

# Digital Marketing

## Session Number – 1

### Introduction To Digital Marketing

Digital marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. From the website itself to a business's online branding assets -- digital advertising, email marketing, online brochures, and beyond -- there's a spectrum of tactics that fall under the umbrella of "digital marketing." The best digital marketers have a clear picture of how each digital marketing campaign supports their overarching goals. And depending on the goals of their marketing strategy, marketers can support a larger campaign through the free and paid channels at their disposal. A content marketer, for example, can create a series of blog posts that serve to generate leads from a new ebook the business recently created. The company's social media marketer might then help promote these blog posts through paid and organic posts on the business's social media accounts. Perhaps the email marketer creates an email campaign to send those who download the ebook more information on the company. We'll talk more about these specific digital marketers in a minute.

**Search Engine Optimization (SEO):** This is the process of optimizing your website to "rank" higher in search engine results pages, thereby increasing the amount of organic (or free) traffic your website receives. The channels that benefit from SEO include websites, blogs, and infographics.

**Content Marketing:** This term denotes the creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, and customers. The channels that can play a part in your content marketing strategy include: Blog posts, Ebooks and whitepapers, Infographics, etc.

**Social Media Marketing:** This practice promotes your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business. The channels you can use in social media marketing include: Facebook, Twitter, LinkedIn, Instagram, Snapchat, Pinterest.

**Pay Per Click (PPC):** PPC is a method of driving traffic to your website by paying a publisher every time your ad is clicked. One of the most common types of PPC is Google

Ads, which allows you to pay for top slots on Google's search engine results pages at a price "per click" of the links you place

**Affiliate Marketing:** This is a type of performance-based advertising where you receive commission for promoting someone else's products or services on your website. Affiliate marketing channels include:**Hosting video ads through the YouTube Partner Program.**

**Native Advertising:** Native advertising refers to advertisements that are primarily content-led and featured on a platform alongside other, non-paid content.

**Marketing Automation:** Marketing automation refers to the software that serves to automate your basic marketing operations.

**Email newsletters:** Email automation doesn't just allow you to automatically send emails to your subscribers. It can also help you shrink and expand your contact list as needed so your newsletters are only going to the people who want to see them in their inboxes.

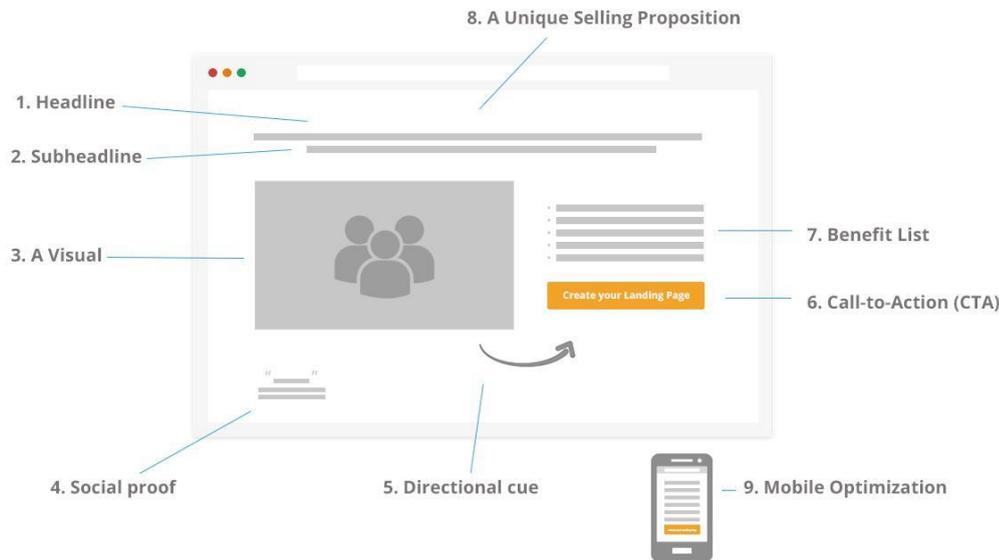
**Social media post scheduling:** If you want to grow your organization's presence on a social network, you need to post frequently. This makes manual posting a bit of an unruly process. Social media scheduling tools push your content to your social media channels for you, so you can spend more time focusing on content strategy.

**Lead-nurturing workflows:** Generating leads, and converting those leads into customers, can be a long process. You can automate that process by sending leads specific emails and content once they fit certain criteria, such as when they download and open an ebook.

**Campaign tracking and reporting:** Marketing campaigns can include a ton of different people, emails, content, webpages, phone calls, and more. Marketing automation can help you sort everything you work on by the campaign it's serving, and then track the performance of that campaign based on the progress all of these components make over time.

**Email Marketing:** Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts and events, as well as to direct people toward the business's website

**Inbound Marketing:** Inbound marketing refers to a marketing methodology wherein you attract, engage, and delight customers at every stage of the buyer's journey. You can use every digital marketing tactic listed above, throughout an inbound marketing strategy, to create a customer experience that works with the customer, not against them. Here are some classic examples of inbound marketing versus traditional marketing:



## Session Number – 3

### SMM – Facebook & Facebook Advertising

#### 1. Making the Most of Your Facebook Business Page

A Facebook page is a great free marketing tool for businesses. These pages let businesses identify themselves – not just through listing product offerings and services, but also by sharing links, images, and posts on a customizable page to give a better sense of a business’s personality and character.

Your Facebook business page is a great spot to develop your brand identity and show your human side. Facebook is where you can loosen the tie a bit – don’t be afraid to be funny.

Ultimately you should consider what your key audience would want to see. Share social media images, links, videos, anything, as long as it is connected to your business and it seems like something your target audience would enjoy.

In addition to hilarious videos of dogs walking in tiny shoes, a store specializing in footwear might also post an article about how to measure your foot size accurately, what kind of shoe inserts are best for different sore feet woes, etc. A nice mix of humor, educational resources, and posts about your store updates is ideal.

#### 2. Facebook Advertising: Classic Ads

Facebook offers its own form of advertising with Facebook ads, which appear in the side columns of the Facebook site. These classic ads are referred to more specifically as

Marketplace Ads. They include a headline with copy, an image, and a click-through link to either a Facebook page, a Facebook app, or an outside website.

Implementing Facebook advertising into your Facebook marketing strategy is one possible technique for increasing likes or driving website clicks.

Facebook advertising features include:

- Demographic targeting by Facebook user data on age, location, education, and interests.
- The ability to set ad budgets.
- Ad testing, in which multiple ad versions can be run simultaneously in order to compare ad designs and setup.
- Built-in ad performance measurement tools.

Facebook doesn't release information about their ad CTRs, so it's difficult to know how successful Facebook ads really are. In our Facebook Ads vs Google Display Ads Infographic, we found that Facebook ads generally have a CTR of 0.051%, and an average CPC of \$0.80; however, a business's Facebook advertising cost can vary a lot depending on the targeting options set and competition.

Using Facebook advertising to increase your "Likes" can be very beneficial – once a user likes your page, they essentially become followers of your business page, and your posts will appear on their Facebook news feed.

This results in more users interacting with you and your brand, forming relationships that may end up translating to conversions in the future.

### **3. Hosting Facebook Contests**

Running Facebook contests, sweepstakes, or promotions is another Facebook marketing tactic that can increase fans and brand awareness.

When conducting a Facebook contest, be aware that contests can't be hosted through Facebook itself (meaning you can't ask for likes as entries, have people write answers in the comments, etc.) Businesses must use a third-party app for creating their Facebook contest, then direct users to the app from their Facebook page.

### **4. Facebook Promoted Posts**

Facebook Promoted Posts let Facebook page owners pay a flat rate in order to have their individual Facebook posts reach a certain number of users, increasing a specific post's reach and impressions.

Some businesses have asked – why should I have to pay to ensure that my post is seen by users who are my followers? If a user has liked my page, they should always see my posts on their news feed, shouldn't they? The answer to this question is no, because it assumes that users spend every waking moment of their life on Facebook's news feed. For the health and safety of your Facebook fans, we hope this isn't true!

If a fan of yours happens to be looking at their news feed when you post your story, they are likely to see it, but even then there is no guarantee if their news feed is swamped by other posts. That's where Promoted Posts comes in – it ups your chances of being seen on a user's news feed. Facebook Promoted Posts are shown to existing fans, with an added option to reach friends of fans.

Promoted Posts are easy to set up – just click the button beneath any of your page posts.

While the flat rate simplifies the process, Promoted Posts lack the targeting options offered by other Facebook ads.

## **Session Number – 4**

### **SMM – Facebook & Facebook Advertising**

Sponsored Stories are a type of Facebook ad that shows a user's interactions, such as a Facebook like, to the user's friends.

Sponsored Stories seeks to capitalize on the "word of mouth" marketing concept. If a user sees that three of his friends like a certain page, he is more inclined to pay attention. The goal of Sponsored Stories is to have a user take the same action as their friends. Advertisers can choose to show friends "likes" if they want more page likes, show friends who have "claimed this offer" if a business wants more users to claim offers, etc.

While the action performed by a friend liking a page or claiming an offer is automatically posted in a user's news feed, these posts easily get overlooked. Sponsored Stories get preferred positioning, capable of appearing in news feeds and the right side bar. Sponsored Stories is also the only ad format available on mobile devices.

Sponsored Stories don't only apply to likes or offers – they can be used with any Facebook Open Graph app. If a friend has just installed Scramble With Friends on Facebook, Sponsored Stories can show users that their friend has just played the Scramble game, with an invite to "challenge them," "play with them," or any similar variation.

Facebook claims that Sponsored Stories have 46% higher CTRs and 20% lower CPCs than regular Facebook ads, making them a very serious strategy for marketing on Facebook. Facebook Sponsored Stories can be created easily through the Facebook ad create flow. Open Graph Sponsored Stories with a customized call to action require advertisers to use a third-party provider.

## **6. Facebook Open Graph**

Facebook Open Graph lets businesses label a user's action with their app. Billions of interactions are posted with Facebook Open Graph every day.

Businesses can create third-party apps that connect to a user and post a notice on Facebook when a user performs a specific action with the app. Facebook's Open Graph allows for creative interactive options outside of the standard "like" and "comment." Posts can suggest that users "listen," "taste," "read," – it's up to businesses to get creative.

Virtually any time a site or app prompts users to sign in to Facebook, it has something to do with connecting the user with the Facebook Open Graph.

Spotify is a great example of how Facebook Open Graph becomes a powerful Facebook marketing tool.

It all starts with a Facebook login prompt.

This is followed immediately by a permission request, which many users click through with little thought. I actually discovered that I had given permissions to 130 apps, 95% of which I don't recall the reasoning behind.

Once permission has been obtained, Spotify is able to stream what songs a user is listening to on a friend's news feed.

Notice that users are given a variety of options – they can like the song their friend is listening to, listen to the song themselves, or star it as a favorite in Spotify.

Open graph actions like these are unique enough to stand out from the cluttered craziness of a user's news feed.

Many Facebook games make frequent use of Facebook open graph actions, posting a notice when a user has completed a level or won an achievement.

Open graph actions are being categorized as a new type of consumer story, taking advantage of the word of mouth phenomenon. Open graph posts are more meaningful to users because they are being generated by a familiar friend, not simply a brand, making them the latest and greatest of Facebook marketing tools.

## **7. Facebook Exchange (FBX)**

Facebook Exchange lets advertisers take advantage of ad retargeting on Facebook through real-time bidding. Advertisers can target audiences based on web history data – when a user visits a product page on a retailer’s website, but fails to make a purchase, the retailer can then display an ad for that same product on Facebook with FBX.

While Facebook retargeting ads were only relegated to the side columns, recently these ads have been allowed to appear in news feeds, the most valuable Facebook real-estate. This is great news for FBX advertisers, since response rates for news feed ads are 10 to 50 times higher than that of ad placements in the right column.

So how do Facebook Exchange ads perform? The CTR for Facebook Exchange ads is 40% lower than for other web retargeting ads, like those offered by the Google Display Network. Other retargeting ads are also cheaper, with price per unique clicks costing 80% less than Facebook retargeting ads. Still, in terms of cost-per-impression and cost-per-click, FBX ads are considerably cheaper, so the monetary benefits depend on your business’s needs. These numbers are also subject to change as FBX ads begin to appear more often in the news feed.

## **Session Number – 5**

### **SMM – Twitter & Twitter Advertising**

A Twitter marketing strategy is a plan centred around creating, publishing, and distributing content for your buyer personas, audience, and followers through the social media platform. The goal of this type of strategy is to attract new followers and leads, boost conversions, improve brand recognition, and increase sales.

Creating a Twitter marketing strategy will require you to follow the same steps you would if you were creating any other social media marketing strategy.

Research your buyer personas and audience

Create unique and engaging content

Organize a schedule for your posts

Analyse your impact and results

### **1. Customize and brand your profile.**

When someone looks at your company’s Twitter profile, you want them to automatically know it’s yours. Meaning you should customize and brand your Twitter profile with your logo, colours, and any other recognizable and memorable details you want to incorporate.

## 2. Create Twitter Lists.

A [Twitter List](#) — which any user has the ability to create and view — is an organized group of Twitter accounts you've selected and put together in specific categories. For example, at HubSpot, lists include [Leadership Experts, Top Marketing Experts, Top Business Podcasters](#), and more. When you open a Twitter List, you only see tweets posted by the accounts on the list.

## 3. Host a Twitter Chat.

You can schedule and host a Twitter chat to engage your followers, discuss a topic, create a sense of community, and ask your audience for their opinions or input on something you're working on.

To **host a Twitter Chat** (or Tweet Chat), you'll need to choose a topic, set a time and date for the chat to occur, and create a hashtag for the chat. You can share this information with your followers in a tweet, on your website, in your Twitter bio, and wherever else you choose.

Everyone who wants to participate in the Twitter Chat should then be able to view all responses, questions, and comments regarding your topic of choice by searching your unique hashtag, as well as sharing their own comments and thoughts by adding the hashtag to their tweets.

Twitter Chats promote interaction and engagement on your profile and get people talking about your brand. It also creates a more personal experience between your audience members and your business.

## 4. Advertise on Twitter.

**Advertising through Twitter** is a great way to reach your audience. This will make your tweets easily discoverable by thousands of people, helping you increase your influence and following. You can do this through **promoted tweets** or **Twitter Ads**.

Your business can decide between different objectives when it comes to your Twitter ads including **app installs, video views, and website conversions**, as well as audience targeting for your campaigns. This decision will impact the price you'll need to pay to run your ad.

## 5. Drive traffic to your website.

Twitter can help you direct traffic to your website — there are a number of ways to include your website's URL on your profile as well as add links to your web pages and blogs in your tweets.

## 6. Use Twitter Moments.

Twitter Moments are collections of tweets about a specific topic or event. They're like a "best of" collection of tweets regarding your topic of choice. You might **organize your Twitter Moments** into groups of tweets to help you market your business' events and campaigns or related industry news. They also help with your marketing tactics by providing your business with an engaging way to promote the discussion of specific topics and/ or events that matter to your company to help you share your brand image with audience members.

## 7. Get verified on Twitter.

You might choose to apply to **get your Twitter profile verified** depending on the size of your company and your industry. Twitter states they typically only accept requests for account verification if you're in "**music, acting, fashion, government, politics, religion, journalism, media, sports, business, and other key interest areas.**" If Twitter accepts your application and verifies your profile, a badge with a blue checkmark inside of it will appear next to your handle. This symbolizes an authentic account.

## 8. Focus on building your follower count.

Needless to say, the more Twitter followers you have, the more people there are looking at and interacting with your content. You'll have a better chance to improve brand awareness and direct more traffic to your website when you **build your follower count on Twitter.**

# Session Number – 6

## **YouTube & YouTube Advertising**

1. **What is Youtube?**
2. **Youtube Videos**
3. **Youtube Analytics**
4. **Youtube Advertising**

### **How YouTube works**

YouTube began in early 2005 and has grown rapidly. Every minute, people around the world upload more than 300 hours worth of video footage to YouTube.

YouTube has the second-largest search engine in the world, behind Google (which owns YouTube). This means people are constantly searching for information using YouTube and discovering videos relating to these topics.

### **YouTube videos**

YouTube provides a simple way for people to store videos online and share them with others. YouTube videos cover any topic anyone cares to upload a video about. These videos are easy to share via other forms of social media, email and websites and can also be embedded in other websites.

Beside every video on YouTube is a list of 'suggested videos' — videos that YouTube's search engine calculates are likely to interest people who watch the video you are watching.

YouTube encourages viewers to express their opinion of videos they watch, to store videos to watch later and to share videos they like. You can make a video publicly available to anyone, or share it privately with selected people.

### **YouTube Analytics**

YouTube Analytics is a self-service analytics and reporting tool. It provides data about each video you upload, so you can easily track how many views it gets, where people are coming from to find it and what type of people are watching it.

[YouTube Analytics](#) can give you information about:

- the 'firsts' for the video, including the first referral from a related video, first referral from a YouTube search (including the search terms used), first time the video is embedded in another website
- how many views came from each referral source
- which gender and age groups the video is most popular with
- which countries the video is most popular in
- how many comments and ratings it has received.

As an example, the YouTube Analytics for the Queensland Government's video on 'Crab rules in Queensland' on its [fisheriesqld](#) channel show that it is most popular with males aged 55-64 in Australia. It also shows that 52.5% of views for embedded videos have come via the website of a commercial crab pot manufacturer that embedded the video in its site.

### **YouTube channels**

You can set up a [YouTube channel](#) for your business, bringing all your videos together. This allows you to customise your channel with images representing your firm. Your channel includes an 'About' section where you can provide a short description of your business and a link to your website or contact details.

Your channel is where you group the videos you make and upload, the videos you watch and like, and the playlists of videos you create.

Your channel will have a web address (URL) that you can promote on your website or marketing material. People can subscribe to your channel. This means when they log in to YouTube your videos will be listed on their YouTube home page.

You can also create 'playlists' within your YouTube channel to organise your videos by subject or type. For example, you could have a playlist featuring videos about each of your product categories, or you might have a playlist for videos contributed by your customers for a video competition you run.

### **YouTube advertising**

YouTube incorporates features that let businesses promote their videos to people who might be interested in them, targeting customers by demographics, topics or interests.

Advertisers pay each time someone views their video. You can choose which locations your ad will appear in, what format it will be, and even how much you are prepared to pay per view (if you want to boost the prominence of your ad over your competitors). [YouTube's advertising guide](#) explains how it works.

### **Other video sharing services**

Other examples of video sharing services include:

- [Vimeo](#) — a video website popular with more serious video producers interested in higher quality video production
- [Facebook](#) video — the most popular social media site, Facebook, allows users to upload, create and send videos as well as photos and text
- [Flickr](#) — primarily a photo sharing site, but can share videos up to 90 seconds as well.

## **Session Number – 7**

### **Unit 7: SMM-LinkedIn and LinkedIn Advertising**

LinkedIn is a valuable resource for career and business professionals to network; obtain resources and support; and build relationships with potential customers, clients, and partners. It's ideal for home-based business owners, freelancers, and telecommuters, as it can help them build their business and career, as well as stay connected to the outside world.

LinkedIn is a social network specifically designed for career and business professionals to connect. Over 65 million professionals use LinkedIn to cultivate their careers and businesses. Unlike other social networks in which you might become "friends" with anyone and everyone, LinkedIn is about building strategic relationships. Thus, the number of connections

is less important than the type of connections. In fact, LinkedIn stops showing your actual number of connections once you have 500 because it's about quality, not quantity.

How to Use LinkedIn :LinkedIn has its own platform and system different from other networks, but learning how to use LinkedIn is no more difficult than learning how to use any other [social networking](#) site. Start by creating a personal LinkedIn account and profile.

Use LinkedIn to Build a Home Business :LinkedIn can help you to start and grow a [home business](#). It provides you with an opportunity to communicate and collaborate with other professionals interested in sharing business and industry knowledge. It is an efficient tool for locating those who may contribute to the success of your business.

LinkedIn allows you to:

- Have an online resume and business card where potential clients, customers, and joint venture partners can learn about and connect with you.
- Get online endorsements and recommendations for your professional abilities and character.
- Get introductions to potential clients, customers, and colleagues.
- Search available job postings placed on the LinkedIn website by members. While you can also search the web for jobs, through LinkedIn, the big benefit is that many job posts are exclusive to LinkedIn: They aren't advertised elsewhere. Those postings often have a requirement that you have one or more LinkedIn recommendations. Additionally, there is a chance that someone within your LinkedIn network already works there or knows someone who does, increasing your chances for an interview.
- Join various groups that align with your interests and participate in discussions. Having a group in common with another LinkedIn user is one way you can invite others to your network. Each group discussion contains its own job listings. Further, it's a place to share your expertise and build the trust and rapport needed to cultivate new clients and customers.

#### **Advertise on LinkedIn: Target a unique audience**

- Over **690M active professionals** are on LinkedIn. Target them by job title, function, industry, and more.
- Create easy and effective ads

Whether your goal is leads, brand awareness, or even event registrations, LinkedIn ads can help.

- Control your budget and costs

Control your spend with flexible pricing options. Start with any budget and stop your ads at any time

### **Boost your content across devices**

- Promote your company updates to targeted audiences on desktop, mobile, and tablet. Drive awareness and leads in the world's most viewed professional news feed.
- Engage your prospects in LinkedIn Messaging, where professional conversations happen
- Deliver native ads directly to your target audience's LinkedIn Messaging, where they increasingly spend their time -- and while they're in a professional mindset.
- Start generating leads in minutes
- Add a compelling headline, description and even a 50x50 image. Easy setup means you can start reaching your target audience in minutes.
- Expand campaign reach with ads automatically personalized to your audience.
- Get personal with your audience by activating ads customized for each member based on LinkedIn profile data in order to boost conversion rates.

### **Ads for any budget and goal**

- Bid for your target audience: LinkedIn ads are sold by auction. You bid against other advertisers trying to reach the same audience.
- Choose your pricing: Choose from CPC or CPM pricing. Or choose Message Ads and only pay when your message is delivered
- Control your costs :Set your own budget, bid, and schedule. Start with any budget and stop your ads at any time.

## **Session Number – 8**

### **Unit 7: SMM-SlideShare/Presentation Design**

SlideShare is a slide hosting service, acquired by LinkedIn in 2012. It allows users to upload files (PowerPoint, PDF, Keynote, or OpenDocument presentations) either privately or publicly. The slide decks can then be viewed on the site itself or can be embedded on other sites. Just as YouTube allows users to upload and share videos, SlideShare allows users to upload and share slideshows. SlideShare has 60 million users, hosts over 18 million pieces of content, and gets 159 million monthly page views. Even so, SlideShare is currently only used by around 17 percent of B2B marketers. Most social media marketers focus their efforts on Facebook, YouTube, Twitter, Instagram, and LinkedIn. And, of course, a good presence on all of these platforms is essential to a good social media marketing campaign. But many should perhaps consider SlideShare, too.

#### Benefits of SlideShare

- Using SlideShare means you won't have to worry about hosting content on your own site since you can just embed content from SlideShare. A far more practical and less time-consuming process.
- Using it means you will be able to tap into the large number of SlideShare visitors and raise your own profile.
- It is low cost since there is both a free account option and the option to go pro.
- It is easy to use since most people are already familiar with PowerPoint and so are able to generate content relatively quickly.
- Using it will allow you to grow your brand and is perhaps the platform which can best accommodate more detailed and in-depth content – i.e., content that may not be appropriate for sharing on other social channels.

#### 1. Design, Design, Design

SlideShare's users expect high-quality content. Meet this requirement, and you can expect to be rewarded by clicks and shares. Ignore it and prepare to watch your content sit around not doing an awful lot.

SlideShare itself has written about what makes for a well-designed presentation. In short, presentations should:

- Not use overwhelming background images, since this can make text hard to read. Instead, use a light-coloured, subtle background so that people can read what you have to say clearly.

- Not centre-align all text and images, since this can create a chaotic, disjointed effect. Rather, only align some of your text centrally. Move supporting text to the left for a more balanced look.
- Not consist of only one font size. Draw attention to the more important parts (words or sentences) of your slide with larger fonts and use smaller fonts for less important information of a slide.
- Not overuse drop shadows. Drop shadows, especially thin, dark shadows against a white background, look blurry and cluttered. If you need to use a drop shadow, only ever use it on the header (never the body).
- Not use poor quality images. Nothing looks as unprofessional as a poor quality or low-resolution image. If you want to use an image for the background, make sure it is in the 1000 pixels size range. Anything smaller should only be used as part of a slide, never a background.
- Not use tacky or cheap fonts. Fonts which appear childish or tawdry will put viewers off instantly. But this doesn't mean you can't experiment with fonts.

## 2. Use Keywords to Rank Higher

Like any content, using keywords will improve your contents' internal and external search ranking. This means your presentation should contain common relevant search phrases, as well as certain important words.

You should also include your keyword or phrase in the title and description or your presentation, as well as in tags. And make sure that you use a keyword as a file name when you save your content to the site.

SlideShare presentations already rank pretty well in Google. Making sure yours is keyword-optimised will give you the best possible chance of getting spotted.

## 3. Make it Valuable

It can be tempting to create slideshows that harp on about how great you or your product/service is. But generally, such presentations do not perform very well.

Like any good content, your slideshows have to give readers valuable industry information. This may be the results of a survey, a summary of a white paper, speculative industry insights, or market reports.

# Session Number – 9

## Unit 9: Pinterest&Instagram

Pinterest is a visual discovery engine for finding ideas like recipes, home and style inspiration, and more.

With billions of Pins on Pinterest, you'll always find ideas to spark inspiration. When you discover Pins you love, save them to boards to keep your ideas organized and easy to find.

**Home feed:** Your home feed is where you'll find Pins, people, and brands we think you'll love, based on your recent activity. We'll also show you Pins from the people, topics, and boards you choose to follow.

**Pins:** Pins are bookmarks that people use to save ideas they love on Pinterest. If you click through the Pin, you can visit the website to learn how to make it or where to buy it. As you discover Pins you love, click the red **Save** button to save them to your boards.

**Boards:** The Pins you save live on your boards. Name your boards and arrange them on your profile however you want. Invite other people on Pinterest to collaborate on Group boards to find even more ideas.

### **Why Pinterest and Pinterest for Business?**

There are many reasons Pinterest is a great opportunity for businesses. It will help you introduce your business and blog to a whole new audience. One pin can lead to ten pins, which can lead to another ten pins, and so on.

#### Benefits of using Pinterest

1. Pinterest converts more browsers into buyers.
2. Pinterest drives traffic (and lots of it).
3. Pins get you more inbound links.
4. User engagement is ridiculously high.
5. Pinterest integrates with your website, Facebook profile, *and Twitter account.*

## **Instagram**

- Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012.
- Instagram allows users to edit and upload photos and short videos through a mobile app. Users can add a caption to each of their posts and use hashtags and location-based geotags to index these posts and make them searchable by other users within the app. Each post by a user appears on their followers' Instagram feeds and can also be viewed by the public when tagged using hashtags or geotags. Users also have the option of making their profile private so that only their followers can view their posts.

**IGTV Video:** IGTV video is an app that can be used alone or in tandem with Instagram.

It's essentially Instagram's answer to YouTube in that it's designed for the mobile-optimized viewing of long-form videos.

Any user can set up their own channel and share video content that's up to an hour long. It's up to the user or brand whether or not they want to create channel-specific content here, or if they are interested in connecting it to videos they're already posting on Instagram.

The main difference between IGTV and Stories is that these videos are typically several minutes to even an hour in length. At this time, only the most popular, verified users are allowed to create the one-hour videos.

***How Are Brands Using IGTV in Campaigns?*** Many brands and influencers are already tapping into this easy-to-use long-form video channel with plenty of success. Vogue US, for instance, shared a series called "Beauty Secrets," which features well-known influencers testing makeup products.

#### ***Why you should advertise on Instagram***

- Instagram is growing and it's growing fast.
- It doesn't look like it's going to stop anytime soon, either.
- As a matter of fact, the number of companies using Instagram for marketing has almost doubled since 2016.
- Instagram mobile ad revenues could reach \$2.81 billion in 2017, according to a study by eMarketer. This would account for a whopping 10% of Facebook's total revenue.
- The same study also predicts that Instagram will have a higher net mobile display ad revenue in the U.S. than that of Google or Twitter.

***Here's why any size business should consider Instagram as a way to promote their brand, services, or products:***

1. Anyone can advertise on the platform.
2. You can target audiences with Facebook data since Facebook now owns Instagram.
3. Audience engagement is limitless. Businesses can interact with users in the comments section of their photos.
4. Ads look just like any other shared post on Instagram, which makes them feel less conspicuous.

#### ***Instagram feed ads***

Instagram feed ads consist of: Photo Ads, Video Ads, Slideshow Ads, Ca

## Session Number – 10

### Introduction to Social Media Tools

Although the term "social media tool" is very general and can apply to a wide range of services, there are a few key features each social media tool should have.

**1. Saves You Time:** The goal of a social media tool is to save you time while getting similar — or better — results than you could without it. Look for social media tools that automate a process, but make sure the process still happens correctly, since some shortcuts might be too fast and therefore won't focus on quality.

**2. Increases Brand Awareness:** One of the biggest benefits of social media is its ability to increase your brand awareness, which is why each social media tool you select should perform its services with brand awareness in mind. Maybe your tool of choice is an editing platform such as Lightroom, which can help you create images to match the rest of your feed. Or, maybe it's an Instagram scheduler so you can preview your profile before you post images. Whatever the case may be, social media tools should focus largely on brand awareness.

**3. Easy to Use :** Social media tools are only a time-saver if they're easy and intuitive to learn how to use. Each tool you select should be super user-friendly so that your accounting team could edit photos if they needed too, and your creative, right-brained writers could still use the analytics function to track daily social metrics.

**4. Affordable:** Social media tools should be affordable (and most of them are). Many high-quality social media tools are even free, such as the Unfold app, which is perfect for creating Instagram stories. With social media tools, there's no need for you to go back and forth with the accounting department trying to get your budget approved. Most social media tools are already budget-friendly so all you need to do is sign up.

**5. Focuses on Organization:** One of the ways social media tools save you time is by keeping you organized, so make sure the social media tools you decide to use are efficient and tidy.

For example, HubSpot's social inbox tool helps you prioritize your social media interactions, and graphic design website Canva saves your designs so you can go back and edit them later.

### **Social Media Tools**

1. **Iconosquare:** This is a useful social media analytics tool for Instagram and Facebook. You can get detailed reports on your Instagram and Facebook accounts' performance. It also

allows you to analyse which content performed well and which didn't. And, you can link multiple profiles to the same dashboard, so you if you have more than one brand profiles, you can manage them all from a single platform. The best part is that you can measure your performance and benchmark it against other industry players. So, you will know exactly where you stand in your niche.

2. **Hootsuite:** This is an all-in-one social media management tool that helps you manage your social media content end to end. From content curation to post scheduling to analytics, this is your one-stop social media tool. What's more, is that it also allows you to listen in and monitor social conversations about your brand or niche. You can integrate this tool with almost all social media platforms.

3. **Buffer :** This is a social media tool that you can use to schedule and automatically post your content. You can plan and post content to all of your social media accounts from one dashboard. You can make a content calendar and plan your social media posts ahead of time. And then, Buffer will publish each post automatically, at the designated dates and times. This means that you don't need to publish every post manually, which saves a lot of time and effort. Moreover, this tool also provides you with detailed reports on your social media performance. You can get insights into your performance and improve your social media marketing strategy.

4. **BuzzSumo:** BuzzSumo is the ultimate social media research tool that can help you formulate your social media content strategy. You can find the best-performing content on any topic or keyword and can also spy on your competitors and see what content of theirs is performing well. You can use this tool to decide what keywords and topics to target through your content. You can also use this tool to find relevant social media influencers for your collaborations.

5. **Tailwind :** This tool specialises in visual social media platforms Pinterest and Instagram and provides end-to-end, social media management for both. You can use this to bulk-upload images and posts and schedule them to be published at desired times. You can find the best hashtags to use via its hashtag finder feature, which also suggests hashtags based on your past hashtag use. Moreover, this tool also provides insights into your Pinterest and Instagram performance and tells you what is working and what's not.

**Klear:** Klear is powerful influencer marketing software that lets you find and manage influencers for your brand. You can use their influencer search feature to find relevant

influencers and use advanced search filters to filter out the non-relevant ones. You can also get detailed analytics on each influencer and their performance metrics like engagement rate and followers. The tool also offers an influencer management platform where you can collaborate with multiple influencers at once. And, you can also measure the success or failure of your influencer campaign and each influencer's performance using this