

Course

Digital Marketing

Week Introduction

Learning Objectives

- 1** Set and track business goals using Google Analytics
- 2** Conceptualize the concept of Social Media Marketing
- 3** Describe various Facebook Marketing and various ad formats

Module 30 Understanding Goals and Conversions

What will you specifically Learn ?

1 What are Goals and their types ?

2 How to set Goals in Google Analytics?

3 How to study various Conversion reports of Google Analytic?



What are Goals?



Website



Blogger

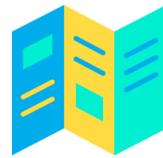
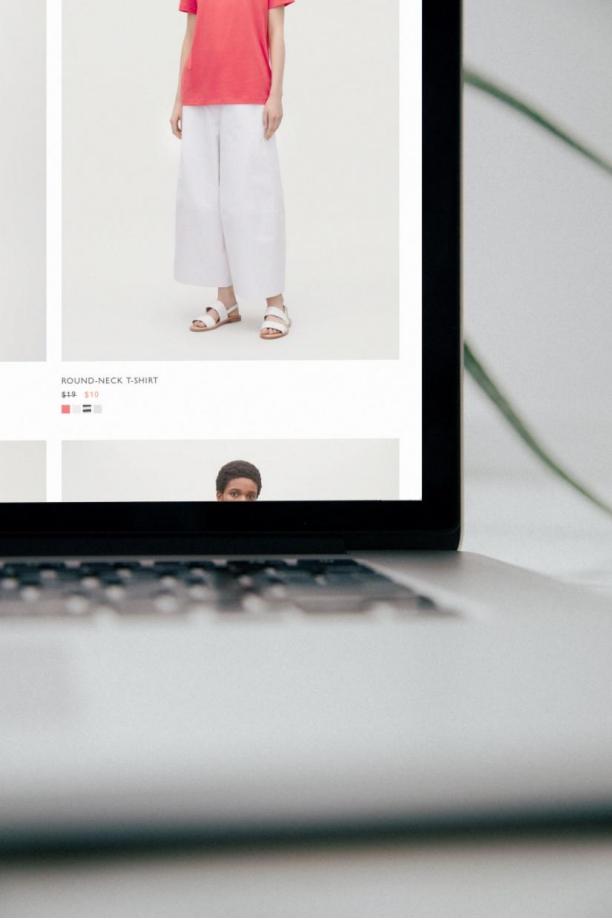


What will be the Goal website?



Maximum visitor should come to your blog
They should read your blog articles
They should subscribe to your blog
They should spend time on your website

Goals





What are Goals?



Goals are versatile ways to measure
how will your site or app fulfills
targeted objectives



How to track our goals



No Idea



How to track our goals





4 Types of Goals

Destination

Duration

Pages/Session

Events

Destination



G  s of

amazon smile BEAUTIFUL THINGS ON AMAZON UPDATED DAILY EXPLORE St. Patrick's Day

All - Search

Shop by Department Supporting: St. Jude Children's Research Hospital - Shopping History - Dean's Amazon.com Today's Deals Hello, Deana Your Account - Your Prime - Your Lists - Cart

Amazon will make a donation to St. Jude Children's Research Hospital. To support this charitable organization, always shop at smile.amazon.com.

The easiest way to return to AmazonSmile Get Amazon Assistant Install now for Mozilla Firefox

✓ Thank you, your order has been placed.

An email confirmation has been sent to you.

Order Number: 112-8198608-5890651 Case Logic DCB-304 Compac... will be shipped to Deana Jirak by Amazon.com. Estimated delivery: Mar. 14, 2016

Review or edit your order

Add a comment Facebook Twitter E-mail

I just supported St. Jude Children's Research Hospital When you shop at AmazonSmile, Amazon donates to the charitable organization of your choice. Who will you support? Share Your sharing settings

Get Yourself a Little Something 1 of 7

Designing Multi-Device Experiences... Michal Levin Paperback \$44.99 \$25.98 Prime

KEEN Women's Newport H2 Sandal ★★★★☆ (1,294) \$49.99 - \$105.00

Ahuu Women's Maia Huarache Sandal... ★★★★☆ (8) \$89.95 Prime

EAS SPORTS NUTRITION ROUND IS OUT. THE SCOOP HOLDER IS IN. SCOOP IN LID

Destination



A screenshot of the AmazonSmile website. At the top, it says "BEAUTIFUL THINGS ON AMAZON UPDATED DAILY" and "EXPLORE". It shows a search bar and navigation links for "Shop by Department", "Supporting: St. Jude Children's Research Hospital", "Shopping History", "Today's Deals", "Hello, Deana", "Your Account", "Your Prime", "Your Lists", and "Cart". A message at the bottom says "Amazon will make a donation to St. Jude Children's Research Hospital. To support this charitable organization, always shop at smile.amazon.com." There is also a link to "St. Patrick's Day".

A screenshot of the AmazonSmile confirmation page. It shows a checkmark icon and the text "✓ Thank you, your order has been placed." Below it, it says "An email confirmation has been sent to you." and lists the order details: "Order Number: 112-819668-8990651", "Case Logic DCB-304 Compact ... will be shipped to Deana Jink", "Estimated delivery: Mar. 14, 2016", and "Review or edit your order".

A screenshot of the AmazonSmile product page for "EAS SPORTS NUTRITION ROUND IS OUT. THE SCOOP HOLDER IS IN.". It shows a purple container with a lid. The page includes a "Get Yourself a Little Something" section with items like "Designing Multi-Device Experience" by Michal Levin, "KEEN Women's Newport H2 Sandal", and "Aknu Women's Maisa Huarache Sandal".



amazon smile BEAUTIFUL THINGS ON AMAZON UPDATED DAILY EXPLORE St. Patrick's Day

All - Shop by Department - Hello, Deana Your Account - Your Prime - Your Lists - Cart

Supporting: St. Jude Children's Research Hospital * Shopping History - Deana's Amazon.com Today's Deals

Amazon will make a donation to **St. Jude Children's Research Hospital**. To support this charitable organization, always shop at smile.amazon.com.

✓ Thank you, your order has been placed.

An email confirmation has been sent to you.

Order Number: 112-8198893-0559551

• Case Logic DCB-354 Compact - will be shipped to Deana Jink * by Amazon.com.

Estimated delivery: Mar. 14, 2016

Review or edit your order +

Facebook Twitter Email Add a comment I just supported St. Jude Children's Research When you shop at AmazonSmile, Amazon donates to the charitable organization of your choice. Who will you choose? Share Your sharing settings

Get Yourself a Little Something 1 of 7

EAS

ROUND IS OUT. THE SCOOP HOLDER IS IN.

SCOOP IN LID

KEEN Women's Newport H2 Sandal \$49.95-\$105.00

Aliso Women's Mai Huatsehle Sandal \$89.95

Case Logic DCB-354 Compact \$44.99-\$25.98





Duration



5min

Pages/Session

**Many pages are visited by a user
in a given session**





Events

Any activity which is happening
on your website



Module 28: Google Analytics: Interface and Setup

Presenter:

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Associate Professor

University Business School

Panjab University Chandigarh



PART-1

Hello everyone, welcome to the second Module of this week and the name this Module is: Google Analytics: Interface and Setup. I hope, by now, you have fair ideas about what is the purpose of Google Analytics and why it is a must-have tool for every digital marketer. Now, it is the time to learn various aspects of Google Analytics practically with live demonstration. In this module, you will specifically learn.

- 1. How to set up Google Account from scratch?**
- 2. What is the Structure of Google Analytics Account?**
- 3. How to study the interface of Google Analytics?**

So, without wasting any time let us begin with Setting up with GA Account. Be ready with your Gmail ID preferably you used for Google Ads

To set up the Google Analytics account, Go to analytics.google.com. The link is given in the description,

Login to the account with your Gmail ID, you may use any Gmail ID here. But I will suggest you, please don't use your personal Gmail ID here. Further, you may use the same Id that you are using for Google Ads.

Now, this is the place where we will create our Google Analytics account which has three steps.

First, we will sign up to the Google Analytics, click on sign up.

First, we have to give any name to the Google Analytics account. Give any name to this account. I am giving the name of digital mooc. Here you need not to be very particular. Any name that you can remember you can give that here.

Next, we have account data sharing settings. Here, Google says that the data that has been selected by the Google Analytics is safe and secure and Google will not share this data with anyone except you.

Here are few settings, let them be the default

Click next

In the second step, we have to tell to Google, what do we want to measure.

You would like to measure the data from a website or from the app or both from website and app

We don't have any mobile app as of now, so we would like to measure the data from the website. We would like to use the website that we have Designed during this course.

Make sure that this button is checked.

Click next

Now in the third step,

We have to set up the property by giving the required details. Now, **what is the property here?**

Property is nothing it maybe your website or it may be your mobile app. As I have said, we want to measure the websites only so we have to provide the details of our website only here. Here we have to give the name of our website.

This is the name of your website, not the URL so give any name here by which you can easily recognize your website.

Next, we have the URL of our website. Select here whether your website is http or https. As we designed the http website only, let it be http. Give the URL of your website.

Next, select the appropriate industry to which your website belongs. You may search for the industry I am selecting here job and education. If your industry is not listed here don't worry select others. You may change it later on as well.

Next the *reporting time*. This is a very important setting. You have to select the time zone according to the country. I am selecting India here.

Click on create

This is the Term and service agreement from Google Analytics. Select your country or region from here. I am proceeding with the United States. Read all terms and conditions in the free time for the time being check these boxes and click I accept.

It is a success, let the page get loaded. Yes, we have created the account. Get rid of these unnecessary notifications.

This page is very important. Here, we have the tracking code details.

This is the Unique tracking ID of our Google Analytics and this is website Tracking information having the tracking code that we have to embed in our website.

Google recommends that paste this tracking code in the Header section of your website.

So, copy this code from here.

Go to the WordPress dashboard of your website

Here we will embed this code in the header section of the theme. To do it go to Appearance from here click the Theme Editor, on the right-hand side, look for the Theme Header, Click it, Now, we have to paste this code between these two head titles. Just paste your code here above the PHP- wp -head. if there is no space, press enters to create the space.

Just paste the code that you copied from GA. This is the code and has successfully passed it.

To save it Update the file,

But, if you think this is a difficult process and you are not familiar with Coding, then don't follow it. We have another easy method to do the same thing. And that method is to use the WordPress plugin.

Go to plugins.

Search for the plugin Google Analytics and Install this plugin GA Google Analytics. Activate it.

Go to the setting of GA Google Analytics

Go to plug-in settings, here we have the Google tracking ID and this is the place where we to enter the Google tracking ID. To copy the Tracking ID. Go back to Analytics. Copy this tracking ID and paste it here. Let all other setting be the default and save the changes.

Our Website is linked to Google Analytics. Here, I have explained the two methods of linking the Website to our Google Analytics Accounts. Please use either of two methods only otherwise there may be a problem if you use both the methods simultaneously.

Let us go back to our Google Analytics account,

Go back from here. Go to Home and this is our Google analytics dashboard.

Everything is Zero here. But how do I know that my website is actually linked to Google Analytics and it has started fetching the data.

One of the easiest ways to confirm it. Just visit your site from the mobile phone or from the same browser in which you are working and see whether this Zero is changing to 1 or not

I am visiting my site from a mobile phone and it changes to 1 now. So, it is confirmed that GA has started fetching the data from my website.

This is the quick and easiest way to confirm it is,

Go to All website data and see your property is listed and it is fetching the All website Data.

So finally, we have set our Google Analytics account. I would like to remind one important thing here though we have discussed the two methods to link our website with Google Analytics, you are advised to use one method only either pasting the code in the header section

of your website or using the WordPress Plugin for this purpose. In the next video, I will talk more about Google Account Structure.

PART -2

Welcome back, In the last part, we saw how to set up Google Account by linking it to the website. I hope all of you must have linked your website to Google Analytics Accounts. It is a must for all of us to proceed further. In this part, I will focus on understanding the structure and Interface of Google Analytics. So, let us start.

This is the interface of GA after linking your website with GA. You can see, it shows nothing here in the form of data. Don't worry, very soon you are going to see a lot of data here and we will talk about each and every aspect of this dashboard in very details. But before that, it's very important to understand the structure of Google Analytics account. It becomes very essential to organize your Google accounts in a proper way to extract the maximum information from Google Analytics.

How Google Analytics will collect, process and present the data it all depends on how Google Analytics account is organized. To properly understand the structure of Google Analytics account, click on Admin.

The Google Analytics account has three layers i.e. Account, Property and view.

Under the admin tab, we have three layers of Google Analytics account.

The first one is an account

Second is property

And third is the view.

Let's talk about these layers one by one

First, we have the *account*.

The 'account' is at the top level in the hierarchy and you must have at least one account to use the Google Analytics. There can be multiple accounts associated with mail one mail ID. But why there is a need to create more than one account. For example, I am offering Consultancy Services to so many organizations; In this case, I will create multiple accounts associated with various organizations with the one mail ID only. I can manage them separately from the same ID.

But, in the present example, we have only one account that we have just created that is digital mooc and I think one account is sufficient here for me.

You can use this tab to change the settings related to your account that have you set at the time of setup of the account.

Click on settings

You may change the name of your account from there if it is needed in the future along with the other settings.

Next, we have user management. From here you can add more user to this account with restrictions. Like you can Edit, Collaborate, Read, Analyze etc. I will talk about it in future. You may explore other option from here related to your account.

If you want to create a new account click on this button create new. Again, the same process will start that we have used at the time of account setup.

Here, it says that we can create 50 accounts associated with one mail ID. But for us One account is sufficient. Click cancel or Go back.

The second layer is the property. We know, **what is property?** A property may be your website, mobile app or a subdomain.

Under each account, there can be multiple properties that you can create. At present we have linked only one website to the account so it is showing me one property only that we have just created. If you want to change the settings of property click on settings and you may make modifications here like name of the property, Industry category etc.

We are not going to edit the property information, so let us go back by cancelling it.

In future, if you want to access the tracking information of your property, you can just use this tab to access the tracking information like tracking code and other related information.

I will talk about other settings of the property from time to time.

To create a new property, click on create the property and the process to create a new property will begin. You can create up 50 properties under one account. As we are not going to create any new property here, let us go back.

Next, we have the view. For each of the property, we can define the view. A View is the access points for the reports. By default, it is all web data. But we want to define different views like

- one view of all the data for www.example.com
- one view of only AdWords traffic to www.example.com
- one view of only traffic to a sub-domain like www.sales.example.com of the website.

We can define a new view from creating a new view. How to create a new view I will show you in a while.

To understand all the layers properly let me show you my personal Google Analytics account.

This is my Google Analytics account which I am personally managing for consultancy purposes.

In this account, I have three different accounts, demo account, my clients account and My personal account. See under my personal account, I have so many properties actually these are my various websites.

For each property, we have different views defined means what type of information I want.

One view is for all website data which is by default and another view.

For another property, we have two views.

Similarly, for my client's account, there is one property, and this property has one view that is all website data

The same way my personal account is organized with one property and one view.

Let us go back to our original account that I am demonstrating in this module.

So, this was the basic structure of Google Account. Remember three things Account, Property and View.

To start with, you need one mail id only. You create multiple Accounts, Multiple properties under each account, and multiple views under each Property. That is all!!! In the next video, I will talk about the interface of GA.

PART-3

Welcome back, now we are ready to experience the power of Google Analytics by understanding various aspects of its interface. So, without wasting much time let us start the next part of this module.

Go to 'home'

This is the interface of Google Analytics. There are bunch of reports available and we are going to talk about all these reports. But there is one problem and that problem is related to the data. We don't have sufficient data here to understand all the reports of Google Analytics as we have just linked our website to Google Analytics and not many activities are happening on our websites. But we need data. From where this data will come.

Relax!!!

Thanks to Google, Google has provided free access to its Merchandise store website that we can use for learning purpose.

How to access it. The process is very simple.

Visit this link (<https://support.google.com/analytics/answer/6367342>) I have given the link in the description also. This page explains the demo account for Google Analytics.

Click on 'Access demo account'. If you are already logged to Google Analytics Account, you will be prompted to this page. It means Domo account is created for you. You can confirm it by going to Admin and then to Accounts See a Demo account is here as well as my original account

Under this account, there is one property called Google Merchandise Store. Click on home and we have a new dashboard.

Next time when you will open your Google Analytics dashboard.

This one is very important

It shows that the data given below is about which of the property. For example, the data given below is about the property Google Merchandise Store.

If you want to change the property just click on this. Select your account, then property, and select view.

Now see, it shows me the data related to my newly created property that is DMMOOC. As we don't have the data here, go back to the demo account.

This is the first page; you will come across every time when you log in to your Google account. It is not very detailed information but it will give you a bird's eye view of what exactly is happening on your website. You may have the basic idea about various activities related to your website. Here, we have different types of dashboards which are customizable in nature and you can increase or decrease the number of these dashboards. These dashboards give you the overall health report of your website in a very broad way. So, let's try to understand what these dashboards are and what sort of information they are providing.

The block is about Google analytics home; First, note what is the time frame of data. Presently, it shows me the data for the last 7 days. If you want to change the time frame you can change it as well click on it. We have many combinations and options like today, yesterday, last 28 days and so on. Just select the appropriate one.

Let us see what information it offers.

First, we have the users,

Simply, how many users visited your website in a given time frame? In this case, around 15000+ users visited the website during the last seven days.

Next, we have the information related to revenue and conversions rate so this is useful information if you are an online store. This one is important called session. In layman's language session is counted when a visitor will land on your website and he will spend some specified time with your website. How sessions are calculated? I have given a detailed article

on this in the additional readings just go through it. Normally a session ends after 30 mints of inactivity on each page. For example, when a user, say, Sham, arrives on your site, Analytics starts counting from that moment. If 30 minutes pass without any kind of interaction from Sham, the session ends. However, every time Sham interacts with an element (like an event, social interaction, or a new page), Analytics resets the expiration time by adding on an additional 30 minutes from the time of that interaction. Please refer to the article for more detail. As I have said, these blocks are customizable, you may set what metric you want here, Let show you my original account.

As we don't have the data for the last 7days, let me change it to today. Now see here

We have different metrics

Like users

Then we have the sessions

The bounce rates.

What is bounce rate?

Suppose a user lands on any page of the website, say Home page. He stays and exits from the website without visiting another page of the website. This will be called, he bounced back from the website and bounce rate is simply users who bounced back divided by Total users in a given time period. Next, is the session duration that means the total time spent by users on a web To understand other blocks, let us go back to our demo account

Next, we have Real-time data. It shows that at present 21 users are active on the website. This shows the page views per minute, for every minute details is there.,

As I have said this information is just indicative in nature if you want detailed information, you can click for detail reports as well

The next block is about

'How do you acquire users?'

It is simply about from the traffics is coming to my website.

First, we have a traffic channel

The user may come to your website through organic search

He may come through referrals

He may come directly by typing the URL of the website

He may come by paid search i.e. through ads on search engines.

Or others.

Hover the cursor to any date and it will give the number of users coming from these sources. See on 22 Sept maximum users are coming from organic search and so on.

Next, we have the Source / Medium. It is almost similar to the traffic channel, we will talk about it in Acquisition reports.

Lastly, we have a referral. You may run many referral campaigns. How many users are coming through referrals? You can check that from here.

Next, we have how our active users been trending? How well we are retaining the users?

I will talk about these metrics in detail when we will discuss the behaviour reports.

This is something very important; this Block gives you an idea about When your users visit your site.

It will show you the information day wise and time. You can check on a particular day at a particular time how many users are there on your site.

The shade of the blue colour represents the number of users. The light colour is less number of users and the dark colour is more number of users.

See here on Friday, between 7:00 a.m. to 2 Pm maximum users were on site. And so on.

The next block is about the location. It shows from where the users are coming to your website.

The maximum number of users are from the USA followed by India and Canada.

The next block is about the devices. Maximum number of users are coming from text tops to the website followed by mobile phone and tablet.

Next, we have the page details. Shows how many page views are there for each page. You can clearly see which page is the most visited page and the restricted page by your users. It will help you to take the decision to modify those pages we are less number of views are there. The page value is applicable to the E-Commerce site. We will talk about goals in a separate module. These last two blocks are related to the E-Commerce sites showing revenue and ad campaign performance.

So, this was a brief discussion about Google Analytics Interface. I hope you have bit idea about the Google Analytics interface and various cards shown on the Home page of Google Analytics. As I have said, these cards are just an overview of what is happening on your website. There may be detailed information behind these cards. In the next module, we will talk about various reports on GA. Just follow me.

Module 31

Social Media Marketing :Introduction and Significance



What will you learn specifically?

What is Social Media Marketing?

What are the important statistics about Social Media?

What are various platform of Social Media Marketing?

What is Social Media?



Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration

What is Social Media?

Websites and applications dedicated

- Forums
- Micro blogging
- Social networking
- Social bookmarking
- Social Curation
- Wikis



What is Social Media?





Social Media is **EVERWHERE !!!!**

It's **UNAVOIDABLE !!!**

it's **POWERFUL !!!**

It's here to **STAY !!!**





Should I invest in Social Media
Will it yield desired results
Is it effective



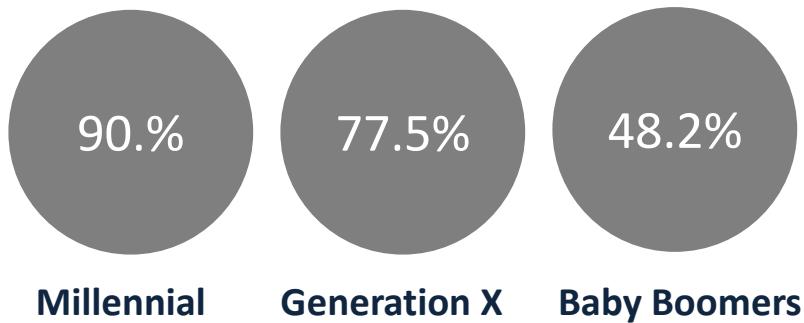
Large Number of people are on Social Media

3.2 billion Social media users worldwide

42%



Generation wise breakup of Social Media Usage



Active Users

Emarketer, 2019.



How much time we spend on Social Media?



2 Hours, 22 Mins

digitalinformationworld



Facebook is Market Leader



2.32b 68%

Pewinternet, 2018



Social Media Marketing , Is it a
serious business?

73%

Marketers

Somewhat Effective or Very Effective

Buffer, 2019



Do customers really use Social Media?

54%

**Social browsers use social media
to research products**

GlobalWebIndex, 2018



Positive Customer Experience on Social media matters!

Continuously **ENGAGED** with your audience

71%

likely to recommend the brand to their friends
and family

Lyfemarketing, 2018



Influencer Marketing and Social Media

Brands 

49%

Depend on **influencer recommendations** on social media

Fourcommunications, 2018

Social Media: Mobile Phones



91%

Access social channels via mobile devices

Lyfemarketing, 2018

Social Media: Mobile Phones



80%

Total time spent on social media
sites occurs on mobile

Lyfemarketing, 2018

What is Social Media Marketing?



“Social Media Marketing refers to the process of gaining traffic or attention through social media sites”

Searchengineland



What is Social Media Marketing?



“Social media marketing is a form of internet marketing that involves **creating and sharing** content on **social media networks** in order to achieve your **marketing and branding goals**”

Wordstream



What is Social Media Marketing?



Social media marketing includes activities like posting **text and image, updates, videos, and other content that drives audience engagement**, as well as paid social media advertising

Wordstream



What is Social Media Marketing?

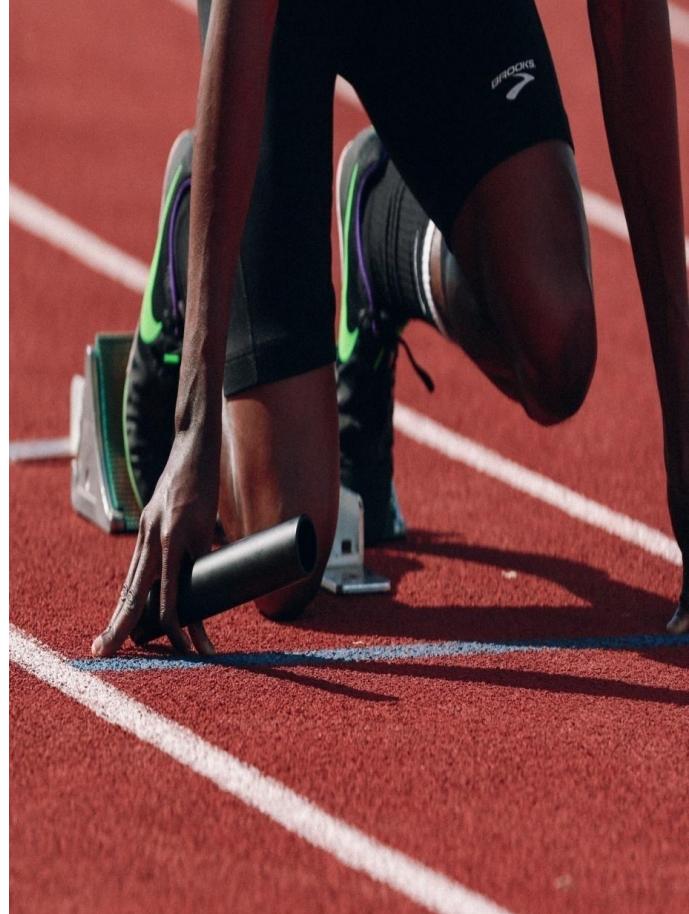


How to start with Social Media Marketing?



Social Media Marketing Plan

1. What are you hoping to achieve through social media marketing?
2. Who is your target audience?
3. Where would your target audience hang out and how would they use social media?
4. What message do you want to send to your audience with social media marketing?



Why Social Media Marketing?

- Bringing the **traffic** to the website
- Increasing **conversions**
- Enhancing **brand awareness**
- building **brand identity and association**
- Improved **communication** and **audience interaction**



Choosing Social Media Platforms



Choosing Social Media Platforms



It is very important to understand the unique features of various social media platforms to develop social media strategy for each platform



2.41 b

Monthly Active Users

(June 30, 2019)

Facebook Newsroom



Facebook

 **Page**

Connect and share with customers or fans

 **Ad**

Advertise your business, brand or organization

 **Group**

Find people with shared interests

 **Event**

Bring people together with a public or private event

 **Marketplace listing**

Sell items to people in your community



Google+



Google plus can be used to upload and share
photos, videos, links, and view

Google+ circles: Segment your followers into
smaller groups, enabling you to share
information with some followers while
barring others



Google+

Plan Accordingly





Pinterest

One of the fastest growing social media marketing trends

Image-centered

Hi Tejinderpal! Your feed is made up of these topics

Astronomy

Kids and parenting

Home decor

Road trips

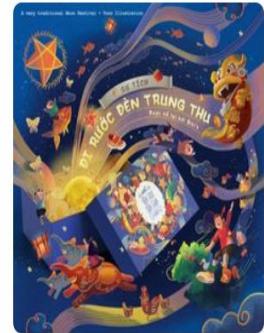
Jeeps



Clever folding hacks! 😊



Click here to hide a Pin



by Rong Pham





Twitter

Broadcast messages immediately
across the net

Dialog and communication



Tejinder

@tejinderubs

 Only show items that delivered in this time frame[Create campaign](#)[Last 7 days](#)Objective: All X Status: All X [+ Add Filter](#)[Search campaigns](#)

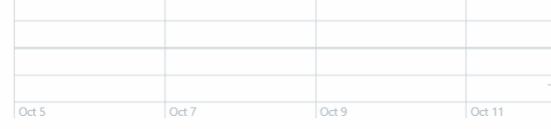
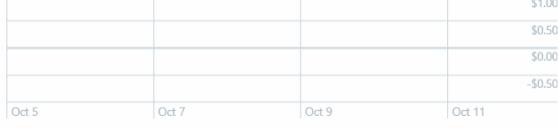
Filters: Default

[Save filters](#)

This account is ineligible to run Twitter Ads due to a policy violation by one or more users. Any active campaigns have been paused. Please contact Twitter Ads Support to resolve this issue. Learn more about [Twitter Ads Policies](#).

Spend
\$0.00

Impressions
0



NEW Want to learn more about mastering video ad campaigns on Twitter? Check out our new courses on [Twitter Flight School](#)

(To access the curriculum in Chinese translations, please reach out to your Twitter Sales representative.)

[Campaigns](#) [Ad Groups](#) [Ads](#) [Audience](#)

Metrics: Summary ▾ Breakdown: None ▾ [Export](#) [Share](#)

Name	Status	Campaign start	Campaign end	Total budget	Impressions	Spend	Results	Results rate	Cost per result
Summary for 1 item									
Tiss1 Awareness Credit/debit card	Expired	Nov 14, 2017 12:00 AM	Nov 18, 2017 11:59 PM	—	0	\$0.00	0 Impressions	—	\$0.00 Cost per 1k impressions



LinkedIn

LinkedIn is a professional social networking site

Enter into the dialogue with the people in similar industries and provides a place to share content with like-minded individuals

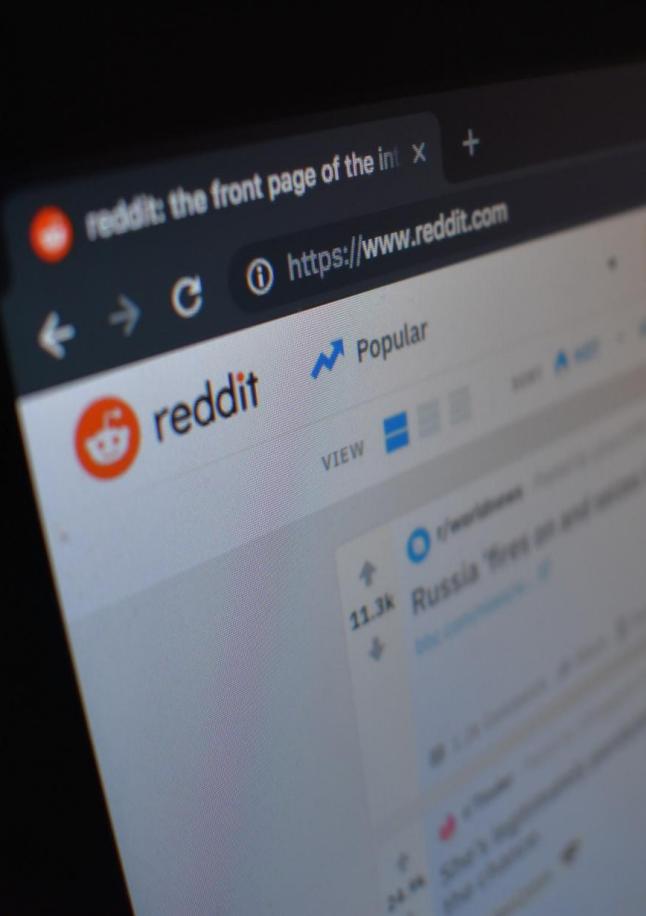


YouTube is the leader in creating and sharing the videos content

Viral Video



Paid/ Free



Reddit



2 billion

(Per Month)

Only true, Unique, interesting content works to engage the audience

M31: Social Media Marketing: Introduction and Significance

Presenter:

Dr. Tejinderpal Singh.

Associate

Professor

University Business School

Panjab University Chandigarh



PART-1

Hello everyone, welcome to the Second Module of this week and the name of this Module is Social Media Marketing: Introduction and Significance. In this very Module, our focus will be on understanding the basic concept of social media marketing and its significance in the domain of digital marketing. Under this module, you specifically learn

- 1. What are the important statistics about Social Media?**
- 2. What is Social Media Marketing? And**
- 3. What are various Platforms of Social Media Marketing?**

Today social media is a buzz word and the size of the social media is quite big. The world of social media is dynamic and constantly changing and it has impacted the domain of digital marketing in a great way. Before we start, let me simply define what is social media all about. According to Whatis .com, “Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

If you are on Facebook or Instagram or following someone on Twitter, it is all about Social media.

Social media has changed the way we live our lives. From the way we get our news to the way, we interact with our loved ones. Social media is everywhere. It’s unavoidable, it’s powerful, and it’s here to stay.

No doubt Social media platforms are unique in the way they interact with customers. But as a marketer, I always wonder, should I invest in social media, will it yield desired results, and will it be effective so on. Let me show you some statistics that will help you to shape your opinion with respect to Social Media.

A large number of people are on Social Media

It is the fact that there has been an exponential growth in social media users during the last decade. Emarsys, 2019 reported that there are 3.2 billion social media users worldwide, and

this number is still growing. This number is equal to 42% of the world population. That simply means close to 50 per cent of the world population on Social Media. Amazing!!!

This trend is attributed to the growth of mobile phone and mobile app in recent times.

If such a large number of people are connected through social media platforms, then it can be a very good platform for businesses to reach people very quickly.

Generation wise breakup of Social Media Usage

Millennials are very active on Social Media because of the broadest access to smartphones and tablets. 90.4% of Millennials, 77.5% of Generation X, and 48.2% of Baby Boomers are active social media users according to the EMarketer, 2010. Understanding this social media statistic will help to determine which platform could be of most use when marketing to your target market.

How much time do we spend on Social Media?

Have you ever thought, how much time do we spend on Social Media?

It is very surprising; we are becoming social media addicts. According to one report, on an average, 2 hours and 22 minutes are spent per day per person on social networks and messaging. It shows that social media is becoming an integral part of our life and it offers immense opportunities for businesses who are eager to reach out to their audience through social media marketing.

Facebook is a market leader.

Since 2004 Facebook is growing to be the leader of social media. Facebook has over 2.32 billion active monthly users that keep it one of the widely used social media platforms. According to one report, roughly two-thirds of U.S. adults (68%) now report that they are Facebook users (Pew internet, 2018). When it comes to marketing, it may be a good option to invest in it. Our few of the Modules in this course are focusing on Facebook Marketing only. Just remain tuned in.

Social Media Marketing, is it a serious business?

Of course, big brands are riding the wave of social media. According to Buffer (2019), 73% of marketers believe that their efforts through social media marketing have been “somewhat effective” or “very effective” for their business

Marketing through social media is becoming an essential part of the marketing strategy. Social marketing is cost-effective and it helps the brands to interact with their audience and to build brand loyalty in the long run.

Do customers really use Social Media?

This is a very hard question, do our customers really use social media. The answer is very surprising, 54% of social browsers use social media to research products (GlobalWebIndex, 2018) It clearly shows that prospects are on social media and they are actively using it for searching of products. That is why? it is very essential to have a presence on social media to have a strong brand presence.

Positive Customer Experience on social media matters!

If you are continuously engaged with your audience on social media by responding to their queries and comments. It is likely that they will share a positive word about your brand. One report says that 71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family (Lyfemarketing, 2018).

Influencer Marketing and Social Media

The future of marketing is Influencer marketing. Brands are heavily investing in social media marketing and there is a reason behind. According to one report, 49% of consumers claim that they depend on influencer recommendations on social media to inform their purchasing decision (Fourcommunications, 2018)

Social Media by Mobile Phones

Mobile phones are everywhere and growing at a very fast rate. It has fuelled the growth of Social Media up to great extent. According to (Lyfemarketing, 2018). 91% of all social media users access social channels via mobile devices. Likewise, almost 80% of total time spent on social media sites occurs on mobile.

This was an overview of Social Media. The purpose of this video was just to apprise you about the latest trends in Social Media. I hope you must have realized that social media can play a significant role in marketing. In the next video, we will discuss Social media marketing

PART-2

Welcome back to the second part of this Module. In the last module, we discussed that social media is growing at a very fast rate and has great potential to influence business and marketing. Now we will focus our discussion on Social Media Marketing. First, let me define social media marketing

What is social media marketing?

According to Searchengineland, Social Media Marketing refers to the process of gaining traffic or attention through social media sites.

Word stream defines Social Media in a very elaborate way. According to Word stream

“Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals.

Social media marketing includes activities like posting text and image, updates, videos, and other content that drives audience engagement, as well as paid social media advertising”

So, it is very clear that social media marketing is not restricted to paid advertisements. It is much more than that. Paid advertisement is just a small but very significant part of Social media marketing.

How to start with Social Media Marketing?

It is very important to work on a social media marketing plan before we jump to social media marketing. As usual, first of all, you have set Marketing goals. Ask these questions to yourself while setting social media marketing goals. And these questions are

- *What are you hoping to achieve through social media marketing?*
- *Who is your target audience?*
- *Where would your target audience hang out and how would they use social media?*
- *What message do you want to send to your audience with social media marketing?*

Why Social Media Marketing?

Social Media Marketing will help you Bringing the traffic to the website, increasing conversions, Enhancing Brand Awareness, Building brand identity and association, Improved communication and Audience interaction.

Choosing Social Media Platforms

As we discussed earlier, Social media is growing like anything and there are multiple platforms available to market your products and service and showing the brand presence. It is very important to understand the unique features of various social media platforms to develop a social media strategy for each platform.

Let us see what social media platforms are available for SMM

Facebook

We discussed in the previous video that Facebook is the market leader in social media marketing and has a very vast user base. According to Facebook Newsroom there are 2.41 billion monthly active users on Facebook as of June 30, 2019. There are different ways to promote your brand and products on Facebook like Facebook Business Fan Page, Ads, Groups, Events and Marketing listings. We are going tall about all these methods in the subsequent modules in detail.

Google+

Google+ is always considered as a competitor of Facebook but it has a very niche audience. Although everyone is not on Google+, but some of the communities are very active on this platform. Google Plus can be used to upload and share photos, videos, links, and view all your +1s. You can create Google+ circles, which allow you to segment your followers into smaller groups, enabling you to share information with some followers while barring others.

Plan accordingly, recently Google + has announced the retirement, read more about it link given in the description.

Pinterest

Have you ever heard about Pinterest?

According to Word Stream, Pinterest is one of the fastest-growing social media marketing trends. This platform is image-centred and more suitable for retail. But it is open to all, anyone can use Pinterest for social media marketing and or entering into sales-driving ads.

Using Pinterest, you can showcase their product offerings while also developing brand personality with eye-catching, unique pinboards. The user base data of Pinterest shows that the primary audience of Pinterest is female. If your primary audience's female then think to have a presence on Pinterest.

Twitter

Initially, Twitter was started with the aim to broadcast your messages immediately across the net. But now Twitter is being widely used for marketing purpose and is an important segment of the digital marketing portfolio

Using Twitter as a social media marketing tool revolves around dialogue and communication, so be sure to interact as much as possible to nurture and build your following. Twitter has it is an advertising platform and we have one module on Twitter marketing so we will discuss it there

LinkedIn

LinkedIn is a professional social networking site. This platform is primarily used to enter into the dialogue with the people in similar industries and provides a place to share content with like-minded individuals. The power of LinkedIn can be used in the favor of your brand by asking the customers or clients to give your business a recommendation on your LinkedIn profile. We have one full module on LinkedIn marketing so we will discuss it there

YouTube

YouTube is the leader in creating and sharing video content and can be used for social media marketing in a very effective way. Brands can create their videos and push these videos to get

viral. We have already discussed advertise on YouTube under our Google ads module. You can use both paid as well as free content on YouTube to promote your product and services.

Reddit and other similar Platforms

There are so many other platforms like Reddit, or similar social media platforms such as Stumble Upon or Digg, that can be used for sharing persuasive content. According to Workstream, there are over 2 billion-page views per month and Reddit has a good social media marketing potential. But on **Reddit**, only unique, interesting content works to engage the audience

So, this was an overview of social media marketing. In this video, I have discussed with you, various Social media platforms that can be used for social media marketing. Now my advice to you is please create your social media profiles on Facebook, Twitter and LinkedIn as we are going to make use of these platforms to learn social media marketing.

Thanks

Module 32: Facebook Marketing: Introduction and Types of Various Ad Formats

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PART-1

Hello everyone, welcome to the last module of this week and the name of this Module is Facebook Marketing: Introduction and Types of Various Ad Formats. As the name suggests, in this module we are going to learn about the basics of Facebook marketing and various types of ads that are used in Facebook marketing. Under this module, you will specifically learn

1. What is Facebook marketing?
2. Why choose Facebook for advertising purpose?
3. What are various Ad Formats on Facebook?

In this module, we are going to touch upon a very basic concept of Facebook Marketing. But it is very important to learn these concepts before we start the practical aspect of Facebook Marketing. So, let us start our journey by going through very interesting facts of Facebook. Facebook was started in 2004 and no one would have imagined that Facebook will become so big in the domain of social media. Facebook is so big that it has as on June 2019, 2.41 billion monthly active users and 1.59 billion daily active users. It is huge!

Primarily, Facebook is a social networking website where users can post, comment, share photographs and post links to news or other interesting content on the web, chat live, and watch short-form videos.

Keeping in mind the unique features of Facebook, businesses saw immense potential for marketing on Facebook to engage with the audience. In 2018 Facebook reported the advertising revenue of \$16.6 billion, which is a 30% increase over the last year. It shows the popularity of Facebook amongst digital marketers.

Let me first tell what Facebook marketing is, then I will discuss with you why every business should at least once give a thought to go for Facebook marketing

What is Facebook marketing?

According to Marketing School, “Facebook marketing refers to creating—and actively using—a Facebook page or profile as a communications channel to maintain contact with and attract customers. Facebook actively provides for this, allowing users to create individual profiles or

business pages for companies, organizations, or any group attempting to develop a fan base for a product, service, or brand”

In simple words, Facebook marketing is to acquire, develop and retain the customers for a longer period by using various tools offered by Facebook such as the creation of fan pages, promoting your products through ads campaigns, creation of a group of like-minded people and so on.

Now let me discuss a few reasons but why Facebook marketing is important for every business.

Facebook Marketing is effective

Many marketers are sceptical about the effectiveness of Facebook ads. They always ask, will Facebook marketing work for their organization or not. The answer is in the statistics that I am showing you.

Look here, this is a Revenue report of Facebook

During the last decade, Facebook has recorded a steady increase in advertising revenue year over year. The reason is Facebook ads work. Further, in a survey conducted by Kleiner Perkins, it was found that 78% of American consumers say they've discovered products on Facebook.

The setting of the advertising campaign is simple.,

Setting up a Facebook advertising campaign is not rocket science. Believe me, it's a very simple process. Anyone having the Facebook ID can start creating the Facebook advertising campaigns from day one if you have the basic knowledge about advertising campaigns that I am going to share with you through various modules of this course. you are all will be set to run your advertising campaigns.

Moreover, the results are very fast. The moment you will launch your first Facebook advertising campaign, within few minutes you will see that your ad has started getting views from your target audience

You are dealing with the true audience

The most important advantage of Facebook advertising is that you are dealing with the true audience. What does it mean?

Actually, Facebook builds its audience based on the basis of the genuine data provided by the Audience. If you talk about the Google Ads audience data is built on basis of guesstimates, not on the basis of actual data.

Therefore, in Facebook marketing, you can target the audience very precisely with the surety that the data is correct.

No doubt that there are fake accounts as on Facebook.

As per the report of Facebook, 2018, only, 3-4% of the profiles are fake and Facebook is continuously involved in the process of removing the fake accounts

Facebook campaigns are easy to customize

As discussed, starting the campaign on Facebook is not rocket science. The campaign setup platform in Facebook advertising is very simple, intuitive and easy to understand.

There are 11 types of objects in Facebook advertising platform. Just select appropriate objectives for your campaign, target audience, design your ads and that's all. You can customize your campaign settings at any time when the campaign is active.

We are going to learn about this entire process of Designing the Facebook campaigns. Just wait for that

Continuous update of features

The advertising platform of Facebook is very dynamic Facebook keeps on adding more and more features to this platform to make it more user friendly. Don't get surprised, if tomorrow you open Facebook and there is a new feature that was not yesterday. So, you have to be very alert when the new features are announced. Try to explore various features of Facebook advertising and definitely you can make the best out of it.

So, this was the basic information about Facebook marketing and we have discussed why to choose face book platform for advertising purpose. I hope you must have realized the power of Facebook when it comes to promoting your brand and products on Facebook. In the next video, I will talk about various Facebook ad formats. Thanks

PART-2

Welcome to the very interesting part of Facebook advertising. In this part, I am going to discuss various ad formats that we have to use in Facebook campaigns. So, let us start to understand various ad formats that we usually come across when we are on Facebook.

When we are on Facebook, we come across various types of ads. Before we launch any Facebook ad campaign it is very important to understand various formats of ad that we come while on Facebook. All Facebook ads formats can be classified into five major types and these types are.

1. Traffic and Leads for Your Website
2. Sales and Leads for Your Product or Services
3. Likes & Engagement for Your Page
4. Mobile and Desktop Apps Install
5. Visitors for Your Store or Event

Sales and Leads for Your Product or Service

As we know that the prime purpose of the website is the sale and getting leads about the prospects. In Facebook advertising you can achieve this by bringing the traffic to your website or the landing pages. Let us see what type of ads Facebook offers to us in this regard

Link Click Ads

This is the most common format of ad on Facebook and you usually view it in the right column, desktop and mobile newsfeed Instagram

This type of ad is very useful to promote the external website or blogs. A user will click on your ad and she will land on your website or post. This is an example of Link Click Ad and Sometimes the ad will appear in this right-side column as well (Refer to video)

Video Ad

‘Video ad’ is another type of link ad. As the name suggests the advertising message is conveyed through video ads. These ads are usually visible in Desktop Newsfeed, Mobile Newsfeed Audience Network and Instagram

The size of the video may be up to 4GB and length may be up to 120 mins. However, video ads are usually made up to 15-20 seconds with a continuous loop. Look at this example. (refer to Video)

Boosted Page Posts

There is an option to create Facebook Pages independently. You can promote your brand and products through the post. Every time you upload a post, Facebook offers you to promote that post through Boost Page Post. You have to just click on the Boost Post and promotion related option will appear. This is an example of Boost Post Ads. (refer to video)

How to create the Facebook Page, I will explain in the next video,

Carousel (Multi-product Ads or)

The carousel ad format is available for Facebook, Instagram, Messenger and Audience Network, and allows you to showcase up to ten images or videos within a single ad, each with its own link.

With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card

Look at the example of the carousel ad (refer to video)

Dynamic Product Ads (DPA)

These ads are remarketing ads. Ads are shown to the audience on the basis of past actions like visits to website or apps. For this purpose, the Facebook pixel will be used, we have one Module on Facebook pixel and we will learn how to make use of it.

These ads are visible to be shown on Desktop Newsfeed, Mobile Newsfeed, Right Column, Audience Network and Instagram

Facebook Lead Ads

As the name suggests, lead ads are an excellent way to secure leads through leads. It allows the users to download the content or signup for the offer without existing from the Facebook platform. This type of ad will quickly help you to collect email and mobile numbers to of the users. Such ads are eligible to be shown on Desktop Newsfeed, Mobile Newsfeed, Audience Network and Instagram

Here is the example of Facebook lead ad (refer to video)

Canvas Ads

These types of ads are only visible in mobile phone newsfeed. Canvas is an interactive ad that lets users engage with your content on Facebook.

The format of canvas ad is such that a user can swipe through a carousel of images, tilt the image in different directions, and/or zoom in or zoom out by moving their fingertips, we will soon see how to design canvas ads.

Collection Ads

Collections ads are again eligible ads for the mobile news feed. This type of ad is useful for a showcase of multiple products in a single ad. Through this type of ad, people can discover, search and purchase products from your websites.

Page like ads

As I have said, we can create a Facebook page for our business or community. So, if we want to increase the likes of our page then this type of ad is suitable, these types of ads can be displayed in Right Column, Desktop Newsfeed and Mobile Newsfeed. In such type of ads, it is very important to target the right audience as getting blind likes will not serve any purpose.

Page Post Photo Ads

This type of AD is used to promote an image of your page. You can increase the Facebook page audience by floating images. Your audience can like it, share it and comment on the image. It is eligible to appear in Right Column, Desktop Newsfeed, Mobile Newsfeed

Next, we have Page Post Video Ads

This is similar to the Page Post Photo Ads. You can upload any video to the peach and start a campaign to promote this video by targeting the right audience. The format of the page post

videos ads is the same that we discussed in the video ads and you can show these ads in the right column, desktop Newsfeed, Mobile Newsfeed.

Page Post Text

It is very interesting. Can we promote the text offer post? absolutely right you can use the page post text for this purpose. But when we have the post image ads Why not to use those as to have more interactivity at engagement.

Mobile App

Mobile app ads are more suitable for the installation of mobile apps. These types of ad offer a very high rate of conversion.

A user can use that install call to action to install the app promoted in the ad.

It is self-understood that such type of Ads are only visible in the mobile news feed.

Desktop App ads

Desktop apps!!! yes, there are many Facebook desktop apps available. If you have designed any Facebook app using the Facebook developer platform then you can promote such apps through desktop app ads. As desktop apps are not supported by mobile phones so desktop app ads will only be visible in the desktop newsfeed

Event Ads

You can create your events on Facebook to attract more audience to the events. If you want to boost the reach of your event, use this ad unit with the right targeting options

Offer Claims

Is there any chance for brick and mortar store to promote on Facebook? Yes, it is there. By using offer claim ads, you can do it. Once your offer ad is live, any user who clicks on your ad and redeems the offer will receive an email containing the details and terms of use

Local Awareness Ads

Local awareness ads are useful to draw attention to the store. This ad type works best with Facebook's location-based targeting, helping you to reach people who are currently near your store. Call to action used in such ads is more suitable for offline businesses like "Call Now" and "Send Message".

Messenger Ads

Facebook has its own messenger services. Messenger ads appear in the main tab of Facebook messenger, where people spend time chatting with friends. A user will see your ad in the inbox amongst their conversations and can click to initiate a Facebook conversation with your page. So, this was the demonstration of various ad that we designed at the time of Facebook advertising campaigns. I will practically demonstrate, how to design such ads just wait for that. Lastly, I

hope you must have your Facebook ID as we need it to understand the Facebook marketing Process. If you don't have, please create it, before we start with Facebook Campaigns.
Thank you