

ASSIGNMENT 6

The stages of inbound marketing :

Just like for traditional marketing, inbound marketing demands planning and researches in order to develop tools to be used and results to be measured so approaches can be improved. Inbound marketing consist of attracting strangers, convert them into visitors, convince them to follow a call to action and then make them come back and become ambassadors.

Attract : Attraction is the first stage of web marketing, the opening end of the conversion funnel, consisting, to start with, into increasing the traffic of the web site. As it was explained in a preceding class, not only is it necessary to higher the number of visitors, but it is needed to generate good quality traffic. Although being fundamental to web marketing, a web site and SEO alone aren't sufficient to reach success. You will need to study your segments carefully before choosing a channel and strategies, and you will then decide what, when and how to apply the chosen strategies (blogs, social networks, mobile applications, content strategy, etc.). Attraction groups all efforts made in order to catch attention, to turn an Internet user into a visitor and get them to read your content.

1. Advertising on Facebook

Whether we like it or not, Facebook remains a very important application for marketing professionals. It allows to target very

specifically different audiences based on very precise criteria accordingly with various possible goals. But advertising on Facebook requires a strategy and the time is over when you would simply create a static advertisement that would show up anywhere a certain number of times.

Dynamic ads: Facebook dynamic ads are based on automated sequences of ads adapted to the targets, the goals and the context. Instead of using one simple ad being displayed randomly, there are different ads which will be displayed depending on the situation. For instance, just like e-mail campaigns automated messages sending a welcome message to new subscribers, different ads will be sent depending on specific situations and audience's behaviours.

Example : A user sees an ad and click on it. The user is redirected to a landing page promoting a product. Not interested, the user leaves. The day after, the user may see an ad about the product in the news feed taking in account the fact that the user already visited the landing page.

Another example : A user sees an ad in the news feed and doesn't react to it. A few days after, another ad about the same products shows up in the news feed, but this time, the ad is different in style and positioned differently.

2.Social networks : Instagram

Owned by Facebook, Instagram is presently the trendiest of social network : over a billion active users throughout the world. Its a little less than Facebook (1,4 billion), but 4 times Pinterest's

number of users (250 millions) and way more than Twitter (68 millions).

Advertising on Instagram: Because

Facebook is already cloaked with advertisement and older members aren't as active on social network than the younger ones, Instagram is a logical and cheaper choice when it comes to create an advertising campaign. Although, it is important to know how to do it well.

Instagram vs Facebook Both networks uses the same advertising platform and it is possible to publish an advertisement on both network simultaneously. But there are significant differences with Instagram which are useful to know about : • Instagram uses principally photos and videos while Facebook uses several shared medias.

- It is impossible to correctly layout text on Instagram (no paragraph, space or blank lines).
- The continuous text only function is to explain the visual content.
 - Only a short part of the text is visible and users need to click in order to see the entire text.
- Links aren't active in text and those available are limited to the profile and to the ad (when applicable).
 - Maximum length of videos is limited to 60 seconds.
 - Stories are a big thing making it possible to broadcast anything (including ads) full screen.

- Although there is a desktop version is available (no advertisement on the desktop version), Instagram is a mobile app.

Creating

3. Social networks : Youtube

It has become impossible not to use videos on social networks anymore as they get 6 to 10 times more user engagement than plain text or photos. YouTube is the leading online video application (and the second most popular search engine) and there is something great for marketing professionals it talks to everyone! With over 1,3 billion users, YouTube is used by individuals to share their passions, but also by businesses to promote their trademarks, products and services. It is a very convenient tool as it archives your videos which can then be published on any other networks, but it is, indeed, also a network by itself which can be put to profit.

What to show : The easy answer is : almost anything... as long as it is legal and that it makes sense with your marketing campaign. You may want to simply show products in action or services being delivered, testimonies and reviews, or an explainer, an interview, screenshare, a tutorial, a vlog, etc.

What equipment is needed: With today's technology, almost everyone can produce a video of excellent quality. In some circumstances, though, you might want to push the quality a bit further so it comes out amazing. Even mobile phones

can capture good quality videos. that will just look great with basic knowledge of lighting and simple adjustments using a video editing software. An external sound recording device should be The use of a tripod is also a good idea in order to get very stable shots.

Building your network: With over 300 hours of video being uploaded every minute, your video is a water drop in the ocean. Your network won't build itself by magic over a period of time. This needs work. Customize your channel so your page doesn't look like just any other pages. Brand it. You must be an active member on the network. Answer questions, respond to comments, suggest different type of actions in order to engage users. Be present where your targeted segments users are and interact with them as much as possible. Upload videos regularly and as often as possible. The most popular channels are those being updated often.