



The Digital Skills Standard

ICDL Professional **DIGITAL MARKETING**

Syllabus 1.0



Learning Material

Provided by:

ICDL Malta

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ICDL Digital Marketing

With the rapid rise of consumers using the Internet for work, communication, shopping and recreation, virtually every organisation should have an online presence and be effectively leveraging digital marketing opportunities. This means keeping up-to-date with online tools and knowing how to use them to achieve overall business and marketing goals. ICDL Digital Marketing will guide you through the key skills you need to achieve your digital marketing goals.

ICDL Digital Marketing sets out essential concepts and skills relating to the fundamentals of digital marketing, including creating a web presence, optimising content for search engines, using social media platforms, carrying out online marketing across a range of services, as well as monitoring and improving campaigns using analytics.

Having completed this module you will be able to:

- Understand key concepts of digital marketing, including advantages, limitations and planning.
- Understand various web presence options and how to select appropriate keywords for search engine optimisation.
- Recognise different social media platforms, and set up and use common platforms.
- Understand how effective social media management assists in promotion and lead generation.
- Use a social media management service to schedule posts and set up notifications.
- Understand various options for online marketing and advertising, including search engine, e-mail and mobile marketing.
- Understand and use analytics services to monitor and improve campaigns.

What are the benefits of this module?

Covers the key skills and main concepts relating to digital marketing campaigns. Certifies best practice in digital marketing. Developed with input from subject matter experts and practising digital marketing professionals from around the world. This process ensures the relevance and range of module content.

Once you have developed the skills and knowledge set out in this book, you will be in a position to become certified in an international standard in this area - ICDL Digital Marketing.

For details of the specific areas of the ICDL Digital Marketing syllabus covered in each section of this book, refer to the ICDL Digital Marketing syllabus map at the end of the book.

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LESSON 1 - KEY CONCEPTS

After completing this lesson, you should be able to:

- Understand the term digital marketing
- Define the main elements of digital marketing
- Identify typical goals when using digital marketing
- Understand the advantages of digital marketing
- Understand the limitations of digital marketing
- Recognise the main legal and regulatory obligations when digital marketing in your country

1.1 DIGITAL MARKETING OVERVIEW

Concepts

Digital Marketing, sometimes called Internet or online marketing, can be described as the set of techniques and technologies used to promote brands, products and services to consumers over a range of online channels.



Digital marketing overview

People are spending more and more time online carrying out a range of tasks, including shopping, searching for information, reading news, watching videos, using e-mail, booking holidays, and using social media. They are also using a wider range of devices such as laptops, tablets, and smartphones, allowing them to be online anytime, anywhere. What this means is that people are spending less time using traditional media, such as print and television. Businesses therefore need to get online in order to reach both their existing and potential customers. They need to engage in digital marketing in order to promote and sell their products and services over various online channels.

1.2 DIGITAL MARKETING TECHNIQUES

Concepts



Digital marketing techniques

There are many digital marketing techniques and tools available to businesses to help them market online, such as:

- **Affiliate marketing** – Rewarding a site or individual for each sale/lead it generates as a result of promoting your business.
- **Display advertising** – Advertising online in a variety of formats. Display advertising includes banner, text, image, and video ads on a webpage.
- **Content marketing** – Creating and sharing useful, relevant and quality content to achieve marketing goals.
- **Search engine marketing (SEM)** – Increasing website traffic and visibility in search engine results pages through paid and unpaid (organic) methods.
- **Mobile marketing** – Reaching consumers through their mobile phone, smartphones and tablets.
- **E-mail marketing** – Reaching consumers directly via e-mail using text and rich media formats.
- **Social media marketing** – Reaching consumers through social media sites, such as Facebook, Twitter, and LinkedIn, to raise brand awareness, generate sales and website traffic.

- **Search engine optimisation (SEO)** – Optimising websites to increase their visibility in search engine's unpaid results, also known as organic, natural or earned results.
- **Analytics** – The process of using tools for tracking and analysing the behaviour of website visitors to inform marketing strategy.

1.3 DIGITAL MARKETING GOALS

Concepts

As with any marketing activity, it is important to start by establishing the goals you want to achieve with digital marketing.



What are your goals?

Some typical goals might include:

- **Increased brand awareness** – Increasing brand awareness among current and potential customers.
- **Lead generation** – Generating 'leads': generating customer interest in your product or service and creating contact lists of those users who have expressed interest.
- **Sales generation** – Generating sales of your products or services – probably the ultimate marketing goal.
- **Informing customers** – Keeping customers up-to-date by sharing news and special offers with your target audience.
- **Improved customer service** – Strengthening your relationship with your customers by improving customer service and assistance.
- **Direct customer engagement** – Engaging with customers directly.
- **Generating Traffic** – Increasing the number of visitors to your website.

1.4 DIGITAL MARKETING ADVANTAGES

Concepts

Digital marketing has many advantages over traditional marketing techniques.



Digital marketing advantages

More cost effective

Digital marketing is generally less expensive than traditional marketing channels such as television, radio and print. The design and production costs for a print or TV ad, plus the cost of buying advertising space in a magazine or on a television channel, are usually much higher than an online banner ad or video ad.

Easier to track and measure progress

It is much easier to track and measure the effectiveness of a digital marketing campaign than on traditional media. In non-digital campaigns, the majority of audience data is estimated, such as magazine or newspaper circulation figures, or audience numbers for a television or radio programme. These numbers may not accurately reflect the actual number of people who saw or engaged with your advertisement. However, the use of online analytics tools in a digital campaign will give exact, reliable data for how many people saw and engaged with (clicked) your ad.

Also, in traditional campaigns, campaign performance data is rarely real-time. For example, you might have to wait and see if sales figures increase over a period of time. However, in a digital campaign, online analytical tools offer real-time tracking and behavioural data revealing your audience's reaction to your ad, allowing you to tweak your campaign and improve performance.

Larger demographic reach

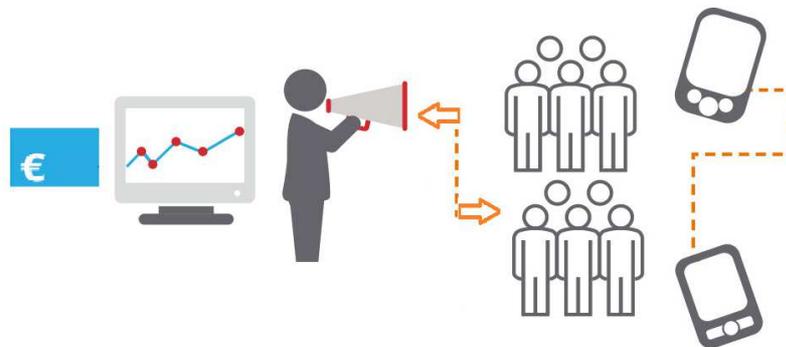
Digital marketing campaigns also have a larger potential reach than traditional campaigns. They can reach a global audience but they can also be targeted so your message only reaches a specific group, also known as a demographic. Demographics include things like gender, race, age, income, location, education, marital status. Targeting your message to a particular demographic you are more likely to reach people who are interested in your category of product or service.

Higher engagement compared to traditional marketing

Digital marketing allows customers to engage with brands more directly than with traditional marketing such as print and television. On social media for example, customers can like, share and comment on a business’s content, and in turn businesses can interact with customers by answering questions or responding to comments. Even though the engagement isn’t face-to-face, online interaction can happen in real time, at any time, and directly between businesses and customers.

Catering to mobile customers

Another advantage of digital marketing is the ability to reach mobile users with campaigns tailored to their situation. This can include tailoring the type of content that mobile users see depending on where they are and the device they’re using. It also means ensuring that the content can be viewed easily on a mobile device.



Digital marketing advantages

1.5 DIGITAL MARKETING LIMITATIONS

Concepts

There are also some limitations to digital marketing to be aware of.



Digital marketing limitations

Lack of face-to-face interaction

With digital marketing, contact with customers is online, so there is a lack of real-life interaction. This means that your campaigns may not reach customers who prefer real-life, face-to-face contact with businesses. It may also mean that useful feedback and insights from people who purchase (and don't purchase) is lost.

Can be obtrusive

Some users consider some formats of online advertising as annoying or an interruption to their online experience. Pop-up ads are the best example of online ads that people dislike. Some people come to view online advertising as clutter, and aim to ignore it. It is important to conduct your campaigns and design your content in a way that doesn't upset your audience or lead them to view it as obtrusive. Testing your campaigns with small groups first is a good way to ensure this is the case.

Time commitment to manage it professionally

Another consideration is that planning and managing a digital marketing campaign professionally will require a considerable amount of time and resources. A business profile account on a social media site might be free, but time and resources are needed to manage it well. A badly-managed or abandoned campaign or social profile can have negative consequences for your business. This is why the planning stage is so important.

May not be suitable for your product

There will be some customers you can't reach through online channels. For example, some customers in an older age bracket may not be online, or in some countries online access may not be prevalent. It is important to know about your target audience's lifestyle and habits, and whether you will be able to reach them online.

1.6 LEGAL AND REGULATORY OBLIGATIONS

 **Concepts**

Online activity is governed by laws and regulations to protect internet users, such as online buyers or those who have created content (copyright owners).

It is important to follow any applicable laws and regulations related to your marketing activity. These may differ depending on the country and may also change to respond to technology. You should check the latest laws and

regulations, which can typically be found on government or regulatory authority websites or by consulting with a legal professional.

Many countries have restrictions around advertising of alcohol for example. In many countries, alcohol can only be advertised to someone over 18 years old. However in Sweden the age is 25, in the United States it is 21, and in Canada and South Korea it is 19. In some countries alcohol may be prohibited, so advertising such a product in these markets could lead to heavy penalties.

Some considerations include the regulations and laws around data protection and privacy, copyright and e-commerce. For example, privacy laws may require a user to consent to a website gathering and analysing their data through the use of cookies. Using photographs and video on social media that were created by someone else may be infringing copyright. If you have an e-commerce website, you should also be familiar with the terms and conditions of your payment provider.

Some advertising platforms have their own regulations that you should be aware of. For example, Facebook prohibits the advertising of any tobacco-related products, weapons, and pharmaceutical drugs on their platform. They also have strict guidelines on imagery, and won't allow images that they feel depict a negative body image, such as a body portrayed as overweight or perfect.

1.7 REVIEW EXERCISE

1. Digital Marketing can be described as the set of _____ and _____ used for promotion of brands, products and services over a range of _____ channels.

2. Which one of the following is a digital marketing technique used to improve website traffic and visibility in search engine results pages through paid and unpaid options?
 - a. Display advertising.
 - b. Search engine marketing.
 - c. E-mail marketing.
 - d. Analytics.

3. List three business goals you might want to achieve using digital marketing:

4. List three advantages of using digital marketing over traditional marketing techniques.

5. Which three of the following are possible limitations of digital marketing?
 - a. It may be seen as clutter and ignored.
 - b. It is more expensive than traditional marketing.
 - c. It requires considerable time and resources to manage.
 - d. It is only useful if your customers are online.

6. List three considerations in relation to the legal and regulatory obligations when using digital marketing in your country.

LESSON 2 - PLANNING

After completing this lesson, you should be able to:

- Understand the main elements of a digital marketing strategy
- Recognise the need for a consistent online presence in line with corporate identity and design
- Recognise types of content used to drive traffic and enhance engagement
- Understand the importance of policies and access controls for staff using company digital marketing accounts

2.1 DIGITAL MARKETING STRATEGY CONSIDERATIONS

Concepts

Defining a comprehensive digital marketing strategy before starting any activity is key to making the best use of resources and achieving your business goals on time and on budget. With so many potential channels and activities to try, it's easy to just experiment with different approaches, and get a scattered, incoherent digital marketing campaign as a result.

What are digital marketing strategy considerations?

You should take a structured approach and consider the following when defining your digital marketing strategy.



Digital marketing strategy considerations

Goals

First, make sure that the goals of your digital marketing strategy are aligned with your high-level business goals and overall marketing strategy. Make sure your goals are specific and measurable, for example, rather than 'increase online sales', your goal might be to increase the online sales of a product line that has a high profit margin and low postage costs. Often, the most effective way to increase sales is to increase the rate of returning customers. Set a time period for achieving your goals and be aware that it takes time to develop a successful online presence.

Audience

You should clearly identify your target audience, or target market. Your target audience is the group of people that you believe are likely to be interested in your product or message. Usually they have a problem that your business or product can solve. Target audience information can include their values, needs, location, interests, spending habits and what device they use. It could also include demographics such as age, gender, education level, and marital status. Targeting several small audience groups and then comparing their engagement is a common technique in digital marketing.

Competitors

It can be helpful to analyse a competitor's digital marketing activities and use the information to inform your own strategy. Look at the content they post and see what the audience engages with and what it doesn't like so you can avoid the same mistakes. If Search Engine Optimisation (SEO) is important to your strategy, you should look closely at your competitor's online presence to determine any SEO techniques they are using. There are online tools available to help track and monitor competitors.

Platforms

Selecting the online platforms appropriate to your campaign and your target audience is key.

If you are planning to advertise online, consider where your target audience are online. If you want to attract more customers on social media, check which social media platform your target audience spends the most time on.

You should research the various platforms to determine which ones are best suited to your brand. Some platforms will offer demographic user information about their platform for this purpose. For example, on Snapchat's advertising page, they cite research that 41% of all 18 to 34 year-olds in the United States use the Snapchat social media app daily.

Regulators and research bodies also offer relevant user statistics. For example, Pew Research Centre found that the average American Instagram user is female, aged between 18 and 29, and lives in an urban area. Ofcom reports that UK adults over 55 are more likely to have a profile only on Facebook (65%), and this is more common among women than men (50% vs. 36%). Get the latest audience figures for your region through online resources such as Global Web Index, IAB Research, Ofcom and Pew Research Centre.

Also consider how much time you have to spend on digital marketing and select the number of platforms and tools accordingly. It's usually better to spend more time creating a quality presence on one or two platforms popular with your target audience, rather than spreading time and resources thinly across many platforms.

Content

Engaging content such as infographics, photos, animations, reports, blog posts and video can be effective in engaging with customers on social media, attracting visitors to your site, and increasing brand awareness. However, creation of quality content is time consuming. Your strategy should include a content calendar: a plan for the type of content you want to create, how long it will take to produce, who will produce it and when it will be published. Free calendar templates are available online, for example Hubspot or the Content Marketing Institute.

Budget

Another important part of the strategy is to determine the overall budget available and how to allocate it across different activities. Consider whether you have the resources and skills to manage your digital marketing in-house or whether you need additional help. Also consider the most effective way to spend across the different aspects of a campaign and within the given time period.

Reporting

Measurement is essential in a marketing strategy. To determine whether your campaign has met the goals you set, also known as KPIs (key performance indicators), you must decide *how* these will be measured and what reporting tools are required. Reports should be set up to track and measure performance before your marketing campaign begins, so you can measure the effectiveness and make adjustments as required.

2.2 DESIGN CONSIDERATIONS

Concepts

With a digital marketing strategy in place, the next consideration is how your brand is presented in the digital world. Any design elements used online such as logo, colours, images, messaging, tone of voice and visual style should be in line with your corporate identity and design. This should be consistent with your offline identity and maintained consistently across all online channels.

Customers who are aware of your brand offline should be able to easily recognise your brand online. A brand seems more credible and trustworthy if your design and tone are consistent.

2.3 CONTENT MARKETING

Concepts

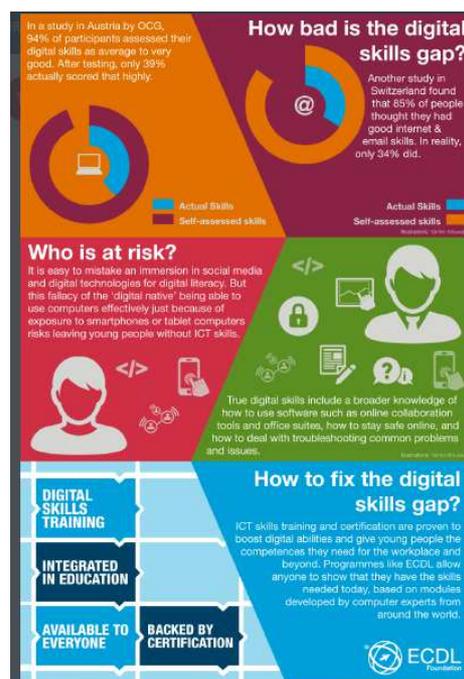
Content marketing involves the creation and sharing of free, relevant and valuable content to attract and convert leads into customers, and turn customers into repeat buyers. It has been used in marketing for over a century, when in 1904 the food company that produced Jell-O distributed free cookbooks filled with Jell-O recipes to households door-to-door.

What is online content marketing?

Content is very effective in digital marketing too and can take many forms. It can be used to drive traffic and engagement. Here are some examples:



Infographics – These are representations of information and statistics in graphic format. They are a visually appealing way to convey information.



Example of an infographic

Meme – These are photographs, of celebrities or animals, reused with overlaid text for different jokes. They are typical of Internet humour.

Videos – These can be entertaining, humorous, informative; or all three. They range from funny videos to how-to tutorials. For example, a make-up brand could create video content showing how to use their new eyeliner for sixties-style eyes.

Guides – These include information on specific products or services, for example "How to use our detergent to get rid of grass stains". These also include tutorials such as "How to learn the piano in a week."

Product reviews – These include opinions on products from customers on commercial websites or from experts on news websites or blogs. For example, they could include "The latest tablet reviewed", or a customer review of a restaurant or hotel.

Testimonials – These are endorsements from real customers or celebrities, for the brand, product or service. For example, "I saved €200 on my car insurance when I switched. Sam, Madrid".

Lists – These are simple web articles with ranked lists and images aimed to be read quickly, for example "20 wedding video mistakes to avoid" or "10 National Parks to see before you die".

Whitepapers – These are informational reports explaining a topic or presenting case studies relevant to the brand's industry. These are editorial in style and are not a sales brochure. They aim to promote a particular solution, product or service.

2.4 POLICIES AND ACCESS CONTROLS

Concepts

Businesses need to consider how to protect their corporate image and reputation when conducting their business online. Misuse of digital marketing accounts can have a negative impact on a company's reputation. For example, a disgruntled employee could use the company account to reveal trade secrets or make offensive comments. More often an employee mistakenly posts a rude reply or offensive picture, thinking they are logged into their personal account.

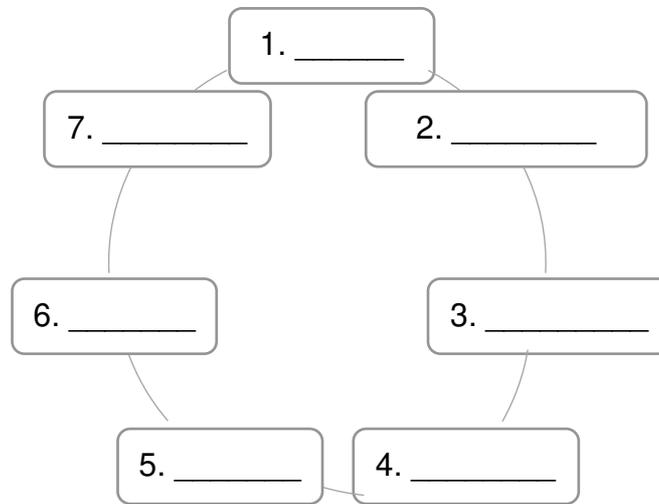
To protect your reputation, businesses need to set appropriate policies and access controls for staff using accounts such as social network accounts, company websites, or representing the organisation on forums or sites such as the industry regulator.

Organisations should define policies and codes of behaviour for employees who use the company's online accounts. These should outline the type of language, tone and images that can be used, and what is prohibited. Also, they should include what the protocol is if a mistake is made, or if a user makes offensive comments directed to the business online.

The ability to publish or comment on behalf of the company should be limited to a small number of trusted people to ensure accountability. Access levels should be based on job roles and responsibility. For example, business accounts on social networks can have different levels of permissions, and only trusted employees are granted permission to make changes.

2.5 REVIEW EXERCISE

1. List seven things to consider when defining a digital marketing strategy:



2. Which two of the following statements are TRUE in relation to online corporate identity and design?

- a. Logos, colours, and images should be unique on each online platform.
- b. Online and offline corporate identity should be consistent.
- c. Content should reflect the personality of the person publishing the content.
- d. Corporate identity should be consistent across all online channels

3. List four types of content you might use to increase traffic and engagement online:

4. Which three of the following are appropriate ways of protecting a company’s online reputation?

- a. Set access levels for staff using online business accounts.
- b. Allow all staff access to update the company’s social media accounts.
- c. Create policies on what is appropriate on online business accounts.
- d. Allow a limited number of people to use online business accounts.

LESSON 3 - WEB PRESENCE OPTIONS

After completing this lesson, you should be able to:

- Understand possible web presence solutions
- Outline the typical steps to create a web presence
- Understand the term content management system (CMS)

3.1 WEB PRESENCE SOLUTIONS

Concepts

There are a variety of ways to have a web presence. Which solution or solutions you choose will depend on your strategy and goals.



Web presence solutions

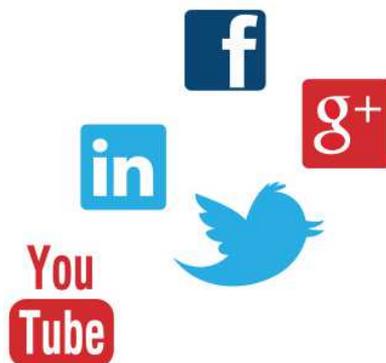
Business Directory

A simple web presence can be established on a business directory: a website where businesses are grouped by category or local area. These can be appropriate for a service provider or sole trader who doesn't need a full website, or a local business who wants to be found by those searching for a category by area, for example, "Indian restaurants in Moscow".

Social Media

Social media are online platforms where people connect in online communities to create and share various types of content. It is an essential part of a digital marketing strategy for businesses to be active on at least one social media

platform. For example, a fashion brand for young women would almost certainly have an Instagram account for sharing photos of models wearing new products, whereas as for customer service they might primarily use a Twitter account.



Website

The most common form of online presence is a website. At a minimum, a website should provide **information** to explain what a brand or business does, any products or services it offers, opening hours and contact information.

Some businesses include **e-commerce** functions in their website so customers can buy in an online store using a credit card or an online payment system such as PayPal.

Some brands have separate websites for **mobile** users to ensure website content is optimised both for mobile and desktop visitors. The alternative is that some websites are developed to be 'responsive': they automatically adjust the layout of content to the available screen size, so the same site can be navigated on any device. Websites that are not optimised for mobile can harm a digital marketing effort.

Blog

A blog is a type of online journal that is regularly updated with content, known as posts. Businesses often include blogs as part of the overall website, as blogs are much easier to update with content and news than other sections of the site. Blogging is also a key technique in SEO as search engines prioritise websites that are updated regularly. A blog post could include content such as infographics, case studies, how-to guides, videos and articles. For example, the website of a marketing agency will probably have a very active blog, presenting their opinions on industry updates, job openings, and examples of recent client work. Company blogs often have many authors, as several employees and guest bloggers contribute.

Web Application

A web application is an application program that is stored on a remote server, but that a user can access over the Internet through a web browser. Businesses often include these in their online presence as a part of their service to customers.

Common examples include online auctions, online banking, webmail, and web-based office software like word processors and online spreadsheets.

Mobile Application

Alternatively, brands can use mobile apps, which are applications designed to be installed and run locally on mobile devices. Examples include mobile banking apps, social media apps, and a retailer's mobile app.

3.2 CREATING A WEB PRESENCE

Concepts

One of the most common web presence solutions is a website. When creating a website, there are several different steps to be completed.



Website creation process

1. **Register an appropriate website address** – Firstly, choose the domain name or web address (also known as a URL) where your site will live. It must be unique and appropriate to your business name, and easy to remember. For example: **www.myuniquebusinessname.com**. It will become part of your brand identity, and it will be an important factor in online searches. You'll also need to choose a top level domain (TLD): the suffixes such as .com, .net, and .org. If you are a local business, it's best to get a country level TLD, such as .fr if you are in France, .ie if you are in Ireland, or .sg if you are in Singapore.

Check your chosen domain name is available and then register it with a website hosting service or domain registrar.

2. **Register with a website hosting service** - You also need to register with a website hosting service who will host your website on a web server. This server is where all the files and folders that make up your website will live. Often, a hosting provider is the same service you can use to register the web address.



3. **Design the site** - Next you need to consider the design elements of your site. Consider the purpose of the website, for example is it a simple blog or a more complex e-commerce site, and the audience. This includes designing the structure of the website: the hierarchy of different pages and sections based on how a user would navigate it. Design will also include the look and feel of the site, and how this might appeal to your target audience. You must also consider usability; so that the site is easy to use on all devices, but especially the one your target audience uses most often.
4. **Build the site** - After the design stage, the website needs to be developed. You can develop the web pages and content yourself, or hire a web developer. This includes creating the webpages and content such as text, images and video. Before going live, the site must be tested on different browsers and devices, and all internal links checked.
5. **Promote the site** - When the site is live you can begin to attract visitors with marketing activities.



3.3 CONTENT MANAGEMENT SYSTEMS

Concepts

A content management system (CMS) is an authoring and administration tool for developing and maintaining a website. A CMS offers a simple user interface for creating and modifying web content, so a user can publish and manage changes to the site even if they have no programming skills.

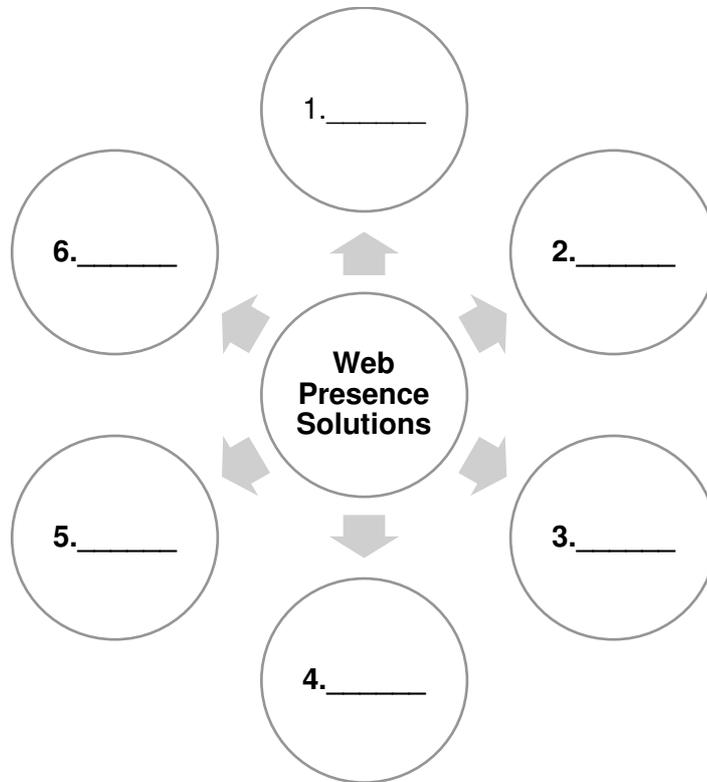
Some CMS are very easy to use, and creating a website just involves selecting a layout template, colour theme and then adding your own content. WIX and WordPress.com are examples of these. Other CMS are used for more complex websites, such as the Magento CMS that was developed specifically as an e-commerce platform.

Some CMS are open-source, so they are free to use. WordPress and Magento both fall into this category. Others include Drupal and Joomla. There are also bespoke or 'closed source' CMS providers who charge a fee but usually offer better security and technical support. Shopify is a popular example of a closed-source, e-commerce CMS.

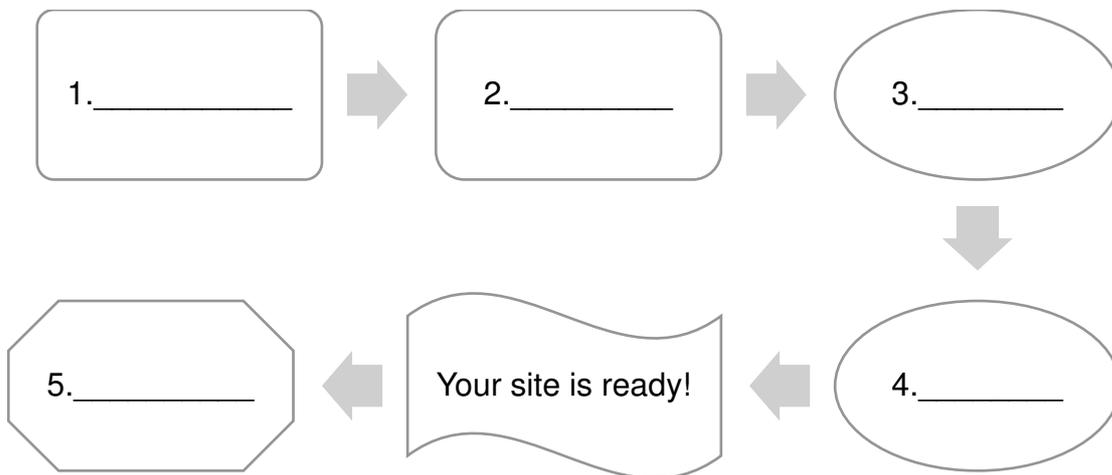


3.4 REVIEW EXERCISE

1. List six common web presence solutions.



2. Complete the steps below to create a website:



3. Which one of the following could you use to build a website?

- a. AUP
- b. SEO
- c. CMS
- d. SEM

LESSON 4 - WEBSITE CONSIDERATIONS

After completing this lesson, you should be able to:

- Understand the main parts of a website
 - Understand some common website design terms
 - Recognise good practice in creating website content
 - Recognise various methods for promoting a website
-

4.1 WEBSITE STRUCTURE

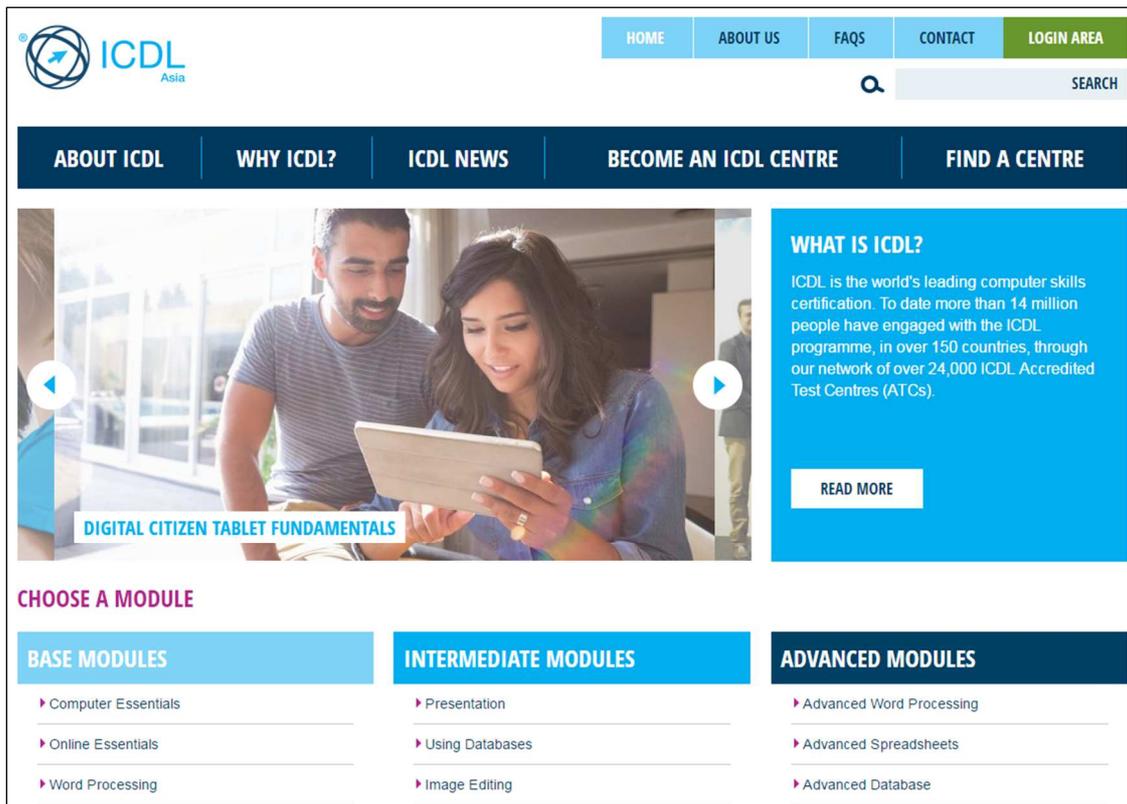
Concepts

The design stage of a new website requires a lot of planning and thought. Firstly, you have to consider what actions you want a visitor to take on your site. This might be reading a blog post, subscribing to a newsletter, sharing your content, or buying your product or service.

Once you have listed these actions, they will influence the structure of your site, what pages to include, how to arrange them, and how you want your site to look. Your site can be simple with just a few pages, or you could have an e-commerce site with thousands of product pages.

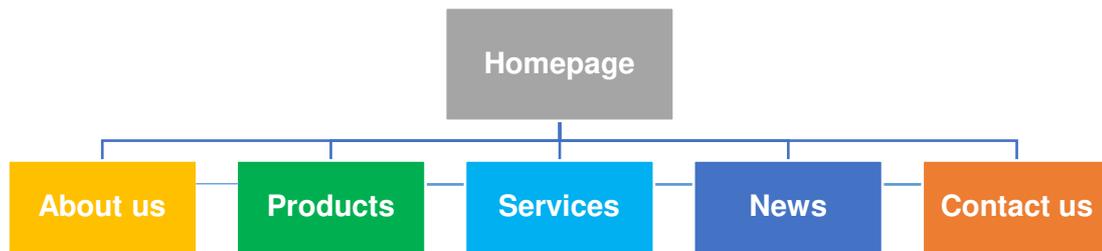
What are the main parts of a website?

Most websites follow a basic structure with the **homepage** as the main page. Information is organised in a hierarchy usually branching out from the homepage at the top. The hierarchy should be simple and intuitive because it will be the basis of the site’s navigation and URL structure.



Homepage example: ICDL Asia

The main parts of a typical website are:



Website categories example

- The **homepage**, which typically contains links to the main parts or categories of the website, usually in a prominent menu bar. It's advisable to have between two and seven categories, and each should be unique and distinct. Related subcategories branch out from each main category.
- A **Company Information** page, sometimes called "**About us**", which may include the history of the company and its founders or current directors. A common mistake made by companies is considering this a very important section and filling it with lots of information, but site visitors often rarely look at it. The 'work with us' or job vacancy section often falls under this category.
- A **Product** page may link to several subcategories of products in an e-commerce site, or might just feature the one product the company offers such as an app.
- A **Services** page outlines what services the brand can offer for a customer. Client testimonials, logos of other clients, and the benefits of the service are common here.
- A **News** page will contain company news about products, services and sales, and any relevant press releases. This is usually too corporate to be considered the company blog, but some websites combine the news section and blog.
- A **Contact** page, sometimes called "**Contact us**", lists contact details including postal and e-mail addresses, phone numbers, social media accounts and 'find us' information with an embedded map. Opening hours are important to include here too, especially for mobile visitors. Sometimes this section includes information on contacting specific staff or departments, such as Recruitment, Sales, or Customer Service.

A company **blog** is often the last section, but the most regularly updated category. It should contain posts written by several authors, with engaging content that is appealing to both customers and employees. If a company takes its blog seriously, it can often be the most popular part of the site, getting more traffic than the homepage and product page combined.

Websites can also contain an **e-commerce** facility, which allows users to make purchases on the website quickly and easily. It should be secure, and visitors

should be confident that the data they provide is safe, such as the delivery address and payment details.

Most sites also include a **search** function accessible from every page so visitors have an alternative way of finding content on the site.

Some sites have a **sitemap** that lists all the pages on the website and can act as an index or table of contents. This type of page is less common in modern websites.

Tip: Users should be able to reach any webpage in three clicks or less.

4.2 WEBSITE DESIGN



Concepts

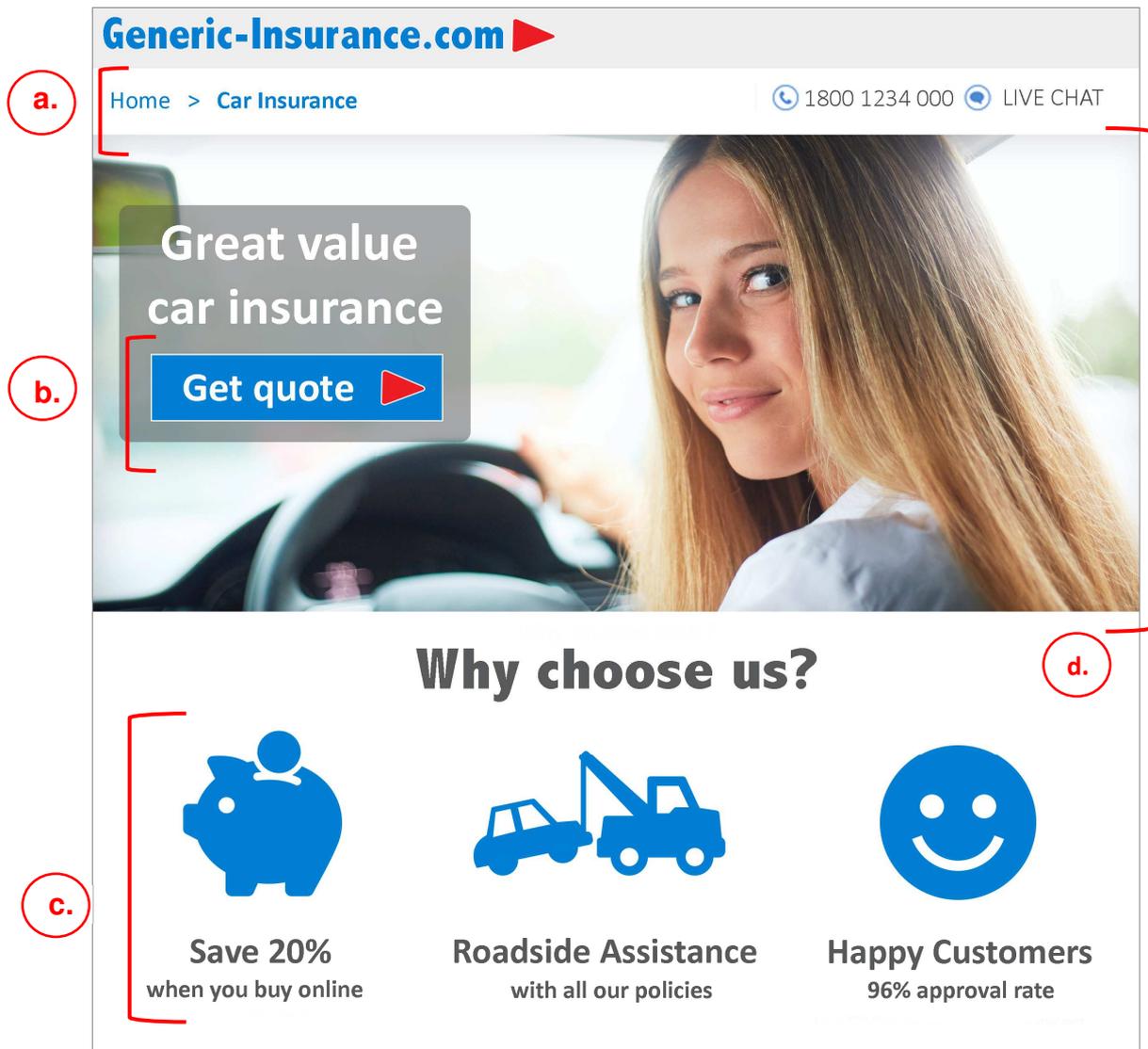
Your website should provide the best possible experience for visitors. The overall experience of a visitor to your site is known as the **User Experience (UX)**. The user experience on your website is as important as a customer experience in a shop because it is a big part of the overall customer sales journey.

What makes a positive user experience?

The customer interacts with your site through the content on the webpage, known as the **User Interface (UI)**.

The design, look and feel of a UI can determine whether the user has a positive or negative experience. For a positive user experience, the site structure and user interface should be designed so that the site is easy to navigate, information can be found easily, there are no errors, and it meets the needs of your target audience. The user should be able to navigate around the site consistently regardless of which page they are on.

Some examples are outlined below:



Example of well-designed UI offering a positive UX

- a. The section at the top of the page (known as the breadcrumb) indicates to the user what section of the website they are in. It also offers an easy way to get to the homepage.
- b. The eye is drawn to the 'call to action' in the blue button and red arrow. It uses the least amount of words possible, and it is a clear next step for the user.
- c. The blue icons and statements underneath offer clear, easy to understand, value propositions for the policy.
- d. The photo features a woman in a positive situation (smiling behind the wheel of a car), and making eye contact with the viewer.

The screenshot shows the IXI website for car insurance. It features a left-hand navigation menu (a), a central image of a car accident (b), a value proposition (c) with three call-to-action buttons (d), and a list of policy features (e). The value proposition is a long sentence: "Get up to 50% off your car insurance if you're over 25 and have no claims in the last 5 years". The call-to-action buttons are "Get a quote", "Retrieve a quote", and "Renew Policy". The list of features includes terms like "step back no claims bonus protection" and "uninsured driver promise".

Example of badly designed UI offering a confusing UX

- a. The left menu bar offers a confusing amount of options to the user.
- b. The photo shows a car accident which could trigger bad memories.
- c. The value proposition is too long and has too many clauses.
- d. There are three calls to action, two more than the ideal. Each button is the same colour, which disguises the most important ‘get a quote’ button. This forces the user to read all three and then decide which button applies to them.
- e. There are too many words and industry terms which users don’t necessarily understand, such as “step back no claims bonus protection” and “uninsured driver promise”.

Other important terms in website design include:

- **Responsive Design** - Users should have a consistent experience regardless of the type of device or screen size they are using. If the site is **responsive**, it will adapt its content to the size of the display.
- **Accessibility** - A website should be **accessible**, so it can be viewed and navigated by people with disabilities. Ensure that images include alternative text ('alt text') for people with vision impairments using screen readers, and include a subtitle file with videos for people with hearing impairments. The World Wide Web Consortium (W3C) offers guidelines on accessibility and best practice for website design.
- **Performance optimisation** – Webpages should download quickly so users do not have to wait to view pages or videos. Users expect pages to download almost immediately and if they don't then they are likely to move on to another site. Webpages can be **optimised** to download faster by reducing image and video file sizes, combining stylesheets, and removing unnecessary scripts or cookies.
- **Browser compatibility** - A website should work on different types of browser without loss of content or browsing experience.

4.3 WEBSITE CONTENT

Concepts

The content on your site contributes greatly to your customer's overall experience so it should be good quality, professional and appealing to your target audience.



Some tips for creating good quality content include:

1. Audience focused

- Tailor your content to suit your target audience.
- Use formats and topics that appeal to your target audience.

- Use visual styles that your target audience will be familiar with.
- For example, if your target audience loves baking, a vintage kitchen aesthetic might appeal to them.

2. Clear and concise content

- Use clear and concise language and a tone of voice to suit your target audience.
- For example, if you are providing legal services, a formal tone would be appropriate; but use accessible language and don't use terms that customers won't understand.

3. Use of keywords

- Include keywords that visitors might use when searching online for your product. This can improve your website's search engine ranking.
- For example, if you are selling wedding flowers you might include keywords like 'fresh flowers', and 'wedding bouquets'.

4. Consistent branding

- Use consistent branding across all digital and traditional marketing channels.
- Use design elements that match your corporate look and feel.

5. Quality images and videos

- Use quality images and videos that appeal to the audience.
- Avoid stock photos if possible.
- File sizes should be small so that they download quickly.

6. Regularly updated

- Update your website regularly. Visitors want to see that the site is current and well-maintained, which adds credibility to your brand and reassures potential customers of your legitimacy.
- For example, update company news and don't let seasonal messaging appear on the site after the event or holiday.

4.4 WEBSITE PROMOTION

Concepts

Once your site is live, you want to attract as many new visitors as possible.

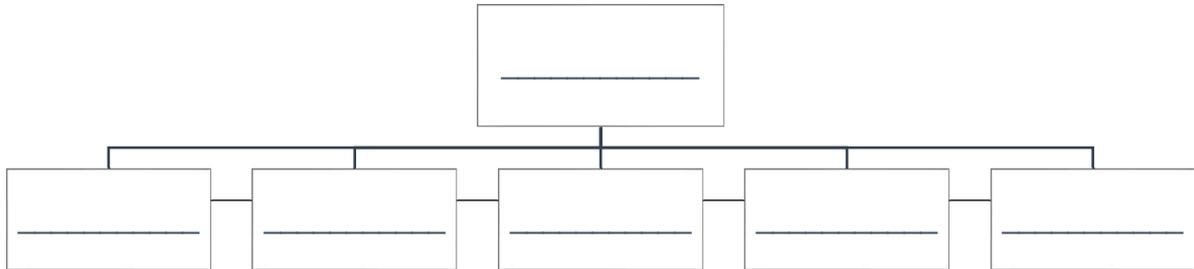


There are a variety of ways to promote a newly published website:

- Share links to your content on **social media sites** from your personal profiles and encourage other users to share your website links.
- Use **online advertising** to place ads on other sites with links back to your website.
- Run a competition and offer a prize that will appeal to your target audience.
- Earn links from other websites to your website, also known as **inbound links** or backlinks. This involves building your reputation so that other websites recommend your site by linking to it.
- Use **e-mail marketing** to send promotions and advertisements with links to your website.
- Register your website address with **web directories** and **search engines**, which can help users and search engines find your website.
- Add your website address and links to your latest blog post in your **e-mail signature**.
- Include the website address on the business's **printed marketing materials**, for example leaflets, flyers, posters, advertisements on billboards, and advertisements in newspapers and magazines.

4.5 REVIEW EXERCISE

1. List the main parts of a typical website in the diagram below:



2. Complete the following:

The user _____ is used to describe how a user feels about using a website.

A user _____ is used to describe the parts a user interacts with onscreen.

3. Which of the following three should you consider when designing your website?

- a. E-mail marketing
- b. Accessibility
- c. Responsive design
- d. Browser compatibility

4. List four ways to promote your website.

LESSON 5 - SEARCH ENGINE OPTIMISATION

After completing this lesson, you should be able to:

- Understand the term search engine optimisation (SEO)
- Understand the term keyword
- Create a list of keywords which can be used when optimising content for a website, social media platform
- Understand the terms page title, URL, description tag, meta tag, headings, and alternative text and their importance for SEO

5.1 SEARCH ENGINE OPTIMISATION OVERVIEW

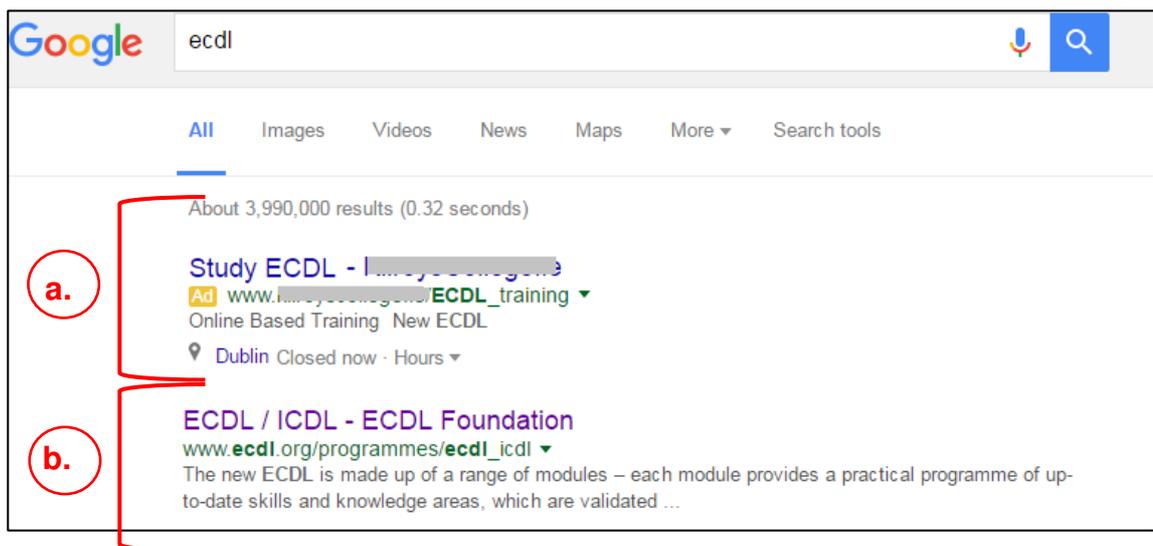
Concepts

How do search engines work?

The majority of Internet sessions begin with an online search. Users turn to search engines to ask questions, find products and services, and search for videos and images. Popular search engines include Google, Yahoo, and Bing.

Search engines use automated robots to “crawl” the web, find web pages, understand them, and store specific information about them in their databases. When a user enters a term or phrase (search query) in a search box on a search engine, the search engine will search its databases for web pages that best respond to the user’s search query. When the search engine finds web pages that it considers to be the best match for the search query, it returns a list of results. It is therefore vital that search engines can easily find your website and understand what it is about.

Search results are listed in a search engine results page (SERP). The SERP usually contains paid results (advertisements) and unpaid (organic) results.



Google Search Engine Results Page (SERP)

- Advertisements typically appear at the top of a SERP. Advertisers are charged when the user clicks these results.
- Organic results typically appear below the ads. The organic results are ranked in order of relevance and popularity with web pages at the top deemed the most relevant and popular by the search engine. Website owners do not pay when the user clicks these results.

What is Search Engine Optimisation (SEO)?

For website owners, traffic from search engines is a very important source of visitors. By actively searching for a product or service online these users demonstrate strong interest and purchase intent.

Search Engine Optimisation (SEO) is the technique of increasing the visibility of a website in the organic (unpaid) results of a search engine result page (SERP). The order of organic results is not determined manually: instead it uses a mathematical equation known as an algorithm.



The algorithms are very complex and usually include hundreds of variables known as 'ranking factors'. These algorithms continuously change, and the ranking factors are rarely revealed by the search engines to stop site owners and digital marketers manipulating the search results. Each search engine uses its own algorithm, and therefore will display a different SERP for the same query.

As a website owner, you want users to find and select your site when they are searching for a product or service that you offer. You can use SEO techniques to improve your ranking factors and increase your webpage's visibility in organic results for search queries relevant to your site.

What are typical ranking factors?

There are two broad but consistently influential ranking factors across all search engines: keywords and links.

- 1. Keywords** Keywords are phrases or words in the webpages that match or are considered relevant to the search query. Search engines look for keywords in the on-page content of your site and also the website code.
- 2. Links** The number and quality of hyperlinks to your website from other websites and social media platforms and the words in the hyperlinks (anchor text).

Tip: Different search engines use different ranking factors and they change over time so it's good to keep up-to-date on what search engines are looking for.

5.2 KEYWORDS FOR SEO

Concepts

What are keywords?

Keywords are descriptive and information-rich words or phrases used in web page content and often the key items in a search query. For example the keywords in the search ‘**Is a maxi dress considered office wear?**’ are **maxi dress**, **office wear**. Keywords that are more than three words are known as **long tail** keywords.

How are keywords used to optimise webpages for search?

Optimising your webpages for search using keywords involves:

1. Identifying important keywords for your webpage.
2. Adding those important keywords to your on-page content and website code.

This enables search engines to understand what your webpage is about and index it appropriately.

Identifying Keywords for SEO

There are a number of ways to identify important keywords for your webpage:

1. Start by researching and defining a list of keywords and phrases that relate to what your website is about – your activities, services and products. Identify a range of keywords, both specific and general. Identify search queries used in relation to your product or service. Check what search queries have already brought your target audience to your website using analytics tools such as Google Search Console. Check the volume of search queries using online tools such as keywordtool.io and Moz.
2. Consider which keywords are going to be most effective for your business goals. For example, there might be a lot of search volume for “cheap dresses”, but if you don’t do regular sales or discounts, you will be misleading any visitors to your site who have landed there based on that search. If a search user goes to your page and then clicks ‘back’ to the search results seconds later (called Pogo-sticking), it indicates to the engine that your result was not relevant, so your page becomes less likely to rank.
3. Analyse the user’s intent in a keyword. For example, a user who searches for “formal dress ideas” or “wedding guest dress ideas” is probably still browsing for ideas and not ready to make any purchases just yet. But a search for “formal dress next day delivery” shows a strong intent to purchase. A search for “fancy dress ideas” may be a search for Halloween

costume inspiration, and not worth optimising a page for. When a user enters a highly specific search phrase, they are usually looking for exactly what they want to buy. Someone searching for “Bose QC 25 noise cancelling headphones Apple devices” is much closer to purchase than someone searching for “headphones for iPhone”.

Using Keywords for SEO

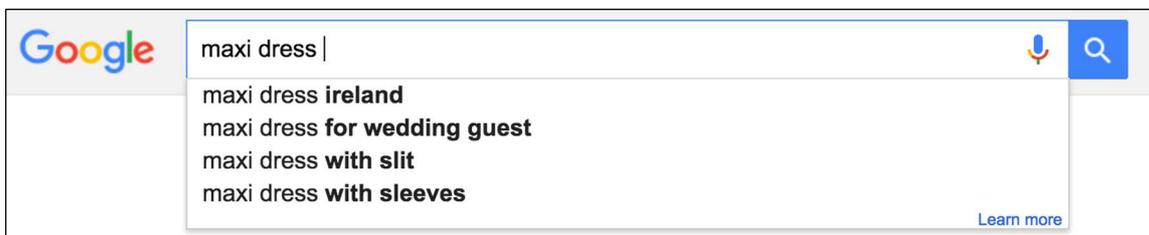
Once you have identified your keywords you can use them for SEO in your webpage content and code. You can include keywords for SEO in:

- **Headings** (tagged <h1>, <h2> etc. in the html code).
- The **main content** on the webpage.
- **URLs** (web page addresses).
- **Page titles** (displayed at the top of the browser window and in the SERP).
- **Alternative text** (text descriptions of images included in the alt attribute in the webpage code) and image file names.
- **Description tags** (brief descriptions of the contents of the webpage shown only on the search engine results page).
- **Meta tags** (descriptive information about the website in the code used by search engines).

For example, let’s say you own a women’s clothing company based in Ireland. SEO tools indicate that the search query “dresses” is popular in Ireland, getting around 20,000 searches a month. This is a broad keyword, but it’s a good start for the website address, so you could use the domain name **dress.ie**.

Further keyword research shows that the full-length “maxi dress” style is popular in Ireland, getting 4,000 monthly searches. So you could create a web page for that product category, and put the keyword in the page URL: www.dress.ie/maxi-dress.

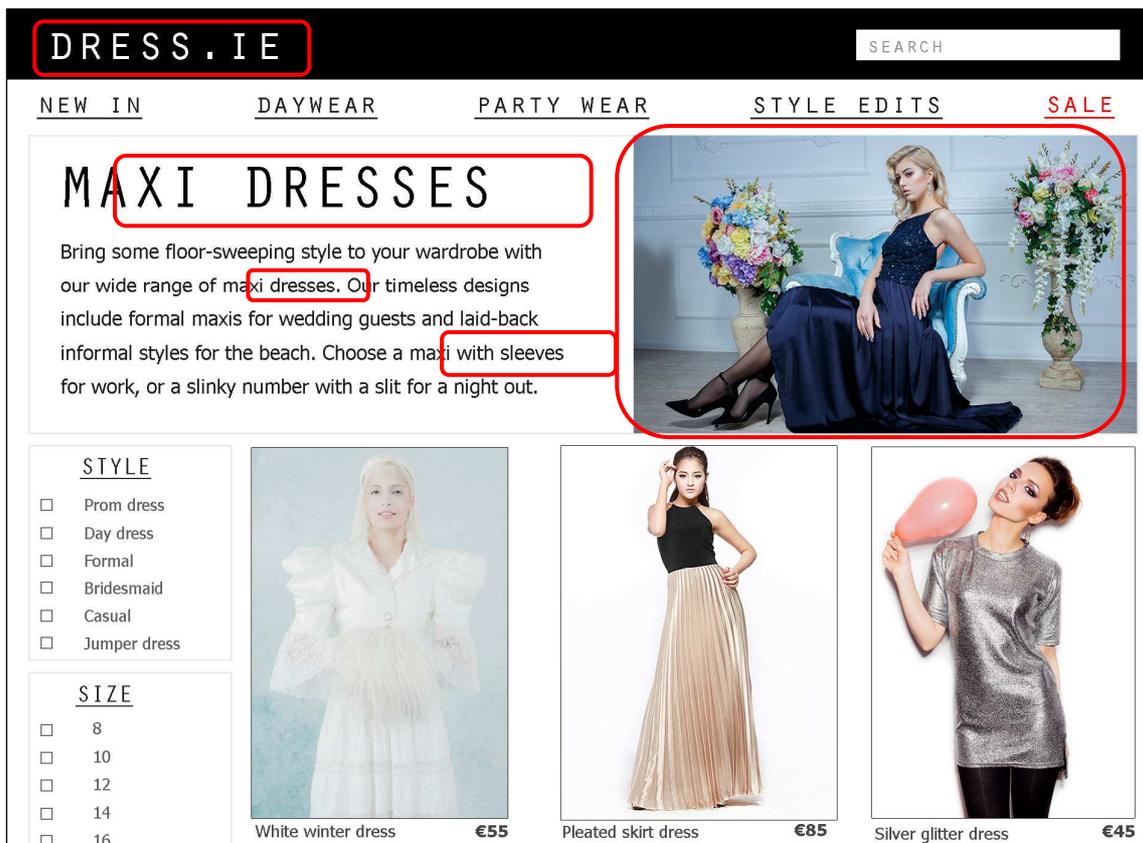
Long tail searches around that keyword include “maxi dress for weddings”, “maxi dress with stripes”, or “maxi dress with sleeves”.



Long tail searches

You can optimise the content on www.dress.ie/maxi-dress by including some of these long tail keywords in the text at the top of the page, and later in the product

descriptions. You can further optimise the webpage by including the keyword “maxi dress” in the heading at the top of the page.



Using keywords for SEO

As well as including your keywords in the headings and main content visible on your webpage you can include keywords in the webpage code in the page title and in the Meta description.

```

<head>
<title>Maxi Dresses | Evening, Long & Petite Maxis</title>
<meta name="keywords" content="dresses, maxi dresses">
<meta name="description" content="Make an impact with our collection of maxi dresses, including bohemian pieces and evening gowns. FREE delivery at our online shop today.">
</head>

<body>
<h1>Maxi Dresses</h1>
<p>Bring some floor-sweeping style to your wardrobe with our wide range of maxi dresses. Our timeless designs include formal maxis for wedding guests and laid-back informal styles for the beach. Choose a maxi with sleeves for work, or a slinky number with a slit for a night out.</p>
    
```

Keywords for SEO in webpage code

- a. Page title
- b. Meta description
- c. Heading
- d. Main content

If you use images, you should also include keywords in alternative text for any images. In the example the image of a model in a blue dress could be described in the alternative text as “blue maxi dress from spring/summer 2015”. And the image file name could be “blue-maxi-dress.jpg”.

Search Engine Results

If a search engine shows your webpage as a reaction to a search, it will appear in the SERP showing:

- a. The page title
- b. The URL
- c. The Meta description or snippets from your webpage that include the search term



SERP example

5.3 REVIEW EXERCISE

1. Which one of the following best describes SEO?
 - a. Using a search engine to search for information online.
 - b. Paying for your webpages to appear in search engine results.
 - c. Increasing your webpage's visibility in organic search results.
 - d. Ensuring your webpages are colourful and visually appealing.

2. Which three of the following are SEO techniques?
 - a. Gaining quality links to your website from reputable websites.
 - b. Advertising your website on social media.
 - c. Adding relevant keywords to your webpage code.
 - d. Adding relevant keywords to your webpage content.

3. Identify a list of keywords that are relevant for your webpages.

4. As part of your SEO, you are adding keywords to your webpage code. List three places you could include keywords.

LESSON 6 - SOCIAL MEDIA MARKETING CONSIDERATIONS

After completing this lesson, you should be able to

- Understand the term social media platform
 - Identify the main uses of some common social media platforms
 - Understand common social media marketing campaign elements
-

6.1 SOCIAL MEDIA PLATFORMS

Concepts

What is a social media platform?

A social media platform is an online environment that allows users to connect and create online networks through the creation and exchange of content. Social media use has grown as social media platforms and broadband connections have made it easier for users to share content such as text, pictures, links, video and audio clips. People spend so much of their time using social media, that it is important for organisations to have a presence on social media and understand how to use the platforms effectively to reach their audience and their goals.

What are the main uses of common platforms?

There are many social media platforms used globally, with Facebook, Instagram and Twitter among the most commonly used. Each social media platform has its own identity: they are used for different purposes, by different users for sharing different types of content. Remember when you are choosing platforms to join, choose those popular with your audience and industry.

Facebook is a global phenomenon. While used as a personal networking site for connecting with friends and family, it also has business pages, events and groups. It was founded in 2004 and is the most active social media platform with over 1.5 billion monthly active users (June 2016). Most organisations interested in digital marketing have a presence on Facebook.



Twitter is a micro-blogging platform used for sharing information in a public network. It allows users to send and read short 140-character messages called "tweets." It launched in 2006 and is known as a place for breaking news and updates from celebrities and politicians. It has over 310 million monthly active users (July 2016).



LinkedIn was founded in 2002 and is a business-orientated social network used for professional networking, information sharing and job seeking. It was bought by Microsoft in 2016, and has more than 450 million members and 106 million monthly active members (June 2016). It is good for business to business connections, and is popular with technology, finance and marketing industries.



Instagram is a mobile photo- and video-sharing social network. Users add filters to images before sharing them privately or publicly to the app and to other social networks. It was launched in 2010 and bought by Facebook in 2012. It has 300 million monthly active users (June 2016). It is good for visual industries such as fashion and entertainment.



Flickr is a site for hosting, editing and sharing photos (and later videos). It launched in 2004 and was bought by Yahoo in 2005.



Google+ is a social network created and operated by Google. It launched in 2011, allowing users to share updates to different groups or "Circles" in their communities.



YouTube is a video-hosting and sharing platform that launched in 2005 and was acquired by Google a year later. It is one of the most popular websites in the world. In the first quarter of 2015, more than 80 percent of all internet users had visited YouTube in the last month.



Pinterest is a photo-sharing website and app launched in 2010. It allows users to curate personal "pinboards" centred on a theme by uploading, sorting, and sharing images and other media from around the web. Many e-commerce websites have a 'Pin it' button to encourage visitors to share the product on their Pinterest board. The network has 100 million monthly active users (April 2016).



If you are a global company, consider using the popular social media platforms in the countries in which you operate. For example Qzone, a Chinese social media platform, has over 600 million users in China and South Korea.

And social messaging platforms such as Snapchat and WhatsApp, with their young active audience, are becoming increasingly important to digital marketing.

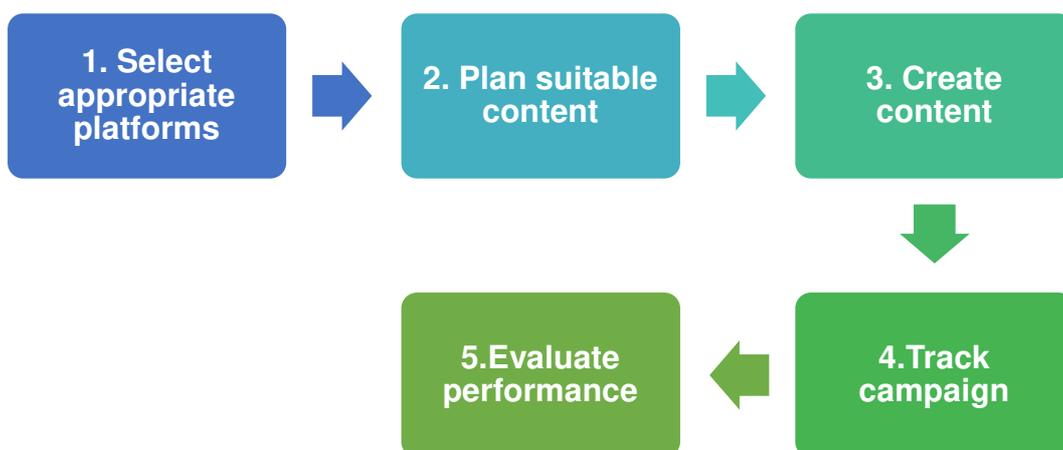
6.2 SOCIAL MEDIA MARKETING CAMPAIGNS

Concepts

What is a social media marketing campaign?

Social media marketing involves building a presence and your audience over time. An effective social media campaign is based on making connections and having conversations rather than broadcasting marketing messages.

When you are planning your social media marketing campaign there are a number of things to consider:



Social media campaign considerations

1. Select Appropriate Platforms

Look at the different social media platforms available, and identify which one(s) your target audience uses. For example if you are selling fashion jewellery to young women then reaching them on **Instagram** might be the most beneficial option to take, sharing photos of models and real customers wearing your designs.

If your business provides training services to sales professionals you could reach your target audience by posting sales tips and advice on **LinkedIn**.

Identify what goals you want to achieve with your social activity, such as generating engagement and awareness among your target audience, and generating traffic to your website. Ensure your targets are clearly measurable so you can check if your activity is effective.

There are many ways to find out where your target audience is on social media platforms such as:

- Survey your current customers and ask which platforms they use.
- Research the demographics of social media users using reports such as those by the Pew Research Centre, and usage reports from the social platforms themselves.

- Use the analytics tools on the social media platforms to measure the size of your audience: Facebook Ads Manager is a good example.

2. Plan suitable content

Planning ahead is important on social platforms. You should work from a defined schedule, and not be ad hoc in your social activity.

Create a content plan to schedule for your development and posting activity. It should outline the type of content suitable to publish on your chosen social media platforms as well as the best time to publish. You can do this using a specially designed tool or just a spreadsheet-based calendar. Whatever tool you use you should answer these standard questions.



Who will create any new content or source existing content? Do you have the capacity and skills to create content?



What topics and format types will interest your target audience? Do they prefer video, images or text-based content? Will you create new content or reuse content from other sources?



When is the best time to publish content on social media to reach your audience? When are upcoming promotions or events? What are the timelines for developing new content?



Where will you publish your content? On one platform or across multiple platforms?



How will you publish content? Manually on each platform or using a specially designed tool?

3. Create Content

The content plan will outline what content you should create such as text, images or videos. Don't overlook existing content, which can be repurposed for different channels. For example, behind-the-scenes photos and clips taken during a fashion shoot would work well on Instagram, and facts used in a sales brochure could be reused on Twitter. Once you have your content you can post it to different platforms.

4. Track Campaign

Track the performance of your activity on social media against your campaign goals. For example, have you increased visitors to your website from Facebook? Has your number of Twitter followers gone up? To do this, you can monitor the data and set up suitable reports using analytics tools from the social media platforms themselves and website tools like Google Analytics.



5. Evaluate Campaign Performance

Evaluate and analyse the data and reports, comparing them against your targets. Look for trends and indications of what your followers liked and didn't like. For example, if the same photo got a lot of engagement on Facebook but not on Instagram, that might encourage you to use a different visual style on Instagram, with more filters and interesting angles. In many cases it can be a case of trying different approaches and monitoring the reactions from your audience until you get better results.

6.3 REVIEW EXERCISE

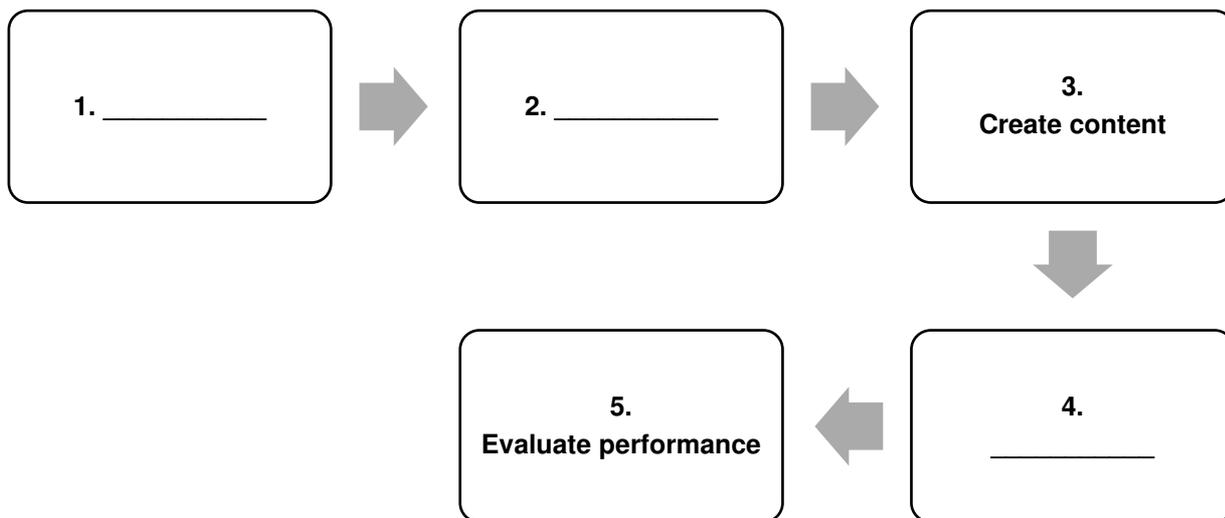
1. Which of the following best describes a social media platform?
 - a. An online tool for recording and editing multimedia files.
 - b. An online environment for creating online networks.
 - c. An online platform for creating websites.
 - d. An online tool for managing calendars.

2. Match the social media platform listed below to the correct description:

- | | | | |
|-------------|--------------|------------|-------------|
| 1. Facebook | 2. Instagram | 3. Twitter | 4. LinkedIn |
|-------------|--------------|------------|-------------|

- a. _____ is most commonly used for sharing photographs.
- b. _____ is a microblogging site used for sharing information in a public network.
- c. _____ is most commonly used for professional networking.
- d. _____ is the most popular social media network.

3. Complete the following stages in a social media marketing campaign:



LESSON 7 - SOCIAL MEDIA ACCOUNTS

After completing this lesson, you should be able to

- Understand the term social media profile
- Distinguish between different types of profiles
- Create a social media business profile
- Edit a social media business profile

7.1 SOCIAL MEDIA PROFILE TYPES

Concepts

When you have decided on a social media platform or platforms you need to set up your account on those relevant platforms. A user account on a social media platform is also known as a social media profile. There are different types of profiles for individuals, businesses, groups, and events. The features vary between profile types in functionality such as private/public visibility, and analytical tools.

Personal

- This type of profile is used by individuals most commonly for connecting with friends and family. You can set the privacy level to suit your preferences.

Business

- This type of profile is used by businesses, brands, organisations and public figures. It is typically public and offers additional features such as advertising and analytics.

Groups

- This type of profile is used by groups of people to communicate about shared interests, hobbies or professional interests. As with a personal profile you can usually set the privacy level to suit the needs of the group.

Events

- This type of profile is used for notifying people about events. You can include details like the date, time and location, and invite individuals to attend.

Tip: Social media platforms continuously update their features and functionality. Keep up-to-date by following their blog posts, looking at Help pages and engaging with user communities.

7.2 CREATING A SOCIAL MEDIA BUSINESS PROFILE

Concepts

Setting up a business or organisation profile on a social media platform requires information such as a company history, URL, contact details, business type, a profile image and a cover image.

This information should be professionally presented and in keeping with your brand identity. It is important to regularly review this information and keep it accurate and up-to-date.

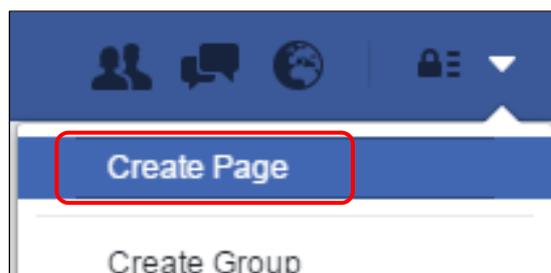
On Facebook this type of profile is known as a Page. When you create a page you are automatically given a role as the Page Administrator (Admin). As the Admin you can also give other people different levels of access to manage the page. Admins need to have a personal Facebook account before they can create or manage a Page.

Tip: Check the size requirements when you are creating images such as your profile and cover images as they vary across different social media platforms.

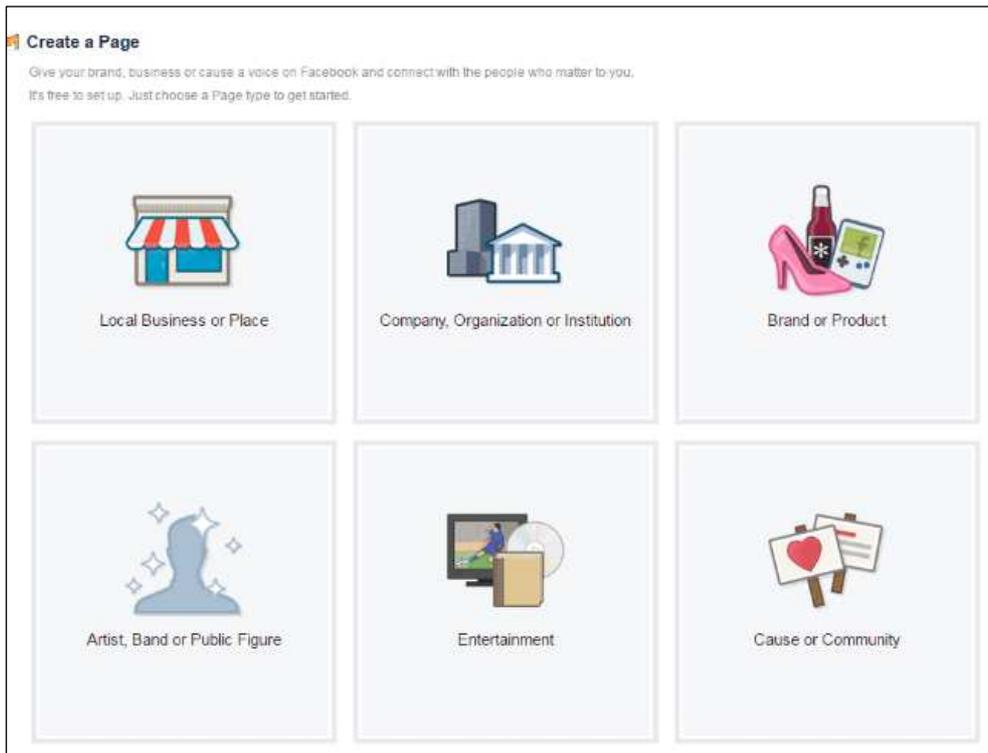
Steps

Creating a Social Media Business Profile:

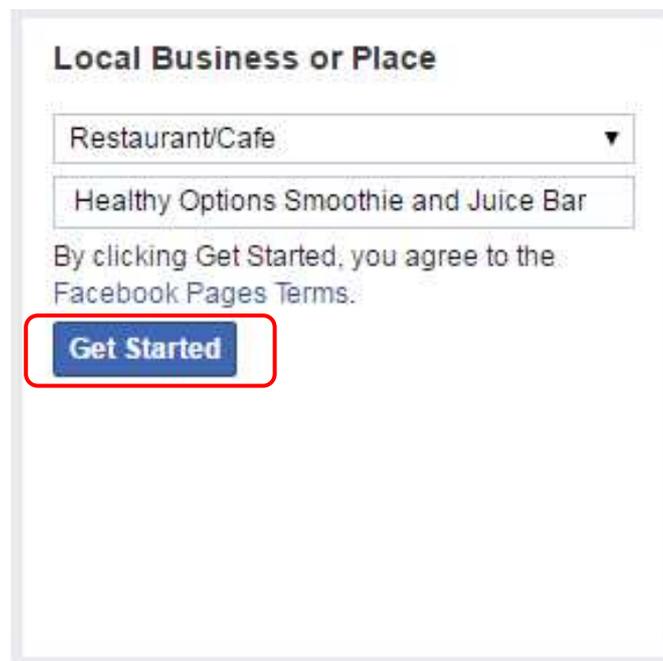
1. Sign in to Facebook.
2. Select the down-pointing arrow in the toolbar and select **Create Page** from the drop-down menu.



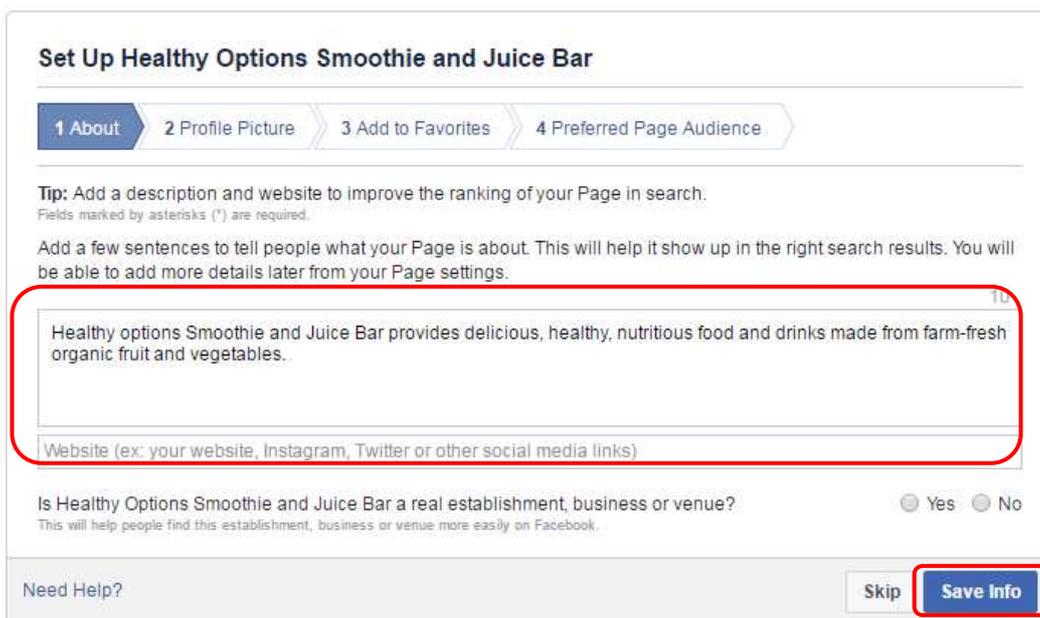
3. Select a **Page type** that best describes your business.



4. Select a category for your business from the drop-down list, enter your name as appropriate and click **Get Started**.



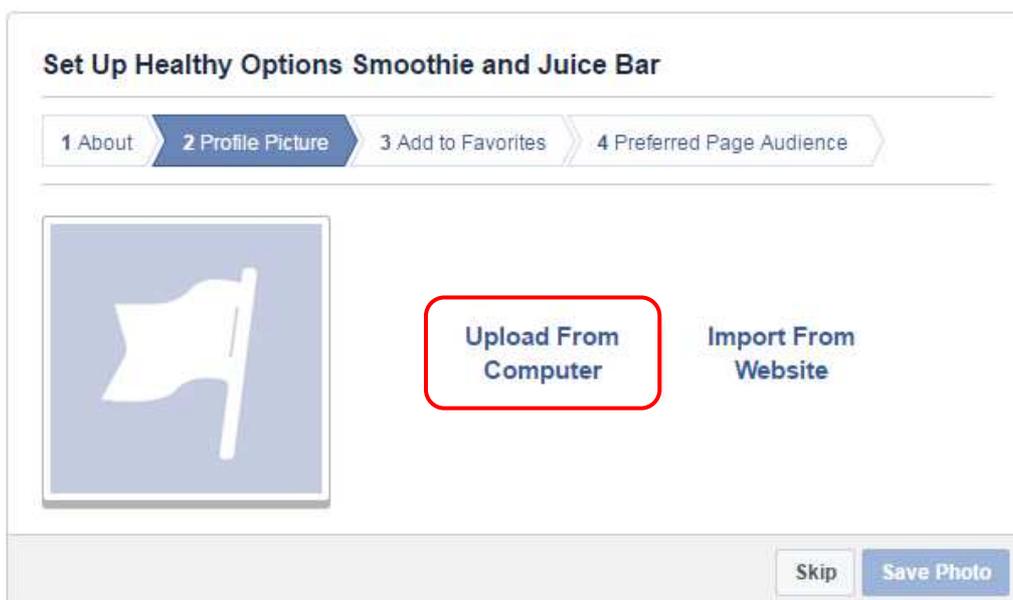
5. In the **About** page complete your business description and enter your website address or links to your other social media profiles if desired and click **Save Info**.



Note: This business description is about 155 characters and is used by search engines to find your page so ensure it contains keywords that are relevant to your business.

- In the **Profile Picture** tab upload your profile picture from your computer or import from website. To upload from your computer, click **Upload from Computer**, browse to where the image is stored, and select **Open**.

Note: Your profile image appears beside the name of your business or organisation whenever it appears on the social media platform. It is recommended that your profile image is 180 pixels tall by 180 pixels wide.



- When the page is uploaded click **Next**.
- Click **Add to Favorites** (optional) and click **Next**.
- In the **Preferred Page Audience** page identify your page’s preferred audience and click **Save**.

Set Up Healthy Options Smoothie and Juice Bar

1 About
2 Profile Picture
3 Add to Favorites
4 Preferred Page Audience

Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.

a.

Locations ?

Everyone in this location ▼

📍 Include ▼
Add locations

Add Bulk Locations...

b.

Age ?

18 ▼

-

65+ ▼

c.

Gender ?

All

Men

Women

d.

Interests ?

Search interests

[Suggestions](#) | [Browse](#)

e.

Languages ?

Enter a language...

Skip
Save

This preferred page audience information should be based on your target audience demographics.

- a. In the **Locations** fields specify whether you want your audience to be living in or visiting the location and specify the location.

✓ **Everyone in this location**

People who live in this location

People recently in this location

People traveling in this location

- b. Select the age range of your preferred audience.
- c. Select the gender of your preferred audience.
- d. In the **Interests** field select the topics that your audience might be interested in. Note: Facebook provides suggestions and the number of people who have expressed an interest in the topic on Facebook, which is useful for determining your potential audience on the platform.



e. Select the **language**.

7.3 EDITING A SOCIAL MEDIA BUSINESS PROFILE

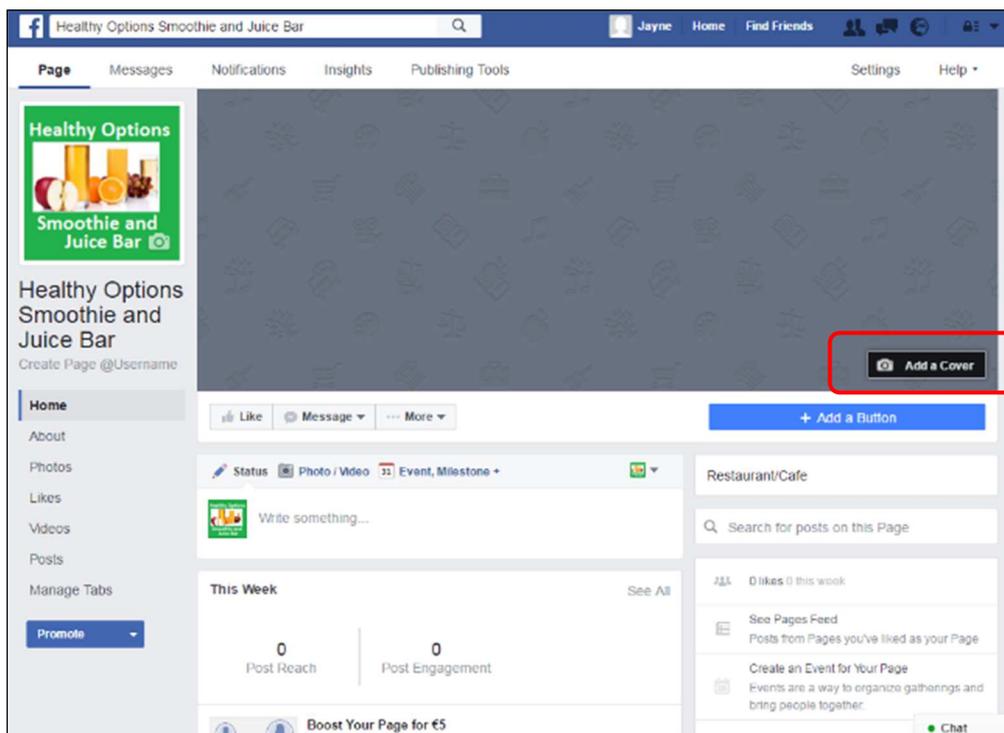
Concepts

When you have created your initial Page in Facebook you can update the information and add to it. Visual elements such as the cover photo are important. The Page information varies depending on the category you selected but it is good practice to complete as much of the Page information as possible.

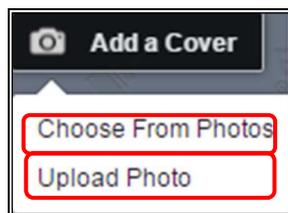
Steps

Editing a Social Media Business Profile

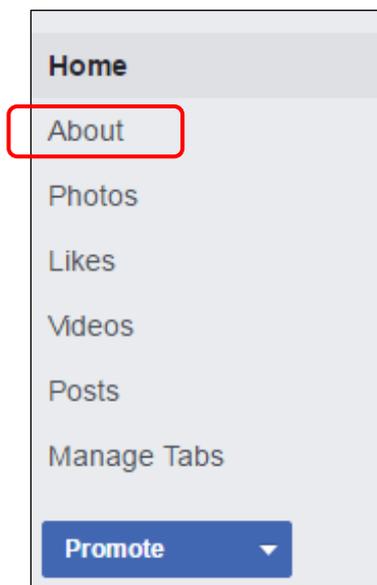
1. To add a cover photo to your Facebook Business Page, click **Add a cover**. Your cover image appears at the top of your profile page. It is recommended that your cover photo is an RGB (not CMYK) JPG file that is 828 pixels wide by 315 pixels tall and less than 100 kilobytes. It should not be any less than 399 pixels wide by 150 pixels tall.



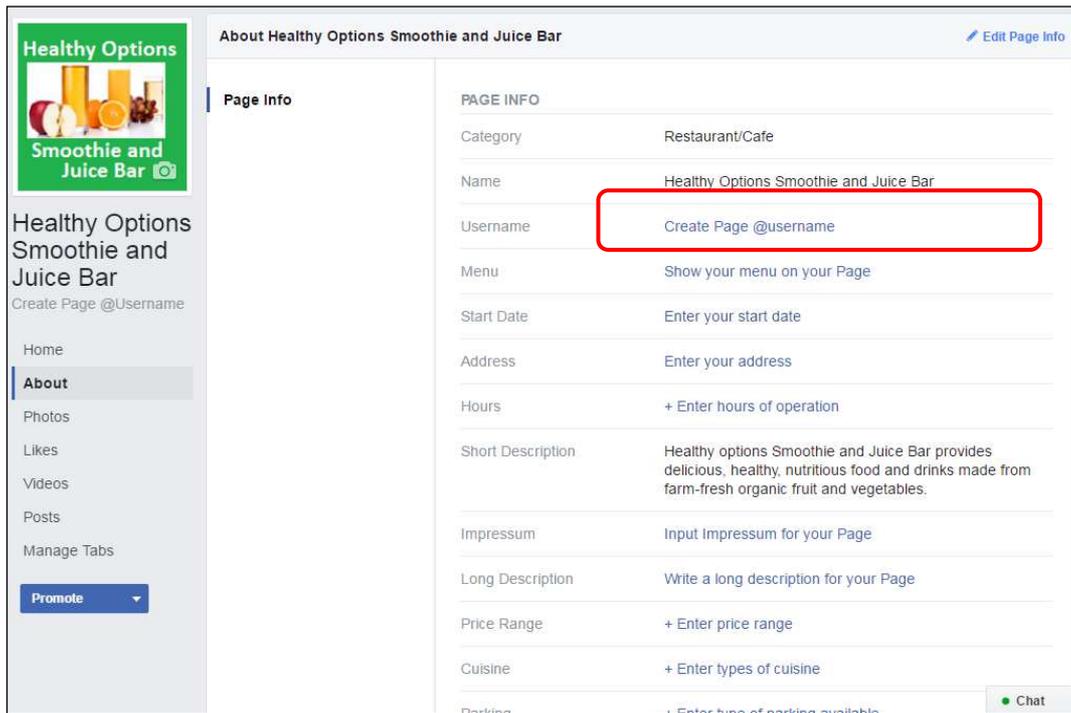
- To select a previously uploaded image, click **Choose From Photos**. Alternatively, to add an image from your computer, click **Upload Photo**, browse to where the image is stored, and select **Open**.



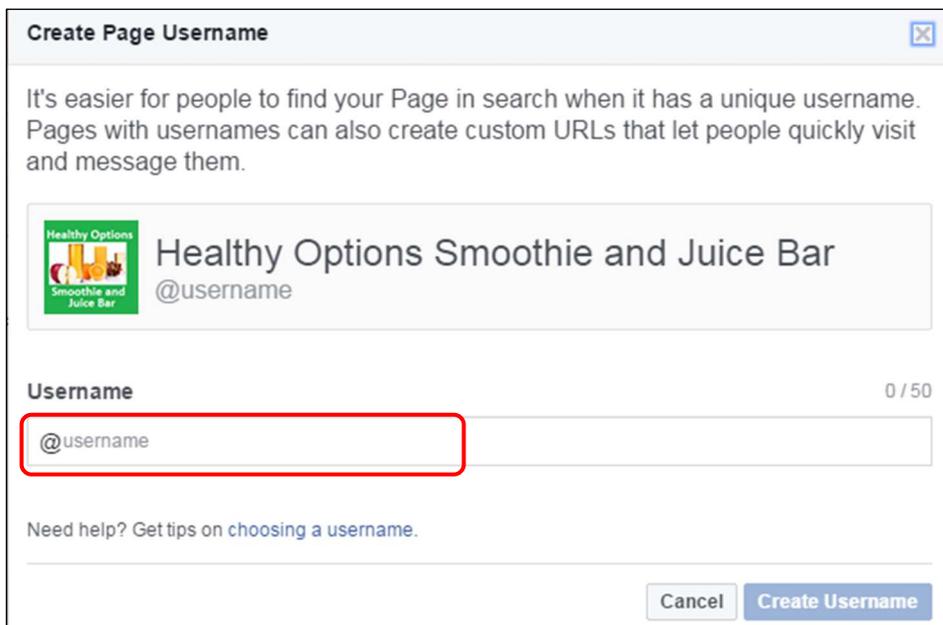
- Drag the photo to reposition it as desired and click **Save**.
- To update the profile image or cover photo, click the camera icon  on the image. To upload a photo, select a previously uploaded image, edit the current image or remove the current image select the relevant option and follow the instructions.
- To add or update your Page information, click **About** in the menu in the left-hand pane.



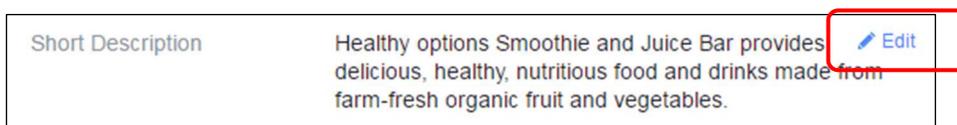
- To add new information, click the relevant section in the **About** page.



7. Add and save the information, which will vary depending on the selection. For example, to add a user name click **Create Page @username**, enter the username in the Username field and click **Create Username**. Note: A unique username helps people find your page when searching and gives you a custom web address for your Page that you can share more easily.



8. To edit information, hover over the relevant section in the **About** page and click **Edit**.



9. Update the information and click **Save Changes**.

Short Description

Healthy options Smoothie and Juice Bar provides delicious, healthy, nutritious food and drinks from farm-fresh organic fruit and vegetables. [?]

Save Changes Cancel

7.4 REVIEW EXERCISE

1. Which of the following terms is used to describe an account on a social media platform?
 - a. Social media post
 - b. Social media pin
 - c. Social media profile
 - d. Social media tweet

2. Which of the following social media profiles is suitable for a community of people with similar interests?
 - a. Event
 - b. Group
 - c. Business
 - d. Personal

3. Create a business profile on a social media platform.

4. Edit a business profile on a social media platform to add a cover photo and any other relevant details.

LESSON 8 - USING SOCIAL MEDIA

After completing this lesson, you should be able to

- Understand some common social media actions
- Create, edit and delete news, event, poll and offer posts

8.1 SOCIAL MEDIA ACTIONS

Concepts

When you've set up your profile, you can begin to engage and interact with your audience. The number of comments, shares, and likes a post receives can indicate how your audience is engaging with your content. Each action means something different, as explained below:



Post means to publish content to your profile, such as a status update, image or video, but it also stands for the update itself. Some platforms use different terms for publishing content, for example on Facebook you 'post', but on Twitter you 'tweet' and on Pinterest you 'pin'.



A **comment** is a response to post. Your customers and clients can comment on your posts and you can respond to their comments. You can also make connections and start conversations by commenting on posts by other people or organisations.



Sharing is a way to republish content from other profiles and sites on your social media platform that still includes the origin of the content (who posted it first). The highest compliment an audience can give you is to share your content.



A **Like** button is a way for an audience to express consensus or support for a post or a Page. Different platforms use different Like buttons, for example on Facebook it's a thumbs up symbol and on Instagram and Twitter it is a heart symbol. The amount of likes and shares that a post gets is a key metric in its success.



A **tag** is way to identify a person or organisation mentioned in a post or in a photo or video. The tag creates a link to the profile so if someone clicks on the tag they go to the profile. Tagging a name in a comment under a post is also an alternative (and quick) way of sharing a post with a friend.



A **Hashtag** is word or phrase preceded by the # character. Hashtags are used to categorise posts and other media by topic, which facilitates easy searching. Clicking a hashtag shows all the posts and media using that hashtag. Hashtags were used on social media on Twitter in 2007, and are now common on other channels including Instagram, Pinterest and Google+.



If a social media user is interested in your profile or content they can **follow** you. This means they allow your public posts to show in their News Feed. Different platforms have different ways of doing this.

8.2 CREATING AND UPDATING POSTS

Concepts

There are different types of posts on different social media platforms. For example on Facebook:



A **news** post is a way of keeping your audience up-to-date on what's happening. You can post text, images and videos that interest your audience. For example, the Juice bar could post a photograph of their 'Smoothie of the Day' on Facebook to encourage customers to come into the bar and try it.



An **event** is a way of notifying people about an upcoming event and managing who is coming. People can share events and add them to their profile or Page calendars. For example, you could have launch event for your new smoothie or a nutritional talk from an expert.



A **poll** is a way of asking your audience a question. It is a good way of engaging with your audience and asking for their opinion. For example, to get feedback from Juice Bar customers you could ask for a vote "which smoothie would you like to see us try next: banana and lime or strawberry and blackberry?"



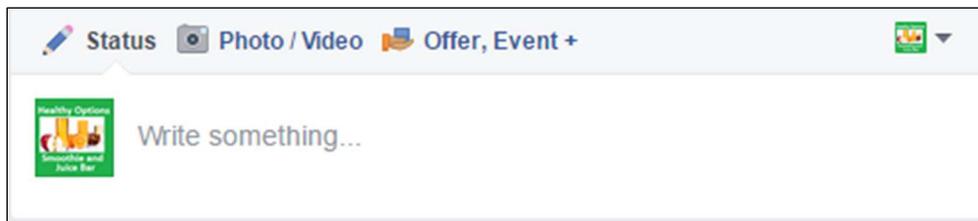
An **offer** is a way of giving discounts to your customers via your Page which can be redeemed at a website or at a physical location. For example, you could give a discount to the first five customers who ask for your new banana and lime smoothie.

 **Steps**

You can create, edit and delete the different posts on Facebook: news, event, poll, and offer posts.

Creating a News post:

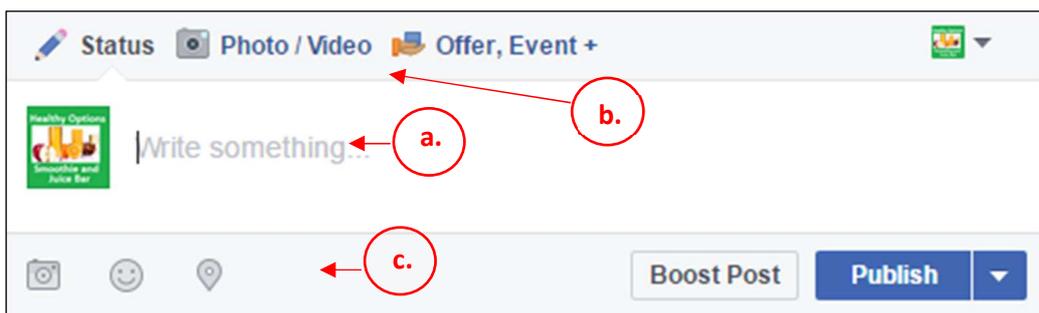
1. In Facebook, click the **Status** field at the top of the Page's timeline.



Alternatively, click **Publishing Tools** in the menu at the top of the page and click the **Create** button.



2. Add relevant content to the post and click **Publish**:
 - a. Text
 - b. Images and videos
 - c. Location information

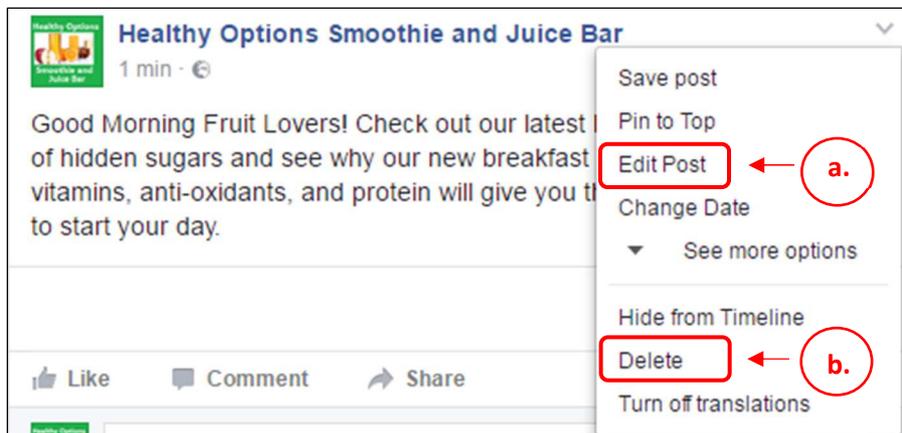


Editing or Deleting a News post:

1. Click the down pointing arrow at the top right of the post.



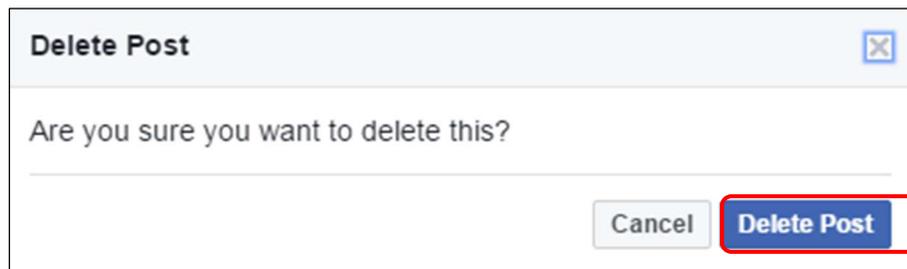
2. Select the relevant option from the menu – **Edit Post** or **Delete**.



a. If you selected **Edit post**, edit the relevant information in the post and click **Done Editing**.

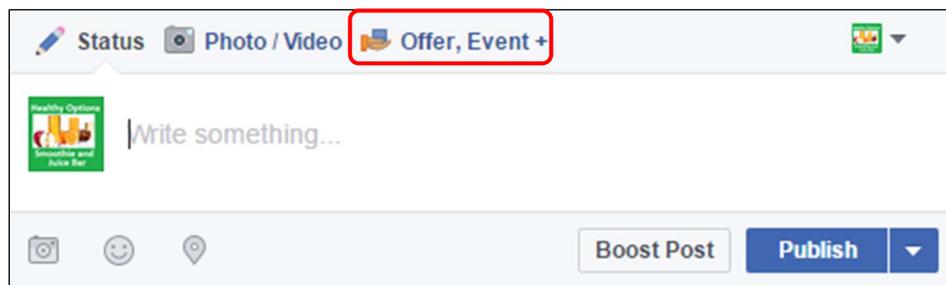


b. If you selected **Delete**, click **Delete Post**.

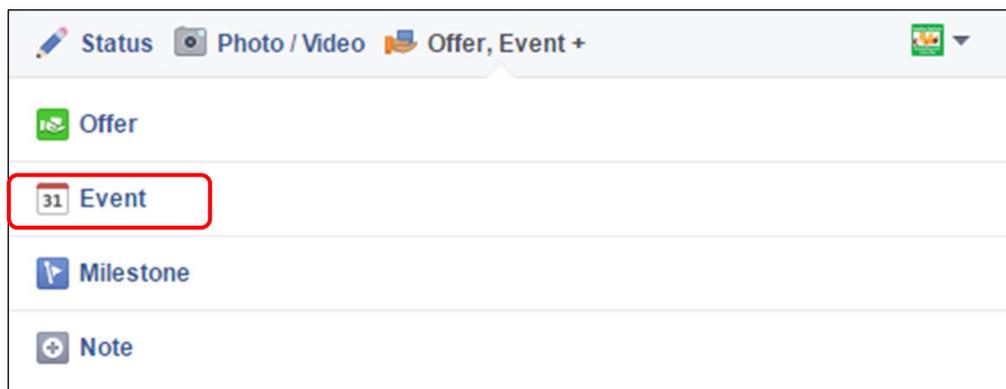


Creating an Event:

1. Click **Offer, Event +**.



2. Select **Event**.



3. Enter the relevant event details in the **New Event** page and click **Publish**.
Event Details include:
 - a. Event photo
 - b. Name
 - c. Location
 - d. Start and end date and time
 - e. A Description of the event
 - f. Tags to describe the event to make it easier to find
 - g. A website where people can buy tickets

h. People or Pages you want to be able to edit the event

New Event by Healthy Options Smoothie and J... ✕

Event Photo ✕



[Change Event Photo](#)

For best results, use a 1920 X 1080 pixel image (16:9 aspect ratio)

Event Name ⓘ

Location ⓘ

Start ⓘ ⓘ

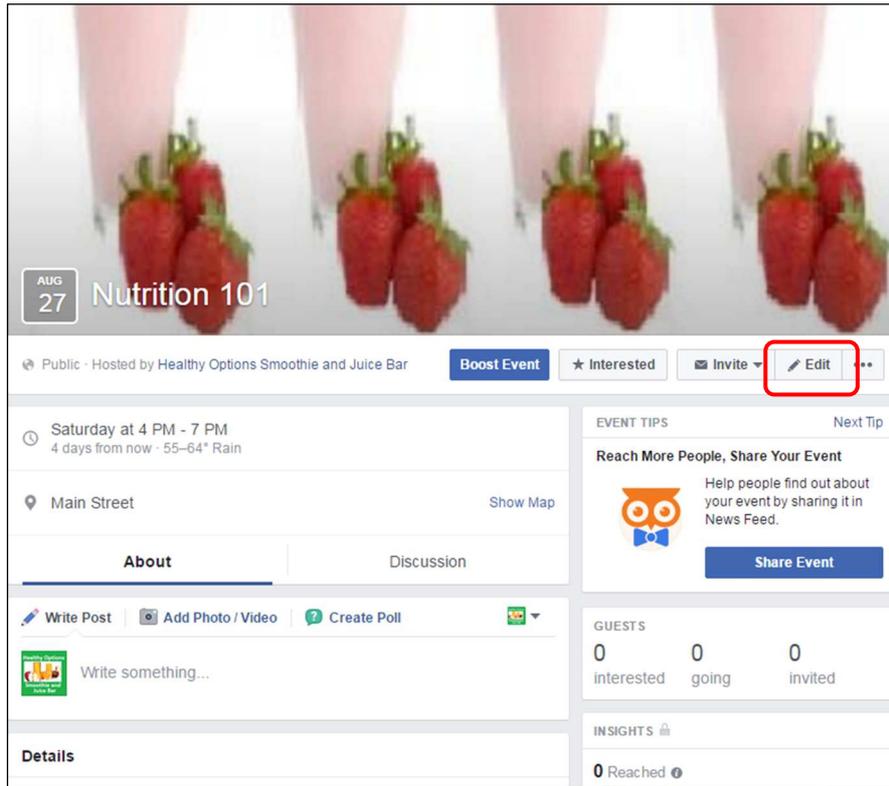
End ⓘ ⓘ

Description ⓘ

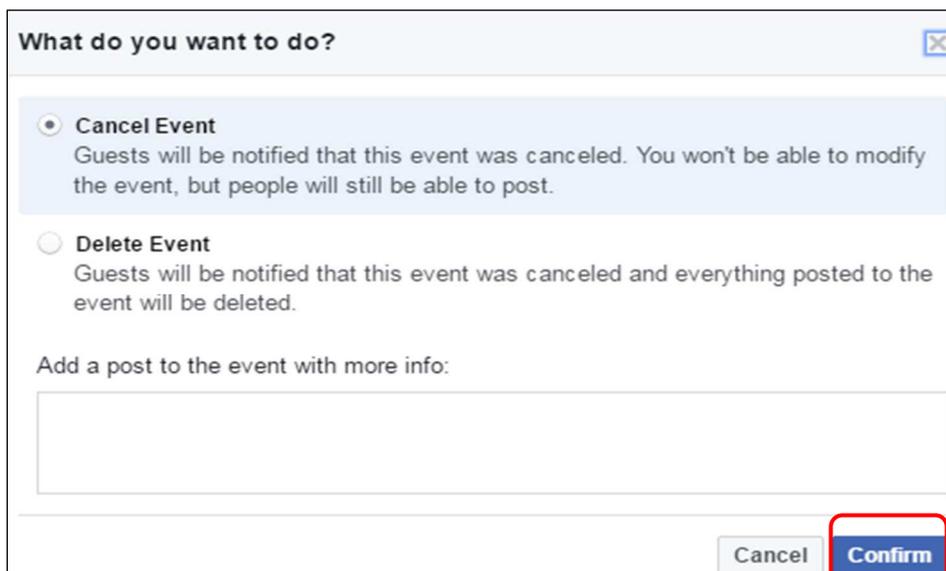
Event Best Practices (PDF) ▾

Editing or Deleting an Event:

1. Click **Edit** in the top right of the event page.



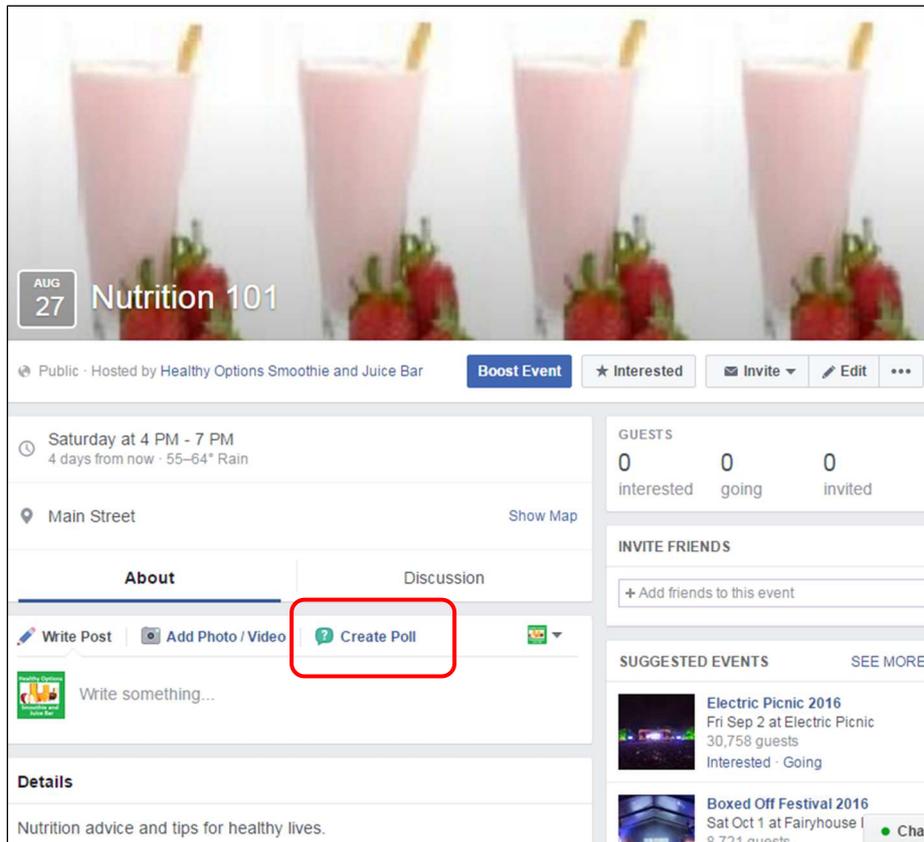
2. To edit the event, update the relevant information in the **Edit Event** page and click **Save**.
3. To delete an event, click **Cancel Event** in the **Edit Event** page.
4. Select the **Cancel Event** radio button to notify guests that the event is cancelled or **Delete Event** radio button to notify guests that the event is cancelled and to remove all posts.



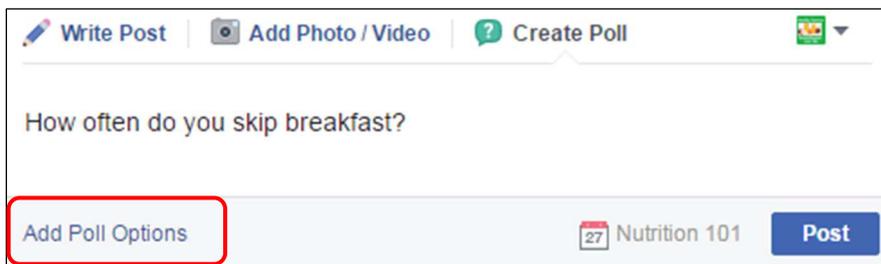
5. Click **Confirm**.

Creating a Poll:

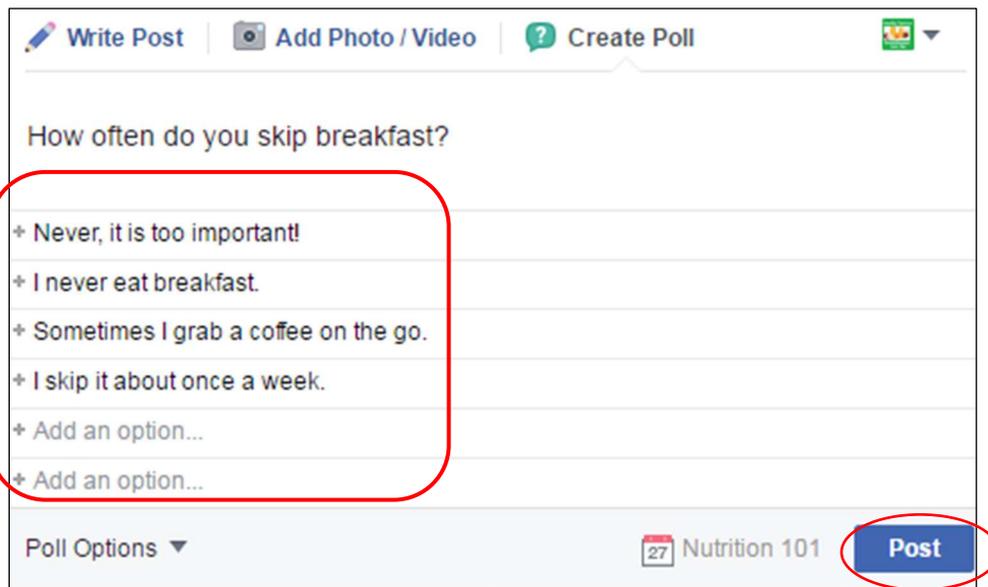
1. Click **Create Poll** in an event or group. Note: a poll can only be created in an event or group in Facebook but other social media platforms have different functionality, for example polls can be added in all types of profiles on Google+ and Twitter.



2. Enter a question and click **Add Poll Options**.

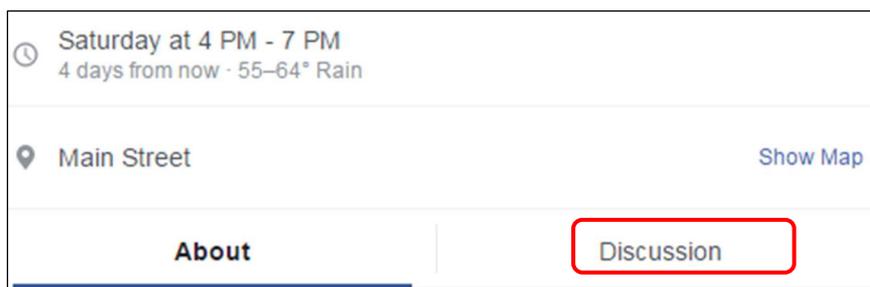


3. Click **Add an option** to enter relevant poll options and click **Post**.

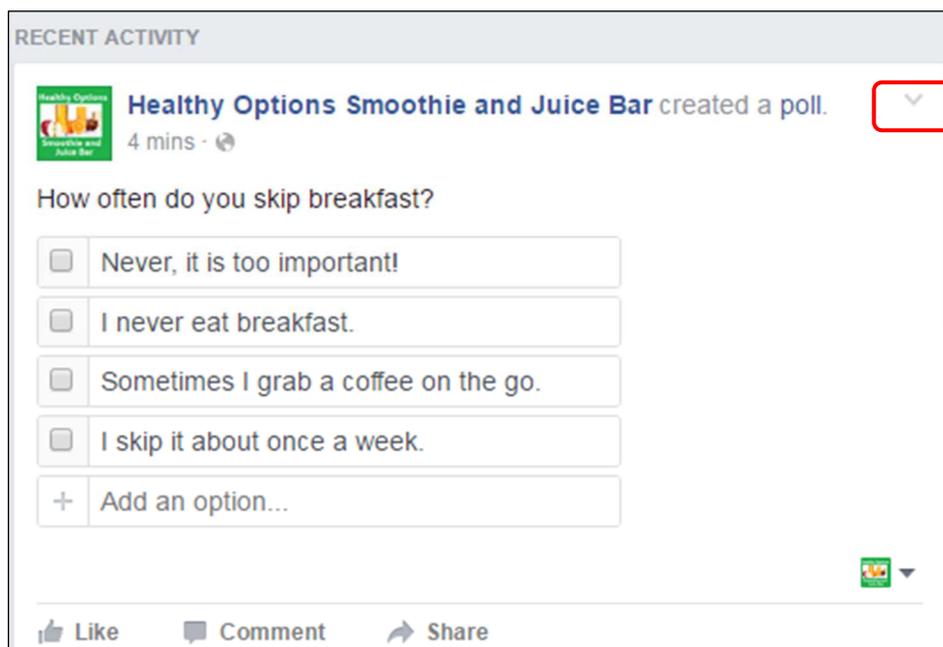


Editing or Deleting a Poll:

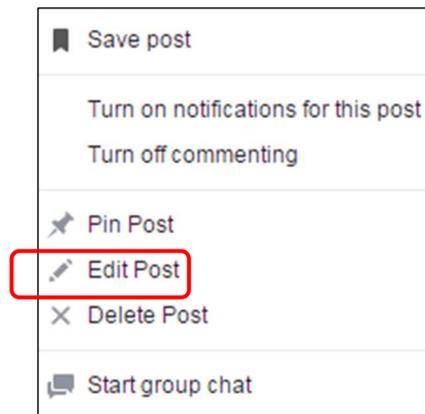
1. To view the Poll post, go to the event discussion.



2. To edit or delete the poll, click  at the top right of the poll post.



- To edit a poll, click **Edit Post** in the menu, update the relevant information and click **Done Editing**.



- To delete a poll, click **Delete Post** in the menu, and click **Delete**.

Creating an Offer:

- Click **Offer, Event +** in the post.
- Select **Offer**.



- Complete the offer information as appropriate in the **Create an Offer** page.
 - Select the **Offer Availability - Online or In Store** - and complete the details as appropriate.
 - Select the **Offer Type – Percent Off; Amount off; Buy One, Get One; Free stuff** – and enter the details as appropriate.
 - Enter the offer **Title**.
 - Enter the offer **Description**.
 - Add a **Photo**.
 - Set the **Expiration Date**.
 - Set a **Discount Code** as desired.
 - Enter **Terms and Conditions** as desired.

Create an Offer

Offer Availability
Choose where people can use this offer

Online In Store

URL ⓘ

Accept this offer on your Facebook shop
You need a valid discount code for your shop to make this offer acceptable on your shop. Please go to Publishing Tools to add a Discount.

Offer Type

Percent Off ↕

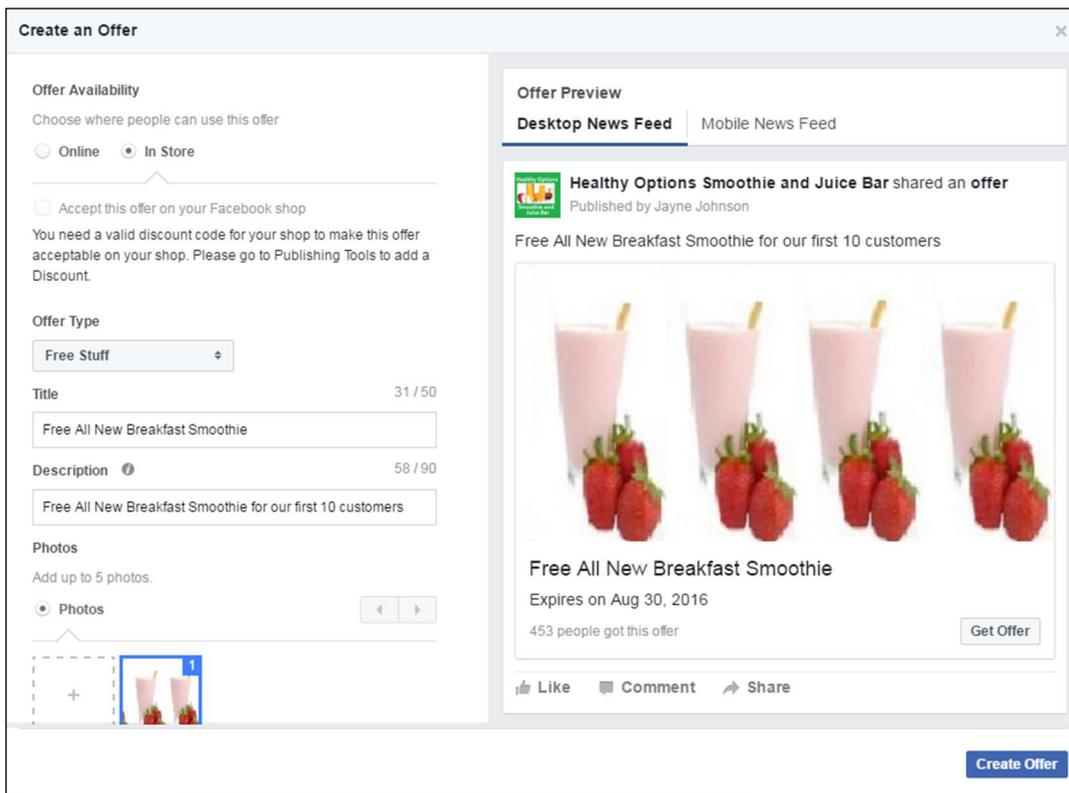
Percent Value ⓘ

Title 0 / 50

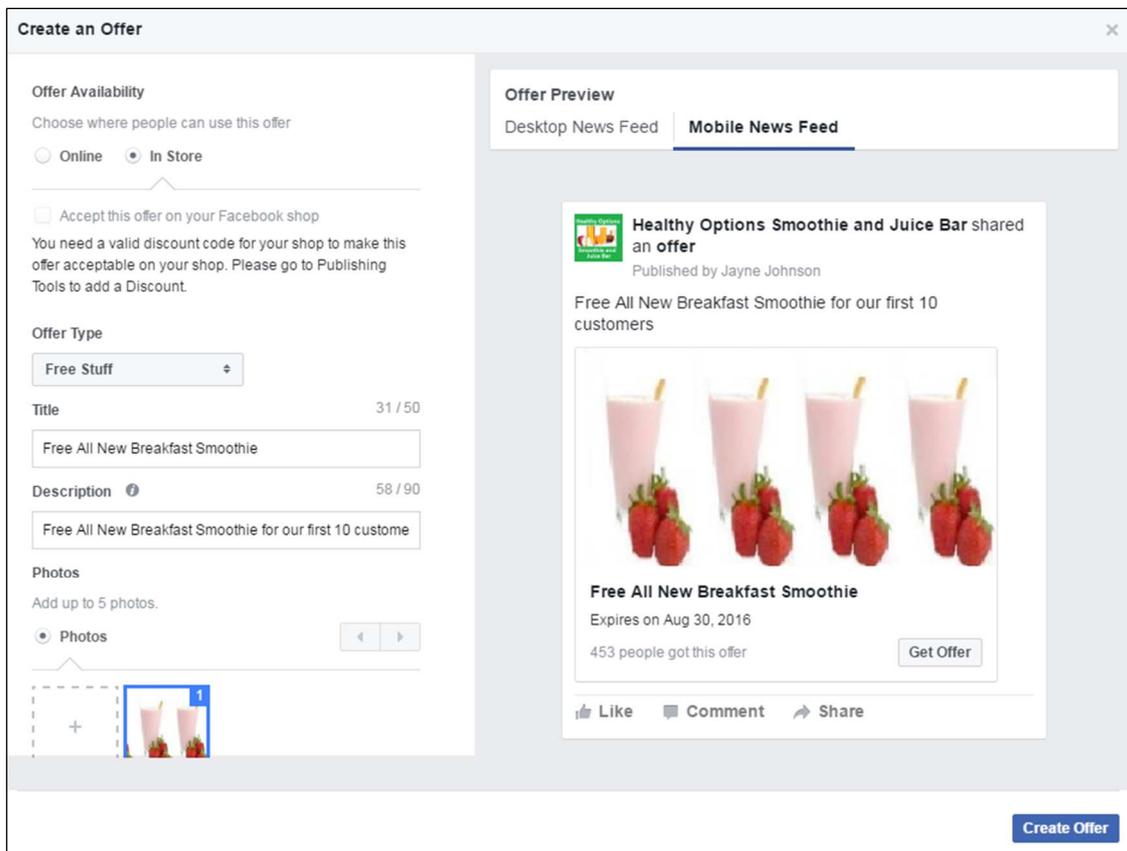
Description ⓘ 0 / 90

Photos

4. Preview how the offer will appear in the News Feed on desktop devices.



5. Click **Mobile News Feed** to preview how the offer will appear in the News Feed on mobile devices.



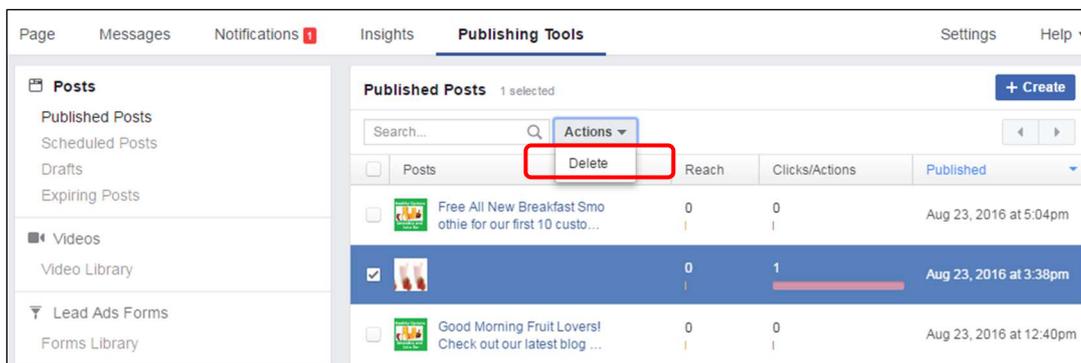
6. Click **Create Offer**.

Editing an offer:

You need to delete your offer and create a new offer.

Deleting an Offer:

1. Click **Publishing Tools**.
2. Select the checkbox beside the offer.
3. Click **Actions**.
4. Select **Delete**.

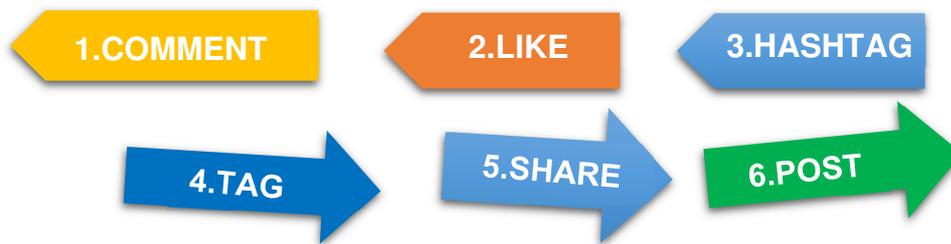


The screenshot shows the Facebook Publishing Tools interface. The top navigation bar includes 'Page', 'Messages', 'Notifications' (with a red notification icon), 'Insights', 'Publishing Tools' (highlighted), 'Settings', and 'Help'. The left sidebar contains 'Posts' (with sub-items: Published Posts, Scheduled Posts, Drafts, Expiring Posts), 'Videos' (with sub-item: Video Library), and 'Lead Ads Forms' (with sub-item: Forms Library). The main content area is titled 'Published Posts' and shows '1 selected'. A search bar and an 'Actions' dropdown menu are visible. The 'Delete' option in the 'Actions' menu is highlighted with a red box. Below the menu is a table of published posts:

<input type="checkbox"/>	Posts	Reach	Clicks/Actions	Published
<input type="checkbox"/>	 Free All New Breakfast Smoothie for our first 10 customers...	0	0	Aug 23, 2016 at 5:04pm
<input checked="" type="checkbox"/>	 [Image]	0	1	Aug 23, 2016 at 3:38pm
<input type="checkbox"/>	 Good Morning Fruit Lovers! Check out our latest blog ...	0	0	Aug 23, 2016 at 12:40pm

8.3 REVIEW EXERCISE

1. Match the social media action below to the description:



- a. A way to identify a person mentioned in a post.
- b. A way to respond to post.
- c. A way to republish content from other profiles.
- d. A way to publish content to your profile.
- e. A word or phrase preceded by the # character.
- f. A way for an audience to express consensus for a post.

2. Create a news post, an event, an offer and a poll.

3. Edit the news post, event, offer and poll.

4. Delete the news post, event, offer and poll.

LESSON 9 - SOCIAL MEDIA MANAGEMENT SERVICES

After completing this lesson, you should be able to:

- Understand the term social media management service
- Identify some common social media management services
- Understand the term scheduled post
- Schedule a post
- Understand the term URL shortener
- Use a URL shortener to track links

9.1 SOCIAL MEDIA MANAGEMENT SERVICES

Concepts

Managing social media accounts professionally involves managing content publishing, interactions, advertising, and tracking and analysing activity. All this is time consuming.

Most social media platforms provide tools to schedule posts and track and analyse activity. For organisations that manage many social media profiles across multiple platforms, social media management services can help make the tasks more efficient.

There are a wide variety of social media management services available that with a range of functionality and features. You should research which option is the best fit for your needs. Some common tools include:

- **Hootsuite** (hootsuite.com) allows you to manage up to three social media accounts in its free version, or 50 accounts and multiple users in its paid plans.
- **IFTTT** (ifttt.com) which means "If This Then That" allows you to create 'recipes': automatic actions that are triggered by one action. For example, if you send a tweet on Twitter, then it is also posted on Facebook or LinkedIn.
- **Sproutsocial** (sproutsocial.com) is a premium service often used by social media agencies as it manages multiple social accounts easily and offers detailed analytics.
- **Buffer** (buffer.com) is a tool to schedule the posting of content across social media. It chooses the best time to post and provides analytics for engagement and reach of content.

9.2 SCHEDULED POSTS

Concepts

A scheduled post is a feature that allows you to draft posts and define when they will be posted in the future. Most social media platforms provide the functionality to schedule a post or you can use one of the social media management services.

Steps

To schedule a post in Hootsuite, create a Hootsuite account and add your social networks.

1. In Hootsuite select **Publisher**.

2. Select the social network or networks you want to post to.
3. Create the post in the compose box.
4. Click **Scheduling** to schedule the post.
5. Select the future date and time to publish the post.
6. Click **Schedule**.

9.3 URL SHORTENERS



Concepts

A URL shortener is an online service for creating short versions of URLs and tracking their use. Shorter links are easier to use in all types of marketing communications. For example if you are posting a link in an e-mail or on a social media site like Twitter where characters are limited, it is important to have shorter URLs.

As well as shortening links these services typically allow you to track the links and how they were used. You can see how many times the link was clicked, in which country it was clicked and from which site.

There are many URL shortener services available but some common ones include

- goo.gl (Google's URL Shortener)
- tinyurl.com
- ow.ly
- bit.ly



Steps

Use a URL shortener to create a short URL and track links:

1. In a web browser go to **goo.gl**.

Google URL Shortener

Simplify your links

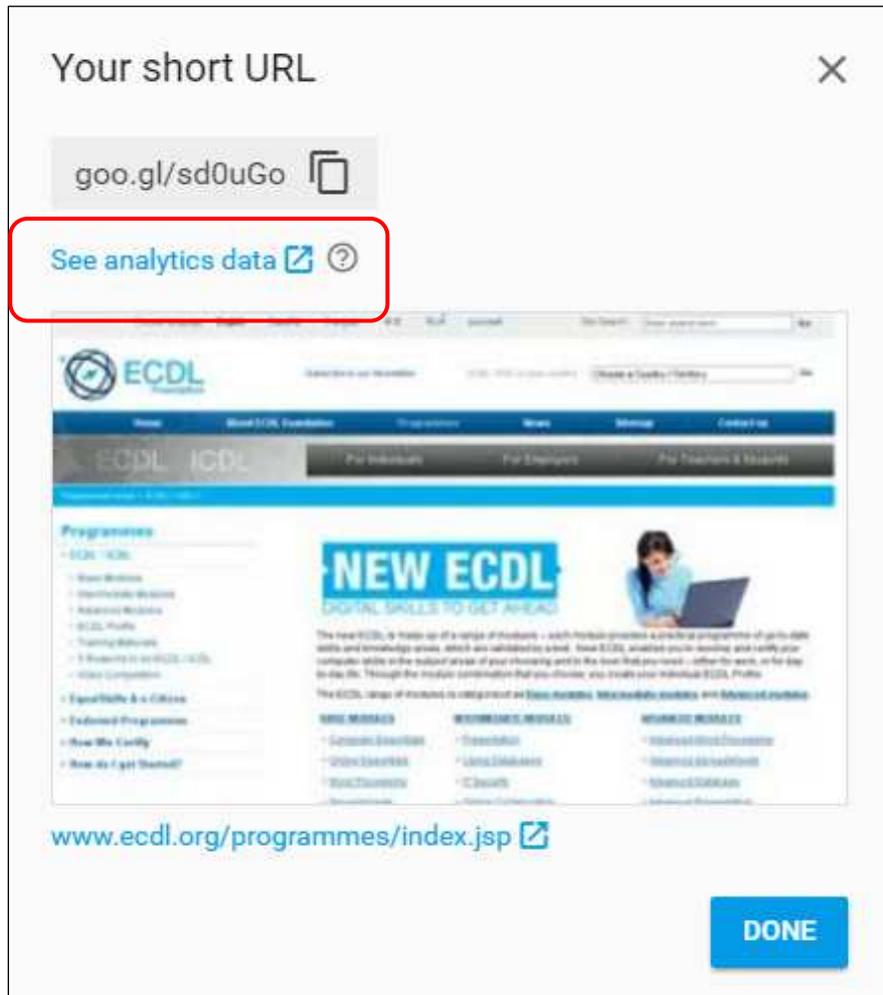
Your original URL here

SHORTEN URL

All goo.gl URLs and click analytics are public and can be accessed by anyone

2. Enter the **long URL** that you want to shorten.
3. Click **Shorten URL**.

4. Click **Copy Short URL**  to copy the short URL and use it as needed.
5. Click **See analytics data** to view details on the usage of the link.



6. Click **Done**.
7. To track how the short URL has been used you can view the analytics data. Rollover the relevant row in the dashboard and select the number in the **All clicks** column. Data tracked includes the number of times the URL was clicked, when it was clicked, where the click originated (known as referrers), the browsers used, the platforms used, and the countries where the clicks originated.

9.4 REVIEW EXERCISE

1. What is a social media management service?
 - a. For managing media files on your hard drive.
 - b. For managing multiple social media accounts on multiple platforms.
 - c. For searching for products and services online.
 - d. For uploading files to your online storage account.

2. List two social media management services:

3. What term describes a draft post that will be published at a later time?
 - a. Linked
 - b. Scheduled
 - c. Planned
 - d. Designed

4. Create a post in a social media management service and set it to be published next week.

5. List two URL shortening services:

6. Use a URL shortener to shorten a link of your choosing.

LESSON 10 - SOCIAL MEDIA MARKETING AND PROMOTION

After completing this lesson, you should be able to:

- Understand the term influencers and the importance of connecting with them
- Understand the term targeted audience and the importance of optimising your content to suit them
- Understand the term video marketing and its importance in online promotional campaigns
- Understand the terms review, referral and their importance in promoting your business through social media
- Understand the term viral and recognise its importance in promotional campaigns
- Recognise elements that make content viral
- Recognise good practice in creating engaging social media content

10.1 INFLUENCERS, REVIEWS AND REFERRALS

Concepts

Social media is a powerful marketing tool because it can effectively leverage word of mouth and recommendations. Research shows that recommendations from family, friends and peers influence purchasing decisions more than anything else.

You can use online word of mouth by connecting with influencers, encouraging reviews and earning referring links.

What are Influencers?

Influencers are social media power users who have built up a large number of followers on social media in their field. Influencers are highly respected by their followers. Their actions and endorsements can influence their followers' actions, behaviours or opinion. Influencers can also help a brand build an audience.

To connect with influencers begin by identifying the influencers in your field, and seeing whom your target audience follows. You should consider if they are the right fit for your organisation and the level of engagement they have with their audience. Contact the influencers that you like and see if they will work with you or try your product. Influencers can be open to product reviews and sometimes sponsored endorsements. It can take time to build relationships with influencers and their audience because the process is about building trust and being authentic.

If you are an online health food store, you could reach out to food bloggers asking if there are any of your ingredients they would like to try. If the blogger tries and likes the products, he or she will mention the supplier in the recipe post.

Celebrity endorsements are big business, and they will charge a fee to casually include a product in an Instagram post or tweet.

What are Reviews?

Reviews are an evaluation of a product or service by a customer or a third-party. Online reviews can affect a business's reputation, their search engine ranking, and influence conversions.

★★★★☆ · 6 days ago

4 stars for a 1st class meal!

Beautiful meal and excellent service, just a bit busy and noisy for us in the restaurant.

Yes, I recommend this restaurant

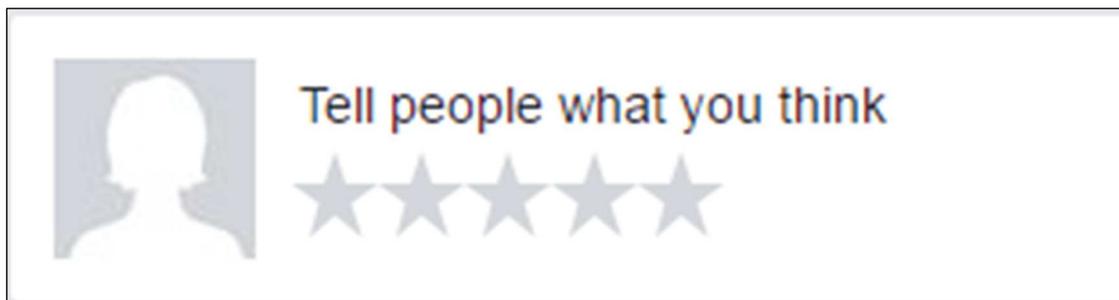
Example of an online review

It is important for businesses to carefully manage reviews. Businesses can encourage satisfied customers to leave a review on a third party site. Positive reviews can be an important way to promote your business.

If a customer is unhappy, an organisation should always try and resolve the issue, especially as negative online reviews can damage reputations or stop someone from buying your product. You should give your customers the option to resolve issues before they leave a negative review.

If you do get negative reviews, respond to them in a professional and polite manner. You should act on any feedback and resolve issues to the customer's satisfaction.

People can leave reviews on review sites such as Yelp and TripAdvisor, the retailer's website such as Amazon, or through local review sites such as Google My Business and Yahoo! Local listings. You can also include a review feature on your own website. Social networks Facebook, Twitter and Google+ also include review functions. Facebook users can post a review or rate a business on the business Page by leaving a star rating and writing an optional review.



They can set ratings and reviews to be public, visible to friends, or visible only to them.



What are referrals?

A referral is a website visitor that has come to your site from clicking a link on another site. Social media sites are an important source of referring links like this, sometimes referred to as social referrals.

10.2 TARGETED AUDIENCE

Concepts

What is a targeted audience?

A targeted audience is a particular group which a product or service is aimed towards. On social media this is the audience you want to reach with your posts.



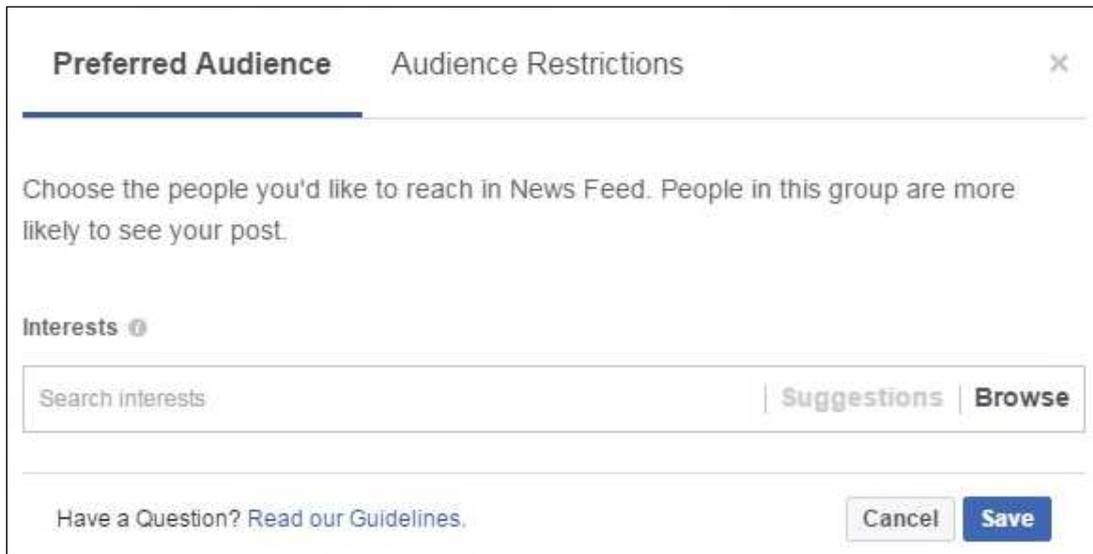
How do you optimise content on social media to suit your audience?

You can optimise your content by posting content specifically tailored to appeal to your audience. The key difference of social media when compared to traditional media channels is the potential for two-way communication with your target audience. So you should aim to share content that will prompt your target audience to engage and interact with your content: like it, comment on it and share it with their network. Think about what format types and topics are likely to appeal to their interests, when they are likely to be online, and if they use mobile or desktop devices. For example, if they mostly use social media on mobile devices, then you might consider using video to fit their screens.

Social media platforms allow very specific audience targeting to help you reach a particular audience. You can define a target audience for paid posts (ads) by demographics such as gender, age, location, languages spoken, as well as by interests, browsing habits, and social network habits. For example, the audience for an ad on Facebook can be defined by basic demographic info, and also details like intent to travel, educational level and marital status. Facebook and Twitter offer the functionality to show ads to people who have visited your website in the past month (known as retargeting). You can also omit a group of people from seeing your ad. For example, if you have an introductory offer available only to new customers, Facebook can stop past customers from seeing the ad if you upload their email addresses to a custom audience list. Facebook can estimate

how many people your ad is likely to reach and you can modify audience parameters as desired.

Some platforms allow you to define a target audience for unpaid posts. For example, in Facebook you can define a preferred audience for a post by their interests and you can limit who sees your post based on age, gender, location and language.



The screenshot shows the 'Preferred Audience' settings window in Facebook. At the top, there are two tabs: 'Preferred Audience' (which is selected and underlined) and 'Audience Restrictions'. Below the tabs, there is a close button (an 'x' icon). The main text reads: 'Choose the people you'd like to reach in News Feed. People in this group are more likely to see your post.' Below this text, there is a section titled 'Interests' with a help icon. Underneath, there is a search bar labeled 'Search interests' and two buttons: 'Suggestions' and 'Browse'. At the bottom of the window, there is a link that says 'Have a Question? Read our Guidelines.' and two buttons: 'Cancel' and 'Save'.

Setting your preferred audience in Facebook

10.3 ENGAGING CONTENT

Concepts

What is Video Marketing?

Video marketing is widely used in digital marketing because good quality videos are highly engaging and can be easily shared to a larger audience. Videos tend to get higher engagement on social media than text-based or image-based posts. Depending on the type of video, they can appeal to people's emotions, leave a lasting impact and convey information more easily than written articles or manuals.



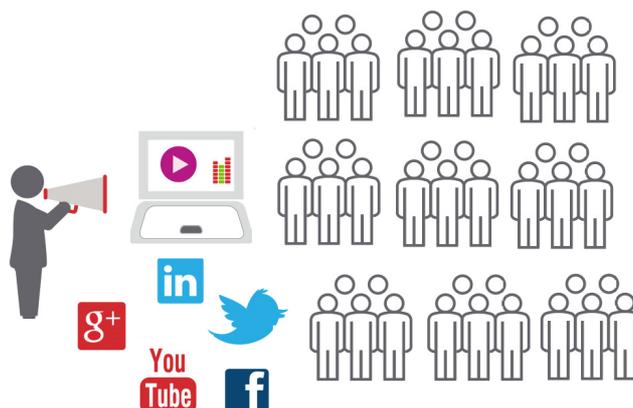
In order to engage an audience, videos should be good quality in both production values and content. And it is good practice to provide an alternative way for the audience to get the information in the video.

Some popular types of video on social media include:

- **Emotionally appealing or humorous ads** that make people remember your brand or product. **Old Spice** did this well with their ad ‘The man your man could smell like’.
- **How-to video tutorials** that help people learn new skills or complete tasks step-by-step. Beauty brands often produce makeup tutorials to illustrate their expertise.
- **Product demonstrations** that provide visual instructions that remove the need to read product manuals. For example, manufacturer **Samsung** has YouTube tutorials showing how to install a washing machine.
- **Humorous videos** that make people laugh are more likely to be shared. Electrical retailer **Currys** hired Hollywood actor and comedian Jeff Goldblum to make a series of online Christmas ads. They all went viral, as well as the out-takes reel showing Goldblum making the other actors laugh.
- **Testimonial videos** provide recommendations from real customers and give a sense of authenticity. Teamwork messaging service **Slack** used real client Sandwich Video to make a professional testimonial video about how they use the service.
- **Events** that are streamed live and then can be replayed. **Red Bull** sponsors countless extreme sport events such as cliff diving and mountain biking that can be replayed on YouTube and their website.

What is Viral content?

Viral content is content that is shared quickly and widely over the Internet. It is often videos or memes that “go viral”, and social media is full of this kind of content.



Content is more likely to become viral when it is:

- **Humorous** – People tend to engage and share content that they find funny or that they think their network will find funny. The most watched video on YouTube is the pop video Gangnam Style made famous by the amusing dance moves of the musician.
- **Original** – People tend to share things that they haven't seen before. There is **so** much content on social media that it needs to be original to stand out. For example, Volvo's video ad featuring action movie star Jean-Claude Van Damme doing a split between two moving trucks went viral because it was a daring stunt that hadn't been done before.
- **Resonates with the audience** – People tend to share things that have an emotional impact on them and that they think will have the same impact on their network. The Dollar Shave Club video on YouTube went viral because it was funny, but also because the audience shared the frustration of the star of the video that store razors were expensive and inconvenient to buy.
- **Generates discussion** – People tend to share things that they want to discuss and debate with their network. They might comment on the post and share it with their network to keep the conversation going. The Dove 'Real Beauty' campaign included videos of women describing themselves to sketch artists that generated thousands of comments and discussion about self-confidence and real beauty.

Good Practice for creating engaging content

Some tips to ensure your content is engaging and reaches your target audience include:

1. Post regularly and ensure you avoid long and irregular intervals between posts.
2. Post at times that your target audience are most likely to be online so your message reaches them.
3. Post content that is relevant and tailored specifically to appeal to your target audience.
4. Research other companies and look at relevant websites and blogs to search for ideas and content.
5. Design and post competitions to encourage interaction.
6. Post good quality images and videos to engage your target audience.

10.4 REVIEW EXERCISE

1. Which of the following best describes an influencer on social media?
 - a. They follow lots of people on social media.
 - b. They post negative comments on the profiles of celebrities on social media.
 - c. They can lead their audience in actions and behaviour on social media.
 - d. They use advertising on social media to improve their reach.

2. List three types of content that would appeal to your target audience:

3. List three types of video you might use to promote a new product on social media:

4. What is the term used to describe the following on social media: “The bike was easy to assemble and I love it but there was a lot of packaging!”



- a. A Like.
- b. A Review.
- c. A Comment.
- d. A Follow.

5. Which of the following best describes viral content on social media?
 - a. It is a customer evaluation of a product.
 - b. It is any type of ad on social media.
 - c. It is any content that is shared widely and quickly.
 - d. It is content that is scheduled for publishing at a later date.

6. List three typical characteristics of viral content:

7. Which three of the following are good practice techniques to create engaging social media content?
 - a. Leave long and irregular intervals between posts.
 - b. Post when your target audience are online.
 - c. Post content that appeals to your target audience.
 - d. Design and post competitions to encourage interaction.

LESSON 11 - SOCIAL MEDIA ENGAGEMENT, LEAD GENERATION AND SALES

After completing this lesson, you should be able to:

- Outline good practice in managing social media comments and complaints
- Set up notifications for profile mentions and comments
- Understand the term call to action and its importance in generating leads through social media platforms
- Identify common call to action examples

11.1 COMMENTS AND NOTIFICATIONS

Concepts

Managing comments in social media marketing

Comments are an important aspect of generating interaction and engagement on social media. Comments demonstrate engagement with a post and are an opportunity for building relationships and gathering leads. They can act as a form of electronic word of mouth and can influence potential customers.

Brands should provide timely and appropriate responses to all comments on their posts or page.

Positive comments can act as recommendations and have a positive influence on potential customers. It is important to acknowledge positive comments as this lets your audience know that you are listening to them.

Any negative comments and complaints on social media sites should be dealt with quickly and appropriately. Often it's best to ask the customer to contact you and to try resolve the issue offline.

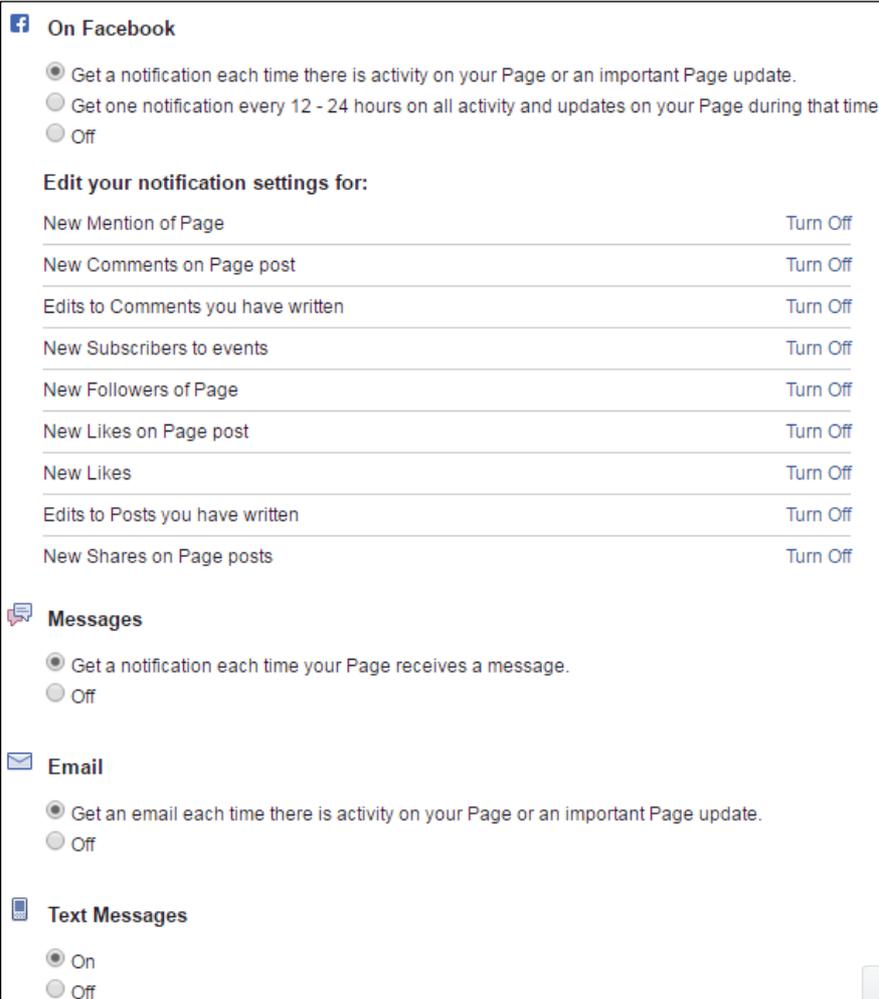
Notifications

Notifications alert you when there has been some activity on your social media profile such a mention or a comment. This is important for responding to comments and enquiries in a timely manner. Most social media platforms include this feature or you can use a social media management service.

Steps

To set up notifications:

1. In Facebook go to the relevant Page.
2. Select **Settings**  in the Business Profile Page.
3. Select **Notifications**  .
4. Set your preferred notification settings. On desktop and mobile you can receive new notifications on Facebook – they appear in the top-right corner of the page over the friend requests, messages and globe icons. You can also receive notifications by e-mail. If you are using a desktop you can also receive pop-up notifications. And if you are using a mobile you can set up text notifications, depending on your mobile phone network.



The screenshot shows the 'On Facebook' notification settings for a page. It includes three main sections: 'On Facebook', 'Messages', and 'Email'. Each section has radio buttons for 'On' and 'Off'. The 'On Facebook' section also has a table for 'Edit your notification settings for:' with various notification types and their status (all are 'Turn Off').

Edit your notification settings for:	
New Mention of Page	Turn Off
New Comments on Page post	Turn Off
Edits to Comments you have written	Turn Off
New Subscribers to events	Turn Off
New Followers of Page	Turn Off
New Likes on Page post	Turn Off
New Likes	Turn Off
Edits to Posts you have written	Turn Off
New Shares on Page posts	Turn Off

Setting up notifications on Facebook

11.2 CALLS TO ACTION

Concepts

What is a call to action?

A call to action is an instruction to an audience to complete a specific action or goal. It should be enticing, attention-grabbing and clearly explain what the audience will get in return for the action.

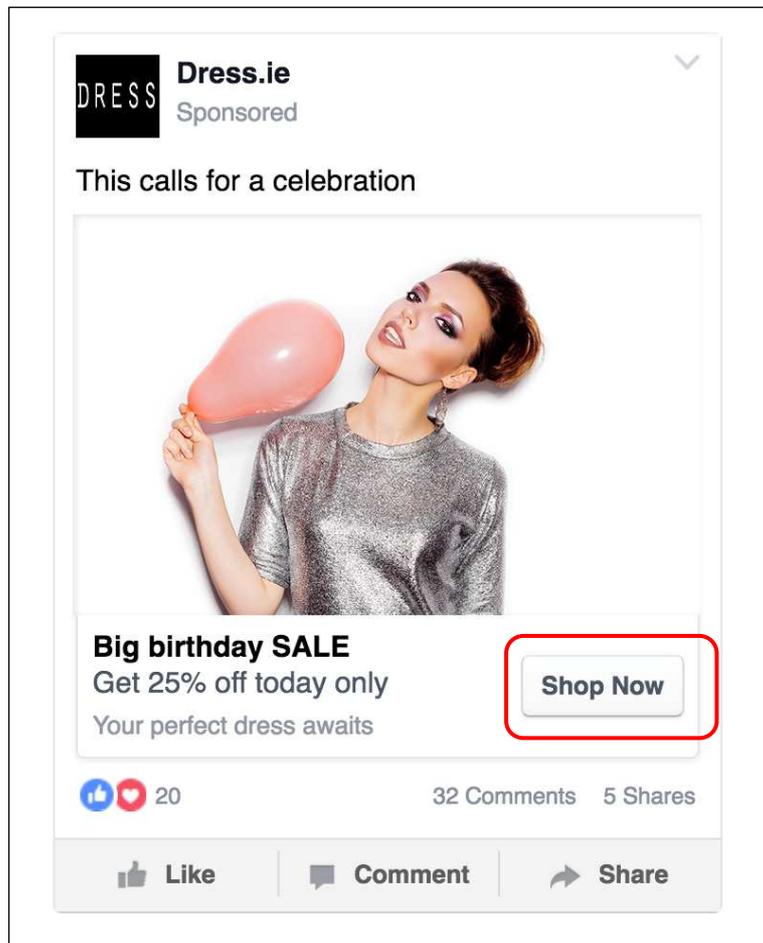
An effective call to action can increase website traffic and generate leads. For example, a call to action might prompt someone to sign-up to receive regular marketing communications, subscribe to receive emails, make a purchase, request a brochure, ask for a quote or ask for a call back.

Some examples include:

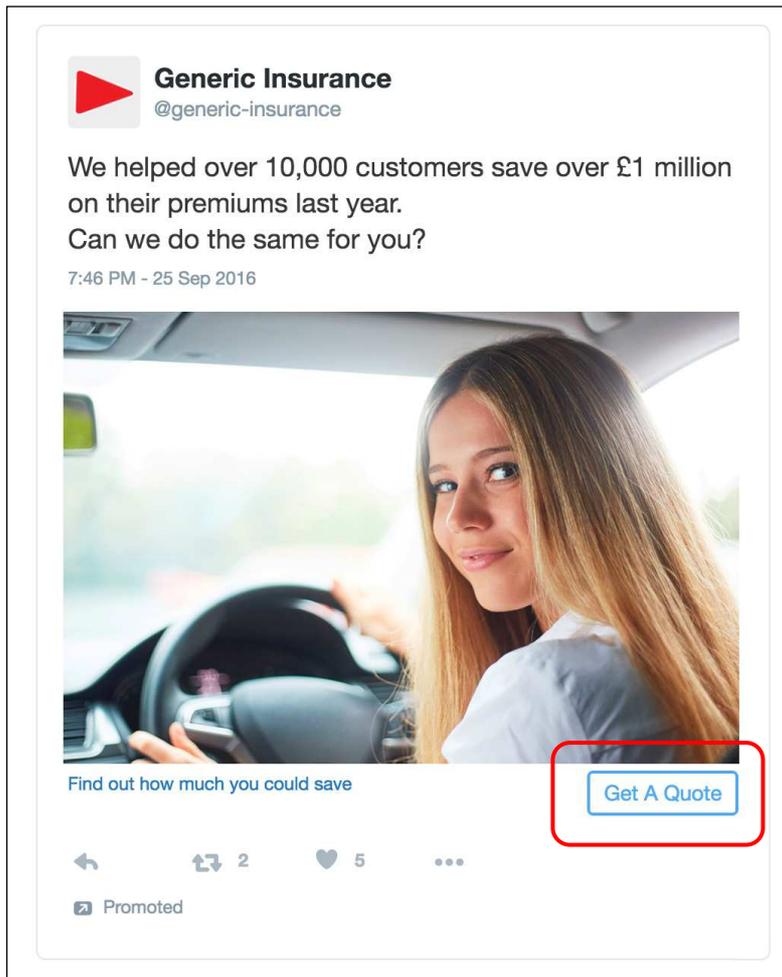
- Get a quote
- Sign up

- Buy now
- Shop now
- Learn More
- Download app

Social media ads such as News Feed ads and sponsored posts often include call to action buttons, so it is clear to the user what step they should take next.



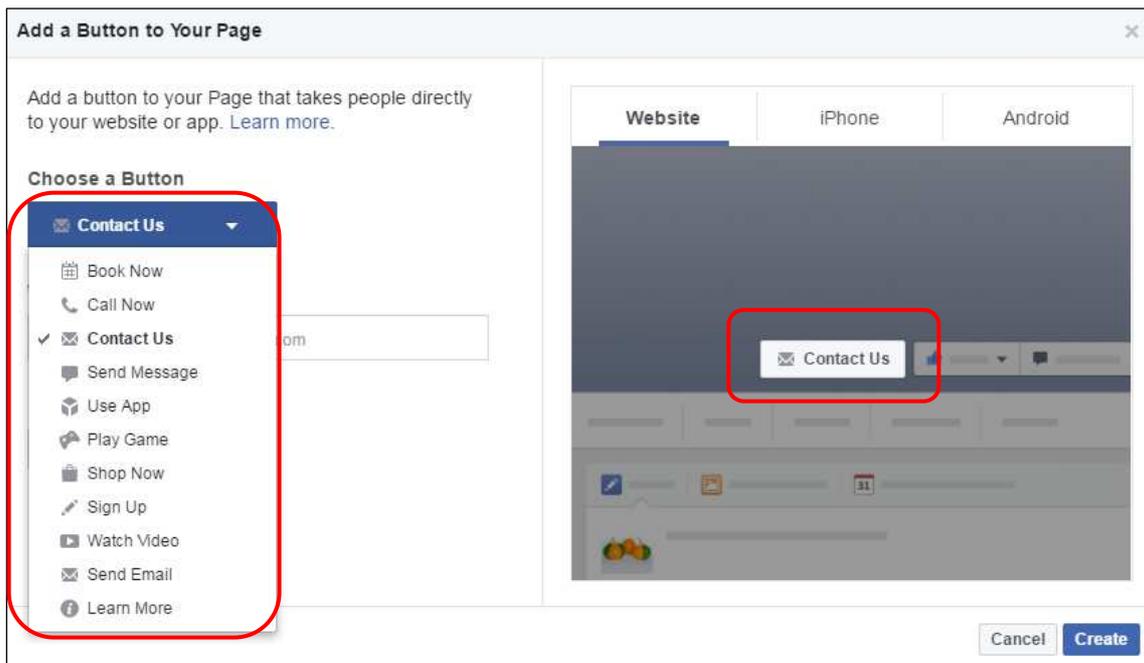
'Shop Now' call to action in a Facebook ad



'Get a Quote' call to action example on a Twitter ad

The different social media platforms have different ways that you can include a call to action. On Twitter you can add a call to action in tweets and promoted tweets such as Get a Quote, Install, Shop, visit site, watch now, and subscribe.

On Facebook you can also add a call to action button on your Page, such as **Contact Us**, **Book now**, and **Call now**.



Adding a call to action button to your Facebook Business Page

11.3 REVIEW EXERCISE

1. What is the best approach if a customer writes a comment on social media complaining about your product?
 - a. Respond to their comment and disagree.
 - b. Ignore their comment.
 - c. Respond to their comment quickly and in an appropriate manner.
 - d. Delete your social media profile.

2. Set notifications on your social media profile to alert you each time there is a comment on your Page posts.

3. Which of the following best describes a call to action on social media?
 - a. It is content that is shared widely and quickly.
 - b. It is an instruction to an audience to complete a specific action.
 - c. It is a review of a product posted on social media.
 - d. It is a negative comment posted by an unhappy customer.

4. List three types of call to action that you might include in a social media post:

LESSON 12 - ONLINE ADVERTISING

After completing this lesson, you should be able to:

- Identify some common examples of search engine marketing (SEM) platforms
- Identify some common examples of online advertising platforms
- Understand different types of online advertisement
- Understand the term sponsored post
- Recognise the importance of sponsored posts in increasing interaction and engagement on social media

12.1 ONLINE ADVERTISING OVERVIEW

Concepts

You can advertise through different online channels such as search engines (search engine marketing), websites and blogs (display advertising), and social media (sponsored posts and promoted tweets).



Online advertising channels

12.2 SEARCH ENGINE MARKETING PLATFORMS

Concepts

Search engine marketing (SEM) includes ads that appear in search engine results pages. This is known as pay-per-click advertising (PPC), as you only pay when someone clicks your ad. Search engine advertising enables you to reach customers at the exact time that they are searching for your product or service. It also allows you to target customers effectively by specifying exact search terms and location – for example if you are a local business you can reach only customers in your area.

SEM platforms allow you to create advertising campaigns to target your audience when they are searching online. The two most common SEM platforms for search engine advertising are:

- Google AdWords (<https://www.google.com/adwords/>)

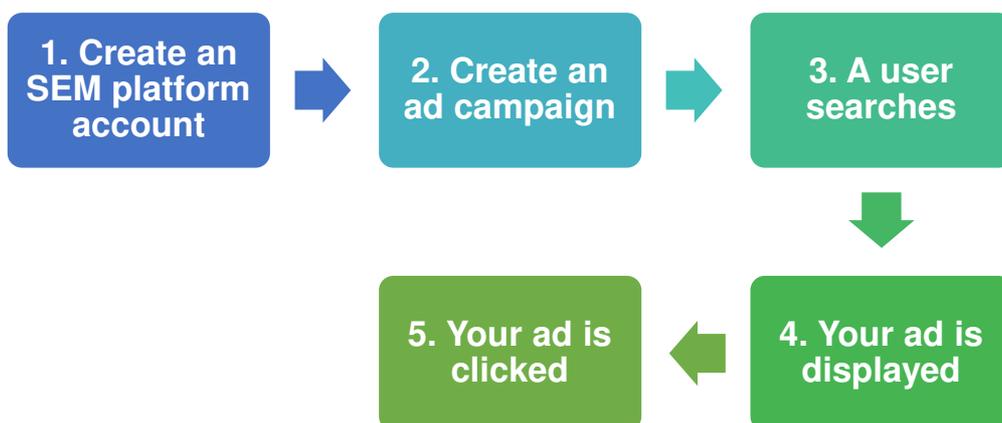


- Bing ads (<https://bingads.microsoft.com/>)



How does Search Engine Marketing work?

Getting started with search engine advertising involves a series of steps:



Step 1: Create an SEM platform account. For example, set up a Google AdWords account.

Step 2: Create an ad campaign. You complete relevant details in a standard template. For example, create a SEM campaign in Google AdWords:

Google AdWords

1 About your business — 2 **Your first campaign** — 3 Billing — 4 Review

Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

- Decide how much to spend

Your budget	€5.00 per day	
-------------	---------------	--
- Choose a target audience

Locations	Ireland	
Networks	Search Network	
Keywords	Select your keywords	
- Set your bid

Bid	€0.01	
-----	-------	--
- Write your ad

Text ad	Write your ad	
---------	---------------	--

- Set your budget** – this is based on how much you want to spend. For example, in Google AdWords you can set how much you want to spend per day.
- Select your target audience location** – you can target customers by location, either globally or locally.
- Select the type of advertising network** – for example in Google AdWords select Search Network, which is made up of Google search sites and sites using the Google search engine. **Note:** For SEM, don't select Display Network (sites that allow you to display ads to people while browsing).
- Select keywords** – these are the words that you think people will search for when looking for your product or service. Include negative keywords that will prevent your ad from showing to eliminate unwanted clicks. Google's Keyword Planner, available if you use Google AdWords, offers keyword information for search ads:
adwords.google.com/ko/KeywordPlanner.
- Decide on your bid** – This is the maximum amount you want to pay for a click on your ad. The SEM platform calculates this based on your budget and the keywords you have selected or you can set it manually.
- Write your ad text** – This is text-based and typically includes a **URL** where the user goes after clicking your ad, known as the landing page; **Headline**

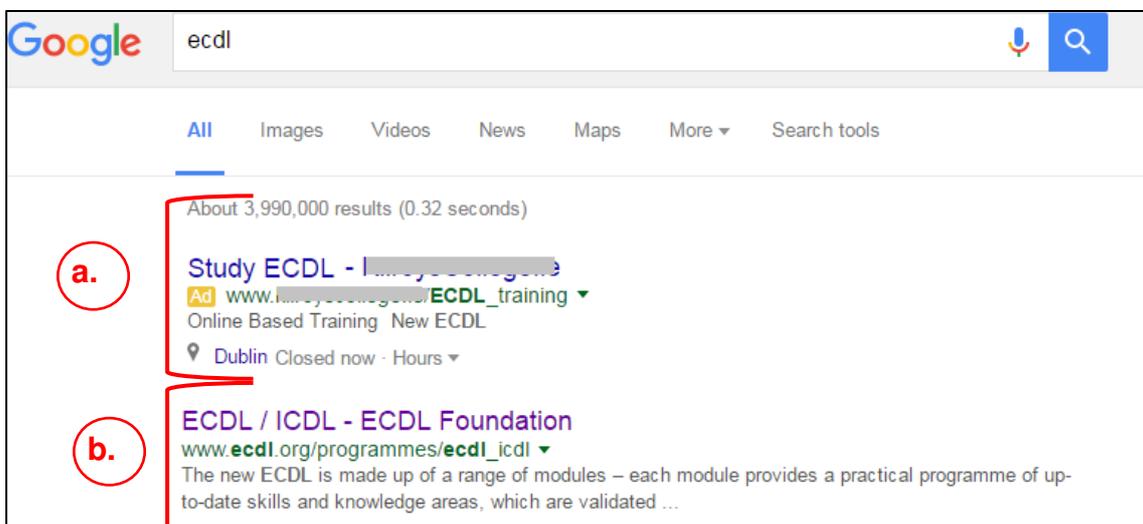
text which is the title for your ad or webpage and contains keywords or a call to action; and a **short description** of what you are offering.

4. Write your ad

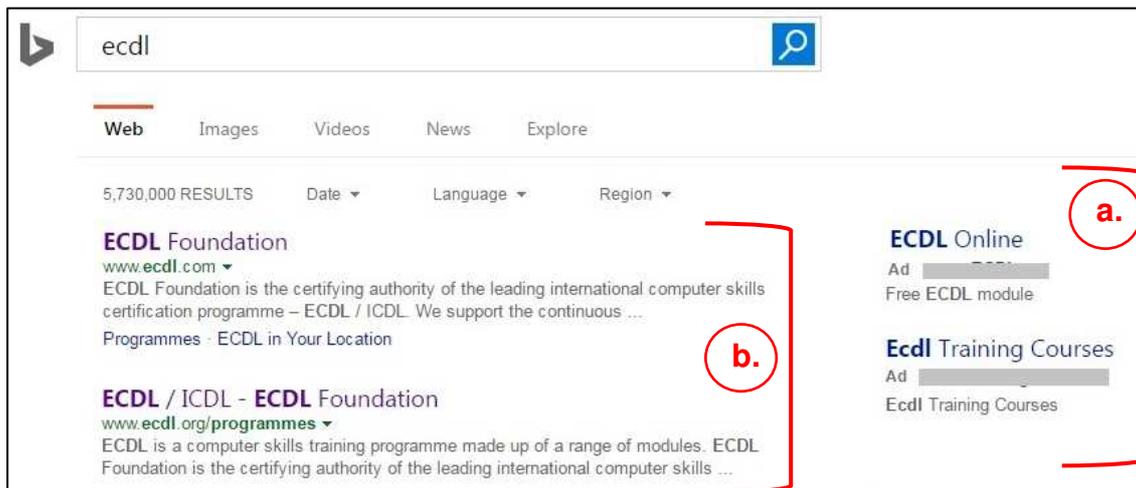
Text ad	Landing page	Ad preview
	<input type="text" value="Ex: www.example.com/books"/> The landing page is the URL you want people to reach after clicking your ad. It should match what your ad promotes.	
	Headline 1 <input type="text" value="New York Budget Hotel"/>	
	Headline 2 <input type="text" value="Best NY Hotel Rates in Seconds"/>	
	Description <input type="text" value="Experience all the comforts of home. Save with multi-day booking."/>	
<input type="button" value="Save"/> <input type="button" value="Cancel"/>		

Step 3: A user searches for a word or phrase in a search engine.

Step 4: Your ad is displayed. If the search term matches the keywords you have identified in your ad, your ad is shown in the search results page. Typically ads appear at the top or to the right of the organic results in the search engine results page and are identified as ads. The position of your ad will be determined by your budget relative to other advertisers and the quality of your ad. For example, if you identify the keyword “ECDL” and someone searches for ECDL, where your ad appears will depend on whether you have bid higher for that keyword than other advertisers who also bid on it.



Google SERP



Bing SERP

- a. Advertisers are charged if a user clicks an ad in the results.
- b. Organic results typically appear beside or below the ads.

Step 5: Your ad is clicked. If your ad appeals to the person searching they might click your ad. You only pay when your ad is clicked. Depending on how your ad is set up the person clicking your ad might visit your website, get directions to your premises or call you.

12.3 ONLINE ADVERTISING PLATFORMS

Concepts

There are many online advertising platforms but the biggest is the Google Display Network (<https://www.google.com/ads/displaynetwork/>).

Google Display Network

The Google Display Network includes sites, blogs, videos or apps that belong to Google or are in the Google network. This includes sites that sell advertising space using Google AdSense, another Google product.

Other examples include the Yahoo! Bing Network and YouTube ads (part of the Google Display network).

How does display advertising work?



Online advertising platforms support display advertising, which shows ads to online visitors. In display advertising you pay for ads to appear where your target audience are likely to be, for example looking at sites, blogs or mobile apps that interest them. For example, if you are selling wedding bouquets your ad might appear when someone is browsing a blog about weddings. Display advertising enables you to grow awareness of your product or service, but it can be expensive.

Getting started with display advertising involves a series of steps:

Step 1: Create an online advertising account – For example to use the Google Display Network, you must set-up a Google AdWords account.

Step 2: Create an ad campaign – For example in Google AdWords create a new campaign and complete the relevant details. Select the advertising network, for example select **Display Network only** to advertise on the Google display network only. Select if you want your ads placed on relevant sites automatically or if you want to specify sites. Select your maximum daily **budget** and your **bidding preferences** - pay by the number of clicks (the number of times your ad is clicked), impressions (the number of times your ad is seen) or conversions (the number of actions, as specified by you that are completed). Select the audience for your ads based on factors such as age, interests, preferences and locations.

Step 3: Create your ad – For example in Google AdWords you can create text, image, display or mobile ads.

Step 4: Your ad is displayed – If a user browses a page that is relevant to your offering, your ad appears, typically at the top or side of the page.

Step 5: Payment – Your payment depends on whether your ad is viewed, clicked or a specified action is completed. This depends on what you specified during set up.

12.4 TYPES OF ONLINE ADVERTISEMENT

There are a variety of ad formats and types to choose from depending on what is suitable for your product or service and marketing goals. Online advertising platforms provide tools to help you create different types of ads. For example, the Google Display Network provides templates and the Display Ad Builder tool.

Text ads

Text ads contain text-only. For example, Google Search ads are text only and contain headline text, a landing page URL, and description text. Text ads in the Google Display Network are known as responsive ads as they adjust to fit the available space. They should include a call to action, the main keywords and any promotions.

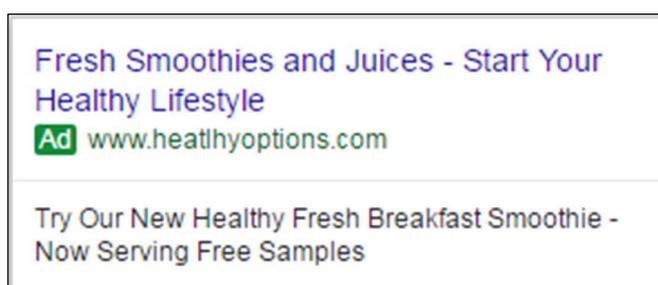


Image ads

Image ads contain images and can include text. In the Google Display Network you can use the Display Ad Builder tool to build an image ad. You select a template and then customise it by adding headline text, description text and button text with a call to action. You can add a logo, set a display URL that appears in the ad and a destination URL for the landing page (the page the user will visit if they click the ad) and you can set the ad size.

Video ads

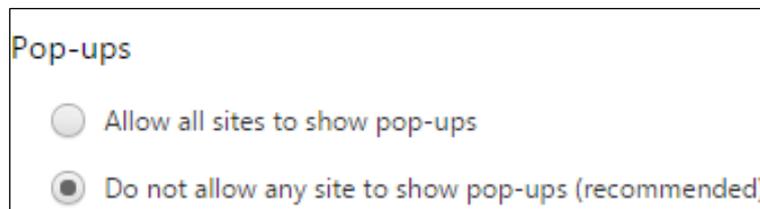
Video ads are very popular online because they are very effective at capturing attention. They can appear on websites while people are browsing. They can also appear on video sharing platforms such as YouTube before another video starts. Advertisers can choose if their ad is 'skippable' or if the user must sit through the full ad.

Floating ads

Floating ads open in a window that floats over the content of the webpage you are viewing and darken the underlying content. Their aim is to capture the user's attention. Sometimes they don't have a close button so you have to wait until they close before you can continue what you were doing.

Pop-up ads

Pop-up ads open in a window on top of the main window or behind the main browser window (known as pop-unders). These can contain different formats such as text, images, videos and forms. Most web browsers include an option to block pop-up windows.



Google Chrome pop-up settings

Banner ads

Banner ads are traditionally rectangle in shape and appear as a "banner" at the top of a page. They can come in different sizes and appear at the side or bottom of a page. They can contain text, images or animations that typically link to the advertiser's website.

12.5 SOCIAL MEDIA ADVERTISING

Concepts

Why use social media advertising?

There are many benefits to social media advertising.

1. Social networks, by design, allow brands to leverage real word of mouth and recommendations between friends, by targeting ads to friends of a brand's followers, for example.
2. Sponsored posts are an opportunity for brands to be more playful, fun and experimental than on traditional media ads.
3. The levels of engagement (or lack of) are clear on social media ads, so you get useful feedback on your message or offer immediately.
4. The turnaround time for producing and getting ads live on social media is also attractive. A limited time offer, such as a flash sale, can be promoted very quickly and heavily, and stopped just as quickly.
5. Clicks on social media ads are often more cost-effective than other ad platforms.
6. The platforms offer a high level of detail available in audience targeting.



Audience targeting

Facebook determines an audience's interests and preferences through the information on their profile, information they share on Facebook such as the pages they like and interact with, the ads they click on, other apps and websites they use and other information from data providers. Advertisers can use this information to target an audience very carefully.

In Facebook you can select the audience you want to reach based on factors such as:

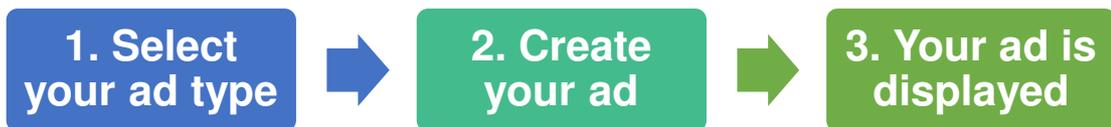
- **Demographics** – for example age, gender, interests and language.
- **Location** – for example the country, region, and proximity to your business.

- **Interests** – for example music, film, sport, games, shopping and many more.
- **Behaviours** – shopping habits, intentions to travel, just back from travel, and devices used.
- **Connections** – this includes the people who have shown an interest in your Page or Profile, and their friends or network.
- **Partner Categories** – this is information about offline behaviour provided by third-party data providers.

How does social media advertising work?

Social media platforms offer a variety of tools to help you create and manage ads. For example, in Facebook you can promote posts straight from your Page or you can use the **ad creation** and **Power Editor** tools to set additional options. You can also manage all ads regardless of where they were created in **Ads Manager**.

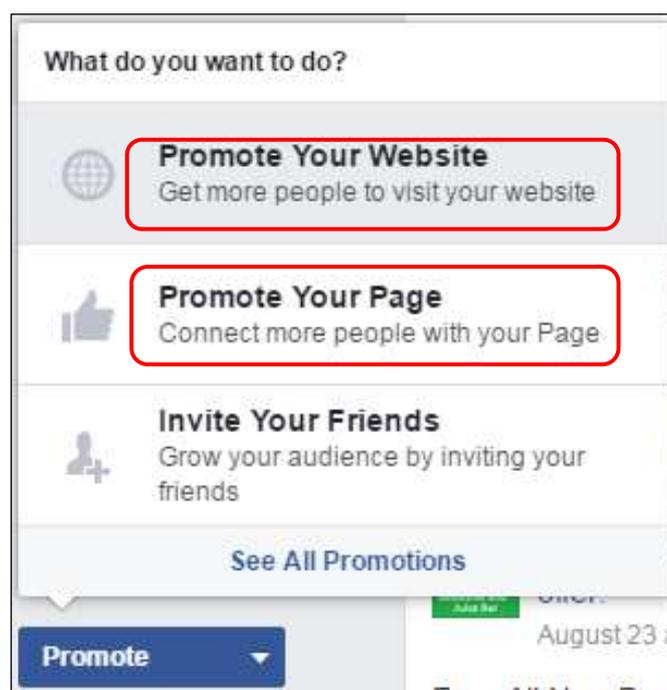
Most social media platforms have a similar series of steps to post an ad:



Step 1. Select your ad type: What type of ad you create is based on your business goals and what you want to achieve with the ad.

For example, on your Facebook Page you can promote your website to increase visits to it. To do this, click **Promote** and select **Promote Website**.

Alternatively, you can promote your Page to get more Likes. To do this, click **Promote** and **Promote Page**.



Or you can boost a post to get more people to see it. To do this, select **Boost Post** in an existing post.



Step 2: Create your ad: Next you create the ad and select your targeting options and budget. For example, in Facebook a sample ad is created and you can modify your ad text and image as desired. If you are promoting a Page the headline is automatically the Page name. When you promote a Page or a website you can add video instead of an image. You can select your audience, budget, ad duration, and payment options. Your budget and ad duration is based on the number of people you want to reach with your ad, which is the number of people you want to see your ad. You can preview how your ad will appear.

Step 3: Your ad is displayed: Finally your ad is shown to the audience you selected. In Facebook you can decide if the ad shows in a desktop news feed, mobile news feed, or both. If you have chosen to promote a page or a website, your ad can also be shown to your audience in the right column on the desktop. The Facebook ad network also offers placement of ads in Instagram.

Facebook ads include **sponsored posts**.

DRESS Dress.ie
Sponsored Like Page

The rumours are true.
Our AW16 prom dresses have just landed.



Like Comment Share 37 11 Comments 6 Shares

And Twitter ads include **promoted tweets**.

 **Generic Insurance** @Generic-insurance 🕒

We insure more drivers under 25 than any other UK insurer #carinsurance



🔙 🔄 12 ❤️ 41 ⋮

📌 Promoted

12.6 REVIEW EXERCISE

1. Which two of the following are search engine marketing platforms?
 - a. MailChimp.
 - b. Google AdWords.
 - c. Bing Ads.
 - d. Wix.

2. Which one of the following is an online advertising platform?
 - a. WordPress.
 - b. SEO.
 - c. Google Display Network.
 - d. URL Shortener.

3. List three types of online advertisement:

4. Which two of the following are commonly used to describe ads on social media platforms?
 - a. Pop-up post.
 - b. Scheduled tweet.
 - c. Sponsored post.
 - d. Promoted tweet.

5. List three reasons to use an ad on social media:

LESSON 13 - E-MAIL MARKETING

After completing this lesson, you should be able to:

- Identify some common examples of e-mail marketing platforms
- Create an account in an e-mail marketing application
- Understand the terms opt-in, opt-out
- Create, edit and delete a contact list in an e-mail marketing application
- Create an e-mail campaign and select a template in an e-mail marketing application
- Send an e-mail in an e-mail marketing application
- Schedule an e-mail in an e-mail marketing application

13.1 E-MAIL MARKETING PLATFORMS

Concepts

E-Mail marketing involves reaching consumers directly via e-mail. E-mail marketing is cost effective, can reach large numbers of recipients with little effort, and is relatively easy to implement.



Marketing e-mails can be promotional, emphasising special offers or sales. They can also be used to update and engage customers as newsletter e-mails with blog posts embedded, or post-purchase e-mails offering the customer tips on their purchase and a chance to give a review. E-mails can take the format of text and rich media.

For recipients, you can use contact lists you have gathered from customer sales and subscribers, or you can buy e-mail lists. If you are managing large numbers of contacts, multiple lists and multiple marketing campaigns then an e-mail marketing platform will be necessary. They allow the creation of e-mail campaigns and measure their success by tracking behaviour of recipients. This information can be used modify and improve campaigns.

There are many e-mail marketing platforms but two widely used options are:

- MailChimp (www.mailchimp.com)
- Constant Contact (www.constantcontact.com)

Both offer free and paid options depending on requirements and volume.

13.2 CREATING AN E-MAIL MARKETING ACCOUNT

Concepts

To begin using an e-mail marketing platform, you need to create an account.

Steps

Create an account in MailChimp:

1. Go to www.mailchimp.com.
2. Click **Sign Up Free**.
3. Enter your **e-mail**, **username** and **password**.
4. Click **Get started**.
5. Click **Activate Account** in the confirmation e-mail sent to the e-mail address you provided.
6. Complete the steps to verify who you are and click **Confirm Signup**.
7. In the Welcome screens enter your name, your business name, your website, your physical address, whether you sell online, connect your social media accounts, subscribe to help and support emails and click **Let's Go!**.

13.3 CREATING AND MANAGING CONTACT LISTS

Concepts

Opt-in and opt-out

The success of an e-mail marketing campaign depends greatly on the quality of your contact list. Your contact list should include people who have subscribed to or chosen to **opt-in** to receive marketing communications. These people have already expressed an interest in your offering so will be more receptive of your message.

If people haven't given permission to be contacted by e-mail they might view your mail as spam or unsolicited e-mail. Unsolicited e-mails might be ignored or create a negative view of your brand and in some countries they can be illegal. In all your marketing e-mails you should give people the option to unsubscribe or **opt-out** of the email contact list.

It is also good practice to tailor your marketing e-mails to different audiences. Contact lists can be created based on many details, such as how the recipient subscribed; through a competition, at an event, or on the blog.

E-mail marketing platforms enable you to set up and manage contact lists of subscribers.



Steps

Create a contact list in an e-mail marketing application:

1. In MailChimp navigate to the **Lists** page.
2. Click **Create list**.
3. Complete the list details - enter a descriptive **list name**. This will be seen by the recipients.
4. Enter the **email address** and **name** that you want to appear in the “From” field of your email.
5. Enter text to remind the recipient why they are receiving the mail. This can let them know the mail is genuine and not spam.
6. Set how you want to be notified about subscribe/unsubscribe activity.
7. Click **Save**.
8. Click **Import subscribers** to import existing subscribers.
9. Select the relevant **source** and click **Next**. You can use a .csv or.txt file, or copy and paste from a .xls or .xlsx file, or import contacts from services like Google Contacts and Salesforce.
10. Complete the information depending on the source selected and click **Next**.
11. Click **Import**. And your list is created.

Edit a contact list in an e-mail marketing application:

1. In MailChimp navigate to the **Lists** page and click the down pointing arrow to the right hand side of the list
2. Click **Manage Subscribers**.
3. To add someone to the list, click **Add subscriber**, enter e-mail address, first name and last name, select the permissions checkbox, and click **Subscribe**.
4. To remove someone from the list, click **Unsubscribe people**, enter the relevant e-mail addresses and click **Unsubscribe**.

Delete a contact list in an e-mail marketing application:

1. In MailChimp navigate to the **Lists** page and click the checkbox beside the list
2. Click **Delete**.

3. Type **DELETE** to confirm.
4. Click **Delete**.

13.4 CREATING AND MANAGING E-MAIL CAMPAIGNS

Concepts

E-mail marketing platforms provide tools that enable you to create, send and schedule customised and professionally-designed e-mails.

You can define the list of recipients, select an appropriate template, add your content, and schedule when the mail is sent. MailChimp offer a range of templates from basic layouts to professionally designed templates where you just add your own text.

Some platforms also provide tracking options such as who opened your e-mail, who clicked a link, and how many times a link was clicked.

Tip: Keep subject lines descriptive and interesting to entice the recipient to open the mail.

Steps

Create a campaign using a template in an e-mail marketing application:

1. In MailChimp navigate to the **Campaigns** page and click **Create Campaign**.
2. Choose a campaign type – **Regular campaign**, **Plain-text campaign** (text only), **A/B testing campaign** (used for comparing two types of campaign to see which works best), or **RSS campaign** (automated based on an RSS feed).
3. Select the **recipients** and click **Next**.
4. In the Campaign info page, enter the **campaign name**, the **e-mail subject**, the **From name** and the **From email address**. You can also personalise the **To field**, **set tracking options** and **link to your social media accounts**.
5. Click **Next**.
6. In the **Select a template** page, choose an appropriate template and click **Next**. The **Basic** page contains basic layouts and the **Themes** page contains professionally designed templates grouped by categories.
7. In the Design page complete the content and design.

8. Click **Preview and Test** to preview the e-mail content and design.
9. Click **Save as Template** to save your e-mail content as a template for later use, enter your template **name** and click **Save**.
10. Click **Next**.
11. In the **Confirm** page, review the feedback and make any necessary changes.

Send an e-mail in an e-mail marketing application:

1. To send an email straight away, select **Send** in the **Confirm** page
2. Click **Send Now**.

Schedule an e-mail in an e-mail marketing application:

1. To schedule the e-mail to go at a later time, select **Schedule** in the **Confirm** page.
2. Enter the relevant **date** and **time**
3. Click **Schedule campaign**.

13.5 REVIEW EXERCISE

1. Which two of the following are e-mail marketing platforms?
 - a. MailChimp.
 - b. Google Display Network.
 - c. YouTube.
 - d. Constant Contact.

2. Which one of the following terms describes when someone chooses to receive marketing communications by e-mail?
 - a. Opt-out.
 - b. Opt-in.
 - c. Unsubscribe.
 - d. Submit.

3. Create an account in an e-mail marketing application.

4. Create a contact list in an e-mail marketing application.

5. Create an e-mail campaign in an e-mail marketing application using a predefined template.

6. Send an e-mail campaign from an e-mail marketing application.

7. Schedule an e-mail campaign to be sent in two days.

LESSON 14 - MOBILE MARKETING

After completing this lesson, you should be able to:

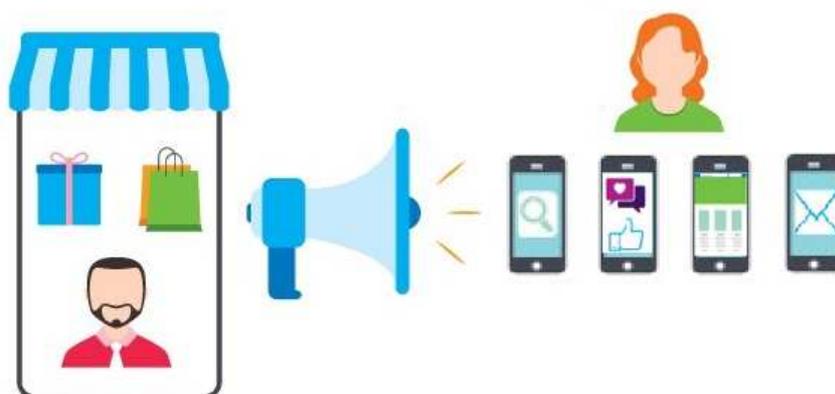
- Outline some reasons to use mobile marketing
- Understand the term mobile application
- Understand how mobile applications can be used for marketing
- Outline some considerations for a mobile marketing campaign
- Understand options for mobile advertising

14.1 MOBILE MARKETING OVERVIEW

Concepts

What is mobile marketing?

Mobile marketing is the use of marketing techniques to reach people directly on devices, including smart phones, tablets and mobile phones.



Since the launch of the iPhone in 2007, mobile devices have evolved to be a central part of modern life. Consumers can use mobile devices to text, watch video, listen to music, send e-mail, search, take pictures, bank online, order food, browse the web, hail a taxi, and shop. A large majority of mobile users keep their device within arm's reach 24 hours a day, making audiences more reachable than ever.

Reaching people through these devices represents a huge marketing opportunity for organisations, but also challenges.

Users expect any mobile marketing activity to offer a convenient, personalised and smooth experience. If websites, ads and apps have not been tailored to at least the user's device and location, they will switch to one of thousands more enticing mobile experiences.

Why use mobile marketing?

Access to more customers - In 2015, mobile overtook desktop to become the primary means of accessing the Internet worldwide. If businesses overlook mobile in their marketing plans, they will be missing a large percentage of their potential audience. The platform offers the chance to reach more customers, more often, and in real-time.

Targeting customers based on location – Smart phones and apps use data from global positioning system (GPS) and Wi-Fi to determine the location of users. Geolocation allows operating systems such as Android and iOS (the iPad and iPhone operating system), and apps granted location-tracking permission, to determine the workplaces, homes, and weekly routines of users. You can use

geolocation data to offer content, promotions and coupons relevant to the user's proximity and commute. For example, an in-app ad could target a user within a certain distance of a business for a real-time promotion.

Help customers find you

Search engines such as Google use location data to enrich mobile searches. They aim to give mobile searchers a convenient and intuitive experience. So a local search result page could include a map view, with names and opening hours of the closest businesses, and buttons for calling and getting directions to them. Businesses who optimise their online presence for local searches will get more mobile customers.

14.2 MOBILE APPLICATIONS

Concepts

What is a mobile application?

A mobile application, commonly known as an app, is an application designed to run locally on mobile devices, such as a smartphones and tablets.

Smartphones and tablets come pre-installed with apps for tasks such as e-mail, calendar, maps, photos and video.

Apps can also extend the functionality of the mobile device. There are entertainment and game apps like Candy Crush; productivity apps such as word processing; video and image editing apps; social networking apps such as Facebook and Twitter; and social messaging apps such as Snapchat and WhatsApp.

Some businesses are completely app-based, for example Uber uses its app to determine the customer's exact location and provide its ride-sharing service.

Apps are designed for the mobile operating system (OS) they run on, and available through that OS store. So iPhone and iPad apps are available from Apple's App Store, while apps for devices running Android come from Google Play.

How can apps be used for marketing?

Promoting businesses and services

Apps can be used by organisations for promoting their business and services. Promotion can be done through a business's own app, or a third-party app.



You can send communications directly to people who have downloaded your app, known as push notifications. For example, an online retailer such as Amazon could send a discount promotion to customers who have their app with a push notification that says:

“We're giving 20% off to our loyal customers. Use code '20X' at checkout”.

The retailer could also promote the discount through a third-party app like Facebook through a News Feed ad shown to past customers. On clicking the ad, the user would be sent to the mobile site with the discount code applied to their basket. Amazon would have to pay for the click on the Facebook promotion, but traffic from its own app would be free.

Offering services

Many businesses create apps to offer a better service to mobile customers.



For example, mobile banking is such a core part of modern life that many customers would close their account if their bank's app did not meet their requirements. Airline apps let passengers save boarding passes on their phone, check in, and monitor a flight status easily.

In the Airbnb app, users can browse the accommodation directory (with a 'nearby' option), but also message their accommodation hosts, edit their profile and payment options, and access customer service.

The cost for businesses to develop a mobile app is considerable, especially as each operating system (Android and iOS primarily) requires a different app. For this reason, many small businesses decide to invest in a mobile or responsive website instead.

Generating Sales

Naturally, many businesses hope to generate sales from their app. Large retailers develop apps to make it easier for customers to purchase their products and services on mobile.



Some businesses successfully generate revenue from sales of the app itself. Some apps operate on a freemium model: making the available for free and then charging for additional features, known as in-app purchases. This is popular with games like Candy Crush Saga, which makes millions of dollars a month in revenue.

14.3 MOBILE MARKETING CONSIDERATIONS

Concepts

A marketing campaign targeting mobile users must offer a tailored, convenient mobile experience, or you will risk frustrating potential customers and losing money. This includes creating a mobile-friendly website and tailoring keywords and ads for mobile.

Creating a mobile-friendly website

Every page on your website must work smoothly on mobile.

Mobile users should be able to navigate easily and complete actions. Links should not be close together. Font size should be suitable for small screens, buttons should be easy to interact with, and typing should be minimised.



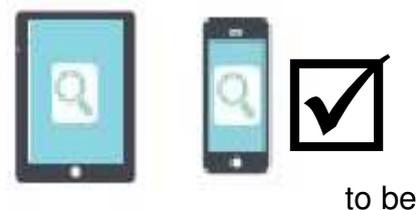
A responsive website design automatically adjusts to the resolution of the screen it is viewed on. This avoids the development of separate websites for desktop and mobile. Mobile-friendly websites should also load quickly. Large file sizes take longer to download so use smaller files to improve performance. Mobile-friendly websites should embed videos hosted on other sites rather than forcing the user to download them.

A mobile-friendly website encourages mobile users to interact with your site. It is also a factor used by search engines to determine mobile search engine rankings. A mobile-friendly site should work well across different mobile devices and across different mobile operating systems.

Tip: There are online tools available for testing your site on mobile including Google's Mobile-Friendly test: www.google.ie/webmasters/tools/mobile-friendly.

Tailoring keywords for mobile

When mobile users are performing a search they are typically on the move, using smaller screens and keyboards, and looking for something specific. Their search terms tend shorter than desktop users. You should consider the context and intent of the search and cater to mobile-specific situations.



to be

For example, Google advises that “near-me searches” for local services such as petrol stations, hairdressers and restaurants are becoming more popular.

Businesses should optimise their online presence for mobile search by being listed on directories such as Yelp and Google My Business. Contact details, opening hours and descriptions should always be kept updated.

On a mobile search result page, most users won't scroll down past the third or fourth result, so ranking highly for keywords is very important.

Tip Research the keywords your audience uses on mobile devices with tools such as Google's Keyword Planner or Bing's Keyword Research Tool. Then include those in your content and webpage code.

Tailor your ads for mobile

Ads should be customised for mobile devices. They must be tested on all devices to ensure the font size, image dimensions and length of text fit smaller screens. Calls to action should be clear, concise, and offer value to a mobile user such a 'call now' or download app' button. The website that the ad leads to must be mobile-friendly.



14.4 MOBILE ADVERTISING

Concepts

What is mobile advertising?

Mobile advertising targets ads directly to customers on mobile devices such as smart phones and tablets. Mobile ads can be targeted based on geolocation, device model, operating system, telecom carrier, apps used in the past, as well as demographic targeting and behavioural targeting like purchase intent.



Mobile advertising platforms include Google AdWords and InMobi. These platforms can automatically create a version of your ad for mobile or give you the option to create customised ads for mobile.

You can advertise on mobile devices using the same types of ads available on desktop devices however mobile ads should be optimised for mobile devices.

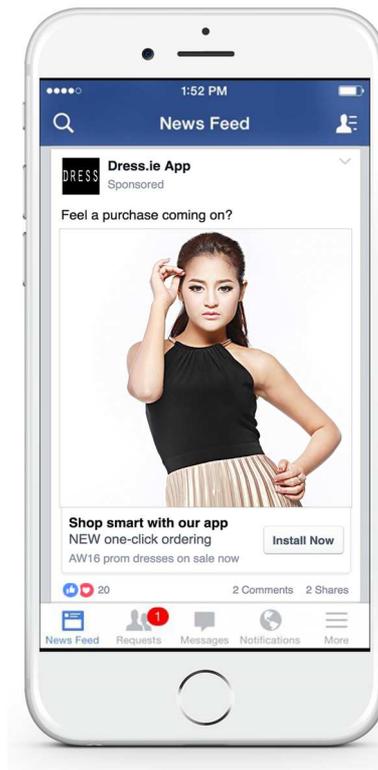
Video ads – These use video at the core of the advertisement and appear on apps and mobile websites. Retention rates are higher for mobile video ads than those viewed on the desktop.

Mobile video ads should autoplay only when viewable, and set to silent by default, giving the viewer the option to turn up the sound. Many platforms including Facebook recommend that the video be designed with the sound off, using visual cues and subtitles to tell the story. A user's attention must be captured very quickly. The framing of the video is important: some advertisers use a square format to use more mobile screen space.

Search ads – These appear on search result pages on mobile devices. You can target people with ads exactly when they are searching for something you offer. The search-to-purchase time period is much shorter on mobile than desktop, so it is worthwhile considering the context and intention of the mobile searcher. For example, most mobile searches for a hotel are for a booking that night, so many hotels will include a button in their ad saying 'Book for Tonight'. Mobile search ads can include a 'download app' or 'click to call' button too, and these can be tracked as conversions.

Display ads – These appear on mobile sites and apps in a variety of formats, such as text, image, animation, audio and video. Banner ads are common in free apps as they provide revenue for the app developer.

Social media ads – These appear on social media websites so you can target people when they are using social media apps or visiting social media mobile sites. Most social media users are mobile (91% of Facebook's daily active users are mobile) so these platforms have developed engaging ad formats specifically for mobile users. For example, Facebook mobile ads include call to actions such as "install app" or "play game"; "get directions" or "call now" for local businesses; and image carousels so users can swipe through a series of product photos.



Social media ad for mobile

Application ads – these appear on mobile apps so you can target people when they are using a mobile app. They can include any of the ad types above.

14.5 REVIEW EXERCISE

1. List two reasons why you would use mobile marketing:

2. Which of the following terms describes a program designed to run on mobile devices, such as a smartphones and tablets?

- a. Tag.
- b. App.
- c. Post.
- d. Download.

3. List three ways a mobile app might be used for marketing:

4. List three things to consider when developing a mobile marketing campaign to ensure the best customer experience:

5. Which three of the following are mobile advertising options?

- a. Search.
- b. Display.
- c. Social Media.
- d. Magazine.

LESSON 15 - WEB ANALYTICS

After completing this lesson, you should be able to:

- Understand the term analytics
- Recognise the importance of analysing the performance of a digital marketing campaign
- Understand the term web traffic and the importance of attracting quality web traffic
- Understand common analytics terms: unique visitors, bounce rate, conversion rate, tracking code, referrals
- Identify some common website analytics tools
- Create an account in an analytics tool
- Set up and export an analytics report as a .csv file using a website analytics tool
- Schedule an analytics report e-mail using a website analytics tool

15.1 ANALYTICS OVERVIEW

Concepts

What are analytics?

Analytics for digital marketing is the process of capturing, reporting and analysing data based on user behaviour, to find patterns and gain actionable insights.



At the start of a digital marketing campaign you set goals. Tracking and evaluating your campaign involves measuring your results against your goals, looking for trends or opportunities for improvement, and implementing changes that you continue to track and measure. Analytics includes a set of techniques and tools to manage this process.



Why are analytics important?

One of the greatest weaknesses of non-digital advertising is that the return on investment (ROI) is so hard to calculate.

It's claimed that in digital marketing, there is nothing that can't be measured. This makes ROI much easier to understand, among many other benefits.

Analytics offers real-time insights into the effectiveness of marketing and even business practices. When interpreted effectively, it offers concrete, actionable information for making decisions and changes in campaigns.

Campaigns can be monitored in real time and adjusted quickly, saving time and money.

The volumes of data that can be collected in digital campaigns, and the power of tools to interpret the data for analysis, can provide insight into the buyer's journey on your site, and highlight any obstacles to conversions.

If your campaign isn't meeting your goals, analytics can reveal the reasons why and suggest adjustments to your approach. You can also use analytics to test different campaigns to see which delivers the best results.

What are analytics tools?

Most digital marketing platforms include analytics tools. Analytics tools are used to measure:

- Key website metrics
- Social media campaigns
- E-mail marketing campaigns
- Online advertising campaigns



15.2 WEBSITE ANALYTICS OVERVIEW

Concepts

What is website analytics?

Website analytics is the process of tracking, reporting and analysing the behaviour of visitors to a website (**web traffic**). It is an essential part of digital marketing.



Website analytics

Analytics reports are made up of dimensions and metrics.

Dimensions are attributes applied to the data. For example, the dimension **Browser** indicates the web browser used by the visitor, such as "Chrome" or "Safari". Dimensions are usually words.

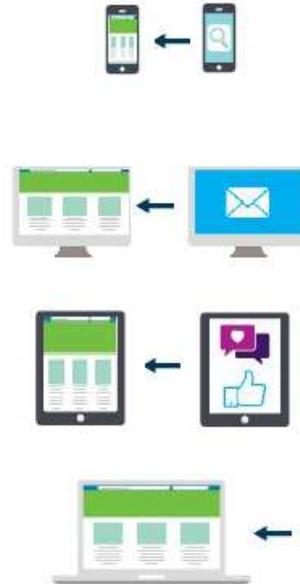
Metrics are the quantitative measurements. So the metric **New Users** is the total number of first time users. Metrics are usually numbers.

What can you track using analytics tools?

You can track a variety of behaviours of **web traffic** using analytics tools:

You can see how visitors came to your site by seeing what channels they came from, such as

- Direct traffic (if they typed your site address into their browser)
- Organic search (unpaid traffic from search engines)
- Social media sites (traffic from social media sites)
- Referrals (referral traffic is when a visitor follows a link from another site to get to your site)



Examples of web traffic sources

You can see other dimensions such as what device the user is on, their network provider, their geolocation, and language setting.

You can track metrics such as the number of **unique visitors**, which is the total number of **unique** visitors in a specific time frame, regardless of the number of times a user visited.

It's very important to understand what visitors do when they arrive on your site. For example, you can track whether visitors follow any internal links on your site or whether they leave after visiting one page, known as the 'landing page'. The percentage of visitors who only accessed one page of your website, without visiting any other pages, is known as the **bounce rate**.

You can also track whether visitors performed specific actions on your website, such as **conversions**. For example, if you want a visitor to download a form or sign up for a newsletter you can track these as conversions. The number of unique visitors who convert divided by the total number of unique visitors expressed as a percentage is known as the **conversion rate**.

15.3 USING WEBSITE ANALYTICS

Concepts

How do website analytics work?

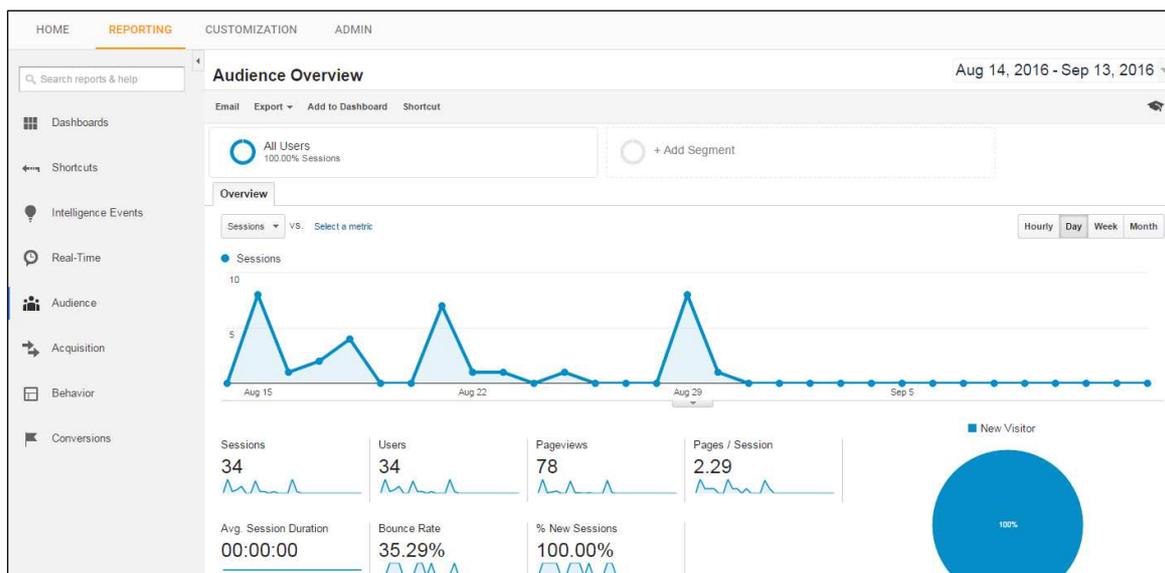
To use analytics tools you need to set up an account on a website analytics platform. Some common providers are:

- Google Analytics
- Crazy Egg
- Moz
- Kissmetrics

When you create a website analytics account you receive a piece of code known as a **tracking code**. You add this piece of code to your website or app. This is used to collect and send data from your website or app to the analytics tool.

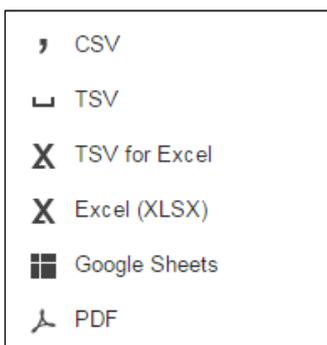
In the analytics tool you can view and manage your data in many different ways. You can view data in pre-defined reports and you can also set up customised reports.

In Google Analytics in **Reporting** you can select from a list of pre-defined reports in the left-hand column. You can view and customise these reports. There are a variety of reports in sections on Audience, Acquisitions, Behaviour, and Conversions.



Google Analytics Reporting

You can export reports in formats such as CSV (comma separated values), TSV (tab-delimited), MS Excel, Google Spreadsheets, and PDF.



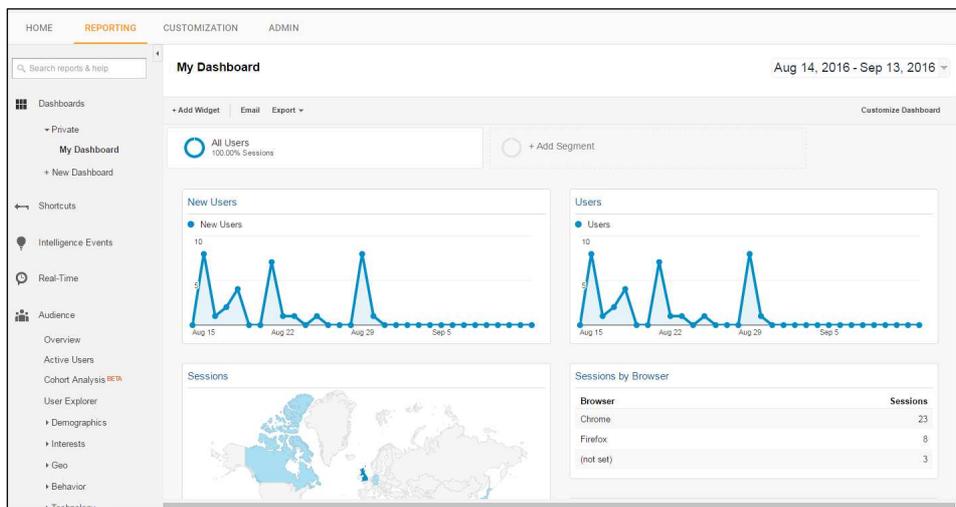
Google Analytics report formats

You can also set up reports to be sent as email attachments on a daily, weekly, monthly or quarterly basis.

You can also create custom visual views of data known as dashboards that show key metrics at a glance. Dashboards can be customised by adding widgets which display a metric over a period of time. Widgets can appear as a timeline, a map, a table, a pie chart, or a bar chart. Dashboards can also be exported as a PDF.

Dashboards are useful for monitoring the most important traffic metrics at a glance, without the need to analyse the details of a report.

A **Starter Dashboard** includes metrics such as New users, Users, Sessions, Sessions By Browser, Bounce Rate, Average Session Duration, Goal Completions, and Revenue.

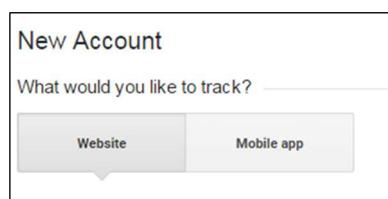


Google Analytics Starter Dashboard

Steps

Create an account in an analytics tool

1. Go to the Google Analytics website.
2. Click **Sign in** and select **Google Analytics**.
3. To create an account, log in with an existing Google account or create a new one. Click **Sign up**.
4. In the New Account page select what you would like to track: **Website** or **Mobile app**.



5. Enter the **account name**, **property name**, **industry**, **reporting time zone**, and **URL** if it is a website.
6. Click **Get Tracking ID** and accept the **terms of service agreement**.
7. Add the tracking code to the web page or app that you want to monitor using the appropriate method for your website. If you are using third-party web hosting providers such as WordPress and Wix follow the steps they provide to set up Google analytics.
8. You can now monitor the web page or web app in the analytics tool.

Set up a website analytics report for a campaign and export it as a .csv file

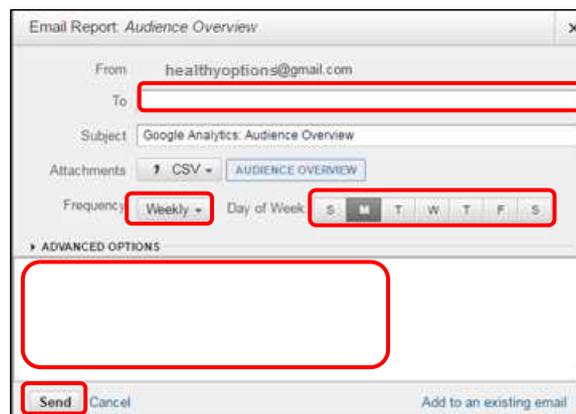
1. Log in to **Google Analytics** and navigate to the relevant account.
2. Select the **Reporting** tab.



3. Select a relevant **report** in the left hand column, such as Audience, Behaviour, or Conversions.
4. Set the time period in the **date range**. Click on 'advanced' if you want to add extra parameters to the data: either **dimensions** or **metrics**.
5. To export the report as a .csv file, click **Export** and select **CSV**.

Schedule a website analytics report e-mail

1. In Google Analytics, select **E-mail** in the relevant report.
2. In the **E-mail Report** section set the **recipients**, **frequency**, **day**, and **e-mail text**.



3. Click **Send**.

15.4 REVIEW EXERCISE

1. Which two of the following would you complete with analytics tools?
 - a. Upload an image to a website.
 - b. Measure a social media campaign.
 - c. Create a display ad for mobile.
 - d. Track an e-mail marketing campaign.

2. List two reasons why analysing a digital marketing campaign is important:

3. Which of the following terms is commonly used to describe visitors to a website?
 - a. Conversions.
 - b. Subscribers.
 - c. Web traffic.
 - d. Impressions.

4. Complete the following sentences with the common analytics term:
 - a. Sources of web traffic from other sites are known as _____.
 - b. The percentage of visitors who only access one page of a website is known as the _____ rate.
 - c. The number of unique visitors who convert divided by the total number of unique visitors, expressed as a percentage is the _____ rate.

5. List two website analytics tools:

6. Create an account in an analytics tool.

7. In a website analytics tool export a report as a CSV file.

8. In a website analytics tool schedule an email with a report to be sent weekly to an email address of your choosing.

LESSON 16 - SOCIAL MEDIA INSIGHTS

After completing this lesson, you should be able to:

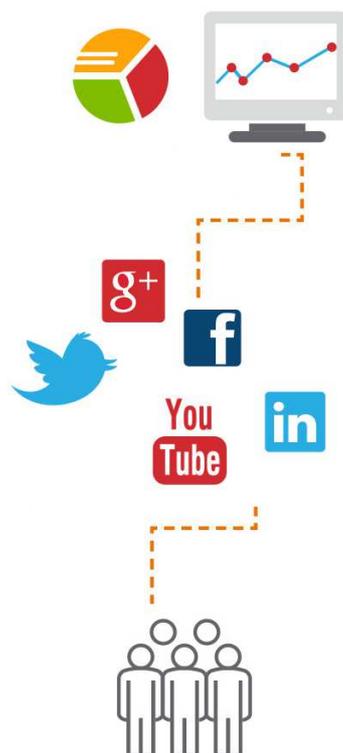
- Understand the term social media insights
- Recognise the importance of analysing the influence of your marketing activities on social media platforms
- Understand social media insights terms: engagement, reach, mentions, trends, inbound links
- Identify some common social media insights tools
- Set up an analytics report for a social media campaign and export it as a .csv file
- Schedule an analytics report e-mail for a social media campaign

16.1 SOCIAL MEDIA INSIGHTS OVERVIEW

Concepts

What are Social Media Insights?

Social media insights involve tracking and analysing the behaviour of visitors to a social media account. This involves using social media insight tools to measure if goals are achieved, such as growth in likes and followers, engagement with posts, and page visits or views.



Social media insights

Common insights include:

- **Engagement** – This is number of interactions people have with a post, and can include number of link clicks, likes, comments, reactions and shares. Posts with high engagement rates are more likely to show in the Facebook News Feed and get more 'reach'. Engagement rate is a metric for both sponsored posts (ads) and organic posts.
- **Reach** – This is the actual number of people to whom a social media post was served, also known as impressions. Posts that get negative engagement (are hidden, reported as spam or cause people to unlike your Page) will have a small reach.
- **Mentions** – This is the number of times an account name or handle is tagged in a social media message.

- **Trends** – This is a topic or hashtag that is popular on social media at a certain moment.
- **Inbound links** – This is the number of links from another site that links to your profile.
- **Views** – This is the number of people who viewed your Profile or Page.
- **Actions** – This is the number of actions performed on your Profile or Page. On a Facebook Page, users can get directions, click a phone number, click a website, or any other action button.
- **People** – Many platforms offer insights into the demographics of fans and followers, such as gender, country and city they're based in, interests, language, and age range. You can also discover the influence of your Twitter followers.

16.2 USING SOCIAL MEDIA INSIGHTS



Concepts

Most social media platforms provide tools that enable you to view social media insights. Social media management services also provide insights tools. Some common social media insights tools include.

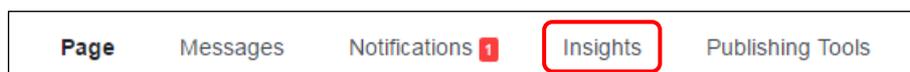
- Facebook Page Insights
- Twitter Analytics; TweetDeck
- Pinterest Analytics



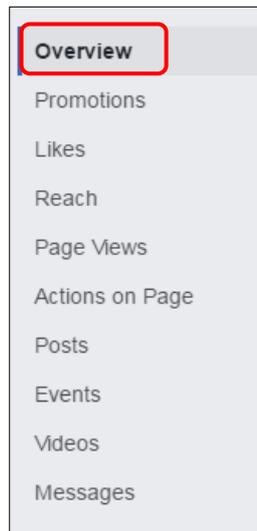
Steps

Set up an analytics report for a social media campaign and export a report as a .csv file:

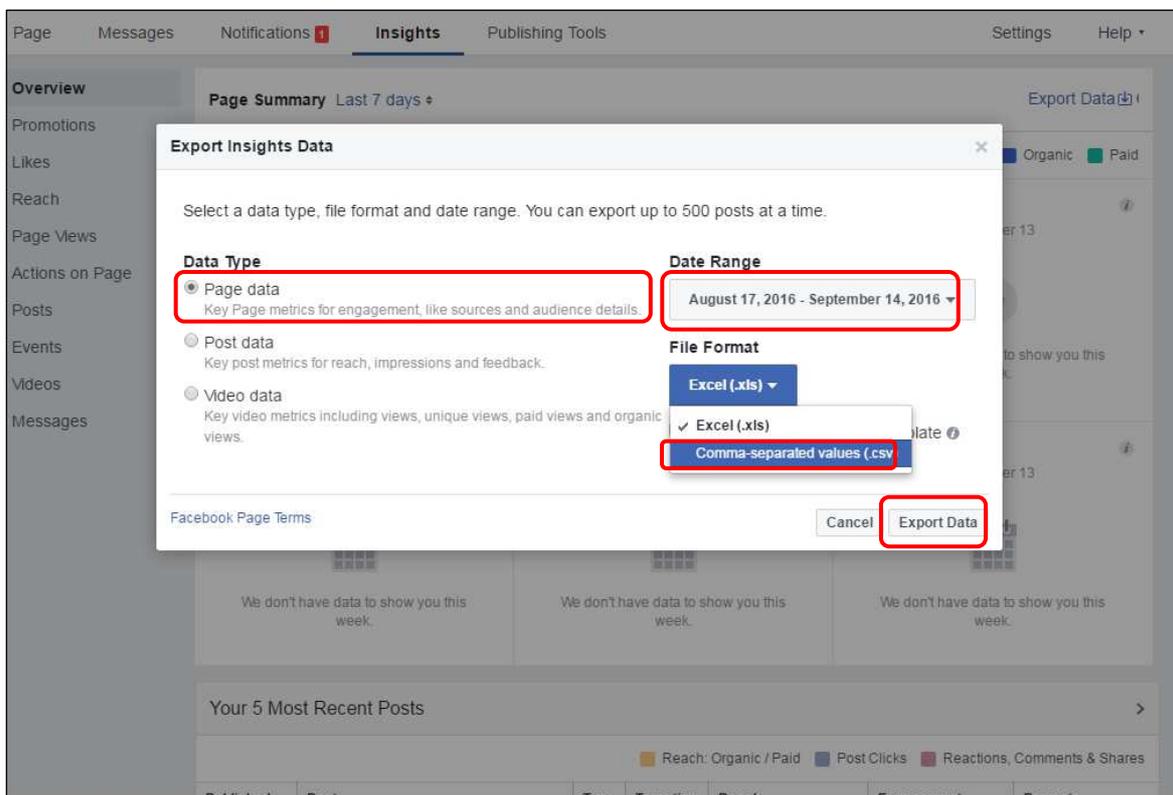
1. Log in to Facebook, navigate to your **Page** and click **Insights**.



2. To export a report, select **Overview**.



3. Click **Export Data**.
4. Set the **date range** you want for the report.
5. Set the **data type**:
 - Page data includes metrics for engagement including Daily Likes and Unlikes, and the number of people giving negative feedback.
 - Post data metrics include metrics for reach, impressions and feedback.
 - Video data metrics include metrics for different types of views.
6. Select the file format to export the report as a **Comma-separated values (.csv)**.



7. Click **Export Data**.

Schedule an analytics report e-mail in social media

Note: you are unable to schedule a report e-mail in Facebook. You can schedule a report email for social media in Google Analytics.

1. In Google Analytics, select **Email** in the relevant social report in **Acquisition**.
2. In the **Email Report** section set the **recipients**, **frequency**, and **email text**.
3. Click **Send**.

16.3 REVIEW EXERCISE

1. Which of the following is the term used to describe the process of tracking and evaluating the behaviour of visitors to a social media account?
 - a. Referrals.
 - b. Insights.
 - c. Split testing.
 - d. Bounce rate.

2. List two reasons why analysing a social media marketing campaign is important:

3. Complete the following sentences with the common social media insights terms:
 - a. _____ is a term used to describe interactions with a social media profile.
 - b. _____ is the people who see a social media post.
 - c. A _____ is when a user's handle or account name is tagged in a social media message.
 - d. _____ are topics or hashtags popular on social media at a certain moment.
 - e. _____ links are the number of links to a website from another source.

4. List two social media insights tools:

5. Export a social media insights report of your choosing as a .CSV file.

6. Schedule an e-mail report for social media in a platform of your choosing.

LESSON 17 - E-MAIL MARKETING ANALYTICS

After completing this lesson, you should be able to:

- Understand common e-mail analytics terms
- Understand split testing and its importance in measuring the success of e-mail marketing campaigns
- Set up an analytics report for an e-mail marketing campaign and export it as a .csv file
- Schedule an analytics report e-mail for an e-mail marketing campaign

17.1 E-MAIL MARKETING ANALYTICS OVERVIEW

Concepts

Why track e-mail marketing campaigns?

E-mail marketing is one of the oldest tools in digital marketing, but still one of the most effective.

The surge in mobile device usage means that your audience can pick up e-mail anywhere and anytime. In fact, around 80% of smartphones users check e-mail and Facebook within 15 minutes of waking up.

E-mail marketing is relatively cheap, but it requires time and there are costs associated with some e-mail marketing platforms. To make your efforts effective you should set campaign goals, such as generating leads or turning past customers into repeat buyers. To measure performance against these goals, all elements must be tracked.

What is e-mail analytics?

In a campaign, you must know how many e-mails were sent, who opened them, and what happened next. Analytics tracks the acquisition, behaviour and outcome of e-mail marketing efforts.

The e-mail marketing platforms track many of the key metrics, but not all of the figures are fully accurate (particularly Open Rate). You can also use reports from website analytics to track what e-mail recipients did after they clicked a link in the e-mail. Did they buy the product mentioned in the email, for example? Or did they perform another goal, such as asking for a call back? Every link in the e-mail must be tagged with campaign tracking parameters that your web analytics tool can read. Most platforms do this automatically.



E-mail marketing analytics

What are key e-mail marketing metrics?

Delivery rate

The delivery rate is the first metric to work out. It is the percentage of total e-mails that were successfully delivered to the recipients' inbox. It involves subtracting the amount of "bounces" that result from an invalid, closed, or non-existent e-mail address, from the total number sent, and calculating that as a percentage.

Delivery rate = (number of e-mails sent – number of bounces) / number of e-mails sent

Bounce rate

The bounce rate is the inverse of the delivery rate: the percentage of e-mails not delivered to an inbox. All bounced addresses should be deleted from your e-mail list.

Open rate

The open rate is the percentage of e-mails that were opened out of the total that were successfully delivered.

Open rate = number of e-mails opened / number of e-mails delivered

However, no e-mail marketing platform provider will be able to give a totally accurate open rate. They can only track on "open" if the recipient downloads the images in the e-mail (including a tiny 'tracking' image). As a default, most e-mail clients (Outlook, Gmail etc.) will not load images unless the reader clicks 'show images'. There is also no way to record open rates on text-only e-mails. This means that the actual open rate is probably higher than the percentage given, but the figure will always be unreliable.

Click rate

The click rate (or click-through rate) is the percentage of clicks a link in an e-mail receives or the percentage of e-mail recipients who clicked on one or more links in an e-mail. It is a key metric for the effectiveness and relevance of your campaign content. It is also a good indication of the quality of your e-mail recipient list.

Click rate = number of clicks / number of emails delivered

Total subscribers

The total number of people who have opted to receive e-mails from you make up your subscriber list.

Lists can be drawn from past customers who gave their e-mail address. It is good practice to ensure that at the time you collected the customer's details, they were offered the chance to opt-out of marketing correspondence. And each time you send a marketing e-mail, you must offer the opportunity to opt-out of further messages, also known as unsubscribing. There are laws and regulations around this topic, so check what they are in your jurisdiction.

You can also buy a contact list but this means that recipients did not opt-in to be contacted by your business specifically, so the response rates on these lists can be low. It is usually preferable to use confirmed, opt-in subscriber lists and not bought lists.

Unsubscribes

People who have opted to stop receiving marketing e-mails from you are unsubscribes. The number of unsubscribes can be used to calculate your subscriber retention rate, which is another strong indication of the quality of your list and marketing message.

Subscriber retention rate = (number of subscribers – bounces – unsubscribes) / number of subscribers

What is split testing in e-mail analytics?

Split testing, also known as A/B testing, is a way to test two elements of an e-mail campaign to determine which version returns the best results. Two different versions of the campaign are sent randomly to selected parts of the list.

The version with the highest click rate (or sometimes open rate) is considered the winner, and then this version is sent to the remainder of recipients on the list.

Split testing is a useful tool for determining the effectiveness of different e-mail campaign elements such as subject line, sender name, call to action, body text, hyperlinked images, or time sent.

17.2 USING E-MAIL MARKETING ANALYTICS

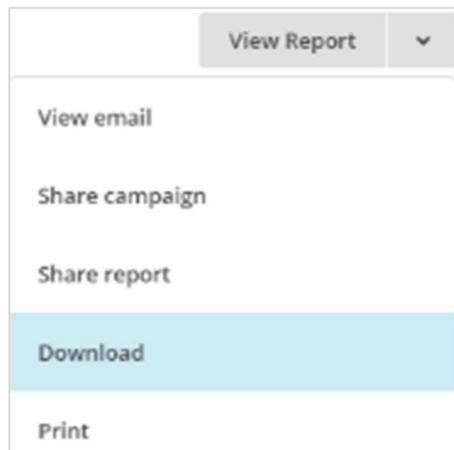
Concepts

Most e-mail marketing platforms provide tools that enable you to view analytics data.

Steps

Set up an analytics report for an email marketing campaign and export a report as a .csv file:

1. Log in to MailChimp and select **Reports**.
2. To view a report Overview for a specific campaign, click **View Report** next to the relevant campaign.
3. To export a report Overview for a specific campaign, click the **down-pointing arrow** beside **View Report**.
4. Select **Download**.



Send an e-mail marketing analytics report e-mail:

Note: You cannot schedule a report e-mail but you can share a report email.

1. Log in to MailChimp and select **Reports**.
2. Click the **down-pointing arrow** beside **View Report**.
3. Select **Share Report**.
4. Enter the recipients in the **Add viewers** field.
5. Click **Share Report**.

17.3 REVIEW EXERCISE

1. Complete the following sentences with the common e-mail analytics terms:
 - a. Recipients should have the option to _____ from an e-mail mailing list.
 - b. The _____ rate is the percentage of opened e-mail messages.
 - c. The _____ rate is the percentage of clicks a link in an e-mail receives.
 - d. The total _____ is the number of people who have opted to receive e-mails.
 - e. The _____ rate is the percentage of e-mails not delivered to an inbox.

2. Which of the following is the term used to describe the process of evaluating two options in an email marketing campaign?
 - a. Posting.
 - b. Split testing.
 - c. Insights.
 - d. Click rate.

3. Export an e-mail marketing analytics report of your choosing as a .CSV file.

4. Send an e-mail marketing analytics report e-mail to a recipient of your choosing.

LESSON 18 - ONLINE ADVERTISING ANALYTICS

After completing this lesson, you should be able to:

- Understand common online advertising analytics terms: clicks, impressions, click through rate (CTR), pay per click (PPC), cost per thousand (CPM), cost per acquisition (CPA), cost per conversion (CPC)
- Understand split testing and its importance in measuring the success of online advertising campaigns
- Set up an analytics report for an online advertising campaign and export it as a .csv file
- Schedule an analytics report e-mail for an online advertising campaign

18.1 ONLINE ADVERTISING ANALYTICS OVERVIEW

Concepts

What is online advertising analytics?

Online advertising analytics is the process of tracking and analysing the performance of online ads.



Online advertising analytics

There are many tracking options, for example you can track:

- The number of times an ad is clicked, known as **clicks**
- The number of times an ad is displayed to a user, known as **impressions**

The number of clicks an ad receives divided by the number of times the ad is shown, expressed as a percentage is known as the **Click through rate (CTR)**.

Some other common online advertising analytics terms are:

Pay per click (PPC) – The term for the Internet advertising model where an advertiser pays the website owner/publisher when an ad has been clicked. It is the common model for search engine advertising.

Cost per thousand (CPM) – The price paid to display an advertisement 1,000 times, sometimes referred to as cost per thousand impressions. CPM is the most common model for display advertising, because advertisers are paying for awareness rather than action from the viewer.

Cost per acquisition (CPA) – The price paid for acquiring a lead or customer. It is the total price paid divided by the number of acquisitions.

Cost per conversion (CPC) – The price paid for a completed action defined by the business, for example, a purchase or download. It is the total price paid divided by the number of conversions.

What is split testing in online advertising?

Split testing is a way to test two or more elements of an ad to determine which version performs best. Audiences are shown one version of the ad at random, and do not know they are part of an experiment.

The tester must wait for a significant difference to emerge in behaviour (such as CTR or conversion) before deciding which version wins, or to create another iteration.

You can test elements including the title, headline, text, call to action, or images used.

18.2 USING ONLINE ADVERTISING ANALYTICS

Concepts

Most online advertising platforms provide tools that enable you to view analytics.

Steps

Set up an analytics report for an advertising campaign and export a report as a .csv file:

1. Log in to **Google AdWords** and click the **Campaigns** tab.
2. Navigate to the tab containing the relevant statistics table.
3. Set the **date range**, **columns**, **filters**, and **segments**.
4. To export a report, click the download icon.
5. Select **.csv** in the Format drop-down list
6. Click **Download**.

Schedule an online advertising analytics report e-mail:

1. In Google AdWords, click **Email and schedule report** in the relevant report.
2. Set the **recipients** and **frequency**.
3. Click **Download**.

18.3 REVIEW EXERCISE

1. Complete the following sentences with common online advertising analytics terms:
 - a. _____ is an advertising model where the advertiser pays when their ad has been clicked.
 - b. _____ is the price paid to display an advertisement 1,000 times.
 - c. _____ is the price paid for acquiring a lead or customer.
 - d. _____ is the price paid for a completed action defined by the business.
 - e. _____ is the number of times an ad is clicked.
 - f. _____ is the number of times an ad is displayed to a user.
 - g. _____ is the number of clicks an ad receives divided by the number of times the ad is shown, expressed as a percentage.

2. Which of the following can be tested if you are split-testing an online advertising campaign?
 - a. Subject.
 - b. Images.
 - c. Sender.
 - d. Call to action.

3. Export an online advertising analytics report of your choosing as a .CSV file.

4. Schedule an online advertising analytics report e-mail to a recipient of your choosing.

ICDL Syllabus

Ref	ICDL Task Item	Location	Ref	ICDL Task Item	Location
1.1.1	Understand the term Digital Marketing.	<i>1.1 Digital Marketing Overview</i>	1.2.1	Understand the main elements of a digital marketing strategy like: alignment to business goals and marketing objectives, identification of target audience, analysis of competitors, selection of appropriate platforms, planning and creation of content, allocation of budgets, reporting.	<i>2.1 Digital Marketing Strategy Considerations</i>
1.1.2	Define different elements of digital marketing like: content marketing, social media marketing, e-mail marketing, mobile marketing, affiliate marketing, search engine marketing (SEM), search engine optimisation (SEO), display advertising, analytics.	<i>1.2 Digital Marketing Techniques</i>	1.2.2	Recognise the need for a consistent online presence in line with corporate identity and design.	<i>2.2 Design Considerations</i>
1.1.3	Identify typical goals when using digital marketing like: increased brand awareness, lead generation, sales generation, informing customers, improved customer service, direct customer engagement, generating traffic.	<i>1.3 Digital Marketing Goals</i>	1.2.3	Recognise types of content used to drive traffic and enhance engagement like: infographics, meme, videos, guides, product reviews, testimonials, lists, whitepapers.	<i>2.3 Content Marketing</i>
1.1.4	Understand the advantages of digital marketing like: more cost effective, easier to track and measure progress, larger demographic reach, higher engagement compared to traditional marketing, catering to mobile customers.	<i>1.4 Digital Marketing Advantages</i>	1.2.4	Understand the importance of having policies and access controls in place for staff using company digital marketing accounts.	<i>2.4 Policies and Access Controls</i>
1.1.5	Understand the limitations of digital marketing like: lack of face-to-face interaction, can be obtrusive, time commitment to manage it professionally, may not be suitable for your product.	<i>1.5 Digital Marketing Limitations</i>	2.1.1	Understand possible web presence solutions like: business directory, social media, information website, blog, e-commerce website, mobile site, web application, mobile application.	<i>3.1 Web Presence Solutions</i>
1.1.6	Recognise the main legal and regulatory obligations when digital marketing in your country.	<i>1.6 Legal and Regulatory Obligations</i>	2.1.2	Outline the typical steps to create a web presence like: register an appropriate website address, register with a website hosting service, design and build your site, promote your site.	<i>3.2 Creating a Web Presence</i>
			2.1.3	Understand the term content management system (CMS).	<i>3.3 Content Management Systems</i>

Ref	ICDL Task Item	Location	Ref	ICDL Task Item	Location
2.2.1	Understand the main parts of a website like: homepage, company and contact information, news, services/product description, search, e-commerce facility, sitemap.	4.1 Website Structure	3.1.2	Understand common social media marketing campaign elements like: choosing appropriate platforms for target audience, planning and creating suitable content, tracking campaign, evaluating campaign performance.	6.2 Social Media Marketing Campaigns
2.2.2	Understand website design terms like: user interface (UI), user experience (UX), responsive design, accessibility, performance optimisation, browser compatibility.	4.2 Website Design	3.2.1	Understand the term social media profile. Distinguish between the different types of profiles like: personal, business, groups, event.	7.1 Social Media Profile Types
2.2.3	Recognise good practice in creating website content like: audience focused, clear and concise, use of keywords, consistent branding, quality images and videos, regularly updated.	4.3 Website Content	3.2.2	Create, edit social media business profile information like: biography, images, URL, contact details, category.	7.2 Creating a Social Media Business Profile 7.3 Editing a Social Media Business Profile
2.2.4	Recognise various methods for promoting a website like: social media, online advertising, inbound links, e-mail marketing, submitting your website to a directory/search engines, e-mail signature, physical marketing materials.	4.4 Website Promotion	3.2.3	Understand social media actions like: post, comment, share, like, tag, hashtag.	8.1 Social Media Actions
2.3.1	Understand the term search engine optimisation (SEO).	5.1 Search Engine Optimisation Overview	3.2.4	Create, edit, delete a post on a social media profile like: news, event, poll, offer.	8.2 Creating and Updating Posts
2.3.2	Understand the term keyword. Create a list of keywords which can be used when optimising content for a website, social media platform.	5.2 Keywords for SEO	4.1.1	Understand the term social media management service and identify some common social media management services.	9.1 Social Media Management Services
2.3.3	Understand the terms page title, URL, description tag, meta tag, headings, alternative text and their importance for SEO.	5.2 Keywords for SEO	4.1.2	Understand the term scheduled post. Schedule a post.	9.2 Scheduled Posts
3.1.1	Understand the term social media platform and identify the main uses of some common platforms.	6.1 Social Media Platforms	4.2.1	Understand the term influencers. Recognise the importance of connecting with them.	10.1 Influencers, Reviews and Referrals
			4.2.2	Understand the term targeted audience. Recognise the importance of optimising your content to suit them.	10.2 Targeted Audience
			4.2.3	Understand the term video marketing. Recognise its importance in online promotional campaigns.	10.3 Engaging Content

Ref	ICDL Task Item	Location	Ref	ICDL Task Item	Location
4.2.4	Understand the terms review, referral. Recognise their importance in promoting your business through social media.	<i>10.1 Influencers, Reviews and Referrals</i>	5.1.3	Understand different types of online advertisement like: floating, pop-up, video, image, banner, text.	<i>12.4 Types of Online Advertisement</i>
4.2.5	Understand the term URL shortener. Use a URL shortener to track links.	<i>9.3 URL Shorteners</i>	5.1.4	Understand the term sponsored post. Recognise its importance in increasing interaction and engagement on social media.	<i>12.5 Social Media Advertising</i>
4.2.6	Understand the term viral. Recognise its importance in a promotional campaign and elements that may contribute to success like: humour, originality, resonance with audience, generating a discussion.	<i>10.3 Engaging Content</i>	5.2.1	Identify some common examples of e-mail marketing platforms.	<i>13.1 E-mail Marketing Platforms</i>
4.2.7	Recognise good practice in creating engaging social media content like: post regularly, post relevant content, research relevant blogs and companies, post competitions, use images and videos.	<i>10.3 Engaging Content</i>	5.2.2	Create an account in an e-mail marketing application.	<i>13.2 Creating an E-mail Marketing Account</i>
4.3.1	Outline good practice in social media marketing like: timely and appropriate response to comments/complaints, take certain enquiries offline.	<i>11.1 Comments and Notifications</i>	5.2.3	Create, edit, delete a contact list in an e-mail marketing application.	<i>13.3 Creating and Managing Contact Lists</i>
4.3.2	Set up notifications on a social media profile to alert when the profile has been mentioned or a comment has been added to the profile.	<i>11.1 Comments and Notifications</i>	5.2.4	Create a campaign, select a template in an e-mail marketing application.	<i>13.4 Creating and Managing E-mail Campaigns</i>
4.3.3	Understand the term call to action and identify common examples like: get a quote, sign up, buy now, download app. Recognise its importance in generating leads through social media platforms.	<i>11.2 Calls to Action</i>	5.2.5	Send, schedule an email in an e-mail marketing application.	<i>13.4 Creating and Managing E-mail Campaigns</i>
5.1.1	Identify some common examples of search engine marketing (SEM) platforms.	<i>12.2 Search Engine Marketing Platforms</i>	5.2.6	Understand the terms opt-in, opt-out.	<i>13.3 Creating and Managing Contact Lists</i>
5.1.2	Identify some common examples of online advertising platforms.	<i>12.3 Online Advertising Platforms</i>	5.3.1	Outline some reasons to use mobile marketing like: access to more customers, targeting customers based on location.	<i>14.1 Mobile Marketing Overview</i>
			5.3.2	Understand the term mobile application. Understand how mobile applications can be used like: promoting a business/service, offering services, generating sales.	<i>14.2 Mobile Applications</i>
			5.3.3	Outline some considerations for a mobile marketing campaign like: creating a mobile-friendly website, tailoring keywords for mobile, tailor your ads for mobile.	<i>14.3 Mobile Marketing Considerations</i>

Ref	ICDL Task Item	Location	Ref	ICDL Task Item	Location
5.3.4	Understand options for mobile advertising like: video ads, search ads, display ads, social media ads, application ads.	14.4 Mobile Advertising	6.2.2	Understand common analytics terms like: unique visitors, impressions, clicks, bounce rate, conversion rate, click through rate (CTR), tracking code, referrals.	15.2 Website Analytics Overview 15.3 Using Website Analytics 18.1 Online Advertising Analytics Overview
6.1.1	Understand the term analytics. Recognise the importance of analysing performance of a digital marketing campaign.	15.1 Analytics Overview 15.2 Website Analytics Overview	6.2.3	Identify some common website analytics tools.	15.3 Using Website Analytics
6.1.2	Create an account in an analytics tool.	15.3 Using Website Analytics	6.3.1	Understand the term social media insights. Recognise the importance of analysing the influence of your marketing activities on social media platforms.	16.1 Social Media Insights Overview
6.1.3	Set up an analytics report for a campaign: website, social media, e-mail marketing, advertising. Export a report as a .csv file.	15.3 Using Website Analytics 16.2 Using Social Media Insights 17.2 Using E-mail Marketing Analytics 18.2 Using Online Advertising Analytics	6.3.2	Understand social media insights terms like: engagement, reach, mentions, trends, inbound links.	16.1 Social Media Insights Overview
6.1.4	Schedule an analytics report e-mail: website, social media, e-mail marketing, advertising.	15.3 Using Website Analytics 16.2 Using Social Media Insights 17.2 Using E-mail Marketing Analytics 18.2 Using Online Advertising Analytics	6.3.3	Identify some common social media insights tools.	16.2 Using Social Media Insights
6.1.5	Understand the term split testing. Recognise its importance in measuring the success of campaigns like: e-mail marketing, online advertising.	17.1 E-mail Marketing Analytics Overview 18.1 Online Advertising Analytics Overview	6.4.1	Understand common e-mail analytics terms like: open rate, click rate, bounce rate, unsubscribe, total subscribers.	17.1 E-mail Marketing Analytics Overview
6.2.1	Understand the term web traffic and the importance of attracting quality web traffic.	15.2 Website Analytics Overview	6.4.2	Understand common online advertising analytics terms like: pay per click (PPC), cost per thousand (CPM), cost per acquisition (CPA) and cost per conversion (CPC).	18.1 Online Advertising Analytics Overview

Congratulations! You have reached the end of the ICDL Digital Marketing book.

You have learned about the key skills relating to key digital marketing activities, including:

- Understanding key concepts of digital marketing, including advantages, limitations and planning.
- Understanding various web presence options and how to select appropriate keywords for search engine optimisation.
- Recognising different social media platforms, and setting up and using common platforms.
- Understanding how effective social media management assists in promotion and lead generation.
- Using a social media management service to schedule posts and set up notifications.
- Understanding various options for online marketing and advertising, including search engine, e-mail and mobile marketing.
- Understanding and using analytics services to monitor and improve campaigns.

Having reached this stage of your learning, you should now be ready to undertake ICDL certification testing. For further information on taking this test, please contact your ICDL test centre.

