

Skills4Retail
Building sustainable growth

INTRODUCTION TO DIGITAL MARKETING

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At the end of the modules you will be able to...

01.	**Understand**	the importance of using social media in promoting a business.
02.	**Observe**	which platforms can be used for social media, and what are their advantages.
03.	**Understand**	different types of platforms for content marketing and their usefulness for businesses.
04.	**Determine**	A basic email marketing strategy and campaign

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Content

Module 4

Fundamental elements in Social Media

- *Introduction to Social Media Marketing*
- *Social Media Platforms*
- *Benchmarking in Social Media*
- *Social Media and company departments*

Module 5

Fundamental elements in Content Marketing

Defining (Digital) Content Marketing

Characteristics of Content Marketing

Platforms and ways to generate content

Content Marketing campaigns

Module 6

Fundamental elements in E-mail Marketing

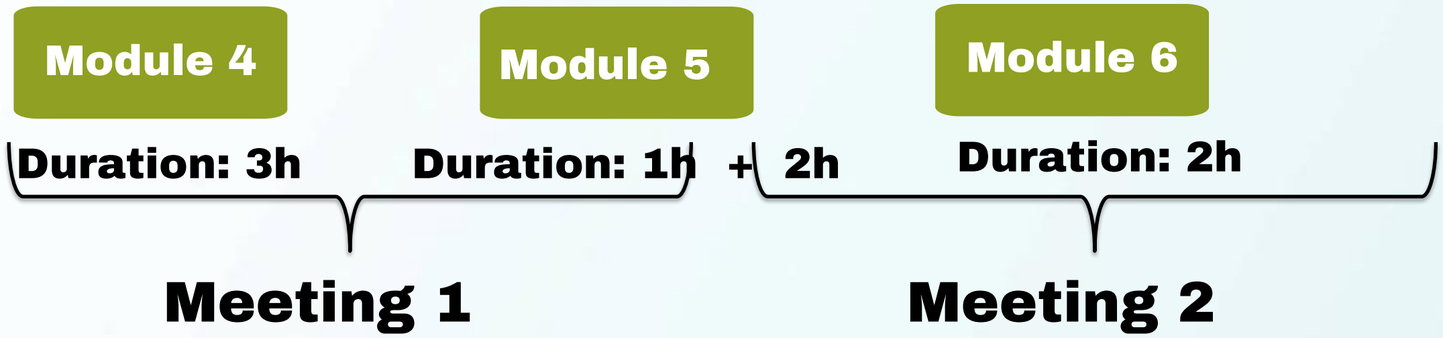
Essential elements in Email Marketing

Defining the concept

Email Marketing strategy

Creating an Email Marketing campaign

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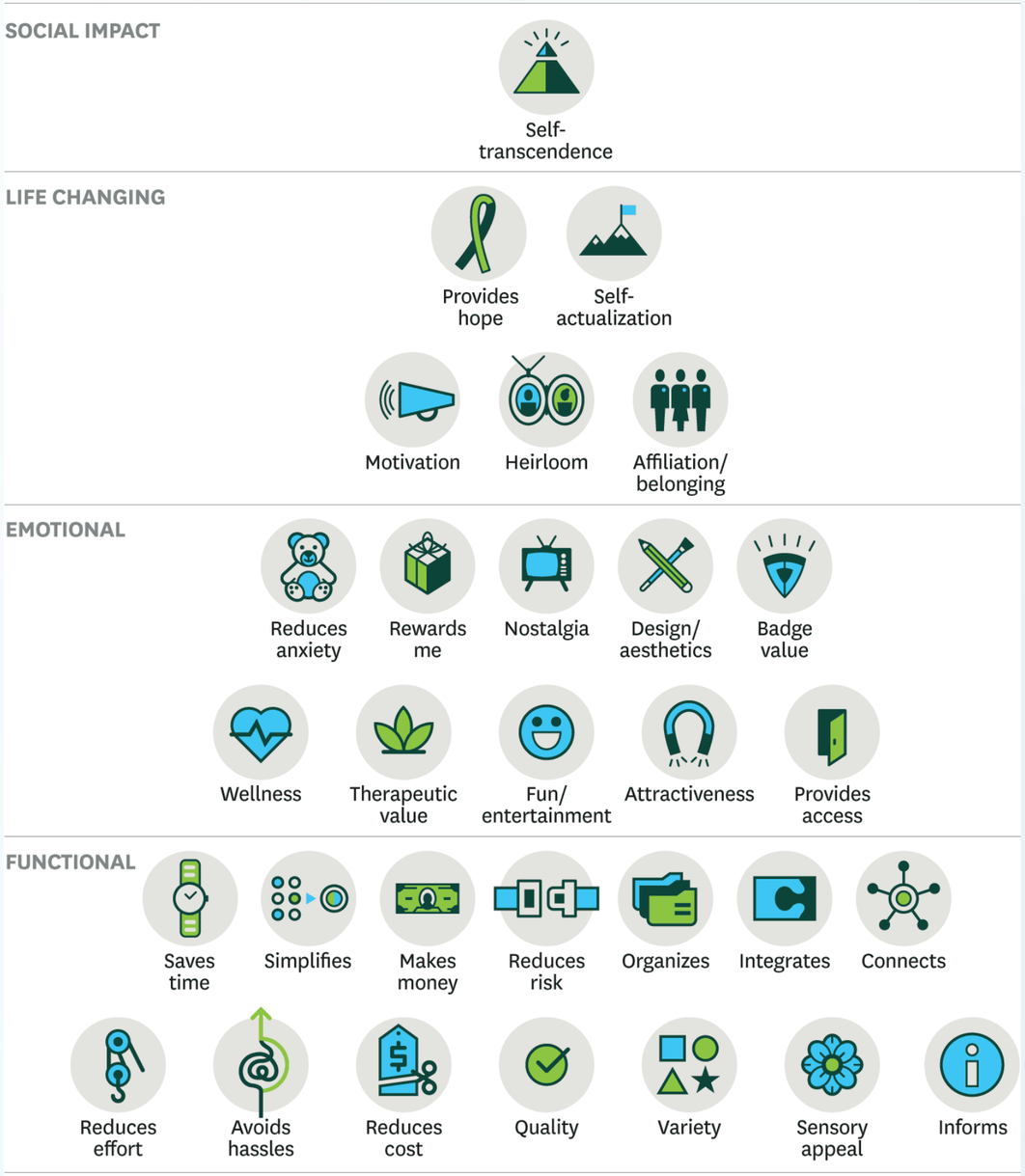
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SMM

= A specific company process used to ***create*** and ***promote*** marketing-related activities in the ***online environment***, using ***social media platforms*** to "deliver" **VALUE**.

= a process by which a company ***creates***, ***communicates*** and ***delivers offers*** in the ***online environment*** through ***social media platforms*** in order to build and maintain ***relationships with stakeholders***; the aim is to increase **VALUE** for these stakeholders by facilitating interactions, sharing information, (personalized) recommendations, and ultimately promoting direct marketing (“word of mouth”) between them about existing or “trending” products and/or services (or SaaS).

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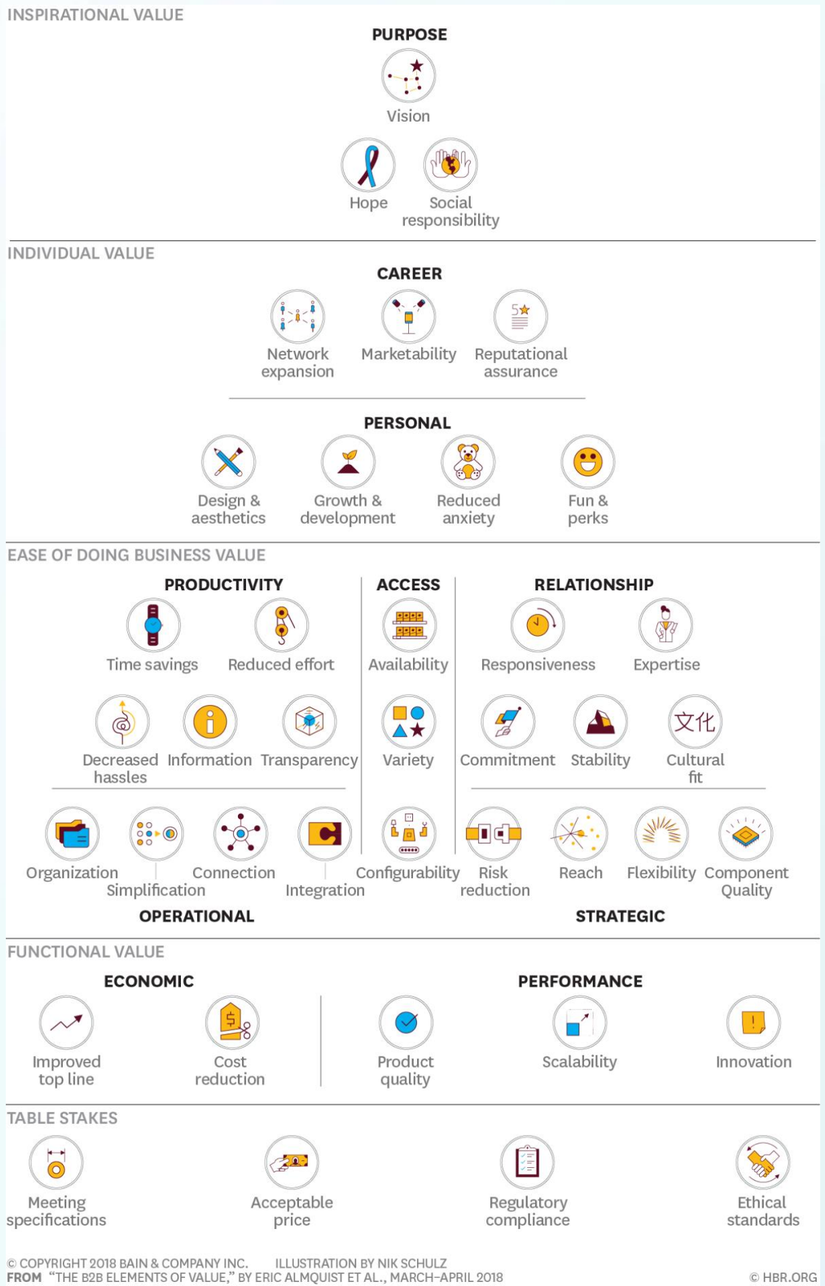
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Module 4

Fundamental elements in Social Media

- *Introduction to Social Media Marketing*



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Rank	Platform	Monthly active users (MAU)	Launch date	Headquarters
1	Facebook	3 billion	2004	Menlo Park, CA
2	YouTube	2.5 billion	2005	San Bruno, CA
3	Instagram	2 billion	2010	Menlo Park, CA
4	TikTok	1.5 billion	2016	Culver City, CA
5	Snapchat	800 million	2011	Los Angeles, CA
6	X (Twitter)	611 million	2003	Mountain View, CA
7	Pinterest	498 million	2005	San Francisco, CA
8	Reddit	500 million*	2010	San Francisco, CA
9	LinkedIn	<350 million	2006	San Francisco, CA
10	Threads	175 million*	2023	Menlo Park, CA

*Number of monthly active users worldwide, updated April 2024. (Source for Threads: Statista, 2024).
**Unique Monthly Visitors for Reddit.
Source: adapted from (Walsh, 2024)

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FACEBOOK

Motive pentru a utiliza platforma:

- 3 billion users (individual profiles, groups and business pages)
- Easy to understand KPIs: posts, likes, shares, comments, etc.
- The algorithm rewards engagement through the aforementioned indicators – similar to YouTube, Pinterest, etc.
- Excellent for paid or organic promotion
- Easy to use, allows for establishing customer relationships, lead discovery, etc.

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FACEBOOK – template (for creating a marketing plan)

FACEBOOK MARKETING PLAN WORKSHEET

Source: JM Internet Group - http://www.jm-seo.org/

INTRODUCTION. What do they say? *Failing to plan is planning to fail*. This worksheet helps you begin to brainstorm a step-by-step Facebook marketing plan

FACEBOOK PAGE CONCEPT. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your Facebook page. What angle can you give it that will be in sync with friends, family, and fun on Facebook? If Facebook is a party, what type of party are you going to throw on Facebook?

_____

_____

_____

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TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on Facebook? Indicate if so, and explain what are they "doing" on Facebook -

Type 1: _____

Type 2: _____

Type 3: _____

❑ Yes, our customers are on Facebook. ❑ No, they are not.

FACEBOOK MARKETING VALUE. Summarize the marketing value, if any, you see in Facebook for your company:

_____

_____

_____

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We see marketing value in Facebook: ❑ a lot ❑ some ❑ neutral ❑ not much

The primary value(s) from Facebook to our company are:

❑ Interacting with existing customers

❑ Finding new customers

❑ Being discovered via Facebook

❑ Staying in contact with customers

❑ Social sharing, customers will likely share our content

❑ eWOM (Electronic Word-Of-Mouth)

❑ Customer Continuum, nurturing customer evangelists

❑ Trust indicators: we need to be on F

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POST INTERACTIVITY. Why will potential customers “like” your Facebook Page? What will they “get” out of it? And for individual posts, why will they like, comment, and even share your posts?

They will like our Page because: _____

_____

They will like our Posts because_____

_____

Post Concept #1 _____

They will like this type of post, because: _____

Post Concept #2_____

They will like this type of post, because: _____

Post Concept #3_____

They will like this type of post, because: _____

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FACEBOOK RESPONSIBILITY. Who will be responsible for Facebook marketing at your company?

❑ Facebook set up issues:_____

❑ Text issues / content:_____

❑ Graphical / photo issues_____

❑ Facebook content issues: _____

❑ Finding other people's content to share:_____

❑ Creating our own content to share: _____

❑ Text content:_____

❑ Image / photo content:_____

We plan to post to Facebook:

_____ times per day / week / month

OTHER THOUGHTS AND IDEAS ABOUT FACEBOOK. Having researched a) whether your potential customers are on Facebook, and b) what competitors are doing on Facebook (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, "big picture" ideas do you have about Facebook?

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OTHER THOUGHTS AND IDEAS ABOUT FACEBOOK. Having researched a) whether your potential customers are on Facebook, and b) what competitors are doing on Facebook (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, "big picture" ideas do you have about Facebook?

We see potential in Facebook for our business marketing plans because:

After we've set up our Page, we believe we can do the following types of posts and they will help us grow our Facebook community because:

We will measure our success on Facebook by the following metrics:

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LINKEDIN

Reasons to use the platform:

- Sponsored content: target audience – professionals (LinkedIn feed)
- Sponsored posts: professional conversations in a professional way
- Dynamic ads: personalized
- Text ads: easy-to-use format already in place

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LINKEDIN – template (for creating a marketing plan)

LINKEDIN MARKETING PLAN WORKSHEET

Source: JM Internet Group - https://www.jm-seo.org/

INTRODUCTION. What do they say? *Failing to plan is planning to fail*. This worksheet helps you begin to brainstorm a step-by-step LinkedIn marketing plan

LINKEDIN PROFILE CONCEPT. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your LinkedIn profile(s). What angle can you give it that will be in synch with the role of usefulness LinkedIn? How are you going to become a "useful expert" on LinkedIn in and on what domain? What employees will need to participate?

_____

_____

_____

LINKEDIN PAGE CONCEPT. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your LinkedIn business page. What angle can you give it that will be in synch with the role of usefulness LinkedIn? How are you going to position your Page as a "useful expert" on LinkedIn in and on what domain?

_____

_____

_____

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TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on LinkedIn? Indicate if so, and explain what are they "doing" on LinkedIn -

Type 1: _____

Type 2: _____

Type 3: _____

❑ Yes, our customers are on LinkedIn. ❑ No, they are not.

LINKEDIN MARKETING VALUE. Summarize the marketing value, if any, you see in LinkedIn for your company, at either the profile and/or business Page level

_____

_____

_____

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We see marketing value in LinkedIn: ❑ a lot ❑ some ❑ neutral ❑ not much

The primary value(s) from LinkedIn to our company are:

❑ Interacting with existing customers ❑ Finding new customers

❑ Being discovered via LinkedIn ❑ Staying in contact with customers

❑ Social sharing, customers will likely share our content

❑ eWOM ❑ Customer Continuum, nurturing customer evangelists

❑ Trust indicators: we need to be on LinkedIn to look substantial

We see value in:

❑ individual profiles, why: _____

❑ company page, why: _____

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POST INTERACTIVITY. Why will potential customers "connect" with you at a profile level and/or "follow" your company at a Page level? What will they "get" out of it? And for individual updates, posts to Pulse, or posts by the Page, why will they like, comment, and even share your posts?

They will follow our Page / connect with our profile because: _____

_____

They will like our updates / posts because_____

_____

Post Concept #1_____

They will like this type of post, because: _____

Post Concept #2_____

They will like this type of post, because: _____

Post Concept #3_____

They will like this type of post, because: _____

How is the posting strategy different for individual profiles vs. the company page?

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LINKEDIN RESPONSIBILITY. Who will be responsible for LinkedIn marketing at your company? At the profile level? At the businesss Page level?

- ❑ LinkedIn set up issues: _____
  - ❑ Text issues / content:_____
  - ❑ Graphical / photo issues_____

- ❑ LinkedIn content issues: _____
  - ❑ Finding other people's content to share:_____
  - ❑ Creating our own content to share: _____
    - ❑ Text content:_____
    - ❑ Image / photo content: _____

We plan to post to LinkedIn:

_____ times per day / week / month

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LINKEDIN SCHMOOZING AND RESEARCH. LinkedIn is a great research tool (find customer prospects) as well as schmoozing tool (reach out to customers with an ‘excuse’ to contact them, give them something enticing to start a conversation).

We will research the following types of customers on LinkedIn:

We will reach out to them in the following ways:

They will want to interact with our employees (profiiles) and/or company (Pages) because:

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OTHER THOUGHTS AND IDEAS ABOUT LINKEDIN. Having researched a) whether your potential customers are on LinkedIn, and b) what competitors are doing on LinkedIn (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, "big picture" ideas do you have about LinkedIn?

We see potential in LinkedIn for our business marketing plans because:

After we've set up our profiles and/or Page, we believe we can do the following types of posts and they will help us grow our LinkedIn community because:

We see the relationship between our LinkedIn profiles (employee level) and the LinkedIn Page (company level), as:

How will the profile(s) help the Page and the Page help the profiles? Will advertising be used?

We will measure our success on LinkedIn by the following metrics:

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INSTAGRAM

Reasons to use the platform:

- Stories (ephemeral), Reels (vertical videos), shoppable posts
- Main target audience: people under 35 (approx. 68%)
- Possibility to receive, provide, and analyze comments within photos – long-term relationships + interaction

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INSTAGRAM

How to create an Instagram strategy:

- Create/choose a (simple) marketing promise but deliver it through a sophisticated message – photo + video + emotions
- Unique visual narrative – personalized content
- Build a story (visual storytelling): authenticity + sensory (appeal) + archetype + relevance
- Choose a theme (create the roadmap to tell the story – for content, posting frequency, etc.)
- Occasions: the visual story (narrative) can appear at key moments (you can use landscapes, people or other intangible elements)

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INSTAGRAM – template (for creating a marketing plan)

INSTAGRAM MARKETING PLAN WORKSHEET

Source: JM Internet Group - http://www.jm-seo.org/

INTRODUCTION. What do they say? *Failing to plan is planning to fail*. This worksheet helps you begin to brainstorm a step-by-step Instagram marketing plan

INSTAGRAM ACCOUNT CONCEPT. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your Instagram business page. What angle can you give it that will be in synch with the photo-centric focus of Instagram? If Instagram is a party, what type of party are you going to throw on Instagram?

_____

_____

_____

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FUN VS. NOT FUN & STRATEGY. A fun company in a fun industry (e.g., Airbnb) has an easier time of it on Instagram, vs. a non-fun company in a non-fun industry (e.g., All State Insurance). Which are you, and based on that fact, what's your basic strategy?

We are a ❑ fun ❑ not fun company / product / service in a ❑ fun ❑ not fund industry. Accordingly, we will post the following types of photos / videos based on themes that are ❑ directly relating to our product or service or ❑ only indirectly relating to our product or service:

_____

_____

TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on Instagram? Indicate if so, and explain what are they "doing" on Instagram -

Type 1: _____

Type 2: _____

Type 3: _____

❑ Yes, our customers are on Instagram. ❑ No, they are not.

❑ Kinda sorta (e.g., ONLY in rather non-related ways; after all, everyone is sort of on Instagram)

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INSTAGRAM MARKETING VALUE. Summarize the marketing value, if any, you see in Instagram for your company:

_____

_____

_____

We see marketing value in Instagram: ❑ a lot ❑ some ❑ neutral ❑ not much

The primary value(s) from Instagram to our company are:

❑ Interacting with existing customers ❑ Finding new customers

❑ Being discovered via Instagram ❑ Staying in contact with customers

❑ Social sharing, customers will likely share (rePost) our content

❑ eWOM (electronic Word of Mouth) ❑ Customer Continuum, nurturing customer evangelists

❑ Trust indicators: we need to be on Instagram to look substantial

❑ Using Instagram #hashtags to comment on, and catch the wave of timely topics

❑ Using Instagram #hashtags to nurture our own customer community

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POST INTERACTIVITY. Why will potential customers "follow" you on Instagram? What will they "get" out of it? And for individual Posts, why will they like, comment, or even share your Posts?

They will follow us on Instagram because: _____

They will view / like / comment / share our Posts because_____

Post Concept #1_____

They will like this type of Post, because: _____

Post Concept #2_____

They will like this type of Post, because: _____

Post Concept #3_____

They will like this type of Post, because: _____

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VIDEO CONTENT. Videos can drive high interaction on Instagram; and you need videos to really deploy your Instagram story. What type of content do you see that you can post in video format, and what sort of "stories" can you post to your Instagram story?

Video Concept #1_____

They will like this type of video, because: _____

Video Concept #2_____

They will like this type of video, because: _____

Video Concept #3_____

They will like this type of video, because: _____

Instagram Story Concept #1_____

They will like this type of story, because: _____

Instagram Story Concept #2_____

They will like this type of story, because: _____

Instagram Story Concept #3_____

They will like this type of story, because: _____

You will use Boomerang for video ❑ Yes, we love it! ❑ No, it's stupid or irrelevant.

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INSTAGRAM RESPONSIBILITY. Who will be responsible for Instagram marketing at your company?

❑ Instagram set up issues: _____

❑ Photo issues_____

❑ Video issues_____

We plan to Post via Instagram:

_____ times per day / week / month

USER GENERATED CONTENT. Why will users interact with your content? Even better, how can you motivate your customers to interact with your brand on Instagram, and even possibly upload brand-friendly content?

Users will interact with our Instagram content, liking, commenting, and sharing it, because: _____

Users will upload their own photos or videos that are friendly to our brand because: _____

❑ We will use a brand-friendly hashtag(s): _____

❑ We will set up an Instagram content, based on the following concept: _____

_____

_____

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OTHER THOUGHTS AND IDEAS ABOUT INSTAGRAM. Having researched a) whether your potential customers are on Instagram, and b) what competitors are doing on Instagram (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, "big picture" ideas do you have about Instagram?

We see potential in Instagram for our business marketing plans because:

After we've set up our Instagram account, we believe we can do the following types of Posts and they will help us grow our Instagram community because:

Post Type:

Post Type:

.....

We will measure our success on Instagram by the following metrics:

- ❑ Likes to our Business Account.
- ❑ Shares of our posts
- ❑ Comments on our posts
- ❑ Traffic FROM Instagram TO our website or eCommerce store
- ❑ Other metrics:

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YOUTUBE

Reasons:

- Many active users
- Long-form + short-form videos (YouTube shorts) similar to TikTok
- Users are 2x more likely to buy something because they saw it on this platform and 4x more likely to use it to learn about a brand, product, or service compared to other platforms
- Good for content (organic as well as paid growth)

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YOUTUBE

Strategic approach to paid advertising:

- **Brand awareness ads (brand awareness)**
- ----- Bumper ads: cannot be “skipped” – 6 seconds long;
- ----- Non-skippable in-stream ads: this ad can be played before, during or at the end of a video;
- ----- Masthead ads: shown above the “home feed”.
- **Engagement and consideration ads**
- ----- Skippable in-stream ads: can be “skipped” after 5 seconds. this ad can be played before, during or at the end of a video;
- ----- YouTube BrandConnect: connects content creators in the UK, Canada and the US with other brands.
- **Ads that encourage people to buy, subscribe or take action (the importance of CTA).**
- ----- In-feed video ads: the audience is reached through images displayed whilst they browse YouTube Home and can be shown on Gmail as well;
- ----- Video action campaigns: skippable ads that can also run before, during, or at the end of a video.

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YOUTUBE – template (for creating a marketing plan)

YOUTUBE MARKETING PLAN WORKSHEET

Source: JM Internet Group - http://www.jm-seo.org/

INTRODUCTION. What do they say? *Failing to plan is planning to fail*. This worksheet helps you begin to brainstorm a step-by-step YouTube marketing plan

YOUTUBE ACCOUNT CONCEPT. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your YouTube account. What is the concept behind your channel, and why will people want to watch, interact with, and even share your videos?

TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on YouTube? Indicate if so, and explain what are they "doing" on YouTube -

Type 1: _____

Type 2: _____

Type 3: _____

❑ Yes, our customers are on YouTube. ❑ No, they are not.

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YOUTUBE MARKETING VALUE. Summarize the marketing value, if any, you see in YouTube for your company:

_____

We see marketing value in YouTube: ❑ a lot ❑ some ❑ neutral ❑ not much

The primary value(s) from YouTube to our company are:

❑ Supportive use of video: using video to support our website / social media content. ❑ Finding new customers ❑ Being discovered via YouTube search ❑ Social sharing, customers will likely share our videos ❑ Viral marketing ❑ Customer Continuum, nurturing customer evangelists ❑ Trust indicators: we need to be on YouTube to look substantial

VIDEO INTERACTIVITY. Why will potential customers "subscribe to" your YouTube Channel? What will they "get" out of it? And for individual vidoes, why will they like, comment, and even share your videos?

They will subscribe to our Channel because:_____

_____

They will like / watch our videos because_____

_____

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YOUTUBE RESPONSIBILITY. Who will be responsible for YouTube marketing at your company?

❑ YouTube set up issues: _____

❑ Text issues / content:_____

❑ Graphical / photo issues_____

❑ YouTube video production issues: _____

_____

We plan to create videos for YouTube:

_____ times per day / week / month

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YOUTUBE PROMOTION. What mechanisms will promote our YouTube videos?

❑ Supportive use of video: we will post videos to our website, use for other social media.

❑ Search / SEO use of video. People will search for our videos, and the following keyword queries are relevant:

_____

❑ Share / viral use of video. People will share for our videos, and the following emotions are relevant (e.g., humor, shocking, sentimental, outrage, support of a cause, etc.):

_____

_____

Video concepts: _____

_____

❑ External promotion (e.g., advertising, Facebook, Twitter, website, email):

_____

_____

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OTHER THOUGHTS AND IDEAS ABOUT YOUTUBE. Having researched a) whether your potential customers are on YouTube, and b) what competitors are doing on YouTube (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, "big picture" ideas do you have about YouTube?

We see potential in YouTube for our business marketing plans because:

After we've set up our channel and begun to upload videos, we believe we can do the following types of videos and they will help us grow our YouTube community because:

We will measure our success on YouTube by the following metrics:

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TIKTOK

Reasons:

- Algorithm that promotes user-relevant content displayed on the For You Page (FYP)
- Uses short format (that can incorporate specific sounds/music, effects and filters)
- Affiliate marketing works well (/+influencer)
- Videos attract attention + the entire (video) content can be easily scrolled throught
- Humor increases the effectiveness of the message

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TIKTOK

Advertising options:

- Biddable Ads: in-feed video ads (they appear in the video stream on the user's platform). Segmentation criteria: age, gender, location, interest, device type
- TopView: reclamă video, pe întreg ecranul, care poate dura până la 60 secunde; full-screen video ad, which can last up to 60 seconds;
- Brand Takeover: ads that start once the app has been opened and are limited to one merchant (marketer) per day;
- Hashtag Challenge: a 6-day ad in which users are encouraged to use a personalized hashtag to participate in the respective challenge. There is also Hashtag Challenge Plus for eCommerce retailers and users can even buy the products specific to the respective challenge;
- Branded Effects: companies can create their own interactive elements, filters, 3D objects to increase brand awareness;
- Shoppable TikTok Videos: videos with URLs that direct traffic to the product page or the merchant's website.

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TIKTOK – template (for creating a marketing plan)

TikTok Marketing Plan Worksheet

Source: JM Internet Group - http://www.jm-seo.org/

Introduction. What do they say? *Failing to plan is planning to fail*. This worksheet helps you begin to brainstorm a step-by-step TikTok marketing plan

TikTok Account Concept. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your TikTok business account. What angle can you give it that will be in synch with the video-centric focus of TikTok? If TikTok is a party, what type of party are you going to throw on TikTok?

_____

_____

_____

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FUN VS. NOT FUN & STRATEGY. A fun company in a fun industry (e.g., Airbnb) has an easier time of it on TikTok, vs. a non-fun company in a non-fun industry (e.g., All State Insurance). Which are you, and based on that fact, what's your basic strategy?

We are a ❑ fun ❑ not fun company / product / service in a ❑ fun ❑ not fund industry. Accordingly, we will post the following types of videos based on themes that are ❑ directly relating to our product or service or ❑ only indirectly relating to our product or service:

_____
_____
_____

TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on TikTok? Indicate if so, and explain what are they "doing" on TikTok -

Type 1: _____

Type 2: _____

Type 3: _____

❑ Yes, our customers are on TikTok. ❑ No, they are not.

❑ Kinda sorta (e.g., ONLY in rather non-related ways; maybe not yet but in the future on the platform)

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TIKTOK MARKETING VALUE. Summarize the marketing value, if any, you see in TikTok for your company:

_____

_____

_____

We see marketing value in TikTok: ❑ a lot ❑ some ❑ neutral ❑ not much

The primary value(s) from TikTok to our company are:

❑ Interacting with existing customers ❑ Finding new customers
❑ Being discovered via TikTok ❑ Staying in contact with customers
❑ Social sharing, customers will likely share (repost) our content
❑ eWOM ❑ Customer Continuum, nurturing customer evangelists
❑ Trust indicators: we need to be on TikTok to look substantial
❑ Using TikTok #hashtags to comment on, and catch the wave of timely topics
❑ Using TikTok #hashtags to nurture our own customer community
❑ Using TikTok trending sounds to nurture our own customer community
❑ Using TikTok trending topics to nurture our own customer community

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POST INTERACTIVITY. Why will potential customers "follow" you on TikTok? What will they "get" out of it? And for individual Posts, why will they like, comment, or even share your Posts?

They will follow us on TikTok because: _____

_____

They will view / like / comment / share our Posts because_____

Video Concept #1_____

They will like this type of TikTok, because:_____

Video Concept #2_____

They will like this type of TikTok, because: _____

Video Concept #3_____

They will like this type of TikTok, because: _____

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VIDEO CONTENT. Video story telling can drive high interaction on TikTok; and you need videos to really deploy your TikTok story. What type of content do you see that you can post in video format, and what sort of "stories" can you post to your TikTok account? For example, might you use "challenges" or "contests" to encourage video engagement?

Video Concept #1_____

They will like this type of video, because: _____

Video Concept #2_____

They will like this type of video, because: _____

Video Concept #3_____

They will like this type of video, because: _____

TikTok Story Concept #1_____

They will like this type of story, because: _____

TikTok Story Concept #2_____

They will like this type of story, because: _____

TikTok Story Concept #3_____

They will like this type of story, because: _____

You will use Duets for video ❑ Yes, we love it! ❑ No, it's stupid or irrelevant.

You will use trending sounds for video ❑ Yes, we love it! ❑ No, it's stupid or irrelevant.

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TIKTOK RESPONSIBILITY. Who will be responsible for TikTok marketing at your company?

❑ TikTok set up issues: _____

❑ Video issues: _____

We plan to Post via TikTok:

_____ times per day / week / month

USER GENERATED CONTENT. Why will users interact with your content? Even better, how can you motivate your customers to interact with your brand on TikTok, and even possibly upload brand-friendly content? Pay special attention to challenges and/or contests, but don't forget superfan / influencer engagement via tags and comments:

Users will interact with our TikTok content, liking, commenting, and sharing it, because: _____

_____

Users will upload their own videos that are friendly to our brand because: _____

_____

❑ We will use a brand-friendly hashtag(s): _____

❑ We will set up TikTok content, based on the following concept: _____

_____

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OTHER THOUGHTS AND IDEAS ABOUT TIKTOK. Having researched a) whether your potential customers are on TikTok, and b) what competitors are doing on TikTok (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, "big picture" ideas do you have about TikTok?

We see potential in TikTok for our business marketing plans because:

After we've set up our TikTok account, we believe we can do the following types of videos and they will help us grow our TikTok community because:

Video Type:

Video Type:

.....

We will measure our success on TikTok by the following metrics:

- ❑ Likes to our Business Account.
- ❑ Shares of our videos
- ❑ Comments on our videos
- ❑ Traffic FROM TikTok TO our website or eCommerce store
- ❑ Other metrics:

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- Marketing ROI = (Sales Growth - Marketing Cost) / Marketing Cost
- Marketing ROI = (Sales Growth - Organic Sales Growth - Marketing Cost) / Marketing Cost
- ROI = (Revenue-Costs) / Costs
- ROI = [(Revenue or gain from investment 2 costs of investment)/(Costs of investment)] and multiplied with 100 for percentage conversion (Van Looy, 2022, p.65)

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KPI	Explanation
Cost per click (CPC)	“The cost of a social media post divided by the number of people who clicked on the link within that post.”
Cost per lead (CPL)	“The cost of your social media activity divided by the number of leads that activity generated.”
Cost per thousand impressions (cost per mille, CPM)	“The cost of your social media activity divided by one-thousandth of the number of impressions that activity generated.”
Cost per view (CPV)	“The cost of your social media activity divided by the number of views that activity generated.”
Earned media value (EMV)	“When measuring the impact from using influencers, metrics such as cost per engagement (CPE) or EMV are often used to measure the value of their activity. EMV is calculated using the formula EMV = impressions × CPM × adjustment variable. The adjustment variable is the action which indicates your goal is met. It therefore could be link clicks, engagement rate, sales or another criterion.”
Impressions	“The total number of times your content has been displayed on a social media feed. This metric includes every instance your content is loaded in a user's feed—whether it's an original post or a share.”

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Video Views	**“The number of times users have watched your video content on social media.”**
Post Reach	“The number of unique users who’ve seen your social media post.”
Follower Count	“The number of users who’ve chosen to follow your social media profile. This count can include both individuals and brands.”
Audience Growth Rate	$\left[\frac{(Ending\ \#\ of\ Followers - Starting\ \#\ of\ Followers)}{Starting\ \#\ of\ Followers}\right] x\ 100$
Reactions	<<Reactions are a basic form of engagement. They typically involve users clicking a “Like,” “Love,” “Celebrate,” or similar button.>>
Comments	“Comments are written responses that users add to your social media content. These responses can be directed at the original post or serve as replies to other comments.”
Shares	“Shares occur when users repost your content on their own social media profiles.”
Saves	“Saves are when users save your post for viewing later.?

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Average Engagement Rate	$\left[\frac{\left(Total\ Engagements — Total\ Posts\right)}{Total\ Followers}\right] x\ 100$
Click-Through Rate	$\left[\frac{Number\ of\ clicks}{Number\ of\ Impressions}\right] x\ 100$
Conversion Rate	$\left[\frac{Conversions}{Total\ clicks}\right] x\ 100$
Sales Revenue	"Sales revenue from social media is the total amount of revenue that can be attributed to your social media marketing efforts."
Review Ratings	"Social media reviews are customers' feedback about your product or service posted on social media platforms. And they're usually accompanied by a rating."
Customer Satisfaction Score	$\left[\frac{CNumber\ of\ Satisfied\ Customers}{Number\ of\ Responses}\right] x\ 100$
Brand Mentions	"Brand mentions are instances when users mention your brand on social media. This can be in the form of a tag or a mention in a post or comment."
Branded and Campaign Hashtags	"Branded hashtags are unique to your company (like a company name or slogan). And campaign hashtags are created for specific marketing campaigns."

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Social media and Public Relations: direct communication with the target audience. PR should provide social media guidelines (what information to send outside the company), create FAQ sections, databases (information about critical issues) and social media monitoring.

Social media and Marketing: brand communication and other elements (marketing channels) + KPI

Social media and IT: information retention, automation, information management systems

Social media and HR: seselection of qualified people with relevant skills for social media marketing + formal and informal relationships between employees in social networks

Social media and Procurement: trademarks, licenses, etc.

Social media and Legal: GDPR, competition law / copyright, terms and conditions, etc.

Social media and Sales: existing platforms and converting leads into customers

Social media and R&D: research and development can be oriented towards monitoring social media trends + other relevant information

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Anything displayed online can become a content element – vital in marketing activities: text, video, images, radio, infographics, graphics, etc.

Content marketing

= the practice of using blog posts, podcasts, videos and images to promote a product or service

Digital content marketing

= the management process responsible for identifying, anticipating, and satisfying consumer needs/demand profitably, in the context of digital content

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Skills4Retail
Building sustainable growth

Important and specific features of content marketing:

- **Information recombination**: different types of information can be integrated into the same system / platform
- **Accessibility**: instantly accessible through electronic means / digital channels
- **Interaction** (**navigation**): when digital products are used
- **Speed**: content available instantly
- **Almost 0 marginal costs**: the expense derived from incremental transactions / customers is almost non-existent

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Blog

- Util pentru comunicarea cu părțile interesate Useful for communicating with stakeholders
- Can be integrated into the site or designed separately (Google upranking - SEO) + diverting traffic
- Regular posts (to get visitors used to it)
- Targets specific customer needs (interests)
- + evergreen content
- Posts to expose product issues / transparency

Platforms

- ----- **Wordpress**: a blog can be created very quickly because it is intuitive
- ----- **Ghost**: it is an open source blog that can also be used for newsletters as well
- ----- **Wix**: blogs and websites
- ----- **Blogger**: also useful for obtaining a domain
- ----- **Tumblr**: people explore microblogs
- ----- **Weebly**: useful in blogging but also has a free version for e-commerce and useful for other marketing purposes
- ----- **Medium**: many professionals such as CEOs, writers, and researchers expose their ideas

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E-book

- The trend of replacing printed books with digital ones
- Can be easily updated
- Can be used for database building (e.g. through landing pages)
- Can have interactive elements, images (with redirect links)
- Can contain complex information that would not necessarily fit in a blog
- Allows the search function
- Contains keywords (to increase organic traffic)
- Can have a relevant title for SEO purposes but also a CTA or something to attract attention

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Interviews with experts

- Advantage for companies because it gives credibility, increases interaction + SEO, interactions for leads, increases the interest of professionals
- The transcript can be converted into content for other platforms (blog, infographics, snippets, etc.)
- The company can enjoy the notoriety of the expert
- Interviewees can share the content → increases traffic + access to the followers of the respective experts
- A network of experts can be established

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Brochures

- Allows the conversion of substantial information into a simplified, accessible, and shareable form
- Attractive names: 5 simple steps for...
- Can contain keywords → SEO
- They are cost and time-effective
- Structures information well
- Educates specific consumers
- Can present your own products and services
- Can integrate AR (augmented reality)

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Brochures

Key elements:

- Call to action
- Cover page: to capture attention + attractive title that reveals what information will be displayed + visual elements of the brand
- Content page: redirect links to other sections of the brochure
- Body (the actual content): relevant + well-structured + links to other resources (e.g. for further knowledge)
- Contact form / information
- Call to action

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Newsletter

- Establish long-term relationships with customers
- Can monitor conversion
- Directly address the consumer
- Increases interaction with customers / can be redirected to the website, product page, etc.
- Increases awareness
- Personalized content
- = part of direct marketing
- Can be addressed to a specific target audience based on criteria / fields in the database
- Can increase trust / shows seriousness
- Should be sent regularly
- Uses CTA + interactive components: forms, surveys, etc.
- Metrics: click-through rates (# of clicks / # of emails sent x 100), unsubscribe rates (# of people who unsubscribe / # of emails sent x 100)

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Podcast

- Audio or/and videoBB
- 2019 Survey (94% of listeners participating in the study listen to podcasts while doing other activities) → can lead to “brand engagement”
- Can be integrated into the website or distributed on other platforms such as Google Podcasts, Spotify, iTunes
- Series can be created (for recurrence)
- Can be focused on specific topics of consumer interest

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Public Relations

- Creating and maintaining customer trust and loyalty
- Increases brand visibility
- Wider audience
- Exclusive articles featuring personalities, interviews, blog posts + relations with journalists
- Requires transparency
- Can clarify aspects of negative publicity → rehabilitates the company's image
- Redirects traffic to the website
- Requires monitoring of online activity: articles, conversations and almost instant feedback should be provided
- Materials can be similar to storytelling
- Case studies, success stories, updates on company activity (innovations, CSR, etc.) can be presented

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Public Relations

Prowly

How to Create a PR Plan?

Core questions	The meaning	Example of a PR campaign plan #1	Example of a PR campaign plan #2
WHAT?	What is the overall goal and purpose/ desired outcome?	Promotion of the new Emergency Room opened by the community hospital.	Launch of two online organizations.
WHO?	Who is your target audience? Who will be involved in the implementation?	The target audience: the staff, employees, community, donors, volunteers, paramedics, physicians with hospital privileges.	The target audience: those who need support and tools to heal from abuse.
WHY?	Why do we organize it? Is this a one-time launch/ event/ celebration/ anniversary/ kick-off/ fundraiser? 👉 Create messaging for internal and external use and publicity.	Celebrate and promote new health care facilities to help assist patients.	Helping those who have been through a difficult time (addiction, abuse, foster care, mental health issues, violence against the LGBTQ community).
WHEN?	What are the dates of the event/ launch/ campaign? 📅	Mid-Spring (over a few weeks).	During October Mental Illness Awareness Week.
WHERE?	Where will it take place (offline/ online)? What social media platforms to use? Where will the event or campaign need to be publicized? What are the targeted media outlets?	Hospital's new ER (inside and outside). Social media is not a thing at the time of this campaign.	A digital campaign including local and national media, podcasts, and social media platforms.
HOW?	👉 All logistics that need to be figured out and who is responsible for it.	• Tours and special events for paramedics, physicians, local schools + a big community gathering. • Internal and external communications, community outreach plans, publications, media relations, direct mail campaigns, invitations to all specific events.	Media relations: • a press release to local media, • monitoring local and national trends, opportunities, breaking news, • pitching the client to media as a voice to educate and support others, • community outreach, and speaking engagements.

The strategy shared by Jennifer McGinley, CEO of JLM Strategic Communications for Prowly

prowly.com

Prowly

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Public Relations

Public Relations Plan Template

Target Audience	Key Message	Journalists & Channels	Deadline & Key Dates
Use this column to list out which sections of your audience base you want to reach.	*Use this column to list out the key messages you want to deliver through PR efforts.*	*Use this column to list out the journalists and the channels to target*	*Use this column to list out tentative and hard deadlines for each activity*
Priority: High	• Key message #1 • Key message #2 • Key message #3	Journalists: People writing about the same industry, your competitors, etc. Channels: Social media, events and conferences, email outreach, etc.	(Tentative deadline) (Hard deadline)
Priority: Medium	• Key message #1 • Key message #2 • Key message #3	Journalists: People writing about an adjacent industry, indirect competitors, etc. Channels: Newsroom, content (blogs, videos, case studies, podcasts), etc.	(Tentative deadline) (Hard deadline)
Priority: Low	• Key message #1 • Key message #2 • Key message #3	Journalists: People writing about different industries. Channels: Interviews, website content (blogs, whitepapers), social media engagement, etc.	(Tentative deadline) (Hard deadline)

G2.com

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Q&A sessions

- Can be used at the end of press conferences, live podcasts, live webinars, forums, etc.
- Very useful in clarifying the audience
- Shows professionalism and transparency + clarifications = helps in the acquisition process
- Platforms such Yahoo! Answers or Quora can be used
- Increases customer trust in the company
- Questions and answers can be converted into marketing content: FAQ sections, infographics, etc.

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Videos / virals / live / feed

- Useful because there is infobesity and the content can be processed more easily
- Live – useful for transparency / behind-the-scenes content
- Direct interaction with customers
- Increase in notoriety
- Questions can be addressed and answered
- Authenticity + credibility

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Vlog

- Video blog
- The message conveyed through vlogs is essential in marketing: what/how is said matters + non-verbal indicators
- They are informative, educational, can influence the purchasing decision

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Website

- Contează limbajul folosit: natură tehnică sau adaptat publicului țintă
- Adaptarea formatului așa încât să fie optimizat în funcție de dispozitiv (ex. m-commerce: tablete și telefoane)
- Pot fi integrate alte elemente ale marketingului de conținut: blog, videoclipuri, broșuri, infografice, etc.
- The language used matters: technical or adapted to the target audience
- Adapting the format so that it is optimized according to the device (e.g. m-commerce: tablets and phones)
- Other elements of content marketing can be integrated: blog, videos, brochures, infographics, etc.
- Metrics
- ----- Unique Website Visitors: a visitor enters the page and interacts with the elements of the website (unique visitors – IP)
- ----- Traffic by Source: where the customers come from
- ----- Time spent on page: duration
- ----- Conversion rate: the completion of a certain action by the user
- ----- Bounce rate: the percentage of visitors who leave the site without taking any action
- ----- Trafic organic: visitors who come from unpaid sources

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Webinar

- Sharing information via voice, text, slides, etc. They are basically online seminars
- Tend to be topic-specific
- Good for building consumer trust
- Information can be converted into other content marketing elements
- No space constraints; low/almost non-existent costs (the moderator, expert can be paid + costs for various platforms, etc.)
- Platforms: Microsoft GoMeeting, WebEx, GoToMeeting and ReadyTalk

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Steps for creating a campaign:

- Establish your target audience and identify their specific need for information
- Create a strategic content plan: aim to disseminate information without becoming an obvious product promotion. Information should be relevant and free
- Determine the format/ channel: webinar, poster, podcast, online courses, infographics. Content can be downloadable.
- Use a magnet title: CTA + relevant + clear
- Organize information – chapters, subchapters
- Redirect traffic to the company page/ landing page (via Google, affiliate marketing, etc.)
- Answer questions
- Follow-up: you can reach out to customers if you get their contact details

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Email marketing is relevant for digital and direct marketing because it involves low costs, high return on investment and results can be measured (there is direct communication).

Allows sending messages directly and instantly + personalized / allows content adaptation

Can convert clients, retain them, or stimulate sales on existing customers

Key performance indicators (KPI):

Click-rate: the number of people who click on the link in the email out of the total emails sent

Click-through rate: how many people clicked on the link, CTA or image divided by the number of people who saw the email

Open rate: the percentage of those who open an email out of the total subscribers

Bounce rate: the number of unsent (undelivered) emails out of the total emails sent

Unsubscribe rate: the percentage of subscribers who opt to unsubscribe (no. of unsubscribes / no. of emails sent)

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E-mail marketing

= a unique form of communication, viewed as both an art and a science, that delivers value to the subscriber's inbox

= a digital marketing channel used to interact with potential or existing customers

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Steps to create an email marketing strategy:

- Setting goals: can be **general** (money generation, notoriety, loyalty, etc.) – aligned with company objectives; **financial** (increasing sales – traffic to website, in stores, participation in events, etc.); **time-specific** (automation, scheduling)
- Creating an efficient and qualitative e-mail list: criteria such as age, gender, residence, income, number of purchases, interests, favorite products, etc. Free or limited providers: Mailchimp, Microsoft Access, HubSpot, Brevo, GetResponse, Campaign Monitor, ConvertKit, MailerLite, etc.
- Creating relevant and valuable content: consumers expect to receive content relevant to their interests. The ultimate goal is to generate conversion. Competitors can be studied for examples of best practices. Call-to-action elements are relevant and can become buttons, text, banners, etc.

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CTA - examples

Can be used in/for:	Examples
Newsletter	Discover how.., Read about.., Learn more, Find out more, Find out how.., Read on to master.., Read the full story, Keep reading, Show me how.., Uncover.., Learn why.., How it works, See more news, Dive in, Get the full recipe, Download your copy, Discover recent trends, Watch now, See what's new, Take me to.., Explore more ideas
Sales	Buy now for.., Shop now, Activate your discount code, Explore new styles, Shop sale, Order now, Order [product name], Get [product name], Add to cart, Shop what's new, Shop new arrivals, Shop new collection, Try it out, Try [product name], Pre-order now - [price], Shop bundle, Get men's/Get women's
Abandoned cart	Keep shopping, Take another look, Use your discount, Return to cart, View my cart, Finish checkout, Continue to checkout, Complete my order, Take me to my order, Resume your order, Seal the deal, Reveal new price, Check out with 15% off, Checkout now, Activate free shipping
Repeat purchase	Buy again, Get some more, Reorder now, Upgrade now, Top up, Restock now
Seasonal	Shop gift guide, Grab offer now, Claim your coupon, Buy 15% off before Dec 25, Explore discounted offers, Get [Product name] 30% off, Get my gift, Shop final sale, Shop the limited editions, Shop holiday deals, Shop holiday sale, Shop express gifts, Shop now and save, Shop gift cards, Start gifting, Redeem your offer, Browse Father's Day offers, Get mom a [Product name], Save $15, Give an e-gift, Get it by Christmas, Apply discount
(Software as a Service) SaaS	Yes, I'm interested, Enroll for free, Sign up for free, Start a free trial, Get ready now, Save 50% on subscription, Join now, Request demo, Book a call, Explore features, See [Product or Feature] in action

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Strategii persuasive pentru e-mail-urile informative

Types of strategies	Additional information
Offerings	Uses factors that influence the purchase decision: incentives, promotional offers.
Appeal to authority	Persuading the individual through authoritative figures/ experts/ reputable sponsors.
Scarcity	The game between supply and demand that generates the fear of missing out (FOMO).
Snob appeal	For premium products that offer a sense of belonging to an elite group.
Celebrity	Using celebrities for their fame.
Statistical proof	Generates transparency and trust.
Humour	May increase receptivity.
Social appeal	A social norm can cause individuals to align with that mindset. It can be based on recommendations.
Contrasting appeal	Promoting competitive advantages/ differentiators.
Romantic appeal	Incursion into emotions such as desire or passion.

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Steps:

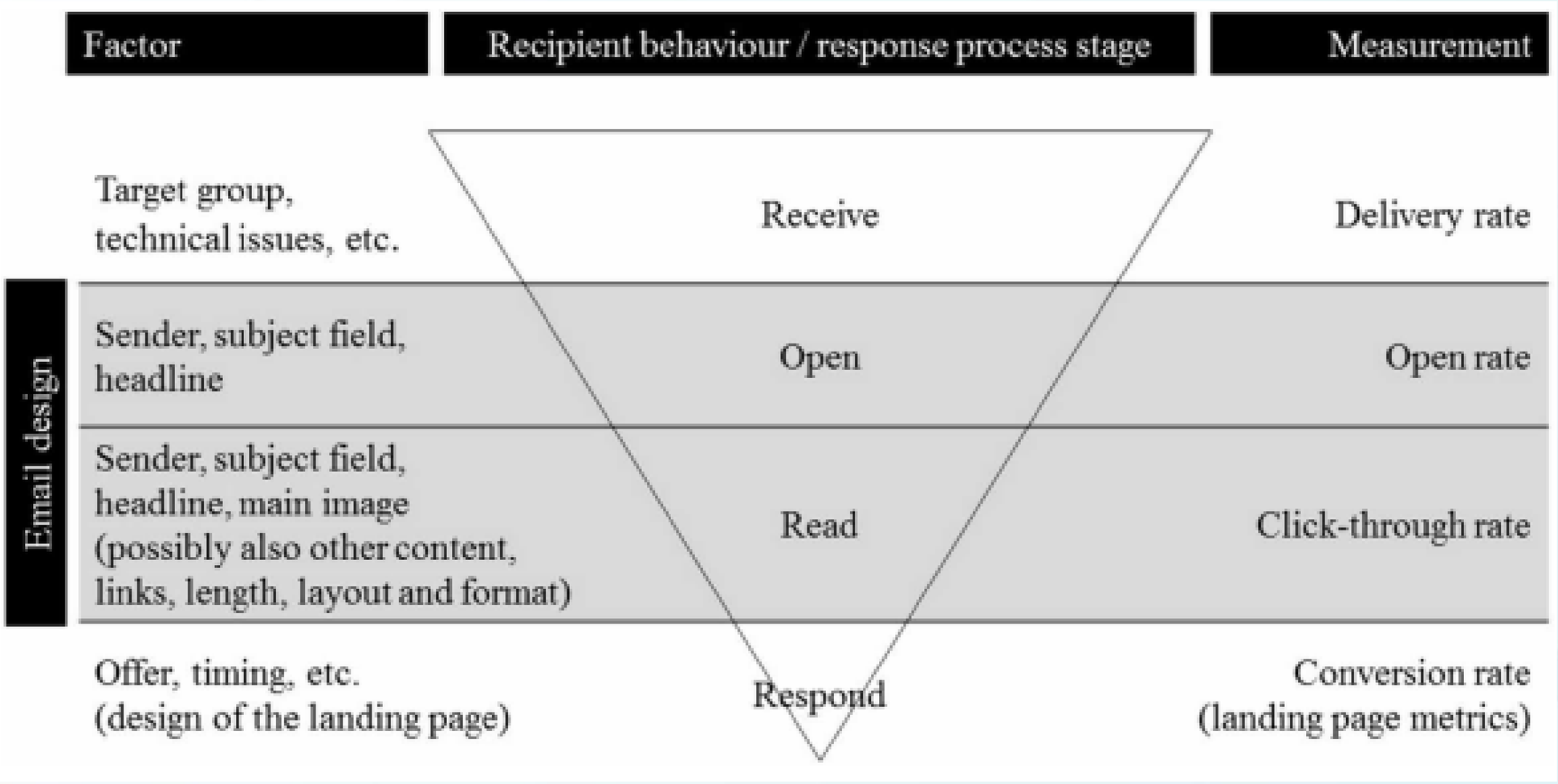
- Identify those ideal customers: segmentation
- Set a clear objective
- Email database: if it doesn’t exist, can it be created/purchased? (e.g. Vistaprint or DirectMail.com)
- Choose the campaign type: sales/promotion, newsletter, transactional, lead generation

Steps for effective campaigns:

- Establish the topic: make it attractive + CTA
- Maintain clarity: focus on a specific topic
- Choose a CTA that appears with recurrence
- Personalize the email
- Avoid spam
- Use adequate language
- Test the campaign: e.g. A/B testing
- Update the database

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Template for testing the newsletter design



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E-mail marketing services

Email marketing platform	Free plan	Prices start at	G2 rating	Trustpilot rating	Best for
Brevo	**9,000 emails**	**$9 for 500 contacts**	**4.5**	**4.2**	**Any size business**
HubSpot	2,000 emails 1,000,000 contacts	$20 for 1,000 contacts	4.4	3.1	Big data teams
Mailchimp	1,000 emails 500 contacts	$13 for 500 contacts	4.3	1.4	Small contact lists
ConvertKit	Unlimited up to 300 contacts	$15 for 300 contacts	4.4	1.8	Content creators
MailerLite	12,000 emails 1,000 contacts	$10 for 500 contacts	4.6	4.6	Solopreneurs & freelancers
Klaviyo	500 emails 250 contacts	$20 for 500 contacts	4.6	3.2	Ecommerce
AWeber	3,000 emails 500 contacts	$14.99 for 500 contacts	4.2	2.5	Bloggers
ActiveCampaign	14-day trial	$39 for 1,000 contacts	4.5	3.2	Automation power users
GetResponse	Unlimited up to 500 contacts	$19 for 1,000 contacts	4.3	3.5	Core email needs
Constant Contact	60-day trial with conditions	$12 for 500 contacts	4.0	4.0	NGOs
Campaign Monitor	Unlimited emails 5 contacts	$11 for 500 contacts 2,500 email sends	4.1	4.4	Low-volume senders

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