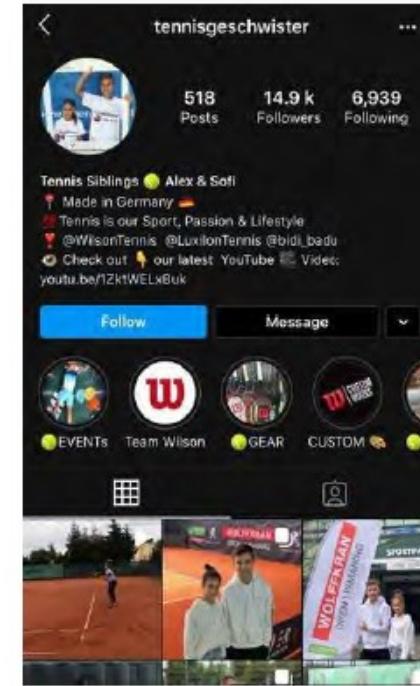
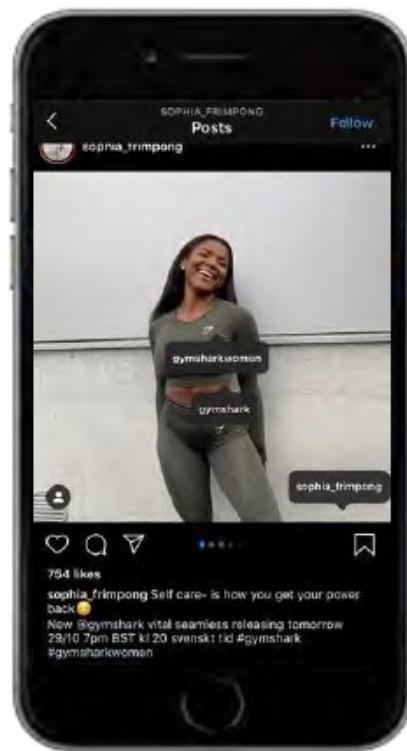


Royal Academy uses relatable and humourous posts and interactive campaigns such as their **#RAdailydoodle** to keep their 441K Twitter followers engaged, drawing increased user participation and personalised well-crafted responses



Aldi UK celebrated their birthday with a simple, yet creative invitation to engage competitors, generating a ton of interest on Twitter and a positive response, well-tracked via their unique hashtag **#Aldi30thBirthdayParty**

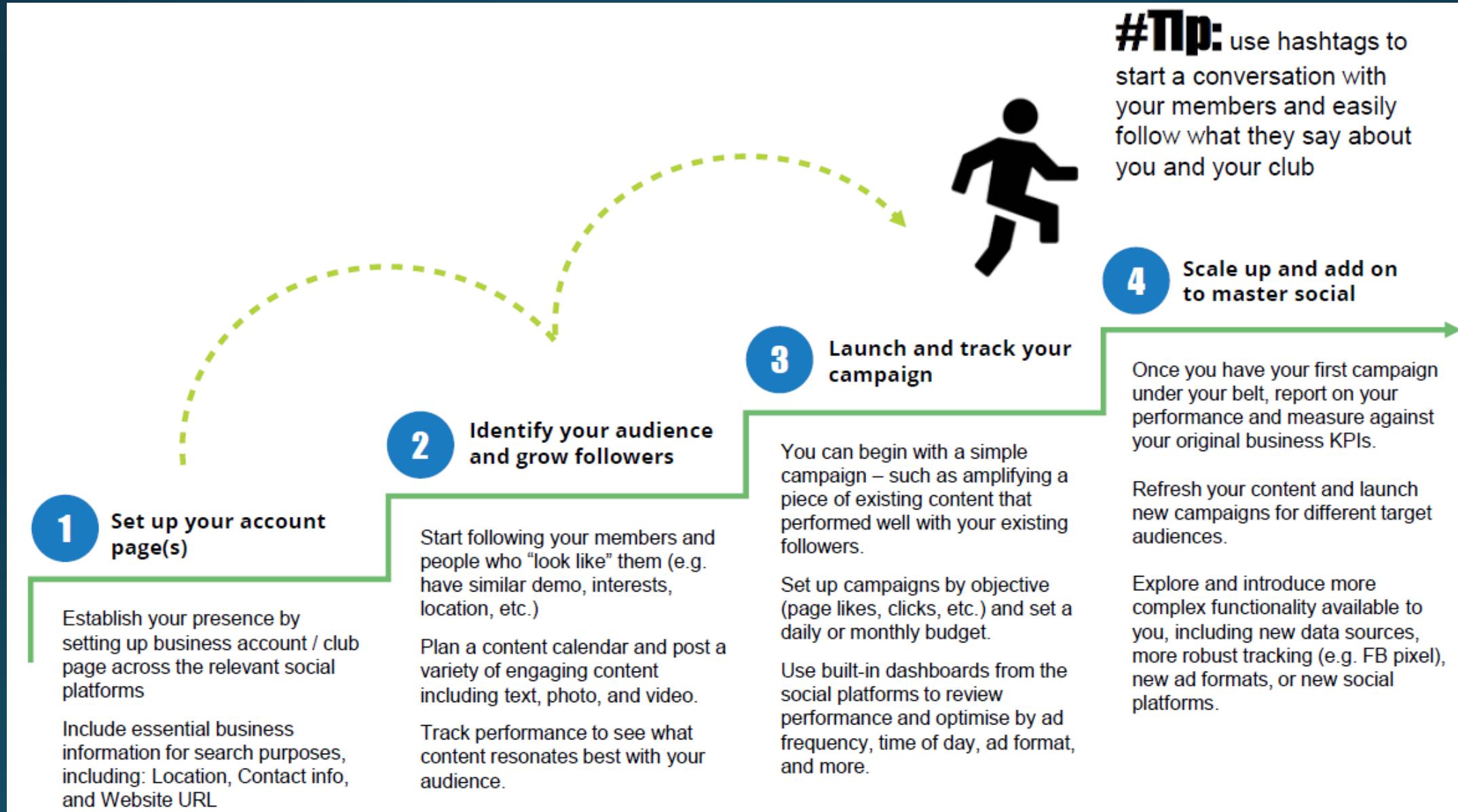
Influencer & Interest-based Marketing – Gymshark & Wilson



Gymshark sponsors key **Instagram influencers** to capitalise on their large audiences (500k+). They also use paid social as a primary means to drive sales, and in 2019 saw a £73m increase in turnover. In 2017, their Black Friday posts drew a 6.6x return on ad spend.

Influencer marketing can also reap benefits on a smaller scale. Like the Germany-based **Tennis Siblings** Alex & Sofi, who are sponsored by Wilson and adidas and use their modest following of 15K to promote products and local tennis tournaments.

Executing a SMM Campaign



Case Study – Norbury Park Club

Situation

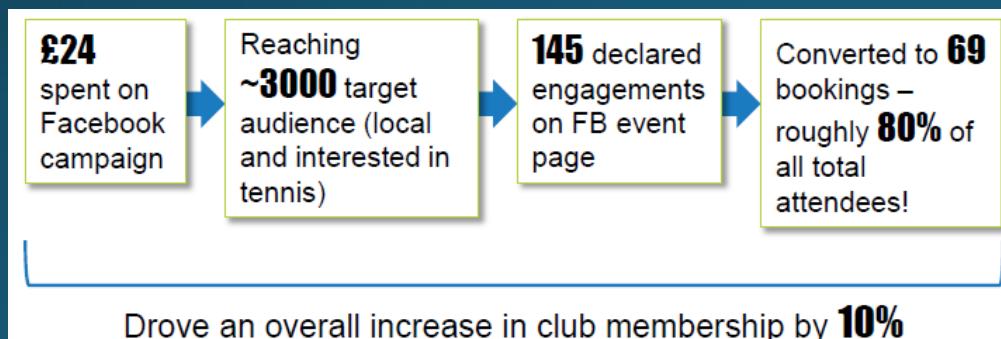
Norbury Park LTC was established in 1889 in the London Borough of Croydon. It has four floodlit tarmac courts and a small management committee made up entirely of volunteers. Club membership was at an all-time low so the committee put together an action plan to significantly increase membership within a year.

Approach

The club recruited a volunteer Marketing and Communications Officer and decided to run a Nature Valley Big Tennis Weekend (open day) to showcase the club's facilities to the local community and engage prospects.

Using free resources and content available on **My Tennis Toolkit**, they created a **Facebook event and advert** with a call-to-action to **sign up** for taster sessions.

Outcome



SMM Do's and Don'ts

DO

Have a social media presence! Today's consumers expect to be able to find brands on social media

Pick the right social platforms that best align with your brand, audience and your marketing goals – whether it's Instagram, YouTube, or Twitter

Take advantage of free resources and training available to you – including My Tennis Toolkit, Facebook Blueprint, and Google Marketing Platform

Follow your competitors. See what others are doing well, and find out how you can differentiate yourself and appeal to those audiences

Get creative! Use social media to find influencers or other unique ways to connect and engage with your audience

DON'T

...forget to publish content regularly. By maintaining your presence you'll stay top of mind with members when they are looking for a coach or venue

...be afraid to launch a social media marketing campaign. You can start small and build and refine as you learn

Content Frequency

A *content plan* helps you schedule all the content you need to create and publish, so that it is created on time and sufficient to meet your objectives.

Content type	Suggested Frequency
Long-form content	1–2 per week
Social media	10–20 per week
Design	As required
Email	1 per week, or on a campaign basis
Adverts	1 set per week
Digital PR and influencer	1–3 per month
Social proof (testimonials or referrals):	1–3 per month

Social Media Optimization (SMO)

SMO 

Structured approach to improving social media through a ‘test-learn-refine’ approach

Five rules

1. Create shareable content
2. Reward engagement
3. Proactively share content
4. Encourage the ‘mashup’

A/B testing

1. Test effectiveness of sharing and content types on business outcomes
2. Review how well your content marketing supports SMM
3. Review preferences of different audiences using different social media platforms to convert and share different types of content and offers
4. Optimum frequency for initiating sharing
5. Best methods for identifying influencers and seeding content
6. Approaches to integrate sharing of content through different social platforms, web, mobile, and email channels

***Formal Def.:** Social media optimization (SMO) is a structured approach to increasing engagement and sharing within social media marketing. It involves testing different content, messages and frequency with a view to increasing leads and sales generated through social media marketing.*

Social Media Optimization (SMO)

Once you've set your objectives and created a plan, you need to keep track of how close you're getting to your goals.

Tracking progress from the start enables you to monitor the effectiveness of your digital marketing attempts, and focus more time and attention on those which are bringing you closer to your objectives.



This is the key principle of monitoring digital marketing
for Social Media Optimization

A simple spreadsheet in Google Sheet or Excel can be used to record monthly progress towards meeting your digital marketing objectives.

For example: If your objectives relate to follower growth, include a column to record the monthly increase in followers on each social media platform.

Some digital tools are also available to have built-in analytics features for such measurements.

Social Media Optimization (SMO)

Measuring Success

Benchmarks may be available online, but they may not match your unique situation such as your market, skills, budget and local area.

Tracking progress from the beginning of your digital marketing journey enables you to benchmark against your own success.

Measuring success for the first six months:

- Are you improving month-on-month in each metric you are measuring?
- Are you learning new things each month that help you adapt your plan?

Measuring success after six months:

- Based on the numbers you recorded monthly from start, what reasonable targets can you look to reach in 6 months' time?

Key Performance Indicators (KPIs)

KPIs are a numerical measure that shows your success in a specific area.

They should be attainable but challenging and therefore should:

- Be based on your changing performance over time so far
- Drive you to achieve the maximum rather than staying static.

For example: Grow 50 followers per week

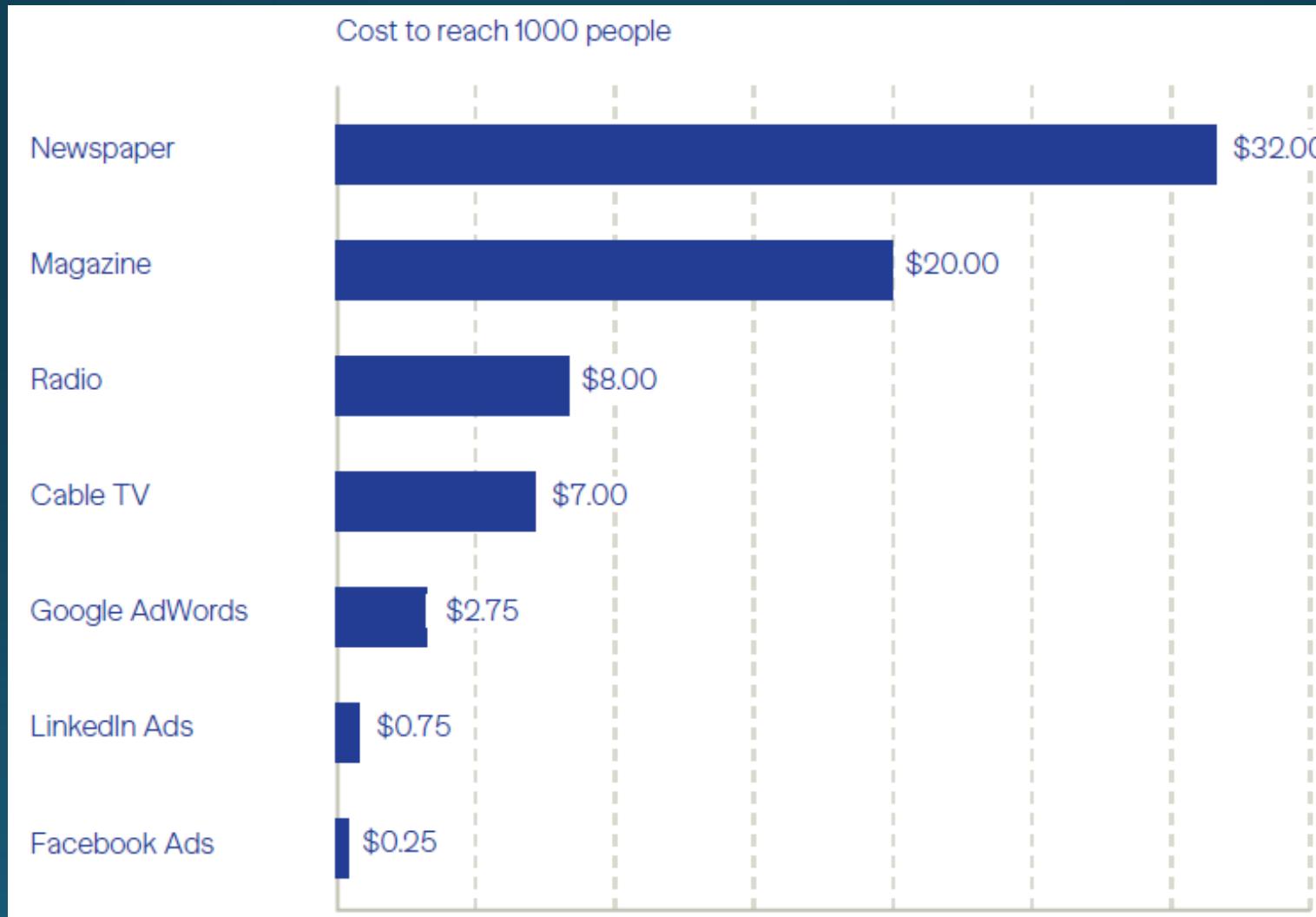
facebook. Marketing

Why Facebook?

- Facebook is a globally popular social networking platform.
- Facebook has **2.23 Billion** monthly active users.
- Facebook support more than 100 languages.
- The average Facebook user has 330 friends; 15% of Facebook users have more than 500 friends.
- An average user likes 40 pages.
- Every day **4.7 Billion** posts are shared on Facebook.
- There are between 1500 and 15,000 pieces of content that Facebook could show each time you log in.

Why Facebook?

- Advertising on Facebook is much cheaper as compared to other channels.



Why Facebook?

- Facebook's tools for targeting specific audiences are excellent along with tons of different ad types.
- The level of detail you can get with Facebook targeting capabilities is vast whether it be by demographics, connections, age ranges, languages, or locations, you can dig pretty deep with these targeting capabilities.
- It makes it possible to reach any specific group of targeted audiences that you aim for minimizing cost of unwishful audience spending.

Audience
Define who you want to see your ads. Learn more.

[Create New](#) [Use a Saved Audience](#) ▾

Custom Audiences ⓘ [Add Custom Audiences or Lookalike Audiences](#)

[Exclude](#) | [Create New](#) ▾

Locations ⓘ [Everyone in this location](#) ▾

United States
📍 United States
[Include](#) ▾ | Type to add more locations | [Browse](#)

[Add Bulk Locations...](#)

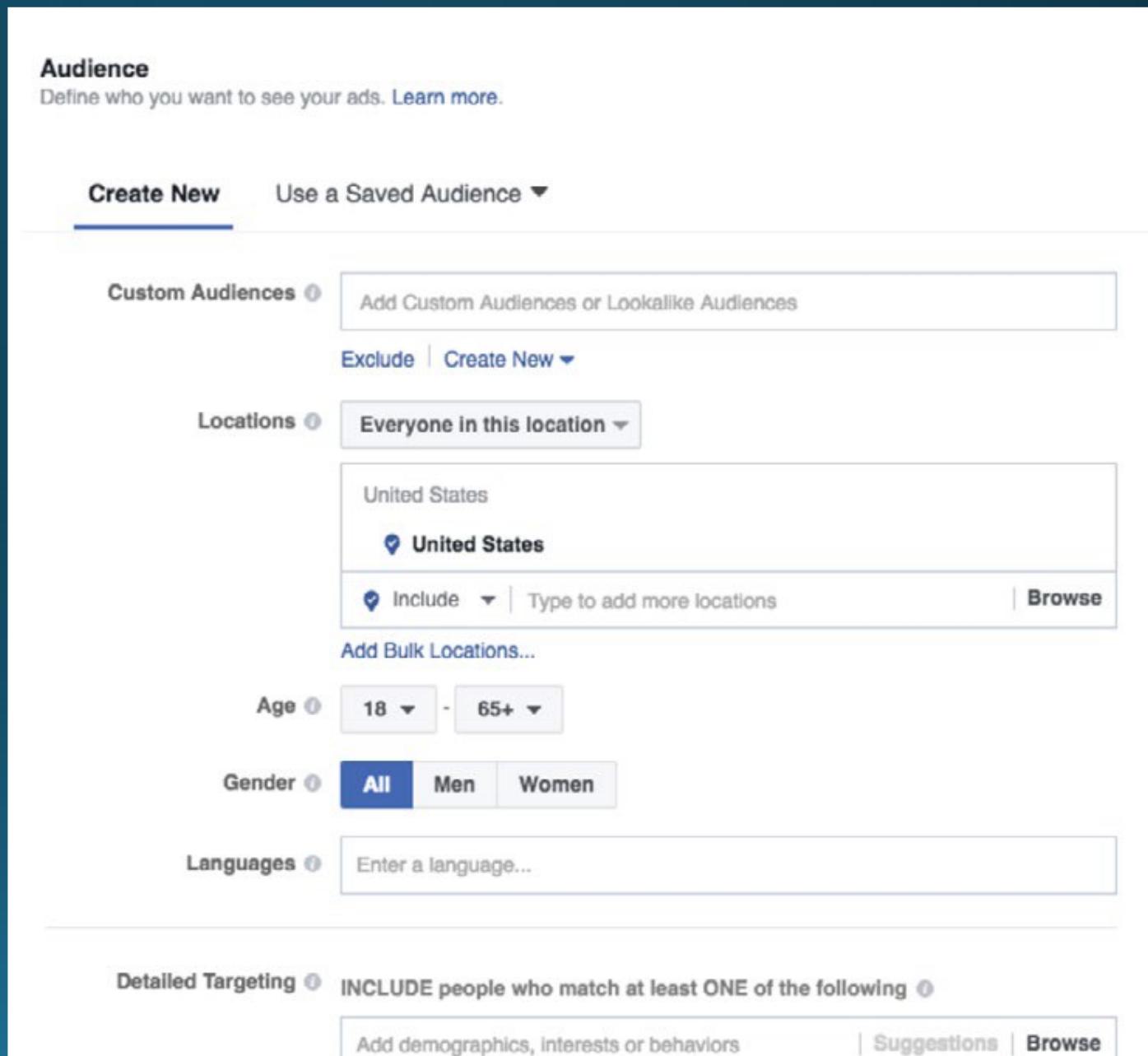
Age ⓘ 18 - 65+

Gender ⓘ [All](#) [Men](#) [Women](#)

Languages ⓘ Enter a language...

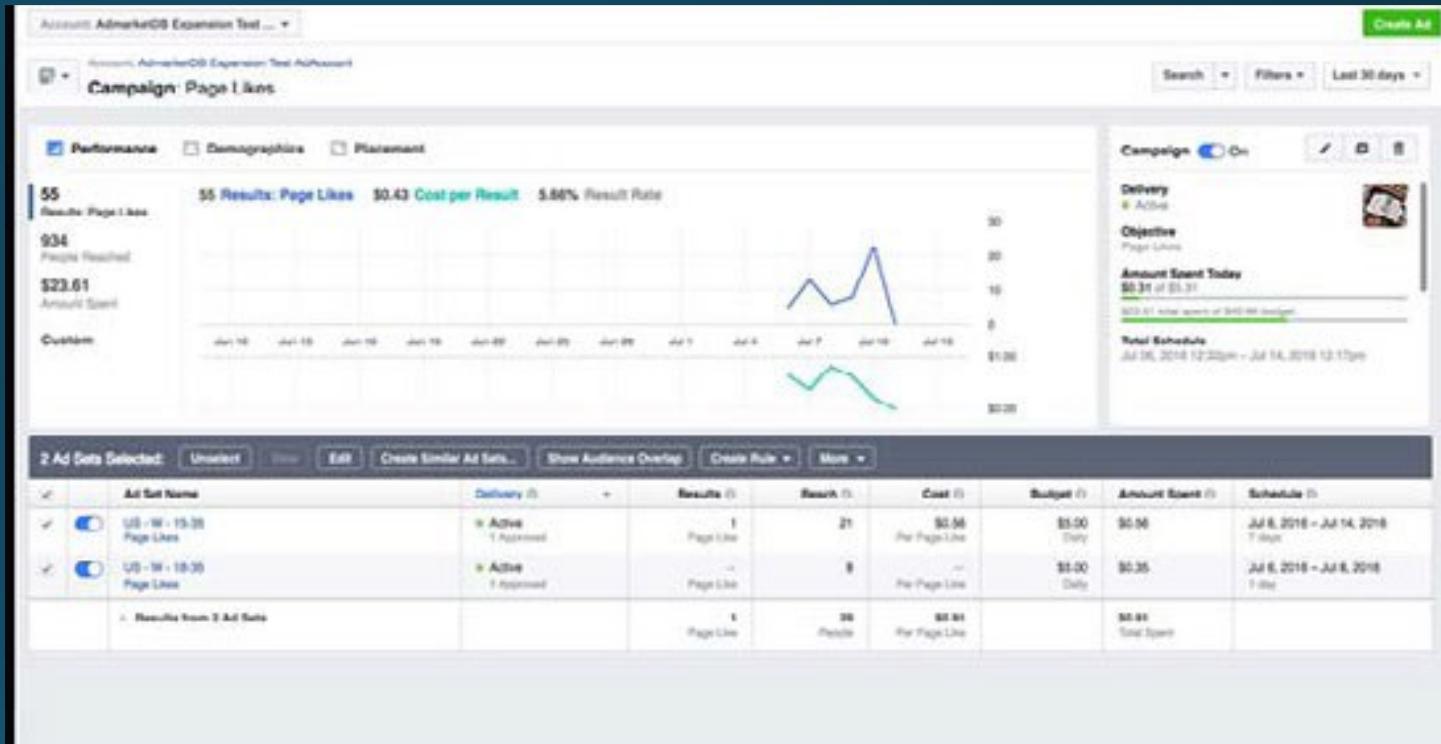
Detailed Targeting ⓘ **INCLUDE** people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)



Why Facebook?

- Facebook's tools for measuring and reporting ads are excellent.
- With Facebook advertising you can clearly see what you have spent and what results it has provided.
- You can report on a range of performance metrics including the number of times your ad was shown, the number of clicks on your ad, and the cost per click you received.

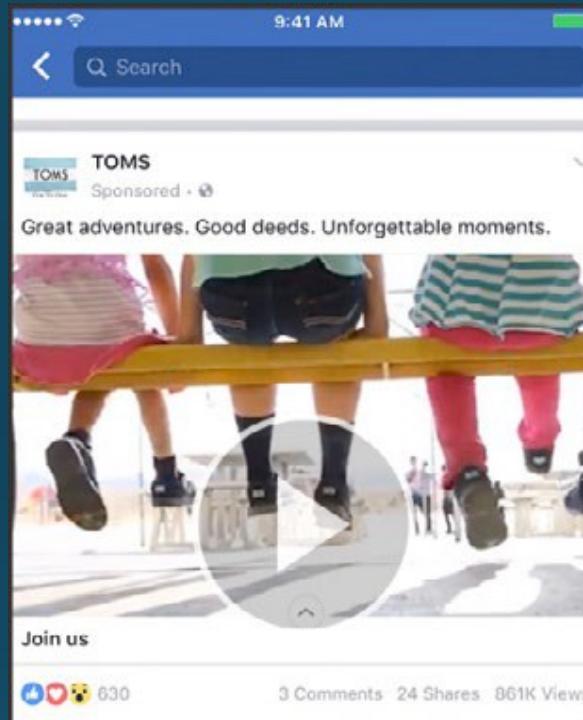


FB Marketing: Set clear objectives

- **Brand Awareness:** Increase awareness for your brand by reaching people who are more likely to be interested in it.
- **Reach:** Show your ad to the maximum number of people.
- **Traffic:** Send more people to a destination on or off Facebook.
- **Engagement:** Get more people to see and engage with your post or page. Engagement can include comments, shares, likes, event responses, and offer claims. You can chose post, page, or event responses.
- **App Installs:** Get more people to install your app.
- **Video Views:** Get more people to view your video content.
- **Messages:** Get more people to have conversations with your business in Messenger to complete purchases, answer questions, or offer support.
- **Lead Generation:** Drive more sales leads, such as email addresses, from people interested in your brand or business.
- **Conversions:** Drive valuable actions on your website or app.
- **Catalog Sales:** Create ads that automatically show products from your product catalog based on your target audience.
- **Store Visits:** Get more people nearby to visit your brick-and mortar locations.

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

FB Marketing: Set clear objectives



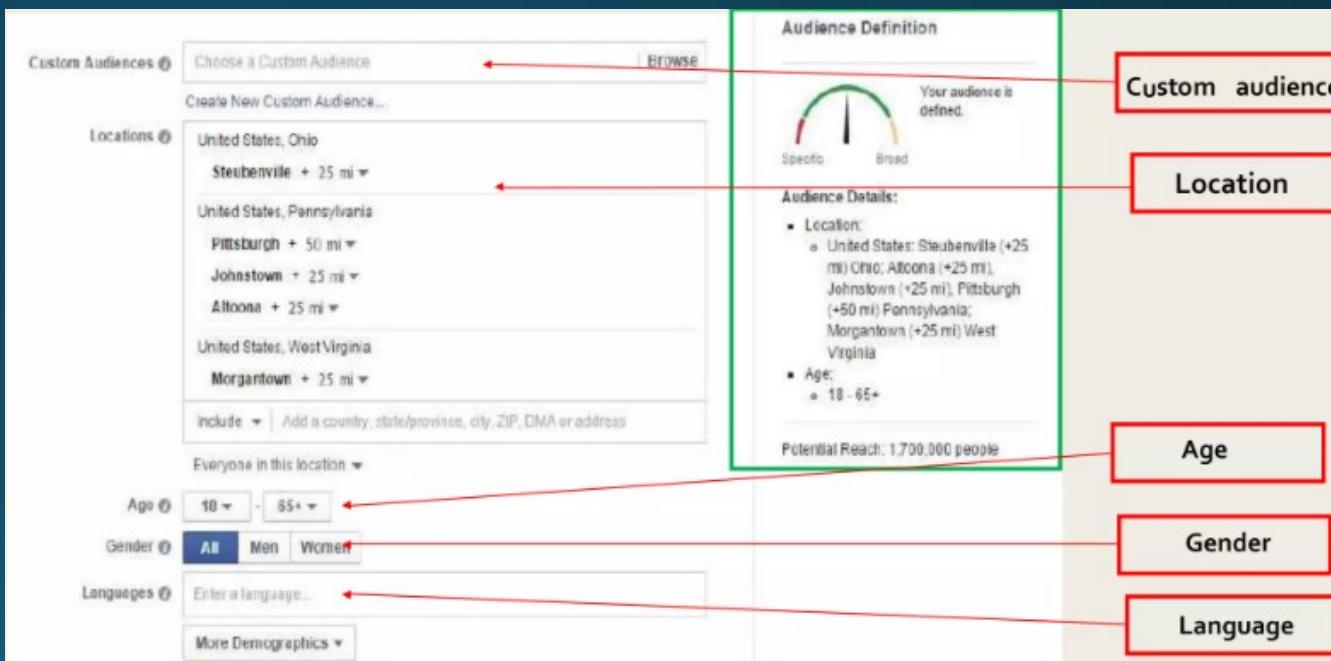
- The ad objective was Brand Awareness.
- The idea was to tell the general public about this organization and what they do.

- The ad objective was Brand Awareness.
- The idea was to have people be inspired by the mission of the company.

- The ad objective was Reach.
- The hope was to reach as many people as possible to share the two minute test.

FB Marketing: Set audience

- Facebook has great tools for helping you target your ads to people who are most likely to view your ads and take action. Depending on the ad objective, you will be guided through electing ways to target your ads. But it's worth thinking ahead about a few things before you get started:
- **Age**: Is there an age range of people you want to target?
- **Gender**: Are you interested in targeting men, women, or both?
- **Location**: Do you want to reach folks in your community or in other parts of the city, state, or country?
- **Demographics**: Will you target people by education level, income, or other information?
- **Languages**: Do you have any specific language speaking people to target?
- **Tailoring Targets**: Do you wish to have marketing mix with these parameters or factors?



FB Marketing: Set audience

location:

age:

gender:

language:

demographic:

interests:

behaviors:

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

▶ Demographics

▶ Interests

▶ Behaviors

▶ More Categories

Connections ⓘ

Save This Audience

Create a Custom Audience

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

Customer File
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

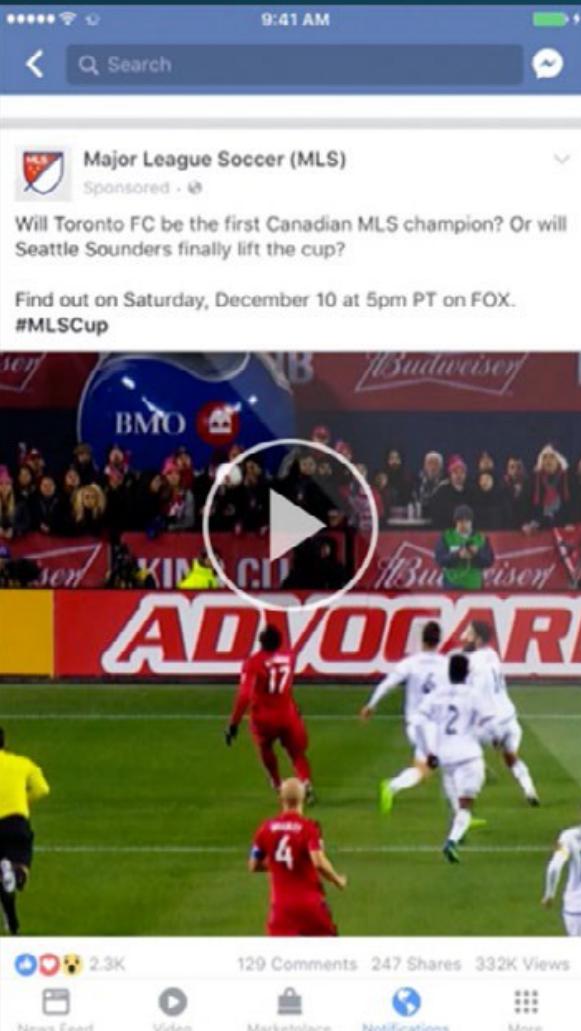
Website Traffic
Create a list of people who visited your website or took specific actions using Facebook Pixel.

App Activity
Create a list of people who launched your app or game, or took specific actions.

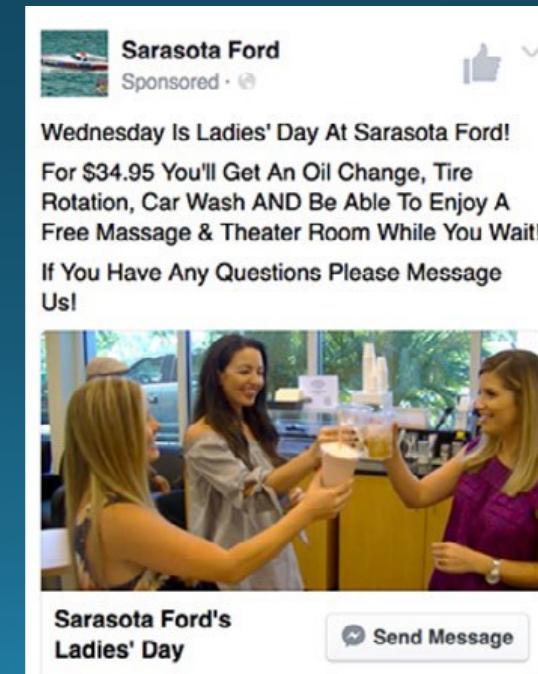
Engagement UPDATED
Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

FB Marketing: Set audience



- **Goal:** Raise brand awareness
- **Gender:** Men and Women
- **Language:** English and Spanish Speakers
- **Interests:** Soccer, Fans of specific MLS teams
- **Demographics:** Parents of kids who play soccer



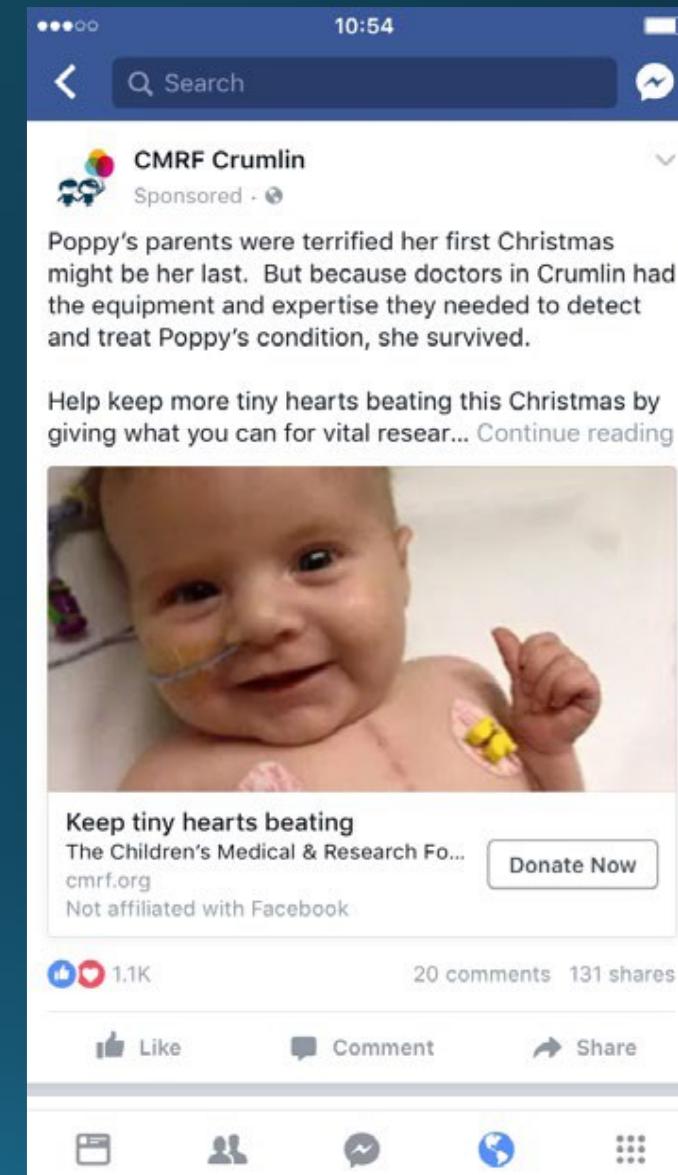
- **Goal:** Increase sales of services and cars using specific promotions
- **Gender:** Men and Women
- **Age:** 30+
- **Location:** Living near dealership
- **Interests:** veterans related groups like Veteran of America,
- **Demographics:** Veterans
- **Behaviors:** Likely to purchase a new or used car

FB Marketing: Set audience



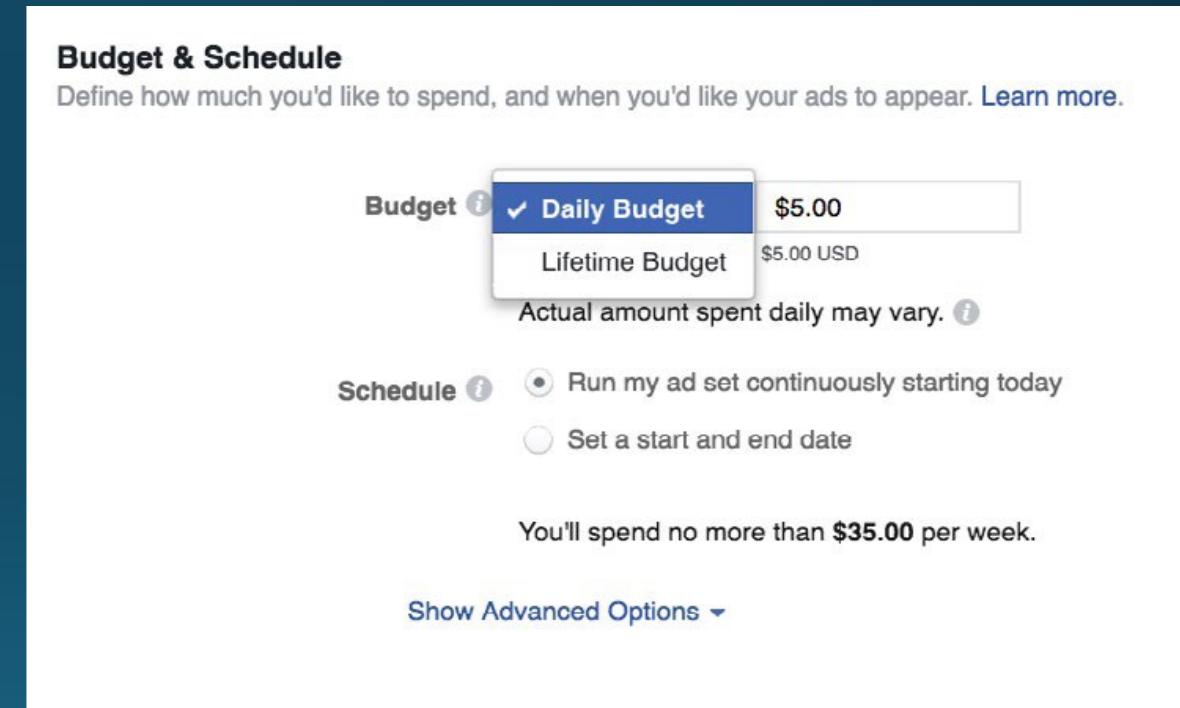
- **Goal:** Increase store visits, increase sales of food and beverages.
- **Gender:** Men and Women
- **Age:** 25-44
- **Location:** Living near stores
- **Interests:** Fast Food, Fast Casual Restaurants
- **Custom Audience Targeted:** Audience who liked their Page.

- **Goal:** Fundraising
- **Gender:** Women
- **Age:** 25-45
- **Custom Audience:** Mothers who had been treated successfully in Crumlin



FB Marketing: Set budget

- When you buy ads on Facebook, there are two ways to set your budget:
- **Daily Budget:** Your ad runs until your maximum budget is met each day, for a prespecified number of days.
- **Lifetime Budget:** Your ad runs continuously until a maximum amount is reached, or the advertising end date arrives.
- A daily budget gives you the most control, since you know exactly how much you're spending each day.
- With a lifetime budget, your spending will vary from day to day.
- Both models can be adjusted or terminated at any time, so as long as you're keeping a close eye, you don't have to worry about unexpected charges.



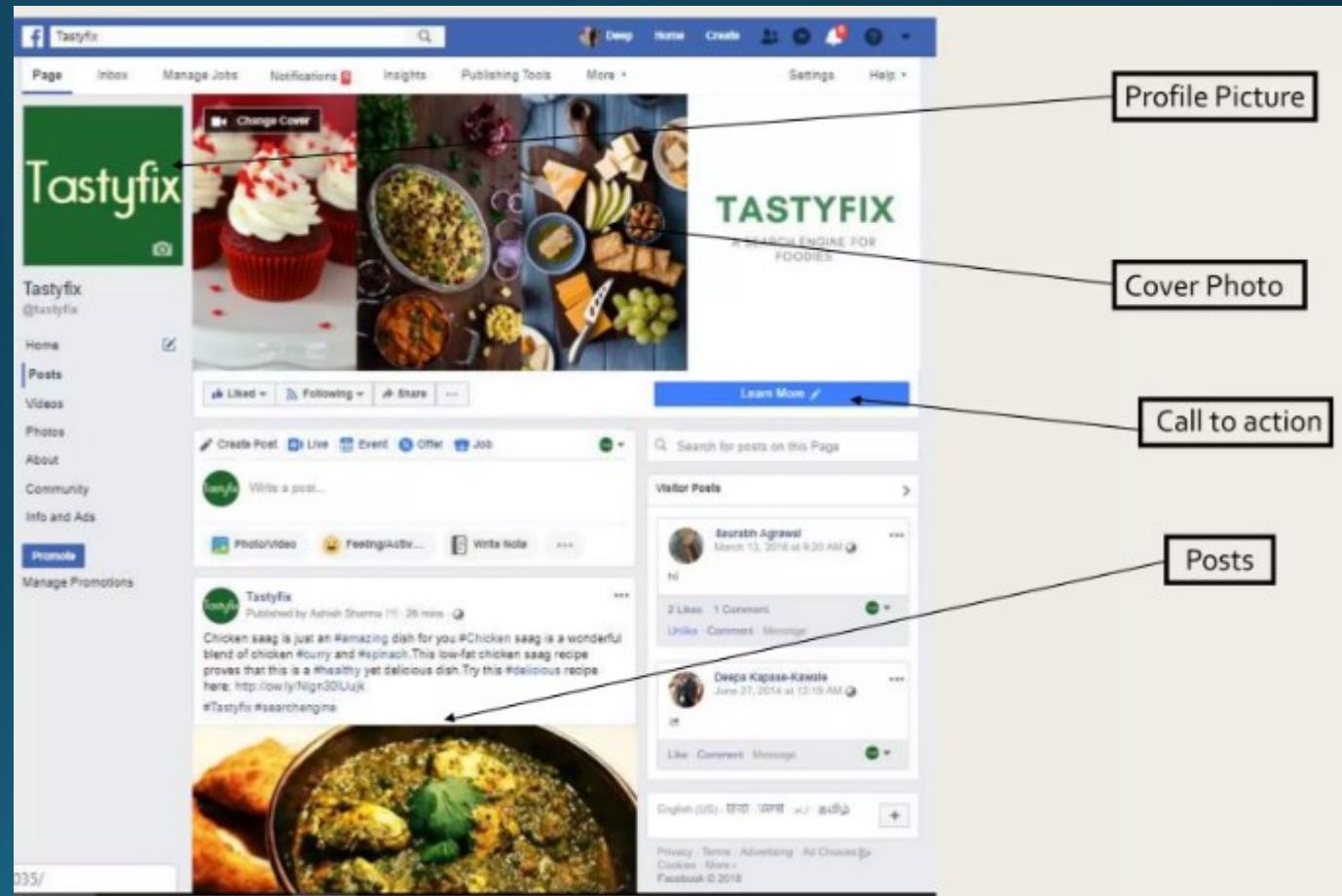
FB Marketing: Decide Right Ad Format

- You'll also want to think about what your ad will look like before you get started with the process of creating it. There are a variety of ad formats you can use:
- **Image**: Use beautiful images to convey your message.
- **Video**: Tell your story with sight, sound, and motion.
- **Carousel**: Show multiple images or videos in a single ad.
- **Slideshow**: Create lightweight video ads to connect with people across connection speeds.
- **Collection**: Tell a story with a single ad that showcases what you are offering.
- **Canvas**: Build a custom, fast-loading mobile advertising experience to tell your story beautifully.



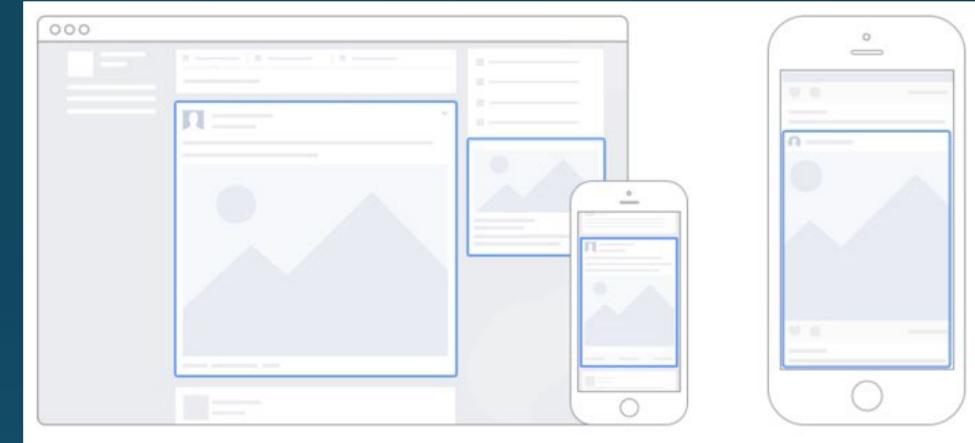
FB Marketing: Using Content as Promote Tool

- Using Facebook Page for business profile, you can use content as promotion tool.
 - Page is just like personal profile but for business profile.
 - Post or contents can be anything text, photo, video or link to another website or article.
 - **The key to Facebook Marketing through Facebook Page is that your post MUST have a Call to Action and it should be tempting based on unique content.**



FB Marketing: Decide the right placement

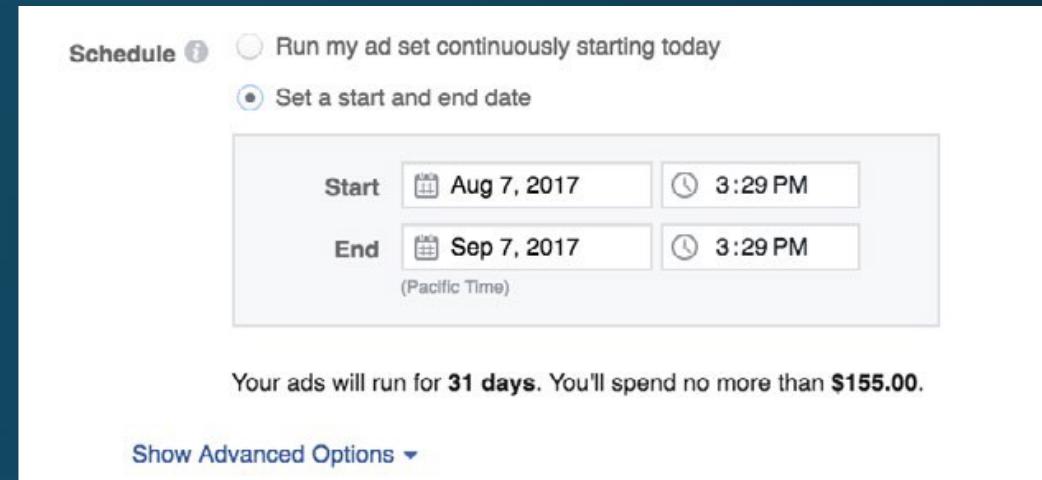
- Through Ads Manager, you can choose to run your ads across the Facebook family of apps and services. This gives the system more flexibility to get your more and better results. The different places your ads are shown are called “placements.”
- The available placements are:
 - **Facebook**
 - Feeds
 - Instant Articles
 - In-Stream Videos
 - Right Column
 - Suggested Videos
 - **Instagram**
 - Feed
 - Stories
 - **Audience Network**
 - Native, Banner, and Interstitial
 - **In-Stream Videos**
 - **Rewarded Videos**
 - **Messenger**
 - Home
 - Sponsored Messages
- There are two approaches to using placements: automatic and manual. Most people will use the automatic placement that allow Facebook to optimize placements across the system.



FB Marketing: Schedule the Ad

• Schedule

- You can choose to have your ad run immediately. Your ad will be eligible to start running after Facebook reviews and approves it. The review process typically takes up to 24 hours, although in some cases it may take longer.
- You can also schedule your ad to start at a specific date and time for a specific period of time.



• Delivery

- There are two pacing options available for ad delivery: lowest cost or target cost. The choice is called "Bid Strategy," and it's made in the "Budget & Schedule" section at the ad set level when creating a Facebook campaign.
- **Lowest cost:** This tells Facebook to bid with the goal of getting you the lowest possible cost per optimization event while also spending your entire budget by the end of the day or your ad set's (or campaign's) lifetime (depending on its budget type—daily or lifetime). You can also set a "bid cap," which tells us the maximum amount we can bid in an auction.
- **Target cost:** This tells Facebook to bid with the goal of achieving an average cost per optimization event as close to your cost target as possible. This strategy is only available when using the following objectives: Lead Generation, App Installs, Conversions, or Catalog Sales.

FB Marketing: Create Ads

- You can use Facebook business platform to create ad or create suitable ad and optimize on FB Business platform to optimize it for Facebook placements.

The screenshot shows the 'Video' section of the Facebook Ad creation tool. It includes fields for uploading a video from your library or camera, and options to 'Upload Video' or 'Browse Library'. Below this, the 'Text' section contains a text input field with the placeholder 'We anodize parts'. A 'Text Specs' section provides recommendations for video formats, resolution, file size, aspect ratio, and duration. The 'Ad Preview' section shows a preview of the ad in the 'Desktop News Feed' format, featuring a large blue 'f' logo.

Video Ad Creation

The screenshot shows the 'Text' section of the Facebook Ad creation tool, where the text 'We anodize parts' has been entered. The 'Cards' section is visible, showing three cards numbered 1, 2, and 3, each with an 'Image' radio button selected. An 'Image' section with a 'Select Image' button is shown. The 'Image Specifications' section provides guidelines for image size (1080 x 1080 pixels) and ratio (1:1). The 'Ad Preview' section shows a preview of the carousel ad in the 'Desktop News Feed' format, displaying three cards with the text 'We anodize parts' and the blue 'f' logo.

Carousel Ad Creation

FB Marketing: Create Ads

- You can use Facebook business platform to create ad or create suitable ad and optimize on FB Business platform to optimize it for Facebook placements.

The screenshot shows the 'Slideshow' section of the Facebook Ad creation interface. It includes a large input field for adding images, a 'Create Slideshow' button, and a 'Use 3 - 10 images to create a slideshow video for your ad' call-to-action message. Below this, there's a 'Text' section with a 'Text' input field containing 'We anodize parts'. A 'Links' section is also present. On the right, there's an 'Ad Preview' for a 'Desktop News Feed' showing a placeholder image of a stack of documents.

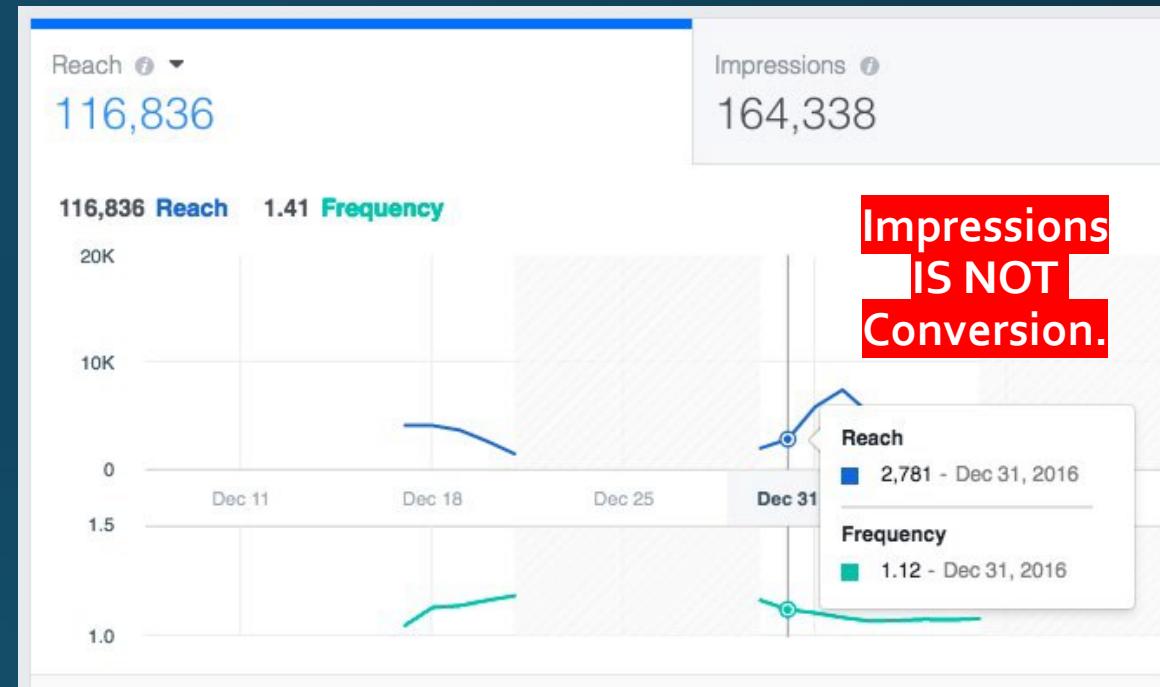
Slideshow Ad Creation

The screenshot shows the 'Create New' section of the Facebook Ad creation interface. It features a 'Start with a Template' section with options like 'Get New Customers', 'Showcase Your Business', and 'Sell Products'. Below this is a 'Use the advanced Canvas builder' section with a 'Links' input field and an 'Ad Preview' for a 'Desktop News Feed' which displays a message stating 'This ad format is not currently supported on desktop news feed'.

Collection Ad Creation

FB Marketing: Manage & Measure Performances

- Ads Manager shows you how your advertising is helping you achieve your business goal.
- You can analyze your campaign results and learn more about your audience, your product sales, your campaign's reach, and much more. With this data, you can make more informed decisions when building your campaigns and ultimately improve your results.



Spend: Spend tells you if you need to shift your budget from one ad or campaign to another, or raise or lower the spend of an effective or underperforming ad. Its better to combine Cost Per Action metric with Spend.

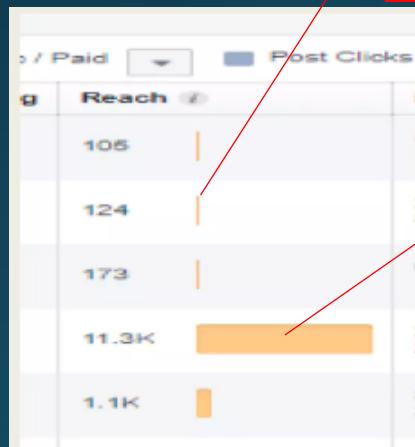
Frequency: Frequency is the average number of times your audience sees your ad. It's related to reach and the number of impressions your ad has had. Seeing ads more times is not necessarily good if they keep on seeing but ignoring. Hence, engagement is critical for conversion.

Engagement: The number of conversions made through the impressions.

FB Marketing: Manage & Measure Performances

- There are two ways to think about costs:
 - **Cost per Click (CPC)** is the cost for 1 click on your ad.
 - **Cost per 1,000 Impressions (CPM)** is the cost for 1000 impressions/views of your ad.
- If your goal is to get people to take a certain action—such as getting people to click on your website— you should select CPC. This is because Facebook will show your ad to people who are more likely to complete that action.
- If you want a lot of people to view your ad, choose CPM but keep in mind that your ad may get shown to more people overall, but not necessarily those who will follow your link or “Like” your Page.

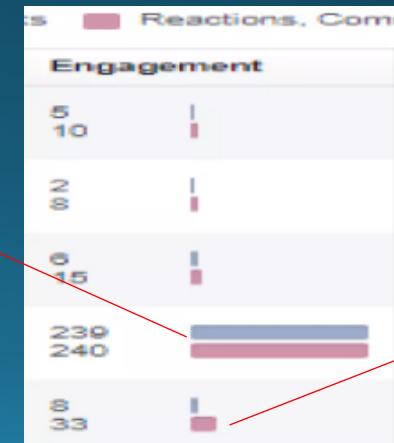
09/21/2018 11:58 am	#Creative_food_art #Kiwi_Fairy #Food_creativity #Fruit_art Visit			11.3K		239		240		Boost Post
09/21/2018 11:12 am	Classic red velvet cupcakes with #cream cheese frosting are			1.1K		8		33		Boost Post
09/21/2018 11:11 am	This lemon chicken #piccata is a delicious and #easy to			1.1K		12		44		Boost Post
09/21/2018 11:10 am	Chicken milano is a #delicious pasta and #chicken dish with			1.5K		11		26		Boost Post
09/20/2018 11:41 am	These chocolate lava #cupcakes are always a favorite			2.1K		19		39		Boost Post
09/20/2018 11:40 am	This tuna sandwich is a family #favourite sandwich. This			1.7K		26		43		Boost Post
09/20/2018 11:38 am	Gyros is a #Greek dish made of meat, traditionally pork, chicken,			2K		17		64		Boost Post
09/20/2018 10:06 am	There are many super healthy probiotic foods available in			478		4		4		Boost Post
09/19/2018 11:02 am	Meatball soup is a quick, healthy and easy to make			901		9		21		Boost Post



Good Reach; Good Engagement
Worthy conversion

Reach vs Impressions vs Engagements

Reach just shows how many audiences the ad reaches up to; but engagement shows how many of these audiences traced to conversion.

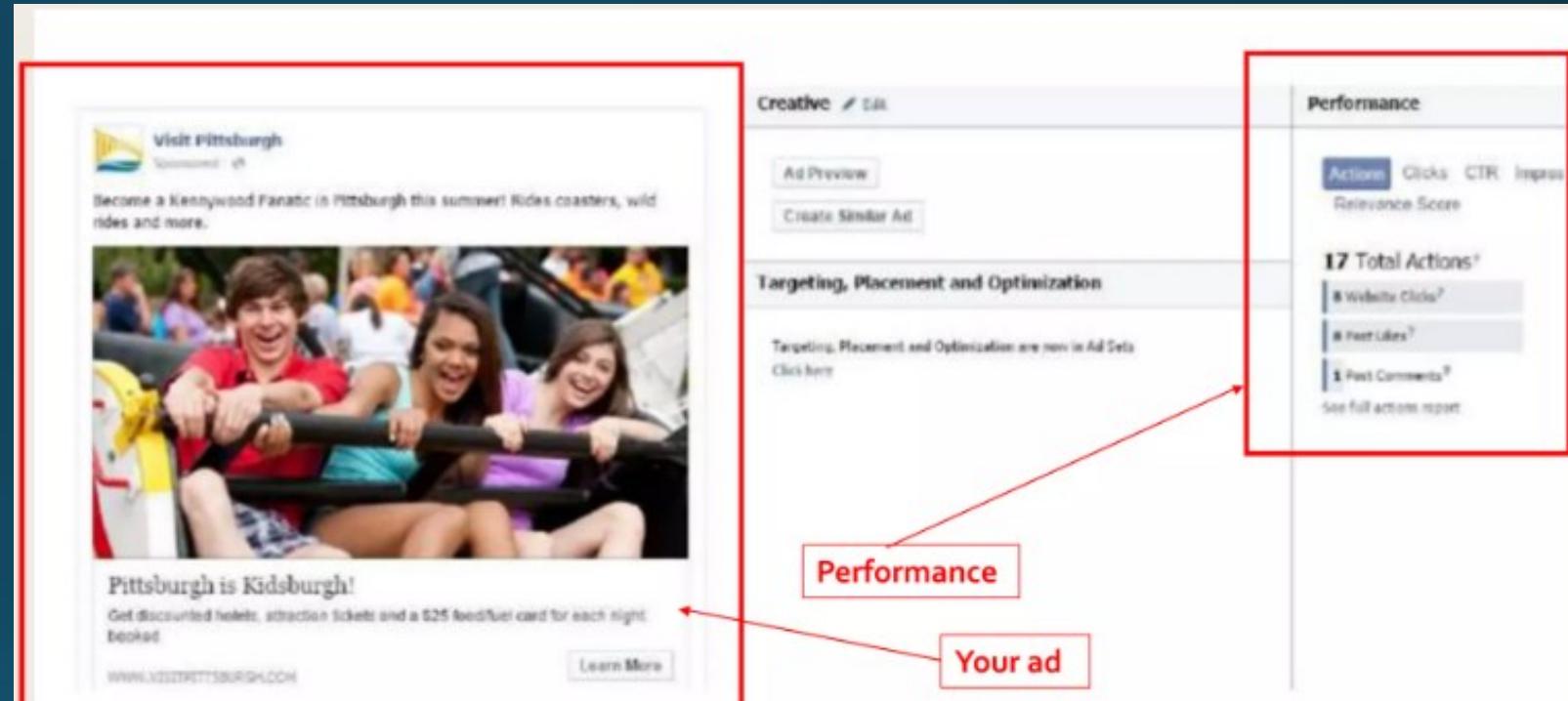


Good Reach; No
Engagement
Discontinue

FB Marketing: Manage & Measure Performances

- **Boost vs Ads**

- Boost is useful when you see a quick or immediate (within 24 hours) flurry of high engagement.
- Boost is intended when you are giving your audience those information **that they want to hear**.
- **Caution:** Do not do this all the time. Otherwise, you are forcing your message to audience that they doesn't want to hear it.



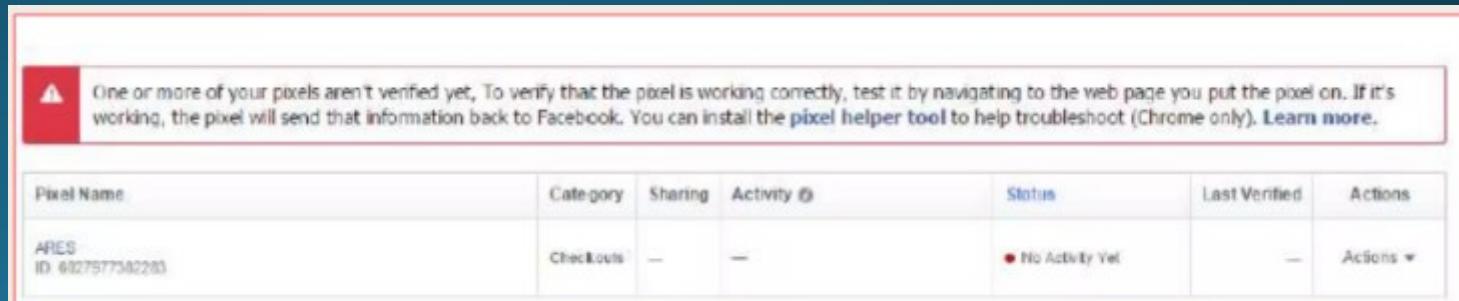
- Ads are useful and relevant instance to push your message on your tone to your fan base.
- Ads are very handy on managing specific target audience to convert to effective engagement and call for action.

FB Marketing: Facebook Retargeting

- Facebook also provides you with a pixel or code to be placed on your website by your web development team to:
 - *Retarget those people who visited your site in the last X days.*
 - *Retarget people who have visited a specific page on your site.*
- Pixel is same for every page, but you can have FB track specific pages.

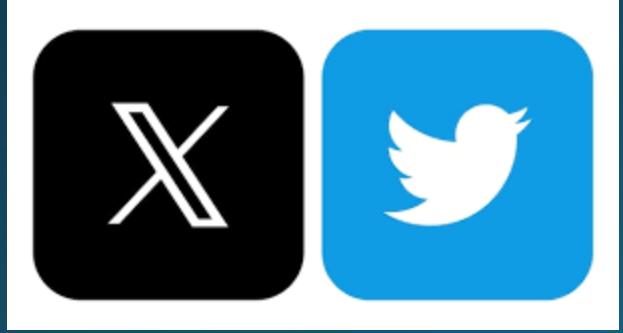
- Facebook also facilitate tracking the people that not only click on your ad, but go all the way through and complete transaction (whether it be purchase an item, register for event etc)
- These tracker pixels needs to be placed on the tank you pages of your websites so that it keeps track till last step.

```
<head>
  <!-- Facebook Pixel Code -->
  <script>
    !function(f,b,e,v,n,t,s){if(f.fbq) return;n=f.fbq=function(){n.push(arguments)};if(!n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement('script'),s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t=document,'script','https://connect.facebook.net/en_US/fbevents.js');t.src=v;s.parentNode.insertBefore(t,s);fbq('init', '1310708455674922'); // Insert your pixel ID here
    fbq('track', 'PageView');
  </script>
  <noscript></noscript>
  <!-- DO NOT MODIFY -->
  <!-- End Facebook Pixel Code -->
</head>
<script>fbq('track', '<EVENT_NAME>');</script>
```



The screenshot shows a table with a single row of data. The first column contains a red warning icon. The second column contains the text: "One or more of your pixels aren't verified yet. To verify that the pixel is working correctly, test it by navigating to the web page you put the pixel on. If it's working, the pixel will send that information back to Facebook. You can install the pixel helper tool to help troubleshoot (Chrome only). Learn more." The third column is a table with the following data:

Pixel Name	Category	Sharing	Activity	Status	Last Verified	Actions
ARES ID: 4627577582283	Checkouts	—	—	● No Activity Yet	—	Actions ▾



Marketing

Why Twitter/X?

Twitter's audience is sophisticated, savvy, and ready to take action:

64%

are early adopters

53%

are more likely to influence purchases

84.8%

made an online purchase in the past month.

Data of Dec 2023

Twitter Ads were 40% higher than other digital channels –

and for every dollar spent in advertising, Twitter delivered an average \$2.70 ROI.



Promoted videos proved to be **20% more effective** than other ad formats.

University of Manchester

On Twitter Analytics:

"Our Twitter Ads campaigns have typically outperformed all of our other digital campaigns and have generally exceeded our expectations. We've found video view campaigns particularly effective on Twitter, with average view rates over 50% and a low average cost-per-view."

Alistair Beech, Senior Social Media Coordinator, University of Manchester

The University of Manchester @OfficialUoM

Dissertation? Completed it mate. You can feel the #WednesdayWisdom coming off these students.

A grid of small photographs showing various students in academic attire, some holding diplomas or papers, and others standing outdoors on campus.

23 May 2018

Twitter Marketing: Set campaign goals



Followers campaigns grow an engaged audience

What you pay for: New followers who converted through your ads. You are not charged to the follows from people who found and followed you organically.



Website clicks or conversions campaigns bring people to your website

What you pay for: The number of link clicks on your ads. You are not charged for organic traffic from logged-in Twitter users.



App re-engagement campaigns get returning users to open or update your app

What you pay for: App link clicks. You are not charged for organic app activity from logged-in Twitter users.



Quick Promote puts a single Tweet in front of as many people as possible

What you pay for: Every thousand impressions (CPM). An "impression" is when a Tweet fully loads on someone's timeline and they see it. If 9,999 people see the Promoted Tweet then you would be charged nine times, not 10. You are not charged for any interactions with the Tweet (likes, Retweets, detail expands, etc.).



Tweet engagements campaigns start conversations and attract more engagement

What you pay for: Initial engagements (replies, likes, Quote Tweets, and Retweets) on Promoted Tweets. You're not charged for the organic engagements that follow. (So don't be shy on replying to customers as much as you want.) You are not charged for engagement on your non-Promoted Tweets.



Awareness campaigns put your Tweets in front of as many people as possible

What you pay for: Every thousand impressions (CPM). An "impression" is when a Tweet fully loads on someone's timeline and they see it. If 9,999 people see the Promoted Tweet then you would be charged nine times, not 10. You are not charged for any interactions with the Tweet (likes, Retweets, detail expands, etc.).



Video views campaigns get a larger audience to see your video.

What you pay for: The number of video views on your Promoted Videos. You are not charged for organic video views or any click-throughs. Pre-roll and in-stream video campaigns are also available. Many advertisers find our video products to yield their most successful campaigns.



Tweet engagements campaigns start conversations and attract more engagement

What you pay for: Initial engagements (replies, likes, Quote Tweets, and Retweets) on Promoted Tweets. You're not charged for the organic engagements that follow. (So don't be shy on replying to customers as much as you want.) You are not charged for engagement on your non-Promoted Tweets.



Tweet engagements campaigns start conversations and attract more engagement

What you pay for: Initial engagements (replies, likes, Quote Tweets, and Retweets) on Promoted Tweets. You're not charged for the organic engagements that follow. (So don't be shy on replying to customers as much as you want.) You are not charged for engagement on your non-Promoted Tweets.



App installs campaigns get new people to download your app

What you pay for: App installs. You are not charged for organic app activity from logged-in Twitter users.

Twitter Marketing: Set Audiences

- **Language targeting:** Reach people who understand a specific language.
- **Event targeting:** Target the events that best fit your audience.
- **Gender targeting:** Target your message to males or females.
- **Interest targeting:** Serve up your campaign to users whose interests align with your business, products, or message.
- **Follower targeting:** Target the followers of relevant accounts to reach people who are likely to be interested in your content.
- **Device targeting:** Target users based on the specific mobile device they use to access Twitter.
- **Behavior targeting:** Reach high-intent audiences on Twitter based on shopping and spending patterns.
- **Tailored Audiences targeting:** Tailored Audiences uses your own CRM lists to reach specific groups of users on Twitter.
- **Keyword targeting:** Act on signals of intent by delivering timely messages to users based on what they've recently Tweeted or engaged with in Tweets.
- **Geography targeting:** Connect with a global audience or narrow the reach of your campaign to a specific country, region, or even town.
- **Conversation targeting:** Quickly reach audiences based on the conversations they're actively participating in on Twitter. Choose between over ten thousand conversation topics across 25 categories, such as sports, lifestyle, video games, books, and more.

Twitter Marketing: Do and Don't

Do

- 1** Make it easy to remember — and spell. Don't leave room for possible typos, which will make your Tweet undiscoverable.
- 2** Be realistic. Don't expect people to start using your brand slogan in their Tweets if it doesn't fit naturally.
- 3** Do your research. Check and see what hashtags people are already using when talking about your brand, and capitalize on those. Also, make sure to check if your desired hashtag is already being used. If so, ask yourself if it's still relevant to your brand.
- 4** Give people a reason to use your hashtag. Whether it's an actual prize or just recognition in the form of a Retweet, your audience will respond better when it's a mutually beneficial relationship.
- 5** Partner with influencers. Influencers can help gain exposure and visibility for your hashtag.

Don't

- 1** Over hashtag. One to two relevant hashtags per Tweet is the sweet spot.
- 2** Expect your brand slogan to translate to a hashtag. A hashtag is meant to be inclusive, shareable, and discoverable. If it doesn't organically fit within a Tweet, it'll fall flat.
- 3** Expect people to use your hashtag without a reason or incentive. The best hashtags have the ability to draw people in and invoke curiosity to explore and join in on the conversation.
- 4** Neglect to educate on what it is and how to use it. Make sure you're clearly communicating the hashtag and more importantly, why someone would want to include it in their own Tweet.

Tweets with hashtags gained 100% more engagements than Tweets without them. Including 1-2 hashtags works the best — more than that and the engagement begins to decline again.

Writing effective Twitter Ads copy

It's also important to focus on writing ad copy that converts. By testing out different ad copy you'll uncover what resonates with your audience. Here are five copy techniques that will help you write effective Ads copy.

Emphasize urgency

Give people a reason to take immediate action. Maybe your offer is only available for a short time, or your supply is limited. Try using phrases like "sign up now" or "low stock."

Discount by the %

We see more people click on Tweets that express discounts as percentages instead of a dollar amount. 20% off just sounds like more than \$5 off, doesn't it?

People love "free"

A lot marketing programs focus on getting people to make a purchase. However, if you're focused on gathering leads, try promoting your complimentary resources and ebooks. If you're offering something free, celebrate it.

Ask a question

Asking a question helps people feel like they're part of a conversation and can compel them to click through.

Avoid distracting hashtags

Hashtags link to all the other mentions of that phrase and are useful if you're focused on engagement. But don't let them distract from your call-to-action.

Twitter Marketing: Design your ad

Promoted video

Keep the formula simple. Promoted Video lets you promote a video from a brand's Twitter account. The video autoplays when shown in a person's timeline. For example, Subway used Promoted Video to promote its signature wrap, upping both its sandwich game and its video marketing creativity. Promoted Video is our most proven video ad solution, and drives brand metrics and sales. Stick to this tried-and-true ad format, or take it a step further and use the features below to achieve specific goals.

Video Website Cards

After watching your video, get your audience to take action. Video Website Cards drive mobile viewers to your website. Choose for them to learn more, complete an action, or something else entirely. Dairy Queen inspired customers to treat themselves to the Blizzard Treat of the Month and visit the website to find a store location nearby. Video Website Cards

Conversational Video Ads

Spark a conversation; share excitement. Twitter's Conversational Ad unit pulls consumers in so they can connect with your brand more deeply. Disney encouraged "Beauty and the Beast" fans to celebrate love by Tweeting to receive a valentine message by a star from the cast.

Promoted Tweet Carousel

Turn on the spotlight for your best videos. The Promoted Tweet Carousel lets you curate your videos and showcase them to your audience in one experience – without leaving the timeline. The Country Music Association (CMA) used the Promoted Tweet Carousel to promote #CMAFest and share highlights from its talent.

Promote your mobile app and get more downloads

Target a mobile audience likely to install or engage with your app. With Tweets optimized for the mobile marketplace, people will be able to install or open your app directly from their timelines.

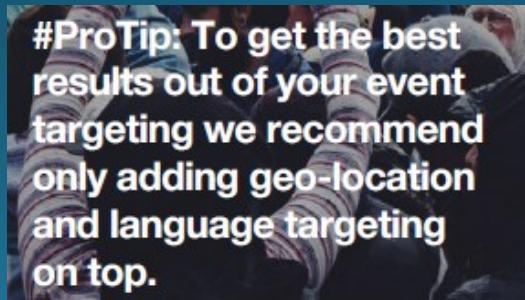
Follow the trends to help you connect with audiences

- Build buzz with recurring hashtags
- Use Twitter for social selling
- Create visual strategy
- Promote interaction with your audience

Engage audiences by Tweeting during live events and using Events Targeting

[Get the #details](#)

[target an event in a campaign:](#)



Making the most of In-Stream Ads

[Target the right content category](#)

[Go big on branding](#)

[Go visual — without sound](#)

[Don't be afraid to run multiple video ads](#)

Twitter Marketing: Measure the impact

1



Audience insights

Want to know what your followers are interested in, their professions, and what they're purchasing? Look no further than the [audience insights dashboard](#).

Here you'll essentially find an online profile of your follower make up, including:

- Interests
- Occupation
- Gender
- Education
- Marital status
- Buying style

2



Comparison data

All the information available on your followers is also available for all of Twitter, as well as select audience groups. You can compare your followers with different personas, demographics, interests, and consumer behaviors to see how your brand measures up.

3



Tweet impressions

Under the Tweets section, you can find a list of all your Tweets and the number of impressions. You can see individual Tweet performance, as well as recent months or a 28-day overview of cumulative impressions. Capitalize on this information by repurposing Tweets that gained the most impressions, or creating Tweets on a similar subject. You can also use the cumulative overview to compare monthly activity. What did you do differently in a month with higher impressions? Did you Tweet more frequently? Take a look and see how you can recreate months that earned you high impressions.

4



Tweet engagements and engagement rate

Similar to impressions, the Tweets section also shows your Tweets engagement (or the number of interactions your Tweet has received) as well as the engagement rate, which is engagements divided by impressions. If your Tweets are receiving little engagement, you may want to rethink your subject matter and format. For instance, you may want to [add photo or video to your content mix](#), which tends to generate more engagement.

5



Follower growth

In the Followers dashboard, you can track how your following has increased over the last 30 days, and also how many new followers you've received per day. If you notice a particular day either gained or lost you several followers, be sure to check what you Tweeted that day to try and determine the cause. You can also consider running a [Followers campaign](#) to gain engaged new followers.

6



Event and trending topic data

Discover upcoming holidays, events, and recurring trends, and find out who's Tweeting about them. This is great way to find potential new content ideas, and conversations to join in on.

7



Video content performance

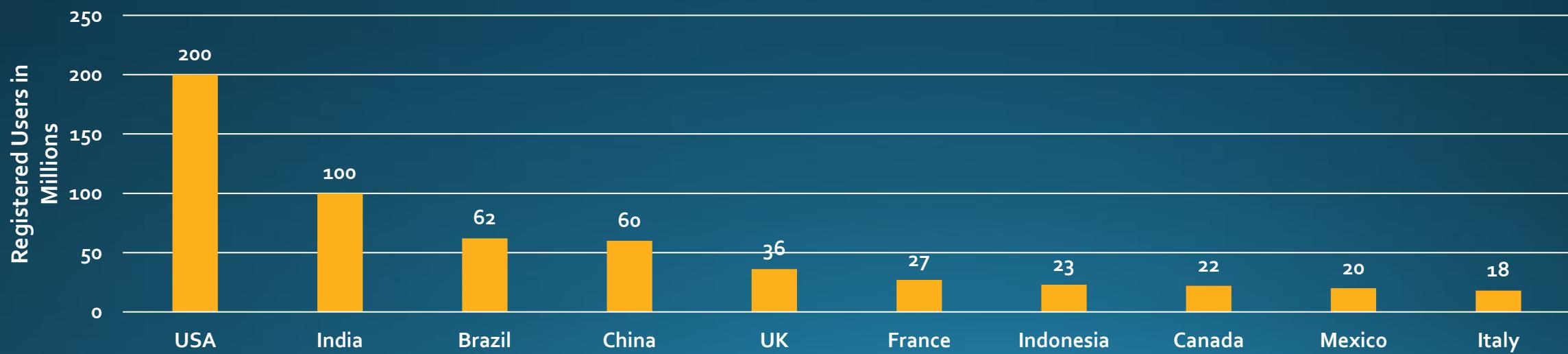
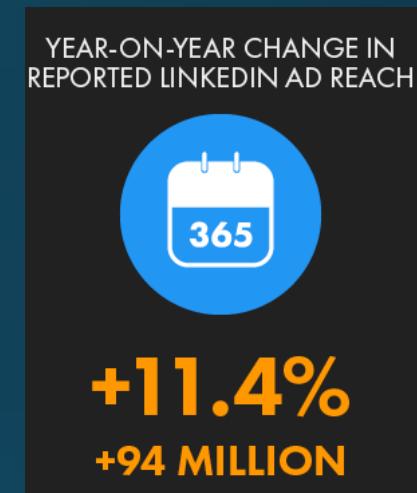
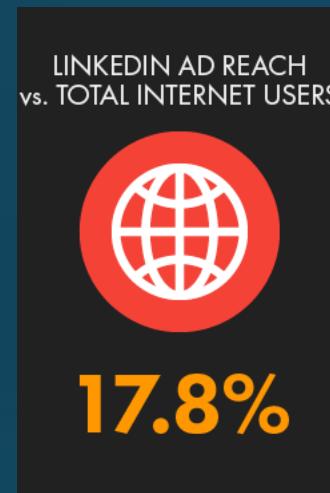
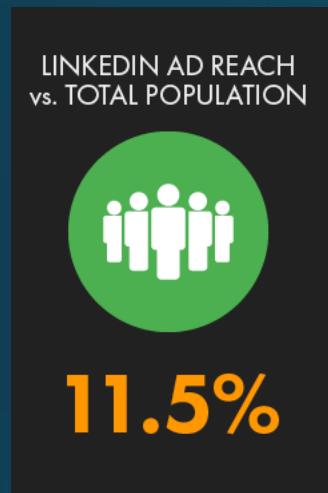
If you're using video as part of your [content strategy](#), you can track your video views, as well see a bigger picture of how people are responding to your videos. For instance, are they watching it to completion?

If you want to fine tune your Twitter strategy, spending some time understanding your Twitter analytics is a great place to start.

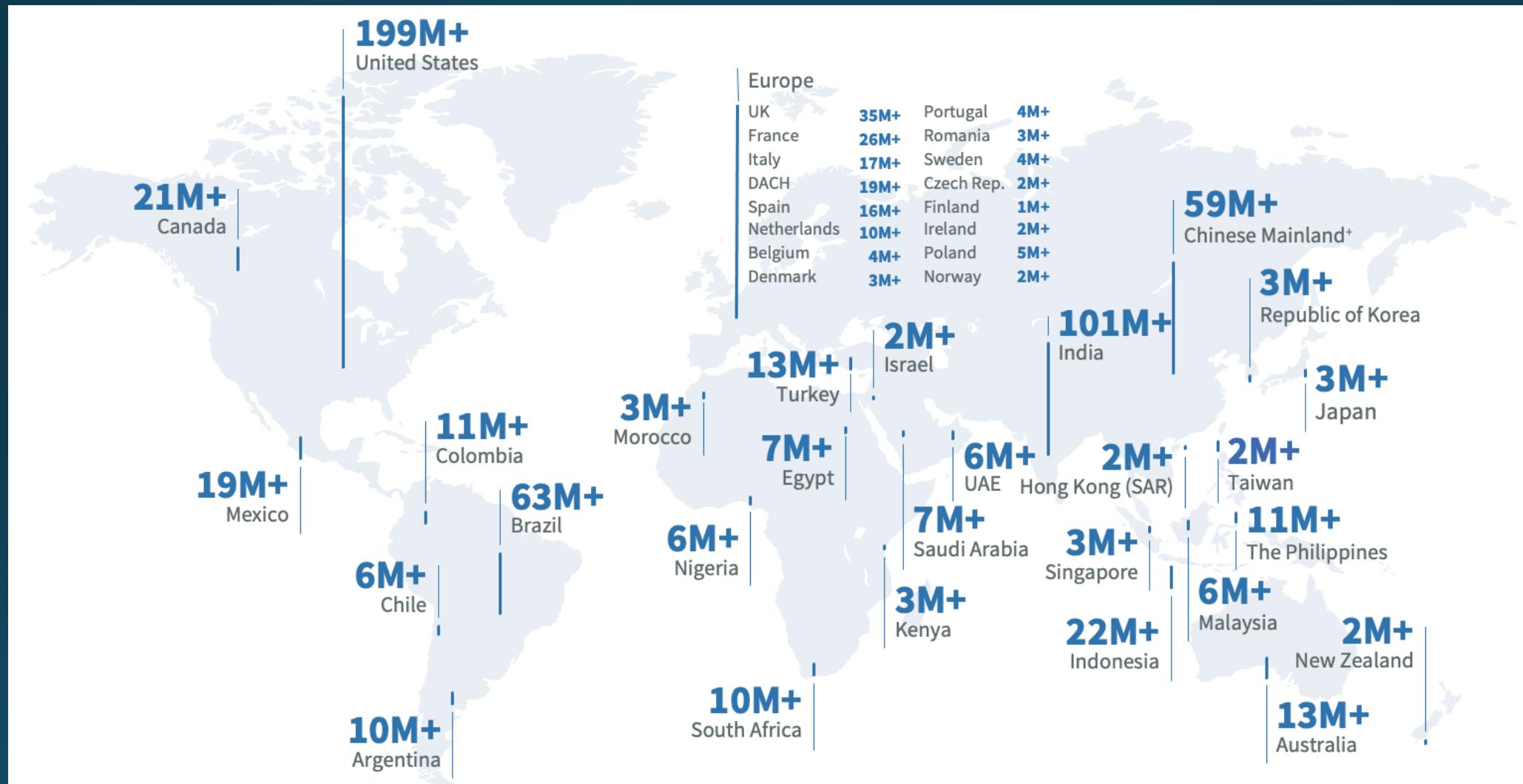


LinkedIn Marketing

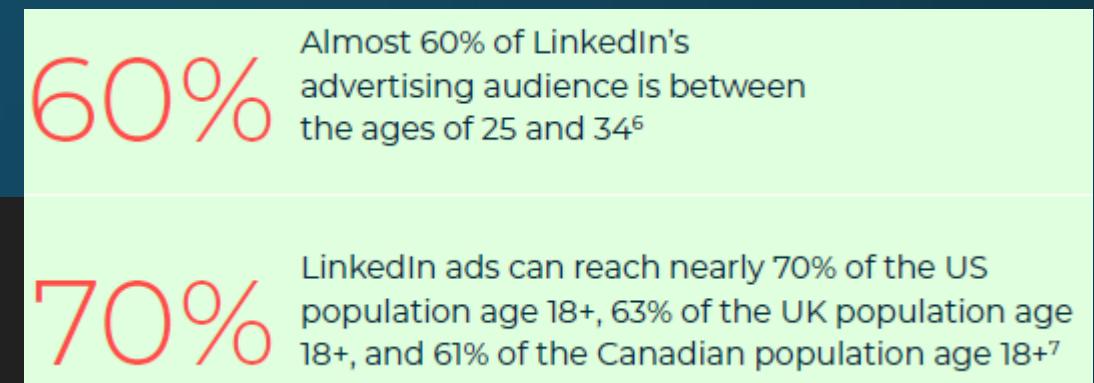
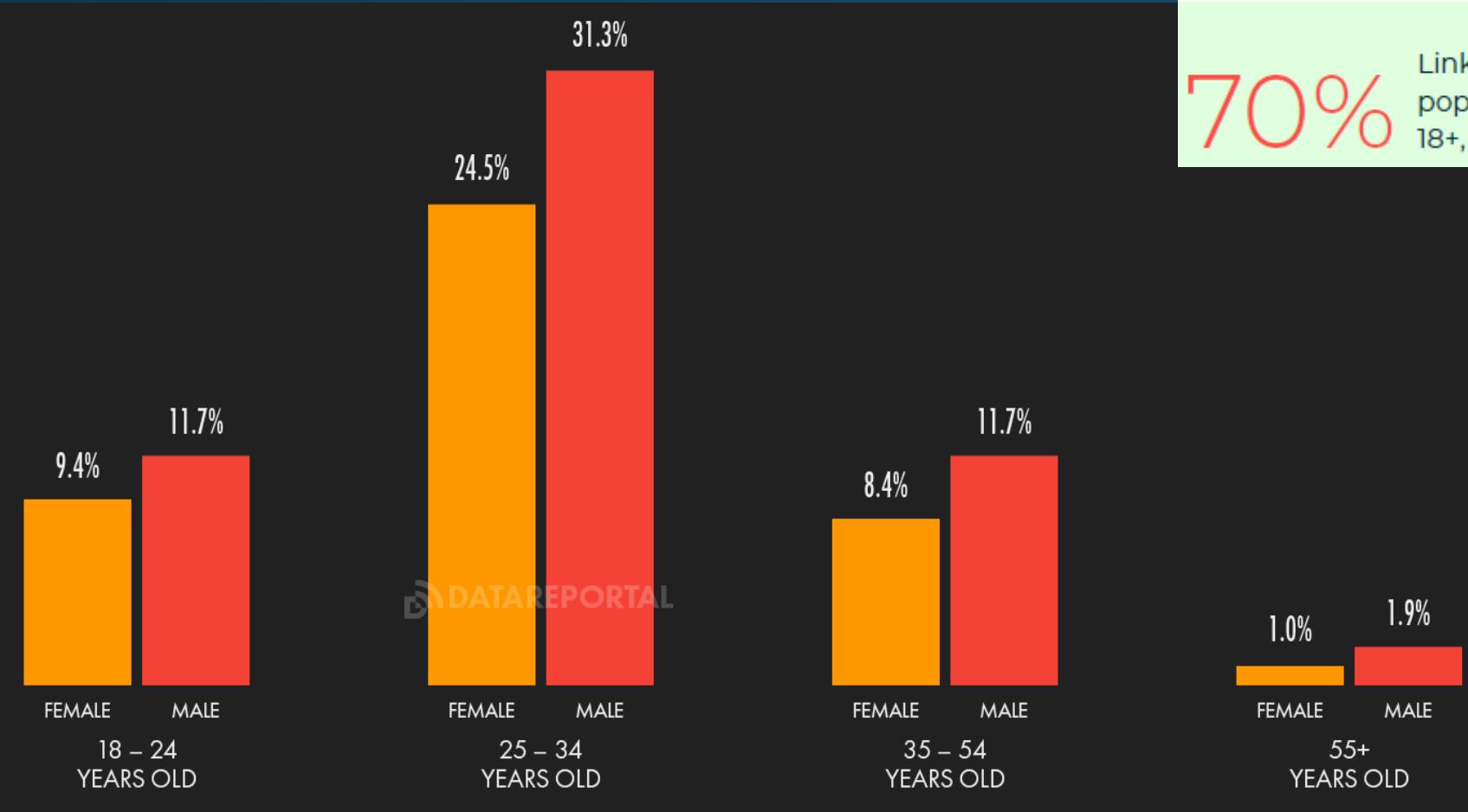
Why LinkedIn?



Why LinkedIn?



Why LinkedIn?



LinkedIn Marketing: Create Business Page

Add brand assets and relevant information including

- Logo and cover image
- Website
- Location

Company pages with logos and all information filled get 6x more visits than others

Page Content Suggestions Career Pages Analytics Activity 3 Inbox Admin tools

The screenshot shows a LinkedIn Business Page for 'Golden Phase'. The page features a cover photo of a snowy mountain peak above clouds. The profile picture is a blue square with a white bird logo. The page name is 'Golden Phase', described as 'Marketing and Advertising - San Francisco, USA - 12 followers'. The bio states: 'We are a leading marketing firm interested in helping you take your branding to the next level'. Below the bio are 'Message' and 'Request Demo' buttons. To the right of the main content area are several sidebar sections: 'Communities', 'Hashtags' (with #marketinglife, #goldenphase, and #goldeninnovations), 'See what people are saying about Golden Phase', 'Affiliated pages' (listing 'Golden Media' with 29 employees and 34 connections), and 'Featured groups' (listing 'Zooming in Marketing' with 291 members and 10 connections). On the left, there's a 'Manage' sidebar with 'Updates' selected, showing a dashboard with metrics for the last 7 days: 36 Clicks (▲ 3.4%), 1,304 Visitors (▲ 8.7%), 2,536 Update impressions (▲ 12.1%), and 2,536 Followers (▲ 12.1%). A central post from 'Golden Phase' on April 4, 2018, titled 'Designing the future', includes a photo of a leather tool belt and hammer on a rock.

Golden Phase
Marketing and Advertising · San Francisco, USA · 12 followers
We are a leading marketing firm interested in helping you take your branding to the next level

Message Request Demo

Manage Updates About

Dashboard

Last 7 days

36	▲ 3.4%
Clicks:	Request demo button
1,304	▲ 8.7%
Visitors	
2,536	▲ 12.1%
Update impressions	
2,536	▲ 12.1%
Followers	

Start a post

Updates

Sort by: Top

Posted by Alice Walker • 4/4/2018 • Sponsor now Pinned

Golden Phase
Designing the future
2d

Time to get started and working on your next brand redesign! Here is how Golden Phase can help you get to work!

3 Likes • 1 Comment

Like Comment Share

Organic Reach: 3,234 Impressions Show stats

Communities

Hashtags

#marketinglife 636 followers
#goldenphase 543 followers
#goldeninnovations 404 followers

See what people are saying about Golden Phase

Affiliated pages

Golden Media Subsidiary 29 employees 34 connections

Featured groups

Zooming in Marketing 291 members 10 connections

LinkedIn Marketing: Humanize your brand

Link employee profiles to your page - Connecting to employees will expand your page's viral reach and personalize your brand. To do so, ask your teams to link their work experience back to your page, if they haven't already.

Company pages with complete filled employee listings get 71.28% more engagements than others.

The image displays various LinkedIn features to demonstrate how to humanize a brand. It includes a profile picture of Dylan Patel, a company page for 'Golden Phase', and a comment section from a user named Hubbard Friedman.

You Rock At Coding - Let FixDex bring you the job offers. It's free, and no commitment required.

Share an article, photo, video or idea

Write an article Image Video Post

Sort by: Recommended

Susan Luker commented on this

Helen Bradley
Managing Director at Philosophy Science
3 min · Public

Yesterday, I received a LinkedIn message from a complete stranger. It said "Can you help me get an HR position?" That's it. No introduction. No attempt at interacting. Just an immediate request. I'm all for getting to the point, but we approa... see more

Golden Phase
Marketing and Advertising · San Francisco, CA

We are a leading marketing firm interested in helping you take your branding to the next level.

53 connections work here. See all 64 employees →

See jobs Following 34 followers

Hubbard Friedman Software Engineer at WellsFargo
8 min · Public

When asked if Hubb users should expect any big alterations, Friedman answered that Microsoft is "buying GitHub because [it] likes GitHub" and intended approach like this point, but we approach like this he approach like this he probably...

2 Likes

Like Comment Share

LinkedIn Marketing: Create Organic Contents

- **Content Share** – Recommended Content types:
 - Company news
 - Industry articles
 - Thought-leadership pieces
 - Poll followers with questions
 - Videos, photos, links to content
- **Trendy Content Suggestion**: LinkedIn also offers Content Suggestion Feature by filtering for audience, industry, location, and different demography.
- **LinkedIn Page sharing**: LinkedIn also encourages sharing posts from employees, partners, and clients or by creating a new pages based on trendy or company/domain specific contents.

Posting everyday is recommended as it is seen effective way to attract and engage followers.

The image shows two screenshots of the LinkedIn interface. The top screenshot displays the 'Trending content for last 7 days' section, allowing users to filter by topic like Recruitment, Human resources, Branding, Automation, and Virtual reality. It lists three trending posts: 'Is Silicon Valley creating more jobs?' (Marketing and Advertising), 'Automation is taking over' (Automation), and 'You're Stupid If You Don't Get Scared': When Buck Goes from par... (Human resources). The bottom screenshot shows a 'Share' dialog for a post by 'Golden Phase' featuring 'Rose Reynolds'. The dialog includes fields for sharing to feed, a message area, and a signature section with a quote from Rose Reynolds.

LinkedIn Marketing: Create Click to Action button

- Just like Facebook, click to action button allows visitors to take the targeted actions that you have planned achieve with marketing objectives and drive them where you want them most.
- Click to Action button options include:
 - Visit website
 - Contact us
 - Learn more
 - Sign up
 - Register

Edit page details

Header

Select buttons to display on your page

Custom button

Add a custom button to drive business actions through your LinkedIn page

On

Buttons

Choose a button *

Contact us

About

Page details

Locations

Hashtags

Affiliated pages

Featured groups

Manage languages

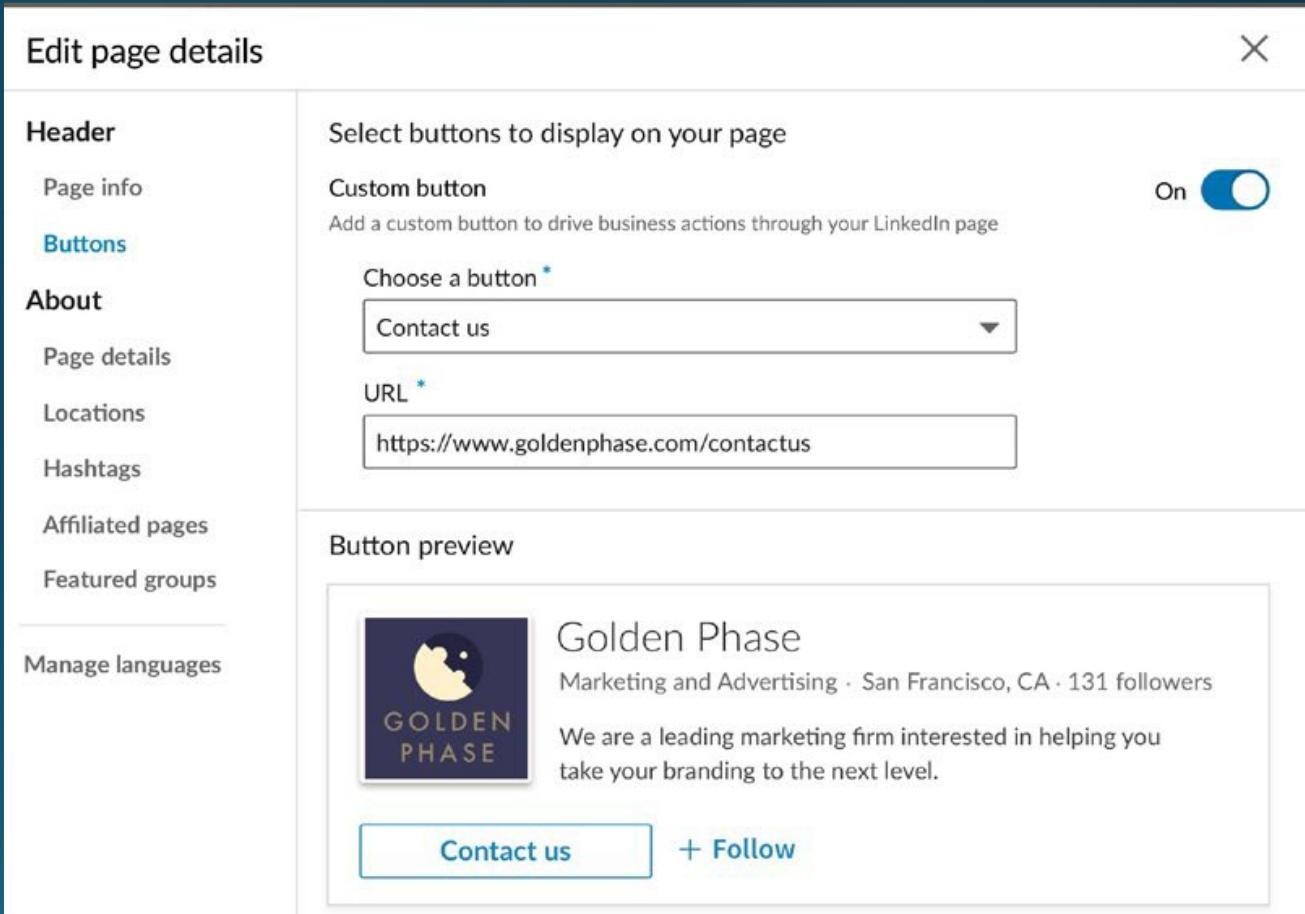
Button preview

Golden Phase

Marketing and Advertising · San Francisco, CA · 131 followers

We are a leading marketing firm interested in helping you take your branding to the next level.

Contact us + Follow



LinkedIn Marketing: Engage with users

One-time

- Add the LinkedIn “Follow” button to your website.
- Invite connections to follow your Page.
(Feature coming April '19)
- Link to your Page in your email signatures, newsletters, and blogs.

Daily

- Review your Page analytics to see what content resonates most with your audience.
- Post content daily to prove your consistent value to followers.

Weekly

- Cross promote your Page on your other social channels.
- Use the Notify Employees post setting to encourage employees to engage with key posts. (Coming April '19)
- @ mention other organizations or individuals, and ask them to re-share your posts.

Monthly

- Research your competitors’ content to identify new tactics or opportunities.
- Switch up the hashtags in your Communities panel and engage in their feeds.



Leverage Content Suggestions. Discover what’s trending with your target audience.

Re-share your Page’s best @mentions. From employees, executives, or key customers.

Include video in your posts. Keep them short, raw, and authentic.

Share Powerpoints and PDFs. Use them to show your brand’s culture and values.

Ask questions to spark conversation. Contests work well, too.

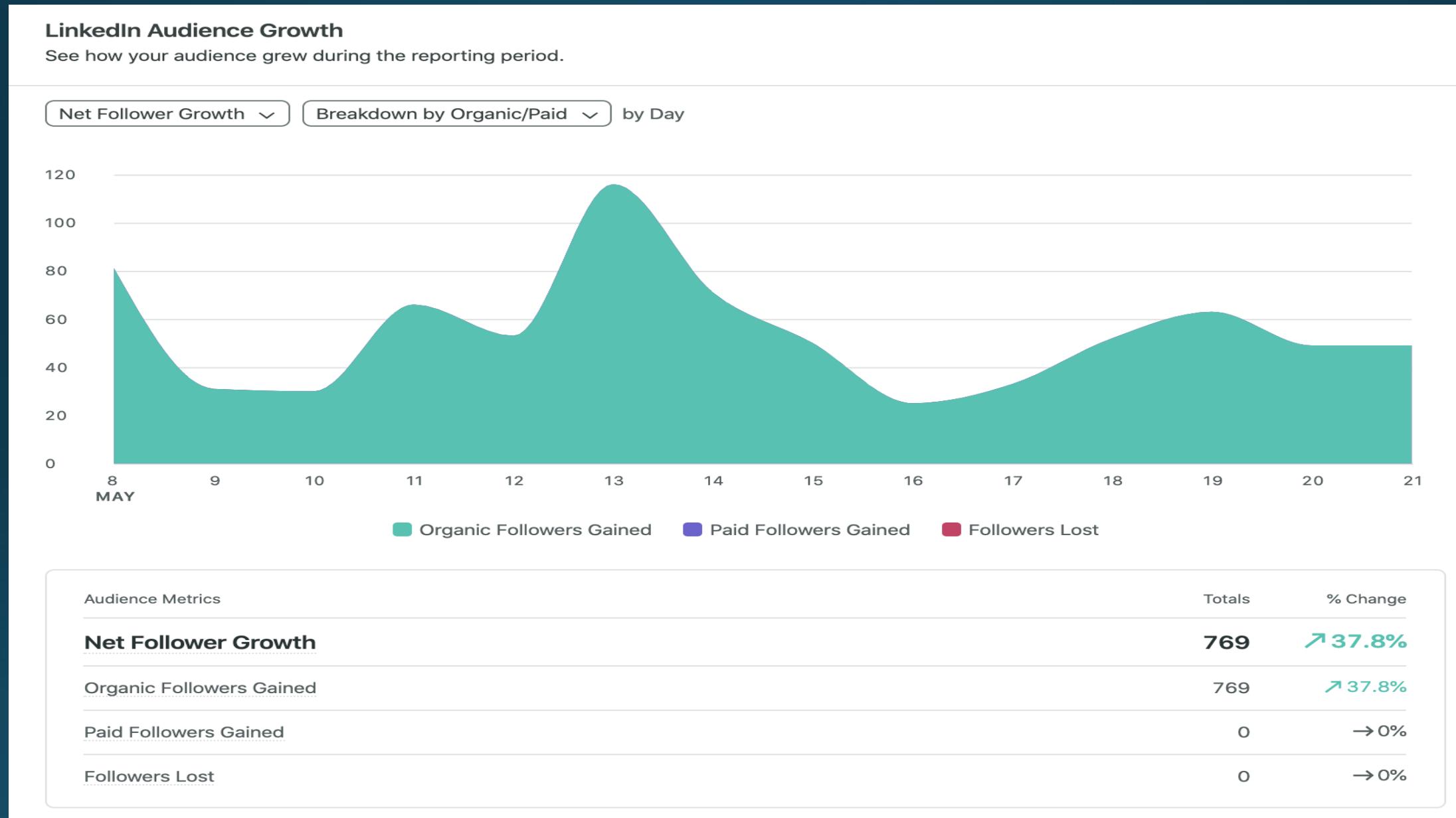
Create a monthly content calendar. Do this at the beginning of each month.

Use the 3-2-1 model. Post 3 pieces of industry content, 2 pieces of “proud” content, and 1 piece of product-related content weekly.

Schedule your posts ahead of time. Use a platform like HootSuite to do so once a month.

Engagement Content Suggestions

LinkedIn Marketing: Observe, Analyze and Optimize



LinkedIn Marketing: Observe, Analyze and Optimize



LinkedIn Marketing: Observe, Analyze and Optimize

Paid Performance Summary

View your key paid campaign performance metrics from the reporting period.

Total Spend

\$8,184 ↗57.5%

Impressions

1,563,213 ↗51.4%

CPM

\$5.24 ↗4%

Engagements

8,827 ↗39.9%

CPE

\$0.93 ↗12.5%

Clicks

7,842 ↗32.9%

CPC

\$1.04 ↗18.5%

Web Conversions

42 ↗100%

CPCon

\$194.85 ↘21.3%

LinkedIn Marketing: Observe, Analyze and Optimize

- **Total followers:** The total number of users following your company page.
- **Organic followers:** The number of followers you gained without spending money on advertising.
- **Sponsored followers:** The number of followers you gained through advertising.
- **Follower trends:** Track the number of new followers within any given date range.
- **Follower demographics:** You can filter this data by location, seniority, industry, company size and job function.

Demographics can be used to create more targeted content that resonates with followers.

LinkedIn Audience Demographics

Review your follower demographics as of the last day of the reporting period.

Audience By Seniority Level

Senior	13,829
Entry-level	10,637
Director	3,881
Manager	2,991
Owner	1,320
Vice President (VP)	1,246
Chief X Officer (CXO)	989
Training	378
Partner	233
Unpaid	40

Audience Top Job Functions

Marketing	8,444
Sales	4,426
Business Development	4,365
Media & Communications	2,805
Operations	1,681
Engineering	1,557
Human Resources	1,293
Information Technology	1,277
Arts and Design	1,222
Support	1,068

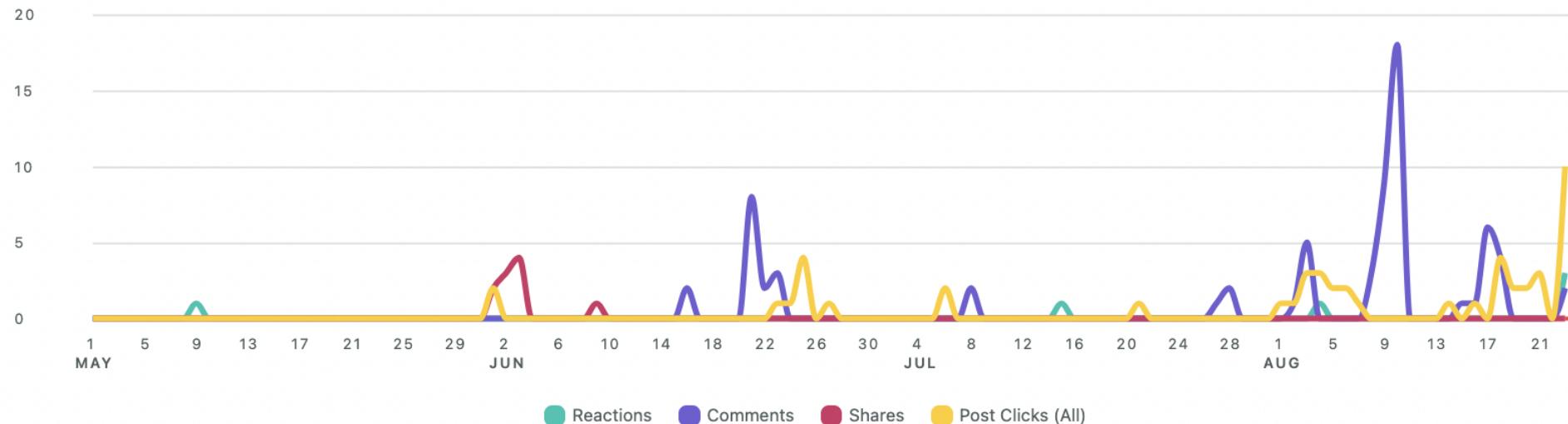
Visitor / Audience/ Follower Metrics

LinkedIn Marketing: Observe, Analyze and Optimize

Engagement

See how people are engaging with your posts during the reporting period.

Engagements ▼ Comparison by Engagement Type ▼ by Day



Engagement Metrics

Engagement Metrics	Totals	% Change
Total Engagements	134	↗ 436%
Reactions	6	↗ 200%
Comments	70	↗ 1,066.7%
Shares	10	↗ 900%
Post Clicks (All)	48	↗ 200%

LinkedIn Marketing: Engagement Metrics

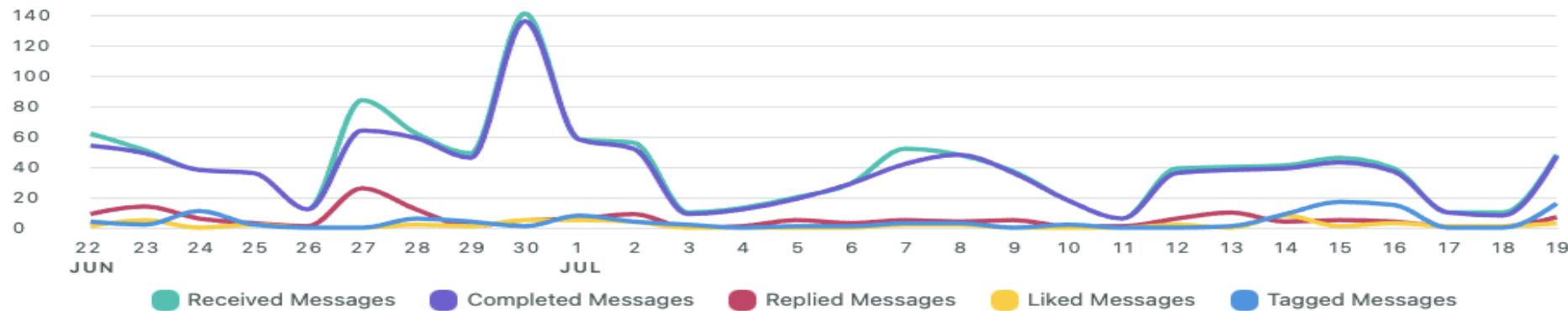
- **Impressions:** The number of times your post was shown to LinkedIn users.
- **Average daily impressions per page:** The average times a user sees any content linked to your page each day during the reporting period.
- **Video views:** The number of times your video content was watched by users.
- **Reactions:** The number of people who reacted to your post.
- **Comments:** The total number of comments on your post.
- **Post clicks:** The number of times users clicked on links, media, the “more” icon or your organization’s page from your post during a certain time.
- **Shares:** The number of times your post was shared by LinkedIn users.
- **CTR:** The click-through rate (CTR) is a percentage of the number of clicks divided by the number of impressions on a post.
- **Follows:** The total number of Follow clicks on your sponsored content.
- **LinkedIn engagement rate:** LinkedIn calculates the engagement rate using a standard formula: Clicks + Likes + Comments + Shares + Follows/Impressions
- **Total engagements:** The number of interactions users had with your post throughout its lifetime, including likes, comments, shares and clicks.

LinkedIn Marketing: Observe, Analyze and Optimize

Inbox Volume

View total volume of received messages and inbox actions over the reporting period.

Breakdown by Inbox Action ▾ by Day



Action Stats

Inbox Performance Metrics

	Totals	% Change
Total Received Messages	1,155	↗ 11.9%
Total Actioned Messages	1,084	↗ 10.5%
Completed Messages	1,081	↗ 10.2%
Replied Messages	155	↗ 59.8%
Liked Messages	48	↘ 20%
Tagged Messages	112	↗ 62.3%
Action Rate	93.9%	↘ 1.3%

LinkedIn Marketing: Observe, Analyze and Optimize

LinkedIn Pages Performance Summary

Impressions

17.5k ↗ 7%

Engagements

775 ↗ 43%

Post Clicks

224 ↗ 51%

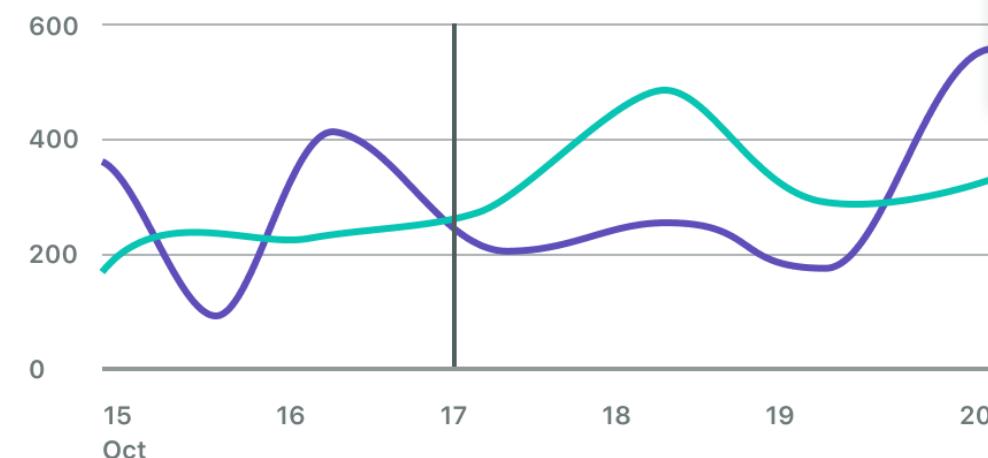
Engagement Rate

15% ↗ 9.2%

Growth Stats

Audience Growth

Net Follower Growth Breakdown, by Day



Monday, Oct 17, 2022 UTC

■ Followers 275

■ Net Follower Growth 221

LinkedIn Marketing: Observe, Analyze and Optimize

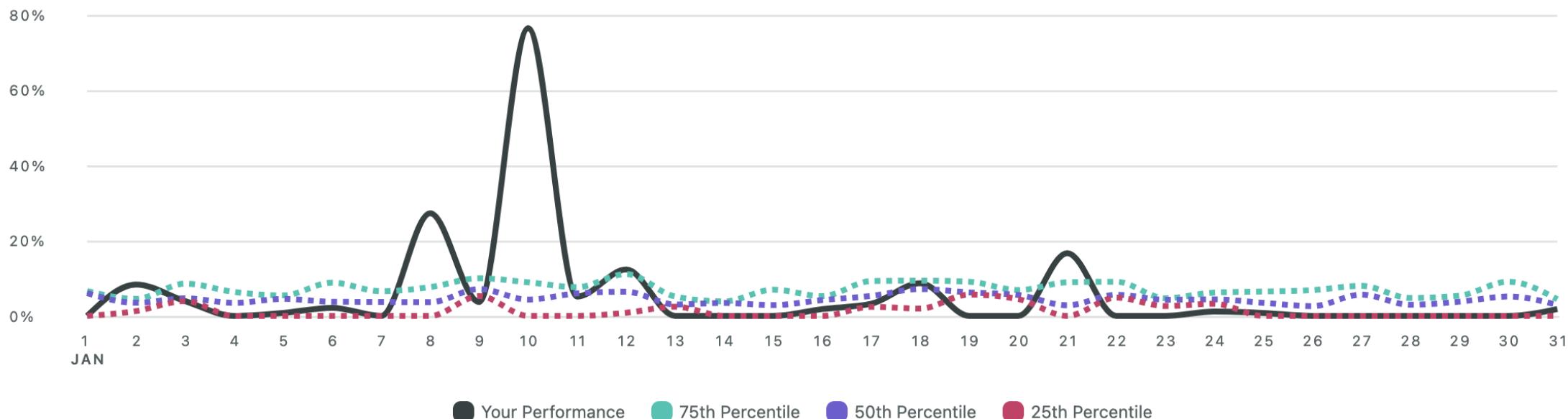
[Overview](#)[Benchmarking Beta](#)[Demographics](#)[Pages](#)

Explore our Benchmarking Beta! Benchmarking can help you see where you stand within the context of overall network performance. [Show me how](#)

Network Benchmarks

See how your profiles' performance compares to all other profiles connected to Sprout.

Engagement Rate (per Impression) by Day compared to Network Benchmarks



Network Benchmark Analysis

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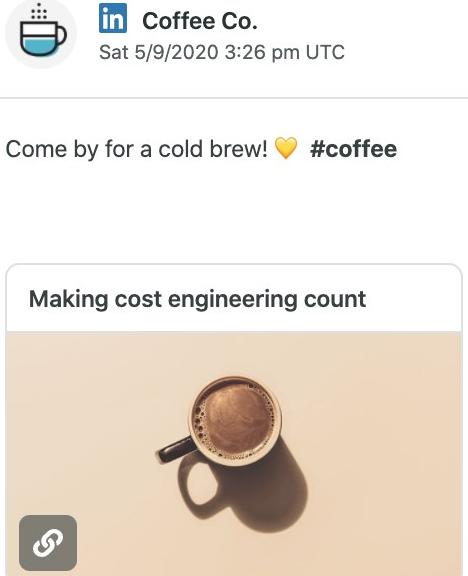
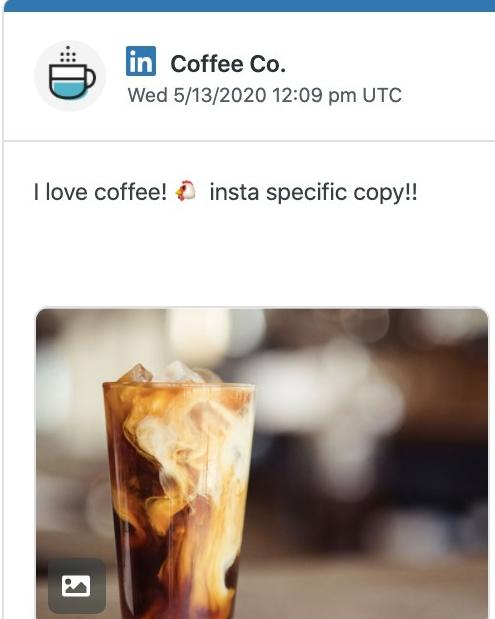
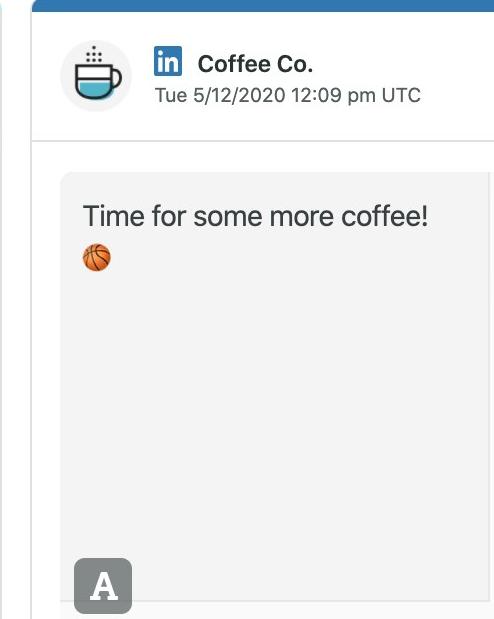
Paid Performance Analysis

LinkedIn Marketing: Observe, Analyze and Optimize

LinkedIn Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements ▾

Post	Date	Engagements
 <p>Come by for a cold brew! 🍃 #coffee Making cost engineering count</p> <p>A</p>	Sat 5/9/2020 3:26 pm UTC	187
 <p>I love coffee! ☕️ insta specific copy!!</p> <p>B</p>	Wed 5/13/2020 12:09 pm UTC	161
 <p>Time for some more coffee!</p> <p>C</p>	Tue 5/12/2020 12:09 pm UTC	157

Total Engagements

Reactions	82
Comments	0
Shares	11
Post Clicks (All)	94

Total Engagements

Reactions	53
Comments	0
Shares	8
Post Clicks (All)	100

Total Engagements

Reactions	44
Comments	24
Shares	0
Post Clicks (All)	89

Top Posts Ranking

LinkedIn Marketing: Observe, Analyze and Optimize

<https://business.linkedin.com/marketing-solutions/conversion-tracking>

<https://business.linkedin.com/marketing-solutions/audience-insights>

Google + Marketing

Why Google +?

- Google made several experimentations with different ways for Google Plus activity to influence their search results.
- Google launched it in 2011 and discontinued in early 2019.
- It was designed to be bridging social media platform having role on both Search Engine Optimization as well as Social Media Optimization.

Users: At its peak, Google+ had about 395 million monthly active users.

Demographics: In 2013, Google+ users were about 60% male and 25% female. In 2011, early adopters were mostly male (71.24%) and aged 25–34.

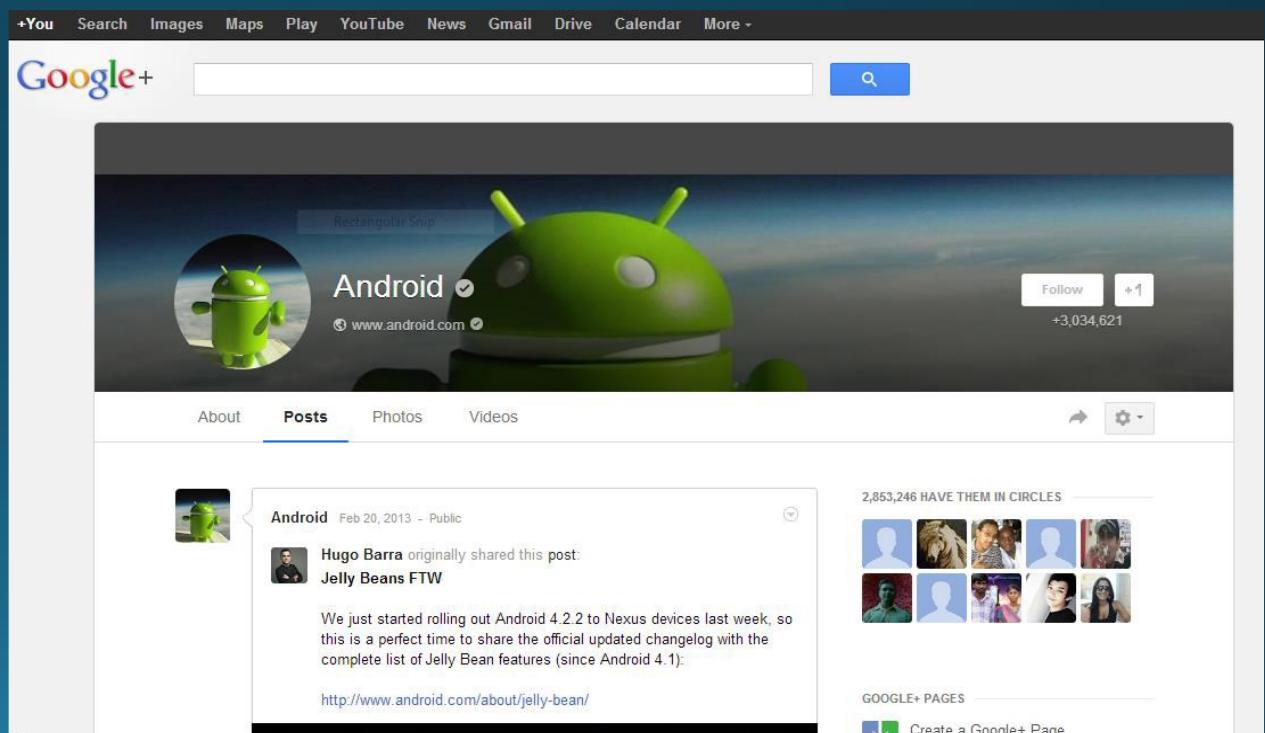
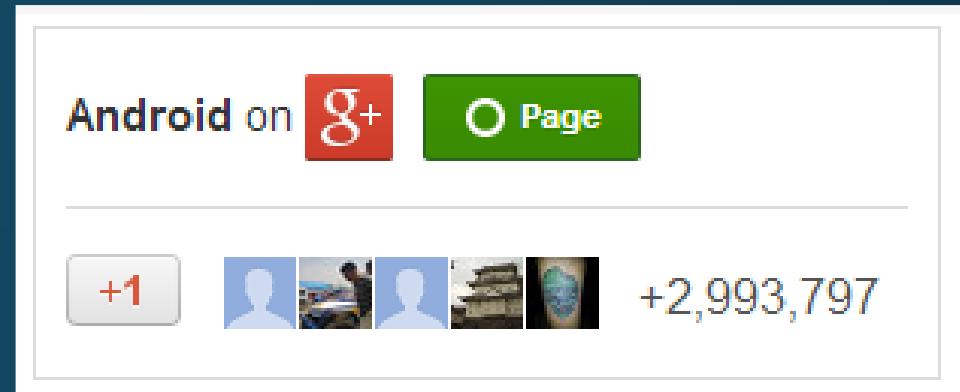
Usage: A BBC blog post notes that 90% of Google+ user sessions were less than five seconds.

Features: Google+ profiles included a profile photo, cover photo, interests, and more. Users could link their Google+ profiles to other social media accounts, blogs, and websites.

Purpose: Google intended Google+ to be a social layer across all of its products. However, the purpose and objective of the social network changed over the years.

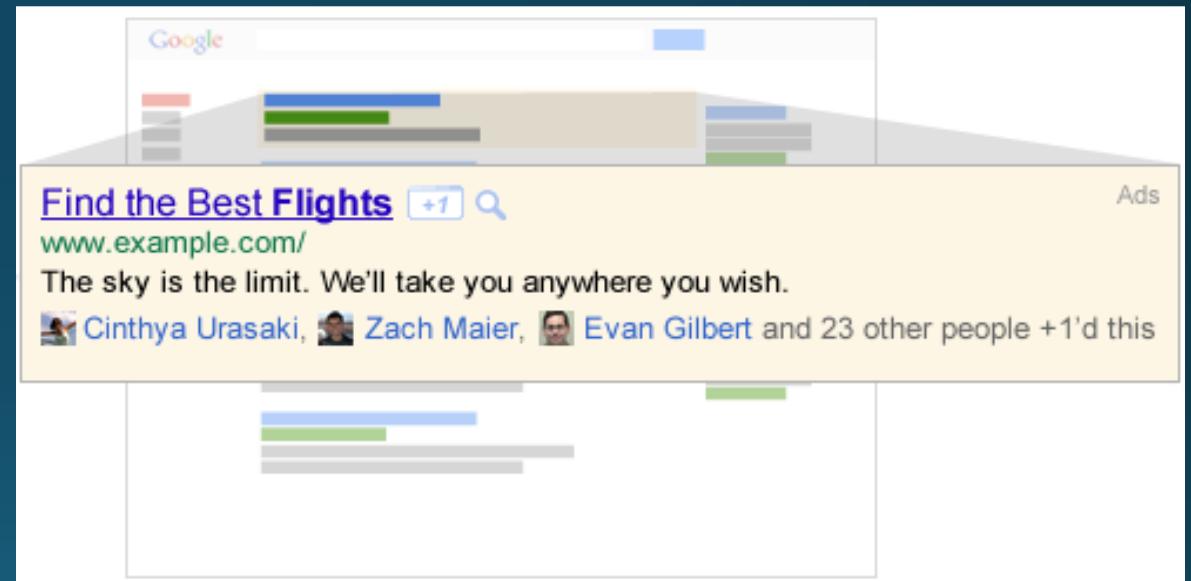
Google + Marketing: Create Google + Page

- Create a Google+ page and get it verified. It will be the center of your brand's identity on Google.
- Add the Google+ badge to your company website to help grow your Google+ followers.
- Link your Google+ page to your ads.



Google + Marketing: Expand the outreach

- Get more recommendations, follows, clicks and potential customers by linking your page and your ads.
- Linking your Google+ page to your ads combines the +1's on Google+ pages with your campaigns.
- This can help increase an ad's click through rate by 5 – 10 %



Google + Marketing: Combine with AdWords

- By using the +1 Annotations section in Google AdWords Reporting, it is easy to see full statistics including clicks, impressions and click through rates for campaigns linked to your brand's Google+ page.
- Can be boosted along with Google+ Circles that supports tagging family, friends, bloggers and potential clients.
- Can be pushed the messages and communications through Google Hangouts
- Google Ripples provided statistics for public posts.



Marketed as G+ = Google for gaining social media momentum, but with changed outreach of other social medias, Google + Could not sustain that.