



# Practical Exercises

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Professional Diploma in Digital Marketing

SMM 1

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# 1. Social Media Marketing 1

## Practical Exercises

A series of practical exercises is provided below:

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Creating goals</i>
<i>Exercise 1</i>	<p>Using your existing business or the fictional business below, set your social media goals using the following categories:</p> <ul style="list-style-type: none"><li>• Business goals</li><li>• Customer service goals</li><li>• Product goals</li><li>• Communication goals</li><li>• Marketing goals</li></ul> <p>Fictional business details: You are a 4* boutique hotel located in a Dublin suburb and your main target market is couples (30-45 age) and small weddings (70 guests). Weddings is a new venture for the business.</p>

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Choosing right platforms for your business</i>
<i>Exercise 2</i>	<p>Use your existing business or the fictional business mentioned in the previous exercise. List the social media channels you will be using to market the business using social media.</p> <p>When choosing your list consider the business target markets (gender, location and age), product/ service offering etc.</p>

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Setting up a Facebook Business Page</i>
<i>Exercise 3</i>	<p>Log into your Facebook account and set up a page for your business or a trial one to use for the practical elements. If you don't have your own business, create a fictional business or use the one mentioned in the previous exercises.</p> <p>Complete the full set up including:</p> <ul style="list-style-type: none"><li>• About details</li><li>• Adding profile picture</li><li>• Preferred page audience</li></ul> <p>Now that you are in the page, locate the Settings Button (top navigation) and ensure that all sections are completed.</p>

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Analyzing your Facebook page Insights</i>
<i>Exercise 4</i>	<p>If you are using an existing Facebook page you will be able to see Page Insights (new pages must have interactions before any Insights will be reported).</p> <p>Open Insights and note any anomalies :</p> <ul style="list-style-type: none"> <li>• Are the correct people connected with your page – age, gender and location?</li> <li>• Are the correct people engaged with your page – same group as you are targeting?</li> <li>• What posts are getting the best engagement – note what media they are e.g. images, videos, links, status updates?</li> <li>• Note the time of posts that get the best engagement</li> <li>• Note what time your fans are on Facebook – are there any peaks and troughs during the week that should be noted?</li> <li>• Do you have any negative feedback (Posts report and filter Likes, Comments, Shares columns to Post Hides, Hides of All Posts, Reports of Spam). Note any posts that resulted in negative feedback.</li> </ul>

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Monitoring competitors</i>
<i>Exercise 5</i>	<p>Add pages to watch in your Facebook Page Insights. This can be completed by everyone, those with existing and new business pages.</p> <p>Choose 5 competitor pages and add them to the pages to watch (bottom of Overview section).</p> <ul style="list-style-type: none"> <li>• Note which page is top of the list</li> <li>• What posts worked well for them? Note images/ video used, text (tone and amount) and engagement levels. Can you learn anything from this?</li> </ul>

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Analysing competitor activity levels</i>
<i>Exercise 6</i>	<p>Choose a competitor. Search for their Facebook page using the search bar and open their page. Under the profile images click on People.</p> <ul style="list-style-type: none"><li>• What per cent of their fan base are engaging (talking about) the page?</li><li>• How many people have checked in at their location?</li><li>• How many new page likes do they have?</li></ul>



<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Creating a high quality, branded image using Canva</i>
<i>Exercise 7</i>	<p>Go to <a href="http://www.canva.com">www.canva.com</a> and create an account.</p> <p>Go through the tutorial and once completed, create a Facebook Post image.</p> <ul style="list-style-type: none"> <li>• Include a background image (choose free ones)</li> <li>• Overlay with some text – a tip or quote</li> <li>• Include your business/ company logo</li> </ul> <p>Export the image when you are finished and upload it to your Facebook page</p> <ul style="list-style-type: none"> <li>• Include some text in the status of the post</li> <li>• Schedule it to go out in the future</li> </ul>

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Using the Post Gating Feature</i>
<i>Exercise 8</i>	<p>On Facebook, visit Settings – General Settings.            Ensure feature for “Targeting and Privacy for posts” is turned on.            Go back to your business page.</p> <p>Create a post for Facebook, it can be any form (status update, image, video, link etc.)</p> <p>Click on the icon  and set a News Feed target audience for this post.            Schedule for later or post now.</p>

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Creating a contest in line with Facebook guidelines</i>
<i>Exercise 9</i>	<ul style="list-style-type: none"> <li>• Choose a prize for your competition (ensure it relates to your products/ services).</li> <li>• Define your goals for the competition e.g. brand awareness, awareness of new product, increase engagement from target market etc.</li> <li>• Create a post for the competition and decide on what action you want the fans to take to enter e.g. like post, comment, private message or share to page</li> <li>• Include the Facebook disclaimer</li> <li>• Add a call to action to share</li> </ul> <p>Post now, save as draft or schedule for later.</p>

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Setting up a Twitter account for your business</i>
<i>Exercise 10</i>	<p>If you do not have a Twitter account visit <a href="https://twitter.com">Twitter.com</a> and create one for your business.</p> <ul style="list-style-type: none"> <li>• Choose your username (this will be your Twitter handle and how you will be recognized on Twitter)</li> <li>• Add all details e.g. full name, website address, bio, edit settings etc.</li> <li>• Customize the background in line with your brand colors</li> <li>• Customize the link colours in line with your branding</li> <li>• Add a profile image and header photo</li> </ul>

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Connecting and engaging</i>
<i>Exercise 11</i>	<p>Using the search bar and advanced search, find relevant people/brands on Twitter and follow them.</p> <ul style="list-style-type: none"> <li>• In your home page find a relevant Tweet and retweet it – add a comment before you do</li> <li>• Generate a tweet using a trending topic and a relevant hashtag and tag someone else in the Tweet.</li> <li>• Add someone you are following to a new list (it can be public or private)</li> <li>• Visit other account profiles and locate their lists and subscribe to relevant lists</li> </ul>

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Exercise Style</i>	<i>Analyzing Twitter Analytics</i>
<i>Exercise 12</i>	<p>If you are a current user on Twitter you will have access to Analytics. Open your Analytics and note:</p> <ul style="list-style-type: none"> <li>• How many tweet impressions you have received over the last 28 days?</li> <li>• How many mentions and tweets linking to you in the last 28 days?</li> <li>• Top tweet for current month – how much engagement has your tweet received?</li> <li>• Who has been most engaged with you?</li> <li>• Are the correct people connected with you – your followers based on interests, location and gender?</li> </ul>

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Using followerwonk.com to analyze your own Twitter account and your competitor's accounts</i>
<i>Exercise 13</i>	<p>Visit followerwonk.com and click on the Analyze tab. Enter in your Twitter username and “analyze their followers”</p> <p>Note:</p> <ul style="list-style-type: none"> <li>• What is your social authority (this is a measure of how influential you are on Twitter)?</li> <li>• The location of your followers - do they represent your strategy and target market?</li> <li>• The active hours of your Twitter followers – should you change the time of day you are tweeting based on this data?</li> <li>• What is the social authority of your followers? Do you need to connect to more influential people?</li> <li>• What is the recency of your follower’s tweets - can you identify dormant accounts?</li> </ul> <p>Analyze any other reports that you deem are relevant and take note of what those reports are telling you so you can change/ tweak your strategy and activity levels accordingly.</p> <p>Now complete the same analysis on one of your competitor’s Twitter accounts. What can you learn from the data being returned?</p>

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Setting up a LinkedIn profile account</i>
<i>Exercise 14</i>	<p>If you do not have a LinkedIn account visit LinkedIn.com and create one.</p> <ul style="list-style-type: none"> <li>• Complete your summary</li> <li>• Upload a profile image and a background image</li> <li>• Complete your experience and education sections</li> <li>• Choose your skills</li> <li>• Add your contact details – website, phone, email, social media accounts etc.</li> <li>• Customize your headline</li> <li>• Connect your email account so you can find existing contacts on LinkedIn and send connection requests</li> <li>• Search for relevant groups and join</li> <li>• Search for relevant companies and follow</li> <li>• Edit your public profile (in settings)</li> <li>• Customize your public url</li> <li>• Connect SlideShare to your LinkedIn account (if you have a SlideShare account)</li> </ul>



<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Completing an advanced search</i>
<i>Exercise 15</i>	<p>Choose a client you would like to connect to. Visit the advanced search section in LinkedIn. Complete an advanced search</p> <ul style="list-style-type: none"><li>• Take note of additional search areas that are available in Premium Accounts</li><li>• Refine your search until you have located this person</li><li>• Send a personalized connection request (can be completed by visiting their profile and clicking Connect)</li></ul>

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Requesting a recommendation</i>
<i>Exercise 16</i>	<ul style="list-style-type: none"> <li>• Go to your Profile settings</li> <li>• Click on the link “Manage your recommendations”</li> <li>• Click “Ask for recommendations”</li> <li>• Choose what position you want to be recommended for</li> <li>• Search for the connection you would like to request the recommendation from</li> <li>• Choose your relationship and their position</li> <li>• Customize your recommendation request and send</li> </ul> <p>Now ask a colleague to request a recommendation from you, write the recommendation and send it.</p>

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Creating a LinkedIn Company page and sharing a targeted status update</i>
<i>Exercise 17</i>	<p>Visit the company section (under interests)</p> <p>Click the Create button</p> <p>Create a company page by adding the name, email address, description, type, size, industry, operating status, year founded, address etc.</p> <p>Publish the page</p> <p>Create a status update - this can be text, link or image.</p> <p>Create a targeted audience to share this content and share it.</p>

<i>Module</i>	<b>Social Media Marketing 1</b>
<i>Learning Item</i>	<i>Creating a Google+ Profile and Page</i>
<i>Exercise 18</i>	<p>If you do not have an existing google account, create one here <a href="https://accounts.google.com/signup">https://accounts.google.com/signup</a></p> <p>Now go to <a href="https://plus.google.com/">https://plus.google.com/</a> and log in using the same account details you used to create your Google account.</p> <p>Set up your Google plus profile if you do not already have one and complete all sections in the About page.</p> <p>Include a tagline, Introduction, education, Contact Information, work etc.</p> <p>Now that you have a profile you can create/claim a page.</p> <ul style="list-style-type: none"> <li>• To do this, hover over the Home button on the top left</li> <li>• Click on Pages – if you choose a shop front or service area you will need to search to see if your business is already listed. Claim your listing if it is.</li> <li>• This page will also represent the local listing that is found in Google search.</li> <li>• Complete all areas in the business info section. Ensure your map location is correct, include business description, contact info, opening hours, category</li> <li>• Upload relevant images</li> </ul>

<i>Module</i>	<b><i>Social Media Marketing 1</i></b>
<i>Learning Item</i>	<i>Set up YouTube Account and Engaging with other channels</i>
<i>Exercise 19</i>	<p>Now that you have a Google account you can visit YouTube.com and log in with the same access details (if you are still logged in there may be a link at the top of the page to go to YouTube).</p> <p>It may prompt you to choose how you want to manage your YouTube channel, your profile or your business. It will pull this information from your Google plus accounts. Choose if your YouTube channel will be under your name or the business name.</p> <p>Complete all requested information – a lot of your channel information will come from your Google+ page and profile information.</p> <p>Finding and engaging with other channels:</p> <ul style="list-style-type: none"> <li>• Using the search bar at the top search for “digital marketing institute”</li> <li>• Locate the DMI channel</li> <li>• Choose a video to watch</li> <li>• Subscribe to the channel</li> <li>• Give the video the thumbs up (I like this)</li> <li>• Share your thoughts – comment on the video</li> <li>• Share the video on another social media channel (if relevant)</li> <li>• Add the video to a Playlist</li> </ul>

<i>Module</i>	<b>Social Media Marketing 1</b>
<i>Learning Item</i>	<i>Social Listening and Reputation Management</i>
<i>Exercise 20</i>	<p>Visit Facebook, Twitter, LinkedIn and YouTube</p> <ul style="list-style-type: none"> <li>• Search your business name (or your name)</li> <li>• Are there any posts or comments that are talking about your brand?</li> <li>• What are they saying?</li> <li>• Were these responded to?</li> </ul> <p>Setting up Google Alerts:</p> <ul style="list-style-type: none"> <li>• Visit <a href="https://www.google.com/alerts">https://www.google.com/alerts</a></li> <li>• Create an alert for your name (use inverted commas " name" to ensure you are prompted when only this specific term is used in full)</li> <li>• Create an alert for your business name (use inverted commas "name" to ensure you are prompted when only this specific term is used in full)</li> <li>• Review any alerts you receive and respond as required</li> </ul>