

E-Team Creative

Like

Ultimate Guide
to Social Media
Marketing

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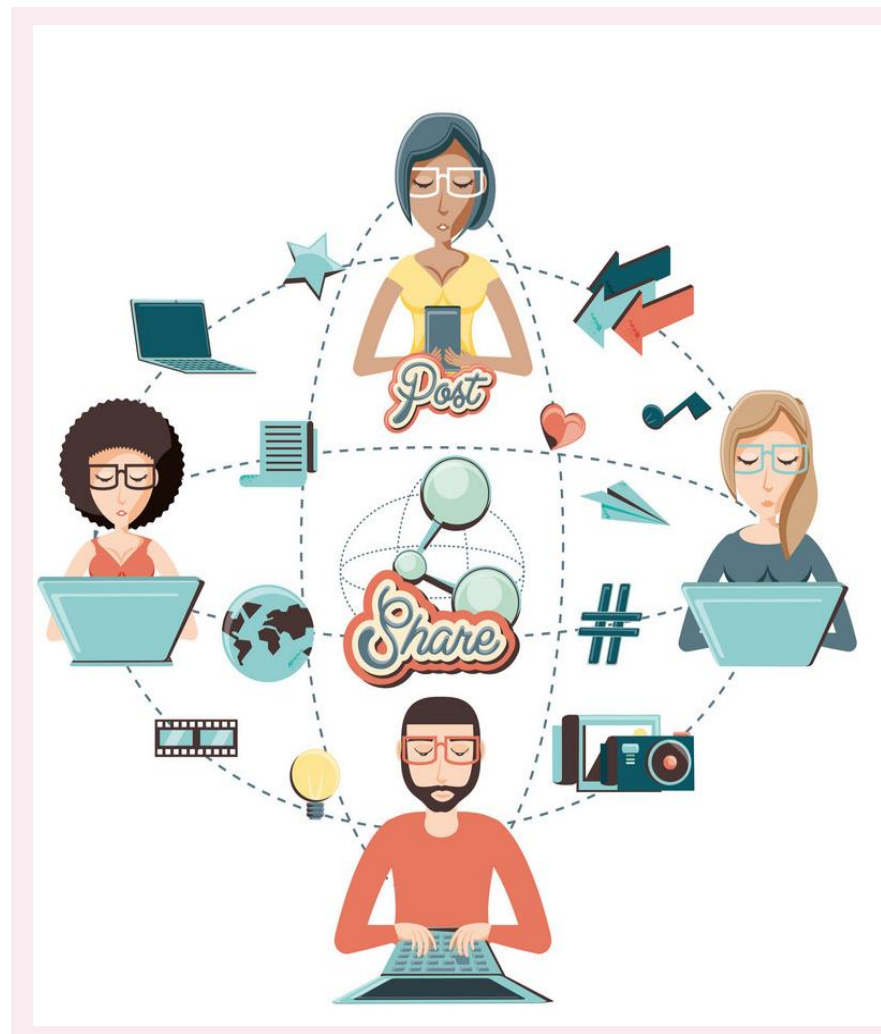
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Introduction



Welcome! This is an online E-Book project created and written by a Social Media Strategy Class at Western Technical College located in La Crosse, Wisconsin. The students in this class are in the Digital Media Production, Marketing Management, and Digital Marketing programs.

This E-Book will educate you on current and rising online platforms. It will teach you ways to use social media as a tool for business marketing, how to interpret analytics, and maximize results based on engagements.

Enjoy!

About the Authors



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Facebook

By Lydia King and Carissa Hass

What is Facebook?

Facebook is a social media platform designed for sharing photos, videos, gifs, and more. The app has become the most popular social media platform in the world with over 2 billion active users monthly ([Hootsite](#)).

If a business is looking to expand their horizons into social media, Facebook is a great place to do so. Any business can greatly improve their success and awareness when they use Facebook correctly. Not only can they monitor their demographics, but they are able to target them as well. A business should always be posting content that appeals to their target market, which can be found by using Facebook insights. Facebook is a great tool to not only expand a business, but the market as well.

Business vs. Personal Use

Business Account:

- Professional use
- View insights
- Promotes products & services
- Marketing campaigns
- Brand awareness

Personal Account:

- Personal photos
- Family photos
- Opinions
- Thoughts
- Experiences



Components to a Successful Business Account ([Hootsuite](#))

Profile Should Include:

Name, link to website/other social media, a profile photo, contact button, description, location, hours

Content Should Include:

A pinned post, interactive posts, target specific content

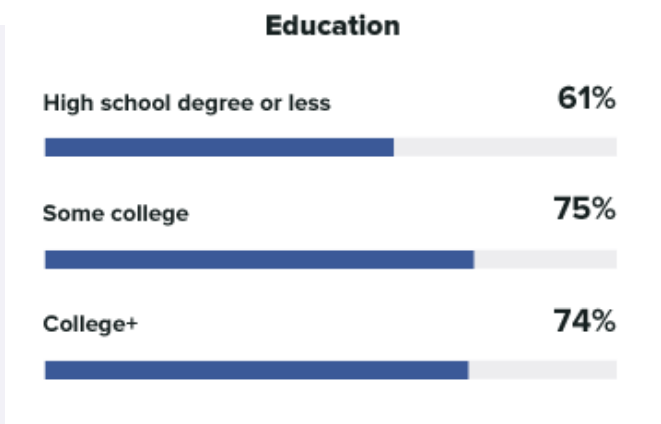
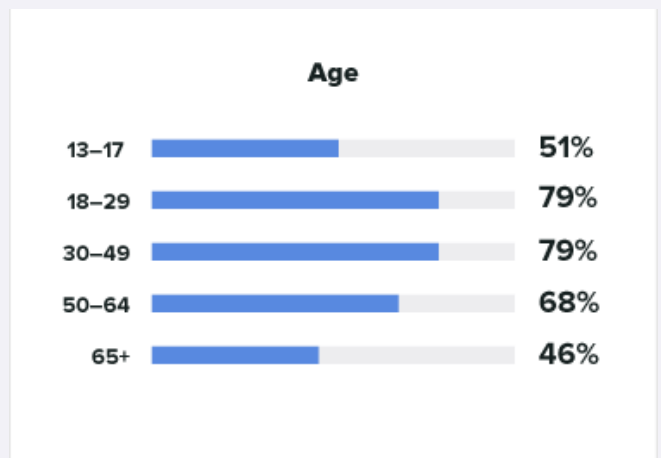
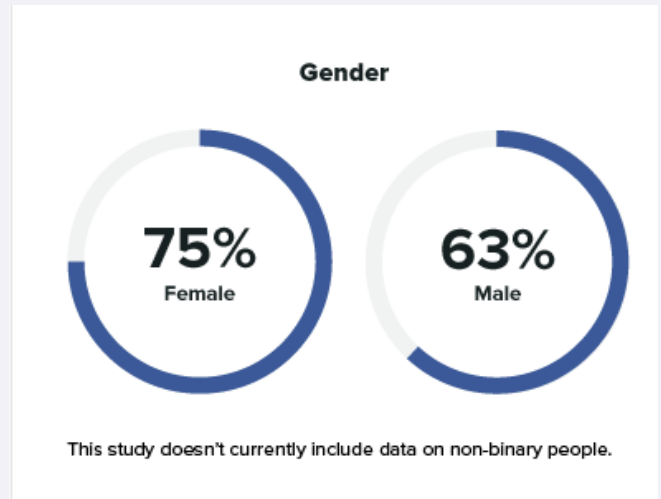
Who Uses Facebook

Audience (Omnnicoreagency)

- There are 2.7 billion Facebook users as of October 2020
- 19.3% are female and 13.9% are male between the ages of 25-34 years old
- 23.8% of Facebook's active users are between the ages of 18-24
- 82% of Facebook's users are college graduates

According to Fossbytes the following are reasons why people use Facebook:

- To remember birthdays
- To read the news
- Entertainment
- To promote their work
- To post about their everyday life
- To support social causes
- To stay connected with friends and family
- To strive on giving their input on something through comments.



Facebook For Business

Content Types and Best Strategy Practices

- Establish a voice
- Be authentic
- Post multiple times a week
- Diversify your content
- Post at popular usage times, according to your insights
- Use pinned posts to your advantage
- Ask followers questions in posts
- Go live to create a personal experience for followers
- Conduct contests/promotions
- Provide discounts/coupons through posts
- Using hashtags generate 60% more interaction when used, and will increase the chance of people clicking on your post when searching through a specific hashtag page that you used



Facebook Marketing

When thinking about marketing on Facebook the first step is to set goals. After setting goals, a business must establish who exactly they are marketing to. Knowing the audience allows businesses to find an effective strategy that connects the most with them. Once the audience is well known and how they react to the content posted, businesses have the opportunity to expand further with interaction such as going live on Facebook. This marketing strategy was proven to be the most effective way to reach current and possible audiences.



In 2018, according to the Average Marketer, the following was found to be the top marketing goals on Facebook ([Sproutsocial](#)):

- 34% wanted to increase brand awareness
- 21% wanted to increase community engagement
- 11% wanted to increase sales and lead generation

Listed below are the most common marketing strategies available to marketers on Facebook ([Yodiz](#)):

- Cause marketing
- Relationship marketing
- Undercover marketing
- Word of mouth
- Internet marketing
- Transactional marketing
- Diversity marketing

Facebook Analytics & Insights

What is included on an insights page (Hootsuite)?

Actions on Page: The total clicks on contact information or call-to-action button

Page views: Total views of your page

Page Previews: The number of times someone previewed your page

Page Likes: The number of new likes

Post reach: The number of people who saw your posts on their timeline

Story reach: The number of people who saw your stories

Recommendations: The number of people who recommended your page to others

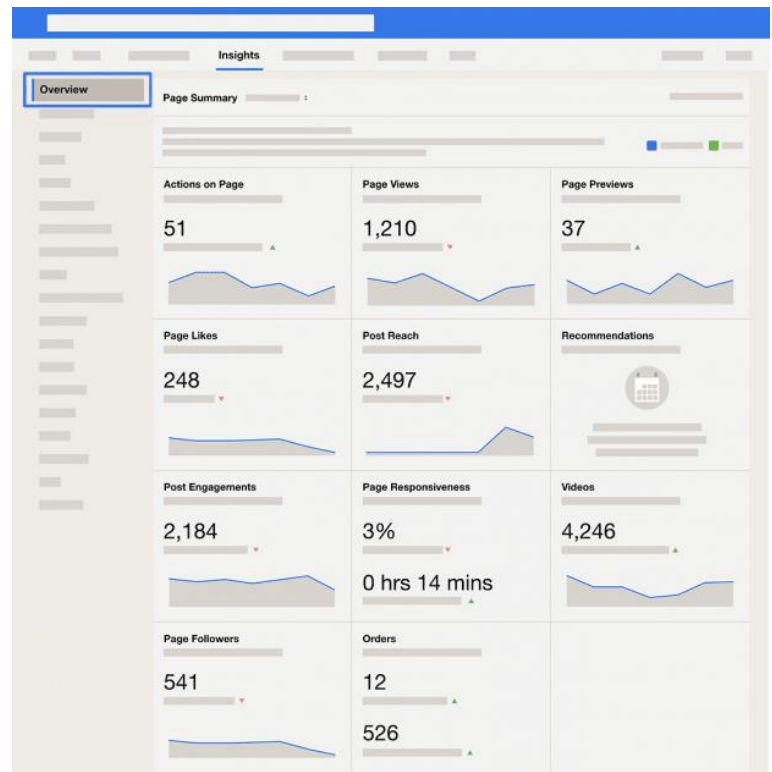
Post engagement: A collective total of likes, comments, shares, or other engagements

Responsiveness: An estimate of how often or how fast the business responds to messages

Videos: The number of views for at least three seconds

Page followers: The number of new followers

Orders: Your orders and income



Example of a Facebook insights page.

What is most important for a business to track using their Facebook insights:

- Reach and engagement
- Actions
- People
- Views
- Posts

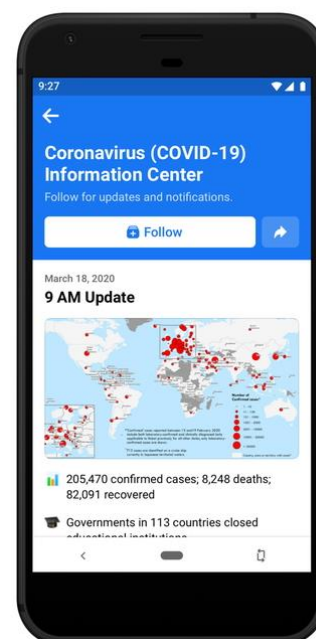
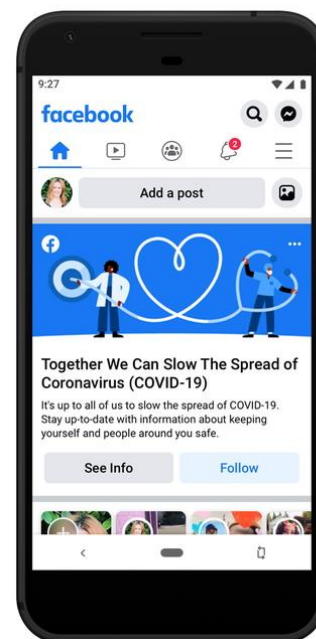
Adaptations for Changing Environment and Social Situations

While times are changing and businesses must be ready for difficult situations, Facebook adapted into a place for people to stay connected even more ([Facebook](#))

- Facebook removed content that was false or harmful by incorporating fact-checkers
- Supported small businesses by introducing a ‘Shop’ that allowed businesses to sell their products online
- Donated \$25 million to healthcare workers
- Matched \$20 million in donations for Covid-19 relief support

Raising awareness for a Facebook business page:

- Invite people you know (friends, family, coworkers, acquaintances)
- Follow other companies and influencers who like the page
- Email or reach out to previous customers who liked the page
- Reach out to local businesses for sponsorship





By Xiomarallely Perez and Rachael Woodward

Overview

Instagram is an American photo and video sharing social networking service owned by Facebook. It was created by Kevin Systrom and Mike Krieger. The app was launched into iOS in October 2010.

As of October 2020, 33.1 percent of global Instagram audiences were aged between 25 and 34 years. In total, over two thirds of total Instagram audiences were aged between 34 years and younger.

A business may want to use Instagram to help put a face to the brand, boost sales, stay up to date with consumer trends, or even get feedback & collect data.



Instagram Introduction

Instagram is considered one of the best social media for engagement, It's easy to use and it also has a look that younger generations crave more than other social media. Its sole purpose is to have users share pictures and videos with their audience.

Business Accounts can and are used in the same way. They're created the same way but the one difference when creating your account is when you go to settings you switch to "Business Account."

In doing so you're opening your Instagram up to bigger insights. You can get real time metrics on how your posts and stories are doing engagement wise and even check your promoted posts as well. It's a quick and easy way to get followers insights on your posts.

Even with a Business account or personal account you're going to always want to produce good content. That means having good quality of your pictures and videos. Also using geotags when it comes to showing off your product if it's being used in different locations.

You don't always have to have a business to make your account a business profile.

Sometimes it's fun to see what type of posts get you more interactions. Maybe in doing so you'll find your personal brand.

Who uses it..?

Instagram is made for anyone to use. According to Hootsuite it is most popular with younger users ranging from 18 to 29 years old. Users love the app because it's basically always going to be mobile ready. And the fact that it's basically an image-based app it makes it more popular.

Being only image-based it makes it easier for companies and small businesses to showcase what they're selling. And its business friendly as well allowing them to add links within the app so people can purchase their products.

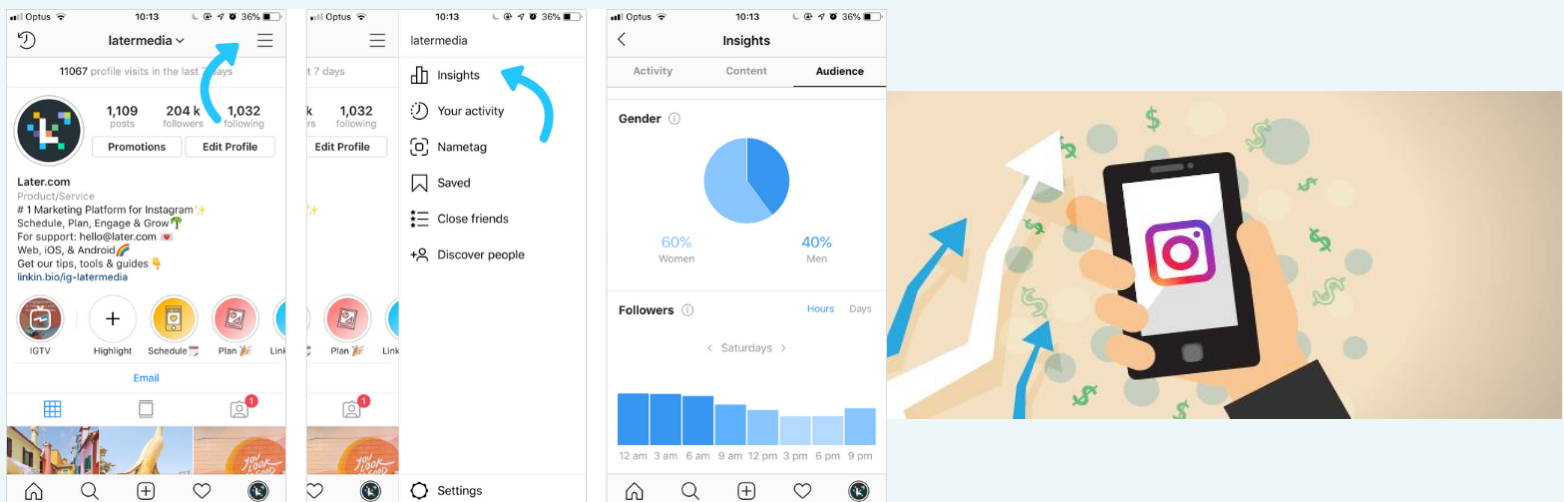


Business Uses

A business can and does use Instagram by marketing their products. They do this by using advertising and promotion methods. 90% of Instagram users follow at least one business and 83% of Instagram users say that using Instagram has helped them find new products and new services that they enjoy.

A way that they do that is by tracking insights. You want to figure out what audience to target. You want to determine who already buys products from you. According to [Neil Patel](#) you also want to be smart with the tools that are provided for you. By analyzing your results using KPI and metrics. These are measurable values that shows the progress of a company's business goals.

All businesses should make sure that they keep the photo-based outline and make sure that you have intriguing captions. Even post some temporary stories to be interactive with your followers. And making sure you know when the best effective times for posting are for your business. Always take what you learn from your customers and use it because they're the reason you're still in business.



Try Instagram now

Reviews

"Instagram - Fastest growing social network"

"The best social network to promote products and services"

"Great Platform For Social Media Marketing"

"Great Platform to Host your Designs"

"Instagram great platform for work and for a large audience"

"One of the best Social Networking App for personal use ,as well as business use."

"Digital Marketing Made Easy"

"Best social media to communicate or explore a brand/services."

[Instagram.com](https://www.instagram.com)





**A Beginner's Guide:
How Twitter can help your business**

By Jess Johnson

The screenshot shows a Twitter profile for 'Western Technical College Athletics' (@WTC_Athletics). The profile picture features a collage of athletes and the college's logo. The bio states: 'Official Twitter Page for @WesternTC Athletics | @NJCAA DIII members of NJCAA Region XIII and the @MCACSports'. Location is 'La Crosse, WI' and the website is 'westerntc.edu/athletics'. It shows 4 following and 7 followers. The right sidebar includes 'You might like' with profiles for Gershowitz Confer... (@_GC2020), Blake Cochran (@cochran_coach), and Dylan Cooper (@DylanCooper58). Below that is 'What's happening' with a tweet about Trump's campaign suing to block Biden's victory in Pennsylvania.

Introduction

Twitter was first introduced to the world on March 21, 2006 as a microblogging and social networking site. It has grown to be the fifth most popular social media site with 145 million active daily users sending 500 million tweets a day.

In this chapter we will discuss the keys to building a successful Twitter marketing plan and focus on the following area:

- **Who uses Twitter?** Identify your audience. Learn what they want to see and how they want to see it.
- **What makes a business successful on Twitter?** How to build an account that is relevant and interesting to your audience on Twitter.
- **How can you prove you are using Twitter correctly?** Learn how analytics can help you determine not just how well your campaign is reaching your audience but how to fine tune and focus your strategy to not only keep your existing followers but build your customer base at the same time.



Twitter

Who Uses Twitter?

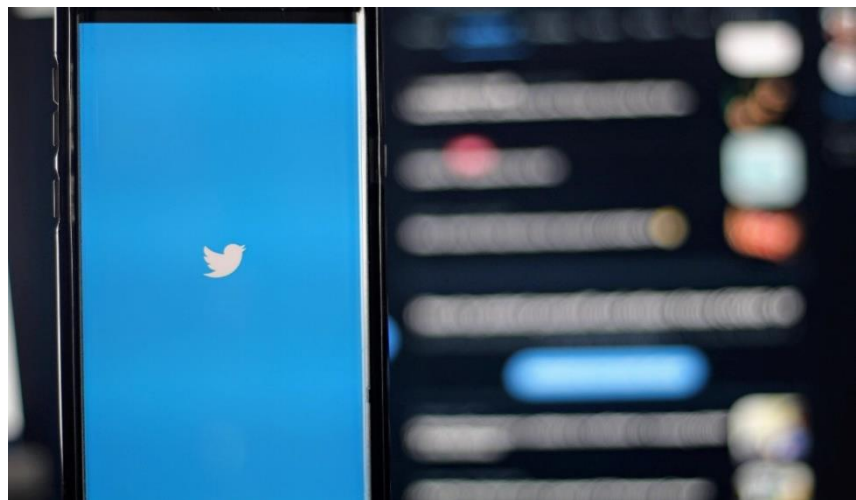
By the Numbers

According to [Oberlo](#), a web site that works with marketers to provide advice and drop shipping capabilities to online retailers and wholesalers,

- 63% of Twitter Users are between the ages of 35 and 65.
- 66% of all Twitter users are male.
- The average Twitter user is on the site for 3.39 minutes.
- 75% of B2B businesses market products and services on Twitter.
- 40% of Twitter users made a purchase after seeing the product on Twitter
- It's estimated that over 20% of all internet users in America log on to twitter at least once a month.
- In Q1 2019 the Twitter app was downloaded 11.7 million times.

Another source, [Websitehostingrating.com](#) reports that there are 1.3 billion Twitter accounts of which 330 million are active on a monthly basis. 23% of all internet users are on Twitter in one way, shape or form.

Twitter's add revenue for the fourth quarter of 2019 was \$1.01 billion proves the platform is relevant to advertisers and has been successful in converting ad dollars to revenue for the businesses using Twitter to sell their products.



Getting to Know Twitter

According to [The Balance Small Business](#) website, using Twitter gives businesses a cost-effective method to engage with their consumer base and access audiences around the world. Twitter is a brand builder that gives small businesses a chance to immediately respond to customers instead of continuously jamming ads onto a social media feed.

Followers on Twitter can “retweet” a post, acting as a co-cost brand ambassador, giving your content a second or third push to new audiences as their followers may not currently be followers of your brand, but they trust the people they follow and will take their sharing of a post as an endorsement of your product or service, making Twitter a real marketing multiplier and helping your social media dollars go much further.

You can also use Twitter to monitor your competition and react quickly to their moves in the market or to address any news that may arise about your industry.



Twitter for Business

Twitter marketing has proved to be a great tool especially for small businesses looking to target local customers. If leveraged strategically, Twitter can help you engage with your customers, increase your reach, grow your brand, and generate qualified leads.

First Things First

The very first thing you're going to need is an account. The setup procedures are very intuitive, and the site will lead you through the basics very smoothly, but it definitely helps if you have your information ready when you sit down.

According to [Social Pilot](#), one of the first things you need to know is if there already is an account out there for your business. You can quickly search the site for any accounts that have names that apply to your business. First of course, search for your specific business' name, and then for others that apply to your company's products.

If you find any about your business, that do or should belong to you and you don't have logon information for them, you'll have to use the tools and procedures Twitter has for recovering an account.

Any account you discover that belongs to your company will need to be updated to make sure it's accurate and timely and it conforms with your company's ethics and image.

If you don't find any accounts for your business, then you can get started building a presence on the social media service. It is best to be as thorough as you can, but you can build your profile over time.

Choosing your voice, or the voice of your account, will determine a lot about how your business is perceived by the Twitter users you reach. You'll need to decide if you're going to have a serious, informative account or if it would be better for your Twitter handle to seem humorous and irreverent.

Making the Most of your Twitter Time

Every account on Twitter should be thought of as being unique. What works for one user may not work for your company with the audience you're trying to reach. You'll need to know your audience. Who are you looking to reach? When are they on Twitter? What kinds of posts does your target audience respond to most?

You can learn a lot from Twitter's analytics. You can see which of your tweets or responses

Look at the competition. See what they're doing and what is working for them. There's no law saying you can't emulate what is working for someone else. There's no reason to reinvent the wheel. Use your own words and shape your own messages, but the techniques and tools others have spent months honing should be used with appreciation and should be seen as "imitation is the sincerest form of flattery."



Marketing with Twitter

Advertising and More

According to [Sprout Social](#), Twitter is an excellent tool for executing a coordinated marketing strategy where all the elements of your company's marketing and sales departments work together to announce sales initiatives and emphasize the immediacy and instant feedback you can have with Twitter can be the difference between success and failure. Use the tools available on the platform to be successful. Tweets with hashtags get almost twice as many engagement than Tweets without hashtags. Now, while hashtags are good, it doesn't mean you should put dozens of them in your tweets. Only use the tags that are relevant to your subject or identity.

Hashtags are a great way to expose your brand to new audiences who may be interested in what you have to say. Some brands create hashtags for a specific campaign and use that hashtag to label individual Tweets or encourage their audience to share Tweets with that hashtag.

Sprout Social also noted that using paid ads on Twitter lets you reach your audience faster than waiting for organic reach. Promoted Tweets can expand your reach quickly as they are targeted to criteria that you define to identify your key demographic.

Promoted ads allow people to discover your profile, even if they don't follow your brand or hashtags. Promoted Tweets show up in timelines of those who share your company's interests. Twitter charges a monthly fee each month you want to promote the Tweet. Promoted tweets can still be replied to or retweeted, just like organic content. The only real difference is promoted Tweets are marked so that users know right away it's a paid ad.

Twitter Analytics

As mentioned earlier in the chapter Twitter Analytics gives you a powerful tool that will show you how your strategy is working, which of your posts or ads has had the greatest reach, what days and times were the most successful for your campaign and how effective your promoted content has been.

Twitter Business lists 7 Useful Insights You Can Learn from Twitter Analytics, they are Impressions, Engagements and Engagement rates, Top Tweets, Follower Growth, Profile Visits, Mentions, and Video Content Performance.

Impressions are how many times your content is displayed on a feed regardless of it being interacted with by the user. It was there on their screen.

Engagements are the likes, shares and comments your post receives. It doesn't relate directly to sales but does show which of the posts garnered the most attention.

Top Tweets are the most relevant to someone's search, so you'll see how often your tweets were part of the user's searches.

Follower Growth is how many new followers you have gained over the past 30 days.

Profile Visits is how many times someone has gone to your profile. It may not relate directly to new followers as it could just be looky-loos wanting to learn more about your account.



Twitter Analytics (cont.)

Mentions are when someone tweets and uses your username in their post. If someone uses your username in a post of any kind, good, bad or indifferent, it will be noted here and you will be able to look up the tweet and respond accordingly.

Video Content Performance on Twitter will let you know how many people saw your video and it will also let you know how many people watched your video all the way through.

Each of these taken individually can tell you how parts of your campaign are performing but when analyzed together they can let you know how to fine tune your marketing program, so you reach the greatest number of people interested in your products or services.



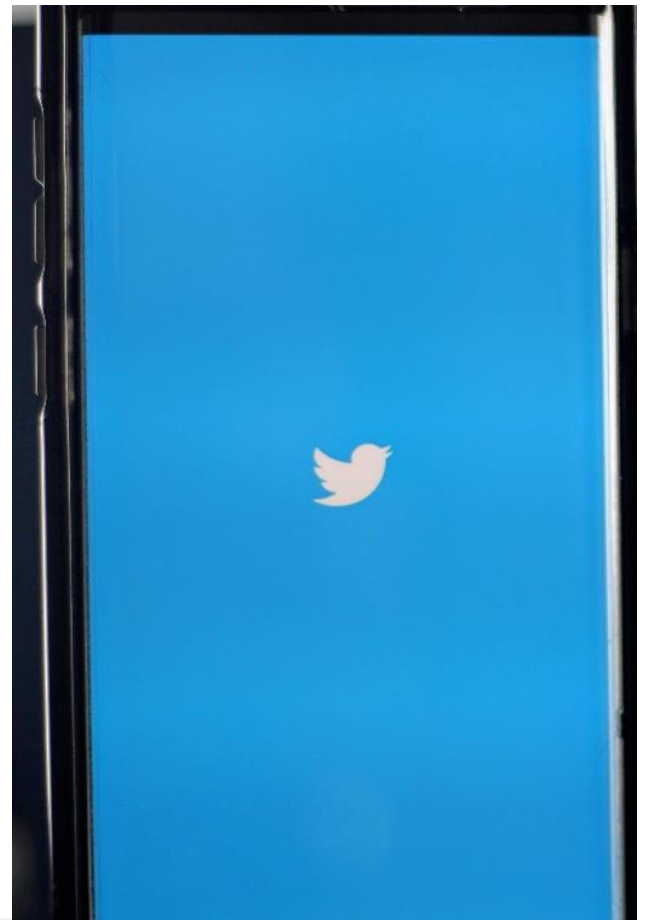
Twitter in the Apocalypse

How Twitter can adapt in times of crisis.

When you think of crisis communications social media probably isn't one of the first outlets you think of, but during several natural disasters Twitter was able to keep people in touch with each other because its low bandwidth requirements allow it to operate in less-than-optimal conditions. Twitter's immediacy also allows it to be updated quickly and responded to just as fast.

During the Corona Virus pandemic Twitter has been used to pass information about the pandemic and for a time had been criticized for allowing misleading and inaccurate information to be posted by people because of their position in the federal government. Twitter was among the first to begin flagging posts that were misleading as having inaccurate information.

Twitter is also used as an organizing platform for groups who want to bring attention to social injustices, political issues and really any other issue that a group of like-minded individuals can be rallied around. The broad reach and instant communication makes Twitter very useful in critical situations.





LinkedIn

By Kyle Livingston and Duncan Day

Business Vs. Personal Accounts

Business Account

According to LinkedIn's marketing solutions blog, business account on LinkedIn are referred to as organization accounts. These accounts are separate from a business owners' personal profile because represent a business rather than a person. An example of an organization account would be a business, school, non- profit organization, or an institution.

Personal Account

Personal accounts, referred to as member accounts, is an account that represents a person. They are used as a representation of a personal brand where viewers can learn about the experience and networking connections as well as view content that the profile owner shares.



Why Should Businesses Use LinkedIn?

Businesses can benefit greatly from a LinkedIn account. According to Rawson Internet Marketing, along with many other benefits, LinkedIn allows businesses to:

- Share content about their business.
- Showcase new products or services.
- Convey their company's mission and values.
- Hire employees
- Monitor competition.
- Improve SEO.

With plenty of other ways to gain from the platform, it is apparent that LinkedIn is a great way for businesses to grow.

How to Create an Effective Profile

In order to maximize the effectiveness of LinkedIn for a business, it must be optimized correctly. After creating a page there are many ways to improve a page.

The most Important part is to add detail. According to Hootsuite, some details you can add include:

- A detailed description
- Your location
- Hashtags
- A cover photo
- A custom button for a CTA

Other aspects that can increase the effectiveness of your page is Adding other buttons, sharing your page, and creating a marketing strategy.

In summary, after making a page it is important to do some research to find ways to optimize your page to get the best possible results from your profile.

LinkedIn: Who, Why, How?

Who uses LinkedIn?

LinkedIn can be utilized by both businesses and job seekers, but how widely is it used?

According to Omnicore, there are 766 million users on LinkedIn as of October 2020. Male users account for 346 million, and female users account for 360 million. Fifty percent of internet users with a college degree use LinkedIn and twenty-seven percent of US adults are signed up for the platform.

Why is it used?

There are many reasons LinkedIn can be beneficial to its users. Some of the best include:

- Getting noticed by job recruiting.
- Demonstrate your knowledge, credibility, and leadership.
- Conducting research open job position or company that you are interested in.

How is it used effectively?

Having a good content strategy is essential for maximizing the effectiveness of your page. According to social media examiner there are multiple components to an effective strategy including:

- Videos
- Links and images
- Asking questions for your audience to interreact with
- Optimizing your pages to funnel sales
- Conducting giveaways
- Boosting your content through shares

Posting at the right time is also part of the strategy. For LinkedIn the best times to post are Wednesday from 8-10am and noon, Thursday at 9am and 1-2pm, and Friday at 9am.

Lastly, the utilization of Hashtag can be very effective. In order to achieve this you should add hashtags after your copy or within the text, but only when it makes sense. Too many hashtags can do more harm than good. In addition, you must make sure that multiple words are capitalized and there are no symbols, punctuation, and spaces.

LinkedIn for Marketing

- LinkedIn can be a very useful tool for marketing yourself, your business, and your service or product. Many people have even said it is often underestimated in how useful it can be. It can, however, be confusing and how to use it as an effective tool for you or your business.

Below are some tips and techniques on how to use this tool more effectively.

- Tip 1 create and constantly refine your personal page
 - This is very important obviously this is the only page you will have if you are marketing yourself however it is equally important for companies to showcase their workers personal pages having an up-to-date personal page. Having an up-to-date personal page can show how skilled your team is as well as showcase the different personality types a prospective worker might encounter some ways to refine your profile are: fully complete your profile, go through and fill everything in as much as possible. Optimize your profile by rewarding things to be as concise as possible while maintaining effectiveness.
 - Tip 2 create a separate company page
 - This one is pretty straightforward and if you are only marketing yourself you will not need to. Your company should include information like what the company does, how long you have been doing it, and how people can contact you if they are interested. You know, really juicy stuff!
 - Tip 3 use LinkedIn polls
 - LinkedIn gives you the option to create polls. These are very useful for engaging your community and understanding more about your followers.
 - Tip 4 post jobs, deals, and engaging content
 - If you were able to bid your followers with more and more value, you will have more engagements. As you get more engagement you will have more reach. This formula is great as it both gets your name out there and showcases why people like you in the 1st place. You can measure the effectiveness of your posts with metrics (more on that in a bit).
 - Tip 5 run ad campaigns on LinkedIn
 - With all the analytics you have access to you would be a fool not to utilize the ad campaigns on LinkedIn. LinkedIn has a built-in campaign manager tool which allows you to control your budget, select different goals for different metrics, and it also allows you to target certain audiences with demographics such as geography, job function, seniority, industry, company size, gender, and age.
-

LinkedIn Analytics

LinkedIn analytics is basically a term for data within LinkedIn. You can review these bits of data by clicking on the me tab in your personal page then going through the manage posts an activity tab . Here you will be able to find your post metrics as well as some of your follower metrics.

Metrics are important as they show what is or is not working period after you learn what that is you can translate it to obtain better results.

Your KPI's (key performance indicators) for accounts will be:

- Impressions: the number of signed in members who have seen your post for at least 300 milliseconds.
- Unique impressions: the number of unique (or different) signed in members who have viewed your post.
- Clicks: the number of clicks on your content, company name, or logo by assigned in member.
- Reactions, comments, and shares: the amount of interactions total your posts have.
- Engagement rate: a percentage which shows the value of the following formula: (number of interactions plus number of clicks) divided by the number of impressions. basically, it means how many of your impressions are you engaging with.

These will be the most important metrics aside from the demographics of your followers. Which you can find by getting on to your page admin view. Then you click the analytics tab, and press followers.

From there you can see your total amount of followers, and your follower demographics. The follower demographics are:

- Location - where the followers are.
 - Job function - what Department your followers are in and the number of them.
 - Seniority- much like a job title, seniority shows the level of authority your followers possess.
 - Industry- this is what industry your followers work in , subjects like: retail; hospitality; or health care would fall into this.
 - Company size - this one is pretty self-explanatory, how large of companies your followers are part of.
-

How To use Metrics

Now that you know what all these important metrics mean, you must be wondering how you use them. You can use these metrics and demographics to gauge how well your posts are doing and where you should target your marketing too. For instance, if your post is getting a lot of impressions but no reactions, shares, or comments then your content is pretty eye catching but not very value filled. Likewise the follower demographics can be used to see where you should be targeting your marketing, for instance, if you have an overwhelming amount of followers from people in the computer science industry, then tailoring your marketing and posts to people in the computer science industry would be what you would want to do.

You may be wondering what LinkedIn has been doing in response to the current situation our country is going through. LinkedIn has been optimizing their platform to make it easier to stay up to date on what is current with Corona. They have also adjusted the content they produce and started sharing resources to help the community stay more productive and connected. In addition to these, they have also created learning courses with a focus on remote working and staying/increasing your productivity.

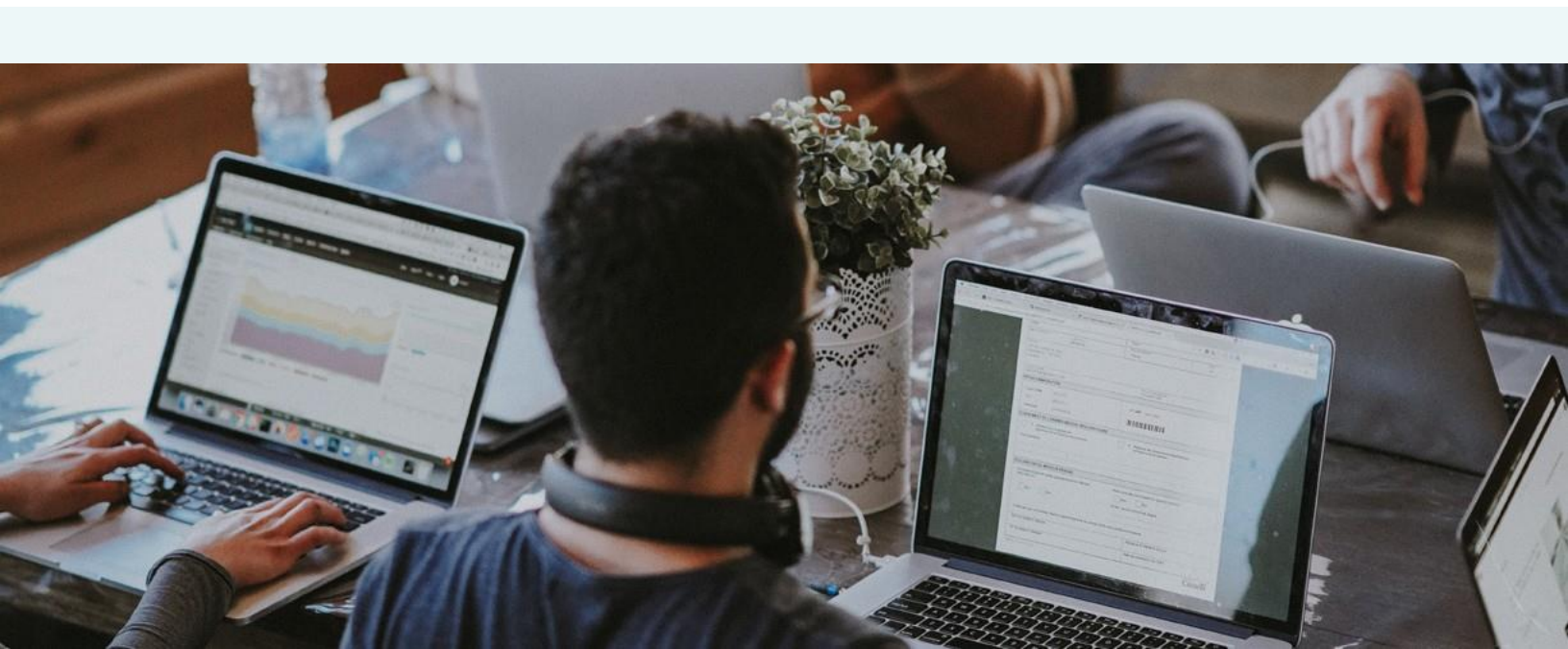


Try LinkedIn!

As stated in this chapter LinkedIn is a very powerful tool that can prove to be useful to anyone who uses it.

Click the link below to start your profile today.

<https://www.linkedin.com>





Pinterest

By Lynae Nutting and Rylee Gabel



Introduction to Pinterest

What is Pinterest?

Pinterest is a free mobile app and website that allows you to search for ideas and find inspirations for future purchases or projects. Pinterest allows you to organize and collect pictures, videos, ideas, links, and other stimulating resources.



<https://commons.wikimedia.org/wiki/File:Pinterest.svg>

“Pins” on Pinterest are videos, pictures, animation, gifs, drawings, website links, and more. Pins can be collected, organized, and shared on Boards. Boards are a way to organize into topics all your Pins and ideas. For example, if you shared multiple Pins of wedding content you can put those Pins on a Board and go back to your Board. Anytime you want to see your wedding pins you can retrieve back to that Board.

Pinterest serves as an excellent tool to discover and organize your creative and visionary ideas.



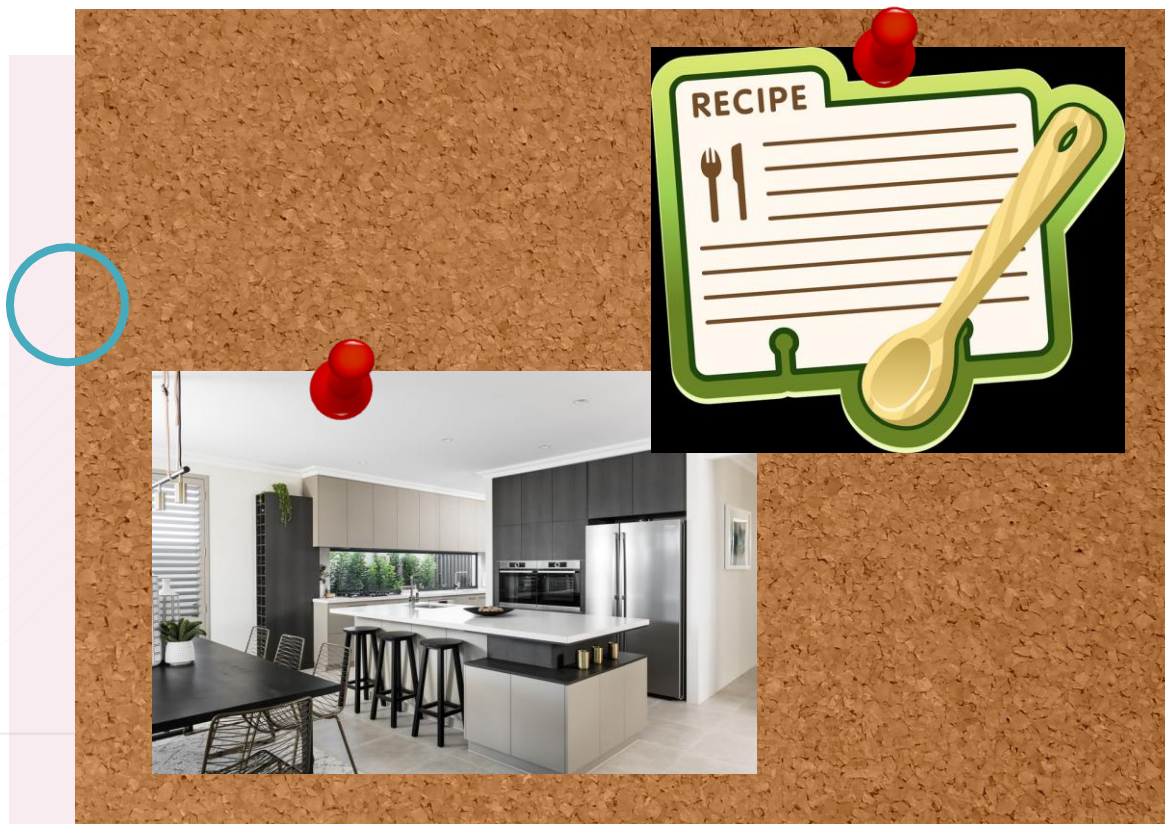
<https://pixabay.com/images/search/woman+happy/>

Think of Pinterest Like This:

Say you have a bulletin board in your kitchen. You find a great recipe when you going through your kitchen cupboards and you decide to pin it on the board.

The next day you are thinking you want to redo your kitchen to make it more modern, so you look up different ideas on the internet and find a design that really interests you. You then print off the picture of the design and pin it to the board.

This is essentially what Pinterest is but instead of having that huge board on your wall in you house it is on an app!



How to Use Pinterest

First step to using Pinterest is to create an account.

This step is simple, and it is free. Your next step is to create different Boards. Each Board can be different categories you want inspiration on, for example, recipes, traveling, quotes, décor, etc. Once you created your different Boards you want to start by adding Pins to the Boards you created.

Pinterest also allows you to create your own Pins.

Finally, you want to connect with friends, family, customers, and followers by connecting with your other social media accounts. Connecting on Pinterest helps discover more ideas and create collaborations.

If you are setting up a Pinterest account for your business, you want to chose the option to join as a business. From there you will fill in basic information about your business such as business type, email, password, business website, etc.

Once you have completed this step you will then need to choose five topics of interest. It is important that you select topics that your target audience is interested in. When you are finished with this step you will need to check your email to confirm your account. At this point you can begin to develop and create your businesses Pinterest page.



Business vs. Personal Accounts

This section will be discussing the difference between a business account and a personal account on Pinterest.

According to [Leaguecomputersolutions](#), there are various ways that Pinterest's business account is differs from a personal account.

What is Included in a Business Account?

- You have access to Pinterest's built-in analytics dashboard
- You can advertise and promote pins as well as buyable pins
- You get access to new features before you would be using a personal account
- And pins are optimized!

Why Should a Business Use it?

Pinterest is a popular search engine, and it can drive traffic to your business. Many Pinterest users discover new brands and products through Pinterest and use Pinterest before making a purchase. Most Pinterest users will go to Pinterest before making an in-store purchase. This creates a network of potential buyers that are ready to buy. These buyers use Pinterest as their inspirational blueprints. Using Pinterest as a company allows you to reach potential customers as they are planning and making decisions. Successful business utilizes Pinterest to gain website trafficking and to create brand awareness.



Who Uses It?

Best Audience?

There are 416 million+ monthly active Pinterest users and the Average visit duration is 5:01 minutes. This means there are

Why People Use Pinterest

People use Pinterest for multiple reasons however the most popular ones are:

- It's inspiring
- It's free
- It's informative
- Sharing ideas
- Promoting brands
- Connect with others

Pinterest Demographics

- 71% of Pinterest users are females.
- 35% of Pinterest users are 35-49 years old.
- 34% of Pinterest users are 18-29 years old.
- 16% of Pinterest users are male.
- 70% of Pinterest users have a college degree.
- 50%+ Pinner live outside the US.
- 34% of Users aged 18-29 in the US uses Pinterest.
- 42% of U.S. women adults use Pinterest.
- 80% of US mothers who use the internet use Pinterest.
- 30% of U.S. Pinterest users come from suburban areas.
- The median age of a Pinterest user is 40, however, the majority of active pinners are below 40.
- 34% of Pinterest users earn between \$50,000 and \$74,999 per year.
- 94% of social media marketers are using Pinterest.
- 144.5 million – Number of people that can be reached with adverts on Pinterest.
- 28% of all US social media users are Pinterest users.

<https://www.omnicoreagency.com/pinterest-statistics/#:~:text=42%25%20US%20women%20adults%20who%20uses%20Pinterest.%2080%25,the%20majority%20of%20active%20pinners%20are%20below%2040.>

How a Business Should Use Pinterest

Content Types

Pinterest has a variety of different content types that include:

- DIY- Do it yourself or How-to
- Scenic
- Humorous, cute, emotional, etc.
- Recipe or food
- Inspiring quotes
- Infographics
- Videos and Photos
- Etc.

Strategy

The best way to strategize for a business user on Pinterest is to prioritize high-quality content and to be consistent with you content.

According to [The Balance Small Businesses](#), businesses should promote their products, features their blog posts, share videos, conduct market research, create a space for collaboration, expand your website, and highlight clients and colleagues.



Best Times to Post on Pinterest

For any business to be successful on Pinterest, they need to know the most effective times and days to post.

According to [CoSchedule Blog](#), the timing isn't a huge factor when it comes to sharing content or posting. All that matter is the post has relevant and consistent content for your audience.

However, the worst time to post on Pinterest is during work hours.

Effective Posting Days/Times

Best times to post are:
8pm-11pm and 2am-4am

Best day to post is:
Saturday

Best categories for weekdays:

Best day of the week

S M T W T H F S

FOOD FITNESS GADGETS QUOTES OUTFITS GIFS TRAVEL

Best times of the day to post:

12am 2am 4am 6am 8am 10am 12pm 2pm 4pm 6pm 8pm 11pm

Marketing with Pinterest

How to Use Marketing

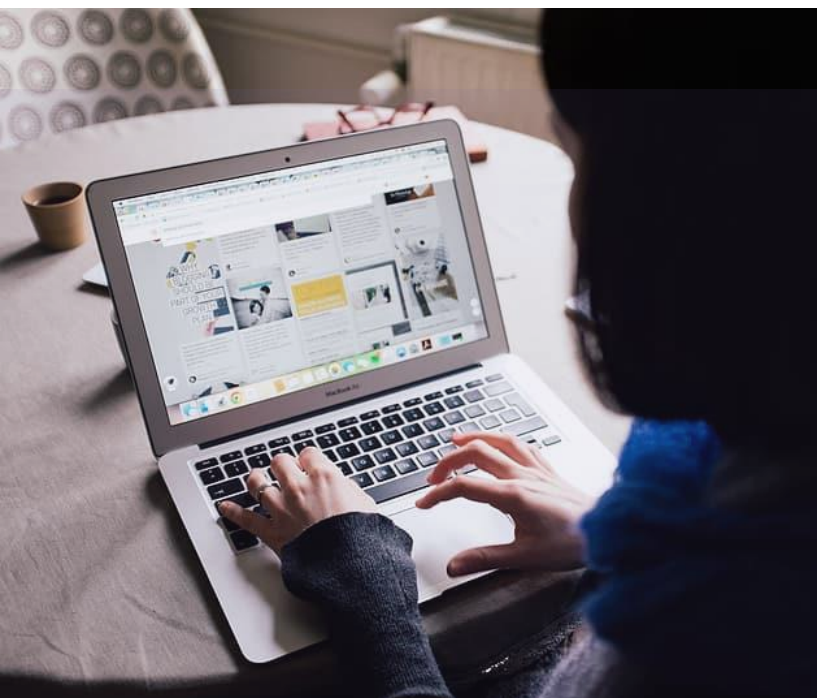
According to HubSpot, you are supposed to distribute your content, build a community, educate customers, and drive website traffic.

Pinterest is unique in the fact that anyone can share a wide variety of different content types and can be create for building communities. In these communities, people who think alike will come together and share similar content.

Also with Pinterest, you want to keep you customers in mind when displaying your products. By linking your website to your content on Pinterest, you can drive customers to discover more about your products.

Add Hashtags to Your Content

Using hashtags on Pinterest can help your audience find your content and make you content more search friendly.



Analytics/Insights

3 Different Sections for Analytics

According to [Yoast Academy](#), there are 3 different analytics to look at in Pinterest.

Pinterest Analytics

- Your Pinterest profile
- Your audience
- Activity from your account

For your Pinterest profile, the metrics it will show you are impressions, re-pins and clicks, and an all-time section that has most repined, best in search, and power pins. This section is helpful to see what works best with your current audience.

For your audience, the metrics it will show you are your audience's demographics and interests. When optimizing your page you should focus on this section.

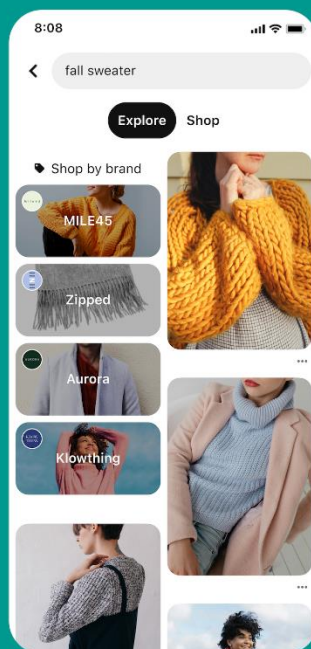
For your activity from your account, it will show you subsections for impressions, re-pins, clicks, original pins, all-time, and pin it button. This section is very similar to your Pinterest profile, but it deals with all the things that originate on your website.

Overall, you can see your average daily viewers, daily impressions, your audience's interest, average monthly viewers, average monthly engaged, etc. Your business can use these metrics to better target and understand your audience.



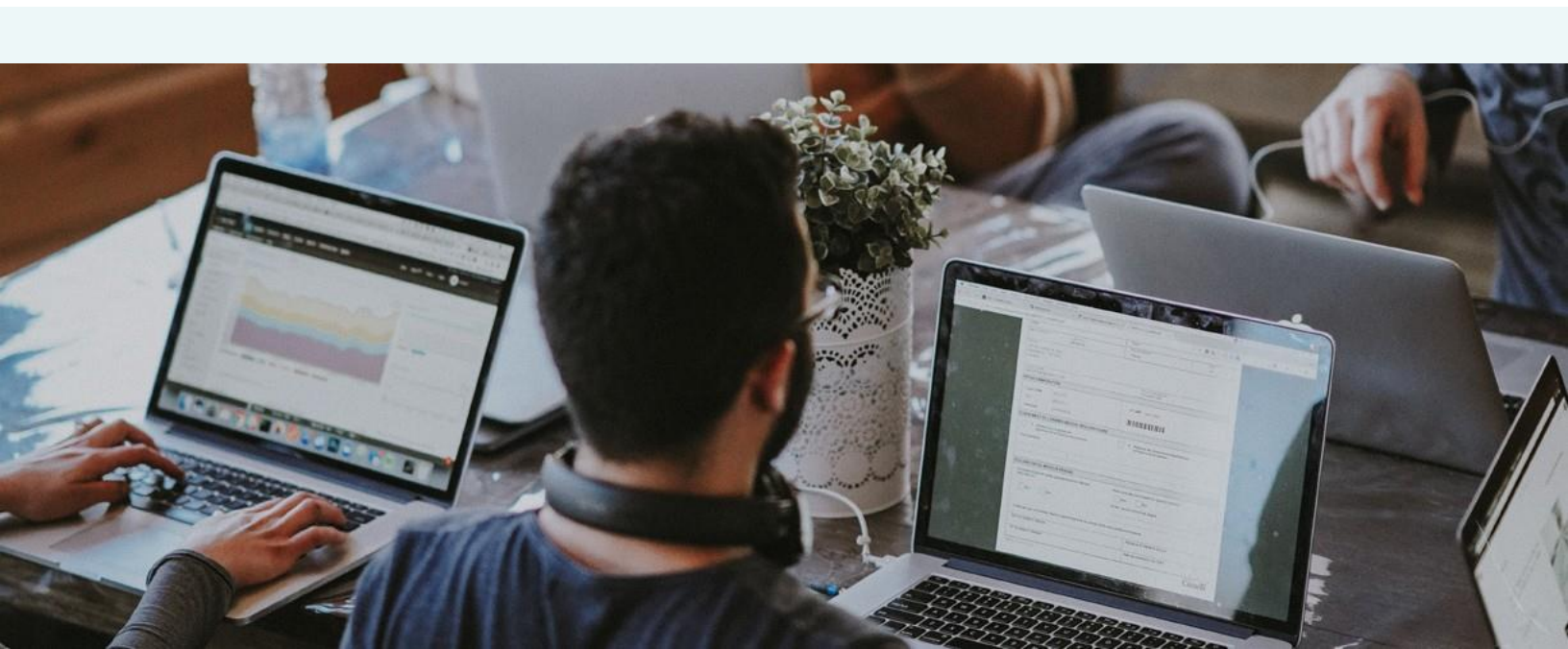
How Pinterest Has Adapted in 2020

- Fresh Pins pop up first on your feed instead of the most popular pins
- Tailwind Scheduler, a partnership with Pinterest that allows you to schedule to post your Pins
- Spam accounts suspended
- Shop and Explore feature, every time you search something on Pinterest there will be an option to explore or to shop for the search, however, this is only for mobile apps
- The Today tab is daily popular Pins you can explore
- Limited search results for COVID-19 to prevent misinformation



Pinterest Conclusion

Pinterest is an excellent way to grow your brand and acquire more social media traffic. It is very common for buyers to retrieve to Pinterest before making a purchasing decision, you want to be the ones who are there when they are making that decision. Let your brand, product, service or ideas be the ones who influence Pinterest users to come back to you. Pinterest can ultimately grow your brand and your customer base. You don't want to miss it.





YouTube

How to optimize and strategies a YouTube business account

Created by Michelle and Mariusz

Introduction

Chances are we've all spent a night going down a rabbit hole of video after video late at night.

YouTube has always been a source of entertaining content, but it has been such an essential tool for marketers, as a matter of fact nearly 48% half of all marketer's plan to add YouTube to their marketing strategy over the next 12 months according to the State of Inbound.

Without a doubt there YouTube is one of the biggest social media platforms in the world. There are multitudinous reason why YouTube is great for your business and how it can help you create more loyal and return customers. In this chapter we will be covering

- Why is YouTube Important
- Target Audience
- How should a business use it
- YouTube marketing
- Analytics
- Awareness of Adaptation



Why is YouTube Important

Well, when people think about promoting their business, they don't always think of YouTube as their first go to. Think about the discussion buyers' stage, most often people want to see the product in action, how it is put together, how it works or more about the company. YouTube is a strong tool for a business and can put you above competitors if used correctly.

Numbers speak louder than words

To better help you understand why YouTube is important, here are some statistics from [Marketing Insider Group](#) that will help you understand why YouTube is a major platform for businesses.

- YouTube is the second biggest search engine in the world
- There is over 1 billion registered subscribers
- YouTube reaches the age demographic 18-49-year-olds on mobile, more than tv cable

Business vs Personal Account

Although you may have a personal YouTube account it is not the same as having a business account or better known as a brand account.

[Sprout Social](#) put it into better words when they said, "The YouTube Brand Account gives your company a unique presence online, separated from your personal profile."

Account Optimization

Now a days it can be quite to set up a business account on a social media platform and it is very helpful to do so because your brand gets a better inside look of what's working and what's not and you can take that information and use it to your advantage to better reach your audience.

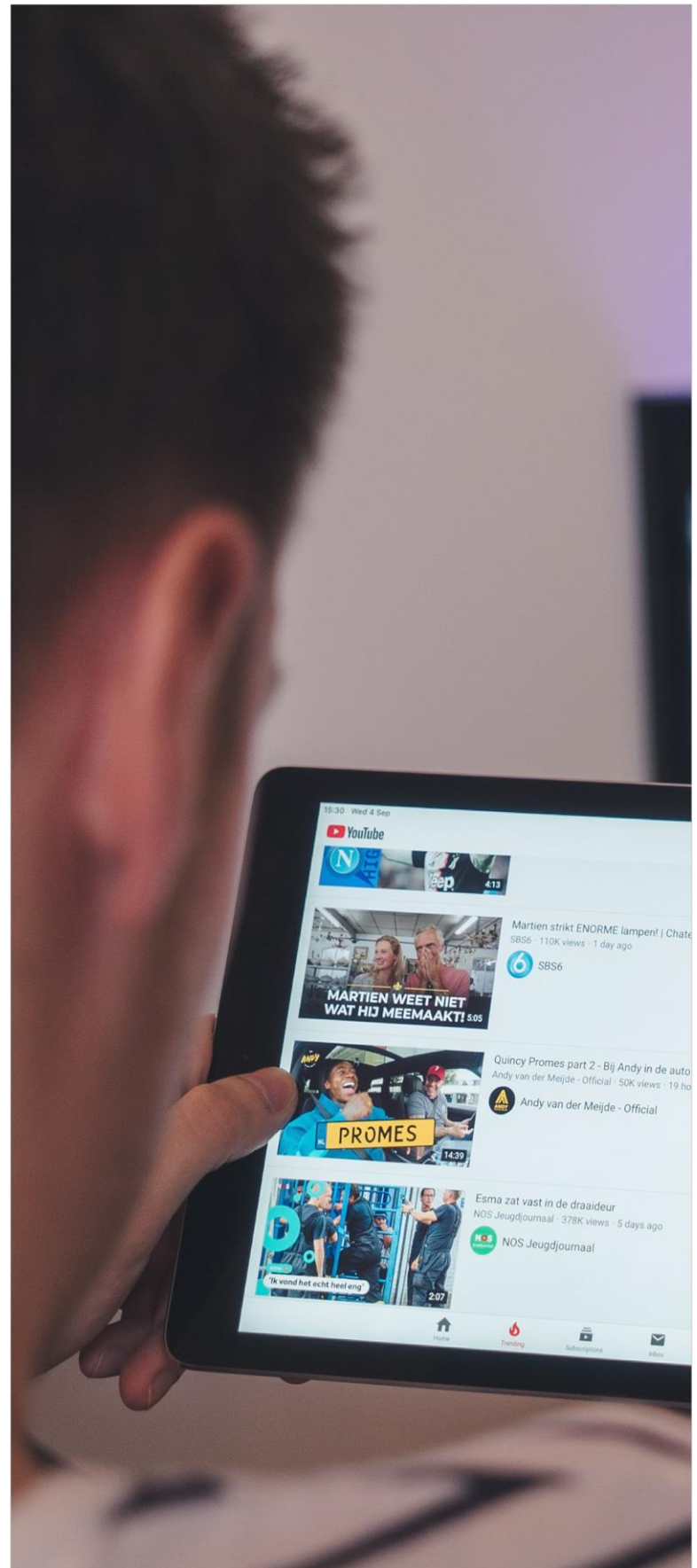
Optimizing an account is a huge advantage because it gives your audience a feel for who you are as a brand.

Account Optimization Continued

Also setting up the feel to your brand by colors and fonts and content type, it all helps your audience get a better feel of the aesthetic of the brand.

Here are the steps to take when first creating the account and optimizing it to find your needs and so your consumer gets a better idea of who you are.

- First create a Google account or use one that you have already
- Create a YouTube account
- Go to creator studio
- Choose your name for your channel
- Choose images for your profile picture and banner
- Add a description of your channel
- Add links to your other platforms
- Optionally add an introduction video that stays pinned to your YouTube feed



Target Audience

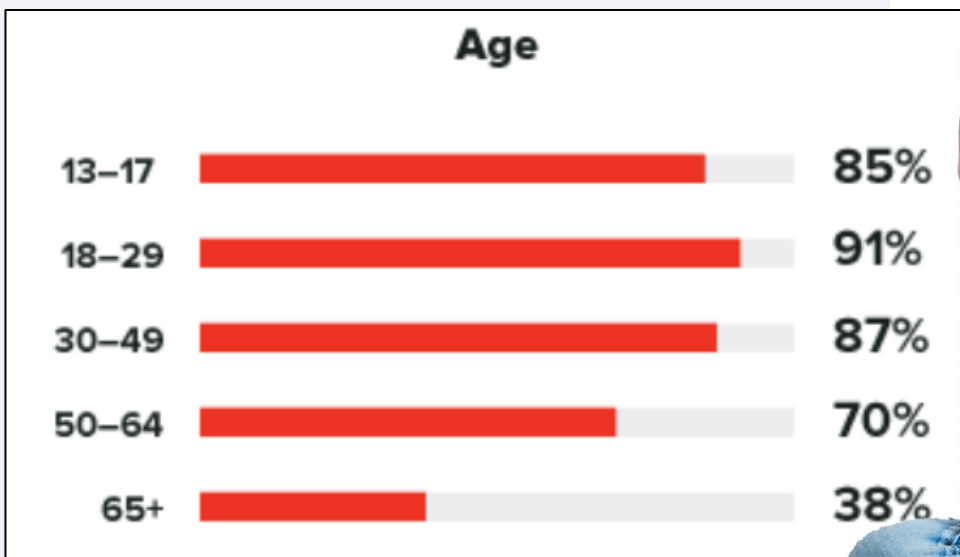
Let's talk about the target audience of YouTube. We briefly covered that according to Marketing Insider Group

- YouTube reaches more 18-49-year-olds on mobile than any TV channel or cable TV network and
- YouTube reaches more 18-34-year old's in the US than any TV network.

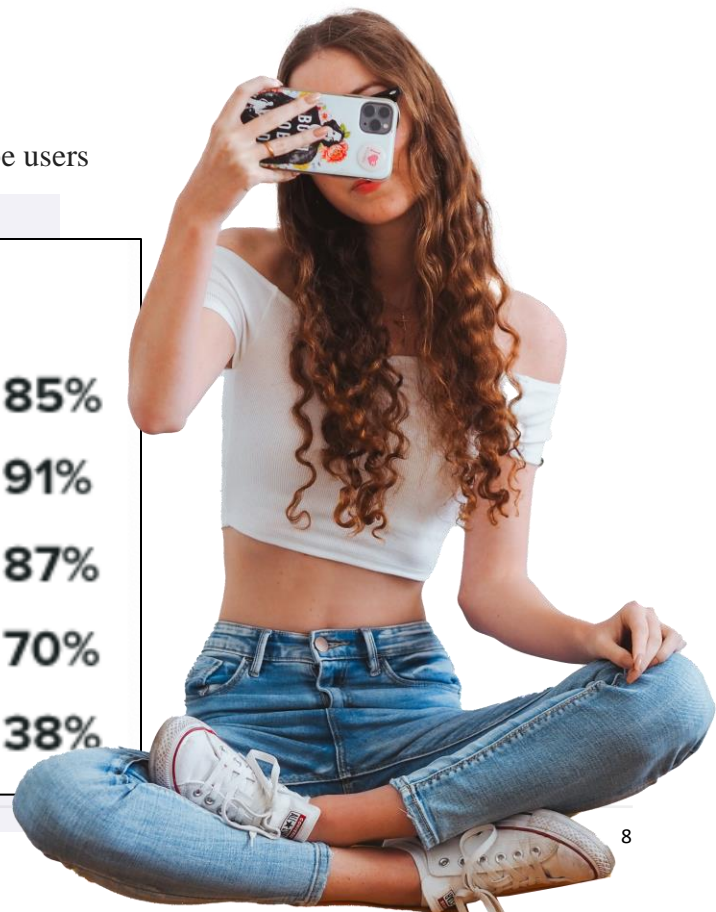
So often it is common that your target market is on YouTube. In the book Essentials of Social Media Marketing they cover plenty of facts about the audience of YouTube, here are some on the main ones.

- 68% female viewers
- 78% male viewers
- Over 1 billion hours of video are watched on YouTube each day
- 77% urban locations
- 74% suburban locations
- 64% rural locations

Below is a bar graph that shows the age demographic for YouTube users



Graph taken from Essentials of Social Media Marketing



How should a business use it?

Types of Content and Strategies

Just like all the other platforms, for YouTube you must have a strategy for your content, because you can't just expect to post content and transform them straight to conversions.

There are different types of content strategies that can work best for your brand and your audience. Either posting once a week or on special events. Its important to see what your user like and what they interact with the most then grow from there.

Content on YouTube is luckily a bit more narrowed done because it strictly videos, saying that though there are also a lot of types of videos that you can make such as long videos or short videos. Videos based on your brand or videos that help your customers, and even video that talk about the company and any behind the scenes work.

Commonly user like to feel like a part of a company or brand and the more that they are involved the more trustworthy they are of a brand and therefore become loyal.

When you have a channel, consistency is key.

User want a reason to come back and the more that you most quality content there more likely they are to trust you and your brand and continue to come back which created the loop that most brands strive for which is loyal returning customers.

Here are six helpful tactics that you can be implanted in your strategy when thinking of content creation for channel.

6 Tactics for an effective strategy

- Audience Research
- Creative Content
- Partnerships
- Hyperlinks within Website
- Calls to action
- Consistency

These strategies will help guide you through an overlook of what you need to include on your channel to have success.

Hashtags

Hashtags are big in almost all platforms and YouTube isn't any different. Hashtags help categories video and can help your video be found easier. Very similar to keywords. Find words that work best for the video.

Make sure you are doing research for your keywords, so they fit you audience. According to [Social media examiner](#), hashtags, titles, keywords, and tags are all helpful to to a business to post their videos to the top and rank higher on the results page.

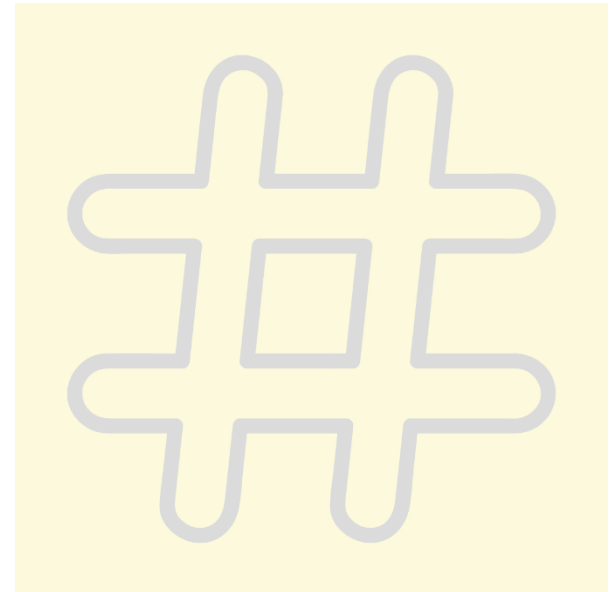
Using the right hashtags and key words and putting your videos in the right category boost your chance pf great results and can help your customer find you better.

Effective posting days and times

[According to entrepreneur.com](#) the best times to post depend on what time your audience has the most time put overall on YouTube the most popular times and days are the following;

- Weekday afternoons at around 2pm-4pm on Monday, Tuesday, and Wednesday
- 12pm-3pm on Thursday and Friday
- Thursday and Friday is the best days to post
- Increases Thursday, peaks on Saturday and, goes down

Sundays



YouTube Marketing

Advertising

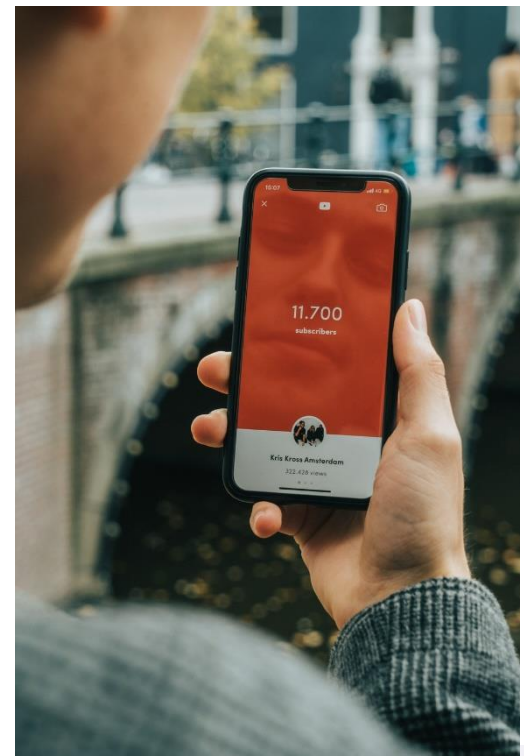
Advertising is the main way that you can grow your brand quickly. Advertising on YouTube can make it easier to catch viewers attention since videos are visual and can trigger people to want to learn more about you.

“YouTube ads are actually run through google AdWords”, said [AdExpress](#). AdWords is helpful when it comes to promoting videos on YouTube. There are four creation steps on a page. Let's go over them.

Adwords 4 steps

- Select the video you want to promote
- Add a thumbnail and call to action text
- Decide to send user to your channel or website
- Set a budget and max CPC (optional)
- Select target market

When you fill all that out you are ready to submit and begin your ad campaign journey.



Analytics

Why you should analyze your results

Why is analyzing your results important? Well It is important to know what it all means and then know how to analyze that information to help you grow your brand to what you see the trends are or according to your target base. Being able to do that will give a leg up with competitors.

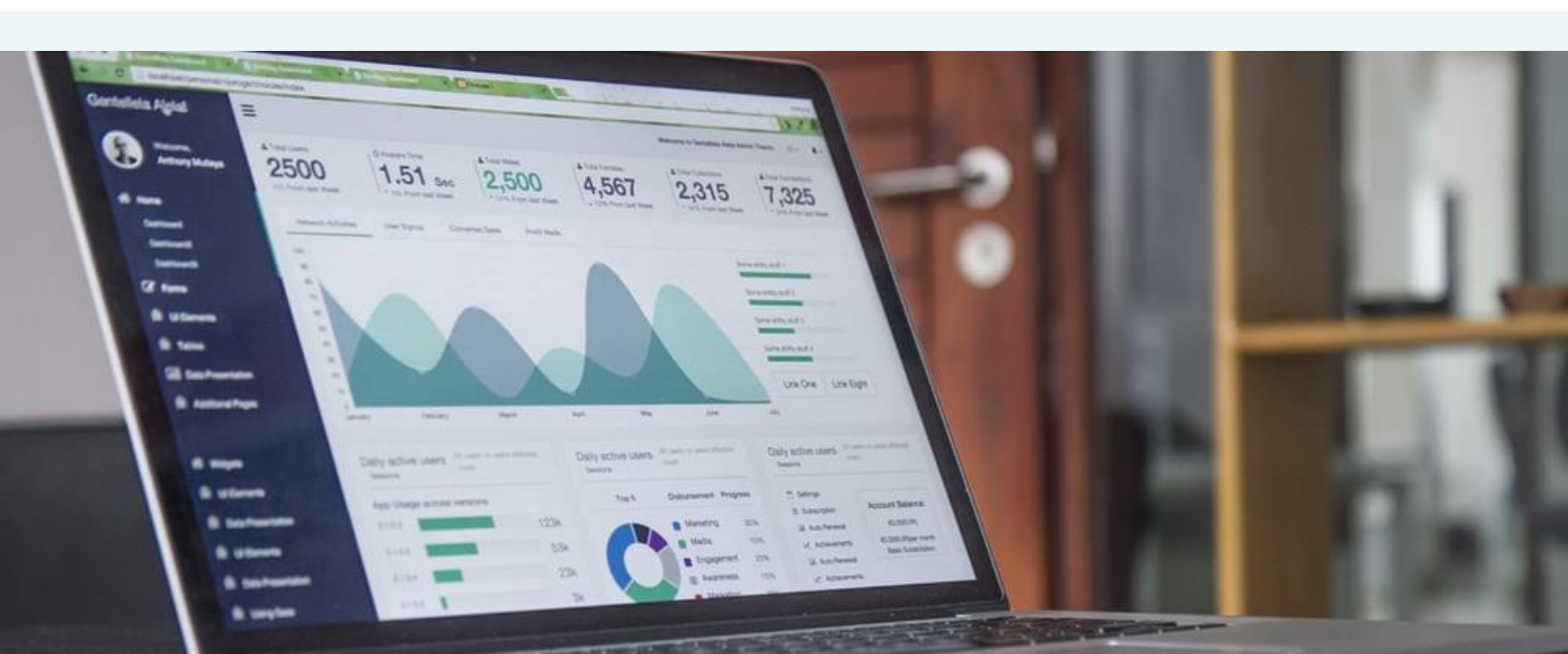
Metrics- what are they, what do they mean?

Metrics are all the numbers that come back in a report, that cover all of your results and measure time or looks at demographics or so much more.

These metrics can be used to your advantage. There are a variety of metrics to look at with YouTube. Here are all the one on the [YouTube Metrics Page](#)

- View metrics
- Watch time metrics
- Engagement metrics
- Playlist metrics
- Annotation metrics
- Card metrics
- Audience retention metrics
- Ad performance metrics

Looking at all this information can help you determine what's working and what's not and adjust from there that make the best sense for your brand.



The list below identifies the API's core metrics that are also views and these are more the numbers that everyone can see on their YouTube feed. This can be the more helpful because you get to look at what people like and what videos are making you gain subscribers and much more.

- Click Through Rate
- How many people are clicking on your video
- Close Rate

How many people are closing out of your video

- Average View Duration

How long most people watch the video for

- Comments

Comment under a video

- Dislikes

How many thumbs down the video gets

- Estimated Minutes Watched

The estimated time that someone watched a video

- Estimated Revenue

Estimated amount of money made

- Likes

- How many thumbs up there are on a video

- Shares

How many people shared your video

- Subscribers Gained

How many people subscribed to your channel

- Subscribers Lost

How many subscribers you lost

- Views

How many people all together watched it



Awareness of Adaptation

Being able to adapt is great in all situations even if it may be hard. During this year things have not been easy and being able to support small brands and business has been a lot harder and people have been struggling. As a brand, being able to learn about all the changes that platforms are making to try to help create is important because If you get a good idea of how to use these tools to your advantage you can allow for peoelt o still see your content and hopefully convert. Let's cover what YouTube did on the platform as a result of COVID-19

COVID-19 response

2020 has been a rollercoaster of a year and for YouTube it was imported that they responded to this pandemic that has impacted everyone. According to the [Essentials of social media marketing](#)

- YouTube included a a page about COVID misinform that was being shared.
- Partnered with the CDC to launch a link to a COVID-19 self-assessment in its health panel in search
- Launched Learn@Home, a website with learning resources for families
- Protected its workforce and community which included reducing in-office staffing and relying on technology to review videos
- Expanded fact checks to help prevent the spread of misinformation
- New explore tab for creators participating in the #StayHome #WithMe campaign.



In Conclusion, What can Social Media do for a Business?

When it comes to marketing for a business, social media is the leading form of advertising. Having an audience is one thing but staying connected with them is another. Social media accounts are free to create and can reach an audience far greater than newspapers, television and radio combined. A single ad can be liked and shared for all perpetuity from one user to another. Social media serves many objectives including but not limited to the following:

- Feedback
- Branding/ promotions
- Informative
- Internal and external audiences

Your carefully tuned social media marketing plan can help you build an audience by allowing you reach into new arenas. Seemingly unrelated industries can be pulled together by a follower who has an audience with varied interests. The possibilities are literally endless.

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[Click here](#) to look at 13 Social Media marketing strategies for a business

