

ONLINE MARKETING WITH SOCNET SDK (PRACTICAL)

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- 2 Types of SocNet SDK User
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2 TYPES OF SOCNET SDK USER



- **SocNet SDK** has 2 types of user:

1. **Non-Developers**

1. Calling via Parameter Call within Command Prompt
(Discussion within this slide)

2. **Developers**

1. Calling via Java Code as Library
(Different slide)

HOW DOES SOCNET SDK WORKS?



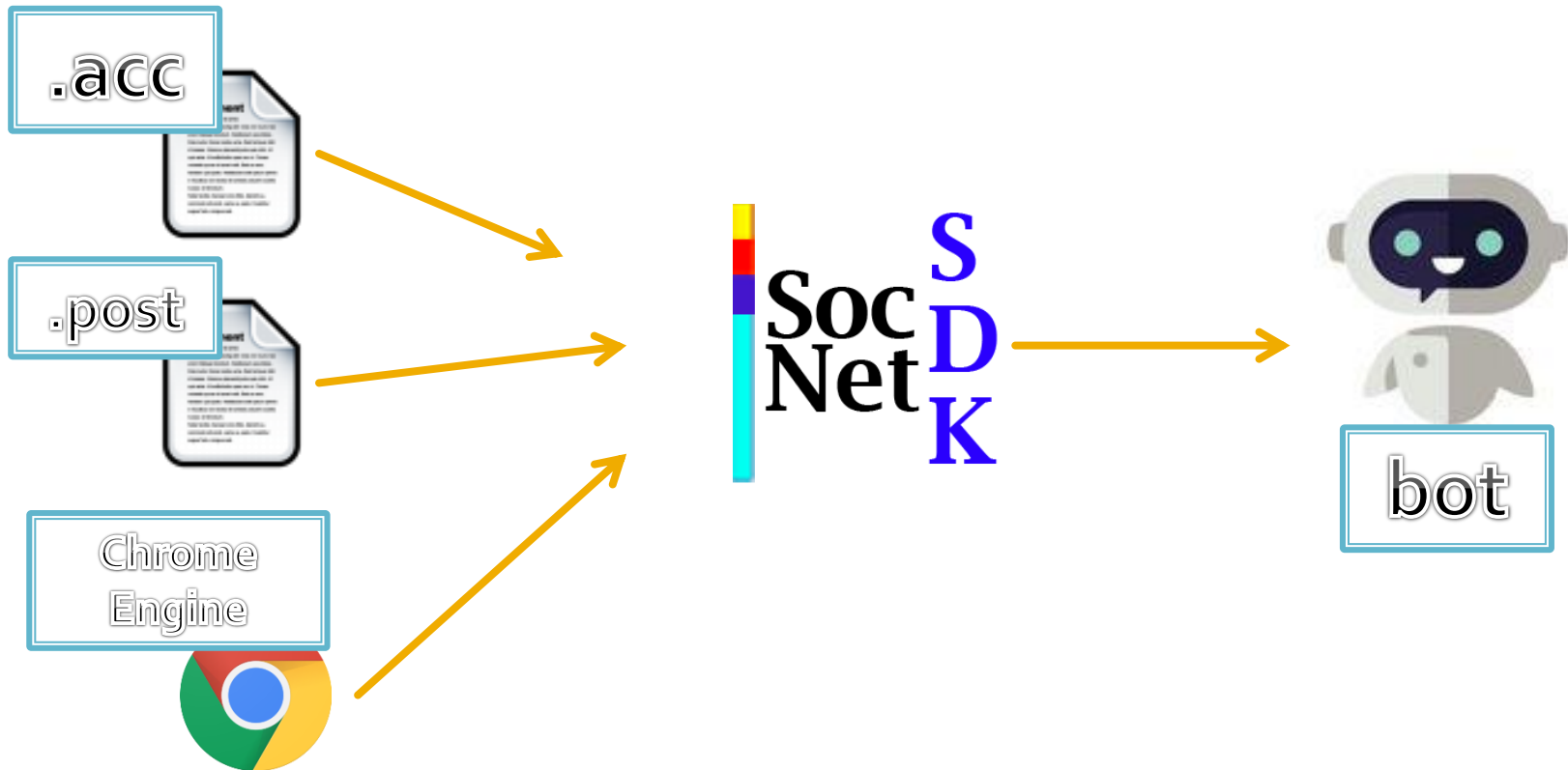


How does SocNet SDK work?

- **SocNet SDK** will use several main files such as:
 - **Chromedriver** : main engine.
 - ***.acc** : user login detail.
 - ***.post** : status to be published.



How does SocNet SDK work?





How does SocNet SDK work?

- **'Bot'** word here means any program's activity that works without any user interference.
- **SocNet SDK** consists of **jxbrowser**, **Selenium**, and also **Chrome Engine** that run as a **bot**.

- What '**bot**' will execute such as:
 - Clicking button,
 - Typing text,
 - Pressing enter,
 - Going to another page, etc...

3 MAIN FILES



■ *.acc File:

- ✓ A small file containing user login.
- ✓ Using fixed-format.
- ✓ This file will be **encrypted** by **SocNet SDK** when first running.

■ *.acc Format:

✓ [username;pass;sosmed]

✓ Example:

✓ [brian28@yahoo.com;bukalangsung28;facebook](#)

✓ [ninag9@hotmail.com;abcd;twitter](#)

- ***.post File:**

- ✓ A file containing any text to be published. Each post is separated by new line.

- ***.post Format:**

- ✓ [text-based]

- ✓ Example:

- ✓ Wow, that's cool!

- ✓ Now we're © YourBrand.com for public!

■ Chrome Engine

- ✓ It is ***.exe file** used by **Windows OS**, dan ***.sh file** used by Linux, etc.
- ✓ File named as **chromedriver.exe** version 2.36.
- ✓ Combined by **jxbrowser (java library)** version 6.22.

CREATIVE STEPS

For publishing anything that has a good effects will require:

- 1) Strategic Plan
- 2) Implementation Time
- 3) Execution Schedule

By using those 3 points above ***Creative Steps*** are easy to be measured weekly, go and have a try!

SUMMARY OF PARAMETER



Summary of Parameter

Each time **SocnetSDK** runs via **Command Prompt**, there are several parameters, such as:

- visibility
- path
- post
- account

-visibility

Used for showing Frame when executed. Only 2 values used either one of these:

- gone
- show

-visibility

By default, SocNet SDK will show running Frame, it's same effect as if giving **show** parameter.

Example:

-visibility=gone

Or

-visibility=show

-path

Used for pointing the location of **chromedriver.exe** and the rest of main files. This Parameter is a must when running the execution.

If there's an empty space for the path, thus we have to put **double quote characters**.

-path

Example:

-path=C:\myfolder

Or

-path="C:\lokasi lain\myfolder"



Summary of Parameter

-post

Used for making a text to be published as a status.

If there's an empty space for the post, thus we have to put **double quote characters**.



Summary of Parameter

-post

Example:

-post=happy

Or

-post="try visit us © YourBrand.com "

-account

Used for account logging in for each social media. The fixed pattern for this parameter is :

-account=username,password,socialmedia



Summary of Parameter

-account

With either one of the **socialmedia** choices:

Facebook/twitter/google/linkedin/all

-account

Thus, it's implemented as :

Contoh:

-account=my@gmail.com,konci123,facebook

Or

-account=your@gmail.com,konci123,facebook,twitter



Summary of Parameter

-account

And you may use a same account for all social medias login, such as :

-account=our@gmail.com,konci123,all

-account

This parameter is a must if there is no ***.acc file** used inside the **path**.

1st

SIMULATION

Here we're going to publish **WITHOUT** using :

- *.acc file
- *.post file

We're required to use several parameters when it's executed.

In **Command Prompt** we're going to use:

```
> socnetsdk.exe -path=C:\mysocnet -  
account=your@gmail.com,kunci1234,facebook -post=cool
```

But if there's an empty spaces withint **the post** , so we use double quotes:

```
> socnetsdk.exe -path=C:\mysocnet -  
account=your@gmail.com,kunci1234,facebook  
-post="our office at http://tinyurl.com/example-map"
```

2nd

SIMULATION

Now we're going to publish a status **WITH** :

- ***.acc file**
- ***.post file**

By this execution we don't need to put a long **parameter**.

See the difference below in **Command Prompt**:

> socnetsdk.exe -path="C:\work path\mysocnet"

And since there's an empty space, **thus** we put **double quotes** for the **path**.

3rd

SIMULATION

How about hiding a Frame? Just add the following parameter **–visibility=gone**.

But if there's no parameter given, the default will have the same effect as if **–visibility=show** parameter is given.

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