

## **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, your after-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.