

Digital Marketing Mastery 2025:

Your Comprehensive Guide
to Social Media Success for
beginners



Foreword:

Dear aspiring digital marketer,

Welcome to the exhilarating world of digital marketing in 2025! You're holding more than just a book – you're grasping the key to a universe of possibilities in the ever-evolving digital realm. This book is your guide to the twists and turns of this dynamic field.

In an age where digital landscapes shift at the speed of light, this guide will help you navigate the intricate web of social media platforms, content creation, and audience engagement confidently and skillfully. Whether you're a small business owner looking to expand your online presence, an entrepreneur with a groundbreaking idea, or simply curious about the power of digital marketing, this book is tailored to demystify the complexities and empower you with practical actionable knowledge.

As you flip through these pages, you'll discover that digital marketing is more than posting content or running ads. Digital marketing is about crafting meaningful connections, understanding human behavior in the digital age, and leveraging data to make informed decisions that drive real results. This book will take you through the fundamentals and equip you with cutting-edge tools and strategies needed to thrive in the digital marketing landscape in 2025.

From mastering the nuances of various social media platforms, creating compelling content that resonates with your audience, and understanding the power of SEO to harness the potential of emerging technologies like AI in marketing – we've got you covered. You'll learn how to identify your target audience, create buyer personas that work, and develop a social media strategy that aligns perfectly with your business goals.

Remember, every digital marketing expert was once a beginner, so embrace the learning process, stay curious, and don't be afraid to experiment. The digital world rewards those who are bold, creative, and adaptable.

So, are you ready to embark on this exhilarating journey? Turn the page, and let's dive into digital marketing together. Your future as a savvy digital marketer in 2025 starts now!

Summary

This beginner's guide prepares you for an electrifying journey into the heart of digital marketing. It is your ultimate companion as you master social media marketing as it is tailored specifically for those taking their first steps in this dynamic field. Expect a thrilling exploration of marketing fundamentals, cutting-edge social media strategies, and the latest digital techniques that will transform you from a novice to a confident digital marketer. This is what you can expect:

1. Unravel the marketing mysteries and discover how social media has revolutionised business-customer connections. Dive deep into the most popular social media platforms including Facebook, Instagram, LinkedIn, and TikTok as well as newly emerging networks, learning their unique features and demographics.
2. Master the art of identifying and understanding your target audience. Create detailed buyer personas that will guide your marketing efforts and help you craft messages that resonate with your customers.
3. Develop a robust social media strategy aligned with your business goals. Our step-by-step process to creating a successful strategy incorporates setting SMART goals and choosing the right channels for your brand's success in the current digital ecosystem.
4. Get hands-on with practical guides for major social media platforms. Learn the ins and outs of content creation, posting schedules, and engagement strategies tailored for each social network in 2025.
5. Dive into the world of social media analytics and key performance indicators (KPIs). Understand how to measure your success and use data to continually refine your strategies, using the latest tools and technologies.
6. Explore advanced topics such as social media auditing, crisis management and data-driven marketing strategies. Learn how to navigate the challenges of the digital world in 2025 and turn these challenges into growth opportunities.
7. Discover the latest digital marketing trends including the rise of AI-powered content creation, augmented reality (AR) in social media, and the increasing importance of personalisation and privacy-focused marketing.

But that's not all! This guide goes beyond theory by offering real-world examples, actionable tips as well as insider tricks that you can implement immediately. You'll learn how to create a social media calendar that works, develop engaging content across different platforms and explore ways to monetise your digital presence in the current market.

When you finish this book you'll have the skills to navigate the 2025 digital marketing landscape like a pro. Whether you're looking to boost your business, launch a new career or simply understand the digital world better, this guide is your ticket to success! Get ready to transform your digital marketing game in 2025 and beyond, your journey to becoming a social media maven starts here!



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CHAPTER 1:

LESSON 1: INTRODUCTION TO MARKETING & SOCIAL MEDIA MARKETING



What is marketing?

Marketing is the act of satisfying and retaining customers by selling goods and services. Marketing aims at delivering value for customers and prospects through content. Marketing's long-term goal is strengthening brand loyalty, demonstrating product value and increasing sales.

Examples: search engine optimisation (SEO), email marketing, social media marketing, digital marketing, content marketing, influencer marketing, video marketing, Spotify and billboards.

What is a marketing strategy & how does it work?

A marketing strategy is a long-term plan to achieve a company's goals by understanding the needs of customers and creating a distinct and sustainable competitive advantage. A marketing strategy encompasses everything from determining who your customers are to deciding what channels you use to reach those customers.

There are 4 types of marketing plans and strategies and they are as follows:

- 1. Market Penetration Strategy:** The activities that dominate this type of marketing plan are those that emphasise increasing the loyalty of existing customers. This is so that you are not vulnerable to loss to competitors, you attract competitors' customers, increase the frequency of product use and convert nonusers into users.



(Source: <https://www.educba.com/market-penetration/>)

2. **Market Development Strategy:** The effort to expand sales by selling current products in new markets is referred to as a market development strategy.



(Source: <https://powerslides.com/powerpoint-business/business-strategy-templates/market-development-strategy/>)

3. **Product Development Strategy:** Creating new products to sell to existing customers is referred to as product development strategy. Research and development activities play a dominant role in this strategy so the time required to develop and test new products may be long. Firstly a product is developed and then awareness is created around the product to gain customers' interest. Thereafter, product availability should be relatively rapid as this is a common strategy that firms use to leverage their relationship with existing customers.



(Source: <https://relevantinsights.com/article/product-development-strategies-to-consider/>)

4. **Diversification Strategy:** A diversification strategy involves taking new products into new markets.



(Source: <https://wallstreetmojo.com/product-diversification/>)

How a marketing strategy works

These are the different steps of how a marketing strategy works: conduct market research, define your goals, identify your target audience and create a buyer's persona, conduct a competitive analysis, develop a good key messaging, choose your marketing channels, create, track and analyse key performance indicators (KPI) and then present your marketing strategy.

The rise of marketing

Marketing has come a long way since its early days but the basic concept hasn't changed: marketing is the promotion of a business's products or services.

The 5 P's of Marketing

The 5 P's of marketing are (Product, Price, Promotion, Place & People). The 5 P's are a framework that helps guide marketing strategies and marketers stay focused on optimising their sales.

The first P of the 5 P's is Product and this focuses on the goods and services a business offers. The product decisions include function, packaging, appearance, warranty and quality. It is important for customers to understand the features, advantages and benefits that come with purchasing goods or services. This includes the key features, benefits, and the needs and wants that customers have.

The second P of the 5 P's is Price and this refers to the pricing strategy for goods and services and how it will affect customers. Pricing includes the selling price of a product, discounts as well as payment arrangements such as cash, EFT, electronic fund transfer or a bank card. It is important to consider the business's position in the current marketplace when determining a pricing strategy. For example, if the business is advertised as a high-quality provider of mechanical equipment, the product pricing should reflect that.

The third P of the 5 P's is Promotion and this refers to the activities that help further advertise the business to consumers. Promotion includes sponsorships, advertising and public relations activities. This P highlights the importance of conducting a break-even analysis when making promotion decisions which is useful in understanding the value of a customer and whether it is worth conducting promotions to acquire said customer.

Place is the fourth P of the 5 P's and this refers to where the business's goods and services can be seen, made, sold or distributed. Essentially, place decisions are associated with distribution channels in order to get the product to targeted key customers. It is important to consider how accessible the product or service is to the targeted customer to ensure that the customer finds you easily. Your goods and services must be readily available to the customers at the right time and place.

The fifth and final P is People and this refers to the staff and customers of the business. Customer service is important for all businesses and when the business takes care of the staff, the staff take care of the customers and the customers take care of the business through word of mouth and online reviews.

Understanding the basic structure of social media:

Social media comprises of individuals and organisations and the mutual ties between the two.

To succeed in social media understand that:

1. Users and brands produce and post content such as videos, images, and text.
2. Users connect with, follow and like other users and brands via content posted on Facebook, Instagram, X (formerly known as Twitter) and YouTube.
3. Users see and consume content that their connections post: brands post content and users who are connected to them consume the content.

4. Platforms reward engagement: in addition to monitoring who is connected to whom, the “algorithm” of each platform monitors content that gets engagement as measured by likes, comments and shares. It then pushes that content further so that content that gets engagement gets even more engagement via the algorithm.

Demographic factors such as race and ethnicity, gender, age, religion, education, occupation and social class also come into play. Individual positions and roles are a key aspect in organisations and institutions with a predefined structure, especially if the organisation is hierarchical. Behavioural characteristics are especially important for 'affinity grouping', for example, teenagers value achievement or delinquency and this can create positive or negative social affinities.

Most social network measures start from a representation of points and lines. The points usually represent individuals or other social actors like organisations or positions in organisations. Lines represent relationships between social actors. Any type of dyadic relationship can be represented but the most common are communication, friendship choices, advice, trust, influence and exchange relationships.

Most of these relationships are not necessarily reciprocal. In that case, directed lines can be used. Vertices are sometimes used for points, arcs for directed lines, and edges for undirected ones. This representation makes it possible to apply graph theory, a branch of discrete mathematics. Many concepts and theorems of graph theory can meaningfully be applied in social network analysis.

We are now moving onto social media marketing and below is a clear indication of how a social media marketing structure looks like:



(Source: <https://www.linkedin.com/pulse/7-effective-social-media-marketing-strategies-your-brand-hossen>)

What is social media marketing?

Social media marketing (SMM) is the process of creating content for social media platforms to promote your goods and services. This helps build a community with your target audience and also drive traffic to your business

This involves publishing high-quality content on your social media profiles, listening to and engaging your followers, analysing your results and running social media advertisements. In the early days of social media marketing, businesses used platforms such as billboards as a form of advertising. Businesses broadcast their message to drive traffic to their websites and this led to sales. Social media, on the other hand, introduced businesses to engagement with their audiences.

This is the checklist for social media marketing action:

1. Research whether your customers and competitors are on social media. If they are, which social media networks are they on? What are they doing? What interests them and why?
2. Identify competitors to reverse engineer and companies, brands or influencers to emulate. Like and follow their Facebook, Instagram, X and YouTube pages.
3. Reverse engineer what they are doing on social media. How are their accounts set up? What technical features are they using on each platform? What type of content are they posting, this could be their own or other people's content.
4. What content is getting the most engagement as measured by likes, comments and shares? Why might this be so?
5. Imitation is the highest form of flattery. What structural or technical aspects do competitors use that you can emulate? What content strategies do they deploy that you, too, can utilise?
6. Identify your discovery paths. Which paths are the most relevant to your business and customers? Search, review (recommend, trust), eWom (share, viral), interrupt, browse.

How does social media marketing fit into overall marketing?

The overall benefit of social media marketing is that you can easily identify your target audience instead of making the common business mistake of trying to reach everyone. Understanding and organising your audience can help you send the right message to the right people and meet your marketing goals efficiently. In order to understand your audience you need to know what they like, their age, location as well as their engagement patterns. This helps to market to them effectively.

Using social media analytics is also very helpful as that can make you privy to information about your followers such as when they post, where they post as well as what other interests they have. These analytics tools are free to use for business accounts both on Facebook and X.

Regarding your competition: your competition will give you insights about how to reach your audience. You can look at what your competitors are doing wrong and fill those gaps in your current strategy.

Overall, in order to excel in social media marketing you need to create goals that guide your efforts. The SMART goal strategy provides a helpful framework to create foundational goals that help meet your overall goals. SMART stands for Specific Measurable Achievable Relevant Timely and each of these has their own specific function.

Specific speaks on the importance of being clear and precise about what you hope to achieve, and this is especially important for getting your team onboard as you work collectively towards the goal. A specific social media goal, for example, might be to increase your Instagram followers by 20% this quarter.

Measurable is the use of metrics to track your progress and you can also pivot your goals where necessary. For instance, if you find that likes and follows don't lead to website traffic, you can change the metric to something that will help you achieve your goal.

Achievable means that all your business goals should be within reach. So, if you set goals that are unreasonable, you risk discouraging your employees and creating friction in your business plan.

Relevant helps your social media marketing goals to ladder up to your larger business objectives. For example, if it's your objective to build brand awareness, you could set a goal to get 100 social media followers to click through a post to a landing page that describes your offerings.

Timely helps to keep yourself accountable because goals should have a time limit. Instead of creating a goal for some undefined time in the future, make sure to set a specific time to check in and ensure you're staying on track. With that said, since social media marketing has many moving parts, having a SMART goal can give you a clear and good starting point towards your goals. From here you will see if any changes need to be made to get you closer to your goal.

This is how social media marketing fits into overall marketing: Social media helps small businesses allocate their resources wisely and anyone who is a strategic thinker, has branding expertise and organisational skills can act as social media manager. Social media marketing helps address audiences across different social media platforms at the same time.

Just like in marketing, your business can still maintain professionalism on social media. It is important to remember that all social media posts represent your business. Posts are taken out of context all too often so consider creating a social media policy to guide social media management through posts and conversations with the audience. So, for example, a standard brand policy will include clear instructions on what to post, how to respond to negative posts, laws for each platform, brand considerations and security protocol. Your posts need to reflect a good brand identity at all times as this is what helps people connect to your business and sets you apart from your competitors. This means that all marketing, including print, digital and social media, should be 100% consistent at all times.

Brand consistency can be challenging for businesses, especially new businesses. Instead of posting multiple times a day on as many platforms as possible, you should focus on delivering consistent and quality posts. This keeps you safe from potentially being marked as spam for too many low quality posts. Some social media sites may penalize your account and mark you as spam for too many low-quality posts. Additionally, posting and keeping up with social media could become overwhelming for whoever handles your social media and that could hurt rather than help your strategy.

Leveraging social media can help grow your business by increasing brand awareness, driving website traffic, engaging with customers, gaining a competitive advantage, showcasing your brand personality, improving customer service, and gaining valuable analytics and insight.

The social media lifecycle:

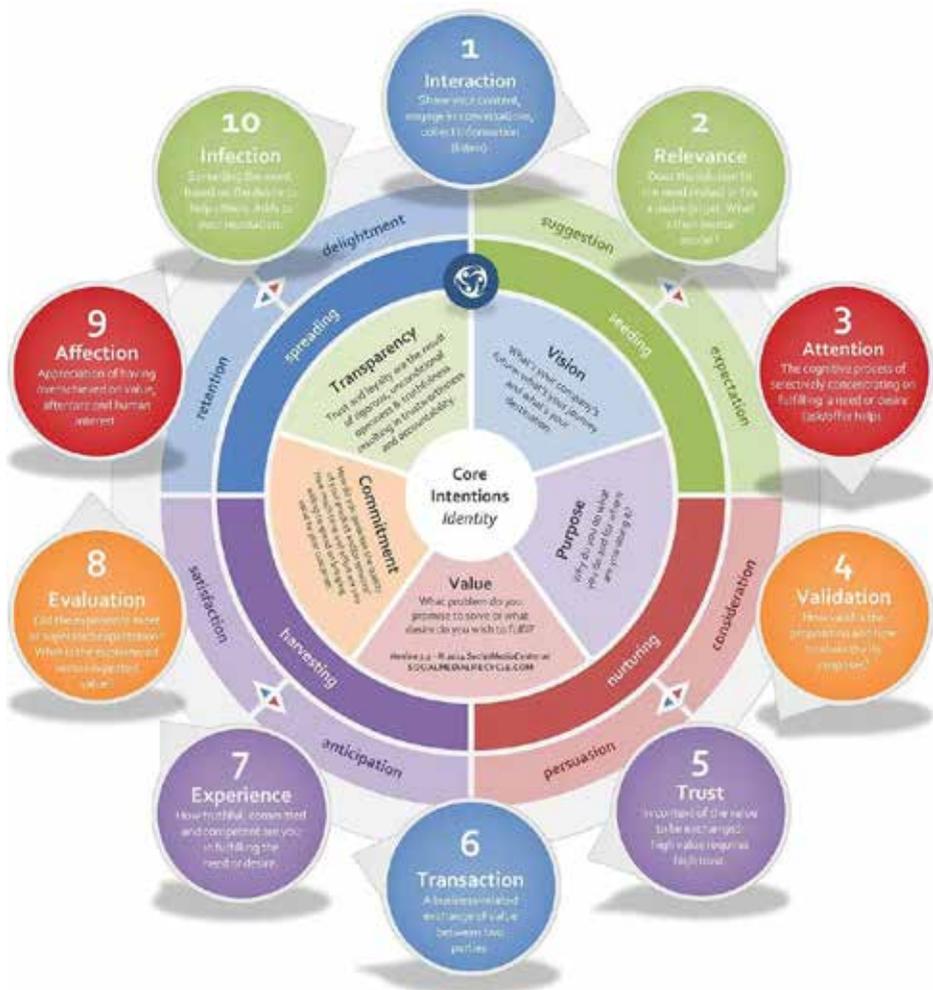
Social media works because it involves human beings who interact with each other, each with their own reaction to social media posts. Additionally, social media helps compel your target audience to share your content with other people whom they know may be interested in your product or service.

The initial interaction is important in the social media lifecycle because it gets you interacting with other people online. You discuss your content, engage other people, ask questions, gather valuable information and ensure the relevance of your content. This way, whichever need you are attempting to fulfil in your target audience is fulfilled. Your online and business success depend on you listening to what your audience wants and needs and on you doing your best to give that to them.

If you can validate the purpose and feelings of your customers, you will be able to forge a solid relationship with them. Your customer needs to trust that the product your business sells is what you say it is and it does what you say it does. This helps gain credibility, which is a quality that will take time to earn. It will call for many interactions and a great deal of meaningful discussions over time.

You should never be afraid to ask for evaluation from your customers. If you strongly believe in your business and your knowledge, you should use that to gain exposure as well as strengthen your reputation. You can do this by availing the out of 5 ranking and recommendation option on your social media and website. This way your customers can state how they feel about your product. This is while continuing to deliver top-quality, valuable content that is of great benefit. If your content is what it should be, it will accomplish this.

The social media marketing lifecycle:



(Source: <https://aokmarketing.com/social-media-life-cycle/>)

The social media marketing lifecycle:



(Source: <https://www.reedandassociatesmarketing.com/social-media-life-cycle/>)

The difference between traditional & digital marketing

Traditional marketing is any form of marketing that uses offline media to reach an audience. Basic examples are print media which includes newspapers, magazines and pamphlets; secondly is broadcast which includes television and radio; thirdly it's telephone which includes telemarketing and SMS; lastly it is outdoor marketing which includes billboards and flyers. Businesses still use traditional marketing because it not only allows marketers to connect with local audiences faster but it also allows a more personal level of interaction.

Digital marketing, also known as online marketing, uses the internet and online-based digital technologies such as computers, cell phones and other digital media to promote goods and services. More examples of digital marketing are SEO, pay-per click, affiliate marketing, mobile marketing, social media marketing, email marketing and content marketing.

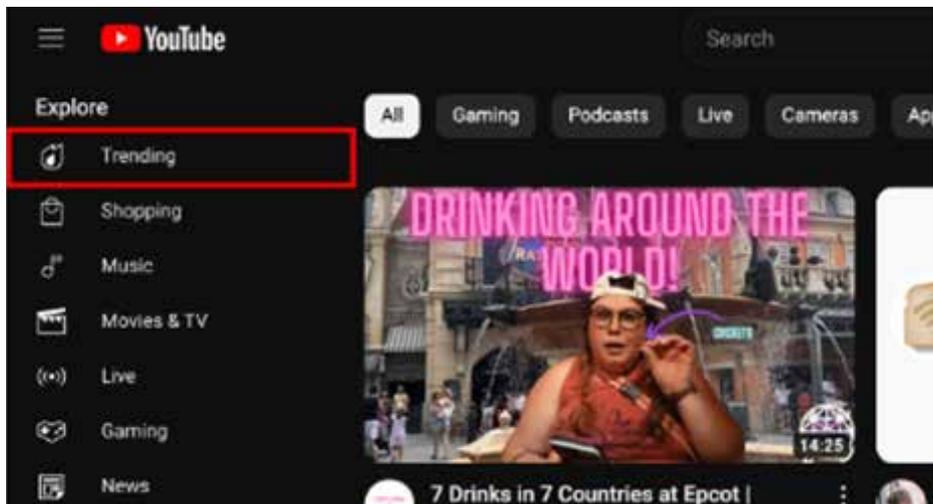
Trends that can be incorporated into social media marketing

Images can be incorporated in the world of social media marketing because people tend to remember visual content more than written content. Video can also be incorporated because a video because the popularity of a video will end up on a social media trend list every year. Overall, visual content grabs people's attention for longer.



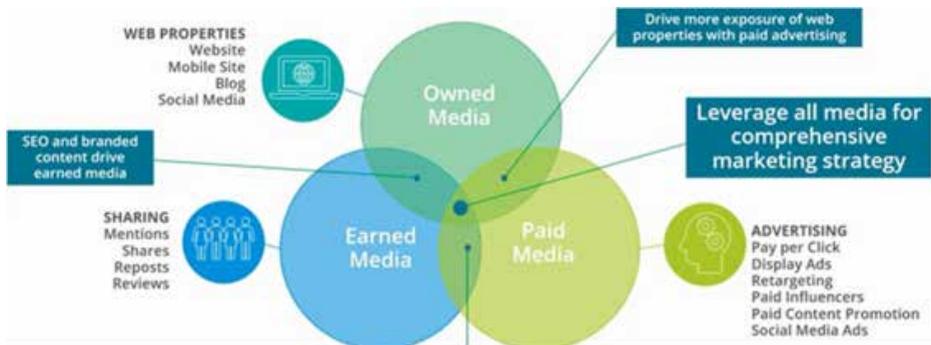
(Source: <https://www.theknowledgeacademy.com/blog/social-media-marketing/>)

Here is a good example, on YouTube there is a section in the application to see the current trending video/s.



(Source: <https://www.youtube.com/>)

Types of digital marketing and how they work together



(Source: Shaw Academy, Professional Digital Marketing, Module 1, Lesson 1, Jessica Hannah)

Digital marketing media works together by having these three types of media put into place.

1. **Owned Media:** This is any online property owned and controlled by a brand, examples are blogs, websites or social media channels. The more owned media channels a business has, the larger their digital footprint, which means more potential reach to customers and followers.

Other examples of owned content are podcasts, social media posts as well as videos on a YouTube channel. Owned media is typically contrasted with earned media, paid media and rented media.



(Source: <https://www.legalmorning.com/different-media-types-digital-marketing-plan-converge-strategy/>)

2. **Earned Media:** This refers to publicity or exposure gained through non-paid means, examples include word of mouth, social media sharing, news coverage as well as online mentions. Earned media is essentially the attention and recognition a company, brand or individual receives through the efforts of others, rather than through direct advertising or promotional activities. Earned media is considered more credible and trustworthy because it comes from independent sources, customers, or influencers who voluntarily share or talk about a product, service or content. It often results from delivering exceptional experiences, generating compelling content, or having a positive reputation in the market.

There are 4 types of Earned Media:

- Press coverage
- Social media mentions on social media platforms
- Reviews and recommendations
- User-Generated Content (UGC)

The image below is an example of what Earned Media consists of:



(Source: <https://aware.co/blog/what-is-earned-media/>)

- **Paid Media:** Paid media is any form of advertising that you pay for. This includes traditional channels such as television and radio advertising as well as online channels such as Google Ads and Facebook ads. Paid media has many benefits, including reach, targeting as well as return on investment. Below are the benefits of paid media in more detail.

What are the benefits of Paid Media?

One of the biggest benefits of paid media is its ability to reach a large audience. Paid media can help you reach more people than you could with your website or social media pages. Additionally, paid media allows

you to target your audience more specifically based on their interests, demographics and even their purchase history. Reaching the right people with your advertising increases your chances of getting a good ROI.

Finally, paid media is a great way to boost your online presence. Channels like Google Ads and Facebook ads can help you rank higher in search engine results pages as well as help increase your reach on social media.

Below are the seven types of Paid Media:

- **Television advertising:** Television advertising is one of the oldest and most traditional forms of paid media. Television advertising is still a very effective way to reach a large audience, and it is especially popular among brands that sell products to consumers.



(Source: <https://mountain.com/blog/tv-advertising/>) by Tim Edmunson

- **Radio advertising:** Radio advertising is another traditional form of paid media. It is a great way to reach people who are not reached by television advertising, and it is especially popular among businesses that offer services rather than products.



(Sources: <https://www.practiceplan.co.uk/blog/marketing-and-design/a-beginners-guide-to-radio-advertising/>) Date: 15 April 2019, Marketing & Design, Laura Manston

- **Google Ads:** Google Ads is a popular online advertising platform that allows you to place ads on Google and millions of other websites across the web. Google Ads is a way to reach people who are looking for your products or services and it offers very precise targeting options.

(Source: <https://zapier.com/blog/google-ad-examples/>)

- Facebook Ads:** Facebook ads are a way to promote your business on the popular online platform Facebook and other websites. Facebook ads are great for reaching people who are already interested in your business. They offer many targeting options, including potential customers' interests, demographics and purchase history.



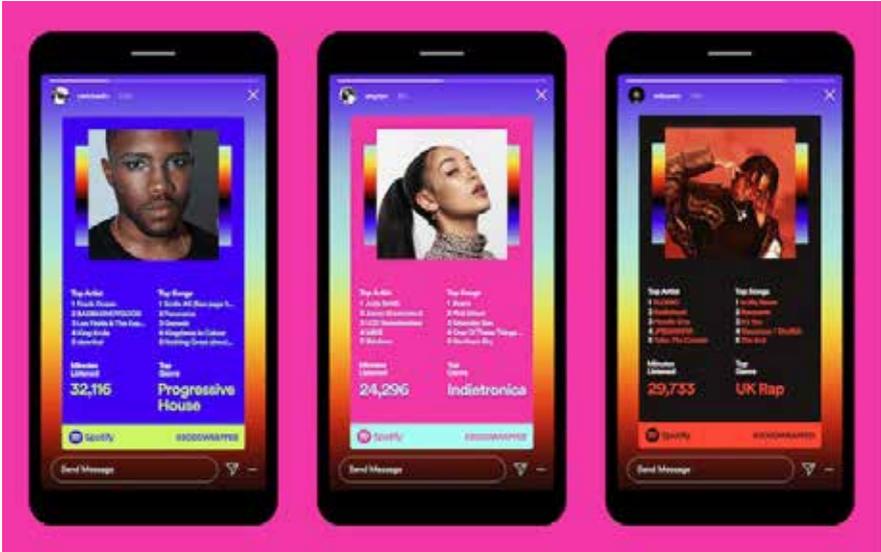
(Source: <https://adespresso.com/ads-examples/>)

- LinkedIn Ads:** LinkedIn ads appear on the more business-focused online advertising platform LinkedIn. Like Facebook ads, LinkedIn ads can reach people who are or would be good potential customers for your business, and they offer targeting options like users' interests, demographics and job titles.



(Source: <https://digitalvar.es/en/sem/linkedin-ads-reach-your-target-audience-on-linkedin/>)

- **Paid search:** Paid search is a type of online advertising that involves purchasing ads on search engines like Google and Bing. Paid search is a great way to reach people who are already looking for your products or services and it offers very precise targeting options.
- **Content marketing:** Content marketing involves creating and distributing valuable content for free. Content marketing is a great way to attract new customers and build relationships with them. It can be very effective when used in conjunction with paid media channels.



(Source: <https://terakeet.com/blog/content-marketing-examples/>)

Developing a social media calendar:

Companies tend to have one of two problems with social media: either they can't think of anything to post, or they've got so much material that they overwhelm their audience. Regardless of your situation, the question of what and how often to post on social is a very important one. Start by answering this question: What do you hope to accomplish with your social media presence?

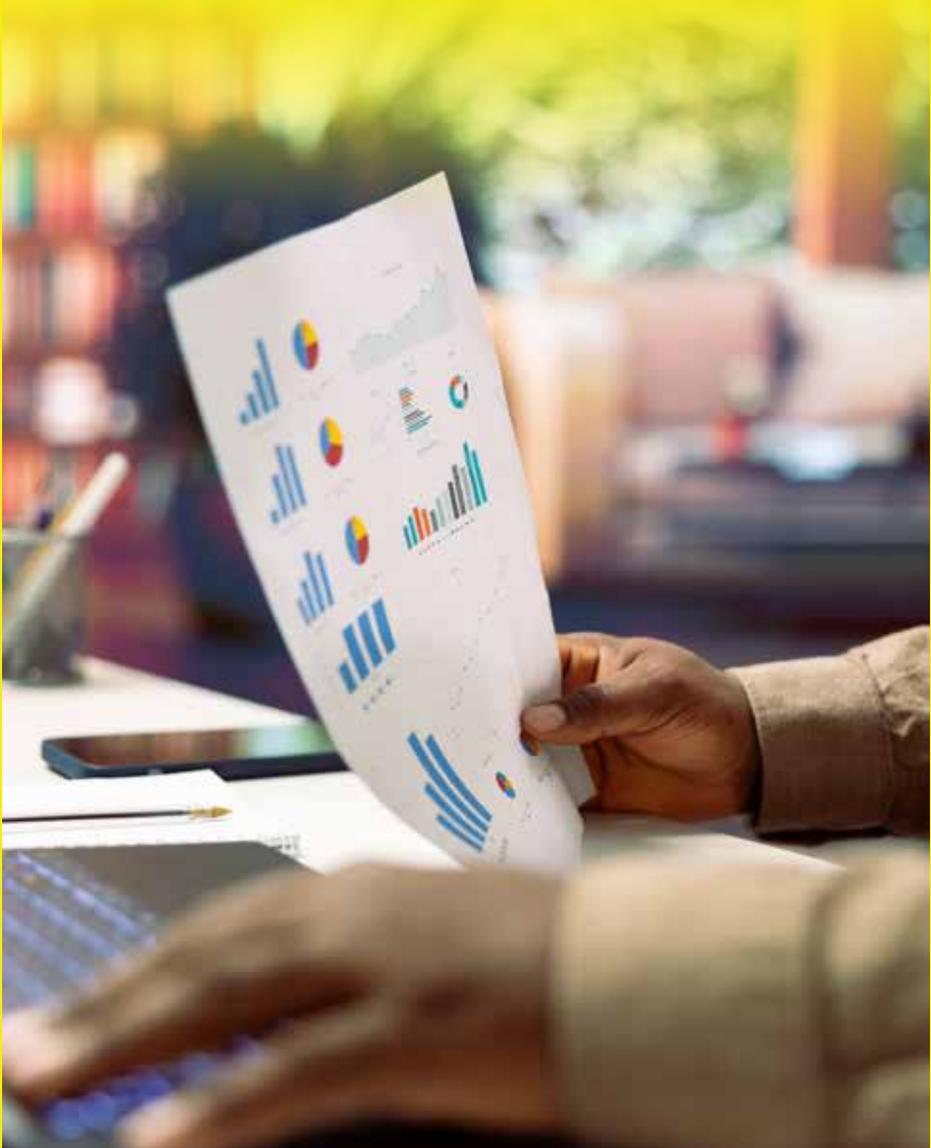
You could have a range of objectives such as:

1. Sharing relevant content
2. Showing off your brand's personality and culture
3. Promoting events
4. Establishing thought leadership
5. Staying on top of industry trends
6. Announcing new products
7. Gathering new names for your marketing database
8. Acquiring new customers
9. Building/nurturing relationships with your buyers
10. Increasing traffic to your blog/ website/landing pages

No matter what your objectives are, a social media calendar helps you set out your priorities and you can cross them out as you achieve them. It also gives the social team a big-picture view of upcoming posts and ensures that important promotions are properly scheduled. This study guide covers how frequently you should post on different social media platforms in the coming chapters.

CHAPTER 1:

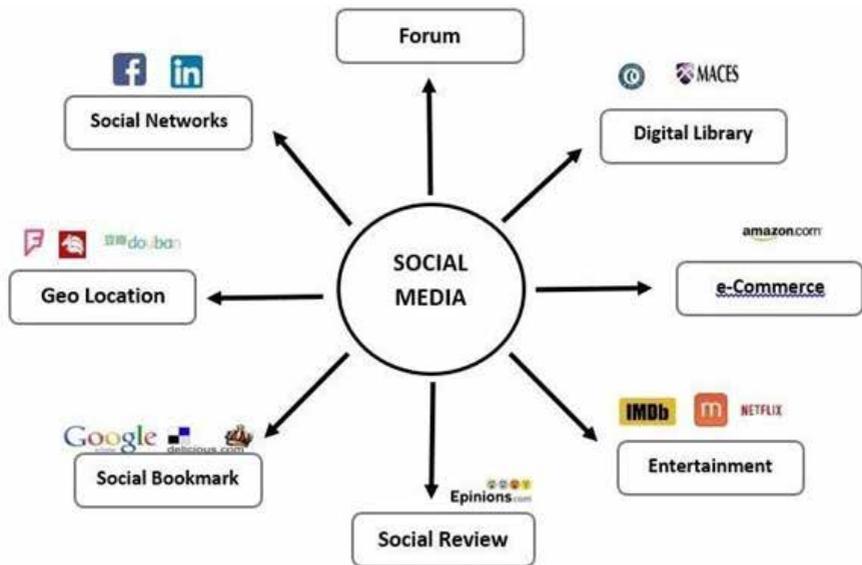
LESSON 2: UNDERSTANDING SOCIAL MEDIA PLATFORMS & KEY PERFORMANCE INDICATORS



The Categories of social media platforms:

Social media platforms are categorised into traditional media which includes TV, radio and newspapers; digital media which includes websites, social media networks and blogs; as well as hybrid media which is made up of digital versions of traditional media. Each platform offers unique advantages in terms of reach, engagement and targeting capabilities.

Below is an example of the categories of social media platforms:



Measuring KPIs (Key Performance Indicators):

Why are KPIs important?

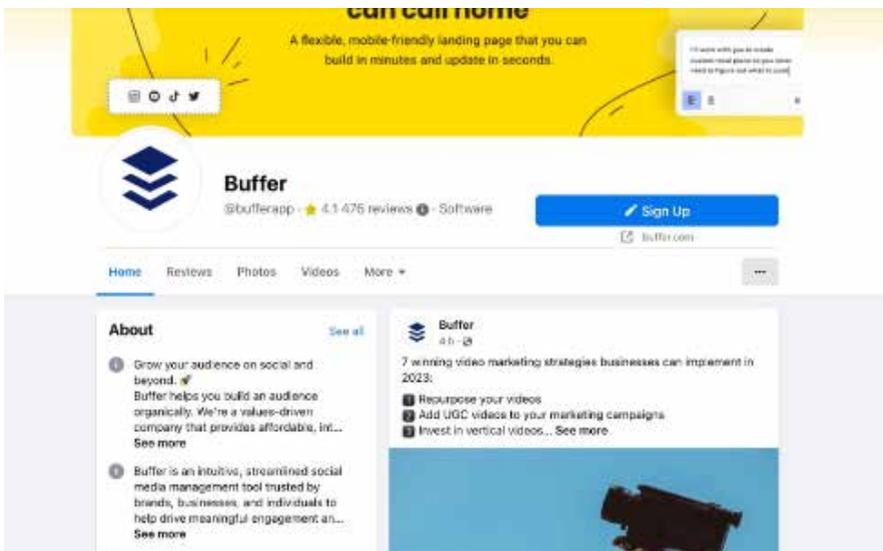
Social media KPIs provide essential insights for measuring and optimising the effectiveness of marketing strategies. They also highlight areas of success and improvement, helping your business enhance client outcomes. Below are the most important KPIs in the world of digital marketing and social media:

- Audience growth
- Organic & paid followers
- Post likes
- Audience demographics
- Audience geographics
- Reach

- Post impressions
- Post shares
- Post clicks
- Post comments
- Post engagement rate
- Social web traffic
- Social revenue
- Social media ROI
- Social conversions

Popular social media platforms by number of users

1. Facebook: 3,5 billion MAUs (Monthly Active Users)



What is Facebook?

Facebook is a social networking site that connects families and friends online. It allows you to post and share text and pictures that others are able to react to and engage with. Facebook was originally designed for college students in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, anyone over the age of 13 with a valid email address could join Facebook. Today, Facebook is the world's largest social network with more than 1 billion users worldwide.

Step-by-step Guide On How To Sign Up Or Log in to Facebook:

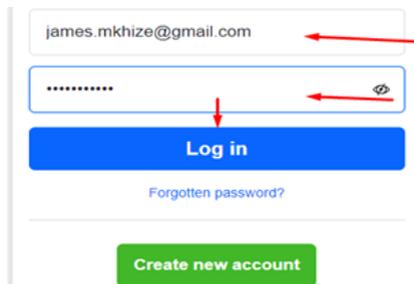
Step 1: Go onto your browser (Google Chrome or Microsoft Edge) and type: <https://facebook.com/>



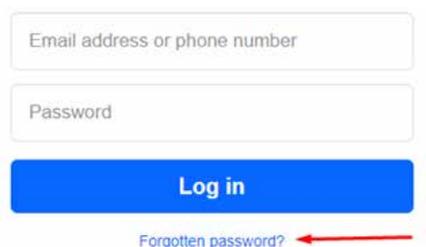
There you will see the Facebook homepage. If you are new to Facebook, you will click on 'Create new account'.



If you are an existing user on Facebook, you will then enter your login credentials that you used when creating a Facebook profile, these include your email address or phone number as well as your password.



If you are an existing user and you forget your Facebook password, you will then click on "Forgotten password?"



After clicking the 'Forgotten password' option you will be redirected to a page that says 'Find Your Account' where you will enter either your email address or mobile number to search for your account.

Find Your Account

Please enter your email address or mobile number to search for your account.

Email address or mobile number

Cancel Search

Step 2: Once you have clicked onto 'Create new account' In this section, you will enter your:

- Full name & surname
- Mobile number or email address
- New password
- Date of birth as stated on your South African ID
- Gender (Male, Female or Custom)
- You will then proceed to click on 'Sign Up'

Sign Up X

It's quick and easy.

First name Surname

Mobile number or email address

New password

Date of birth

15 Aug 2024

Gender

Female Male Custom

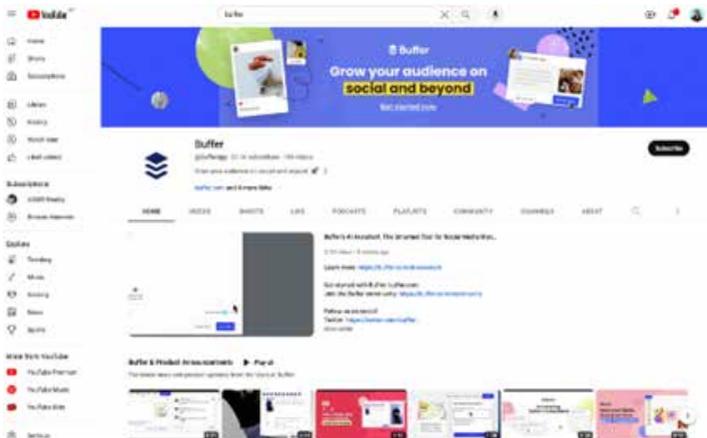
People who use our service may have uploaded your contact information to Facebook. [Learn more](#)

By clicking Sign Up, you agree to our [Terms](#) [Privacy Policy](#) and [Cookies Policy](#). You may receive SMS notifications from us and can opt out at any time.

Sign Up

Facebook has over 3 billion monthly active users which makes up roughly 37% of the world's population. Facebook's direct messaging spin-off app, Facebook Messenger, boasts 931 million monthly active users.

2. YouTube: 2,49 billion MAUs



What is YouTube?

YouTube is a video sharing website that makes it easy to watch online videos. Anyone can create and upload their own videos to share with others. Originally created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month.

YouTube is often called the second largest search engine after Google, its parent company. YouTube is great for businesses who use video to promote their product or service. Create a YouTube channel for your brand to get started. To help your videos get discovered by more people, we recommend reading up on YouTube SEO and the YouTube algorithm.

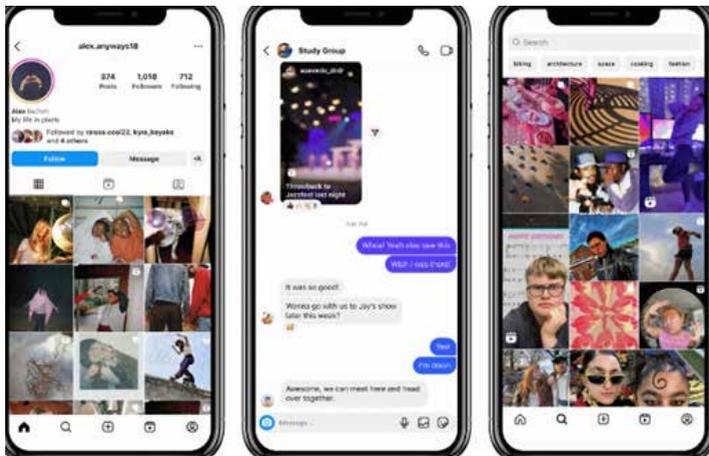
3. WhatsApp Messenger: 2, 4 billion MAUs



What is WhatsApp Messenger? WhatsApp is an instant messaging and voice-over-IP service owned by technology conglomerate Meta. It allows users to send text, voice messages and video messages, make voice and video calls, and share images, documents, user locations and other content.

(Source: Wikipedia)

4. Instagram: 2,4 billion MAUs



What is Instagram?

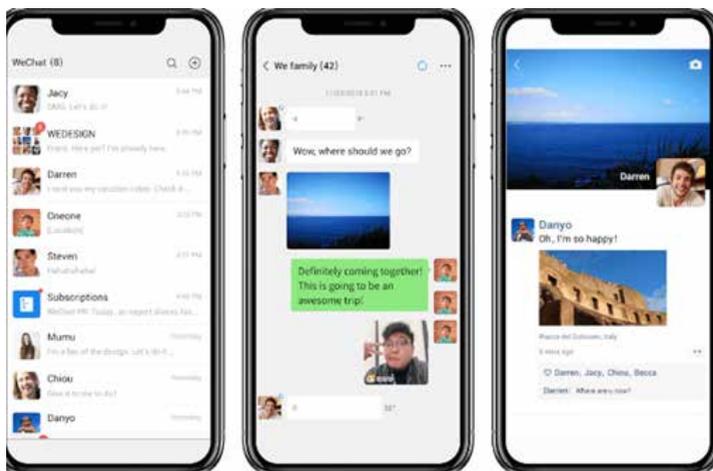
Instagram is a photo and video sharing app available on iPhone and Android. You can upload photos or videos and share them with your followers or with a select group of friends. You can also view, comment and like posts shared by your friends on Instagram.

As a visual social networking platform, Instagram is good for showcasing your products or services with photos or videos. You can share a wide range of content such as photos, videos, stories, reels and live videos.

You can create an Instagram business profile for your brand. Through an Instagram business profile, you have access to analytics of your profile and posts and you're able to schedule posts using third-party tools. It's also a great place to get user-generated content from your audience because users frequently share content and tag brands.

As is the case with Facebook, the Instagram algorithm prioritises engagement above all else. Check out this guide to help you grow your following on Instagram, whether you're a seasoned creator or just starting out.

5. WeChat: 1,32 billion MAUs



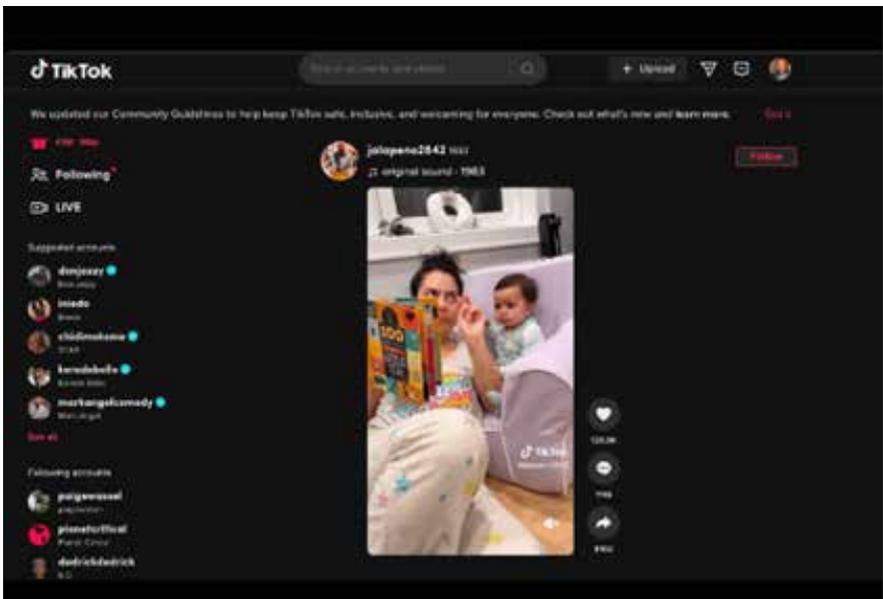
What is WeChat messenger?

WeChat or Weixin is a Chinese instant messaging, social media and mobile payment app developed by Tencent. First released in 2011, it became the world's largest standalone mobile app in 2018 with over 1 billion monthly active users.

WeChat now has over 1.32 billion monthly users with 80% of China's population active on the app. Like WhatsApp and Facebook Messenger, WeChat was originally a messaging app which has now evolved into an all-in-one platform. Besides messaging and calling, users can shop online, pay bills, buy groceries, transfer money, make reservations and book taxis.

WeChat is the most popular social media app in China and other parts of Asia. So if you want to boost your brand in China where popular social networks like Facebook and X are banned, WeChat is the best option. You can run ads on the official WeChat account or on WeChat Moments. There are also many WeChat-based influencers who can help your brand reach millions of Chinese consumers.

6. TikTok: 1,2 billion MAUs



What is TikTok?

TikTok, known as Douyin in China, launched in September 2016 and is a popular social media app that allows users to create, watch and share short videos shot on mobile devices or webcams.

TikTok is one of the fastest-growing apps in the world and has recently overtaken Google as the most visited internet site. TikTok allows users to create and share videos between 15 seconds and 10 minutes long, and

the app has a vast catalog of sound effects, music snippets, and filters to enhance the videos and make them more appealing.

You can find videos relating to interests such as lip-syncs, dancing, viral challenges, DIY tricks and make-up tutorials. About 47.4% of TikTok users in the United States are aged 10-29 so it is a great platform to target the younger demographic for your business. The TikTok algorithm prioritises engagement, as well as video watch time so it's important to hook viewers in from the first few seconds of your video. Here's our guide to getting more followers on TikTok.

7. Telegram: 800 million MAUs



What is Telegram ?

Telegram is a messaging app that works across multiple devices with no limits on media sizes. Telegram's distinctive feature is its end-to-end encryption for all activities including chats, groups and media shared between participants. Its focus on security has drawn more customers over the years, especially when WhatsApp announced changes to its privacy policy that would allow it to share information with parent company Meta.

There are several ways brands can make use of Telegram, besides providing one-on-one customer support. For example, brands can create chatbots for the Telegram platform or make use of Telegram's channel feature to broadcast messages to up to 200,000 people.

8. SnapChat: 750 million MAUs



What is Snapchat?

Snapchat is an American multimedia instant messaging app and service developed by Snap Inc., originally Snapchat Inc. One of the principal features of Snapchat is that pictures and messages are usually only available for a short time before they become inaccessible to their recipients.

Snapchat focuses on photos and short videos, known as snaps, shared between friends. It made the vertical video format popular, which eventually proliferated on other visual social media apps like Instagram and TikTok. The rise of Instagram stories, specifically, seems to have hindered Snapchat's growth and marketers' interest in using Snapchat for their brands in general. Nevertheless, 69% of U.S. teens use Snapchat. So if your target audience is mostly teenagers, you should consider using the app. If you're not familiar with Snapchat, check out our beginner's guide to Snapchat. Or if you're undecided between Snapchat and Instagram, we wrote a little comparison of Snapchat and Instagram for brands.

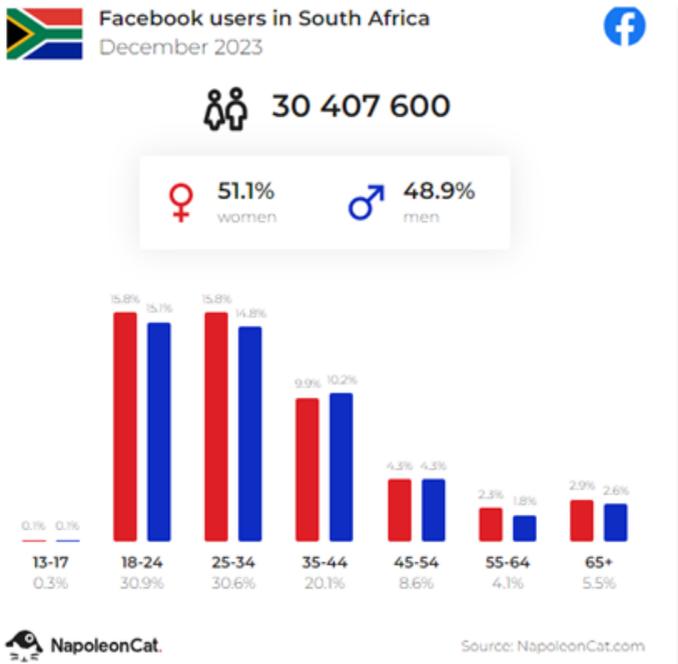
Top 8 social media channels based on demographics:

1. Facebook (South Africa & worldwide)

According to NapoleonCat. statistics, there were 30 407 600 Facebook users in the Republic of South Africa in December 2023, which accounted for 49.5% of the country's entire population.

Women accounted for 51.1% of users and people aged 18-24 were the largest user group at 30.9%.

The highest difference between men and women users occurs within people aged 25-34, where women lead by 10%.



Facebook statistics worldwide:

- **DAUs (Daily Active Users):** Right now, 2.09 billion daily users access Facebook, a 5.09% increase every year.
- **MAUs (Monthly Active Users):** Right now, 3.05 billion monthly users access Facebook, a 7.18% increase each year.

With so many active users, some of them are bound to falsely represent themselves. Facebook reported that it removed 1.5 billion fake accounts in Q4 2022 alone.

Most Amount of Users by Country

India has the most Facebook users with over 385.65 million users, this is followed by the US with 188.6 million users, in third place is Indonesia with 136.35 million, followed by Brazil with 111.75 million and then Mexico with 94.8 million users. Facebook is the largest social media platform globally at 3.05 billion monthly active users worldwide.

According to research on BackLinko, the highest traffic times on Facebook are Wednesdays at 09:00 am and 01:00 pm meaning that posting around those times will typically get the most engagement. 57.53% of the world's active internet users access Facebook monthly, and 74.72% access 'Family' owned services (Facebook, Messenger, Instagram, and WhatsApp) every month.

- **DAPs:** Facebook 'Family' daily active people: Right now, 3.14 billion daily people access Facebook-owned services, a 7.17% increase year-over-year.
- **MAPs:** Facebook 'Family' monthly active people: Right now, 3.96 billion people access Facebook-owned services monthly, a 6.74% increase year-over-year.

Facebook's family product's user base is equal to the current population of Africa, Europe, North and South America combined.

Facebook currently has 86,482 full-time employees, a 20.16% increase year-over-year.

Facebook's Family & Platform User Account:

Every quarter Facebook releases their investor reports where they break down the amount of users on Facebook into two categories which often get mixed up when quoted.

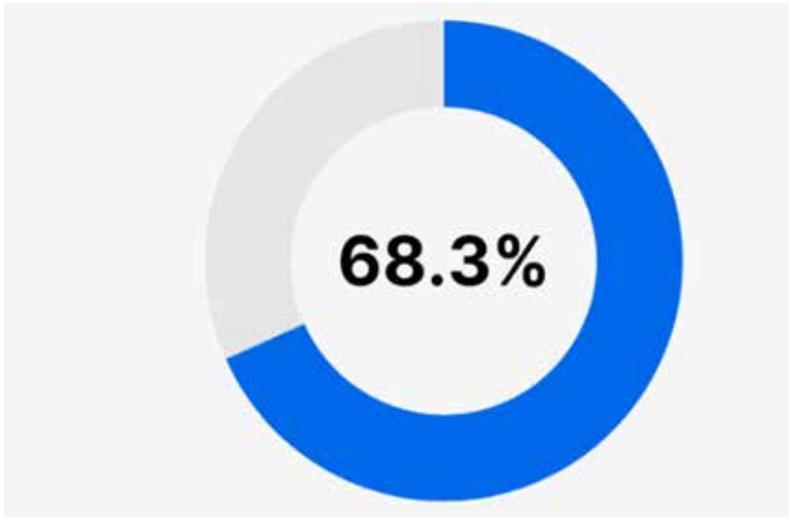
Facebook daily/monthly active users: The number of daily or monthly active users on Facebook as a website and application.

Family daily/monthly active people: The number of daily or monthly active people on Facebook 'family' owned services, such as Facebook, Messenger, WhatsApp and Instagram. According to Facebook's most recent investor report, Facebook currently has 3.049 billion monthly active users (MAUs).



**Facebook currently has
3.049 billion monthly
active users (MAUs)**

Furthermore, the number of Facebook's daily active users (DAUs) currently stands at 2.085 billion people, meaning 68.38% of the total monthly users log in on a mobile device or desktop each day.



Facebook family products & metrics:

Next up, we'll dive into the number of Facebook users by daily or monthly active people on 'family' owned products such as:

- Facebook
- Instagram
- Messenger
- WhatsApp

These figures include interaction on both mobile device applications and web browsers and show the average amount of people on Facebook's network of family sites.

According to the latest Q3 2023 investor report, the current global number of people using Facebook services is 3.96 billion monthly active people (MAPs). On average, 79.29% of these users are daily active people (DAPs). That means 3.14 billion people log in daily to one of Facebook's family-owned services.

Facebook 'Family' Product Monthly Active People:

According to Statista 1 & 2, Meta Verified & Worldometers, a total of 3.96 billion monthly active people (MAPs) access products.

- **Facebook**, as a stand-alone platform, gets 3.05 billion monthly active users, of which may have accounts on other family products.
- **WhatsApp** as a stand-alone platform gets 2 billion monthly active users, of which may have accounts on other family products.
- **Instagram**, as a stand-alone platform, gets more than 2 billion monthly active users, of which may have accounts on other family products.

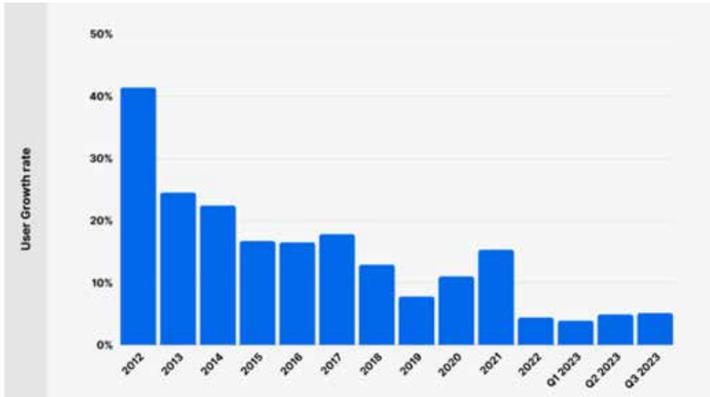
Last quarter's investors' report shows a 6.74% increase in monthly active people year-over-year.

- **79.29%** of the monthly people will log in daily to one of these family-owned services.
- **74.72%** of the world's active internet users access Facebook-owned services monthly.
- **49.04%** of the world's total population uses Facebook-owned services monthly.

If we put the number of people that use Facebook's Family of products into continents, it would exceed the total population of Africa, Europe, North and South America combined.

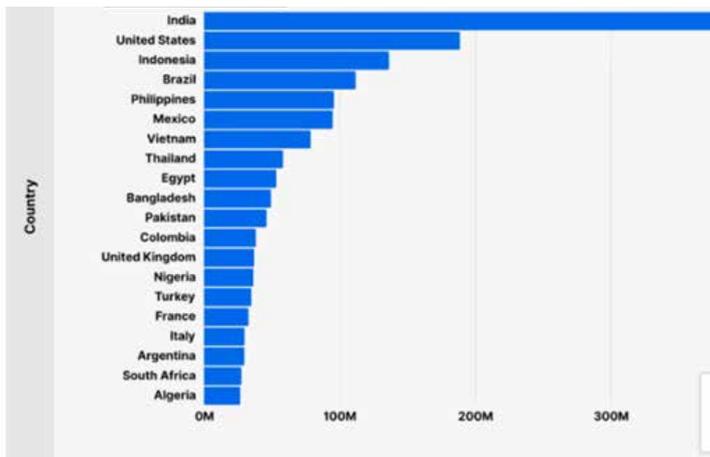
Facebook User Growth Rate History:

Facebook's current daily active user growth rate is around 5.1% year-over-year, up from 4.4% in 2022.

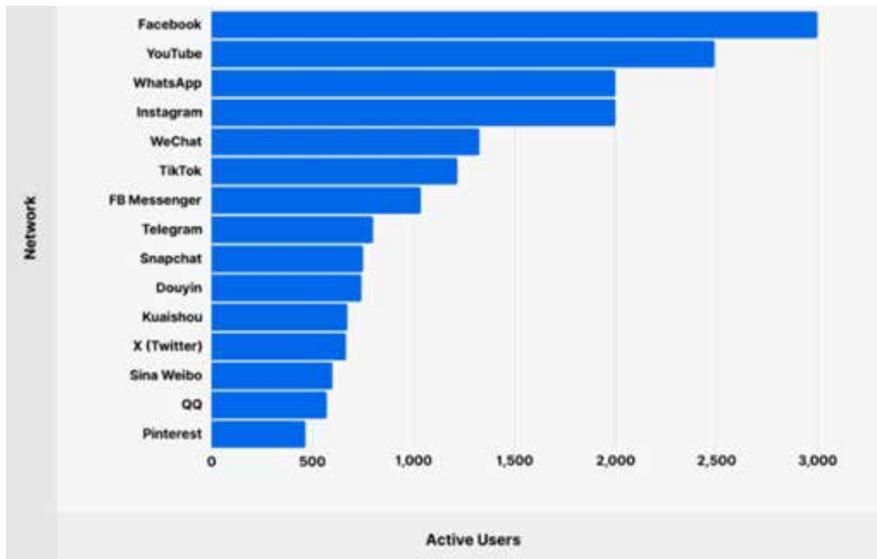


Facebook Users by Country:

According to the latest data, the country with the most Facebook users is India with over 385.65 million active users, followed by the US (188.6 million), Indonesia (136.35 million), Brazil (111.75 million) and Mexico (94.8 million).



Most Used Social Media Platforms Worldwide:



Average Time Spent on Facebook per Day:

According to an eMarketer study of Americans aged 18+, the average time spent on Facebook per day is 30.9 minutes in 2023. This is down 2.1 minutes from the 33 minutes in both 2021 and 2022.



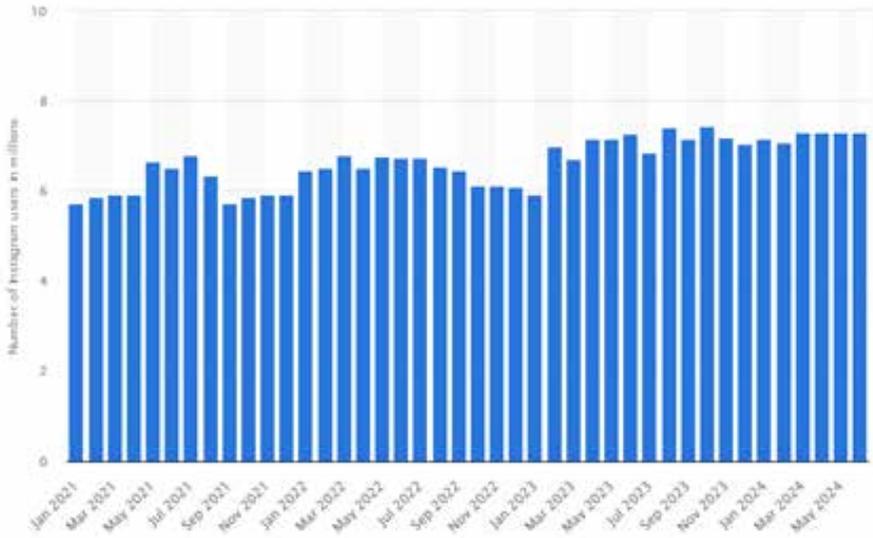
The average time spent on Facebook per day is 30.9 minutes in 2023



Facebook currently has 2.085 billion daily active users (DAUs)

According to **Statista 1 & 2, Meta Verified & Worldometers**, the previous year/s quarter's investors' report shows a 5.09% DAUs increase year-over-year. This data also shows that 68.38% of the monthly users log in daily on mobile devices or desktop. Further, 39.34% of the world's active internet users access Facebook daily; 25.82% of the world's total population use Facebook daily; while 98.5% of user accounts access the platform via mobile phone.

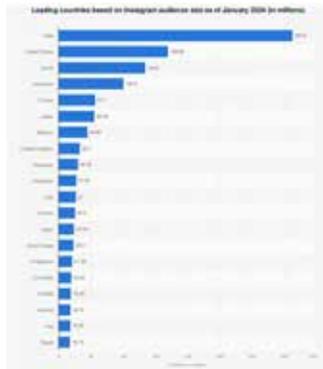
2. Instagram (South Africa & worldwide):



As of June 2024, there were 7.3 million Instagram users in South Africa, an increase from 7.27 million users in June 2023. The data demonstrated that many Instagram users in South Africa were female, with women accounting for 56.6 percent of the app's consumers. According to Napoleon.Cat statistics, there were **7 070 500** Instagram users in South Africa in February 2024, which accounted for **11.5%** of the country's population, 56.9% if which were women. People aged 18-24 were the largest user group at **2 500 000** users. The highest difference between men and women occurs within people aged 25-34, where women lead by 1 000 000 users.

Data shows a 127% increase in Instagram's Monthly Active Users from 2019 to 2023. This reflects the app's popularity. Users spend an average of 33.1 Minutes Per Day on Instagram scrolling through stories, reels, IGTV, pictures as well as the explore page.

Instagram Demographics Statistics:



Instagram Users by Country:

India has the most Instagram users with 362.9 million users in total; in second place is the United States with 169.65 million users, followed by Brazil with 134.6 million users. In fourth place is Indonesia with 100.9 million users and then Turkey with 57.1 million users.

Most Instagram users are between the ages of 18-24. As of January 2024, the largest age group of males on Instagram worldwide were those between ages 18-24, making up 16.5% of the platform's users. The largest age group of females worldwide were also between 18-24, making up 15.2% of users.

The United Kingdom comes in at number eight on the list of countries with the most Instagram users with 33.1 million users. The 18-24 age group is the most common in the in this country as well while ages 25-34 make up 29.9% of users.

Brand Awareness in the U.S

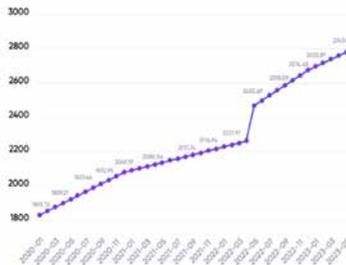
Instagram boasts an impressive 93% brand awareness in the U.S., as revealed by a survey employing aided brand recognition. This method showed respondents the brand's logo and its written name. Statistics show that a substantial 53% of social media users in the U.S actively engage with Instagram with 500 million users using Instagram stories daily. That number has steadily increased since Instagram was launched. That's reason enough for marketers to share content on Instagram and connect with their audience.

3. WhatsApp Messenger (South Africa & worldwide):

In 2020, 96% of internet users in South Africa used WhatsApp, making the channel the most popular social media platform in the country. With 23 million users in 2021, Statista predicted that user numbers will hit nearly 28 million by 2026.

In 2024 alone WhatsApp Messenger has surpassed 2.78 billion unique users globally. Predictions indicate that this number will surpass 3.14 billion by 2025. This means that businesses can effectively leverage this platform to engage with a large pool of unique customers.

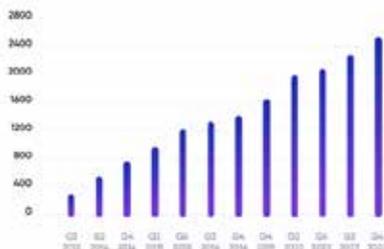
Number of WhatsApp users worldwide:



Source: Statista

Due to the large user base, WhatsApp Messenger has ingrained itself into the daily lives of users. Frequently used for personal and business communication, latest studies show that 84% of SMBs and medium businesses find WhatsApp chatbot essential for scaling their businesses.

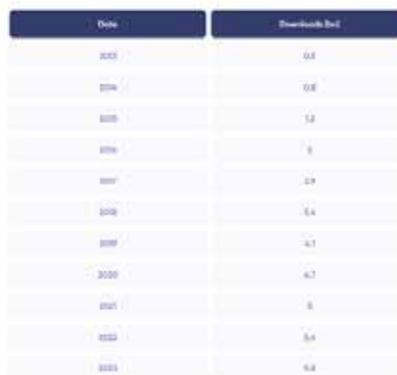
WhatsApp quarterly users (year 2012-2023):



WhatsApp Business API Usage:

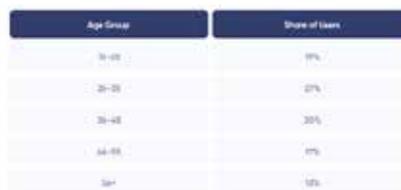
WhatsApp amassed almost 5 billion downloads from the Google Play Store alone to date. This makes it the most popular chat and messaging app globally, making it ideal for businesses to use WhatsApp Business API for engaging customers.

Around 11 million people downloaded the WhatsApp Messenger app for iOS in August 2022. According to Oberlo, Facebook Messenger and Telegram, on the other hand, each had 7 million downloads in the same month, making them both WhatsApp's main competitors in terms of the volume of app downloads. As per the latest WhatsApp business reports, over 1.26 billion enterprises and customers are using WhatsApp chatbots for sales, support or marketing. WhatsApp AI chatbots is also used for customer retargeting. Studies have shown that when a brand sends a campaign to a customer who has abandoned their cart, there is a 45-60% chance of recovering the customer and converting them.



Date	Downloads (Bil)
2015	0.0
2016	0.0
2017	1.2
2018	3
2019	2.9
2020	5.4
2021	6.1
2022	6.7
2023	9
2024	5.4
2025	6.8

WhatsApp Users Age:



Age Group	Share of Users
18-25	19%
26-35	27%
36-45	20%
46-55	17%
56+	13%

People of all ages are currently using WhatsApp Messenger. 81% of the German population use WhatsApp, many of them using it regularly. Users between the ages of 26-35 have a platform penetration rate of 27%, while users over 56 have a penetration rate of 13%.

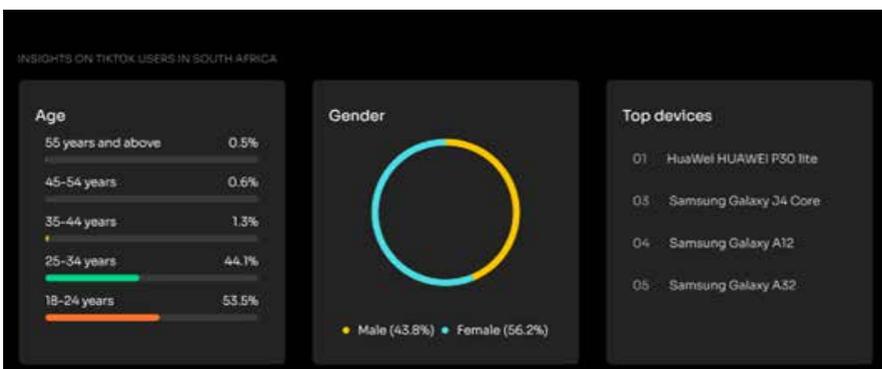
In the US, close to 1 in every 4 adults use WhatsApp. An online poll in the US in May 2022 revealed that almost 3 out of 10 participants between 18-34 had a WhatsApp account. 27% of WhatsApp respondents are between the ages of 35-44. The poll showed that 20% of respondents between the ages of 45-64 were WhatsApp users while only 11% of respondents aged 65 and above were users. This poll showed a decline among older age groups. Overall, WhatsApp has significant users among all age groups. Each day, more than 175 million customers rely on WhatsApp to connect with businesses. So, be it any age group you intend to serve, you are sure to find them on WhatsApp.

WhatsApp Gender Demographics:

53.9% of WhatsApp users are male while 46.1% of users are female. An exploratory study shows that WhatsApp's female users are more active on the platform and use its features more extensively than male users. This includes time spent on changing profile pictures, putting up statuses and being active in group chats.

4. TikTok Facts and Demographics (South Africa & worldwide):

According to start.io, below are the customer insights and audience for TikTok in the Republic of South Africa.



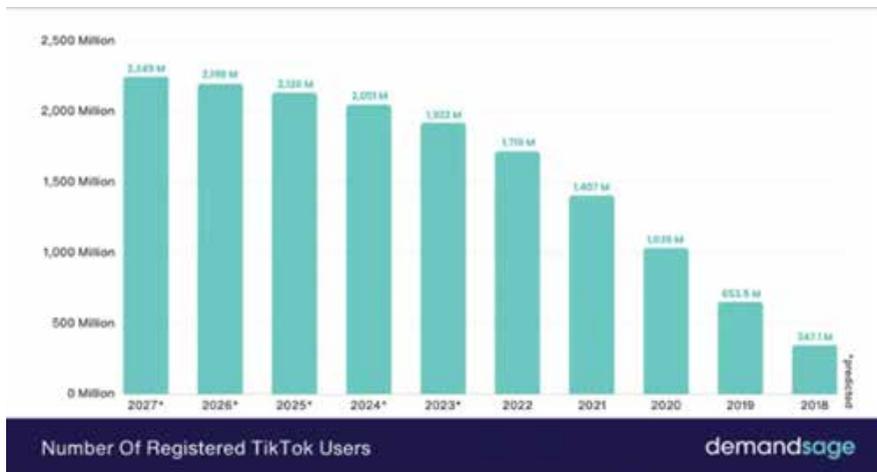
TikTok users in South Africa in 2024:

Figures published in ByteDance's advertising resources indicate that TikTok had 17.46 million users aged 18 and above in South Africa in early 2024.

Note that ByteDance's allows marketers to target TikTok ads to users aged 13 and above via its advertising tools, but these tools only show audience data for users aged 18 and above. For context, ByteDance's figures indicate that TikTok ads reached 43.2 percent of all adults aged 18 and above in South Africa in early 2024.

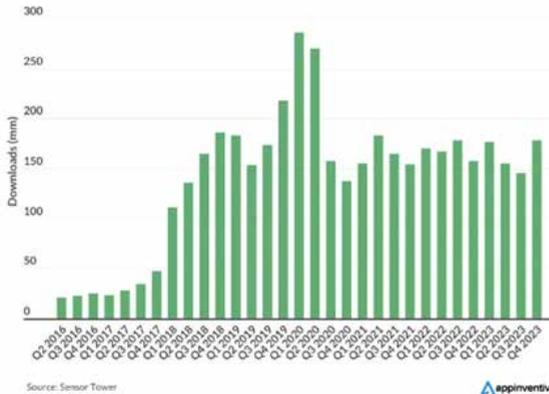
Meanwhile, the reach of TikTok ads was equivalent to 38.5 percent of the local internet user base at the beginning of the year, regardless of age. In early 2024, 52% of TikTok's ad audience in South Africa was female, while 48% percent was male. TikTok has more than 2 billion active monthly users and a further 2.05 billion registered users worldwide. In 2022 TikTok had 1.7 billion registered users and was predicted to have 1.9 billion users worldwide by 2023. Furthermore, the predicted number of TikTok users is anticipated to reach 2.25 billion by 2027.

Number of registered TikTok users:



TikTok's download statistics show that it has been downloaded more than 4 billion times, making it by far one of the most downloaded apps in the world in recent years. The total number of TikTok app downloads crossed 1.5 billion on the App Store and 1 billion on Google Play Store. TikTok made the list of the 10 most downloaded apps in the past decade, ranking 7th, much ahead of YouTube and X.

TikTok quarterly downloads (2017 to 2023):



TikTok was also the most downloaded app of 2022, having been downloaded 13.9 million times by iPhone users throughout the year. It amassed more than 1 billion installs on Google Play Store, which clearly proves its popularity amongst mobile users.

Although hugely populated by young people, studies show that more adults have warmed up to TikTok over time. In 2021, TikTok was the most popular app among US teens and young adults and then in 2022, people between the ages 25-34 accounted for 25.4% of TikTok users. When combined with the 18-24 demographic which makes up 23.9% of TikTok users, adults in the lucrative 18-34 demographic accounted for 49.3%. Meanwhile the age group 10-19 accounted for 25% of US users in 2021 while ages 12-17 accounted for only 17.7% in 2022. This is a very important statistic for advertisers so they're aware of what age groups to market to on the app.

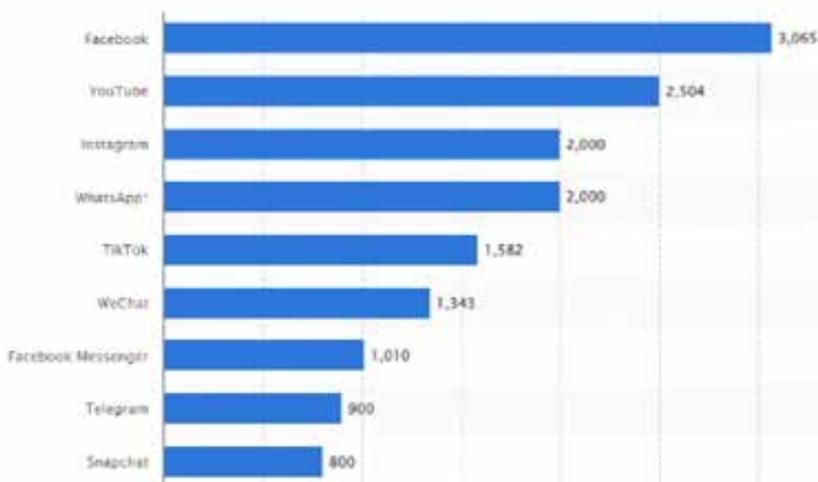
Social Engagement on TikTok per Post

According to Upfluence, TikTok's engagement rate is significantly higher than other major networks including Instagram, YouTube and Facebook. With that said, micro-influencers on the platform charge considerably less but can achieve engagement rates of up to 18%. According to Sensor Tower, TikTok's engagement by country has increased year over year. In 2022, TikTok users averaged 95 minutes per day on the app, compared to the 62 minutes in 2020. In 2022 20.83% of internet users in the world were on TikTok compared to 18% in 2020.



Source: GlobalWebIndex

TikTok is available across 154 Countries and is the home of exciting short-form mobile videos. The app has been translated into more than 75 languages and is the 5th most popular social media platform in the world. It has, however, been banned in India which means marketers based in India cannot use TikTok to advertise their businesses.



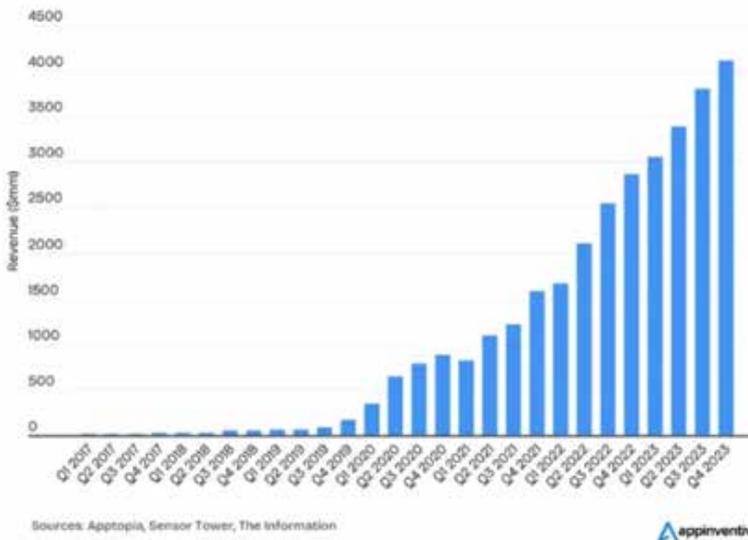
Source: Statista

TikTok's success has permeated other platforms such as YouTube where it is one of the most searched queries. According to SEMrush, the term "TikTok Mashup 2022" was the most-searched YouTube query in the United States in 2022. This is because YouTubers often compile TikTok videos and put them on YouTube, which is a common way of repurposing TikTok content.

'TikTok' remains the 2nd most-searched term of all time globally. It has been reported that TikTok's revenue has increased on a yearly basis. According to Business of Apps, TikTok posted \$63 million in revenue in 2017 and this ballooned to \$1.9 billion in 2020. This is partly due to the \$115 million generated from in-app purchases in October 2020 alone, as reported by Sensor Tower.

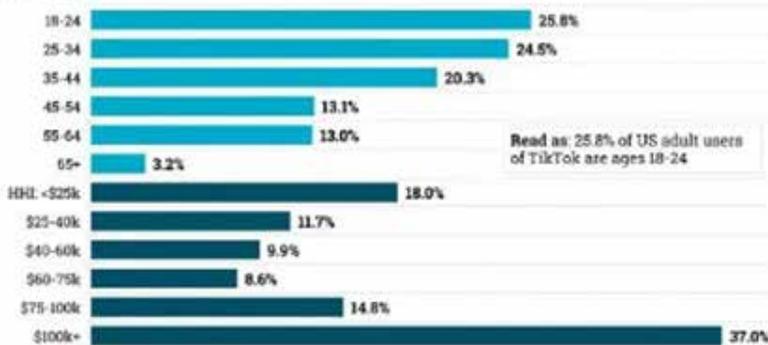
TikTok's primary source of revenue is ads which have a CPM that starts at \$10, with publishers having to spend at least \$500 for each campaign. Hashtag challenges can cost upwards of \$100,000, whereas brand takeover ads can cost anywhere between \$20,000 and \$200,000. According to AdWeek, TikTok also recommends spending up to \$200,000 additionally to promote hashtag challenges. Back in 2018, TikTok made \$3.5 million on in-app purchases from users. In 2023, TikTok's revenue reached an impressive \$14.3 billion, a 52% increase year-on-year.

While the majority of TikTok's revenue comes from ads, the contribution of user in-app purchases to revenue is also impressive. This is from users buying filters and effects to make their content more interesting. The U.S. accounts for most purchases related to in-app and advertisements.

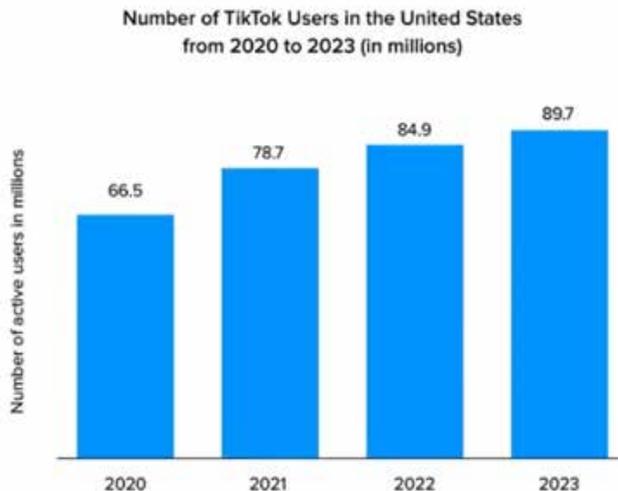


More than a third of TikTok users make \$100k+ annually. In 2019, 37% of all TikTok users had a median household income of \$100k or higher; by March 2020, that number had risen to 40.2%. This means a significant portion of TikTok users come from affluent households.

TikTok US Adult User Distribution, by Age and Income in March 2019 marketing charts



Monthly active users in the US hit the staggering mark of 102 million and it is estimated that this number will cross 121 million by the end of 2027.

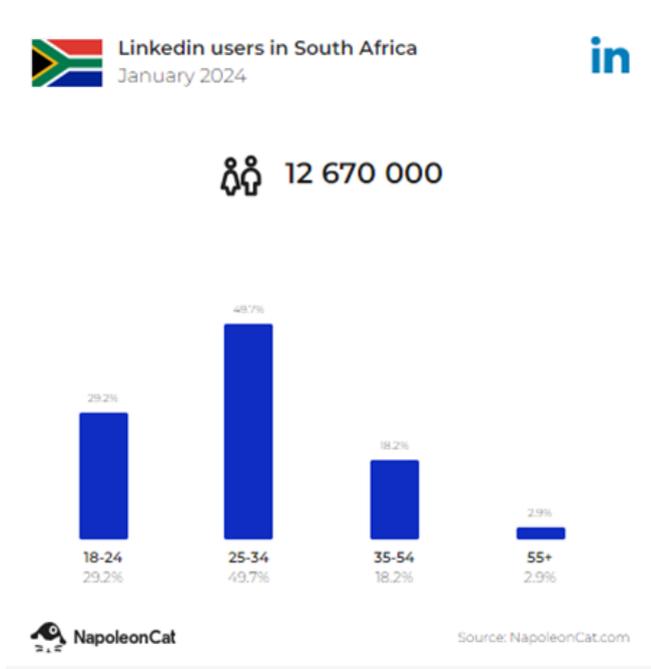


5. LinkedIn (South Africa & Worldwide) Facts and Demographics:

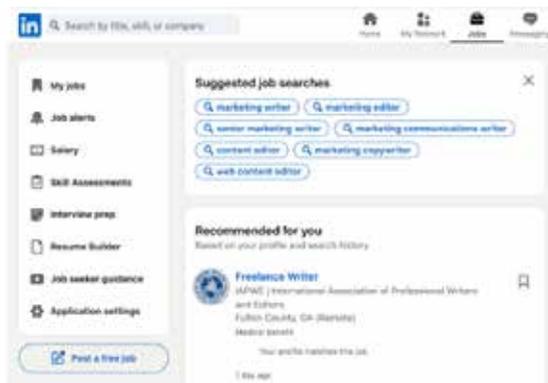
What is LinkedIn?

LinkedIn is a business networking site that focuses on job search and recruitment. You can use LinkedIn to showcase your work experience, skills and education for recruiters to notice you and potentially hire you. According to Napoleon.Cat statistics, there are 12 670 000 LinkedIn users in South Africa in 2024 which accounts for 20% of the country's population. People aged 25-34 are the largest user group at 6 300 000.

Number of LinkedIn users in South Africa:



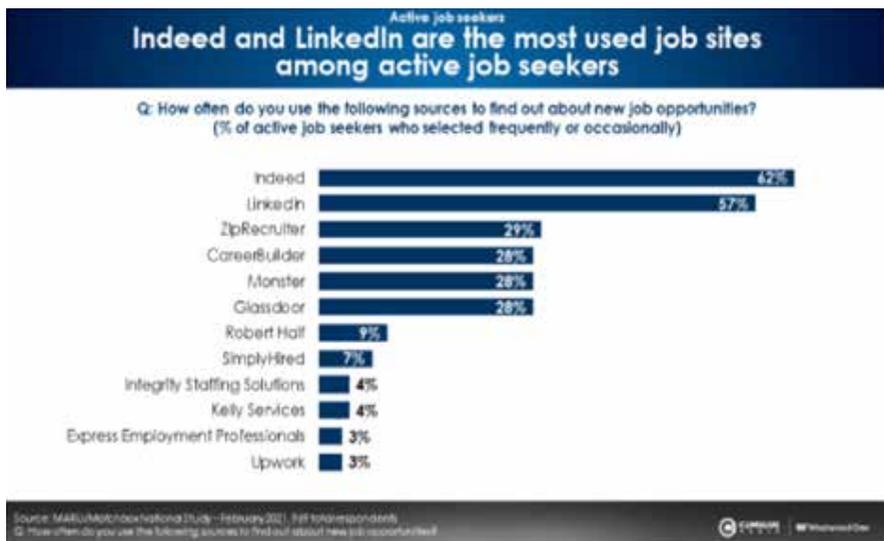
In August 2023, people between the ages 25-34 represented 51.8% of the users on LinkedIn. The age group 18-24 followed with a share of around 27%. There are approximately 1 billion users on LinkedIn from 200 countries and regions worldwide. 49 million users look for jobs through LinkedIn weekly. LinkedIn's designated job search page helps applicants get closer to finding their dream job, letting applicants use different filters and resources to search for open positions in their industry.



LinkedIn launched in 2003 and has been regularly visited by recruiters and applicants alike since its conception. In 2022, LinkedIn saw an increase of 22% in engagement. Engagement occurs when people post new social media content, share other people's content or interact with other users on the platform. As LinkedIn continues to grow, more professionals connect within and across various industries.

LinkedIn is also good for businesses who post content to generate interest in their company in both current and potential employees. This explains why 30% of the people who engage with LinkedIn posts by businesses are the business's current employees. Current employees are 14 times more likely to share a business's content over other content they see on LinkedIn.

The most followed LinkedIn hashtag on LinkedIn is #Innovation with 38.4 million followers. Users can follow hashtags to see content from relevant topics in their newsfeeds. #Management and #HumanResources are the second and third most followed hashtags. 16.2% of LinkedIn users use LinkedIn daily, that is a total of about 134.5 million people. Additionally, 48.5% of users are active monthly. There was an 88% increase in LinkedIn hires in 2022. 17.75% of LinkedIn users who recently changed jobs found their new jobs on LinkedIn. While Indeed is the top platform for job seekers, LinkedIn is also good to find new job opportunities.



LinkedIn has over 41 000 listed skills, these are tags professionals add to their profiles to highlight their unique experiences and abilities. Adding skill tags improves LinkedIn's search and find features as recruiters use the platform to target very specifically qualified applicants. Around 72% of recruiters use LinkedIn when hiring new talent and 67% of them say that professionals hired through LinkedIn are of higher quality.

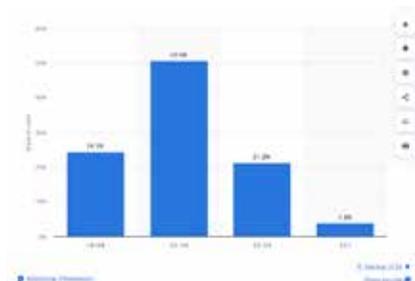


According to LinkedIn's advertising statistics, 82% of business-to-business marketers advertise on LinkedIn and 75% of marketers use LinkedIn to reach business decision-makers through paid LinkedIn ads, making LinkedIn the top B2B platform. Additionally, nearly 82% say those ads provide the best results, having reached 14% of the global population.

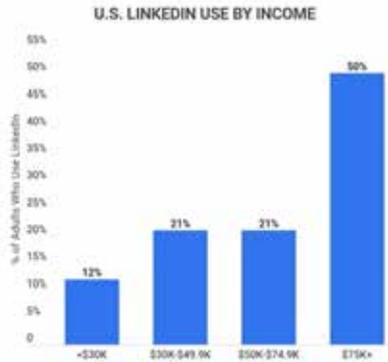
The jump in LinkedIn's user base also increased the number of ad impressions. Over the years, businesses have seen a 33% purchase increase with LinkedIn Ads. LinkedIn has twice the conversion rates as other channels which means marketers that use LinkedIn saw their conversion rates double through the platform's marketing and sales channels. In addition, users who see a business's content on LinkedIn are six times more likely to purchase from that brand.

Through LinkedIn, marketers can target and attract high-quality potential buyers by using the platform's search features and filters. As a result, about 40% of business-to-business marketers said the platform is their most effective business-to-business lead generation channel.

Age distribution statistics on LinkedIn worldwide:



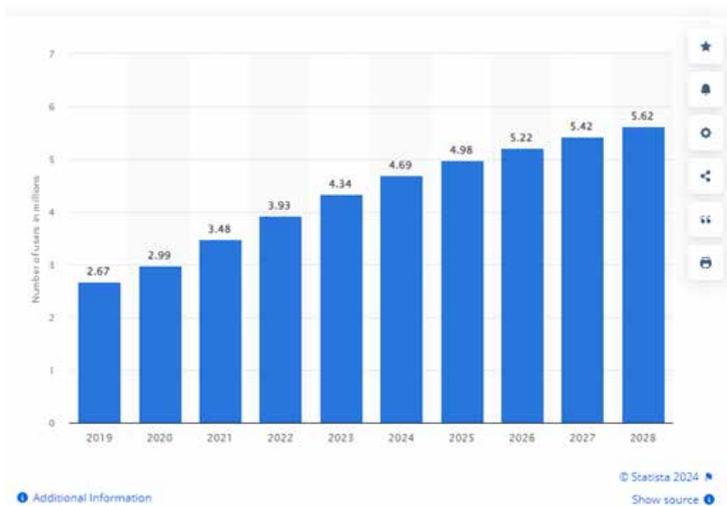
- In the US, 53% of users are in the high-income category, 29% in middle-income households and 16% in low-income households. (Source: Statista Research Development).
- LinkedIn is a bustling business hub, with a staggering 65 million making their mark on the platform.
- 44% of LinkedIn users take home more than \$75,000 per year.



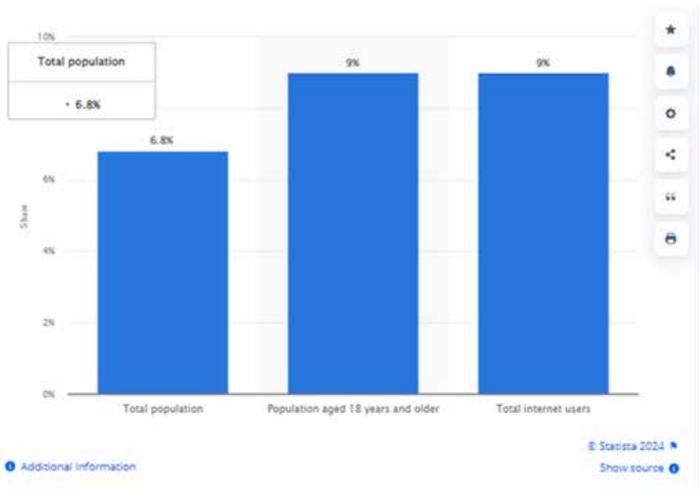
6. X (formerly known as Twitter):

According to Natalie Cowling of Statista Research Development, X had 4.10 million users in South Africa in early 2024. This is just under 7% of the country's total population.

The number of users on X in South Africa:

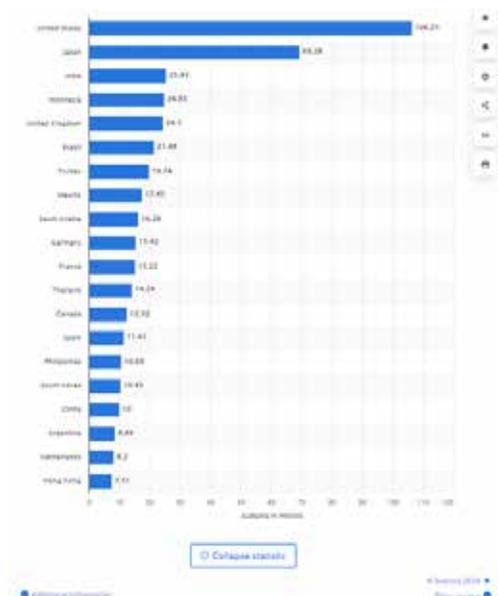


The potential advertising reach on X (Twitter) in the Republic of South Africa as of 2024:



X's advertising reach was higher among the population over 18 years of age, at a share of 9%. X also has an audience ad reach of 9% as well, which means 9% of internet users use X.

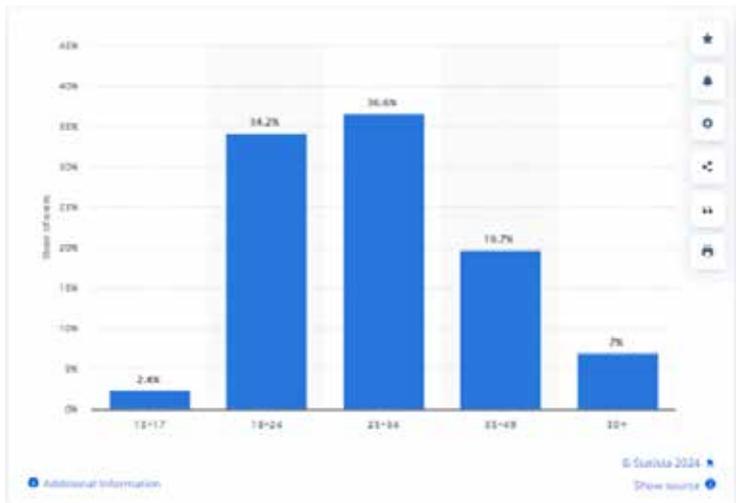
Countries with the most X users as of April 2024:



As per the above data, X is particularly popular in the United States with an audience reach of 106.23 million users in April 2024.

Japan and India were ranked second and third with than 69.28 million and 25.45 million users respectively. In the second quarter of 2021 X had 206 million monetisable daily active users worldwide. The most-followed Twitter accounts include figures such as Elon Musk, Justin Bieber and former U.S. president Barack Obama.

The distribution of X users worldwide in April 2024, by age group:



In April 2024 36.6% of X's global audience was aged between 25-34. The second-largest age group on X during this time were users aged between 18-24 years, with a share of 34.2%. Users aged under 18 accounted for 2.4%, while those aged 50 or older accounted for 7%. X is a male-dominated platform where more than 60% of users were male. Although all mainstream social media platforms tend to have a slightly more male-skewing audience, X stands out above Instagram, Snapchat, TikTok and Facebook when it comes to user gender demographics.

It is not uncommon for social media platforms to offer users the opportunity to become subscribers of the platform's chosen online networks for a monthly fee. X is no different with X Blue, a subscription service that gives users special benefits and features such as a blue verification mark, editing of post functionality, fewer ads, priority ranking in chats and longer video upload times.

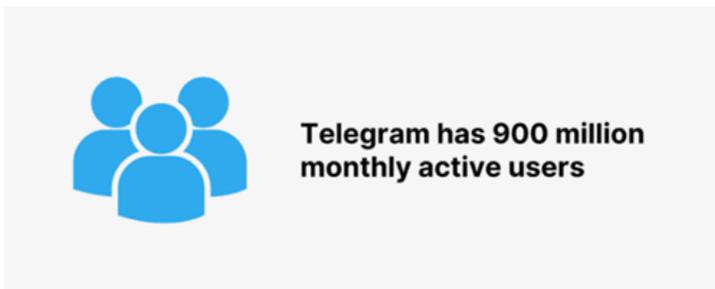
7. Telegram (South Africa & worldwide):

Telegram statistics:

Telegram has 900 million monthly active users. Mobile application downloads across App Store and Google Play reached 310.94 million in the first 9 months of 2023 alone. Telegram has 4 million paying users for its optional subscription service. The average Telegram user spends nearly 3 hours 50 minutes on the app each month.

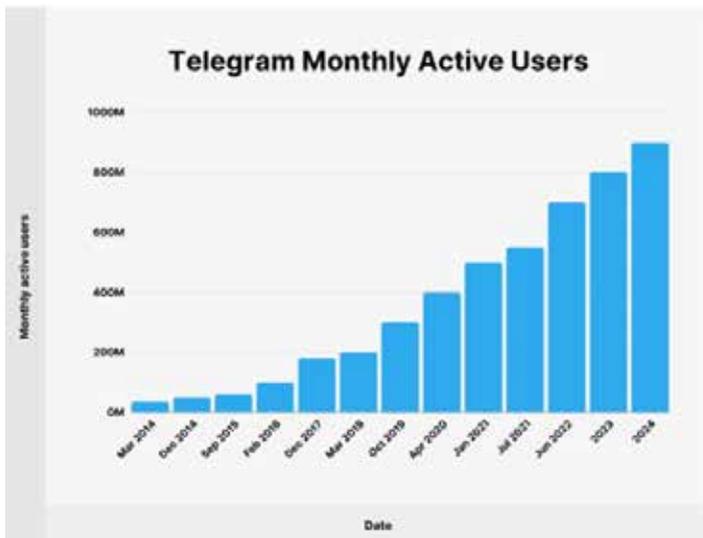
Telegram Monthly Users:

According to company data, Telegram has 900 million monthly active users as of 2024, an increase of 12.5% from 2023.



(Source: <https://backlinko.com/telegram-users>)

According to Telegram founder Pavel Durov, 2.5 million users across the world sign up for Telegram every day.



Here is a full breakdown people that use Telegram overtime:

Date	Monthly active users
March 2014	35 million
December 2014	50 million
September 2015	60 million
February 2016	100 million
December 2017	160 million
March 2018	200 million
October 2019	300 million
April 2020	400 million
January 2021	500 million
July 2021	550 million
June 2022	700 million
2023	800 million
2024	900 million

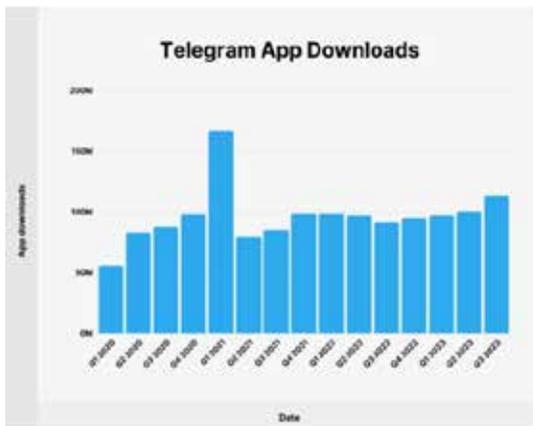
(Sources: Statista, Telegram 1, Telegram 2, DataReportal, TechCrunch, Financial Times)

Telegram Daily Active Users:

According to Similarweb estimates, Telegram had 196 million daily active users on Android in 2022, with 47.5% of the monthly active user base checking the app daily. This data further revealed that Telegram ranked 3rd by number of daily active users after WhatsApp and Facebook Messenger among messaging apps worldwide

Telegram Application downloads:

Below is a detailed breakdown of Telegram application downloads from the first quarter of 2020 until the third quarter of 2023.



(Sources: <https://backlinko.com/telegram-users>)

Telegram premium subscribers:

Telegram offers an optional subscription service that unlocks exclusive features including 4 GB file upload as compared to the standard 2 GB, faster download speed as well as premium stickers among others. According to Durov, Telegram Premium hit 4 million paying users in December 2023 compared to 2 million premium subscribers in July 2023.



(Source: <https://backlinko.com/telegram-users>)

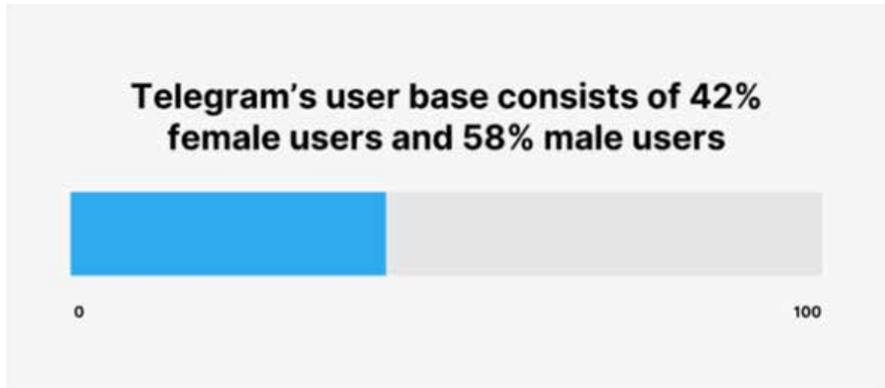
Where is Telegram based?

Telegram's development team is currently based in Dubai, in the United Arab Emirates. The issuer of the Telegram mobile app is Telegram FZ-LLC, an organisation registered in the United Arab Emirates.

(Source: Telegram)

Telegram Gender Demographics:

Telegram's user base consists of 42% female users and 58% male users.



(Source: DataReportal)

Telegram's popularity in countries:

Below is the ranking of the Telegram application, in the iOS store, under the social networking category:

Country	Rank in country among social networking apps
Australia	5
Brazil	4
Germany	3
India	4
Malaysia	4
Netherlands	3
Russia	2
United Kingdom	3
United States	4

Telegram availability:

In the iOS App Store, The Telegram app is available for download in 175 countries, which are all countries the app market operates in. Android users from 133 of the 141 countries where Google Play operates can download Telegram from the Play Store. In the Windows Store, the Telegram app is available in 107 of the 109 countries where Windows Store currently operates.

8. Snapchat (South Africa & worldwide):

More than 750 million people use Snapchat worldwide with 800 million monthly active users (MAU). Snapchat reaches 90% of the 13- to 24-year-old population and 75% of the 13- to 34-year-old population in more than 20 countries, making it more than an app for teenagers. This means great marketing opportunities if your target demographic is teenagers and young adults.

Snapchat's daily active user base grew from 414 million in Q4 of 2023 to 422 million in Q1 of 2024, which shows a slow and steady growth

According to data published by Statista, Snapchat users are expected to increase by 27% in the next four years. This is an expected increase of 165.7 million users between 2024 and 2028, therefore potentially bringing the user base to more than 779 million by 2028.

In January 2024, 38.5% of Snapchat users were between the ages of 18 to 24, and this was the largest age segment of Snapchat users. Another 20% of users were 13 to 17 years old. Meanwhile, people over 35 were much less likely to use Snapchat.

In April 2024, 49.1% of global Snapchat users were female while 50% were male, showing no major apparent gap in gender distribution.

95% of Gen Z use visual communication when messaging friends and Snapchat is one of the most popular platforms for visual content. Snapchatters use the platform to track moment to moment experiences, creating engaging and immersive content that helps them feel more connected. This means that if you're looking to use Snapchat for advertising, prepare to use a lot of visual content.

India has the biggest Snapchat audience base with 202.5 million reported users in April 2024. This means India has more Snapchat users by a wide margin than any other country. The United States comes in second place with more than 106 million users followed by Pakistan with 31.9 million users. Snapchat is projected to reach more than 531 million global users by 2025. (Source: Wikipedia)

How to structure your social media team:

In addition to your focused social media staff, create a social media governance board made up of executives, stakeholders, subject matter experts as well as key employee advocates. This is the team that determines your ongoing strategy goals and internal training initiatives, makes key decisions around your social media interactions and serves as a chain of command for emergency situations. Your governance board should meet occasionally to reassess and innovate on processes and strategies.

Social media marketing takes effort, especially if you want to create an integrated cross-channel campaign strategy. So, you will want to carefully consider resource allocation. How many resources you will need to dedicate to social media marketing will depend on the following:

1. Budget for new headcount
2. Strategic goals
3. Number of platforms utilised
4. Weekly social time commitments
5. Content strategy
6. Current and future community size

The size of your team and the scope of responsibilities will vary considerably based on your organisation's size and structure. In a large, global organisation, social media responsibilities may sit across many teams and paid social advertising may be a separate team. Consumer organisations may have a lean team and outsource the paid social advertising. Start-up social teams, on the other hand, could be responsible for other areas of the business as well. With that said, here are some considerations for your business: Start by dedicating one full-time head count for social marketing management. This person will spend their time mostly on community management, social messaging, content creation, best practices and planning. Hire a full-time employee dedicated to creating and managing all content. Add a member to your digital advertising team who is dedicated to driving effectiveness and hitting your goals with paid social advertising.

However you choose to structure your team, it's important that you cover the following responsibilities:

1. Map to higher-level company goals
2. Define social media marketing objectives
3. Optimise social channels
4. Create a content strategy
5. Plan social campaigns
6. Segment your social customer relationship management (CRM)
7. Run social analytics

According to a Marketo online survey, 50% of respondents named content marketing as a top skill critical to their success. For content marketing to work for you even further, make sure that while your social media team does the heavy lifting, strong employee advocates on each channel still help strengthen your brand presence. You may encounter comments or questions that can best be addressed by your own employees, so it's a good idea to have a social representative from each team, this includes sales, product marketing, support, customer success among others. Employees from these departments should be able to engage in these conversations. These individuals will represent your company and bring their unique expertise and experiences to the table.

Your social media technology stack

Simply knowing how many shares you received on Twitter, LinkedIn, Facebook and Instagram isn't enough. You need to know who shared your content, whom they shared your content with and exactly what they shared. Social applications offer more insight into all your social activities giving you an insight on who your top followers are, what content they share and what their networks look like. By analysing your social sharing metrics, you can test different campaigns, content and social media platforms against each other to determine what works and what doesn't.

Many of these solutions are great, but the key to choosing one or more is understanding what your marketing team and organisation are trying to accomplish as a whole. Building your tech stack is an important decision so carefully evaluate how each new tool and its capabilities will sync with your current systems, especially your foundational systems of record, such as your CRM. Document your data flow, rules and data hygiene processes. Understand APIs (application programming interfaces) and what solutions are truly out-of-the box. Understand where you are and where you're going. You need to know what the current state of your business is and where you plan to go. Most businesses are trying to grow so make sure you consider this as you evaluate new solutions. It's critical to think about tools that will grow with you. You should also understand your business needs versus wants. Identify solutions to integrate into your tech stack. After you identify your core components and define your road map, evaluate new solutions that align with your strategy. Make sure these solutions can integrate with your core platforms because social media management platforms, such as Hootsuite, allow you to schedule and publish posts across different social media platforms and analyze your social campaigns. Through an integration with your marketing automation platform, you can gain context into your buyers' real-time interactions with your brand across all channels.

CHAPTER 1:

LESSON 3: TARGET AUDIENCE



What is a target audience?

Target audience refers to the specific group of consumers most likely to want your product or service, and therefore, the group of people who should see your ad campaigns. Target audience may be dictated by age, gender, income, location, interests or a myriad of other factors. Target audience centres around a specific group of people who generally share an interest.



(Source: <https://t2informatik.de/en/smartpedia/target-audience/>)

How to identify a target audience:

To determine your target audience, you must spend time analysing the data you receive from consumer engagements, evaluating current buyers and purchase trends and optimising as new information is revealed.

The following steps should help you realise your target audience:

1. Analyse your customer base. The best ways to determine who your target audience is is to look at who your current customer. How old are they, where do they live, what are their interests? You can learn this information through social engagement or through distributing customer surveys.

2. Carry out market research and industry trends to determine holes that your product can fill.
3. Analyse your competitors to see who their customers are and how they reach their customers. Are they using online or offline channels? Are they focusing on the decision maker or the supporter?
4. Create personas because it is a great way to drill down into the specific segments that make up your target audience. This is especially helpful if you have a product that appeals to a wide swath of consumers. Personas allow you to determine the general demographics, personalities and needs of your target consumers.
5. Define who isn't your target audience. This is also very helpful because there will certainly be consumers who are close to your target demographic, but are not necessarily your target audience. Is your demographic women, or women between the ages of 20 and 40? Knowing this will keep you from devoting ad funds to segments that will not yield returns.
6. Use Google Analytics because it offers extensive data about the users who visit your site. You can leverage this information to determine key insights such as what channels your target audience is coming from or what type of content they're engaging and connecting with the most, allowing you to make more data-driven decisions.

The generations found on social media:

1. Generation Z (14-18 year olds)
2. Millennials (19-35 year olds)
3. Generation X (36-55 year olds)
4. Baby Boomers (56 year olds+)

More than 80% of every generation listed above uses social media at least once per day, making social media part of their daily routine. Reasons for using social media and time spent on different platforms varies from generation to generation. Most of the Millennials and Gen Z generations use social media multiple times a day but where Millennials use many different platforms, Gen Z stick to some platforms but not others. Gen Z uses 2-3 platforms daily and these are YouTube, Instagram and TikTok. Millennials and Gen X, on the other hand, use 5-6 platforms weekly and these are Facebook, YouTube, Instagram, Twitter and Pinterest.

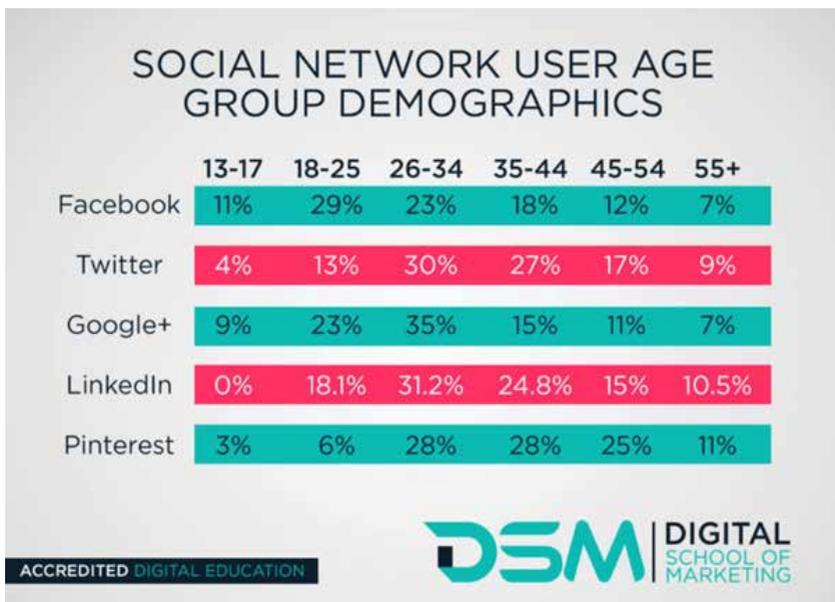
Millennials grew side by side with numerous social networks. It is therefore no surprise that they have an account on each and every one of these platforms. Gen Z is somewhat picky of the social media platforms they decide to create accounts for.

Most marketers are aware that different generations have different habits when it comes to social media. Social media marketing agencies have to make sure they are up with new trends and recently invented content forms as every generation grows and changes their interests over time and can transfer from one platform to the other.

The following is true about each generation:

- **Generation Z:** wants brands to be transparent and demand responsive customer service
- **Millennials:** value authenticity, use mobile devices for social media
- **Generation X:** tech savvy, thoroughly research products, the product must be visible online (SEO, reviews, social media)
- **Baby Boomers:** they are ready to spend money online, most spend about 11 hours online before making a purchase, they expect top-notch customer service

Below is the Social Network User Age Group Demographics:



(Source: <https://digitalschoolofmarketing.co.za/social-media-marketing-blog/how-to-market-to-various-generations-on-social-media/>)

What is a buyer's persona?

A buyer's persona is a description of your company's ideal customer. It should guide most of your business activities from product development, to the channels as well as the marketing messages you use to promote your brand.



(Source: <https://www.socialpilot.co/social-media-terms/buyer-persona>)

What are the elements of a buyer's persona?

When creating your buyer's persona, you'll include demographic information, psychographic information, identifying information and barriers to purchase information. Based on your industry, the type of customer, and need that you're addressing, you may include different details within each element.

Demographic information:

- Age
- Gender
- Income
- Location
- Education level
- Professional information—industry, job title, company size etc

Psychographic information:

- Personal background such as hobbies and interests
 - Values and goals like beliefs, desire for achievements, aspirations
- Challenges, pain points or problems that the customer needs help fix



(Source: <https://sopro.io/resources/blog/the-difference-between-ideal-customer-profiles-and-buyer-personas/>)

The Buyer's Journey:



(Source: [https://aira.net/blog/what-is-the-buyers-journey/#:~:text=Buyer's%20journey%20definition&text=%E2%80%9CThe%20buyer's%20journey%20is%20the,a%20new%20product%20or%20serv-ice.%E2%80%9D](https://aira.net/blog/what-is-the-buyers-journey/#:~:text=Buyer's%20journey%20definition&text=%E2%80%9CThe%20buyer's%20journey%20is%20the,a%20new%20product%20or%20service.%E2%80%9D))

CHAPTER 1:

LESSON 4: SOCIAL MEDIA STRATEGY



What is a social media strategy?

A social media strategy is an outline of the content that your business will post, your social media team's responsibilities as well as the social media channels you will use to promote your business. A social media strategy includes social media goals that complement your business's overall digital marketing strategy.

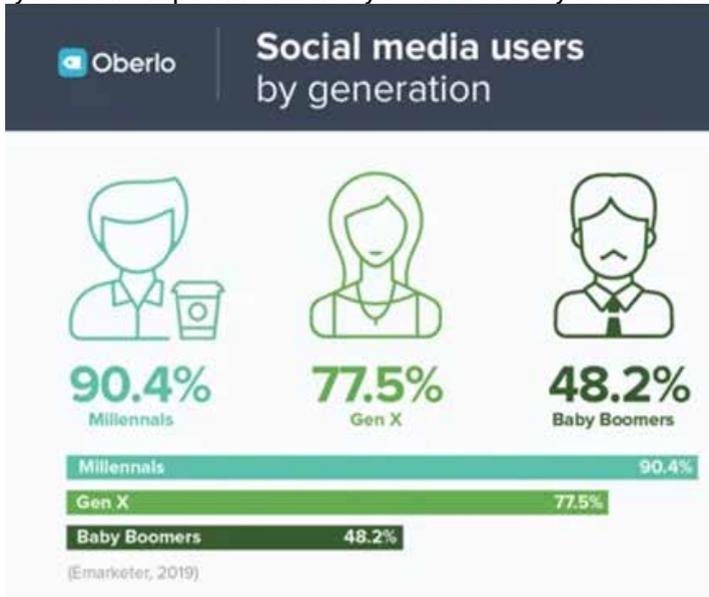


(Source: <https://pavilion.dinfos.edu/Article/Article/3057419/a-guide-to-building-a-social-media-strategy/>)

Steps to creating a successful social media strategy:

1. Identify your goals- every marketing strategy begins with a list of goals. What do you intend to acquire from your social media marketing campaign?
 - You may want to increase brand awareness in order to promote an image that highlights the value of your brand.
 - Expand your audience base in order to grow your business. You can begin by digging into conversations that are tangent to your business or industry.
 - Build a community with mere visitors and loyal fans alike, as these are all followers of your brand.
 - Create compelling valuable content to connect your brand with your customers.

- Increase traffic because whether you aim to generate more leads or more sales, you need people to come to your social media account. Implement tactics to get their attention.
2. Know your target audience. You can do this through good research, learning everything about your potential customers and creating good buyer's personas. Social media analytics tools available are here to provide you the in-depth information you need about your followers.



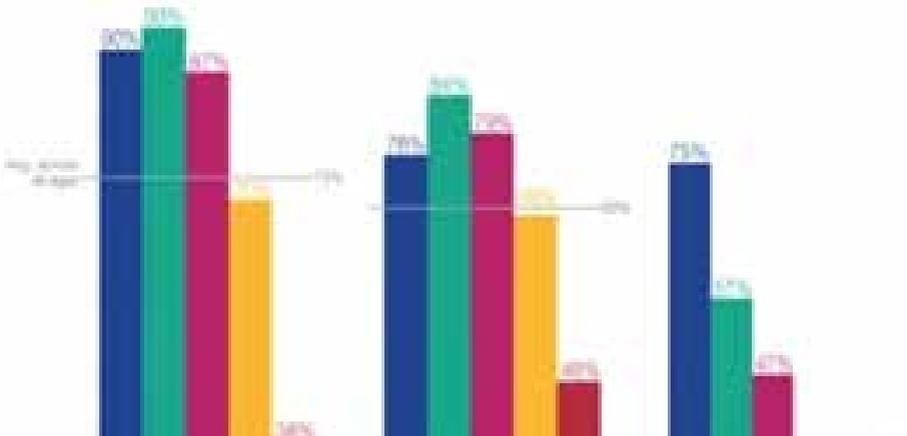
(Source: <https://www.oberlo.com/blog/social-media-marketing-statistics>)

3. Choose the right channels to influence your audience. Refine your strategies and ads to make them more effective for your audience. The goal is not to be on every platform - the goal is to be on the channels where your target audience is, so you can connect with them on the channels that are most beneficial to them.

Also, consider the characteristics of the following:

Use of social media platforms by age group in the United States

The chart of adults in the United States who say they ever use the following online platforms or apps. This is shown by age group.



(Source: <https://ourworldindata.org/rise-of-social-media>)

- LinkedIn has a well-educated professional audience, making it ideal for industry-specific content.
- Facebook and YouTube are great for ads and brand promotion as they have a broad general user base.
- Women are more present on Pinterest.
- Instagram and Snapchat are favourites among the younger generation, primarily because of the bold, eye-catching content.

Select a social network that aligns with your consumer base depending on your brand and product. That way, you can spend your time and efforts on the right channels. While it may seem smart to maintain multiple active social media accounts, you need to identify the ones that are the most suitable for your customers. Knowing the differences between various platforms can help you budget your ad spend and time. For example, an e-commerce platform for clothing may be more successful on platforms such as Facebook and Instagram instead of LinkedIn. In the same breath a cosmetics brand may find Snapchat and Instagram Stories ideal for makeup tutorials, while X would be more suitable for customer service issues.

CHAPTER 1:

LESSON 5: OPTIMISING SOCIAL MEDIA PLATFORMS



What is social media optimisation (SMO)?

Social media optimisation is the process of using social media as a medium to scale your business's online presence. This challenges the idea that creating profiles on all social media mediums is enough for a robust digital presence.

SMO helps you build your marketing plan strategically to connect with your target audience on a deeper level. A well-thought-out social media optimisation strategy can help you strengthen your brand, generate stronger leads, get more visibility in the digital world as well as connect with your audience.



(Source: <https://www.socialchamp.io/blog/social-media-optimization-strategy/>)

The importance of social media optimisation

According to a report by HubSpot, 21% of consumers will unfollow a brand on social media due to repetitive content while 19% of consumers will unfollow due to frequent posting. Other reasons consumers unfollow include clutter and lack of engagement on posts.



The 10 social media optimisation techniques:

1. Strategy Optimisation:

A lack of an effective social media strategy is one of the top reasons brands might fall behind in the social media world.

Around 28% of businesses feel that not having a strong strategy is the main reason stopping them from turning into a social enterprise. To turn into a social enterprise, you need a social media optimisation strategy with a fixed goal and objectives. An ideal strategy will focus on growth and measurable results. When you have a strategy on paper, you will stand out and make necessary improvements.

2. Keyword Research:

Keyword research is one of the most important things you require for search engine optimisation. Keyword research is all about finding the words and phrases that will help you rank on search engines. When you know what your target market is searching for, you can create content based on those results which can be checked with a keyword popularity tool.

Keyword research will also enable you to identify industry-relevant hashtags to use within the content. Here's an example, let's say you run a store that deals in organic food products. People searching for #OrganicWholeFoods or other such hashtags are more likely to be your customers than others. This means you can use #OrganicWholeFoods as a keyword.

3. Profile Optimisation:

One of the essential things for search engine optimisation is optimising your social media profiles. Creating a profile might seem like an easy task, but it is one of the most common areas where businesses fall short on their social media optimisation strategy.

Consider your company's page the central pillar of your strategy. If it is not concrete, your entire social media optimisation strategy will fall apart.

Here are a few pointers to help you create a winning profile:

- **Display picture:** A user checks out the image before moving on to the name. Ensure that your profile picture has the company's logo to build brand identity and start company recognition at the earliest.
- **Username:** Usernames should be consistent across all social profiles so the user finds your brand's profile easily.
- **A good biography:** State clearly what your company does and integrate your focus keywords into the text. Redirect users to your business's website and include a CTA link.

As soon as your social media optimisation strategy is in place, dedicate a chunk of your time to set up profiles. Below are Neil Patel's social media profiles for inspiration.





(Source: <https://www.socialchamp.io/blog/social-media-optimization-strategy/>)

4. Use Existent Influences:

It is challenging to make a place in the digital market, especially if you are just starting. Even if you have an incredible social media marketing strategy, it might take a whole lot of effort.

This is where you should consider taking help from some industry influencers and asking them to help you optimise your social profiles. Choose niche-specific influencers and bloggers to get reviews and mentions and ensure that your brand voice is heard.

5. Content Optimisation:

You can't succeed in social media marketing if you have subpar content on your website. There are two main types of content that you put on social media, there is original content and curated content.

- Original content is the content that your team produces
- Curated content is the content that you take from other resources.

In an ideal social media optimisation world, you need a mix of the two. When you mix the two, original content could be the infographics, texts, reports and pictures while the curated content could be the voice used. For example, the Pandora Valentine's campaign below uses Pandora's #VoicesOfPandora as curated content and then uses original graphic content around the idea to make the campaign a success.



(Source: <https://www.socialchamp.io/blog/social-media-optimization-strategy/>)

6. Concrete Posting Schedule:

A posting schedule has a significant effect on the engagement the posts receive. The optimal time is different for different audiences. Track down the times at which you get the maximum reach and post on those timings. Apart from this, you should also focus on how frequently you post. According to research by Constant Contact, below is how frequently you can post on each platform per day or week:

- Facebook: 3-10 posts per week
- Twitter: 5+ posts per day
- LinkedIn: 2-5 posts per week
- Pinterest: 5-10 posts per day

7. Social Media Analytics:

Tracking your Social Media Optimisation is essential as you get to see how well your strategy is working. You can use Google Analytics to track the URLs using Bit.ly. You also need to keep an eye on the social media metrics to keep up with the engagement on all posts. All social media platforms have different metrics to track engagement, engagement includes likes, shares, retweets, comments, etc. Social Champ enables you to track all platform-centric metrics using easy-to-read graphs and charts.



(Source: <https://www.socialchamp.io/blog/social-media-optimization-strategy/>)

8. Test Headlines:

No social media post is random. A lot goes behind a viral tweet or a highly shared Facebook post. You need an optimal design with a catchy headline and an engaging crisp caption to get there.

Your headlines should be stunning enough to capture attention instantly. Make sure to use a variety of headlines so it does not get repetitive. Use a fresh one for each post or set a few that you recycle. You can do this for multiple social media platforms so that you don't post the same thing a thousand times in a row.

Here are some examples of a catchy yet straightforward headline:



 **Wendy's** @Wendys · Feb 12
Creating a food empire off of insulting people to stay relevant? Real original, Gordon. #NationalRoastDay



 **Gordon Ramsay** @GordonRamsay · Feb 12
Replying to @Wendys



104 1.6K 192K

 **Social Champ** @SocialChamp - Feb 18
Introducing #Instagram direct posting on Social Champ!
Share single-image posts directly with a few clicks and never rely on push notifications again.
Happy Insta-posting, Champ!

Read More
socialchamp.io/blog/schedule-... #SocialAndManagement



(Source: <https://www.socialchamp.io/blog/social-media-optimization-strategy/>)

9. Relevant Hashtags

The right hashtags are as crucial as the content itself especially when it comes to social media optimisation techniques. All social media platform have their hashtag integrations in some form or the other. Hashtags make the content so much better and increase visibility as they make the content easy to track and categorise. And let's face it, they are quite fun to use.



(Source: <https://www.socialchamp.io/blog/social-media-optimization-strategy/>)

10. Engaging Visuals And Text

Too much text and no visuals will kill your social media profile fast. To avoid this, strengthen your brand's image on social media by creating useful content that other channels would be willing to share. This is content that consists of both images and text. Examples of this highly engaging content are memes, tutorials, videos and infographics among others. Ensuring that your content is visually appealing will provide one of the best social media optimisation techniques.

Here are a few techniques that will help make your content appealing: Include free user-generated content in your work and share it on your page.

- Use just the right amount of hashtags to increase engagement under your posts.
- Create live streams for the highest levels of engagement.





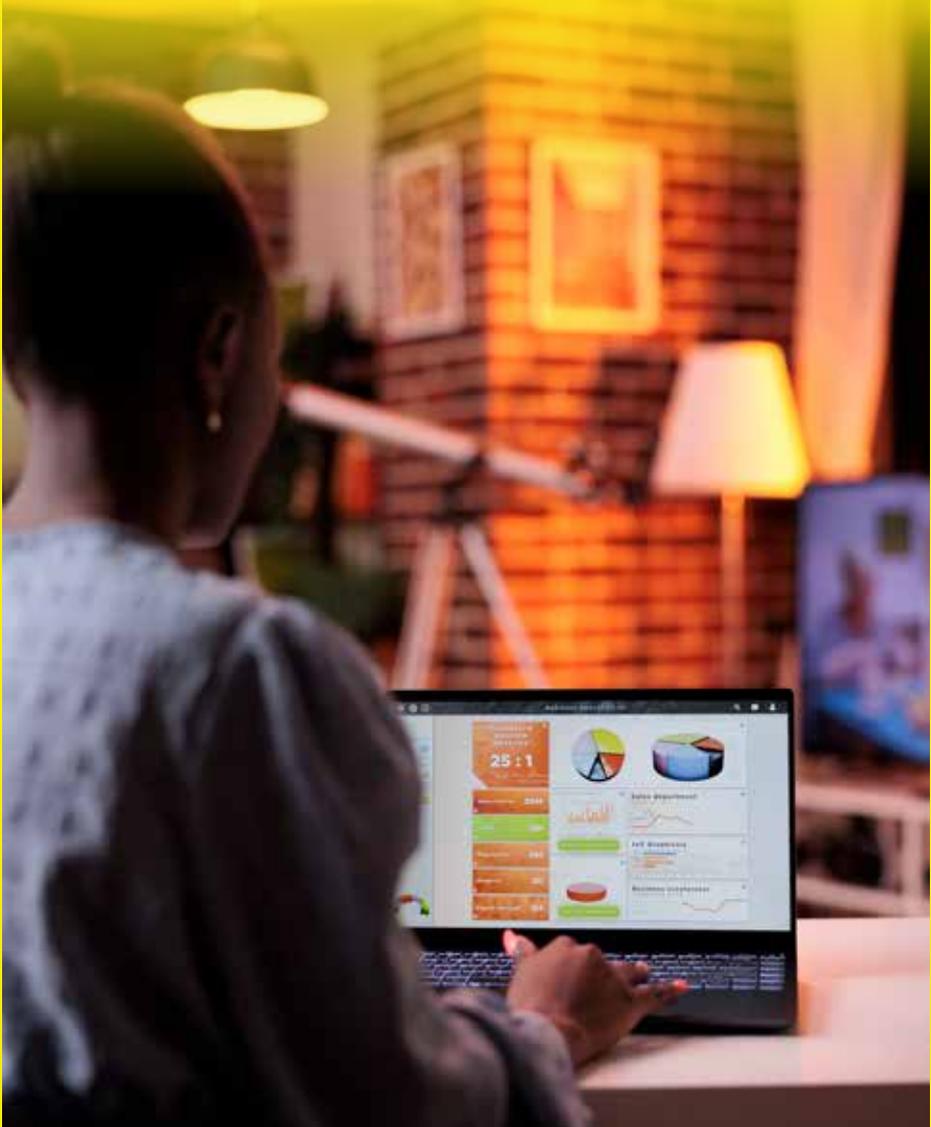
(Source: <https://www.socialchamp.io/blog/social-media-optimization-strategy/>)



(Source: <https://www.socialchamp.io/blog/social-media-optimization-strategy/>)

CHAPTER 1:

LESSON 6: INTRODUCTION TO SOCIAL ANALYTICS & REPORTING



What is social analytics?

Social analytics is the monitoring, analysing, measuring and interpreting of digital interactions and relationships of people, topics, ideas and content. These are interactions that occur in the workplace and external-facing communities. Social analytics include sentiment analysis, natural-language processing and social networking analysis which consists of influencer identification, profiling and scoring. Further, social analytics include advanced techniques such as text analysis, predictive modelling and recommendations as well as automated identification and classification of subject/topic, people or content.

(Source: <https://www.gartner.com/en/information-technology/glossary/social-analytics#:~:text=Social%20analytics%20is%20monitoring%2C%20analyzing,workplace%20and%20external%2Dfacing%20communities.>)



(Source: <https://financesonline.com/social-media-analytics-guide/>)

Why do we need social media analytics?

We need social media analytics because it provides the foundation of PR and communication strategies. With the right tools, the social media data becomes even more powerful. There are plenty of social media analytics cases that show just how valuable this data can be.

Why is Social Media Analytics Important?



Helps target influencers who can best affect the purchase decisions of customers



It helps businesses to better understand their customers



Helps identify potential customer service issues before they inflict damage to the brand's reputation



Social data can help you create better content

 Quantzig

(Source: <https://www.businesswire.com/news/home/20200807005239/en/Harnessing-Social-Media-Data-To-Boost-Brand-Loyalty-For-a-German-Auto-Manufacturer-%E2%80%93-A-Social-Media-Analytics-Success-Story>)

Different ways social media analytics is useful:

1. It Tailors Your Content:

Social media analytics lets you track which types of content resonate best with your target audience. It tells you what works for what demographic and what doesn't work for which demographic. It can also let you in on your audience's preferences and behaviour and you can use this data to tailor your content. This data can also help you with scheduling and promoting your posts to boost engagement and increase ROI.

2. Respond to Trends:

Anything can happen in the fast-paced, ever-changing landscape of social media. PR and communication professionals need to be able to quickly respond to comments, posts, emerging hashtags, feedback and overall trends, especially the negative ones. Social media data analysis allows you to monitor your brand health across social networks, fine-tune your messaging as well as manage crises quickly and efficiently.

3. Improve Your Products or Services:

Social media analytics helps you improve your products or services

through customers' responses to your posts, customers' posts on their own social media platforms as well as the reviews on your social media sites to get a clearer picture of how your products are being received. That analysis can provide insights to help you improve your existing products or services and create new ones that consumers will value.

4. Understand Your Competitors:

Social media data analysis doesn't just apply to your own brand. You can use the same tools to analyse your competitors' social media activities such as what they post as well as how customers respond to these posts. Both negative and positive customer reactions can help you improve your own strategy or even uncover a new market you could target.

5. Optimise Your Results:

While PR and communication professionals often focus on managing brand reputation and brand awareness, connecting those efforts back to business priorities is the goal. Social media analytics can provide detailed insights, reporting and attribution metrics that you can take to the C-suite with confidence.

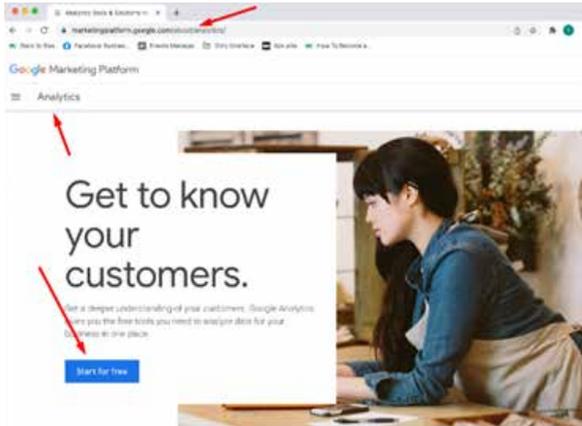
Google Analytics:

What is Google Analytics & how does it work?

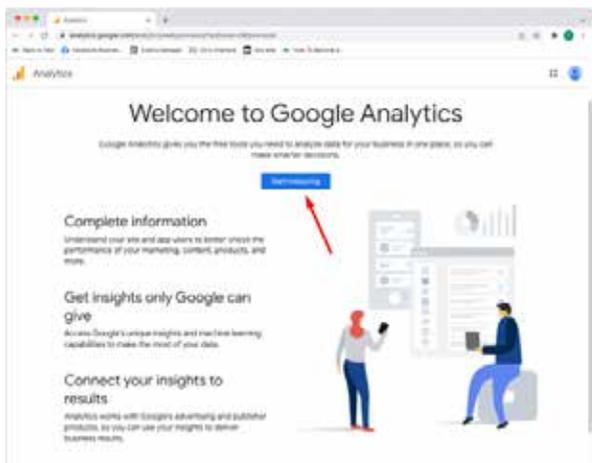
Google Analytics is the go-to platform for millions of website and application owners seeking to gain a deeper understanding of their website and app performance. It is used to gain insights on website performance, marketing campaigns as well as basic analytical tools for search engine optimisation and marketing purposes.

Step-by-step guide on how to sign up for Google Analytics:

Step 1: You will go to <https://marketingplatform.google.com/about/analytics> then you will go to Analytics (create an account or sign into analytics). You will then click the 'Start for Free' button.



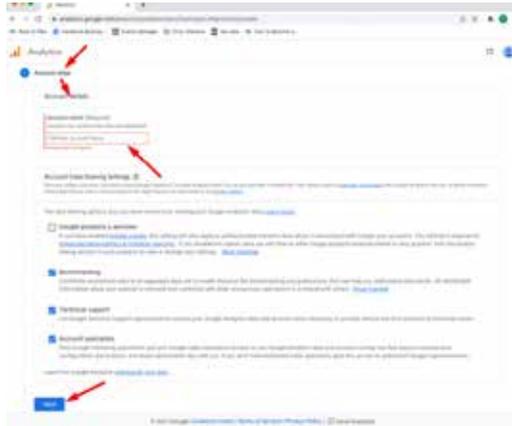
Step 2: You will then enter the 'Welcome' page. Click on the 'Start measuring' button to proceed.



Step 3: This step is strictly the account setup.

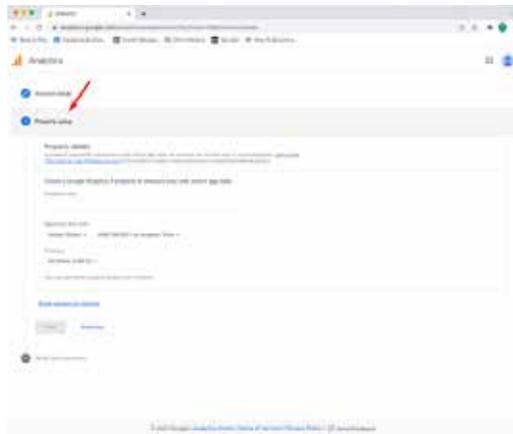
1. Enter your account name.
2. Decide on what data you want to share.
3. You will then click the 'Next' button.

Note that one account can have more than one tracking ID, this means you can use the same account to track more than one website.



Step 4: Property setup

Property setup covers property which is the service that you measure. You will firstly enter a property name, then enter your time zone, then you will enter the currency that you use followed by the “Next” button.



Step 5: Adding business information

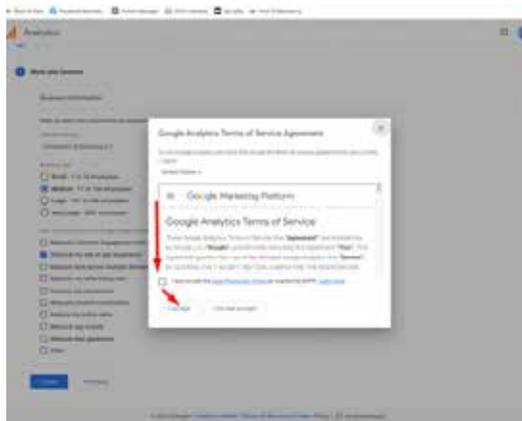
This part is the kind of information Google Analytics uses to tailor your experience.

1. Select your industry category
2. Select business size
3. Tick the boxes for how you are planning to use Google Analytics
4. Click the “Create” button to proceed



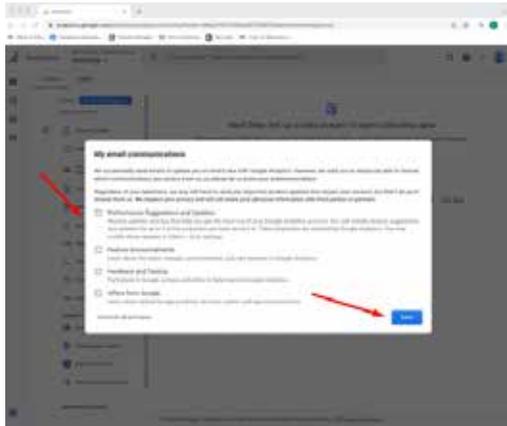
Step 6: Terms of service agreement

In this section, you read and understand the terms of service. You will tick the GDPR box and then click the "I accept" button if you agree.

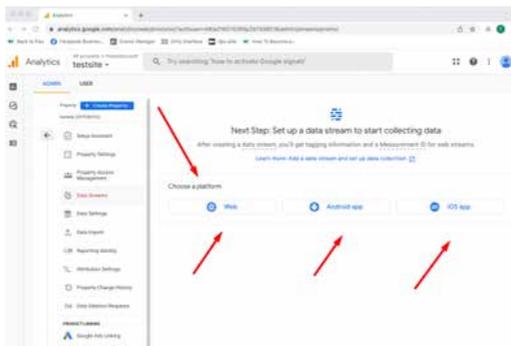


Step 7: Email subscriptions

For this step you will tick or uncheck the boxes. You will then click the "Save" button to continue.



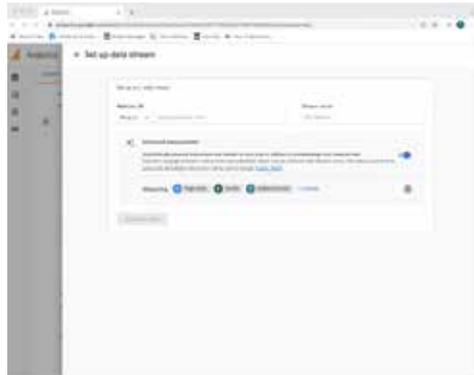
Step 8: This step is the select platform. Here you choose the platform by “clicking” the relevant platform from the options web, Android app or iOS. You then continue.



Step 9: Data stream setup

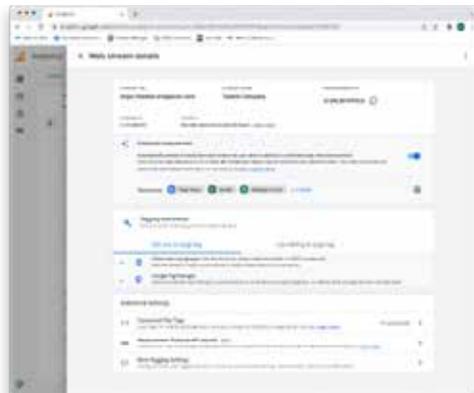
In this step, you enter the data stream details such as:

1. The URL (Uniform Resource Locator) to your site.
2. The name that you want to give to the stream.
3. Decide if you will enable enhanced measurement or not.
4. Click on the “Create stream” button to continue.



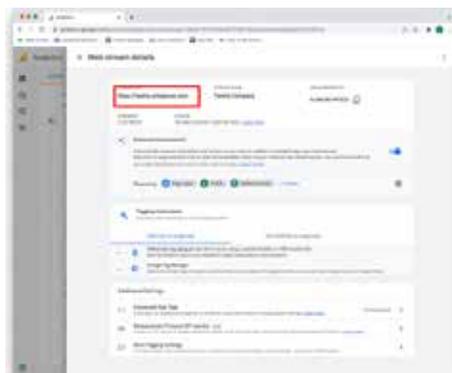
Step 10: Web stream overview.

Here you can see a detailed overview of the web stream.



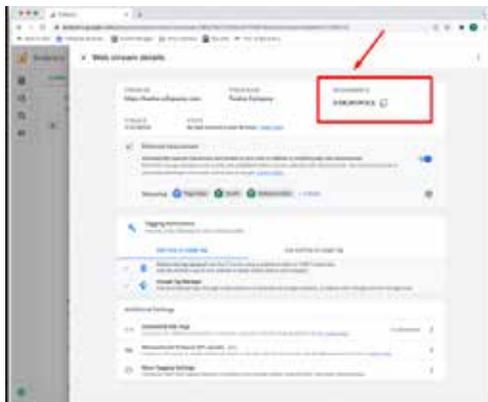
Here are the key takeaways from this overview:

1. You need to stream the URL (Uniform Resource Locator)



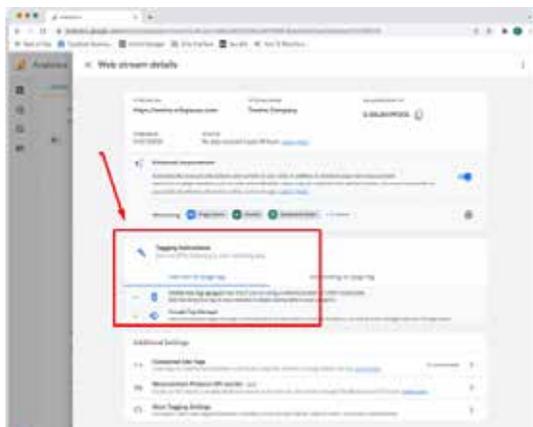
2. Measurement ID

This measurement ID is basically the identifier for your data stream. It usually has a format of G-XXXXXXXXXXXX



Tagging instructions

Decide to use Global site tag (gtag.js) or Tag manager. This tutorial will use the Global site tag. Installing the Global site tag is the easiest and quickest way of getting it up and running.



Step 11. Global site tag (gtag.js)

Click the "Global site tag (gtag.js) row." In this step, you can see the snippet of the code. The code snippet is a script to allow for Google to measure data on your site.

Why does data improve social media marketing?

According to LinkedIn, data improves social media marketing because it provides valuable insights into customer behaviour, market trends and campaign performance enabling you to make informed decisions and optimise your marketing strategy for better results. This helps foster a data-centric culture emphasising the importance of data-driven decisions.

Detail about social media metrics:

What are "social media metrics"?

Social media metrics serve as vital data points used to evaluate and measure your content's performance and online activities. These metrics encompass various aspects such as reach, likes, shares and comments on your content, offering you a detailed overview of audience interactions. Different platforms supply a wealth of information on how audiences discover and engage with your content, allowing for a better understanding of user behaviour. Prioritising key metrics can help you gain insights into your strengths and areas of improvement, thereby allowing you to make adjustments that can positively impact your brand's online presence.

(Source: <https://fourthwall.com/blog/why-you-should-track-your-contents-social-media-metrics#:~:text=Behind%20every%20successful%20social%20media,effectiveness%20of%20your%20marketing%20efforts.>)

More detail and information about social media metrics:

1. Engagement:

Engagement rates are calculated based on the level of interaction your target audience has with your content, encompassing actions such as comments, likes and shares. To boost engagement, you should focus on creating content that resonates with your viewers. This encourages meaningful interactions and establishes a responsive community. Remember, the higher the engagement rate, the more active your audience is with your content.

2. Reach:

Reach measures the number of unique users who see your content. While impressions indicate total views, reach specifically counts the distinct individuals who come across your content. To expand your social media reach, experiment with posting at various times throughout the day. Employ relevant hashtags that not only relate to your content but are guaranteed to drive traffic to your post for a wider reach.

3. Impressions:

Similar to reach, impressions signify the number of times a post is viewed. While reach assesses your audience, impressions emphasise the repetition of exposure, recognising that repeated views on a post often leads to increased engagement. To leverage this metric effectively, use it as a benchmark to measure your content's success. Consider using paid promotions to help increase your views and experiment with different content formats to see what resonates best with your audience.

4. Click-Through Rate (CTR):

This metric indicates the percentage of people who click on a link in your post, helping evaluate the effectiveness of your call to action. This metric is very important for creators who are involved in affiliate marketing or those trying to sell a product or service. To improve your CTR, make sure you apply a clear and persuasive call-to-action. Consider using high-quality visuals to help increase your post's attention and avoid complex language in your captions and descriptions to ensure clarity. You can also calculate your CTR percentage by dividing the number of clicks your post has by the total number of impressions, multiplying that number by 100.

5. Conversion Rates:

Conversion rates measure the percentage of users who take a desired action after viewing your content. This metric is important for creators looking to measure the number of people purchasing their products or subscribing to their channel. Unlike CTR, which focuses on clicks, conversion rates centre on tangible outcomes, making it a key indicator of your brand's success on social media. To calculate this metric, divide the number of conversions by the total number of clicks. Remember, improving conversion rates can help you improve sales, enhance your brand's awareness as well as generate long-term customer loyalty.

6. Audience Growth:

Your audience growth rate analyses the impact of your social media campaigns by measuring the percentage increase in new followers within a specified time frame. Unlike a simple count of new followers, this metric considers the growth compared to the total number of viewers, making it a valuable indicator for both small and large audiences. A strong audience growth rate not only signifies that your brand's presence is expanding but suggests your content's popularity and shareability with users.

7. ROI (Return on Investment):

Return on Investment (ROI) is a financial metric that measures the profitability and efficiency of your posts. This helps assess the performance of your content by analysing the outcomes achieved, such as increased views or sales. In relation, an ROI also measures the costs associated with producing or promoting your content, analysing the impact of your overall investment. ROI is a critical tool for decision-making, allowing individuals and brands the opportunity to refine their strategies and allocate their resources more efficiently.

Tracking ROI down the marketing funnel

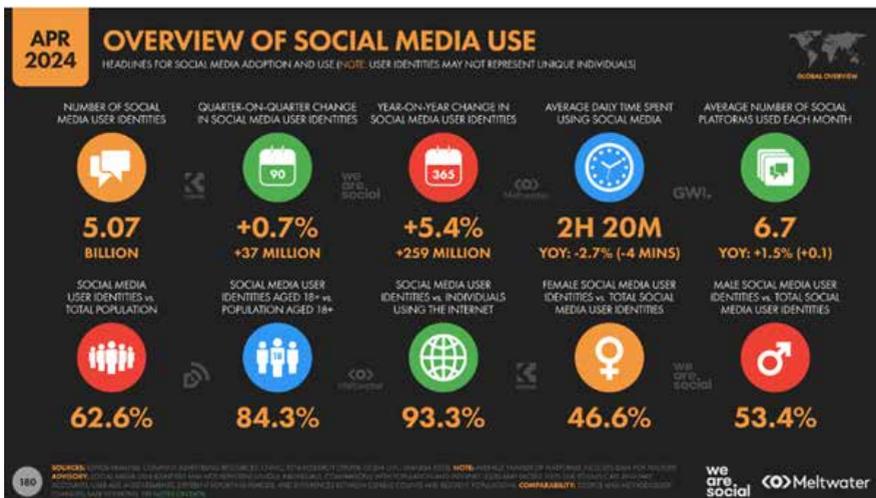
Metrics that link social media marketing to ROI at different stages of the funnel.



(Source: <https://improvado.io/blog/social-media-roi>)

8. Audience Demographics:

Understanding your audience's age, gender, location and interests can help tailor your content to their preferences. By aligning your content with the audience's needs and interests, you can attract new followers and increase your platform's engagement. Most social media platforms already offer some type of analytics or insights tool that allows you to see your followers' demographics. To help track this, implement online surveys or ask your followers for feedback. This will provide you with specific insights into who your audience is and why they are attracted to your content.



(Source: <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>)

9. Video Views:

Measuring video views is a valuable metric for YouTubers and TikTok users as it provides insights into their video performance. These views indicate how many people watched or engaged with a video and this is a fundamental metric for understanding the immediate impact of your videos as well as their potential to capture the audience's attention.

10. Sentiment Analysis:

Sentiment Analysis involves understanding the emotional tone, attitude or opinion expressed in user-generated content. This analysis employs natural language processing, a technique used to assess how people feel about your content through comments, mentions and shares. By measuring the emotional responses of your audience, you can evaluate the impact of your content more comprehensively and enhance brand loyalty.

(Source: <https://fourthwall.com/blog/why-you-should-track-your-contents-social-media-metrics#:~:text=Behind%20every%20successful%20social%20media,effectiveness%20of%20your%20marketing%20efforts/>)



(Source: <https://www.wordstream.com/social-media-marketing>)

Analytics (Facebook Insights, Instagram Insights & LinkedIn Analytics)

What are social media analytics?

Social media analysis is the process of studying a brand's performance across different social media platforms. Analysing multiple social media metrics allows you to see actionable insights that will assist in improving your social media strategy.

Why is social media analytics important in digital marketing?

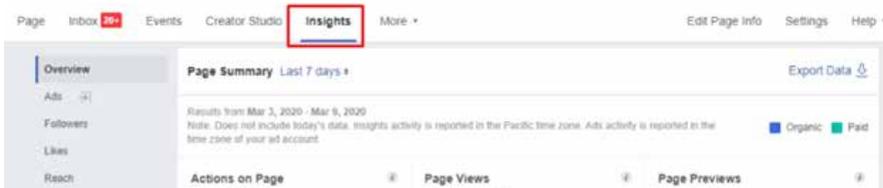
Social media data analytics provide the marketing team with insights into content performance and strategies to improve your standing on social media. Data-driven marketing is critical and social media analytics give you a leg up when it comes to ideating campaigns and publishing posts.

Step-by-step guide on how to conduct a social media analysis:

1. Facebook Insights:

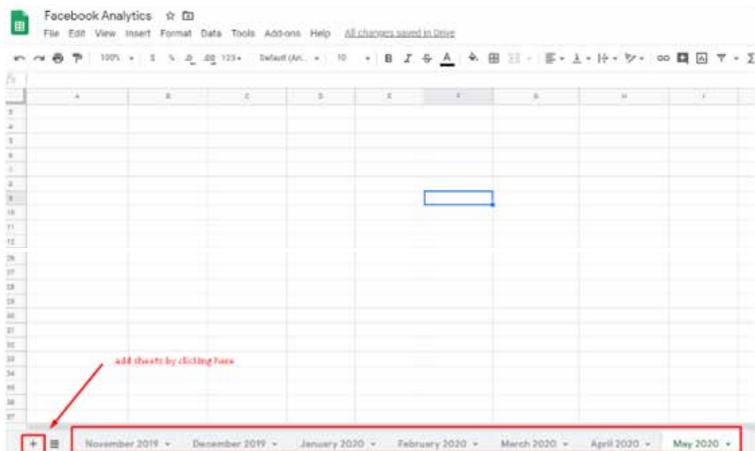
Step 1: Create a spreadsheet of what social media platforms you are most active on and which ones you are going to assess.

Step 2: Pull out reports from all social media platforms. Most social media platforms have their own analytics built in. For example Facebook has Facebook Insights which provides metrics such as actions on the page, page views and page previews.



(<https://www.webfx.com/blog/social-media/social-media-analysis/>)

Step 3: This steps covers the input of data on the spreadsheet for each social media platform. Each report means monthly tabs in the spreadsheet. In the picture provided below is the spreadsheet for Facebook analytics over time and the sheet is labelled for each month. To create new sheets, simply click the “plus” button in the far bottom left corner, then the new sheets will appear as tabs at the bottom.



(<https://www.webfx.com/blog/social-media/social-media-analysis/>)

Thereafter, create columns that correspond with the most important metrics. These categories all came directly from Facebook Insights.

Step 4: After filling in spreadsheets for each month leading up to the present month, it's time to look at the available data and make sense of it. This is a look at how to analyze social media data.



(<https://www.webfx.com/blog/social-media/social-media-analysis/>)

Step 5: In this step, you need to determine which metrics might decrease, you do this by giving each of your platforms a score for every month. For example, if you start with Facebook, you will look at data from every month available on record. Here you will see which metrics hold steady, which metrics typically decrease and which metrics haven't increased for the duration of your campaign.

2. Instagram Insights:

What are Instagram insights?

Instagram Insights is a feature that allows Instagram Business Account users to see analytics related to their profile and posts. From this data, they are able to identify what their audience likes and engages with the most. This helps improve their strategy for future posts as well as their approach to their profile as a whole. Instagram Insights allows you to get access to important user engagement data for your Instagram business profile in order to understand your audience.

Step 1: Firstly, you open your profile on the Instagram app and then you click on your profile picture on the bottom right-hand corner of your IG feed. From here you will be able to convert your Instagram profile to a business account directly from Instagram.

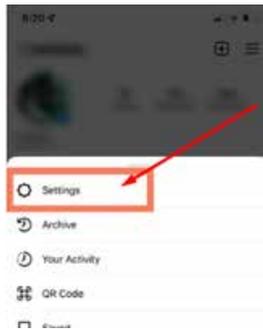


(<https://blog.hubspot.com/marketing/how-to-use-instagram-insights#:~:text=To%20see%20post%20insights%20on,%2C%20live%20videos%2C%20and%20more.>)

Step 2: In this step, we will then go to the Settings page. On your Instagram profile, click the hamburger sign on the top-right corner.

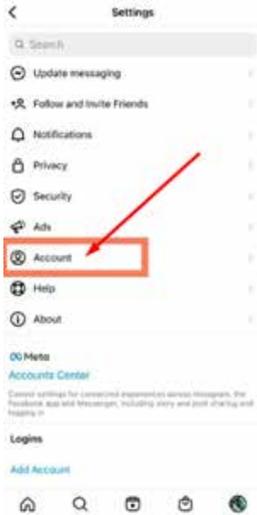


(<https://blog.hubspot.com/marketing/how-to-use-instagram-insights#:~:text=To%20see%20post%20insights%20on,%2C%20live%20videos%2C%20and%20more.>)



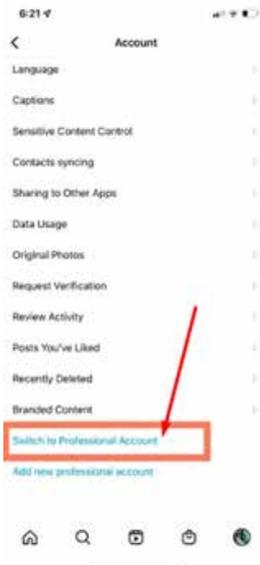
You will then click on settings.

Step 3: You will then click on "account". A menu will then pop up and you will click onto the account.



(<https://blog.hubspot.com/marketing/how-to-use-instagram-insights#:~:text=To%20see%20post%20insights%20on,%2C%20live%20videos%2C%20and%20more.>)

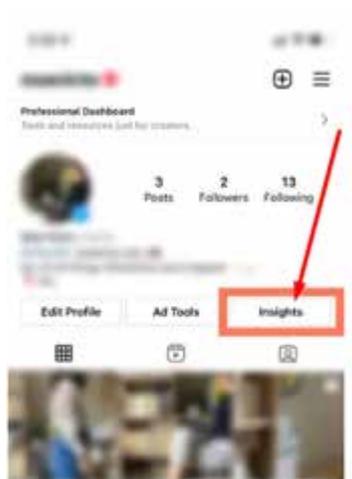
Step 4: You will then click on 'switch to professional account' and this will provide you access to Insights even if you're not a business.



Step 5: Choose your category and click “Done”.



After you have completed all these steps, go back to your IG profile and click on the insights tab to conduct your analysis report.



Instagram insights:

1. You can view data relating to days, weeks and even the last 90 days. Instagram sets your insights to the last 7 days and you can change the

time period you wish to view by clicking on “last 7 days” on the top left-hand corner of your Instagram account and then adjusting it to the time period you want.

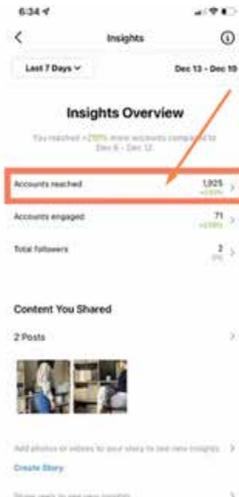


<https://blog.hubspot.com/marketing/how-to-use-instagram-insights#:~:text=To%20see%20post%20insights%20on,%2C%20live%20videos%2C%20and%20more.>

2. If you get confused regarding anything, click on the (i) information icon.



- Under accounts reached you can see the number of unique users who have seen your content as it relates to posts, stories, reels, videos, live videos and promoted ads.



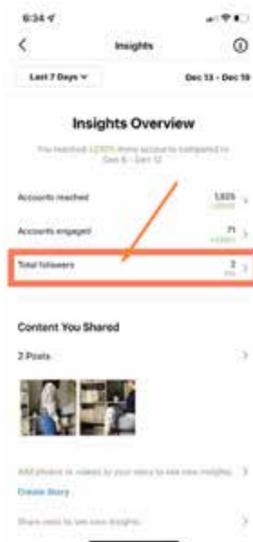
(<https://blog.hubspot.com/marketing/how-to-use-instagram-insights#:~:text=To%20see%20post%20insights%20on,%2C%20live%20videos%2C%20and%20more.>)

- Under accounts engaged you can see the number of users you've reached and who have interacted with your content. Interactions can include likes, saves, comments, shares and replies.



(<https://blog.hubspot.com/marketing/how-to-use-instagram-insights#:~:text=To%20see%20post%20insights%20on,%2C%20live%20videos%2C%20and%20more.>)

5. Total followers refers to the number of people who follow you.



(<https://blog.hubspot.com/marketing/how-to-use-instagram-insights#:~:text=To%20see%20post%20insights%20on,%2C%20live%20videos%2C%20and%20more.>)

6. This section gives you the overall number of posts, stories, reels, videos, live videos and promotions that you've shared in the time period you've selected.



(<https://blog.hubspot.com/marketing/how-to-use-instagram-insights#:~:text=To%20see%20post%20insights%20on,%2C%20live%20videos%2C%20and%20more.>)

7. Under accounts reached is specific information about the users who have seen your content and interacted with your profile. You can also see how many unique users have come across your content. Your reached audience will be broken down by follower status, gender, age, countries and cities.]



(<https://blog.hubspot.com/marketing/how-to-use-instagram-insights#:~:text=To%20see%20post%20insights%20on,%2C%20live%20videos%2C%20and%20more.>)

8. The content reach section shows you which types of posts have reached more people. You'll first see a graph with the number of posts people who've seen your different forms of content and underneath will be your individual top-performing posts based on reach.



(<https://blog.hubspot.com/marketing/how-to-use-instagram-insights#:~:text=To%20see%20post%20insights%20on,%2C%20live%20videos%2C%20and%20more.>)

9. Accounts engaged refers to the number of users who interacted with your content beyond just watching it or scrolling past it.
 - Engaged Audience: The engaged audience section shows you how many unique users have come across and interacted with your content by means of liking, commenting, saving and sharing your content. Your engaged audience will be broken down by follower status, gender, age, countries and cities.
 - Accounts engaged refers to the number of users who interacted with your content beyond just watching it or scrolling past it.



(<https://blog.hubspot.com/marketing/how-to-use-instagram-insights#:~:text=To%20see%20post%20insights%20on,%2C%20live%20videos%2C%20and%20more.>)

10. The content interactions section shows you the total number of times people have liked, commented, saved, shared or replied to your content. It then breaks down this number on a per-post basis.



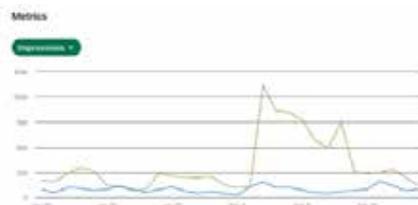
3. LinkedIn Analytics:

Here is how to access your LinkedIn analytics business page. You must be a page admin or have access to track analytics.

- Log in to LinkedIn.
- Open the company page and go to your LinkedIn admin view.
- Click on Analytics on the left side of your screen.
- Once in the Analytics tab, you'll see detailed insights organised by Content, Visitors, Followers, Leads, Competitors and Employee Advocacy.



(<https://sproutsocial.com/insights/linkedin-analytics/>)



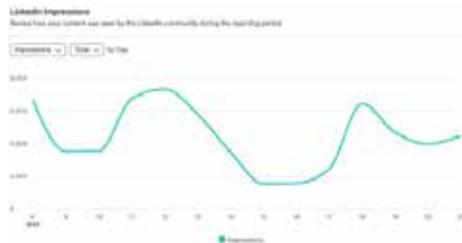
(<https://sproutsocial.com/insights/linkedin-analytics/>)

Detail about social media metrics

Important metrics to track on LinkedIn:

- Visitor metrics – page views, unique visitors, visitor demographics.
- Follower metrics
- Engagement metrics

Visitor metrics: LinkedIn visitor analytics help you learn about the people viewing your LinkedIn company page. These people are not necessarily followers or customers but they've shown some level of interest in your LinkedIn presence.



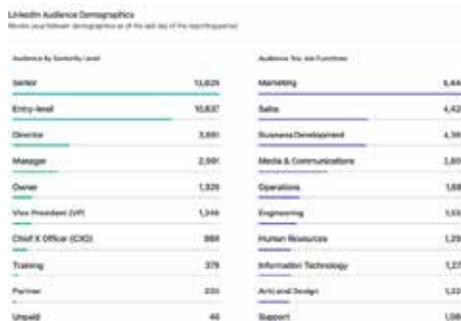
(<https://sproutsocial.com/insights/linkedin-analytics/>)

Impression Metrics	Totals	% Change
Impressions	62,083	↗ 2%
Average Daily Impressions per Page	4,434.50	↗ 2%

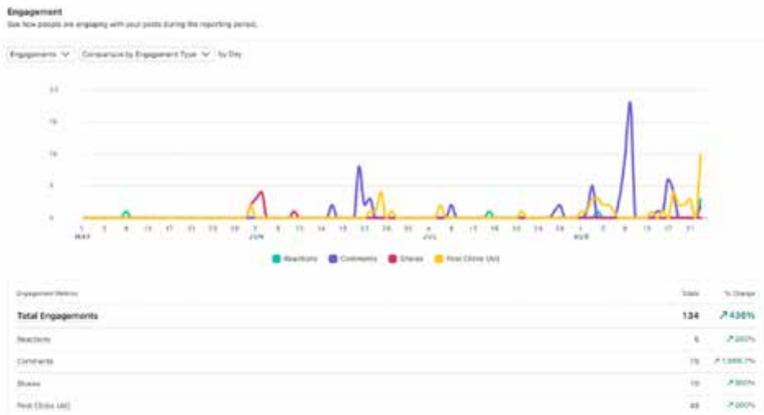
Follower metrics: Followers are the people who have subscribed to your company page and follow your content content. In a way, they make up your brand's community on LinkedIn.

Understanding who your followers are and where they come from helps you create more engaging content.

(<https://sproutsocial.com/insights/linkedin-analytics/>)



Engagement metrics: Engagement metrics provide insights into your LinkedIn post analytics and campaign performance. These specifically help you understand if your target audience connects with your content and how they respond to it.



Conversion Tracking:

What is conversion tracking?

Conversion tracking is a tool that shows you what happens after a customer interacts with your ads - this includes whether they purchased a product, signed up for your newsletter, called your business or downloaded your app. Conversion tracking offers a better understanding of the campaign performance for future optimisation.

Step-by-step conversion tracking guide:

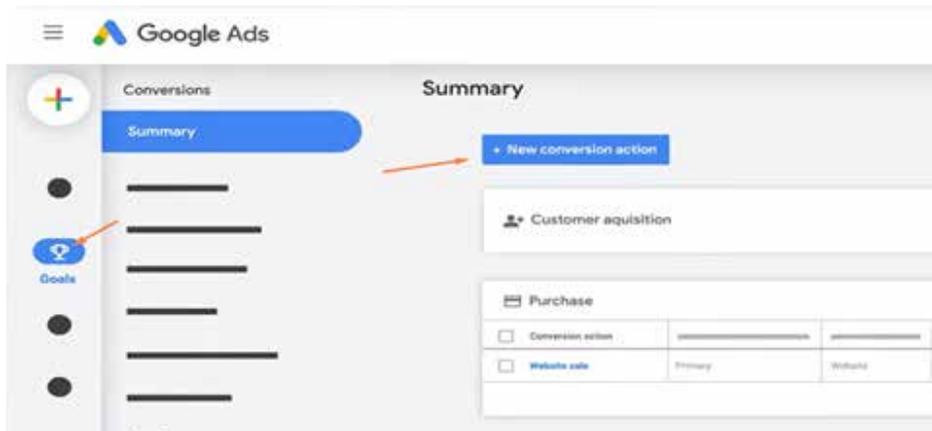


<https://support.google.com/google-ads/answer/12216424?hl=en>

There are 2 steps to set up conversion tracking onto your account:

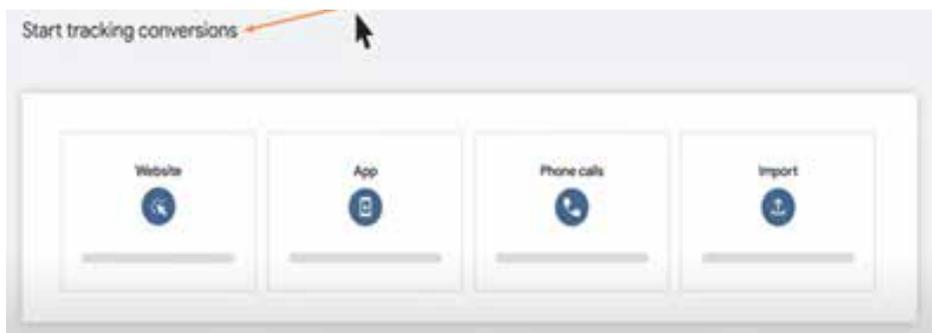
1. Create a conversion action into your account.
2. Install the Google tag onto your website.

Step 1: Click on “goals” then select “conversion” and then click on “New conversion action”.

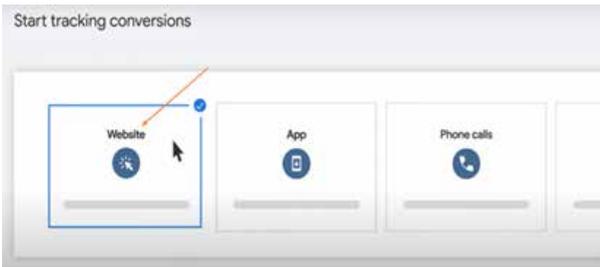


<https://support.google.com/google-ads/answer/12216424?hl=en>

Step 2: You can then decide what you would like to track including websites, applications, phone calls or the uploads of past conversions.



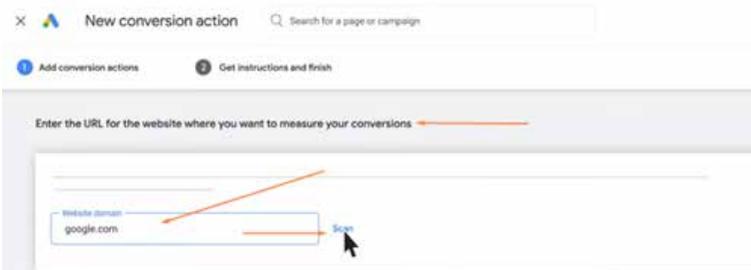
<https://support.google.com/google-ads/answer/12216424?hl=en>



<https://support.google.com/google-ads/answer/12216424?hl=en>

In this process, we have decided to go with 'website'.

Step 3: You will then enter the Uniform Resource Locator (URL) and then click on scan.



<https://support.google.com/google-ads/answer/12216424?hl=en>

Step 4: Add conversion action. You will see the option to create conversion actions using either URLs or code. In the pictures below, we have chosen to add conversion actions using URL.





(<https://support.google.com/google-ads/answer/12216424?hl=en>)



Step 5: This is an overview of your conversion goal and event details which will contain your URL.



Then you will scroll down and click 'save and continue'.

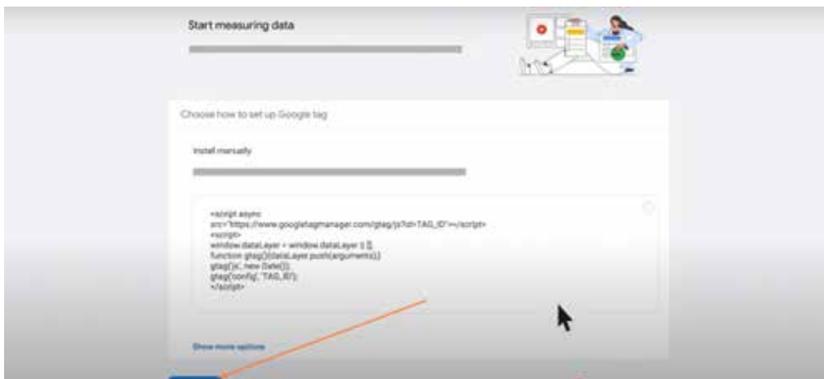


Step 6: You will then add the Google tag and click on 'set up'.



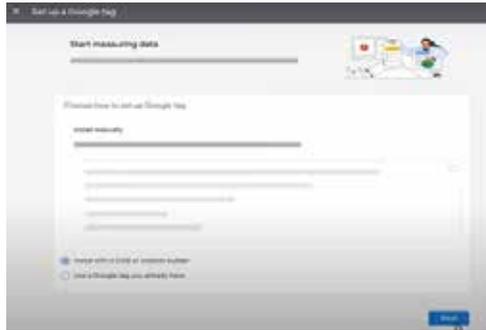
(<https://support.google.com/google-ads/answer/12216424?hl=en>)

Step 7: In this 'Start measuring data' section, you will see a snippet of code and click 'Confirm'.

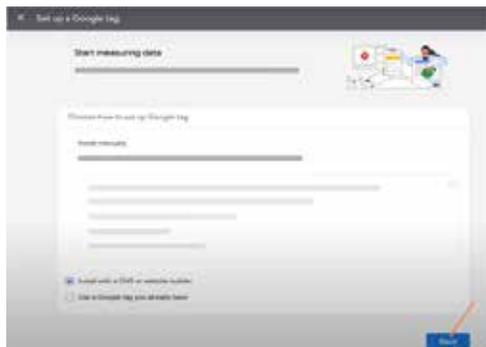


(<https://support.google.com/google-ads/answer/12216424?hl=en>)

Step 8: You will then see an action with the following options: to 'Install with a CMS (Central Management System) or website builder' or to 'Use a Google tag you already have'. Choose the former and click on 'Next'.

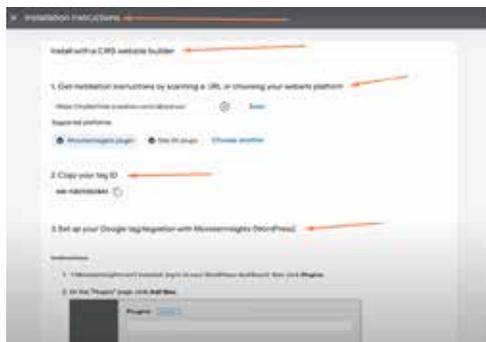


(<https://support.google.com/google-ads/answer/12216424?hl=en>)



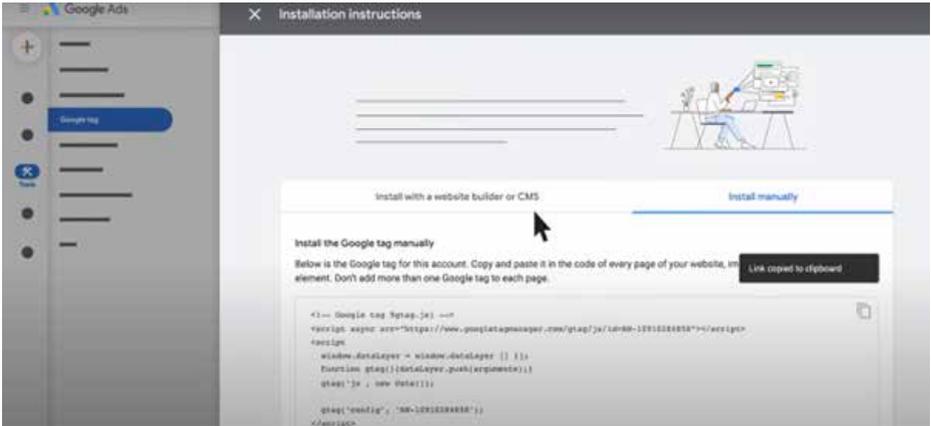
(<https://support.google.com/google-ads/answer/12216424?hl=en>)

Step 9: In this step are your installation instructions. To install with a CMS builder, follow the steps below:



(<https://support.google.com/google-ads/answer/12216424?hl=en>)

Step 10: To install the tag onto your website, follow the steps below:



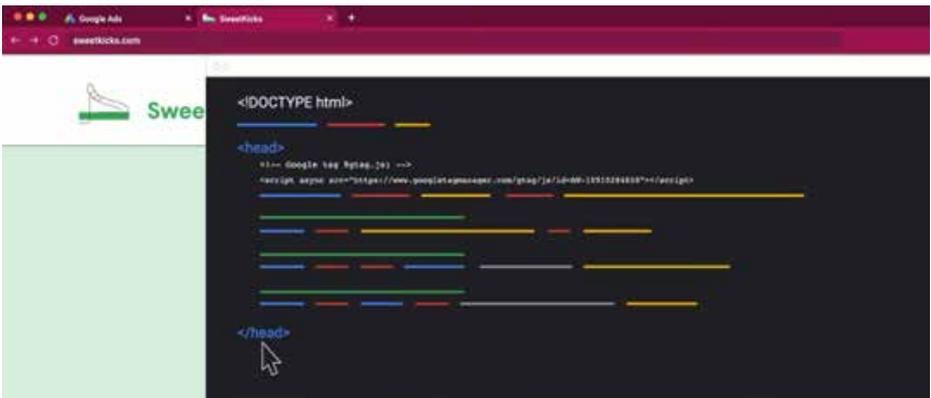
<https://support.google.com/google-ads/answer/12216424?hl=en>

Click on the website and copy the website's URL.



<https://support.google.com/google-ads/answer/12216424?hl=en>

Copy this snippet of code and paste it.



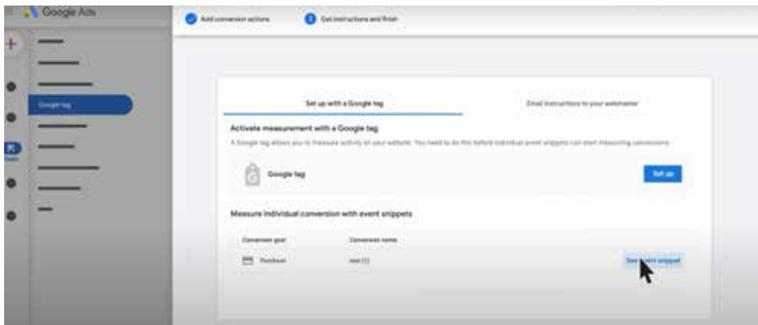
<https://support.google.com/google-ads/answer/12216424?hl=en>

Come back to your Google Ads and then click on "Done".



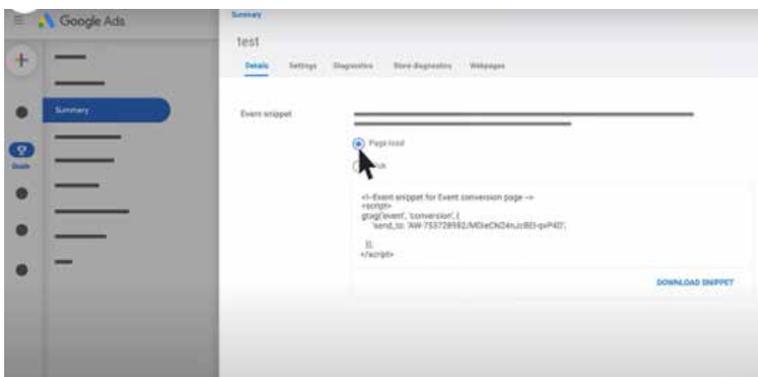
(<https://support.google.com/google-ads/answer/12216424?hl=en>)

Step 11: You will then see a conversion event snippet and click on it.



(<https://support.google.com/google-ads/answer/12216424?hl=en>)

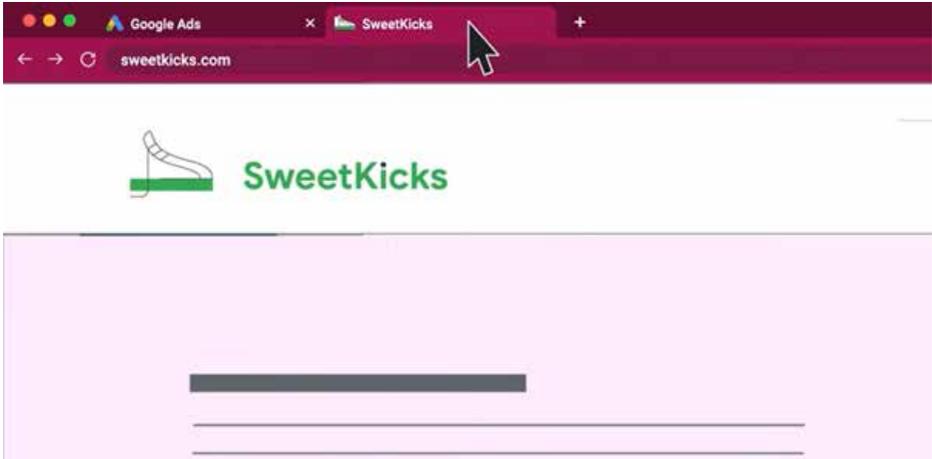
Step 12: Here there will be two options to either 'page load' or 'click', select 'page load' for website building.



(<https://support.google.com/google-ads/answer/12216424?hl=en>)

Copy the snippet of code and add it to the <head> tag.

```
<!--Event snippet for Event conversion page -->
<script>
gtag('event', 'conversion', {
  'send_to': 'AW-753728982/MDieCN24nJcBEI-qvP4D',
});
</script>
```

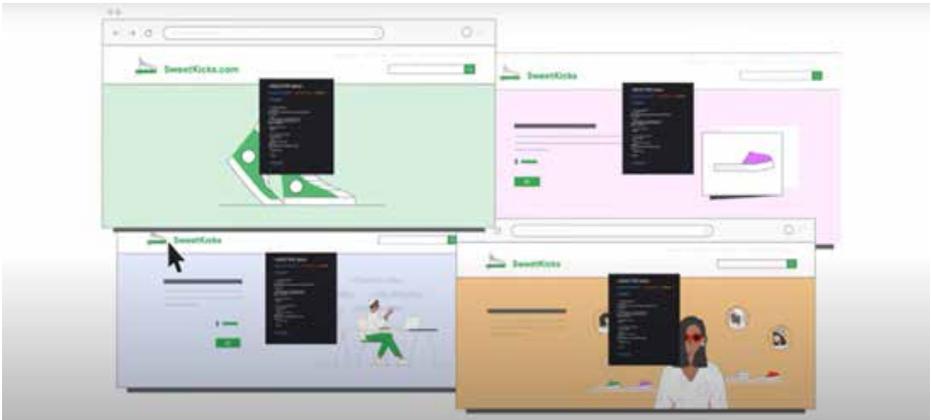


<https://support.google.com/google-ads/answer/12216424?hl=en>



<https://support.google.com/google-ads/answer/12216424?hl=en>

Add the snippets of code on every page you would like to track for your conversion.



<https://support.google.com/google-ads/answer/12216424?hl=en>

Go back to your Google Tag manager to verify your Google Tags.

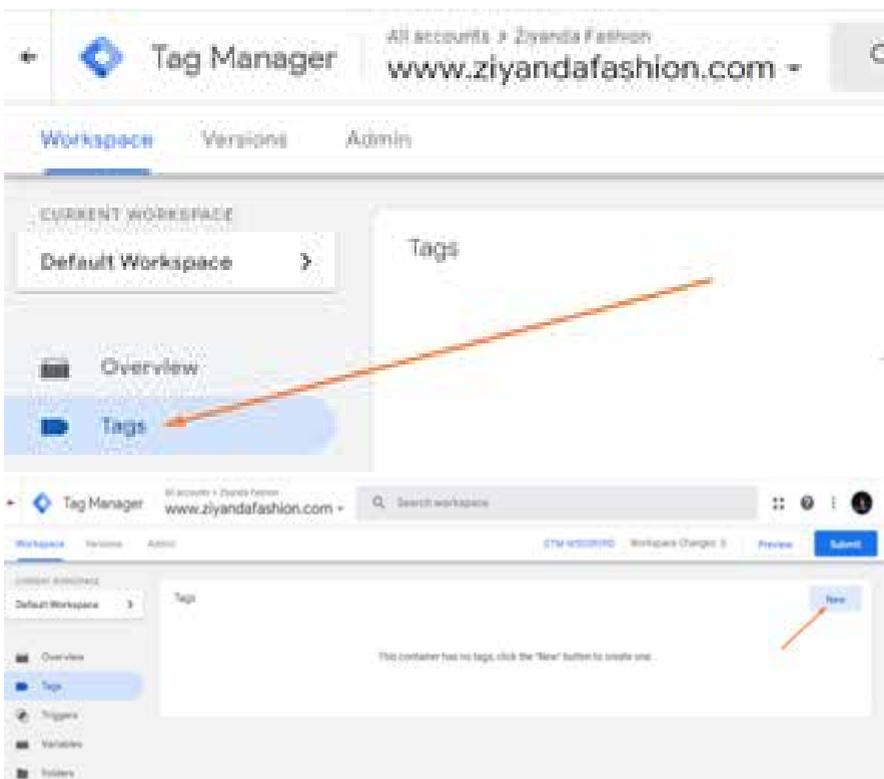
Pixels and integrating them with GTM (Google Tag Manager):

Here is how to add Facebook to your Google Tag Manager (Facebook Pixel):

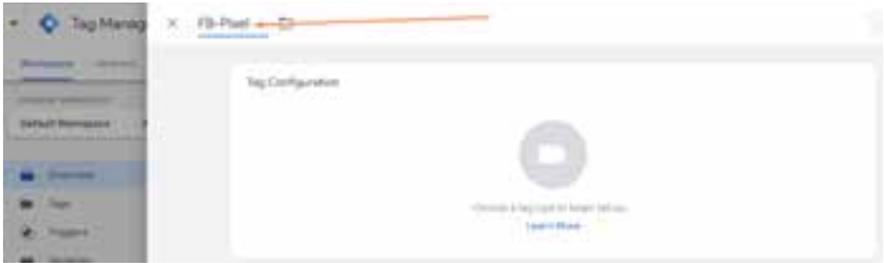
1. Log into your Google Tag Manager workspace by going to <http://tagmanager.google.com/>



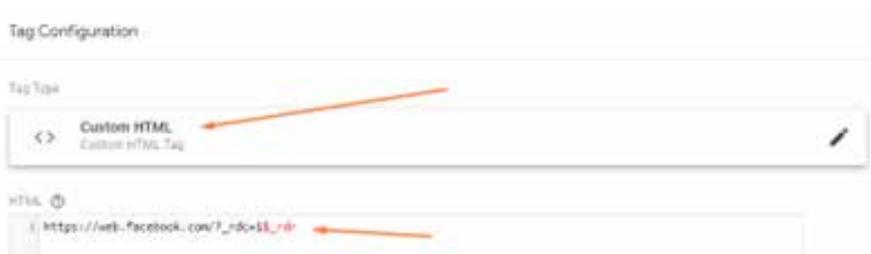
2. Click Tags on the left-hand side, then click New.



3. Give your tag a name, like 'FB – Pixel' as seen below.



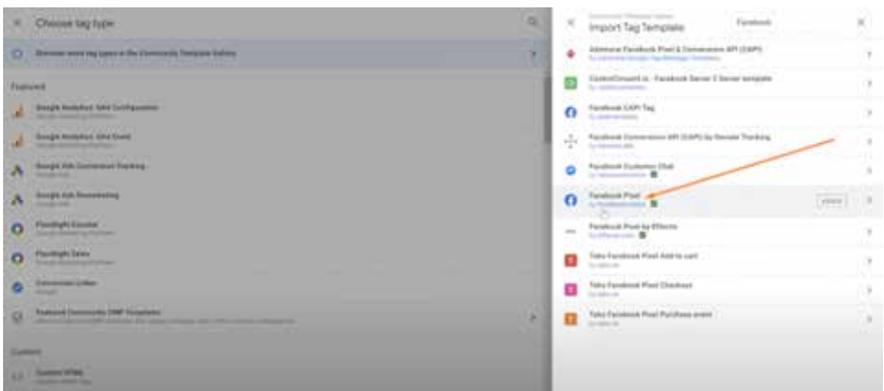
4. Under Tag Configuration, choose the 'Custom HTML' tag type.



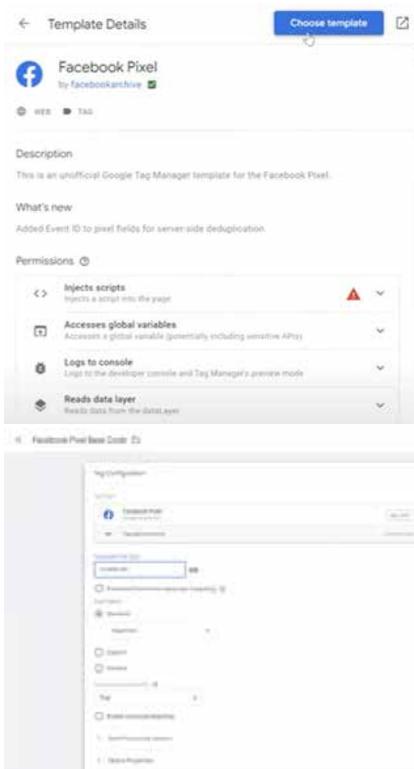
5. Paste your Facebook pixel code into the 'HTML' box.



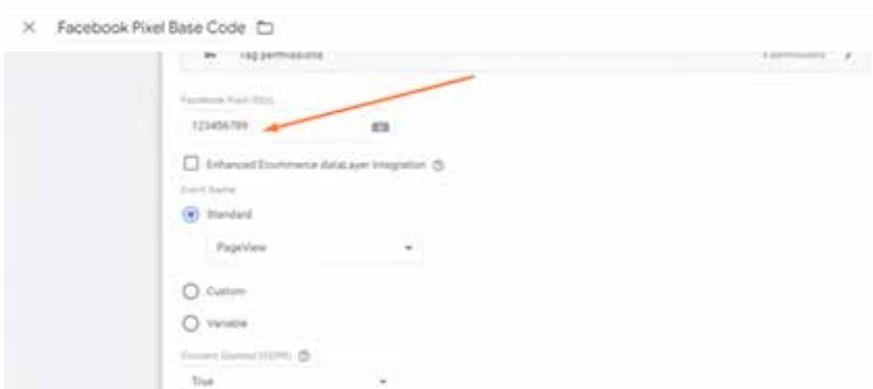
6. You can find your pixel code by going to the Facebook Event Manager.



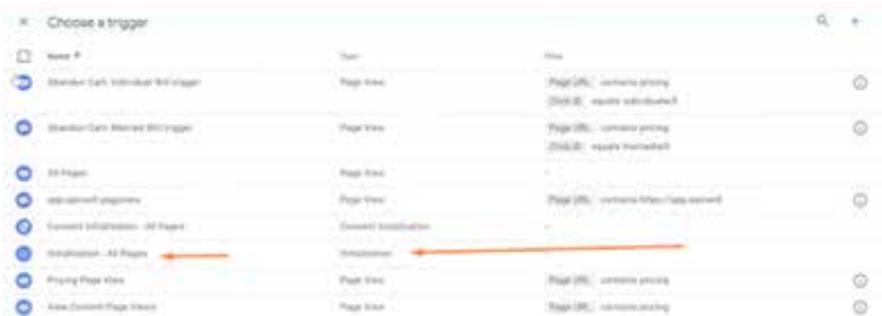
- Once you're in the right Ad Account, make sure you've selected the correct pixel or create a new one.



- Choose 'Install code manually'



- Copy the full pixel code including the script, non-script, and comments and Paste into the Custom HTML tag in GTM.
- Under Triggering, select the All-Pages trigger.



- Click the blue Save button in the top right corner.



CHAPTER 1:

LESSON 7: CONTENT CREATION



What is 'content creation'?

Content creation is the process of brainstorming and writing relevant content pieces and publishing them in different content forms such as blogs, infographics, white papers and eBooks. Content creation should educate your readers.

The right content can captivate and attract more visitors to your website. Once the site visitors learn more about your company through content on your website, they may be more interested in trying your product or service. Creating great content involves establishing your target audience, catering your content toward them and posting your content on outlets they frequently visit.



(Source: Indeed)

Types of content creation:

1. Blogs:

Blogging is one of the types of content creation utilised the most in well-established businesses. Blogging has been around as long as the internet has been around. It has evolved over the years, particularly when it comes to companies adopting blogs to engage audiences.



(Source: <https://cardsetter.com/content-creator-examples>)

2. Graphics:

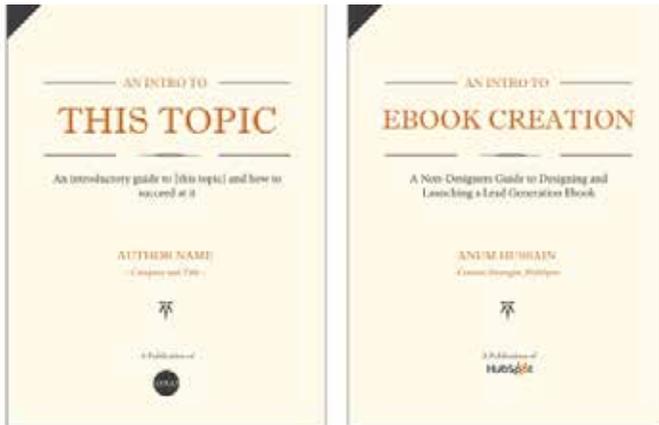
Original graphics are a great addition to blog posts and social media updates. Graphics may include videography, photographs, animated GIFs, memes, illustrations and screenshots.

3. Videos:

The benefits of using videos in your content creation are that they're easy to make and they're more interesting than pictures. Video content, such as how-to instructions, video tours, updates and product demos can increase traffic to your site and ultimately your sales.

4. eBooks (Electronic books – PDF)

eBooks are a type of electronic long-form content usually available as PDF downloads or in HTML format. This kind of content lets you share your knowledge and expertise on a certain subject. eBooks can help you get more leads, establish your authority, grow your email list and add to your existing content.



(Source: <https://blog.hubspot.com/marketing/how-to-create-an-ebook-free-templates>)

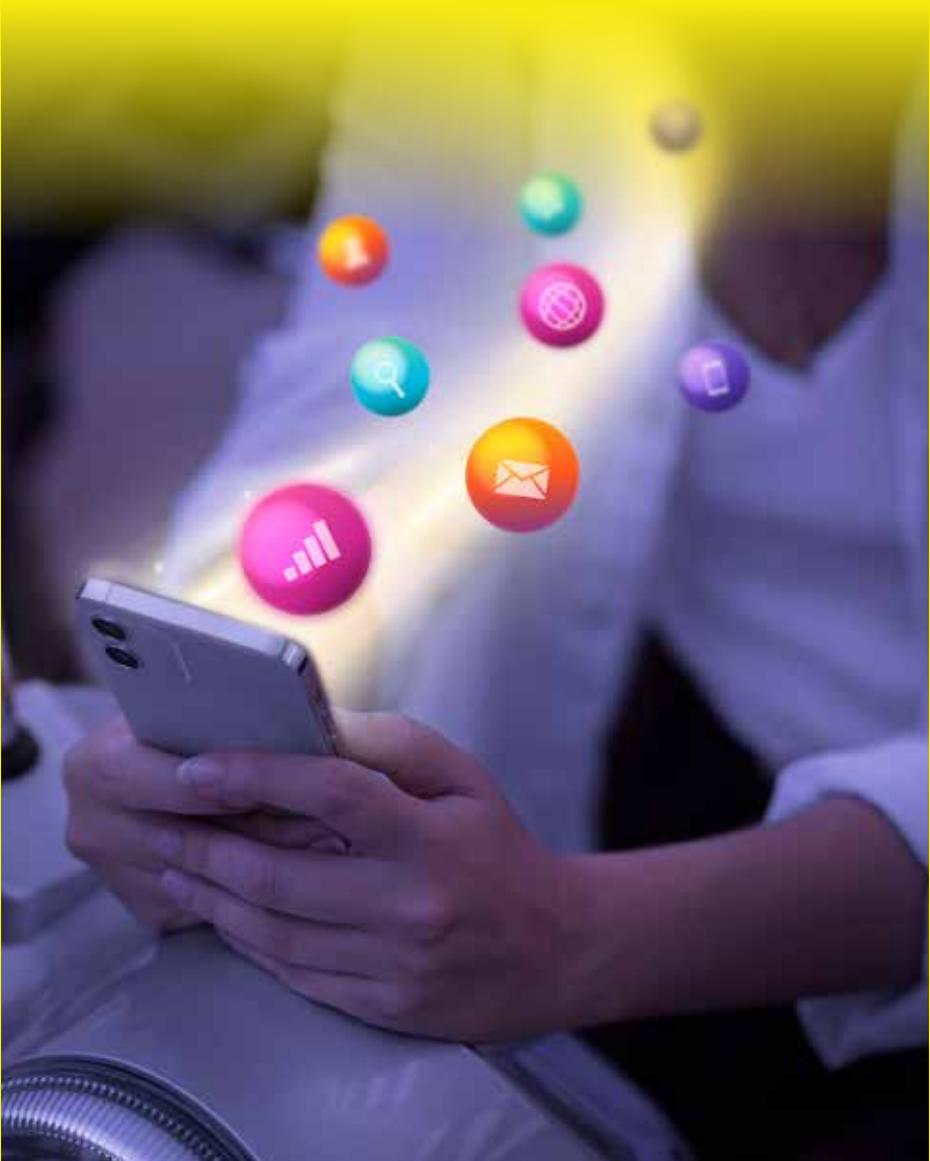
Content development process:



(Source: <https://www.constant-content.com/content-writing-service/2018/09/content-creation-process/>)

CHAPTER 1:

LESSON 8: INTRODUCTION TO SOCIAL MEDIA MANAGEMENT



What is social media management?



(Source: <https://www.pagetraffic.in/blog/what-is-social-media-management/>)

According to West Virginia University, social media management is the process of creating, scheduling, analysing and engaging with content posted on social media platforms.

(Source: Wikipedia)



(Source: <https://www.business2community.com/social-media-articles/social-media-management-5-steps-success-01980723/>) Photo: Connor Broke (LinkedIn) – Tech Expert

What social media management includes:

- Content Creation
- Scheduling and Posting
- Audience Engagement
- Social Listening
- Analytics and Monitoring
- Social Media Advertising
- Strategy Development

What social media management looks like in the day to day

In the day to day, social media management means someone needs to be responsible for overseeing and maintaining a company's social media presence across various platforms. This involves developing and implementing strategies that increase audience engagement, followers and improving overall brand awareness. Social media managers wear a lot of different hats. Their duties can range anywhere from content creation to customer service.

Skills required to be a social media manager.

1. **Good writing skills:** Whether you are drafting posts or crafting captions, good social media writing goes beyond solid grammar and spelling. You need copywriting skills to develop compelling writing that fits a brand's story and voice and engages its audience.
2. **Good editing:** Apart from polishing your copywriting, you'll likely need to review your team members' work and ensure it's grammatically correct and error-free.
3. **Understanding social media platforms:** You need to have a thorough understanding of several social media platforms, their strengths, weaknesses and user demographics, among other characteristics, in order to manage accounts successfully. Knowledge of the following platforms will likely be most important: Meta, Instagram, WhatsApp, Twitter, LinkedIn, YouTube and TikTok.
4. **A good eye for design:** A good social media manager needs to be prepared to communicate about images, infographics and videos to graphic designers, marketing managers and other marketing stakeholders. This includes envisioning a post and then articulating your choice's business or strategic reasons to your team.

5. Good analytical tools: Knowing what messages resonate with consumers requires research and an analytical eye. Knowing how to use analytics tools such as Microsoft Office and Google Analytics can be helpful.
6. Be flexible: Change is constant in the world of social media. New trending hashtags, algorithms and platform features often require social media managers to think on their feet and incorporate novelty into their work.
7. Good time management (timeliness): Staying on top of current affairs such as the news helps your content to be sensitive to the times and environment into which it is released. Being aware of the bigger online conversations can help you react accordingly and maintain your business's brand in public.

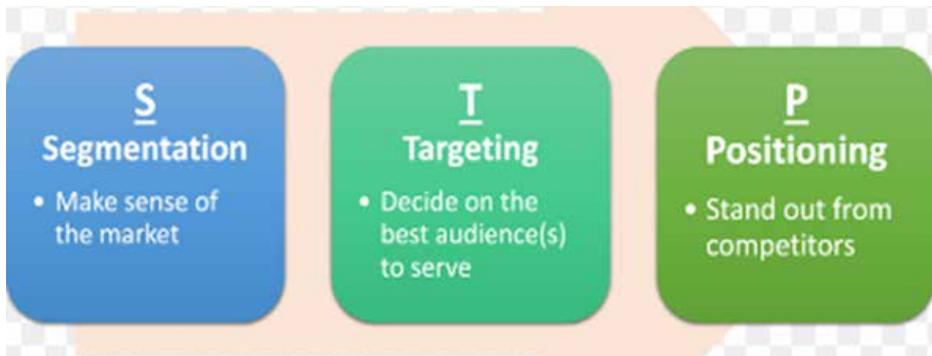
CHAPTER 2:

LESSON 1: TARGET AUDIENCE SEGMENTATION



What is target audience segmentation?

Audience segmentation is the division of your audience into multiple smaller specific audiences based on various factors. The goal of audience segmentation is to deliver a more targeted marketing message or to glean unique insights from analytics. It can be as broad as dividing a marketing campaign by location or as specific as separating audiences by their interests, hobbies and behaviour.



The five main types of audience segmentation

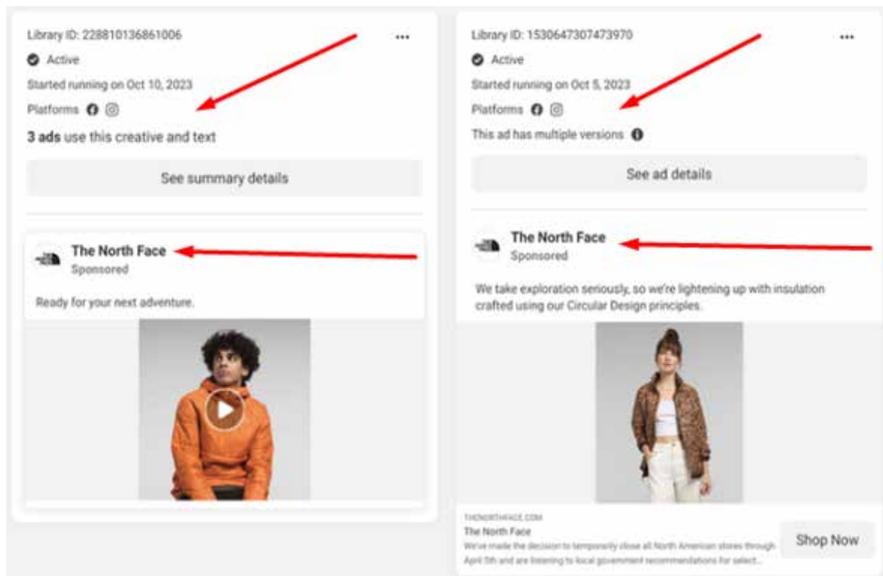


- 1. Demographic segmentation:** Demographic segmentation is the dividing of a larger audience based on data points such as location and age. The most basic demographic segmentation factor is location as it is easy to leverage in marketing efforts.

The potential data for a demographic segmentation are as follows:

- Location
- Age
- Marital status
- Income
- Employment
- Education

Another example of a successful demographic segmentation is of a clothing brand that targets diverse locations to account for certain weather conditions. The clothing brand showcases winter collections or insulated clothing in colder regions to resonate with the audience. Below is another example of two advertisements run by the company North Face on Facebook and Instagram to different audiences to highlight different collections.



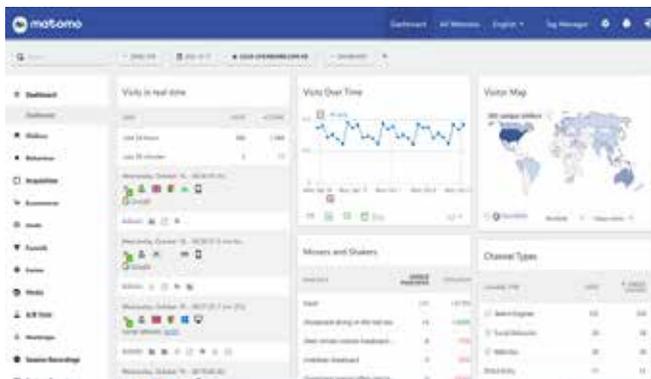
In the two North Face advertisements, each collection is featured differently using a different approach, copy and media. Social media advertising makes targeting people based on advanced demographics simple because you can just single out the relevant factors when making your campaign.

2. **Behavioural segmentation:** Behavioural segmentation divides audiences based on their interactions with the website or the application. With behavioural segmentation, you use various data points to segment your target audience based on their actions.

The potential data points of behavioural segmentation are as follows:

- Page visits
- Referral source
- Clicks
- Downloads
- Video plays
- Goal completion (example: signing up for a newsletter or buying a product)

Below is an example of the use of behavioural segmentation to improve efficiency. One effective method involves using a web analytics tool such as Matomo to uncover patterns. By segmenting actions like specific clicks and downloads you're able to pinpoint valuable trends and identify actions that significantly enhance visitor conversions.



For example, if a case study video can boost conversion rates, elevate its importance to capitalise on this success. For example, you can set up a conditional CTA (Call to Action) within the video player which can pop up after the user has watched the entire video. You can use a specific form and sign the user up to a specific segment for each case study. This way, you already have an idea of the prospect's ideal use case without surveying them.

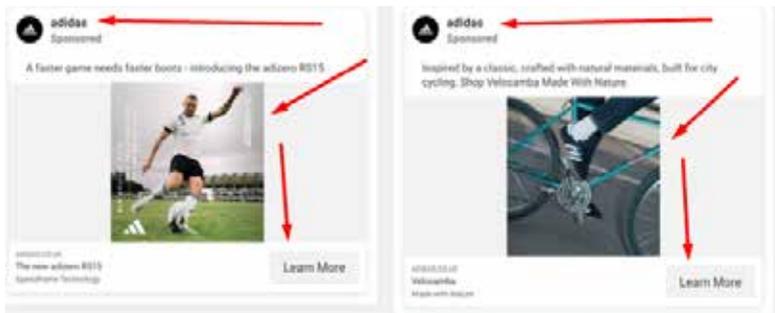
This is an example of a behavioural segmentation that doesn't rely on third-party cookies.

3. **Psychographic segmentation:** Psychographic segmentation is the divide of audiences based on your own interpretation of their personality or their preferences.

The potential data points of psychographic segmentations are as follows:

- Social media patterns
- Follows
- Hobbies
- Interests

An example of an effective psychographic segmentation in the advertisement below is that Adidas segments their audience based on whether they are interested in rugby or cycling. Addidas has decided that the rugby and cyclic options would work best for this audience and that it is relevant to them.



4. **Technographic segmentation:** Technographic segmentation is when you single out specific parts of your audience based on which hardware or software they use.

The potential data points for a technographic segmentation are as follows:

- Type of device used
- The device model or the brand of the device
- Browser used

An example of segmenting by device type to improve user experience is: upon noticing a considerable influx of tablet users accessing their platform, a leading news outlet optimised their tablet browsing experience. They maintained the website interface, focusing on smoother navigation and better readability for tablet users. These changes then offered tablet users a seamless and enjoyable reading experience tailored precisely to their device.

5. **Transactional segmentation:** Transactional segmentation is using your customers' purchase history to target your marketing message to your customers' standards. So, when customers prefer personalisation, they typically mean based on their actual transactions not their social media profiles.

The potential data points for transactional segmentation are as follows:

- The average order value.
- Product categories purchased within a certain number of months.
- The certain number of days since the last purchase of a consumable product.

An example of a transactional segmentation is: a pet store identifies a segment of customers consistently purchasing cat food but no other pet products. The store then creates targeted email campaigns offering discounts or loyalty rewards specifically for cat-related items only to encourage repeat purchases within this segment. So, if we want to improve customer loyalty and increase revenue, the last thing that should be done is to send generic marketing emails. Relevant product recommendations or coupons are the best way to use transactional segmentation.

Why Is Target Audience Segmentation Important?

Target audience segmentation is important because it helps you elevate your overall marketing strategy, taking it from average to exceptional.

The benefits of target audience segmentation:

1. It improves your target reach because adopting one approach for everyone barely reaches anyone. Audience segmentation allows you to dive into what your audience cares about so you understand what they want from you and that way you can make sure your marketing lands.
2. It provides you with a focused strategy that will make you resonate with your customers as you will stop guessing what you think will work with them and start using segmented audience data to guide the way.
3. It uncovers new opportunities because audience segmentation helps you understand the variations between segments. Here you can spot interesting trends that can inform new content and partnership opportunities.

4. The knowledge you get from audience segmentation gives you a competitive advantage because the more you know, the more you can do. The knowledge can help you identify new trends that you can put into action, leaving your competitors behind.
5. It also helps you attract the right customers for your business. When you know what your audience likes & where they spend their time online, you will be able to create content that resonates with them and post it at the time that they will see it.

Here's how you develop a buyer's persona



(Source: https://dreamscapedesign.co.uk/buyer-persona-inbound-marketing/?_im-CoPCsNdi=2903012818258113582)

1. Research and collect customer data so that you know who to target, which factors go into their decision-making process and how to ensure your messaging and marketing efforts hit the mark.
2. Segment your customer base based on shared characteristics, behaviours and needs because these segments will serve as the foundation for your buyer personas.

3. Use your customers' persona on their purchasing decisions and motivations to figure out how your services or products can help them.

Purchasing drivers:

1. **Good alignment:**

This approach helps customers solve a pain point or get a job done. Aligning your product to fulfil a consumer's specific need influences them to make an instant buying decision.

2. **Convenience:**

Convenience can mean many things such as what a consumer wants, where they want it from, how they want it delivered & how they plan to make payment.

3. **Trust:**

Trust is vital to customers especially with more shoppers leaning towards online reviews when shopping for products and services. Allowing customers to read customer and product feedback on your website displays transparency that helps establish trust and can influence customers' decision to purchase.

4. **Options:**

Consumers also appreciate having options. The more options you can provide to shoppers, the better chance you have of landing a sale. In the same breath, providing too many choices can result in an overload of information, causing consumers to seek out a simpler display of options.

For example, in e-commerce it's best to provide shoppers with the most popular shipping and payment options, so you aren't overpopulating the checkout page with unnecessary text and images. But when it comes to product features, the more pictures you display the better understanding customers have of what they'll get.

(Source: [SurveyMonkey](https://www.surveymonkey.com/market-research/resources/purchase-drivers/), <https://www.surveymonkey.com/market-research/resources/purchase-drivers/> Market Research Solutions)

What is social media branding?

Social media branding refers to a marketing strategy in which businesses distribute content on social media platforms to increase brand recognition and build connections with their target audience. A branding strategy is crucial as it is an extension of your company's brand identification. Consistent branding is important because it further refines brand colours, brand voice and brand tone for success on social media.



(Source: <https://www.eq-international.com/blog/branding-company-success-3-examples-tips-advice-strategy-info>)

The elements of brand development

The elements of brand development within a marketing strategy are as follows:

1. **Brand purpose:** A clear purpose helps your brand to grow faster, get better (ROI) and generate more sales.
2. **Brand vision:** A clear brand vision helps you to dream big, make meaningful business decisions and to stay on track at all times.
3. **Brand values:** These allow you to guide communication and decision-making so that your brand remains consistent.
4. **Target audience**
5. **Market analysis**

6. Awareness goals

7. Brand tagline

(Source: <https://www.linkedin.com/pulse/9-key-elements-brandstrategy-arek-dvornechuck>) Arek Dvornechuck, Branding Expert, Published Jun 20, 2020

Importance of brand consistency



(Source: <https://mailchimp.com/resources/brand-consistency/#:~:text=Brand%20consistency%20is%20important%20because,company%20for%20the%20long%20term.>)

Brand consistency is important because it leads to brand recognition. When customers recognise your brand and have positive associations with it, they're more likely to make purchases and commit to your company for the long term. Further, when you create brand consistency, you reinforce the qualities your customers can cite when recommending your brand to their friends and social media followers.

Common branding issues:



(Source: <https://www.brandloom.com/common-branding-mistakes-and-how-to-fix-them>)

CHAPTER 2:

LESSON 3: IDENTIFYING, SETTING AND MEASURING GOALS



Identifying business goals in the world of marketing:

As part of its goals, a business firstly establishes its mission statement to provide a clear direction for all marketing efforts. This helps indicate a clear road map for achieving desired outcomes while measuring progress toward these desired outcomes.

Once you know what you want to achieve with your business and you've established how to get there, you will be able to align your marketing efforts with your overall business strategy. This way your whole team works towards the same goals. This also allows you to measure progress along the way so you can adjust your goals as necessary to stay on track. Business goals in the marketing sector provide direction, while marketing objectives provide clear action points. Together they help define your team's focus so you can maximise your results.

Aligning social media goals:

Aligning your social media goals is important for you and your branding strategy. Below are steps to help you align with your social media goals:

Step 1: You need to understand your business objectives because it is the first step to aligning your social media goals and business goals. You need to measure your KPIs as they illustrate your company's effectiveness in achieving its objectives. They don't only provide insight into your company's performance, but also assist in shaping your social media goals.

Step 2: You need to define your social media goals because once you can understand your business objectives, defining your social media goals becomes your next priority. For example, instead of aiming to focus more on brand awareness consider a more specific goal such as increasing the number of Facebook followers by 10% in a space of two months. This goal is not just clear but is also measurable, achievable and very relevant to your business objectives.

Step 3: You need to create a social media strategy which is crucial to attaining your business objectives and social media goals. Your strategy should include choosing the right social media platforms, deciding on the type of content to share and creating a posting schedule. Additionally, you should consider opportunities for both organic and paid advertising.

CHAPTER 2:

LESSON 4: SOCIAL MEDIA AUDITING & THE COMPETITOR RESEARCH



Why is auditing important?

Conducting an audit is important in social media marketing because higher ROI is every brand's end goal and this is achievable through auditing. Social media optimisation audits also help you to identify what you're doing right and where you can improve as well as measure your social media effectiveness in alignment with overarching business goals.

Auditing helps you with audience analysis, this means it helps your business get an understanding as to who their followers are. This helps craft targeted campaigns and communication strategies that align with the preferences and interests of the core demographic, enhancing social media engagement metrics.

Steps on how to conduct a social media audit:



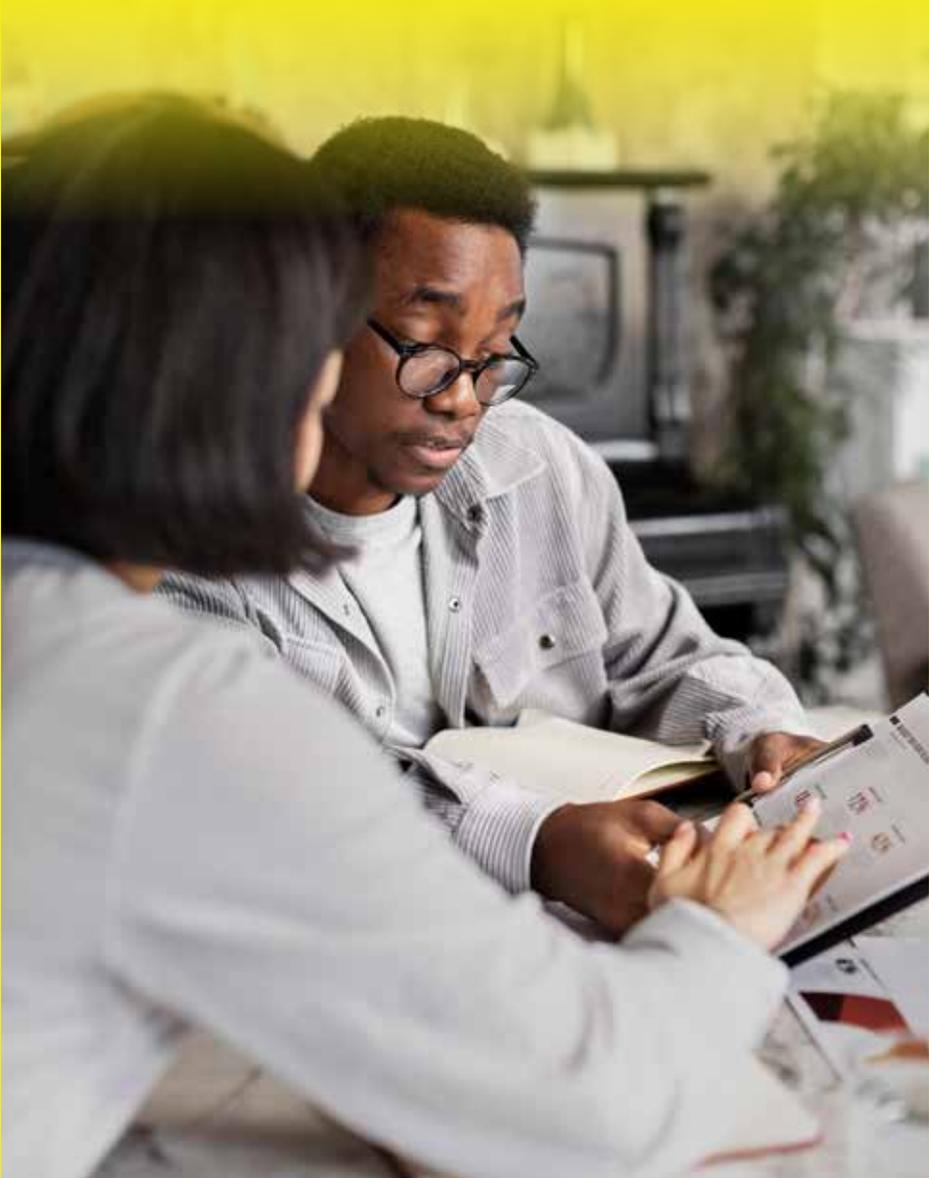
(Source: <https://www.slidegeeks.com/multistep-process-to-conduct-social-media-audit-social-media-platforms-performance-sample-pdf#images-1>)

Detail about profile optimisation:

Profile optimisation is how you make your social profiles appear to curious and interested users such as your potential leads. Without optimisation on all your accounts, your web presence look will not be so great, meaning people won't be able to find you via search engines.

CHAPTER 2:

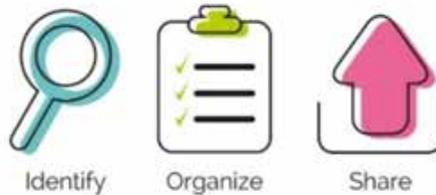
LESSON 5: CONTENT EXECUTION AND PUBLISHING



What is content curation?

Content curation is the process of gathering information that is relevant to a particular topic or interest area, usually with the intention of adding value through selecting, organising and looking after the items in a collection or exhibition.

(Source: Wikipedia)



(Source: <https://cocosolution.com/en/blog/content-curation/>)

What is trend-jacking?

Trend-jacking is the art of inserting your brand into popular conversations by creating content around those topics or events to connect with your audience and draw attention to your products and services.



(Source: <https://www.kingdomdigital.com.my/trendjacking-a-stroke-of-genius-or-a-total-flop>) October 11, 2023, Insight

Copywriting formulas:

Copywriting formulas are essential because they can help you understand what order you should implement with your ingredient list and when to simmer down with a call to action (CTA).

These are the most common and effective copywriting formulas for creating social media content:

1. Awareness Interest Desire Action (AIDA):

AIDA shows the various steps a follower needs to take to become a customer.

The first stage is awareness which is when you introduce your potential customer to your product or service. They find out what it is and who it is for.

The second stage is interest and this is when you showcase why a potential customer should care about your product or service. You need to show them what's in it for them and how you are helping them.

The third stage is desire, this is when interest converts into want. Is there a limited time offer? Is there social proof to back you up?

The fourth stage is action, this usually involves moving your audience beyond social media. Should they visit your website or subscribe to your newsletter? Where can they make a purchase?

Example of AIDA copywriting in action:



(Source: <https://buffer.com/resources/copywriting-formulas/>)

2. Problem Agitate Solution (PAS):

The PAS copywriting formula involves helping the reader identify a problem, educating them on the issue and then offering a solution.

The first step is putting a spotlight on a problem because your audience may not necessarily know what problem they have.

For example, if you sell sustainable fashion products, consumers might not know how much carbon footprint they accrue by purchasing from fast fashion brands so it is important to make them understand what problems and challenges your customers might be facing.

An example of an Instagram reel of a travel creator.



(Source: <https://buffer.com/resources/copywriting-formulas/>)

3. Before After Bridge (BAB):

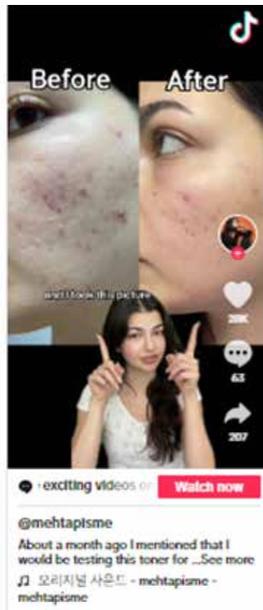
BAB is a classic copywriting formula that stems from 90s television advertising to modern-day digital marketing.

Firstly, you set the stage for your customer in a problem before they've found a solution.

Secondly, you show the happy customer how a solution is implemented. In this scenario, you showcase how different your customer's world would be if their problem was solved.

Lastly, you present your product or service as the bridge between the before and after. You must highlight how your product or service can take the customer from before to after.

Here is an example where the toner which is the product serves as the bridge between the before and after picture.



(Source: <https://buffer.com/resources/copywriting-formulas/>)

4. Clear Concise Compelling Credible (The 4C's):

Clear: Firstly, is everything that you mention in the caption or highlighting in the video crystal clear? Clear in social media is about concept and clarity.

Concise: Express your point in as few words and as few seconds as possible. Dragging a piece of content can bore your audience and you may lose their attention.

Compelling: Is what you're saying interesting for your audience? Put yourself in their shoes and use the phrasings and words that they would use to make your content resonate.

Credible: Don't make exaggerated claims out of thin air, back up everything you say.



(Source: <https://buffer.com/resources/copywriting-formulas/>)

5. Promise Picture Proof Push (The 4P's):

Firstly, you make a promise, which is your hook. It's where you answer the "What's in it for me?" question from the audience. After that you paint a picture of how you will deliver on your promise by stating the benefits of your product. You then pair your picture with proof where you showcase any study, customer testimonials, or facts to prove why you're the best solution to deliver on the promise. Lastly you push.

This influencer collaboration between hair care brand and skincare creator is the perfect example of using the 4 P's in your social media content.



(Source: <https://buffer.com/resources/copywriting-formulas/>)

6. Situation Complication Question Answer (SCQA):

This is the best as a social media hook because it is a hook formula in and of itself. Firstly, it explain the current situation in your audience's world by setting the stage for a problem you know your customer is facing.

Secondly, you will present the challenges of the situation in order to empathise with your audience's challenges.

Then, ask a question whose answer will be your solution. A question is the bridge here and helps you see a sneak peek at the solution. Think of a question statement that'd be the bridge between the challenge and the solution.

Lastly, present your product or service as the answer. SCQA is more of a hook, so explain how your product or service can be the solution to your audience's challenges and improve their situation, but do it concisely

Below is an example of SCQA.



(Source: <https://buffer.com/resources/copywriting-formulas/>)

7. Thesis Antithesis Synthesis (TAS):

This is the best copywriting formula for presenting a bold opinion.

Thesis is where you share a common opinion in your industry that you'd like to refute. For example, if you sell sustainable clothes, a common friction point is people think sustainable brands cost more than other brands.

Antithesis is your bold opinion. What is the problem with the thesis? Why is it untrue? Why should most people not have this perspective?

Synthesis: Share a new viewpoint or solution which can be your product or service. The goal is to modify the thesis to resolve your audience's problem.

Below is an example of a girl using the TAS copyright formula.



(Source: <https://buffer.com/resources/copywriting-formulas/>)

8. Attention Interest Credibility Prove Benefits Scarcity Action Warn Now (AICPBSAWN):

This copywriting formula is best for launching a new product or promoting a sale. Should there be one copywriting formula that packs it all, it's AICPBSAWN.

Attention: This is a hook showcasing the benefit of your product or service. Put a spotlight on the problem you can solve.

Interest: Why should your audience be interested in what you have to say? What's in it for them?

Credibility: Why should the audience believe your promises? Throw in some tangible results and customer testimonials.

Prove: An extension of credibility, prove what you're saying is true. Use facts, numbers and studies.

Benefits: How will your product help your audience? How is your product different from what's already in the market?

Scarcity: Create scarcity by putting a timer on your sale or a discount for first-time buyers of a new product. This is your irresistible offer.

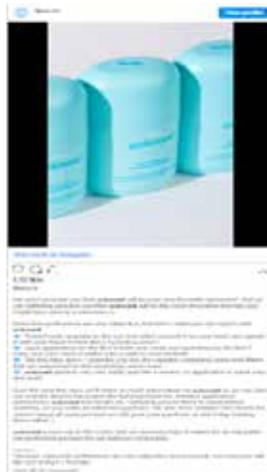
Action: Tell your audience what exactly they should do.

Warn: What happens if they don't act now? Double down on the scarcity here.

Now: Motivate your audience to act now.

AICPBSAWN is best used when you're running a sale or launching a new product. It's designed to create excitement and motivate your audience to act immediately.

Below is an example of a skincare brand using the AICPBSAWN.



(Source: <https://buffer.com/resources/copywriting-formulas/>)

9. The Fan Dancer:

This is highly recommended for redirecting your audience to a webpage. The fan dancer is dancing around an idea without explicitly showcasing what it is. It's using the curiosity gap to entice the audience to act. It's best to introduce new concepts or tease a new launch.

Here is a point of view using the fan dancer copyright formula:



(Source: <https://buffer.com/resources/copywriting-formulas/>)

10. Feature Advantages Benefits (FAB):

It is best for highlighting the benefits of specific features of your product. FAB is a copywriting formula best used for audience segments that already know about your product or service but aren't convinced to buy.

Features: What specific feature are you choosing to highlight? How are these features different from similar features in other products on the market?

Advantages: What are the advantages of this feature? What problem does the feature solve? This doesn't have to correlate to your audience directly but has to display the various advantages of your highlighted feature.

Benefits: How does this feature help the potential customer? Frame the advantages to be relevant to them.

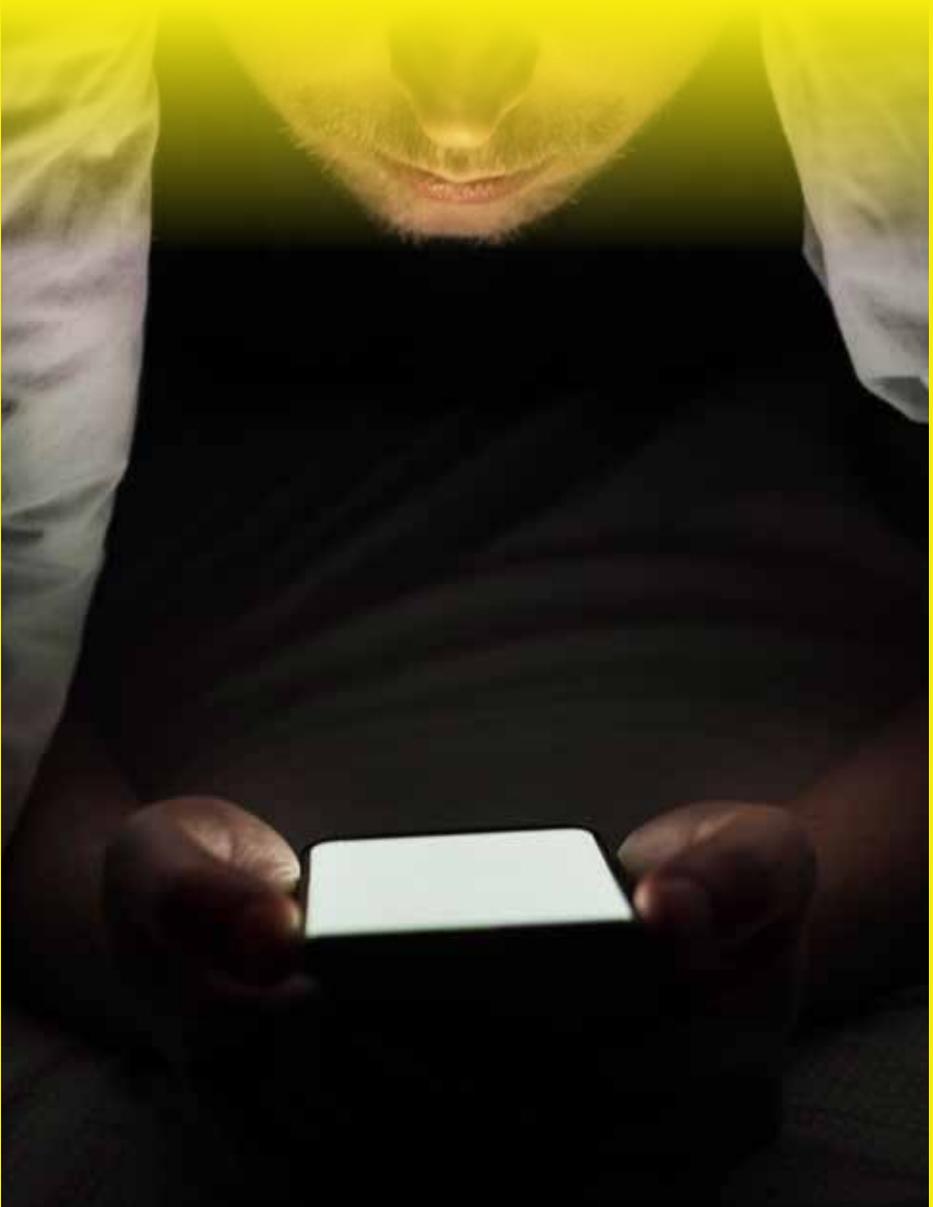
Here is an example of a news platform sharing its new website builder on LinkedIn using the FAB copyright formula:

The screenshot shows a Disqus comment interface. At the top, it says "1 Comment" and "Login" with a red notification icon. Below is a comment input box with a "G" profile picture and the placeholder text "Join the discussion...". Underneath the input box are two rows of social media login options: "LOG IN WITH" (with icons for Dribbble, Facebook, Twitter, Google, Microsoft, and Apple) and "OR SIGN UP WITH DISQUS" (with a question mark icon). A "Name" input field is also present. Below the login options, there are icons for "Like" (1) and "Share", along with sorting options: "Best" (selected), "Newest", and "Oldest". A comment by "Sudhir Bhatt" (profile picture "S") is shown, dated "a year ago". The comment text is "Excellent compilation. Wish You Best." and it has 0 likes, 0 replies, and a share icon. At the bottom, there are links for "Subscribe", "Privacy", and "Do Not Sell My Data", and the "DISQUS" logo.

(Source: <https://buffer.com/resources/copywriting-formulas/>)

CHAPTER 2:

LESSON 6: THE DARK SIDE OF SOCIAL MEDIA



The dark side of social media:

According to LinkedIn, one of the biggest dangers of social media is the impact it can have on our mental health. Studies have shown that spending too much time on social media can lead to feelings of anxiety, depression and loneliness. This is because social media can be a breeding ground for negativity and comparison, with people often presenting only their best selves online. It's important to remember that what we see on social media isn't always an accurate reflection of reality.

Social media is also bad for its potential cyberbullying. With the anonymity of the internet, people can say things online that they would never say in person. Cyberbullying can take many forms, from name-calling and insults to threats and harassment. It's important to know how to recognise cyberbullying and how to report it to the appropriate authorities.



(Source: <https://www.sciencedirect.com/science/article/abs/pii/S0263237319301550>)

The disadvantages of social media:

1. Distraction and Loss of Productivity
2. Spreads Misinformation
3. Compromises Privacy and Data Vulnerabilities
4. Promotes Superficial Connections
5. Social Media Addiction
6. Enables Bullying and Harassment
7. Promotes Social Isolation
8. Causes Depression and Anxiety

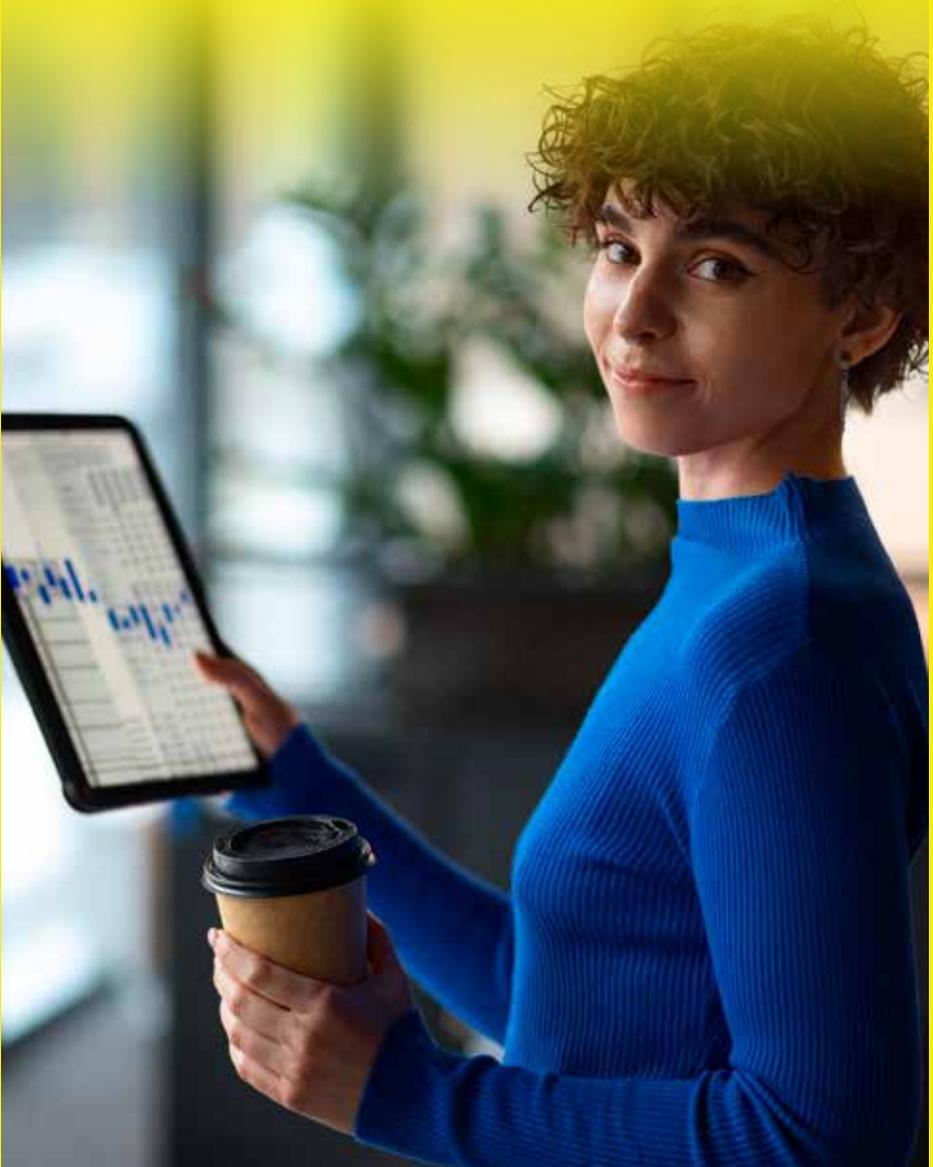
How to deal with a social media crisis:



(Source: <https://www.slideteam.net/five-steps-of-social-media-crisis-response-plan.html>)

CHAPTER 2:

LESSON 7: DATA-DRIVEN SOCIAL MEDIA MARKETING



What is data-driven social media marketing?

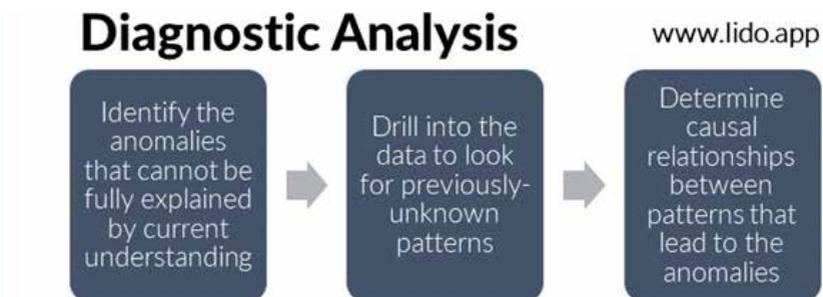
Data-driven social media marketing refers to using specific insights derived from statistical data analysis to optimise your social media strategy. For instance using information on users' online behaviours, preferences and engagement with your posts to influence future marketing decisions.

Types of social media analytics:

1. **Descriptive analytics:** Descriptive analytics is the most basic type of social media analytics. It involves collecting and analysing social media data to understand what has already happened. For example, descriptive analytics can be used to track the number of likes, comments and shares that a piece of content has received.



2. **Diagnostic analytics:** Diagnostic analytics goes beyond descriptive analytics by trying to understand why things happened. For example, diagnostic analytics can be used to identify which types of content are resonating most with your audience and which social media platforms are driving the most traffic to your website.



- Predictive analytics:** Predictive analytics uses historical data to predict future outcomes. For example, predictive analytics can be used to predict how many people are likely to engage with a piece of content or how much traffic a social media campaign is likely to generate.



- Prescriptive analytics:** Prescriptive analytics takes predictive analytics one step further by providing recommendations for how to improve performance. For example, prescriptive analytics can recommend which types of content you should post, when you should post it and where you should post it to maximise engagement.



Social media metrics mathematics:

The following formulas for the following social media networking sites (Facebook & X):

1. Facebook:

Specific post engagement rate = Number of Likes + Comments + Shares on day / (divided by) total number of fans on day when you posted X (Multiply by) 100.

Average post engagement rate = Number of likes + Comments + Shares on day / (divided by) Total number of posts on that day / (Divided by) Total number of fans on day when you posted X (Multiply by) 100.

Facebook content reach = Brand reach (Brand's fan count) + Creating story (Like, share, comment) x (multiply by) Total friends' users who engaged (Liked, Shared, Commented) with your post.

Weekly page engagement rate = Total number of likes + Comments + Shares in a week / (Divided by) Total number of fans during that given day.

Weekly community interaction rate for Facebook = Total number of likes + Comments + Shares by others to posts made by Facebook users on brands page in that week/ (Divided by) Total number of posts made by users in that week / (Divided by) Number of fans of brands page in that week.

2. X (formerly known as Twitter):

Specific tweet engagement rate = Total of number of replies & retweets on that tweet/ (divided by) Total number of followers on day when you tweeted X (multiply by) 100.

Average tweet engagement rate = Total of number of replies & retweets on that tweet/ (divided by) Total number of tweets on that day / (divided by) Total number of followers on day when you tweeted X (multiply by) 100.

X content reach = Brand reach (X Followers) + Shares (RTs & Quotes) x (multiply by) Twitter Followers of Users who Retweeted your Tweet.

Weekly community interaction rate for X = Total number of retweets + Quotes + Replies by others to tweets made by X users (following brand's

twitter handle) mentioning brands X handles in that week/ (divided by) Total number of tweets made by users in that week / (divided by) number of followers of brands X profile in that week.

Retweet ratio = Total number of retweets received/ (divided by) total number of tweets in each time.

Favourite ratio = Total number of tweets favoured / (divided by) total number of tweets in each time.

Response time = Inbound tweet received from followers or non-followers – (subtract) time taken to acknowledge it or reply to it.

Response Rate = Total mentions you responded to / (divided by) total number of mentions you received from followers and non-followers – (minus) Retweets (because retweets are not counted as tweet done with intention to receive reply from brand).

More social media metrics calculations with the use of mathematics:

Brand reach = Facebook followers + X followers + YouTube subscribers + followers on Pinterest + Total of fan base of any other social media community that brand owns.

Attention = Brand's reach + (plus) engagement → This metric can be used for specific social media communities.

Positive sentiments = Number of positive sentiments / (divided by) total number of mentions.

Negative sentiments = Number of negative brand's engagement / (divided by) total number of mentions.

Sarcastic sentiments = Number of sarcastic brand's engagement / (divided by) total number of mentions.

Return on Investment (ROI) on social media:

Social media Return on Investment = Earnings or gains or benefits (sales, leads, enquiries) from investment – (subtract) cost of investment (investment refers to total cost to run the campaign) (retainer fees, agency commission, resource cost, CPC Spent or any other cost incurred to manage or execute the campaign) / (divided by) cost of investment.

Social media metrics that will help you in the marketing industry are as follows:

1. Follower growth rate because it measures the percentage increase (or decrease) in the number of followers compared to your previous count. You are also able to check your total followers.

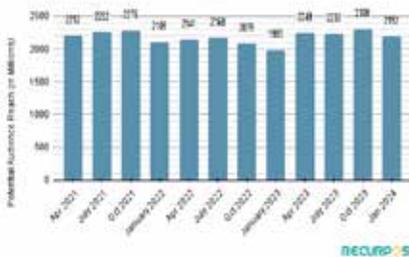
For example, if brand A has 1,000 followers and gains 100 new followers weekly, the percentage gain is 10%.

Whereas, if brand B has 100,000 followers and gains the same 100, the percentage gain is only 0.1%.

(Source: <https://smartblogger.com/social-media-metrics/>)

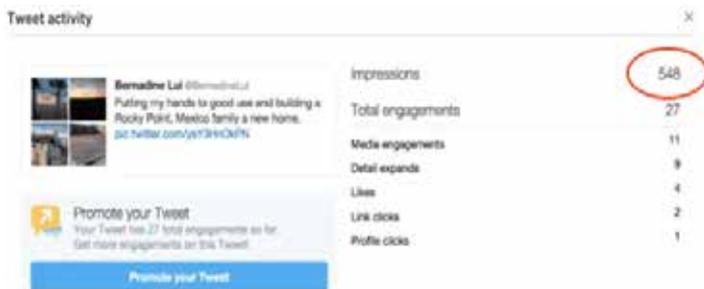
2. Social Reach because it refers to the number of unique views your post receives. So, if the same person views your post 2, 3, or even 10 times, it will only count as one view.

Facebook: Reported Advertising Reach
January 2024



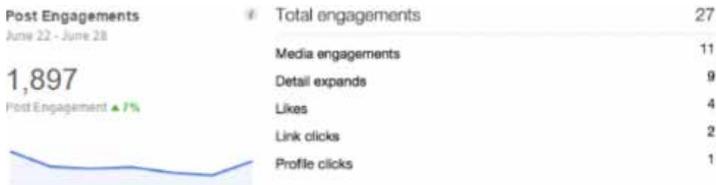
(Source: <https://tinuiti.com/blog/paid-social/facebook-page-insights/>)

3. The number of impressions: Social media impressions is the total number of times your content has been viewed. Unlike social reach, one person can count as multiple views. To evaluate your impressions, you will need to use Twitter Analytics.

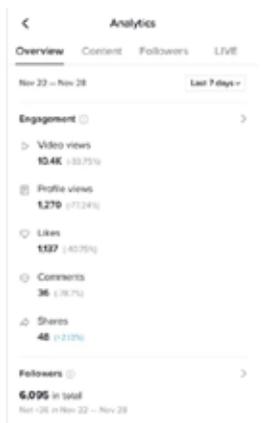


(Source: <https://smartblogger.com/social-media-metrics/>)

4. Engagement rate: Engagement rate refers to all social media interactions with your posts, likes, comments and shares. Facebook insights and X analytics will show your engagement rate.



(Source: <https://smartblogger.com/social-media-metrics/>)



(Source: <https://smartblogger.com/social-media-metrics/>)

5. Social Share of Voice (SSoV): It refers to the number of people talking about your brand compared to your competitors.

The formula for SSoV is:

$$(\text{Brand mentions} / \text{Total mentions}) \times 100$$



(Source: <https://smartblogger.com/social-media-metrics/>)

6. Referrals: Monitoring your social media referrals helps you determine where a user came from before visiting your website or landing page. Targeting your high referring channels will increase conversions and boost your social media ROI.

You will need to use Google Analytics to track this.

Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

Start measuring

Complete information

Understand your site and app users to better check the performance of your marketing, content, products, and more.

Get insights only Google can give

Access Google's unique insights and machine learning capabilities to make the most of your data.





7. Conversion Rate: Conversion rate records the percentage of users who have completed a desired action such as clicking on an advertisement. This is calculated by taking the total number of users who 'convert', dividing it by the overall size of the audience and converting that figure into a percentage.
 (Source: <https://smartblogger.com/social-media-metrics/>)

CHAPTER 3:

LESSON 1: FACEBOOK FEATURES & BEST PRACTICES

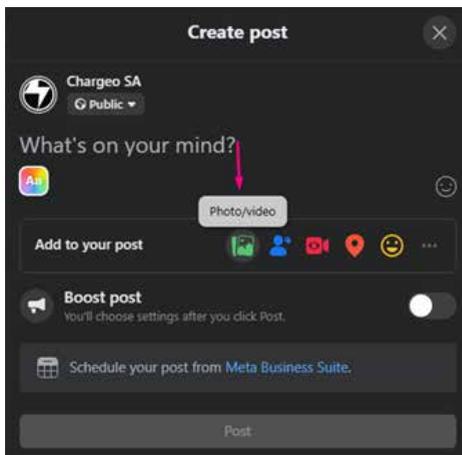


Facebook Posting Features:

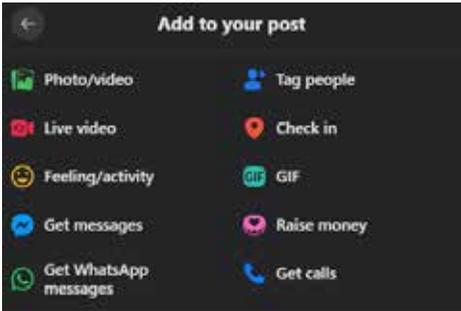


Above is CHARGEIO South Africa's Facebook page.

The "What's on your mind/Add to your post" option is where you write a status message; the green icon is for photo sharing; the blue icon is for tagging your Facebook friends onto any post you make; the red icon is for your geolocation (location from where you are posting); the smiley face is for your emoji section.



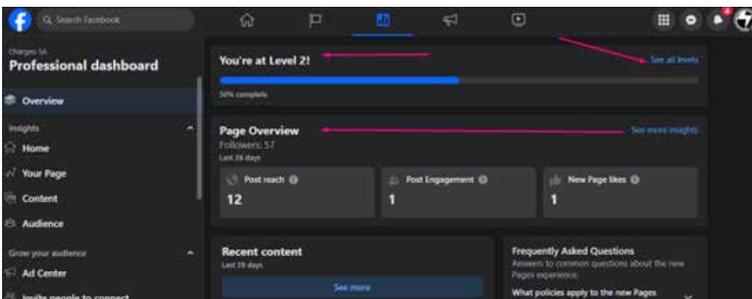
The "More" option is for you to select other things you would like to do such as adding photos/videos to your post, tagging people, getting WhatsApp messages, getting calls, checking in (by providing your location on your post), GIFs as well as receiving messages on Facebook messenger.



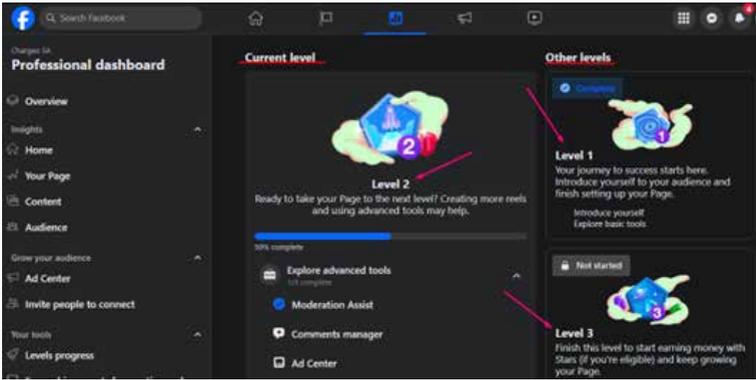
On the professional dashboard, you can find insights, management tools and ad creation.



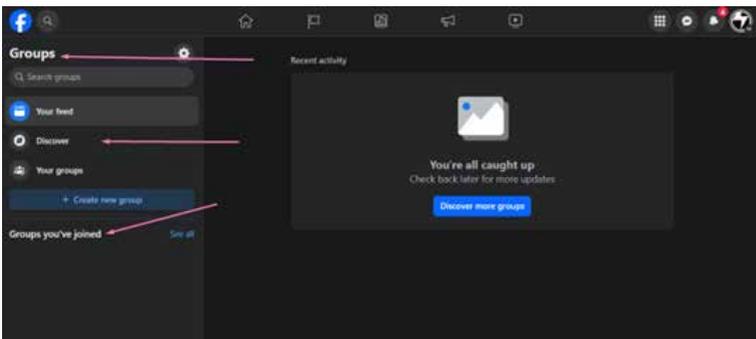
Here is the overview section of CHARGEEO South Africa as to what level it is currently sitting at. You can also see all levels, the page overview as to the post engagement, post reach and new page likes.



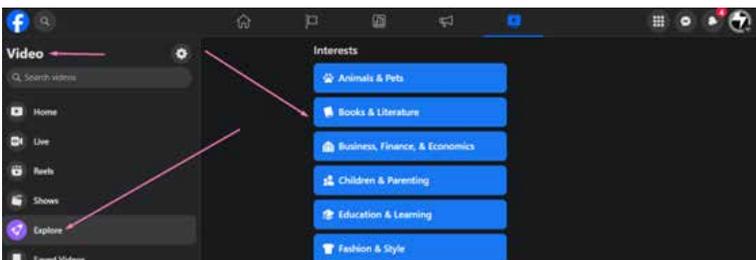
On this page, it shows the current levels and other levels provided: Level 1, Level 2 and Level 3.



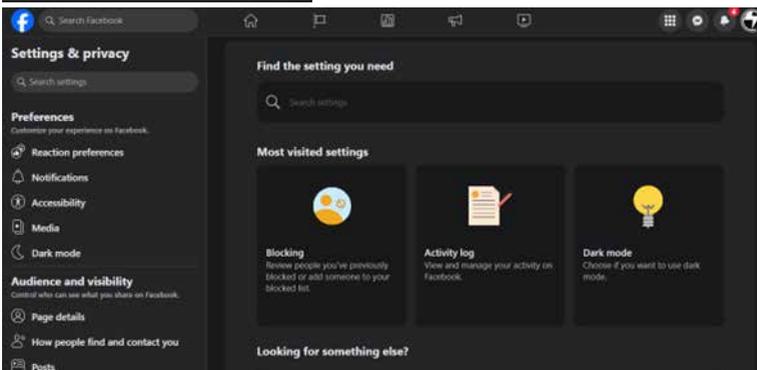
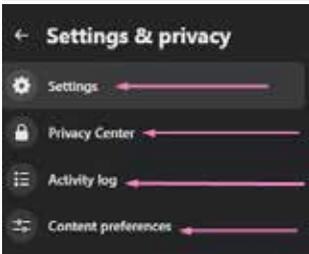
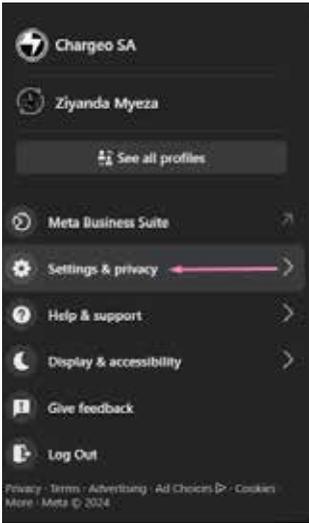
This is the Groups section where you can see the Facebook groups you're a part of. The "Discover" option allows you to search for more Facebook groups that you would like to join.



In the videos section, you can explore different types of categories of videos that you are interested in.



The settings and privacy section is for your privacy centre; activity log, which is the content you have posted; and searches made on your Facebook profile or Facebook page.



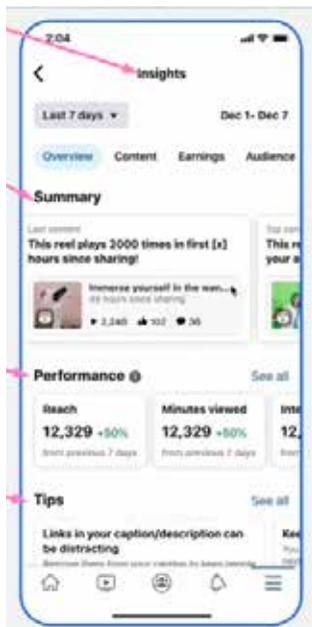
Facebook content development:

To excel in Facebook's content development, you need to establish your profile. A Facebook page is a good option if you want to assign admin and moderator roles to support page management and it also gives you access to more advanced tools such as Ads Manager, Commerce manager and Page API.

If you want to leverage your personal profile, you can turn on professional mode. This helps you build a public presence as a creator and maintain your personal friends and family experience. Professional mode gives you access to tools such as Moderation Assist, which can automatically perform actions such as filter profanity and blocking keywords based on your preferences. You can also manage comments by controlling who can comment on your content for individual posts.

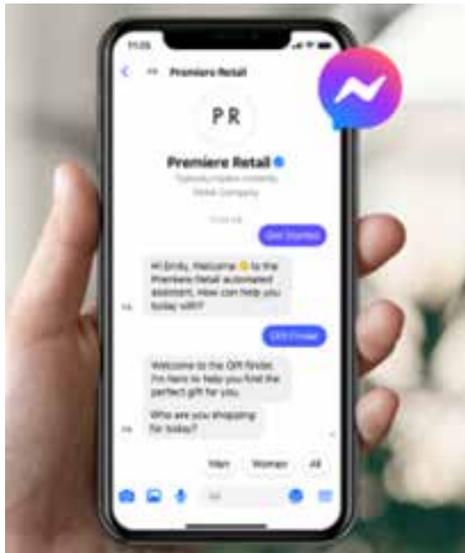
You also need to understand the tools and resources used.

Use Insights to track your overall performance such as post reach, engagement and video views. You can also view Insights on individual reels to understand plays, replays and average minutes viewed.



What is Facebook Messenger?

Facebook Messenger is used to send messages and exchange photos, videos, stickers, audio and files. You can also react to other users' messages and interact with bots. The service also supports voice and video calling.



Step-by-step guide on how to use Facebook Messenger.

Step 1: On your phone you'll find the blue-and-white chat bubble icon with a lightning bolt inside on your home screen, in the app drawer or by searching.



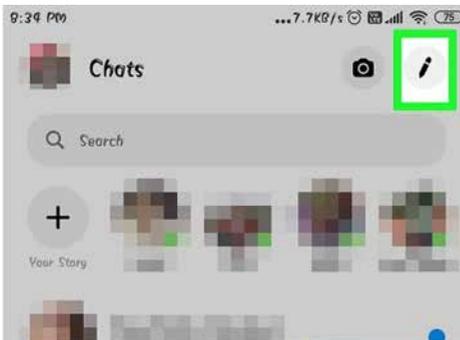
<https://www.wikihow.com/Use-Facebook-Messenger>

Step 2: Tap the chat icon to view your conversations. When you launch Messenger, you'll see all your Facebook conversations in the Chats tab. You can also get to this tab from anywhere by tapping the chat bubble icon at the bottom of the screen.



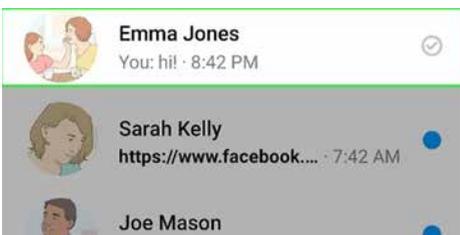
<https://www.wikihow.com/Use-Facebook-Messenger>

Step 3: Tap the new messages icon on the top-right corner. A new messages window will appear.



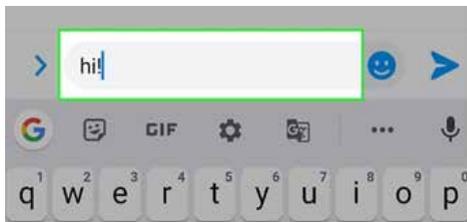
<https://www.wikihow.com/Use-Facebook-Messenger>

Step 4: Enter or select a recipient or start typing a name into the field.



<https://www.wikihow.com/Use-Facebook-Messenger>

Step 5: Click or tap the typing area at the bottom of the message to enter your text. You can include emojis using your phone or tablet's emoji keyboard.



(<https://www.wikihow.com/Use-Facebook-Messenger>)

Step 6: Tap the paper airplane icon at the bottom-right corner of the chat to send your message. Your message will be delivered to all members of the chat.



(<https://www.wikihow.com/Use-Facebook-Messenger>)

Step 7: Check the status of your message. Different icons will appear next to your message to indicate its status. Here's how you can interpret these icons:

- A blue circle means the message is still sending.
- A hollow blue circle with a checkmark inside means the message is now sent.
- A solid blue circle with a checkmark inside means the message has reached the recipient's Messenger but hasn't yet been read.
- A small version of the person's profile photo will appear once the recipient has read your message.



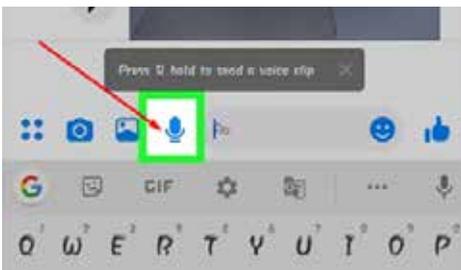
(<https://www.wikihow.com/Use-Facebook-Messenger>)

Step 8: You can use your camera to quickly snap and send a picture to the other people in the chat by tapping the camera button and capturing a photo. The first time you use this feature, follow the on-screen instructions to give Messenger access to your camera.



(<https://www.wikihow.com/Use-Facebook-Messenger>)

Step 9: Tap the microphone icon to record voice messages, popularly known as voice notes.



(<https://www.wikihow.com/Use-Facebook-Messenger>)

Step 10: Click on the gallery icon to save an image that was sent to you via Facebook messenger.



(<https://www.wikihow.com/Use-Facebook-Messenger>)

CHAPTER 3:

LESSON 2: YOUTUBE



Getting mileage from using YouTube:

Getting mileage from YouTube means getting more traffic to your YouTube channel. To get mileage, you need to create more content so that YouTube recognises your content. Decide on what subjects you're going to address on your YouTube Channel and use scripts if you must to get your content out there.



Try to use YouTube Search Engine Optimisation (YouTube SEO). YouTube SEO looks at your description: adding hashtags in your description can also make it a lot easier for viewers to find your video. Remember to include the most important keywords in the first paragraph of your description. Use your main keyword in your title but try not to overdo it. Most titles should be up to 60 to 70 characters long, which would make up to around ten words.

YouTube tags are also very helpful because your YouTube video tags should be your LSI keywords and primary keyword. Create a custom YouTube image and use your keyword in the image title where possible. Optimise your playlists to keep everything neat and organised.



If you're a blogger and you've gathered a following or a decent number of email subscribers, you can also use that platform to drive traffic to your YouTube channel. You should upload content frequently to get better engagement on your videos. Also look into establishing an uploading schedule. For example you can upload twice a week and let people know your upload days so they know to expect content from you.

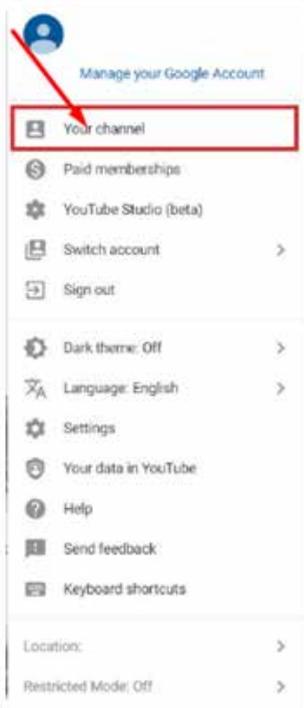


Lastly, interacting with your viewers can have a significant impact on your channel's popularity over time. You can also achieve that by subscribing to other YouTubers who have the same type of channel as you do.

YouTube posting features:

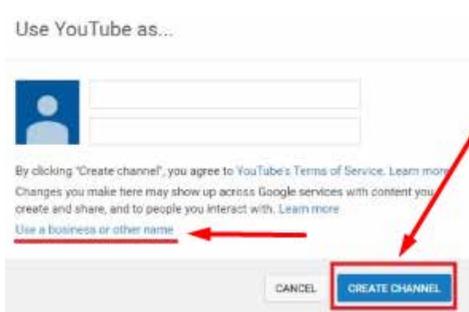
Setting up a YouTube channel is a smooth and easy process. See steps below:

Step 1: On the top right-hand corner of your personalised YouTube homepage is either your profile picture, or, if you haven't set a profile picture, your first initial. Click on the circle and a drop-down menu will appear, then click "Your Channel".



(<https://www.godaddy.com/resources/ae/skills/how-to-create-a-youtube-channel-for-your-business-or-blog>)

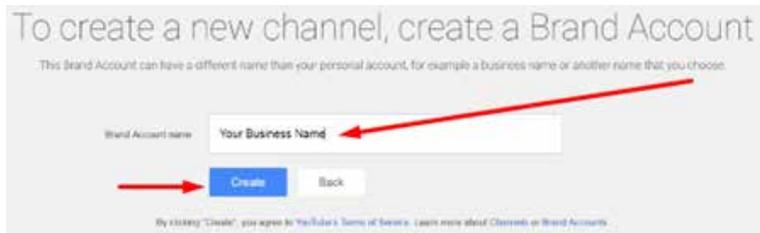
Step 2: You'll be presented with a page that allows you to create a personal YouTube channel using your own name. If you want to create a business or brand channel click the link that says "Use a business or other name".



(<https://www.godaddy.com/resources/ae/skills/how-to-create-a-youtube-channel-for-your-business-or-blog>)

Step 3: If you're creating a YouTube channel for a blog, you can either use

your own name or the name of your blog. If you're creating a YouTube channel for a business, it makes sense to go with the business name option as shown below:



<https://www.godaddy.com/resources/ae/skills/how-to-create-a-youtube-channel-for-your-business-or-blog>

Step 4: Whichever option you decide to go for, once you hit either the “create channel” or “create account” button you’ll be taken to your new YouTube channel. You will see options such as customising your channel, the name of your YouTube channel (in this case it is named as “Your Business Name”) as well as your YouTube studio.



<https://www.godaddy.com/resources/ae/skills/how-to-create-a-youtube-channel-for-your-business-or-blog>

Step 5: In this step, optimise your YouTube channel by adding an image. If it is a brand channel then you will add the logo of your brand/company.



Your Business Name ⚙️ [Subscribe](#)

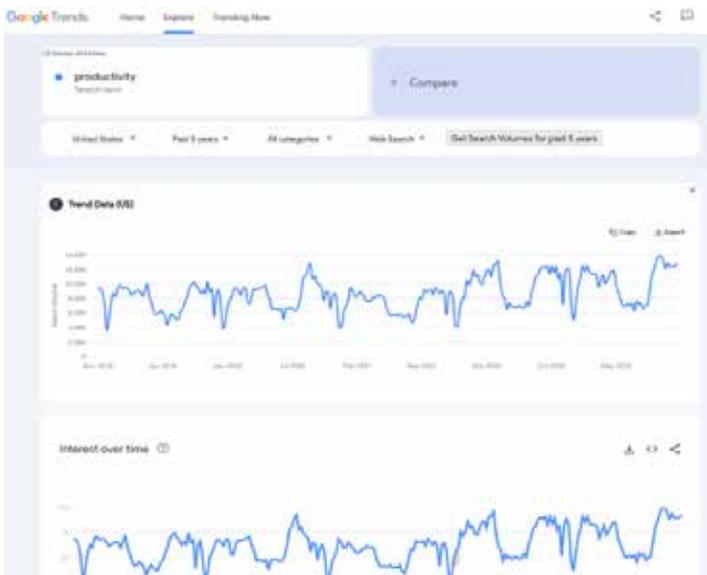
Uploads Only you can view
You don't have any public recent uploads, so this will not appear on your channel. To add content, upload a video.

<https://www.godaddy.com/resources/ae/skills/how-to-create-a-youtube-channel-for-your-business-or-blog>

How to make YouTube content (Before During & After):

Creating great YouTube videos involves bringing together many small but essential details. Here are 10 steps that will help you create YouTube content successfully especially as a beginner:

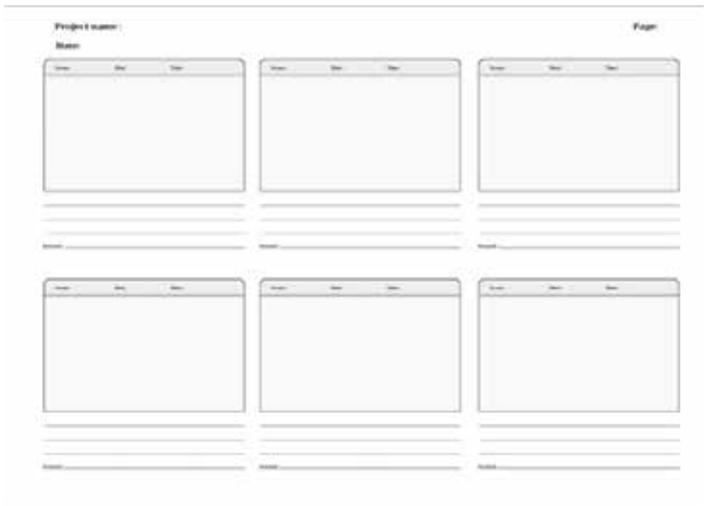
1. Research and choose your topic and target audience: Firstly decide what video content you would like to share by looking at what skills you have that others don't have.



<https://www.descript.com/blog/article/how-to-make-youtube-video>

2. Plan your video content: After selecting your topic and understanding

your audience, you will do a storyboard which shows composition, camera angles, character movement, and dialogue snippets associated with a particular scene. It gives you an idea of what every shot will look like.



(Source: Shutterstock, <https://www.descript.com/blog/article/how-to-make-youtube-video>)

Creating a storyboard:

- Write a script with a rough outline of what you'd like the video to include and then start writing the actual lines you'll say and make sure to use simple, conversational language so it sounds natural.
 - Separate your script because you will need to break down your finished script into individual scenes and link each scene to a slide, this will help you plan your shoot and estimate your video's total length.
 - Create blank slides and this will insert each scene into your storyboard template.
 - Sketch out your video by drawing each scene using anything from simple stick figures to any type of illustration.
 - Lastly, add filming and scripting directions and this will incorporate sections of your script and specific filming instructions into the corresponding frames.
 - Once you are prepared you will then gather all the equipment you need to shoot your content.
3. Choose the right recording and editing tools: You need the right tools such as a good quality camera. Beginners can use a smartphone with a

decent camera, like an iPhone or a high-end Android phone. Clear audio is also important so use a good microphone. A tripod stand will also help you shoot content easily. Lastly, make sure you have good natural lighting when shooting or invest in artificial lights to help with lighting in your videos.



StoryTime + GRWM: Lip Filters Gone Wrong
+Designer Giveaway | MIHLALI N
Uploaded Oct 21, 2021 · 354K Views · 18.1K Likes

Watch >

<https://www.youtube.com/watch?app=desktop&v=gHiwJSM4isw>



<https://theinsidersa.co.za/we-find-out-about-beauty-vlogging-from-social-media-sensation-mihlali-ndamase/>

4. Get ready to shoot and prepare your stage: Check if your camera is functioning properly, make sure that your camera lens is clean and free from dust and check that your battery is charged to maximum capacity. Lastly, your microphone needs to work correctly in order for the viewers to hear you clearly.



https://www.youtube.com/results?search_query=podcast+and+chill+with+macg

5. Edit your YouTube video to improve it: editing is where you turn your raw footage into an engaging story. You can add plenty of animations, video effects and transitions. Screen recording and adding subtitles also enhance accessibility and SEO. Other video editing software options include Final Cut Pro, Premiere Pro and iMovie for Mac users.
6. Optimise your videos for (SEO): in this section you need to incorporate keywords into your title to help optimise your video description. Make sure to incorporate your keywords, key information and relevant tags into the first two lines because they appear in search results. This helps YouTube understand your video's content and context, which helps it accurately categorise it on the platform. Use the CC (closed captions) feature and subtitles to make your content accessible.
7. Use catchy titles and descriptions: Your video's title and description play a significant role in attracting viewers. Make sure to grab the audience's attention with informative information regarding what your video is about.



<https://www.descript.com/blog/article/how-to-make-youtube-video>

8. Consider YouTube specs: Before uploading videos to YouTube, ensure your video meets the correct specifications which includes the correct video format, aspect ratios, resolution and file size as shown below:

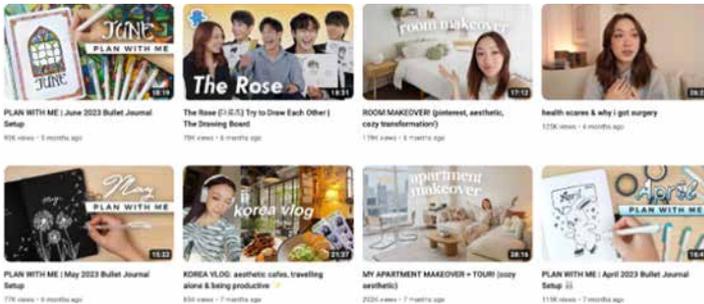
- Recommended video dimensions: 1080x1080 or 1920x1080
- Accepted video formats: .mp4, .mov, .m4v, .avi, .wmv, .mpeg, .mpg, .flv, .h.264, .M4V, .3GP
- Maximum video file size limit: 15 GB (with live streaming)
- Aspect ratio: 16:9

<https://www.descript.com/blog/article/how-to-make-youtube-video>

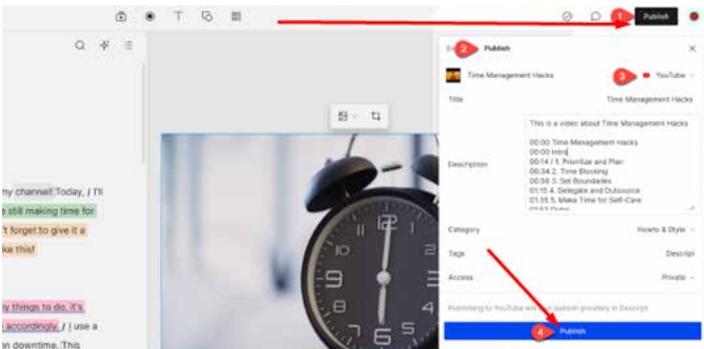
9. Design a good YouTube thumbnail: Make sure your thumbnail image is

as large as possible because video thumbnails appear differently across devices. Create interesting images by overlaying your images with your branding and descriptive text. Just remember to use a readable font if you're adding text.

10. Upload your video on YouTube and share it: Once your video is ready, upload it and post it onto your YouTube account for your viewers to see.



<https://www.descript.com/blog/article/how-to-make-youtube-video>



<https://www.descript.com/blog/article/how-to-make-youtube-video>

CHAPTER 3:

LESSON 3: EXPLORING INSTAGRAM



Instagram Posting Features:

Below are features to help you enhance your Instagram posts:

1. Instagram's filters and editing options can help you enhance the quality of your photos and videos. You can make colour adjustments, crop, rotate and add filters to your posts. Look out for these filter and editing options when using Instagram.



(Source: <https://jypsyvloggin.com/>)

2. Use hashtags and tagging because hashtags are a great way to increase your post's visibility and reach a broader audience, this can also assist in terms of creating a post or marketing your brand.

According to research, Keyhole can help track Instagram hashtags for UGC, influencer campaigns, and competitor analysis.

This is a great way to assist you in getting track of your engagement and audience as well.



- Geotagging is a great way to add context to your posts and increase your engagement.



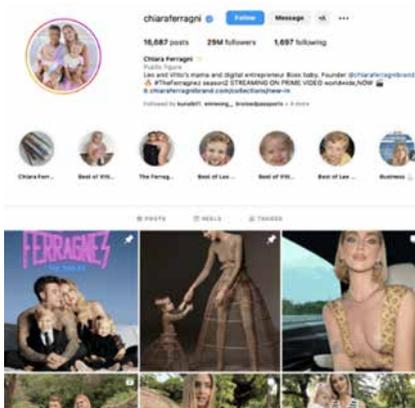
(Source: <https://jypsyvloggin.com/>)

- Story stickers and polls are also helpful with enhancing your content and increasing engagement. You can use polls to get feedback from your audience and ask for their opinion.



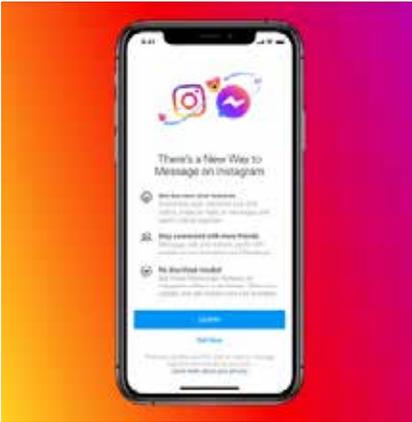
(<https://keyhole.co/blog/instagram-features/>)

- Instagram reels are good for short form video content. You can use reels to showcase your brand, share tutorials or behind-the-scenes footage.



(<https://keyhole.co/blog/instagram-features/>)

- Direct messaging enables you to send private messages to other users on the platform. You can use this feature to build relationships with your followers, answer questions or share exclusive content.



(<https://keyhole.co/blog/instagram-features/>)

7. Video and voice calling are Instagram's video and voice calling features that allow users to make calls to their followers directly from the app.



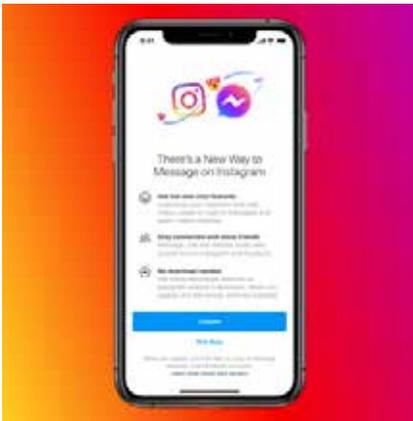
(<https://keyhole.co/blog/instagram-features/>)

8. Live streaming allows you to connect with your followers in real-time. You can use this feature to host question and answer sessions, share behind-the-scenes footage and promote your brand.



<https://www.accessar.co/blog/streaming-with-your-ar-filter-on-instagram-live>

9. Instagram's restricting feature allows you to limit the interactions of specific users on your account. You can restrict users from commenting on your posts or sending you messages without blocking them.

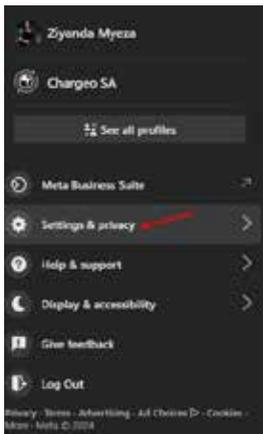


10. Instagram's muting feature allows you to hide posts and stories from specific accounts without unfollowing them and this feature is useful if you want to avoid seeing posts from certain accounts without severing the connection.

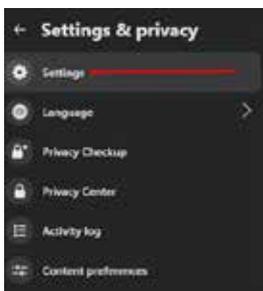
How do Facebook & Instagram work together?

To link Facebook & Instagram together you will first need to:

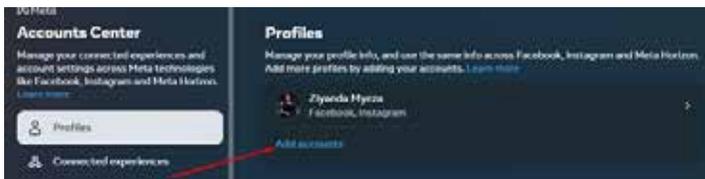
1. Click onto your settings.



2. Select "settings".



3. You will see a list, click onto "Profiles" and add account, to link your Facebook and Instagram account.



CHAPTER 3:

LESSON 4: PINTEREST



Pinterest Posting Features:

To excel with the posting features of Pinterest, you will need to log into <https://pinterest.com>. If you have a personal profile, choose Create on the top left of your screen. If you have a business account, click the hamburger menu (three lines) on the top left, then Create pin.

Secondly, go to Pinterest's Save extension page and choose where to use the button either on Google, Firefox or Microsoft Edge, you will then navigate to the appropriate browser store and follow the prompts. Once this has been installed, the Pinterest save icon will appear whenever you hover over an image on a website. Click on it to pin an image, then choose or create a board to save it to. Click View on the pop-up that appears to edit the image title, description and more.

When using Pinterest as a business creator, you need to make sure to include the tactics below in your social media marketing strategy for Pinterest to grow your following: you need to optimise your profile, add a little copy to your content, use well-researched keywords, add relevant hashtags, stay-up to date with the latest trends and be patient.

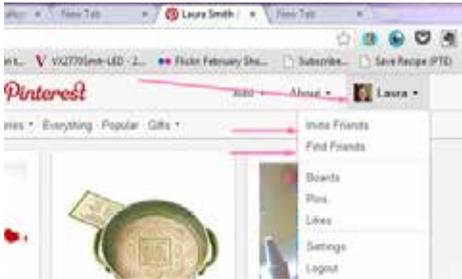
One of the easiest ways to pin content to your boards from around the web is to pin it with the Pinterest Save extension or browser button. Here's how to install and use it:

Step 1: Go to www.Pinterest.com and click "Join Pinterest." You can join using your email address, Facebook, or X.



(<https://awesome-peace.flywheelsites.com/wp-content/uploads/2013/02/Capture1.jpg>)

Step 2: Create your Pinterest account using any of your social media accounts and follow people with similar interests as you.



(<https://awesome-peace.flywheelsites.com/wp-content/uploads/2013/02/Capture3.jpg>)

Step 3: Create your pin boards, for example if you are into cooking, look at new cooking recipes to try out. If you're interested in fashion, create pin boards related to the latest clothing items.



(<https://awesome-peace.flywheelsites.com/wp-content/uploads/2013/02/Capture4.jpg>)

Step 4: Explore your main Pinterest page and then repin your content. Look at the example below for your attention. Firstly, choose what board to pin it to. It defaults to the last board you pinned to, click the arrow to the right of the title to change that and you'll see a list of your boards. Click on the one you want or scroll to the bottom and create a new board.



<https://awesome-peace.flywheelsites.com/wp-content/uploads/2013/02/Capture5.jpg>

Step 5: Add a “Pin it” button to your browser, this will enable you to click that button to pin an image straight from the source. Go to (<https://about.pinterest.com/goodies/>) and scroll down just a bit and click on Install Now.

The Pin It Button

Pin things you find on the web.

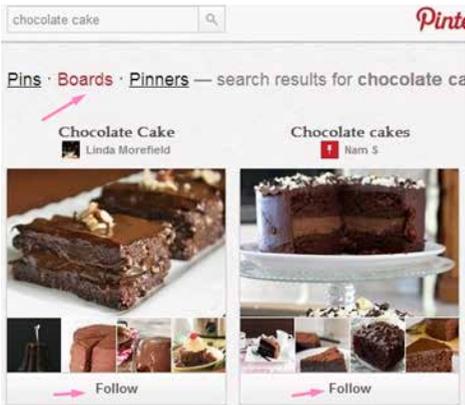


The Pin It Button for Chrome lets you pin things from around the web. Click Install to add it to your bookmarks bar above—then click the bookmarklet when you see an image or video you want to pin!



<https://awesome-peace.flywheelsites.com/wp-content/uploads/2013/02/Capture7.jpg>

Step 6: Search for pins or boards on Pinterest using the search bar in the upper left corner. Search for what you're looking for, in this case we are searching for recipes.



(<https://awesome-peace.flywheelsites.com/wp-content/uploads/2013/02/Capture8.jpg>)

Pinterest content creation for social media:|

To use Pinterest effectively for social media, you need to ensure that you follow the best practices correctly. Make sure you load clear images that are the correct dimensions for your selected Pin type and conduct a review for pin descriptions, board titles and website URLs to ensure that best practices are followed.

CHAPTER 3:

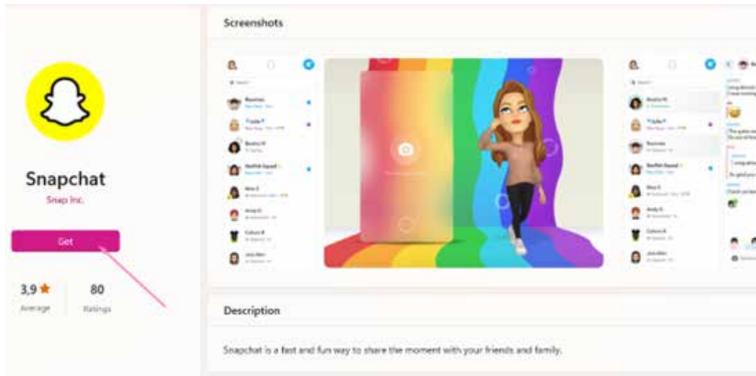
LESSON 5: SNAPCHAT



Snapchat Posting Features:

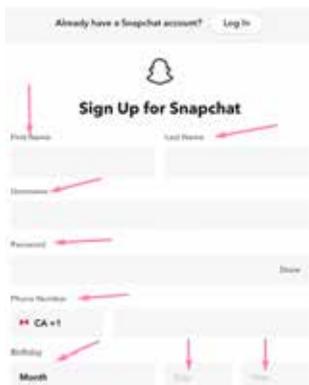
To use Snapchat for marketing purposes, create a Snapchat Business account. This is whether you're using the platform for a large company or for your small business, creating a business account is mandatory because it allows you to gain more access to good features for your marketing strategy.

Step 1: Download the application from your Google Play store or iOS.



Step 2: Create an account for Snapchat if you do not have an account. If you have an existing account, use your login credentials.

Enter your name, surname and username that you would like to use for your Snapchat account. Enter your unique password and for use +27 for country code, this is the South African dialing code. Enter your date of birth and any other relevant information needed when creating your Snapchat account.



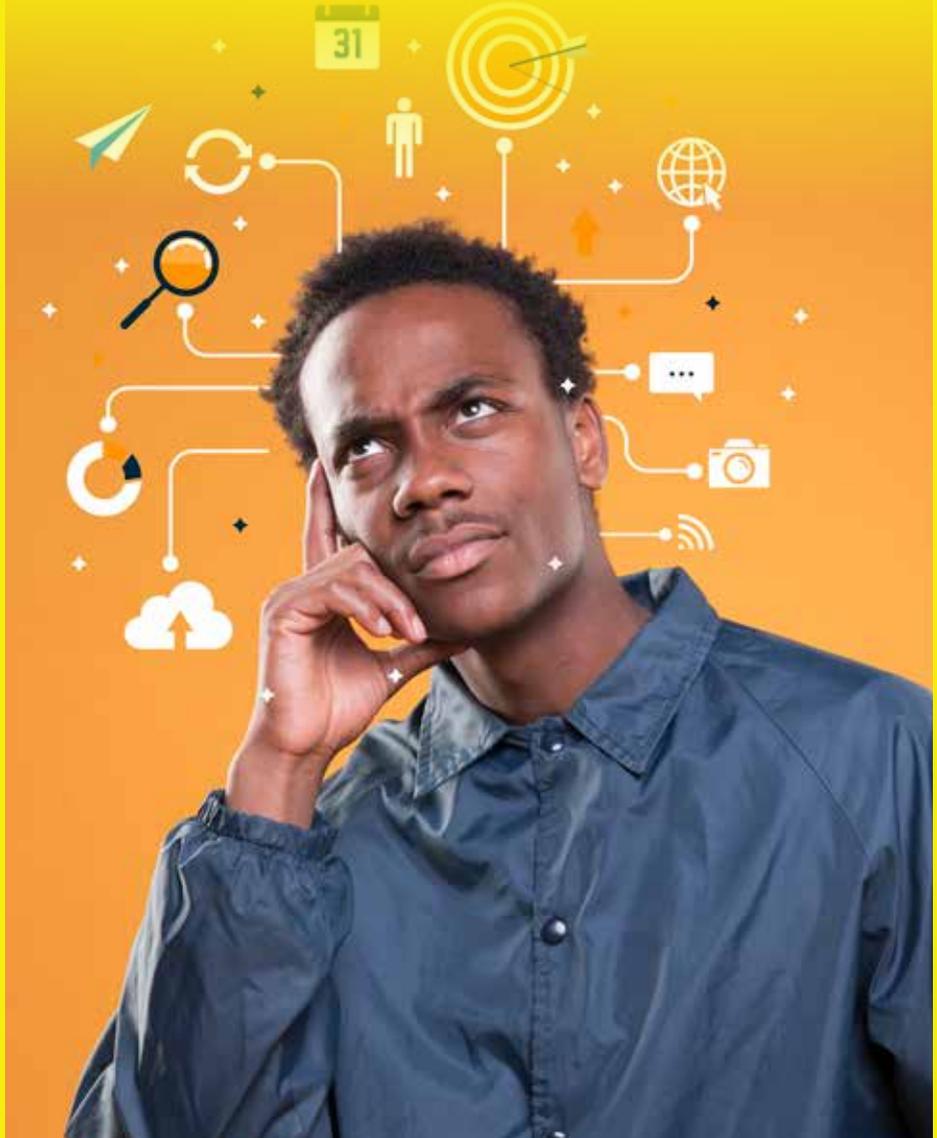
Step 3: Set up a Snapchat business account by accessing the Snapchat Business Manager. Log in using the same username and password that you set up for your regular Snapchat account. Enter your business name and click "Next". You will be directed to a page that looks like this:



Step 4: Now you will be able to share your content on your Snapchat business account and then you will begin to advertise your content on the public domain. The feature that you will gain access to on Snapchat business is creating a single image or video ad in five minutes. This is built for in-depth campaigns where you will be able to narrow down your objectives, split test your ads and create new ad sets. This will connect your website to a Snap Pixel to track the cross-channel effectiveness of your ads so that if a customer visits your website after seeing your ad, you'll know about it. Use branded illustrations or images to connect your audience to your brand in their Snaps and audience insights. This is where you will learn more about your customers such as what they like and what they're looking for.

CHAPTER 3:

LESSON 6: INTEGRATING SOCIAL MEDIA INTO YOUR OMNICHANNEL MARKETING STRATEGY



The best brands weave themselves into their customers' lives becoming part of their identity through listening and responding to each customer's needs and wants. They effectively practice omnichannel marketing, a type of marketing that provides a seamless customer experience, regardless of channel or device.

To be successful today, brands need to look beyond disconnected vendors, departments and strategies to make an impact and give customers a continuous experience. This means you should use diverse channels and messages that reinforce and support each other. Your audience may be following you on multiple social media platforms and also subscribed to your emails, so they don't want to be bombarded with the exact same message on every channel.

Instead, let these different platforms inform each other and enable you to listen and respond appropriately. A typical customer moves from email to social media to your website and back to social media in the blink of an eye, so they need to see an integrated experience across every channel. Your marketing automation platform and nurturing campaigns must account for all the ways a buyer will interact and engage with your brand. Make sure your social media platforms are key elements in your customer or lead nurturing strategy. When a potential customer mentions your company on social media or interacts in a different way, you can use your engagement marketing platform's automation software to listen and respond with triggered emails and communication. You can also use sophisticated targeting with paid social media ads. An engagement marketing solution enables marketers to target their audience efficiently by making marketing assets such as emails, landing pages, forms, segmentations and workflows easy to replicate and implement.

As a buyer browses your website and interacts with your content, the data you collect on their behavior feeds into a master view that fuels your communication with them across all channels. If your marketing automation solution has a web personalisation app, you can leverage a website visitor's lead or engagement score to personalise your site and your retargeting ads on social channels. For example, a potential customer may come to your website to sign up for a free trial. Later, after leaving your website, you can use that information to retarget them on social media with an offer. You can also leverage your landing pages to promote your social media presence. Incorporate mobile marketing by tracking mobile website visits, emails opened on mobile devices, app installs, in-app activities and responses to push notifications and in-app messaging to inform your other marketing campaigns. When a customer opens your email and clicks on a form but exits

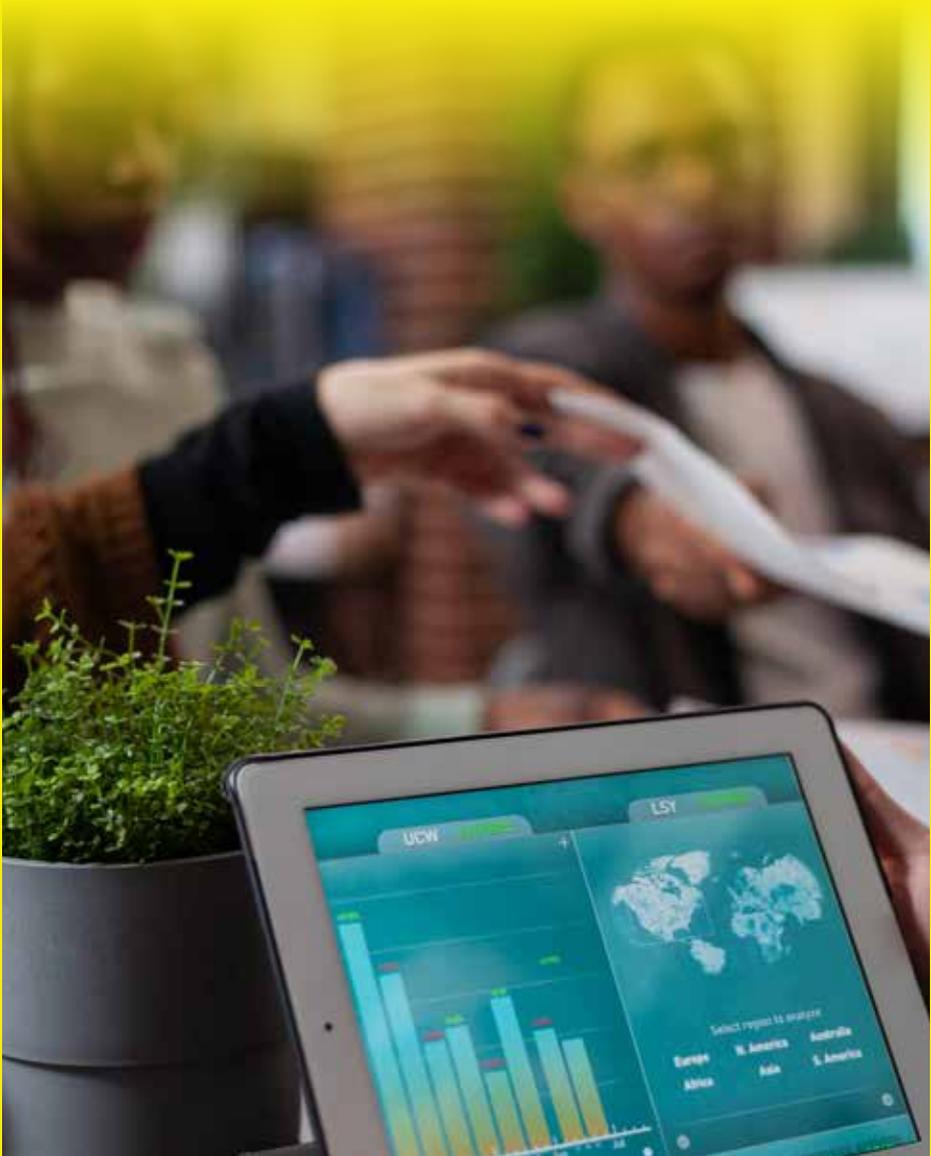
the landing page without submitting it, you can send them a push notification informing them that their form was not processed through their app if they have it installed on their mobile. You can easily integrate your email campaigns and social media platforms using:

1. **Social connecting:** Grow your social followers with email.
2. **Social sharing:** Extend the reach of your message through social channels with email.
3. **Social promotion:** Grow your email list and promote your email marketing efforts with social. You can supplement each email address in your database with the contact's social media data. Feature a Facebook, Twitter or LinkedIn connect button in email opt-in confirmation messages. Add a Facebook, Twitter or LinkedIn connect button to your preference center for recipients who'd rather stay in touch over social networks. Listen for keywords that your audience uses on social media and then send segmented emails using those keywords.

Traditional channels often take a mass marketing approach and can sometimes be hard to measure. But it's important that they are in line with your campaign goals. They can be a powerful way to augment your social media marketing campaigns and are still a worthwhile piece of your marketing toolbox. Event marketing can be a powerful way to stand out and bring your brand to life. Gauge whether your campaign resonates with the targeted audience and their interests and determine how you can engage them on social media before, during or after the event. With a physical presence, like a brick-and mortar store, evaluate how to bring your campaign to customers who visit.

CHAPTER 4:

LESSON 1: MONETISATION AND REVENUE GENERATION



What is monetisation?

Social media monetisation is a social media marketing strategy where you generate income from your audience on your social channels. This is based on digital products you promote including your own, those belonging to others as well as exclusive content you offer.

Why must we monetise social media marketing?

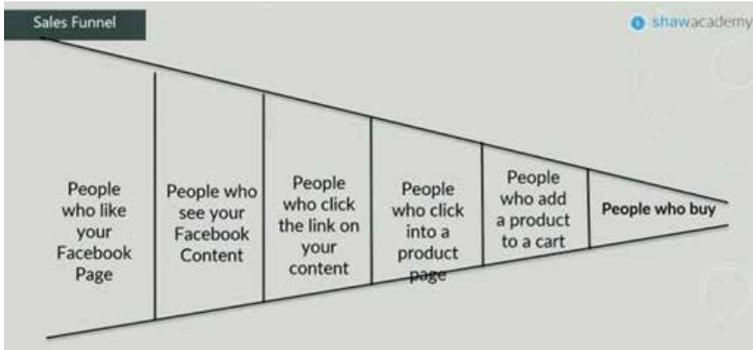
It's an easy way for the digital marketing industry to connect with customers. With most customers scrolling away on social media with new trends and new technologies all the time, it is important to create brand awareness and market your brands to your audience. As mentioned in the previous chapters, defining your target audience is the key to successfully monetising social media marketing. Monetising your social media includes investigating frequently asked questions on social media. It is easy to do anything on social media once you've established an engaged social media following.

Affiliate marketing is also very helpful when it comes to monetising social media content because it can be used to generate an income selling other people's products, this includes earning a commission every time someone uses your affiliate link or code to purchase what you are promoting.

Paid memberships/paid partnerships is another way of monetising social media marketing. Creating exclusive content that followers must pay to access is effective if you have already proven that you create helpful content and your target audience keeps asking for more. Sponsored posts and videos also contribute to the revenue of social media marketing especially when you have been working as an online creator for a while and have a good engagement rate.

What is a sales funnel?

A sales funnel is the marketing term for the journey potential customers go through on the way to purchase. There are several steps to a sales funnel and they're known as the top, middle and bottom of the funnel, although these steps may vary depending on a company's sales model.



(Source: Shaw Academy)

A sales funnel is broken down into 5 stages:

1. Awareness
2. Interest and evaluation
3. Desire
4. Action
5. Loyalty and reengagement

Social media & monetisation:

According to research, Facebook is the social media platform that people use the most in South Africa. The recently released 2024 "South African Social Media Landscape Report" by Ornico, in collaboration with Worldwide Worx, reveals that there are two significant shifts in social media usage in the country: a dramatic decline in the use of X and an increase in the use of TikTok. Facebook remains the most used social media platform, at 78%, followed by LinkedIn (72%), Instagram (56%), X (51%), YouTube (51%), WhatsApp (49%) and TikTok (33%) countrywide.

In 2018, 90% of brands were using X. By 2022, this figure had dropped to 69%. In 2024, use of X declined to 51%. It is expected to drop further as advertisers shun its toxic contents. TikTok, on the other hand, has continued a relentless rise, growing from 1% in 2020 to 28% in 2023 and 33% in 2024.

The report approached South Africa's biggest brands and asked them which social media platforms they use and which they plan to use in the coming year. TikTok was the name most frequently mentioned in answer to the latter question, at 32%. Brands say they use social media platforms to build brand awareness (72%) and to increase brand engagement (55%). Those using it as a core part of a marketing campaign dropped from 71% to 54%.

In terms of how much they spend on social media advertising platforms per month, 51% of brands said they spend more than R10,000, 18% spend between R10,000 and R20,000, 7% spend between R20,000 and R30,000, 7% spend between R30,000 and R40,000, 3% spend between R40,000 and R50,000 and 14% spend more than R50,000. Worldwide Worx CEO Arthur Goldstuck points out that there has been almost no change in the highest categories of spending but an increase from 11% to 18% in the R10,000-R20,000 bracket. Facebook is the biggest recipient of social media advertising budgets, followed by LinkedIn and Instagram.

Facebook monetisation:

How to monetize your Facebook Page

shawacademy

- Create a business page
 - ✓ Proper classification
 - ✓ Select right name
 - ✓ Work a lot on your About section
 - ✓ Make your page verified
 - ✓ Attention to profile photo (your Logo) and cover photo (your product/service and connection with the CTA)
- Build an Audience
- Funnel the audience
 - ✓ To a Monetized page (Your shop or your website)
 - ✓ To a Facebook Shop
- Engage, Maintain, Grow



The screenshot shows a Facebook page with a call to action button. Below the button, there are several monetization options: Book services, Get in touch, Learn more, Make a purchase or donation, and Download app or game. A hand icon is pointing to the call to action button.

Facebook Monetisation

shawacademy

Focus on what's available to us

How your page is displayed (brand photo and cover photo)

Metrics

Call-to-Action

Tags

Content



Shop Now

Home

Pages

Groups

Marketplace

Live

Watch

Events

Pages

Monetising Facebook

shawacademy

Create A Business Page

- Proper Classification
- Select Right Name
- Work A Lot On Your About Section
- Get Verified
- Profile Picture, Logo & Cover Photo

Build An Audience

Funnel The Audience

- Monetized Page
- To Shop on Your Brand Page

Engage, Maintain, Grow



Home

Pages

Groups

Marketplace

Live

Watch

Events

Pages

X monetisation:



YouTube monetisation:



Pinterest monetisation:



Instagram monetisation:



Tracking your data on social media:

Social media platforms use data to analyse the market, show targeted ads, tailor services and recommend posts. Dislikes and likes also help shape a user's social media portrait and companies use this information to find out their customers' interests.

More ways to gauge their customers' interests include asking customers if ads are relevant on their channels. Social media surveys also ask questions about customers' interests. These responses are recorded and companies related to user interests can purchase the data along with others in the relevant interest category. These short questions can also help customise ads to a person's interests.]



When a platform advertises a brand, it gets paid in return. These posts may appear as sponsored content to users with data relating to the advertising brand. Companies pay to appear on the social media feed with users matching their products. This targeted information is gathered from tracking cookies or information shared. If users provide an email or phone number, companies could also use those to share information with users about their products and services.

When tracking data we use:

1. Google Analytics
2. Meta business suite
3. Instagram insights
4. TikTok Analytics
5. X Analytics
6. Pinterest Analytics
7. LinkedIn Page Analytics



(Source: Shaw Academy)

What is SOSTAC & how does it work?

The SOSTAC model breaks down into six crucial components: Situation Analysis (where are we now?), Objectives (where do we want to be?), Strategy (how do we get there?), Tactics (the details of strategy), Actions (implementing the tactics) and Control (measuring success, KPIs).

According to LinkedIn, the first step of the SOSTAC model as developed by PR Smith, is assessing your current internal and external marketing situation. This comes from gathering relevant data and insights about your market, your customers, your competitors, your strengths, your weaknesses, your opportunities and your threats. This will help you identify your key issues and challenges as well as your unique selling proposition and competitive advantage.

The second step of the SOSTAC model is defining your marketing objectives, based on your situation analysis. Your objectives should be SMART: specific, measurable, achievable, relevant and time bound. They should also align with your overall business mission, vision and KPIs. Your objectives should answer the question: what do you want to achieve with your marketing plan? The third step of the SOSTAC model is developing your marketing strategy based on your objectives. Your strategy should answer the question: how are you going to achieve your objectives? You need to decide on your target market, your positioning, your differentiation, your value proposition and your

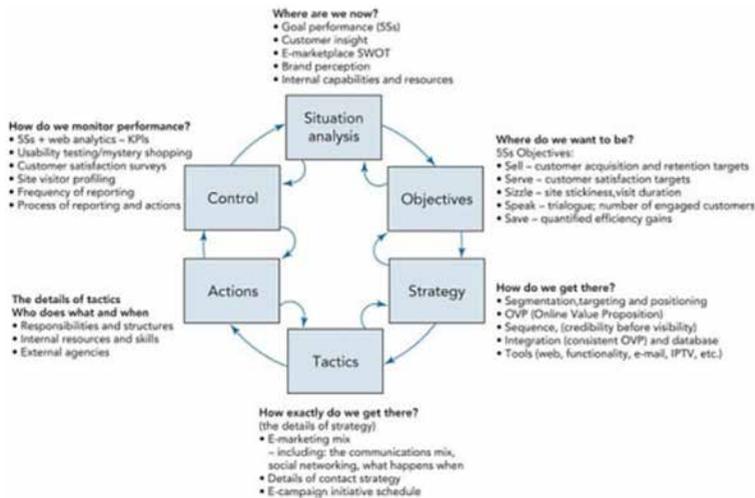
core messages. You also need to consider your resources, your budget, your timeline and your risks.

The fourth step of the SOSTAC model is selecting your marketing tactics based on your strategy. Your tactics should answer the question: what are you going to do to implement your strategy? You need to choose the appropriate marketing mix elements such as product, price, place and promotion as well as the specific tools and channels that you will use to reach and engage your target audience.

The fifth step of the SOSTAC model is planning your marketing actions based on your tactics. You need to assign roles and responsibilities, allocate resources, schedule tasks and deadlines and establish milestones and deliverables. You also need to communicate your plan to your team and stakeholders and ensure their buy-in and commitment.

The sixth and final step is SOSTAC model is monitoring and controlling your marketing performance based on your objectives. You need to measure and evaluate the results and outcomes of your marketing activities, using relevant metrics and indicators.

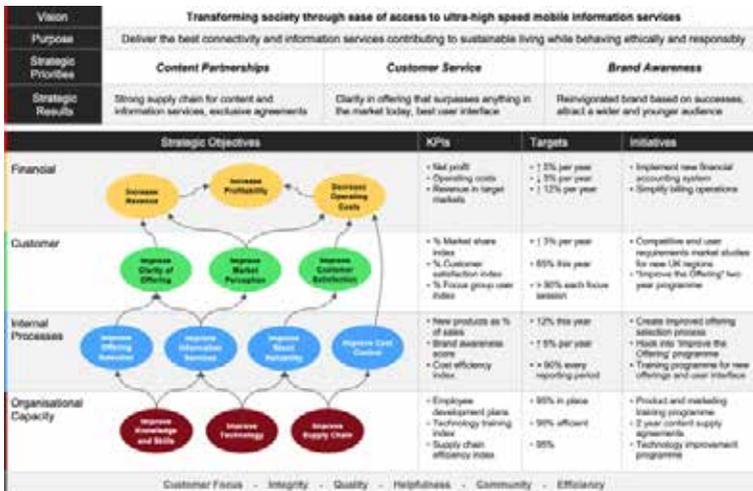
How does this work?



Source: Smith, PR (2022) The SOSTAC® Guide to your Perfect Digital Marketing Plan (2022)

Managing KPIs & Reporting:

When managing KPIs, you need to choose the right measures such as defining the KPIs you plan to manage. Each goal is Specific, it can be Measured (with the KPIs that you'll choose), the goal is Attainable, the goal being measured is Relevant (to the organisation's overall strategic direction) and a defined Timeframe can be established for the goal. So basically, applying the SMART technique is very helpful to managing KPIs. A KPI should always be related to a business objective or an outcome. This is true both at a strategic and an operational level. When creating KPIs to measure the success of a strategy, a Strategy Map can be used to provide a high-quality visual representation of where KPIs fit in relation to the 'strategic picture'. See strategic map below:



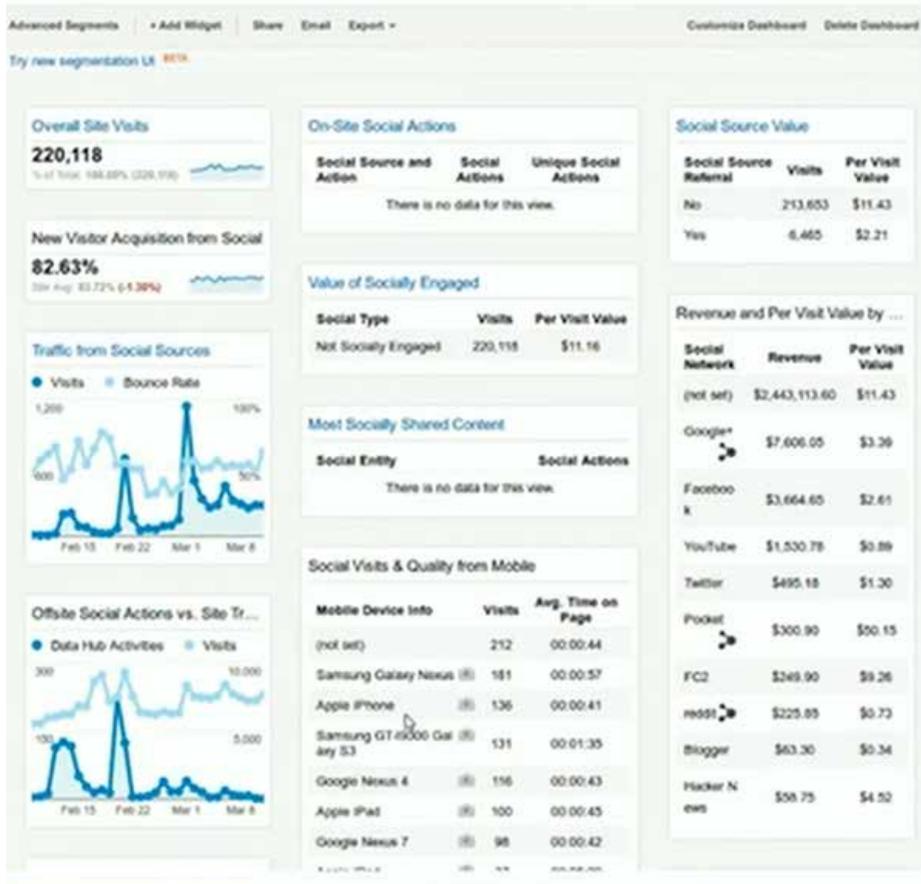
(Source: <https://www.intrafocus.com/kpi-management/>)

You also need to create a KPI dashboard to provide immediate, intuitive real-time screenshots into your progress. Once you have your KPI dashboard in place, keep it alive by regularly updating it. Add context and commentary for sharing and circulating the data and use it to stimulate discussion and decision-making.

Managing of reports:

When using data to create reports for your business, the data must be on-platform data or website data from pre-existing documents linked through Google Analytics for managing reports. Below is what a social media marketing report should look like using Google Analytics.

Social Media Dashboard



CHAPTER 4:

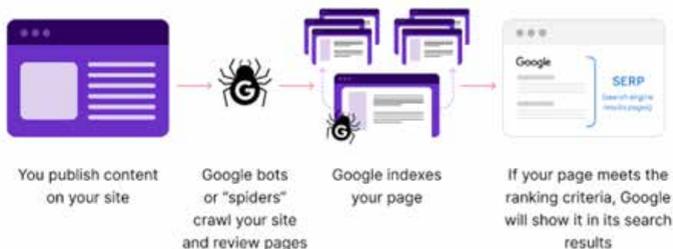
LESSON 2: INTRODUCTION TO SEO



What is SEO?

SEO stands for Search Engine Optimisation and is the process used to optimise a website's technical configuration, content relevance and link popularity so its pages can be found easily, more relevant and popular towards user search queries, and therefore, search engines rank them better.

How Search Engines Work



semrush.com

SEMURUSH

[\(https://www.semrush.com/blog/what-is-seo/\)](https://www.semrush.com/blog/what-is-seo/)

Why is SEO important?

Every day, Google users conduct billions of searches for information and products. It's no surprise that search engines are usually one of the biggest traffic sources to websites. The higher you rank, the more people will visit your page. SEO plays a key role in improving your ranking positions. Better rankings mean more traffic and that means new customers and more brand awareness. In other words, neglecting SEO would mean neglecting one of the most important traffic channels leaving that space completely to your competitors.

Ranking factors for SEO:

Ranking factors relate to a website's content, technical implementation, user signals, backlink profile or any other features the search engine considers relevant. Understanding ranking factors is a prerequisite for effective search engine optimisation.

The SEO ranking factors include content quality, backlinks, keyword research, content length, technical SEO, site security and content uniqueness. Beyond page URL, title and headings, content is most influential on search engine

rankings. Optimising your content is often referred to as 'on-page SEO' or 'page optimisation'. The three stages of ranking SEO are discovery, relevance and authority.

What are the benefits of SEO?

Search engine optimisation is very beneficial in the world of social media marketing because it:

1. Improves digital marketing ROI.
2. Boosts your credibility.
3. Drives high-quality traffic to your website.
4. Measures your success with real numbers.
5. Promotes your company all day, every day.
6. Targets every stage of the buying funnel.
7. Increases brand awareness.
8. Generates more leads, sales and market share.

Reporting

What is 'Reporting'?

A social media report is a comprehensive document that compiles and analyses data from a brand's social media activities over a specific period. Social media reports typically provide your customers with actionable insights such as improving their level of engagement with your content. A social media report ensures your corporate personality remains consistent across all your social media networks.

There are many forms of social media reports such as:

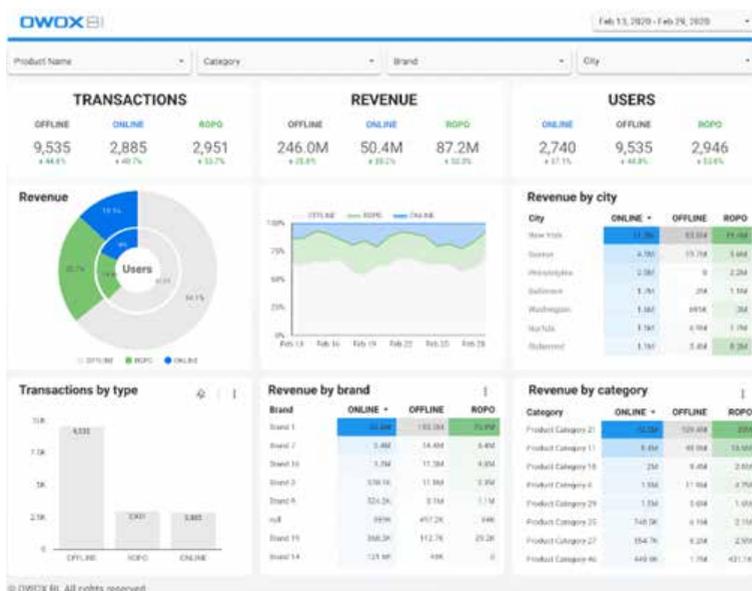
1. Weekly, Monthly or Quarterly Reports
2. Competitor Reports
3. Paid Campaign Reports
4. Organic vs. Paid Campaign Reports
5. Social Listening Reports
6. Post Performance Reports

According to Owox, effective marketing reports are essential for analysing and improving the marketing department's performance. They can showcase campaign performance, aid in decision-making and help meet pre-set marketing goals. The essential elements include a summary of marketing strategies, market analysis, promotional information and data on advertising campaigns. The reports also list established marketing goals and KPIs.

Data Collection and Analysis in marketing involves gathering information about your marketing campaigns and studying it closely. This step is crucial because it tells you what's working and what's not. By looking at things like how many people visit your website or how many people buy your product after seeing an ad, you get a clear picture of your marketing strategy's success. This information helps in making smart decisions for future marketing efforts, ensuring that time and money are spent wisely.

Sales Performance Reports can help businesses track and analyse their online and offline sales activities revealing trends and areas for improvement. They also provide insights into overall sales effectiveness and guide strategic decisions. These reports typically include:

- Overview of sales operations
- Specific sales KPIs
- Analysis over a set time period
- Graphs and charts for data visualisation
- Executive summary for top management



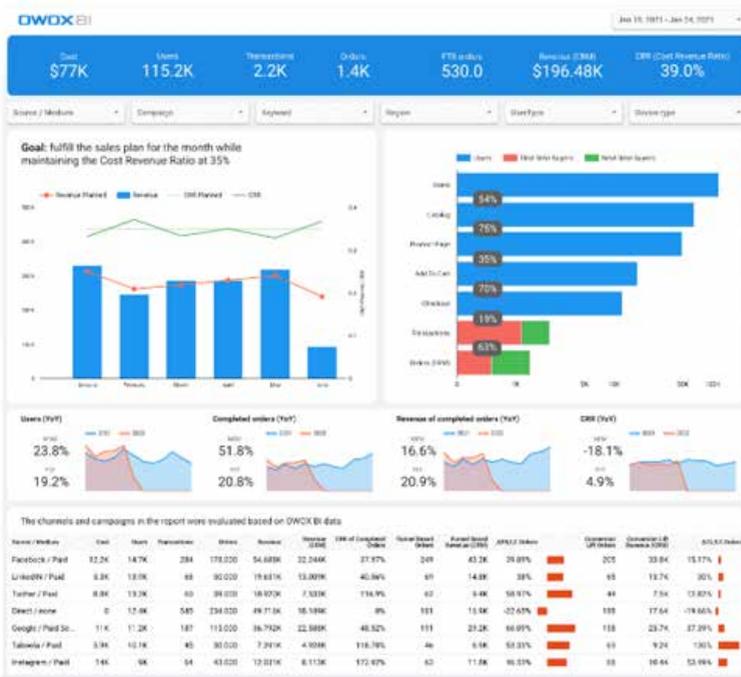
Data Studio

Data sources: G, Y!, f, M, CRM

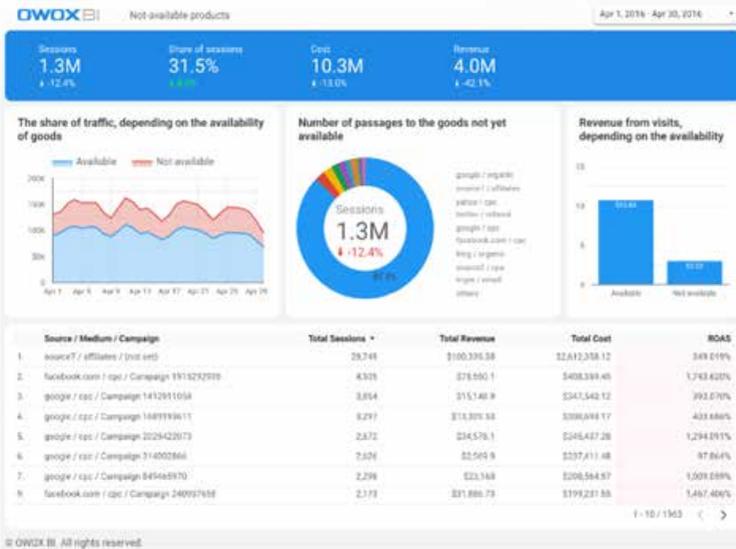
(<https://www.owox.com/blog/articles/marketing-reports/>)

Website traffic and conversion reports focus on how visitors interact with a website and their conversion into customers, all essential for understanding and optimising online user experience and effectiveness. This includes:

1. Total website visits
2. Source of traffic this includes organic, referral and direct among others.
3. User behaviour such as pages visited and time spent among others.
4. Conversion rates



Daily marketing reporting helps marketers to make fast, data-informed decisions, allowing them to react in almost real time to any errors. With daily checking, it's also possible to track small experiments and notice problems such as website errors and unavailable items before they grow into global difficulties. In addition, daily tracking allows you to be confident in your numbers.



Data Studio

Data sources:

Unlike general annual reports and detailed weekly reports, monthly reports provide an overview of information for the period of a few weeks. That is important for marketing insights. For example, if a weekly dashboard shows one channel bringing the most leads, this doesn't necessarily mean these leads will be of high quality. At least a couple of weeks need to pass before you can find out the actual overall results.



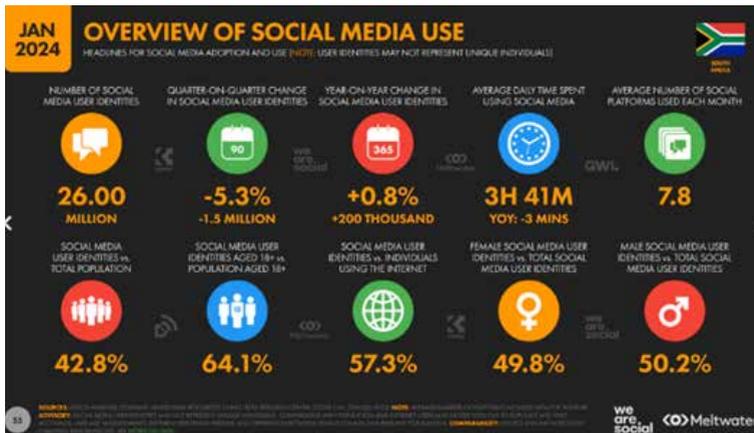
[\(https://www.owox.com/blog/articles/marketing-reports/\)](https://www.owox.com/blog/articles/marketing-reports/)

With the assistance of monthly dashboards, it's easy to analyse the effectiveness of ad campaigns since marketers can quickly find out what share of profits are generated by various non-brand campaigns. It's also possible to compare the conversion and ROI of advertising campaigns separately for Facebook or any other sources and analyse conversion data from organic traffic to assess the effectiveness of site optimisation.



[\(https://www.owox.com/blog/articles/marketing-reports/\)](https://www.owox.com/blog/articles/marketing-reports/)

In 2023, 200 000 new users joined social media, taking the total number of South African social media users to 26 000 000. The gender split is balanced at 49.8% female and 50.2% male and the average number of platforms per user sits at under 8.



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Chapter 3 Lesson 3 Image

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Chapter 3 Lesson 6 Image

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