



Practical Exercises

Professional Diploma in Digital Marketing | Social Media Marketing 2

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Social Media Marketing 2

Practical Exercises

A series of practical exercises is provided below:

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Creating your social media strategy</i>
<i>Exercise 1</i>	<p>Using your own business or referring to the previous fictional business:</p> <p>You are a 4* boutique hotel located in Wexford Town, Ireland and your main target market is couples (30-45 age) and small weddings (70 guests). Wedding packages are a new venture for the business. Most clients come from Dublin, Ireland and this is the main location of the target customers.</p> <p>Create your strategy under these headings:</p> <ul style="list-style-type: none">• What social media platforms will you use to reach your customers?• What tone and style of conversation should you adopt?• Who will speak on behalf of the organization?• What is the key demographic for your product?• What are the key regions for your product?• How you will respond to negative feedback or comments?

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Using Social Mention to analyze sentiment</i>
<i>Exercise 2</i>	<ul style="list-style-type: none">• Go to socialmention.com• Search for a business name. It can be your own or someone else's• Note the sentiment score (positive to negative ratio)• Note the passion score (likelihood of people mentioning the brand)• Note the reach (measure of the range of influence)

<i>Module</i>	<i>Social Media Marketing 2</i>
<i>Learning Item</i>	<i>Using Klout to measure your influence</i>
<i>Exercise 3</i>	<ul style="list-style-type: none"> • Go to klout.com • Connect at least 2 social media accounts e.g. Twitter and Facebook page • Note your Klout score (it may take time for this to generate as Klout gathers data) • Are you influential – how high is your score out of 100? • Plan how you will increase your influence? E.g. share more, connect with influencers and engage more with them etc. • Add the Klout browser plugin so you can you're your Twitter follower's Klout score on the Twitter home page

<i>Module</i>	<i>Social Media Marketing 2</i>
<i>Learning Item</i>	<i>Setting up a Free Hootsuite account and creating streams</i>
<i>Exercise 4</i>	<ul style="list-style-type: none"> • Go to Hootsuite.com • Set up a Free account • Connect your Twitter account (Add a Social Network) • Add the following Twitter streams: <ul style="list-style-type: none"> ○ Home ○ Mentions ○ Retweets ○ Search (add a hashtag) ○ Add a list • Using Hootsuite, create a tweet and schedule it to go out an hour later

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Setting Up Free Buffer Account and setting your schedule</i>
<i>Exercise 5</i>	<ul style="list-style-type: none"> • Go to bufferapp.com • Set up a free account • Add the browser extension (better to use Chrome but there are extensions for Mozilla also) • Connect your Twitter account and go to "Schedule" • Using data from Followerwonk.com (see exercises for SMM 1), create a schedule for your Twitter activity • Find a relevant blog or article online • Using the browser extension, create a post sharing the article on social media and add it to your schedule

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Creating a content schedule</i>
<i>Exercise 6</i>	<p>Using your own business or referring to the previous fictional business: You are a 4* boutique hotel located in Wexford Town, Ireland and your main target market is couples (30-45 age) and small weddings (70 guests). Wedding packages are a new venture for the business. Most clients come from Dublin, Ireland, and this is the main location of the target customers.</p> <ul style="list-style-type: none"> • Create a content schedule for your Facebook page for the next 7 days. Consider the type of posts that would be interesting and engaging to your potential and existing customers. • There must be a split of 70% own content, 20% shared content and 10% or less selling.

<i>Module</i>	<i>Social Media Marketing 2</i>
<i>Learning Item</i>	<i>Setting goals and KPIs</i>
<i>Exercise 7</i>	<p>Taking your own business into account (or the fictional business) set your goals and KPIs.</p> <p>Set 2 goals and 2 KPIs for each social media channel you are using:</p> <ul style="list-style-type: none">• Facebook• Twitter• Google+• Pinterest• LinkedIn• Instagram• YouTube

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Setting targets</i>
<i>Exercise 8</i>	<p>Now that you have set your goals it is important to set some targets e.g. Facebook engagement – post clicks to average 10% during key events and promotions to increase to 25%.</p> <p>Set goals and KPIs for each social media channel you are using:</p> <ul style="list-style-type: none">• Facebook• Twitter• Google+• Pinterest• LinkedIn• Instagram• YouTube

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Using Audience Insights to identify your audience attributes and interests</i>
<i>Exercise 9</i>	<ul style="list-style-type: none"> • Log into your Facebook page • Go to “settings” and make sure your language preference is set to English (US) • Go to: https://www.facebook.com/ads/audience_insights/ • Click “create new audience” and select “everyone on Facebook” • Create an audience based on your business’s (or a fictional business’s) target market • What does the data tell you about people in your location? <ul style="list-style-type: none"> ○ Gender split ○ Age profile ○ Relationship status ○ Jobs titles ○ What pages do they like ○ What activity do they complete e.g. page likes, comments, post likes, shares, ads clicked etc. <p>Take note of this as you will require it when creating a Facebook ad in the next exercises. This data will allow you to better target your market based on their specific attributes.</p>

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Setting up a Facebook ad using Facebook ads management section</i>
<i>Exercise 10</i>	<p>Click "Create ads" within Facebook Taking the audience data from the previous practical exercise into account, create an ad that promotes page likes (promote your page)</p> <ul style="list-style-type: none"> • Choose your page • Choose custom audience based on data from existing customer attributes and audience insights data from previous exercise • Ensure your targeting is not too specific or broad (see barometer to the right of the page) • Choose budgeting options • Create 2 impactful images using Canva (remember the 20% text rule) • Preview the ad • Remove it from running on the least relevant location e.g. right hand column tends to get less engagement • Place your order if you want to run the ad. If you do this be aware that you will be billed. If you do not want to run the ad simply navigate away from the page – do not click 'place order'.

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Setting up a Facebook ad using Power Editor</i>
<i>Exercise 11</i>	<p>Go to: https://www.facebook.com/ads/manage/powereditor/ Download your Facebook data Go to 'Manage Ads' Create a new campaign using the tabs provided:</p> <ul style="list-style-type: none">• Campaigns• Ad sets• Ads <p>Note the upload changes button. If you upload changes this places your order. Only do this if you want to run the ad. If you do this be aware that you will be billed. If you do not want to run the ad simply navigate away from the page – do not click 'place order.'</p>

<i>Module</i>	<i>Social Media Marketing 2</i>
<i>Exercise Style</i>	<i>Creating a lookalike audience and saved target group using the Power Editor</i>
<i>Exercise 12</i>	<p>Lookalike Audience:</p> <ul style="list-style-type: none"> • Go to Audiences (see dropdown on top left – manage ads) • On right click ‘Create audiences’ • Choose ‘Lookalike Audience’ • Choose the page you want to choose the lookalike audience for • Choose the country • Click ‘create audience’ <p>Saved Target Group:</p> <ul style="list-style-type: none"> • Click on ‘create audiences’ • Choose ‘Saved Targeted Group’ • Name your group • Use data from audience research in previous exercise to choose the audience attributes e.g. location, page etc. • ‘Create audience’ <p>These audiences can be used in future advertising campaigns.</p>

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Search for and join relevant Facebook groups</i>
<i>Exercise 13</i>	<ul style="list-style-type: none"> • Click on 'find new groups' link on your Facebook home page • Search for relevant groups – personal interest or business interests (or both) • Join 2 relevant groups • Engage with the group – <ul style="list-style-type: none"> ○ Share a relevant post (recent blog article, ask a question, add a file etc.) ○ Like and comment on another post in the group ○ Invite relevant friends to join the group

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Joining groups, engaging and identifying group influencers</i>
<i>Exercise 14</i>	<ul style="list-style-type: none"> • Search and locate 10 LinkedIn groups that are relevant to your business and/or your interests. • Join • Start a discussion • Engage with other discussions e.g. like, comment, follow • Identify 10 influencers – these could be: <ul style="list-style-type: none"> - top contributors - individuals that have a large engagement and interaction rate - Follow them

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Setting up LinkedIn Ads</i>
<i>Exercise 15</i>	<ul style="list-style-type: none"> • Go to 'Manage ads' • Click to 'create a new campaign' • Create an ad that will bring people to your website • Name your campaign (this can be a real campaign or a test one that will not be activated) • Choose your ad text – remember to include benefits, USP and a Call-To-Action • Upload ad image – less detail is better as they are very small images • Set up a second ad variant – split testing different wording, images etc. • Preview the ad • Go to next step – choose your target markets. Choose a target market for your business OR follow the below criteria: <ul style="list-style-type: none"> ○ Ireland ○ Company size 200-5000 employees ○ Exclude all agri and civil engineering businesses ○ Job title: HR (you should have approx. 1400 members targeted) ○ Go to the next step and choose your budget ○ Launch or cancel

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Setting up Twitter ads</i>
<i>Exercise 16</i>	<ul style="list-style-type: none"> • Go to Twitter Ads • Create a new Followers campaign • Name your campaign (this can be a real campaign or a test one that will not be activated) • Customize start and end date – starting tomorrow • Compose a new tweet for your ad - remember to include benefit and Call-To-Action • Select your targeting – choose based on your own customers or choose a test group • Add targeted followers • Add by interest • Choose your budget • Save campaign or cancel (remember you set a start date of tomorrow so cancel if you do not want ads to run).

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Setting up Twitter Summary card for your website blog</i>
<i>Exercise 17</i>	<ul style="list-style-type: none">• Visit https://dev.twitter.com/cards/overview• Follow the 5 steps (bottom of page) to set up your Twitter Cards – if you are using Wordpress there are plugins that facilitate easy additions.• Validate your Twitter Cards https://cards-dev.twitter.com/validator

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Setting up Pinterest account and engaging</i>
<i>Exercise 18</i>	<ul style="list-style-type: none"> • Go to Pinterest.com and create a business account if you do not already have an account • Verify your website url • Using the search bar locate: <ul style="list-style-type: none"> ○ 5 accounts to follow ○ 10 individual boards that are relevant and follow them • Using Canva.com create an image to share – a tip, piece of advice, or quote for your customers • Create a board and share your image • Make your image clickable to the most relevant page on your website • Re-pin a relevant pin • Comment on a relevant pin • Add the browser ad-on, visit a website and using this browser button share a relevant image to one of your boards (create a new board if necessary) • Visit YouTube.com and locate a relevant video. Share this video to one of your Pinterest Boards

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Using Instagram app</i>
<i>Exercise 19</i>	<ul style="list-style-type: none"> • Download the Instagram app if you do not already have it and create an account • Connect your Twitter account so you can share images to Twitter • Take a photo • Use filters and features to edit image • Add a description of the image and use 5 hashtags • Find 5 accounts to follow • Like and comment on other relevant images • Download Instagram Repost app and use it to share another Instagram user's image to your network • Using WordSwag or InstaQuote create an image to share on Instagram

<i>Module</i>	Social Media Marketing 2
<i>Learning Item</i>	<i>Analyzing Instagram Account using Iconosquare</i>
<i>Exercise 20</i>	<ul style="list-style-type: none"> • Go to http://iconosquare.com/ • Connect your Instagram account (sign in with Instagram) • Go to statistics page • Note how much engagement your Instagram account received • In engagement reports note engagement from followers and non-followers and the most liked images • Note Comments received • In interactions reports note the most popular times for interactions and most popular filters used • Note what tags you are using and how many are in the top tags being used in Instagram