

A decorative graphic on the left side of the slide consisting of white lines and circles on a blue gradient background, resembling a circuit board or a network diagram.

# **SOCIAL MEDIA MARKETING PROPOSAL FOR PCK 2017**


# SOCIAL MEDIA FACTS

**facebook** business


Search Resources Support

Marketing on Facebook Inspiration News


Create an Advert Create a Page



More than 1.8 billion people use Facebook every month.



1 of every 5 minutes that people in the US spend on mobile is on Facebook or Instagram.



500 million Instagrammers use the app each month.

# WHY USE OF FACEBOOK

- You can choose your audience based on demographics, behaviors or contact information.
- Facebook advert formats are eye-catching, flexible and work on every device and connection speed.
- Facebook advert reporting tools show you how your adverts have impacted your business in visual,
- Integrates with other social media
- Target adverts to people based on how and when they engaged, and create an experience that is relevant to where they are in the process of investigating our products.

# INSTAGRAM FOR BUSINESS

- **People are finding the businesses, brands and products they like on Instagram**
- More than 500 million Instagrammers are discovering new things every month, and businesses are using the platform to share their stories in visual ways that people enjoy. Like Facebook Pages, Instagram business profiles connect people and businesses on mobile. Use Instagram to tell your business story, connect with your audience and generate demand for your products.
- **Connect with people**
- People can follow your Instagram business profile to view, comment on and share your posts in their feed.
- **Create stories they'll love**
- Use photos and videos to express your business visually.

# INSTAGRAM GLOBAL IMPACT

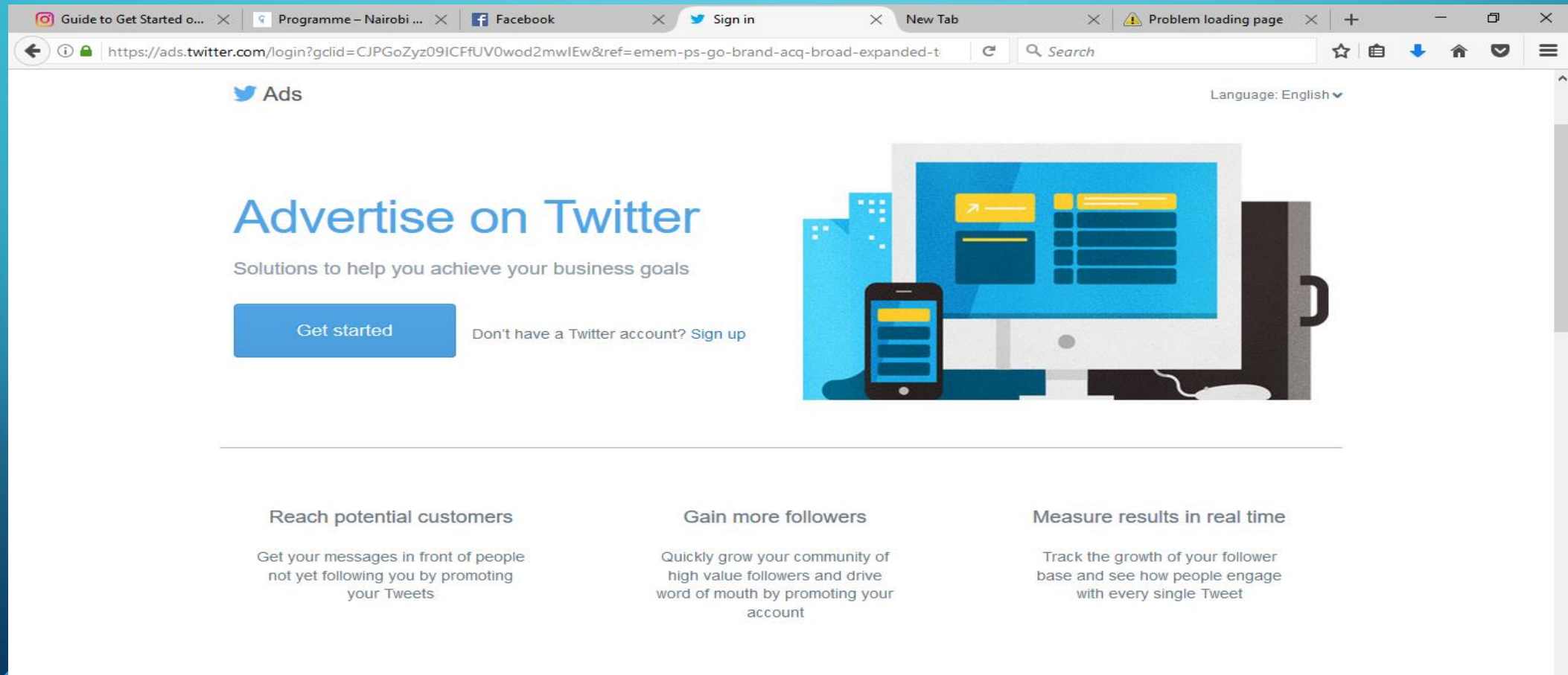
- Every day, over 400 million Instagrammers use the app.
- Over 600 million use it every month.
- 60% of people on Instagram say that they discover new products on the platform.
- 75% of people take action after being inspired by an Instagram post.
- 70% of Instagrammers follow a business on Instagram.
- 1 in 5 minutes that people spend on mobile devices is on either Facebook or Instagram.

# WHY INSTAGRAM

- People come to Instagram to be inspired and discover things they care about, and that includes content from brands and businesses.
- 500 K+ advertisers worldwide use Instagram to share their stories and drive business results.
- 60% of people say they discover new products on Instagram.
- 75% of Instagrammers take action after being inspired by a post.
- 70% of stories video views are played sound-on.
- 1/3 of the most viewed stories are from businesses.

# TWITTER

IS AN ONLINE NEWS AND SOCIAL NETWORKING SERVICE WHERE USERS POST AND INTERACT WITH MESSAGES, "TWEETS,"



The image is a screenshot of a web browser displaying the Twitter Ads login page. The browser's address bar shows the URL <https://ads.twitter.com/login?gclid=CJPGoZyz09ICFfUV0wod2mwIEw&ref=emem-ps-go-brand-acq-broad-expanded-t>. The page features the Twitter logo and the word "Ads" in the top left, and a language selector set to "English" in the top right. The main heading is "Advertise on Twitter" in a large blue font, followed by the subtext "Solutions to help you achieve your business goals". Below this, there is a blue "Get started" button and a link that says "Don't have a Twitter account? Sign up". To the right of the text is an illustration of a computer monitor displaying a dashboard with charts and a smartphone in front of it. At the bottom of the page, there are three columns of text describing the benefits of advertising on Twitter: "Reach potential customers" (Get your messages in front of people not yet following you by promoting your Tweets), "Gain more followers" (Quickly grow your community of high value followers and drive word of mouth by promoting your account), and "Measure results in real time" (Track the growth of your follower base and see how people engage with every single Tweet).


Twitter Ads

Language: English

## Advertise on Twitter

Solutions to help you achieve your business goals

[Get started](#) [Don't have a Twitter account? Sign up](#)



**Reach potential customers**  
Get your messages in front of people not yet following you by promoting your Tweets.

**Gain more followers**  
Quickly grow your community of high value followers and drive word of mouth by promoting your account

**Measure results in real time**  
Track the growth of your follower base and see how people engage with every single Tweet



# TWITTER HELPS BUSINESS TO

- **Choose your target audience**
- Reach the right audience by targeting based on interests, geography, gender, device, or users similar to your followers. In addition, maximize the relevancy of your message by targeting by keywords in people's Tweets.
- **Amplify your message and get discovered**
- Get your Tweets and your account in front of more people who are interested in you.
- **Set a budget and pay for what works**
- Only pay when users follow your account or retweet, like, reply, or click on your Promoted Tweet. You're in complete control. There's no minimum spend, and you can start and stop at any time.



# GOOGLE TOOLS FOR BUSINESS

## SEM- Search Engine Marketing

- SEM can be divided into two categories: organic and paid. Both are important. As you might expect, “organic” SEM is a “natural” way to improve your ranking in search engines and therefore drive traffic to your website. The most common form of organic SEM is search engine optimization (SEO).

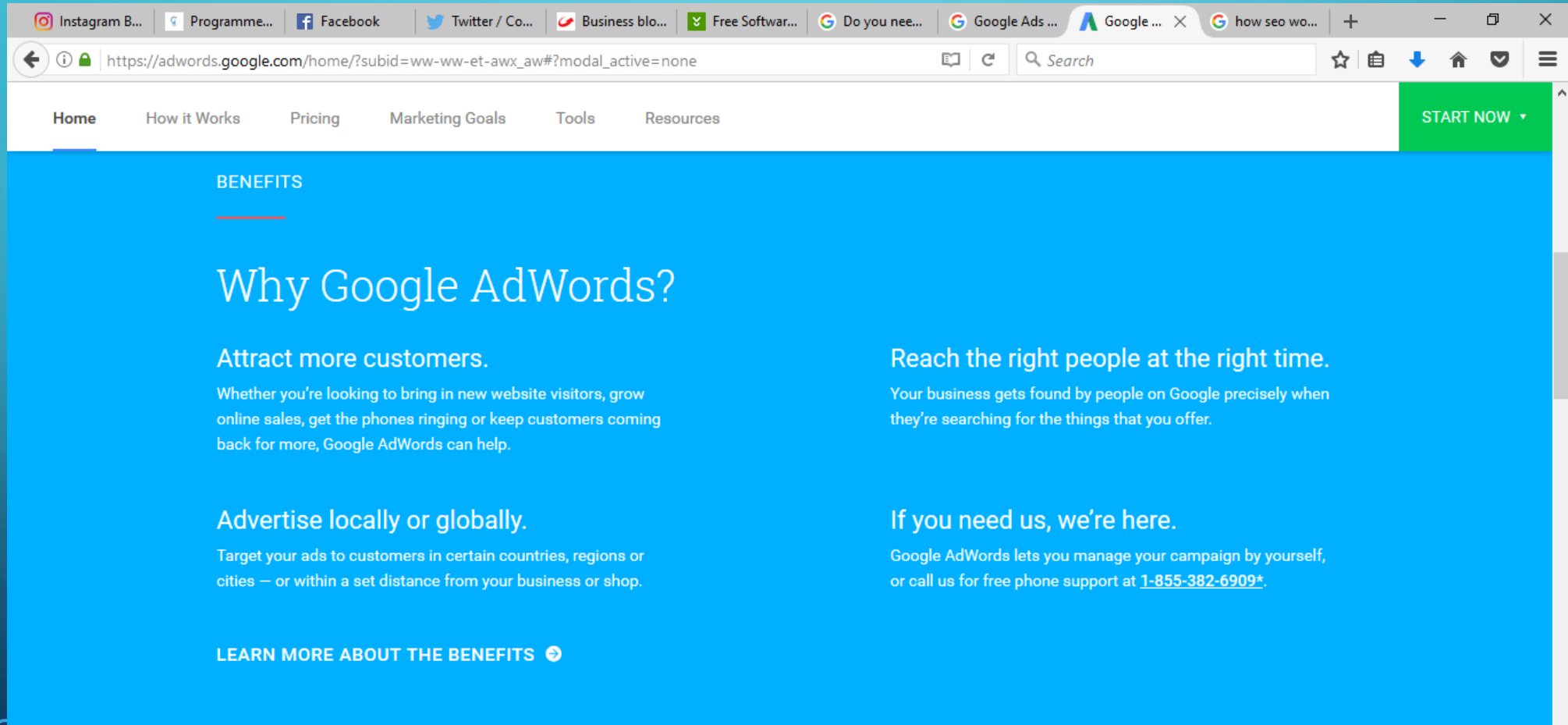
## SEO is short for Search Engine Optimization.

- SEO basically is a measurable, repeatable process that is used to send signals to search engines that your pages are worth showing in Google's index. If SEO is well managed it is like to affect business presence in the following as witness with one of the company that uses SEO services

## Marketers Believe SEO is Crucial

- Additionally, many marketers find that SEO is crucial to their work. This chart shows that 50% of marketers believe SEO is the most effective digital marketing strategy.

# GOOGLE ADWORDS

A screenshot of the Google AdWords homepage. The browser window shows multiple tabs including Instagram, Facebook, Twitter, and Google Ads. The address bar displays the URL https://adwords.google.com/home/?subid=ww-ww-et-awx\_aw#?modal\_active=none. The navigation bar includes links for Home, How it Works, Pricing, Marketing Goals, Tools, and Resources, along with a green 'START NOW' button. The main content area has a blue background and features the heading 'BENEFITS' followed by 'Why Google AdWords?'. Below this, four key benefits are listed in a grid: 'Attract more customers.', 'Reach the right people at the right time.', 'Advertise locally or globally.', and 'If you need us, we're here.' Each benefit includes a brief description. At the bottom, there is a link to 'LEARN MORE ABOUT THE BENEFITS' with an external link icon.

Instagram B... Programme... Facebook Twitter / Co... Business blo... Free Softwar... Do you nee... Google Ads ... Google ... X how seo wo...

https://adwords.google.com/home/?subid=ww-ww-et-awx\_aw#?modal\_active=none

Home How it Works Pricing Marketing Goals Tools Resources

START NOW

## BENEFITS

### Why Google AdWords?

#### Attract more customers.

Whether you're looking to bring in new website visitors, grow online sales, get the phones ringing or keep customers coming back for more, Google AdWords can help.

#### Reach the right people at the right time.

Your business gets found by people on Google precisely when they're searching for the things that you offer.

#### Advertise locally or globally.

Target your ads to customers in certain countries, regions or cities — or within a set distance from your business or shop.

#### If you need us, we're here.

Google AdWords lets you manage your campaign by yourself, or call us for free phone support at [1-855-382-6909\\*](tel:1-855-382-6909).

LEARN MORE ABOUT THE BENEFITS

# ADWORDS EXPRESS

- It offers online advertising for all businesses looking to increase their site traffic and get more transactions on their website locally or globally. It's perfect for the one-person marketing team, or if you don't need all the features of AdWords.

## **Get up and running quickly.**

- Just set up your account and we'll manage where and when your ads appear on Google. No keywords to choose, no online marketing strategies needed, and no ongoing maintenance — so you can spend less time on advertising and more time with your customers.

## **Tell your story.**

- Simply write three lines about your business. We'll create your ad and automatically show it to people looking for what you offer.

## **Stand out on the web.**

- Many people search online before visiting a business — even if it's in their neighborhood. Make sure you catch their eye when they're looking for what you offer.

## **Only pay for results.**

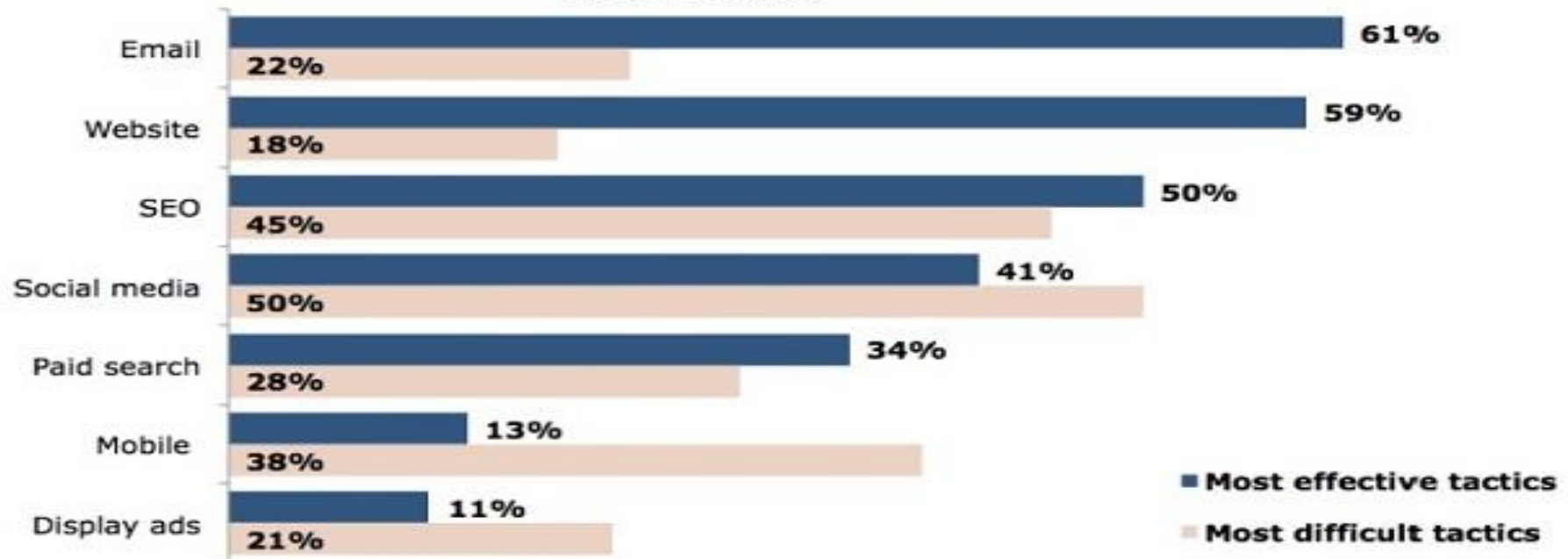
- You'll only pay when potential customers visit your website or give you a call. And you can adjust your budget at any time.

# TACTICS FOR DIGITAL MARKETING

## Most Effective - and Difficult - Digital Marketing Tactics

based on a survey of 275 marketing professionals from around the world (66% primarily B2B)  
% indicating the most effective tactics used and the most difficult to execute

March 2016



# YOUTUBE

- YouTube is an online video hosting service that lets people share their videos. Businesses and individuals use YouTube to share or find videos, including entertainment and promotions

## Businesses that use YouTube

- YouTube use by Australian business is still very small compared with other social media like Facebook and Twitter. About 41% of Australian large businesses reported using YouTube as a business tool in 2014, but only about 3% of small and 16% of medium businesses did, according to the [2016 Sensis social media report](#).

# BENEFITS OF YOUTUBE FOR BUSINESS

YouTube has a range of uses and benefits for business that can complement those offered by other communication channels.

- Demonstrating products
- Creating community
- Demonstrating expertise
- Saving bandwidth
- Showing your brand's 'personality'
- Leveraging events or promotions
- Solving customers' problems

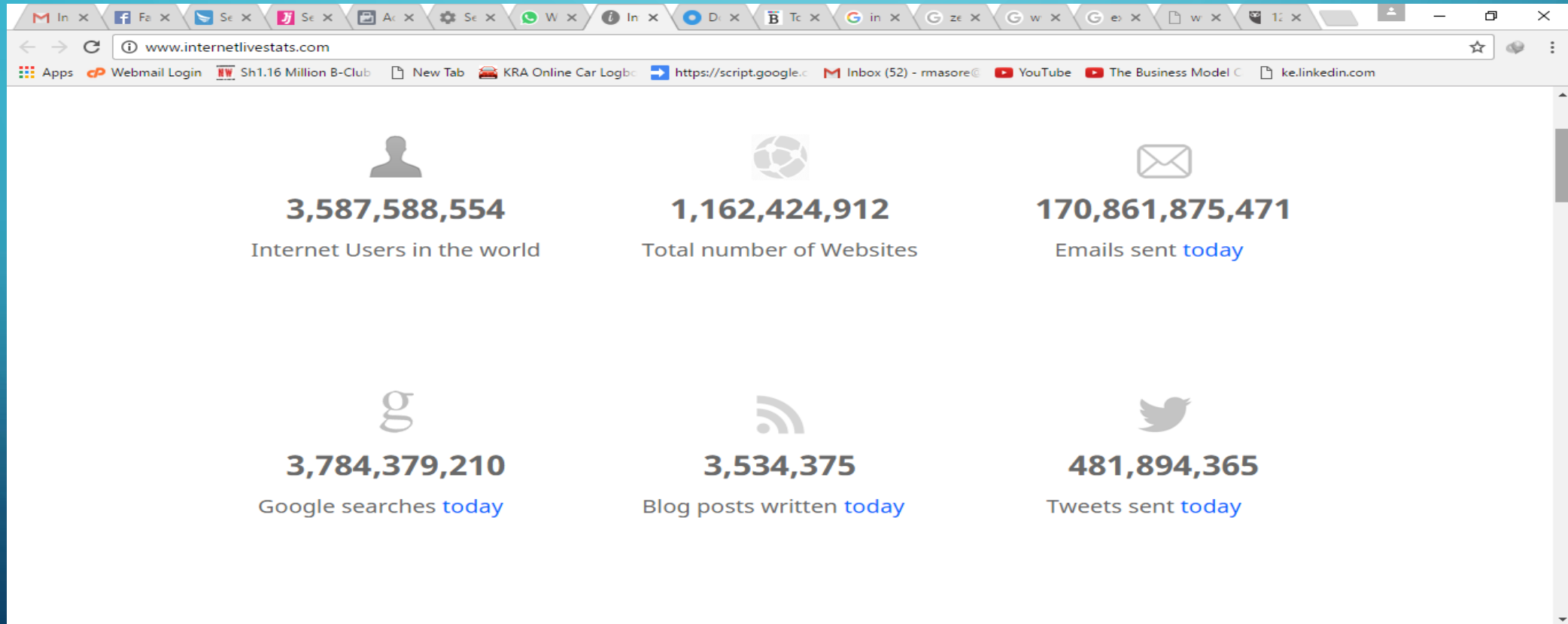
# MONTHLY YOUTUBE USAGE IN KENYA

USER STATISTICS TABLE FOR KENYA (FEB 12TH, 2017 - MAR 13TH, 2017)

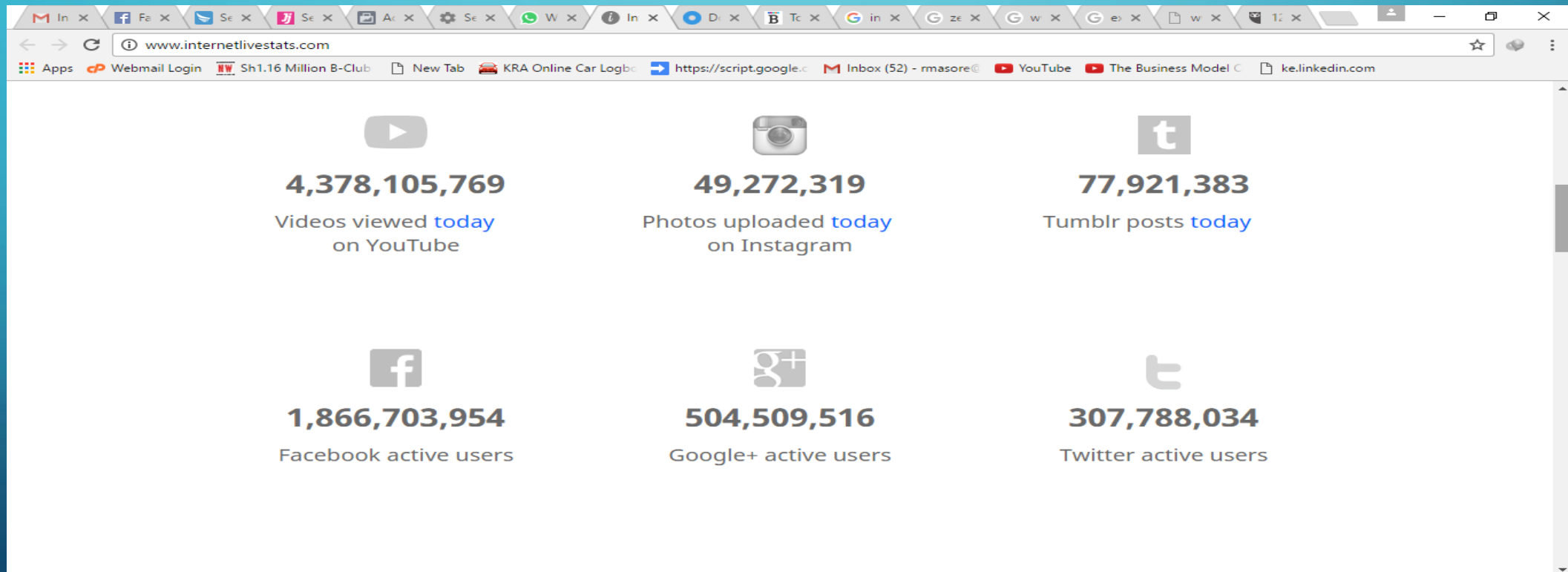
DATE		SUBSCRIBERS		VIDEO VIEWS	
2017-02-12	Sun	--	1,635	+8	1,683,545
2017-02-13	Mon	--	1,635	--	1,683,545
2017-02-14	Tue	--	1,635	+12	1,683,557
2017-02-15	Wed	--	1,635	+11	1,683,568
2017-02-16	Thu	--	1,635	+31	1,683,599
2017-02-17	Fri	--	1,635	+22	1,683,621
2017-02-18	Sat	--	1,635	--	1,683,621
2017-02-19	Sun	--	1,635	+47	1,683,668
2017-02-20	Mon	-1	1,634	+10	1,683,678
2017-02-21	Tue	--	1,634	+11	1,683,689
2017-02-22	Wed	--	1,634	--	1,683,689
2017-02-23	Thu	--	1,634	+20	1,683,709
2017-02-24	Fri	--	1,634	--	1,683,709
2017-02-25	Sat	+6	1,640	+9	1,683,718
2017-02-26	Sun	--	1,640	+5	1,683,723
2017-02-27	Mon	--	1,640	+7	1,683,730
2017-02-28	Tue	--	1,640	+4	1,683,734



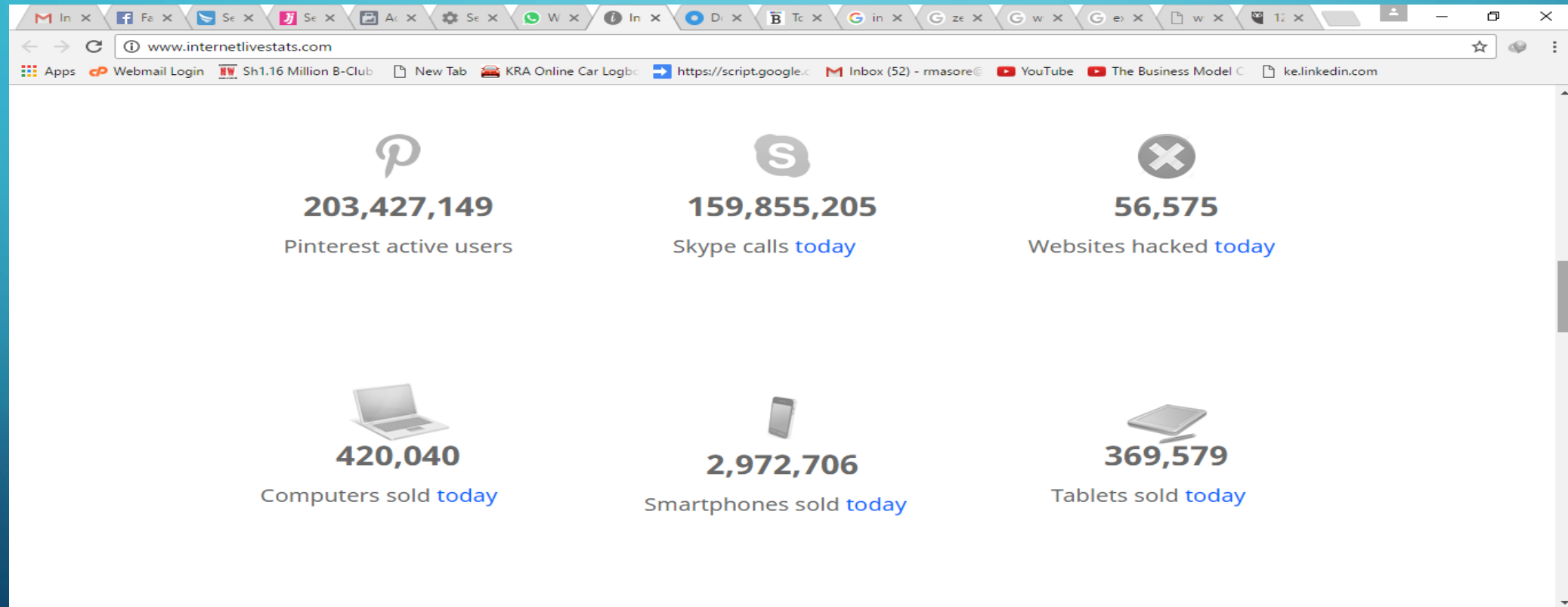
# LIVE STATISTICS FOR SOCIAL MEDIA USAGE SECOND PER SECOND WORLDWIDE



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# LIVE STATISTICS FOR SOCIAL MEDIA USAGE SECOND PER SECOND WORLDWIDE



**203,427,149**

Pinterest active users



**159,855,205**

Skype calls [today](#)



**56,575**

Websites hacked [today](#)



**420,040**

Computers sold [today](#)



**2,972,706**

Smartphones sold [today](#)



**369,579**

Tablets sold [today](#)

# INTERNET USAGE PER COUNTRY

## Internet Users by Country (2016)

See also: [2015 Estimate](#) and [2014 Finalized](#)

#	Country	Internet Users (2016)	Penetration (% of Pop)	Population (2016)	Non-Users (internetless)	Users 1 Year Change (%)	Internet Users 1 Year Change	Population 1 Y Change
1	<a href="#">China</a>	721,434,547	52.2 %	1,382,323,332	660,888,785	2.2 %	15,520,515	0.46 %
2	<a href="#">India</a>	462,124,989	34.8 %	1,326,801,576	864,676,587	30.5 %	108,010,242	1.2 %
3	<a href="#">U.S.</a>	286,942,362	88.5 %	324,118,787	37,176,425	1.1 %	3,229,955	0.73 %
4	<a href="#">Brazil</a>	139,111,185	66.4 %	209,567,920	70,456,735	5.1 %	6,753,879	0.83 %
5	<a href="#">Japan</a>	115,111,595	91.1 %	126,323,715	11,212,120	0.1 %	117,385	-0.2 %
6	<a href="#">Russia</a>	102,258,256	71.3 %	143,439,832	41,181,576	0.3 %	330,067	-0.01 %
7	<a href="#">Nigeria</a>	86,219,965	46.1 %	186,987,563	100,767,598	5 %	4,124,967	2.63 %
8	<a href="#">Germany</a>	71,016,605	88 %	80,682,351	9,665,746	0.6 %	447,557	-0.01 %
9	<a href="#">U.K.</a>	60,273,385	92.6 %	65,111,143	4,837,758	0.9 %	555,411	0.61 %
10	<a href="#">Mexico</a>	58,016,997	45.1 %	128,632,004	70,615,007	2.1 %	1,182,988	1.27 %
11	<a href="#">France</a>	55,860,330	86.4 %	64,668,129	8,807,799	1.4 %	758,852	0.42 %
12	<a href="#">Indonesia</a>	53,236,719	20.4 %	260,581,100	207,344,381	6.5 %	3,232,544	1.17 %
13	<a href="#">Viet Nam</a>	49,063,762	52 %	94,444,200	45,380,438	3.3 %	1,564,346	1.07 %
14	<a href="#">Turkey</a>	46,196,720	58 %	79,622,062	33,425,342	5.1 %	2,242,750	1.22 %

# INTERNET USAGE PER COUNTRY

29	Kenya	21,248,977	45 %	47,251,449	26,002,472	3.7 %	763,171	2.61 %
30	Malaysia	21,090,777	68.6 %	30,751,602	9,660,825	2.2 %	453,560	1.39 %
31	Saudi Arabia	20,813,695	64.7 %	32,157,974	11,344,279	2.8 %	561,748	1.96 %
32	Australia	20,679,490	85.1 %	24,309,330	3,629,840	1.7 %	350,522	1.42 %
33	Morocco	20,068,556	57.6 %	34,817,065	14,748,509	1.7 %	342,534	1.28 %
34	Ukraine	19,678,089	44.1 %	44,624,373	24,946,284	0.4 %	68,947	-0.44 %
35	Venezuela	18,254,349	57.9 %	31,518,855	13,264,506	2.1 %	380,889	1.32 %
36	Netherlands	15,915,076	93.7 %	16,979,729	1,064,653	0.6 %	98,813	0.32 %
37	Uzbekistan	15,453,227	51 %	30,300,446	14,847,219	6.1 %	893,596	1.36 %
38	Chile	14,108,392	77.8 %	18,131,850	4,023,458	3.3 %	444,149	1.02 %
39	Peru	13,036,965	41 %	31,774,225	18,737,260	1.9 %	244,248	1.27 %
40	Romania	11,236,186	58 %	19,372,734	8,136,548	1.4 %	155,259	-0.71 %
41	Sudan	10,886,813	26.4 %	41,175,541	30,288,728	4.5 %	471,726	2.34 %
42	Belgium	10,060,745	88.5 %	11,371,928	1,311,183	1.9 %	184,645	0.64 %
43	Kazakhstan	9,961,519	55.8 %	17,855,384	7,893,865	1.8 %	176,681	1.31 %
44	Czech Republic	9,323,428	88.4 %	10,548,058	1,224,630	3.2 %	285,731	0.05 %
45	Sweden	9,169,705	93.1 %	9,851,852	682,147	1 %	94,636	0.74 %
46	United Arab Emirates	8,515,420	91.9 %	9,266,971	751,551	1.7 %	143,340	1.2 %
47	Ghana	7,958,675	28.4 %	28,033,375	20,074,700	14 %	976,984	2.27 %

# TOOLS FOR SUCCESS SOCIAL MEDIA MARKETING

- Rebranding: consider company color, logo, theme, innovation, interactive website with online customer care/online self service
- Communication : precise, clear and Brief
- Product /service understanding: All employees must full understand their products
- Teamwork: all must be involved and must play a role.
- Product sensitization : New product launch and continuous product awareness traning.



# PROJECTED OUTCOME

- We look forward to enhance sales and raise PCK revenue through market penetration and creating market presence across the country through use of social media platforms. To achieve this we intend to use high end social media technology with a daily target of 7000 hits across all platforms. (Facebook, Instagram, Google search, Twitter)
- This will be achieved through the following;
  - Boosting page
  - Use of SEO
  - Boosting all comments across the social media platforms(Paid up adverts)
  - Tagging and sharing
  - Rebranding of website
  - Teamwork-Ensuring that each day all PCK staff twit daily

# ACTION POINTS

## SEO

- Blog development, 5 Weekly articles, 4 articles pm Guest Posting and link building e.g. daily nation website
- Structuring search Engine: 3-5hrs per week

## PAID UP ADVERTS

- Facebook
- Twitter
- Instagram

## WEBSITE REVAMP

- Live chats
- Interactive/self-care
- Interlinks with other platforms



PREAPRED BY RICHARD MASORE  
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THANK YOU FOR YOUR TIME LISTENING

