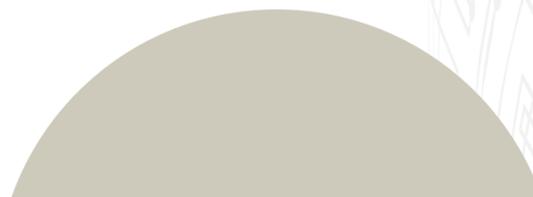


Social Media Marketing (SMM)



What is Social Media Marketing (SMM) ?

Social Media Marketing (SMM) is a type of internet marketing that uses the benefits of social networking sites as a tool for promoting websites, thus increasing traffic towards them and learning from users' direct reactions.

SMM is based on the principle of organic search, which means that when the website or its connected social network page is more active, the website's position on search engines rises, i.e. it will be in seen the first few results.

Because 90% of users searching the internet do not look any further than the first page of the search engine, and 70% click on the first three results only, it is obvious that the position on the first page of the search engine is the only goal to strive for when optimizing a website

What is SMM used for ?

- **The main goal of SMM is to improve communication with users, increase brand visibility and reach more (potential) customers.**
- **SMM is being done by creating quality content that the users of social networks share with their friends (via transmitting information electronically, i.e. Electronic Word of Mouth, or eWoM).**
- **The point of SMM is to obtain direct feedback from users (or potential customers) so that the company gets a personal stamp at the same time, i.e. it appears more human-like.**
- **Using interactive options on social networks, the customers get the chance to be heard, either by asking questions or by making complaints.**
- **This type of SMM is called Social Customer Relations Management (Social CRM), which can further lead to enhancing credibility and return on investment (ROI), of course, if the users are satisfied with the content, relationship with the company, and the service provided**

SMM Platforms:



1. Facebook

2. Instagram

3. LinkedIn

4. Youtube

5. Twitter

Facebook Marketing



Facebook isn't new, and neither is the idea that every business needs a Facebook presence.

However, a lot has changed since Facebook first entered the marketing scene. Today, the world's largest social network can do things many of us would never have dreamed of 10 years ago: host 360-degree videos, sell products via a chatbot, or even serve as a top news source for two-thirds of the adult population.

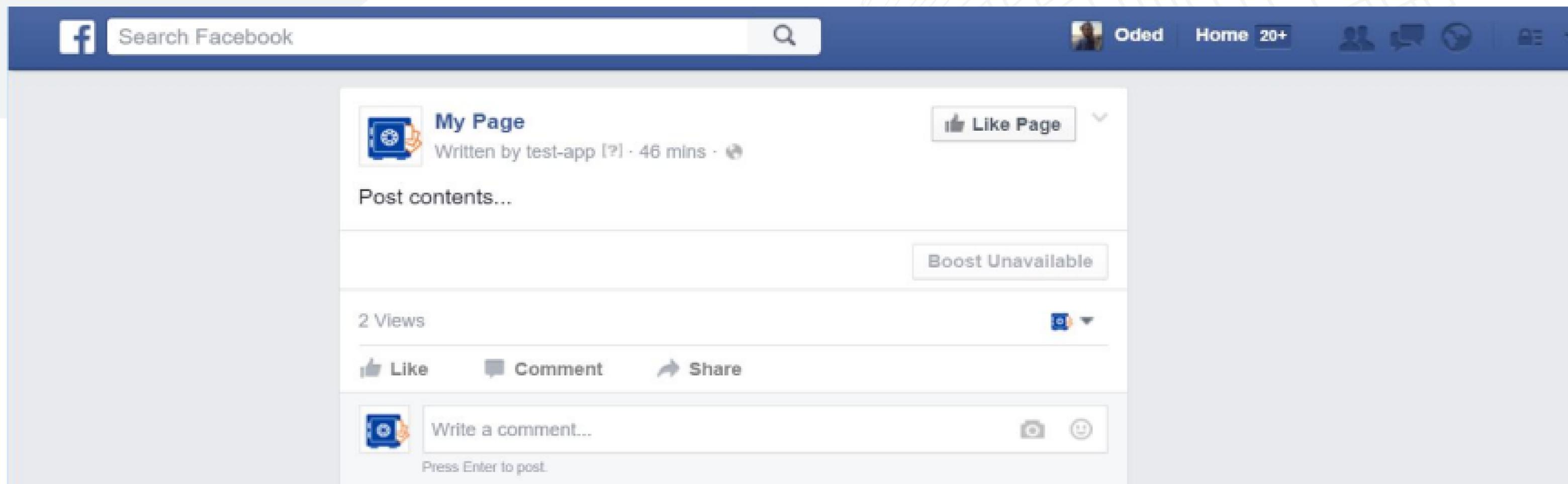
Facebook has 1.56 billion daily active users. Let's put that in perspective. That's nearly 5X the population of the United States, 20% of the world population ... and still climbing.

So imagine the social influence achievable through Facebook in terms of your peer effects, eCommerce business, referrals, customer relationships, reputation, brand awareness, and much more (let alone, in combination with other social media platforms you market through).

It's not only the sheer number of people but the amount of attention Facebook owns. Overall, the average user spends almost an hour per day on Facebook. Considering the average person sleeps eight hours a day, that means about 7% of our waking hours are spent with our eyes glued to the social network.

How, do you use Facebook to benefit your business?

- **Facebook Pages are the gateway for businesses to market to this holy grail of users. A Facebook Page is a public presence similar to a personal profile but allows fans to “like” the business, brand, celebrity, cause, or organization. Fans receive content updates from the Page on their News Feed, while the business can raise brand awareness, deploy and track advertising, collect detailed audience insights, and chat with users who seek customer service.**
- **Below you'll find everything you need to know to become a master Facebook marketer. No matter if your business has had a Page for years or you're just getting started, this comprehensive guide is for you.**
- **Read along, email it to yourself or bookmark it for later, or jump to the section that interests you most**



How to Set Up a Facebook Page?

1. Create a Facebook Page

As you probably know, the majority of Facebook is made up of personal profiles. However, if you're a business looking to establish your presence on the social network, you'll need to create a Page instead. Pages are Facebook's equivalent of a business profile. Pages look similar to profile pages but show specific information only applicable to businesses, organizations, and causes. Whereas you connect with a profile by adding them as a friend, you connect with a business Facebook Page by "liking" it and becoming a fan. If you create a personal profile for your business instead of a Page, you run the risk of getting it shut down by Facebook.

To get started building your own Facebook Page, go to <https://www.facebook.com/pages/create/>.

There, you'll have two categories to choose from:

- 1. Business or Brand**
- 2. Community or Public Figure**

2. Add Photos

➤ Add a Profile Picture

The first step to giving your Facebook Page an identity is adding a profile picture. This will serve as the primary visual for your Page, appearing in search results and alongside any of your content that shows up in a user's News Feed. Most publishers suggest creating a photo that's **180 x 180** pixels, however increasing this slightly will help maintain quality. If you don't upload an image that is already square, you'll be prompted to crop.

➤ Add a Cover Photo Next,

Facebook will suggest you add a cover photo. A cover photo is a large, horizontal image that spans the top of your Page. It should express your Page's identity and can be updated often based on special offerings, campaigns, or seasons.

To upload a cover photo, click the "Add a Cover Photo" option in the welcome menu. The official dimensions of a cover photo are **851 x 315** pixels. However, if your photo is not exact, you'll have the option to drag to reposition the photo. Press "Save".

3. Add a Short Description

Your Page is starting to come together with some beautiful imagery. Next, you'll need a description to let your audience know what your business is all about.

Click "Add a Short Description" under "Welcome to Your New Page" to get started. Add one to two sentences (or **255 characters max) about your business. This description will appear both on your Page and in search results, so keep it descriptive but succinct. But don't be afraid to show a bit of your brand's personality!**

Alternatively, you can edit your description by clicking on "About" in the left menu. There you'll find the option to include a phone number, website, email, mission, and more.

4. Create a Username for Your Page

The last step on the welcome menu is to create a username for your Page. Your username will appear in your custom Facebook URL (also known as a vanity URL) to help people easily find and remember your Page. You'll have 50 characters to come up with a unique name not being used by another business.

5. Add Your Page to Shortcuts

We finished the four steps from Facebook's welcome menu, but there are still a few things you can do to customize your Page. For example, every Facebook user has a vertical navigation bar to the left of their News Feed. By adding your Page as a shortcut here, you'll always have easy access. Go to your News Feed and click on "Edit" next to "Shortcuts" in the left vertical navigation to make it easy to navigate to your Page in the future.

6. Set Up Page Roles

With the basic skeleton of your Page complete, there's an important step you'll want to take before you send the Page out to the world ... or even your co-workers. Remember how Facebook creates business Pages separate from personal profiles? One benefit of this is that multiple people from an organization can edit and post from the Page without sharing login credentials. But that also means you need to designate who has what levels of editing access. That's where Page Roles come in.

On the top navigation bar, locate "Settings."

Click on **“Page Roles”** in the left navigation bar. There are a few options when adding a collaborator:

Admin: Admins can manage all aspects of the Page, meaning they can send messages, publish as the Page, respond to or delete comments, create ads, see which admin published a specific post and assign Page roles. This person would have all the same permissions as the creator of the Page. Choose wisely.

Editor: Editors have the same permissions as Admins except for one key difference: editors can't assign Page roles to other people.

Moderator: Moderators can send messages and respond to and delete comments, but they can't publish them on the Page. They do have access to create ads.

Advertiser: Just as it sounds, advertisers can create ads and view insights.

Analyst: Analysts don't have any publishing power whatsoever, but they can see which admin published a specific post and view insights.

Jobs Manager: Jobs Managers can do everything that an Advertiser can do as well as publish and manage jobs.

7. Customize Your Notifications

While you're in the settings menu, jump up to “Notifications.” This section allows you to customize how you receive alerts for activity on your Page. For example, you could choose to get a notification every time there is an activity or just get one notification every 12 to 24 hours.

8. Add a CTA Page

One of the top benefits of having a Facebook Page for your business is the ability to attract an audience you might not have been able to reach with a traditional website. However, the typical buyer's journey doesn't end on Facebook. Starting in December 2014, Facebook allowed Pages to include a call-to-action button at the top of the Page. To create one, click “+ Add a Button” below your cover photo. You can choose from an array of choices depending on if you want to view or book a service, get in touch, make a purchase or donation, download an app, or simply learn more.

Click “Next” and choose a link for the CTA to lead to, such as your homepage, Messenger, a landing page, or a video.

9. Organize Your Page Tabs

Want to take your business Page to the next level? Add custom tabs to tailor what content users see when they visit your Page. For example, when you visit Starbucks' Page, there's an option to browse photos, see open jobs, visit its Pinterest account, or find a store near you.

To change the tabs on your Page, go to "Settings" > "Templates and Tabs". You can choose to use Facebook's default tabs, or you can add additional ones. You can also create a custom app via the Facebook Developer portal.

10. Verify Your Page

Have you ever noticed a tiny Gray or blue checkmark next to the names of some businesses and brands? Depending on how you categorized your Page, you could be eligible for a verification badge. A blue badge means that Facebook has confirmed an authentic Page for a public figure, media company, or brand. A Gray badge means that Facebook has confirmed an authentic Page for a business or organization.

10. Verify Your Page

A verification badge is by no means necessary, but it does add a sense of authority to your Page and business. This could be particularly important for businesses in eCommerce or online services looking to build trust with potential customers and initiate transactions online. To ensure you're eligible, confirm that your Page has a profile picture and cover photo. Go to "Settings" > "General". There you'll find "Page Verification" where you can enter your publicly listed phone number, country, and language. You'll receive a call with a verification code. The blue check badge is only available to some public figures, celebrities, and brands. Unfortunately, it's not possible to request a blue badge.

Facebook Image Sizes

As we covered in your Page setup, there are a few types of images you can post to Facebook, each with its size specifications:

Profile Picture: 180 x 180

Cover Photo: 820 x 312

Timeline image: 1200 x 630 (The ratio is more important than the size. Keep a 1:9:1 ratio.)

How to Run Facebook Ads: A Step-by-Step Advertising on Facebook

When setting up a paid Facebook ad, there are a lot of boxes to be checked.

Are you targeting the right people? Are your image dimensions to scale? Are you running the right type of ad? If we're being honest, it can get a little confusing.

Facebook offers a variety of paid ad options and placements, but all ads can be broken down into three elements:

- **Campaigns:** The campaign houses all of your assets.
- **Ad-sets:** If you're targeting separate audiences with different characteristics, you'll need an individual ad set for each.
- **Ads:** Your actual ads live within your ad sets. Each ad set can hold a variety of ads that vary in colors, copy, images, etc

How to Run Facebook Ad



- **Create an account with Facebook Ads Manager.**
- **Start creating an ad through Facebook's Ads Manager.**
- **Choose an objective.**
- **Choose your audience.**
- **Set your budget.**
- **Create your ad.**
- **Monitor your ad's performance metrics.**
- **Reporting on Facebook ad performance.**

1. Create an account with Facebook Ads Manager

Facebook's Ad Manager is a sophisticated dashboard that provides users with an overview of all their campaigns.

Upfront, the dashboard highlights an estimate of how much you're spending each day. The dashboard is organized by columns, which makes it easy to filter through your ads so you can create a custom view of your results. Key numbers like reach, frequency, and cost are readily available, making reporting on performance a no-brainer.

To use the Facebook Ads Manager, you'll need a Facebook Business Page. This is because you can't run ads through personal profiles.

Then, follow these steps:

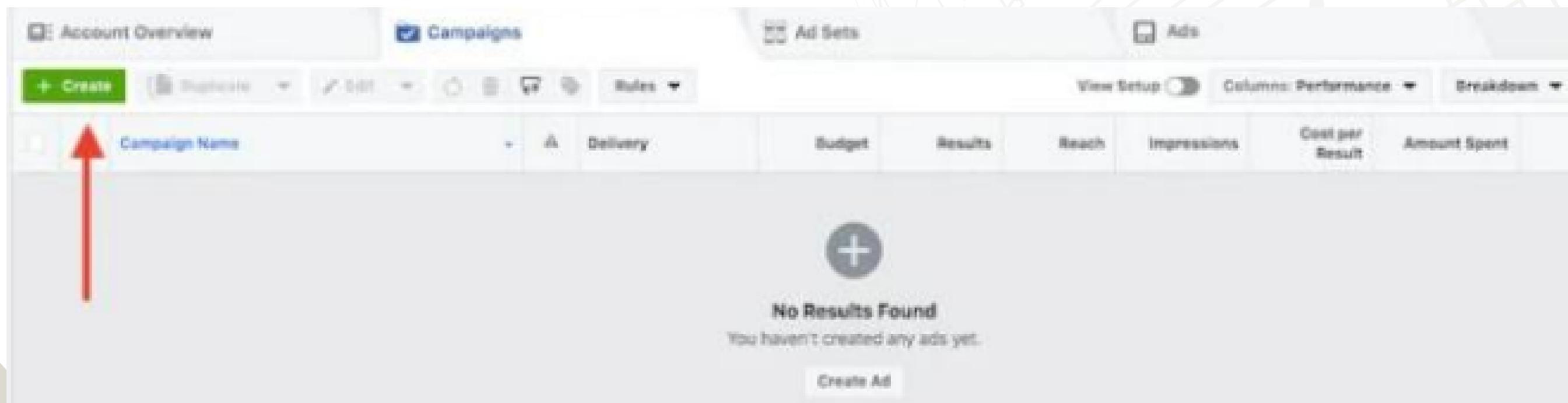
- Navigate to <https://www.facebook.com/business/tools/ads-manager>.**
- Click the button that says "Go to Ads Manager."**
- Confirm your information on the ad account setup page.**
- Set up your payment method. ➤ Save changes.**

Once set up, the Ads Manager becomes the control center for your Facebook ads.

2. Start creating an ad through Facebook's Ads Manager:

Once you log into the Ads Manager, you'll see a performance dashboard where all of your campaigns, ad sets, and ads will be listed including the results they've driven for your Facebook page. Unless you've already created an ad for your Facebook page, this dashboard will be empty.

To create a new campaign, ad set, or ad through the Facebook Ad Manager, tab over to the type of ad you want to create and click the green "Create" button to the far left of these ad types, as shown below. You can see from this screenshot that we're currently set to create a new campaign.



3. Choose an objective:

Facebook's Ads Manager, like many social media advertising networks, is designed with your campaign objective in mind. Before getting started, Ads The manager will prompt you to choose an objective for your campaign:

Facebook ad campaign objective

There are 11 different objectives to choose from. The list includes everything from general brand awareness, to getting installs of your app, to increasing traffic to your online store.

By choosing one of these objectives, you're giving Facebook a better idea of what you'd like to do so they can present you with the best-suited adoptions. Facebook's adoptions include:

➤ **Brand awareness**

➤ **Reach**

➤ **Website traffic**

➤ **Engagement**

➤ **App installs**

➤ **Video views**

➤ **Lead generation**

➤ **Messages**

➤ **Conversions**

➤ **Catalog sales**

➤ **Store traffic**

Let's say, for sake of this blog post, you're looking to drive more traffic to your website. When you select this option, Facebook will prompt you to enter the URL you're looking to promote. If you're using marketing automation software, be sure to create a unique tracking URL with UTM parameters for this to ensure that you'll be able to keep track of traffic and conversions from this ad. For HubSpot customers, this can be done using the Tracking URL Builder. Once selected, Facebook will then display the ad that makes the most sense in terms of achieving this objective.

4. Choose your audience:

Your next step is to configure your target audience -- you can do this for each ad set that belongs to the same campaign. If you're just starting with paid advertising on Facebook, you'll likely have to experiment with several different targeting options until you reach an audience that fits just right.

To help you narrow your focus, Facebook's targeting criteria are accompanied by an audience definition gauge. This tool -- located to the right of the audience targeting fields -- takes all of your selected properties into consideration in order to come up with a potential reach number. If you're wavering between choosing a specific audience over a broad one, consider your objective. If you're looking to drive traffic, you'll probably want to focus on the type of people you know will be interested in your offering. However, if you're looking to build brand awareness or promote a widely appealing offer, feel free to focus on a more general audience.

Facebook's built-in targeting is vast, including options such as:

- **Location**
- **Age**
- **Gender**
- **Languages**
- **Relationship**
- **Education**
- **Work**
- **Financial**
- **Home**
- **Ethnic Affinity**
- **Generation**
- **Parents**
- **Politics (the U.S. only)**
- **Life Events**
- **Interests**
- **Behaviors**
- **Connections**

You also have the option to select a Custom Audience - this allows you to target people on Facebook who are in your company's contact database, visited a page on your website that has a tracking pixel, or uses your app or game. To learn more about how to set up a Custom Audience on Facebook, check out these instructions. (And for more on the specifics of these criteria, visit this Facebook targeting resource.)

Once you find a group that responds well to your ads, Facebook allows you to save these audiences to be used again later -- so you may not need to dive into this step once you've been running Facebook ads for a while.

5. Set your budget:

Facebook allows you to set either a daily budget or a lifetime budget. Here's how they differ from each other:

Daily budgets: If you want your ad set to run continuously throughout the day, this is the option you'll want to go for. Using a daily budget means that Facebook will pace your spending per day. Keep in mind that the minimum daily budget for an ad set is INR 100 and must be at least 2X your CPC.

Lifetime budget: If you're looking to run your ad for a specified length of time, select lifetime budget. This means Facebook will pace your spending over the period you set for the ad to run.

This section allows you to specify a few things:

Schedule

Choose whether or not you want your campaign to run immediately and continuously or if you want to customize the start and end dates. You can also set parameters so that your ads only run during specific hours and days of the week.

Optimization & Pricing

Choose whether or not you want to bid for your objective, clicks, or impressions. (This will alter how your ad is displayed and paid for.) By doing so, you'll pay for your ad to be shown to people within your target audience that are more likely to complete your desired action, but Facebook will control what your maximum bid is. If you don't want Facebook to set optimal bids for you, you'll want to opt for manual bidding. This option awards you full control over how much you're willing to pay per action completed. However, Facebook will provide a suggested bid based on other advertisers' behavior to give you a sense of what you should shoot for.

Delivery

Delivery type falls under two categories: standard and accelerated. Standard delivery will show your ads throughout the day, while accelerated delivery helps you reach an audience quickly for time-sensitive ads (Note: this option requires manual bid pricing)

6. Create your ad

What do you want your ad to look like? It all depends on your original objective.

If you're looking to increase the number of clicks to your website, Facebook's Ad Manager will suggest the Clicks to Website ad options. That makes sense, right?

This ad option is broken down into two formats: Links and Carousels. Essentially, this means that you can either display a single image ad (Links) or a multi-image ad (Carousel) with three to five scrolling images at no additional cost.

Once you decide between the two, you'll need to upload your creative assets. It's important to note that for each type of ad, Facebook requires users to adhere to certain design criteria.

For single image ads, Facebook asks that users adhere to the following design recommendations:



Text: 125 characters

Ad Headline: 25 characters

Image ratio: 1:9:1:1

Image resolution (including CTA): 1080 x 1080 pixels

For multi-image ads -- also known as Carousel Ads -- Facebook provides the following design recommendations:

Recommended image size: 1080 x 1080 pixels

Picture ratio: 1:1

Text: 125 characters

Headline: 40 characters

Link description: 20 characters

Your image may not include more than 20% text.

- **Keep in mind that these are the adoptions for the "Traffic" objective.**
- **If you selected "boost your posts," you'd be presented with different ad options like the Page Post Engagement: Photo ad. This ad has a unique set of design recommendations.**

7. Monitor your ad's performance metrics

Once your ads are running, you'll want to keep an eye on how they're doing. To see their results, you'll want to look in two places: the Facebook Ad Manager and your marketing software.

According to Facebook, here are some of the key metrics to look for (and their definitions):

Performance: It can be customized further to include metrics like results, reach, frequency and impressions.

Engagement: It can be customized further to include metrics like Page likes, Page engagement, and post engagement.

Videos: It can be customized further to include metrics like video views and avg. % of videos viewed.

Website: It can be customized further to include metrics like website actions (all), checkouts, payment details, purchases and adds to the cart.

Regardless of which of these metrics you use to measure the success of your advertising efforts, you can find the data in the Ads Manager.

As you analyze, you'll be thinking about your data in four main ways, depending on how granular you need to get:

- **The account level**
- **The campaign level**
- **The ad set level**
- **The ad level**

➤ **The Account Level**

This gives a high-level view of performance across all campaigns. You'll find aggregate data that gives you a bird's eye view.

Simply navigate to the ads manager and click Account Overview. From there, you'll be able to customize the metrics you want to see drill downtime ranges and more.

➤ **The Campaign, Ad Set, or Ad Level**

You can also get far more specific with your analysis by checking the performance of campaigns and even down to individual ads. This can help you figure out which messaging, audiences, and collateral are resonating the best. All you have to do is navigate to the Campaigns, Ad Sets, or Ads tabs next to Account Overview in the ads manager.

8. Reporting on Facebook ad performance

You can receive custom reports via email as well.

Here's how to set it up:

- **Navigate to Analyze and Report through the upper main menu.**
- **Choose Ads Reporting.**
- **Select Create Custom Report.**
- **Select and open a saved report.**
- **Choose Save As next to the save icon. Give your report a name and check Schedule Email.**
- **Follow the prompts to edit and confirm your reporting preferences.**

- **While there are certainly a lot of details to keep straight when planning a paid Facebook ad, you mustn't lose sight of the big picture. Reporting on clicks and conversions from Facebook is important. However, if you're using URLs with specific UTM codes, you have an opportunity to measure your ads' full-funnel effectiveness using your marketing software.**
- **Tracking URLs will help your marketing software keep track of how many leads, or better yet, how many customers you've gained from your advertising efforts. This information is useful in determining the ROI from this source, and can also be used to inform your overall Facebook marketing strategy.**
- **Now that you know how to set up an ad, it's time to create one of your own so that you can spread brand awareness on Facebook and generate traffic and leads from your ideal prospects on the platform.**

Instagram Marketing



It's crystal clear that Instagram isn't just for personal use anymore. It's now a global platform that allows brands to humanize their content, recruit new talent, showcase products, and inspire their audience.

Moreover, Instagram users aren't just active – they're engaged. About 59% of the platform's active users visit the site daily, and spend at least 7 hours per week browsing content and interacting with friends and brands.

Instagram can also help you grow your brand awareness and introduce new products. Every month, 130 million Instagram users engage with shopping content. Instagram allows you to promote your brand and product in a friendly, authentic way without hard selling to your customers.

Why Market on Instagram?

- **Instagram's primary advantage over other social media platforms is its visual nature. If you have a business that benefits from the design of your product or if you have a service that has a visibly noticeable result, Instagram is the best platform to showcase that content.**
- **Video, imagery, and illustration are all great content fit for this social media platform, but your marketing strategy will ultimately determine what type of content to publish and how often to post it. Establishing a strategy before diving right into a new social media platform, no matter how well it works for everyone else's business, will keep you focused on your goals and – most importantly – your audience.**

Build Your Instagram Marketing Strategy

- **Set your goals for Instagram**
- **Determine your Instagram target audience.**
- **Conduct a competitive analysis.**
- **Configure an editorial calendar**
- **Build a consistent brand on Instagram**
- **Grow your Instagram follower base**

Promote Your Business on Instagram



Once you establish a dedicated follower base, you can start converting those followers into paying customers. Here are some strategies.

Promotions: Deals, discounts, BOGOs, and other offerings are a great way to drive first-time sales with your Instagram audience. Be sure to include what your followers need to do to receive the offer, and mention a deadline to create a sense of urgency.

Contests: What better way to make someone a customer than by letting them try your product? Run contests that require someone to follow your account or post with a hashtag to enter.

Charity: 81% of millennials expect companies to make a public commitment to charity. Doing so can build affinity for your brand and help turn followers into customers. For example, Gap partnered with The Global Fund to help fight AIDS in Africa. Since 2006, it has helped raise over \$130 million.

Teasers: Instagram is a great platform to show your audience glimpses of new products before they're available. While you don't want to spam your followers' feeds with only product photos, a few images can build excitement

How to Create an Instagram Business Account

Step 1: Open the Instagram app and click Sign Up With iPhone or Email

Step 2: Enter your account details.

Step 3: Pick a username.

Step 4: Choose a profile picture.

Step 5: Next up – is your Instagram bio. (Max - 150 Characters)

Step 6: Adjust your settings. Account › Switch to Professional Account

Step 7: Switch to a business or creator account

Privacy › Account Privacy

Types of Instagram Posts:

- **Pictures**
- **Reposts From Employees**
- **Educational Posts**
- **Influence Posts**
- **Motivational Posts**
- **Newsjacking (Trending Holiday Posts)**

How to Create an Instagram Ad?

If you've ever set up a Facebook ad, you know the drill setting up Instagram ads is done through Facebook's ad platform.

- **To create your ad, select a current Instagram post you'd like to boost or create a new one in Facebook Ad Manager.**
- **If you haven't run ads through Facebook before, you'll first need to set up an account.**
- **You'll also need to claim your Instagram Business account to link it to your Facebook page.**
- **To claim your Instagram account, go to your Business Manager and, on the left side of the page, hover over the menu to click Instagram Accounts.**
- **Then click on Claim Instagram Account. Add your account information and click Next.**
- **Rest you can manage from Facebook Ads Manager.**

Instagram Marketing Helps You Grow Better

- **With one billion monthly active users, there's no denying Instagram's power and reach. What was once a simple photo sharing app has transformed into an immersive social experience that allows users to explore a company's visual identity.**
- **Instagram users value high quality content. Create visuals that provide your audience with interesting information or showcase your brand in a new, unique way. Optimize your content by writing entertaining captions that engage..**
- **Creating and maintaining a platform that captures your brand's visual identity may seem intimidating, but Instagram makes it fun and easy. Follow our guide and get inspired to make the most out of your Instagram marketing strategy.**

LinkedIn Marketing



LinkedIn is a business oriented social networking site launched in 2003. It has 300+ million users across the world. It is available in 20 languages. It allows users to create and customize profiles and connect with people having similar interest areas.

Presently, it is the largest platform for social networking, assisting people with job opportunities. Jobseekers can connect and follow hiring managers and can update their profiles in a defined fashion to get easily discovered.

One can follow a company, get notifications, bookmark jobs, like and comment on others' posts, and invite others on LinkedIn. The best part of LinkedIn is that you can see your recent visitors and endorse others' skills.

LinkedIn Marketing



LinkedIn is a professional networking platform and it has all the features of a great marketing opportunity provider. Here you interact with people who mean business. To market through LinkedIn, you need to do the following -

- Build a robust business page that displays your products and services in a compelling format.**
- Invite customers and vendors to follow and recommend your page.**
- Launch a group that is related to your business. It can attract significant traffic.**
- Reach your audience through targeted advertising.**

LinkedIn is a powerful social media tool. You just need to follow its policies and best practices.

Connect with Your Customers

You can use LinkedIn to connect with other users and convert them into your clients. To do so, you need to -

- Maximize your links that direct to catchy pages. These links can lure users to take interest in your products or services.**
- Invite more and more people. Connect to even second degree connections. Message them frequently. Keep interactions open.**
- Make your profile professional. It imbibes the faith of your invitees in your business..**
- Stay current. Allow people to know what you have to offer and what advantages they can seek from you.**

Promote Your Business on LinkedIn



LinkedIn is a valuable marketing tool. It involves targeting your network and creating more links from it. You can use the following tips to draw maximum benefit from LinkedIn –

- Search for highly targeted customers. Set filters to refine your search so that they meet your business criteria.**
- Stay updated and focus on customers. Keep in touch with them by messaging, feed, etc.**
- Post quality content. Keep posting new and correct information about your business. Make it viral.**
- Use sponsored posts to reach the right audience.**
- Connect to relevant groups and circles and encourage your employees to be a part of it.**
- Customize your company page to make it compelling and descriptive. Use images, colors, and clips to describe what you have to offer.**
- Pay attention to your profile. Address in the first person and make your points clear and succinct.**
- Maintain a good relationship with your clients. Nurture your specific connection without forcing yourself on it.**

Create an Ad Campaign



To create an Ad campaign on LinkedIn, you need to log on to LinkedIn. Thereafter, follow the steps given below -

- **Select 'new campaign' and 'start New'.**
- **Give a name to your campaign.**
- **Choose your desired language.**
- **Choose your media type - basic, video, etc.**
- **Write your ad copy. Use 25 characters for the heading and 75 characters for the Body.**
- **Include the desired call to action that is bindable to convert.**
- **Choose demographic areas and locations you want your ad to be targeted.**
- **Choose payment methods between cost per click and cost per impressions.**
- **Set a daily budget. This is the amount you are willing to pay on paid marketing through LinkedIn per day.**
- **Decide conversion metrics and trace them regularly to get the scope of improvement.**

Grow Your Business through LinkedIn Marketing



LinkedIn has 300+ million users. It is an ideal platform to showcase your services and demonstrate your expertise. LinkedIn offers plenty of options to grow a business. Some of them are stated below –

- Hire new talent for your business.**
- You can establish credibility by discussing topics relevant to your business. Thus, you can demonstrate the expertise of your company.**
- You can reach a cream prospect. You can reach the top people who can support your business.**
- If you are using LinkedIn to market your products and services, then you have a wide reach to incur traffic.**
- You can expand your market base by constantly promoting your products and services.**

YouTube Marketing

Let's talk about YouTube. Chances are we've all spent a wasted afternoon watching one silly cat video after another.

YouTube has always been a source of entertaining content, but it's also staking its claim as an essential tool for marketers. More than half of all marketers (55%) use YouTube as part of their marketing strategy.

You may be thinking: "That's great, but my audience isn't on YouTube." Well, think again.

Not only is your audience on YouTube, but as the internet's second largest search engine, YouTube can help improve your SEO and overall brand presence. YouTube allows marketers to present unique content that's easy for viewers to consume and share.

YouTube marketing can be an intimidating tool for brands. It combines a strategic principle SEO with one of the most resource intensive forms of media video. That's why we've created this complete guide for YouTube pros and newcomers alike. Below we'll walk through each step of marketing on YouTube from how to create a YouTube channel and optimize videos for SEO to how to run a YouTube advertising campaign and interpret video analytics.

Read along, bookmark it for later, or jump to the section that interests you most.

How to Create a YouTube Channel

Creating a Google Account

- **Step 1: Visit Google and click Sign in in the upper right hand corner.**
- **Step 2: Click on Create Account at the bottom of the page.**
- **Step 3: You'll see an option pop up to create an account for yourself or to manage your business. Since your YouTube account will be for your business, choose To manage my business.**
- **Step 4: To officially create your Google account, enter your name and desired email and password before clicking Next. Then, enter a recovery email and your birthday, gender, and phone number.**
- **Step 5: Finally, agree to Google's Privacy Policy and Terms of Service and verify your account with a code sent via text or phone call. Congratulations! You're now the proud owner of a Google account.**

Creating a YouTube Account

Step 1: Visit YouTube. In the upper right-hand corner, note that you're probably already logged into your new Google account. (If you're not, click Sign in and enter your new Google account username and password.)

Step 2: Once you've signed in, click your account module and click Your channel in the drop down menu.

Step 3: You'll see two options for creating your channel. Choose to Use a custom name.

Step 4: Now, you should be prompted to create your channel name.

Customizing Your YouTube Brand Account



Step 1: Click on Customize Channel to get started.

Step 2: Add a channel profile picture and channel art. These will be the first parts of your YouTube account that users see when visiting, so be sure to use images that are easily recognizable and consistent with your overall branding.

Step 3: To add a profile picture, click on the default profile picture in the upper left hand corner of your channel to upload an image.

Step 4: Next, upload your banner image and video watermark.

After you have customized the visual elements for your channel, click Basic info to add a channel description, a company email, and links to your company website and other social platforms.

- **With the basic profile complete, it's time to add a few finishing touches. Before we move on, you should know that you can customize the way your YouTube channel looks to subscribers and unsubscribed visitors.**
- **This means that unsubscribed viewers would see different featured content than dedicated, subscribed viewers. Pretty cool, right?**
- **One of the main ways you can take advantage of this feature is by adding a channel trailer for people who haven't subscribed and adding a featured video for returning subscribers.**
- **Adding a trailer or a featured video shares the same process, so follow the steps below to do both.**
- **Pro Tip: You'll want to record two different videos if you plan to have separate content for each audience.**



Step 1: Start by uploading your first video to YouTube. Select Content in the menu on the left side. Then, click Upload Videos.

Step 2: Select a video file from your computer that you would like to appear as a trailer to people who aren't yet subscribed to your channel.

Step 3: Follow the prompts on the screen to process, customize, and publish your video. Now that your first YouTube video has been published, it's time to add it as a trailer for potential subscribers to see when they visit your channel.

Step 4: Head back to Your channel and select Customize Channel.

Step 5: Select Add Channel trailer for people who haven't subscribed.

Step 6: Select your uploaded trailer from the library of videos you've uploaded.

Step 7: Click Publish to share the new trailer with your potential subscribers.

Setting Permissions for Your YouTube Brand Account



Before you start implementing your YouTube marketing plan, you should decide who on your team will need access to the account. Granting access to team members will allow them to help manage the channel through their own Google accounts.

When you grant access to a Google account, there are three options for roles:

Owner: Owners have full editing power over all company Google properties. They can add or remove managers, edit business information, respond to reviews, and more.

Manager: Managers have the same editing powers as Owners, except they cannot add or remove page roles or remove listings. Anyone editing a YouTube channel must be a Manager or an Owner.

Communications Manager: Communications Managers can respond to reviews and do several other actions but they cannot use YouTube's video manager, upload content, or view analytics.

Step 1: To add individuals to your account, tap your Google account icon in the upper right hand corner to open the drop down menu and go to right-handings.

Step 2: Click Add or remove manager(s).

Step 3: Click Manage Permissions.

Step 4: Select the people icon in the upper right hand corner to invite new users. To grant permission to a person, enter their Gmail address and indicate their role.

YouTube Brand Guidelines

Your YouTube channel is an extension of your brand, and it should be treated as such. As you create and customize your channel, follow these YouTube brand guidelines so you can properly establish your channel's identity and begin to attract subscribers.

Channel name: Your channel name is associated with every single video you publish. Make sure it's correct and consistent with your other social media sites and overall branding.

Channel icon: Google recommends uploading an 800 x 800 px square or round image. Your channel icon is similar to a Facebook profile picture. This image will be used across all of your Google properties including Gmail. Consider using a company logo or, if you are a public figure, a professional headshot.

Brand visuals: Upload a 2560 x 1440 px image that will scale well across a desktop, tablet, mobile, and TV.



Channel description: Your description should provide more information on your company and explain what type of video content you plan on sharing. Search engines look at your description when determining how to rank your profile, so incorporate relevant keywords in your overview. We'll talk more about how to optimize specific video descriptions below.

Channel trailer: Your trailer should be short and sweet (around 30 to 60 seconds). Focus on showing visitors what your channel is about and what they can expect to see in your videos. Your trailer won't be interrupted by ads, which will keep the user focused on why they should watch more videos from your brand. In the end, don't forget to encourage them to subscribe.

Channel URL: Your channel may be eligible for a custom URL if you have over 100 subscribers, a channel icon, channel art, and is more than 30 days old. Learn more about custom YouTube URLs [here](#).

Channel links: Link to all other social media accounts and relevant websites from the "About" section of your channel. Make it easy for subscribers to connect with you elsewhere.

How to Optimize Your YouTube Videos for SEO



How to Optimize Your YouTube Videos for SEO Now that your YouTube channel is up and running, let's talk about search optimization.

Remember how we mentioned that YouTube is the second largest search engine?

While creating engaging content is a must, it's not the only factor for success. There are several things you can do to optimize your videos to rank highly on both YouTube and within the Google search results.

The first step to becoming a YouTube marketing pro is creating and optimizing your video's metadata. Simply put, metadata gives viewers information about your video, which includes your video's title, description, tags, category, thumbnail, subtitles, and closed captions.

Providing the right information in your video's metadata ensures that it is properly indexed by YouTube and appears when people are searching for videos like yours.

Be succinct and straightforward when filling out your metadata your content could be removed if you try to promote it with unrelated keywords.

Title

- **Just like with on page SEO, it's important to optimize your video's title and description.**
- **Do some keyword research to better understand what viewers are searching for.**
- **Include the most important information and keywords at the beginning of your title.**
- **Keep titles to around 60 characters to keep text from being cut off in results pages.**

Description

- **YouTube will only show the first two to three lines (**about 100 characters**) of your video's description.**
- **Consider including the video transcript in the description, too.**
- **Video transcripts can greatly improve your SEO because your video is usually full of keywords.**
- **Add a default channel description that includes links to your social channels, video credits, and video specific time stamps.**
- **You can also include #hashtags in your video titles and descriptions just be sure to use them sparingly.**

Tags

- **Highlight the main keywords in your tags.**
- **Tags associate your video with similar videos, which broadens its reach.**
- **When tagging videos, tag your most important keywords first and try to include a good mix of more common keywords and long tail keywords.**

Category

- **After you upload a video, YouTube will allow you to choose a video category under Manage Videos.**
 - **Video categories group your video with related content on the platform.**
 - **To select a category, choose Category from the dropdown list under Edit.**
1. **YouTube allows you to sort your video into one of the following categories: Film & Animation, Autos & Vehicles, Music, Pets & Animals, Sports, Travel & Events, Gaming, People & Blogs, Comedy, Entertainment, News & Politics, How to to & Style, Educations, Science & Technology, and Non profits & Activism.**

Thumbnail



- **Video thumbnails are the main images viewers see when scrolling through a list of video results, and yours can have a large impact on the number of clicks and views your video receives.**
- **YouTube will auto-generate a few thumbnail options for your video, but we highly recommend uploading a custom thumbnail.**
- **YouTube reports that “90% of the best performing videos on YouTube have custom thumbnails”.**
- **When filming, think of high quality shots that accurately represent your video. YouTube recommends using a **1280 x 720 px** image to ensure that your thumbnail looks great on all screen sizes.**

Note: You must verify your YouTube account to upload a custom thumbnail image. You can do this by visiting youtube.com/verify and entering the verification code YouTube sends you.

SRT Files (Subtitles & Closed Captions)

- **Not only do subtitles and closed captions help viewers, but they also help optimize your video for search by giving you another opportunity to highlight important keywords.**
- **You can add subtitles or closed captions by uploading a supported text transcript or timed subtitles file.**
- **You can also provide a full transcript of the video and have YouTube time the subtitles automatically, type the subtitles or translation as you watch the video, or hire a professional to translate or transcribe your video.**

Step 1: To add subtitles or closed captions, go to Your channel and select Subtitles in the menu on the left side.

Step 2: Once inside your YouTube Studio, click on the video you want to add subtitles to.

Step 3: Choose a video language and confirm your choice.

Step 4: Review the automatic transcript for errors before publishing.

Playlists



- **Are you creating videos around a few specific themes?**
- **Playlists might be the perfect tool for you!**
- **Playlists allow you to curate a collection of videos from both your channel and other channels.**
- **Not only do playlists help to organize your channel and encourage viewers to continue watching similar content, but they also show up separately in search results.**
- **Creating playlists provides you with more discoverable content.**
- **To create a new playlist, go to a video you'd like to add and click **+Add** to under the video.**
- **Next, select Create a new playlist.**
- **Type in the name of the playlist you want to feature and click **Create**.**

8 Types of YouTube Videos to Create

1. Customer Testimonials

2. On-demand Product Demonstration Videos

3. Explainer and Tutorial Videos

4. Thought Leader Interviews

5. Project Reviews and Case Studies

7. Video Blogging

8. Event Videos

Writing Your Video Script

- 1. Define your goal.**
- 2. Create a storyboard and write the lines.**
- 3. Decide on additional multimedia elements.**
- 4. Determine the video length.**
- 5. Pick a filming location (or multiple).**

Understanding YouTube Analytics



YouTube Analytics can seem daunting at first. Let's face it, interpreting a bunch of numbers and strange-looking graphs can be pretty challenging. Thankfully, understanding YouTube Analytics is pretty straightforward once you know your way around it.

1. Determine your goal.

2. Track key metrics

Watch Time and Audience Retention



- Watch time reports the **total number of minutes your audience has spent viewing** your content on your channel as a whole and by video.
- This helps you see what pieces of content viewers are consuming instead of just clicking on and navigating away from.
- Watch time is important because it's one of **YouTube's ranking factors**.
- A video with a higher watch time is more likely to rank higher in results.
- YouTube provides a line item report on watch time, views, average view duration, and average percentage viewed for individual videos, location, publish date, and more.
- A **video's average percentage viewed**, or retention rate indicates the average percentage of a video your audience **watches per view**.
- A higher percentage means there's a higher chance that your audience will watch that video until the end.
- Try placing cards and end screens in videos with a **higher average percentage** viewed rate to improve the **number of views your calls-to-action receive**.

Traffic Sources

- **The traffic sources report shows how viewers are finding your content online.**
- **This provides valuable insight on where to best promote your YouTube content.**
- **For example, you can see if viewers are finding your content through YouTube search or Twitter.**
- **To view more in-depth traffic reporting, click on the overall traffic source category.**
- **This data can help refine your YouTube marketing strategy. Be sure to optimize your metadata based on your findings.**

Demographics

- **The demographics report helps you understand your audience by reporting on their age and gender.**
- **You can then break down age groups and genders by other criteria such as geography.**
- **This report will help you better market to your YouTube audience and understand if your content is resonating with your established buyer personas**

Engagement Reports



- Engagement reports help you learn what content is resonating with your audience.
- Here you can see what viewers are clicking, sharing, commenting on, and promoting.
- You can also see how your cards and end screens are performing in your engagement reports.
- Cards and end screens reports helping you learn what your audience is engaging with so you can optimize your calls-to-action in future videos.

YouTube Marketing Software

1. VidIQ

- VidIQ is a keyword research tool that helps you identify trends and topics to discuss on your YouTube channel.

2. Agora Pulse

- Agora Pulse is a powerful social media management tool that helps you monitor, publish, and collaborate on content.

3. Social Blade

- Competition on YouTube is stiff, but you can get an insight into how you can compete based on your strengths

YouTube Marketing Tips

- 1. Set a publishing schedule and stick to it.**
- 2. Make the upfront investment for publishing the video.**
- 3. Keep your revenue reasonable expectations for the first year.**

Ready, Set, Action!

Benefits of Social Media Marketing:



- **Increased Brand Awareness**
- **More Inbound Traffic**
- **Improved Search Engine Rankings**
- **Higher Conversion Rates**
- **Better Customer Satisfaction**
- **Improved Brand Loyalty**
- **More Brand Authority**
- **Cost-Effective**
- **Gain Marketplace Insights**
- **Thought Leadership**

CONCLUSION: THE IMPORTANCE OF SOCIAL MEDIA IN MARKETING



- **The best way to evaluate the importance of applying social media in marketing is to realize the importance of social media in the everyday life of people who are likely to become your customers.**
- **Social media marketing has become a necessity, one that is imposed on the business by the overall presence and impact social networks have on the users.**
- **Even though social media presence has become a necessity, there are numerous ways to leverage social media presence into improving your business.**

Twitter Marketing



- **Whether pop culture, local or global news, work, or the brands I use and wear, Twitter is a powerful social networking tool and search engine in which I can typically find the latest information about virtually any topic. This also includes updates from the companies and businesses I care about.**
- **Businesses, can market on Twitter to engage users and followers, increase brand awareness, boost conversions, and more (we'll discuss the "more" shortly). Twitter makes it easy to distribute content. And, there are over 326 million average monthly Twitter users globally for you to share that content with.**
- **The thought of reaching hundreds of millions of leads through a free social media platform sounds intriguing, right? But how do you ensure you're generating fantastic content those people will want to interact with?**
- **In this guide, we'll answer that question along with some others including what a Twitter marketing strategy is, how you can use Twitter for your business, and what tips and tricks you can implement to help you improve your marketing efforts on the platform.**

What is a Twitter marketing strategy ?



A Twitter marketing strategy is a plan centered 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**
- **Analyze your impact and results**

What makes Twitter unique?



Twitter is a great marketing tool for several reasons. The platform:

- **Is free to use.**
- **Allows you to share and promote branded content in seconds.**
- **Expand your reach.**
- **Allows you to provide quick customer service and support.**
- **Works as a search engine tool for you to search for your competitors and their marketing content to see which tactics they're using.**
- **Can be used as a search engine tool for prospects to find and learn about your company.**
- **Allows you to converse with your followers, share the latest updates about your company, and address your audience**

How to Use Twitter For Business

- **Customize and brand your profile**
- **Create Twitter Lists**
- **Host a Twitter Chat**
- **Advertise on Twitter**
- **Drive traffic to your website**
- **Use Twitter Moments**
- **Get verified on Twitter**
- **Focus on building your follower count**

As you begin using Twitter for your business, there are some steps you'll want to take to ensure you reach your target audience. Depending on your goals, company size, and industry, you may or may not choose to work through each of the following steps (or you may have already completed some of them), so tailor them to your needs.

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, colors, and any other recognizable and memorable details you want to incorporate. There are a few locations in which you can customize your profile.

Handle: Your Twitter handle is your username (for example, our handle is @XYZ) this should include your company's name so your followers, customers, and fans can easily search and find you on the platform. You create your Twitter handle when you sign up for an account.

Header: The header on your Twitter profile is your background image. You might choose to create a unique image for your header, use your logo, or another branded image.

Profile picture: Your Twitter profile picture represents your company's every move, interaction, post, and tweet on the platform. It's the image that sits above your bio and might include a picture of your logo, company's initials, or CEO.

Bio: A Twitter bio provides everyone who visits your profile with a brief synopsis of what they're about to see in 160 characters or less. It might include your mission statement, a blurb about what your company does, or something humorous and engaging.

Website URL: Beneath your profile picture and bio, there's a location where you can include your URL to direct traffic straight to your website.

Birthday: In the same location as your URL, you can insert your company's birthday or the day when the company was founded so your audience gets to know your business on a more personal level.

2. Create Twitter Lists

A Twitter List which any user can 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.

Twitter Lists are great if you want to follow only specific accounts. You might segment your lists into groups such as business inspiration, competitors, and target audience so you're able to easily review their posts, interactions, and content.

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 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.

Promoted Tweets

Promoted tweets make your tweets appear in the Twitter streams or Twitter search results of specific users. This is a great option for anyone looking to get more people on a specific webpage. Your business will pay a monthly fee as long as you're promoting a tweet.

Twitter will put your promoted tweets in a daily campaign targeting the type of audience you want to reach as previously indicated in your settings. All Twitter users can interact and engage with Twitter Ads the same way they would with your organic content.

Twitter Ads

Twitter Ads is a great option if you're using different types of tweets to achieve one goal for your business. It's ideal if you're looking to grow your base of followers and brand awareness significantly through the platform.

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 several ways to include your website's URL on your profile as well as add links to your web pages and blogs in your tweets. Here are some ways you can use the platform to direct traffic to your website to help you increase your conversions and sales.

Add your website URL beneath your bio on your Twitter profile.

Incorporate links to your website in your tweets.

Retweet any content that includes direct links to your website and/or blogs other people have shared.

Embed tweets on your website with a Twitter Timeline.

Set up Twitter Ads to drive users to a specific landing page on your site.

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.**
- **For example, Twitter's Moments section includes "Today", "News", "Entertainment", and Fun**
- **You can also create your section of Moments for your followers to view on your profile.**
- **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 it will appear next to your handle. This symbolizes an authentic account.

Being verified prevents your audience members from following and being confused by impersonator accounts or accounts with similar content, usernames, and handles to yours. A verified account also makes your business look more legitimate and trustworthy.

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.

Learn how to get more Twitter followers, fast.

- **Ensure your content is shareable.**
- **Use unique hashtags.**
- **Create engaging content (giveaways, contests, questions, surveys).**
- **List the help of Twitter (social media) influencers.**
- **Include links to your Twitter profile on your website.**
- **Interact with your current followers and retweet their content so they're more likely to do the same for you.**
- **Now that we've reviewed how to use Twitter for business, let's cover some tips and tricks you can apply to your profile to improve your marketing efforts on the platform.**

Quick Tips for Twitter Marketing:



- **Use keyword targeting in your Twitter Ads**
- **Implement hashtags**
- **Organize a content-sharing schedule**
- **Create a Twitter campaign**
- **Write a strong bio profile**
- **Use images and videos**
- **Interact with your followers**
- **Share media mentions**
- **Keep an eye on your competitors' Twitter accounts**
- **Focus on followers' interests and needs when creating content**
- **Promote your events**
- **Check your direct messages regularly**
- **Keep track of your analytics**

Start Marketing on Twitter



Twitter is a powerful marketing tool and social media platform any business can take advantage of. It can help you direct more traffic to your website, improve brand awareness, engage your audience, create personal relationships with your followers and customers, boost conversions, and increase your sales. So, consider Twitter for business tactics as well as the marketing tips and tricks mentioned above, and get started sharing content on Twitter to help you grow your business today.