2 Mark
1) Differentiate Fb Business account and personal account:

Differentiate a Facebook business account and a Facebook personal account.

Facebook Personal Page:
A Facebook Personal Page is the equivalent of your business's Facebook profile. You could post your business' information, create content about the products/services you are promoting, engage with customers, etc. You could even boost your posts to reach more consumers, but you won't have the ability to choose the attributes or characteristics of the audience you'd like to target. Other than selecting the location and the radius you'd like to target.

Facebook Business Page:
While a Facebook Business Account will give you the ability to run Campaigns, create ads, and target your audience according to interests, behaviours, demographics, etc.

2) Mention some of the basic FB terminologies for marketing.

Home:
• The purpose of the home icon is to mark a clear path back to the home page of a website.
• This icon is something the user can click on from anywhere to start fresh from page one.

Bell Icon:
• The bell icon is where you can view all of your Facebook notifications.
• The last button is a dropdown that lets you access all of your Facebook settings.

Group:
• Groups are a place to communicate about shared interests with certain people.
• You can create a group for anything your family reunion, you rafter-work sports team or your book club.

3) How will you add LOGO and other images for to your company?

To add or change your Page's profile picture:
1. From your Feed, click Pages in the left menu.
2. Go to your Page.
3. Click in the bottom right of your Page's profile picture
and select Edit Profile Picture.
4. Select an option and follow the on-screen instructions.

4) How will you build a timeline and write a post?

● Go to your friend's profile.
● Scroll down to Posts, then tap Write on [Name's] timeline.
● Enter a message or choose to add something to your post:
Photo/videos: Adds a photo or video to your post. Tag friends: Adds
a friend to your post. Learn more about tagging. ...
● Tap POST.

5) Why should we use twitter for marketing?

● Advertising on Twitter can help you grow your audience, promote your products, drive traffic to your website, and more.
● You can choose to promote your account to gain new followers, or promote individual tweets to boost engagement and campaign visibility.
● With more than 145 million active daily users, Twitter should be a part of your marketing strategy. That's we use twitter for marketing.

6) How to calculate the twitter grade:

● The Grade Calculation: So, those are the factors that go into the calculation of a score.
● The grade is calculated as the approximate percentage of other users that have an equal or lower score.
● So, a Twitter Grade of 80 means that about 80% of the other users got a lower score.
● Calculate our grade :
● Number of followers
● Power of followers

- **Updates**
- **Engagement**

7) How will you add profile information in your twitter:

- **Sign in to twitter.com or open your Twitter app (iOS or Android).**
- **Go to your profile.**
- **Click or tap the Edit profile button and you'll be able to edit your:Header photo, also known as a "banner" (recommended dimensions are 1500x500 pixels)**
- **Profile photo (recommended dimensions are 400x400 pixels)**
- **Add your Name**
- **Add Bio (maximum 160 characters)**
- **Add your Location**
- **Add you Website, if you have.**
- **Birth date (you'll be able to choose who sees this information, but can only change the settings a few times.)**
- **Click or tap into any of these areas and make your changes.**
- **When changing a profile or header photo, click or tap the camera icon and select Upload photo or Remove.**
- **Click or tap Save.**

8) what is google alerts used for reputation management.

- **Google Alerts is a free tool that tracks the Internet and notifies you about queries you specify.**
- **Whether it is your organization or personal name, essential keywords used in your industry, or competitors' names, you can monitor the web for any mentions you want**
- **Google alerts and tips on reputation management is a powerful tool to monitor their reputation across the web.**
- **Using Google alerts to manage your reputation as part of a comprehensive monitoring plan can keep you a step ahead of crises**

9) Why video marketing is so powerful justify.

- **Videos are short, easily-digestible and quite often, entertaining.**
- **This immediate engagement and accessibility makes video the way forward for any business looking to bring stale data to life, educate their team or demonstrate their brand potential to their target audience.**
- **Creating an emotional bond is what makes a person want to do business with you.**
- **By building likability and trust the chances of winning a new customer are much greater.**

10) How i will know my youtube channel is working:

- **The Overview tab in YouTube Analytics gives you a high-level summary of how your channel and videos are performing on YouTube.**
- **The key metrics card shows your views, watch time, subscribers, and estimated revenue (If you're in the YouTube Partner Program).**
- **And search your youtube video in others mobile, if your video comes under 10 scrolling. Your youtube channel is working well.**

11) What is Social Media?

- **Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.**
- **The Office of Communications and Marketing manages the main Facebook, Twitter, Instagram, LinkedIn and YouTube accounts.**

12) How can you promote fb fanpage?.

More ways to promote your fan page:

- **share your fan page in more fb groups and page.**
- **Share page with your friends and family's.**
- **Promote your fb fan page through fb ads,**
- **Choose a goal.**
- **Choose your ad creative * Create your audience. * Set your budget. * Set the duration. *Review your payment method.**
- **Submit your ad.**

13 and 15 mark

1) What is Fb? Why it is so important? And how to create fb business page:

What is Social Media Marketing?
Social media marketing (SMM) is a form of internet marketing that uses social media
apps as a marketing tool. These social media platforms enable brandsto connect with their audience
to:
- build a brand
- increase sales
- drive traffic to a website and
- build a community of followers to share and engage with content.

Producing relevant content that users will share with their own networks helps brands increase
their exposure. It also extends its reach toward fans, potential customers, and even potential
employees when used as a recruitment tool.

Advantages of social media:
1. Increased Brand Awareness
2. More Inbound Traffic
3. Improved Search Engine Rankings
4. Higher Conversion Rates
5. Better Customer Satisfaction

Why Facebook is Useful in social media?
Here are nine reasons Facebook is the most effective social media marketing tool:
1. Facebook is the most popular social network: There's strength in numbers, and with over
1.4 billion users and over 900 million of those users visiting the site every day, Facebook is
undoubtedly the 800-pound gorilla of social media. If you're like most small businesses, you
simply can't afford not to have a presence there.
2. Facebook users encompass all demographics: Whether you're trying to reach teens or

seniors, you can find them on Facebook. According to Pew, some 72 percent of online

American adults use Facebook. Eighty-two percent of online adults ages 18 to 29 use it, 79

percent of those ages 30 to 49 use it and 64 percent of those ages 50 to 64 use it. Even among

Internet users aged 65 and up, nearly half (48 percent) use Facebook.

3. Facebook is "sticky.": Facebook users spend a lot of time on the site — 40 minutes per day,

on average. Worldwide, Facebook-use accounts for a whopping 20 percent of all time

online, Business Insider says. More time on Facebook means more time spent interacting with

your business's presence there.

How to Create a Facebook Business Page

#1: Navigate to Your Personal Profile

Start by opening Facebook in a browser and clicking the flag icon in the top menu bar. Then click the Create New Page button in the left-hand menu.
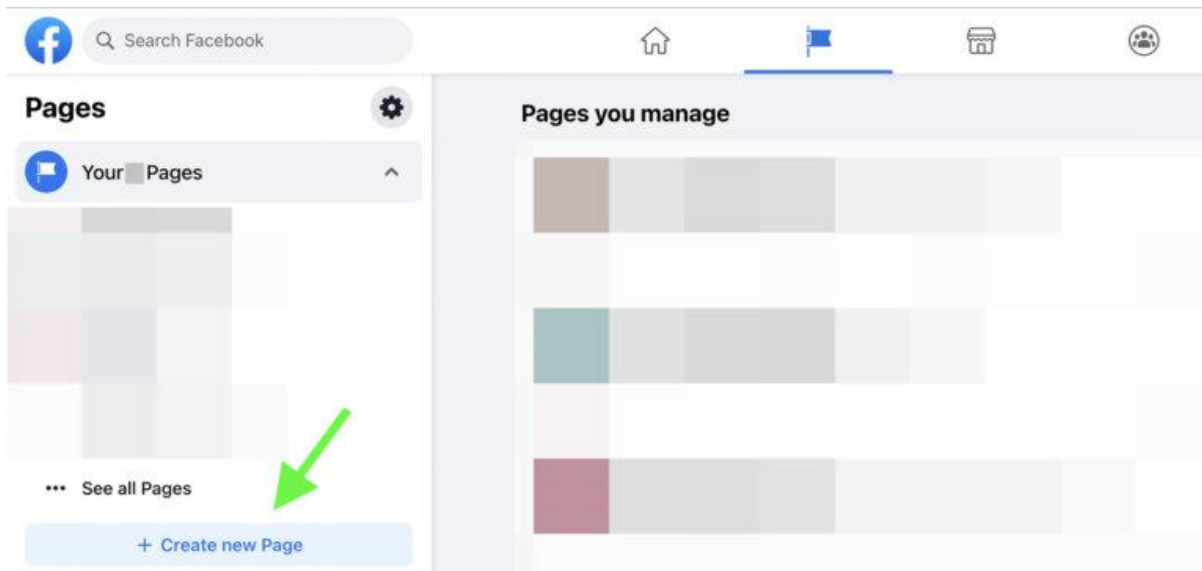
#2: Enter Basic Page Information

Next, add basic information about your business. Enter a page name and indicate that you see a green check, which confirms that the name you entered follows

Facebook's page name rules.

In the description box, write a concise introduction to your business. Since you have only 255 characters to work with, this is a great place to feature your unique selling proposition.

#3: Upload Facebook Page Images

After you've created the page, you'll see some new options to upload images. Add a profile photo that your customers can easily recognize and associate with your business—such as your logo, your product, your location, or yourself (if your page represents a public figure).

Templates   ✕

Standard
Good for all Page types, with buttons and tabs to help
showcase what's important to you.   >

Business
Designed to help you manage your business, including
ways to post jobs and special offers.   >

Venues
Designed so you can highlight useful info like your venue's
hours, location and upcoming events.   >

Nonprofit
Designed to highlight your cause and encourage people to
fundraise and donate to your nonprofit.   >

Politicians
Designed to help politicians reach their supporters and
communicate their message.   >

Services
Designed to help people find your services and get in
touch.   >

Public figures
Designed to help public figures reach their supporters and
communicate their message.   >

Restaurants & cafes
Designed to highlight photos and important info about your
menu, hours and location.   >

Shopping
Designed to showcase products and make it easy for
people to shop online.   >

✕ Ⓕ

Pages › Set up your Page   ⓘ
Set up your Page

Description
Welcome to My Plant Shop, where you'll
find greenery geared toward small living
spaces.

Write about what your business does, the services
you provide, or the purpose of the Page.
Character limit: 255

Images

Profile photo · Optional   ⓘ

Use a logo or image that helps people identify this
Page in search results.

Cover photo · Optional   ⓘ

Drag to
Reposition

Use an image that represents what this Page is about.

Save

Mobile Preview   🖥 📱

My Plant Shop
Home & Garden Website

Home   About   More ▾   💬 Message   🔍   ⋯

About
ⓘ Welcome to My Plant Shop, where you'll find greenery geared
    toward small living spaces.

🚩   **Create post**

🖼 Photo/video   👥 Tag people   📍 Check in

Facebook recommends uploading an image that measures 1640 x 856 pixels. But it's important to note that your cover photo displays at different dimensions on desktop vs. mobile. Use the toggle in the upper-right corner to preview your cover image on both.

#4: Connect Your Facebook Page to WhatsApp

Next, you'll see an option to connect your Facebook page to your WhatsApp business account. This is an optional step that you can complete now or return to later.

If you do connect your WhatsApp business account, note that anyone who visits your Facebook page can see your WhatsApp number. You can also add a WhatsApp button to your page, include a button in certain posts, or run WhatsApp ads to get more messages.

#5: Choose a Username for Your Facebook Page

Once your page is set up, the first thing you should do is choose a username. Ideally, your username should include all or part of your business name or domain name.

Click the Create @Username link and enter the username you want to use. Since usernames must be unique, you'll see an error message if the handle is already taken. Note that your page's username appears in your URL like so: https://facebook.com/username

#6: Add a Call-to-Action Button to Your Facebook Page

Next, decide which call-to-action (CTA) button to add to your page.

The best option for your business depends on what you want to accomplish: To grow your audience, choose Follow or Sign Up.

To start conversations with customers, choose Call Now, Contact Us, Send Message, Send Email, or Send WhatsApp Message.

To get people to engage with your website or app, choose Learn More or Use App.

#7: Provide Business Details

Although you already added a description of your business to your page, you should also add contact information so customers can learn more about your business.
Then add details like your website and phone number. If your business has an office, store, or physical headquarters that's open to the public, add business hours and location info.

#8: Pick a Facebook Page Template

By default, Facebook pages use a standard template. But you can choose a different one to market your business more effectively.

In the left-hand menu, select Settings. Then click Templates and Tabs. Under the Tabs section, click the Edit button. Then browse the available options to find one that fits your business type.

If you plan to sell products from your page, for example, choose the Shopping template. If you run a service-based business, go with the Services template instead.

Then review the tabs that display on your page. You can toggle off those you don't plan to use and place the remaining ones in an order that works best for your business. You can revisit them and switch tabs back on at any time.

#9: Introduce Your Facebook Page

Now you can start growing your audience and using your page.. Use the opportunity to welcome followers and customers, introduce them to your business, and tell them what to expect.

Then start inviting people to your page. You can click the Invite Friends button to ask friends, family, co-workers, and other personal connections to follow your page.

2) Creating And Maintaining fan Page On fb:

What Is a Facebook Fan Page ?
In Facebook there are two different ways to represent ourselves. One way is to create a personal profile. The other way is to create the business owner account, which is the Facebook Fan Page. Its main goal is to represent the company.

Advantage :
A Facebook Fans Page has certain advantages for any company in comparison to the personal profile of the owner:
• Work as a brand page – you can communicate with the customer using your brand's voice
• Allows interaction with other brands – it can work as cross promotion of your accounts.
• Allows interacting with customers as a company's owner and as a brand simultaneously. Such an approach helps to make official comments from the brand's side and add a personal touch from your individual profile to build higher engagement. Having the link from your business page to a personal profile creates an additional contact point with target customers
• Allows using Facebook tab options and services – a Facebook marketplace to sell your products, Jobs tab to hire the personnel you need, Events tab to promote your future event, Offers the tab to share all the promotions you currently have.

Differences between a personal profile and a Fan Page

1. Unlimited "followers" vs 5,000 "friends"
The number of friends on your profile and the number of fans on your Fan Page is perhaps the most significant and important difference between the two types of profiles on this social network.
While in your personal profile you can only have 5,000 contacts as friends; famous people, public persons and especially businesses are quickly overtaken by that number, which also limits the reach of their posts.
It is precisely for them that Facebook allows the creation of a special profile, the Fan Page, where instead of having friends you have unlimited followers or fans to whom your publications will reach.

2. It's visible to everyone
Another of the biggest and most significant differences between the Fan Page and the personal profile is visibility. While in personal profiles you choose the

degree of visibility of photos, posts, comments, cover photos, making them public or just for your friends; in your Fan Page everything is public from the beginning.

3. Multiple administrators
It also offers an advantage, of allowing you to add several administrators, unlike a personal profile in which only you can do it.

4. You can use applications to give a professional look to the page
From your personal profile it seems that you can't do much to customize the look of the page, however from your Fan Page you have a world of possibilities to optimize and improve the look of your brand or business page, thanks to the ability to add applications.

5. Statistics service
Knowing the people who follow you is very important to design advertising campaigns, improve or change any product or service. You might think that to achieve this goal you have to invest a lot of money and time doing surveys, however your Fan Page has a free solution.
Another difference between a personal profile and a Fan Page is that with the latter you have Facebook Insight, a very complete section of statistics about your followers, which will help you understand who is following you, since you will know the average age of those who have given "like" to your page, their gender, geographical location and the time they spend on your profile.
In addition, you will know at what times and days there are more people viewing your profile. Get the maximum benefit from this tool by analysing each publication in detail. This way, you will be able to evaluate if your strategy in this social network is working and how you can improve it.

<u>**How to Create a Fanpage on Facebook**</u>

Step 1. Define your category
Depending on the category, you will get access to various features of the account. See the table below for details. Categories are listed in columns.

Step 2. Add the required information about your business
A good point to start is to download your corporate logo, as well as photos making your target customers acquainted with your product or service. Do not forget to include a detailed description of your corporate history, business goals, and values. These details will create the first impression among your target

customers. Add your website URL to allow users to get additional information on your products in case they need it

Step 3. Add your cover photo or video
Pay attention to the cover image you upload and be sure that it will make the proper impression on the customer when he sees it. Use brands colours and try to be as visual as possible. You can also upload a video as your cover page, which is a good point to differentiate your brand from competitors

Step 4. Start posting
When you have performed all the steps above, it is time to build your timeline. Remember to post regularly, respond to comments and keep track of the changes in engagement over time. A smart posting tool would be good help at this point. You can also star or highlight the most important posts and place them to the top of your timeline.

3) How twitter grade is calculated:

What Twitter Grader is trying to measure is the power, reach and authority of a twitter account. In other words, when you tweet, what kind of an impact does it have?

Normally, we don't like talking about the details of the Twitter Grader algorithm. This is for the same reason that Google doesn't like to talk about its algorithm: revealing details increases the degree to which people try to game the system. So, lets approach the question from a different way.

If one were to look at data for a given user available in twitter, what kinds of things would one look at to determine whether that user had power, reach and authority? Also, when looking at these various factors, it's helpful to think about each of these in the "all other things being equal, what's better" context.

Otherwise, it's easy to get caught up into non-productive arguments on why a certain factor is or isn't important, because there are so many cases that "prove" that it doesn't matter. Let me explain. One of the factors that goes into measuring your Twitter Grade is the number of followers you have.

Many of you will argue that the number of followers is completely irrelevant because it's so easy to game. There are automated tools to do nothing but acquire followers by following a bunch of people. That's true. It is easy to spike up your follower count.

However, I would counter with this: If we were looking at two different twitter users, all other things being equal (and I do mean all other things), the one with more followers is likely more powerful and deserves a higher twitter grade.

Of course, all other things are usually not equal and that's why the Twitter Grade is interesting.

So, let's go into the factors. Note: These are NOT in order of priority or weight (and they're not all weighted equally — not by a long shot).

Algorithm Factors

1. Number of Followers: More followers leads to a higher Twitter Grade (all other things being equal). Yes, I agree that it's easy to game this number, but we are looking at measuring reach and I did say all other things being equal.

2. Power of Followers: If you have people with a high Twitter Grade following you, it counts more than those with a low Twitter Grade following you. It's a bit recursive, and we don't get carried away with it, but it helps.

3. Updates: More updates generally leads to a higher grade — within reason. This does not mean you should be tweeting like a manic squirrel cranked up on caffeine and sugar. It won't help either your Twitter Grade or your overall happiness in life.

4. Update Recency: Users that are more current (i.e. time elapsed since last tweet is low) generally get higher grades.

5. Follower/Following Ratio: The higher the ratio, the better. However, the weight of this particular factor decreases as the user accrues points for other factors (so, once a user gets to a high level of followers or a high level of engagement, the Follower/Following ratio counts less).

6. Engagement: The more a given user's tweets are being retweeted, the more times the user is being referenced or cited, the higher the twitter grade. Further, the value of the engagement is higher based on who is being engaged. If a user with a very high Twitter Grade retweets, it counts more than if a spammy account with a very low grade retweets.

The Grade Calculation: So, those are the factors that go into the calculation of a score. This score is then used to compare a user against all other users that also have a score.

The grade is calculated as the approximate percentage of other users that have an equal or lower score. So, a Twitter Grade of 80 means that about 80% of the other users got a lower score.

At the time this article is being written, over 2.1 million users have been graded.

The Ranking: The absolute ranking is exactly what it sounds like. Based on all other users scored, what's your "position" in that list. A ranking of 5,000 means that only 4,999 other people had a higher score than you (at that point in time).

Elite List: The elite list is simply an ordered list of the top users (based on ranking) at a given point in time.

This list is updated several times a day. We also maintain lists of the top ranking users based on a narrower set of users (like those in a specific geography, those that match a specific keyword, etc.).

That's all I've got for now. Hopefully, this answers some of your questions. What are other factors you think we should be looking at to compute the Twitter Grade? Would love to hear your thoughts and ideas in the comments.

4) How to get twitter analytics:

We're longtime Twitter fans, it's been an amazing tool for building personal brands and helping small businesses grow.
Since 2017, she's been using Twitter to build a brand rooted in authenticity and her personal story. #RepresentationMatters.

What Is Twitter Analytics?:
Twitter Analytics is a data dashboard that tracks the performance of your account. It can reveal insights that help guide your social media strategy, from identifying your most loyal followers to posting tweets at the right time of day.

How to Access Twitter Analytics:
Twitter has its own reporting dashboard that anyone with a Twitter account can access. You can access your full reporting dashboard through desktop and per-tweet analytics data on your mobile device. If you're on your desktop:

Go to analytics.twitter.com or click "more" and then "analytics" from your profile sidebar (demonstration in the GIF 👇).
This is how you can get to your Analytics dashboard from your profile.
If your dashboard isn't set up, click "Get Started," and you should see your Twitter Analytics dashboard.
If you're on your mobile device:

Go to the tweet you want to gather data on.
Click on the bottom right-hand corner of that tweet.
If you're having trouble accessing your dashboard, you might not meet Twitter's requirements, which include making sure that your account is at least 14-days old.

You can also access analytics through your Buffer account by clicking on the "Analytics" tab on the left side of the navigation bar.

This is how you can access Buffer's Analytics tab.
15 Most Useful Twitter Analytics Stats
We've found a lot of inspiration in the way that others have used Twitter analytics to find the stats and insights that help them tweet better. Here is our collection of 15 favorites, as well as how you can find these stats for your Twitter profile.

1. Monthly performance overview

Your monthly performance overview will help you gauge your performance and determine month-on-month growth.

Top tweet: The tweet that received the highest number of impressions

Top mention: The tweet that mentioned your @handle and received the highest number of impressions (This can include other people's tweets)

Top follower: The account with the highest follower count that followed you in the month

Top media tweet: The tweet with a photo or video that received the highest number of impressions

How to find this data: Go to analytics.twitter.com.

2. Trend insights
Focusing on the day-to-day activities of social media makes it easy to miss the bigger picture. Your trend data will tell you how successful your current strategies and Twitter campaigns are. Social media changes quickly, so you need to keep an eye on the data to make sure you're adapting to those changes.

Once you spot any trends in your Twitter performance, it can be helpful to dig into and understand the trends. Here are a few helpful questions:

What caused any spikes or valleys?
How to find this data: In the Analysis Report of your Buffer Analytics tab, you can get graphs of several metrics, such as total followers, follower growth, tweets, Twitter impressions, engagements, retweets, and likes.

3. Average tweet performance for benchmarking
You need to have goals on social media so that you know if you're getting the results that you want, not just publishing tweets for the sake of publishing them.

A good solution is to use averages.

Averages smooth out the fluctuations to make comparisons easier. You can easily compare your average tweet performance for this month with the previous month and quickly determine if your Twitter performance has improved.

Once you have found your averages, you could use them to set your social media benchmarks and analyze your performance.

4. Type of engagement
High tweet engagement doesn't always mean that you've created a successful tweet. If you get 100 likes but no link clicks, for example, then your tweet performed well but didn't really add a lot of value to your business. Here are the different types of tweet engagement:

How to find this data: You can access this breakdown quickly and easily for an individual post straight from your Twitter Analytics dashboard; click on "tweets" in the top nav bar and then click on "view tweet activity" for any tweet from that list.

5. Engagement rate
Your engagement rate is the number of engagements (per post or on your profile) divided by the total number of impressions.

Twitter will show you data for up to 3,200 tweets, including a breakdown of all impressions on Twitter and other engagement numbers.

6. Top influential sharers
Your sharers' audiences become your audience. If two of your followers are influencers with 500,000 followers each,

Bingo! The stat expands to show everyone who has retweeted you plus their follower count.

For instance, in the example below, we owe a huge thanks to all who retweeted, and we can see that a few people made a big impression.

7. Tweet length vs. engagement
Tweets can be a maximum of 280 characters long, but the ideal length of tweets changes per account—a thought leader's followers, for example, are looking for Twitterstorms packed with useful information, while a news account's followers want a short blurb that introduces a link to a full article.

How to find this data: To find this stat, you'll need to export your data from Twitter analytics and create a new column titled "Length." Then copy this formula =LEN(A1) into the cells, where the A1 cell contains your tweet content, to get the character count of your tweet.

To get the word count, use this formula =IF(A1="","",COUNTA(SPLIT(A1," "))), where A1 still contains your tweet content.

8. Tweet reach percentage

Tweet reach is the number of people who see your tweet. Your reach percentage is the total number of people who see your tweet divided by your total number of followers.

9. Tweet reach, including your retweets

Your tweet's potential reach depends on how many followers you have and who retweeted your tweet. You probably won't be hitting your potential reach, Armed with this data, you can do one of two things:

10. Hashtag comparison

Hashtags are like the keywords of Twitter—they should be driving engagement and reach; otherwise, you need to change them.

11. Tweet impressions by time of day

What are tweet impressions? It's the metric that tells you how many people have seen your tweet. Your audience is online at different times.

How to find this data: In your exported Twitter report, change the format of the Time column to view the numbers as minutes/hours instead of the full timestamp.

Pro tip: Compare data at the hour level by rounding up to the nearest hour using this formula =ROUND(A2/(1/24),0)*(1/24), where A2 is the cell containing your timestamp.

12. Engagement rate by time of day

People log onto Twitter at different times of the day, depending on their schedules and what time zone they're in.

**13. make a new column in the spreadsheet and add a formula:
=CHOOSE(weekday(A2), "Sun", "Mon", "Tue", "Wed", "Thu", "Fri", "Sat"), where
A2 is the cell containing the tweet's date. The formula will extract the day of the
week from the date.**

**14. Video completion rates
Videos are a popular content format on many social media platforms, including
Twitter.**

**How to find this data: In your Twitter Analytics dashboard, select "More" from the
top nav bar and then "Videos (beta)." Look at the far-right column in the table of
tweets. The Completion rate is listed after Video views.**

**15. Number of conversions (and other conversion data)
If you're using Twitter Ads, keep a close eye on your conversion data
How to find this data: Hover over "More" on your Analytics dashboard and click
"Conversion tracking."**

**From that window, create your website tag and install that tag onto your website
so that Twitter can track what your followers do after they click on your links.**

App install attempts: Clicks to install an app via the Tweet's Card

**App opens: Clicks to open an app via the Tweet's Card
Detail expands: Clicks on the Tweet to view more details
Embedded media clicks: Clicks to view a photo or video in the Tweet
Engagements: Total number of times a user interacted with a Tweet. Clicks
anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards,
hashtags, embedded media, username, profile photo, or Tweet expansion
Likes: Times a user liked the Tweet
Link clicks: Clicks on a URL or Card in the Tweet
Permalink clicks: Clicks on the Tweet permalink (desktop only)
Replies: Times a user replied to the Tweet
Retweets: Times a user retweeted the Tweet
Shared via email: Times a user emailed the Tweet to someone**

**When you're ready for the next step, try out one of the 15 vital Twitter stats above
and see if what you discover might help you tweet better. Need a starting point?
We found the statistics per day and per hour were the most fascinating to us.**

5) Tree Induction Method:

A decision tree is a flowchart that starts with one main idea — or question — and branches out with potential outcomes of each decision. By using a decision tree, you can identify the best possible course of action.

When it comes to marketing, decision-making can feel particularly risky. What is my colleague is so attached to a new product, she doesn't want to mention any of its shortcomings? What if my marketing team doesn't mind office growth, but they haven't considered how it will affect our strategy long-term?

The visual element of a decision tree helps you include more potential actions and outcomes than you might've if you just talked about it, mitigating risks of unforeseen consequences.

Plus, the diagram allows you to include smaller details and create a step-by-step plan, so once you choose your path, it's already laid out for you to follow.

Decision TreeA decision tree contains four elements: the root node, decision nodes, leaf nodes, and branches that connect them together.

The root node is where the tree starts. It's the big issue or decision you are addressing.
As the name suggests, the decision nodes represent a decision in your tree. They are possible avenues to "solve" your main problem.
The lead nodes represent possible outcomes of a decision. For instance, if you're deciding where to eat for lunch, a potential decision node is eat a hamburger at McDonald's. A corresponding leaf node could be: Save money by spending less than $5.
Branches are the arrows that connect each element in a decision tree. Follow the branches to understand the risks and rewards of each decision.
Now let's explore how to read and analyze the decisions in the tree.

Decision Tree Analysis [Example]
Let's say you're deciding where to advertise your new campaign:

On Facebook, using paid ads, or
On Instagram, using influencer sponsorships.
For the sake of simplicity, we'll assume both options appeal to your ideal demographic and make sense for your brand.

Here's a preliminary decision tree you'd draw for your advertising campaign:

As you can see, you want to put your ultimate objective at the top — in this case, Advertising Campaign is the decision you need to make.

Next, you'll need to draw arrows (your branches) to each potential action you could take (your leaves).

For our example, you only have two initial actions to take: Facebook Paid Ads, or Instagram Sponsorships. However, your tree might include multiple alternative options depending on the objective.

Now, you'll want to draw branches and leaves to compare costs. If this were the final step, the decision would be obvious: Instagram costs $10 less, so you'd likely choose that.

However, that isn't the final step. You need to figure out the odds for success versus failure. Depending on the complexity of your objective, you might examine existing data in the industry or from prior projects at your company, your team's capabilities, budget, time-requirements, and predicted outcomes. You might also consider external circumstances that could affect success.

Evaluating Risk Versus Reward
In the Advertising Campaign example, there's a 50% chance of success or failure for both Facebook and Instagram. If you succeed with Facebook, your ROI is around $1,000. If you fail, you risk losing $200.

Instagram, on the other hand, has an ROI of $900. If you fail, you risk losing $50.

To evaluate risk versus reward, you need to find out Expected Value for both avenues. Here's how you'd figure out your Expected Value:

Take your predicted success (50%) and multiply it by the potential amount of money earned ($1000 for Facebook). That's 500.
Then, take your predicted chance of failure (50%) and multiply it by the amount of money lost (-$200 for Facebook). That's -100.
Add those two numbers together. Using this formula, you'll see Facebook's Expected Value is 400, while Instagram's Expected Value is 425.

Expected Value

With this predictive information, you should be able to make a better, more confident decision — in this case, it looks like Instagram is a better option. Even though Facebook has a higher ROI, Instagram has a higher Expected Value, and you risk losing less money.

How to Create a Decision Tree
You can create a decision tree using the following steps. Remember: once you complete your tree, you can begin analyzing each decision to find the best course of action.

DEcision Tree Analysis

1. Define your main idea or question.
The first step is identifying your root node. This is the main issue, question, or idea you want to explore. Write your root node at the top of your flowchart.

2. Add potential decisions and outcomes.
Next, expand your tree by adding potential decisions. Connect these decisions to the root node with branches. From here, write the obvious and potential outcomes of each decision.

3. Expand until you hit end points.
Remember to flesh out each decision in your tree. Each decision should eventually hit an end point, ensuring all outcomes rise to the surface. In other words, there's no room for surprises.

4. Calculate risk and reward.
Now it's time to crunch the numbers.

The most effective decision trees incorporate quantitative data. This allows you to calculate the expected value of each decision. The most common data is monetary.

5. Evaluate outcomes.
The last step is evaluating outcomes. In this step, you are determining which decision is most ideal based on the amount of risk you're willing to take. Remember, the highest-value decision may not be the best course of action. Why? Although it comes with a high reward, it may also bring a high level of risk.

It's up to you — and your team — to determine the best outcome based on your budget, timeline, and other factors.

How to Create a Decision Tree in Excel
Put your base decision under column A, and format cell with a bold border.
Put potential actions in column B in two different cells, diagonal to your base decision.
In column C, include potential costs or consequences of the actions you put in column B.
Go to shape tool, and draw arrow from initial decision, through action and consequence.
While the Advertising Campaign example had qualitative numbers to use as indicators of risk versus reward, your decision tree might be more subjective.

To clarify this point, let's take a look at some diverse decision tree examples.

Decision Tree Examples
The following example is from SmartDraw, a free flowchart maker:

Example 1: Project Development

Here's another example from Become a Certified Project Manager blog:

Example 2: Office Growth

Here's an example from Statistics How To:

Example 3: Develop a New Product

To see more examples or use software to build your own decision tree, check out some of these resources:

IBM SPSS Decision Trees
LucidChart Decision Tree Software
Zingtree Interactive Decision Tree Template

6) Creation of youtube channel for vlog:

YouTube is not just a site for watching funny viral videos anymore. In the 15 years since the platform launched, it has become a digital powerhouse.

It's the second most visited website on the Internet and is the second most popular search engine. YouTube only comes second to Google.

Vlogging, or video blogging, is a YouTube mainstay. In the early years of the site, people simply used the platform to create video diaries for friends and family members.

Today, it's a multi-million dollar industry. PewDiePie, the most subscribed individual YouTuber of all time, reportedly has an eight-figure net worth. All from creating fun gaming videos that people love to watch.

1: Understand Your Audience and Find Your Niche
It's not uncommon to hear some not-so-nice things about vloggers from those who aren't familiar with the world of YouTube. Because the platform is accessible to anyone, a lot of people have a hard time understanding why large amounts of people decide to follow particular content creators.

Truth is, vlogging on YouTube is a business on its own.

Your niche is going to be the core theme of your channel. Are you going to focus on one particular topic or are you going to publish random videos? If you're looking to be successful, go with the former.

To increase your chances of success, you have to cater your content to your audience.

2: Get Some Vlogging Inspiration
When you launch your channel, you have the opportunity to stand on the shoulders of giants. So, why not take a bit of inspiration from them? Take a look at all of your favorite vloggers and check out some popular channels that are related to your niche.

What are they doing well?

Is there anything that you can provide that audience that those video bloggers aren't?

3: Familiarize Yourself With the Platform
One of the biggest mistakes you can make is not understanding how YouTube works. There are thousands of examples of this on the platform.

Big-name companies create tone-deaf content all the time thinking that it's going to be a hit with audiences. However, their lack of knowledge on the platform is plain as day. Ultimately, those videos end up getting lost in the shuffle and not seeing any success.

Take a look at the YouTube Creator Studio.

This is a platform that vloggers use to upload their content. It has a few handy tools, such as an audio library and a video management system. Most importantly, you'll find information about the video formats that YouTube supports.

4: Make Your YouTube Channel and Brand Yourself
Now we're getting to the fun stuff. It's time to create your YouTube channel! Creating a channel is very easy to do and won't cost you a dime. If you have ever subscribed to another vlogger's channel or written comments under a video, you probably already have one. Every user has the opportunity to upload videos, so every user name is attached to a channel.

You can also make a short video intro or channel trailer. You don't have to do this right away, but it's something to consider.

5: Invest in Good Gear
It's a common misconception that you have to spend thousands of dollars on a high-end video camera. Many successful YouTubers indeed use gear that rivals what professional filmmakers have. However, they didn't start off that way.

Buying The Right Vlogging Camera
Before you head off to the shops to buy a camera, make sure you check out our epic Best Vlogging Cameras buying guide.

Get the lowdown on all the best vlogging cameras from a wide range of different budgets.

You'll also need some quality editing software, but we'll get into that in a bit.

6: Create an Outline
Once everything is set up and ready to go, it's time to make an outline. This can be as complex or simple as you want it to be. You don't have to write out a full script. In fact, we don't recommend that at all. Some of the best YouTube videos were made on the fly. Reading from a script will only make you seem unauthentic and monotonous.

7: Lights, Camera, Action!
Now, you can finally make your first video. This is often the hardest step in the process. Despite all of the preparation, many would-be vloggers get nervous when it's time to hit that record button. If you want your own vlog to be successful, you have to start somewhere.

Use your outline to create your first vlog. Just relax and be yourself. YouTube users reward authenticity. They prefer it when vloggers are natural, comfortable, and having fun.

8: Take Some Time to Edit
Video editing is one of the most important parts of creating a good video. Some vlog channels have launched empires based on quirky editing alone. You don't have to come up with a groundbreaking editing style to be successful.

If you're not that knowledgeable in editing, you can also hire contractors to get the job done for you.

9: Upload and Optimize
Uploading a new video to your channel is pretty simple. Though, it may take some time depending on the resolution and overall file size.

YouTube SEO
Next, you'll want to provide tags for the video. Tags are an important factor in SEO ranking for YouTube. They may be used to recommend your video to viewers or to include your content on a results page.

There's a free version which could be enough for what you want to create. They have pre-built templates that you can work from and can speed up the process of creating thumbnails and images.

10: Engage Your Audience and Utilize Social Media

If you optimized your free video well, you should start seeing some views pop up. Don't expect to see a massive influx of viewers. YouTube is all about slow growth and consistency. To get those viewers to come back for future content, keep them engaged.

Reply to comments and interact with your audience. Don't take criticism personally. The last thing you want to do is get into a fight with someone in the comment section.

11: Use Analytics to Improve

The great thing about the YouTube Creator Studio is that you're given access to some important analytics information. As your channel grows, you can use this information to adjust your content accordingly. There are many types of data available for you to see. You can find information about where your viewers are located, how old they are, and more.

12: Stay Vigilant

This is an important step in the process.

It's easy to give up when your view count isn't climbing as fast as you want it to. Just remember that many big vloggers went unnoticed for years before they amassed a large audience.

13: Grow Your Brand

Many new YouTubers have a lot of questions about when they can start monetizing their channels. YouTube has changed its policies quite a bit in recent years. Currently, you have to have at least 4,000 watch hours and 1,000 subscribers to become a Google AdSense partner.

Once you've hit that milestone, YouTube will review your channel. If you're approved for the program, you can start showing ads before your videos to earn some income. Google will pay you a certain amount of money based on viewership and impressions.

7) creation of facebook group for marketing:

Did you know there are dedicated Facebook groups for "rat moms" (women who own rats, presumably), people who yell at inanimate objects, and even Nickelback fans?

Wait, what is a Facebook Group?

A Facebook group is a page on Facebook created to enable a group of people to interact around a common topic. Oftentimes Facebook groups are used for businesses and organizations to promote and inform their customers and prospects about different products, events, or updates happening in relation to their company or industry.

How to Create a Facebook Group

Here's the process in seven easy steps.

#1: Navigate to the "Groups" button under "Explore" on your Newsfeed page

The first step is going to the "Groups" button (pictured below), which you'll find to the far left of your newsfeed page when logged into Facebook. Click on that button, and move right along to step number two.

#2: Hit "Create Group" in the top right corner

Once you have completed step number one, you will land on a page with all of your Facebook group information, some pending group invitations, and likely far too many "I lost my phone" groups joined in the early 2000's. #3: Choose your group settings

The first few things you will be prompted to do include…

- **Name your group**
- **Invite people**
- **Select your privacy settings**

The name of your Facebook group should be short, sweet, compelling and direct. Don't attempt to be mysterious here – the name should communicate the content and purpose of your group.

Add some people

Enter names or email addresses...

Hey _____!

The goal of this group is to connect like-minded people who are excited about both paid search and ice cream. We'll be hosting local events at the top ice cream spots, and running group raffles to win tickets to the top PPC conferences in the US. Stop by and introduce yourself!

Lastly, chose your privacy settings. Do you want your group to be open and searchable by the public, closed so that anyone can find the group, but only members can post, or secret and very exclusive (aka only members can find and post to the group)?

Select privacy   Learn more about groups privacy

Closed Group
Anyone can find the group and see who's in it. Only members can see posts.

Public Group
Anyone can see the group, its members and their posts.

✓ **Closed Group**
Anyone can find the group and see who's in it. Only members can see posts.

**Secret Group**
Only members can find the group and see posts.

#4: Upload your Facebook group photo

Your Facebook group photo might seem like a miniscule detail, but it is actually one of the most important pieces. In fact, you likely want to skip the invite part of step #3 until you've completed this step!

Take time to choose the perfect picture that is visually engaging and contextually relevant, and make sure it uploads properly to fit the size of the frame.

#5: Edit your group settings

Now that your group is up and running, it's time to dig even deeper into your settings to ensure your group is configured the way you want. You can do so by navigating to the "…More" section, right below your group photo, and then clicking on "Edit Group Settings."
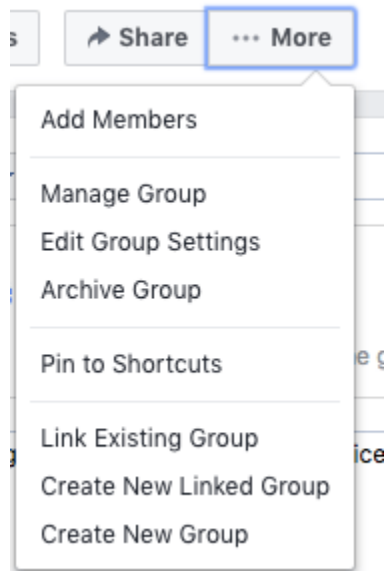
Within this section you'll find many options to further customize your group. A few to pay attention to include:

- **Adding a group description**
- **Selecting a group type**
- **Adding tags**
- **Specifying location**

#6: Create your first post! (And make it interactive!)

How exciting is this: It's time to create your very first Facebook group post! The pressure is high because you need this first post to be as engaging as possible.

A great way to start your group off on the right foot is by engaging with your audience, and asking them what they are interested in discussing via a poll. #7: Promote your new Facebook group!

You may even want to take things a step further, and email your colleagues to promote your group to their personal networks.

5 Benefits to Creating a Facebook Group for Your Business

Now you know how to create a Facebook group. But you may still be wondering, why?

With so many options and locations to build an online presence these days it is important to see the value of each to understand if the time commitment to maintaining your Facebook group is worth the investment. Will there be an ROI? This is the first question marketers always ask.

Here are some helpful benefits that will provide insight to whether or not creating and maintaining your own business Facebook group makes sense for your current business goals.

#1: It Personalizes Your Business & Shows You Care

Maintaining a Facebook group is different then maintaining an Instagram page or Snapchat account because it allows for a higher level of interaction with participants.

Being listened to makes people feel that their voices and opinions matter, and who doesn't want to feel this way? If you can make your customers feel truly heard, then they are going to see you as the obvious superior when comparing your business to your competition.

#2: Learning from Customers & Prospects is the Most Effective Growth Strategy

Giving your customers a voice has so many additional benefits, perhaps the most beneficial being that it can help inform your business strategy and point you in the right direction when deciding what to focus on next.

#3: It Will Build a Strong Business Community

Aside from the benefits of growing your own business, a Facebook group can help connect like-minded people who are interested in the same things.

#4: It Allows Your Customers to Learn from Each Other

Allowing your customers to help each other and answer each other's questions will leave your support team endlessly thanking you.

#5: Private Facebook Groups Can Turn Happy Customers into Brand Ambassadors

Lastly, a well-run Facebook Group will help turn plain old customers into true brand ambassadors. Building a community, and a place where your audience members can interact and grow, will provide them with a deeper love and appreciation for your brand.

8) How Will manage and rectify you twitter account safely.

To help keep your account secure, we recommend the following best practices:

- **Use a strong password that you don't reuse on other websites.**
- **Use <u>two-factor authentication</u>.**
- **Require <u>email</u> and <u>phone number</u> to request a reset password link or code.**
- **Be cautious of suspicious links and always make sure you're on twitter.com before you enter your login information.**
- **Never give your username and password out to third parties, especially those promising to get you followers, make you money, or verify you.**
- **Make sure your computer software, including your browser, is up-to-date with the most recent upgrades and anti-virus software.**
- **Check to see if <u>your account has been compromised</u>.**

Password strength

Create a strong and unique password for your Twitter account. You should also create an equally strong and unique password for the email address associated with your Twitter account.

Do's:

- **Do create a password at least 10 characters long. Longer is better.**
- **Do use a mix of uppercase, lowercase, numbers, and symbols.**
- **Do use a different password for each website you visit.**

- **Do keep your password in a safe place. Consider using password management software to store all of your login information securely.**

Don'ts:

- **Do not use personal information in your password such as phone numbers, birthdays, etc.**
- **Do not use common dictionary words such as "password", "iloveyou", etc.**
- **Do not use sequences such as "abcd1234", or keyboard sequences like "qwerty."**
- **Do not reuse passwords across websites. Your Twitter account password should be unique to Twitter.**

Instructions for:
How to find your password reset settings
1. **Navigate to your main menu**
2. **Tap Settings and privacy**
3. **Tap Account**
4. **Tap Security**
5. **Toggle on Password reset protection**

Use two-factor authentication

Two-factor authentication is an extra layer of security for your account. Instead of relying on a password only, two-factor authentication introduces a second check to help make sure that you, and only you, can access your Twitter account. Additionally, if you receive a Direct Message (even from a friend) with a URL that looks odd, we recommend you do not open the link.

Phishing websites will often look just like Twitter's login page, but will actually be a website that is not Twitter.

- **https://twitter.com**
- **https://twitter.com/login**

If we suspect your account has been phished or hacked, we may reset your password to prevent the hacker from misusing your account. In this case, we'll email you a twitter.com

If we detect a suspicious login or when you log in to your Twitter account from a new device for the first time, we will send you a push notification within the Twitter app, or via email as an extra layer of security for your account. Login alerts are only sent following new logins through Twitter for iOS and Android, twitter.com, and mobile web.

Through these alerts, you can verify that it was you who logged in from the device. If you did not log in from the device, you should follow the steps in the notification to secure your account, starting by changing your Twitter password immediately. Please note that the location listed in the notification is an approximate location derived from the IP address you used to access Twitter, and it may be different from your physical location.

Note: If you log in to your Twitter account from incognito browsers or browsers with cookies disabled, you will receive an alert each time.

Email address update alerts

Any time the email address associated with your Twitter account is changed, we will send an email notification to the previously-used email address on your account. In the event your account is compromised, these alerts will help you take steps to regain control of your account.

Some browsers, like Chrome and Firefox, have free plug-ins that will show you the extended URLs without you having to click on them:

- **URL Expanders for Chrome**
- **URL Expanders for Firefox**

In general, please use caution when clicking on links. If you click on a link and find yourself unexpectedly on a page that resembles the Twitter login page, do not enter your username and password. Instead, go to twitter.com and log in directly from the Twitter homepage.

Keep your browser and operating system updated with the most current versions and patches—patches are often released to address particular security threats. Be sure to also scan your computer regularly for viruses, spyware, and adware.

If you're using a public computer, make sure you sign out of Twitter when you're done.Select third-party applications with care

We suggest you review third-party applications that have access to your account from time to time. You can revoke access for applications that you don't recognize or that are Tweeting on your behalf by visiting the Applications tab in your account setting.