**Assignment 4**

**Web Marketing**

**The stages of inbound marketing**

* **Attract:**Attracting prospects is the first step in the inbound marketing methodology. At this initial marketing stage, the prospect is provided with the right content, at the right place, and at the right time through search engine optimization and social media marketing.
* **Convert:**Once you attract the right visitors to the site, the goal is to now convert them into leads through obtaining their contact information on a landing page. In order to receive this valuable information, the remarkable content they need at that very moment is offered to them. This helps give them the information they are looking for, while providing you, the marketer, with their contact information to effectively market to them.
* **Close:**The closing stage is where leads are transformed into customers. At this later marketing stage, specific marketing tools such as email marketing, marketing automation, lead nurturing, and social media monitoring are utilized to ensure that the correct leads are closed at the perfect time.
* **Delight:**Inbound marketing revolves around providing outstanding content to both your leads *and* your customers. This means that even after a lead becomes a customer, they still must be engaged through dynamic content, social media, and trigger marketing. The goal of delighting customers is both solving their issues, and turning them into promoters of your business.

**Advertising on LinkedIn**

1.Choose your objective

Choose from the following objectives to customize your campaign:

* **Awareness:** Brand awareness
* **Consideration:** Website visits, Engagement, Video views
* **Conversion:** Lead generation, Website conversions, Job applicants

Your chosen goal—impressions, clicks, or video views to name a few—will determine the rest of your campaign creation experience.

2.Select your targeting criteria

Reach the right audience by using LinkedIn’s targeting tools for campaign success. Choose from over 20 different audience attribute categories including:

* **Company size**
* **Company name**
* **Member schools**
* **Member interests**
* **Member groups**
* **Skills**
* **Job title**
* **Job seniority**
* **And more**

Targeting is a foundational element of running a successful advertising campaign - Getting your targeting right leads to higher engagement, and ultimately, higher conversion rates.

3.Choose your LinkedIn ad format

Sponsored Content appears directly in the LinkedIn feed of professions you want to reach, and comes in three different formats: single image ads, [**video ads**](https://business.linkedin.com/marketing-solutions/native-advertising/video-ads), and [**carousel ads**](https://business.linkedin.com/marketing-solutions/native-advertising/carousel-ads). Using Sponsored Content, you can:

* Target your most valuable audiences using accurate, profile-based first-party data
* Reach a highly engaged audience with native ads in a professional feed across desktop and mobile
* Drive leads, build brand awareness, and nurture key relationships at every stage of your sales cycle

Message Ads lets you reach your prospects on LinkedIn Messaging, where they increasingly spend most of their time - and where professional conversations happen. Using Message Ads, you can:

* Send direct messages to your prospects to spark immediate action
* Drive stronger engagement and response than traditional email marketing
* Measure the value you’re getting by seeing which roles and companies are taking action on your message

### 4.Set your budget and schedule

There are three options:

* Cost per send (CPS) is used when you run Message Ads campaigns. You pay for each message that is successfully delivered.
* Cost per click (CPC) is often used for action-oriented campaigns like lead generation or event registration.
* Cost per impression (CPM) model is typically a better fit when brand awareness is the goal.

### 5.Measure and optimize your campaign

You can track your campaign’s overall impressions, clicks, social actions and budget. Social actions are initiated by LinkedIn members who interact with your content – it’s organic, free engagement.

Click through to each campaign to see how each ad within the campaign is performing. Using this data, you can edit your ads, refine your targeting, adjust your budget, and toggle ad variations on and off based on performance.

**Advertising on Facebook**

### Image ads

These simple ads are a great way to get started with Facebook advertising. You can create one with just a few clicks by [boosting an existing post](https://blog.hootsuite.com/how-does-facebook-boost-posts-work/) with an image from your Facebook Page.Image ads may be simple, but that doesn’t mean they have to be boring.

### Video ads

Video ads can run in News Feed and Stories, or they can appear as in-stream ads in longer Facebook videos. Video ads can show your team or your product in action

### Video poll ads

This mobile-only Facebook ad format incorporates an interactive component with video polls. It’s a brand-new type of Facebook paid advertising, but Facebook’s [early data](https://www.facebook.com/business/news/facebook-invites-people-and-businesses-to-play) shows that these ads can increase brand awareness more effectively than regular video ads.

### Carousel ads

A carousel ad uses up to 10 images or videos to showcase your product or service. You can use this format to highlight different benefits of one product, a number of different products, or even use all the photos together to create one large panorama image

### Slideshow ads

Slideshow ads offer an easy way to create short video ads from a collection of still photos, text, or existing video clips. If you don’t have your own images, you can choose stock photos directly from Ads Manager.Slideshow ads have eye-catching motion, just like videos, but use [five times less bandwidth](https://www.facebook.com/business/ads/slideshow-ad-format), so they load well even for people on slow internet connection