

Undergraduate Diploma in Digital Marketing

Module 02 Digital Marketing Basics MQF Level 5, 8 ECTS

Lecture Social Media Marketing



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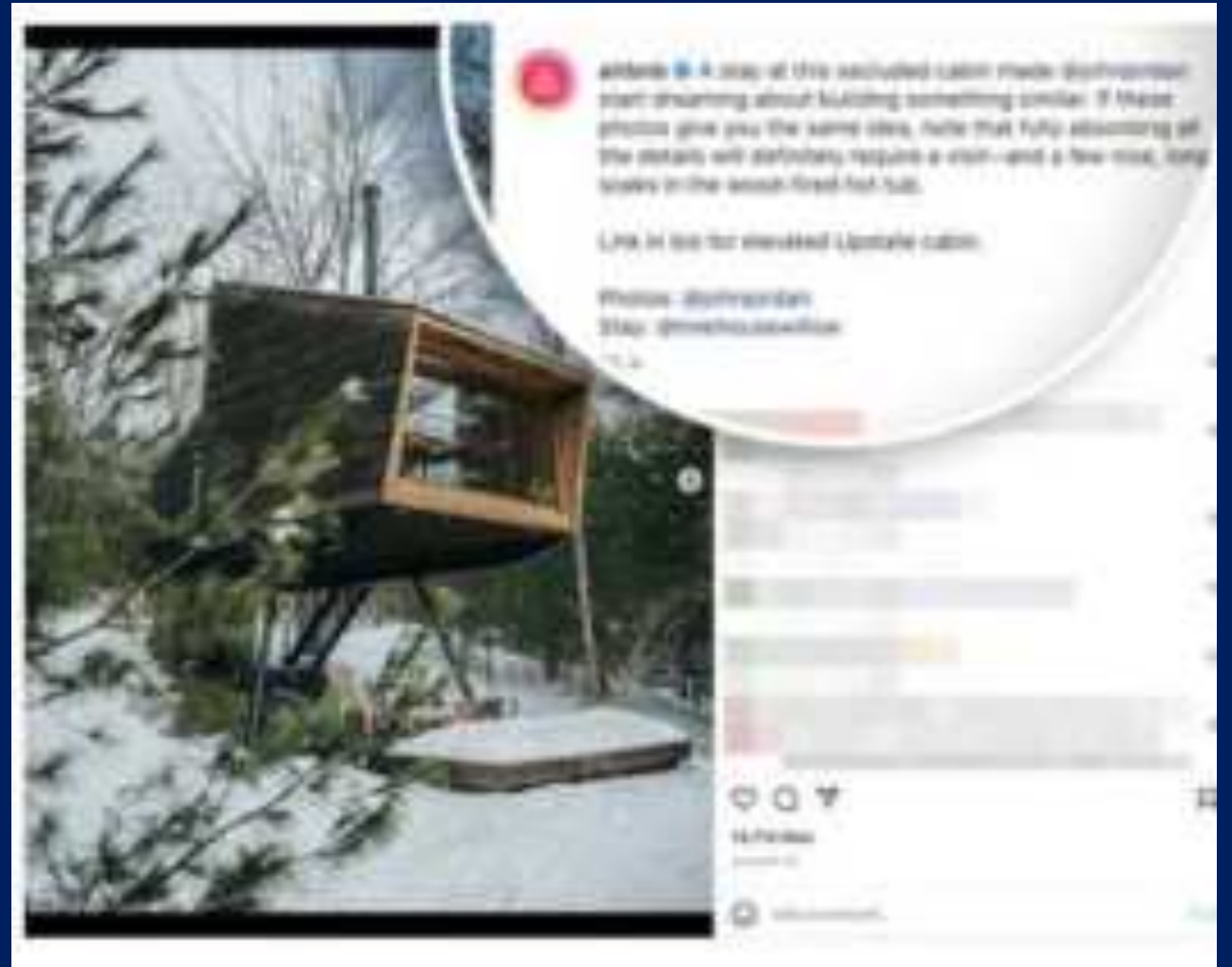
**Undergraduate Diploma in
Digital Marketing**

DIGITAL MARKETING



DIGITAL MARKETING

For more general customers, Airbnb utilizes traditional marketing tactics alongside promoting digital and social media advertisements. Much of their social media presence also revolves around sharing user-generated content.



DIGITAL MARKETING

Spotify's marketing strategy uses algorithms to suggest music to users based on their listening history and preferences. These recommendations can help users discover new artists and songs they might not have found otherwise, encouraging them to listen to more music.



DIGITAL MARKETING



DIGITAL MARKETING

WHY FACEBOOK?

It is cheaper than almost every alternative source of advertising. The targeting options are more precise than the rest. You can target previous customers, website visitors, and specific demographics. You can increase your touchpoints with your audience, ramp up awareness, and attribute to conversions in the future.



DIGITAL MARKETING

👉 According to research conducted by Always, after watching the "Like a Girl" video, 76% of girls aged 16-24 said they no longer saw the phrase "like a girl" as an insult. 🌟 The campaign won several **prestigious awards**, including a Grand Prix at the 2015 Cannes Lions International Festival of Creativity. 10 Mar 2015



Campaign Live

<https://www.campaignlive.co.uk/article/case-study-...>

Case study: Always #LikeAGirl

12 Oct 2015 — Engagement on social media was very high and Always Twitter followers and YouTube Channel subscribers increased dramatically.



communitymyths.com

<https://communitymyths.com/blog/>

Always #LikeAGirl Campaign and Crafting Brand Narrative

Within the first three months of the campaign, #LikeAGirl received more than 4.4 billion media impressions on platforms like Facebook, YouTube, and Twitter and ...

SOCIAL MEDIA MARKETING



always

#LikeAGirl
#ComeUnaRagazza

versione italiana

The graphic features a dark blue background with two light blue curved bands. At the top, the word "always" is written in a white cursive font. Below it, the hashtags "#LikeAGirl" and "#ComeUnaRagazza" are displayed in large, bold, white sans-serif font. At the bottom, the text "versione italiana" is written in a smaller white sans-serif font. On the left side, there is a photograph of a young woman with long blonde hair wearing a light pink top and a grey vest. On the right side, there is a photograph of a young woman with long dark hair wearing a blue tank top.



Social media marketing is the practice of promoting a product or service through social media platforms and websites.

It involves creating tailored content for each social media platform to drive engagement and sharing.

This strategy can include organic marketing tactics, such as creating relatable content that encourages natural sharing and paid advertising, such as targeted ads designed to reach specific demographics.

The goal is to increase brand awareness, improve customer engagement, and ultimately drive sales or other desired customer actions.

Social Media Usage and Demographics:

YouTube is one of the most dominant platforms, with 7 out of 10 teens visiting it daily and nearly 1 in 5 teens saying they're on YouTube or TikTok 'almost constantly'.

The platform has more than 2.5 billion monthly active users as of 2023, with 52% of internet users accessing YouTube at least once a month.

The platform sees approximately 122 million users per day.



Facebook's user base has gotten younger over time, but only 3.9% of its users are ages 13-17.

The platform has 2.989 billion monthly active users, representing 57.2% of all internet users, with 43.2% being female and 56.8% male.



Instagram has 2 billion monthly active users, and the platform's users are predicted to grow by 4.7% in 2023.

The global user demographic consists of 49.4% female and 50.6% male.



TikTok is used by 67% of teens, with its usage among businesses increasing by 46.98% year-over-year, making it the fastest-growing channel among businesses.



TikTok has perfected the 'reaction' genre, making a category which YouTubers started years ago virtually seamless. With just the touch of a button, users can record a reaction to their TikTok buddies' videos, positioning themselves where they want their overlay video to play alongside the original. The result? It's way more than just a comments section.



WhatsApp currently has 2.78 billion monthly active users, making it the most popular mobile messenger app worldwide.



Goals of Social Media Marketing

Brand Awareness:

Increasing visibility and recognition of the brand by reaching a larger audience. Social media platforms provide an opportunity to engage with a vast audience in a relatively short amount of time.

Community Engagement:

Engaging with customers and creating a community around the brand. This involves responding to comments, posting interactive content, and fostering discussions to build a loyal base of followers who can become brand advocates.

Customer Support and Service:

Provided support and promptly addressed customer queries and complaints. Social media allows for real-time interaction, which can be crucial for maintaining customer satisfaction and loyalty.

Increase Website Traffic:

Driving more visitors to the company's website. Social media can be used to share content that links back to the company's website, thereby increasing traffic and potential conversions.

Lead Generation:

Capturing interest and contact information of potential customers. Businesses can use social media platforms to attract leads through targeted campaigns and compelling calls to action.

Sales:

Directly driving sales of products or services. This can be through social media advertising, shoppable posts, or direct messaging.

Brand Reputation Management:

Monitoring and influencing the public perception of the brand. Social media provides a platform to showcase positive customer experiences, manage crises, and maintain a positive brand image.

Market Research and Insights:

Gathering data on customer preferences, trends, and feedback. Social media platforms offer a wealth of information that can be analysed to inform business strategies and product development.

Content Promotion and Distribution:

Sharing valuable, relevant, consistent content to attract and retain a clearly defined audience. This can help establish the brand as a thought leader in its niche.

Competitor Analysis:

Keep an eye on competitors' strategies, campaigns, and customer interactions to stay competitive.

Choosing the Right Platform



Content Strategy



Content is King: Importance of quality content.

Types of Content: Text, images, video, live streams, stories.

Creating a Content Calendar: Planning content in advance.

User-Generated Content: Leveraging content created by your audience.

Engagement Strategies: Encouraging likes, shares, and comments.

Hashtags and Trends: Utilizing trending topics and hashtags.

Consistency in Posting: Best practices.

Content Analytics: Measuring performance.

FACEBOOK ADS

EXPLAINED!



FACEBOOK PARAMETERS

To be sure to get the best out of your Facebook Ads, follow the Facebook parameters on picture/banner size. There are too many to learn by heart, so consult FAQ on the matter.

<https://www.dreamgrow.com/facebook-ads-cheat-sheet-sizes-and-dimensions/>

Facebook Ad Size & Specs
2023 Dimensions

Facebook ad/post
1080 x 1080 pixels

Facebook story
1080 x 1920 pixels

~~**Facebook link post - not needed**
1200 x 628 pixels~~

karolakarlson.com



Understanding Meta's Business Suite

Follow the step-by-step tour of Meta's Business Suite and take notes ahead of the class activity.

What is Meta Business Suite?

Meta Business Suite allows you to manage all your Facebook and Instagram profiles in one location. It offers a number of free tools that make managing your online presence easier.

Meta Business Suite can help you reach out to more people and keep current while centralising your business management.

Class Activity: 90 MIN

Create a social media ad campaign using Meta Business Suite.

- Follow the steps in the video to create a Business Account.
- Make sure to include audience targeting and budget setting.
- Create a compelling ad (or post) by writing engaging content and selecting eye-catching images or videos.
- Explain briefly your strategy outlining the campaign objectives, the selected target audience, key messaging, and call to action.

TOP INSTAGRAM CAMPAIGNS



SOCIAL
MEDIA
MINUTE

by Jane Wollan



META vs TikTok for Business

WHAT'S THE DIFFERENCE?

1. Platform Integration and Ecosystem:

Meta Business Suite:

- Integrates across various Meta platforms, including Facebook, Instagram, and Messenger.
- Offers a unified interface to manage business activities across these platforms.
- Provides tools for scheduling posts, responding to messages and comments, viewing insights, and creating ads.

TikTok Business Account:

- Focused exclusively on the TikTok platform.
- Tailored for creating and managing content on TikTok, interacting with the TikTok audience, and analysing performance on the platform.
- Offers TikTok-specific features like TikTok Ads Manager for creating and managing ad campaigns.

META vs TikTok for Business

2. Content Creation and Management:

Meta Business Suite:

- Provides a comprehensive content calendar for scheduling posts on Facebook and Instagram.
- Offers rich media support and the ability to create various types of content, including posts, stories, and ads.
- Allows management of messages and comments from Facebook, Messenger, and Instagram in one place.

TikTok Business Account:

- Focuses on short-form video content, reflecting TikTok's nature as a platform.
- Provides unique tools and features for creating TikTok-specific content like filters, effects, and music integration.
- Offers analytics specifically geared towards understanding the performance of TikTok videos.

META vs TikTok for Business

3. Audience Engagement and Insights:

Meta Business Suite:

- Offers detailed insights across Facebook and Instagram, including data on post engagement, audience demographics, and page views.
- Provides tools for managing and replying to customer inquiries and comments across multiple platforms.
- Allows for the creation of automated responses and frequently asked questions to streamline communication.

TikTok Business Account:

- Provides TikTok-specific analytics, including video views, likes, shares, comments, and detailed follower insights.
- Offers unique engagement features native to TikTok, like duets, stitches, and challenges to engage with the audience.
- Allows for the monitoring and managing of comments and messages directly on the platform.

META vs TikTok for Business

4. Advertising and Monetization:

Meta Business Suite:

- Offers a robust Ads Manager with extensive targeting options, budgeting tools, and performance tracking across Facebook and Instagram.
- Provides a variety of ad formats, including image, video, carousel, and story ads.
- Allows businesses to set up shops and integrate e-commerce on their Facebook and Instagram pages.

TikTok Business Account:

- Offers TikTok Ads Manager for creating and managing ad campaigns on TikTok.
- Provides unique ad formats like in-feed ads, branded hashtags, and TopView (ads that appear when the app is first opened).
- Focuses on creative and engaging ad formats that blend with the content on the platform.

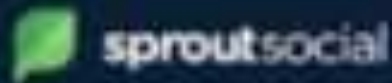


TikTok

**CREATE
ADS ACCOUNT**



The Most Important Social Media Metrics to Track



Social Media Implications

What does data show?

Mental Health Implications:

1. General Impact:

Around 32% of teenagers in the U.S. say social media has had a negative impact on people their age.

Most teenagers say social media has neither positively nor negatively affected themselves (59%) nor others (45%).

2. Anxiety and Depression:

Anxiety is the most common mental health disorder among adolescents, and rates have increased by 70% over the last 25 years. Depression rates have also risen 70% over the last 25 years, with an estimated 4.1 million adolescents aged 12-17 having at least one major depressive episode.

3. Self-Harm and Teen Suicide:

Suicide rates for teens and young adults are rising. While some suspect a link between social media use and suicide, there is currently not enough evidence to definitively confirm it as a proven factor.

However, youth who self-harm or are experiencing suicidal ideation often use social media apps to find social support, though social media can increase exposure to negative messaging that may promote self-harm.

4. Body Image and Eating Disorders:

There is a complex relationship between social comparison on social media and eating disorders.

Some research has found an association between the frequency of comparing one's physical appearance to others on social media and body dissatisfaction.

Business Implications:

1. Social Listening Programs:

33.64% of organisations have a social listening program, and 62% of those organisations use them to understand their audiences better.

Around 42.62% of organisations plan to increase their social media budget in 2024, with an average of 32% of the total marketing budget invested in social media this year.

2. Brand Research and Engagement:

72.8% of internet users use social media for brand research. The engagement rate by account followers on Instagram is 0.6% across all industries, while Facebook has a lower rate of 0.15%. However, video post types are the most engaging on Facebook, with an average engagement rate of 0.17%.



Social Media & Traditional Marketing

Social Media marketing and traditional marketing work hand in hand. It is hard to conceive a traditional marketing approach that doesn't include social media today. This is because social media facilitates fast and broad engagement. It offers targeting, which was never as precise when traditional marketing was based on pre-social media tools. Moreover, social media marketing is the cheapest form of marketing to date.

EVENTS MARKETING

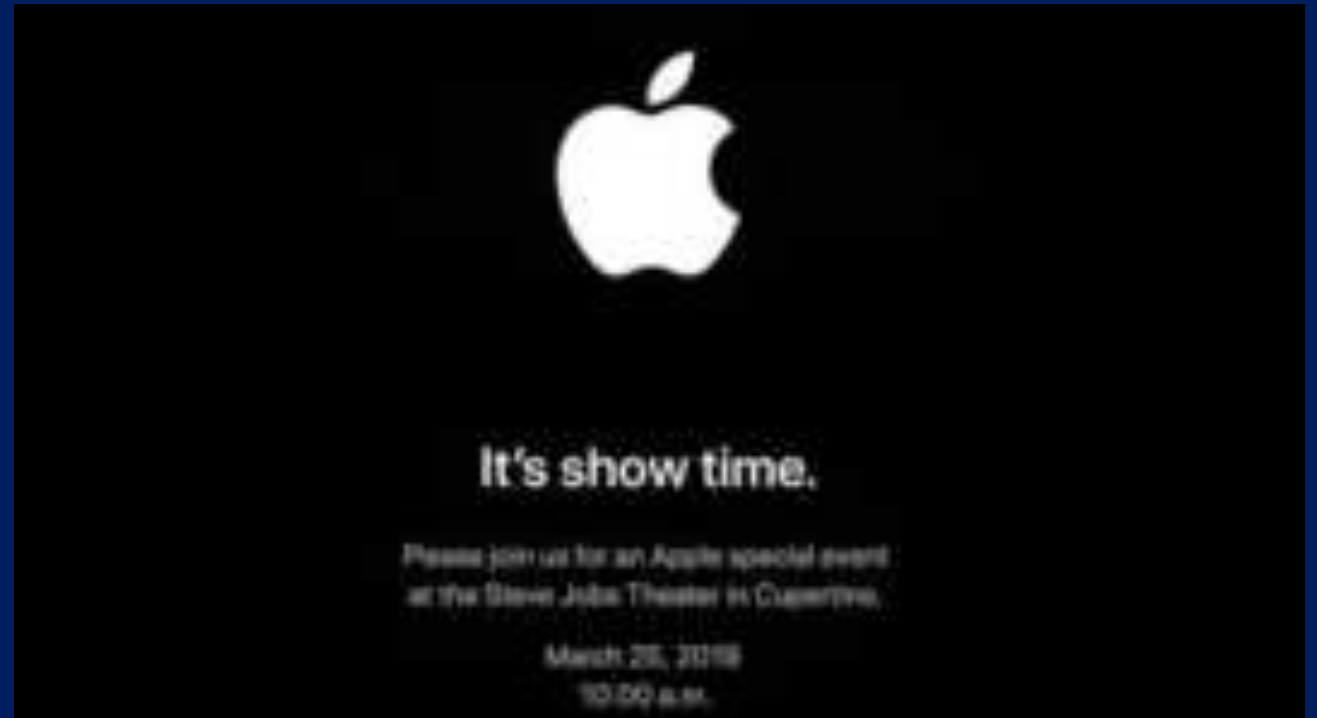
What is Event Marketing?

Event marketing is a promotional strategy involving events, such as trade shows, conferences, product launches, and other gatherings, to promote a product, service, or brand.



The image is a screenshot of a webpage from WWD (WorkWeek Daily). The page features a dark header with the WWD logo and navigation links. Below the header, the main article title is "The Value of In-person Events at Every Stage of the Funnel". The subtitle reads "Event marketing exec Ben Hindman on how experiences work effectively throughout the buyer's journey." The article is dated April 10, 2019. There are social media sharing icons for Facebook, Twitter, LinkedIn, YouTube, and a plus sign for more options. The main image shows a group of people at an event, with one person in the foreground holding a camera. To the right of the main image, there is a smaller image of a person in a suit holding a glass, and a section titled "Mass Email Marketing" with a sub-headline "How personalized data can help you reach your target audience more effectively."

Event marketing is a promotional strategy that involves face-to-face contact between brands and their customers at events like conferences, trade shows, and seminars. Each event is different; it has different audiences, different content, and different cultures.



- Business events
- Sporting events
- Recreation events
- Local interest events
- Entertainment
- Celebrations
- Social enterprise events
- Conferences
- Promotional events
- Exhibitions



The events industry today, compared to just a few years ago, is:

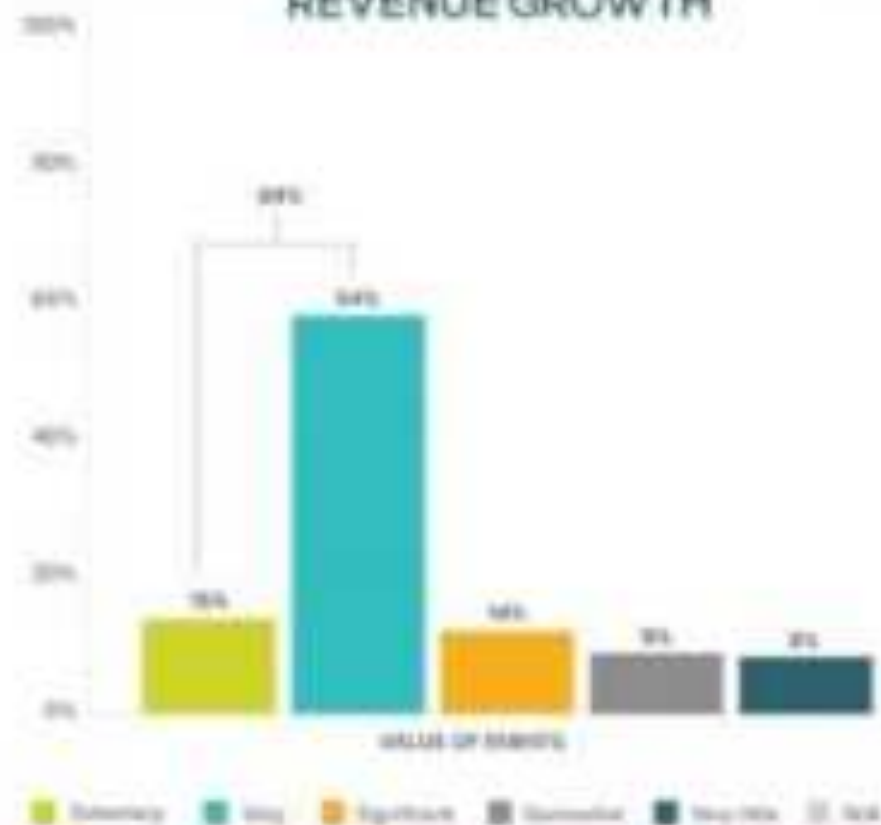
- more data-driven,
- more community-oriented,
- more precise at accomplishing specific business goals.



EVENTS MARKETING



VALUE OF EVENTS IN FACILITATING REVENUE GROWTH



Nearly 70% of CMOs say in-person events are extremely/very significant in accelerating the sales cycle.



87% of CMOs say understanding ROI is important-critical when it comes to allocating budget to their events programs.

IMPORTANCE TO PROVE ROI IN ALLOCATING EVENT BUDGETS



■ Critical ■ Very important ■ Important
■ Somewhat important ■ Not important At All

ACCESS TO ROI DATA IN ALLOCATING EVENT BUDGETS



Yes No Unsure Other

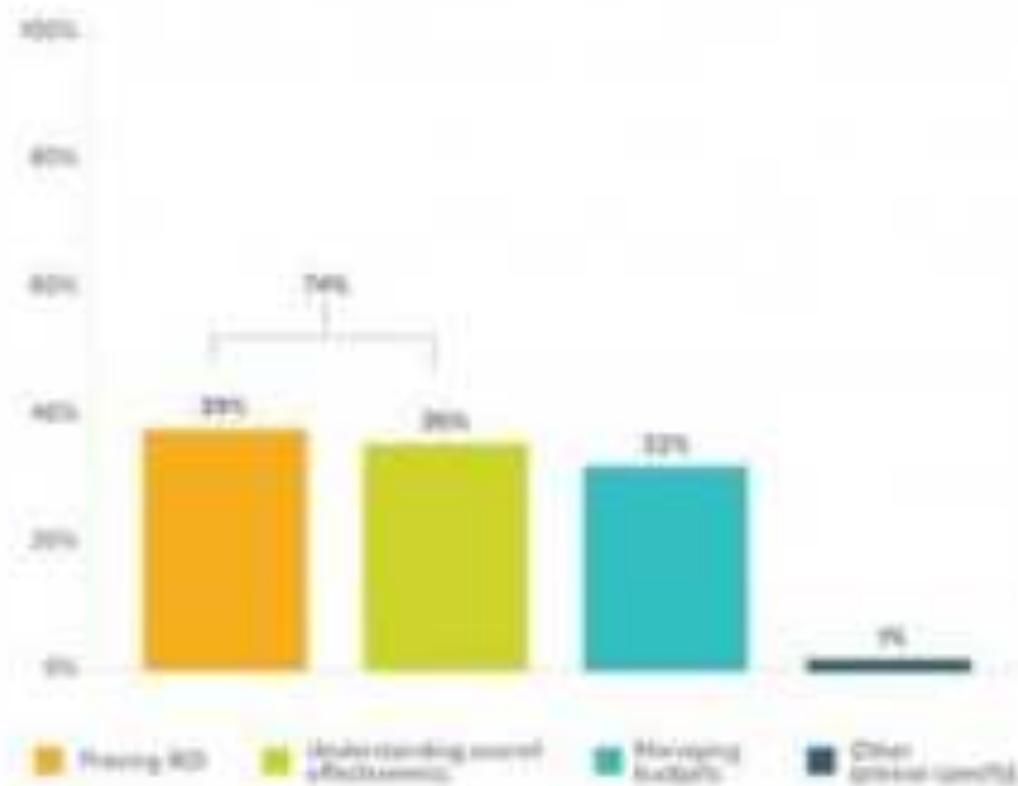


Only 34% of CMOs have the business analytics they need to validate their event spend.



Nearly 75% of CMOs say proving ROI and understanding effectiveness are their most pressing challenges with their events programs.

CMO's MOST PRESSING CHALLENGE WITH THEIR EVENTS PROGRAM



EVENTS MARKETING

Start by setting goals that will let you measure the success of your event promotion efforts. The main objective of event promotion is to drive registrations or ticket sales, but other important goals may include gathering sponsorships, obtaining charitable donations and raising brand awareness.

Identify your KPI, or Key Performance Indicators, to track your progress, such as:

- Ticket sales or registrations before the event
- Day-of attendance
- Sale leads generated
- Website Traffic
- Social media followers
- Return on investment (ROI)

Once you've defined goals and their subsequent KPIs, follow these steps to identify the right promotion strategies for your event:



Plan your email marketing

Email marketing is one of the most important types of marketing for any venture. Use email marketing tools to send strategic communication directly to your subscribers.

Offer exclusive discounts or throw in a freebie to incentivise your invitees to RSVP.

Do market segmentation on your subscribers (categorise audiences based on commonalities like age, gender, values and behaviour) to give you insight into their wants and needs. Then, create messaging that resonates with these segments and test different email subject lines, images and text.

Create Early Bird Discounts

Early bird registration creates a sense of urgency for your audience.

Promote the option to your built-in audience via email marketing. If it's within your budget, you could offer a pre-registration discount to motivate customers to commit. Link your event's website to a social media campaign.

What is the most effective tactic to sell event tickets/increase registration?



EARLY BIRD RATES	51.3%
DISCOUNT CODES	24.3%
GROUP BOOKING RATES	13.5%
REFERRAL CODES	10.8%

EV/2019

Create your own

QR code

Advertise your event using a QR code through social media, event websites, emails, or product packaging. Customise your QR code by selecting the right size and colour to fit your event's style.



Brand your event

Event-specific branding gives your event its identity and character and makes your messaging pop. Incorporate your branding into all aspects of your event, including:

Colours, images and fonts:

Create a distinct visual identity that's in line with yet distinct from the rest of your branding. This includes using different colours, fonts and imagery from your website for event marketing emails and social media posts.

Tagline:

A unique tagline or slogan for your event website and other marketing assets makes it memorable and highlights its value.

Brand Your Event



Collaborate with influencers and sponsors

Consider promoting keynote speakers or celebrities at your event to reach their fans and followers and convert potential leads. If you don't have an A-list budget, you may want to explore influencer marketing, an increasingly popular form of digital marketing.



Run a social media contest

- Encourage people to share your post about the event and tag their friends. Then, choose the winner based on a random draw.
- Ask people to tell a story about their first experience with your brand or talk about why they love it. The most compelling story wins a prize.
- Hold a photo contest around your brand.
- Host a caption contest and choose a winner.



SOCIAL MEDIA CONTEST

WIN IN THREE EASY STEPS

- 1 FOLLOW** @LOREM
- 2 LIKE** ❤️
- 3 COMMENT**

YOU HAVE UNTIL 15 JANUARY

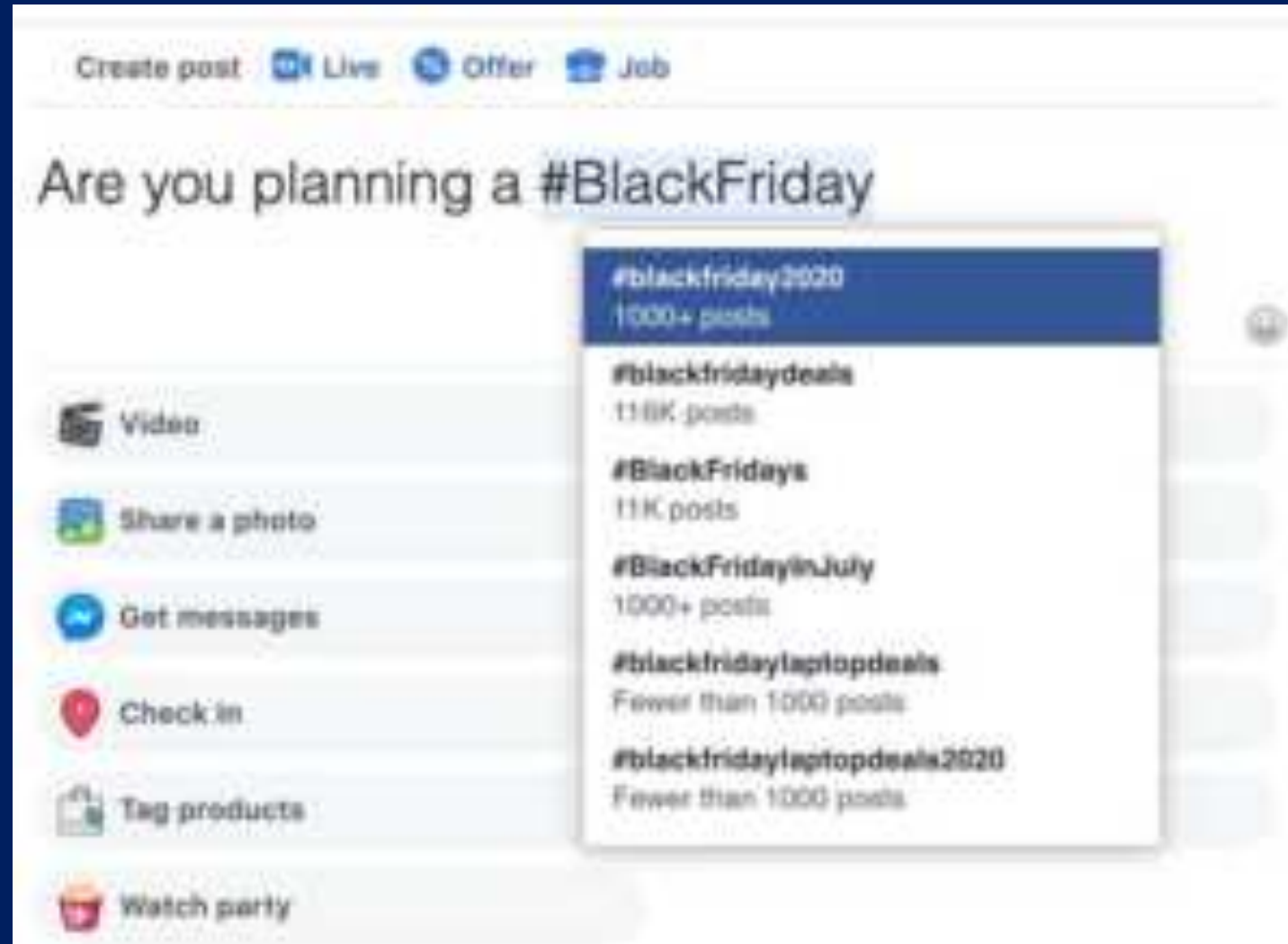
GOOD LUCK! 👍

designed by freepik.com

The image is a promotional banner for a social media contest. It features a light blue background with a dark blue banner at the top containing the text 'SOCIAL MEDIA CONTEST' in white, bold, uppercase letters. Below this, the text 'WIN IN THREE EASY STEPS' is centered, flanked by two megaphone icons. Underneath, three circular icons represent the contest steps: '1 FOLLOW @LOREM' with a magnifying glass icon, '2 LIKE' with a red heart icon, and '3 COMMENT' with a speech bubble icon. A dark blue banner at the bottom contains the text 'YOU HAVE UNTIL 15 JANUARY' in white. At the very bottom, the text 'GOOD LUCK!' is written in bold black letters, followed by a thumbs-up icon. The footer text 'designed by freepik.com' is in a smaller, lighter font.

Create an event hashtag

Create a hashtag unique to your event and encourage followers, attendees, and potential guests to use it in their posts. Hashtags also help you track mentions of your event so you can follow its popularity rise. If people use your event hashtag, nurture those leads and personally invite them to attend.



COPYWRITER

As a member of the creative team, the copywriter will write and edit content for various projects (including print, web, mobile, video, and social media), working closely with the account and design teams to brainstorm ideas, develop concepts, and articulate messaging.



CONTENT WRITER

A Content Writer is a professional who writes informative and engaging articles to help brands showcase their products. They write on a range of subjects and are responsible for creating the best possible written or visual content, from blog posts to press releases.



Copywriter

- ✍ Drives sales or lead generation
- ✍ Delights the reader so they WANT to take action
- ✍ Uses emotion to "seal the deal" with words
- ✍ Used for ads, emails, websites, social media



Content Writer

- ✍ Uses storytelling to bring a business to life
- ✍ Informs, educates, and engages the reader
- ✍ Builds know/like/trust factor over time
- ✍ Longer form content like blogs, articles, white papers

THE PRESS RELEASE

A press release is a piece of news or information that companies send out to inform the public about something noteworthy or of material significance. Press releases are often handled by a company's public relations (PR) department.



THE PRESS RELEASE

PUBLIC RELATIONS and press Releases are essential tools of perception management.

The Press Release is the basis of your message. It is the nerve centre for all your media messaging.



Heading

Grab the attention of your readers

Intro/Lead

Start with a bang, but no longer as early of the five W's as possible

Source

It's important to include them to provide the question "How do you know that?"
Provide an address for contacting sources

Essentials

Highlight your story's significance and answer the questions

Quotes

Give the reader the why and add quotes

Anything else?

Is there anything?
missing?

Contact Info

be readable

THE PRESS RELEASE

The Headline

Humans have a shorter attention span than goldfish. So saying less is best in the headlines. Focus only on adding value, making it catchy, and creating a hook for your target audience.



THE PRESS RELEASE

The Lead – Answering the 5
Ws

WHAT is it about?

WHO is involved?

WHEN is it happening?

WHERE is it happening?

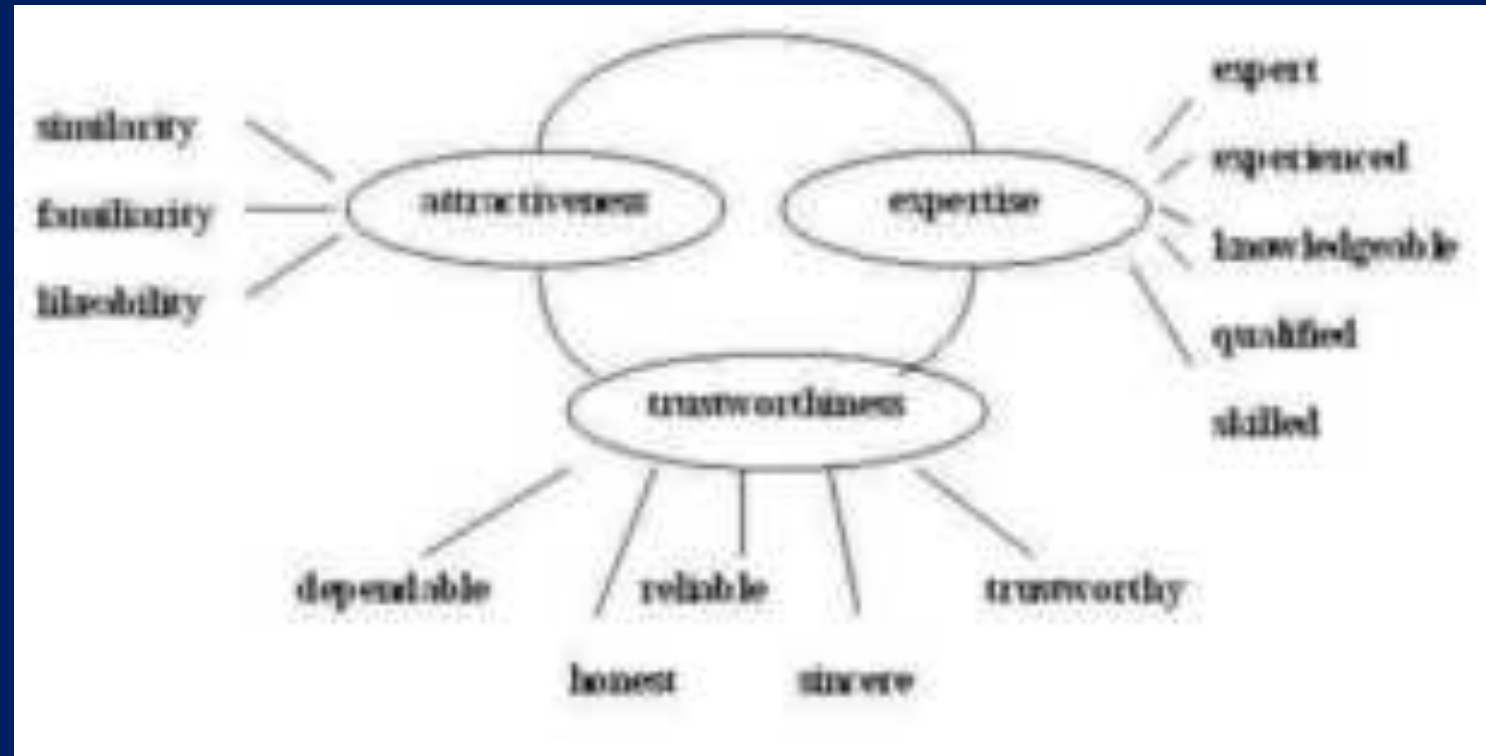
WHY is it important?



THE PRESS RELEASE

The Source

Give context to your message by claiming your sources (research, study, policy document etc.) to ensure trustworthiness and credibility.



*Ohanian Model, 1991

*Hovland & Weiss, 1951

THE BLOG

A blog is a website or page that is part of a larger website.

Typically, it features articles written in a conversational style with accompanying pictures or videos. Blogging is a fun and flexible way for self-expression and social connection, so it is no wonder blogs have become very popular.

THE BLOG

1. Introduction: Take Your Story Online
2. Choose a Domain Name
3. Choose a Web Host
4. Choose a WordPress Theme
5. Design for Customization
6. Create Content
7. Search Engine Optimization (SEO)



THE BLOG

Choose a Domain Name

The best domain names are not the funny ones or the flashy ones; they are the domain names that people remember easily. Good domain names also help Google know what your blog is about.



THE BLOG

Choose a Web Host

Backed by a large community of dedicated users, WordPress is open-source, which means you directly benefit from all the hard work its loyal following puts into the platform.



THE BLOG

Choose a WordPress Theme

The theme filter feature allows you to sort by subject (in this case, you'll want a blog theme), layout, and other important design aspects.



THE BLOG

Design Tips for Customization

- Increase White Space to Decrease Clutter
- Avoid Stock Photos
- Consistency With Icons
- Strong Colours
- Keep it Simple



THE BLOG

Create Content

- Create compelling headlines to make them click.
- Use attention-grabbing introductions to keep them reading.
- Share meaningful advice to draw them back again and again.
- Include sub-headers and bullet points for easy scanning.
- Stay in touch with your readers.

SEO

Search engine optimisation (SEO) is the art and science of getting pages to rank higher in search engines such as Google because search is one of the main ways in which people discover content online. Ranking higher in search engines can lead to an increase in traffic to a website.



SEO



Website



Analysis



Content



Backlinks



Keywords



Social media



Ranking

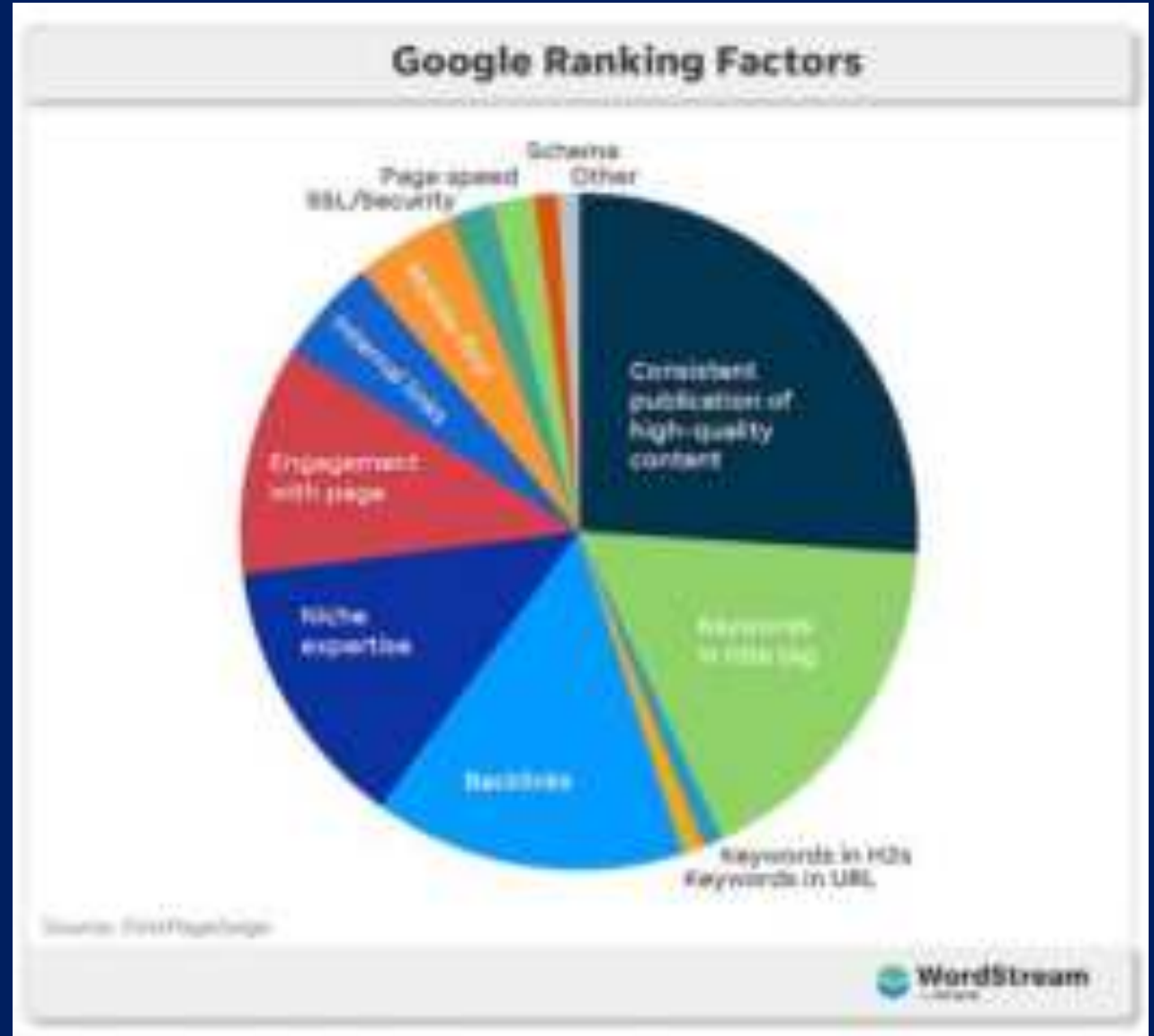


Optimization

SEO

When was the last time you searched for something online and went beyond the first page of search results?

If your website doesn't appear on those coveted top positions, you're missing out on valuable opportunities to connect with your target audience.



SEO

Organic Search

53% of B2B and B2C website traffic comes from organic search?

That means more than half of your website traffic could come from search engines like Google. So you need to optimise your website for search engines to get website traffic. Once you become familiar with the fundamentals of SEO, you'll realise that SEO is about implementing best practices that give search engines and visitors the best chance of finding your website.

SEO

Organic Search

SEO is completely different from search engine (paid) advertising. With paid advertising, you're paying search engines like Google to show your website on the search result page. Instead, with SEO, you're optimising your website for Google search so it organically shows up on the first page of the search result.

SEO

Organic Search

Search engines crawl and index billions of webpages, analysing various factors such as relevance, authority, and user experience to deliver the most relevant results to users' queries.

And organic traffic is the best kind of website traffic as you don't have to spend money to get visitors to your site. Next to that, 75% of searchers click on the results from only the first page of the SERPs (Search Engine Results Page).

SEO



SEO

Crawling.

Google sends robots (spiders or crawlers) to follow hyperlinks on the web to discover new content. The content can be webpages, PDFs, images, videos or anything that can be linked to. When crawlers get to a web page, they gather information about that page and follow links to other pages. Then they report back what they find to Google.

SEO

Indexing.

If crawlers find unique content, they add it to the huge database of discovered URLs, also known as the 'search index'.



SEO

Ranking.

Once the URLs are in the database, the ranking process begins. For each search query, Google has to try to organise the results from most relevant to least relevant.



SEO

On-Page Optimization

- Researching and selecting relevant keywords that align with your target audience's search queries.
- Crafting compelling titles, descriptions, and headings that accurately represent your content and incorporate target keywords.
- Creating clean and descriptive URLs that users and search engines can easily understand.

SEO

On-Page Optimization

- Developing high-quality, keyword-rich content that is engaging, readable, well-formatted, and provides value to your audience.
- Creating a logical and user-friendly website structure with well-structured internal links that improve navigation and distribute authority throughout your site.
- Optimising images by reducing file sizes, using descriptive filenames, and adding relevant alt text to improve accessibility and search engine understanding.

SEO

Off-Page Optimization

- Acquiring high-quality backlinks from reputable websites to demonstrate authority and credibility to search engines.
- Building a strong social media presence and encouraging social signals like likes, shares, and comments to enhance your online visibility.
- Listing your business in relevant online directories and ensuring consistent and accurate citations across the web to improve local search visibility.

SEO

Off-Page Optimization

- Collaborating with industry influencers and guest blogging on authoritative websites to expand your reach and gain exposure.
- Check out the technical SEO tactics that those building the WordPress engine can use on your website.

SEO

Keyword Search

Keyword research is the process of discovering what your target audience is searching for, how much traffic those terms can send your way and how difficult it is to rank for those terms. There are different paid and free keyword research tools available in the market.

THANK YOU FOR TODAY

*Pierre Portelli for 21 Academy
Undergraduate Diploma in Digital Marketing
Module 02
Digital Marketing Basics
MQF Level 5, 8 ECTS*