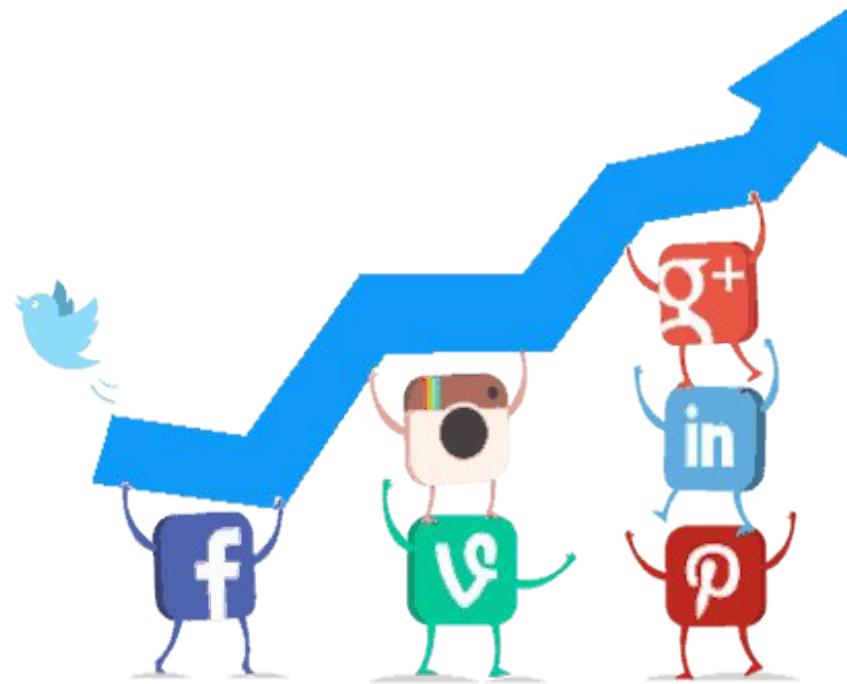




# Social Media Marketing- Organic

# What is Social Media?



## SOCIAL MEDIA OPTIMIZATION SERVICES

A platform where you could engage, share, spread, interact, learn & enjoy.

# Importance of Social Media Marketing



**Increases Brand Recognition**



Increases Brand Recognition



**Improves Brand Loyalty**



Increases Brand Recognition



Improves Brand Loyalty



**Conversion Rates Are High**



Increases Brand Recognition



Improves Brand Loyalty

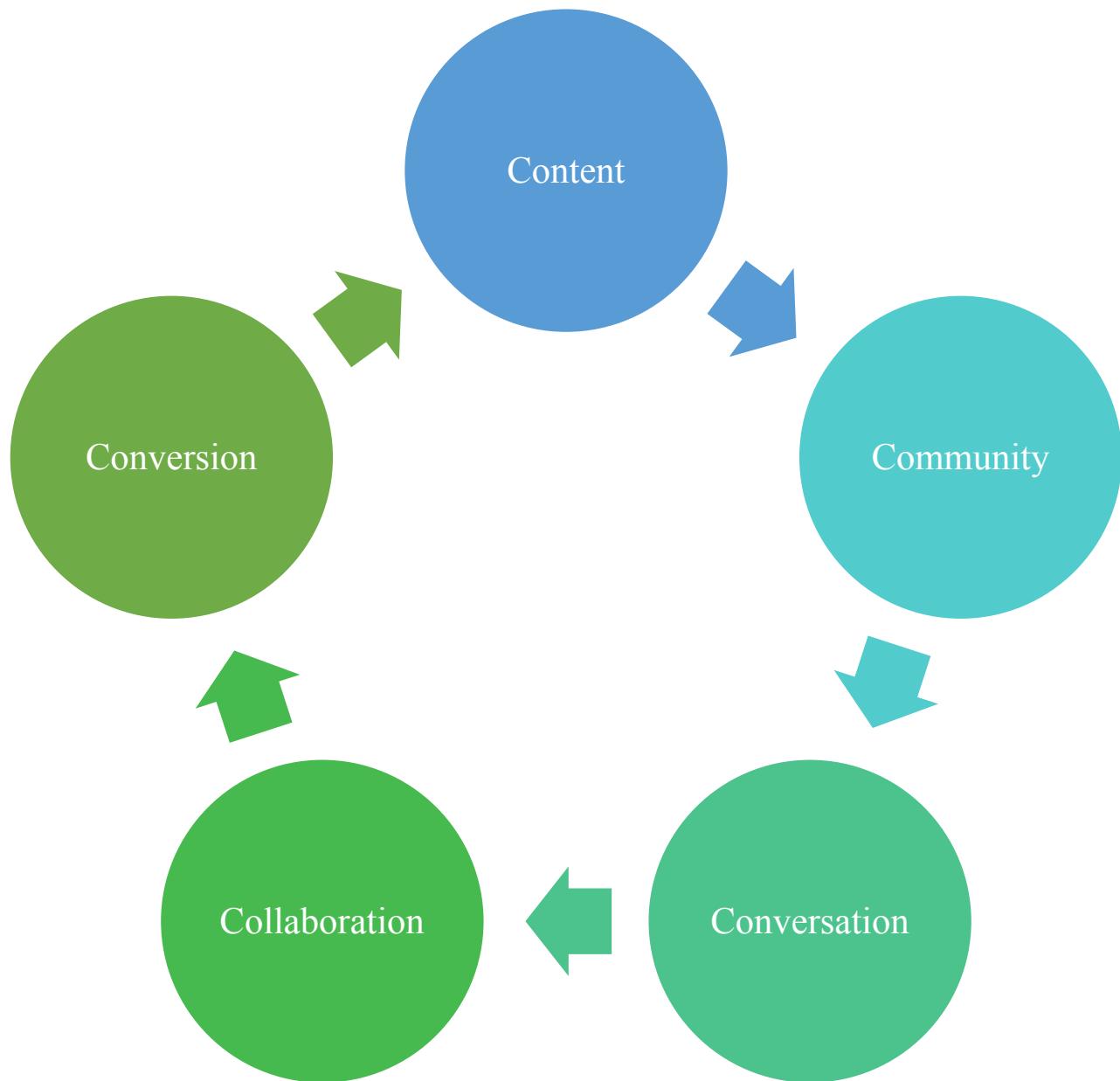


Conversion Rates Are High



**Detailed Customer Insights**

What are the 5 C's of  
Social Media?



# Content

**Test** what works best for you in terms of likes, share, comments

Memes, quotes and e-cards are the money when it comes to viral sharing.

**Funny = Shareable**

**Parents Surprising Their Children**



**Other Countries: Gifting A Car**



Bewakoof<sup>®</sup>  
.com

**In India: Arranged Marriages**

# Community

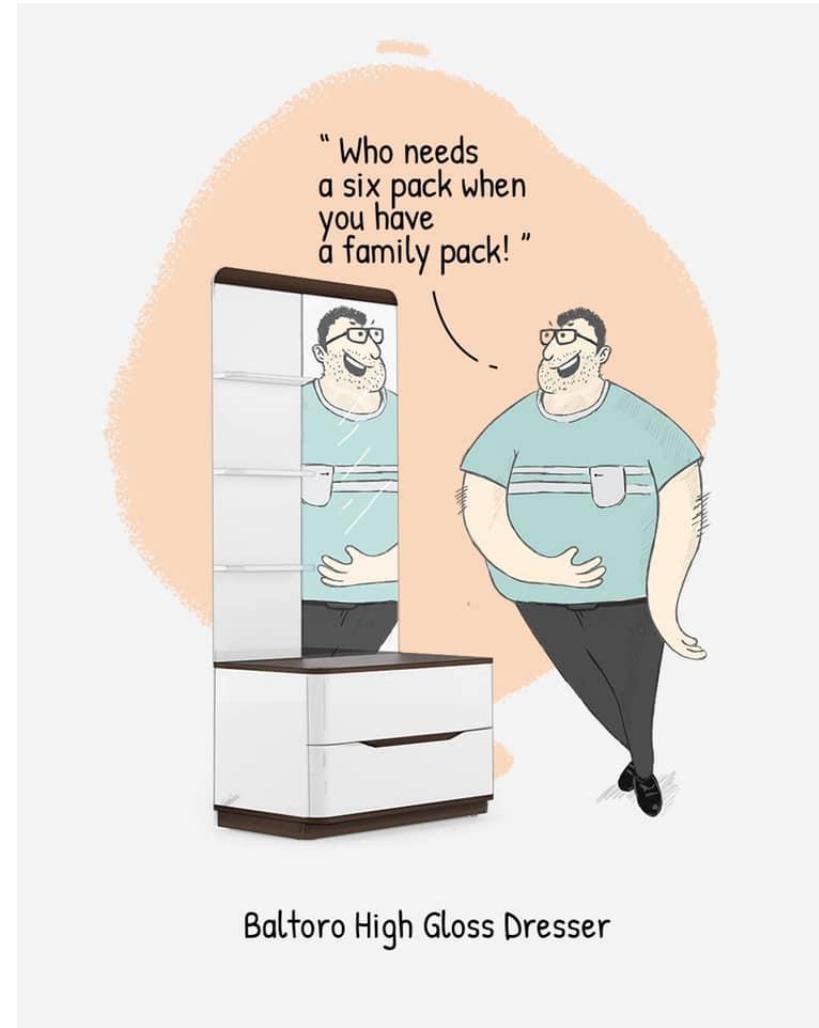
 Hobby Ideas India  
July 24 at 7:00 PM · 

Not only showcase your creations but also sell your creations through our website. Our Art On Sale is a one-stop platform that allows you to buy and sell creations online. To know more & get started visit the link:  
[bit.ly/ArtOnSaleHI](http://bit.ly/ArtOnSaleHI)



*Sell your Artwork  
on our website*

# Conversation



# Collaboration



<https://www.youtube.com/watch?v=wotNruuQYv4>

# Conversion

- At this stage most companies start with. What's my ROI (return on investment) for using social media?
- Conversions take a lot of work.
- You can't have a ROI without a ROC (return on conversation)



It's time we know  
Facebook a little more better

# Facts

 <b>Facebook, Inc.</b>	Social network company	
COMPANY	ESTABLISHED	HEADQUARTERS
<b>Private</b>	<b>February 2004</b>	<b>California, US</b>
NUMBER OF ACTIVE USERS (MONTHLY)	NUMBER OF DAILY ACTIVE USERS	
<b>2.38 Billion as of March 2019</b>	<b>1.56 Billion as of March 2019</b>	

# Facebook Demographics in India

**28 crore**

Potential reach:  
Age 13 – 65+  
Men & women

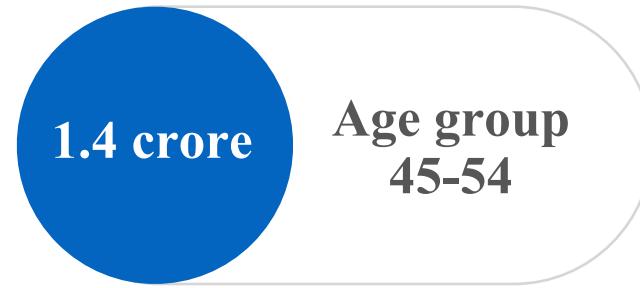
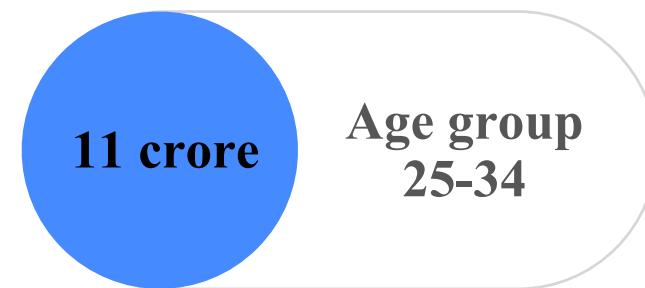
**22 crore**

Potential reach:  
Age 13 – 65+  
Men

**6.4 crore**

Potential reach:  
Age 13 – 65+  
Women

# Age wise potential reach



# Some more fun facts about Facebook

0.6 Billion Stories are viewed every day

60 seconds on internet, 1 million people login to Facebook

**90 Mn business pages**

7 Mn+ active advertisers

10 Mn messages are sent between people and business accounts on messenger every month

8 Bn messages are sent between customers and business accounts on messenger every day

Let's understand  
How Facebook Algorithm  
works.

But before that, what is Facebook  
Algorithm called?

**facebook.**  
EdgeRank

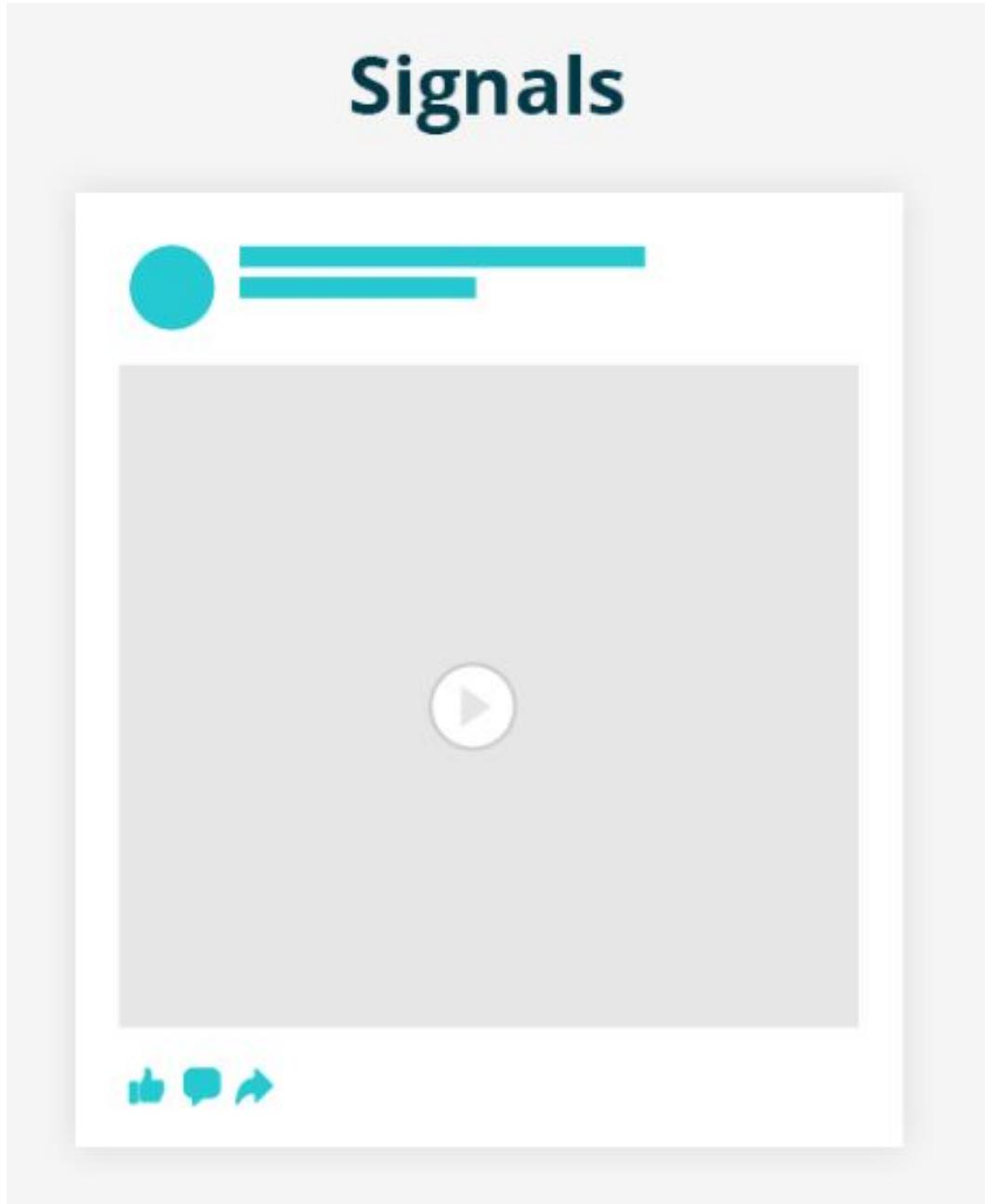
# 4 Factors that determine your content ranking

The goal of News Feed is to show people the stories that are most relevant to them.

# 1. Inventory



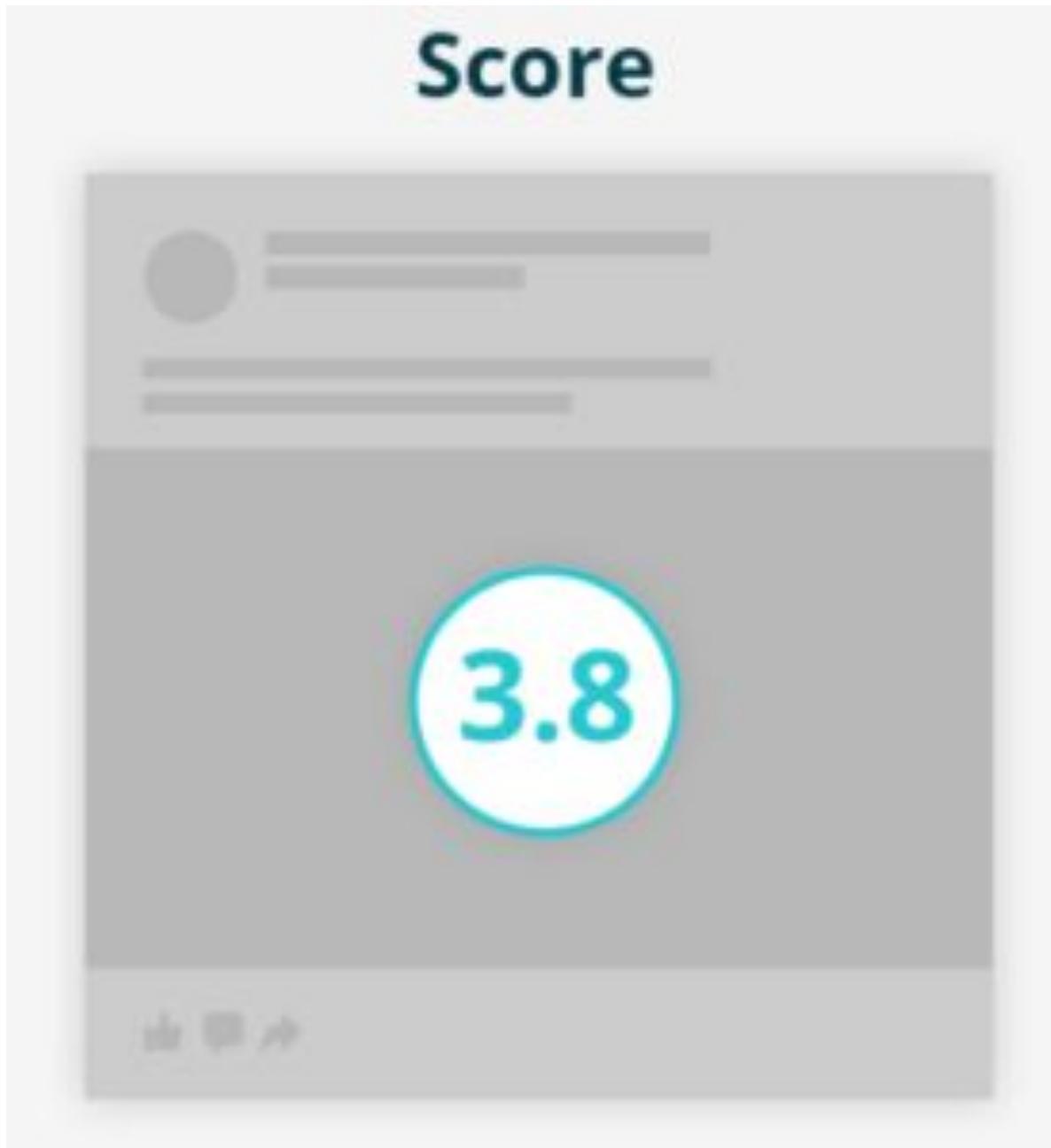
## 2. Signals



### 3. Predictions

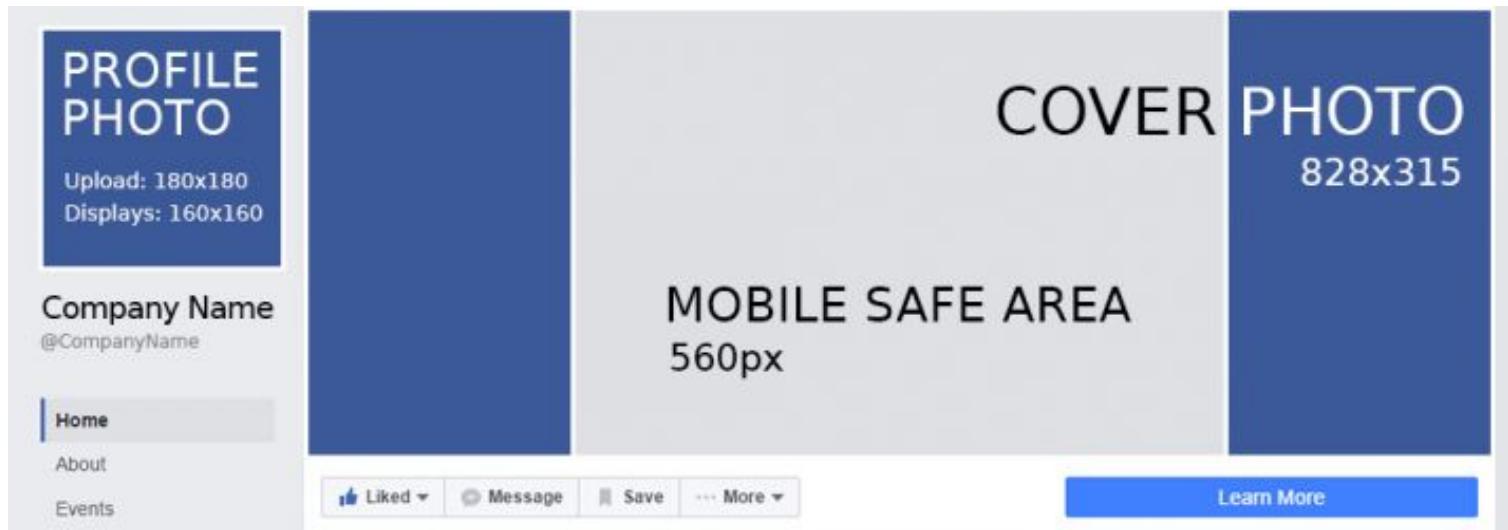
Active Interactions vs. Passive Interactions			
Active (Positive)		Passive (Neutral)	
• Commenting		• Clicking	
• Sharing		• Watching	
• Reacting		• Viewing / Hovering	

## 4. Score



# Checklist

# 1. Profile & Cover picture



**PHOTO**

**Company Name**  
Sponsored

Like Page

Desktop News Feed displays 500 characters, Mobile News Feed displays 110 characters of text here.

**LINK IMAGE\*:**

**DESIGN:**  
News Feed image size: **1200x900**  
News Feed image ratio: **4:3**

---

**DESKTOP NEWS FEED DISPLAY:**  
Image: **Up to 470x470**

**MOBILE NEWS FEED DISPLAY:**  
Image: **Up to 626x840**

**LINK IMAGE:**

**DESIGN:**  
Right column image size: **254x133**  
Right column image ratio: **1.9:1**

---

**RIGHT COLUMN DISPLAY:**  
Image: **254x133**

Right Column ad displays 90 characters of text here.

Like Page

**Like**   **Comment**   **Share**

## 2. Image Size



Square Image Upload



Max:

**2048** × **2048**

Min:

**492** × **492**



Two Square



**245** × **246**



**245** × **246**



Three Square



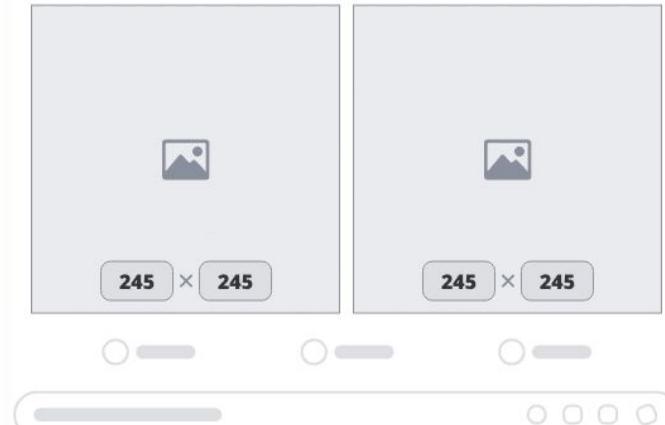
**500** × **245**

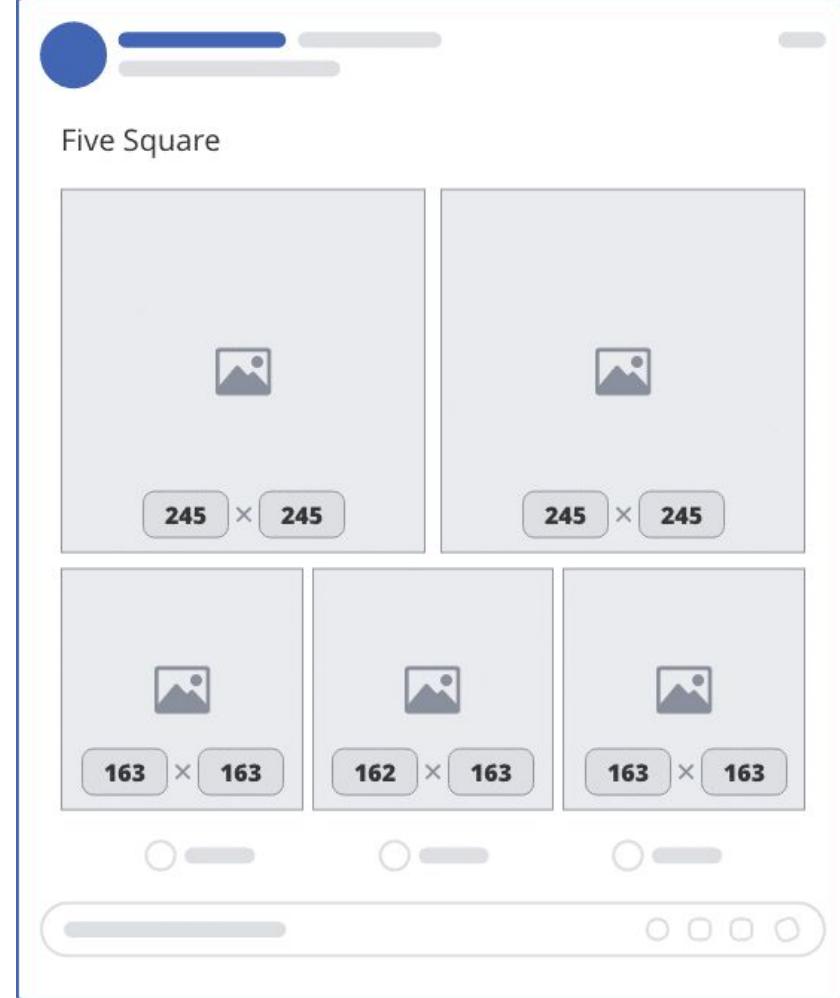


**245** × **245**



**245** × **245**

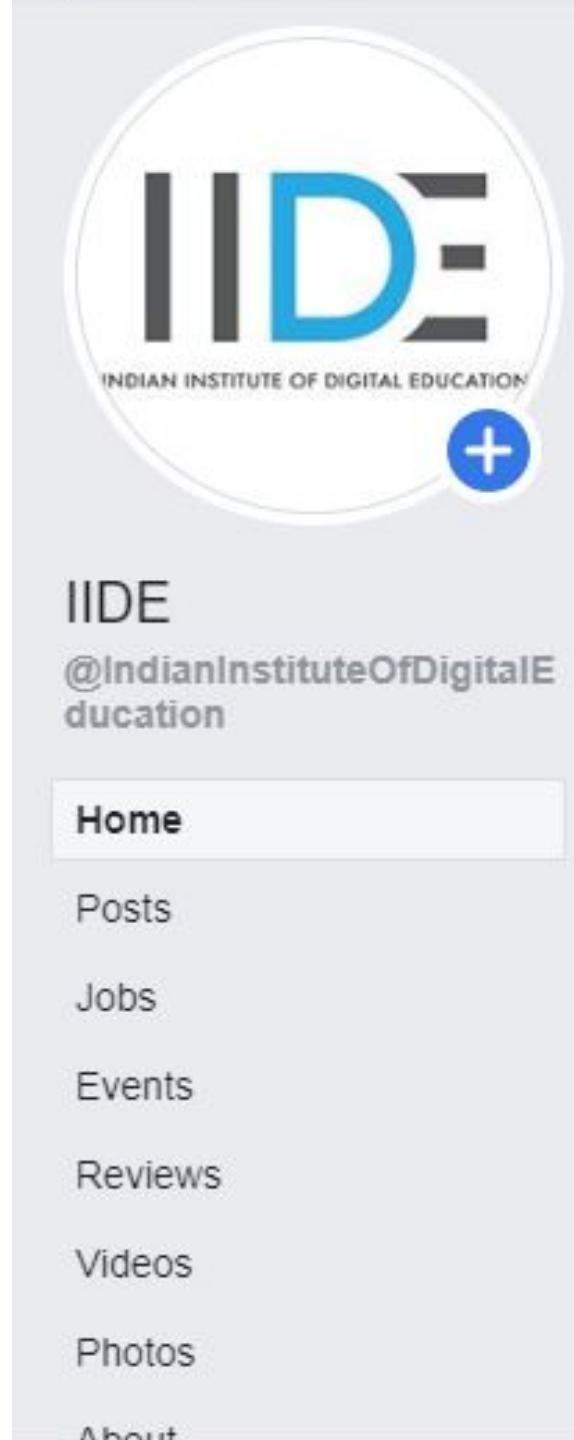




# 3. Username

# USERNAME

- Username should be simple
- Check if there is someone else owning a page with the same name
- Ensure it spells out what your business is



# 4. Call to action (CTA)

IIDE  
INDIAN INSTITUTE OF DIGITAL EDUCATION

+

IIDE  
@IndianInstituteOfDigitalE  
ducation

Home Posts Jobs Events Reviews

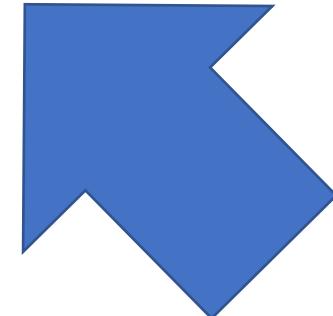
Liked Following Share ...

Create Live Event Offer Job

4.9 out of 5 · Based on the opinion of 95 people

IT'S TIME TO GO  
**DIGITAL**

Call Now



# 5. 20% Text Rule

# Text Overlay Tool

Text overlay tool  
helps us to determine  
the amount of text  
that is there in an  
image.

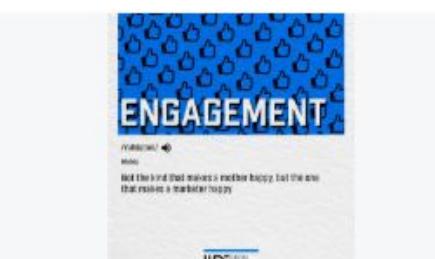
**Image Text Check**

Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ad may not reach its full audience.

We make exceptions for certain kinds of products being advertised. Visit our [Help Center](#) to learn about exceptions, see examples of images with text, and get more guidance.

**Upload**

**Image Text: High**  
Your ad may not run.  
  
You may not reach your audience because there's too much text in the ad image. Facebook prefers ad images with little or no text. Unless you qualify for an exception, change your image before placing your order.



**Image Text Ratings**

- Image Text: OK**  
Your ad will run normally.
- Image Text: Low**  
Your ad's reach may be slightly lower.
- Image Text: Medium**  
Your ad's reach may be much lower.
- Image Text: High**  
Your ad may not run.

**Frequently Asked Questions**

**What does it mean that I have too much image text?**  
Text in your ad image includes text laid over a photo or illustration, text-based logos, or watermarks used in an

So if the text on the image  
Is high, how would you try to  
reduce the text?

Well, Facebook has a tool for  
That also!

# Facebook Grid Image Checker Tool

Facebook Grid Image Checker Tool: Facebook 20% Te

Step 2) Select all the squares that contain text

/Validation/ 🔊

*Metric*

Not the kind that makes a mother happy, but the one that makes a marketer happy.

IIDE DIGITAL HANDBOOK

IIDE INDIAN INSTITUTE OF DIGITAL EDUCATION

# 6. A good mix of various Post and design formats

# Using of various design formats helps break monotony

IIDE  
@IndianInstituteOfDigitalE  
ducation

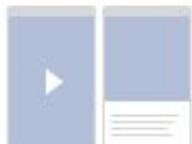
Home Posts Jobs Events Reviews Videos Photos About Community Offers Promote

Liked Following Share ...

 Create Photo Album  
Build an album out of multiple photos.

 Create a Photo Carousel  
Build a scrolling photo carousel with a link.

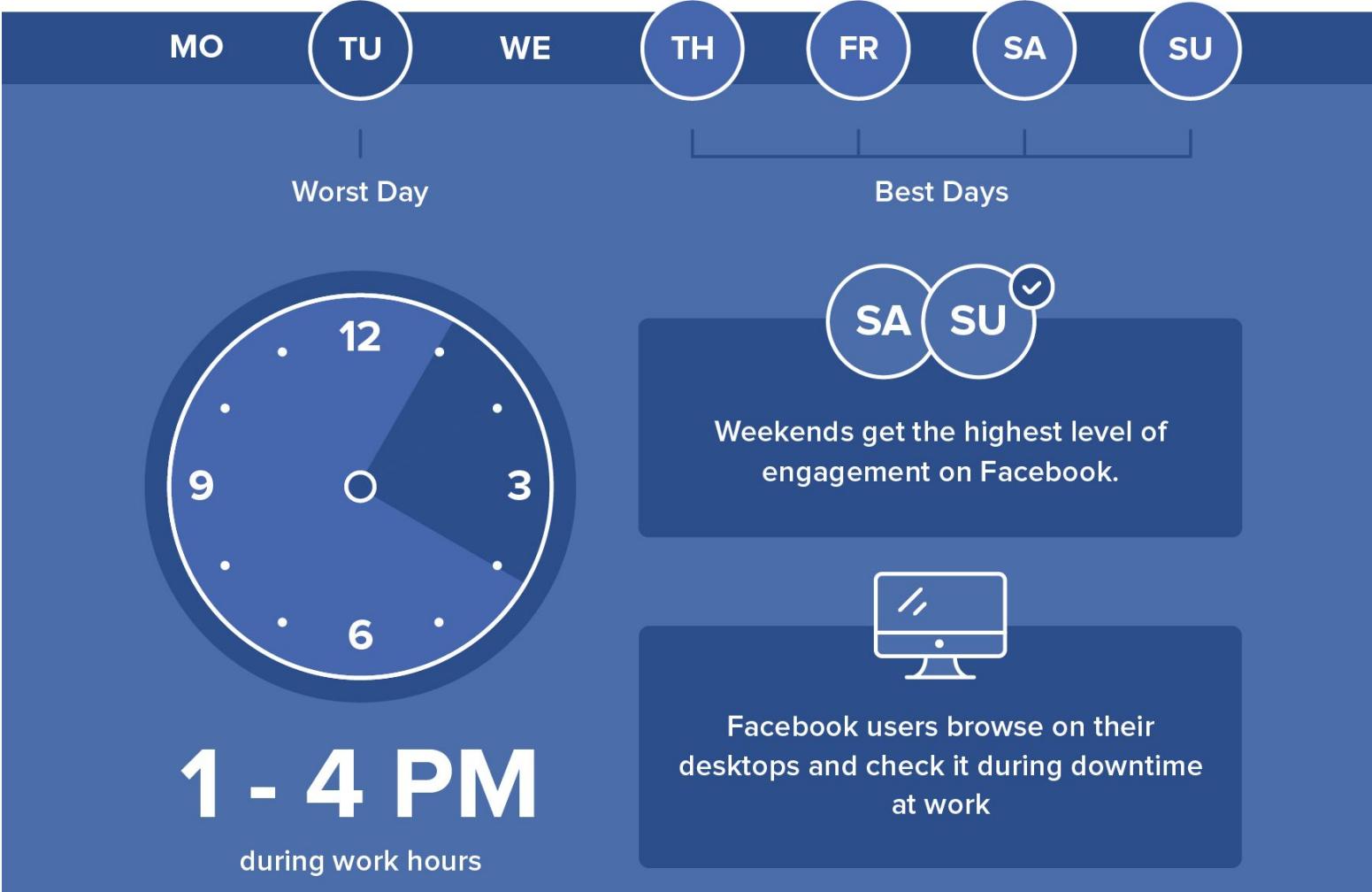
 Create Slideshow  
Add 3 to 10 photos to create a video.

 Create an Instant Experience  
Now you can tell a more immersive story by combining images and videos.

Photo/Video Get Messages Feeling/Activ... ...

# 7. When to post on Facebook?

# Best Time to Post on facebook



Frequently asked question;

1. How often you should post  
on Facebook?



**Fan base should not feel spam**



Fan base should not feel spam



**Look through analysis to check which time slots and formats work the best for posting**



Fan base should not feel spam



Look through analysis to check which time slots and formats work the best for posting



**Keep experimenting from time to time to check  
If you are missing on a slot or a format**



Fan base should not feel spam



Look through analysis to check which time slots and formats work the best for posting



Keep experimenting from time to time to check If you are missing on a slot or a format



**The trick is not to focus on quantity, but quality.  
And you can always back well performing posts with media spends**

Let's compare some  
Famous brands on Facebook

Frequently asked question;

2. What is the difference  
between follow a page and  
like a page?

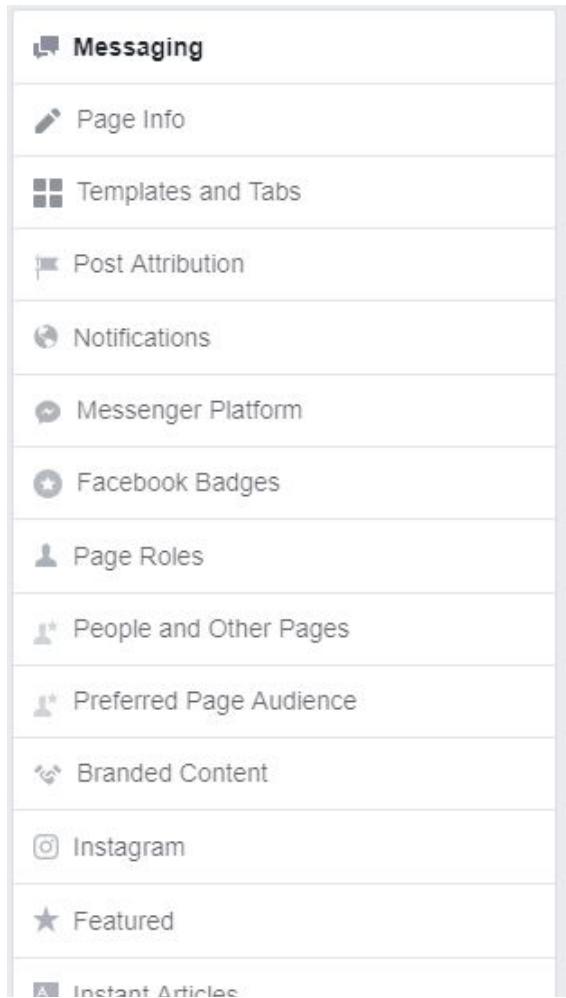


- Someone who likes a **Page** can choose to un follow the **Page**. In that case the person is still shown as liking the **Page**, but they will not see all of the **Page's** posts.
- It's also possible for someone to choose to follow a **Page** but not like it. So it is possible to follow a page and to not like it.
- When you follow a page you get to see the brand post on newsfeed section

Frequently asked question;

3. How to create automated  
messages on Facebook?

# Step 1



## Messaging Settings

Set up how people can message your Page

### Sections

#### General Settings

[Jump to Section](#)

#### Response Assistant

[Jump to Section](#)

#### Appointment Messaging

[Jump to Section](#)

### General Settings

#### Use the Return key to send messages

On

When you have written a message, you can tap the Return/Enter key to send it.

#### Prompt people to send messages

Off

People visiting your Page may see more ways to send you a message.

Change

# Step 2

## Response Assistant

Settings for instant replies and away messages have moved to the Automated Responses tab in Inbox.

[Go to Automated Responses](#)

### Show a Messenger greeting

Create a greeting that people will see the first time they open a conversation with you on Messenger.

"Hi Vinika! Thanks for getting in touch with us. How we may help you?"

On

Change

## Appointment Messaging

### Reminders

Send customers on Facebook an automatic reminder via Messenger the day before their appointment.

On

# Step 3



A screenshot of a smartphone displaying a Facebook Messenger conversation. The phone has a light-colored case. The screen shows a message from 'IIDE Facebook' at 7:02 PM, which reads 'Hello, I have a question.' Below this, there is a text input field with the placeholder 'Create Your Messenger Greeting' and a character count of '70 / 160'. The input field contains the text 'Hi [Vinika] ! Thanks for getting in touch with us. How we may help you?'. At the bottom of the screen, there is a button labeled 'Add Personalization'.

70 / 160

Create Your Messenger Greeting

Hi [Vinika] ! Thanks for getting in touch with us. How we may help you?

Add Personalization

Frequently asked question;

4. Difference between a grey  
and blue verification?



Frequently asked question;

5. Can a brand change its name on Facebook and Instagram?



- You can change Facebook page name once in seven days
- Instagram can be done immediately

# This or That?

# BMW

The screenshot shows the BMW official Facebook page. At the top left is the BMW logo with the slogan "Sheer Driving Pleasure". The main content area features a large video player showing a close-up of a car's side profile. Below the video are standard Facebook controls: Like, Follow, Share, and three dots. To the right are "Learn More" and "Send Message" buttons. A sidebar on the left contains links for Home, Posts, Reviews, Videos, Photos, About, Community, Privacy Policy, Info and ads, and a prominent green "Create a Page" button. The main content area includes a "Create post" section, a "Community" section with stats (3.4 out of 5 rating, 20,232,664 likes, 19,989,801 follows), and a "Posts" section containing a recent update from the page itself.

# MARUTI SUZUKI

The screenshot shows the Maruti Suzuki Arena official Facebook page. At the top left is the Maruti Suzuki logo with the text "MARUTI SUZUKI ARENA". The main content area features a large image of a red Maruti Suzuki Alto car parked in front of a traditional Indian building at sunset. To the right are "Book Now" and "Send Message" buttons. A sidebar on the left contains links for Home, Posts, Videos, Photos, About, Community, Notes, Locations, Events, and a green "Create a Page" button. The main content area includes a "Community" section with stats (3,021,823 likes, 3,021,104 follows), a "Posts" section containing a recent update from the page itself, and an "About" section with links for Send Message, website, and company information.

# Alibaba



Alibaba Group  @alibabagroupofficial

Home Posts Videos Photos About Community Email Signup Create a Page

Alibaba Group Write a post... See All

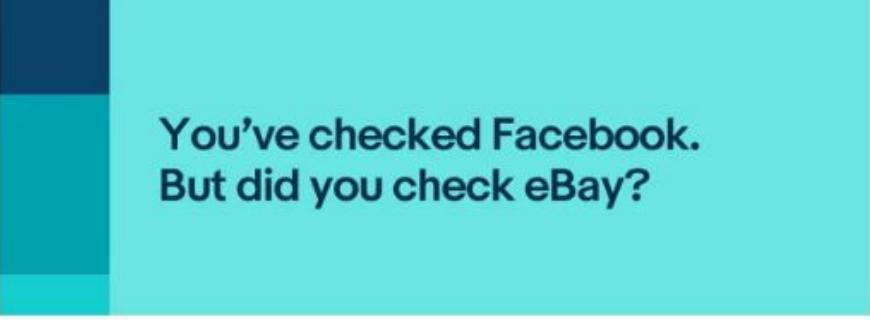
Community Invite your friends to like this Page 151,820 people like this 171,048 people follow this Jaykrishna Thamal likes this

About www.alizila.com Internet Company

Posts

Alibaba Group 6 hrs - OREO cookies, which may be as American as apple pie, are now getting the royal treatment in China. <https://alizi.la/2Ja9Yww>

# Ebay



eBay  @ebay Home Posts Photos Videos Community About Offers Events Info and ads Create a Page

Follow Like Follow Share ...

Shop Now Send Message

Community See all

Invite your friends to like this Page 11,116,773 people like this 10,845,248 people follow this

Posts

eBay 12 April at 22:24 · For the things that are impossible to find. #ButDidYouCheckEbay Shop for anything here: [www.ebay.com](http://www.ebay.com)

About See all

+1 866-540-3229 Typically replies within a day Send message www.ebay.com Shopping & retail Suggest Edits

# Successful engagement campaigns

# Toyota's “Feeling the street”

The image displays three separate Facebook posts from a page called "Feeling The Street". Each post features a different street musician:

- Post 1:** Shows a person playing a guitar on a street lined with colorful, weathered wooden structures. The caption reads: "We're looking for the world's best street musicians. Win an epic road trip around Australia. Photo: @arifello on Instagram".
- Post 2:** Shows a person with long hair and a beard playing a violin against a brick wall. The caption reads: "We're looking for the world's best street musicians. Win an epic road trip around Australia. Photo: @nycbokeh on Instagram".
- Post 3:** Shows a man with a beard playing a keyboard in front of a large yellow mural of a face. The caption reads: "We're looking for the world's best street musicians. Win an epic road trip around Australia. Photo: @eduardobedoyam on Instagram".

Each post includes standard Facebook interface elements like "Like", "Comment", and "Share" buttons, and a "Learn More" link to FEELINGTHESTREET.COM.

# Airbnb's where will you travel



When your bedroom decor matches the weather outside, you know you've found something special.

Where will your travels take you this spring? Tell us in the comments below.

10K 259 268

# Successful Contest

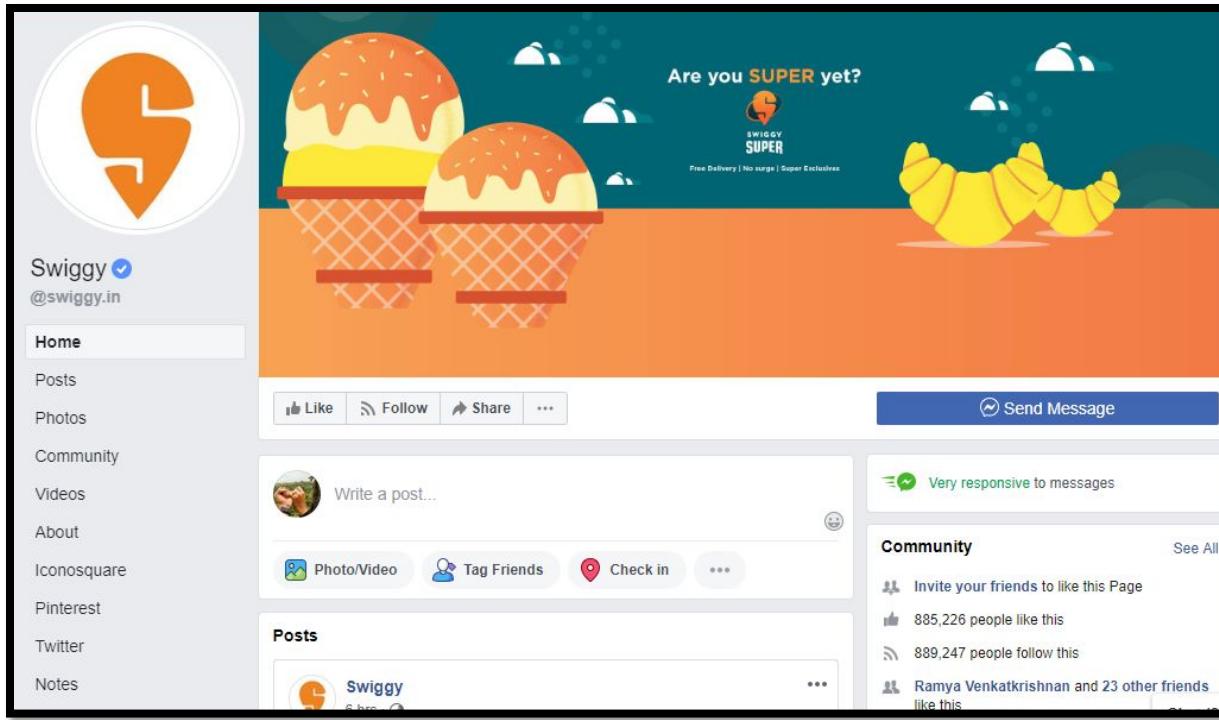
Real beauty should be shared

## Prize

In keeping with their brand, they did not offer an iPad, or extravagant prizes. The winners will get to become the next faces of Dove.

The screenshot shows a Facebook contest page for Dove. At the top, there's a navigation bar with the Dove logo, a 'Dove' tab, a 'Real Beauty Should Be Shared' dropdown menu, and a 'Like' button. Below the header, there's a large text area with a dove icon and the slogan 'Real beauty should be shared'. It encourages users to tell why their friend represents real beauty for a chance to be featured. To the right, there's a video player showing two women outdoors. Below the video, there's a 'SHOPPERS DRUG MART' logo. At the bottom of the page, there are links for 'View entries', 'Submit an entry', 'Winners', 'About this contest', and social sharing options (Facebook, Twitter, Email, Print).

Do you know why brands  
Create 2 or more pages on Facebook?



Swiggy  @swiggy.in

Home Posts Photos Community Videos About Iconosquare Pinterest Twitter Notes

Are you SUPER yet?  
SWIGGY SUPER  
Free Delivery | No surge | Super Exclusive

Like Follow Share ... Send Message

Write a post... Photo/Vdeo Tag Friends Check in ...

Very responsive to messages

Community See All

- Invite your friends to like this Page
- 885,226 people like this
- 889,247 people follow this
- Ramya Venkatkrishnan and 23 other friends like this

Posts

Swiggy 6 hrs ...



SWIGGY DELIVERY PARTNERS

Swiggy Delivery Partners  @SwiggyDeliveryPartners

Home Posts Groups Reviews Videos Photos About Community Create a Page

Contact Us Send Message

3.1 out of 5 Based on the opinion of 430 people

Posts

Swiggy Delivery Partners 1 hr ...

- Record your talent in a short video
- Upload on Tiktok using name, DE ID & #SwiggyStarhunt
- Win assured 100 Smiles Points for participation.
- Also win TVs, Thailand Trip and TV Show opportunity #SwiggyStarhunt #SwiggyDeliveryPartners #TVShow

Photo of delivery partners on a motorcycle



Mahindra Scorpio

@MahindraScorpio

Home

Posts

About

Photos

[Like](#) [Follow](#) [Share](#) [...](#)[Watch Video](#)[Send Message](#)Mahindra  
XUV500

@MahindraXUV500

Home

Posts

INTRODUCING THE XUV500 W3

AT ₹ 12.22 LAKH\*

\*ESR Mumbai\*Accessories shown are not part of the standard equipment.[Like](#) [Follow](#) [Share](#) [...](#)[Book Now](#)[Send Message](#)

It's time we create a  
Facebook Page

# Step 1

Screenshot of a Facebook Page dashboard for "IIDE". The page has 26 posts and 85 notifications.

The right sidebar shows a "Create" menu with options: Page (Connect and share with customers or fans), Ad (Advertise your business, brand or organization), Group (Find people with shared interests), and Event (Bring people together with a public or private event).

The "Page Tips" section includes a tip: "Know Friends Who Might Like You" (Invite friends to like IIDE and help connect with more people).

At the bottom, there are links for Photo/Videos, Get Messages, Feeling/Activ..., and an ellipsis (...).

The footer features the IIDE logo and the text "INDIAN INSTITUTE OF DIGITAL EDUCATION".

# Step 2

## Create a Page

Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



### Business or Brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

[Get Started](#)



### Community or Public Figure

Connect and share with people in your community, organization, team, group or club.

[Get Started](#)

# Step 3

## Create a Page

Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.

### Business or Brand

Connect with customers, grow your audience and showcase your products with a free business Page.

#### Page Name

Name your Page

#### Category

Add a category to describe your Page



### Community or Public Figure

Connect and share with people in your community, organization, team, group or club.

When you create a Page on Facebook the Pages, Groups and Events Policies apply.

Continue

Get Started

Are you aware of different  
formats in which we can create a post?

# Design Formats

- Photos/ Videos
- Photo Album
- Photo Carousel
- Slideshow
- Instant Experience

Create Post

---

 **Upload Photos/Video**  
Add photos or video to your status.

---

 **Create Photo Album**  
Build an album out of multiple photos.

---

 **Create a Photo Carousel**  
Build a scrolling photo carousel with a link.

---

 **Create Slideshow**  
Add 3 to 10 photos to create a video.

---

 **Create an Instant Experience**  
Now you can tell a more immersive story by combining images and videos.

---

 Photo/Video       Get Messages

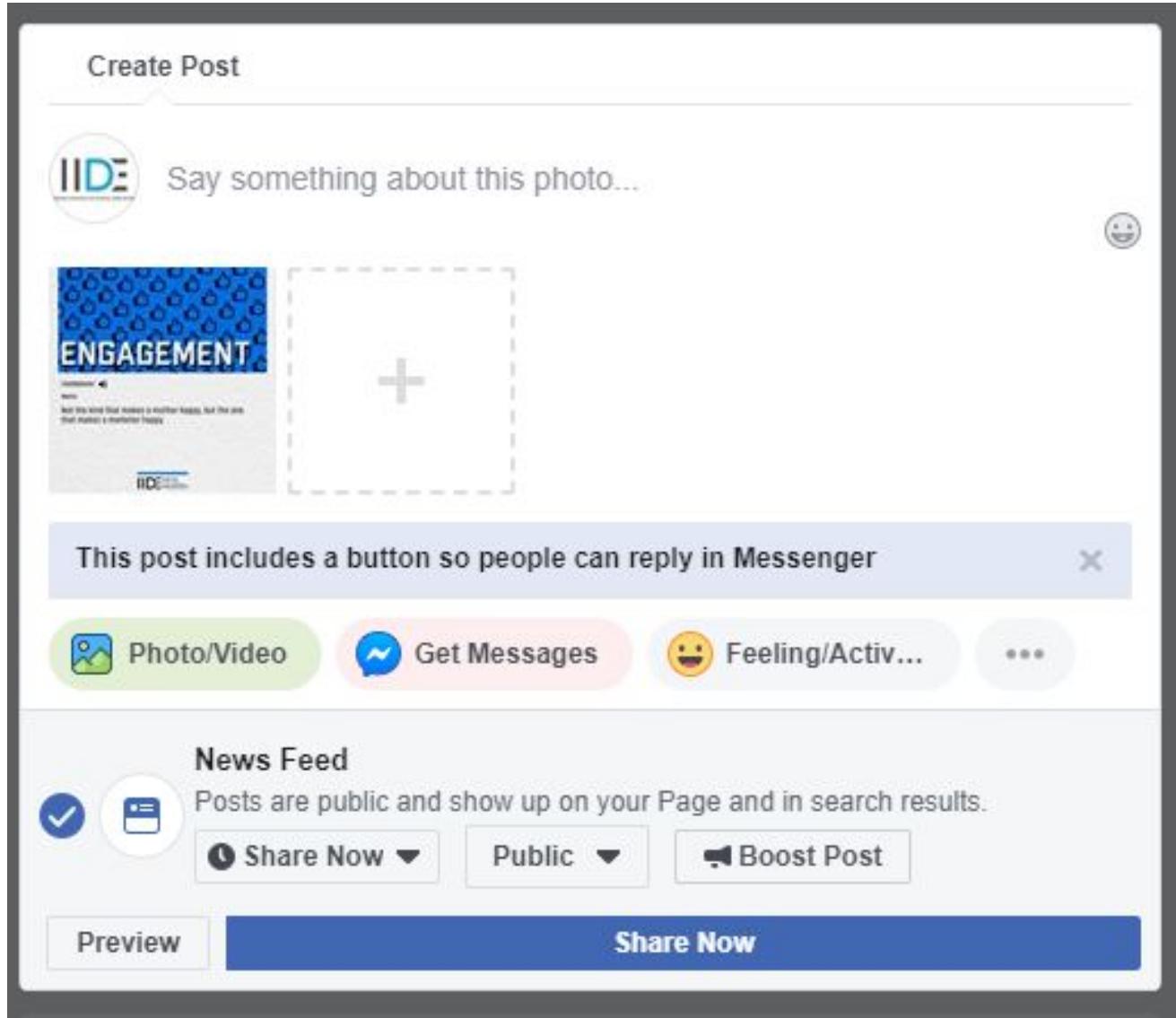
 Feeling/Activity       Check in

 Tag Product       Tag Sponsor

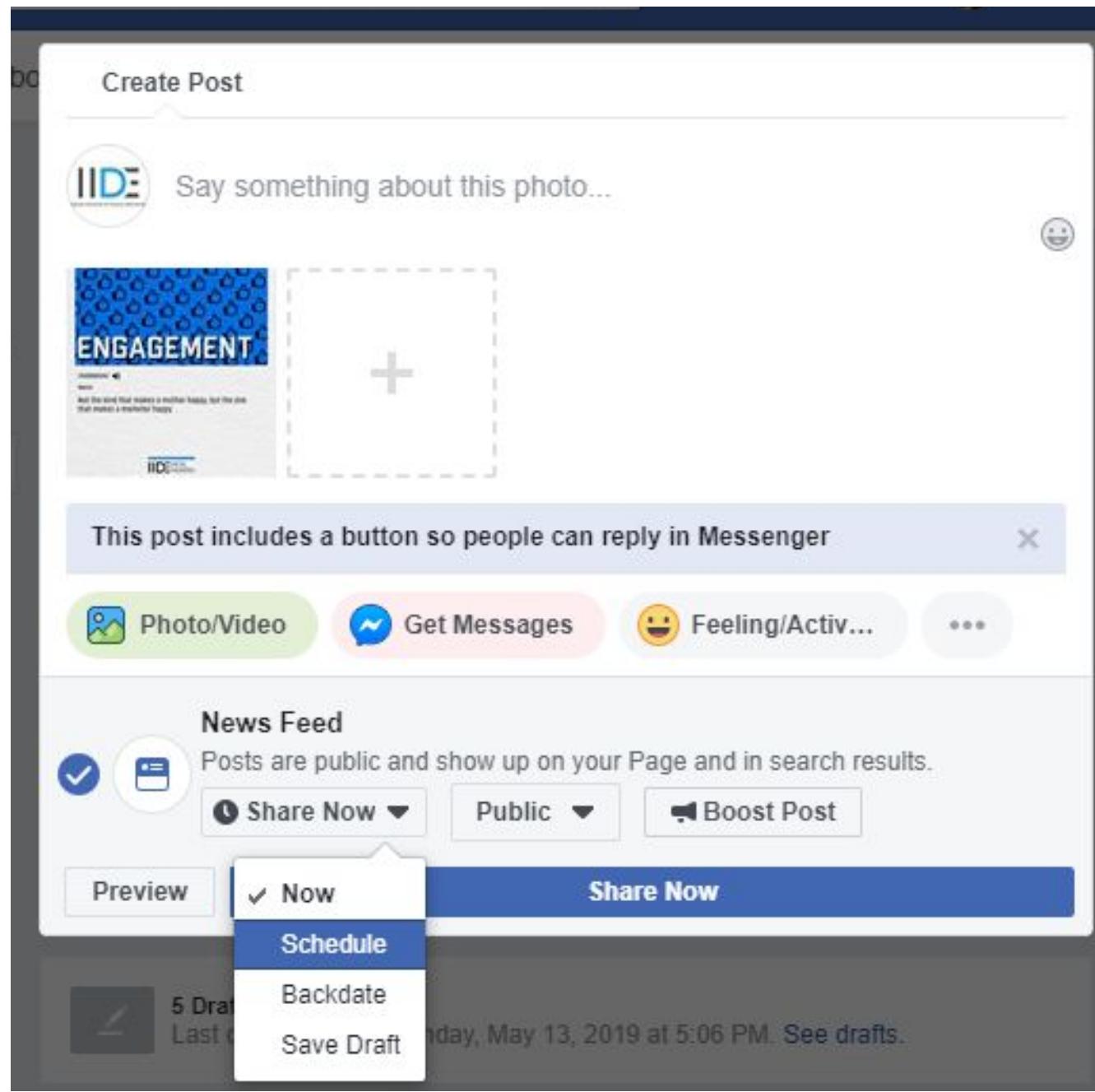
# Can we schedule a post?

Yes, we can! Let's explore  
How can we do that?

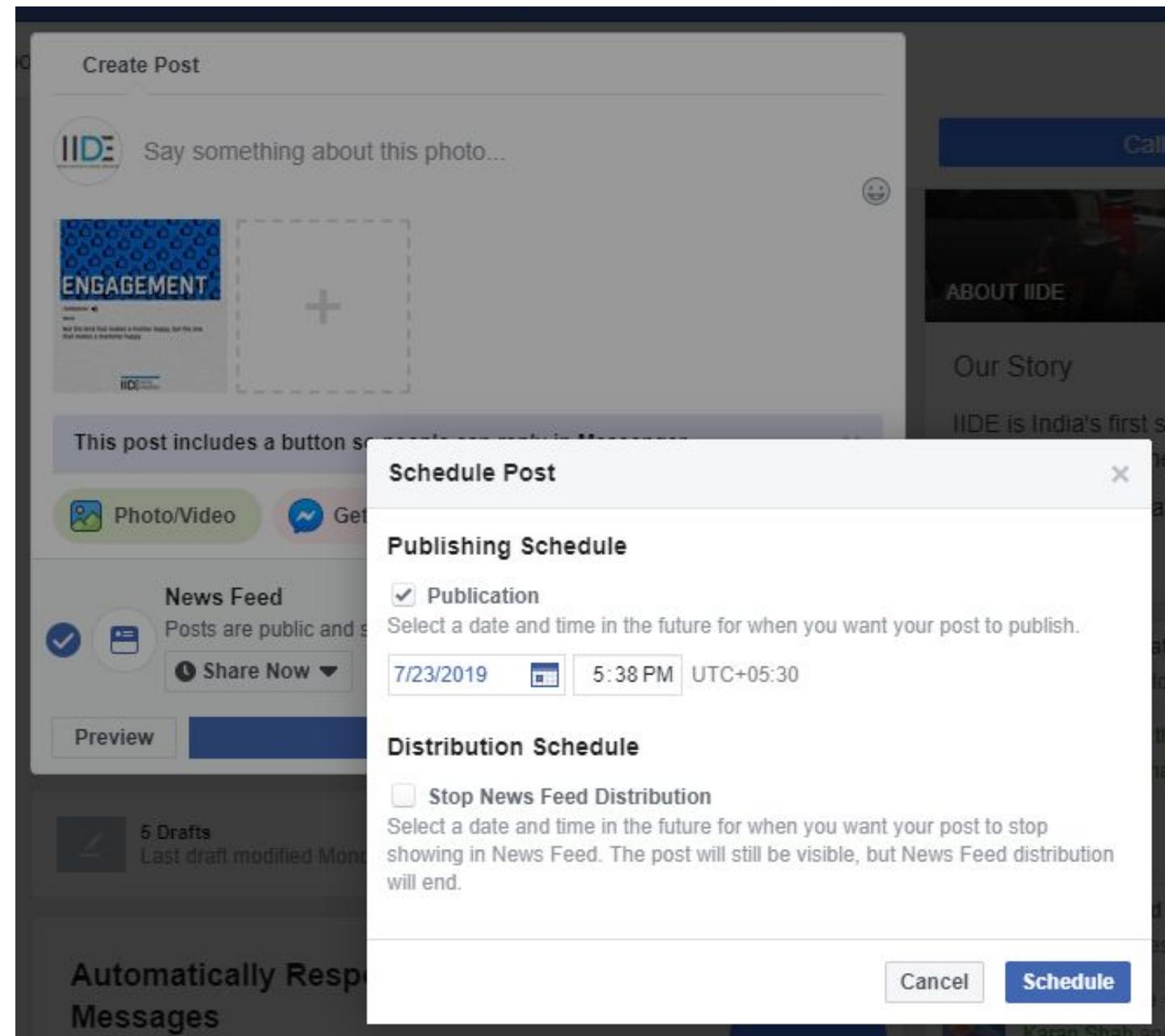
# Step 1: Upload the picture



## Step 2: Click on Schedule



# Step 3: Set a date and time

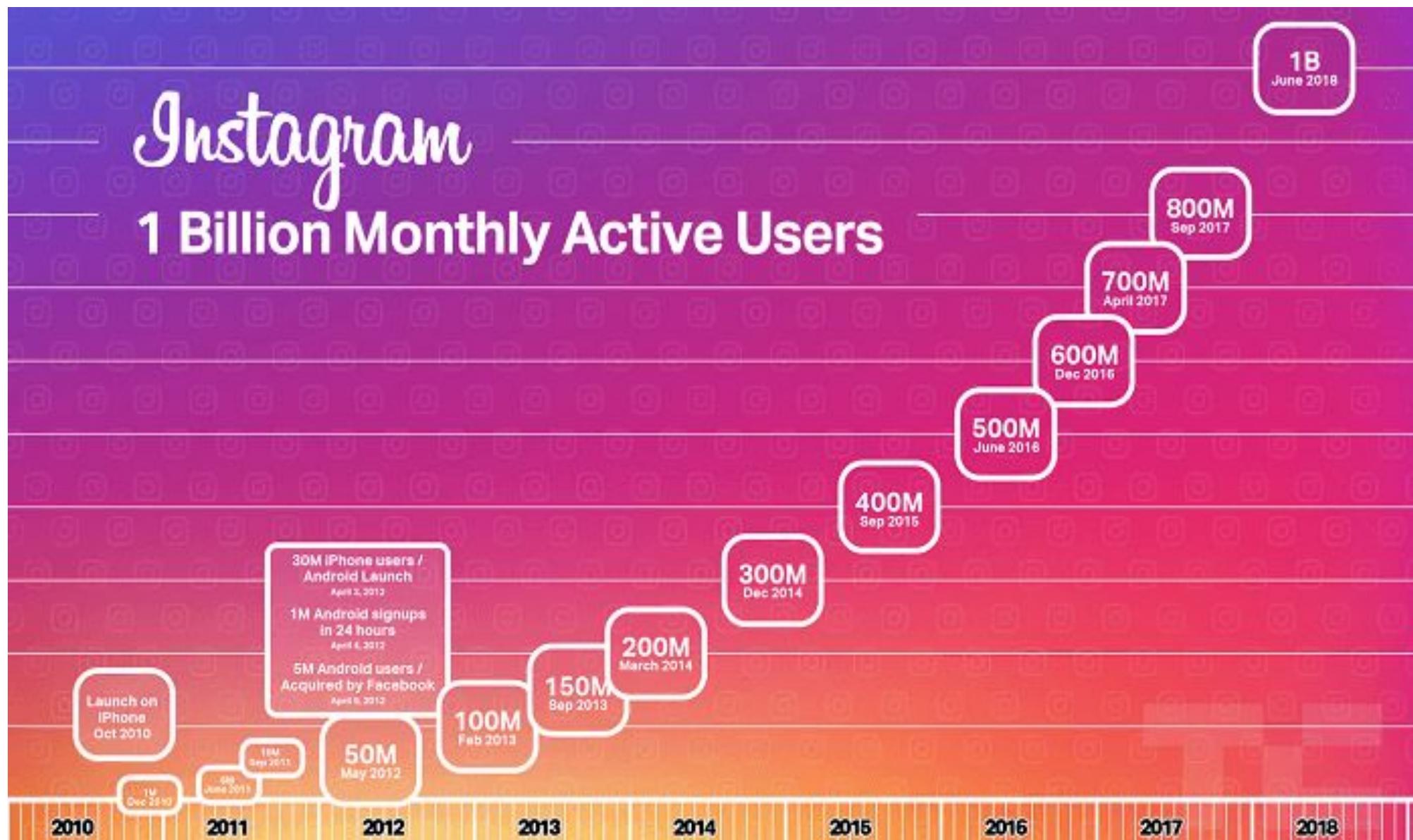


Once the post  
is schedule  
you could  
reschedule the  
same

The screenshot shows a 'Scheduled Posts' dashboard. At the top right is a '+ Create' button. Below it is a search bar with a magnifying glass icon and an 'Actions' dropdown menu. To the right, it displays 'Showing 1 - 1 of 1' with navigation arrows. On the far right, there's a dropdown menu set to 'Scheduled (UTC+05:30)'. The main area lists one scheduled post:

Posts	Scheduled (UTC+05:30)
<input type="checkbox"/>	Jul 23, 2019 at 5:38 PM Vinika Gala

# Decoding Instagram as a social media platform



# Instagram Demographics

**7 crore**

**Potential reach:**  
**Age 13 – 65+**  
**Men & Women**

**5.1 crore**

**Potential reach:**  
**Age 13 – 65+**  
**Men**

**crore**

**1.9 crore**

**Potential reach:**  
**Age 13 – 65+**  
**Women**

Brand Awareness

Attracting New Prospects

# WHY *Instagram?*

Customer Delight

Customer Retention & Loyalty

# Some great engagement!



# Facebook vs Instagram

## Brand personalities

## Facebook

- Older age group
- Even distribution of household income
- Higher global penetration
- Lesser engagement
- Content – humour, sharing, discussing
- *Services*

## Instagram

- Younger age group
- Niche, luxury, high end brand
- Lesser global penetration
- Higher engagement
- Content – positive, surprises
- *Beauty products, fashion*

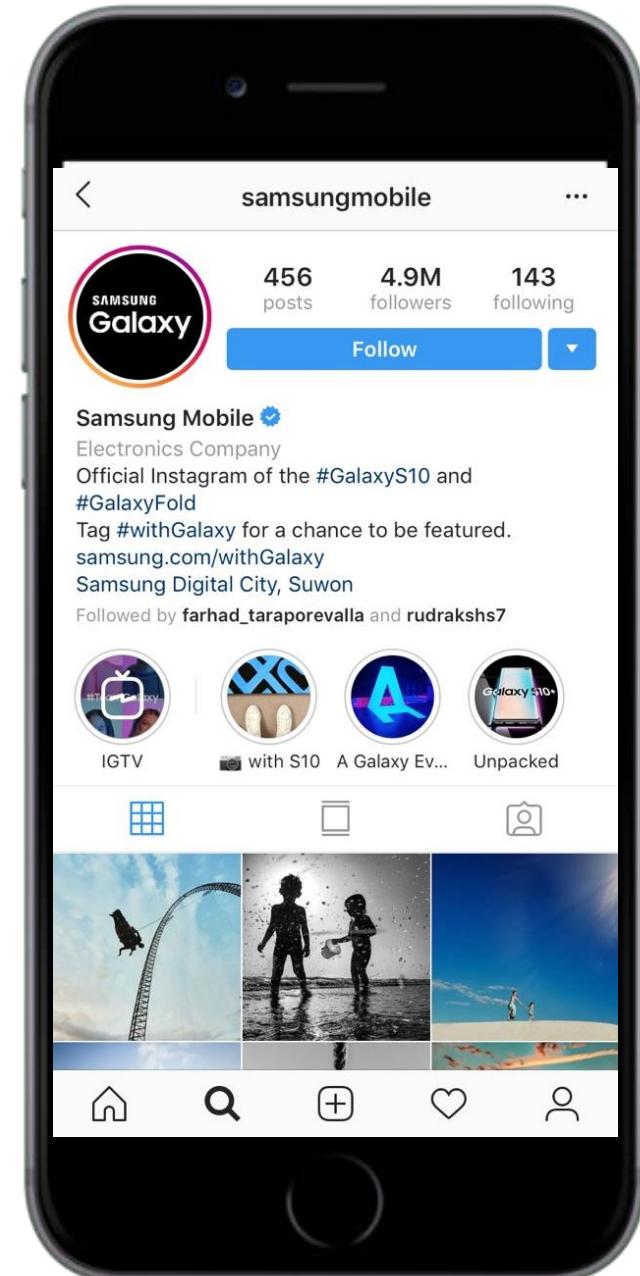
# Instagram Checklist

# 1. First step on Instagram

- Monitor popular events and interesting hashtags related to your business
- See what your competitors are doing:
  - Hashtags, tonality, captions

## 2. Essentials

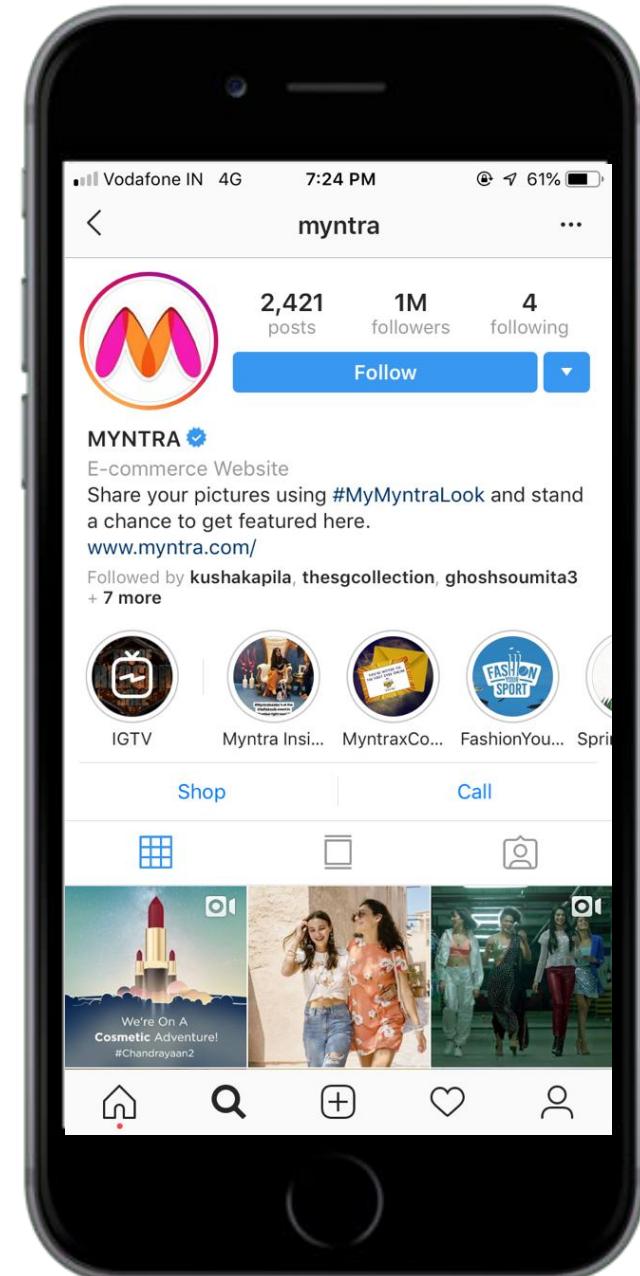
- ✓ Profile photo – brand logo
- ✓ User Name
- ✓ Bio says who you are



# Essentials

---

- ✓ Call to action
- ✓ Story Highlights



# 3. Insta Grids

Search



Eva Longoria  
in  
OUTHOUSE JEWELLERY



SABYASACHI



SABYASACHI



TROPICAL  
BLUSH



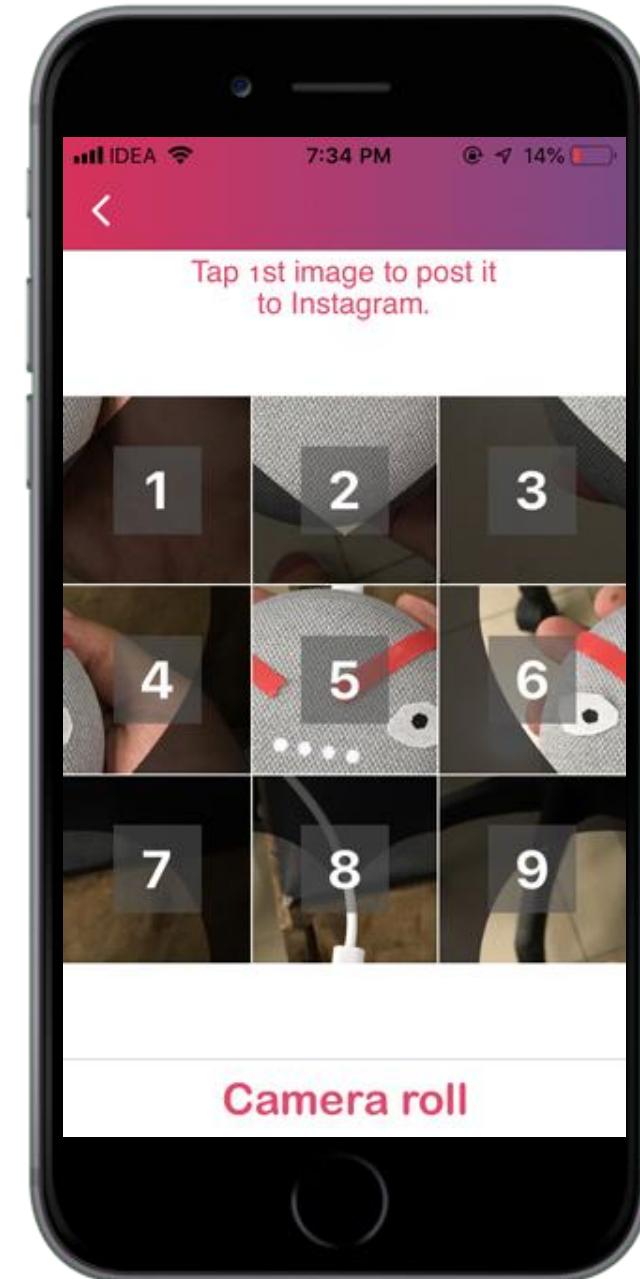
Thinking how grids are  
uploaded?

Well there is a tool for that  
as well!

# Insta Grid Maker Tool

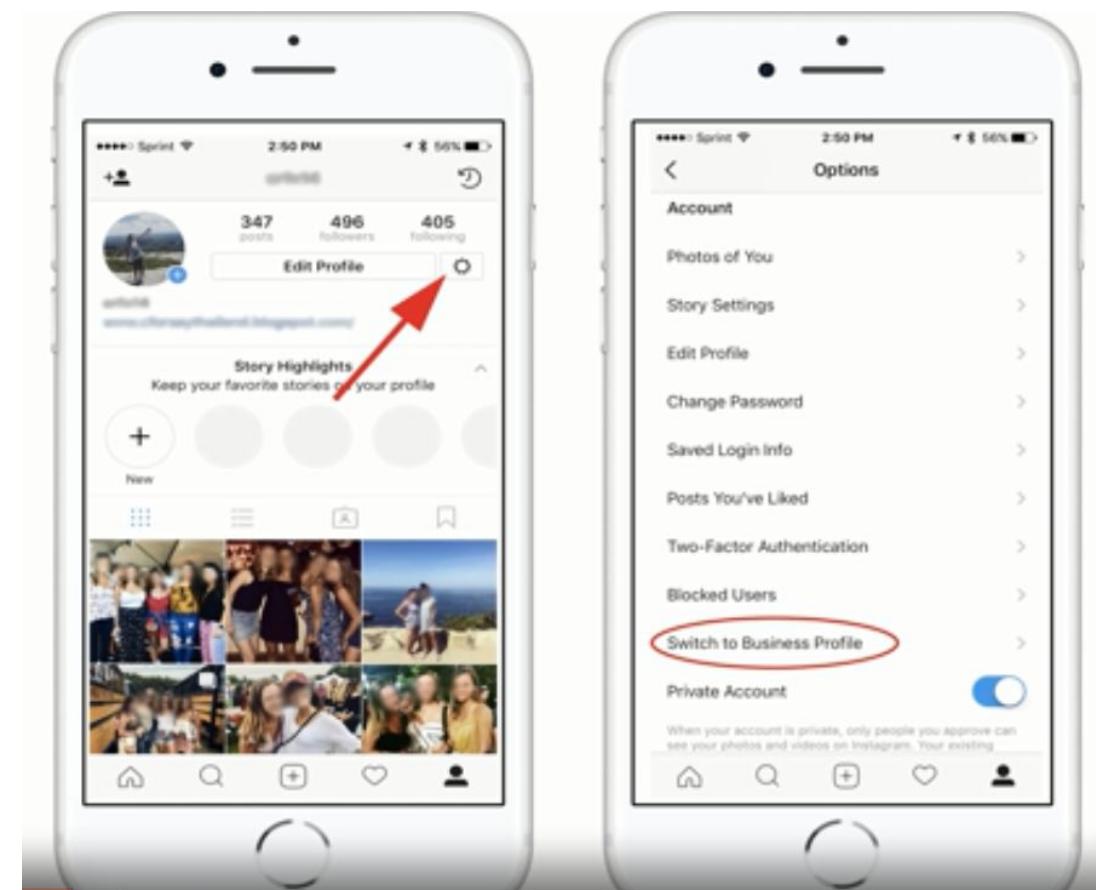
---

- You can get this app and design a grid for your account.



# You could unlock more features by switching to an Instagram Business Profile

- Make sure your account is connected to a [business email](#)
- Switch to an [Instagram business profile](#)-
  - Instagram Insights
  - Additional contact fields in your bio
  - Include links in Instagram stories (only if you have 10,000+ followers)





## 4. Links for sales

Make it easy for fans to buy

- Include your website link every post or direct them to a link in your bio
- Brand your posts with the company logo and website

## 5.What to post on Instagram

# Images

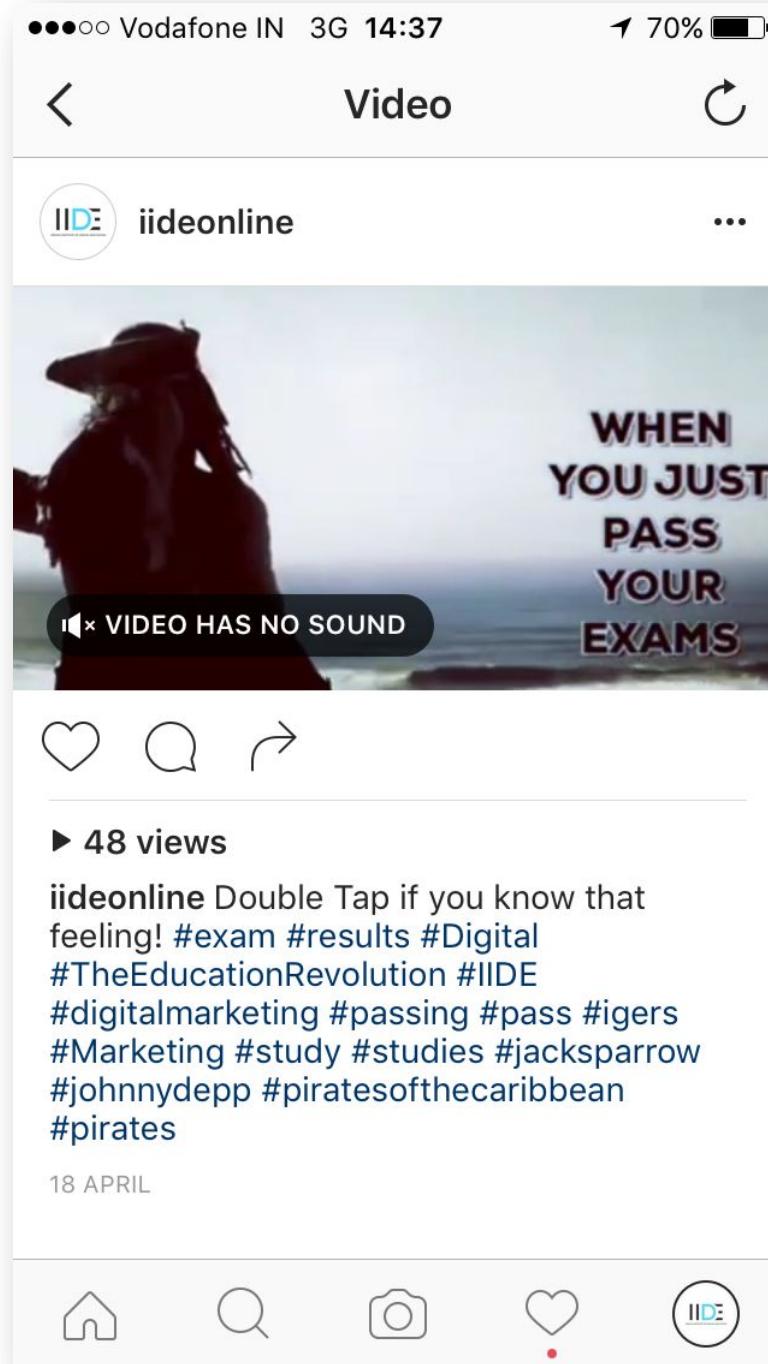
---

- Use high resolution images



# Videos

- On Instagram videos can be only be posted up to 1 minute



# Product

---

- Your product is the key



# Your business

- Behind the scenes
- Celebrations in office

Vodafone IN 4G 5:27 PM 56%



TOP POSTS

#behindthescenes



1,544 likes

vintagemovieclub Paul Newman and Rocky Graziano on the set of Somebody Up There Likes Me, 1956

#paulnewman #rockygraziano #classicfilm

#classichollywood #vintagehollywood

#behindthescenes



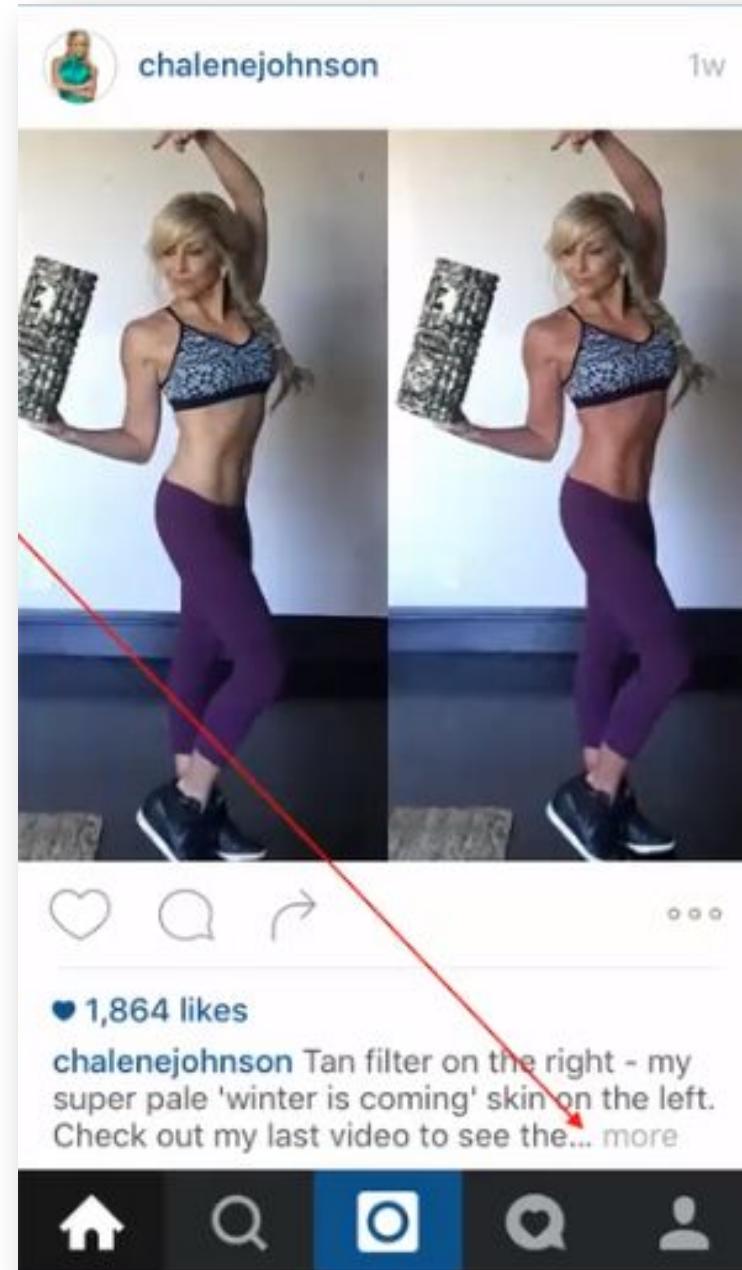
# Colour Theme

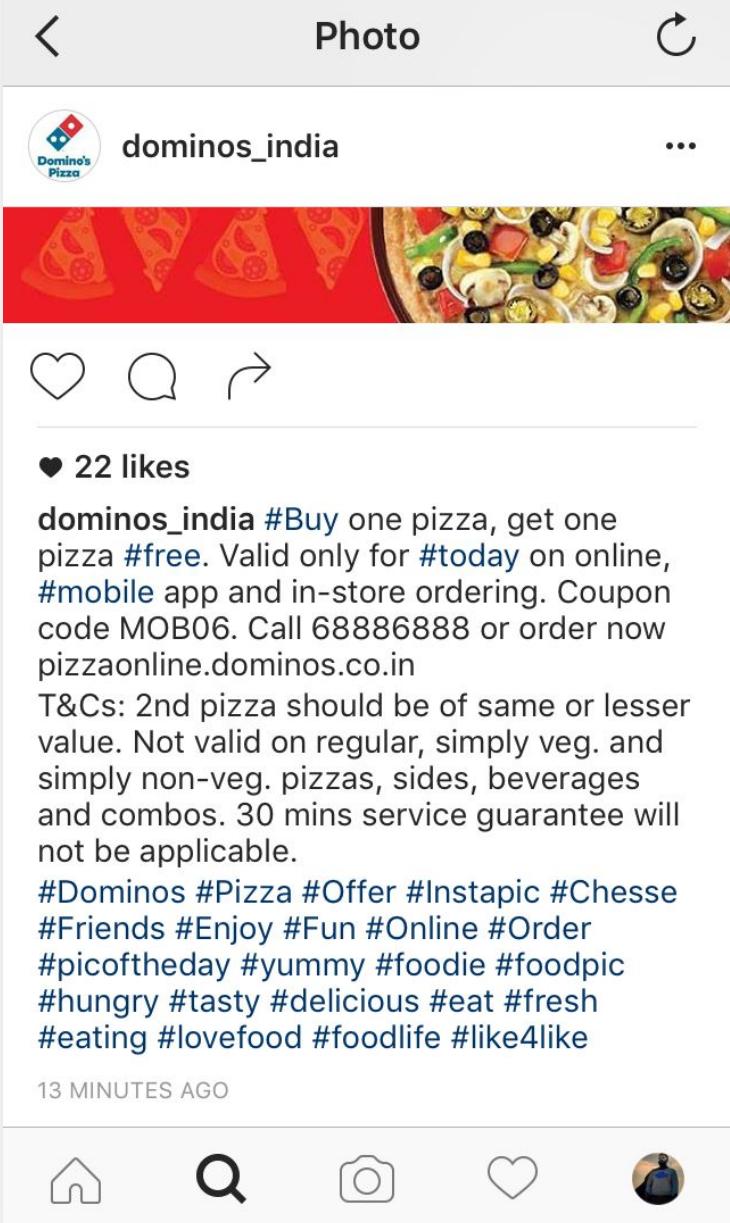
□ Maintain a “Colour Theme” for your account and grid.



# Captions

- Make use of the 3 lines and 130 characters before the “more” link
- Get a Call To Action in the first 50 characters

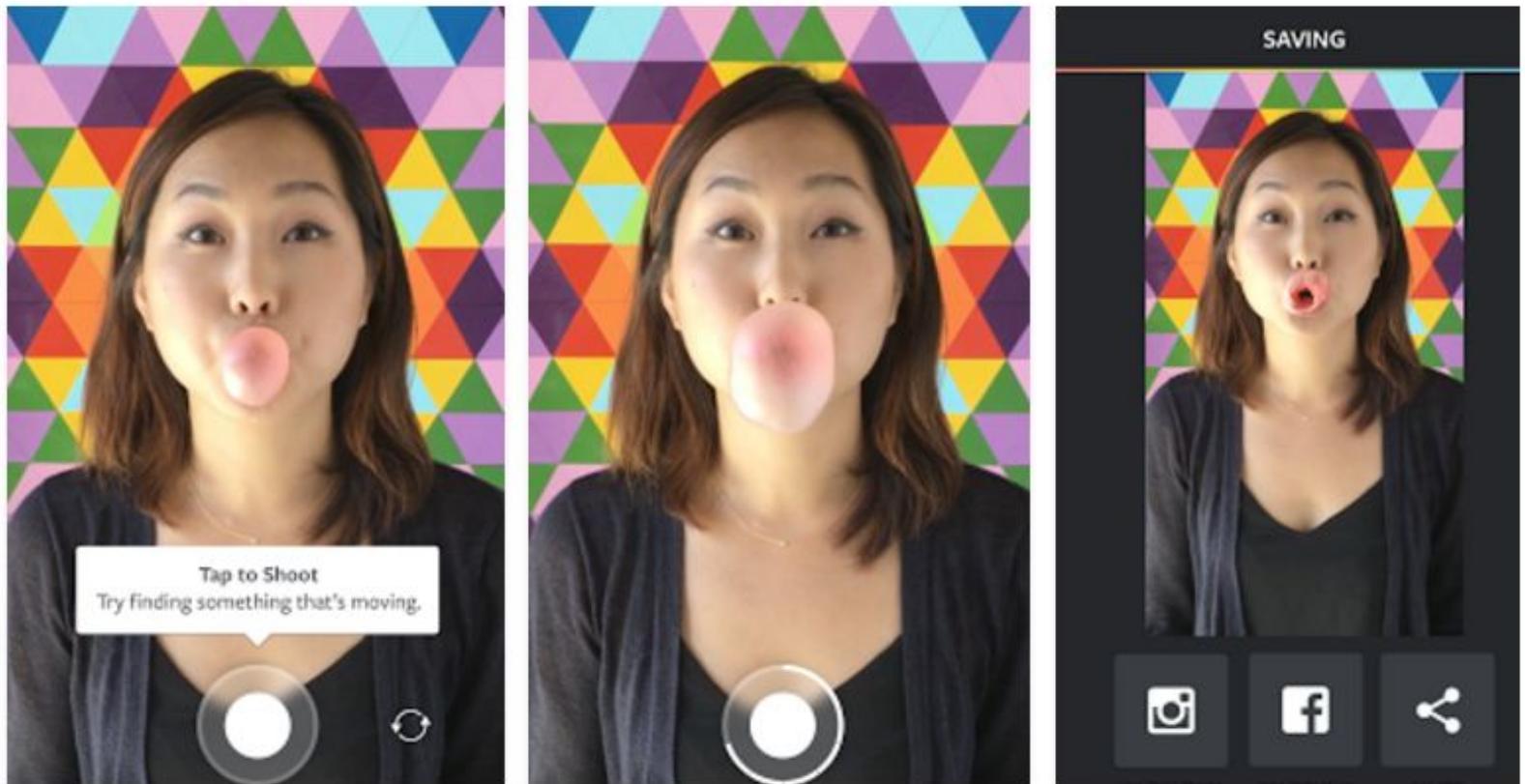




## Offer codes

- Share coupon codes specific to Instagram to track sales derived via this sales channel!
- For example: **INSTA10**

# Boomerangs for engagement



# 6.Relevant hashtags



dominosuae • Follow

· · ·

· · · من دومينوز بيتزا · · ·

1w

dominosuae #dominospizza  
#dominosuae #dubai  
#pizza#food#love#delicious #uae  
#food #foodlove #yummy #italian  
#dxb #mydubai #instafood  
#foodie #foody  
#dominos #pizzatime  
#pizzalove

1w Reply

shazui\_baloushi Sad we can't have it cause we don't have dominos in AD @dominosuae ☺

6d Reply

— View replies (3)

· · ·

27 likes

7 DAYS AGO

Add a comment... Post

# Relevant hashtags

The image shows a Twitter feed with two main posts:

**Tweet from @IIDEonline:**

IIDE @IIDEonline  
Unpopular Opinion: (Career Edition)  
You don't need a college degree to start a career in tech.  
6:00PM - 1 June 2019  
20 Retweets 78 Likes

**Reply from ecotechstuff:**

iideonline Any controversial/unpopular opinions are welcome in the comment section! ↗  
8w  
#unpopularopinions #unpopularopnion #career #careeropportunities #careergoals #tech #technology #twitterthread #confessed #opinions #opinion #opinionista #youropinion #opinionated #careeradvice #careergrowth #success #careerdevelopment #careercrack  
8w Reply

**ecotechstuff Profile:**

266 likes JUNE 1 Add a comment... Post

There are tool to find  
Hashtags to.. Let's see..

# 1. Photerloo

## Keyword & hashtag finder

Drag another photo here or click to choose different photo



Maximum Number of Photo Keywords  
Use the slider to increase or decrease number of photo keywords.

1  50

**Copy keywords to clipboard**

Suggested Photo Keywords  
Click a keyword to remove it from list.

- car × vehicle × wheel × sedan × bumper × grille × headlight ×
- land vehicle × mirror × transportation × drive × automotive design ×
- suv × automotive × motor vehicle × compact sport utility vehicle ×
- classic × mini suv × machine × speed × sport utility vehicle ×
- spoke × coupe × luxury vehicle × alloy wheel × hatchback ×
- mid-size car × jeep × transportation system × minivan ×

Maximum Number of Instagram Hashtags  
Use the slider to increase or decrease number of Instagram hashtags.

1  30

**Instagram Hashtag Popularity**  
Choose the popularity of the Instagram tags to show, more popular tags get more traffic but it's harder to get one of the top posts.

Least Popular  Very Popular

**Copy Instagram Hashtags to clipboard**

Suggested Instagram Hashtags  
Click a hashtag to remove it from list.

- #wheeloffortune × #mirrorselfies × #mirrorcarp × #mirrorpicture ×
- #bumpersamsung × #mirrornails × #vehiclewraps ×
- #transportationdesign × #wheelsforsale × #vehiclegram ×
- #electricvehicle × #wheelietime × #mirroring × #g35sedan ×
- #wheelthrowing × #wheelbarrow × #mirrortemperedglass × #mirrorball ×
- #bumperclearcase × #mirrorlook × #mirrorfinish × #mirrorlab ×
- #mirrorcopy × #bumpers × #vehicles\_creative\_pictures × #wheelwhore ×
- #mirrorbags × #bumperiphone6 × #wheelswap × #bumpermurah ×

# 2. Keyword Tool

## Hashtag finder

 **Keyword Tool**

Keyword Tool Pro For Instagram API Access ▾ Contact Login

Google YouTube Bing Amazon eBay Play Store Instagram Twitter

mahindra scorpio English 

Filter Results  Hashtags People Sort by Keywords - ascending 

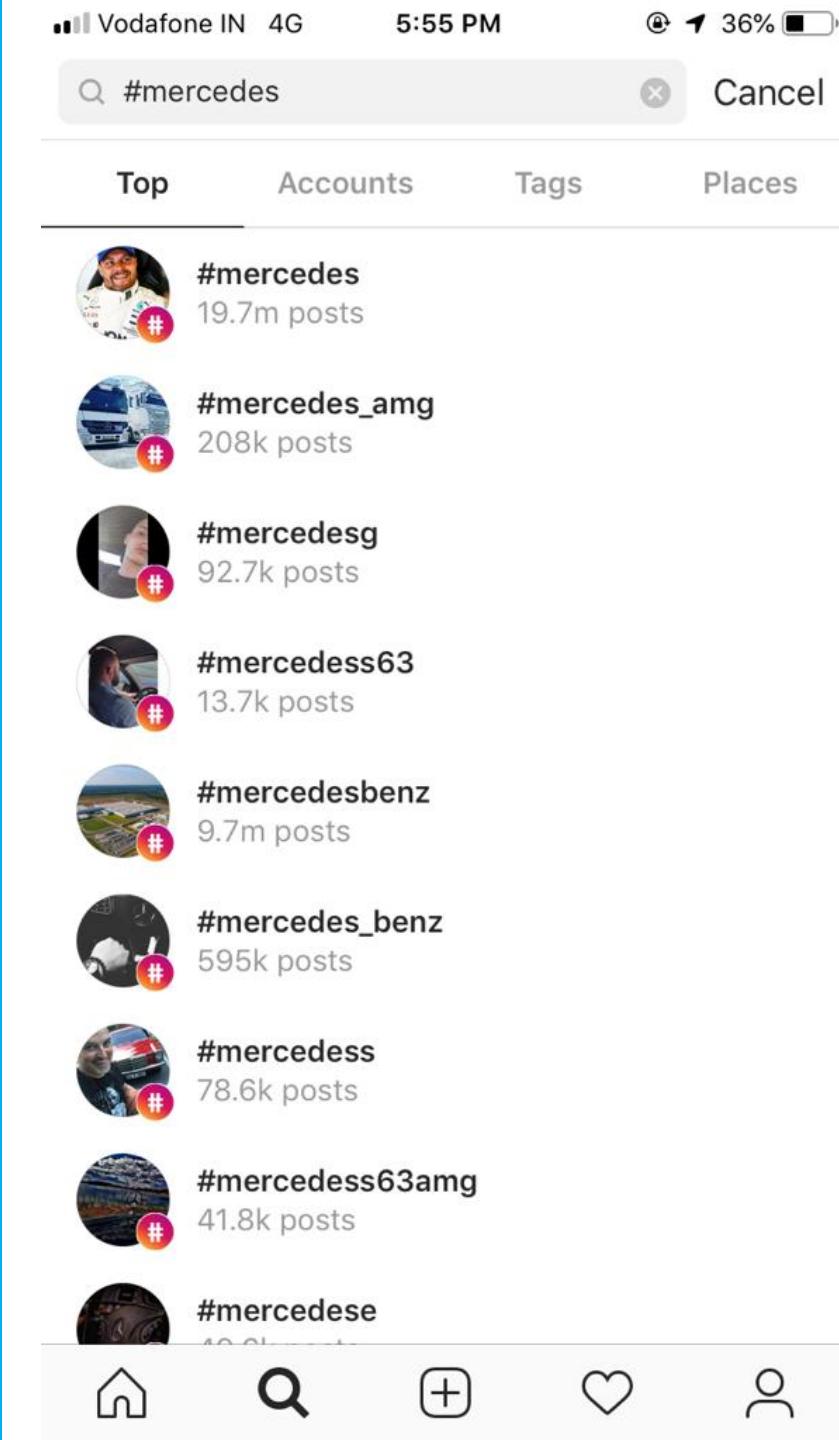
Negative Keywords  Search for "mahindra scorpio" found **15** unique hashtags

Want to get up to 10x more hashtags instead? [Subscribe to Keyword Tool Pro now!](#)

Hashtags 	Posts 
#mahindrascorpio	22,930
#mahindrascorpions11	37
#mahindrascorpio <span style="color:red">❤</span>	744
#mahindrascorpions10	489
#mahindrascorpio4x4	199
#mahindrascorpioallmodel	

# Search hashtags

- It's always a good practice to search for hashtags that are common and uncommon
- Posting a mix of both might help your account to rank organically



# Post hashtags

Caption

OK

#macbook

#macbookpro  
18,19,413 posts

#macbook  
27,64,166 posts

#macbookair  
7,64,992 posts

#macbookcase  
4,35,313 posts

#macbookpro2018



## 6. When to post on Instagram?



The audience is usually active between 9am to 12am. There is no correct time to post, it completely depends from brand to brand, holidays, weekends, festivities, good weather vs bad weather.

# Insta Stories

# Instagram Stories

400 million daily  
users

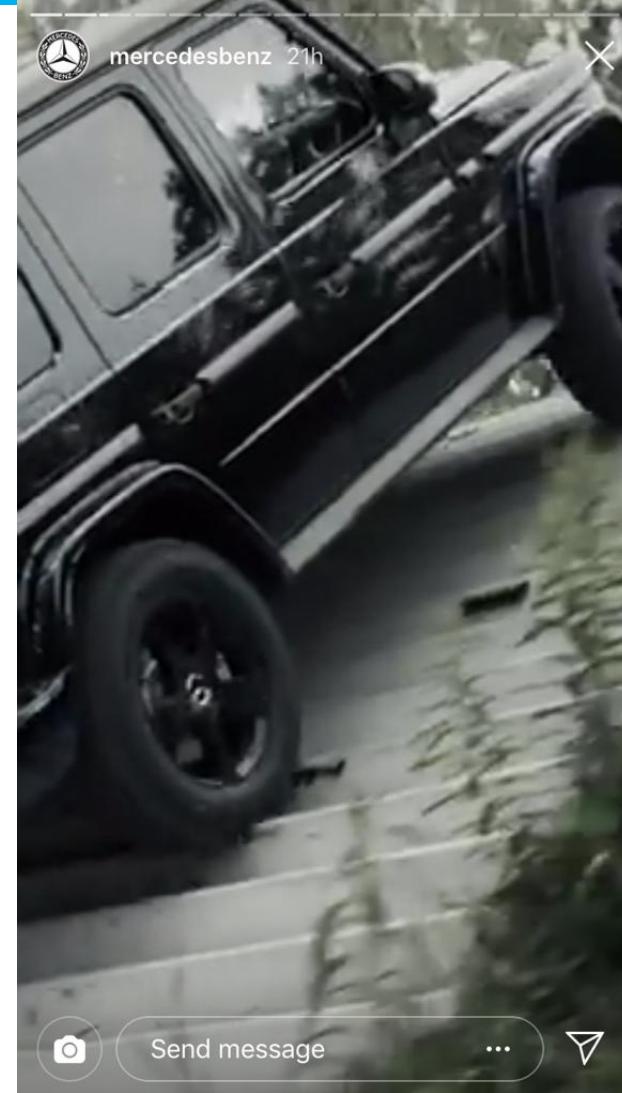
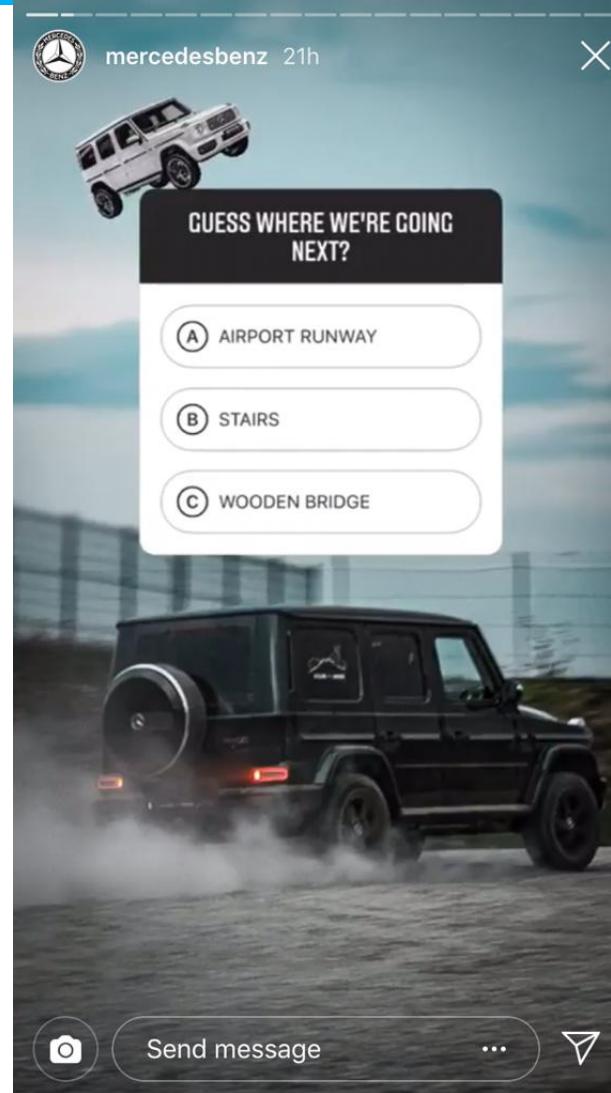
20% of posted  
stories resulted in  
direct interaction  
with users

Helps your brand  
stay top of mind –  
maintain visibility  
sessions

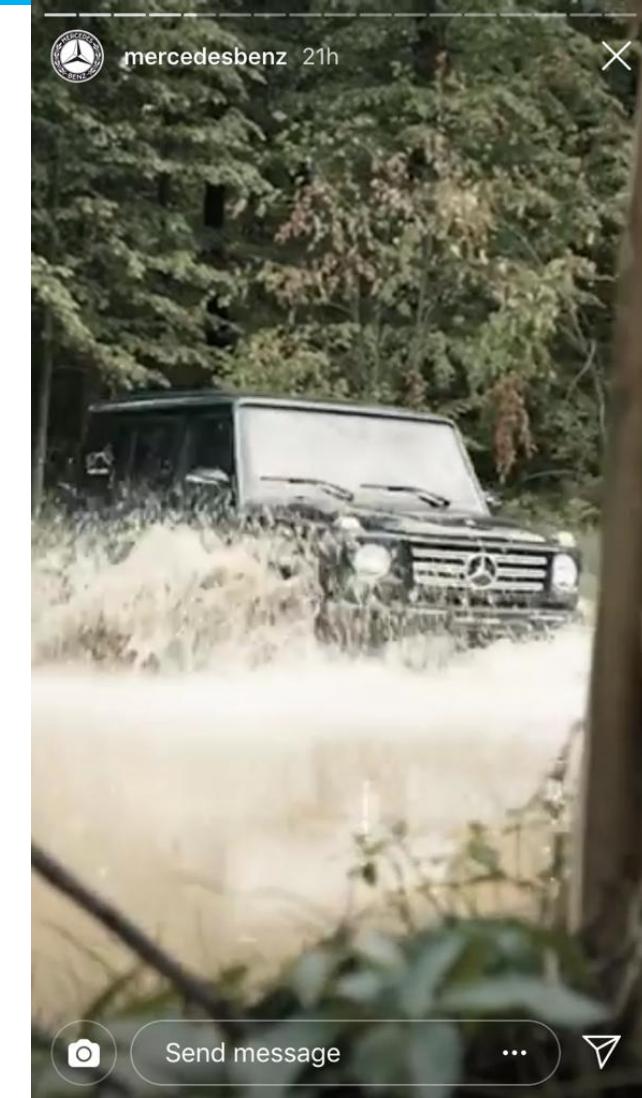
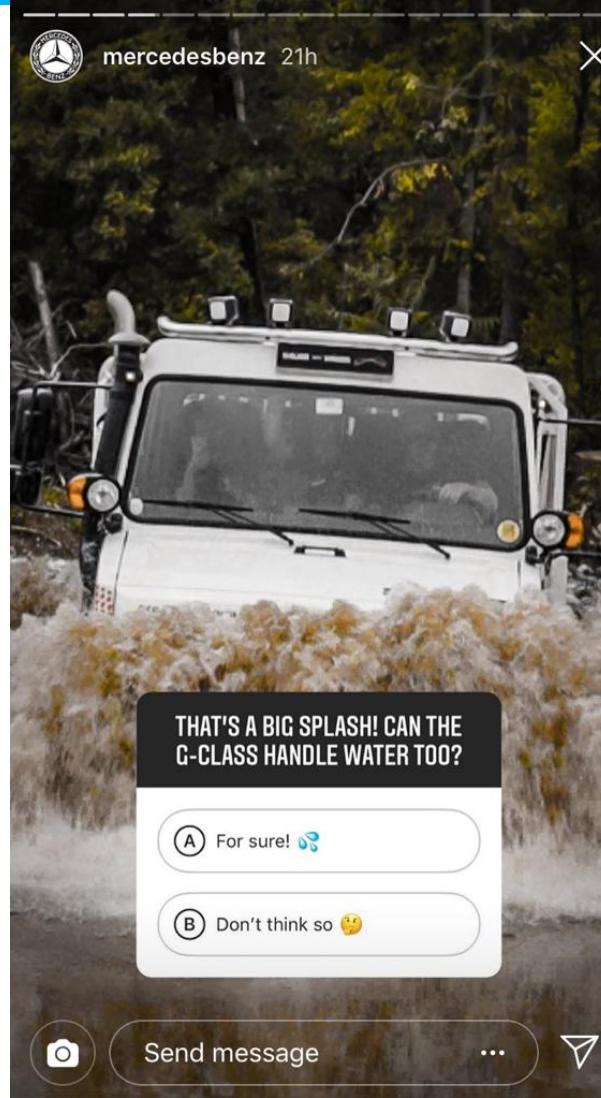
Less efforts are  
spent in creating  
stories. Helps in  
real-time  
marketing

Beauty of Instagram Story  
Lies in the way it is narrated.

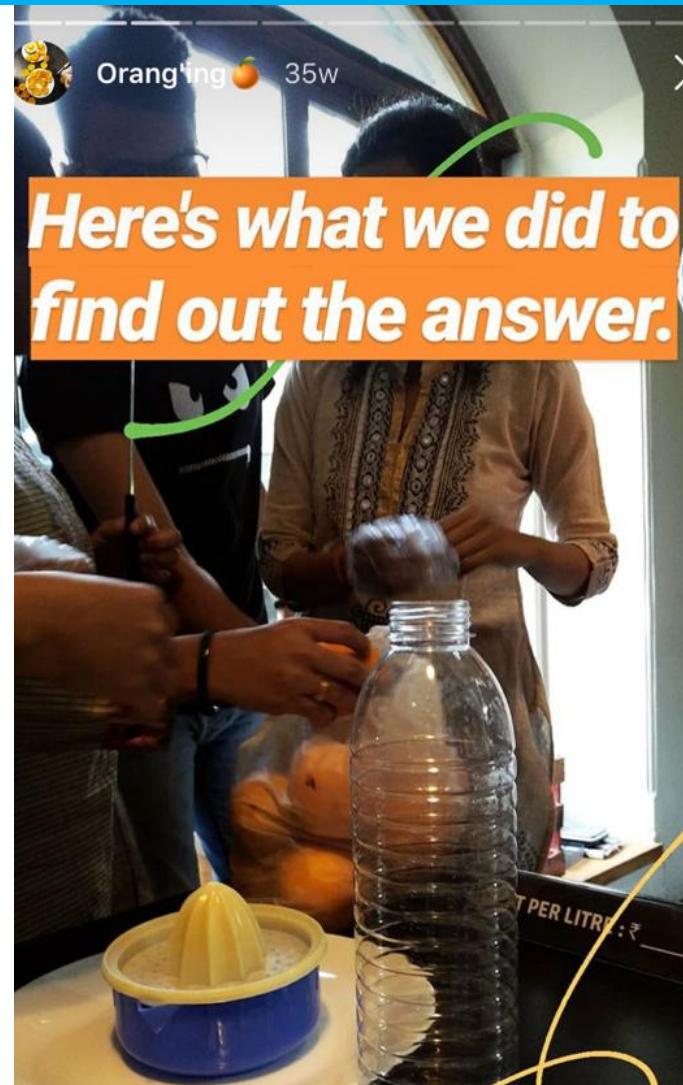
# Insta Stories - Mercedes Benz



# Insta Stories - Mercedes Benz



# Highlights - Rawpressery

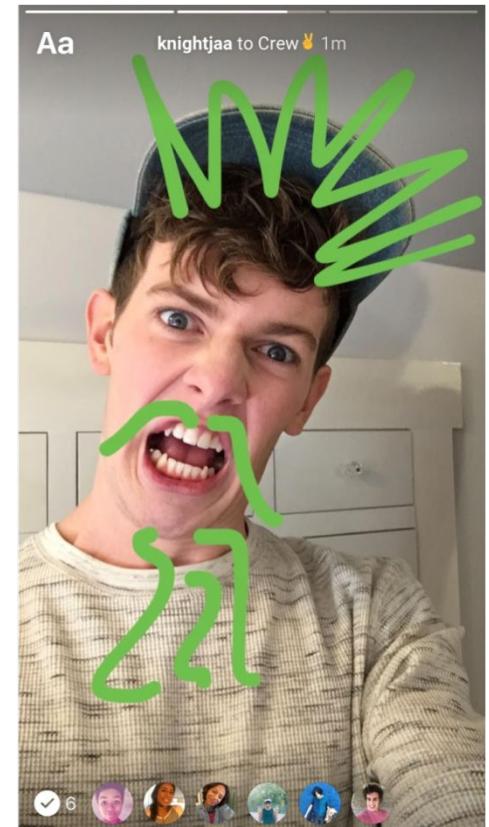
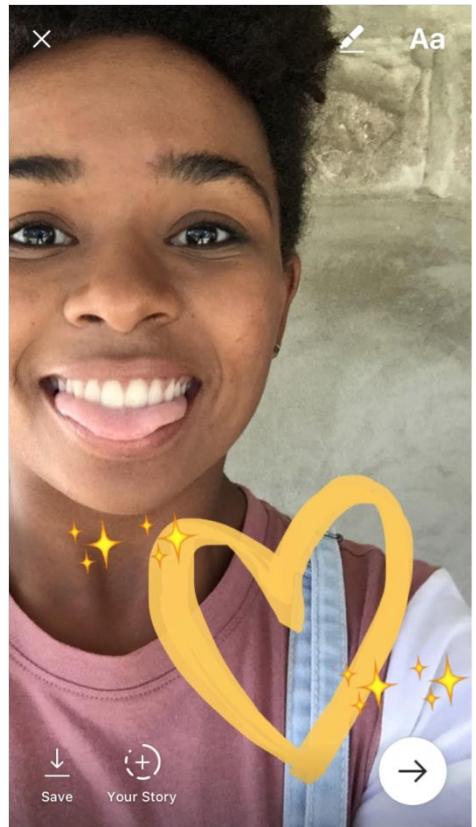


# Highlights - Rawpressery



# Insta Live

More ephemeral  
experience than stories.



# Instagram Algorithm

Interest &  
Relevancy

- Instagram considers timeliness to be important for prioritizing and will reorder only the new posts between a user's current visit and last visit

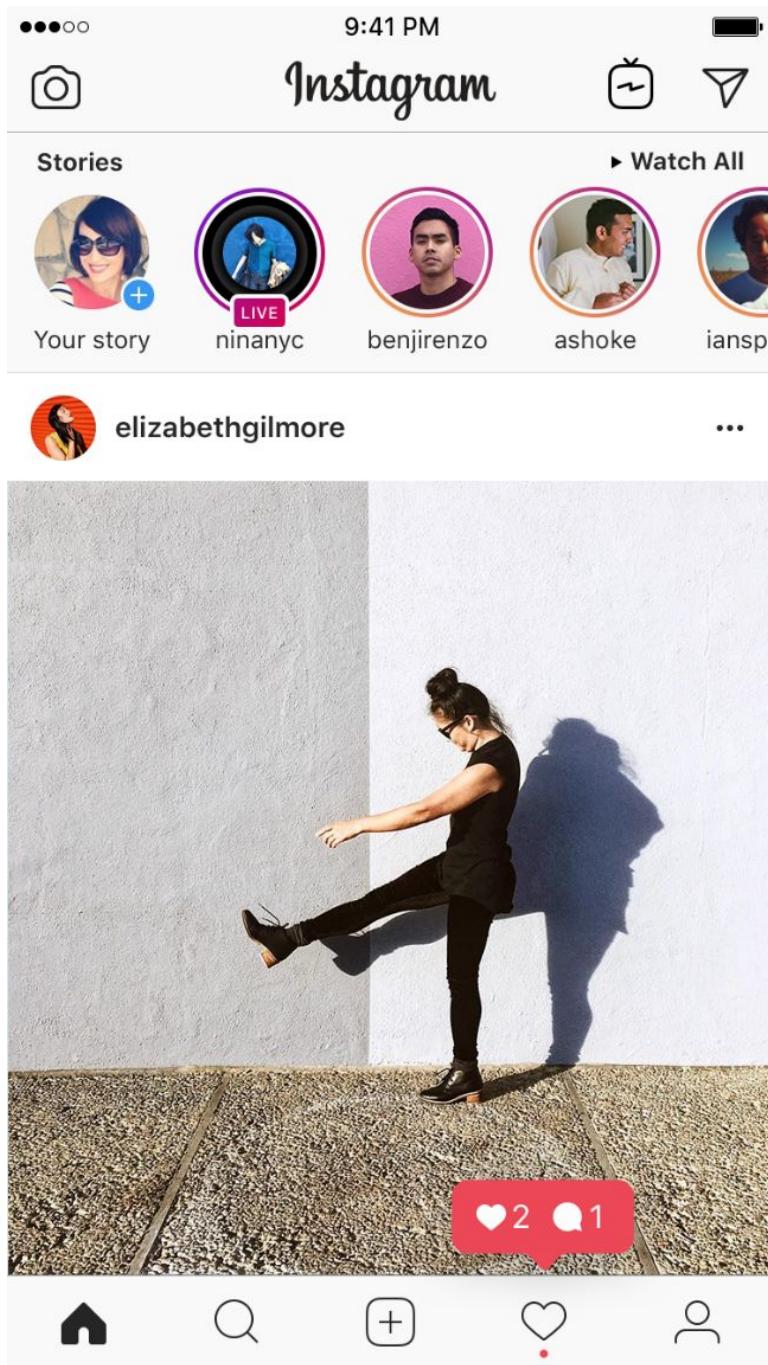
- Instagram will prioritize posts it believes to be of more interest or has the greatest relevance to other post you have engaged with

Instagram is  
no longer  
chronological

## Relationships

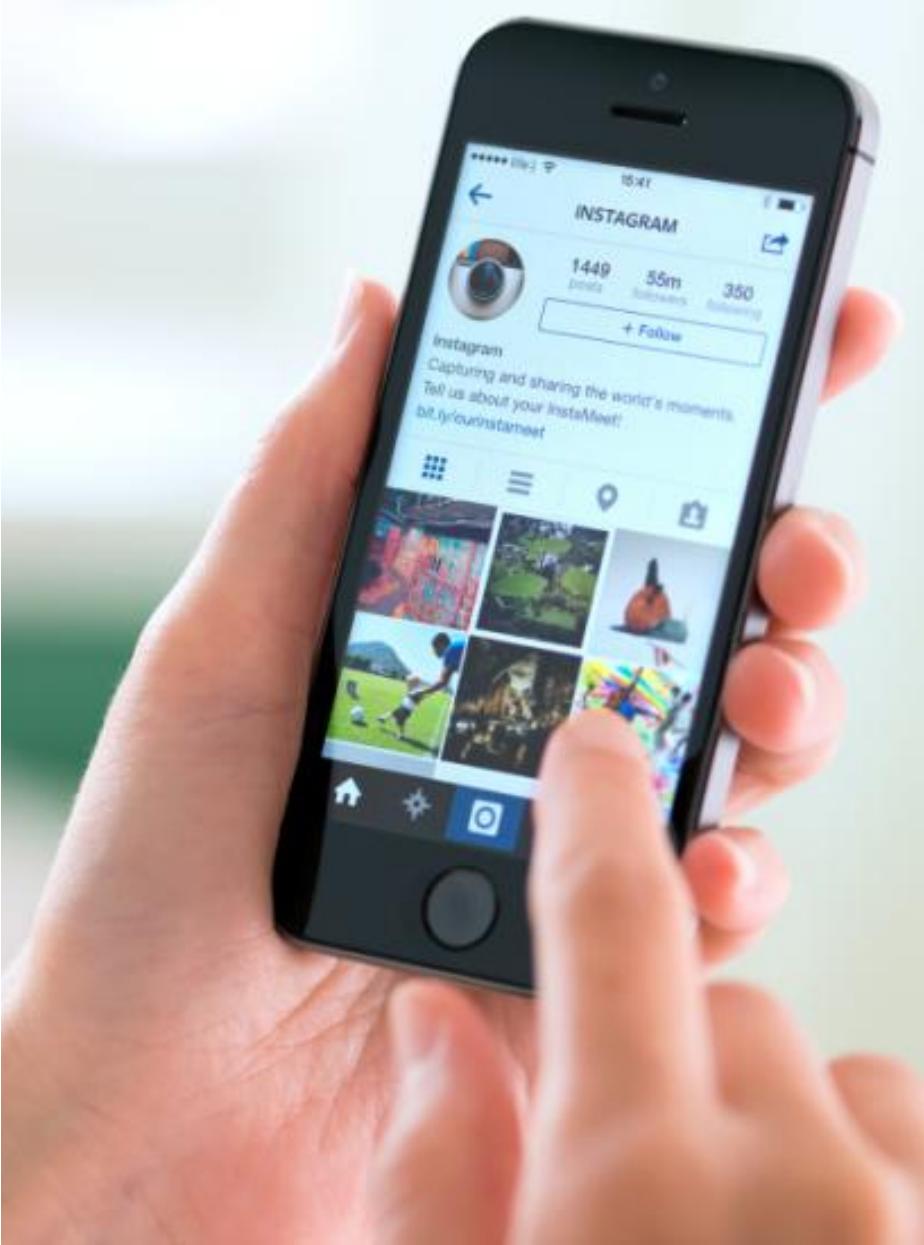
- Relationships and relevancy matter showing you the Instagram accounts that you interact with
- The relationship factor takes into account a user searching for a profile, then ranks that profile higher in the feed moving forward

# Images vs Videos



- Instagram doesn't look at photo or video content differently
- (Here video content won't rank higher unlike other platforms)

# Personal vs Business profile



- Instagram gives the same visibility to both personal and business accounts
- What matters to Instagram is the kind of Content you are generating

Let's look at some amazing Instagram accounts!

# Athleta - #NationalBestFriendDay

Contest coinciding with an important social media day



athleta • Follow

athleta Contest Closed: congrats to our winners @courtneynicolesatow and @swinker24 plus @afitandfabulousmichele and @dianecettina! Keep following for even more chances to be entered into our giveaways!

It's #NationalBestFriendDay. 🤵♀ Tag your BFF and let us know what they mean to you for a chance to win \$100 Shop Card for each of you. After all, the bestie things in life are free.

Load more comments

runit\_sam @lydz.worksout this though

lydz.worksout @runit\_sam much more realistic hahah

mixedfit\_ @jackieevictoriaa these

8,143 likes

JUNE 8

Add a comment...

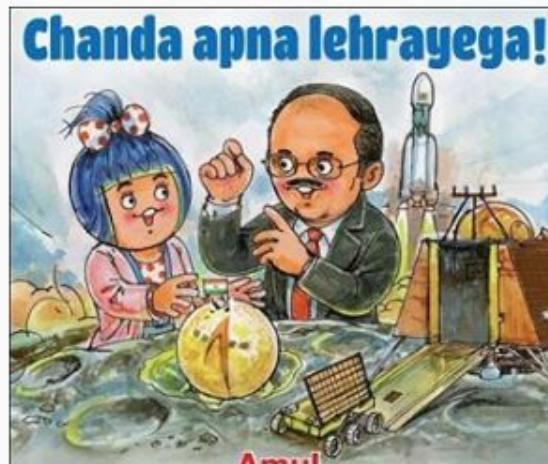
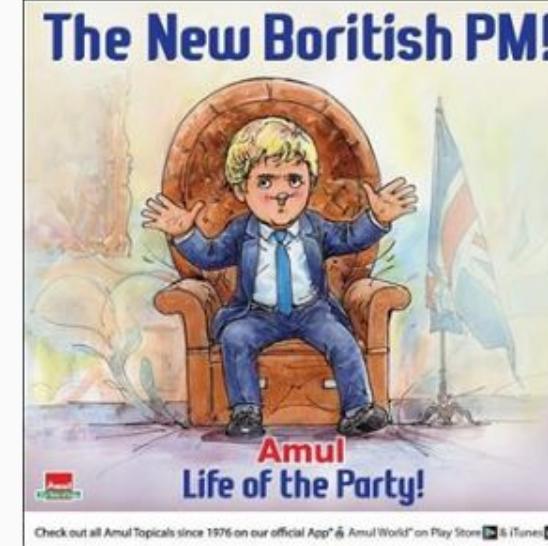
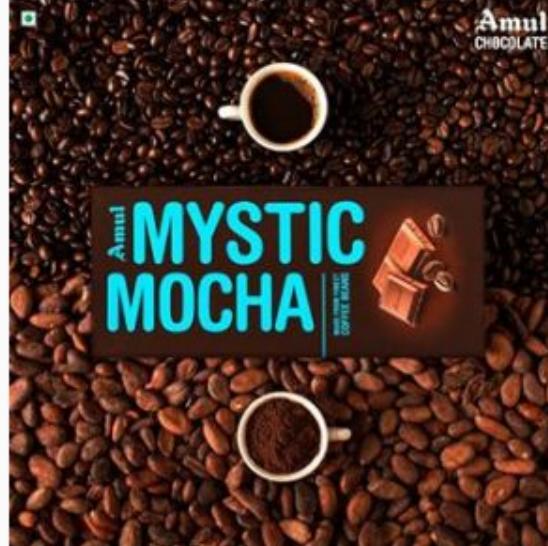
...

# Casper – Virtual pillow fight

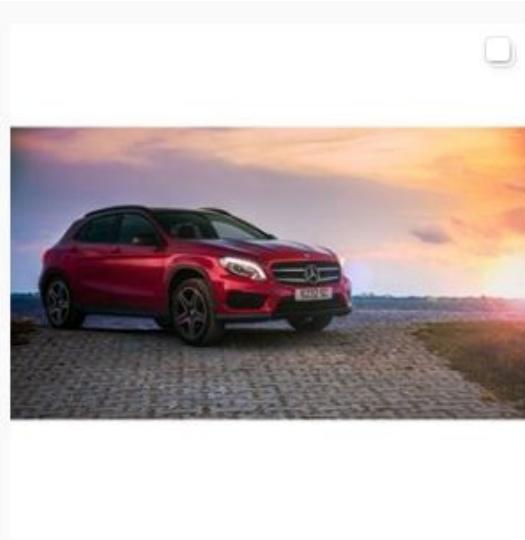
Winner get internet fame & glory!



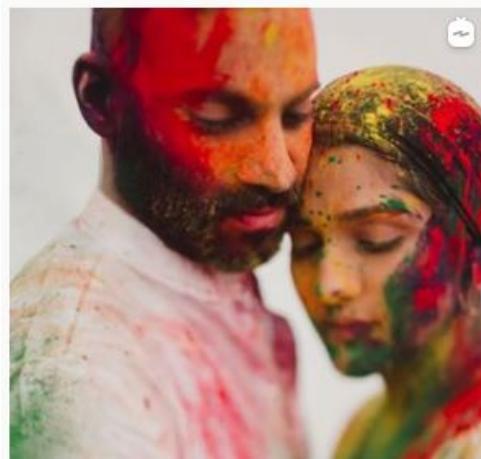
# Amul\_india – User generated content



# Mercedesgla – User generated content



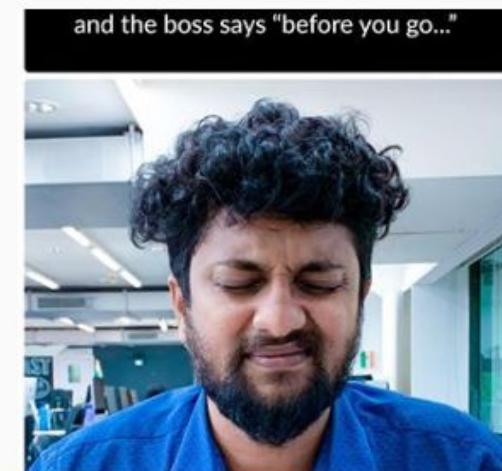
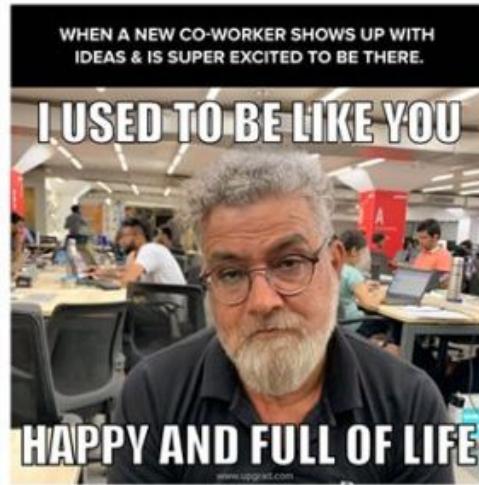
# Wedding Sutra – User generated content



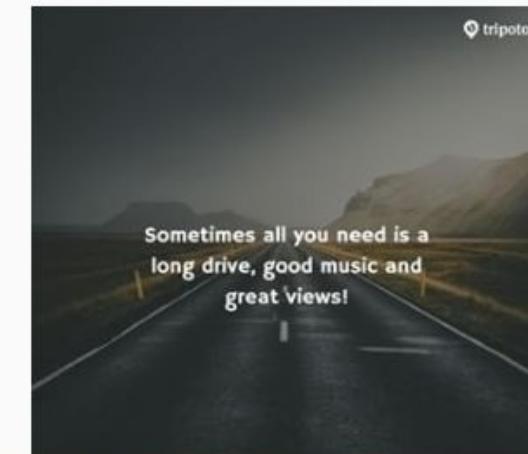
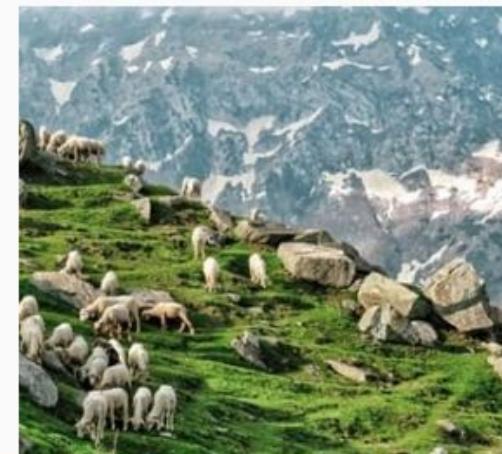
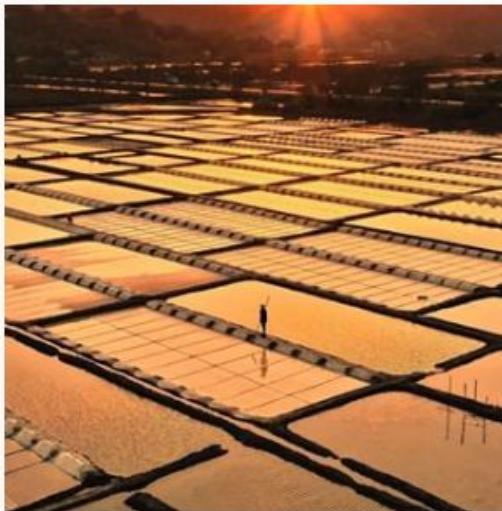
# Practo – memes / brand look and feel



# upgrad \_edu – quotes & student testimonials



# Tripoto community – contests/ Wander Images



Follower analyser - Android



Command - iOS



Instagram it, always!

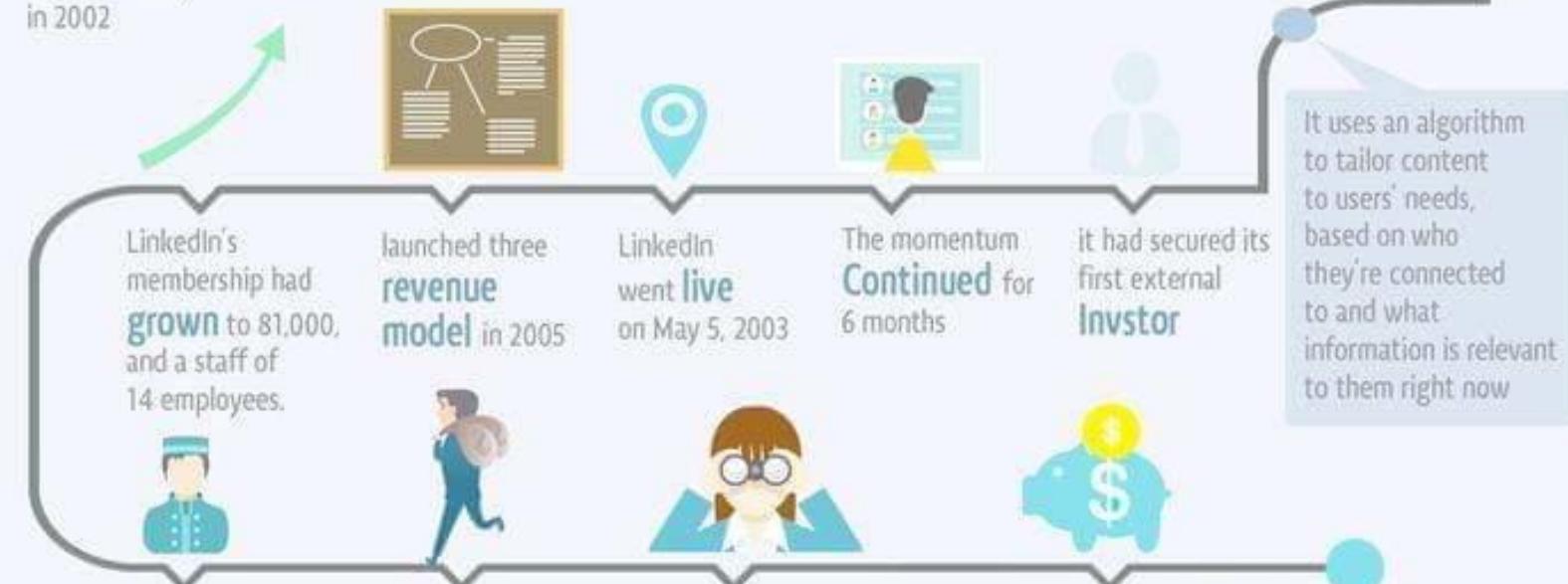
# Class Activity

- Make an Insta story

# LinkedIn

# HOW LinkedIn STARTED

Reid Garrett Hoffman founder



# Importance of LinkedIn

**51%** OF COMPANIES  
**ACQUIRED**  
**A B2C CUSTOMER**  
THROUGH LINKEDIN

-LinkedIn

LINKEDIN GENERATES  
**MORE LEADS**  
FOR B2B COMPANIES  
THAN FACEBOOK,  
TWITTER, OR BLOGGING  
**INDIVIDUALLY**

-Inside View

 **50%**  
OF LINKEDIN MEMBERS REPORT THEY ARE  
MORE LIKELY TO BUY FROM  
A COMPANY THEY ENGAGE WITH  
ON LINKEDIN

-LinkedIn

**93%** OF B2B  
MARKETERS  
CONSIDER LINKEDIN TO BE THE  
MOST EFFECTIVE SITE  
FOR **LEAD GENERATION**

-LinkedIn

 **LINKEDIN** IS  
RESPONSIBLE FOR  
**64%** OF ALL  
**VISITS**  
FROM SOCIAL MEDIA CHANNELS  
TO CORPORATE WEBSITES

-Econsultancy

**80%** OF  
LINKEDIN  
MEMBERS WANT TO  
CONNECT WITH COMPANIES  
TO ENHANCE THEIR  
**DECISION MAKING**

-LinkedIn

Any guesses on why  
LinkedIn  
is better than others?

# 1. Hire



Finds and attracts the world's best talent



Targets the right person with the right job



Showcases employer brand and culture

## 2. Market



Sharing meaningful content  
which builds trust

# Sell



Find and engage with buyers

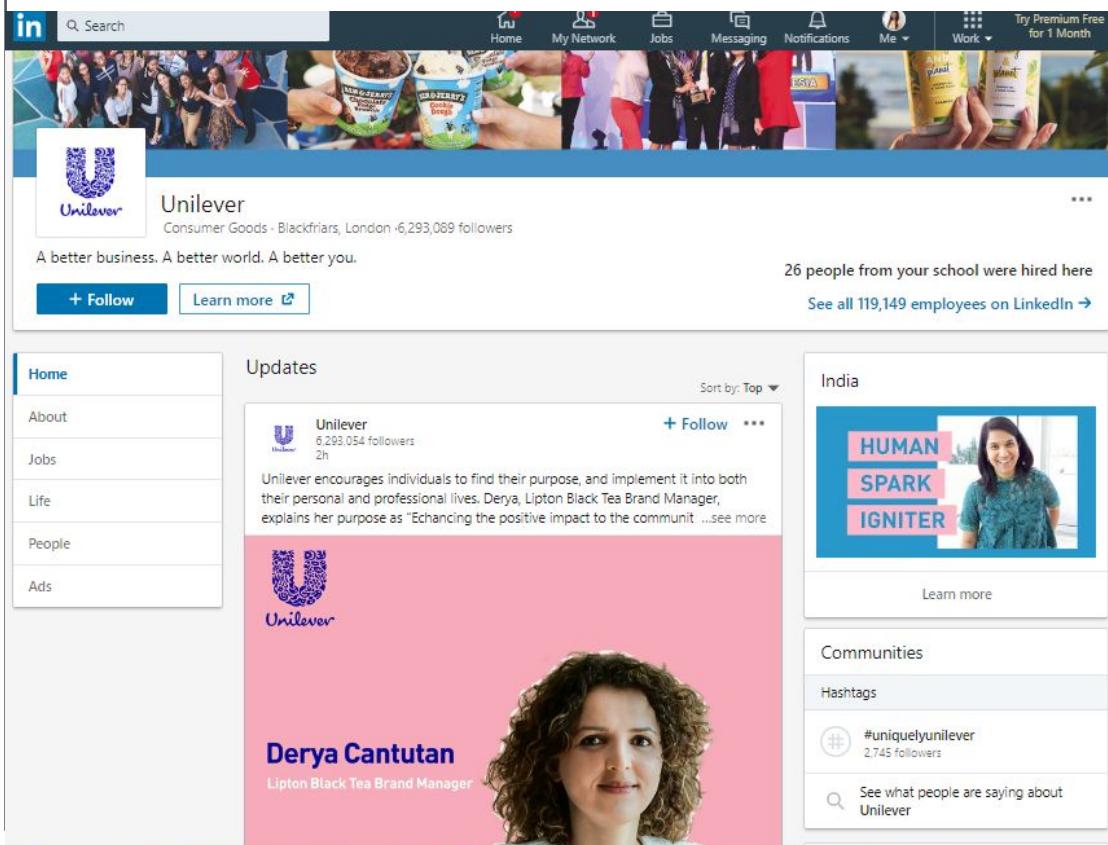


Use your company's  
connections to generate leads

# When should a brand opt for presence on LinkedIn

# LinkedIn

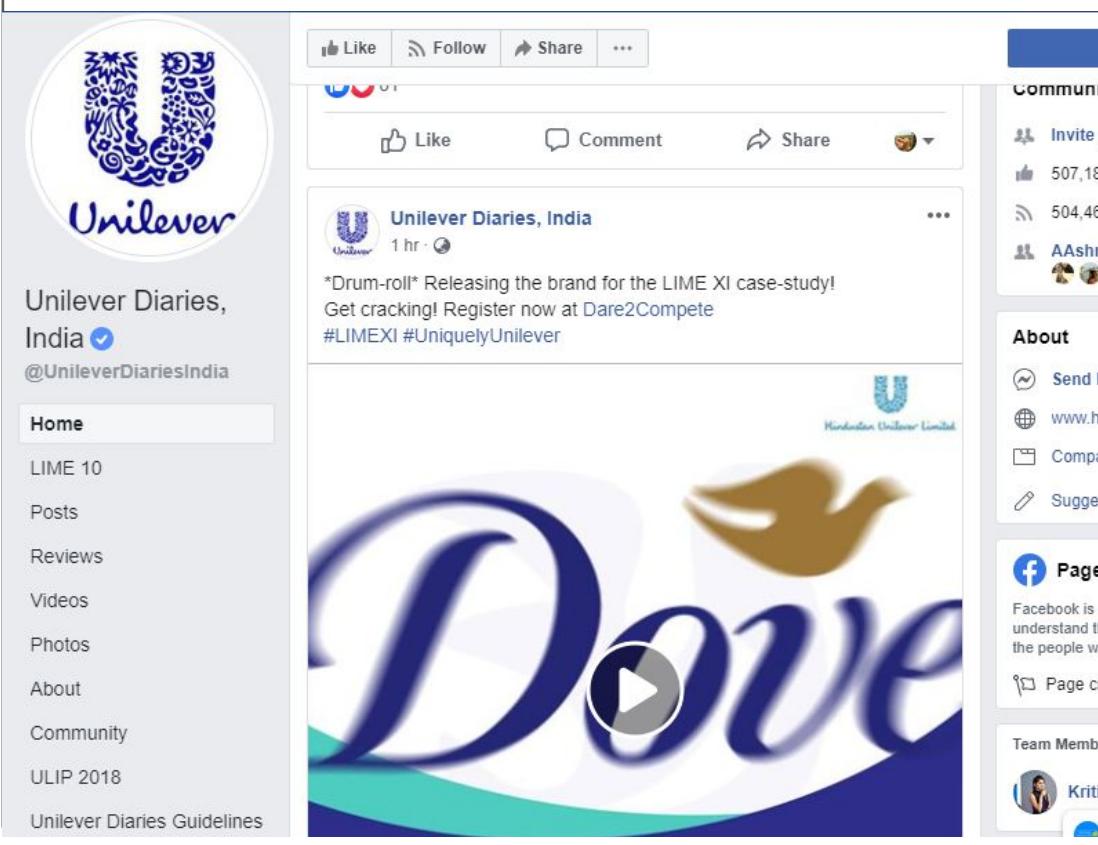
LinkedIn is a good platform to portray company's culture



The LinkedIn profile page for Unilever features a banner image showing various Unilever products like ice cream and tea. The company's logo is at the top left. Below it, the text "Unilever Consumer Goods - Blackfriars, London · 6,293,069 followers" is displayed. A tagline "A better business. A better world. A better you." follows. On the right, there's a note about 26 people from the user's school being hired by Unilever, with a link to see all 119,149 employees. The main feed shows a post from Derya Cantutan, Lipton Black Tea Brand Manager, with a photo of her. The sidebar includes links for Home, About, Jobs, Life, People, and Ads.

# Facebook

Facebook is a good platform to showcase the products



The Facebook page for Unilever Diaries, India, has a blue decorative header. It shows a post from "Unilever Diaries, India" (@UnileverDiariesIndia) with a caption about releasing the brand for the LIME XI case-study and a call to register at Dare2Compete. The main feed features a large image of the Dove logo with a bird. The sidebar on the right lists options like Like, Comment, Share, and a list of posts, photos, reviews, and videos. A vertical sidebar on the far right shows community statistics and other sections like About, Page, and Team Members.

# Asian Paints Facebook

The screenshot shows the Asian Paints Facebook page. At the top, there's a navigation bar with 'Like', 'Follow', 'Share', and a three-dot menu. Below it, there are three product images: 'Asian Paints Wall-ons A...', 'Asian Paints Wall-ons A...', and 'Asian Paints Wall-ons C...'. Each has a price: ₹799.00 was ₹2,000.00, ₹799.00 was ₹2,000.00, and ₹449.00 was ₹1,130.00. A 'See All' button is below these. On the left, a sidebar lists navigation links: Home, Shop, Posts, Videos, Photos, About, Pinterest, Instagram, Legal Policy, Community, Notes, and Events. The main content area features a post from 'Asian Paints' (@asianpaints) dated June 4. The post text reads: 'Work is worship and workspace is sacred. So let's bring your workspace to life with awe-inspiring green in Royale Play Metallics Delta and Play Up your work space.' Below the text is a video thumbnail showing a woman working at a desk in a green-themed workspace.

# Asian Paints LinkedIn

The screenshot shows the Asian Paints LinkedIn page. At the top, there's a search bar and a navigation bar with 'Home', 'My Network', 'Jobs', and 'Messaging'. Below it, there's a large banner image with the word 'colour' in large white letters. The main content area shows a post from 'Asian Paints' (@asianpaints) dated 1d ago. The post text reads: 'The National Sales Meet 2019 for our Indonesia business unit held in Jakarta was an interactive event where all the sales team members reflected on the year gone by and together devised a strategy for the year ahead.' Below the text is a '...see more' link. To the left of the post is a sidebar with links: Home, About, Jobs, Life, People, and Ads. Below the post is a section titled 'Updates' with a post from 'Asian Paints' (@asianpaints) dated 1d ago. The post text reads: 'The National Sales Meet 2019 for our Indonesia business unit held in Jakarta was an interactive event where all the sales team members reflected on the year gone by and together devised a strategy for the year ahead.' Below the text is a '...see more' link. Below the updates is a section titled 'NATIONAL SALES MEET 2019' with four small video thumbnails showing people at the event.

# LinkedIn is basically a Lead gen magnet

Niche audience

Most expensive  
medium to  
advertise

93% of B2B  
marketers feel that  
LinkedIn is the best  
place to win leads

64% of corporate  
website visits  
originate on  
LinkedIn

What kind of content works  
For LinkedIn?



Content that is  
interesting and not sale  
oriented

Organizational  
thought leadership –  
through the ethos of  
your organisation

Industry thought leadership –  
news and trends

Product thought  
leadership –  
giving consumers  
the best solution

# Examples of some famous Brands on LinkedIn

# Google Ads





Google Ads  
910 followers  
1mo

+ Follow ...

Last day on #GoogleBeach at #CannesLions, looking to the future of marketing. For LEVIS it's staying authentic, for Loreal it's advocacy.



910 followers

1mo

+ Follow ...

Who are you supporting in today's matches? 🇯🇵 vs 🇲🇽 vs 🇦🇷 #GoogleDoodle #Google



910 followers  
1mo

+ Follow ...

Today's #GoogleDoodle celebrates Amrish Puri, an Indian actor with more than 400 films under his belt. 🎬 Puri has a strong theatre presence, but is most famous for playing villainous characters in both Indian and international films. ➡️ ...



Google Ads  
910 followers  
1mo

+ Follow ...

Machine learning can increase your creativity — if you know how to use it. It's less like having one Einstein at your disposal, and more like having a billion interns.  
<https://t.co/sKKauEPFsn>



910 followers  
1mo

+ Follow ...

Only a few days left to apply for the Google.org Impact Challenge on Safety. 🚨 Apply now if you are an organisation that counters hate and extremism or helps young people to thrive. 🏆 To learn more, visit → #SafetyImpactChallenge ...



910 followers  
2mo

+ Follow ...

Here's what auto marketers should know about the future of car shopping.  
<https://t.co/CgdxX1d9Qx>



**64% of car shoppers**  
who watch online videos  
to inform their purchase  
say 360° video could  
convince them to buy a  
car without a test drive.

Source: "Machine learning is a billion interns, not one Einstein," June 2019.

Think with Google

# Infosys

Infosys  
1,919,341 followers  
33m

+ Follow \*\*\*

Infosys Foundation has committed INR 10 Crores to aid relief work in regions of #NorthKarnataka affected by the recent #floods. The Foundation is assessing information about other affected areas as well, to expand relief operations...see more



73 · 1 Comment

Infosys  
1,919,342 followers  
1d

+ Follow

Open & distributed ledger needed in next cubicle. It doesn't take a lot of #CryptoCurrencies to figure out this use case for #blockchain! Enjoy some tech humor with #InfyToons <https://infy.com/2ZGf0Ha>



Infosys  
1,919,342 followers  
1d

+ Follow \*\*\*

Sumanth Mudaliar and Vishruth Bhatt have made a huge impact with their #innovation, Handicare, to help individuals with lower body impairment. With #AarohanAwards2019, it's now your turn to #innovate. Submit your nomination...see more



WHAT IF YOUR INNOVATION CAN HELP SOCIETY OVERCOME ITS HURDLES?

Aarohan SOCIAL INNOVATION AWARDS 2019 AVISHKAAR, DIL SE.

SUMANTH MUDALIAR AND VISHRUTH GAURANGKUMAR BHATT Innovation: Handicare Mobility Device for people with lower body impairment

For more information, visit [www.infosys.com/aarohan](http://www.infosys.com/aarohan)

113

# Wipro

Wipro Limited  
1,782,193 followers  
2d • Edited

+ Follow ...

Launching the 3rd edition of State of Cybersecurity Report 2019. The report deep dives into a wide range of global & industry-specific insights that are shaping the #cybersecurity ecosystem. Get your exclusive copy here: <https://lnkd.in/> ...see more

#WiproSOCR

*Know your enemy and know yourself  
and you can fight a hundred battles  
without disaster*

– Sun Tzu

▶ ⏪ ⏴ 0:08 / 1:55 ⏵ × ⏴

Wipro Limited  
1,782,193 followers  
4h • Edited

+ Follow ...

Every year, centell, a Wipro Company gives the opportunity to new graduates to build a career in IT through world class entry-level trainee programs. Last ...see more



106 · 1 Comment

Wipro Limited  
1,782,205 followers  
2h

+ Follow ...

#5G is more than just a Network, it is a Service oriented Innovation platform for all the #DigitalTransformation happening across industries. Read how CSPs can also play a critical role in this new digital ecosystem ...see more

5G - Key enabler  
of Digital  
Transformation



Lets create a  
LinkedIn page

# Step 1

The screenshot shows the LinkedIn homepage. At the top, there is a dark navigation bar with the LinkedIn logo, a search bar, and links for Home, My Network, Jobs, Messaging, Notifications, Me, Work, Reactivate Premium for Free, Advertise, Groups, ProFinder, Salary, and Slideshare.

The main content area displays a user profile for Aneri Joshi, a Digital Marketing Consultant. It includes a profile picture, name, title, and a sidebar with options like Who's viewed your profile (150), Connections (578), Manage your network, Access exclusive tools & insights, and Reactivate Premium for Free.

The news feed shows two posts:

- A post from Aditya Trivedi congratulating him on his work anniversary, with a thumbnail showing a group of people and the text "Celebrating 9 years at Roop Telsonic Ultrasonix Ltd". It has 12 comments and buttons for Like, Comment, Congrats Aditya, Congrats! Let's catch up, and Great work!
- A post from Emaar announcing new villas, with a thumbnail showing a villa and the text "Here's the latest opportunity to invest in Dubai's most in-demand villas. EXPO Golf Villas 5 - a perfect family home offering premium golf-side living."

On the right side, there is a sidebar for LinkedIn business services, which includes sections for Talent Solutions, Sales Solutions, Post a job, Marketing Solutions, Learning Solutions, and a "Create a Company Page" button.

# Step 2

## Create a LinkedIn Page

Connect with clients, employees, and the LinkedIn community. To get started, choose a page type.



**Small business**  
Fewer than 200 employees



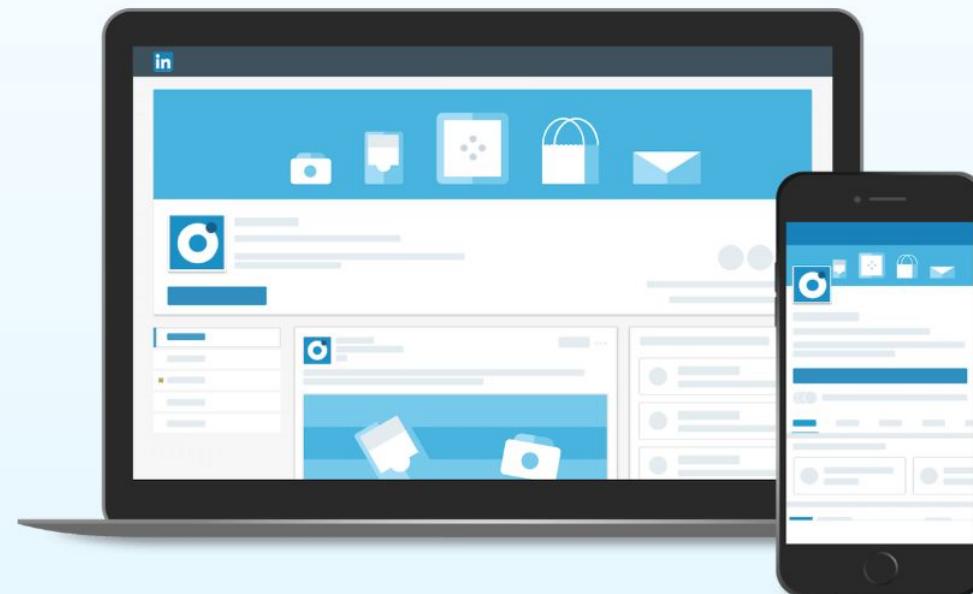
**Medium to large business**  
More than 200 employees



**Showcase page**  
Sub-pages associated with an existing page



**Educational institution**  
Schools and universities



# Step 3

← Back



Let's get started with a few details about your small business.

\* Indicates required

## Page identity

Name \*

Please enter a name.

LinkedIn public URL \* ⓘ

linkedin.com/company/

Website

Begin with http:// or https:// or www.

This is a link to your external website.

## Page preview ⓘ



Company name

Industry

Tagline

## Company details

Industry \*

Company size \*

Company type \*

## Profile details

Logo

# LinkedIn business page checklist

- Create a company page
- Company name
- Upload iconic, professional company image
- About us – company description (add keywords)
- Add website url
- Company size, industry, year founded, Company type
- Add office locations
- Increase your page followers – start with employees
- Integrate LinkedIn on your website

# Linkedin image sizes



1584 x 396 px.

400 x 400

\*Minimum: 130 x 130

520 x 320 px.

\*Posts with links: 520 x 272 px

# LinkedIn Personal Profile

# Examples of popular accounts

# Jason Miller - Head of Brand Marketing, Microsoft

**PREMIUM**



**Jason Miller**  
Head of Brand Marketing,  
Microsoft Advertising  
EMEA

Followers 29,853

[+ Follow](#)

### Jason's Activity

All activity Articles Posts Documents

 **Jason Miller** • 3rd+  
Head of Brand Marketing, Microsoft Advertising EMEA  
22h

+ Follow ...

Microsoft's [Graeme Cook](#) shares lessons on dealing with change in the work place from the cinematic masterpiece Jaws.



5 lessons business changemakers can learn from JAWS ↗

Graeme Cook on LinkedIn

14 • 3 Comments

Like Comment Share

# Ryan Holmes - CEO at Hootsuite

PREMIUM



Ryan Holmes  CEO at Hootsuite

Followers 1,691,235

+ Follow

Ryan Holmes  • 3rd+  
CEO at Hootsuite  
Published • 19h

+ Follow ...

I'm a big fan of emojis. But using them with clients or employees can be tricky. I put together a few tips so you don't 💩 those important messages. Anyone out there had any emoji mishaps? Love to hear the war stories.



Are You Using The Wrong Emojis At Work? 😂 😵 💩

Ryan Holmes on LinkedIn

200 • 20 Comments

Like Comment Share

Ryan Holmes  • 3rd+  
CEO at Hootsuite  
1d • Edited

+ Follow ...

Last week I did an awesome interview with [Unfiltered.tv](#). I also met Fraser Grut, the show's producer who's filming a different person's "dream" every single day for

search

mic

file

e

folder

chrome

refresh

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INDIAN INSTITUTE OF DIGITAL EDUCATION



# Pinterest Marketing

# Statistics

- 291 million users in the world
- 50% users are from US
- 81% women, but its rapidly changing as 40% of new sign-ups are men
- Millennials use Pinterest the most
- 2 billion monthly search queries on Pinterest

# MYTHS



Only women are on Pinterest



Only food and wedding content



No time for another social network



It's too complicated

# FACTS



A Pinterest user spends 14.2 minutes pinning every time they log in



Your content pops up in the Pinterest feed 4 or 5 months after it was first pinned



Visibility and traffic only increases with time



Great engagement

# Pinterest Algorithm



Domain – business account, claim website, rich pins



Pin quality – design, repins, comments & click through



Pinner quality – frequency of pinning



Relevance – keywords, board and profile (name & description)

# Pinterest for business



Pins go viral - the word of mouth effect



Can increase traffic



Can increase leads



Can increase sales



Analytics



Rich pins



Promoted posts

# Basic details

- Homepage – boards, users and favourite topic
- My profile - personal boards and pins
- Notifications – new posts from followers, new followers and friends activity
- Private messages
- On searching – you see search terms, people and board
- Make board – add pins to it (you can also search more ideas for pins)
- Add link if from website or upload a photo

# Brand Success Stories

# Kotex Pinterest Case Study



<https://www.youtube.com/watch?v=UVC0M4ao2Tw>

# Pinterest & SEO

# Pinterest is SEO friendly

- When you search for DIY décor on Google, Pinterest as a platform can show up.
- On clicking the link it leads us to the Pinterest page that can be accessed for sometime and then it asks us to log in
- But if we want to access someone's timeline on Facebook we can't do it via Google. The profile has to be public or you have to be friends.

diy decor

plenty of inspiration in our 41 DIY home decor ideas.

[100 Unbelievably Cheap DIY Home Decor Crafts - Homedit](#)  
<https://www.homedit.com> Best Of ▾  
Feb 16, 2018 - Well, you've come to the right place. We have a ton of cool home decor hacks and DIY projects and ideas just waiting for someone like you to ...

[1307 Best Home Decor DIY & Ideas images in 2019 | Scatter cushions ...](#)  
<https://in.pinterest.com/plaidcrafts/home-decor-diy-ideas/> ▾  
Jun 5, 2019- Creative ways to turn DIY your home turf in your own unique style. From wall artwork to custom dinner ware to exciting lighting, you'll unlock your ...

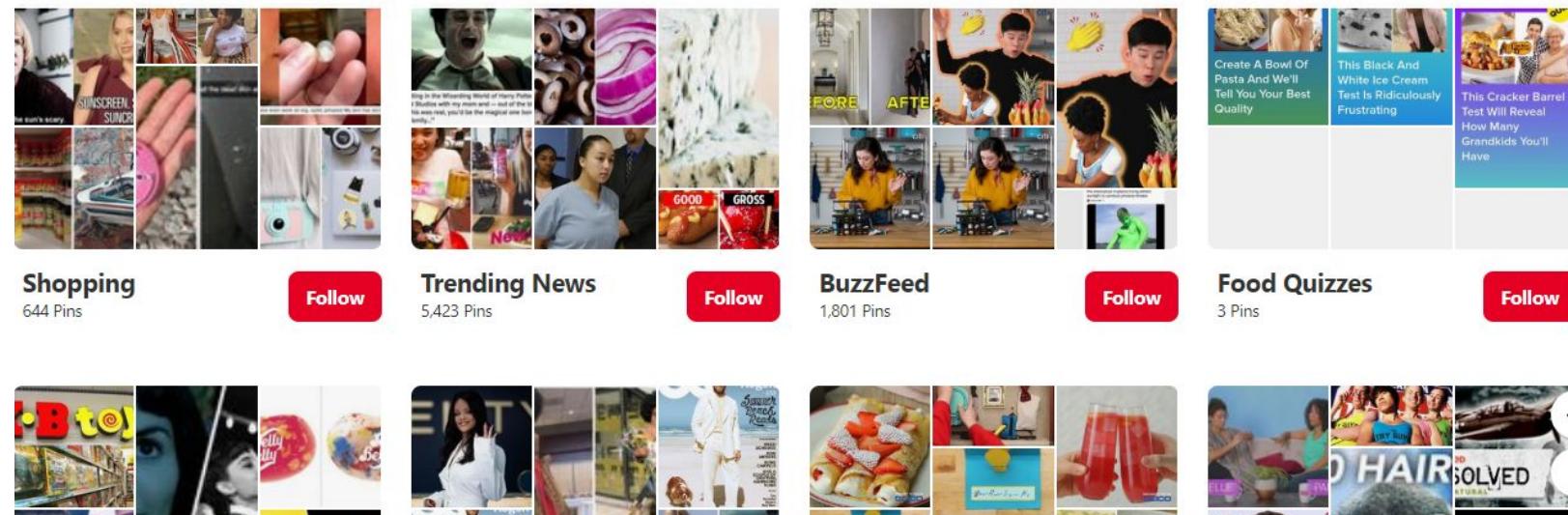
People also search for

<a href="#">modern diy home decor</a>	<a href="#">diy home decor pinterest</a>
<a href="#">diy decor ideas for bedroom</a>	<a href="#">diy home decor ideas living room</a>
<a href="#">diy home decor projects</a>	<a href="#">diy home wall decor</a>



# Buzz feed

**"Pinterest is BuzzFeed's second largest social network referrer. It also has a much longer lifecycle than other social networks, often driving traffic to posts months after publication. In fact, more than half of BuzzFeed's traffic from Pinterest goes to posts published more than 2 months ago."**



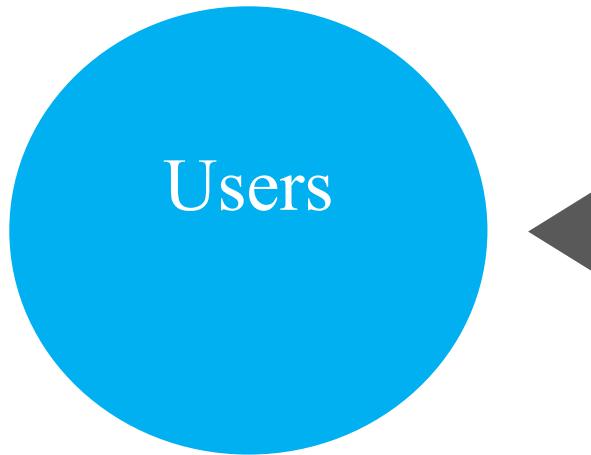


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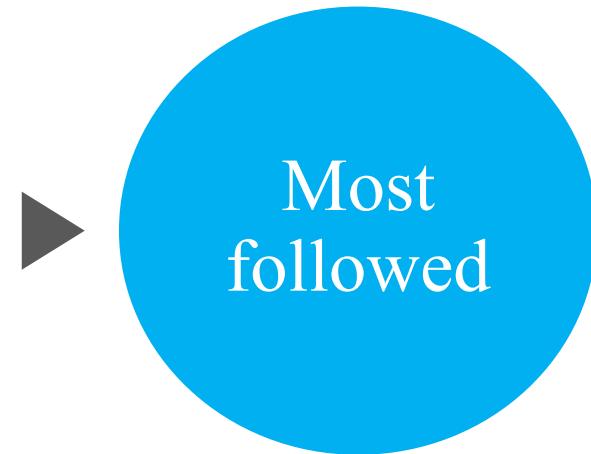
# Snapchat Marketing

## Popular public figures

- Selena Gomez: 133 million followers
- Cristiano Ronaldo: 121 million followers

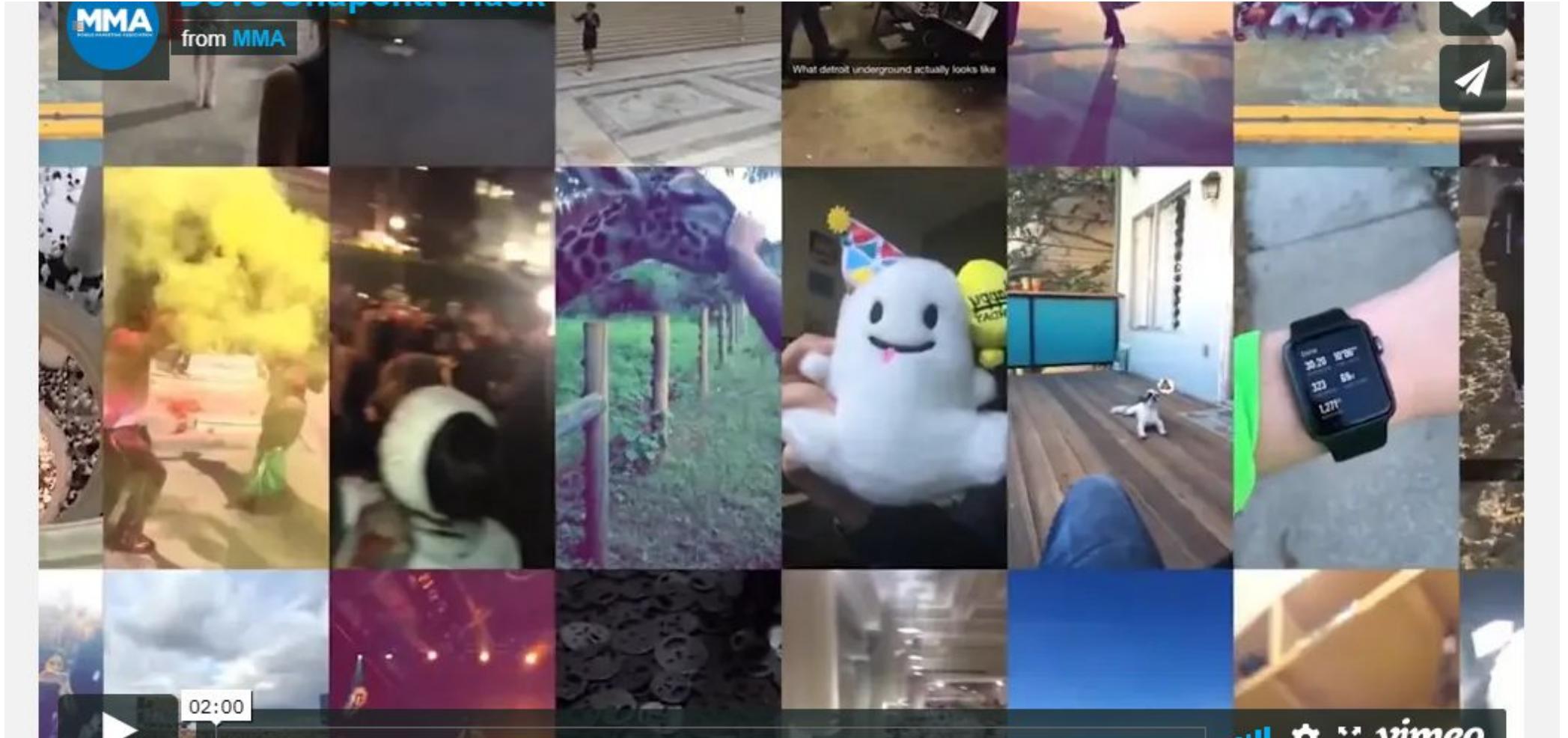


Daily active users about 200 million  
(half of Instagram which is 400 million)

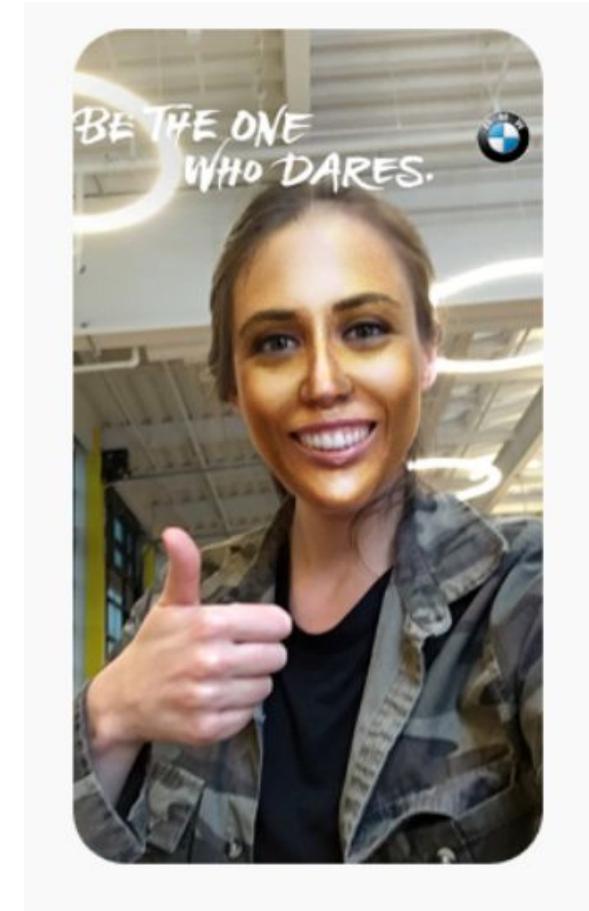


# Dove

[https://www.mmaglobal.com/case-study-hub/case\\_studies/view/46398](https://www.mmaglobal.com/case-study-hub/case_studies/view/46398)

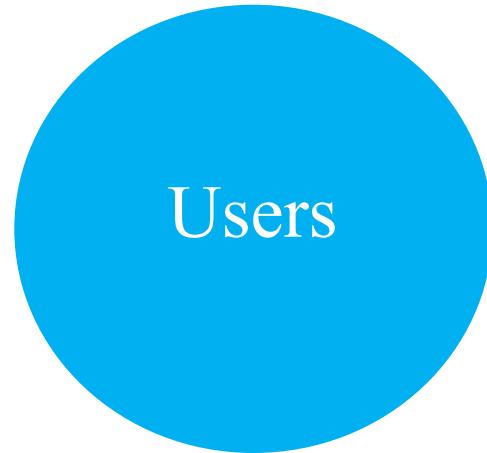


# BMW

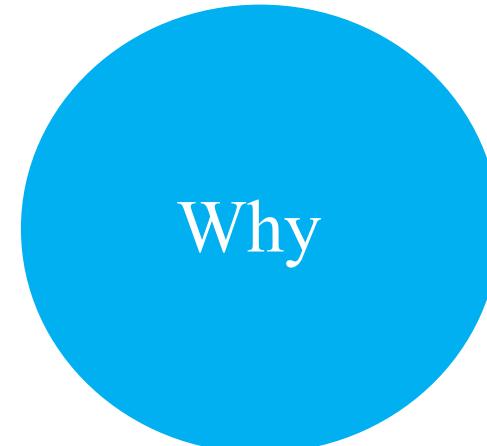




# TikTok Marketing



120 million active users in India

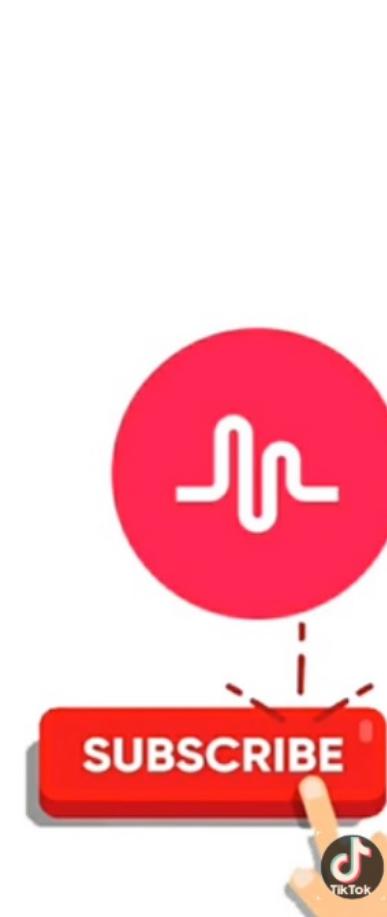
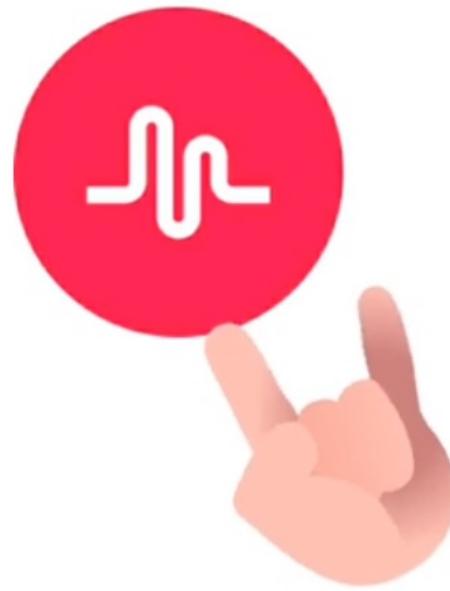


Make and share short videos

- Music videos 3-15 secs
- Looping videos 3-60 secs

Pepsi-TikTok “har goont mein swag” challenge

Celebrities told people to share their version of the dance on TikTok  
24 hours | 15000 videos | 240 million views



#tiktok #swagstepchallenge

Har ghoont me swag hai || Swag Step Challneg Tiktok || Ft. Disha Patni

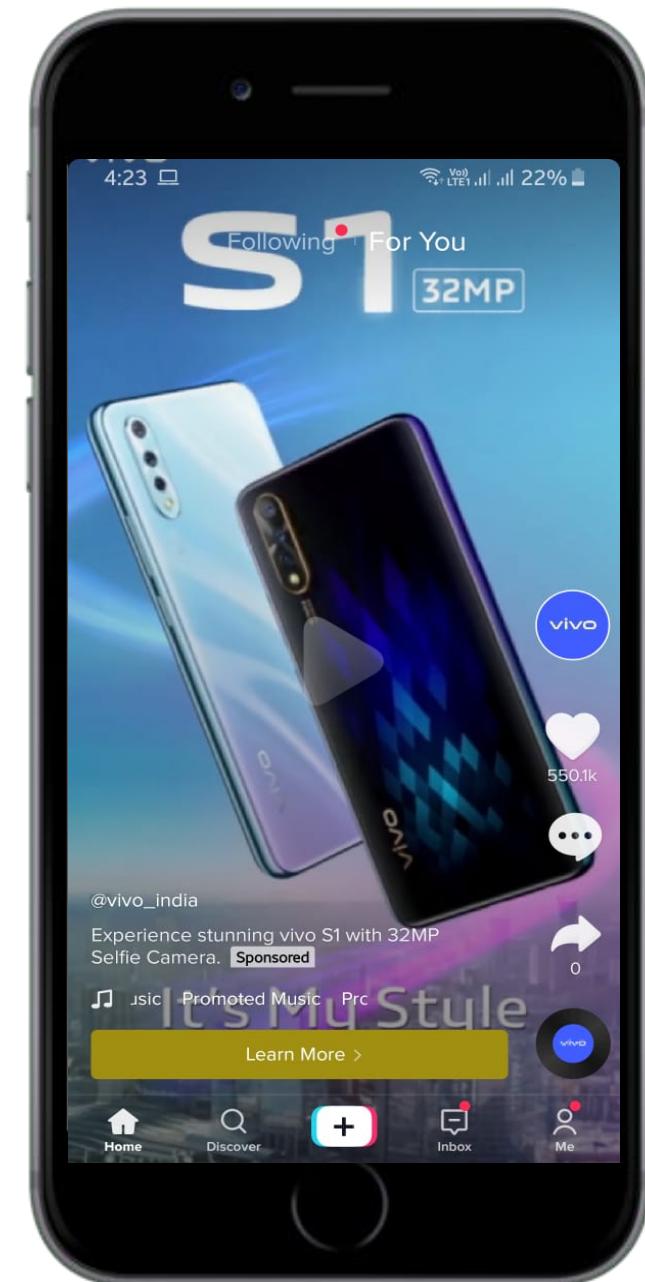
# Shein on TikTok

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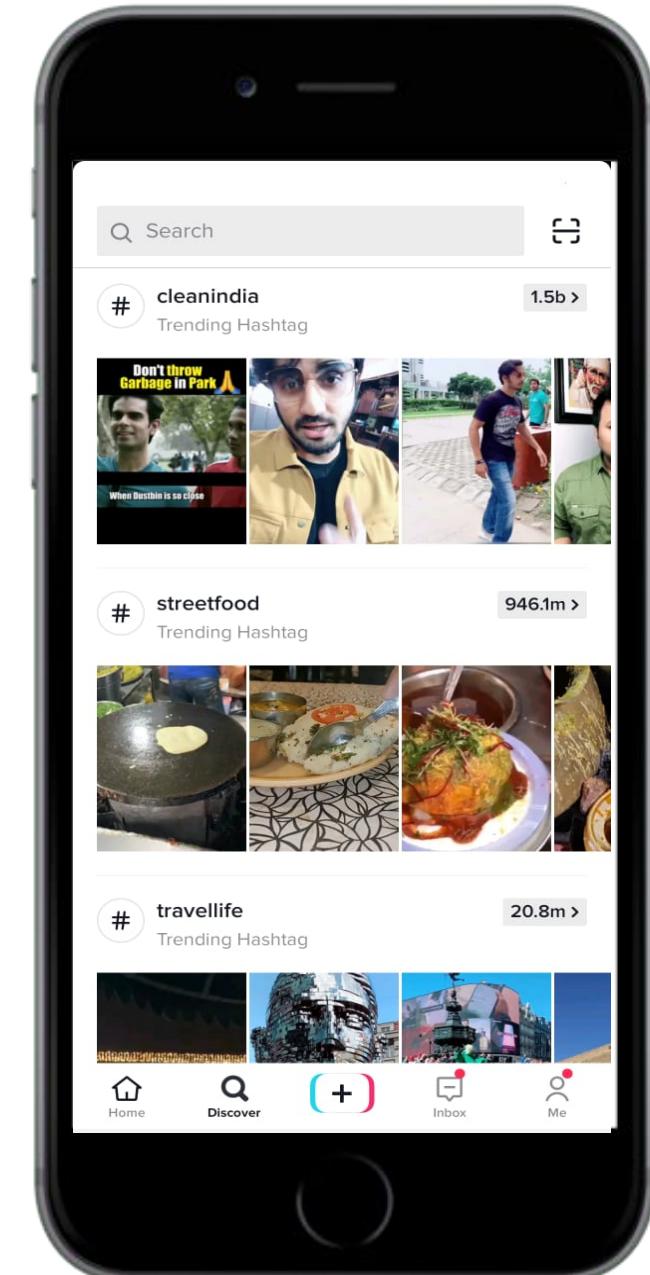
# Vivo on TikTok

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# Different hashtags on TikTok

- Hashtags on TikTok work in the same way as FB and Instagram



# Cross Platform Comparison

Channels	Formats	How it works	Tips
Instagram	Images, Videos, Stories, IGTV, Carousel, Live videos	Interest, Timeliness , Relationship	Create useful content use hashtags, mentions creative animations, Location
Facebook	Images, Videos, Stories, Events, Carousel, Live videos	Based on friends & family, Groups & Businesses.	Use live videos to get more engagements. Behind the scenes Stories of customers, Employees.
LinkedIn	PDF's, Images, Videos, Text, Links	Connections interaction, content type, engagements	Professional content which can help the user learn something new Stats
YouTube	Videos	Content, Title, descriptions, Thumbnails, tags, interactions	Use Google for keywords: Optimize videos

Channels	Formats	How it works	Tips
Quora	Text, Images	Useful answers, Up votes, personal stories	Follow relevant questions Use longer format of text Include research, experiences
Pinterest	Info graphics, Images, links	Usefulness, Quality of image, relevancy	Create step by step info graphic, images, Use stats and number
Tik Tok	Funny videos, educational or skill videos	Content you like, customized for you. Content you likely enjoy	Create, share short interesting videos, funny videos

# Tools used for social media posting



Hootsuite™



# ≡ Postfity

all  
+  
groups:  
+  
teams:  
**P**  
+  
**Postfity Team:** ○ Q ⚙

Create content Post ideas Analytics Teams Settings

## April 2017

Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1
3	4	5	6	7	8
 8:23 Postfity Tone of voice - yo...  	 8:27 Postfity #Twitter drops 'e...'  	 8:02 Postfity Bye, Twitter. All t...  	 8:05 Postfity Facebook's social...  	 8:24 Postfity 4 Entrepreneursh...  	 10:48 Postfity Millennials, This I...  
 9:22 Postfity Tone of voice - yo...  	 9:00 Postfity Facebook's new r...  	 8:22 Postfity Twitter: It's Not J...  	 8:42 Postfity Are millennials m...  	 9:00 Postfity 4 Tips for Success...  	 11:30 Postfity #YouTube remove...  
 16:01 Postfity.com Did you ever thin...  	 9:24 Postfity Tone of voice - yo...  	 9:00 Postfity How To Change Y...  	 9:34 Postfity #Spotify now offe...  	 9:32 Postfity Improving Custom...  	
 16:01 Postfity.com Did you ever thin...  	 10:00 Postfity Soon you'll be abl...  	 16:01 Postfity.com In the battle betw...  	 16:01 Postfity.com After launching it...  	 16:01 Postfity.com While there are n...  	
<a href="#">show more »</a>	<a href="#">show more »</a>	<a href="#">show more »</a>	<a href="#">show more »</a>	<a href="#">show more »</a>	
10	11	12	13	14	15
 8:14 Postfity #Facebook Tests ...  	 8:11 Postfity Is this really how ...  	 8:07 Postfity It's quite fun to d...  	 8:15 Postfity #StarWarsRulesB...  	 8:04 Postfity #Google is buildin...  	 10:05 Postfity Why Tax Day Is U...  
 9:15 Postfity 2017 Tax Plannin...  	 9:24 Postfity How to Stay Focu...  	 8:37 Postfity 5 Hilarious Conte...  	 9:16 Postfity How to Amplify Y...  	 9:12 Postfity Dear Reader, Mee...  	 10:05 Postfity.com Why Tax Day Is U...  

# Class Activity



Campaign plan for your brand using effective social media platforms



Define the objective of your campaign along with it's duration



Suggest relevant hashtags and story line

Thank you