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Blogs and Articles

Living Frugal While Traveling As A Freelancer

Despite the hype surrounding the concept of being a freelancer and being your boss, the truth is that freelancing can be a very stressful experience. While there are certainly perks such as the ability to set your schedule, work on your terms, and not have a boss hovering over your shoulder, the downsides are often overlooked. Issues such as project delays, excessive client feedback, and writer's block are all too common. In such cases, taking a break and going on a trip can do wonders to reignite your creativity.

Traveling as a freelancer can be an amazing experience, but it can also be expensive. If you're not careful, it's easy to overspend on accommodation, food, and activities. But with a little planning and effort, it's possible to live frugally while traveling and still have a great time.

Here are a few tips:

Choose Your Destination Wisely

Yes, I understand you may want to tour downtown Shanghai while eating the finest cuisine the city has to offer, but Shanghai did recently rank as one of the ***Top Ten Most Expensive Cities In The World***. Maybe a trip to a resort in the Dominican Republic is a better idea since you can purchase an all-inclusive package that includes:

- Hotel and Flights
- Food and Drinks
- Entertainment

Make sure you check the exchange rates and what each country/city has to offer. Some countries and cities are more expensive than others. If you're on a tight budget, avoiding popular tourist destinations and opting for lesser-known places may be your best option.

Travel During The Off-Season

Maybe booking a flight during June isn't a great idea since tickets are in high demand during the summer. Try early February instead or the end of summer when things begin to cool off. Prices for flights and accommodation are typically lower during the off-season. You'll also have fewer crowds to contend with so that's a perk.

Book your flights and accommodation in advance

The earlier you book, the more likely you will get a good deal. For example, Spring Break is from March 2nd to March 14th. Booking in January would save you hundreds of dollars while booking a week before Spring Break would burn your pockets fast. The last thing you want to do is book your trip a few days before your vacation date.

Consider alternative accommodation options

I understand that we all want our privacy but sometimes you have to make sacrifices to satisfy your wallet. Hostels, guesthouses, and homestays are all more affordable than hotels. You could also consider renting an apartment or house for a longer stay.

Cook your meals

When we visit a new country, one of the first things that comes to mind is experiencing the local cuisine and delicacies. But... eating out can be extremely expensive. But buying groceries can be even cheaper depending upon location. Save money by food prepping and cooking your meals while on your trip. You'll be pleasantly surprised by how much further your budget will go and how many more activities you can enjoy with the additional cash on hand.

Take advantage of free activities

Before you embark on your city adventure, take some time to research the free attractions available, such as museums, parks, and other points of interest. Preparing a list of activities that won't cost you anything will help you make the most of your trip without breaking the bank.

Use public transportation

Compared to taxis or rental cars, public transportation is a much more cost-effective option. To make the most out of public transportation, it is recommended that you download apps such as Google Maps or any local transportation app to help you navigate the area. Alternatively, consider speaking with the locals to discover the top public transportation options.

Take advantage of discounts

When you're planning to visit an attraction, keep in mind that many offer special discounts for students, seniors, and groups. Before purchasing your tickets, be sure to inquire about any such discounts. Additionally, downloading the Groupon app may allow you access to even more exclusive deals.

Budget carefully and track your spending

It's common to lose track of expenses when you're having fun. However, it's crucial to keep tabs on your spending. Fortunately, there are many apps available that can help you track your expenses. Moreover, it's wise to keep a small amount of money in your savings account for unforeseen emergencies.

Conclusion

As a freelancer, traveling can be an enriching experience that helps you overcome writer's block

or find new inspiration as an artist. These tips will help you have an amazing time without breaking the bank.

Ways Artificial Intelligence Can Make Your Life Simpler

It is the year 2075 and instead of sitting in rush hour traffic, panicking at the thought that you might miss your morning meeting, you are sitting in the comfort of your home rewatching an AI remake of Game of Thrones. After dozing off to the sound of a sweet jazz album professionally produced by an AI DJ, you wake up and walk into the kitchen where you watch your RoboWife cook you a fresh dinner. After dinner, you head upstairs to your bedroom, turn off the lights, and command your AI surround sound to visualize a dream to help you sleep.

I know this all sounds crazy, but the Artificial Intelligence Revolution has opened our eyes to the limitless possibilities of AI and what it has to offer. But with limitless possibilities comes controversy and the controversies surrounding AI have caused some panic, especially among workers, creatives, and even CEOs. But there's no reason to panic. Well, at least not yet. We are probably a good century away from having such technology. And remember, AI is data-driven so it will always have to have a human touch.

To help you sleep better at night, we have created a list of ways AI can make your life simpler.

Automate routine tasks

AI can automate a wide range of routine tasks, such as scheduling appointments, sending emails, and managing your to-do list. This can free up your time to focus on more important things, such as creative work or spending time with loved ones.

Provide personalized recommendations.

AI can learn your preferences and habits over time to provide you with personalized recommendations for products, services, and content. This can help you to discover new things that you might enjoy and to make better decisions about what to buy or watch.

Improve productivity.

AI can help you to be more productive at work and home. For example, AI-powered tools can help you write better emails, create more effective presentations, and manage your projects more efficiently.

Make your home more comfortable and secure.

AI-powered smart home devices can make your home more comfortable and secure. For example, AI-powered thermostats can learn your heating and cooling preferences to save you energy and money. AI-powered security systems can detect intruders and send you alerts if necessary.

Improve your health and well-being.

AI can be used to develop new medical treatments and diagnostic tools. AI can also be used to help people manage their health and well-being, such as by tracking their fitness goals or providing personalized dietary recommendations.

Conclusion

You see, AI doesn't have to be scary. It can be your best friend. Whether you are trying to save time in booking a flight or need ideas for a new feature, AI can be a lifesaver. You should cherish being a part of this new revolution. I promise you will not regret it.

Passion Project

There's something about sitting back in my office, allowing the breeze from the cracked window to seep through and complement the smell of a fresh cup of coffee, brewing on the stove. Nothing beats the passion of writing on a beautiful spring day, whether fiction or nonfiction, short stories, poetry, or novels. Whether you are writing yourself a letter to move on from a breakup or sitting on a bench, writing beautiful words to the squirrels, writing is good for the soul. No form of art brings so much joy as writing does. But there will come a day when you experience writer's block. Here are some things you can do to prevent writer's block:

Step 1: Read

Nothing beats a good book. Reading will get the juices flowing and provide you with more ideas. I would recommend fiction if you are into creative writing and nonfiction if you are thinking about conducting research.

Step 2: Go To The Park

The park is one of the most underrated places a writer can go to get fresh ideas. You are surrounded by so many faces and so many natural items available to you to expand your creative juices.

Step 3: Talk to other writers.

Your network is important. Having a network of writers is even more important. Sharing ideas would be great, especially for a writer who has writer's block. Some of the best writing I have ever done is when I get advice from other fellow writers.

Step 4: Take a Break

Sometimes it is best just to sit back, relax, and take a break. Forcing through could cause you to do some of your worst work. I have noticed that I do my best work when I take a break and just relax. Writer's block is nothing more than an overconsumption of the mind. Please, let your brain recharge.

Step 5: Push Through It

Yes, I know, you want to make sure you are doing your best work but sometimes you have to push through and allow the creative flows just to slow out. Sometimes writer's block can just be a little nuisance.

No matter how bad things may seem, never let anything stop you from writing. Use these 5 steps to push through and become the writer you always meant to be.

Case Studies

Case Study: Women's Shopping Patterns

Introduction

Women are a major driving force in the retail industry, responsible for more than 80% of all consumer spending. To stay competitive and cater to their female customers' needs, businesses must comprehend women's shopping behaviors.

Shopping Behaviors

When it comes to shopping, women tend to show more interest than men. They take the time to research products, compare prices from different stores, and enjoy the experience of browsing and trying on clothes. Women also tend to shop for pleasure rather than just necessity.

Product Preferences

Women tend to prioritize style, fashion, and quality when purchasing products, and are often influenced by celebrities and brand reputation. In terms of clothing, they tend to favor items that flatter their bodies and promote confidence.

Shopping Channels

Women have unique shopping habits that encompass both physical and digital channels. Brick-and-mortar stores, online retailers, and mobile apps are all popular choices. While online channels are becoming increasingly popular for research and purchases, the in-person shopping experience still holds significance to many women.

Factors Influencing Shopping Patterns

Women's shopping patterns can be influenced by different factors such as age, income, lifestyle, and personal preferences. Younger women tend to set trends and enjoy trying out new styles. Women with a higher income are more inclined to buy luxury items. For those who lead busier lifestyles, shopping online or using mobile apps are more convenient options.

Implications for Businesses

Strategies for Effective Marketing and Merchandising

To effectively connect with female customers, businesses can utilize their understanding of women's shopping patterns to develop marketing and merchandising strategies. Here are some key tactics to consider:

- Prioritize fashion and style: Women are often drawn to trendy and stylish products.
- Provide high-quality items: Women are willing to pay more for better quality products.
- Utilize powerful branding and celebrity endorsements: Women are frequently swayed by prominent brands and celebrity endorsements.

- Foster a positive shopping experience: Women appreciate a welcoming and positive shopping environment.
- Offer a range of shopping channels: Women frequently use multiple shopping channels, so businesses should make their products and services accessible through various channels.

Conclusion

The Importance of Understanding Women's Shopping Habits for Business Success

To stay competitive and cater to female customers, it's crucial for businesses to comprehend women's shopping patterns. By creating marketing and merchandising strategies that cater to women's preferences, businesses can boost sales and foster customer loyalty.

Case Study: Tailoring a Marketing Strategy for Millennial Professionals

Executive Summary

Born between 1981 and 1996, millennials make up a significant portion of the workforce and consumer market. It's crucial for businesses to understand their preferences and unique needs to effectively engage this demographic. This case study analyzes the development of a marketing strategy designed specifically for millennial professionals.

Target Demographic

Are you looking to market to millennial professionals? Here are some essential traits to keep in mind:

- Tech-savviness: Millennial professionals are digital natives who are well-versed in technology and online content.
- Social consciousness: They are socially aware and value brands that align with their beliefs and support causes dear to them.
- Experience-driven: They prioritize experiences over material possessions, preferring brands that offer unique and memorable experiences.
- Authenticity: They value transparency and authenticity, preferring brands that are genuine and relatable.

Marketing Objectives

The marketing strategy aims to achieve the following objectives:

- Increase brand awareness and recognition among millennial professionals
- Establish the brand as a thought leader in the industry
- Generate leads and convert them into loyal customers
- Foster a strong brand community among millennial professionals

The marketing strategy has laid out the following objectives:

- Enhance brand recognition and awareness among millennial professionals
- Position the brand as a leading industry expert
- Generate and convert leads into dedicated customers
- Cultivate a robust brand community among millennial professionals

Marketing Strategies

To achieve these objectives, the following marketing strategies will be implemented:

- Content marketing: Develop high-quality, informative, and engaging content that resonates with millennial professionals.
- Social media marketing: Utilize social media platforms where millennials are most active, such as Instagram, LinkedIn, and TikTok, to share content, engage with followers, and build brand awareness.

- Influencer marketing: Partner with relevant influencers who align with the brand's values and can reach a millennial audience.
- Experiential marketing: Create immersive and interactive experiences that connect with millennial professionals on an emotional level.
- Community engagement: Foster a sense of community among millennial professionals by hosting events, creating online forums, and encouraging user-generated content.

Strategies for Marketing to Millennial Professionals

To effectively reach millennial professionals, consider implementing the following marketing strategies:

- Content Marketing: Produce high-quality, informative, and engaging content that resonates with this demographic.
- Social Media Marketing: Utilize social media platforms where millennials are most active, such as Instagram, LinkedIn, and TikTok, to share content, engage with followers, and raise brand awareness.
- Influencer Marketing: Collaborate with relevant influencers who share the brand's values and can effectively communicate with a millennial audience.
- Experiential Marketing: Create immersive and interactive experiences that connect with millennial professionals on an emotional level.
- Community Engagement: Foster a sense of community among millennial professionals through events, online forums, and user-generated content.

Marketing Channels

The following marketing channels will be utilized to reach the target demographic:

- Digital advertising: Utilize targeted digital advertising campaigns on platforms such as Google Ads and social media ads to reach millennial professionals based on their interests and online behavior.
- Email marketing: Develop targeted email campaigns that provide valuable content and exclusive offers to millennial professionals.
- Public relations: Engage with relevant media outlets and industry publications to generate positive publicity and establish the brand as a thought leader.
- Event marketing: Participate in industry events and conferences frequented by millennial professionals to network and showcase the brand's offerings.

Here are some marketing strategies to reach millennial professionals:

- Digital Advertising: Use targeted campaigns on Google Ads and social media platforms to reach this audience. Analyze their interests and online behavior to engage them effectively.
- Email Marketing: Develop targeted email campaigns that offer valuable content and exclusive deals to the millennial demographic.
- Public Relations: Engage with relevant media outlets and industry publications to get positive coverage and establish your brand as a thought leader.

- Event Marketing: Participate in industry events and conferences that are popular among millennial professionals to network and showcase your brand's offerings.

Measurement and Evaluation

The effectiveness of the marketing strategy will be evaluated based on the following metrics:

- Brand awareness: Increase in brand awareness among millennial professionals, measured through surveys and social media engagement.
- Web traffic: Increase in website traffic from millennial professionals.
- Lead generation: Number of qualified leads generated from millennial professionals.
- Conversion rate: Percentage of leads converted into paying customers.
- Social media engagement: Increase in engagement metrics such as likes, shares, and comments on social media posts targeting millennial professionals.

Here are some key performance indicators (KPIs) to measure the success of a marketing campaign targeting millennial professionals:

- Brand awareness: measured by surveys and social media engagement
- Web traffic: increase in website traffic from millennial professionals
- Lead generation: number of qualified leads generated
- Conversion rate: percentage of leads that convert into paying customers
- Social media engagement: increase in likes, shares, and comments on social media posts directed at millennial professionals.

Conclusion

By understanding the unique needs and preferences of millennial professionals and implementing a targeted marketing strategy that aligns with their values and interests, businesses can effectively engage this demographic, increase brand awareness, generate leads, and foster a loyal customer base.

Effectively Engaging Millennial Professionals with Targeted Marketing Strategies

To capture the attention of millennial professionals, businesses should understand their distinct needs and preferences. By crafting a marketing strategy that aligns with their values and interests, businesses can successfully engage this demographic. This approach can help increase brand awareness, generate leads, and foster a loyal customer base.

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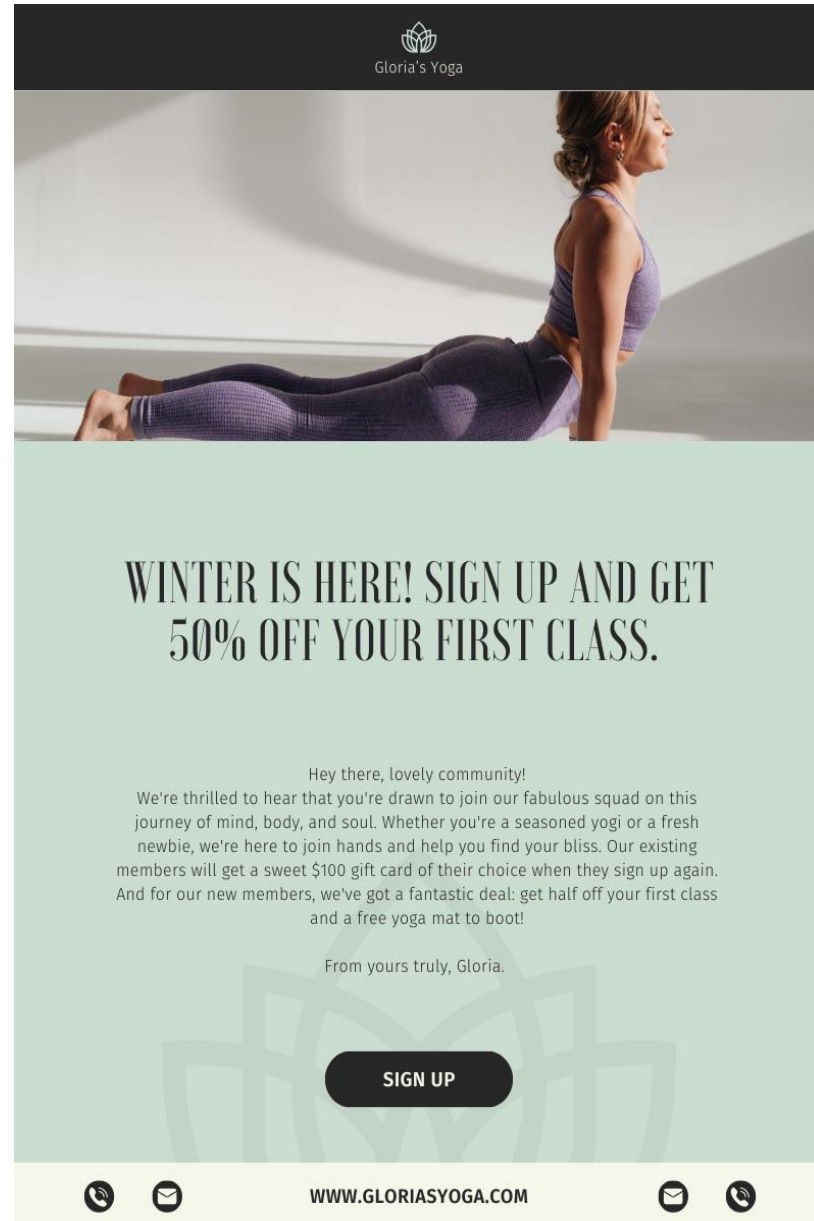


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From yours truly, Gloria.

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Commercial/Ad Scripts

Cereal Script

FADE IN:

INT. KITCHEN

A woman standing at the stove, stirring a pot with a spoon with a huge smile on her face.

NARRATOR (V.O.)

Nothing sets the mood for the morning like a hearty breakfast,
cooked freshly from the oven with a sprinkle of love and passion.

The skillet on her left catches on fire. The woman quickly looks over at the skillet on fire.

NARRATOR (V.O.)

But sometimes.... the early morning can be unkind,
especially when we have to beat the morning traffic.

The pot explodes in her face, covering her with grits and eggs. The woman looks disappointed.

NARRATOR (V.O.)

But don't worry.

Breakfast has never been this simple.

The woman sits back and thinks to herself for a moment. A ring goes off in her head. The woman rushes over to the cabinet and pulls out a box of oatmeal.

NARRATOR (V.O)

A healthy box of oats will brighten your day.

The woman sitting in the kitchen eating oatmeal while smiling.

NARRATOR (V.O)

And that smile.

FADE TO BLACK.

Insurance Script

FADE IN:

EXT. BUSY FREEWAY - DAY

Vehicles parked on the freeway, bumper to bumper, while the sound of honking consumes to atmosphere.

NARRATOR (V.O.)

Sitting in traffic can be really frustrating.

INT. CAR

A man sitting in the driver's side of the vehicle looking bored.

NARRATOR (V.O.)

Do you know what's also frustrating?

The man jumps out of his seat as his car shakes.

EXT. BUSY FREEWAY - DAY

The man opens the car door, hops out of his vehicle halfway, and sees that his car has been rear-ended by another vehicle.

NARRATOR (V.O.)

Filing a claim to your insurance company.

The driver who rear-ended the man walks up to the man and shows him his smartphone.

NARRATOR (V.O.)

Lucky for you, at Our Trust Insurance,
we make it easy for you to file a claim.

The man shakes the driver's hand.

NARRATOR (V.O.)

Our agents will have your claim processed in a matter of 24 hours.

The man looks down at his smartphone. A "\$" notification pops up on his smartphone.

LATER THAT DAY

A car speeding down the freeway with money blowing out of his car windows.

NARRATOR (V.O.)

Who said filing a claim has to be complicated?

FADE TO BLACK.

Skincare Script

FADE IN:

EXT. MODELING ROOM

A woman rubbing her face with moisturizer.

NARRATOR (V.O.)

Smooth skin should not be a privilege.

A woman squeezing lotion in her hand.

Shots of women from different age ranges and racial backgrounds.

NARRATOR (V.O.)

It should be a right for every woman
regardless of age, color, and class.

INT. BATHROOM

A woman standing in the mirror rubbing cream on her face.

A woman standing in the shower washing her hair with shampoo.

NARRATOR (V.O.)

With our natural oils, shampoos, and creams,
you don't have to worry about price.

INT. ROOM

Three women standing in the room, holding up bottles.

NARRATOR (V.O.)

I promise your skin will shine.

FADE TO BLACK.

E-books

Social Media Marketing

Introduction

There is no doubt that social media has evolved, immensely, over the last few decades. One of the most significant changes is the shift from traditional marketing to brand marketing on different social media platforms to generate traffic. Just think, in just a matter of almost two decades, social media has become an essential part of our everyday lives. Who would've ever thought, in the history of humanity, that we would've got to a point to where we are able to connect with millions of people across the world, from a variety of electronic devices: smartphones, tablets, and laptops & desktop computers? But, although, social media has become an essential part of our everyday lives, it has also become even more essential for businesses of all sizes.

Just think, whenever you are either scrolling through your Facebook feed, tweeting on Twitter, or snapping pictures on Instagram, you are bound to run into some sort of Ad(s) promoting either a product or service. Knowing this truth, you wouldn't be surprised to know that, over the last decade, social media has been at the forefront of business marketing. It was reported, in 2017, that *The Examiner* conducted a poll which found that 92% of respondents stated that social media marketing is essential to the growth of their business. With millions of social media users, across the world, businesses are using different strategies and methods to market their business to potential customers.

It is evident that if you are not using social media to market your business, then you are falling behind the times. You may be thinking, "How do I get started?" or "What is the magic juice to become successful at marketing my business on various social media platforms?" Here, all your questions will be answered. You are about to learn different hints and tips to, effectively, market your business on a variety of social media platforms: Facebook, Twitter, YouTube, Instagram, LinkedIn, and Pinterest.

Note:

Peer pressure and success stories in the media tell today's business owners that having a presence on social media is important. Without social media, businesses could be losing out on an abundance of opportunity. One of the biggest mistakes a business/brand could do is jump right into social media without having no real clue on what they are going to do to separate themselves from the pack. Although it is possible that you will get "lucky" and become an overnight success, it is still very rare. It takes time to grow a business and social media

marketing only gets your product/services on the screen, it does not guarantee that the customer will buy your product.

Part 1:
Facebook Marketing

Getting Started On Facebook

Nothing beats sharing a post, posting a picture, or just posting something entertaining on your Facebook Newsfeed. Based off numerous studies, it has been proven, that Facebook is the most visited social media site in the world. With an estimated base of over one billion active users, Facebook is still going strong.

Since Facebook is the king of social networks, it is the only evident that it is a place where you can find a good chunk of your audience. Due to increased competition in the social media world, Facebook isn't the goldmine for brands as it once was. That still doesn't change the fact that it is a great place to set up marketing for your business. Although Facebook is a place with immense earning potential, you still must know how to navigate yourself through the site and separate yourself from competitors. Remember, if you're smart, strategic, and upfront with your approach, you will succeed in marketing your business on Facebook.

Here, in this chapter, we will show you the tips and tricks on how to successfully market your business on Facebook.

Building A Business Page

Facebook has different pages for different users. Since you are looking to market your business on Facebook, we recommend you create a "Business Page."

Steps to create a business page:

1. *Click "create" in the top right-hand corner.*
2. *Click the "Page" option.*
3. *Then select "Get Started" under the Business or Brand option.*

Note: After you have followed the first three steps, you can, then, personalize your business page by adding banners, business information, and adding a "welcoming" post on your Newsfeed.

Note: To learn how to create business pages, please visit:

<https://www.facebook.com/pages/create>

Note: If you are currently using a personal profile for businesses purposes, there is a good chance that Facebook will find you and shut you down. If you are in this situation, it is best to create a business page and post the link on your "personal" News Feed to inform your audience that you now have a business page.

Get a custom Facebook username and URL, for your Facebook Page

After you have selected to create a Business or Brand Page, we recommend you get started on the process of creating a vanity username and URL for your Facebook Page.

Ideally, your Facebook username and URL should be named after your brand, e.g. @yourcompanyname/[www.facebook.com/your company name](http://www.facebook.com/your_company_name).

Once steps are complete, your Page's username will appear below your page name, in search results, and in your Page's URL to help people find and remember your page.

How to create a username:

1. Click Create Page @username on the left side of your page.
2. If the username is available, click create.
3. Enter your desired username.

Note: You do have to reach 25 likes before you can create a username and URL. To reach the 25-fan threshold quickly, invite your email contacts and current Facebook friends – a community of people who already care you and your brand – to visit and “Like” your page.

Fill In Business Info Accurately And In Detail

Please, make sure that you fill in as much of your business' details in the “About” section of your Facebook page. The information that should be included in the About Section: address, brand story, contact details, product information, websites, and links to other social profiles.

Putting effort into populating these sections makes your Page helpful to customers who can see all your essential information in one place.

Note: Make sure you include what type of business you are and what type of products you sell.

Verify your Page and get an official checkmark on your cover photo

If your Page's category is Local Business, Company, or Organization, Facebook may make it eligible for verification. What's so great about verified pages is that they appear higher in search engines, and show people, at a glance, that you are the official brand page for your company on Facebook.

Below we list the steps on how to verify your page.

Steps to verify your page:

1. Visit your page settings.
2. Choose "Page Verification" under the General menu.

Note: You'll need to confirm your business representative status via a telephone call to a publicly listed number for your business, or otherwise upload an official document, e.g. business phone or utility bill, business license, or business tax file.

Get set up for customer service via Facebook Page and Messenger

Nothing can be more frustrating to a customer than having to wait days for a response. To make the resolution process more convenient for the customer, we recommend that you set up customer service via Facebook Messenger.

Many people prefer instant messaging as it can resolve issues easier and faster. First, enable people to message you directly in the Messages section of your Facebook page settings. Visitors to your page will see a "Message" button, which they can use to start a conversation with you on messenger.

The other huge benefit of conducting customer support via Messenger is that it can vastly expand your reach to target Messenger-based ads.

Boost interaction with Facebook-embedded posts

Use embedded posts to lift conversations from your Facebook Page to help encourage and boost interaction, with your statuses in places away from the site, such as part of a blog post, or even in an e-mail newsletter as a way to drive readers to your Page.

As long as the status update you post is public, anybody can embed it from your Facebook Page or embed it from wherever else it appears, which – if your status is really shareable – could give your Page and content a lot of exposure.

How to embed a Facebook post:

1. *Hover over the post you want to embed, left-click on the arrow that appears, and choose “Embed Post”.*
2. *Copy the code that appears and paste it as HTML on your website or blog.*

Re-post top-notch content, but don’t be spammy about it

It is best that you post your content at least several times, during the week, as a way for as many of your fans to see it as possible. The reason this is so significant is that not everyone checks their News Feeds and some of your fans may miss the previous content posted.

Note: Remember, a business who does not post content, periodically, is equivalent to a business who has the lights off. Keeping your audience engaged, will be the key to whether your business grows or not.

Increase organic engagement with Facebook Audience Optimization

Facebook Audience Optimization is a tool that lets you target or restricts organic Page posts to specific fans, based on information such as their age, gender, location, and interests.

Not all of your fans will be interested in all of your posts, so the ability to focus certain posts towards a subset of your audience could increase your engagement rates.

Steps to enable Audience Optimization

1. *Click on the “Settings” Tab*
2. *Click on the “General” Tab*
3. *Switch on the News Feeds Audience and Visibility Option.*

Experiment with Stories on Facebook

In August 2018, Facebook gave Page owners the ability to share Page stories with fans. This is a great way to interact with your audience since everyone loves a good story. When sharing stories, please be sure to include how your products and services are impacting the lives of many

To create and share Stories to Facebook:

1. *Visit your page on the Facebook app and tap “...” in the top-right corner.*
2. *Tap “Open Camera” and create your story*
3. *When you’re finished, tap the “+Page Story” icon to share it with your audience.*

Utilizing Live Video On Facebook

Since we are living in a time where people are putting more focus on live chats and live videos, it only makes sense that you utilize the “Facebook Live” option on Facebook.

Facebook Live is a great tool to build a relationship with your audience since people love getting to know the man/woman behind the brand.

Strategies to improve your Facebook Live strategy

- *Pre-schedule you live to stream with Video Manager to build anticipation.*
- *Try to combine your product shop with your broadcast.*
- *If you are bringing a contributor to your Livestream, utilize split screen option*
- *Add a descriptive title.*
- *Use the caption to provide a preview.*
- *Tag other pages that contribute to your brand. This is a great method to spread your reach.*
- *Include a call to action.*
- *Make sure you respond to comments after the show.*
- *Create playlists for your audience so they can go back and review the material.*

Use hashtags to encourage engagement and conversation

Nothing has revolutionized the social media experience more than the “hashtag”

People can use hashtags in Facebook search to discover posts related to specific topics or interests. Be sure to utilize the hashtag method to expand your business.

Several ways to use hashtags effectively on Facebook

- *Use one or two hashtags per post. Using just one hashtag post generates more engagement.*
- *Newsjacking hashtags can be a powerful way to piggyback on widespread events that are popular amongst your fans and a way for people who haven't discovered your brand to discover you.*
- *Scour for specific hashtags on Facebook and track your hashtag.*

Ask for Likes and Shares-and invite likers to Like your Page

Ask users to Like and Share your content when you post so that it will be shared on their walls and in their News Feeds. This method will increase exposure beyond your wildest dreams.

Note: Don't appear desperate. We recommended asking your audience to Like and Share content at least twice a day.

If you are conducting a Livestream, ask your audience to Like and Share the content at least during every break.

Encourage your fans to react to posts to boost reach

You may not have known this, but reactions are some of the best ways to boost how far a post reach.

If you can, encourage your fans to reach to your published post with an emoji.

Reactions are very valuable when it comes to increasing traffic.

Encourage reviews and Recommendations

Create an option so customers can review your products and give recommendations. This is one of the most effective ways to show how great your products and services are.

Note: If you have multiple services and products listed on your page, we recommended that you add a review option for each product and/or service.

Create Facebook Offers

Creating Facebook offers has become a very strategic method to separate yourself from potential and/or current competitors. Think of a Facebook offer as a digital coupon.

Some pointers to help you run a successful offer

- Make offer discounts substantial and ensure that they are exclusive to Facebook fans.
- Keep your offer and terms of conditions simple.
- Use simple and direct language.
- Use a clear and engaging image to represent your offer.
- Pin the offer to the top of your Page for added visibility.

Publish and Promote Events on Facebook

Publicizing an event on Facebook is a popular method for generating buzz and discussion about a brand, and a way to funnel potential customers to your Page or Group to engage with you further.

What's great about Facebook events is that they can be shared on Pages, in the News Feed, in Messenger, and appear in the site's main Events section.

Essential tips and best practices for getting your Event seen by as many as possible and attracting new customers as result:

Creating an event:

- *You can create a Facebook Event using your personal profile, a Page, or a Group. To create an event, click on the "Create Event" option in the status update box, where you'll be presented with a pop-up window in which to fill out all the Event details.*

Event name:

- *Keep the Event name clear and short.*

Event location and time:

- *Add a location for the event and Facebook will generate a map to show people where to go.*

Event details:

- *Utilize the space in the Details section to help secure the attendance of people curious to view your Event page.*

Promoting Your Facebook Event

When your Event is published, Facebook will create a post on your Page to let your fans know it's coming up and add an Events section to your Page where its listing will remain even when the initial post is long gone.

To give your event more exposure you can:

- *Update your Page's cover photo to promote it.*
- *Pin your event post to the top of your Page to make sure it's the first thing visitor to your Page see.*
- *Re-order your Page sections to bring the Events section to the top in run-up to it.*

Part 2:
Twitter Marketing

Getting Started On Twitter

Twitter is used by millions of businesses as a way to monitor conversations about their brand, interact with customers, manage customer service issues, promote offers, and to share rich and engaging content like images and videos.

In the early days of twitter, many people and brands treated the site as an RSS feed, simply sharing links and headlines all the time.

While link sharing is still an important part of Twitter, nowadays some of the network's most successful accounts realize that you have to publish posts that speak to people in your own voice; to share content, stories, and ideas that resonate with them.

Here, in this chapter, we will show you the tips and tricks on running a successful marketing campaign on Twitter.

Setting Up A Twitter Profile

No strategy is complete without a twitter profile. Below are the steps to create a twitter profile.

How to create a twitter profile

1. Go to [Twitter.com](https://twitter.com) and sign up. Use your name, your email, and a password. Use your real name and email. You will be able to customize your profile later.

Note: Twitter only allows one account per email. If you have a personal Twitter account, you will need to use a different email to set up your business Twitter account.

2. Join Twitter. Complete the form by entering your name, your email, a password, and a username.

Here is where you can change your username. You can still change it later too!

3. Click “Create my account”.

4. Click “next”.

5. Build your timeline. Twitter asks you to follow 3 people from a selection it gives you. You must follow 3 people from this selection. (Why not follow [@wishpond](https://twitter.com/wishpond))

6. Build your timeline 2. Twitter will then ask you to follow 5 more, and then 5 people you know. You can skip these last two steps by clicking on the “skip” button on the bottom right-hand side of the box.

7. Confirm email. Twitter will then ask you to confirm your email. Check your email for the confirmation, and click on the link in the email from Twitter.

Voila! Your Twitter account is made!

Now, you begin to customize your Twitter profile and page.

Tip: When you are customizing your Twitter account, keep your handle, profile photo, background image and bio consistent with your company brand, and social media marketing strategy.

8. Add character. Upload your profile image*.* Twitter also calls this your avatar. Your photo is how you appear in your Tweets to your followers. It gives your account identity. The maximum filesize for your photo is 700MB.

Tip: Keep your photo relevant to your brand.

9. Upload header. Your header shows up as the background to your Twitter photo. Again, keep you [Twitter header](#) branded. It shows up on mobile too, so it is important to include this in your Twitter account.

The recommended dimensions for a header are 1252 x 626, with maximum file size of 5MB

10. Add website. Include your business website, so that your Twitter followers can easily click through to your website.

Tip: As you develop more followers on Twitter, and you are using Twitter to market certain social sites, or special promotions, you can change always change this website to direct your Twitter traffic to particular landing pages.

11. Add your bio. You have 160 characters maximum to tell the world about your business. Be succinct.

Tip: In your bio, add something personal or quirky about your company. As in most social media platforms, adding a personal touch resonates with your audience, and customers are more likely to follow you if they see your personality shine through.

12. Facebook. Twitter allows you to post your Tweets directly to your Facebook page.

P.S. Wishpond's [Facebook Contest Apps](#) make it easy to create sweepstakes, photo contests, Instagram hashtag contests & more. Looking for inspiration? Check out [25 Creative Facebook Contest Ideas You Can Use Today](#).

Twitter and Facebook are very different platforms. Tweets are much more frequent than Facebook posts - if you connect the two, your Facebook fans will get annoyed with the posting frequency, and the tweet like feel of your updates.

13. Click “Save Changes”.

To see your completed Twitter profile, click on “Me” in the top header.

You are now ready to send your first Tweet!

Top Twitter username and a tip for the “Name” box

Remember, your Twitter username is very important since it is what people will use to search you and check your tweets. Also, remember that your twitter username makes up your Twitter URL.

We recommend that you try to keep your username short and simple since there is limited space.

Note: Most companies use their brand name as their username.

Note: You can change your username if you want.

Write an engaging Twitter Bio, use real names

Your twitter profile is likely to appear high up in the search results for your individual or business name. It's crucial that you use the 160-character bio right.

Make sure you use the space to accurately and succinctly tell people who you are, what you do, and why they should follow you; use an upbeat tone to reflect Twitter's fun and conversational nature, and you're an individual, single: descriptor" words separated by commas, lines, or hyphens.

Upload an effective Twitter profile image

Nothing wows Twitter users more than anything more than an effective Twitter profile image.

Use a headshot photo of yourself or your brand logo-text works too, if the name is short enough.

We recommended that the picture is something related to your brand/business.

Create a custom Twitter header image

Use the header image as a strategy. Your header should contain simple branding, highlighting promotions, featuring customers, and/or spelling out your mission statement.

Consider applying to be verified on Twitter

Getting verified on Twitter is highly sought after but often tricky to earn.

Steps to get verified on Twitter:

1. *Visit Twitter's verification request form page to start the process*
<https://verification.twitter.com/welcome>. *You need a verified phone number, confirmed email address, an accurate bio.*

2. *Twitter will ask you to enter up to five websites that can be used to identify you. Be sure to have at least up to five websites so you can get verified.*
3. *You will be prompted to a section where you have to explain who you should be verified.*

Using Twitter for Customer Service: Essential Strategy

Ask any business owner, and they will tell you that customer service is the most important thing when it comes to running a business.

Below are some strategies that we recommended you utilize to make your customer service more effective:

- Consider a profile dedicated to customer service.
- Handle acute problems with direct messaging.
- Switch to a personal Twitter account for pressing matters.
- Measuring Twitter customer service success.

Enable Twitter's Essential Customer Service Tools

In November 2016, Twitter introduced three new tools to help businesses handle customer service queries in a smoother manner.

To set up Customer Support Menu go to <https://dashboard.twitter.com/i/settings/support>

These three tools help you:

1. *Show people your account provides support*
2. *Add your support hours*
3. *Add a welcome message for DMs*

Concoct the perfect tweet, add a sign-off

Spelling, punctuation, and grammar all count, especially when you only have 280 characters to communicate your point in a single tweet.

We recommended that you practice writing the perfect tweet.

If you have multiple tweeters in the same account, be sure to allow space to add a 'sign off' at the end of each tweet.

Don't exceed the tweet limit

Do not allow your Twitter statuses to spill over into multiple tweets, as this makes it confusing for your followers to keep track of what you are trying to say, especially if they have a really busy Twitter feed, where your updates may appear sandwiched between tweets appearing from other people that they follow.

If there's no way that you can keep a Twitter update to 270 characters or fewer, consider using a service Like TwitLonger as a workaround.

TwitLonger allows you to type as long a message as you like.

<http://www.twitlonger.com/>

Tweets: aim for quality and consistency; don't spam

Don't post tweets every minute of the day.

If you Spam your followers' feeds, you will annoy them, and this will cause them to unfollow you.

Independent research has shown that posting more than two or three tweets an hour can result in a decrease in engagement, while Twitter's own research found that brands that tweet two to three times a day can usually reach an audience that is equal to 30%% of their follower base during any given week. Of course, a lot of factors can affect this estimation and you can measure this with the site's analytics tool, but the principle stands – quality always trumps quantity.

Tweet your top content several times; schedule for ease

To give your tweets the best chance of being seen, don't be afraid to post the same content under different guises, several times during the week.

Another method to get your content that little bit more time and attention is to sparingly retweet your own top tweets a few days on from their original posting date.

Use hashtags to group tweets, drive engagement, and research

Use hashtags to group tweets of the same kind and to highlight your message. Top-trending hashtags can easily be found via Twitter search. Tweets that include hashtags have been proven to receive twice as much engagement as those without, so their usage is vital.

In the same way, as you could use keywords in Twitter search to find ongoing conversations related to your business, use the hashtags and comments that you find associated with them to reach out to people.

Pin important Twitter posts, use as a marketing opportunity

If you want to spotlight a particular tweet, you can pin it to the top of your feed for extra visibility.

On the desktop version of Twitter, click on the three-line dots underneath a tweet and choose “pin to your profile page.”

Use a pinned tweet to highlight one of your most engaged tweets, an important announcement, an upcoming event, or a tweet that summarizes your brand and its mission, to sell, or broadcast a message that spurs emotion and encourages people to share and spread brand awareness through retweeting.

Promote and sell with the Twitter widget and Tweet button

Twitter has its own equivalent of the Facebook “Like” box, which shows a live preview of your Twitter stream’s latest activity, along with a “Follow” button and a box for users to tweet to you.

Create yours at <https://twitter.com/settings/widgets> and embed it to your website to attract followers.

To increase website page views and to drive sales, you can also grab an official Twitter “Tweet” button to place above or below each of your blog posts, or next to products on your website.

Note: For blog posts: Set up share URL option to use the page URL, use the title of the page for the tweet text, then enter your username in the via box.

Note: For product pages: Set the Share URL option to use the page URL but customize the tweet text to read like the sharer is tweeting about the item personally and not in over-promotional matter.

Encourage retweets and social sharing using Tweet This

Short, helpful, and inspirational quotes are a brilliant way to market you and your business on Twitter.

One of the coolest ways to implement this strategy is via the free Tweet This website at <https://clicktotweet.com/>

Here’s how it works:

1. Enter a quote from your blog or website that you want others to tweet.
2. Click the “Generate Tweet Link” button to create a custom link URL and embed code.
3. Share the link and/or get the embed code.

Respond to @mentions and DMs in a timely manner and with personality

Whenever you receive notification of an @mention of your brand, be sure to respond as soon as possible. Replying to a customer or fan with mention is a quick, easy, and hugely powerful way to make someone feel like you're really paying attention; it makes them feel happy and appreciated and, in turn, promotes positive connotations towards your business.

Pay close attention to any direct messages you receive and use them to respond to customers quickly and efficiently, too. By opting in to receive DMs from anyone, you make it easier for customers to initiate a private conversation with you – great for customers issues that demand the public Twitter feed, where everyone can see them.

Use Twitter Search to discover and connect with customers

Use Twitter Search to find people who have indirectly mentioned your business name, website address area of interest or expertise, and interact with them to begin building a meaningful connection.

Don't jump in all sales. Start a conversation, get to know your customer a little, and then, maybe a few tweets down the line, start to move the conversations towards your end goal. Target your search by location and date in the Advanced Twitter search for more localized and time-specific results and use keywords within quotation marks and minus symbol to omit results with unwanted keywords.

Note: Do not be overly aggressive in your attempts to connect or constantly tout your product or service as a solution.

Save Twitter searches

Use the "Save Search" feature on Twitter to quickly access regular searches that you make, such as those searching for mentions of your brand name and keywords related to it.

To save a Twitter search on desktop

1. *Type your search query into the search box at the top of the page and hit return.*
2. *Click on the "three vertical- dots" icon that appears at the top of the page and selects 'save search; from the drop-down menu.*

To revisit a saved search:

1. *Click anywhere in the search box at the top of the page.*
2. *Click on the saved search to revisit results for the query.*

Search and ‘steal’ customers from the competition

If you have a local competitor, search for tweets mentioning their business name as well as your own. I wouldn't, wholeheartedly, recommend replying to the tweets you find because it could come across as being too desperate or forward. Just knowing what is being said about your competition can be enough to give you ideas to help you up your own game and give you a competitive edge. If you do decide to respond to tweets mentioning your competitors, be helpful and conversational with no put-downs and no hard selling.

Show appreciation with favorites

For a subtler way to thank your followers for their kind words about your business, “Like” a tweet by clicking the heart icon next to it. Not only is “Liking” tweets as an easy way to collate customer testimonials – or ‘save’ a tweet that you want to think about it investigate before replying to, but a user is also notified when one of their tweets is Liked. Different to retweeting, however, is that this notification is not shared publicly – only with the individual to whom applies – so it looks a little less like you are tooting your own horn... not that that's a bad thing to do occasionally!

Use images to drive engagement, as a text replacement, and to tease offers

Research shows that tweets that include photos are significantly more likely to be retweeted than those without. Twitter also supports animated GIFs.

Experiment with Twitter Moments

Twitter Moments is a tool that allows you to curate slideshows using tweets from different users you or others – which anyone viewing that Moment can quickly scroll through. To start building a Moment, choose Create A Moment from the Moments tab of your Twitter profile page and search by account, tweets you've liked, tweet link, or search.

Here are some tips to make the most of your Moments:

- *Write a short headline to spark curiosity and choose an eye-catching cover image.*
- *Keep it short and sweet with plenty of variety.*

Twitter contest strategy

Twitter is a great platform to hold a competition on, to encourage views and interaction with your profile or link to an external source.

Setting up a twitter contest will lead to more customers wanting to buy your products or services.

You don't have to make the contest requirements complex.

Entry requirements can be as simple as asking your followers to retweet something that you have written or @replying to answer a question, If you run a competition, don't ask users to DM you the answer to a question: it shuts off promotion of the competition to vast numbers of users who won't see others tweeting to you in Twitter's search.

Real-time offers and Twitter-specific codes

Offer your twitter followers special coupons, free samples, and exclusive discounts to build your brand's reputation.

Be sure to create a sinking image to help the offer stand out.

It is good practice to place a time limit on your Twitter coupons as a way to drive short-term sales by increasing the sense of urgency; between 1 and 2 weeks is a decent time for people to both see and redeem the promotion.

Take orders over Twitter

Why not try taking orders or bookings over Twitter? If you want to give it a go but are worried it will clutter up your main profile, you can just as easily create a separate Twitter account and dedicate that one for taking orders.

Host Twitter chats engagement and authority building

The reason why Twitter chats are so effective is that the people who participate in them are the ones that enjoy actively engaging on the social network. Many brands host weekly to keep their brand fresh. We recommend you do the same.

Use Embeddable tweets

Use embeddable tweets to take a tweet or a conversation and post it on your website or in a blog post. You can use this feature to share your Twitter content with a larger audience

1. *Locate a tweet on Twitter.com that you want to embed.*
2. *Hover your mouse over the tweet and click the "down" arrow next to it. Click 'Embed Tweet'*
3. *Click inside the HTML code box to highlight the code. Copy the HTML code and paste it as an HTML element into your website or blog.*

Part 3:
Marketing on Pinterest

Getting Started on Pinterest

The Pinterest website and app lets users create and organize virtual pinboards on almost any topic, then share these pins to other Pinterest users and across the internet via websites, blogs, and other social networks. Pins can either be uploaded directly from your computer or mobile device or shared from a website.

Pinterest launched in March 2010, and its popularity has skyrocketed since then. It has been estimated that Pinterest is the second biggest driver of web traffic among social media sites, only second to Facebook.

The most successful pins on Pinterest pair captivating images with content that solves a problem, inspire a user, offers something desirable, or appeals to a hobby or an activity. To sum it up, the best pins represent the best ideas – they're inspirational and actionable. Your aim should be to create pins that have a clear audience and are engaging for that audience.

In this chapter, we will give you the tips and tricks to use Pinterest to market your business.

Signing Up as A Business

Once you're signed up as a business, you'll gain access to a selection of business-specific resources, including Pinterest analytic tools, successful case studies, and links to Pinterest buttons and widgets you can place on your website or blog to promote your activity on the site.

Steps to create a business account on Pinterest:

1. Go to the Pinterest for business [page](#) and click **Join as a business**.
2. Enter your email address, password, business name, and website, and choose which category your business falls into a professional, public figure, media, brand, retailer, online marketplace, local business, institution/non-profit, or other.
3. Be sure to review the terms of service and privacy policy. Then click **Create account**.

Note: if you currently have a personal profile on Pinterest, you can go to <http://business.pinterest.com> and select the option to convert from a personal and business account.

Craft an effective username

The first thing you want to get right when signing up for Pinterest is your username, which will form the basis of your Pinterest profile's URL.

The obvious choice of selecting a username is using your brand name.

Use the ‘About’ section to your advantage

The description you write in the “About” section of Pinterest appears at the top of your profile page and acts to describe your brand and what you do.

Try not to overdo the length – 160 characters should be plenty.

Add your website and verify it for trustworthiness

Pinterest will display a little ‘globe’; icon at the top of your profile, which will lead to your website when clicked.

To show people that you are a trusted source of information, Pinterest allows you to verify your website. Once verified, you’ll earn a tick next to its URL on your profile and you’ll also gain access to Pinterest web analytics.

To verify your website on Pinterest, click the “Verify Website” button next to the box in which you entered your URL on the next page, follow the instructions to complete the verification process.

Getting Started with Your Pinterest Marketing and Content Strategy

We advise that you visit Pinterest to find ideas from brands and businesses, and they actively seek out ideas and inspiration from great accounts. As a brand, focusing on a niche group of highly engaged users will produce far better results than targeting a broad, unspecified audience. If you focus on sharing consistent content within your niche, people will start to look to you as a trusted source of inspiration and information.

Note: Pinterest employs a “smart feed” algorithm, which measures the quality of a pin based on the attractiveness of its image and the authority of the source website from which it is pinned.

Optimum Pinterest pin image sizes and design

Research shows that taller images encourage more re-pins on Pinterest as they work better in the way the site stacks pieces of content on top of each another in its infinitely scrolling, narrow-blocked grid. So, if you want the images on your Pinterest account and blog to be shared more on Pinterest, focus on creating taller images.

Keep in mind that Pinterest only lets users pin from web pages where there is at least one image, and these images need to be a minimum size of 110 x 100 pixels big. As for color and design, lifestyle images are often more effective than product shots on Pinterest.

In addition, very light and very dark images were seen not to perform well – somewhere in the middle, then, is best. Pins that contained multiple dominant colors were seen to receive more attention, while bold and warm colors like orange and red were seen to be repined more than “colder” colors like blue. Lastly, it was found that images without human faces worked best on Pinterest – theorizing the reason behind this is that the site is a social network of “Things,” where faces are only a distraction, whereas a site like Facebook is a social network of people.

When and what to pin – be consistent and original

In order to stay in the good books of the Pinterest algorithm and to ensure the maximum level of exposure for your content, pin regularly and consistently – a few times a day is a good target, but keep the stream going steadily, instead of weeks with nothing followed by huge bursts of activity.

What you post will depend on your business, but as statistics reveal that around 80% of all content on Pinterest is made up of re-pinned pins, aim to create original and inspiring pins to ensure that, more often than not, you're in that magic other 20%. When the pins you post includes a product, the following strategy might help post one photo of the product on its own and another within setting that it will be used.

Note: As a way to give your Pinterest content more exposure, saving a single pin to multiple boards is a good idea, but it's important that you save it to the most relevant board first so that Pin will get priority in the Pinterest feed when it is distributed.

When creating boards, keep “niche” in mind

If you have spent time on Pinterest, you might have noticed that some of the biggest brands on the site have created loads of pinboards; each very specific in its content. While flooding your profile with pins might seem counter-intuitive from the “less is more” school of thought, in fact, it could pay dividends. The reason why is because people use Pinterest search to find content, creating highly targeted boards which gives your pins a better chance of being viewed. For example, a board called “Food Inspiration” is very general. However, a board called “Grilled Chick Recipes” although less likely to be searched for has much less competition and therefore gives it a better chance of being discovered in search results.

Remember, when you create your Pinterest boards, think unique, specific and niche, and target the content and keywords that you think your audience will be looking for.

Select an attractive board cover

One pin from each of your Pinterest boards will be used as the board cover. We recommend that you make this image eye-catching, attractive and represent the board, as a whole, on your profile, and in search results. To sum it up, your board cover should appeal to users enough to make them want to click and explore its contents in full.

To select a pin as your board cover:

1. *Visit the board you want to change the cover of.*
2. *Click the pencil icon at the top.*
3. *Select the “Change Cover” button.*

Rearrange your Pinterest boards by the importance

What’s great about Pinterest is that it gives you the option to rearrange your boards. All you need to do is select “drag and drop” from your profile page (the drop-down menu above your board) then hold and drag boards into their optimum positions. The idea is to shift your most important boards onto the first couple of rows.

Aside from your profile’s showcase picks, think about which of your boards you want to feature most prominently – based on seasonal promotions, holidays, current trends, etc., and place them in the prime real estate area of your Pinterest profile.

Create Secret Boards to collate pins and plan marketing

Pinterest’s Secret Boards’ feature allows you to create an unlimited number of hidden boards that can be made public at any time in the future. One simple and effective use for Secret Boards is related to seasonal campaigns, e.g., Valentine’s Day, Thanksgiving, Christmas, etc.

Slowly building up your campaign’s themed Secret Board throughout the year and when the time comes, you’ll be well prepared to make it public with a wealth of content which you can continue to add to during the promotional period.

To create a Secret Board, choose the option at the bottom of your profile page; or, when creating a board from the ‘Add’ menu, make sure to switch the Secret Board slider to ‘On’

Drive repins and web traffic with effective pin descriptions

As Pinterest is one of the world’s biggest drivers of traffic to websites, crafting effective pin descriptions is essential to giving your content the best chance possible of being discovered when a user searches the site. With the roll-out of Pinterest’s Guided Search in April 2014, optimizing your pin descriptions is more important than ever.

Our advice to you is to write pin descriptions as a useful and searchable piece of information, including specific and distinct keywords that reflect the pin's content and your business.

Some research has shown that including a call to action in your pin description also helps to encourage clicks, so you may want to experiment with these, too.

Note: Oh, and just before you publish your pin, add your site content's full URL within the description to boost its SEO.

Note: Unlike other social networks where shorter copy is king, slightly longer descriptions work better on Pinterest; just enough to spark a user's curiosity so that they will feel compelled to click through to your website for more information.

Install the 'Pin It' bookmarklet and 'Pin It' buttons

The Pin it bookmarklet lets you grab an image or video from any website and pin it to one of your boards in an instant. Installing this ensures that you can quickly and easily pin content to your board as soon as you find it. When you visit a website and click 'Pin it' on a page where there is an image you want to pin, the bookmarklet will display thumbnails of all 'pinnable' images on that page. Simply select the one you want to share, choose the correct board, enter a description, and hit 'Pin It.'

Also, make sure that you install a Pinterest button on your blog, too. This strategy ensures that your best images are made as easy for Pinterest users to share as possible.

Pinterest also has several choices of 'Follow' buttons, profile preview, and board preview widgets that you can display on your website to show off your Pinterest presence to potential fans. Choose the ones that appeal to you and embed them on your website where people will see them.

Set Up Rich Pins for greater visibility and Product Pins to sell

In May 2013, Pinterest began to roll out Rich Pins, a way to make pins more useful and engaging. With Rich Pins enabled, you'll be able to feature things like the price and availability of a product, recipe details, maps, etc. on top of and underneath relevant pins. Rich pins update this information, automatically, and display it below a pin in real-time by lifting data from your website.

To get started with Rich Pins, you will need to prep your website with meta tags, test out the function and apply to get them on Pinterest.

Note: Getting Rich Pins to work right requires some coding and technical know-how. We recommend that you get together with a web developer to help you develop Rich Pins.

Advertising on Pinterest – Promoted Pins

Advertising on Pinterest comes in three main forms – Promoted Pins, One-tap Pins, and search ads. Below we will discuss the differences and how you can utilize these pins to better market your business.

Promoted Pins

Promoted Pins are a way for you to expand the organic reach of pins that you want more of your audience to see, to build brand awareness, or to drive traffic to your website. They appear in regular search results and category feeds and are marked with a “Promotion Pin” label. Pinterest users often save their favorite Pins to their own boards, and so, Promoted Pins generate a lot of impressions and engagements as they get resurfaced time and again. When you pay to promote a pin, you only pay for the initial “boost.”

Another amazing feature of a Promoted Pin is that when someone shares it on their board, the “Promoted” mark disappears, meaning that Promoted Pin essentially becomes an organic Pin. What’s more, any other engagement or traffic that is generated via comments or re-pins is all free, so done right they can be a very cost-effective way of marketing your content and driving your business goals.

One-tap Pins

One-tap Pins that users to an external website or landing page that you set up as soon as they are clicked or tapped. Keeping things uniform and seamless between the one-tap pin and your landing page will help increase your conversions. Remember, your aim is to make your ad and webpage look seamless so that your prospects will trust they’re viewing the same brand when they’re on your product page.

Search Ads

Search Ads were rolled out to all business on Pinterest in the Fall of 2017. Search Ads allow you to build and serve targeted ads based on searches for potential products, which essentially give you the opportunity to put an ad in front of a customer at a moment when they’ve signed intent or interest in an idea or product. Search Ads also give you the ability to auto-target relevant searches based on Pinterest extensive: Taste Graph, which includes more than 5,000 interests.

Note: There is a fourth category of Pins known as “Promoted Carousel Ads”

Promoted Carousel Ads allow you to use up to five images within one ad to market products and tell stories on Pinterest.

Part 4:
Marketing on LinkedIn

Getting Started on LinkedIn

What's great about LinkedIn is that it is the web's central hub for professional and businesses to connect and market their brand, expertise, and skills to the world. It is important to note that those who use LinkedIn aren't necessarily doing so for enjoyment; it's a professional site, like a networking event, so your approach to it needs to be treated as such. People on LinkedIn usually aren't interested in trivial products; they want to make connections and find professional solutions. As an individual on LinkedIn, you can – among other things – use the site to establish a profile and control one of the top search results for your name online, build a broad network of professional connections whose knowledge you can tap into, and discover new business opportunities.

Unique amongst other social networks, your LinkedIn Page is the best place to establish your company as a thought leader, engage your employees and prospects, attract new talent, publish and share content, and drive high-quality leads. Any LinkedIn user can follow a company that has set up a LinkedIn page to receive and interact with updates, which allows you a chance to drive awareness of you and your brand.

Research by LinkedIn has revealed that you only need 100-200 followers of your page to reach the tipping point to start making an impact and driving engagement, so it's well worth making sure both it and your personal profile are doing the best job they can.

Personal Profile and LinkedIn Page: Fill them in completely

Make sure you fill out all of the sections on your LinkedIn profiles, and that you set up both a personal LinkedIn profile for you individually and one that is specifically for your LinkedIn Page. Either page might be the first point of call for a potential client, so you'll want to make a good first impression.

Important personal profile selections

- Your personal LinkedIn profile headline is the first piece of information a potential connection will see about you, so make it catch and individual. Something generic like "Store Manager" is not enough since there are millions of this on LinkedIn. Try to think about what differentiates you, what makes you special and what you want to be known for. When someone lands on your profile, your immediate goal is to help them understand and that you are someone who could be of service to them. We recommend that you use LinkedIn Advanced Search with your chosen keywords and see how your profile appears in comparison to competitors.
- Make sure your intro expresses who you are as a person. Your company website or LinkedIn Page is there to tell people about your company, but your personal profile is there for LinkedIn users to learn more about you.

- The Experience section is one of the most important parts of your personal LinkedIn profile, as you can really expand upon your current and past roles and responsibilities and your achievements. It's also a really good place for you to drop in some relevant keywords which will help your chances of appearing higher in LinkedIn's search.
- To make a prospect's job even easier, use short paragraphs or bullet-pointed lists.

How to create a LinkedIn Page

1. Click the **Work** icon in the top right corner of your LinkedIn homepage.
2. Click **Create a Company Page**. You'll also select this option to create a Page for a school.
3. Select the page type you'd like to create from the following options:
 - **Small business**
 - **Medium to large business**
 - **Showcase page**
 - **Educational institution (high school or university/college)**
4. Enter your **Page identity, Company or Institution details, and Profile details** information.
5. Check the verification box to confirm you have the right to act on behalf of that company or school in the creation of the page.
6. Click **Create page**.
 - If you don't have a confirmed email address associated with your LinkedIn account, you'll be prompted to add and verify your email address.
 - A red error message may appear if your LinkedIn account has recently been created or you don't have enough connections. Learn more about how [to build your professional network](#).

Notes:

- Required fields are indicated by an asterisk.
- All Page URLs will be structured as **linkedin.com/company/[YOUR COMPANY NAME]**. The public URL for your Page:
 - Can't already be in use for another LinkedIn Page. LinkedIn members and search engines will use this unique URL to find your Page.
 - Must contain at least one non-numeric character.

- Can use a lowercase alphabet, numeric, hyphen, or Chinese, Japanese, or Korean (CJK) Unicode characters.
- Must not include more than one consecutive hyphen (i.e. company--name) and can't have a hyphen at the beginning or end (i.e. -company-name or company-name-).
- Any improper characters will be automatically replaced with a hyphen.

After creating your Page, you can enter further details to build your brand by clicking **Start building your page!** You'll be prompted to provide a logo image, description, location details, and more. Learn more about [adding and editing Page information](#).

About Us and Specialties

The 'About Us' section is very important. Write a high-level overview of your business that explains your mission and purpose and what makes you unique – it is the perfect place to start spreading your message and opening up avenues of conversation with potential partners. LinkedIn will use this text to help users find you in search, so include keywords and phrases that clearly describe your business, expertise, and industry focus. The 'Specialties' section of your LinkedIn Page overview is also very powerful. Here too, enter relevant keywords about who you are and what you do, so that there is a greater chance that you'll be found more often in a LinkedIn search. The 'Life' section is an opportunity to show off your company culture. Use it to highlight your company values, provide a snapshot of your workers' day-to-day lives and tell people what separates you from other companies in your industry.

Create Showcase Pages for specific products or services

In November 2013, LinkedIn introduced Showcase Pages, a dynamic replacement for the old LinkedIn Page “Product and Services” tabs which were removed from the site in April 2014. It is important to remember that Showcase Pages aren't the same as LinkedIn Pages, and they don't have all of the same features. Think of Showcase Pages as children to the parent LinkedIn Page: a way to extend your LinkedIn presence by posting regular updates about a specific product, service, department business initiative, etc., rather than your business as a whole, and a place where you can share unique and specific aspects of your brand to a more concentrated and distinct audience.

Users can follow and receive updates from Showcase Pages in the same way as any LinkedIn Page, so keep the top-notch content flowing with images, links, videos, freebies, etc. When you give your Showcase Page a name, ensure to include unique keywords that will allow it to be easily identified in the search.

Showcase Pages have their own unique URL for easy sharing and they also appear on the right-hand side of your LinkedIn Page. After identifying an area of your business for which a

Showcase Page would be useful, here's how you create one. After you have identified business areas that need a Showcase Page, click the Edit button on your LinkedIn Page and select 'Create a Showcase Page.'

Note: Download a Company and Showcase page cover photo template optimized for desktop and mobile screens via the Premium Content Bundle chapter of this book.

Personal Profile and LinkedIn Pages: add a profile photo, logo and banner images

On your personal profile, add a recent photo to humanize it. Keep it smart, though – don't post on your LinkedIn profile of you in your bathing suit on the beach – ahead and shoulders show of you looking smart and presentable is best. And as with your profile information, keep your profile photo updated with your changing look – hairstyles, glasses, wardrobe, etc. This will ensure that you are recognizable at meetings, conferences, and events at which you and your LinkedIn connections attend!

Note: Download Personal and LinkedIn Page cover photo templates optimized for desktop and mobile screens via the Premium Content Bundle chapter of this book.

Personal Profile and LinkedIn Pages: Grab a vanity URL

As with other social networks, LinkedIn offers the ability to create a custom profile URL to make directing potential clients to your profiles that much easier. Here's how:

Personal profile

1. On your profile page, click the "Me" drop-down menu at the top of the page and choose Settings and Privacy from the drop-down menu.
2. Click on the Privacy tab and click "Change" next to the Edit your public profile heading.
3. On the right-hand side, click the pencil to add or edit your custom LinkedIn URL.

LinkedIn Page

When setting up a LinkedIn Page, you will be able to specify URL during the initial setup.

Promote your company through employees' profiles

Getting all employees on board with your LinkedIn strategy is crucial to its success, as it helps to create an extended network that amplifies your company's standing and influence on the site. As your employees to create their own LinkedIn accounts and to list your company as their

employer. If necessary, provide them with training on how to build a great LinkedIn Profile, and pass on the benefits that growing their own professional network can provide.

Follow other companies

The company follows to make it possible for you to keep your eye on key events happening at companies you're interested in, handy for keeping tabs on the opposition and for your own inspiration. You can follow or stop following a company from the "Follow" button on its LinkedIn Page, or by finding it on LinkedIn Search and clicking the "Follow" button right within the results.

Use Advanced Search to find prospects and earn the trust that leads to sales/partnerships

LinkedIn's Advanced Search function is a great way to find and connect with potential new prospects. You can filter by relationship, industry, location, past companies, etc., then even create a search alert to be notified when new results become available.

Accept quality, relevant invites

In addition to looking to connect with others, start accepting invitations from those who want to connect with you. The more connections you have, the larger your expanded network grows, in turn creating more opportunities down the line. Unfortunately, spammers are present on LinkedIn as they are on all social networks, so be careful only to accept invites from reputable and relevant profiles.

Recommend and endorse others

The more you give on LinkedIn, the more you'll get back later on. Recommend and endorse others often – especially colleagues and even competitors – even if they don't ask you first. Each time you give or receive an endorsement, it will appear in the LinkedIn news feed for your network, which means more visibility for you and your brand.

You'll discover, endorsing somebody almost always results in them returning the favor, and as your endorsements grow you may even want to move that section towards the top of your profile to showcase your most valuable skills to potential contacts.

LinkedIn Advertising Strategy

With an optimized LinkedIn profile or page and knowledge about how to build a successful content strategy, paid opportunities can be used to find more people interested in your business

and to engage them at scale. With the data in your analytics, what you've been building organically will help you identify which content resonates best with your audience and help you spend efficiently.

Although LinkedIn ads aren't cheap compared to something like Facebook, they can provide immense value for certain businesses if they're utilized properly. Here is a brief overview of each of the main types of LinkedIn ad:

Sponsored Content:

Similar to boosting a post on Facebook, this increases the visibility of status updates in your audience's feeds.

Sponsored Inmail:

This LinkedIn ad lets you mass-deliver private messages to the LinkedIn inboxes of your audience. Sponsored inmail is highly personalized; users' interest is piqued by a notification of a message.

Text ads:

These ads will be small and unobtrusive, off to the side of LinkedIn feed. These ads are only available for desktop placement, text ads are most effective if you want to show your ad to as many people as possible.

Dynamic ads:

LinkedIn dynamic ads can be used to hyper-personalize the LinkedIn ads you serve to users, by pulling each user's name on profile picture from their LinkedIn profile and applying it to the ad template you've created – with ability to add a "Follow" call-to-action.

Part 5:
Marketing on YouTube

Getting Started on becoming A Video-Made Marketing Star

Despite rising competition from Facebook and other smaller competitors, YouTube remains the world's most popular online destination for video creating and sharing, and it is absolutely fantastic as a marketing tool. Launching a long-term marketing strategy can be a daunting prospect, but years of research has identified several factors that almost every successful YouTube channel demonstrates – not a bad template to follow for yourself.

Before you get started, there are a few things we recommend you do first:

Decide what you want to create, who you want to target, and what your goal is:

Build content that addresses your audience's needs – deciding whether you want to either inspire, educate, or entertain. Choosing how you'll engage your audiences in this way will help you define your core message and time.

You may already have a good idea of the people you want to reach before you launch on YouTube, but simply studying content similar to what you want to create and trying to determine which demographics are engaging with it.

With any social strategy, ask yourself what business goals you want to achieve and how YouTube will help you reach them. For example, is it to build awareness, to drive sales, or to grow loyalty?

Be consistent:

One of the cornerstones of a successful YouTube channel is consistency. But this can mean different things to different people, or a mixture of many factors such as:

- *Consistency of upload.*
- *Consistency of format.*
- *Consistency of tone and voice to breed trust and familiarity with the audience.*

Maintaining consistency is proven to increase brand loyalty, set expectations for your audience, and compels them to subscribe to watch your future content. If consistency in uploading is one of your goals, for example, build traction with an audience and maintain your presence by publishing at least one video per week.

Make your video series' accessible

One-off videos are the bread and butter of most YouTube creators' content, but a planned series of videos will keep viewers engaged over a number of days or weeks and ensure you of some healthy watch-time statistics.

By planning ahead, you will be able to cross-reference between a series' videos relevant and include links to related videos on YouTube cards and in the video description – all promoting people to watch more.

Make your video shareable

YouTube uses the term “shareable” interchangeably with “viral” the idea that people watch your videos and want to share them straight away. Sharing or recommending videos is powerful because people are learning about your brand from the people, they trust the most.

The importance of subscribers

We can't go any further in discussing YouTube without touching on how central growing a loyal subscriber base who, in return, will watch all your videos. This is an example of achieving your business goals on YouTube:

- *Subscribers tend to spend more time watching your channel than viewers who are not subscribed. YouTube's algorithmic looks favorably on channels and videos with higher watch time and they are more likely to pop up in search results and recommendations.*
- *Once a viewer subscribes to your channel, YouTube will be inclined to share your new uploads in their Subscriptions feed. However, a viewer is subscribed to a channel does not guarantee that all of your new uploads will always appear in their Subscriptions feed. The only way to absolutely guarantee that a viewer is notified when you upload a video is by telling them to hit the “notification” bell.*
- *Subscribers form the core of your channel's community. Interacting with your audience through comments and shout-outs in an important aspect of the YouTube ecosystem. Make sure to reward and engage with fans to foster a community who loves your videos.*

Create an engaging YouTube profile and description

How to create a YouTube profile:

1. *Register a Google account (if you don't already have one).*
2. *Create a new YouTube channel using your Google account.*
3. *Optimize your channel for discoverability.*
4. *Add links and descriptive details to your channel.*
5. *Upload a profile photo and cover art to your channel.*
6. *Add a banner image.*
7. *Add videos and optimize them for search.*

Don't ignore your YouTube account's "About" section. Use it to see your channel and its benefits to potential subscribers and include all relevant social media and web links. Fill out a keyword-rich description that will tell people all about the channel, what they will gain from it, why they should subscribe, what your upload schedule is, etc.

Associate your website with your YouTube Channel

Visit your Channel Settings' "Advanced" menu again and you'll see an option to associate your channel with a website. Doing so will help YouTube to improve the quality of its search results are to verify your channel as the official representation of your brand on the site. Enter your website URL and verify that you own it via the options listed, including an HTML tag or through Google Analytics.

Create a trailer for your YouTube channel

Creating a trailer is the perfect chance for you to let viewers know what your channel is all about and tell them why they should subscribe. You will want to keep your trailer short and to the point, eye-catching – and include a clear call to action, inviting your audience to subscribe.

YouTube Marketing and Content Strategy

YouTube proposes three complementary types of content in the following framework: help, hub, and hero.

- *Help content refers to the type of things that your target audience is actively searching for regarding your brand or industry.*
- *Hero content is that which you want to find to a large and broad audience; marquee events that are designed to whose hope should be to give a notable boost to your audience growth.*
- *Hub content refers to videos that are published less frequently, and it's the kind of content that gives your audience a fresh perspective on your customer's passion and pain points.*

Find the correct tone of voice

Your tone of voice in a video is very important. Remember, it's a conversation you're having, so avoid the cheesy radio announcer voice and speak naturally.

Create playlists and sections to group and feature great content

Playlists will lure people into experiencing the breadth of the content you offer and encourage multiple video views in one session.

Blog about your videos

Every time you post a new video, compose a blog post regarding the video and share it with your fans, followers, and other social media outlets. Conversely, if you write a blog post that is particularly visual and would work well as a video, then why not screengrab it while you walk through it and turn the blog post into content for YouTube channel?

Embed a YouTube Subscribe widget on your blog or website

A YouTube subscribe widget is a little box that you can embed in the sidebar of your website to encourage people to subscribe to your channel or click through to check it out. It displays your YouTube channel icon, subscriber count, the number of videos you have published and, of course, an all-important Subscribe button.

Leverage other social media to increase reach

- Post your video to Facebook.
- Tweet about it on Twitter with a couple of relevant hashtags.
- Pin your video to Pinterest and make sure that the video's title and a short description is posted along with it, as well as a couple of relevant hashtags.
- Consider submitting your video to other major video sharing sites such as Dailymotion and Vimeo.

Paid Advertising on YouTube

YouTube is one of only a handful of websites with over 1 billion monthly active users. With such a large and diverse audience, it makes sense to consider experimenting with paid advertising on the site. Its current model allows you to achieve video clicks for just a few pennies based on keyword and audience targeting, with the potential for very satisfactory cost per acquisition.

YouTube ads are fairly cheap; a budget of as little as \$10.00 per day should allow you to experiment and collect some valuable data.

Part 6:
Marketing on Instagram

Getting Started On Instagram

Instagram has taken the world by storm since launching in October 2010. Hundreds of millions of people use Instagram as a way to transform everyday photos and videos with filters and frames, into memory-laden content, which can then be shared with the world. With a sound strategy of your own, you can only help to compound this effect, increasing brand loyalty and driving sales as results.

Note: Some have even dubbed Instagram as being “The World’s Most Powerful Selling Tool.”

Creating an Instagram Account

To create an Instagram account from the app:

1. Download the Instagram app from the [App Store](#) (iPhone) or [Google Play Store](#) (Android).
2. Once the app is installed, tap  to open it.
3. Tap Sign Up With Email or Phone Number (Android) or Create New Account (iPhone), then enter your email address or phone number (which will require a confirmation code) and tap Next. You can also tap Log in with Facebook to sign up with your Facebook account.
4. If you register with your email or phone number, create a [username](#) and password, fill out your profile info and then tap Done. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

To create an Instagram account from a computer:

1. Go to [instagram.com](https://www.instagram.com).
2. Enter your email address, create a [username](#) and password or click Log in with Facebook to sign up with your Facebook account.
3. If you register with an email, click Sign up. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

If you sign up with email, make sure you enter your email address correctly and choose an email address that only you can access. If you log out and forget your password, you'll need to be able to access your email to get back into your Instagram account.

Understand the “Culture” of Instagram

The top-performing brands on Instagram all have one thing in common: they understand what makes the app unique compared to other social networks and use this knowledge to their advantage. While the definition of “Instagram Culture” has changed over time, at its core are users who are proud of the content and images they post. As such, there seems to be a lean towards quality over quantity, which sees creators taking their time to carefully compose and construct photos and videos in their time main profile feed.

Optimize your Instagram bio

One of the easiest ways to connect with your followers is by optimizing your bio. Use the whole 150 characters allowed to encourage followers: give them a reason to follow you, tell them what makes you unique, remind people that they’ll be among the first to know about special offers and promotions, first to get a sneak peek at new product lines, and have the first chance to enter Instagram competition to win stuff!

Don’t forget to add the URL to your company’s website in your bio section.

Three steps to gain traction and grow your following

Building an organic follower base on Instagram is, in theory, simple: just get people to see your content and have the, hit the “Follow” button on your profile. This happens in one of three ways:

1. A user sees someone they follow to share your content, then taps through to your profile.
2. A user sees your content while browsing various hashtags in Instagram search and then tap through to your profile.
3. A user gets a notification that you followed or liked them, and then taps through your profile.

Choosing the right hashtags to boost engagement and get discovered

There’s a good reason why many popular Instagram profiles use oodles of hashtags in their posts, Instagram gives major weight to hashtags as a way for people to discover things to like. People use hashtags to search for content on Instagram, so using the right hashtags can help put your content in from of people searching for keywords and phrases associated with your business.

We recommend that you use a good mix of broad hashtags related to your business and industry as a whole: those that return over 1m results, as well as some more “niche” options – between 1,000 and 10,000 search results.

Only post your best photos

As mentioned earlier, the best brands on Instagram are extremely picky about the images they post on their feed. Take your time in creating a collection of photos that you are really proud of you – your very best.

Brand your images with consistent filters and image editing

One of the reasons why Instagram blew up was, in part, due to the ease in which users can transform ordinary photos with vintage filters.

Overall, we suggest you apply filters in a way that is subtle and decide on the filter that you will use consistently; one that helps the image to reflect your brand culture and personality.

Always ask yourself if your content looks like it belongs, or was it thrown together in any old style? In order to create a distinctive branded account on Instagram, learn what your fans like about you and consistently create content around that theme.

Stories feature to maximize your Instagram strategy

Since 2016, Instagram has rolled out a swathe of new features to stories. Here are a quick summary and strategy for each.

Stickers and drawing tools: Stickers are fun and colorful overlays that can be added to your Instagram Stories.

Boomerang, Rewind, and Superzoom modes: Boomerang allows you to stitch together a burst of several photos into a short video that plays forward and backward. Rewind allows you to play videos in reverse. Superzoom allows you to add dramatic and suspenseful sound effects while automatically zooming in on a subject in three stages.

Mentions and sharing posts. Mentioning people in stories works the same as in ordinary Instagram captions and comments. Use the @ symbol to mention other Instagram users.

“Swipe Up” Links: This works well for people who are selling product and/or services. This feature will prompt you to a “Learn More” or “Shop” option.

Instagram ad basics

- Instagram ads appear among the ordinary stream of content within the app, identifiable as they are marked ‘Sponsored’ Ads can be created in a square or landscape format.
- All ads will feature a linked call to action button such as “Learn More”, “Shop Now”, or “Install App”.
- The recommended image size for an Instagram ad in the square or landscape format is 1080 x 1080 pixels.
- Video ads should be no more than 30 seconds long or 30MB in size.

- The caption you use for your Instagram ad will appear below the content and can include up to 300 characters.
- Instagram ads should adhere to the same guidelines as Facebook ads, including the 20% text rule.

Infographics

BENEFITS OF Social Media for Upcoming Brands



01 BUILDING A BRAND

Brainstorm content Ideas that will represent your brand and it's message.

02 ESTABLISHING CONNECT

Carefully craft authentic content that will establish a relationship with potential customers.

03 PROMOTING CONTENT

Promote on multiple social media channels.

04 INCREASING TRAFFIC

Use Seo methods and other forms of marketing to increase traffic to your social media sites.

What are the Benefits of Business Expansion?



Concentrate On New Product Development



Small businesses can benefit significantly from expansion, and a crucial aspect of it is the ability to focus on developing new products. This approach can provide a competitive advantage over rivals in the market.

Increase Brand Awareness Internationally



For many small businesses, expanding internationally is a crucial milestone that can result in higher brand recognition and diversified markets. By expanding your business overseas, you can reach untapped customer demographics and leverage this to your advantage.

Increased Economies of Scales



Economies of scale pertains to the cost benefits that a company can achieve as it boosts its level of production or output. These benefits typically arise from various sources, including purchasing raw materials in large quantities, spreading fixed expenses over a greater volume of output, and more.