

The background features abstract, overlapping geometric shapes in various shades of purple, ranging from light lavender to dark indigo. These shapes are primarily located on the left and right sides of the frame, creating a modern, layered effect. The central area is a clean white space where the text is placed.

Innovative Entrepreneurship Theory and Practice

Digital Marketing

Useful Information

- Campaigns
- Digital marketing
 - Pay-per-click (PPC) advertising
 - Content marketing
 - Social marketing
 - Video marketing
 - Others include SEO, VSO, email marketing

Campaigns

Definition of marketing:

A form of **communication** between you and your customers with **the goal of selling your product or service** to them. **Communicating the value of your product or service is a key aspect of marketing.**

- Marketing gives you **tools to build a story** based on your deep understanding of **who your customer is** and **what motivates them.**

What is a Marketing Strategy?

An organization's strategy that combines all of its marketing goals into one **comprehensive plan** and utilizes the tools accessible to produce a consistent marketing message

What are the components of marketing?

- Brand
- Packaging
- Advertisements
- Social media strategy
- Facebook/Google ads
- Adwords on google
- Promotions
- Website
- Newsletter
- Others?

Let's take a look at a few
campaigns...

Marketing strategy - Coca Cola

- <https://www.youtube.com/watch?v=XhMVWzVXNNk>

Marketing strategy

LUCKY STRAW



Competitor Research

Their products:

- Mainly smoothie straws
- Focused on the environmental impact
- Similar branding to one another

QUALITIES OF OUR STRAWS.

Safe and Environmentally Friendly:

- Reusable
- Organic and Biodegradable
- Chemical and BPA free
- Sustainably harvested in China

Fun to use:

- Ideal for children and adults
- Great for warm winter beverages and chilled summer drinks
- Perfect sizes for smoothies, milkshakes, juice, tea, coffee, cocktails and more

Easy to clean:

- Bamboo is naturally antibacterial
- After each use: Rinse them off with the cleaning brush
- **To sanitize:** Soak for a few minutes in hot water and vinegar



DIFFERENTIATE THE BRAND

Focu
s on
the
FUN!



ASPECTS OF BRAND:

- Font: Annie Use Your Telescope
- Color: Pantone Color of the Year
'Greenery'
- Logo: LUCKY STRAW

ADVERTISING: B2C

Business to Consumer

MOST IMPORTANT: *Appeal to your target audience*

**How to reach consumers?
Define consumers,
what are they
attracted to?**



TESTIMONIALS:

“My 7-year old son drinks smoothie everyday, and he prefers to drink with a straw. Since we decided to stop using plastic straws anymore, we were looking for eco-friendly straws. It's very easy to wash straws with the brush, and the bag is useful to carry the straws in the bag when eating out or traveling. Most importantly, the quality of straws is great. My son thinks that it's fun to use and he likes them a lot.”

Nathan W.

“We haven't used plastic straws in months but the kids kept asking me for them when I make protein shakes or smoothies...and the kids love them! The straws are made from bamboo and come in a cute little bag for storage. A bonus is that it comes with a cleaning stick!” - Leah B.





athomewithashley • Following
Logan, Utah

I also wanted to bright attention to these bamboo straws. They're from [@the.lucky.straw](#) and are reusable! The idea is to use less plastic straws (which aren't the best for the environment), but still have the luxury of straws! I put the link in my bio if you want to check them out. 🥰

athomewithashley #sundaydecorlove #whitedecorweekends #sundayhomeinspo #relaxationsunday #mysundaysimplicity #mysundayfundaydecor #designblogger #fillourworldwithcolor #homeblogger #cornerofmyhome #casualchichome #colourinmysquare #currenthomeview #athomewithashley #howyouhome #interiorideas #makehomeyours #mydomaine #newtoyoudecor #simplystyleyourspace #styleathome



4,054 likes

SEPTEMBER 3



@athomewithashley
(131,000 followers)

THE BROKE BACKPACKER

What to Bring on Vacation to Reduce Environmental Footprint

Before we discuss responsible lodging, transportation, activities, and cultural sensitivity, I have listed a couple of things I recommend traveling with to reduce your environmental impact.

Always travel with a [reusable water bottle](#)! I also carry a foldable, reusable bag for groceries and shopping, and reusable dishware, if possible. Most travelers contribute far more waste on the road than at home, but these easy-to-carry items help you reduce your footprint considerably!

Another great travel hack is to travel with a reusable, biodegradable straw.

Our friends at Lucky Straw are on a mission to replace single-use plastic straws with eco-friendly, [reusable, organic bamboo straws](#). They're safe (chemical and BPA free), easy to clean (with the included cleaning brush), and durable! Bamboo lasts a long time, but when it comes time to replace your straw, rest easy knowing bamboo is a natural, biodegradable material! Check them out [here](#).

When all is said and done, try to limit the amount of plastic waste you produce... In many countries, there is no

The Broke Backpacker
(over 100,000 monthly
hits to website)

ADVERTISING: B2B

Business to Business

MOST IMPORTANT: Minimize costs



B2B

COST ANALYSIS:

Single Use Plastic Straw vs. Reusable Bamboo Straw

Typical plastic straw cost: MOQ is 1,000 for \$10 thus it costs \$.01 each

→ If a business sells 150 drinks a day (based on successful mid sized cafe/smoothie shop), they will run out of straws in approximately 1 week (6.6 days)

→ This results in loss of 1,000 plastic straws/week

→ Which equals loss of 52,000 plastic straws/year

Compare the annual average cost:

\$520 (52,000 X \$0.01): Annual cost to replace plastic straws

vs.

\$365: Annual cost of bamboo straws (approx \$1 each - a set of 7 straws changed weekly)

Now it's time to make your own!

Your goal: create an ad for your project

- It should 'elevate' the object: imbue it with greater meaning, a special X factor
- It can give it a special function, whether unusual or obvious (like *the pencil that 'gives' you perfect handwriting*)

Don't forget about the story!

Lucky Straw: Eco-Friendly and Fun!

Coke's story: Satisfaction

Apsara pencil's story: Success

What's your product's story?

Digital Marketing

marketing

- Range of marketing techniques
- Digital marketing
 - Pay-per-click advertising
 - Content marketing
 - Social marketing
 - Video marketing
 - Email marketing
 - Search Engine Optimization (SEO)
 - Voice Search Optimization (VSO)

What is PPC?

PPC

What is pay-per-click?

- Pay per click is a method of advertising,
- where an advert is placed that is linked to a company, such as a landing page
- Users can click the link if interested
- The advert placer pays a fee based on the volume of 'click-through' - amount of occasions the advert gets clicked

PPC

Popular options

- Search engines
 - Popular e.g. Google
 - Targeted as know user intent
- Social media
 - Facebook ads popular
 - Reach large audience

Example

- Search engine
- Search “beautiful bag for university”
- THB
- Assumes I’m female?
- Price ranges from THB 900 – 10000
- Do University students buy 10,000 Baht bags?
- Does it matter, advertiser only pays if user clicks on advert
- Google search 25th May 2022

The screenshot shows a Google search interface for the query "beautiful bag for university". The search bar is at the top, and the results page displays several advertisements for bags. Below the ads, there is a section for "Images for beautiful bag for university" with various filters and image thumbnails.

Search Results:

- Search engine: Google
- Search query: beautiful bag for university
- Keyword difficulty: 88.22% (for google.com database) — View full report for this keyword
- Navigation: All, Images, Videos, Shopping, News, More
- Results: About 97,800,000 results (0.63 seconds)

Ads - Shop beautiful bag for university

Product Name	Price (THB)	Additional Info
Daily 3.0 Bag – Minaal	THB 9,879.9...	\$289.00 + tax Minaal
Reindeer กระเป๋าทรงโทท	THB 890	Pomelo Fas...
The Village Bag Hazel	THB 1,365.7...	\$39.95 + tax Boho Peak
กระเป๋า ห้างแห่ง รุ้น Tote Bag สี	THB 3,190	Central Onli...
LARGE ALICE กระเป๋า Canvas	THB 1,950	www.jirastud...

Images for beautiful bag for university

Filters: shoulder, girls, cute, stylish, unique, school

videos

What is pay-per-click?

- <https://www.youtube.com/watch?v=kURw0fa06bE>
- <https://www.youtube.com/watch?v=A37YIpTU9Z0>

Which is the best video?

What did you learn?

PPC

- PPC = pay-per-click
- PPM = pay per impression,
 - e.g. per thousand impressions
 - Set cost
 - Don't know return per click
- PPA = pay per action,
 - Payment on some action
 - e.g. subscription, download

benefits of PPC

benefits

- Only pay on user involvement
- Good statistics
- So, can optimize
- Targeted
- Control your budget
- Control where, when etc.
- Good visibility

Types of PPC

Paid search marketing

- one of the most common types of pay-per-click (PPC) advertising
- show your ad to users who search for certain keywords
- set up campaigns
 - writing ad copy*,
 - selecting relevant keywords
 - direct to a landing page
- e.g. Google AdWords and Bing Ads

*Ad copy is content that encourages a potential buyer to take action and purchase a product

Display advertising

- banner, image or text ads
- appear on different websites,
- selected to target particular audiences.
- link to your website
- useful for building brand awareness
- return a lower click-through rate than search ads

Social media advertising

- have high numbers of users / potential customers.
- PPC help you achieve higher click-through rates to your website
- awareness of your product or services
- target specific demographics and interests

Re-targeting PPC advertising

- Retargeting uses cookies on a user's browser to show them specific ads based on their previous online actions.
- For example, a user who searched for holidays could see display ads for a travel agent's latest deals.
- can be used as part of display, search, email and social media advertising campaigns
- also called **remarketing**

Affiliate marketing

- placed links to your site
- uses a performance-based payment model, eg Cost per Action.
- payment is closely aligned with results.
- set up in house or outsource to an affiliate network.
- can be quite time intensive and it has risks
 - poor ad placement
 - competitive keyword bidding

PPC to
generate business

ad campaign

You have product / service

You need to reach your potential customers

- How? Advertising?
- How can you estimate and monitor your ROI?

PPC

- Only pay for clicked advert
- Web - large audience
- Key terms - target audience

Startup campaign

Have a strategy

Develop Effective Keyword Targeting

Determine a Bid Strategy

Pause Keywords with Poor Performance and add Negative Keywords

Only Advertise Where You Can Deliver

Scope Out the Competition

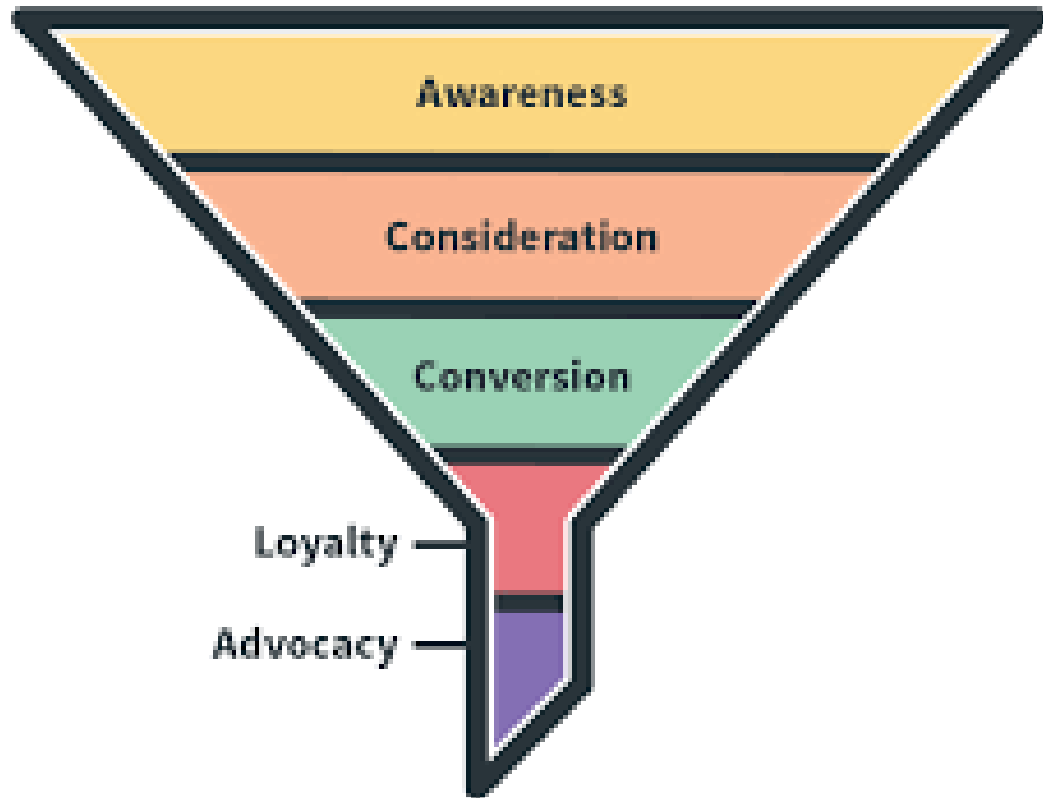
Don't "Set it and Forget it"

strategy

- what the most important KPIs for your business
 - leads?
 - Transactions?
 - Subscriptions?
- map out clear KPI targets
- set up conversion goals
- e.g. within Google Analytics

KPIs = Key Performance Indicators

funnel



Large audience

Relevant to your business

Potential customers

Interested customers

Customers

Returning customers

Loyal customers

Keywords

Develop Effective Keyword Targeting

- Identify the best keywords to target and organize them according to where in the funnel users will be when they use them.
- Prioritize Bottom Of Funnel (BOF) keywords, also known as “High Intent Keywords”
 - top are more general
- effective keyword targeting will save you more money by showing your ad to the people who're more likely to take action.

keywords in funnel

Tuff

TOF, MOF, and BOF Keywords

HOW TO KNOW THE DIFFERENCE



Startup campaign

Determine a Bid Strategy

- You bid for keywords
- More traffic , more popular, more expensive
- Buy relevant for you, within your budget

Startup campaign

Determine a Bid Strategy

- invest the bit of extra time and effort
- to manage your budget manually,
- a lot to learn
- about what works and what's underperforming
- Start off with manual bids
 - Get to understand what you want
 - Automate later

Startup campaign

Pause Keywords with Poor Performance and list Negative Keywords

- a good keyword now may not perform as well later
- keyword not effective, pause it.
- build up a list of negative keywords
 - search terms 100% not showing

Startup campaign

Only Advertise Where You Can Deliver

- focus on areas with most ROI
- begin with your most popular products or best sellers
- maximize your PPC budget to get highest ROI
 - e.g. location focus
 - significantly increase conversion rates at a lower cost.

Startup campaign

Scope Out the Competition

- conduct competitor analysis
- research your competitors, identify their PPC approach
- offer cheaper prices, better discounts, higher quality, or additional features.

Whatever it is that makes you stand out, include it in marketing strategy.

Startup campaign

Don't "Set it and Forget it"

- monitoring performance on a weekly, if not, daily basis.
- refine campaigns to get better outcomes
- adjust bids, note negative keywords, test new ad copy to find what converts the best.

PPC to
generate income

ad campaign

You have a website or YouTube channel

You get visitors

Maybe good content, blog etc.

How can you monetize it?

- affiliate links
- advertising
- influencer

Affiliate links

- Review products or recommend a product
- Get paid when customers buys products after using your link
- Amazon very popular
 - must sell 3 items in 180 days or revoked
- If using a blog or content
 - careful: content too focused on reviews
 - write 20-30 good articles first

advertising

- Advertising using PPC
 - Get paid by amount of clicks of ads on your website
 - Popular is Google AdSense

Google AdSense

- AdSense is a way to earn money by displaying ads next to your online content.
- AdSense is free,
- It delivers adverts served by Google Ads
- based on user clicks on ads or on ad impressions
- auction - highest paying ads will show on your site
- Clicking your own ads for any reason is not permitted
- you can block ads (using **Blocking controls** page)

Google AdSense

1. You make your ad spaces available

- You make your ad spaces available by pasting ad code on your site, and choose where you want the ads to appear.

2. The highest paying ads appear on your site

- Advertisers bid to show in your ad spaces in a real-time auction. The highest paying ads show on your site.

3. You get paid

- We handle the process of billing all advertisers and networks for the ads on your site, to make sure you receive your payments

targeting

- **Contextual targeting**
keyword analysis, word frequency, font size, and the overall link structure of the web, in order to determine what a webpage is about and precisely match ads to each page.
- **Placement targeting**
advertisers choose specific ad placements, or subsections of publisher websites, hand-picked by advertisers who've determined a match between what your users are interested in and what they have to offer.
- **Personalized targeting**
enables advertisers to reach users based on their interests, demographics and other criteria
- **Run of Network targeting**
advertisers target all sites in the ads network

Alternatives to AdSense

- **Media.net** run by Yahoo and Bing
- **Propeller Ads** billion users, banners, sponsored links, push notifications, etc.
- **Amazon Native Shopping Ads**
- **Skimlinks** affiliation automation
- **Monumetric**
- **Infolinks** international, aim is to deliver brand messages to specific audiences
- **Evadav** focus on push notifications
- **PopAds** ‘popunder advertising’ (graphical ads)
- **Adsterra** advertising for publishers and advertisers
- **Taboola** for news sites or similar

There are other advertising platforms such as SHE media, RevContent, Pop Cash, yllix, and many more.

influencer

- Paid to mention or promote products or services
- Based on you visits (web) or views (YouTube), and your community
- Options
 - For one customer
 - Customer makes direct contact to you (e.g. email)
 - website
 - You can choose the product you promote

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What is
content marketing?

content

What is content?

- “*content*” simply means a piece of information that’s available electronically.
- content can be presented in the form of an article, a blog post, or visual content like an infographic, a video, memes, podcasts or a short report

content creation

What is content creation?

- **Content creation** is concerned with the research and production of different types of content that will attract a definite audience

content marketing

What is content marketing?

- **content marketing** is also about using tools (like social networks) to promote your content, in order to attract and retain customers.

headline

50 / 50 rule

- *you should spend half of the whole time you are writing the content on the headline.*

why content?

What write content?

- your target audience want original content that is valuable, rich and actionable
- over half of the most effective content marketers put out new content types for their readers at least several times a week, (Sprout Worth)

content the new 'ad'

- nicknamed the new 'advert'
- content is not for direct selling
- your focus must be to create original content
- that connects, interests and builds a 'communication relationship' with your target audience

content

1. content creation

- it is not about you, it is about the customer
- appeal to your current target audience

2. content marketing

- great content of high quality doesn't always generate leads for your business.
- you must promote and market the content

customers

- identify your customers
- Create personas
- Identify their pain points
 - Pick & expand on the strongest customer pain points
- Follow your target customers
 - customer can like articles, blog posts, visual content or listen to podcasts
- Communicate and relate with customers

key words

- Choose your main (seed) keywords carefully
 - search engines will use that “seed” keyword to determine the topic of your site.
- Use tools to determine keywords for your content
 - Get keyword ideas from tools like Google Keyword Planner
 - Choose terms with a good monthly search amount (>1500 searches)
 - Use this key word to find long-tail keywords

Changing goal posts

- Search engines change their algorithms and guidelines
- It is Complicated
 - Google uses over 200 ranking factors to determine and rank the most relevant results.
- Changed your approach
 - Before providers created pages based on similar key words but now Google etc. use 'searcher intent'

content marketing strategy

The background features abstract, overlapping geometric shapes in various shades of purple, ranging from light lavender to dark, almost black tones. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The overall composition is clean and modern, with the text centered in the white space.

content

- Content needs to be
 - planned and structured well, and
 - adapted to the actual needs of the target group

“The biggest challenge of content marketing is to capture the perspective of users and potential customers”

marketing

- lay out
 - which content should be provided to
 - which target group and over
 - which channels
- The content is the message, and the online marketing channels like SEO, PPC, or social media are the means

content marketing

- combines all long-term goals of online marketing with the creation and further development of digital content
- provides a solution to the customer's problem
- relevant for the target group, and
- perceived as high quality content (by the target group)
- strategy - planning content, planning target groups, identify pain points, etc.

content marketing plan

1. Goal
2. Target audience
3. Inventory
4. Comparison with the competition
5. Content Management Systems
6. Planning for topics
7. Measuring success

content marketing plan - goal

- define a goal that the strategy should lead towards
- clear goals
 - helps you to focus, easier to measure success
- online marketing goals
 - such as brand awareness and online visibility

content marketing plan - goal

- business related goals
 - e.g. increasing revenue, marginal returns or profits
- e-commerce goals
 - e.g. increasing the conversion rate, or increasing the time spent on the page

content marketing plan - goal

should be "S.M.A.R.T"

- Specific
- Measureable
- Action-oriented
- Realistic
- Time-sensitive

content marketing plan - goal

- develop unique selling points through content
- ensure
 - your company,
 - your brand,
 - your team and your products
 - are unique and have advantages over competitors' offerings.

content marketing plan - target audience

Target audience

- know and define your target audience
- create personas
- main target audience, and several sub-target groups
- segment your target group
- use their needs and segment specifications as a basis for your Content Marketing Strategy
- which devices do your readers use, preferred search terms, popular topics on social media

content marketing plan - inventory

- audit your content
- check what impact content has on your target group
- what content to lose and what to improve
- questions to ask
 - Was the customer's pain point resolved with this?
 - How relevant is the article?
 - Is it still up to date or should it be revised?
 - Should any content be deleted, because it is out of date or the effort to optimize it is too great?
 - Are any topics missing that are important to the target group?
 - How high is the bounce rate for your articles?
 - Which posts generate most traffic?

content marketing plan - competition

- check what the strengths of the competition are in the context of your defined goals and target audience.
- Choose 3 and analyze:
 - what topics are covered
 - writing style
 - frequency of posts
 - selected channels

content marketing plan - CMS

Content Management Systems

- can help you efficiently manage your content
- includes planning, creating, and analyzing content
- WordPress is a CMS used for web pages
 - Drag & drop
 - Easier & faster than coding

content marketing plan - topic planning

- good content involves a lot of hard work
- can be expensive.
- a long-term plan is important
- cover several topics in a content calendar,
- when to publish is
- scheduled topic planning

content marketing plan - measure success

- Have visits, views or subscribers increased?
- users perspective
- critically assess content
- Use analytics
 - Google analytics
 - YouTube Studio
 - Social media channels analytics

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social media marketing

social media marketing

Social media marketing is
the process of creating content
for social media platforms
to promote your products and/or services,
build community with your target audience, and
drive traffic to your business.

which social media?

your strategy will differ based on which social networks your audience spends their time on, such as

Facebook

Instagram, Pinterest

TikTok, YouTube

Twitter, LinkedIn

Others (risers & fallers, snapchat ?)

which demographic?

- **Baby boomers**, born 1946 and 1964, 57-75 years old
- **Gen X** 1965 and 1980, 41-56 years old
- **Millennials (gen Y)**, 1981 and 1996, 25 - 40 years old
 - Gen Y.1 = 25-29 years old, Gen Y.2 = 29-39
- **Gen Z** born 1997 - 2012, 9 - 24 years old
- **Gen Alpha** born 2012 - 2025, maybe later

Facebook

Facebook

- Largest, most established social media platform
 - **Users:** 1.9 billion daily
 - **Audience:** Gen X and Millennials
 - **Industry impact:** B2C
 - **Best for:** Brand awareness; advertising
- Ads - advanced advertising
- SEO - organic opportunities

Video

YouTube

- Long video form
 - **Users:** 315 million daily
 - **Audience:** Millennials, any demographic
 - **Industry impact:** B2C and B2B
 - **Best for:** Brand awareness; long-form entertainment, and how-to videos
- second most visited website globally
- best platform to build community
- long-form content - users stay longer
- ideal for sharing educational content

TikTok

- Short video form
 - **Users:** a billion monthly
 - **Audience:** Gen Z, Millennials
 - **Industry impact:** B2B and B2C
 - **Best for:** Short-form, creative video content; user-generated content; brand awareness
- 2nd to YouTube
- build community

Visual

Instagram

- Images, User-generated content
 - **Users:** a billion monthly
 - **Audience:** Millennials
 - **Industry impact:** B2C
 - **Best for:** High-quality images and videos; user-generated content; advertising
- top for sharing visual content
- advanced ecommerce tools.
- In-app purchases

Pinterest

- Images, User-generated content
 - **Users:** a half a billion monthly
 - **Audience:** Millennials, Gen Z, Gen X and Baby Boomers
 - **Industry impact:** B2C
 - **Best for:** Visual advertising; inspiration
- new projects, new brands / products
- build brand with visual stories

Other

Twitter

- Short form text
 - **Users:** 200+ million daily
 - **Audience:** Millennials
 - **Industry impact:** B2B and B2C
 - **Best for:** Public relations; customer service; community building
- Tweets - 140 character or less
- expanded e.g. audio (spaces), communities, moments

LinkedIn

- networking
 - **Users:** 774 million
 - **Audience:** boomers, GenX, Millennials
 - **Industry impact:** B2B
 - **Best for:** B2B relationships, business development, and social selling
- Facebook for professionals
- Working professionals seeking new opportunities
- industry-specific community

social media marketing

Many others

- Demographic-dependent
- Country-dependent
- Limited ad/PPC/SEO opportunity
- Rise and fall in use & popularity
 - Clubhouse, Wechat, Snapchat
 - Whatsapp, Line

Benefits of social media marketing

benefits

- Wide audience
- Personal
- Young / future audience
- Loyalty & retention
- Users interact with social media regularly
- Users connect with accounts / companies
- Able to segment

benefits

- Brand awareness
- Leads & conversions
- Customer relationship
- Competition

brand awareness

- reach thousands, and even millions of potential customers
- boost brand awareness by engagements like
 - comments, likes, shares, and reposts, and saves.
- directing traffic to your website.
 - links in your profile, bio, and posts

leads & conversions

- simple way to improve lead generation, boost conversions, and increase sales with users that follow your account
- Sell products
 - e.g. set up a shop on Facebook & Instagram
- Marketing campaigns on a social channel
- Host video
- Create contests

Customer relationship

- Engage your followers
- build lasting relationships
- interact with customers
 - posts, questions and comments
- Great for gaining feedback, and realizing pain points
- create giveaways, build trust and show value of their input and support.

competition analysis

- Analyze what your competition is doing
- News on
 - campaigns,
 - promotions,
 - new products
- Keep uniqueness

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social media marketing strategy

plan

1. Research your buyer personas and audience
2. Determine which social platforms you'll market on
3. Establish your most important metrics and KPIs
 4. Get to know your competition
 5. Create unique and engaging content
 6. Organize a schedule for your posts
 7. Monitor performance

personas

- Determine who is your audience
- Create personas
- Target needs
- What content will attract them
- What type of customers do you plan to gain
- Create engaging content focused on audience

platform

- Where is your audience?
- Today & tomorrow
- Local?
- Focus or spread?
 - Focus
 - Campaign - one rather than everywhere

Metrics & KPIs

- Use data in your campaign
- What are metrics?
 - Reach
 - Clicks
 - Engagement
 - Hashtag (performance)
 - Likes (paid, organic)
 - Sentiment

Metrics & KPIs

- **Reach** - number of unique users who see your post
- **Clicks** - number of clicks on your content
 - understand what drives curiosity or encourages people to buy.
- **Engagement** social interactions / number of impressions.
 - how well your audience perceives you and their willingness to interact.
- **Hashtag performance** most-used hashtags
 - can help shape the focus of your content
- **Organic and paid likes**
- **Sentiment.** how users react to your content

competition

- Analyze competition
- Where good or not so good
- What do you need to also do
- Seek opportunities
- What is your competitor failing to do well
 - Can you do it
 - Or, is this not worth doing

content

“you must have engaging social media content that stands out and provides viewers with a reason to click”

- do market research first because what will be engaging depends on the audience
- Create content that engages interests of your audience
 - create live videos on Facebook
 - ask customers to share their experiences with your product
 - what will be trending (in 2/3 weeks time)?

schedule

- Tools - social media management
- schedule posts in advance
- Monitor interactions, engagements
 - Hootsuite - schedule posts in advance on all of your channels
 - Hubspot - schedule and publish your content in advance and compare in-depth reports
- Post when it is worth posting
- Quality not quantity

monitor

- Analytic tools
 - Facebook Analytics
 - Twitter Analytics
 - Instagram Insights
 - Google analytics
 - YouTube Studio

Ads : Facebook

ads

- About 7 million advertisers use Facebook ads, (WebFx)
- Segmented & targeted
 - Location, interests, demographic, life events
- Brand recognition
- Types of ads - Photo, video, carousel, slideshow
- Costs of ads - auction (also relevance & quality)
- Bid strategy - lowest costs, capped, same cost
 - e.g. cost-per-like (CPL), cost-per-download (CPA)

Ad cost

AVERAGE FACEBOOK ADVERTISING COST	BIDDING MODEL
\$0.97	Cost-per-click (CPC)
\$7.19	Cost-per-thousand- impressions (CPM)
\$1.07	Cost-per-like (CPL)
\$5.47	Cost-per-download (CPA)

ads

- short, descriptive, and actionable headline
 - 'learn more', 'free sample here'
- CTR is about 0.9%
- Most successful
 - visuals - particularly video (3.4% CTR)

good ad

- less than 125 characters
- headline less than 25 characters
- link description less than 30 character.
- display URL less than 30 characters
 - add image or video

consider

- Audience
 - age, location, interests and behaviors
- Ads
 - On Facebook, Instagram, Messenger, Audience Network, all
- Budget - daily or campaign timeframe
- Format - images, style, video, etc.
- Goal
 - Set a goal, monitor, adjust campaign using metrics

What is video marketing?

video marketing

“video marketing is using a video to promote and market your product or service and increase engagement on your digital and social channels”

Hubspot

video consumption

“as of 2022, an average person is predicted to spend 100 minutes per day watching video”

“9 out of 10 viewers said that they wanted to see more videos from brands and businesses”

<https://invideo.io/blog/video-marketing-statistics/>

video search

video content had an 11,000 to 1 chance on average
of making it to the first page on Google,
500,000 to 1 for text-based content

<https://www.impactplus.com/blog/seo-statistics>

preference

- 78% of people watch online videos every week, and 55% view online videos every day
- 72% of customers said they would rather learn about a product or service by way of video.
- 84% of people say they've been convinced to buy a product or service by watching a brand's video
- Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in the text

<https://invideo.io/blog/video-marketing-statistics/>

On websites

- Increase page quality
- Increase time the user spends on the web page

“Users spend 88% more time browsing on websites
that have videos”

<https://invideo.io/blog/video-marketing-statistics/>

channels

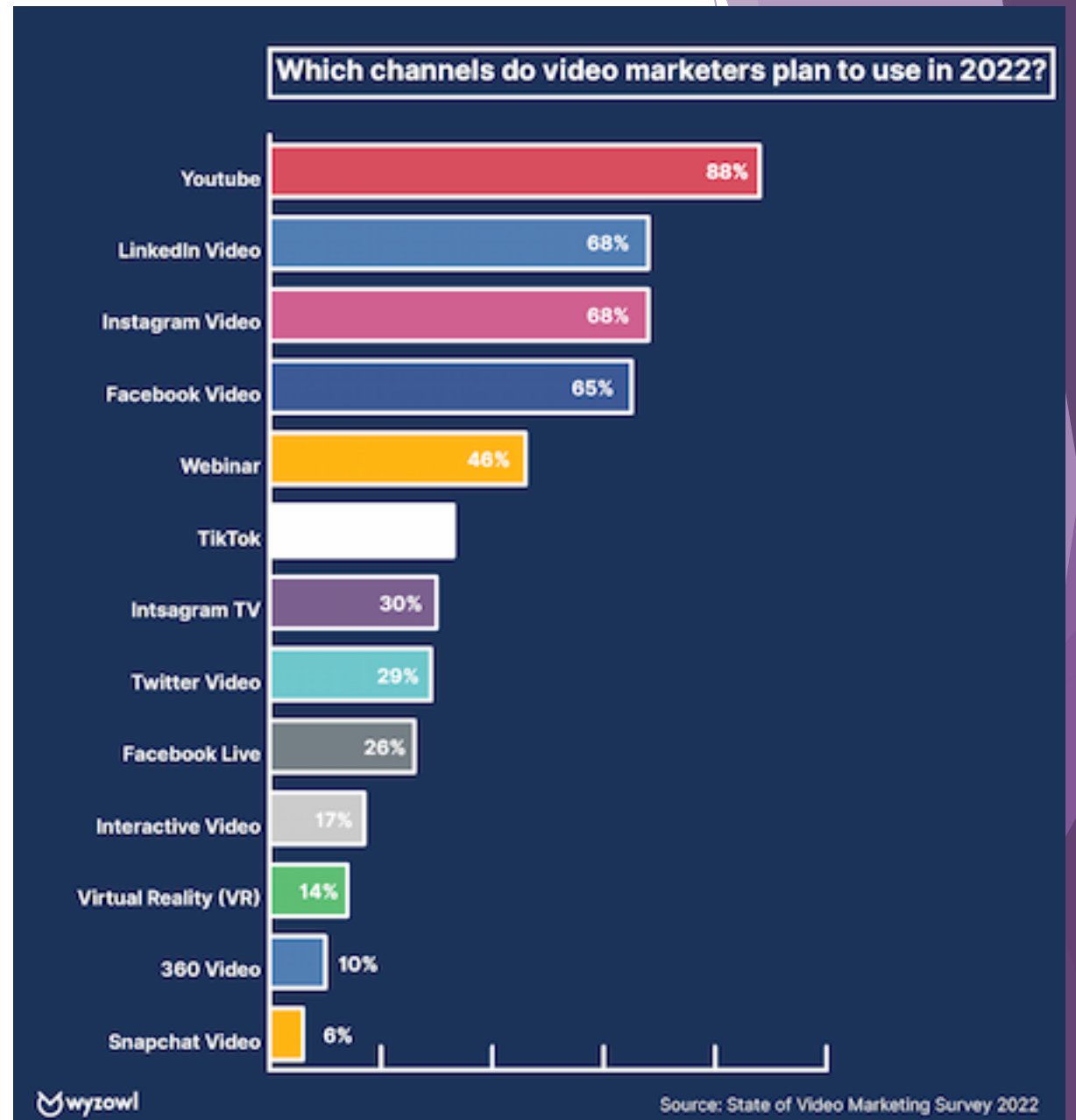
- Success on YouTube & TikTok
- Increasing on Facebook & Instagram
- Also,
 - LinkedIn
 - Twitter
 - Pinterest (a billion videos watched a day)

<https://blog.hubspot.com/marketing/video-marketing>

channels

YouTube still No 1
video platform

88% plan use



On mobile

“According to a Statista study, **77%** of those surveyed use a mobile or tablet to watch online videos.

and

Facebook says it’s 1.5x more likely for people to watch video every day **on a smartphone** than on a computer”

<https://blog.hubspot.com/marketing/video-marketing>

authentic

consumers and customers prefer
lower quality, "authentic" video
over
high-quality video
that seems artificial and inauthentic

<https://blog.hubspot.com/marketing/video-marketing>

Influencer market

influencer marketing has grown from

\$9.7 billion in 2020

to an estimated **\$16.4 billion** in 2022

<https://blog.hubspot.com/marketing/video-marketing>

video marketing strategy

strategy

- Choose your target audience and find out where they spend their time
- Connect with stakeholders to align on a plan for the video.
- Set a timeline and budget for your video.
- Choose the best platform to distribute your video.
- Develop messaging and choose the right types of video for your personas.
- Decide which metrics you want to track and how you will measure success

Then = Funnel

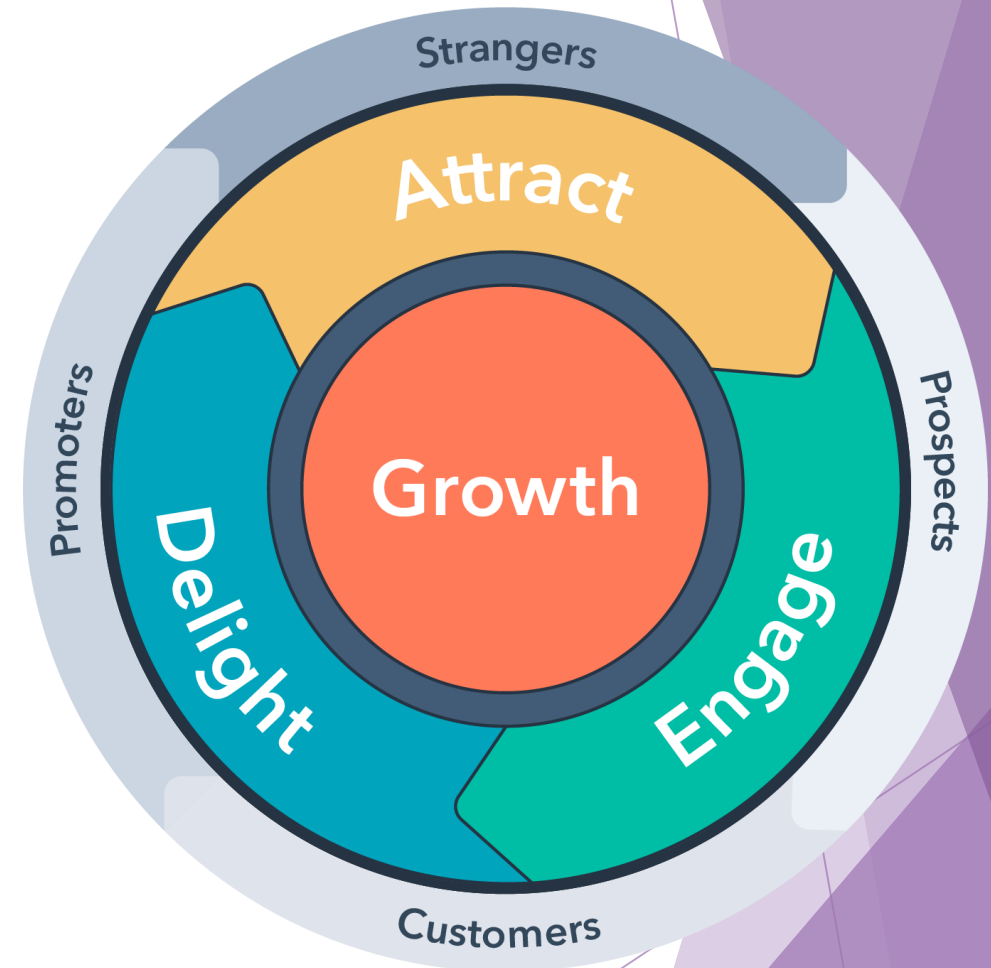


Now = Flywheel



Your video marketing strategy applies to every
part of your flywheel

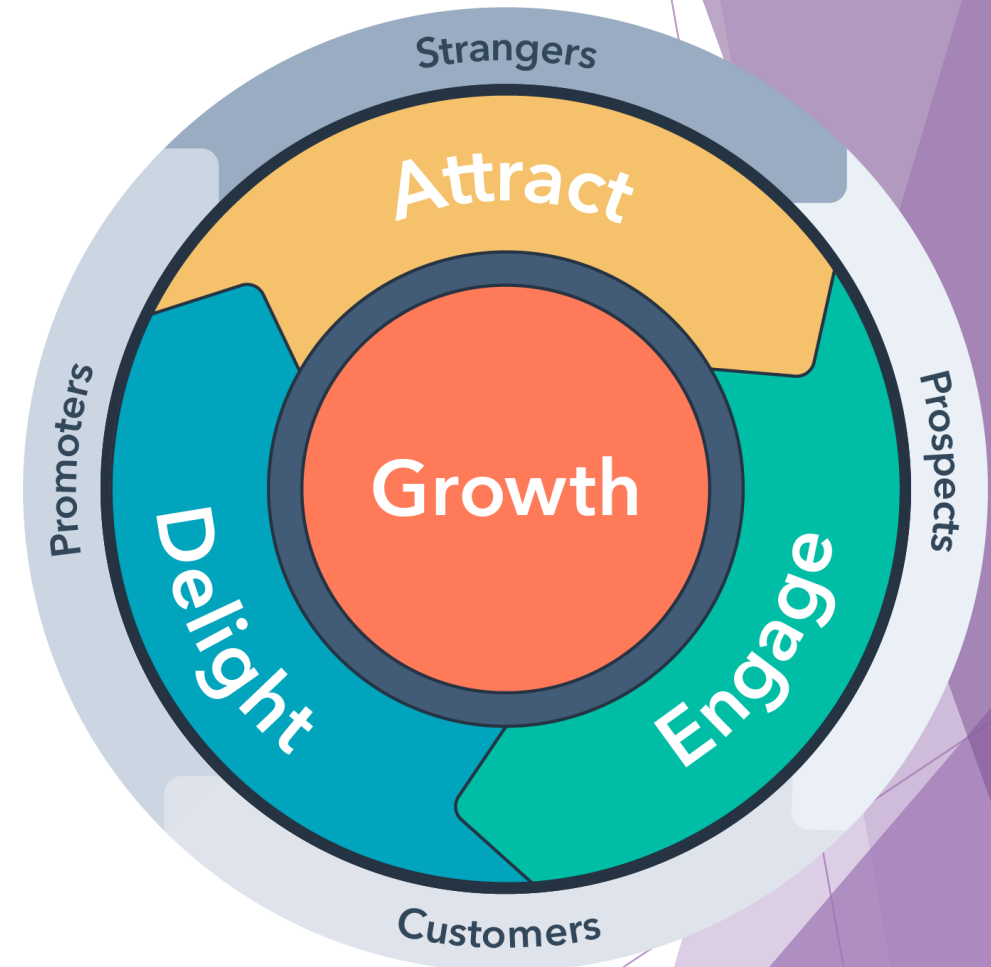
- Turn strangers into visitors
- Identify a solution to their problems, in your product or service
- Build trust
- Show / prove authority on the topic
- Short videos for brand
- Explainers and how-to videos that provide relevant tips for solving your audience's pain points



- convert visitors into leads
- educate and excite
- close these leads into customers
- make your audience visualize themselves successfully using your product or service

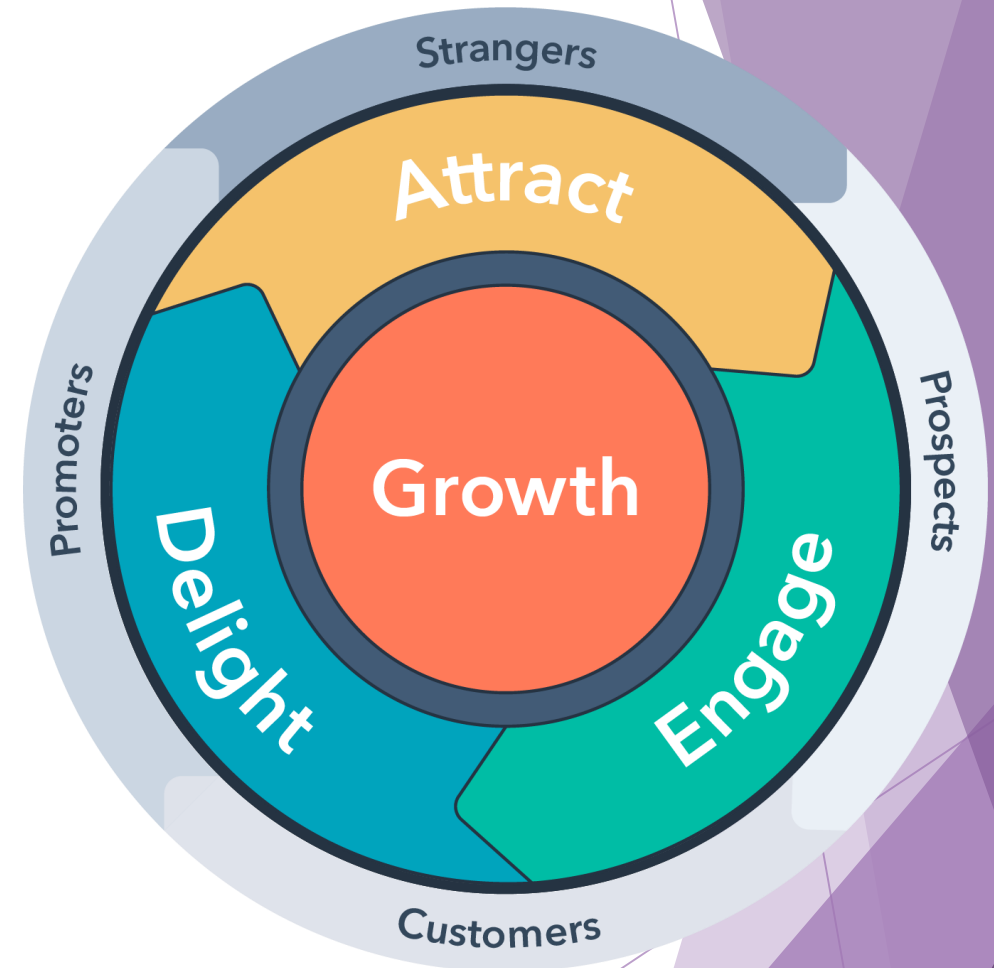
“88% of marketers report positive ROI with video.

Videos can explain how a product works and trigger emotions in ways that text can't.”

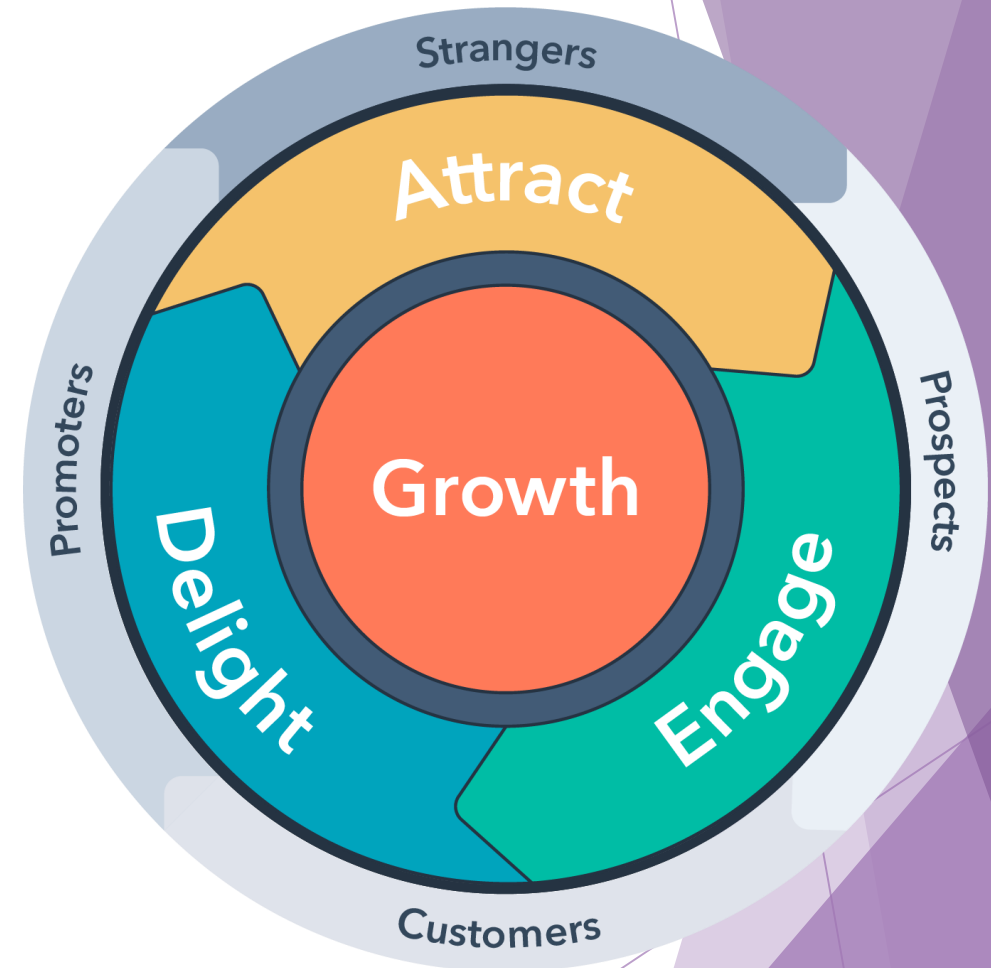


Great "close" videos include:

- Testimonials of customers with relatable stories
- In-depth product demos
- Culture videos that sell viewers on your quality of service
- Personalized videos that explain exactly how your product could help their business



- after purchase opportunity
- thank you video to welcome customers
- Create educational courses to cater to the consumer



making the videos

1. Script your video
2. Set up your studio
3. Plan your shots
4. Set up your equipment
5. Shoot your video
6. Edit your video
7. Choose your music
8. Record your voice over
9. Upload your video

audience

- know your audience
- tailor your video content to your audience
- give value to your audience
- **Questions**
 - what do they care about?
 - traits - attitudes, aspirations, beliefs, values, interests, hobbies, etc.
 - demographics - age, race, ethnicity, gender, marital status, income, education, etc.

competition

- think 'similar content' providers
- note things that you like, and don't like
- think of future videos and playlists while you're brainstorming content ideas

creation

1. Define the goal
2. Write the script
3. Draft a storyboard
4. Choose type of presentation
 - Pick a location - for in-person shot
 - Create material - for slides
5. Shoot the video

types of video

- Promotional
- Tutorial
- Demo
- Brand
- Interview
- How-To
- Animation

script

Write the script

Draft a storyboard

Shoot the video

- Equipment, camera, microphone, lights

Edit the video

- Use software for video & audio
- Add music, captions & talk-overs

optimize

- Choose your title wisely
 - include key words
 - paid software to optimize
 - design good thumbnail
 - Write your description

optimize

- Use playlists
 - Extra watch time
- Use a hook
 - First seconds important for retention
- Use suggested videos at end
 - Viewers continue watching your videos
- Use analytics
 - See what is working

optimize

- viewer interaction helps
 - likes
 - subscription
 - Comments
 - shares

optimize

- Title
 - use key terms in title, beginning
 - software to give you score for your title
- Thumbnails |
 - Attract clicks but not clickbait
 - A/B testing on thumbnails
- Description
 - long, keywords at beginning, weighting low?
- Tags - not important

analytics

- Important to YouTube
 - click rate (CTR), audience retention, time spent on video & YouTube
- Upload & publish videos
 - e.g. audience in US, don't release when they are asleep
 - first hour after video release
 - if low interest, algorithm thinks low interest



Thank you!
any questions?