



Competency Based Learning Material (CBLM)

Digital Marketing for Freelancing

Level-3

Module: Applying Social Media Marketing

Code: CBLM-ICT-DMF-02-L3-EN-V1



National Skills Development Authority
Prime Minister's Office
Government of the People's Republic of Bangladesh

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Prime Minister's Office

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The CBLM on “Applying Social Media Marketing” is developed based on NSDA approved Competency Standards and Competency Based Curriculum under Digital Marketing for Freelancing Level-3 Occupation. It contains the information required to implement the Digital Marketing for Freelancing Level-3 standard.

This document has been prepared by NSDA with the help of relevant experts, trainers/professionals.

All Government-Private-NGO training institutes in the country accredited by NSDA can use this CBLM to implement skill-based training of Digital Marketing for Freelancing Level-3 course.

Approved by
---th Authority Meeting of NSDA
Held on -----

How to use this Competency Based Learning Material (CBLM)

The module, Applying Social Media Marketing contains training materials and activities for you to complete. These activities may be completed as part of structured classroom activities or you may be required you to work at your own pace. These activities will ask you to complete associated learning and practice activities in order to gain knowledge and skills you need to achieve the learning outcomes.

1. Review the **Learning Activity** page to understand the sequence of learning activities you will undergo. This page will serve as your road map towards the achievement of competence.
2. Read the **Information Sheets**. This will give you an understanding of the jobs or tasks you are going to learn how to do. Once you have finished reading the **Information Sheets** complete the questions in the **Self-Check**.
3. **Self-Checks** are found after each **Information Sheet**. **Self-Checks** are designed to help you know how you are progressing. If you are unable to answer the questions in the **Self-Check** you will need to re-read the relevant **Information Sheet**. Once you have completed all the questions check your answers by reading the relevant **Answer Keys** found at the end of this module.
4. Next move on to the **Job Sheets**. **Job Sheets** provide detailed information about *how to do the job* you are being trained in. Some **Job Sheets** will also have a series of **Activity Sheets**. These sheets have been designed to introduce you to the job step by step. This is where you will apply the new knowledge you gained by reading the Information Sheets. This is your opportunity to practice the job. You may need to practice the job or activity several times before you become competent.
5. Specification **sheets**, specifying the details of the job to be performed will be provided where appropriate.
6. A review of competency is provided on the last page to help remind if all the required assessment criteria have been met. This record is for your own information and guidance and is not an official record of competency

When working through this Module always be aware of your safety and the safety of others in the training room. Should you require assistance or clarification please consult your trainer or facilitator.

When you have satisfactorily completed all the Jobs and/or Activities outlined in this module, an assessment event will be scheduled to assess if you have achieved competency in the specified learning outcomes. You will then be ready to move onto the next Unit of Competency or Module

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Module Content

Unit Title: Apply Social Media Marketing

Unit Code: OU- ICT-DMF-02-L3-V1

Module Title: Applying Social Media Marketing.

Module Description: This module covers the knowledge, skills and attitudes required to apply social media marketing. It specifically includes the tasks of interpreting social media marketing, practicing Facebook marketing, Instagram marketing, Twitter marketing and Pinterest marketing and LinkedIn marketing.

Nominal Duration: 130 Hours

Learning Outcomes:

Upon completion of this module the trainees must be able to:

1. Interpret Social Media Marketing
2. Practice Facebook Marketing
3. Practice Instagram Marketing
4. Practice Twitter Marketing
5. Practice Pinterest Marketing
6. Practice LinkedIn Marketing

Assessment Criteria:

1. Importance of Social Media Marketing is identified;
2. Types of Social Media Content are interpreted;
3. Social Media Management Tools are identified;
4. Facebook for Business is interpreted;
5. Page and group are Created and Optimized;
6. Ad is created and managed;
7. Facebook Pixel, Standard Events, and Custom Conversions are applied;
8. Facebook insights are interpreted;
9. Facebook Meta is interpreted;
10. Facebook reels are interpreted;
11. Instagram Marketing is interpreted;
12. Bio & Profile Image are created and optimized;
13. Things to Post and When to Post are explained;
14. Roles of Captions & Hashtags are identified;
15. Ways to Convert Instagram Followers to Sales & Leads are executed;
16. Creation of Ads and Analytics are performed;
17. Stories, Reels and IGTV are explained;
18. Twitter Marketing is interpreted;
19. Profile is created and optimized;

20. What to Tweet and How to Interact on Twitter are interpreted;
21. Hashtags & Trends are applied;
22. Ways of growing Followers are explained;
23. Ad is created and managed;
24. Audience Manager & Universal Tag are explained;
25. Twitter Conversion Tracking & Remarketing are interpreted;
26. Twitter Reporting and Analytics are explained;
27. Basic concepts of Pinterest Marketing are interpreted;
28. Profile is created and optimized;
29. Pinterest browser button is added;
30. Business account is created and optimized;
31. Pinterest board is created and optimized;
32. Pinterest Product Pins and Rich Pins are created;
33. Pinterest Tag and Events are interpreted;
34. LinkedIn Marketing is interpreted;
35. Profile is created and optimized;
36. Types of post are interpreted;
37. Post is created;
38. Company Page and Group are created and managed;
39. Ad is created and managed;
40. Sales Navigator is interpreted;
41. Service page is interpreted;

Learning Outcome 1: Interpret Social Media Marketing

Assessment Criteria	<ol style="list-style-type: none"> 1. Importance of Social Media Marketing is identified; 2. Types of Social Media Content are interpreted; 3. Social Media Management Tools are identified
Conditions and Resources	<ol style="list-style-type: none"> 1. Real or simulated workplace 2. CBLM 3. Handouts 4. Laptop 5. Multimedia Projector 6. Paper, Pen, Pencil, Eraser 7. Internet facilities 8. White board and marker
Contents	<ol style="list-style-type: none"> 1 Importance of Social Media Marketing 2 Types of Social Media Content 3 Social Media Management Tools
Training Methods	<ol style="list-style-type: none"> 1. Discussion 2. Presentation 3. Demonstration 4. Guided Practice 5. Individual Practice 6. Project Work 7. Problem Solving 8. Brainstorming
Assessment Methods	<ol style="list-style-type: none"> 1. Written Test 2. Demonstration 3. Oral Questioning

Learning Experience 1: Interpret Social Media Marketing

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about apply social media marketing	1. Instructor will provide the learning materials interpreting social media marketing
2. Read the Information sheet/s	2. Information Sheet No:1- Interpret social media marketing.
3. Complete the Self-Checks & Answer key sheets.	3. Self-Check No: 1- Interpret social media marketing. Answer key No. 1- Interpret social media marketing.
4. Read the Job/ Task sheet and Specification Sheet	4. Job/ task sheet and specification sheet <ul style="list-style-type: none"> ▪ Task Sheet No:1-1: Analyse social marketing strategies and campaigns.

Information Sheet 1: Interpret Social Media Marketing

Learning Objective:

After completion of this information sheet, the learners will be able to explain, define and interpret the following contents:

- 1.1 Importance of Social Media Marketing
- 1.2 Types of Social Media Content
- 1.3 Social Media Management Tools

1.1 Importance of Social Media Marketing

Social media marketing is more important than ever in today's digital world. With platforms like Facebook, Twitter, and Instagram, businesses can reach a wider audience more easily and quickly than ever before. In addition, social media marketing allows businesses to interact directly with customers and potential customers. This builds relationships that can lead to increased sales and loyal customers.

Furthermore, social media provides businesses with valuable insights into customer behavior and trends. With all of these advantages, it's clear that social media marketing is an essential part of any successful marketing strategy.



1.1.1 The Benefits of Social Media Marketing

Social media marketing can be an extremely effective way to promote your business. By creating and maintaining a presence on popular social media platforms, you can reach a large audience of potential customers with relative ease. What's more, social media marketing is relatively affordable, making it a great option for businesses of all sizes.

When used effectively, social media marketing can help you to build brand awareness, generate leads, and boost sales. Additionally, social media can be a great way to connect with your existing customers and create a community of loyal brand advocates. With so many benefits, it's no wonder that social media marketing is one of the most popular marketing strategies around.

1.2 Types of Social Media Content

Social media content can vary widely depending on the platform, target audience, and objectives of the creator. Here are some common types of social media content:

- **Text-based Posts:** These are simple text updates or status updates that convey information, opinions, or prompts for engagement. They can include questions, quotes, announcements, or statements.
- **Images:** Sharing images is a popular form of social media content. It can include photographs, illustrations, memes, infographics, or visual quotes. Images are highly engaging and can quickly grab attention.
- **Videos:** Videos are a dynamic and engaging form of content. They can be short-form (such as TikTok or Instagram Reels), long-form (YouTube), live streams, interviews, tutorials, or animated videos. They allow for storytelling, demonstrations, or entertaining content.
- **Links and Articles:** Sharing links to articles, blog posts, news stories, or external resources is a common form of social media content. It allows users to share valuable information or direct followers to more detailed content.
- **Polls and Surveys:** These interactive content types encourage audience participation. Polls and surveys allow users to gather opinions, conduct market research, or simply engage their audience by asking questions.
- **User-Generated Content:** Encouraging users to generate content related to a brand or a specific theme is a powerful way to engage audiences. It can involve contests, challenges, or simply encouraging users to share their experiences, photos, or testimonials.
- **Influencer Collaborations:** Collaborating with influencers or industry experts to create content can help reach new audiences and increase credibility. Influencers may create sponsored posts, product reviews, or endorse brands through social media content.

- **Stories:** Stories are temporary content that usually lasts for 24 hours. Platforms like Instagram, Facebook, and Snapchat offer story features. Stories can be a mix of photos, videos, stickers, filters, and interactive elements like polls and question boxes.
- **Live Streams:** Broadcasting live video content in real-time allows for real-time interaction with viewers. Live streams can be used for product launches, Q&A sessions, behind-the-scenes looks, events coverage, or tutorials.
- **Memes and Humor:** Memes and humor-driven content are widely shared and can go viral quickly. Creating and sharing humorous content related to current trends or topics can help engage and entertain audiences.

Remember that the suitability and effectiveness of each content type may vary depending on the platform, target audience, and goals of your social media strategy. It's essential to experiment and analyze the response to different content types to find what works best for your specific objectives.

1.3 Social Media Management Tools

Social media management tools are software platforms or applications designed to help individuals or businesses manage, schedule, analyze, and streamline their social media activities. These tools provide a range of features to enhance productivity, save time, and optimize social media marketing efforts. Here are some popular social media management tools:

- **Hootsuite:** Hootsuite is a comprehensive social media management platform that supports scheduling, monitoring, and analyzing social media content across multiple platforms, including Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- **Buffer:** Buffer is a popular tool for scheduling and publishing social media posts. It supports various platforms and provides analytics to track engagement and performance.
- **Sprout Social:** Sprout Social offers a suite of social media management tools, including scheduling, publishing, monitoring, and analytics. It provides a unified inbox for managing social media conversations and offers collaboration features for teams.
- **Later:** Later is primarily focused on visual content scheduling and management for platforms like Instagram, Facebook, Twitter, and Pinterest. It provides a visual content calendar, analytics, and hashtag suggestions.
- **CoSchedule:** CoSchedule is a content marketing and social media management tool that helps users plan, schedule, and promote their content across different platforms. It offers features like a marketing calendar, social media automation, and analytics.
- **SocialPilot:** SocialPilot is a social media scheduling and analytics tool that supports popular platforms like Facebook, Twitter, LinkedIn, Pinterest, Instagram, and Google My Business. It offers features like bulk scheduling, team collaboration, and content curation.

- **Agorapulse:** Agorapulse is a social media management platform that provides features for scheduling, monitoring, and analyzing social media content. It offers social inbox management, social listening, and CRM integration.
- **MeetEdgar:** MeetEdgar is a tool that focuses on automating social media content recycling. It allows users to create a library of evergreen content and automatically shares it at specified intervals.
- **Sendible:** Sendible is a social media management tool aimed at agencies and small businesses. It offers features like content scheduling, social listening, analytics, and team collaboration.
- **Falcon.io:** Falcon.io is an all-in-one social media management platform that provides content scheduling, community management, analytics, and listening tools. It supports various social media platforms and offers CRM integration.

These are just a few examples of the many social media management tools available. The choice of the tool depends on factors like budget, specific requirements, platform support, and scalability. It's recommended to explore the features and pricing of different tools to find the one that aligns with your social media management needs.

Self-Check Sheet - 1: Interpret Social Media Marketing

Questionnaire:

1. What is social media marketing?

Answer:

2. Why is social media marketing important?

Answer:

3. What are the key benefits of social media marketing?

Answer:

4. Which social media platforms are commonly used for marketing?

Answer:

5. What are the essential elements of a successful social media marketing strategy?

Answer:

6. How can businesses measure the effectiveness of their social media marketing efforts?

Answer:

Answer Key - 1: Interpret Social Media Marketing

1. What is social media marketing?

Answer: Social media marketing refers to the use of social media platforms and strategies to promote products, services, or brands, and engage with target audiences. It involves creating and sharing content, running paid advertising campaigns, and leveraging social media networks to achieve marketing goals.

2. Why is social media marketing important?

Answer: Social media marketing is important because it allows businesses to reach a large audience, build brand awareness, and engage directly with customers. It provides opportunities for targeted advertising, customer feedback, and fostering relationships, ultimately driving website traffic, lead generation, and sales.

3. What are the key benefits of social media marketing?

Answer: Some key benefits of social media marketing include increased brand visibility, enhanced brand loyalty and advocacy, improved customer engagement and communication, higher website traffic, lead generation, and the ability to gather valuable market insights.

4. Which social media platforms are commonly used for marketing?

Answer: Commonly used social media platforms for marketing include Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest. The choice of platforms depends on the target audience, industry, and marketing objectives.

5. What are the essential elements of a successful social media marketing strategy?

Answer: A successful social media marketing strategy typically includes defining clear goals, identifying target audiences, creating engaging content, implementing a consistent posting schedule, monitoring and analyzing metrics, and adjusting the strategy based on insights.

6. How can businesses measure the effectiveness of their social media marketing efforts?

Answer: Businesses can measure the effectiveness of their social media marketing efforts through various metrics such as engagement (likes, comments, shares), reach (number of people exposed to the content), click-through rates, conversion rates, and return on investment (ROI) from social media campaigns.

Task Sheet-1.1: Analyse Social Marketing Strategies and Campaigns

Objectives: The objective of this task sheet is to interpret social media marketing strategies and campaigns used by a given company or organization. By analyzing their social media presence and activities, you will gain insights into their marketing approach, target audience, engagement strategies, and overall effectiveness.

Working Procedure:

1. Introduce the company or organization whose social media marketing you are analyzing.
2. State the purpose of the assessment and what you aim to achieve through your analysis.
3. Identify and list the social media platforms used by the company.
4. Evaluate the content posted on each social media platform.
5. Analyze the themes, messaging, and tone used in the content.
6. Identify any patterns or trends in their posts (e.g., product promotions, storytelling, user-generated content, etc.).
7. Assess the level of engagement on their posts (likes, comments, shares, etc.).
8. Identify the most engaging and least engaging types of content.
9. Analyze the performance metrics of their social media activities (e.g., reach, impressions, click-through rates, etc.).
10. Evaluate the growth and engagement trends over a specific period.
11. Provide recommendations for improving their social media performance.
12. Summarize your key findings and insights from the analysis.
13. Provide actionable recommendations for enhancing the company's social media marketing strategies.

Learning Outcome 2: Practice Facebook Marketing

Assessment Criteria	<ol style="list-style-type: none"> 1. Facebook for Business is interpreted; 2. Page and group are Created and Optimized; 3. Ad is created and managed; 4. Facebook Pixel, Standard Events, and Custom Conversions are applied; 5. Facebook insights are interpreted; 6. Facebook Meta is interpreted; 7. Facebook reels are interpreted;
Conditions and Resources	<ol style="list-style-type: none"> 1. Real or simulated workplace 2. CBLM 3. Handouts 4. Laptop 5. Multimedia Projector 6. Paper, Pen, Pencil, Eraser 7. Internet facilities 8. White board and marker
Contents	<ol style="list-style-type: none"> 1 Facebook for Business 2 Page and group Create & Optimize 3 Ad create and manage 4 Facebook Pixel, Standard Events, & Custom Conversions 5 Facebook insights 6 Facebook Meta 7 Facebook reels
Training Methods	<ol style="list-style-type: none"> 1. Discussion 2. Presentation 3. Demonstration 4. Guided Practice 5. Individual Practice 6. Project Work 7. Problem Solving 8. Brainstorming
Assessment Methods	<ol style="list-style-type: none"> 1. Written Test 2. Demonstration 3. Oral Questioning

Learning Experience 2: Practice Facebook Marketing

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about apply social media marketing	1. Instructor will provide the learning materials practicing Facebook marketing.
2. Read the Information sheet/s	2. Information Sheet No:2- Practice Facebook marketing.
3. Complete the Self-Checks & Answer key sheets.	3. Self-Check No: 2- Practice Facebook marketing. Answer key No. 2- Practice Facebook marketing.
4. Read the Job/ Task sheet and Specification Sheet	4. Job/ task sheet and specification sheet <ul style="list-style-type: none"> ▪ Task Sheet No:2-1: Plan and execute Facebook Marketing Campaign

Information Sheet 2: Practice Facebook Marketing

Learning Objective:

After completion of this information sheet, the learners will be able to explain, define and interpret the following contents:

- 2.1 Facebook for Business
- 2.2 Page and group Create & Optimize
- 2.3 Ad create and manage
- 2.4 Facebook Pixel, Standard Events, & Custom Conversions
- 2.5 Facebook insights
- 2.6 Facebook Meta
- 2.7 Facebook reels

2.1 Facebook for Business

Facebook is a powerful tool for small businesses. Learn how to use Facebook Pages, ads and other engagement tools.

Facebook has more than 2.91 billion active users, making it a vital platform for small business sales and social media marketing.

A Facebook Business Page can connect you with customers and offer key information about your business, products, services, and upcoming events.

Facebook Ads and Messenger Ads are highly targeted and effective ways to reach potential customers.

This article is for small business owners interested in using Facebook to improve their social media marketing and advertising strategies.

Every small business can benefit from a Facebook presence. With more than 2.91 billion monthly users, Meta – the Facebook company’s new name – gives small businesses many ways to promote their services, increase customer support, and boost sales and recognition through their Facebook platform.



2.2 Page and group Create & Optimize

A Facebook Business Page is a public profile on Facebook intended for businesses, organizations, and public figures to promote themselves.

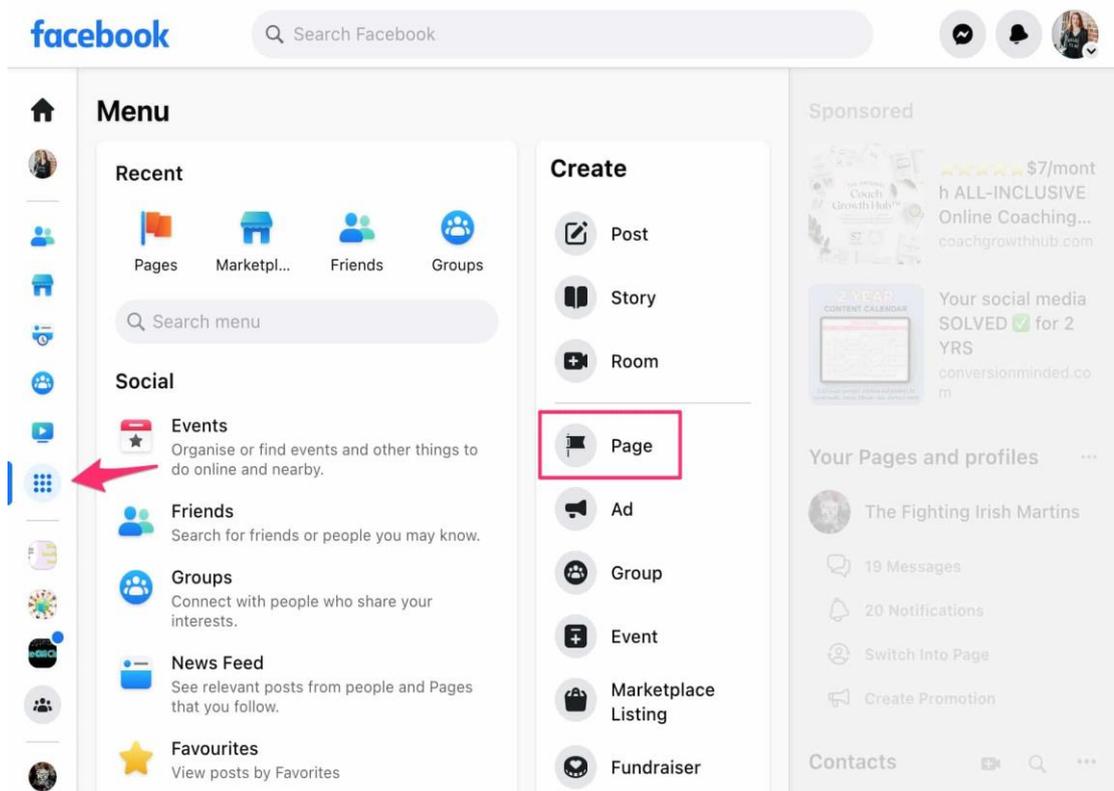
Here is the process of creating a Facebook page:

Step 1: Choose or create a personal Facebook account

Facebook Business Pages aren't the same as Facebook profiles or users. They're assets managed by a personal account, known as the Page administrator. A Page can have more than one administrator; more on this later.

You can either use your personal Facebook account or create a new one with your work email address if you want to fully separate your personal and work lives. (Do you remember last year's holiday party? If not, definitely separate your accounts.)

Log in to Facebook with your account, then create a Facebook Page (<https://www.facebook.com/pages/create>). You can also click on the menu icon on the left, then click Page under the Create section.



Step 2: Enter your basic information

Fill in your business information. You can add more business details later later, but you only need 3 things to create a Facebook Business Page:

Name: This is the public name and title of your Page. In most cases, your business name by itself is enough. If there is another popular Facebook Business Page or company with the same name as you, you may want to add a descriptor so people can find you easier, like “Michelle’s Restaurant” instead of just “Michelle’s.”

Category: Start typing a word to describe your business and Facebook will suggest options. Choose what fits the best.

Description/Bio: Your elevator pitch. Write a one or two sentence summary of your business.

Then, tap Create Page.

The image shows the Facebook 'Create a Page' interface. On the left, the 'Create a Page' form is visible, with the following details:

- Page name (required):** Michelle's Custom T-Shirts
- Category (required):** Clothing shop
- Bio (optional):** You want it, I print it. (Orders requesting Comic Sans MS will be changed to a respectable font.)

At the bottom of the form is a blue 'Create Page' button. Below the button, it states: 'By creating a Page, you agree to the Pages, Groups and Events Policies'.

On the right, a 'Desktop preview' of the page is shown. The preview includes:

- A profile picture placeholder.
- The page name: **Michelle's Custom T-Shirts**
- The bio: You want it, I print it. (Orders requesting Comic Sans MS will be changed to a respectable font.)
- Navigation tabs: Posts, About, Followers, Photos, More
- Buttons: Follow, Message
- An 'Intro' section showing 0 followers and the category 'Page · Clothing shop'.
- A 'Posts' section with a 'Filters' button.

Congrats, you made a Facebook Page!

Step 3: Complete your Facebook Business Page info

Follow the prompts to enter more details, like your business hours, website, phone number, and all that good stuff.

All these fields are optional, so if you don't want to advertise your phone number or address, leave those blank.

The screenshot displays the Facebook Business Page setup interface. On the left, there's a sidebar with the following sections:

- Step 1 of 5**
- Finish setting up your Page**
- Success! You've created Michelle's Custom T-Shirts. Now, add more details to help people connect with you.
- Contact**
 - Website: (checked)
 - Phone number: (checked)
 - Email address:
- Location**
 - Address:
 - Town/city:
 - Postcode:
- Hours**
 - Let people know your location's hours.
 - No hours available. Don't show any hours.
- Page health: fair**
 - Compared to similar Pages with high engagement.
- Buttons: **Previous** and **Next**

On the right, a desktop preview shows the page layout:

- Header: **Michelle's Custom T-Shirts**
- Subtitle: You want it, I print it. (Orders requesting Comic Sans MS will be changed to a respectable font.)
- Navigation: Posts, About, Followers, Photos, More (dropdown), Follow, Message, and a menu icon.
- Intro section:
 - 0 followers
 - Page - Clothing shop
 - Pacific Ocean
 - +6046046044
 - www.michellemartin.rocks
- Footer: **Posts** and a **Filters** button.

Step 4: Add profile and cover photos

Besides adding style to your Facebook Page, your profile and cover photos should feature recognizable branding so your customers know they're in the right place.

Your profile pic should include your logo. Get creative: Add a background color to help it stand out.

Your cover photo can be something general about your business, or change it up to match current promotions or events.



Social media image sizes occasionally change, but here's what you need for 2023:

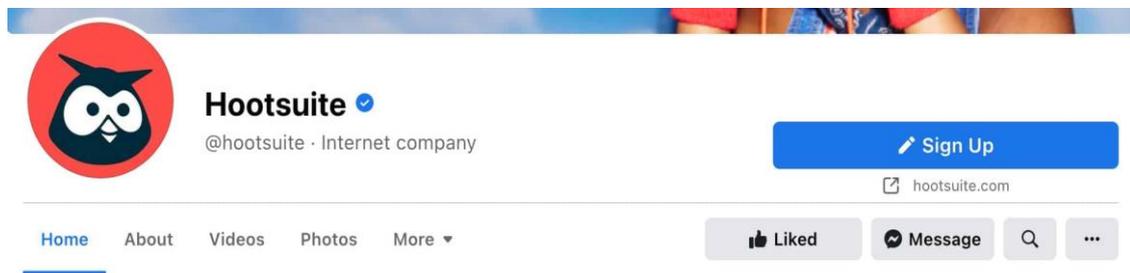
- **Profile picture:** square format, at least 170px x 170px
- **Cover photo:** 851px x 315px

Grab our free Facebook Page cover photo templates to spiff up your new Page.

Step 5: Add an action button

The action button at the top of your Page serves as your main call to action. You can link to your website, a special landing page or offer, or connect to business-specific services, such as online ordering for restaurants, and more.

For example, ours is “Sign Up,” which takes you to our Plans page.



Tap on Add Action Button.

Step 2 of 5

Customise your Page

Your profile picture is one of the first things that people see. Try using your logo or an image that people can easily associate with you.



Michelle's Custom T-Shirts

You want it, I print it. (Orders requesting Comic Sans MS will be changed to a respectable font.)

Posts About More ▾

Follow

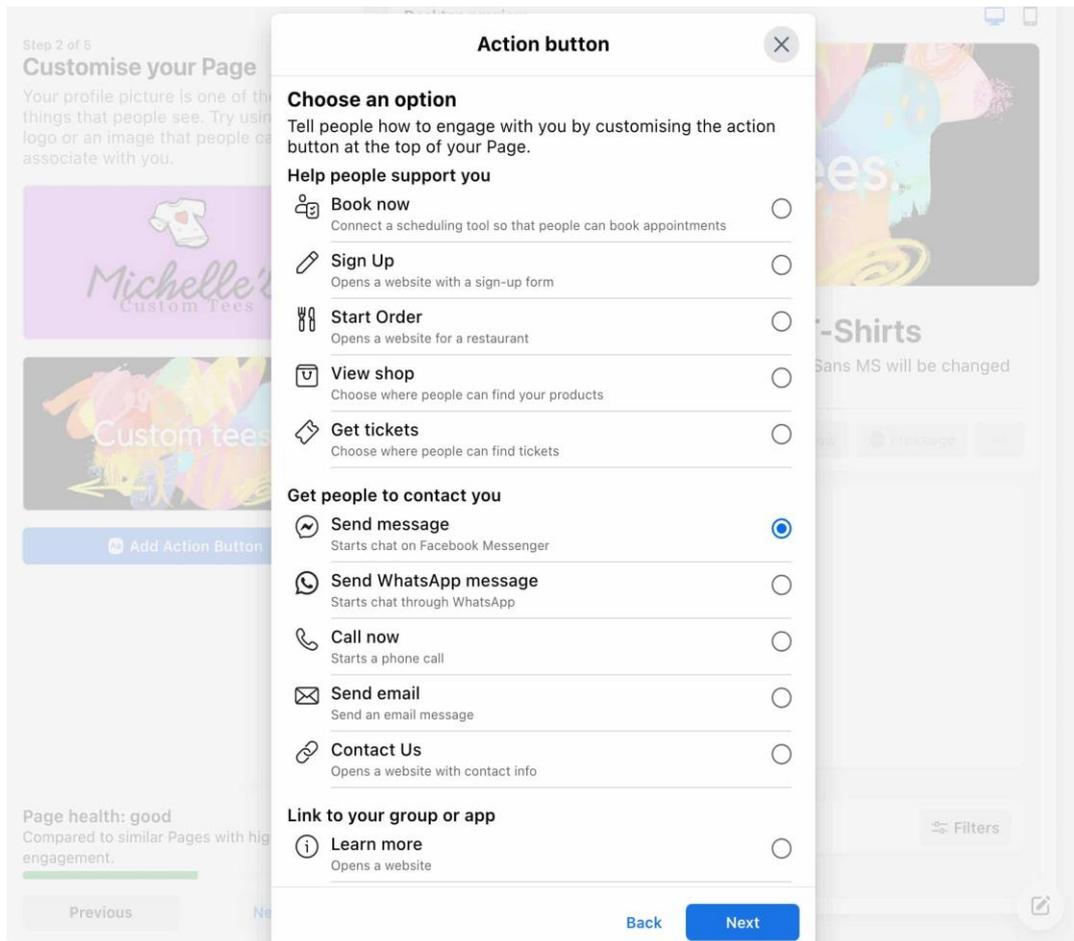
Message

...

Intro

0 followers

Then choose what you want to promote: Link to a website or app, get people to contact you, or connect a specific action, like buying tickets or booking an appointment.



Step 6: Optimize your Facebook Page

You could stop here and start posting content on your new Page, but for best results, take the time to do the following:

- Add your website: Ensure your website URL is there, and fill in a brief About description.

ADDITIONAL CONTACT INFO

 <http://hootsuite.com/>

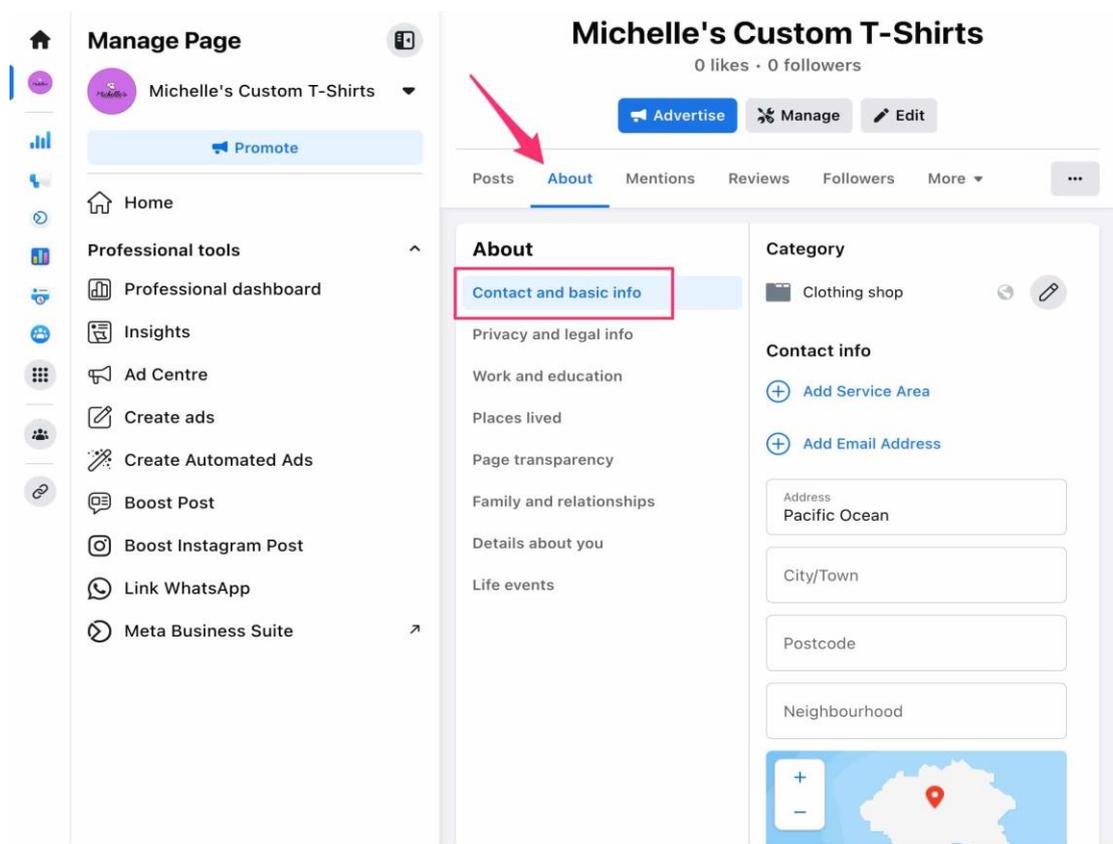
MORE INFO

 **About**

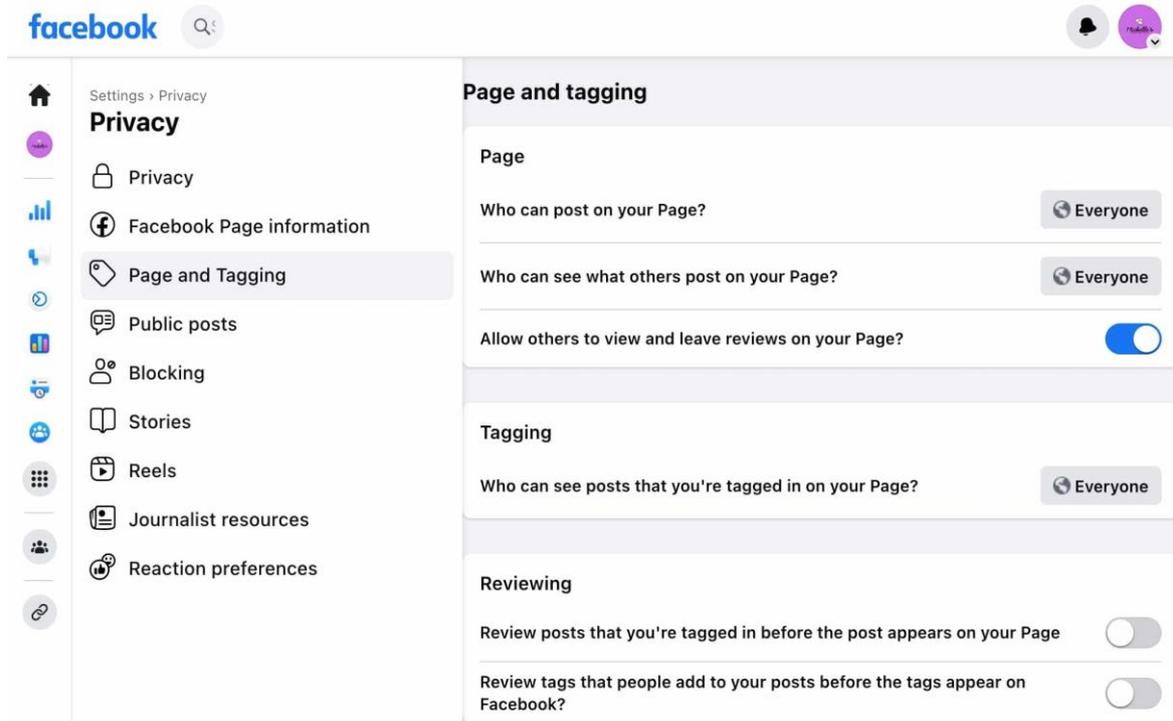
Hootsuite's social media tools, training, and insights help social pros build brands, delight customers, and get so much done that they can actually take the occasional day off. **See less**

- Connect WhatsApp: Have customers reach out directly to WhatsApp instead of Facebook Messenger by connecting your Page to WhatsApp Business.

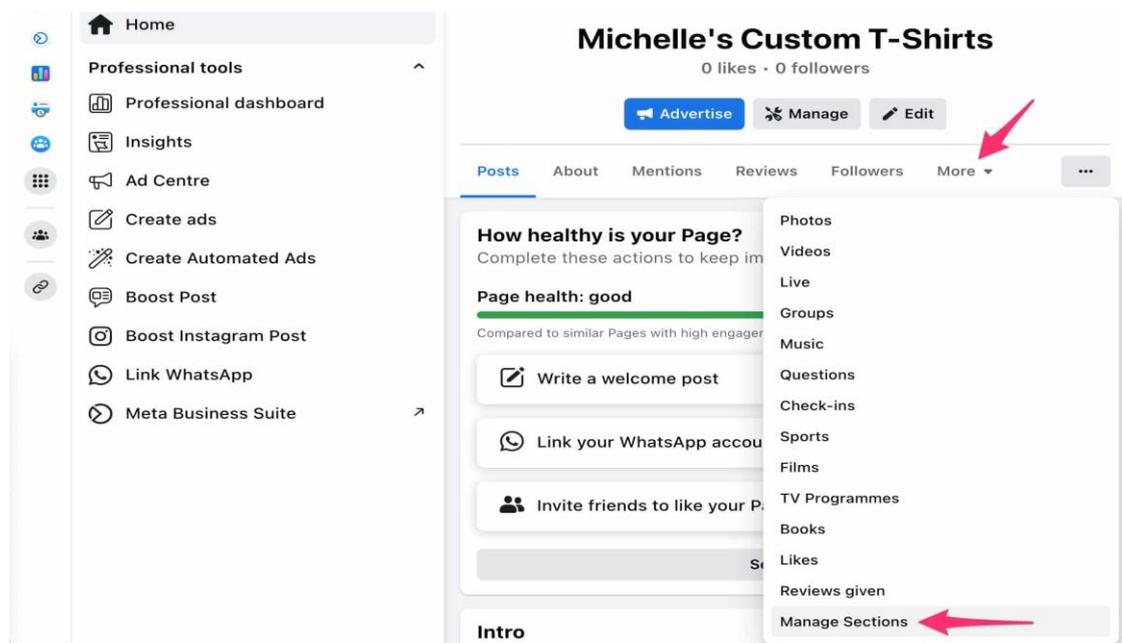
- Add your location and hours: If you have a physical business location, add your address and opening hours in the About section.



- Turn on reviews. Build trust with new visitors by featuring ratings and reviews on your Facebook Page. When using this feature, ensure you're keeping an eye on reviews to ensure they're from real customers and not spammers trying to ruin your reputation. And, if any customers are unhappy, ensure you're reaching out to make it right. Turn reviews on under **Settings -> Privacy -> Page and tagging**.

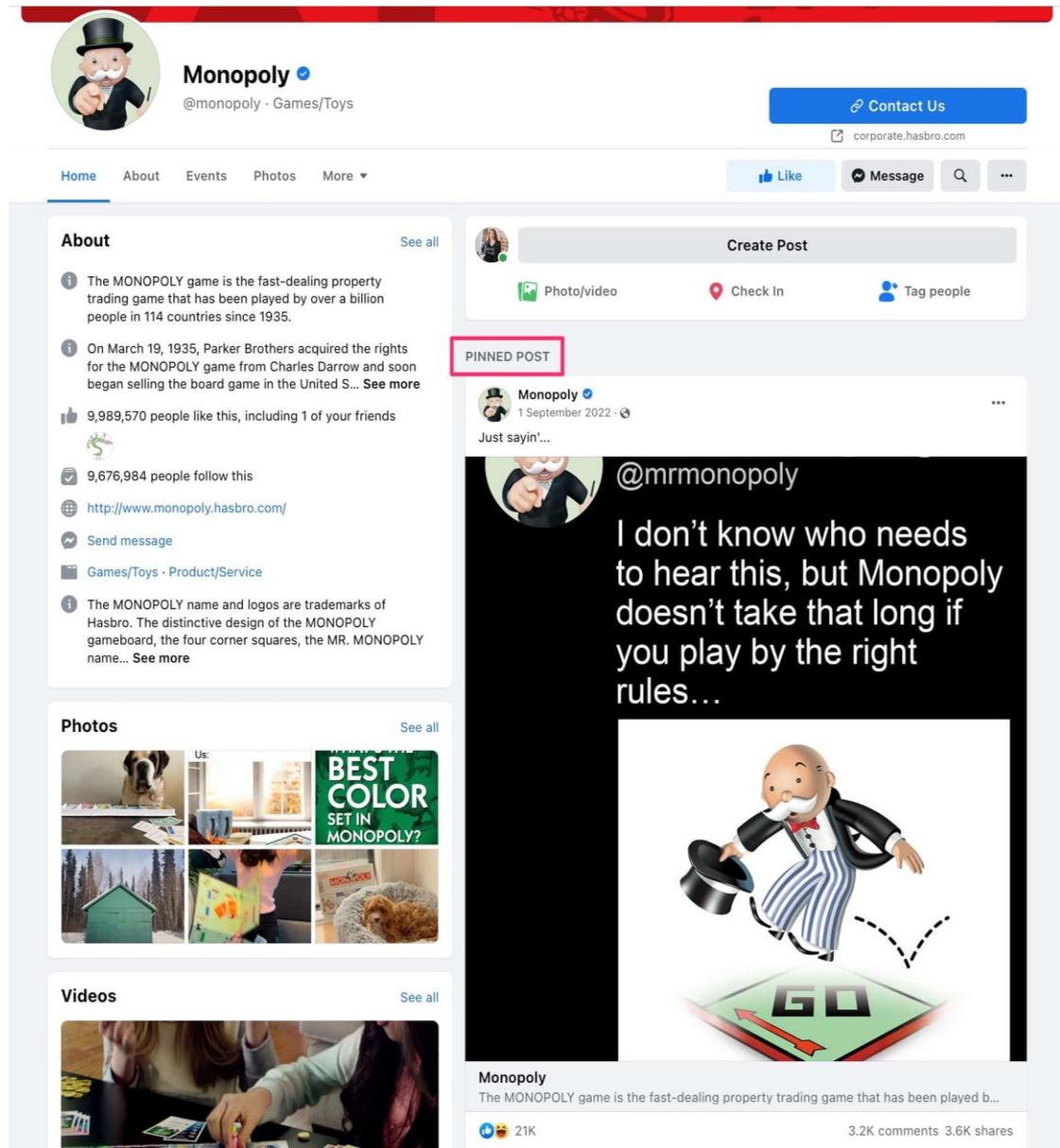


- Edit your Page tabs: Choose to hide your Likes or Reviews, plus irrelevant sections like Music, Sports, Books, and more. From your Page management dashboard, tap More, then Manage sections.



- Create a custom URL: Besides being easier to link to, a custom Facebook Page URL or username makes your Page seem more legitimate to customers. Set yours under Settings -> General Page Settings then tap Edit next to the Username field.

- Create a pinned post (optional): Add a new post to offer something exclusively for your Facebook Page fans, such as a coupon. Or, use it to link out to your other offers, profiles, and more. It's a good mini-introduction to your Page and business.

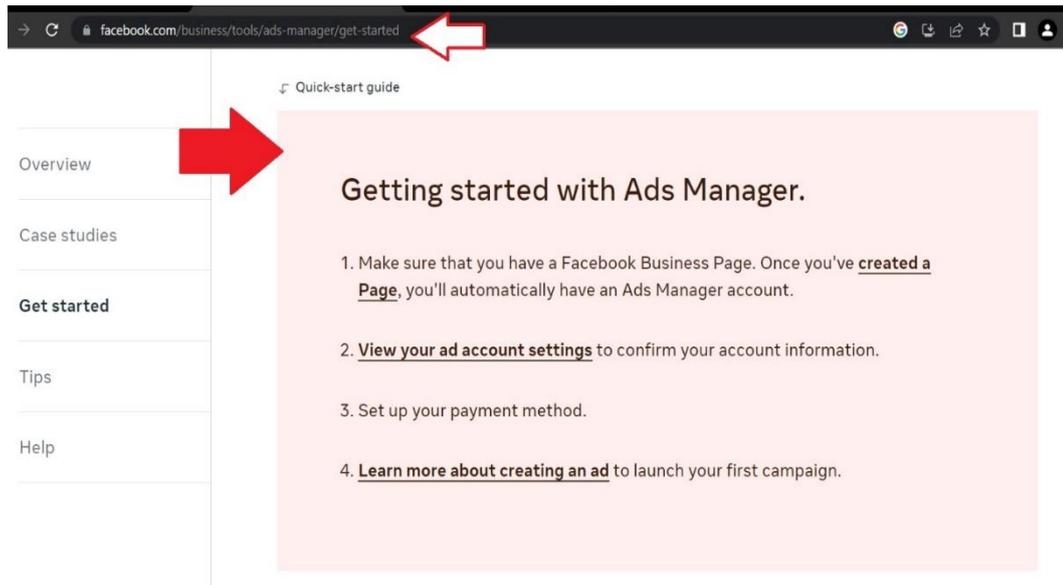


Source Link: https://blog.hootsuite.com/steps-to-create-a-facebook-business-page/#How_to_create_a_Facebook_Business_Page_in_7_steps

2.3 Facebook Pixel, Standard Events, & Custom Conversions

To start an ad on Facebook please follow below steps or click below link:

<https://www.facebook.com/business/tools/ads-manager/get-started>



Getting started with Ads Manager.

- Make sure that you have a Facebook Business Page. Once you've created a Page, you'll automatically have an Ads Manager account.
- View your ad account settings to confirm your account information.
- Set up your payment method.
- Learn more about creating an ad to launch your first campaign.

Facebook Ads campaign step by step

- Step 1. Create an ad account

When you sign up for Facebook, you're given a personal ad account ID by default. You can see this ID by going to Ads Manager and looking in the upper left-hand corner.

In order to use Facebook Ads Manager, you need a verified payment method and:

A Facebook Page or

To be an admin, editor, or advertiser on someone else's page

If you do not have a Page for your business, you can follow Facebook's steps to set one up. Any Page you create will be automatically given an ad account.

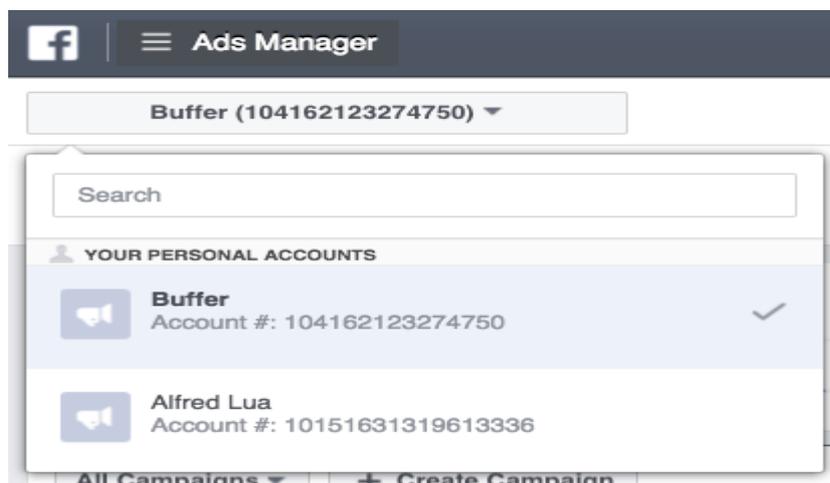
If there is a Page you wish to advertise for that was created by someone else, you need to ask the Page admin to assign you an admin, editor, or advertiser role on the Page.

If you already have an existing ad account for your Page but would like to create a new one, you'll need to have a Business Manager account. Once you sign up for Business Manager, you can create a new ad account.

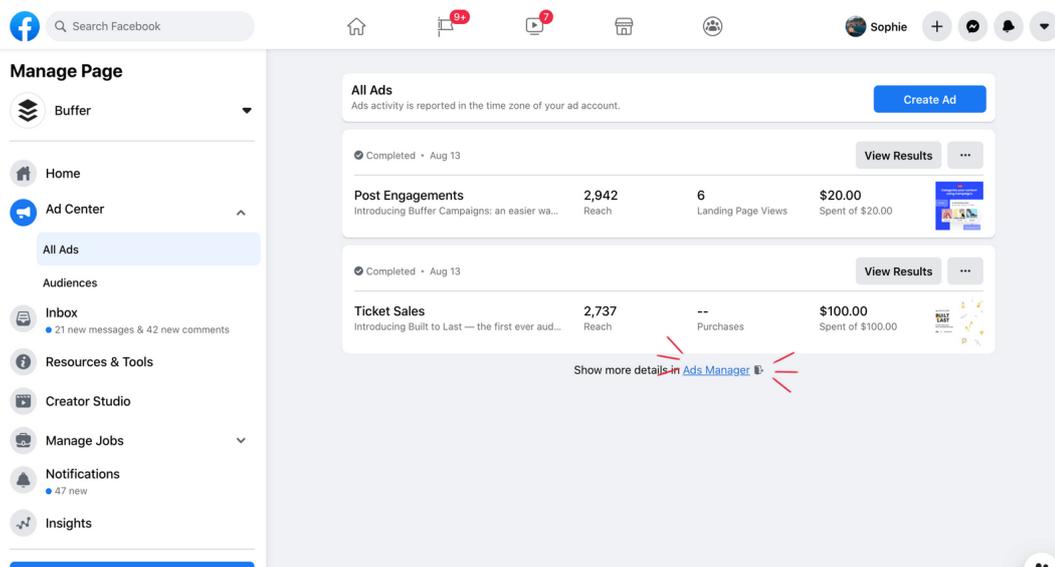
- **Step 2. Head over to Facebook Ads Manager**

All of Facebook's ad campaigns run through the Facebook Ads Manager tool. These steps are for using it on a desktop or laptop computer.

The easiest way to find Facebook Ads Manager is to click and bookmark this direct link. You will be brought directly into the Facebook Ads Manager for your personal ad account. If you manage more than one ad account, use the account drop-down menu to pick the right account.



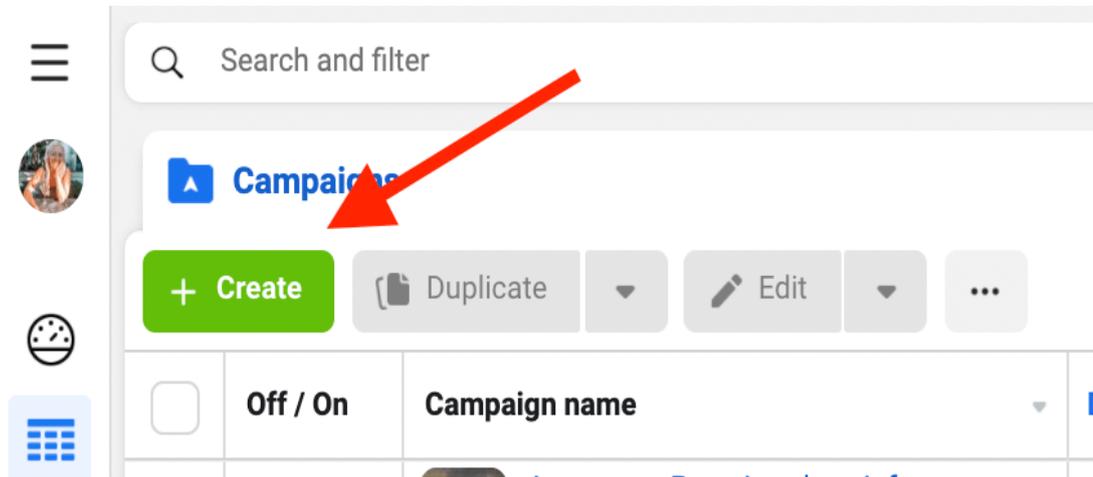
To navigate to Ads Manager right from your business page, head to the left sidebar and click on the "Ad Center" drop-down arrow of any Facebook page, then choose "All Ads" from the drop-down. At the bottom of that page, there is an option to click "Ads Manager."



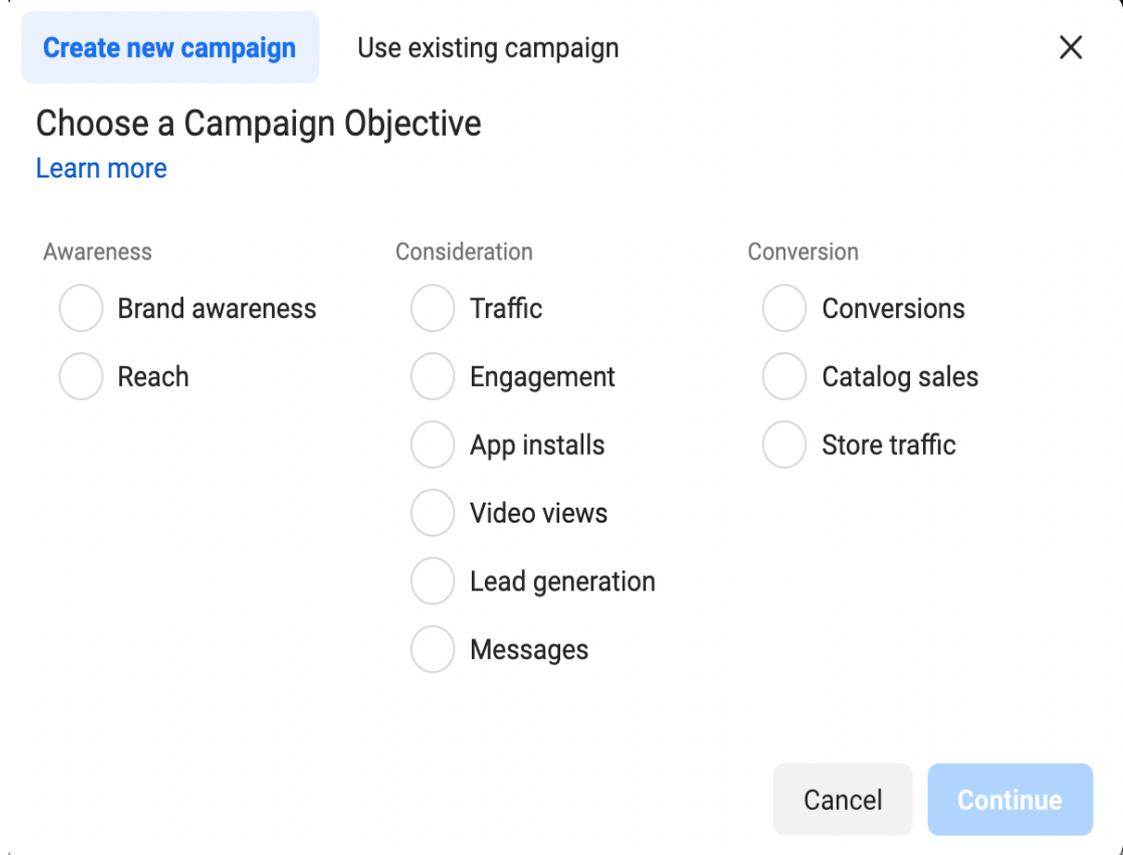
You will be brought to your Facebook Ad Accounts page, where there will be a quick overview of your ad account(s). If you have access to more than one ad account, select the account where you wish to run ads.

Step 3. Choose your objective

To get started with your first ad, click the green 'Create Ad' button.



Facebook will take you to a page where you will be prompted to choose a campaign objective.



You have many different ways of approaching an ad campaign based on what you wish to achieve. These ways fall within three categories of benefits:

- **Awareness**

This category consists of objectives that generate interest in your product or service. You can choose to:

- Increase brand awareness: Show your ads to people who are most likely to remember them.
- Increase your reach: Show your ads to the maximum number of people.

- **Consideration**

You might want to choose this category if you want people to start thinking about your business or looking for more information about it. Actions in this category include:

- Send people to a destination on or off Facebook
- Get more Page likes, event responses, or post reactions, comments, or shares
- Promote installs of your app
- Get more video views
- Improve lead generation
- Drive engagement on Messenger, WhatsApp, and Instagram Direct

- **Conversion**

The objectives in this category are designed to get people to purchase or use your product or service. You may opt to:

- Increase engagements on your website
- Get people to claim your offer
- Increase product or catalog sales
- Get people to visit your shops
- Once you've selected your marketing objective, you'll be asked to name your campaign. Make sure to make your campaign name something recognizable to everyone working on the ads.

The screenshot shows the 'Create new campaign' dialog box. At the top, there are two tabs: 'Create new campaign' (selected) and 'Use existing campaign'. Below the tabs are three radio button options: 'Video views', 'Lead generation', and 'Messages'. A central blue megaphone icon is positioned above the heading 'Brand awareness', which is followed by the subtext 'Show your ads to people who are most likely to remember them.' Below this is a section titled 'Name your campaign • Optional' with an upward arrow. This section contains three expandable panels: 'Campaign' (with a folder icon and a text input field 'Name this campaign'), 'Ad set' (with a grid icon, a 'Create ad set' dropdown, and a text input field 'Name this ad set'), and 'Ad' (with a document icon, a 'Create ad' dropdown, and a text input field 'Name this ad'). At the bottom right of the dialog are 'Cancel' and 'Continue' buttons.

Step 4: Set your campaign budget

Now it's time to choose how much you'd like to spend on your ad. When you set a budget, it's important to remember that this figure represents the maximum amount of money you want to spend. You can set your budget per day or as a total amount for the campaign.

Daily: A daily budget sets a limit on what you spend each day on your ads. Facebook will use the criteria you set to find the right place and time to show your ad to your target audience. Once your budget is reached, the ads stop running for the day. The cycle starts again on the next day.

Lifetime: A lifetime budget is the maximum that you'll spend during the entire time you run your ad campaign. You give Facebook a number and an end date, and it will spend the money based on ad performance. Once your budget is reached, the campaign ends.

Budget & schedule

Budget ⓘ

Daily Budget ▾

\$ 15.00 ✎

—●—

You'll spend up to \$18.75 on some days, and less on others. You'll spend an average of \$15.00 per day and no more than \$105.00 per calendar week. [Learn more](#)

Schedule ⓘ

Start date

Feb 16, 2022 7:17 AM
Pacific Time

End · Optional

Set an end date

Feb 19, 2022 12:00 AM
Pacific Time

[Show more options](#) ▾

Step 5: Customize your target audience

Because it determines who Facebook will show your ad to, a strategically defined audience is crucial for the success of your Facebook Ads campaigns.

As mentioned earlier, the audience for your ad can be customized based on all the following demographics:

- Location
- Age
- Gender
- Languages
- Interests
- Behaviors

In addition, with the Connections setting, you can choose advanced targeting, which lets you include or exclude people who are connected to certain pages, apps, or events.

You can also further customize your targeting using custom audiences for retargeting people who have already interacted with your business.

For example, let's choose an audience for a Buffer ad. Facebook recommends narrowing your reach in a targeted way in order to maximize the impact of your ad.

We are going quite narrow for this example, choosing the following audience demographics:

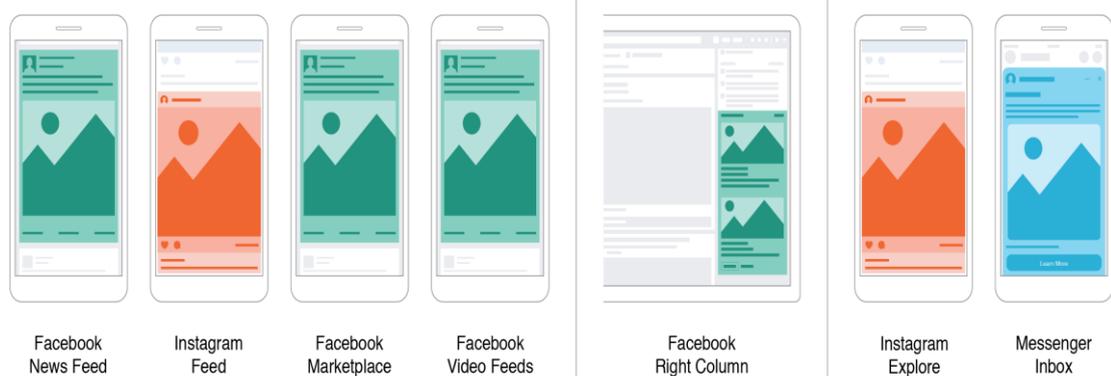
- Location: United States
- Interests: social media
- Excluded: People who already like Buffer
- Age: 18–65+
- Language: English (US)

This gave us an estimated reach of up to 3,200 people out of 14 million. The 3,200 people are how many we could expect to be online any given day and potentially see our ad.

The screenshot shows the 'Targeting & Placement' settings for a Facebook ad. On the left, under 'Targeting & Placement', the settings are: Location: United States; Interests: Social media; Excluded Connections: Pages (Exclude people who like Buffer); Age: 18 - 65+; Language: English (US); Mobile Placement: News Feed; Desktop: News Feed or Right Column. On the right, under 'Estimated Daily Reach', it shows '1,200 - 3,200 people' with a progress bar indicating this is a small fraction of the total 14,000,000 potential reach. A disclaimer states: 'This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.'

Step 6: Choose your ad placements

Ad placement defines where your ad appears for your target audience. Based on your objective, you may choose to show your ad on Facebook, Instagram, Messenger, or the Audience Network.



Facebook recommends using automatic placements for the objective you chose, which enables Facebook to optimize placements for you in order to get the best possible results at the lowest overall average cost.

However, if you want to select your own placements, Facebook has several options:

- Feeds: Get high visibility for your business with ads in feeds
- Stories and Reels: Tell a rich, visual story with immersive, full-screen vertical ads
- In-stream: Quickly capture people’s attention while they’re watching videos
- Reels overlay: Reach people with sticker or banner ads as they watch short-form content
- Search: Get visibility for your business as people search on Facebook
- Messages: Send offers or updates to people who are already connected to your business
- In-article: Engage with people reading Instant Articles in the Facebook mobile app
- Apps and sites: Expand your reach with ads in external apps and websites

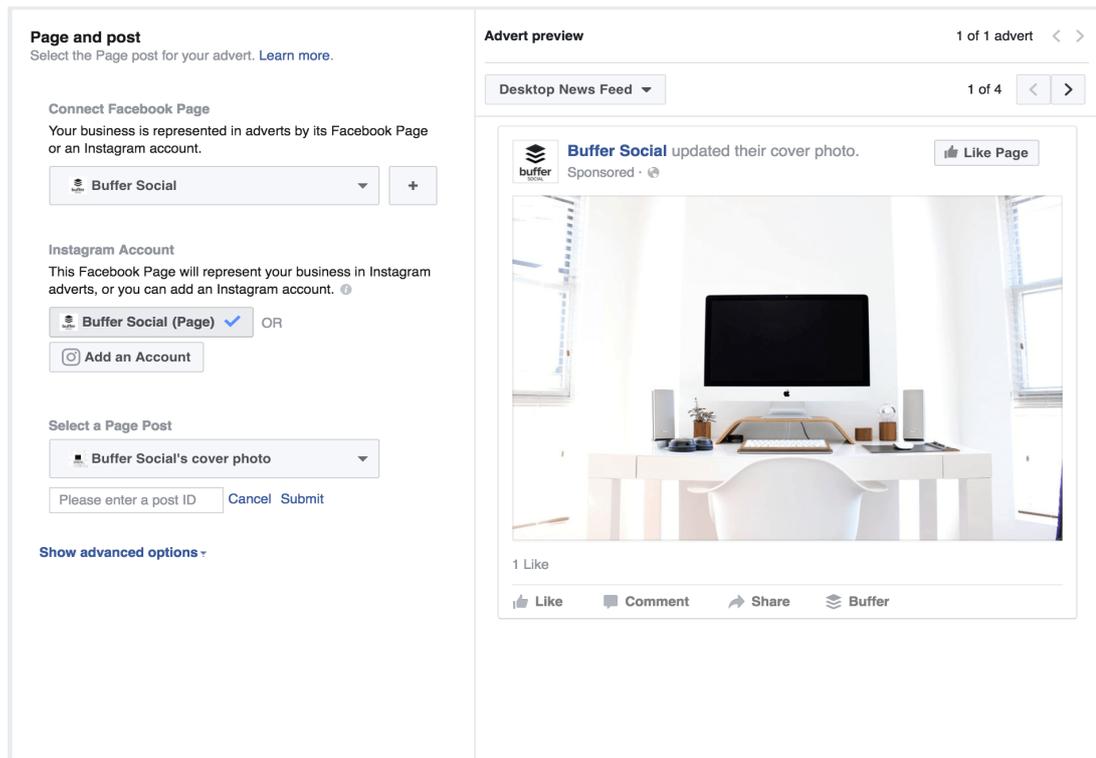
Step 7: Create your advertisement

This is where Facebook Ads gets really fun! Now it’s time to create your Facebook ad. You can use an existing post or start from scratch.

Using an existing post

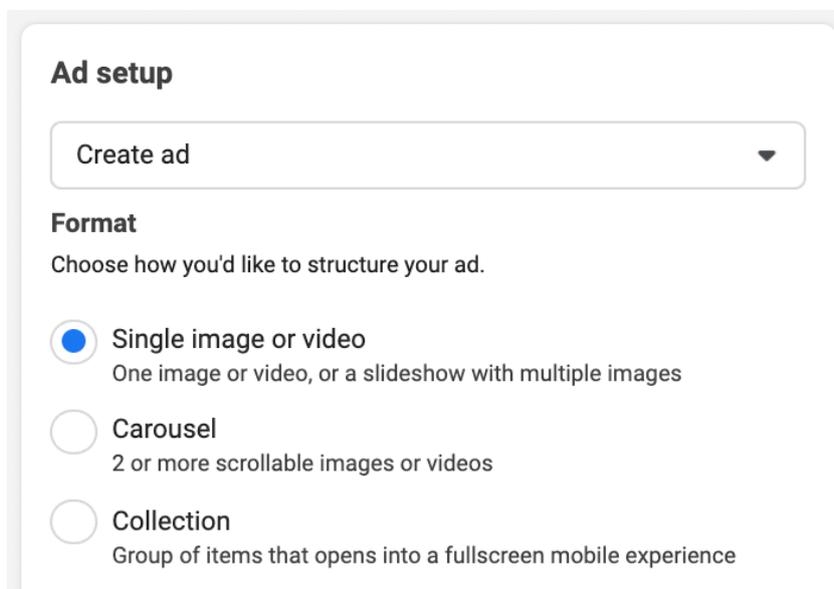
For certain types of ads, such as boosted posts, you can create your ad using a post that’s already on your Facebook Page.

To do this, select the ‘Use Existing Post’ option. From here, you can choose your page from your linked accounts and pick the post you want to use as your ad.



Creating a new ad

If you'd like to create your ad from a blank canvas, the first task is to select a format. You've probably seen many of the Facebook Ads formats on your personal feed, but your choices will vary based on the objective you set for your ad during Step 3.



Facebook has eight ad formats, and it will recommend one or more to you based on your campaign objective. We have also included Facebook's technical guidelines for certain formats.

Photo Ads: While images are the most basic format for ads, they can be very powerful. These simple ads use a single image and can be used in different ad types and placements.

Facebook's specs for photo ads

- File Type: JPG or PNG
- Ratio: 1.91:1 to 1:1
- Resolution: At least 1080 x 1080 pixels
- Maximum File Size: 30MB
- Minimum Width: 600 pixels
- Minimum Height: 600 pixels
- Primary Text: 125 characters
- Headline: 40 characters
- Description: 30 characters

Video Ads: Use a single video to promote your product or service. Videos tend to stand out more on a news feed because of their movement.

Facebook's specs for video ads

- File Type: MP4, MOV, or GIF
- Ratio: 1:1 (for desktop or mobile) or 4:5 (for mobile only)
- Resolution: At least 1080 x 1080 pixels
- Video Duration: 1 second to 241 minutes
- Maximum File Size: 4GB
- Minimum Width: 120 pixels
- Minimum Height: 120 pixels
- Primary Text: 125 characters
- Headline: 40 characters
- Description: 30 characters

Carousel Ads: Showcasing up to 10 images or videos in one single ad, these are good to promote multiple products or services, each with its own link.

Facebook's specs for carousel ads

- Image File Type: JPG or PNG
- Video File Type: MP4, MOV, or GIF
- Ratio: 1:1
- Resolution: At least 1080 x 1080 pixels
- Number of Carousel Cards: 2 to 10
- Image Maximum File Size: 30MB
- Video Maximum File Size: 4GB
- Video Duration: 1 second to 240 minutes
- Primary Text: 125 characters
- Headline: 40 characters
- Description: 20 characters

- Landing Page URL: Required

Slideshow Ads: This ad format takes several images and makes them into a quick slideshow. They can be a great alternative for people who don't have the time or expertise to make videos.

Messenger Ads: Send your message directly to your target audience with Meta's Messenger app.

Collection Ads: This format is also mobile-only and allows users to discover and shop for products.

Facebook's specs for collection ads

- Image Type: JPG or PNG
- Video File Type: MP4, MOV, or GIF
- Ratio: 1:1
- Resolution: At least 1080 x 1080 pixels
- Image Maximum File Size: 30MB
- Video Maximum File Size: 4GB
- Primary Text: 125 characters
- Headline: 40 characters
- Landing Page URL: Required

Stories Ads: These ads pop up when someone is watching Stories on Facebook, Messenger, or Instagram. Creatively, there is a lot of freedom with these ads.

Playable Ads: These ads allow potential users to try an app before they buy it.

Once the format is selected, you need to add visuals and copy. If your ad is going to be a success, you want your image and copy to be enticing enough to make people stop scrolling and click.

Images

You can create up to 6 adverts at once by uploading multiple images. [Learn more.](#)

Browse Library

Free Stock Images



Add more images



Recommended Image Specs

- Recommended image size: **1200 x 628 pixels**
- Image ratio: **1.91:1**
- To maximise advert delivery, use an image that contains **little or no overlaid text.** [Learn more.](#)

Page and text

Enter the text for your advert. [Learn more.](#)

Connect Facebook Page

Your business is represented in adverts by its Facebook Page or an Instagram account.

Buffer Social

Instagram Account

This Facebook Page will represent your business in Instagram adverts, or you can add an Instagram account. ⓘ

Buffer Social (Page) ✓

OR

Add an Account

Text

Buffer Social is your hub for everything social media & digital marketing.

Add a website URL

[Show advanced options](#)

Advert preview

1 of 1 advert < >

Desktop News Feed

1 of 4 < >



Buffer Social

Sponsored · ⓘ

Like Page

Buffer Social is your hub for everything social media & digital marketing.



Like

Comment

Share

Buffer

Step 8: Place your order

To submit your ad, click the 'Publish' button at the bottom right-hand corner of the page. Once your ad is submitted, Facebook will hold your post so they can review it to make sure it fits their specs and doesn't violate their community guidelines. Expect for it to be reviewed within 24 hours. You'll receive a confirmation email from Facebook once the ad is live.

Source Link: <https://buffer.com/library/facebook-ads/>

2.4 Facebook insights

Pages that you manage may be in the new Pages experience.

To see Page Insights:

From your Feed, click Pages in the left menu.

Go to your Page.

Click Insights in the left menu.

Insights provide information about your Page's performance, such as demographic data about your audience and how people are responding to your posts.

Bear in mind that you can only access data in Page Insights for the last two years, and demographic data, such as age, gender and location, are available in Page Insights once there is data for 100 or more people. Pages categorized as a Community Page don't have Insights.

You can use Insights to:

- Understand how people are engaging with your Page.
- View metrics about your Page's performance.
- Learn which posts have the most engagement and see when your audience is on Facebook.

2.5 Facebook Meta

Meta builds technologies that help people connect, find communities, and grow businesses. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram and WhatsApp further empowered billions around the world.

Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.

2.6 Facebook reels

Facebook Reels are a new way to create short, entertaining videos, get discovered by new audiences and be part of cultural moments on Facebook. Effects and music can be added to your reel or use your own original audio, allowing you to bring your ideas to life and share them with your audience. Reels you create will appear in places such as Facebook Feed, the Reels section on Facebook or your Reels profile.

Use Reels to make immersive videos that entertain your fans and help introduce your content to new audiences. Whether you choose to create on Facebook or on Instagram, Reels is the best place to grow creatively, grow your community and grow your career.

Self-Check Sheet - 2: Practice Facebook Marketing

Questionnaire:

1. What is the purpose of the Facebook News Feed?

Answer:

2. What is the difference between a Facebook Profile and a Facebook Page?

Answer:

3. What are Facebook Ads, and how can businesses benefit from them?

Answer:

4. Why is Facebook marketing important for businesses?

Answer:

5. Benefits of a Facebook group.

Answer:

6. How many different types of posts are allowed on a Facebook page

Answer:

Answer Key - 2: Practice Facebook Marketing

1. What is the purpose of the Facebook News Feed?

Answer: The Facebook News Feed is designed to display personalized content, including posts, updates, and media, from friends, groups, and Pages that a user follows.

2. What is the difference between a Facebook Profile and a Facebook Page?

Answer: A Facebook Profile represents an individual user and is typically used for personal networking, while a Facebook Page represents a business, brand, or organization and is used for professional purposes, such as marketing and customer engagement

3. What are Facebook Ads, and how can businesses benefit from them?

Answer: Facebook Ads are paid advertisements that businesses can create to reach a targeted audience, increase brand awareness, drive website traffic, and promote specific products or services.

4. Why is Facebook marketing important for businesses?

Answer: Facebook marketing is important for businesses due to its massive user base and extensive targeting capabilities. With over 2.8 billion monthly active users, businesses can reach a wide audience and increase brand awareness. Facebook's advertising platform provides powerful targeting options, allowing businesses to reach specific demographics, interests, and behaviors, resulting in more effective and efficient marketing campaigns.

5. Benefits of a Facebook group.

Answer: There are several benefits of creating and managing a Facebook Group. Here are some key advantages:

- Community Building
- Engagement and Interaction
- Targeted Audience
- Information Sharing
- Brand Exposure and Awareness
- Customer Support and Feedback
- Networking and Collaboration
- Exclusive Content and Offers

6. How many different types of posts are allowed on a Facebook page

Answer: On a Facebook Page, you can create and publish various types of posts to engage with your audience. Here are some of the different types of posts that are allowed on a Facebook Page:

- Text Posts
- Photo Posts
- Video Posts
- Slideshow Posts
- Event Posts:
- Offer Posts:
- Live Video Posts
- Poll Posts

Task Sheet-2.1: Plan and Esecute Facebook Marketing Campaign

Objectives: The objective of this task sheet is to plan and execute a Facebook marketing campaign for a chosen product, service, or business. You will be required to demonstrate your ability to create and implement effective Facebook marketing strategies to achieve specific goals and objectives.

Working Procedure:

1. define the main goal of the Facebook marketing campaign (e.g., increase brand awareness, drive website traffic, generate leads, promote a new product, etc.).
2. Identify the target audience for the Facebook marketing campaign.
3. Develop a content strategy for the campaign that aligns with the target audience and campaign goals.
4. Plan the types of content to be shared (e.g., images, videos, blog posts, infographics, etc.).
5. Create a content calendar outlining the posting schedule and content themes.
6. Create a Facebook ad campaign to complement the organic content strategy.
7. Set a budget for the ad campaign and allocate it across different ad formats (e.g., carousel ads, video ads, sponsored posts, etc.).
8. Plan how to engage with the audience and respond to comments, messages, and reviews.
9. Monitor the campaign's performance and make necessary adjustments to maximize engagement.
10. Set up Facebook Pixel to track website traffic and conversions (if applicable).
11. Analyze the data and use insights to optimize the campaign's performance.
12. Ensure compliance with Facebook's advertising policies and guidelines.

Learning Outcome 3: Practice Instagram Marketing

Assessment Criteria	<ol style="list-style-type: none"> 1. Instagram Marketing is interpreted; 2. Bio & Profile Image are created and optimized; 3. Things to Post and When to Post are explained; 4. Roles of Captions & Hashtags are identified; 5. Ways to Convert Instagram Followers to Sales & Leads are executed; 6. Creation of Ads and Analytics are performed; 7. Stories, Reels and IGTV are explained;
Conditions and Resources	<ol style="list-style-type: none"> 1. Real or simulated workplace 2. CBLM 3. Handouts 4. Laptop 5. Multimedia Projector 6. Paper, Pen, Pencil, Eraser 7. Internet facilities 8. White board and marker
Contents	<ol style="list-style-type: none"> 1 Instagram Marketing 2 Create & Optimized Bio & Profile Image 3 Things to Post and Post explain 4 Roles of Captions & Hashtags 5 Ways to Convert Instagram Followers to Sales & Leads 6 Creation of Ads and Analytics 7 Stories, Reels and IGTV
Training Methods	<ol style="list-style-type: none"> 1. Discussion 2. Presentation 3. Demonstration 4. Guided Practice 5. Individual Practice 6. Project Work 7. Problem Solving 8. Brainstorming
Assessment Methods	<ol style="list-style-type: none"> 1. Written Test 2. Demonstration 3. Oral Questioning

Learning Experience 3: Practice Instagram Marketing

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about apply social media marketing	1. Instructor will provide the learning materials practicing Facebook marketing.
2. Read the Information sheet/s	2. Information Sheet No:3- Practice Instagram marketing.
3. Complete the Self-Checks & Answer key sheets.	3. Self-Check No: 3- Practice Instagram marketing. Answer key No. 3- Practice Instagram marketing.
4. Read the Job/ Task sheet and Specification Sheet	4. Job/ task sheet and specification sheet ▪ Task Sheet No:3-1: Campaign Marketing on Instagram

Information Sheet 3: Practice Instagram Marketing

Learning Objective:

After completion of this information sheet, the learners will be able to explain, define and interpret the following contents:

- 3.1 Instagram Marketing
- 3.2 Create & Optimized Bio & Profile Image
- 3.3 Things to Post and Post explain
- 3.4 Roles of Captions & Hashtags
- 3.5 Ways to Convert Instagram Followers to Sales & Leads
- 3.6 Creation of Ads and Analytics
- 3.7 Stories, Reels and IGTV

3.1 Instagram Marketing

Instagram marketing is a type of social media marketing, which involves promoting a brand on Instagram. This social media platform helps brands connect with an enormous audience, increase brand awareness, and boost sales.



Instagram marketing works wonders for brand awareness. 83% of users confess that this social network helps them discover new products or services. Better yet, people show more trust in the brands presented on Instagram.

74% of users consider brands with Instagram accounts relevant and 78% perceive them as popular. In contrast, brands that do not have an Instagram account are likely to be avoided by potential customers.

3.2 Create & Optimized Bio & Profile Image

Geographically, an Instagram bio sits beneath your profile picture and is used to describe the contents of your page.

This space includes:

- A display names
- Page category
- Pronouns
- 150-character description
- One external link
- Contact information

3.3 Things to Post and Post explain

20 top Instagram post ideas for post:

- Show off with product posts
- Convert customers with product tags
- Produce fun Instagram Reels
- Take followers behind the scenes
- Repost user-generated content
- Give your employees the spotlight
- Announce new products/business milestones
- Run an Instagram contest/giveaway
- Seize the moment with seasonal posts
- Encourage followers to tag a friend
- Inspire followers with a quote
- Share your community involvement
- Cover an event
- Partner with influencers for content
- Cross-promote with other brands
- Ask questions and provide answers
- Solicit comments/content with a prompt
- Provide video tutorials
- Get them swiping with carousel posts
- Go Live!

When to Post

We know from the analysis of tens of millions of posts made by accounts across 70+ countries that the best time to post depends on the day:

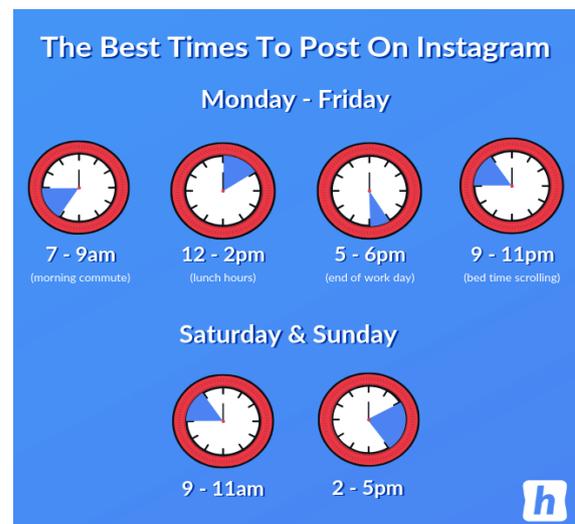
When To Post on Instagram

Monday to Friday

- 7am – 9am (morning commute)
- 12pm – 2pm (lunch hours)
- 5pm – 6pm (end of workday)
- 9pm – 11pm (bedtime scrolling)

Saturday & Sunday

- 9am – 11am
- 2pm – 5pm



<https://www.hopperhq.com/best-time-to-post-on-instagram/>
<https://www.hopperhq.com/blog/instagram-marketing-strategy/>
<https://www.shopify.com/blog/what-to-post-instagram-ideas>

3.4 Roles of Captions & Hashtags

Hashtags are used to consolidate similar content categories together. These may either be generic hashtags that everyone uses – in which case you’re combining your posts and photos with others who share similar content– or they can be specific hashtags that are relevant to only your brand.

Many companies, on the other hand, establish specialized hashtags, called branded hashtags (more on this later,) to generate buzz and cluster together posts for their specific product or service.

Given below is a rundown of popular types of hashtags that Instagrammers use today:

- **Hashtags for your product or service:** Such hashtags are comprised of simple terms that define your product or service, such as #divebar or #handbag
- **Hashtags with a specific focus:** These are a little more specialized, indicating your position within your business sector, such as #travelblogger or #foodblogger
- **Industry hashtags used by the Instagram community:** Instagram has its native communities, and these hashtags might help you locate and join them, such as #craftersofinstagram and #gardenersofinstagram
- **Hashtags for a certain event or season:** These can be used to refer to genuine holidays or seasons, such as #summerdays, or to all of the so-called, made-up “National” holidays, such as #nationalnailpolishday or #nationalcupcakeday
- **Hashtags for locations:** Even if you tag your Instagram post by geographical location, including a hashtag that alludes to your physical store’s region, such as #tennesseeneats or #londoncraftbeer, might be beneficial by several degrees
- **#hashtagsoftheday:** From #ManicMonday to #ThankGodItsFriday, there are creative hashtags that can be designated for every day of the week
- **Hashtags for relevant phrases:** Product hashtags, community hashtags, and specialized hashtags, all fall under the ambit of this hashtag category. They are such terms like #shewhowanders or #amwriting that individuals use on Instagram to interact with existing networks in a somewhat insider way.

- Use a hashtag only if it is truly relevant to your brand and your post's content. There are several factors you should consider while using hashtags to grow your reach and presence. Here are some that you should consider while using hashtags in comments:

3.5 Ways to Convert Instagram Followers to Sales & Leads

Many businesses struggle with leveraging Instagram to drive conversions and increase revenue. However, with over one billion active users, Instagram represents a huge opportunity for businesses to connect with their target audience, build brand awareness, and ultimately drive sales.

By including Instagram in your social media marketing plan, you can create a strong visual brand identity, showcase your products or services, and engage with your followers in a more personal way. But it's not enough to simply have a presence on Instagram; you need to know how to leverage the platform effectively to turn your followers into paying customers.

Here's how to turn Instagram followers into customers:

Create a content strategy using the KLT factor

The KLT (Know, Like, Trust) factor is a powerful framework for creating a content strategy that helps businesses build relationships with their target audience and ultimately drive sales. Here are some steps to create a content strategy using the KLT factor:

- **Know:** In this stage, the goal is to educate your audience and build awareness about your brand. You can achieve this by creating informative and helpful content that addresses your audience's pain points and needs. Examples of content for this stage include blog posts, how-to guides, and educational videos.
- **Like:** Once your audience knows who you are, the next step is to build a connection with them. To do this, you need to create content that resonates with your audience and makes them feel good about your brand. This could include behind-the-scenes glimpses of your business, showcasing your brand's personality, and sharing user-generated content that highlights your product in use.
- **Trust:** Finally, you need to establish trust with your audience. To do this, you should create content that showcases your brand's expertise, reliability, and social

proof. This could include case studies, customer testimonials, and influencer partnerships.

By implementing the KLT factor into your social media marketing strategy, businesses can create a strong connection with their audience, build trust, and ultimately drive more sales. Remember to regularly evaluate your content and adjust your strategy as needed to ensure that it continues to effectively engage and resonate with your target audience.

For the best results, consider developing a content schedule that balances all three types of posts. This will help you develop a more dimensional feed and keep your followers interested in your brand. For example, you might post a helpful tip on Monday, a behind-the-scenes look at your office on Wednesday, and a customer testimonial on Friday.

You will need to test what works best for your Instagram followers, but it's worth the effort. No one wants to follow an Instagram feed that shares the same content every day.

3.6 Creation of Ads and Analytics

Launch a full Instagram ad campaign

Step 1: Log in to Meta Business Suite

Click on Ads in the left menu, then Create ad at the top right.

Ads
Create, manage and track the performance of your ads across Facebook and Instagram in one place.

Ads summary
Michelle Martin spent \$0.00 on 0 ads in the last 60 days. Last 60 days: 12 Jun 2022 – 10 Aug 2022

Reach	Post engagement	Link Clicks	Page Likes
--	--	--	--
See More	See More	See More	See More

Recent ads

Completed • 23 Jul 2020 View...

Carousel Ads > 1 ad set > 1 ad

Conversions	Reach	Website purchases	Amount spent
ID: [redacted]	[redacted]	[redacted]	[redacted]

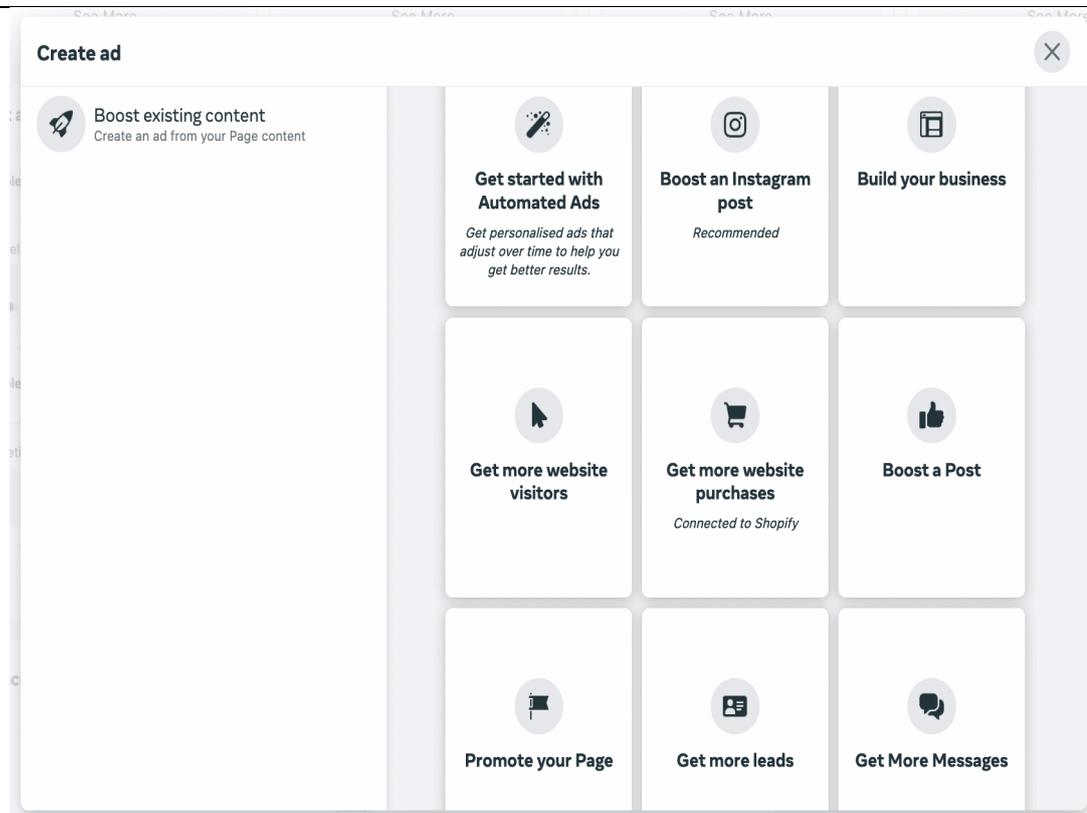
Recommendations

Completed

Nice work! Check back soon for new personalised recommendations.

Step 2: Choose a goal

Remember Choose Your Own Adventure books? It's like that, but for marketing.



For a first campaign, Automated Ads are a good option. Instagram will try to get you the most results with the least budget possible, and they auto-adjust your targeting and bidding strategy as they learn more from your audience's reactions. It's like having a 24/7 robot assistant.

If you want to experiment with ad targeting yourself, or have a specific goal, try out one of the other options, like focusing on leads or traffic.

Step 3: Create your ads

The prompts to complete your ad vary depending on which goal you pick, but generally the next step is to create the ad creative. For example, this is what the next step is for the "Build your business" goal.

← Build your business Ad account Michelle Martin (██████) ×

Ad creative Use a post

How do you want your ad to look?

Description

✨ Show your imposter syndrome on the outside! ✨

Try to use a clear image with a single focal point.

Advantage+ creative Automatically adjust creative for each person viewing your ad to help improve performance.

Media 1/5 · Select multiple images or videos to create a carousel. Select Media



[Edit options](#)

Ad preview See All Previews

The Fighting Irish Martins Sponsored ·

✨ Show your imposter syndrome on the outside! ✨



thefightingirishmartins.com
20% profits to charity [Learn More](#)

By clicking Promote Now, you agree to Meta's [Terms & Conditions](#) | [Help Centre](#)

[Promote Now](#) ▾

For a well-rounded campaign, you should have at least 2-3 ad groups, each containing 3 or more ads.

Most ad formats have an option to allow Instagram to switch out your creative assets automatically to optimize ad performance. It's like having a real-time, built-in A/B testing process. Add multiple creative assets for each ad to take advantage of this. Try to include a mix of photo, video, Stories ads, Reels ads, and Catalog and Shopping ads if you sell products online. Test out different ad copy and calls to action.

And, ensure you have ads for each stage of your buyer's journey, from consideration all the way to conversion.

Step 4: Define your audience

Take a shot every time you read "define your audience" in a marketing blog. Targeting is critical to your ad's success. Meta Business Suite gives you five options:

Build your business

Ad account: Michelle Martin (\$1,234.56)

Audience
Who should see your ad?

Advantage audience
This audience is based on your Page details and will automatically adjust over time.

Audience details

Location – Living in: United States
Age: 18-50
People who match: Interests: DIY, Mortgage calculator, Etsy, Coffee or Home & Garden
Advantage Detailed Targeting: On

People you choose through targeting
 People who engaged with any post or ad
 People who like your Page
 People who like your Page and people similar to them

Create New

Estimated daily results

Try advertising and qualify for an ad credit

If this ad doesn't get the results you're looking for, you can claim an ad credit covering the price you paid to use towards future advertising. Ad credits can be claimed from the ad results page after the ad has finished running.

Learn more

People reached: **201-582**

Link Clicks: **35-100**

Payment summary
Your ad will run for 5 days.

By clicking Promote Now, you agree to Meta's [Terms & Conditions](#) | [Help Centre](#)

Promote Now

You can target:

An Advantage Audience (Recommended for newbies!): This is Meta's AI-optimized audience based on your existing account audience, and updates itself automatically as your audience grows or changes. It analyzes what interests and demographics your followers share.

People you choose: Create your own audience from scratch, including location, demographics, interests, and more.

People who've previously engaged with posts or ads: Create a retargeting campaign to remind people who already know you about your offer.

Page Likes: Targets your existing Facebook Page and Instagram followers.

Page Likes and similar: In addition to your existing audience, this will also expand to target people the algorithm thinks are similar to them to bring in new leads.

If you're new to ads, use the Advantage audience option. Want to learn more about perfecting your ad targeting? The info in our Facebook ad targeting guide works for your Instagram ads, too.

Step 5: Set your budget

Whichever targeting option you pick, you'll need to set a budget and duration. You'll see the predicted results of your choices on the right side in estimated reach and clicks.

The screenshot displays the 'Build your business' interface for an ad campaign. At the top right, the ad account is identified as 'Michelle Martin'. The main settings are as follows:

- Start date:** 11 August 2022
- Run this ad continuously:** (Unselected). Text: 'Your ad will run continuously for a daily budget. This option is recommended. Learn more'
- Choose when this ad will end:** (Selected)
- Days:** 5
- End date:** 16 August 2022
- Daily budget:** \$10.00. Text: 'Actual amount spent daily may vary.'
- Estimated results:** 671-1.9K people reached per day.

On the right side, the 'Estimated daily results' section provides a warning: 'Try advertising and qualify for an ad credit'. It explains that if the ad doesn't perform as expected, an ad credit can be claimed. Below this, the estimated results are shown:

- People reached:** 671-1.9K
- Link Clicks:** 116-335

The 'Payment summary' section states: 'Your ad will run for 5 days.' At the bottom, there is a 'Promote Now' button and a disclaimer: 'By clicking Promote Now, you agree to Meta's Terms & Conditions | Help Centre'.

Step 6: Launch

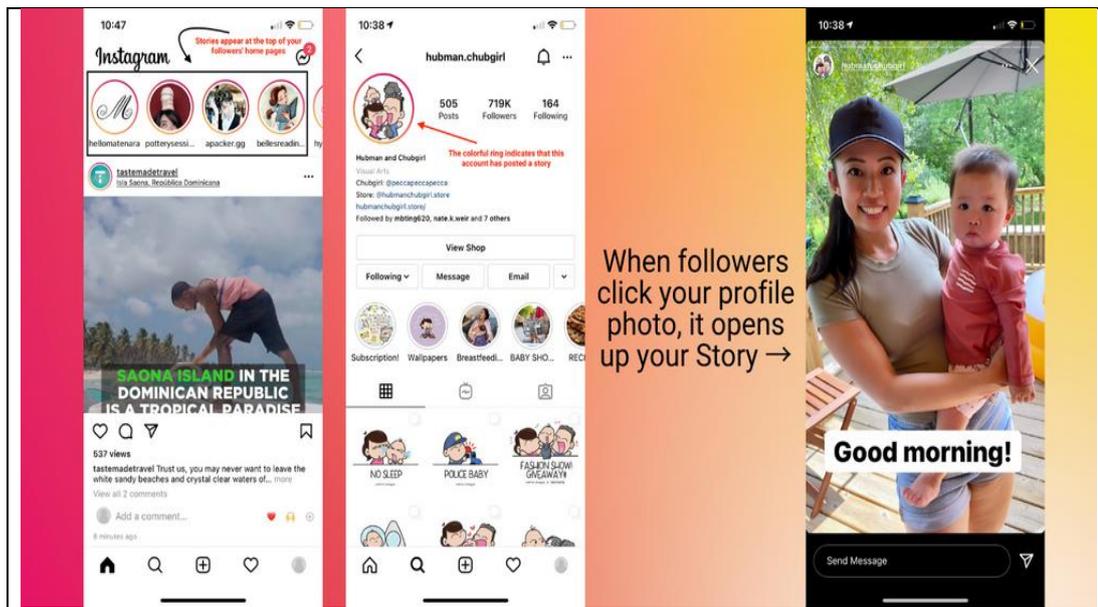
Lastly, choose if you want your ad to appear only on Facebook, Instagram, or Messenger, or across all three platforms. We recommend running it across all. Click Promote Now to save and launch your Instagram ad campaign. Woo!

Source: <https://blog.hootsuite.com/instagram-marketing/#How to set up Instagram for marketing>

Instagram Story

An Instagram Story is an in-app feature that allows users to post photos or videos that automatically disappear within 24 hours. They appear in a vertical format and are fast, memorable, and fun by design.

When you post a Story, a colorful ring appears around your profile picture, telling your followers they can tap on your profile photo to see what you've just posted. Your profile picture with the colorful ring around it also gets added to the top row of your followers' home screens—making it the first thing they see.



IG stories are a perfect way for brands to experiment with different kinds of content because, unlike your permanent curated feed, Stories disappear in 24 hours. Small business owners use their stories to post everything, from unedited videos of their everyday lives to photos of their new products and short clips of them answering FAQs. Brands also use their Stories to show customer appreciation by re-sharing their followers' stories and posts in their own Stories.

Instagram Reels

Instagram Reels is a brand-new Instagram feature for users to create 15-second video clips set to music and share to their Stories, Explore Feed, and the new Reels tab on a user's profile.

Similar to TikTok, Reels is the latest video feature on Instagram and is now available in the United States and 50 other countries.

Instagram Reels has its own version of the For You page: the new Reels Explore Feed. You can find the Reels feed on the Instagram Explore Page. Instead of only seeing

Reels from accounts you follow as you scroll, you will see Reels from popular and trending accounts on Instagram.

While the Reels algorithm hasn't been locked down yet, it feels similar to the TikTok for You page. It's likely influenced by who you already follow, what content you interact with, and where you're located.

As you're scrolling, you may notice some Reels have a "Featured" label above the caption.

According to Instagram, "If your reel is featured in Explore, you'll receive a notification. Featured reels are a selection of public reels chosen by Instagram to help you discover original content we hope will entertain and inspire you."

Instagram IGTV

Instagram TV or more popularly known as IGTV, is Instagram's long-form video platform. You can see it as something similar to YouTube. With IGTV, you can share mobile-optimized video content up to 60 minutes long. That's a far cry from the 60 seconds of video you can share on a classic Instagram post.

With the limitation of the short-form video gone, you now have a better opportunity to tell more engaging and compelling stories through video. You can create different types of content like feature films, study resources, e-learning courses and many more.

So, to answer the question 'What is IGTV?': it is an Instagram-powered platform to ramp up your video marketing strategy.

Why use IGTV

Video usually outperforms other types of content on any social media platform, even on Instagram. The latest findings from Mention & HubSpot's 2021 Instagram Engagement Report revealed that for the third year running, video is the content format that IG users are most likely to engage with. It has become a powerful medium for brands and marketers to engage with potential and existing customers.

With IGTV, you can boost your Instagram marketing strategy and promote your business more effectively. You can now create more compelling videos since IGTV lets you upload videos as short as 15 seconds and as long as 10 minutes. If you have an Instagram verified account, you can even upload videos for as long as an hour.

Self-Check Sheet - 3: Practice Instagram Marketing

Questionnaire:

1. How do I get more followers on Instagram?

Answer:

2. What is an Instagram Business Account?

Answer:

3. What is an Instagram Bio?

Answer:

4. When to post on Instagram?

Answer:

5. What is Instagram IGTV?

Answer:

6. How long is an Instagram Story?

Answer:

Answer Key - 3: Practice Instagram Marketing

1. How do I get more followers on Instagram?

Answer:

There are a few ideas as to how to attract more followers that you can start with:

- posting on a regular basis
- posting high-quality content that is in line with your brand
- using hashtags relevant to your content, location, or target
- interacting with your followers and tapping into their audiences by publicly responding to their Instagram activity.

2. What is an Instagram Business Account?

Answer: An Instagram Business Account is a special type of account that you can switch to at any time. It provides you with more detailed analytics via Instagram Insights (that can be extended with third-party tools), the opportunity to schedule content via external tools, and the ability to set up custom buttons on your profile for better communication. With an Instagram Business Account, you can also enable Instagram Ads and promote your content through in-app advertising.

3. What is an Instagram Bio?

Answer: An Instagram bio is a short section on the main view of your profile, located between your profile photo, statistics, and photo feed. Here, you can add some details about your brand or yourself, insert one link of your choice, and custom buttons if you have an Instagram Business Account. Feel free to enhance it with emojis, hashtags, or tags linking you to other Instagram profiles!

4. When to post on Instagram?

Answer: 70+ countries that the best time to post depends on the day:

Monday to Friday

- 7am – 9am (morning commute)
- 12pm – 2pm (lunch hours)
- 5pm – 6pm (end of workday)
- 9pm – 11pm (bedtime scrolling)

Saturday & Sunday

- 9am – 11am
- 2pm – 5pm

5. What is Instagram IGTV?

Answer: Instagram TV or more popularly known as IGTV. IGTV was Instagram's long-form video platform. You could see it was as something similar to YouTube. With IGTV. Once upon a time people could share mobile-optimized video content up to 60 minutes long. But now this feature is removed by Instagram.

6. How long is an Instagram Story?

Answer: An Instagram Story is an in-app feature that allows users to post photos or videos that automatically disappear within 24 hours. They appear in a vertical format and are fast, memorable, and fun by design.

Task Sheet-3.1: Campaign Marketing on Instagram

Objectives: The objective of this Instagram marketing campaign is to increase brand awareness, engage with the target audience, and drive traffic to the company's website or landing page.

Working Procedure:

Campaign Planning

- 1 Define campaign goals, target audience, and messaging strategy.
- 2 Identify key features and benefits of products/services to highlight.
- 3 Set a budget for ad spend (if applicable) and resources required.

Content Creation

- 4 Design visually appealing and brand-aligned graphics, images, and videos.
- 5 Develop engaging captions that resonate with the target audience.
- 6 Plan and schedule content in advance using social media management tools.

Instagram Profile Optimization

- 7 Optimize the company's Instagram bio with a clear and compelling description.
- 8 Add a link to the company's website or landing page in the bio.
- 9 Update profile picture with the company logo or a relevant image.

Posting Schedule

- 10 Determine the optimal posting times based on the target audience's behavior.
- 11 Maintain consistency with posting frequency to keep the audience engaged.

Analytics and Reporting

- 12 Track campaign performance using Instagram Insights and other analytics tools.
- 13 Generate regular reports to measure progress against KPIs and identify areas for improvement.
- 14 Use data-driven insights to optimize future Instagram marketing efforts.

Learning Outcome 4: Practice Twitter Marketing

Assessment Criteria	<ol style="list-style-type: none"> 1. Twitter Marketing is interpreted; 2. Profile is created and optimized; 3. What to Tweet and How to Interact on Twitter are interpreted; 4. Hashtags & Trends are applied; 5. Ways of growing Followers are explained; 6. Ad is created and managed; 7. Audience Manager & Universal Tag are explained; 8. Twitter Conversion Tracking & Remarketing are interpreted; 9. Twitter Reporting and Analytics are explained;
Conditions and Resources	<ol style="list-style-type: none"> 1. Real or simulated workplace 2. CBLM 3. Handouts 4. Laptop 5. Multimedia Projector 6. Paper, Pen, Pencil, Eraser 7. Internet facilities 8. White board and marker
Contents	<ol style="list-style-type: none"> 1 Twitter Marketing 2 Create Profile 3 What to Tweet and How to Interact on Twitter 4 Hashtags & Trends 5 Ways of growing Followers 6 Create and manage Ad 7 Audience Manager & Universal Tag 8 Twitter Conversion Tracking & Remarketing 9 Twitter Reporting and Analytics
Training Methods	<ol style="list-style-type: none"> 1. Discussion 2. Presentation 3. Demonstration 4. Guided Practice 5. Individual Practice 6. Project Work 7. Problem Solving 8. Brainstorming
Assessment Methods	<ol style="list-style-type: none"> 1. Written Test 2. Demonstration 3. Oral Questioning

Learning Experience 4: Practice Twitter Marketing

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about apply social media marketing	1. Instructor will provide the learning materials practicing Facebook marketing.
2. Read the Information sheet/s	2. Information Sheet No:4- Practice twitter marketing.
3. Complete the Self-Checks & Answer key sheets.	3. Self-Check No: 4- Practice twitter marketing. Answer key No. 4- Practice twitter marketing.
4. Read the Job/ Task sheet and Specification Sheet	4. Job/ task sheet and specification sheet <ul style="list-style-type: none"> ▪ Task Sheet No:4-1: Campaign Twitter Marketing

Information Sheet 4: Practice Twitter Marketing

Learning Objective:

After completion of this information sheet, the learners will be able to explain, define and interpret the following contents:

- 4.1 Twitter Marketing
- 4.2 Create Profile
- 4.3 What to Tweet and How to Interact on Twitter
- 4.4 Hashtags & Trends
- 4.5 Ways of growing Followers
- 4.6 Create and manage Ad
- 4.7 Audience Manager & Universal Tag
- 4.8 Twitter Conversion Tracking & Remarketing
- 4.9 Twitter Reporting and Analytics

4.1 Twitter Marketing

Twitter marketing is a powerful tool for companies of every size and structure to reach new customers, promote their brand, and connect with other companies. This allows users to find out what customers are talking about and how they respond to your business. Twitter serves as a solid foundation for your business to branch into other social sites.



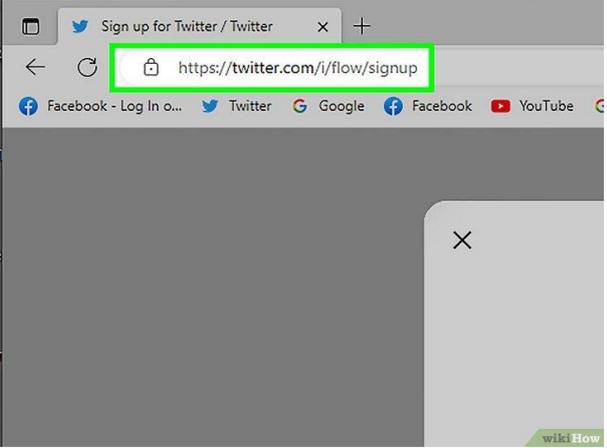
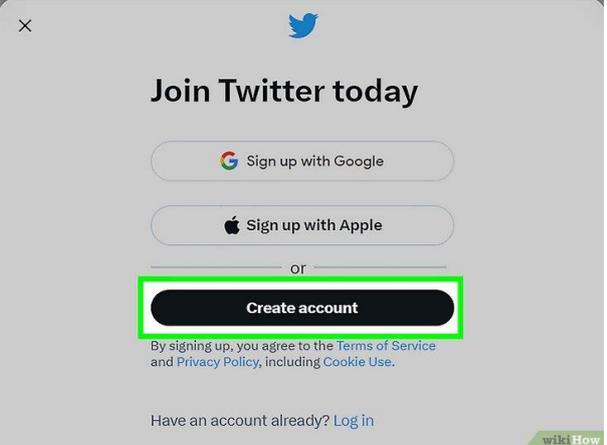
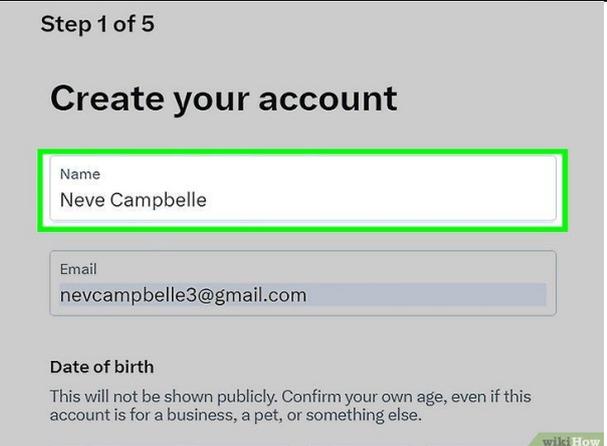
Twitter is a great platform to showcase what your company is doing and reach a large audience where your tweets can promote products and events.

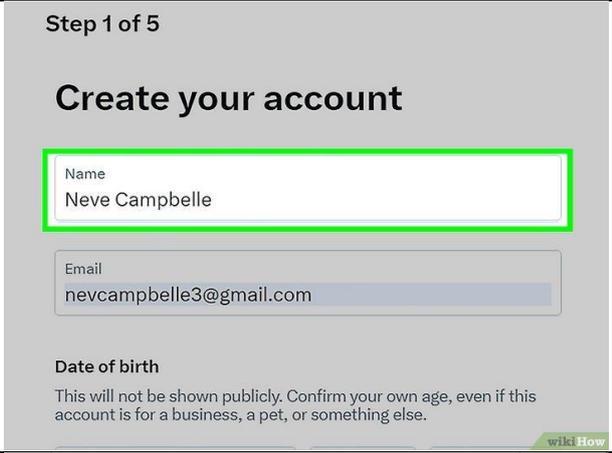
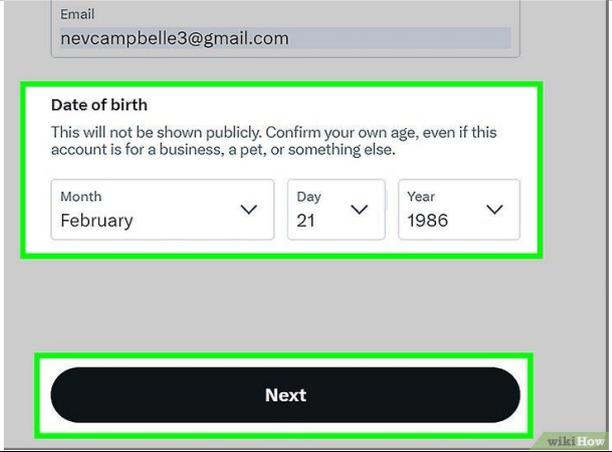
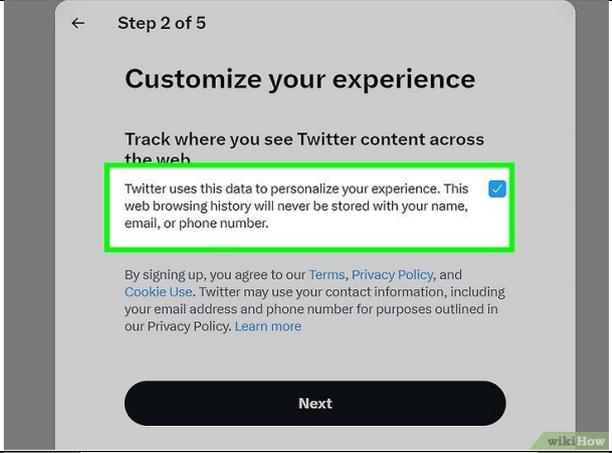
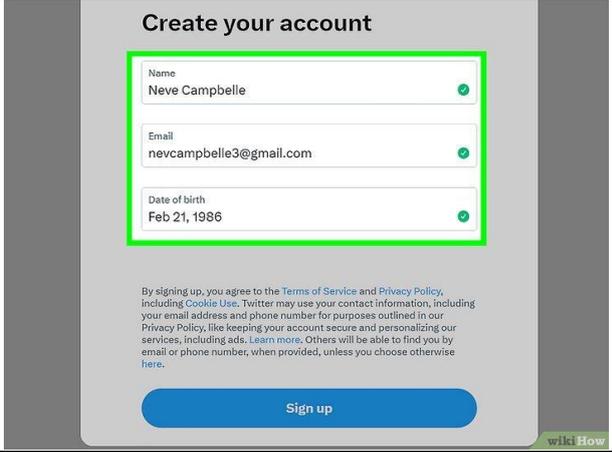
How to use Twitter Marketing:

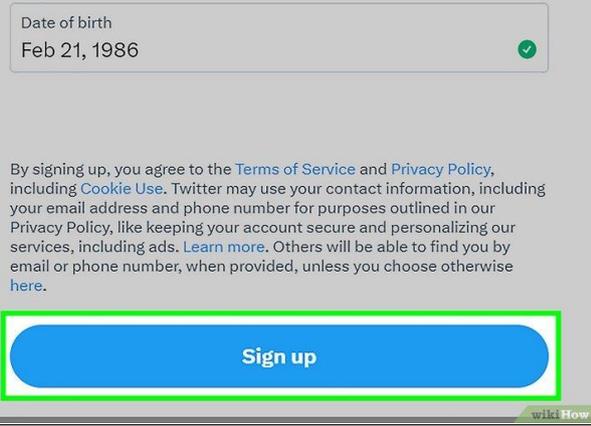
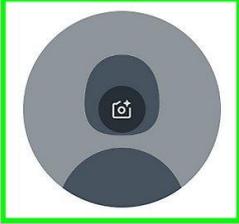
To know what is happening around the world or about a particular topic, Twitter users often visit Twitter for inspiration. With hundreds of millions of users and more than 500 million tweets sent each day, there is a huge opportunity for businesses to reach a global audience of new and existing customers through Twitter.

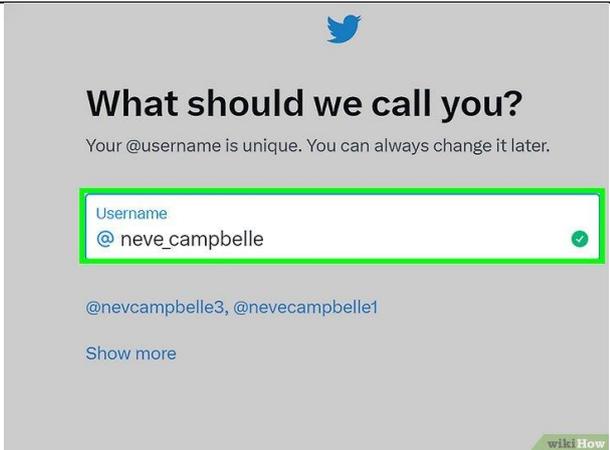
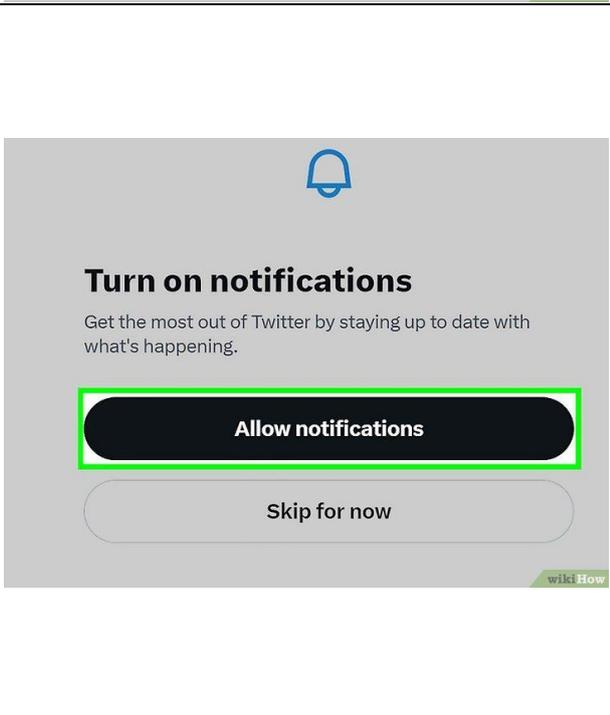
Conversations on Twitter are like face-to-face conversations with customers every day. Promotional content helps you attract new followers and keep them engaged over time, building awareness of your brand and incorporates himself or brand as an officer in his industry or niche.

4.2 Create Profile

<p>Go https://twitter.com/i/flow/signup in your web browser. You can also go to https://twitter.com and click Sign up at the bottom of the page.</p>	
<p>Click Create account. This will begin the account creation process.</p> <ul style="list-style-type: none">You can also select Sign up with Google or Sign up with Apple to login with those accounts instead.	
<p>Enter a name. This can be a display name, pseudonym, or your real name.</p>	

<p>Enter your phone number. If you'd rather use an email, click Use email instead in blue underneath the Phone field. The field will change accordingly.</p> <p>If the phone number or email address is already being used, you'll see a warning.</p>	 <p>Step 1 of 5</p> <h3>Create your account</h3> <p>Name Neve Campbelle</p> <p>Email nevcampbelle3@gmail.com</p> <p>Date of birth This will not be shown publicly. Confirm your own age, even if this account is for a business, a pet, or something else.</p> <p>wikiHow</p>
<p>Enter your birthday and click Next. This won't be shown on your profile unless you change your privacy settings. Click Month, Day, and Year to select the appropriate date.</p>	 <p>Email nevcampbelle3@gmail.com</p> <p>Date of birth This will not be shown publicly. Confirm your own age, even if this account is for a business, a pet, or something else.</p> <p>Month: February Day: 21 Year: 1986</p> <p>Next</p> <p>wikiHow</p>
<p>Check or uncheck user tracking and click Next. Twitter uses this data to customize your experience.</p> <ul style="list-style-type: none"> • Check the box to allow tracking, or uncheck the box to disable it. 	 <p>← Step 2 of 5</p> <h3>Customize your experience</h3> <p>Track where you see Twitter content across the web</p> <p>Twitter uses this data to personalize your experience. This web browsing history will never be stored with your name, email, or phone number. <input checked="" type="checkbox"/></p> <p>By signing up, you agree to our Terms, Privacy Policy, and Cookie Use. Twitter may use your contact information, including your email address and phone number for purposes outlined in our Privacy Policy. Learn more</p> <p>Next</p> <p>wikiHow</p>
<p>Confirm your information. You'll see fields with Name, Email, and Date of birth. They should have a green checkmark arrow next to them.</p> <ul style="list-style-type: none"> • If you see a red x, revise the information in the field. 	 <h3>Create your account</h3> <p>Name Neve Campbelle ✓</p> <p>Email nevcampbelle3@gmail.com ✓</p> <p>Date of birth Feb 21, 1986 ✓</p> <p>By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use. Twitter may use your contact information, including your email address and phone number for purposes outlined in our Privacy Policy, like keeping your account secure and personalizing our services, including ads. Learn more. Others will be able to find you by email or phone number, when provided, unless you choose otherwise here.</p> <p>Sign up</p> <p>wikiHow</p>

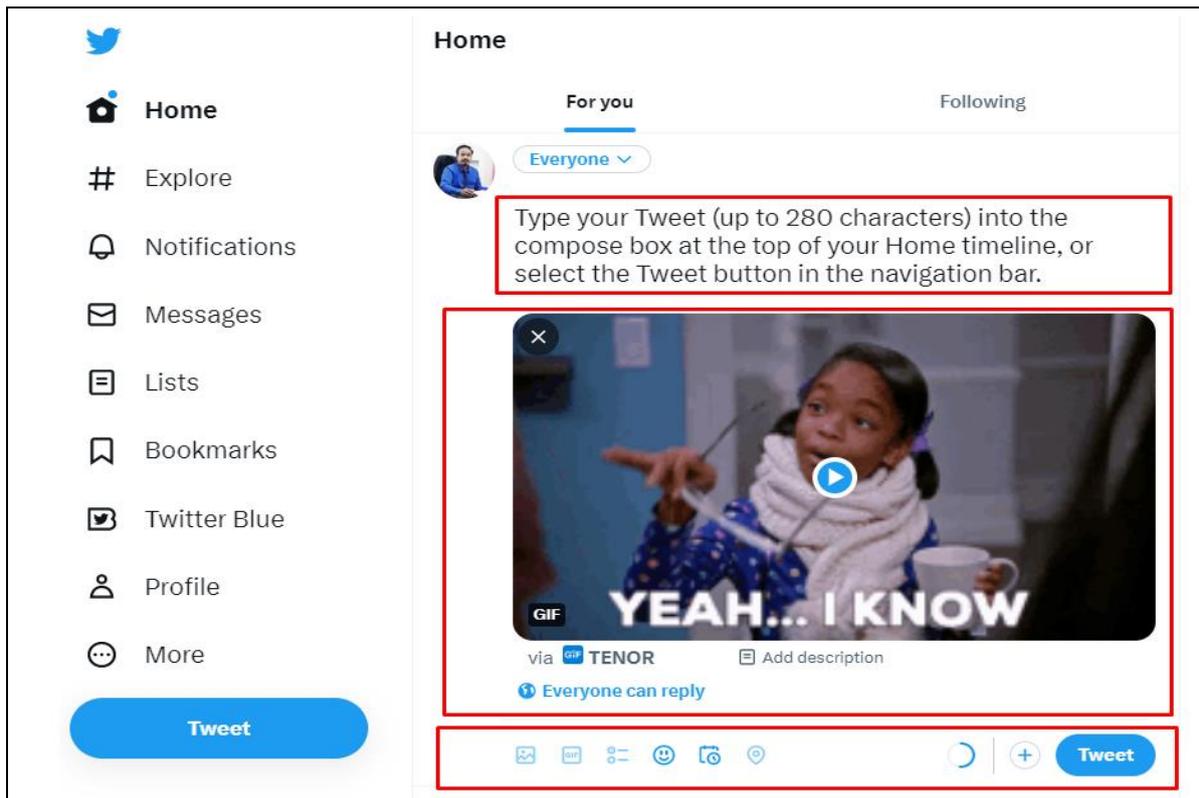
<p>Click Sign up. This is the blue button at the bottom.</p>	 <p>Date of birth Feb 21, 1986</p> <p>By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use. Twitter may use your contact information, including your email address and phone number for purposes outlined in our Privacy Policy, like keeping your account secure and personalizing our services, including ads. Learn more. Others will be able to find you by email or phone number, when provided, unless you choose otherwise here.</p> <p>Sign up</p>
<p>Enter the verification code and click Next. If you used your phone number, you'll receive a text with your code. If you used an email address, you'll receive an email with your code.</p>	<p>Step 4 of 5</p> <p>We sent you a code</p> <p>Enter it below to verify nevcampbelle3@gmail.com.</p> <p>Verification code 815150</p> <p>Didn't receive email?</p>
<p>Enter a password and click Next. As with all passwords, make sure to create a secure password that you can remember.</p>	<p>Step 5 of 5</p> <p>You'll need a password</p> <p>Make sure it's 8 characters or more.</p> <p>Password</p>
<p>Upload a profile picture (optional). Click the camera icon to upload a picture from your computer or click Skip for now to do it later.</p>	<p>Pick a profile picture</p> <p>Have a favorite selfie? Upload it now.</p> 

<p>Enter a username. Twitter will automatically generate a username based on your information. You can enter your own, or click Skip for now to use the generated username. If you entered your own, click Next.</p>	
<p>Personalize your Twitter. You'll need to complete these steps or skip them so Twitter can personalize your dashboard.</p> <ul style="list-style-type: none"> ▪ Allow notifications (optional). You can click Allow notifications to stay up-to-date on activity, or click Skip for now to set it later. ▪ Select three topics of interest from the list, then click Next. ▪ Follow at least one Twitter user from the list, then click Next. ▪ You'll be taken to your Twitter feed. You can now use Twitter to send Tweets or connect with others. 	

4.3 What to Tweet and How to Interact on Twitter

How to Tweet

- **Step 1**
Type your Tweet (up to 280 characters) into the compose box at the top of your home timeline, or select the Tweet button in the navigation bar.
- **Step 2**
You can include up to 4 photos, a GIF, or a video in your Tweet.
- **Step 3**
Select the Tweet button to post the Tweet to your profile.



To save a draft of your Tweet, select the X icon in the top left corner of the compose box, then select Save. To schedule your Tweet to be sent at a later date/time, select the calendar icon at the bottom of the compose box and make your schedule selections, then select Confirm. To access your drafts and scheduled Tweets, select Unsent Tweets from the Tweet compose box.

4.4 Hashtags & Trends

There are few things quite as synonymous with Twitter as the hashtag. Using hashtags on Twitter helps you join conversations, connect with what’s happening, and become discoverable.

It’s important you know how to use hashtags to best serve your brand and marketing objectives on Twitter, so we’ve got tips and examples below.

What is a hashtag?

On Twitter, adding a “#” to the beginning of an unbroken word or phrase creates a hashtag. When you use a hashtag in a Tweet, it becomes linked to all of the other Tweets that include it.

Including a hashtag gives your Tweet context and allows people to easily follow topics that they’re interested in.



Here at [@TwitterBusiness](#), we joined in the fun for [#NationalDogDay](#) to reach audiences with a shared interest in man’s best friend.

How to use hashtags

A hashtag—written with a # symbol—is used to index keywords or topics on Twitter. This function was created on Twitter, and allows people to easily follow topics they are interested in.

Using hashtags to categorize Tweets by keyword

People use the hashtag symbol (#) before a relevant keyword or phrase in their Tweet to categorize those Tweets and help them show more easily in Twitter search. Clicking or tapping on a hash tagged word in any message shows you other Tweets that include that hashtag.

- Hashtags can be included anywhere in a Tweet.
- Hash tagged words that become very popular are often trending topics.

Example of a Tweet with a hashtag:



Tips for using hashtags

- You cannot add spaces or punctuation in a hashtag, or it will not work properly.
- If you Tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your Tweet.
- We recommend using no more than 2 hashtags per Tweet as best practice, but you may use as many hashtags in a Tweet as you like.
- Type a hash tagged keyword in the search bar to discover content and accounts based on your interests.

Source: <https://help.twitter.com/en/using-twitter/how-to-use-hashtags>

4.5 Ways of growing Followers

How to increase your Twitter followers:

- Share relevant and useful content
- Post visual content
- Tweet consistently
- Interact with others
- Promote your @name everywhere you can
- Tap into your existing customer base

- Run a followers' campaign
- **Share relevant and useful content**

People come to Twitter to take part in conversations and consume content they're interested in. So, to grow your followers, you have to make sure that your content appeals to your audience and adds value — whether that's Tweeting about sales, product tutorials, or current events.

If you're not sure what that content is, then leverage your Twitter Analytics to learn more about what best appeals to your audience.

Tap into trending topics by checking out the Explore page, and by using keywords and hashtags that relate to your industry and audience. For example, check out these tips on how to incorporate trending topics into your Twitter strategy.

- **Post visual content**

97% of people focus on visuals on Twitter², so adding media to your Tweets can really help them stand out. Add a variety of visuals and videos to make your content more appealing and memorable.

Check out the dos and don'ts of using images on Twitter.

- **Tweet consistently**

It's important to have a regular cadence of content that your audience can count on and look forward to. Create a content calendar to plan out your ideas and ensure you're Tweeting during important seasons and events.

Download our organic Tweets starter kit and Tweet brainstorming kit to help get you started with planning.

- **Interact with others**

Twitter is all about making a connection. Don't just post a Tweet and leave it at that. Follow others in your industry, Retweet influencers, engage with thought leaders in the community, and reply to mentions and customers to build engagement and connections.

Top tip: You can also find micro-influencers to promote your company or products. They can help expand your reach and build trust with new audiences.

- **Promote your @name everywhere you can**

Get your brand in front of people as much as possible. Add a follow button to your website, include a link to your Twitter profile in your email signature and newsletters, and promote it on offline collateral such as business cards or menus.

- **Tap into your existing customer base**

Did you know you can find existing customers who are already on Twitter using their emails? Simply upload your existing email contacts and let your customers know you're ready to have a conversation by following them on Twitter.

- **Run a followers' campaign**

Alongside growing organic followers, you can accelerate your growth by running a followers' campaign. Followers campaigns allow you to promote your account to a targeted audience, and you'll only pay when someone follows you after seeing your ad.

Consider running short campaigns to boost momentum or an always-on campaign to create a consistent stream of new followers.

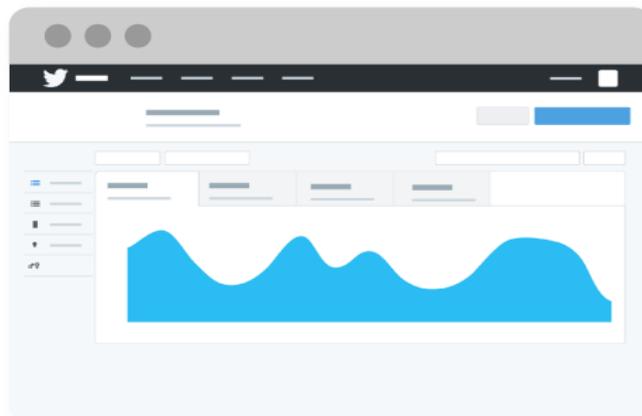
Increasing Twitter followers for your brand requires experimentation and some time, but you'll see a big payoff in the long run. Now that you know how to gain followers on Twitter, follow @TwitterBusiness for more tips to grow your presence.

Source: <https://business.twitter.com/en/blog/how-to-increase-twitter-followers.html>

4.6 Create and manage Ad

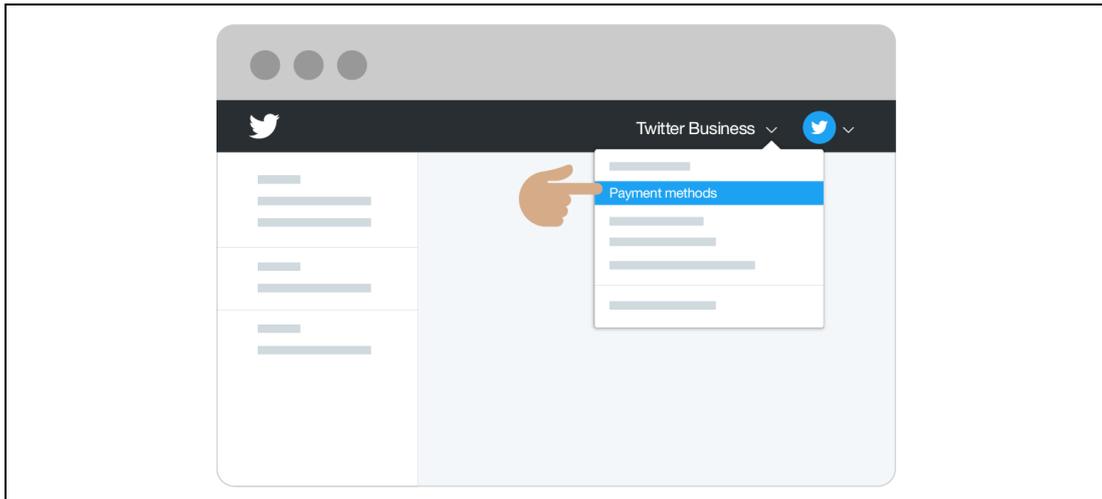
Access your ads account

Visit ads.twitter.com and login using the credentials for the account you want to run a campaign from.



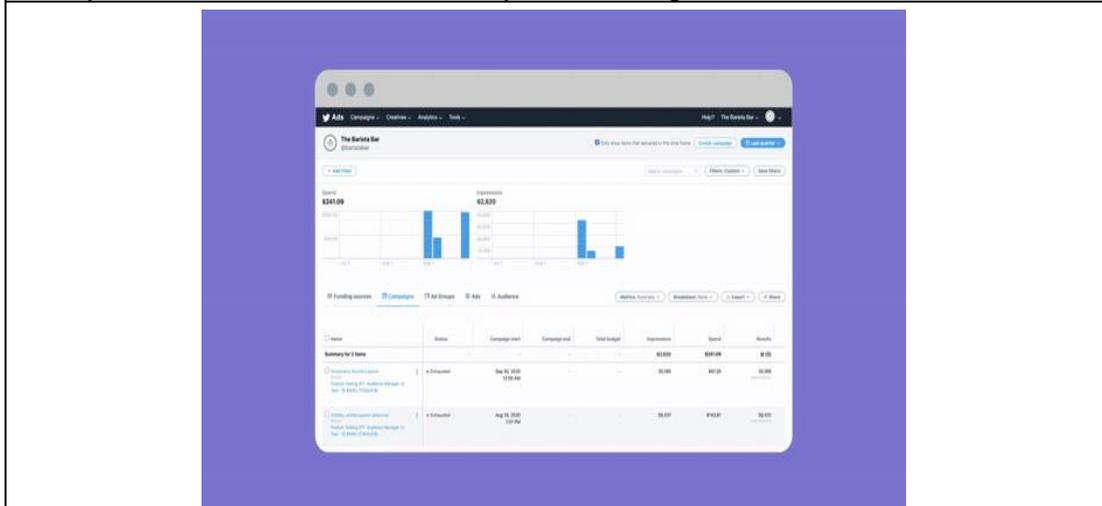
Add a payment method

Before you can run a Twitter Ads campaign, you need to add a payment method. You will not be billed unless you launch a campaign.



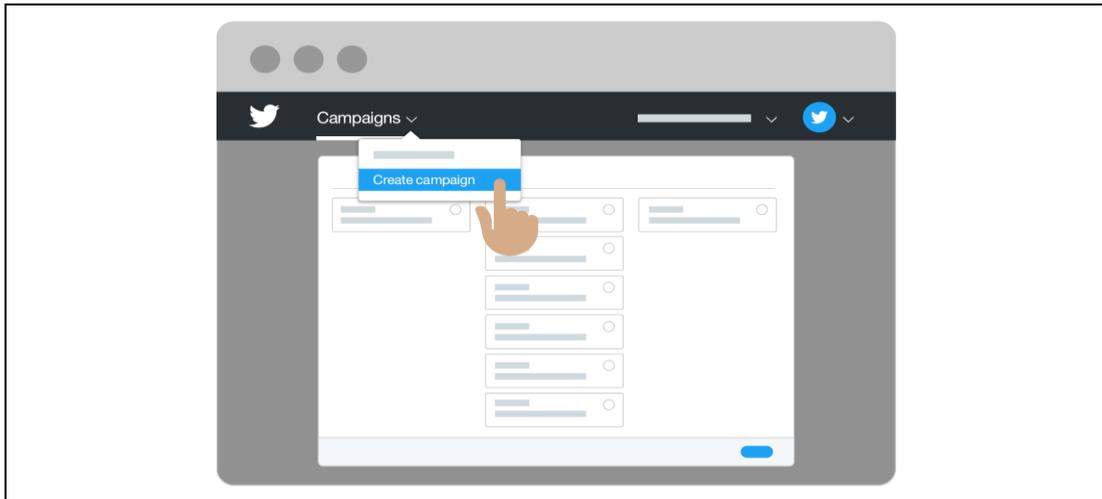
Create your ads

Select "Tweet composer (New)" from the "Creatives" menu. Create your Tweet, keep the Promoted-only box checked, and hit "Tweet." Repeat until you've created all of the Tweets you'd like to promote.



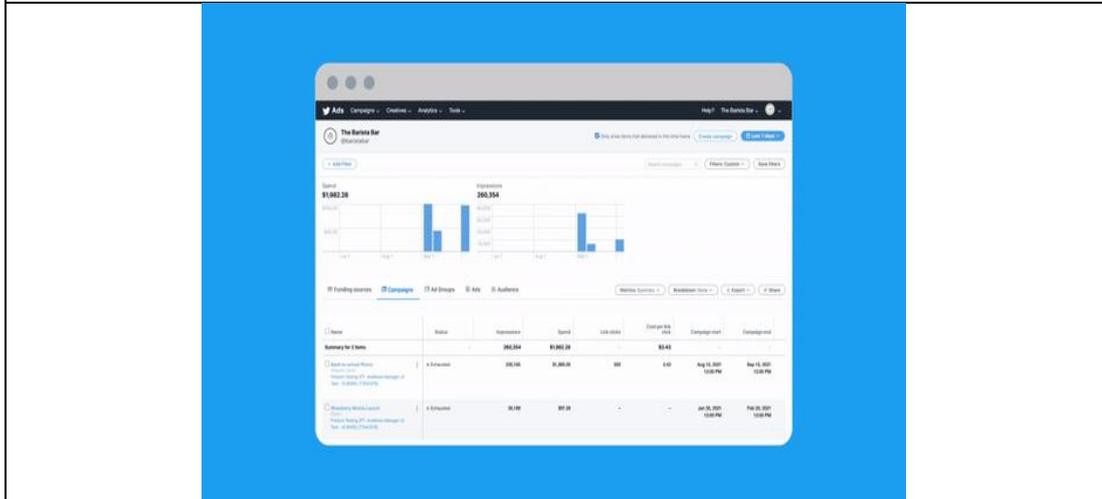
Build your campaign

Select "Create campaign" from the "Campaigns" drop-down menu in your Ads Manager. Follow the prompts to choose your objective and fill in your campaign details.



Launch and optimize!

Once your campaign is live, you'll be able to track results in real-time from your Ads Manager dashboard.



Click here for ads: <https://ads.twitter.com/?ref=web-btc-ao-gbl-gettingstartedtwads>

Source: <https://business.twitter.com/en/advertising/get-started-with-twitter-ads.html>

4.7 Audience Manager & Universal Tag

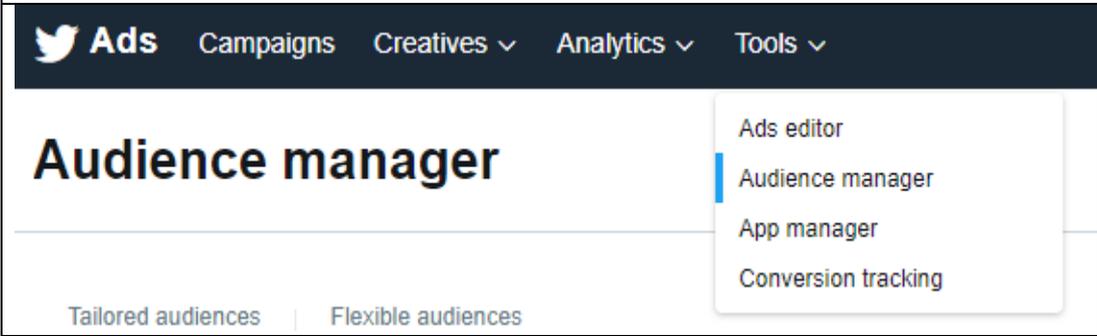
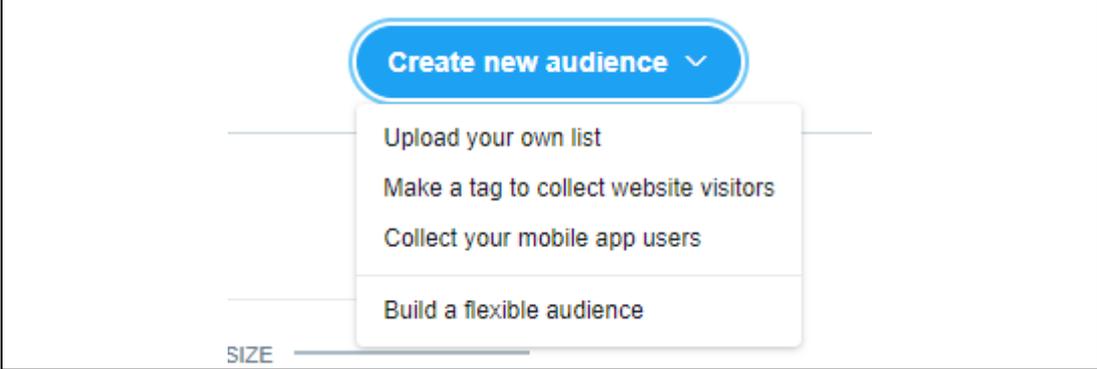
Audience Manager in Connect

Audience Manager allows you to quickly and effortlessly combine filter options of user profiles, social relationships and user behaviors to create highly personalized audiences which improve the relevancy and performance of your Twitter Ads. The more refined the targeting of your audience is, the more relevant your campaigns will be and the more likely you are to generate leads.

These audiences can also be uploaded into our Audience Insights dashboard to create Insights reports for your audiences to identify Social Consumer Segmentation and other useful insights (dependent on your plan). If in doubt, please get in touch with our support team via the help button below.

Note: This feature is only available for users with a Twitter Marketing plan or an Audience Insights plan. Users with a Free plan will not be able to select this option.

Set up tailored audiences on twitter by Audience Manager

<p>Step 1: Go to audience manager On your Twitter ads page, go to tools -> audience manager.</p>
 <p>The screenshot shows the Twitter Ads navigation bar with 'Tools' expanded to show 'Audience manager' as the selected option. Below the navigation bar, the 'Audience manager' page is visible, featuring tabs for 'Tailored audiences' and 'Flexible audiences'.</p>
<p>Step 2: Create your audience Go to create a new audience and choose the type of audience you want to upload.</p>
 <p>The screenshot shows the 'Create new audience' dropdown menu with four options: 'Upload your own list', 'Make a tag to collect website visitors', 'Collect your mobile app users', and 'Build a flexible audience'.</p>
<p>Step 3: Check the status of your audience</p>

- **Processing:** Twitter is matching users to the handles, emails, or phone numbers you have uploaded. It could take up to 48 hours to complete this process.
- **Too small:** Twitter audiences have to be over 100 users in order to use. Web and mobile audiences will continue to grow as new users visit your pages. To grow list audiences, you must manually add new users.

Website Audience	READY	Sep 9, 2018	2,042	2,042	Delete
Website Audience	READY	Sep 9, 2018	2,025	2,025	Delete
Mobile Audience	AUDIENCE TOO SMALL	Sep 8, 2018	-	-	Edit

Ready: You can start targeting your new audiences!

Step 4: Add your tailored audience to your campaigns
 When creating your new campaigns, search in your saved audience for the name of your new tailored audience.

Find your audience

▼ Saved audiences

Include or exclude these audiences from your targeting criteria. ?

All

Tailored audiences (web) · Browse

Mobile audience targeting · Browse

Tailored audiences (lists) · Browse

▼ Flexible audience targeting · Browse

Once you've finished adding launch your campaigns and start targeting the best users for your brand!

Source: <https://www.seerinteractive.com/insights/how-to-use-twitter-audiences>

Universal Tag

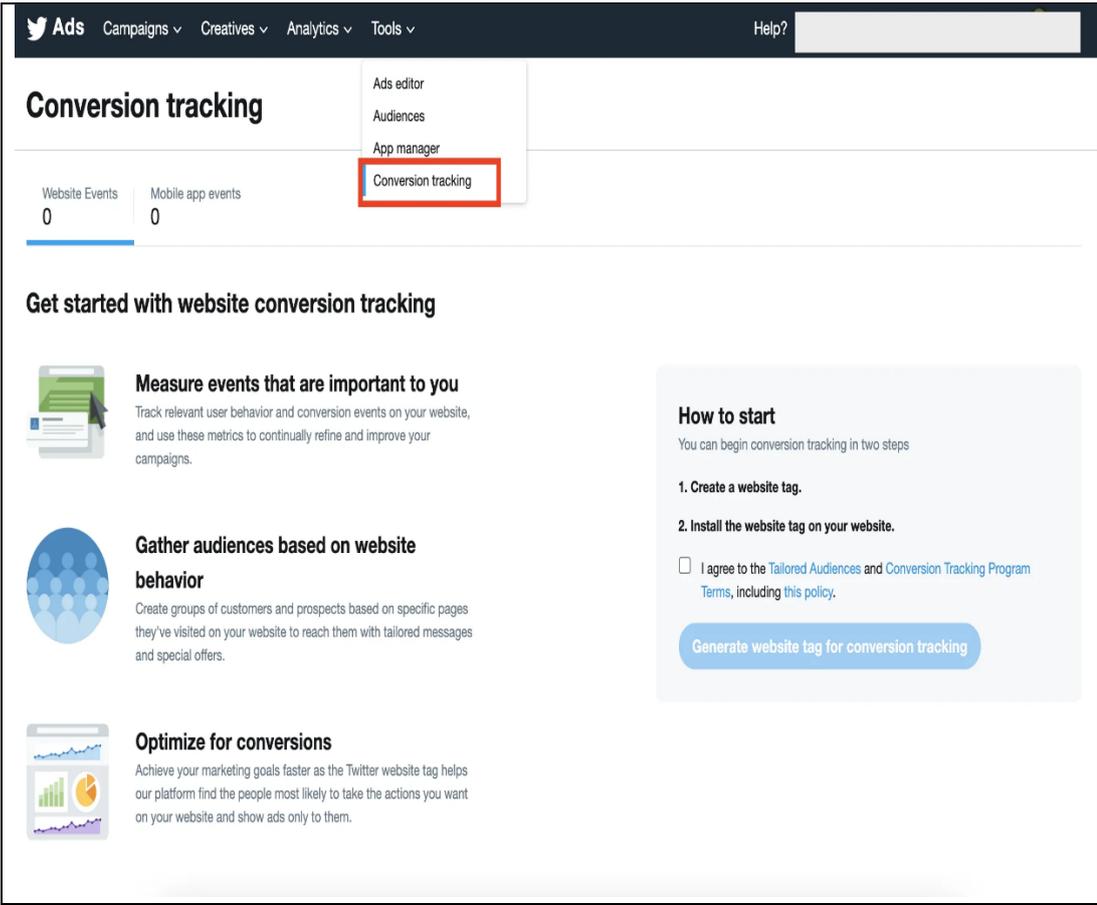
Twitter Ads, while a lesser-used ad platform than the major players, still offers a respectable range of targeting and can be a part of many marketers' channel strategy. As with any ad platform, properly tracking data is crucial to success.

Setting up Twitter’s tracking pixels allows you to ensure that data is flowing properly to their platform, and Google Tag Manager (GTM) helps simplify the process of setting this up. In this article, we’ll walk through creating a Twitter pixel and configuring it for your site via GTM.

Twitter offers two types of tags: a universal website tag and a single event tag. By placing the universal website tag across your site, you can then define audiences and conversion points via URL rules. You can use the single event tag for instances where you can’t isolate an event by the URL, such as tracking a form submission without a thank you page.

Creating the Universal Twitter Tag

First, let’s cover setting up the universal tag. To access the tag code within your Twitter Ads account, go to the Tools dropdown in the top navigation bar and choose Conversion Tracking. You’ll see a prompt to get started with generating your website tag.



Once you click “Generate website tag,” you’ll see a screen showing the code for your tag along with setup details.

Website tag

How to setup your universal website tag

Install your website tag

If you are the person who will be installing the website tag, download the code snippet and place it at the bottom of all pages on your website before the </body> HTML tag. Visit the [website tag help and troubleshooting page](#) for help.

[Download a txt file with this code snippet](#)

```
<!-- Twitter universal website tag code -->
<script>
!function(e,t,n,s,u,a){e.twq||(s=e.twq=function(){s.exe?s.exe.apply(s,arguments):s.queue.push(arguments);
},s.version='1.1',s.queue=[],u=t.createElement(n),u.async=!0,u.src='//static.ads-twitter.com/uwt.js',
a=t.getElementsByTagName(n)[0],a.parentNode.insertBefore(u,a))(window,document,'script');
// Insert Twitter Pixel ID and Standard Event data below
twq('init','[REDACTED]');
twq('track','PageView');
</script>
<!-- End Twitter universal website tag code -->
```

Instead of copying and pasting the whole code, you'll want to look for the unique 5-character identifier Twitter uses for each tag. You'll find this in the following portion of code (the area shown masked in red in the screenshot):

```
twq('init','abcde');
```

The portion in single quotes following 'init' is your Twitter ID; copy this and hang onto it for Google Tag Manager.

Source: <https://clixmarketing.com/setting-up-the-twitter-ads-website-tag-with-google-tag-manager/>

4.8 Twitter Conversion Tracking & Remarketing

Twitter Conversion Tracking

Conversion tracking enables you to measure your return on ad spend by tracking the actions people take after viewing or engaging with your ads on Twitter.

On Twitter, you can use our Twitter Pixel or the Conversions API to set up conversion tracking. These solutions pass data back to Twitter and help enable user attribution. It does this by matching conversion data to a Twitter user, using available identifiers like cookie IDs, Click ID or email. The Twitter Pixel allows advertisers to put a piece of code on the website to send conversion data to Twitter. The Conversion API allows advertisers to send conversion data directly from a server to Twitter.

Learn more about the Twitter Pixel, Conversions API, and other conversion tracking tools here.

Attributed data can be used for a variety of purposes, such as building Website Activity Audiences for campaign retargeting, to improve optimization models to help you drive action with your campaigns, and for reporting of campaign results, to understand the impact of a campaign.

Use of any of Twitter's conversion tracking products or services is subject to the Twitter Conversion Tracking Program T&C's, which can be found here.

Remarketing

Twitter connects brands with valuable audiences, when they're the most receptive. But sometimes when it translates to just engagements, and not complete conversions, it can feel frustrating. Don't worry though, those leads are still valuable. When you know someone has shown interest in your business, you can remarket to that "almost-there" crowd with personalized messaging and encourage them to convert

On Twitter, you can remarket to people who have visited your website, subscribed to your newsletter, or interacted with your business in other ways. Use Twitter Ads to start your first remarketing campaign, or include it as an invaluable addition to your existing strategy.

4.9 Twitter Reporting and Analytics

Use Twitter Analytics

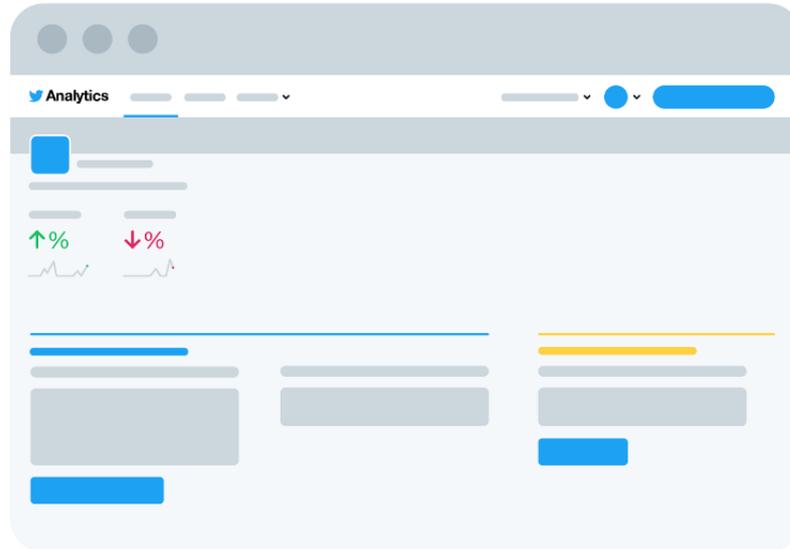
Analyze your Tweet data to understand your followers. Every word, photo, video, and follower can have an impact.

Twitter Analytics shows you how your audience is responding to your content, what's working, and what's not. Use this data to optimize your future Twitter campaigns and get better results.

Overview of key dashboards

Account home

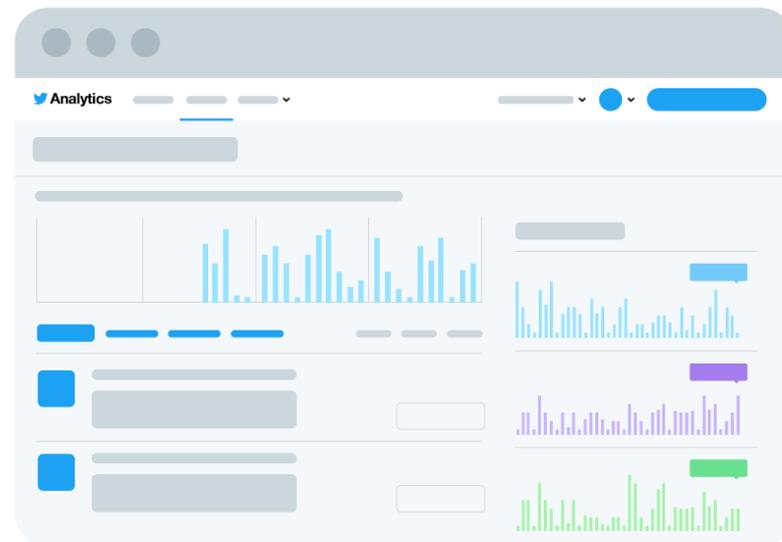
Your monthly Twitter report card



This dashboard features high-level statistics and is a gallery of your greatest hits. We'll spotlight your top-performing Tweets and introduce you to the influencers in your network.

Tweet Activity Dashboard (TAD)

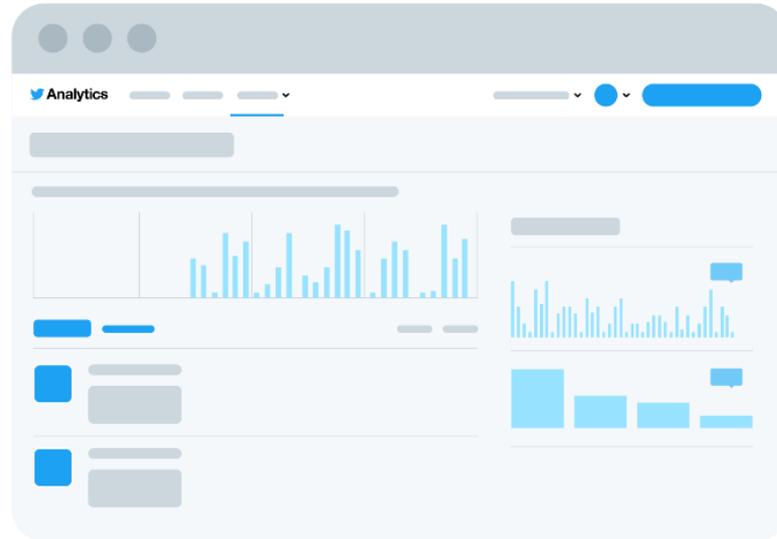
Metrics for every single Tweet



You'll know exactly how many times people have seen, Retweeted, liked, and replied to each Tweet. You can also filter by Promoted-only Tweets. You can adjust the date range and export the data as a .CSV file.

Video Activity Dashboard (VAD)

A deep dive into your videos



This dashboard displays retention, view rate, and completion rate for all of your videos on Twitter. You can also filter by promoted views on videos. You can adjust the date range and export the data as a .CSV file.

Source: <https://business.twitter.com/en/advertising/analytics.html>

Self-Check Sheet - 4: Practice Twitter Marketing

Questionnaire:

1. What is the key area of expertise one should focus on to succeed in social media marketing on Twitter?

Answer:

2. Why is Twitter an essential platform for businesses and brands?

Answer:

3. How can you create engaging tweets to capture your audience's attention?

Answer:

4. What role do hashtags play in Twitter marketing?

Answer:

5. How can you foster interactions with your Twitter audience.

Answer:

6. What are some effective strategies for increasing brand visibility on Twitter?

Answer:

Answer Key - 4: Practice Twitter Marketing

1. What is the key area of expertise one should focus on to succeed in social media marketing on Twitter?

Answer: To succeed in social media marketing on Twitter, you should focus on mastering "Twitter Marketing." This involves understanding Twitter's functionalities, best practices, and strategies for effective brand promotion

2. Why is Twitter an essential platform for businesses and brands?

Answer: Twitter is an essential platform for businesses and brands because it allows them to connect with a vast global audience, engage in real-time conversations, build brand awareness, and drive traffic to their websites.

3. How can you create engaging tweets to capture your audience's attention?

Answer: To create engaging tweets, you should aim for concise and compelling content, incorporate visual elements like images and videos, use relevant hashtags, ask questions, and encourage retweets and interactions.

4. What role do hashtags play in Twitter marketing?

Answer: Hashtags play a crucial role in Twitter marketing as they categorize content, increase discoverability, and help reach a broader audience interested in specific topics or trends.

5. How can you foster interactions with your Twitter audience.

Answer: You can foster interactions with your Twitter audience by responding to comments, mentions, and direct messages promptly, asking questions in your tweets, running polls, and participating in relevant conversations.

6. What are some effective strategies for increasing brand visibility on Twitter?

Answer: Some effective strategies for increasing brand visibility on Twitter include leveraging trending topics, participating in Twitter chats, collaborating with influencers, retweeting and engaging with industry influencers, and sharing valuable and shareable content.

Task Sheet-4.1: Campaign Twitter Marketing

Objectives: The objective of this Twitter marketing campaign is to increase brand visibility, engage with the target audience, drive website traffic, and promote products/services.

Working Procedure:

Campaign Planning

- 1 Define campaign goals, target audience, and messaging strategy.
- 2 Identify key features and benefits of products/services to highlight.
- 3 Set a budget for any promoted content or advertising.

Twitter Profile Optimization

- 4 Optimize the company's Twitter bio with a clear and compelling description.
- 5 Add a link to the company's website or landing page in the bio.
- 6 Use a recognizable profile picture such as the company logo.

Content Creation

- 7 Develop compelling and shareable tweets with a mix of text, images, GIFs, and videos.
- 8 Plan and schedule content in advance using social media management tools.
- 9 Ensure that the content aligns with the brand's voice and values.

Hashtag Research

- 10 Research relevant and trending hashtags to increase the reach of tweets.
- 11 Use a combination of industry-specific and popular hashtags in tweets.

Engage and Interact

- 12 Respond to mentions, messages, and replies promptly.
- 13 Engage with followers, potential customers, and industry influencers.
- 14 Participate in relevant conversations and hashtag campaigns.

Learning Outcome 5: Practice Pinterest Marketing

Assessment Criteria	<ol style="list-style-type: none"> 1. Basic concepts of Pinterest Marketing are interpreted; 2. Profile is created and optimized; 3. Pinterest browser button is added; 4. Business account is created and optimized; 5. Pinterest board is created and optimized; 6. Pinterest Product Pins and Rich Pins are created; 7. Pinterest Tag and Events are interpreted;
Conditions and Resources	<ol style="list-style-type: none"> 1. Real or simulated workplace 2. CBLM 3. Handouts 4. Laptop 5. Multimedia Projector 6. Paper, Pen, Pencil, Eraser 7. Internet facilities 8. White board and marker
Contents	<ol style="list-style-type: none"> 1 Basic concepts of Pinterest Marketing 2 Create and optimize profile 3 Add Pinterest browser button 4 Create and optimize business account 5 Create and optimize Pinterest board 6 Create Pinterest product pins and rich pins 7 Pinterest Tag and Events
Training Methods	<ol style="list-style-type: none"> 1. Discussion 2. Presentation 3. Demonstration 4. Guided Practice 5. Individual Practice 6. Project Work 7. Problem Solving 8. Brainstorming
Assessment Methods	<ol style="list-style-type: none"> 1. Written Test 2. Demonstration 3. Oral Questioning

Learning Experience 5: Practice Pinterest Marketing

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about apply social media marketing	1. Instructor will provide the learning materials practicing Facebook marketing.
2. Read the Information sheet/s	2. Information Sheet No:5-Practice Pinterest marketing.
3. Complete the Self-Checks & Answer key sheets.	3. Self-Check No: 5: Practice Pinterest marketing. Answer key No. 5- Practice Pinterest marketing.
4. Read the Job/ Task sheet and Specification Sheet	4. Job/ task sheet and specification sheet <ul style="list-style-type: none"> ▪ Task Sheet No:5-1: Campaign Pinterst

Information Sheet 5: Practice Pinterest Marketing

Learning Objective:

After completion of this information sheet, the learners will be able to explain, define and interpret the following contents:

- 5.1 Basic concepts of Pinterest Marketing
- 5.2 Create and optimize profile
- 5.3 Add Pinterest browser button
- 5.4 Create and optimize business account
- 5.5 Create and optimize Pinterest board
- 5.6 Create Pinterest product pins and rich pins
- 5.7 Pinterest Tag and Events

5.1 Basic concepts of Pinterest Marketing

Pinterest marketing is the practice of posting branded content on this visual-forward platform to cultivate and build awareness, connect with your audience and drive traffic to your website. Since many are looking for buying inspiration, marketing on Pinterest is a powerful way to reach new customers.

Benefits of marketing on Pinterest

- **Boost brand awareness**

Every month 460 million people use the platform, so there's an active audience waiting for you. Crumble Cookies discovered this recently: In less than a year, they grew their Pinterest following from 7,000 to 1 million.

- **Drive people to your website**

Pinterest is a popular discovery platform for shoppers looking for inspiration or new products. In fact, 80% of weekly users have discovered a new product or brand on Pinterest, according to the platform.

And Pinterest knows this. That's why they've optimized unique Pin types that can be used to promote products and articles. This type of content is a powerful tool for driving new users and customers to your website.

- **Create and expand your community**

Pinterest is a prime place to create and cultivate an engaged community through content—specifically content that taps into creativity. According to Pinterest, 85% of Pinner say they go to the platform to start a new project. Offering content that taps into this provides Pinner with the spark they're looking for.

And that brings us to a superpower Pinterest has: It makes people feel good.

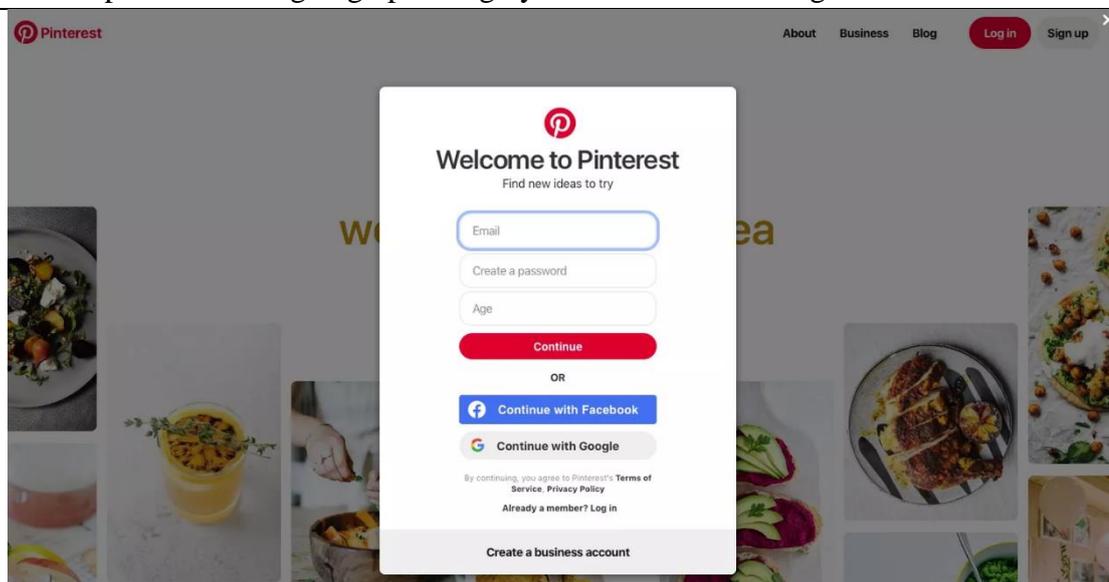
According to the platform, 78% of weekly Pinner feel positive after interacting with it. so, Pinterest is a prime spot for you to create feel-good and helpful moments for your audience.

5.2 Create and optimize profile

How to Sign up for a Personal Pinterest Account

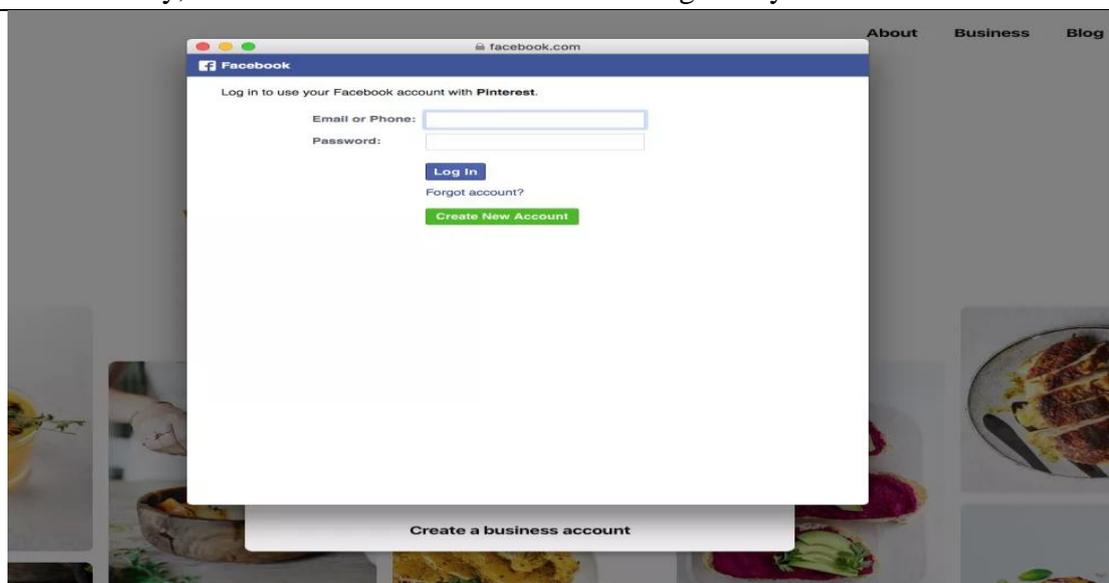
With a personal Pinterest account, you'll be browsing, exploring, pinning, and interacting with other users in no time!

- Go to Pinterest.com.
- Select Sign up. You have the option of signing up with an email address and password or signing up through your Facebook or Google account.

A screenshot of the Pinterest website's sign-up page. The page features a white sign-up form centered on a background of various food-related images. The form includes fields for 'Email', 'Create a password', and 'Age', followed by a red 'Continue' button. Below this, there are options to 'Continue with Facebook' and 'Continue with Google'. At the bottom of the form, there is a link for 'Already a member? Log in' and a link to 'Create a business account'. The Pinterest logo and navigation links like 'About', 'Business', 'Blog', 'Log in', and 'Sign up' are visible at the top of the page.

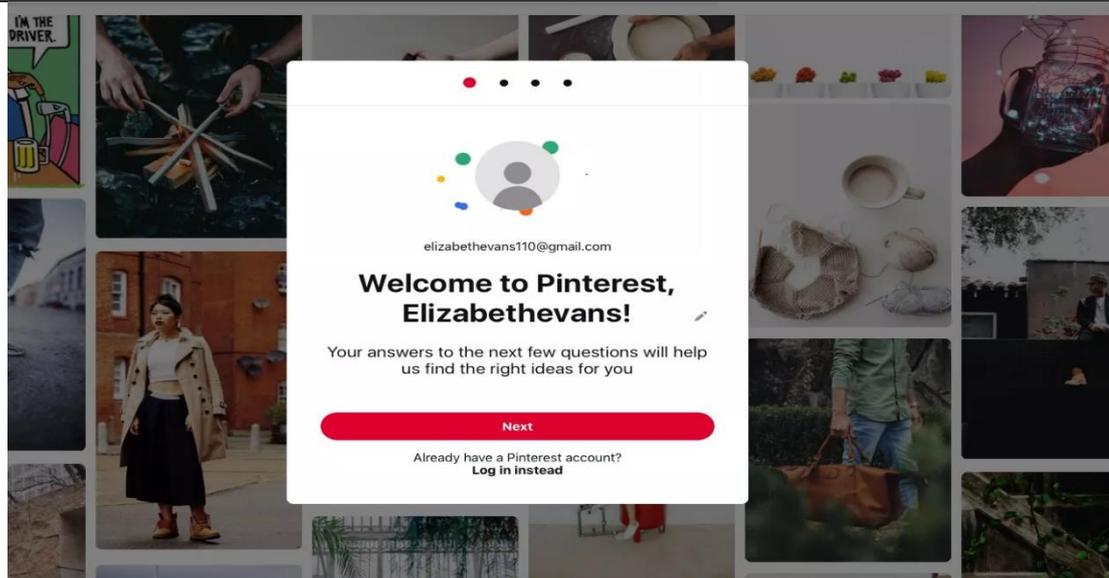
- Enter your email address, create a password, and select Continue.

Alternatively, select Continue with Facebook and log in to your Facebook account.

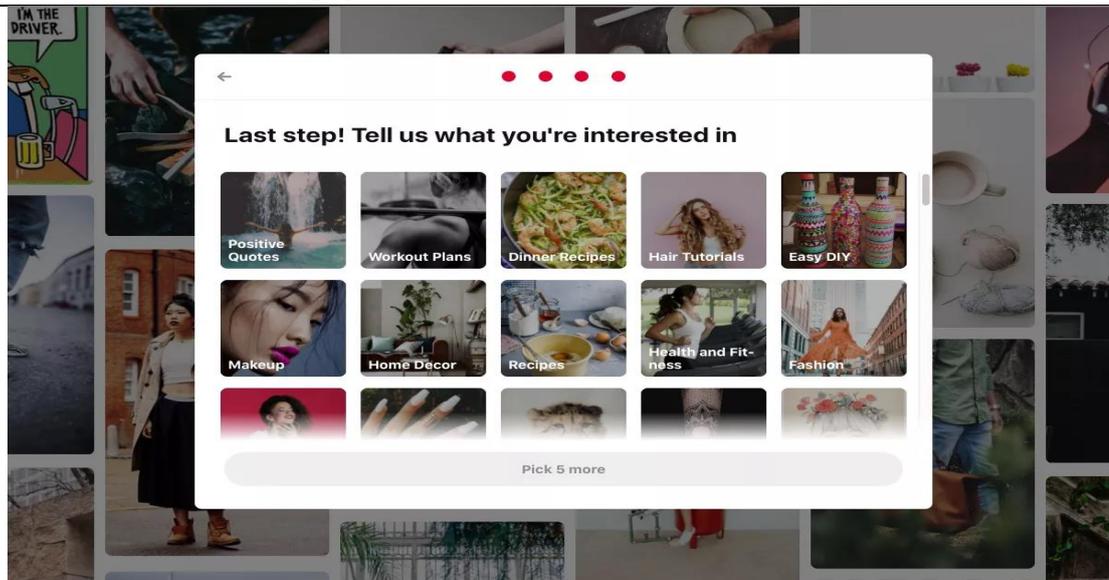
A screenshot of the Facebook login page. The page shows a white login form centered on a background of food-related images. The form has fields for 'Email or Phone' and 'Password', a blue 'Log In' button, and links for 'Forgot account?' and 'Create New Account'. The Facebook logo and navigation links like 'About', 'Business', and 'Blog' are visible at the top of the page.

Or, select Continue with Google and log in to your Google account.

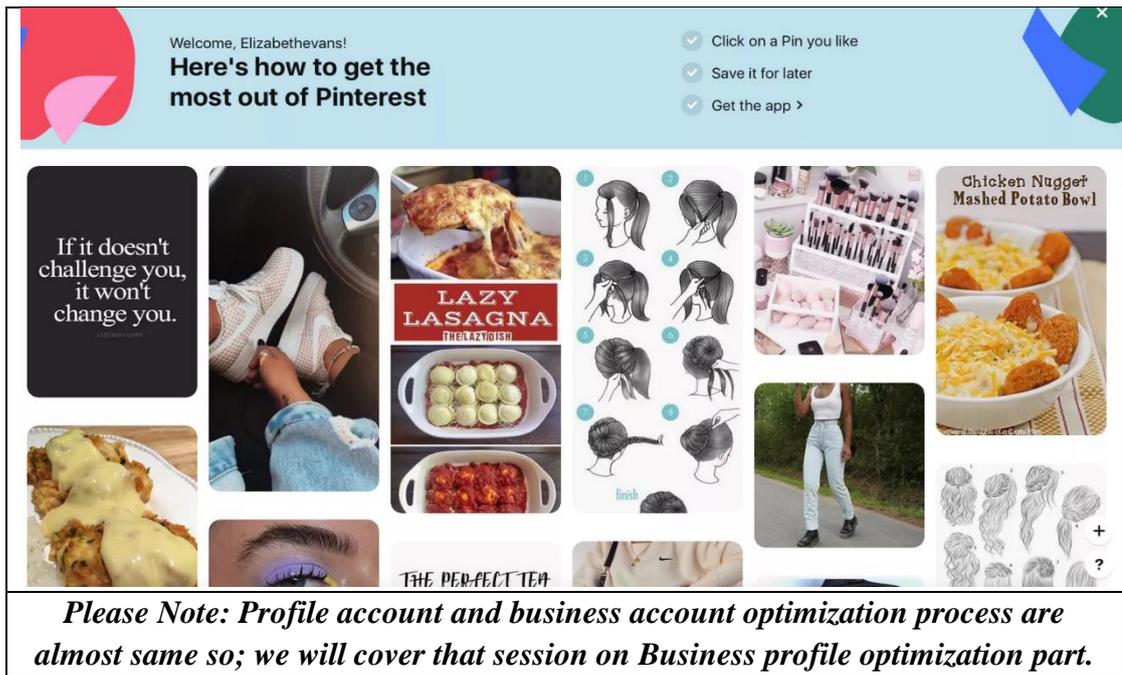
- You'll receive a Welcome to Pinterest message. Select Next.



- Answer the setup questions, select some areas of interest, and select Done.



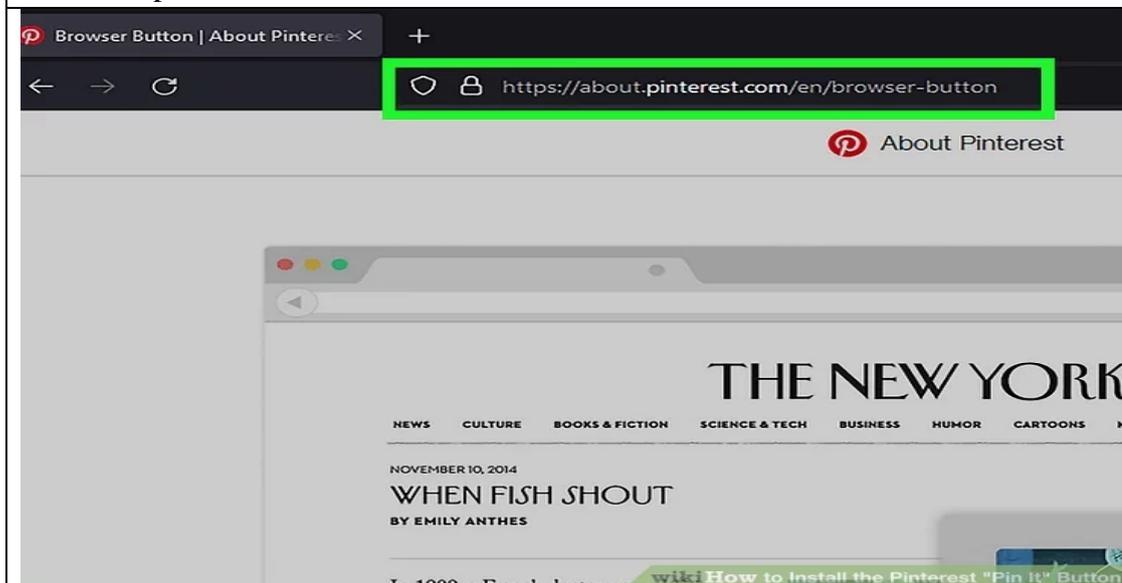
- Check your email for a message from Pinterest asking you to confirm your email address.
- Your Pinterest account is set up, and you're ready to start browsing and pinning!



5.3 Add Pinterest browser button

Go to Pinterest's browser button webpage. It's located at <https://about.pinterest.com/en/browser-button>.

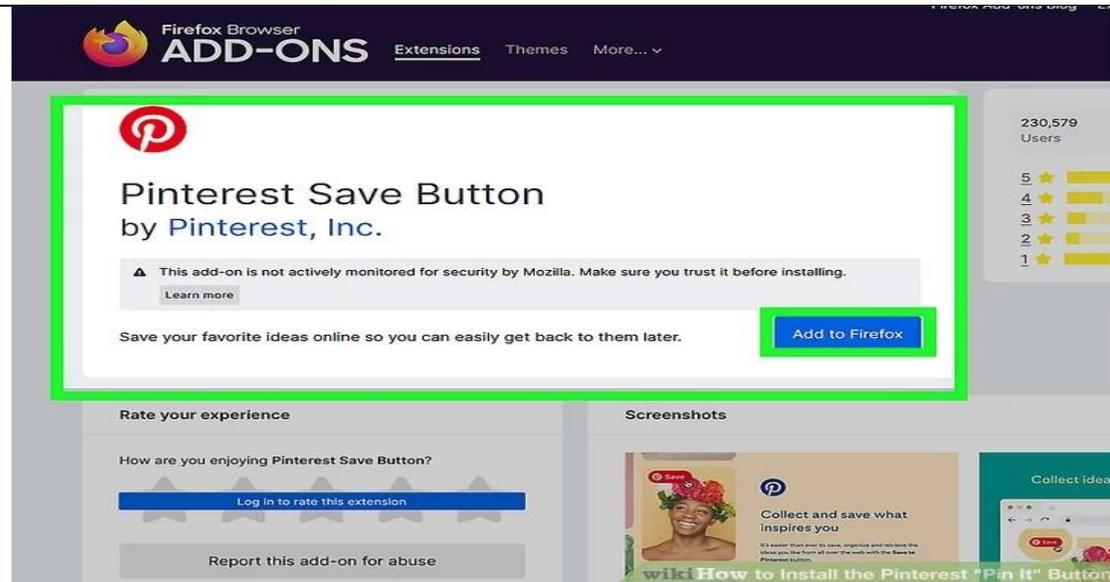
- The browser button can be installed on Chrome, Firefox, Safari, and Internet Explorer.



Click Get our browser button. You'll see this red button on the right side of the page. Doing so will prompt you to follow your browser's instructions for installing the button:

- Chrome - Click Add extension when prompted. Chrome will refresh the page when the Pinterest button is done installing.

- Firefox - Click Allow in the top-left side of the page when prompted, then click Install.
- Safari - Click the download arrow in the top-right side of Safari, then double-click the setup file and click Install when prompted.
- Internet Explorer - Click Run at the bottom of the page, then click Install. Close Internet Explorer, follow the on-screen setup instructions, and then re-open Internet Explorer.



Locate the Pinterest browser button. It's a red button with a white "P" on it; in most cases, the browser button is in the top-right side of the browser's window.

- If you don't see the browser button, try closing and re-opening your browser. You may need to attempt to install the button again if it still doesn't show up.



5.4 Create and optimize business account

If you already have an account then you should convert your profile into business account.

Link a Business Account to Your Personal Account

For a professional presence on Pinterest, set up a Pinterest business account and get access to the site's free marketing tools, such as Pinterest Analytics. It's easy to link your business profile to a personal Pinterest account and effortlessly switch between business and personal accounts.

- Log on to your personal Pinterest account and select the down arrow next to your profile image.
- Select Add another account.
- Log in to your business account. If you don't have one yet, see the steps below.

Create a New Business Account

If you prefer not to have your business account linked to your personal account, set up a separate business account. You'll have to sign in to your personal and business accounts separately.

- Log out of your personal account if you're logged in.
- Navigate to the [Pinterest business account creation page](#).
- Fill out your email, password, and business name, and then select a business type.
- Select Create account.

Optimize your Pinterest Profile

Start with your profile itself with your broadest keywords you discovered.

The screenshot shows the 'Profile' section of a Pinterest Business Account. On the left is a navigation menu with 'Profile' selected. The main content area includes:

- Business Name:** 'SEO & Digital Marketing for Entrepreneurs - Kim Hen' (Callout 1)
- Picture:** A circular profile picture with a 'Change picture' button (Callout 2)
- Username:** 'www.pinterest.com/kimherrington_' (Callout 3)
- About you:** A text box containing 'SEO & digital marketing for entrepreneurs to make a big impact with their online business. Get my free guide to SEO here --> bit.ly/getstartedinseo' (Callout 4)
- Location:** 'Conway, Arkansas'
- Website:** 'https://kimberyherrington.com/' with a 'Site confirmed' checkmark.
- Showcase:** A section with the text 'Feature your best ideas at the top of your profile. Learn more.' and an 'Edit' button.

- Change your Pinterest Business Name to use your main keyword(s). You'll still want your name in there but putting your keywords towards the front helps to optimize your profile more.
- Add a profile picture that has your main keyword(s) and business name in your alt text. I'm not sure if this truly helps Pinterest SEO but it's best practices for regular SEO! (Getting your profile to rank in Google is also part of this too so that's why we should care about this.)
- If your profile is relatively new, you can change your URL to include keywords, which can help with Google ranking. Since I've had my profile for years and I don't want to create other issues, I left this alone.
- Add a keyword-rich description and a call to action in your Pinterest profile description. Be sure to also use a tracking code in your URL to see what clicks you're getting on that CTA!

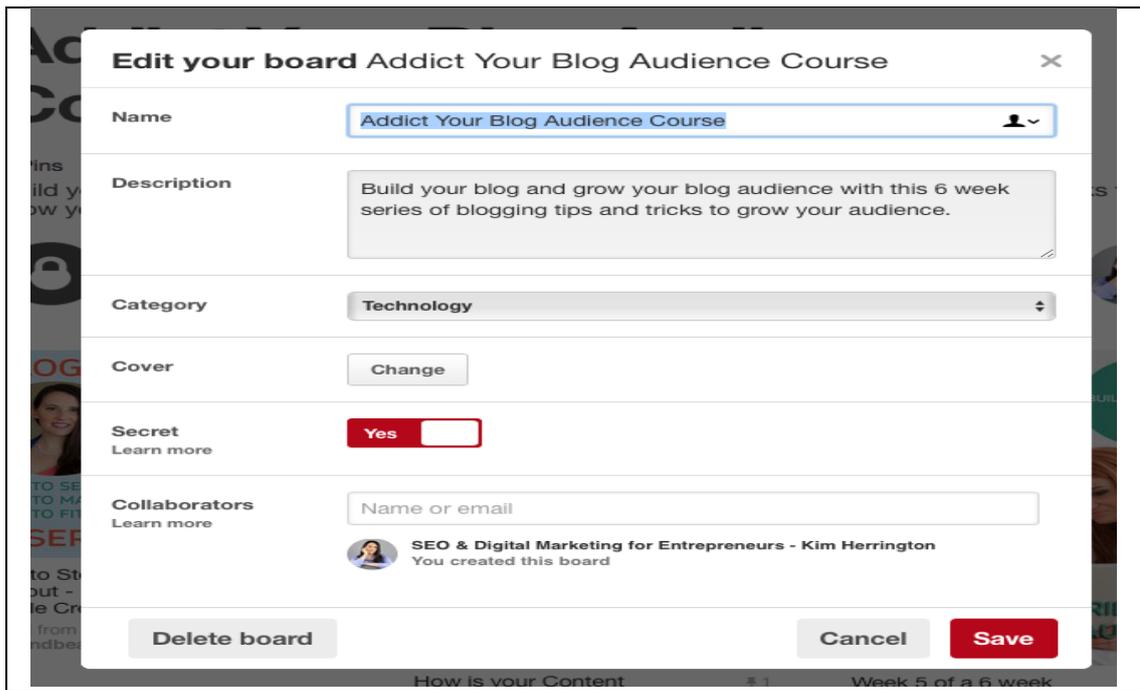
Doing this step alone after finding your keywords seems to make the biggest difference after testing it out with other accounts—so if you're short on time, at least do this step. You also want to make sure you have your website link in there too (duh).

Hide Irrelevant Boards to Increase Relevancy and Engagement

If you're anything like me, your Pinterest account has some boards that are completely irrelevant to what you're offering to your audience now. It's a good idea to clean them up so your focus is clear to new profile visitors!

Above all, **DO NOT DELETE BOARDS**. Just hide them instead by making them secret.

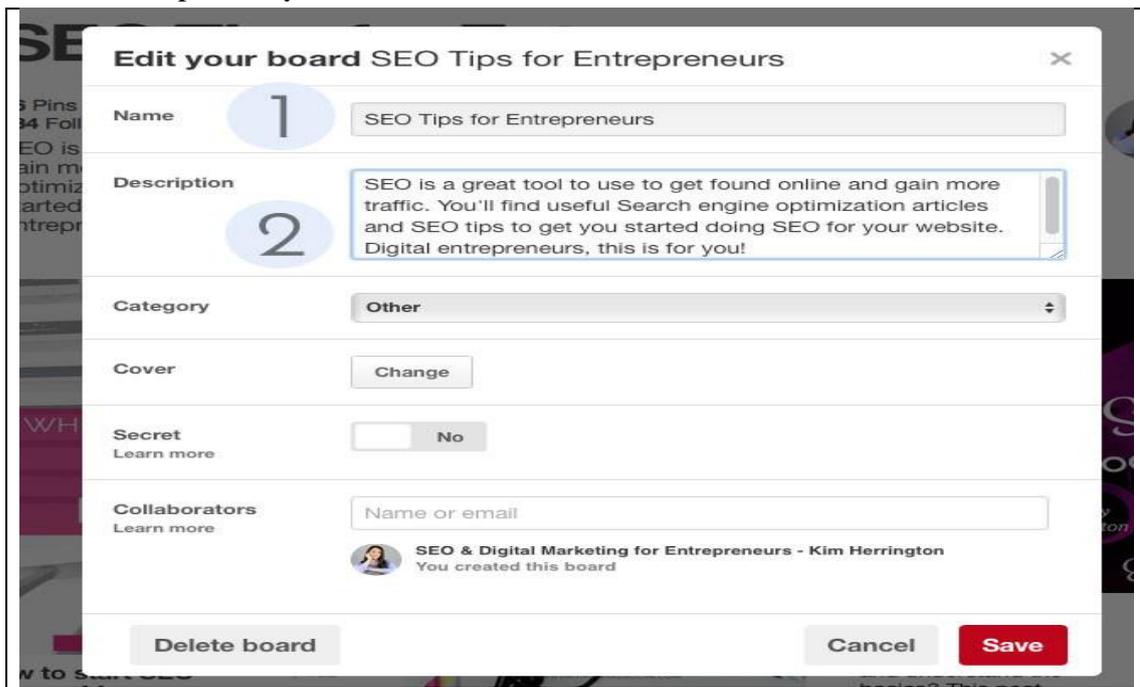
This is a mistake you want to avoid if you can. If someone only follows one of these irrelevant boards and you delete it, you'll lose that follower. Some folks believe you do want to delete the boards so you lose unengaged followers who don't care about the rest of your account—but I tend to disagree here. Follower counts do matter because they're a sign of relevancy and reach!



For instance, this is a past board I had for an opt-in sequence I no longer offer. While these followers were likely focused on my opt-in, they're still in the broad interest category I want for followers. So, I made it secret! If you have boards that are personal you want to get rid of on your business account, however, deleting them might be a good idea if you don't mind losing followers but having a more targeted follower base.

Optimize Boards

Next, you'll want to use your fewer broad keywords that are specific to your board content and optimize your boards.



- Update the name of your board to use your main topic keyword for the content on this board. For instance, this board is about “SEO tips” so I chose this title.
- Write a description that’s around 50 words that uses a few different keywords to describe your content on this board. For instance, I used “SEO” “search engine optimization” and “SEO tips.”

In the past, I worried a lot about choosing the right category a lot. While it still matters, I personally tend to stress about it less because there isn’t an ideal category for my content! If there’s a clear category, pick it. If not, just pick what you think might be best.

Source: <https://kimberlyherrington.com/pinterest-management-services/pinterest-profile-optimization>

5.5 Create and optimize Pinterest board

Create a board from your profile

- Log into your Pinterest account
- Click your profile picture in the top-right corner of your page to open your profile
- Click the plus icon at the right side of your screen, next to the filter icon
- Select Board
- Enter a name for your board and click the field below Dates to add an end date or a date range
- Toggle Keep this board secret if you want to keep it secret
- Click Create

Create a board when you save a Pin

- Log into your Pinterest account.
- Hover over a Pin in your home feed that you want to save.
- Click the directional chevron down icon next to the name of the suggested board on the top of the Pin.
- Click Create board at the bottom of the list of board names.
- Enter a name for your board, add dates, toggle Secret if you want to keep it secret or add collaborators if you want.
- If you’re prompted to pick related popular topics to start off your board, you can click some to create sections and then select some Pins to be in those sections. If you do not want to do this, just click Skip.

Source: <https://help.pinterest.com/en/article/create-a-board>

5.6 Create Pinterest product pins and rich pins

Product Pins

Product Pins are a type of rich Pin that feature the most up-to-date price, availability, product title and description from your site. In some cases, your Pin might have a "Best seller" badge if it's one of the most purchased items within a Pinterest product category across different merchants. Or, it might have a "Popular" badge if it's one of the most clicked product Pins within a product category on Pinterest.

Note: This info will only show up on your product Pins if your product is in stock, the price is accurate, we've updated the data recently and you meet our merchant guidelines.

Why and how to add product Pins to your site

Product Pins lead people on Pinterest to your site where they can purchase your products. This means people need to be able to buy the product directly from your site before you can add the product Pin to Pinterest.

You can create product Pins on your site as outlined below or by using catalogs. Use catalogs to upload a data source of your products and create product groups to group similar product Pins together. Only product Pins created using catalogs can be promoted as shopping ads.

Add product Pins to your site

If you want to integrate product rich Pin data to your site, add Open Graph or Schema.org markups between the <head> </head> section of your HTML code for each page on which you want to enable product Pins.

Once this is done, our system should start to populate rich Pin content for Pins linked to these rich Pin enabled pages.

Source: <https://help.pinterest.com/en/business/article/rich-pins>

5.7 Pinterest Tag and Events

The tag or pixel is a part of the web code that allows your Marketing team to obtain information to measure, optimize and generate audiences for your eCommerce Paid Media campaigns.

This tag identifies each advertiser through a unique ID and allows you to calculate the effectiveness of your Ads by being able to measure conversions, i.e., the actions performed by the user on your website after interacting with it or being impacted by your campaign.

Specifically, the Pinterest tag is formed by the base code and the event codes, and will serve to track related to the platform.

The base code of Pinterest is the origin and must be added to all pages of your website for the Pinterest tag to work and for the marketer to obtain data from users. This HTML code must be added before you start including event codes.

Once the Pinterest Tag (base code) has been added, it's time for the event codes that will serve to measure the impact that Pinterest ads have on specific actions that take place on your eCommerce website. These codes are also necessary for campaigns that are dynamically optimized, such as dynamic retargeting Ads.

Event codes are placed on the pages you want to track and give you access to information about specific conversions that take place. There are different types of events to track users depending on the different campaign objectives your marketing team has.

- **Checkout:** People who complete transactions.
- **AddToCart:** People who add items to the shopping cart.
- **PageVisit:** People who visit product or service pages.
- **Signup:** People who register to use the product or service.
- **WatchVideo:** People who watch the video.
- **Lead:** People who show interest in the product or service.
- **Search:** People who search for specific products or store locations.
- **ViewCategory:** People who view category pages.
- **Custom:** Custom events.
- **User-defined event:** Any other event that has been used to segment the audience.

Pinterest groups necessary events based on the campaign objective, for example, in a campaign with conversions objective, you have to add at least one of the following: Checkout, AddToCart, Signup or Lead. In the case of a campaign with catalog sales objective, the events that will allow you to have better performance are: Pageview and AddToCart.

Self-Check Sheet - 5: Practice Pinterest Marketing

Questionnaire:

1. What is Pinterest Browser Button?

Answer:

2. Why is Pinterest considered an important platform for businesses and brands?

Answer:

3. How can you create visually appealing pins to attract your target audience?

Answer:

4. What role do keywords and descriptions play in Pinterest marketing?

Answer:

5. Write down the URL of an opening Pinterest Business Account?

Answer:

6. What are some effective strategies for increasing brand visibility on Pinterest?

Answer:

Answer Key - 5: Practice Pinterest Marketing

1. What is Pinterest Browser Button?

Answer: It's easier than ever to save and organize the ideas you like from all over the web with the Save to Pinterest button. With just a few clicks, you can keep track of all the tasty recipes, style inspiration, DIY projects and other ideas you want to try.

2. Why is Pinterest considered an important platform for businesses and brands?

Answer: Pinterest is considered an important platform for businesses and brands because it offers a visually-driven environment that allows them to showcase products, services, and ideas creatively. It enables businesses to reach a highly engaged audience actively seeking inspiration and ideas.

3. How can you create visually appealing pins to attract your target audience?

Answer: To create visually appealing pins, use high-quality images or graphics, use a consistent and on-brand aesthetic, experiment with different pin formats (e.g., standard pins, carousel pins), and provide helpful and engaging content in the pin descriptions.

4. What role do keywords and descriptions play in Pinterest marketing?

Answer: Keywords and descriptions are crucial in Pinterest marketing as they help users discover your pins through search. Including relevant keywords in your pin titles, descriptions, and boards will increase the visibility of your content to users interested in specific topics.

5. Write down the URL of an Opening Pinterest Business Account?

Answer: <https://www.pinterest.com/business/create/>

6. What are some effective strategies for increasing brand visibility on Pinterest?

Answer: Some effective strategies for increasing brand visibility on Pinterest include creating eye-catching and shareable infographics, using Rich Pins to provide additional context and information, collaborating with influencers or group boards, and promoting seasonal or trending content.

Job Sheet-5.1: Campaign Pinterest

Objectives: The objective of this Pinterest marketing campaign is to increase brand visibility, drive traffic to the company's website or blog, and promote products/services.

Working Procedure:

Pinterest Profile Setup and Optimization

- 1 Create a business account on Pinterest or convert an existing personal account.
- 2 Optimize the profile name, bio, and description with relevant keywords.
- 3 Add a link to the company's website or landing page in the profile.

Boards and Content Planning

- 4 Create themed boards that align with the company's niche and target audience's interests.
- 5 Plan a content calendar with a mix of product images, blog posts, infographics, and inspirational content.
- 6 Ensure that the content is visually appealing, high-quality, and optimized for Pinterest's vertical format.

Keyword Research

- 7 Conduct keyword research to identify popular and relevant keywords for board names and pin descriptions.
- 8 Use keywords strategically to increase the discoverability of content on Pinterest.

Pinning Strategy

- 9 Schedule pins at optimal times using scheduling tools to ensure consistent activity.
- 10 Share a mix of original content and curated content from other relevant sources.
- 11 Use rich pins (e.g., product pins, article pins) to provide more information and enhance engagement.

Pinterest Trends and Seasonal Content

- 12 Keep an eye on Pinterest trends and create content that aligns with popular trends.
- 13 Plan seasonal content related to holidays and events to leverage seasonal interest.

Continuous Improvement

- 14 Continuously analyze the campaign's performance and adjust strategies accordingly.
- 15 Stay updated on Pinterest algorithm changes and best practices.

Learning Outcome 6: Practice LinkedIn Marketing

Assessment Criteria	<ol style="list-style-type: none"> 1. LinkedIn Marketing is interpreted; 2. Profile is created and optimized; 3. Types of post are interpreted; 4. Post is created; 5. Company Page and Group are created and managed; 6. Ad is created and managed; 7. Sales Navigator is interpreted; 8. Service page is interpreted;
Conditions and Resources	<ol style="list-style-type: none"> 1. Real or simulated workplace 2. CBLM 3. Handouts 4. Laptop 5. Multimedia Projector 6. Paper, Pen, Pencil, Eraser 7. Internet facilities 8. White board and marker
Contents	<ol style="list-style-type: none"> 1 LinkedIn Marketing 2 Create and optimize profile 3 Types of post 4 Create post 5 Create and manage company page and group 6 Create and manage Ad 7 Sales Navigator 8 Service page
Training Methods	<ol style="list-style-type: none"> 1. Discussion 2. Presentation 3. Demonstration 4. Guided Practice 5. Individual Practice 6. Project Work 7. Problem Solving 8. Brainstorming
Assessment Methods	<ol style="list-style-type: none"> 1. Written Test 2. Demonstration 3. Oral Questioning

Learning Experience 6: Practice LinkedIn Marketing

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about apply social media marketing	1. Instructor will provide the learning materials practicing LinkedIn marketing.
2. Read the Information sheet/s	2. Information Sheet No:6- Practice LinkedIn marketing.
3. Complete the Self-Checks & Answer key sheets.	3. Self-Check No: 6- Practice LinkedIn marketing. Answer key No. 6- Practice LinkedIn marketing.
4. Read the Job/ Task sheet and Specification Sheet	4. Job/ task sheet and specification sheet <ul style="list-style-type: none"> ▪ Task Sheet No:6-1:

Information Sheet 6: Practice LinkedIn Marketing

Learning Objective:

After completion of this information sheet, the learners will be able to explain, define and interpret the following contents:

- 6.1 LinkedIn Marketing
- 6.2 Create and optimize profile
- 6.3 Types of post
- 6.4 Create post
- 6.5 Create and manage company page and group
- 6.6 Create and manage Ad
- 6.7 Sales Navigator
- 6.8 Service page

6.1 LinkedIn Marketing

LinkedIn marketing is the process of using LinkedIn to make connections, generate leads, improve brand awareness, foster business relationships and partnerships, share content, and drive traffic to your website.



There are 2 ways of LinkedIn Marketing:

- **Organic Marketing:** In this, people connect you through your organic activities like through your content, through your posts, etc.
- **Paid Marketing:** In this, business leads or people connect you through paid advertisement.

How to do LinkedIn marketing?

- First, you need a LinkedIn profile to create LinkedIn business page.
- Find your targeted customer and try to make the connection with them.
- Focus on your customer and tell them your product/services through your regular content.
- Optimized your profile professionally.
- For leads make your email marketing list, do personalized emails to your connections for joining your email list.
- Post-high-quality content gives you quality & genuine connections.

- Join the groups and stay active.
- Create your LinkedIn group and make your network strong.
- Build relationships with your connection as well as your clients.
- Paid ads also help you to generate leads, new connections, and network.

6.2 Create and optimize profile

Whether you're looking for a job or on the hunt for new employees, it's important to optimize your LinkedIn profile. Here's how you can do that.

LinkedIn is the professional cousin of Facebook, Instagram, and Twitter. It's the place people go to find jobs, connect with colleagues, and scout out potential hires. Basically, if it's related to work, it's happening on LinkedIn. And, with more than 722 million members, there's a lot of profiles to sift through, so how do you make yours stand out?

Whether you're looking for your next career move or are a manager on the hunt for your next employee, optimizing your LinkedIn profile so it's visible in search engines and attracts the right people is crucial.

We've put together this useful guide to help you optimize every part of your LinkedIn presence - from the headline to your skill section - so you show up in the search results.

- **Complete every section of your profile**

Every section counts on your LinkedIn profile. It might seem like your professional bio is the only thing people read, but by only filling that out, you're putting yourself at risk of getting "nexted" for someone who has taken the time to fill out the entirety of their information.

Think about it: if you're choosing between two new potential hires and one has a comprehensive LinkedIn summary packed full of information and the other simply has a two-paragraph bio, which one are you going to choose?

The more you can tell readers about who you are and what you do, the better, and the easiest way to do that is to fill out every section. This will also help you show up in search results since LinkedIn favors profiles that have been fully chalked out.

- **Hack your headline**

LinkedIn headlines are one of the first things people will see when they land on a profile - so make it pop! It doesn't have to be the fanciest headline in the world, but at the very least, it should include a few choice keywords and clearly explain what you do.

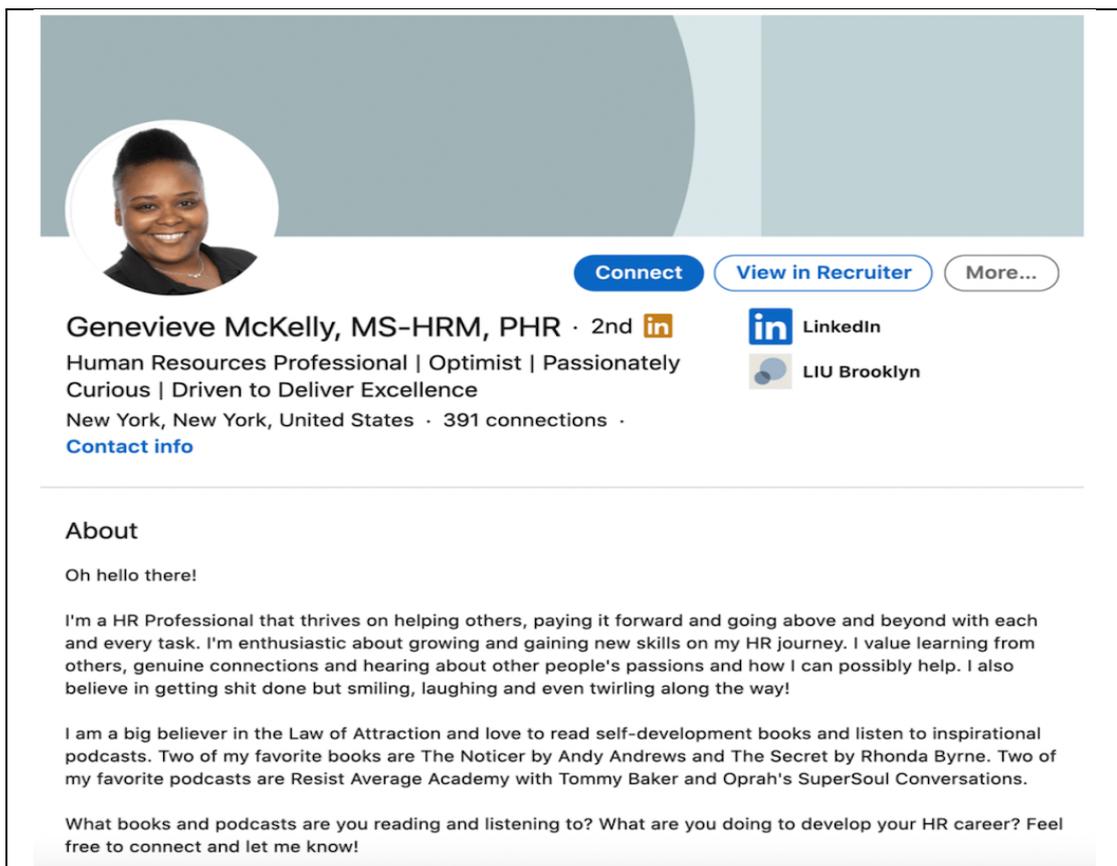
When crafting your headline, think about:

Adding high-volume keywords that will help you show up in the search results
Writing a clear description of what you do so that readers are instantly in the know
Highlighting which industry, you work in to help recruiters identify if you're a good fit
Get creative with your headline but make sure it also provides all the key information someone who lands on your profile might need.

- **Get a professional headshot done**

First impressions matter and your photo will give readers a quick glimpse into who you are. Grainy pictures, unprofessional pictures, or a photo where it's unclear that it's you can all be detrimental to your job (or employee) search.

Rather than uploading the last selfie you took, consider getting a professional photoshoot done to put your best foot forward. Most professional shots you see on LinkedIn are headshots from the shoulders up with the subject looking at the camera and smiling.



Genevieve's profile picture has a plain white background and she's clearly smiling at the camera, which gives her profile a warm, welcoming feel.

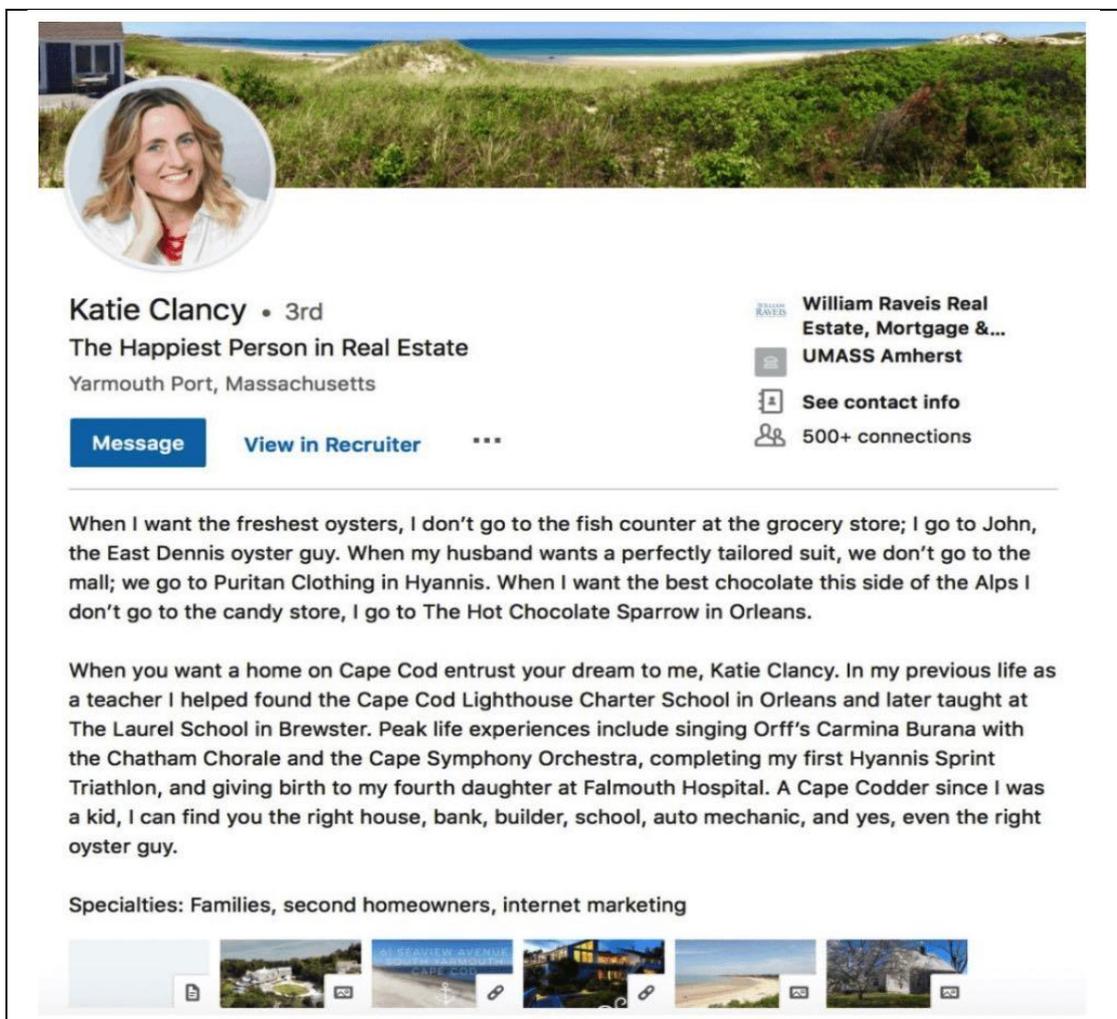
- **Create a compelling personal bio**

Your personal bio should tell the story of you, with the aim of differentiating your skills from the next person. It should also showcase your personality and achievements at the same time. It's a tall order.

Instead of providing a chronological timeline of your career, think about what a reader would want to know about you:

- What exactly do you do?
- How exactly can you help them?
- Why should they choose you?
- What makes you better than the next person?

If you can answer these questions in your bio while also showing off a bit of your personality, you'll be golden. Take Katie Clancy's bio, for example:



Katie Clancy • 3rd
The Happiest Person in Real Estate
Yarmouth Port, Massachusetts

[Message](#) [View in Recruiter](#) ...

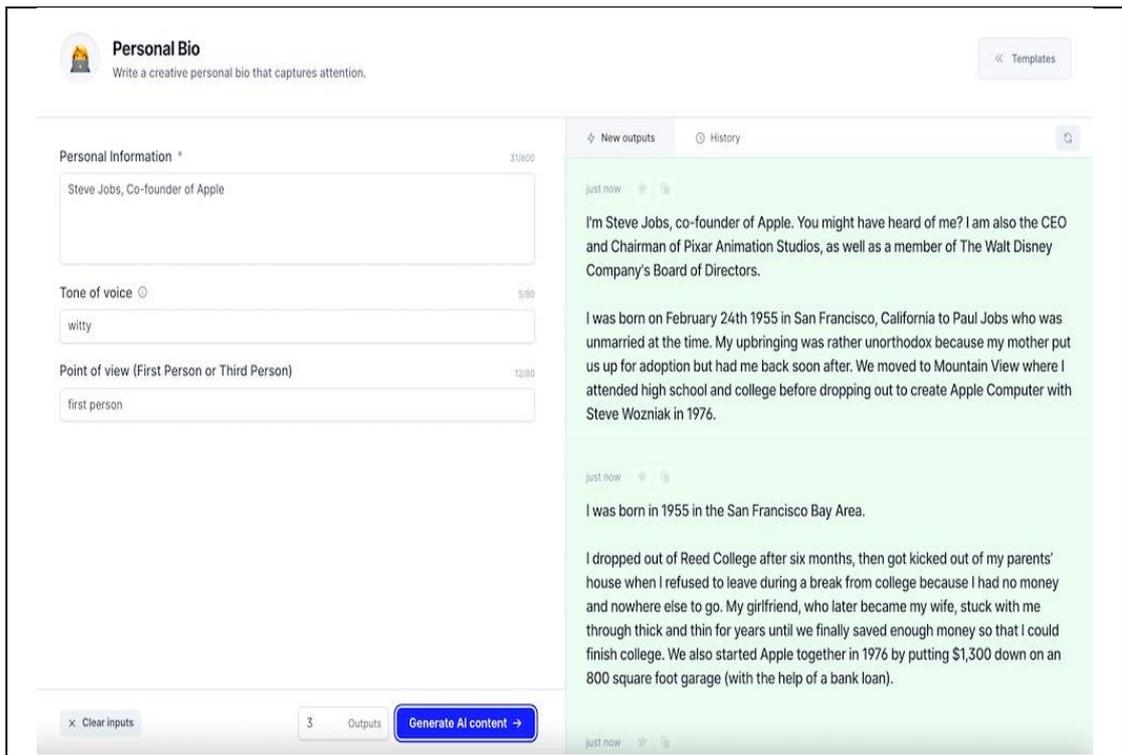
William Raveis Real Estate, Mortgage &...
UMASS Amherst
[See contact info](#)
500+ connections

When I want the freshest oysters, I don't go to the fish counter at the grocery store; I go to John, the East Dennis oyster guy. When my husband wants a perfectly tailored suit, we don't go to the mall; we go to Puritan Clothing in Hyannis. When I want the best chocolate this side of the Alps I don't go to the candy store, I go to The Hot Chocolate Sparrow in Orleans.

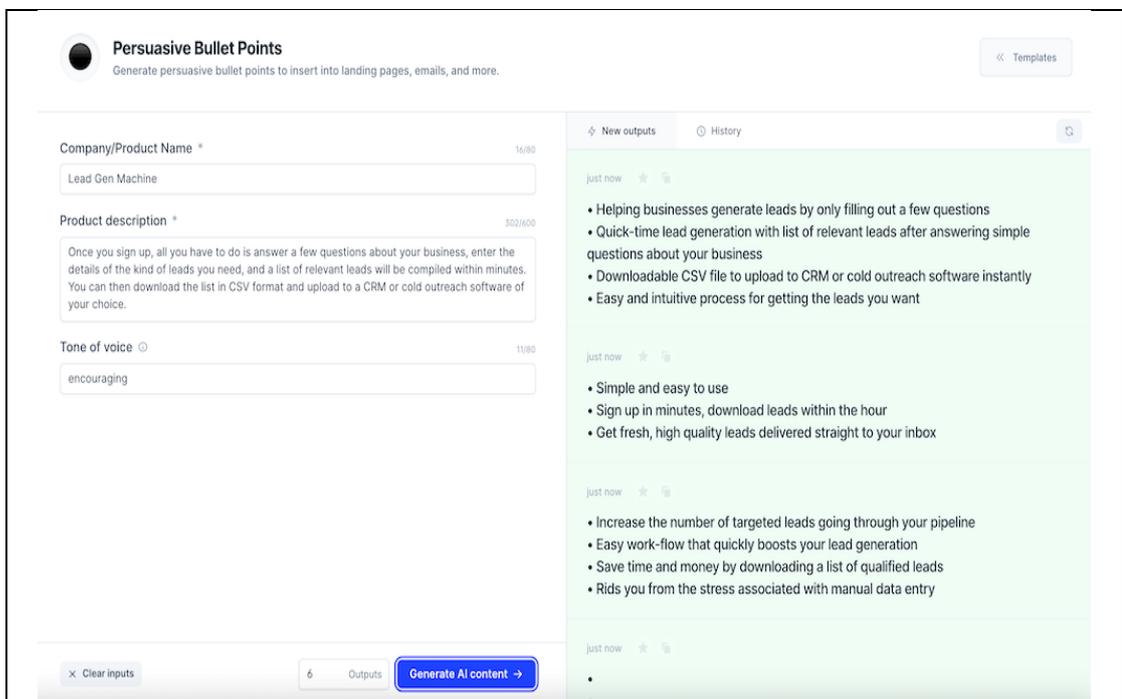
When you want a home on Cape Cod entrust your dream to me, Katie Clancy. In my previous life as a teacher I helped found the Cape Cod Lighthouse Charter School in Orleans and later taught at The Laurel School in Brewster. Peak life experiences include singing Orff's Carmina Burana with the Chatham Chorale and the Cape Symphony Orchestra, completing my first Hyannis Sprint Triathlon, and giving birth to my fourth daughter at Falmouth Hospital. A Cape Codder since I was a kid, I can find you the right house, bank, builder, school, auto mechanic, and yes, even the right oyster guy.

Specialties: Families, second homeowners, internet marketing

She uses a real-life scenario to hook the reader from the get-go before explaining why she is the best person for the job.



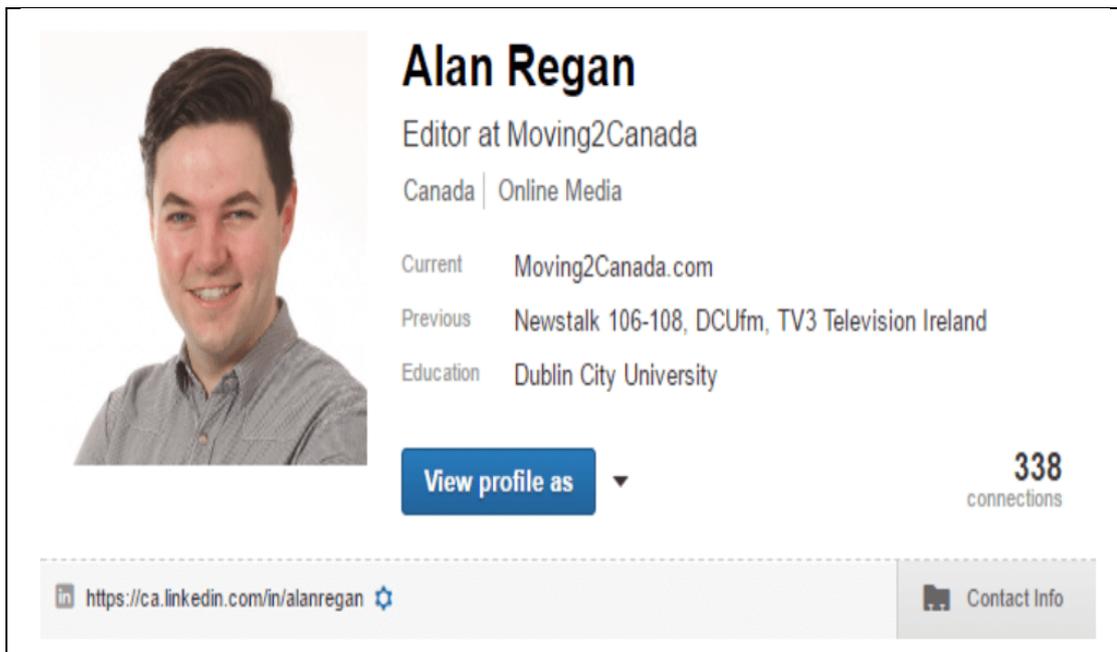
Your LinkedIn bio should be short and sweet, but if you find you have a lot of information you want to include, try packaging it up into persuasive bullet points.



- **Use a vanity URL**

Ever wanted to send your LinkedIn profile URL to someone by email or messenger and realized that your URL is just a bunch of letters and numbers? Confusing, right?

Rectify this by using a custom URL for your profile that uses your name or another defining feature about you and your business. Not only is it much easier to fit on a business card or share at a networking event, but it can help your SEO efforts too. If someone searches for your name, your LinkedIn URL that includes your name is far more likely to show up than a URL made up of nonsensical letters and numbers.



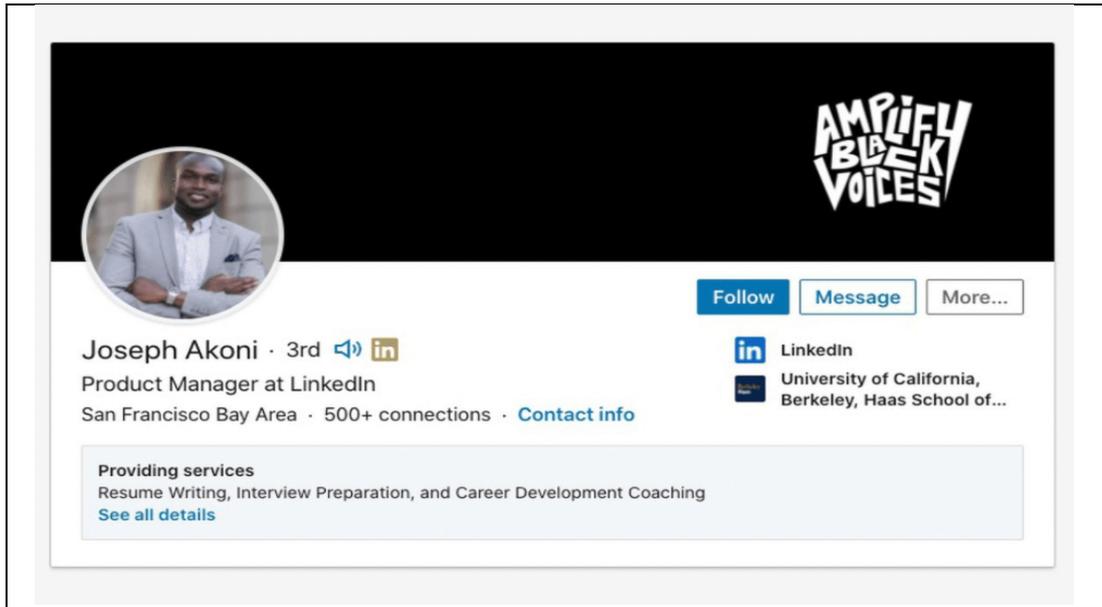
Alan uses his name in his vanity URL.

- **Record name pronunciation**

One of LinkedIn's newest features is the ability for users to upload a recording of their preferred name pronunciation (no more awkward corrections!). It can currently only be done through the LinkedIn app, but it can help flesh out your profile and help recruiters, potential clients, employers, and colleagues learn more about you.

LinkedIn recommends doing the following when recording your name pronunciation:

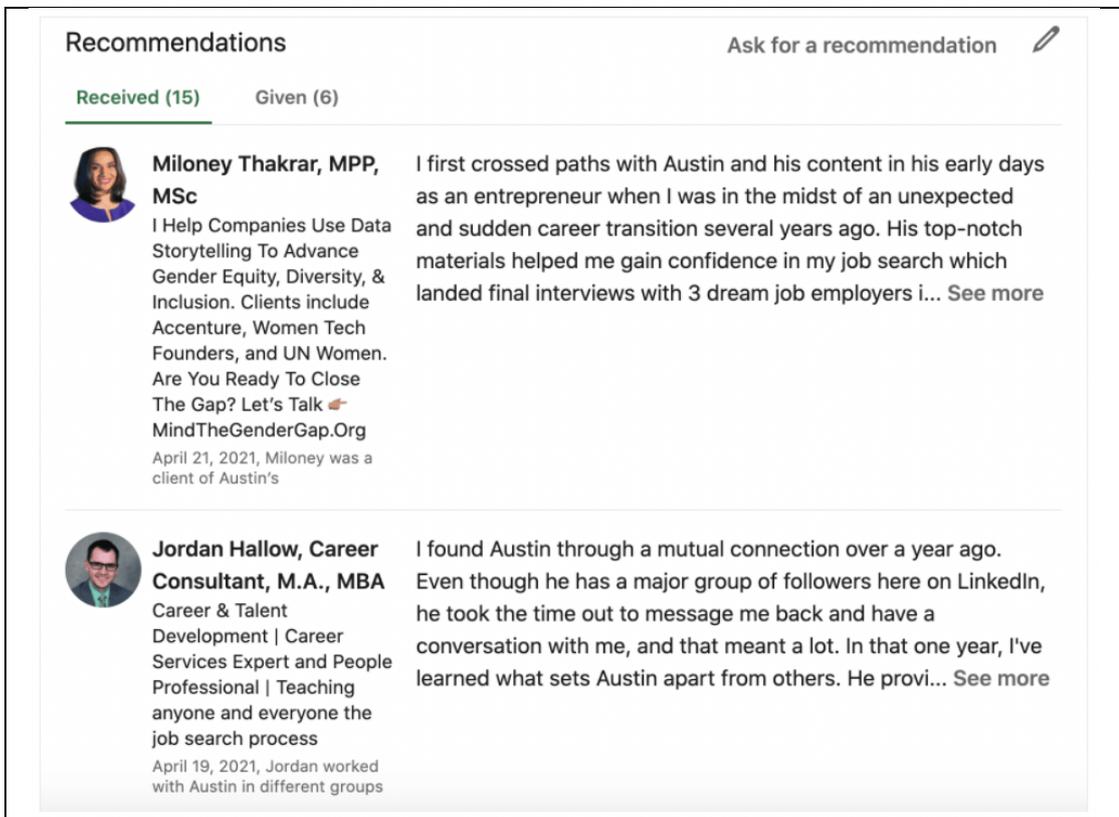
- Keep the total recording time to under 10 seconds
- Make sure there's little to no background noise
- Speak slowly and pronounce each syllable clearly
- Don't hold the phone too close to your mouth



- **Get recommendations from colleagues**

Colleague recommendations act as professional testimonials to build trust and credibility on your profile. It's a bit like reading a review from a past customer before buying a new product.

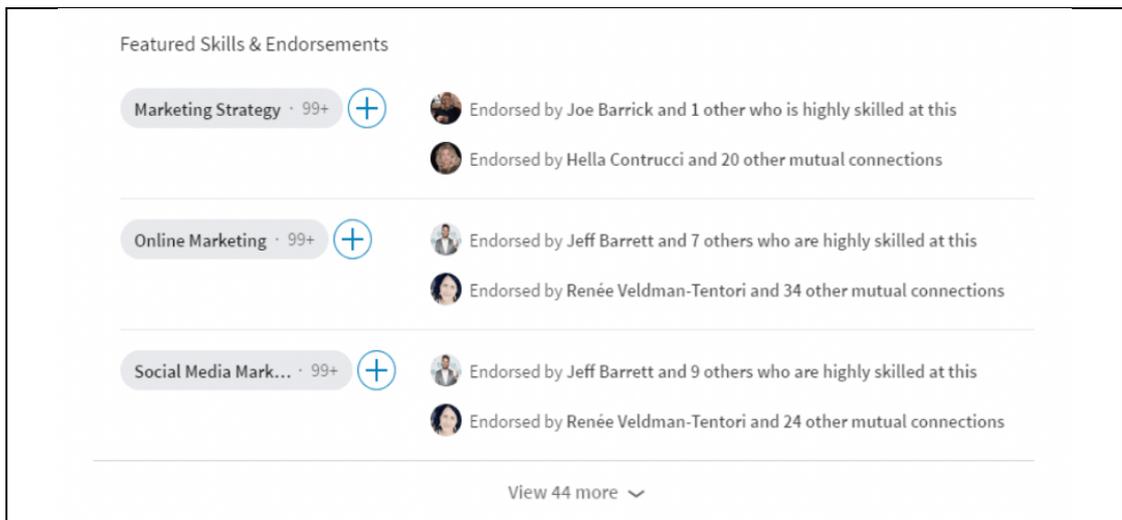
If you can, ask past and present colleagues to leave you a recommendation that will add an extra layer to your profile and show that you can do what you say you can.



- **Add skills and endorsements**

Your skills and endorsements show potential employees what you're capable of and go beyond just your current job title and past career moves.

Incorporating these add credibility to your profile and help you stand out against other candidates who perhaps have a different skillset from you. It's an extension of the responsibilities you have in your job and, because the endorsements are given by colleagues and people you've worked with, they act as another form of professional social proof.



- **Optimize your profile for SEO**

Optimizing your LinkedIn profile isn't just about making sure you have all the right sections filled out with the right information. The more you optimize it for SEO, the higher it will show in LinkedIn search results and the more visibility you will get from the people you want to find you.

Here are some ways you can SEO your profile:

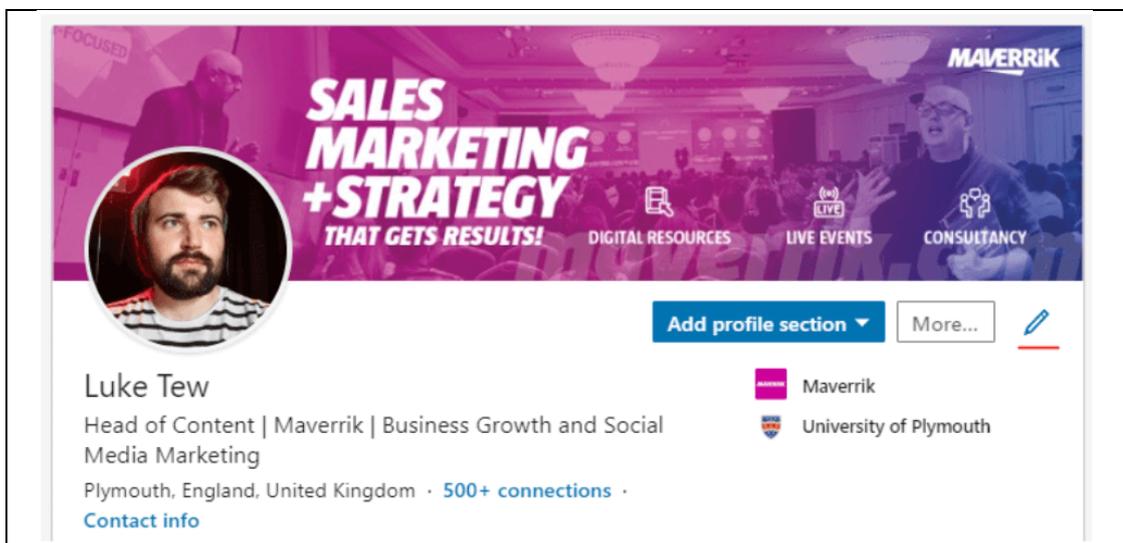
- Incorporate relevant keywords: research which search terms are regularly used in your industry and for your job role
- Create backlinks: link to your LinkedIn profile from other sites, whether it's bylined articles, your own website, or other social media channels
- Publish posts: write content and publish it on LinkedIn about topics that are relevant to you and your industry
- Get involved in groups: share advice and answer questions in relevant industry groups and share your own content where possible
- Use hashtags: include hashtags in your posts and updates to increase your visibility in circles that might otherwise have missed you.



- **Brand your background image**

LinkedIn profiles come with a standard blue header or cover photo that you're probably pretty familiar with. However, if you want your profile to stand out, consider using that space to showcase your personal branding, your company identity, or other key information about yourself.

This is prime real estate as it's one of the first things people see when they land on your profile, so make the most of it.



- **Join groups and build your network**

LinkedIn is first and foremost a professional networking site. The aim is to connect with like-minded people in similar industries and get your name out there (whether you're a brand or an individual!).

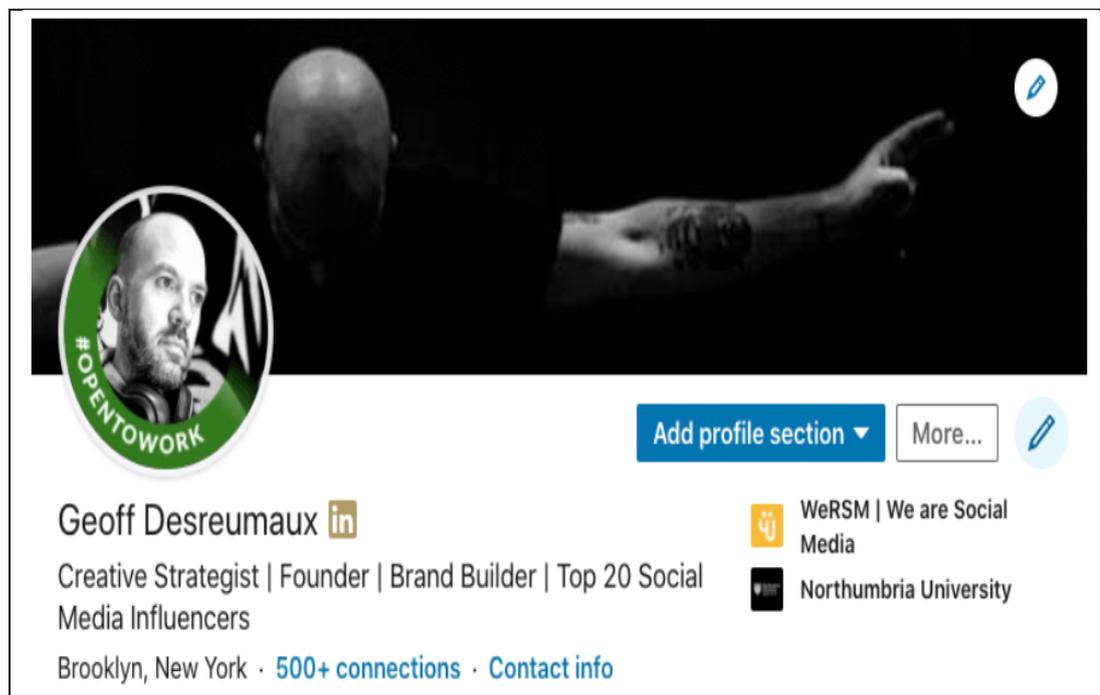
Besides connecting with people, you know, consider asking for intros to people you admire and adding anyone who seems like they might be a good person to have in your network.

An easy way to start making quick connections without the fear of sending cold connection requests is to join relevant groups. There is pretty much a LinkedIn Group for everything possible, and they provide a chance for you to get to know other people in your industry, share ideas, promote your content, and ask and answer questions.

- **LinkedIn optimization for jobseekers**

Looking for new job opportunities isn't easy, but luckily LinkedIn makes it a lot easier than it used to be - in fact, three people are hired through LinkedIn every minute. Being able to connect with amazing companies and get yourself in front of top headhunters can make all the difference when it comes to applying for new jobs or changing careers.

Apart from following the above optimization tips, make sure your profile is geared towards the job you're applying for and if you want to take it a step further, include the "open to work" tag on your profile. Make sure your current position and recent work experience is listed to give yourself the best chance possible.



- **LinkedIn optimization for hiring**

40 million people use LinkedIn to search for jobs each week, making it one of the best places to find your next hire.

If you're in this position, you can optimize your LinkedIn profile by adding "I'm hiring" to your title. This helps any potential employees quickly see that you're on the hunt for new talent and pique their curiosity. Christina has a #hiring tag on her profile photo to show that she's looking for new employees.



Make your LinkedIn profile stand out

Your LinkedIn profile is often the first point of professional contact a potential employer, client, or new hire will have of you. It pays to take the time and effort to fill out your profile properly, including all the key sections and writing a compelling bio that separates you from other similar people or companies. Profile optimization is key, especially if you're looking for a new role or are on the hunt for someone to hire.

6.3 Types of post

Types of LinkedIn post are below:

1. Text-only Posts
2. Image Post Type 1 – The Single Image Post
3. Image Post Type 2 – The Multiple Images Post
4. Native Video Posts
5. LinkedIn Articles
6. Document Posts

7. Carousel Posts
8. The Celebrations Post Type on LinkedIn
9. LinkedIn Live Video
10. LinkedIn Polls
11. LinkedIn Events
12. “Offer Help” Posts
13. The “Share that you’re hiring” post type on LinkedIn
14. The “Find an expert” feature

If you’re serious about building your brand on LinkedIn, then you need to regularly post great content on the platform.

For that, you need an effective LinkedIn posting strategy, some awesome LinkedIn post ideas AND you need to be CLEAR about the different types of posts and content formats available on LinkedIn.

In this post, we’ll explain the different LinkedIn post types and content formats available and the ones that actually work best in 2023 to keep your audience engaged! For each post type, you’ll find examples of real LinkedIn posts, a few great post ideas, best practices & tips for each post type, plus our verdict on whether the post type will work for you or not.

Plus, in this 2023 update, we have added interesting insights from a study conducted last year on what is working on LinkedIn right now.

6.4 Create post

This answer is completely covered on previous question – on that particular secession we will discuss only about post tips:

Here are 8 tips to help you write posts on LinkedIn to encourage more reach and more engagement.

- Have a great opening line or sentence
- Use simple, clear language
- Write for your audience
- Tag people in your posts
- Use keywords
- Use keywords
- Add a call to action
- Use Hashtags

Source Link: - <https://www.linkedin.com/pulse/how-create-linkedin-post-sarah-clay/>

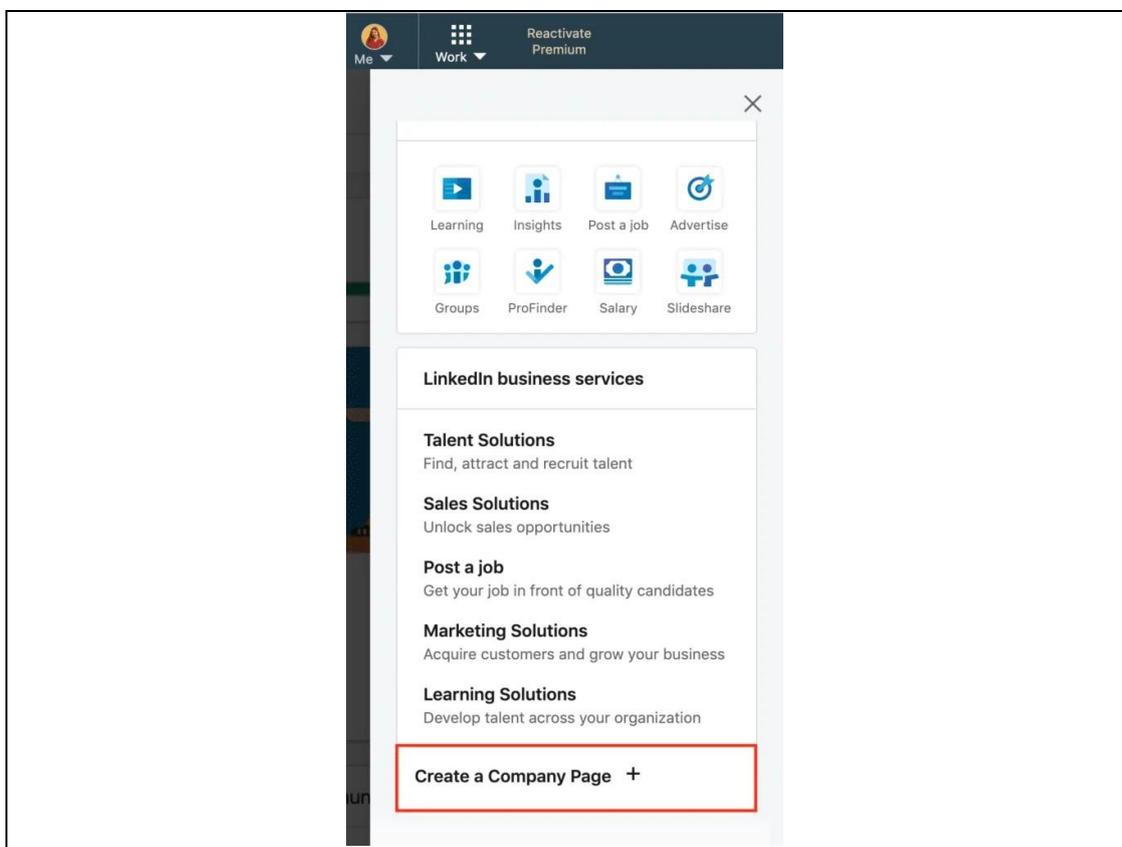
6.5 Create and manage company page and group

Whether in a content marketing or social selling strategy: creating a LinkedIn page for your business is important. In this guide we will explain:

How to create your company page, how to complete it in an optimal way, and finally how to animate this page to turn it into a strength for your business.

Step 1: Go to your LinkedIn account

At the top right of your page there is a product section. Click on it. As soon as the drop-down menu appears, click on "create a company page +".



Step 2: Choose a page type

Click on the type of company page that fits yours between:

- Small companies (less than 200 employees)
- Medium and large companies (more than 200 employees).

Choose the one that suits your business.



Step 3: Fill in the information on your LinkedIn page

The identity of the page

In this section, you will enter your company name and your website. The public LinkedIn URL is automatically filled in.

Page identity

Name *

LinkedIn public URL * ?

linkedin.com/company/

Website

This is a link to your external website.

Company information

Fill in all the information about the sector of activity, its size and the type of company.

Company details

Industry *

Company size *

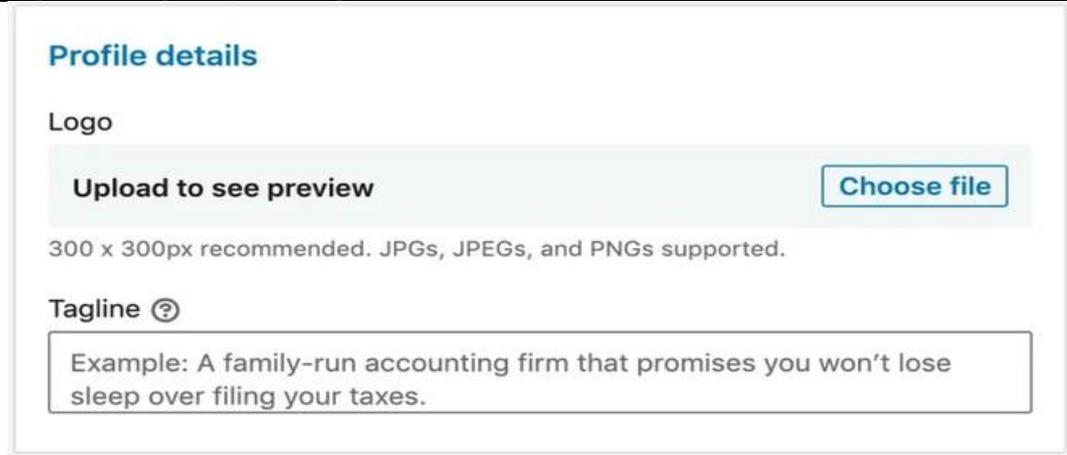
Company type *

Profile Information of your company page LinkedIn

For this section, you have two pieces of information to fill in:

- The logo: it must meet the file format requirements
- The slogan: a sentence that best represents your business.

These two elements appear first on your page, so don't skimp on the quality of the logo and neglect your slogan.



The screenshot shows the 'Profile details' section of a LinkedIn page creation form. It includes a 'Logo' section with an 'Upload to see preview' button and a 'Choose file' button. Below this, it specifies '300 x 300px recommended. JPGs, JPEGs, and PNGs supported.' The 'Tagline' section has a help icon and a text box containing the example: 'Example: A family-run accounting firm that promises you won't lose sleep over filing your taxes.'

The preview of your page

Once you have filled in the information, a preview of your company page will be displayed.

Once everything is completed, validate the creation of your LinkedIn page.



The screenshot shows a 'Page preview' section. It features a placeholder for a logo on the left and a list of fields on the right: 'Company name', 'Industry', and 'Tagline'. A blue bar is visible at the bottom of the preview area.

6.6 Create and manage Ad

It doesn't matter whether your business falls into the B2B or B2C segment, LinkedIn is now one of the top five popular social media marketing platforms among marketers. And you shouldn't ignore the platform as well.

Yes, LinkedIn Ads is quite expensive in comparison to Facebook & Instagram but its narrow audience targeting on the basis of their jobs, industry, education and other attributes allow brands to reach individuals from the specific industries that they are targeting & it is worth your investment.

Just give it a try and if you will be able to target the right audience at the right time with the right message, you'll see results for sure.

So, if you have not tried LinkedIn ads yet but want to leverage it for your business, then it's not too late yet. In fact, you are in the right place to start with the right foot.

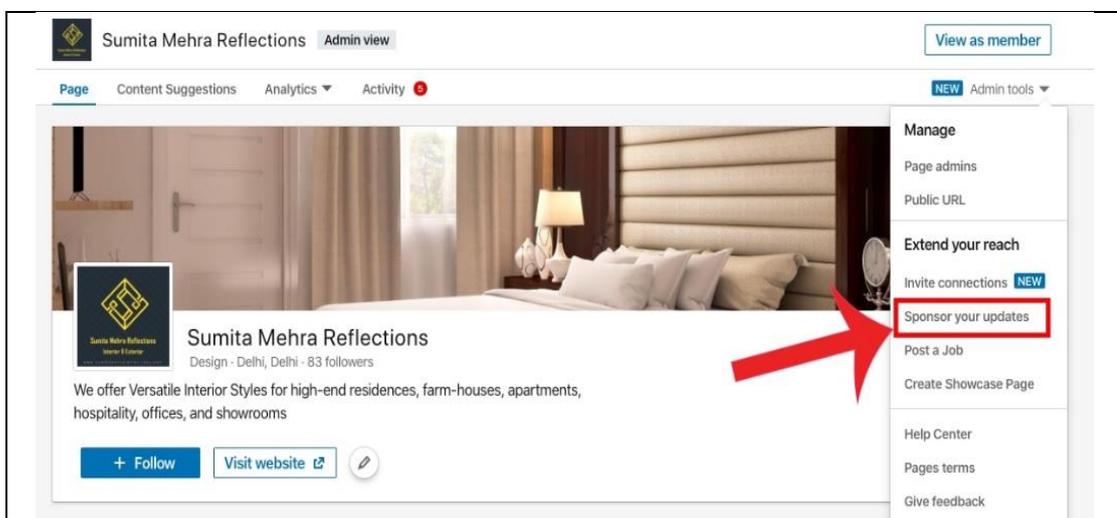
In this blog, I'll walk you through 8 simple steps to set up an effective & highly convertible campaigns on LinkedIn for your business.

Create an Ad account.

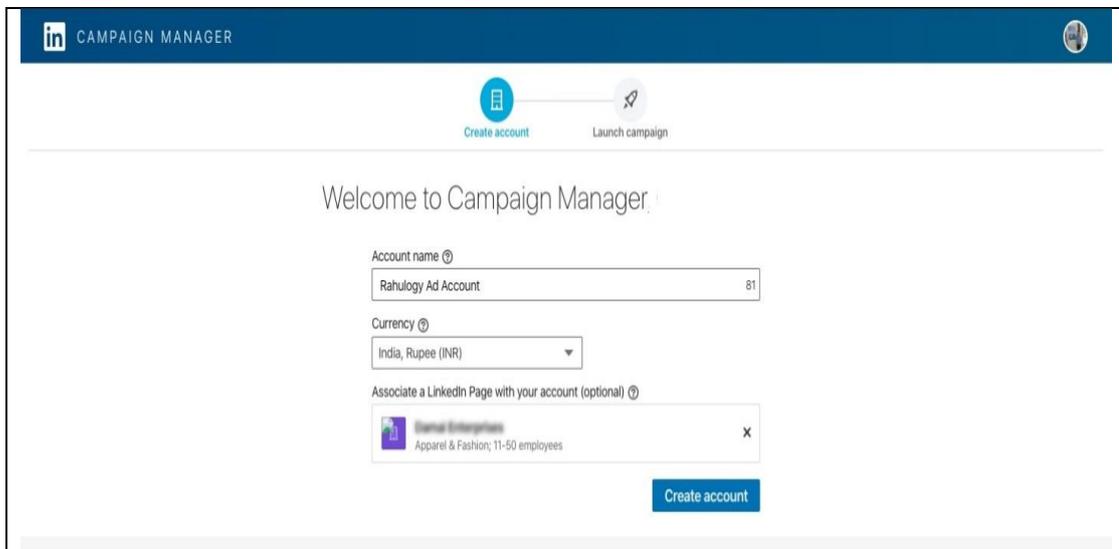
if you already have created your LinkedIn Ad Account then you can skip to the next step. Like other social media marketing platforms, you have to create an ad account on LinkedIn to organize and analyze all your campaigns without affecting the content on the company page.

To create an ad account, open your company page & navigate to the "Admin Tools" menu on the top right corner below "View as member" button.

Now choose "Sponsor your updates" option from the dropdown menu.

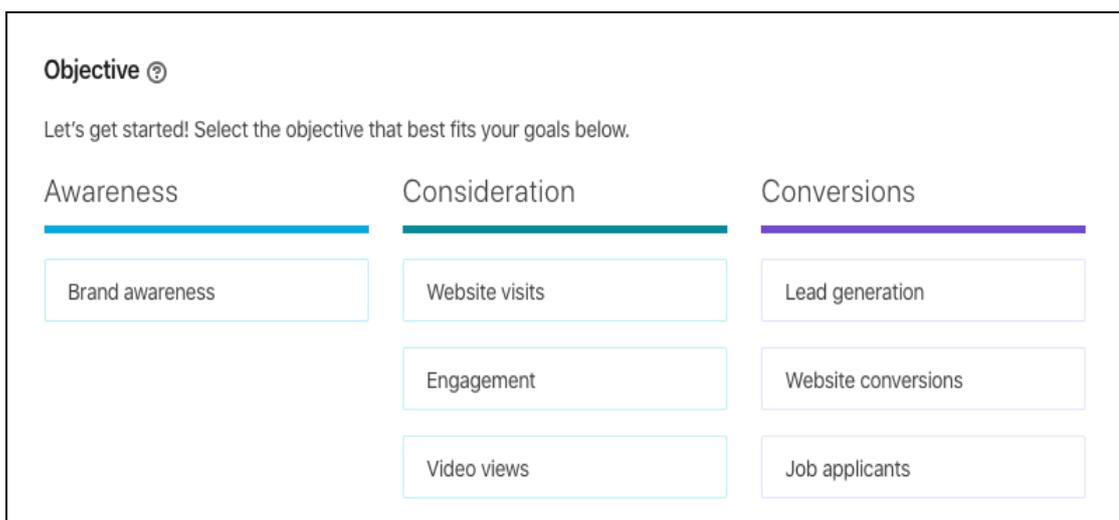


Now, you'll be taken to campaign manager page with an account opening form where you will have to assign a name to your ad account, choose currency & associate your respective company page.



Select your objective.

- In this step, you'll have to decide what you want your audience to do when the ad appears on their news feed.
- According to LinkedIn, “choosing an objective helps them customize your campaign creation, deliver the best ROI for your stated goal, & show you relevant reporting”.
- LinkedIn Campaign Objectives are categorized into 3 sections based on the buyer's journey – **Awareness, Consideration & Conversion.**

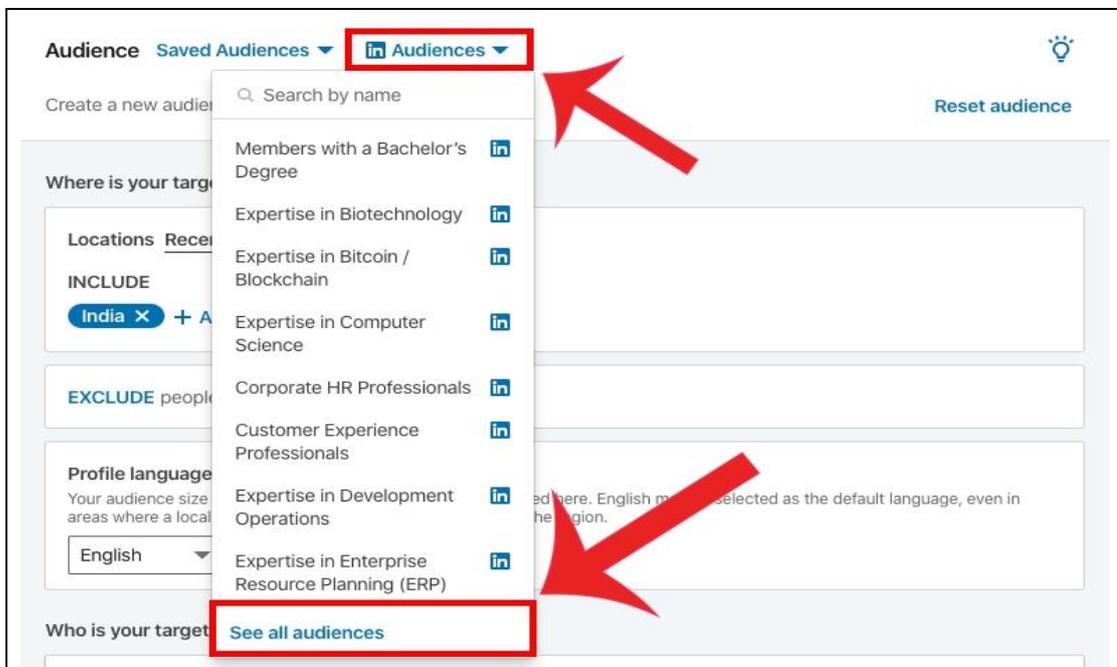


Under these categories, the following are the objectives-

- **Brand Awareness:** Choose this objective to reach more people just to tell them about your product, services, or company
- **Website Visits:** Choose this objective to reach people who are most likely to click on your ads to visit your website or marketing landing pages.
- **Engagement:** Choose this objective to show your ads to people most likely to engage with your ad or follow your company.
- **Video Views:** Choose this objective to show your videos with people most likely to watch.
- **Lead Generation:** Choose this objective to show your ads to people most likely to fill out a lead generation form.
- **Website Conversion:** Choose this objective to show your ads to people most likely to take the actions on your website which are valuable for your business.
- **Job Applicants:** Choose this objective to show your ads to people most likely to view or click on your job ads to apply.

Now, evaluate the goals you want to achieve from the campaign and choose the most relevant objective.

Create an audience



On selecting your audience, LinkedIn automatically narrows down the audience and creates an audience by adding relevant audience attributes like job roles, group members, education, skills, etc. in respective sections.

Who is your target audience?

INCLUDE people who have ANY of the following attributes

Job Titles current ▼ 

- Marketing Director X
- Marketing Manager X
- Sales Marketing Manager X
- Marketing Executive X
- Marketing Coordinator X
- Marketing Specialist X
- Vice President Marketing X
- Director Of Sales Marketing X
- Head Of Marketing X
- Chief Marketing Officer X
- Sales And Marketing Specialist X
- Marketing Consultant X
- Marketing Assistant X
- Senior Marketing Manager X
- Brand Manager X
- Marketing Officer X
- Digital Marketing Specialist X
- Marketing Associate X
- Senior Director Of Marketing X
- Senior Vice President Marketing X
- Vice President Sales Marketing X
- Marketer X
- Director Marketing Communications X
- Marketing Communications Specialist X
- Evice President Marketing X
- Marketing Strategist X
- Marketing Analyst X
- Vice President Global Marketing X
- Marketing Intern X
- Digital Marketing Manager X
- Digital Marketing Executive X
- Market Manager X
- Digital Marketing Director X
- Marketing Communications Manager X
- Product Marketing Manager X
- Digital Marketing Consultant X
- Group Brand Manager X
- Junior Brand Manager X
- Sales Marketing Executive X
- Trade Marketing Manager X
- Director Of Marketing Operations X
- Marketing Operations Manager X
- Senior Vice President Sales Marketing X
- Director Of Online Marketing X
- Director Marketing Strategy X
- Global Marketing Director X
- Director of Product Marketing X
- Director Marketing Services X
- Online Marketing Intern X
- Online Marketing Coordinator X
- Online Marketing Executive X
- Online Marketing Consultant X
- Marketing Operations Specialist X

Add more attributes (OR) + 

Additionally, you can add more attributes to the target audience to expand your reach further by clicking on “Add more attributes (OR)+”.

LinkedIn Audiences can save you a lot of time as you probably have to make little or no changes to the audience attribute and you can move to the next step directly.

However, if your target audience is not listed on LinkedIn Audiences, you can target them based on the specific & relevant audience attributes for the campaign.

Search [Learn more about targeting criteria](#)

<p>Audience attributes Add targeting criteria like job title, industry, or skills</p>	<ul style="list-style-type: none"> Company Demographics Education Job Experience Interests and Personae
<p>Matched audiences Use your data to retarget website visitors or reach known contacts and accounts</p>	

+ Narrow audience further (AND)

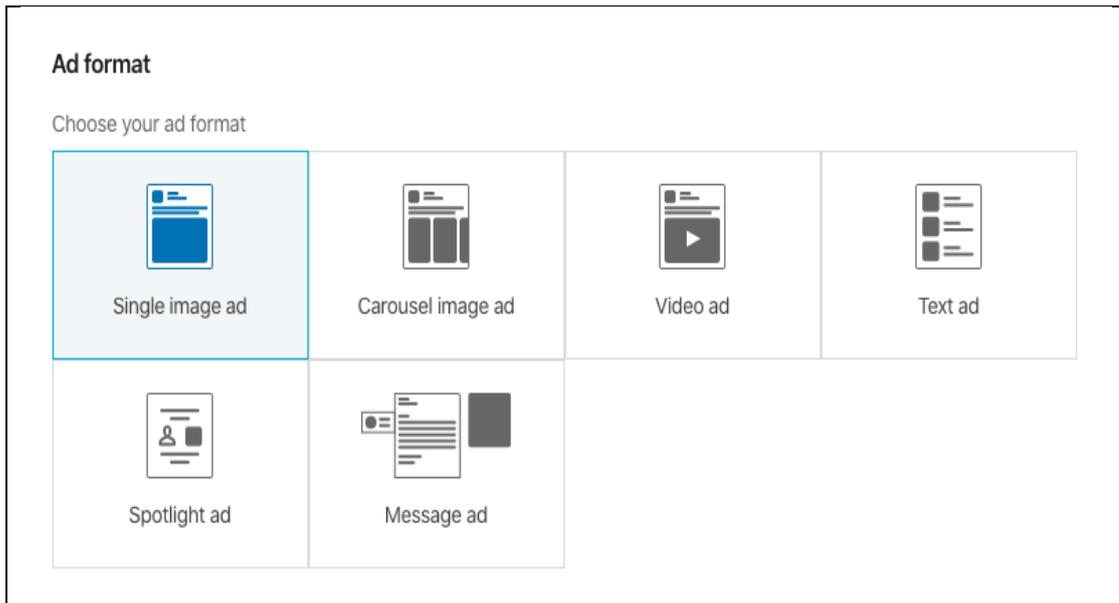
+ Exclude audience

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

The best part is LinkedIn allows you to narrow down your target audience as much as you can. So, avoid wide target & narrow down your audience to reach your most relevant prospects.

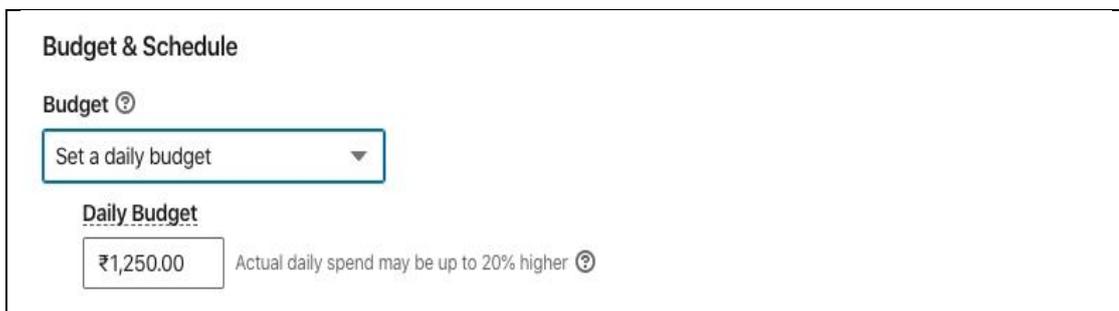
Pro tip: Once you've created your audience, always save it so that you can use it again & skip this step in future campaigns.

Choose an Ad format:



Set up ad budget & schedule

Now, you can choose to set up a daily budget or both a daily & total budget from the drop-down menu.



Setting up a campaign budget is very crucial to make sure you're in control of spending the budget & it doesn't exceed the pre-defined campaign budget. After that, you have to decide whether to run the campaign continuously from the start date or schedule the start & end date. In case of choosing to run the campaign continuously, you have to stop the campaign manually.

Schedule ?

Run campaign continuously from a start date

Start date

11/23/2019 📅

Your campaign will start at 12:00AM UTC on your start date.

Set a start and end date

6.7 Sales Navigator

Sales Navigator is a deep sales platform that enables virtual selling by allowing sales professionals to build and maintain relationships with their buyers at scale. Sales Navigator is designed to be a centerpiece and fixture for modern B2B sales teams, integrating with other sales technologies (such as CRM) to provide a foundation of trusted, reliable, real-time data.

Sales Navigator is the best version of LinkedIn for sales professionals. It features a powerful set of search capabilities, improved visibility into extended networks, and personalized algorithms to help you reach the right decision-maker at the right time.

What Does Sales Navigator Do?

At its core, Sales Navigator helps sales professionals successfully perform three of the most critical functions involved with their discipline.

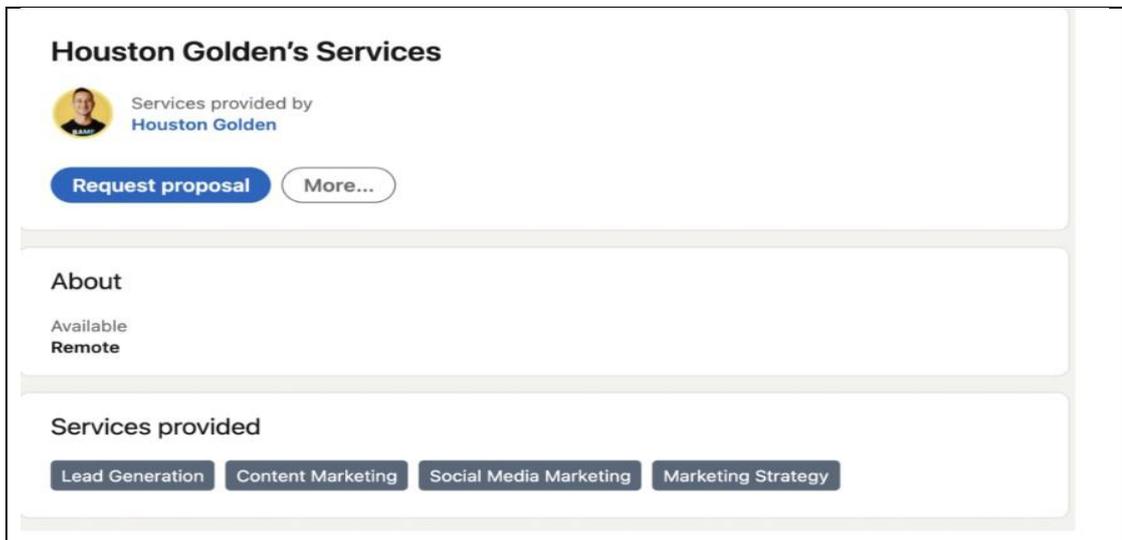
- **Target:** Quickly identify and learn about people and companies that are a likely fit for your product or service.
- **Understand:** Track key developments at target accounts, such as decision-makers changing jobs or indicators of buying intent, to act on opportunities as they arise.
- **Engage:** Connect and converse with prospects within a ready-to-do-business environment while tapping into the full extent of LinkedIn's messaging and content-sharing capabilities.

In a new era of selling where putting the buyer first is paramount and virtual interactions are becoming the norm, Sales Navigator equips salespeople to lead with insight, deliver value that differentiates, and build relationships that fuel customer acquisition.

6.8 Service page

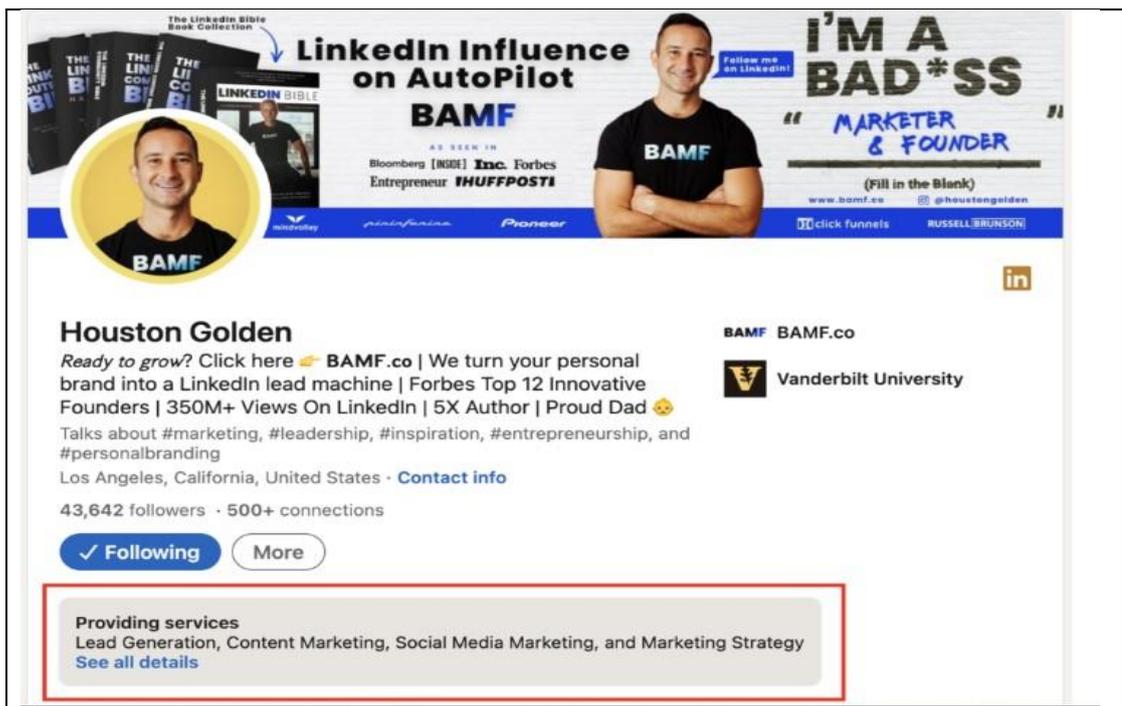
A LinkedIn service page is a landing page that is baked right into your LinkedIn profile. And, it's pretty great for your UX.

It gives you a quick way to showcase your main services and invite people to either connect with you or request a proposal.



It's accessed right from your profile.

In fact, LinkedIn makes it so easy for people to learn about your services as they've placed the section right above the fold, just after your "follow" or "connect" buttons.



Self-Check Sheet - 6: Practice LinkedIn Marketing

Questionnaire:

1 Write down any 3 type of posts which are available in LinkedIn?

Answer:

2 Why is LinkedIn considered an essential platform for businesses and professionals?

Answer:

3 What should you write in your LinkedIn Bio?

Answer:

4 What role does networking play in LinkedIn marketing?

Answer:

5 What do 1st 2nd and 3rd connectons mean?

Answer:

6 What are some effective strategies for B2B (business-to-business) marketing on LinkedIn?

Answer:

Answer Key - 6: Practice LinkedIn Marketing

1 Write down any 3 type of posts which are available in LinkedIn?

Answer: Types of post on LinkedIn

1. Text-only Posts
2. Image Post Type 1 – The Single Image Post
3. Image Post Type 2 – The Multiple Images Post
4. Native Video Posts
5. LinkedIn Articles
6. Document Posts
7. Carousel Posts
8. The Celebrations Post Type on LinkedIn
9. LinkedIn Live Video
10. LinkedIn Polls
11. LinkedIn Events
12. “Offer Help” Posts
13. The “Share that you’re hiring” post type on LinkedIn

2 Why is LinkedIn considered an essential platform for businesses and professionals?

Answer: LinkedIn is considered an essential platform for businesses and professionals because it provides a valuable space to network, build industry connections, share thought leadership, recruit talent, and showcase products or services in a professional setting.

3 What should you write in your LinkedIn bio?

Answer: Your personal bio should tell the story of you, with the aim of differentiating your skills from the next person. It should also showcase your personality and achievements at the same time.

Exactly some points are below:

- What exactly do you do?
- How exactly can you help them?
- Why should they choose you?
- What makes you better than the next person?

4 What role does network play in LinkedIn marketing?

Answer: Networking is pivotal in LinkedIn marketing as it allows you to connect with industry professionals, potential clients, and business partners. Engaging in conversations, joining relevant groups, and participating in discussions help build meaningful relationships.

5 What do 1st 2nd and 3rd Connections mean?

- **Answer: First connections** are your direct connections. In other words, the people who are part of your network, with which you have exchanged an invitation to connect. And both of you have accepted.

- **Second connections** are the connections of your connections, or the “friends of your friends”. Aka people that are outside of your network, but you share common connections with.
- **Third connections** are LinkedIn members that are connected to your second connections. They are further from your current or potential network, but still available to connect with under certain circumstances. For example, when the first and the last name are fully displayed.

6 What are some effective strategies for B2B (business-to-business) marketing on LinkedIn?

Answer: Some effective strategies for B2B marketing on LinkedIn include creating content tailored to the needs of your target businesses, engaging with decision-makers through personalized messages, running targeted advertising campaigns, and utilizing LinkedIn Sales Navigator for lead generation.

Task Sheet-6.1: Campaign LinkedIn Marketing

Objectives: The objective of this LinkedIn Marketing Campaign is to promote and enhance the visibility of our brand/company on LinkedIn, drive engagement with the target audience, and generate leads and potential business opportunities.

Working Procedure:

Research and Planning Phase:

- 1 Identify Target Audience: Conduct research to identify and define the target audience for the campaign. This includes industry, job titles, location, interests, etc.
- 2 Competitor Analysis: Analyze competitors' LinkedIn presence to gain insights into their strategies and identify opportunities.
- 3 Content Strategy: Plan the types of content (e.g., articles, posts, videos) that will be shared during the campaign and ensure it aligns with the target audience's interests.
- 4 Budget Allocation: Determine the budget for the campaign, considering sponsored content and ads if necessary.

Content Creation:

- 5 Create Engaging Content: Develop high-quality, engaging, and relevant content that resonates with the target audience. Content may include blog posts, infographics, videos, etc.
- 6 Visual Assets: Design visually appealing graphics and images to accompany the content and make it more shareable.

LinkedIn Company Page Optimization:

- 7 Update Company Page: Optimize the LinkedIn Company Page by ensuring all relevant information is up-to-date, including logo, description, contact details, and website link.
- 8 Showcase Pages: Set up and optimize Showcase Pages to highlight specific products, services, or campaigns.

Monitoring and Analysis:

- 9 Track Metrics: Regularly monitor the performance of the campaign using LinkedIn Analytics and other relevant tools.
- 10 Analyze Results: Evaluate the success of the campaign against the defined KPIs and make data-driven adjustments as needed.

Review of Competency

Below is yourself assessment rating for module **Applying Social Media Marketing**

Assessment of performance Criteria	Yes	No
Importance of Social Media Marketing is identified;		
Types of Social Media Content are interpreted;		
Social Media Management Tools are identified;		
Facebook for Business is interpreted;		
Page and group are Created and Optimized;		
Ad is created and managed;		
Facebook Pixel, Standard Events, and Custom Conversions are applied;		
Facebook insights are interpreted;		
Facebook Meta is interpreted;		
Facebook reels are interpreted;		
Instagram Marketing is interpreted;		
Bio & Profile Image are created and optimized;		
Things to Post and When to Post are explained;		
Roles of Captions & Hashtags are identified;		
Ways to Convert Instagram Followers to Sales & Leads are executed;		
Creation of Ads and Analytics are performed;		
Stories, Reels and IGTV are explained;		
Twitter Marketing is interpreted;		
Profile is created and optimized;		
What to Tweet and How to Interact on Twitter are interpreted;		
Hashtags & Trends are applied;		
Ways of growing Followers are explained;		
Ad is created and managed;		
Audience Manager & Universal Tag are explained;		
Twitter Conversion Tracking & Remarketing are interpreted;		
Twitter Reporting and Analytics are explained;		
Basic concepts of Pinterest Marketing are interpreted;		
Profile is created and optimized;		

Pinterest browser button is added;		
Business account is created and optimized;		
Pinterest board is created and optimized;		
Pinterest Product Pins and Rich Pins are created;		
Pinterest Tag and Events are interpreted;		
LinkedIn Marketing is interpreted;		
Profile is created and optimized;		
Types of post are interpreted;		
Post is created;		
Company Page and Group are created and managed;		
Ad is created and managed;		
Sales Navigator is interpreted;		
Service page is interpreted;		

I now feel ready to undertake my formal competency assessment.

Signed:

Date:

Development of CBLM:

The Competency Based Learning Material (CBLM) of ‘**Apply Social Media Marketing**’ (Occupation: Digital Marketing for Freelancing, Level-3) for National Skills Certificate is developed by NSDA with the assistance of SIMEC System, ECF consultancy & SIMEC Institute JV (Joint Venture Firm) in the month of June 2023 under the contract number of package SD-9A dated 07th May 2023.

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