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INTRODUCTION TO DIGITAL MARKETING

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Table of Content

- Bio
- Course overview
- Topics
- Resources
- Learning Tips
- Opportunities

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BIO

- Lekan Afolabi is a seasoned and well experienced Digital Marketing Expert with around 8 years of practical working experience. He has created marketing solutions for and across various industries across e-commerce, education, information tech, sports and entertainment, non-profits and more.

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COURSE OVERVIEW

- Digital Marketing; In the world where everything and everyone is on the internet, it is becoming very difficult for businesses to find their voice, distinguish themselves from competitors and market strategically to their target customers. This is where Digital Marketing comes in.

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MODULES

- SOCIAL MEDIA MANAGEMENT
- SOCIAL MEDIA ADVERTISING
- ANALYTICS AND REPORTING
- SEARCH ENGINE OPTIMISATION (SEO)
- EMAIL MARKETING
- CONTENT MARKETING

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RESOURCES

Slides - Videos - External links

Knowledge check - Quiz - Case studies

LEARNING TIPS

Relax - Watch the videos in a quiet place - Have stable internet

Stay away from distractions - Be highly curious

Take notes - Take each task seriously - Practise

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OPPORTUNITIES

- Become a certified Digital Marketer
- Get internship opportunities
- Attract international gigs
- Industrious career

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THANK YOU
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SOCIAL MEDIA MANAGEMENT

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Table of Content

- Brand Establishment
- Social Media Content Marketing
- Social Media Management

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BRAND ESTABLISHMENT

- What is a brand?
- How to conduct a brand audit
- Elements of a brand audit
- Brand voice
- Additional reading

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WHAT IS A BRAND?

Advertising guru David Ogilvy originally defined a brand as “The intangible sum of a product's attributes: its name, packaging, and price, its history, its reputation, and the way it's advertised.

A brand is the way a product, company, or individual is perceived by those who experience it.

Examples: Coca-Cola, Apple, Google, Jumia, Konga, Cybersafe Foundation

KNOW YOUR BRAND

As a Social media expert, every business has a brand. You should strive to know your business' brand. That is, your first job as a social media manager is to know the business and its brand before you manage it. For you to know the brand, you need to perform a brand audit.

PERFORMING A BRAND AUDIT

For you to perform a brand audit, you need to be able to clearly define and describe the following attributes of a business. The Who, What, How and Why of the brand. You can get these from either the owners or their existing social platforms or websites.

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The WHY

Why do you as a business exist? What's your product or service offering? What's the business' vision? Why the particular product or service? This is how you clearly define what value a business is adding to the society at large. Are they meeting a need? Supplying a demand? Creating ease and convenience? What industry do you operate in?

The WHAT

This is the most tangible aspects of a business' brand. The logo, what does it mean? The choice of colours? What emotions do they exude? The name, packaging, pricing, history, reputation, service, ads & brand statements.

KNOWLEDGE CHECK

Select the odd one from the following elements of a brand audit:

A. Where (Ans)
B. Why
C. What
D. Who

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BRAND VOICE

Without a brand voice, it will be hard to beat the competitors or even target your ideal prospects. A brand voice is what sets every great business apart from others. This is why global companies budget at least 11% of their revenue on branding annually.

According to market estimates, total media advertising spending the United States in 2020 would amount to 225.8 billion U.S. dollars. By 2024, the figure is expected to grow to 322 billion dollars.

Examples of a brand voice: minimalism, sophistication, luxury, unique

SOCIAL MEDIA PLATFORM FOR YOUR BRAND

Once you have identified your brand and attributes, you need to communicate socially to your customers and prospects. There are different social media platforms to communicate your brand. Some of the major ones are: Facebook, Instagram, Twitter, Linkedin.

Which of the social media platforms is right for you?

- Your type of product or service
- Your target market
- Spy on your competitors

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KNOWLEDGE CHECK

A brand will have it difficult to differentiate itself from competitors without a brand voice

A. True (Ans)
B. False

CASE STUDIES

Brand name: Piggyvest

Brand Voice: Security

Major social platforms: Facebook, Instagram, Linkedin and Twitter

Brand name: Cybersafe Foundation

Brand Voice: Empowerment

Major social media platforms: Facebook, Instagram and Linkedin

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ADDITIONAL READING

[The Who, What, How and Why of a brand]

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SOCIAL MEDIA CONTENT MARKETING

- What is content and why is it important for brands?
- Role of text, images and videos in content distribution
- Content Calendar
- Case study
- Resources

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WHAT IS CONTENT?

Content is any information, idea, event that is useful, purposeful and causes an effect or experience. E.g, Text, graphics, videos, events, etc.

WHAT IS CONTENT MARKETING?

Simply, content marketing is creating and sharing content to attract (short term) and retain (long term) a defined audience.

THE ROLE OF TEXT

Caption

Captions are the social triggers on social media platforms which informs the audience to either take an action or just be informed.

Copy/Copywriting

A copy is a text that aims to inform, persuade or entertain an audience to attract traffic or make a purchase. This is mainly found on graphics, videos.

HOW TO WRITE A GREAT COPY

There are key things to note on how to write a great copy or caption:

- Think about the audience first
- Be as specific as possible
- Target emotions
- Use familiar language

THE ROLE OF IMAGES

Visibility

Images give more context to your caption and visibility to your brand. With the use of images, a defined audience' attention is easily attracted. This is why intentional brands use social media channels.

Role of videos

Videos are more engaging and trigger even deeper emotions. E.g Just do it campaigns by Nike,

KNOWLEDGE CHECK

Caption is different from Copy:

A. True (Ans)
B. False

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TYPES OF CONTENT

Educational content

This type of content is used to educate your audience without necessarily selling to them. It's a way to create that "value added service". What Cybersafe Foundation does is an example.

Promotional Content

This type of content is tactically produced to sell to your customers. This is the most popular.

TYPES OF CONTENT

User Generated Content

This type of content is organically created posts by happy customers which you in turn share on your own platforms.

Repurposed content

Types of content that are repurposed from original content. A poll result used to educate or promote is an example.

KNOWLEDGE CHECK

Ginger Tea helps you reduce high blood pressure. What type of content is this if it's coming from a Ginger Tea brand?

A. Promotional
B. Educational (Ans)
C. Repurposed
D. All of the above

CONTENT CALENDAR

For you to be a successful social media manager, you need to know how to use a content calendar.

A content calendar is a schedule of activities, content that will be shared on a brand's social media platforms and is managed by the social media manager.

Benefit: It enables organisation and professionalism.

CREATING A SOCIAL MEDIA CONTENT CALENDAR

Day and time

Platform

Caption

Content type

Attribute

Collaborators

Objective

Status

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KNOWLEDGE CHECK

Which of the following isn't a type of content attribute:

A. Video
B. Image
C. None of the above (Ans)

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CASE STUDY

Cybersafe Foundation and PiggyVest

Content type: Original posts

Content attributes: Texts, images, videos

CTAs; Learn More, Sign up

TOOLS

Using a content calendar

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SOCIAL MEDIA MANAGEMENT

- What is Social Media Management?
- Who is a Social Media Manager?
- Skills to have as a Social media manager
- Direct Post on Social media
- Tools for social media management

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WHAT IS SOCIAL MEDIA MANAGEMENT?

What does this entail?

Social media management is the professional act of managing a brand's social media presence in a way that it boosts traffic, attracts ideal audience and achieve intended purposes such as sales, events registration, website visits, brand visibility, brand positioning etc.

A Social Media Manager (SMM) is the first customer facing employee of a brand. A SMM is the brand enabler and customer support.

SKILLS TO HAVE

Effective communication - Creativity - Customer Support

Efficient and organisation - Administrative and professional - Amiable and funny

Digital marketing/social media ads - Brand monitoring

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KNOWLEDGE CHECK

A Social Media Manager (SMM) is the first _____ facing employee of a brand.

A. Customer (Ans)
B. Manager

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HOW DO YOU MANAGE SOCIAL MEDIA?

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Source: Acadium

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DIRECT POSITING

This involves posting directly and daily on social media platforms you manage such as facebook, instagram, twitter etc.

SCHEDULING TOOLS

Facebook Business Suite: An efficient SMM leverages on FB business manager tool to schedule posts on both FB and Instagram for at least a month.

Hootsuite: A popular social media management tool that allows you to schedule posts on various social media platforms.

FACEBOOK BUSINESS SUITE

Steps:

- Visit business.facebook.com
- Create account
- Choose create post
- Select both instagram and facebook
- Click on schedule
- Create your post
- Schedule

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Create an account

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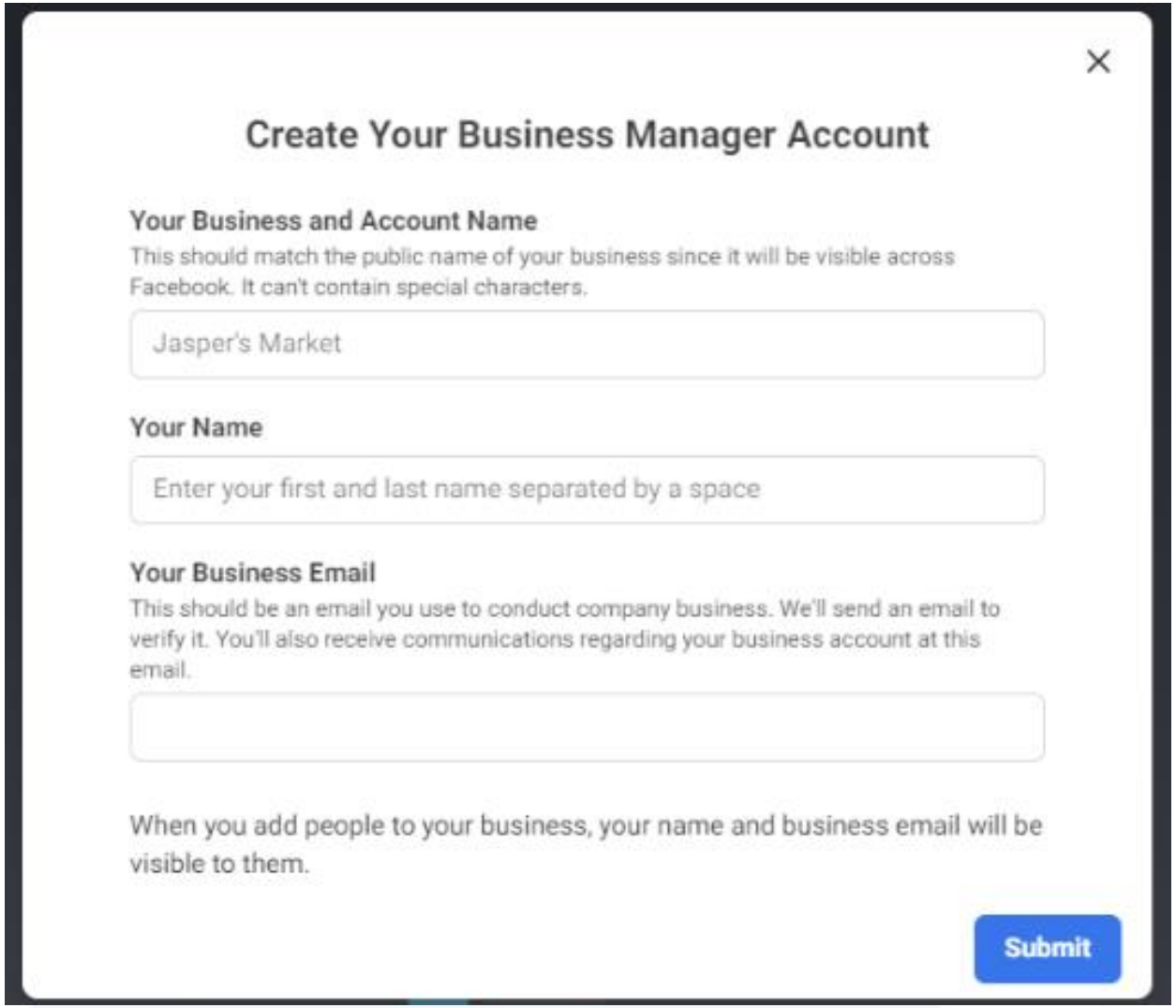
Fill in your details



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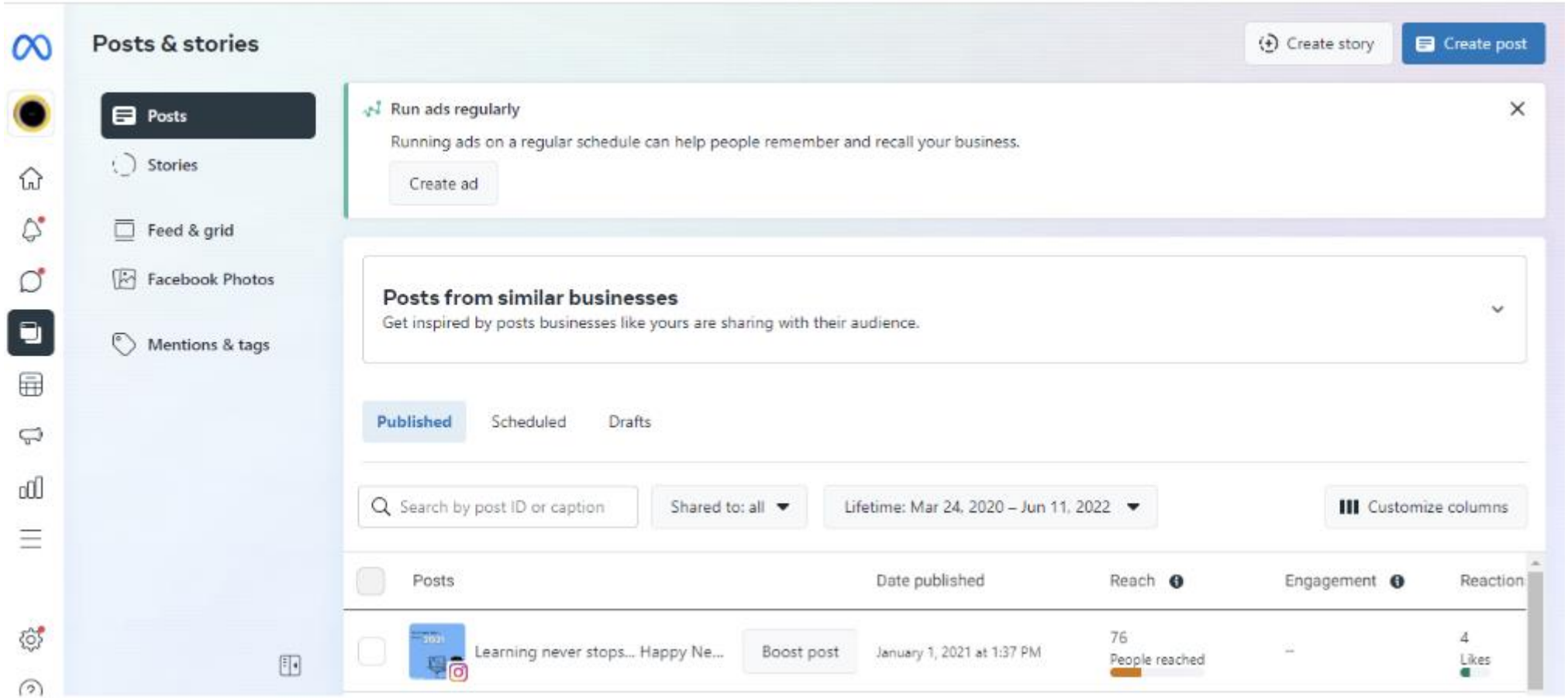
Create Post



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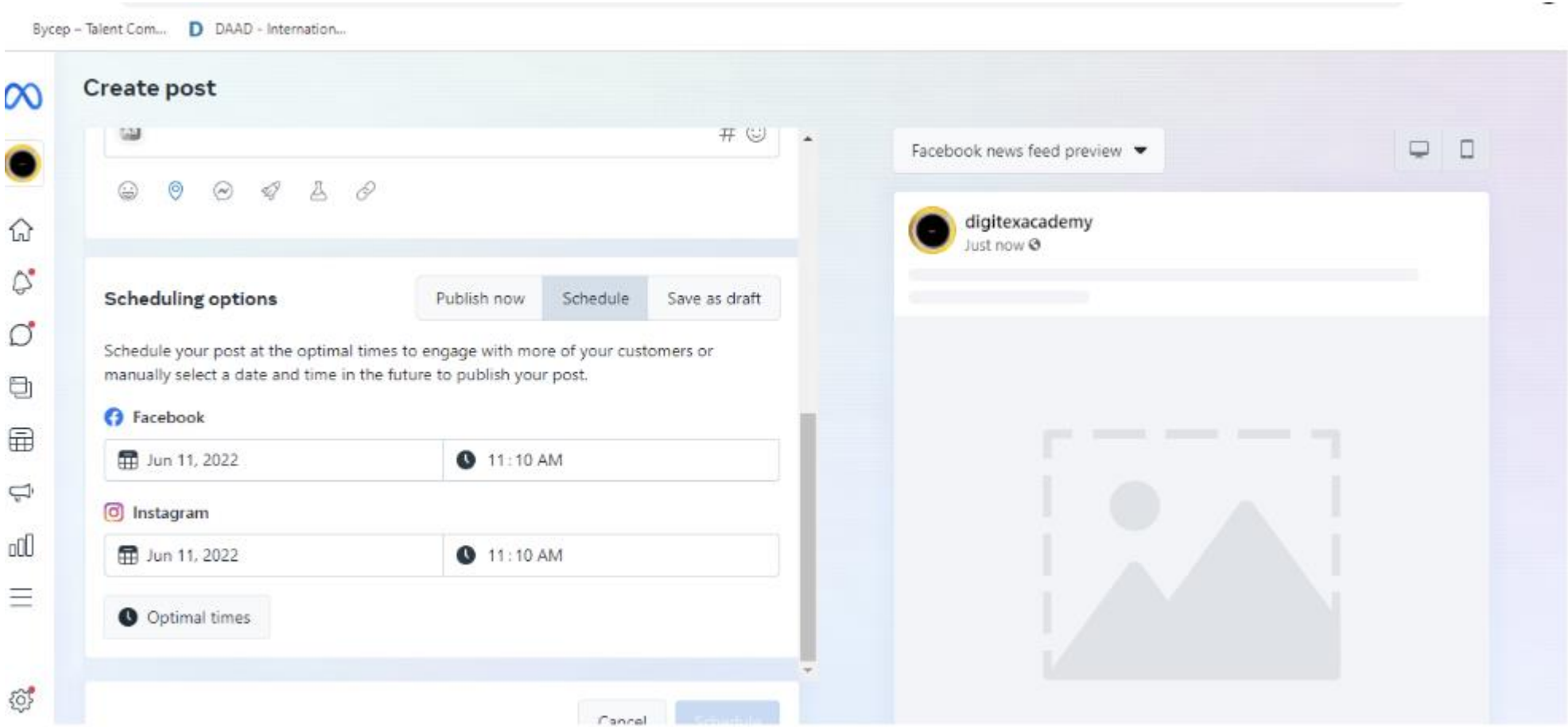
Schedule


Bycep – Talent Com...
DAAD - Internation...
Create post
Scheduling options
Publish now
Schedule
Save as draft
Schedule your post at the optimal times to engage with more of your customers or manually select a date and time in the future to publish your post.
Facebook
Jun 11, 2022
11:10 AM
Instagram
Jun 11, 2022
11:10 AM
Optimal times
Cancel
Facebook news feed preview
digitexacademy
Just now

HOOTSUITE

- Hootsuite is also a social media management tool. It's better than facebook manager because it allows you to schedule and manage posts across major social media platforms including Linkedin and Twitter.

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KNOWLEDGE CHECK

What's the difference between Facebook business suite and Hootsuite?

A. Hootsuite covers more social media platforms (Ans)
B. Facebook business suite is more advanced
C. None of the above

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Additional tools

Facebook business suite

Hootsuite

How to use hashtag

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SOCIAL MEDIA ADVERTISEMENT

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Table of Content

- The Fundamentals
- Facebook & Instagram ads
- Twitter & Linkedin ads

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FUNDAMENTALS

- What is Marketing?
- Social media advertising
- Register

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WHAT IS MARKETING?

Marketing is the activity or business of promoting and selling products or services.

Outbound marketing is when you push your products to customers while **Inbound marketing** is when you pull the customers organically to your products and services.

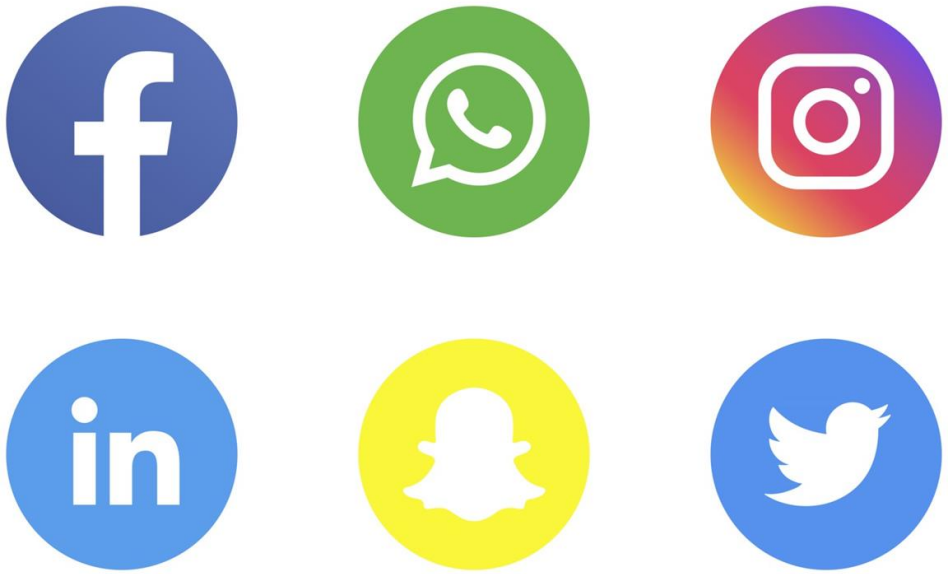
WHAT IS SOCIAL MEDIA ADVERTISING?

The act of showcasing (marketing) your products and services on social media.

WHAT IS A SOCIAL PAID AD?

Social Paid ad is the act of paying any of the social media platforms to push your product/service to customers.

SOCIAL MEDIA PLATFORMS FOR PAID ADS



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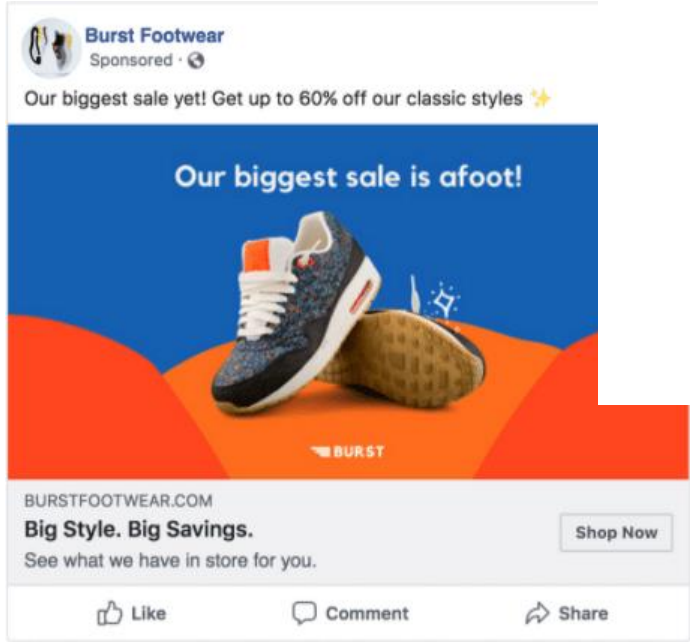

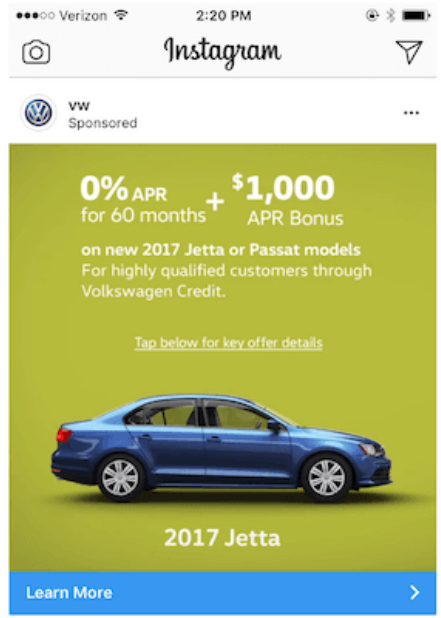

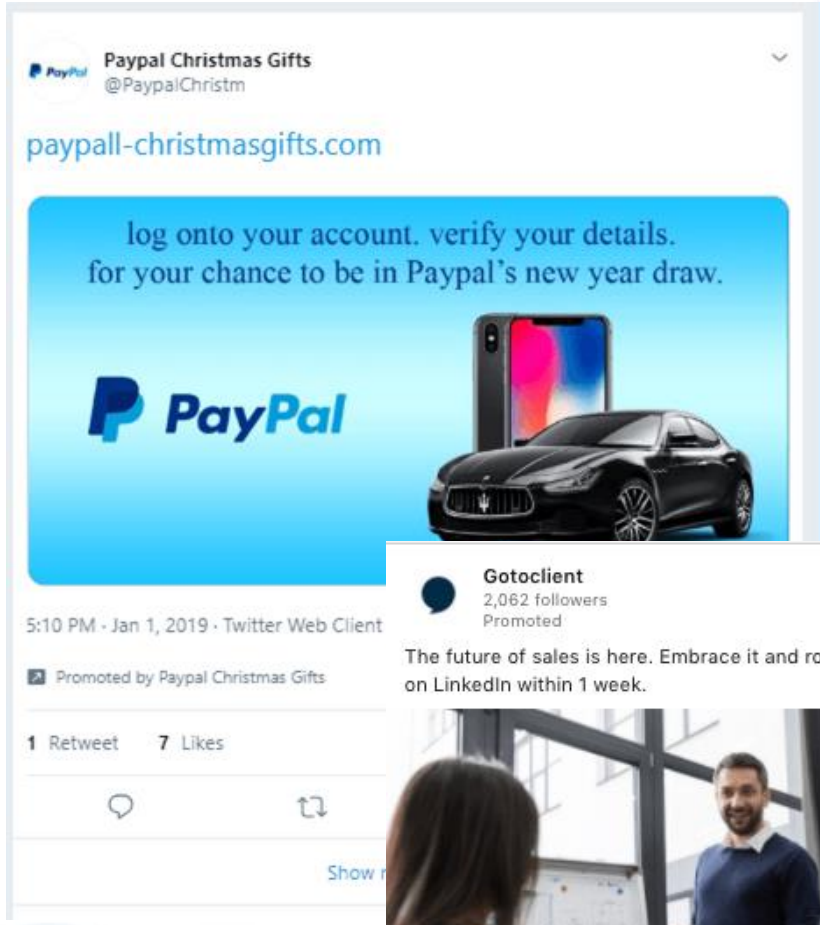

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KNOWLEDGE CHECK

Uber pays an influencer for a campaign, is that an example of a social paid ad?

A. Yes
B. No (Ans)

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COMMON REGISTERS

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Campaign

A clear and practical strategy to sell, promote a product/service on social media. A social media campaign is time conscious and KPI focused. For you to have a campaign, you have to have a plan that articulates the aims and **objectives** of your campaign while focusing on the **market research, consumer persona, ideal platform to use, budget and results.**

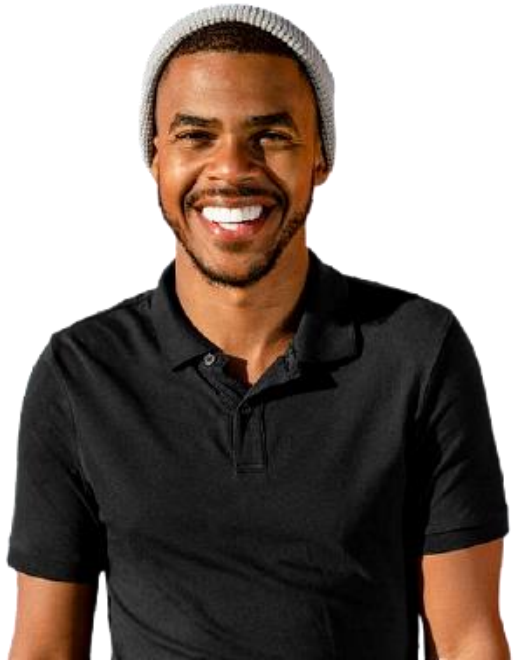
Consumer Psychology

Consumer Psychology is a breakdown of whom your target audience is away from the physical or tangible assets..

CONSUMER PERSONA

- Who’s your ideal target?
- What do they do?
- Demographics: Age & location
- Psychographics
- User story

SAMPLE PERSONA



- Name: Charles
- Background: He’s currently running his bachelor program in University of Lagos.. He’s socially active and someone you could call “informed”.
- Demography: He’s 21 years old and lives in Lagos, Nigeria.
- Interests: Entertainment, Lifestyle, Politics.C

AD COPY

Any text written to attract views, engagement or actions on an ad such as description, headline, text on graphics etc

HOW TO WRITE A COMPELLING COPY

Tempt - Influence - Persuade - Sell

Every word in a copy has a purpose. Writing a compelling copy comes from understanding your ideal audience and what triggers them.

Bella Boutique

"Enjoy 50% discount in our ongoing flash sales" **CTA:** Shop now

CREATIVE: In social media advertising, creative is the combination of copy, caption and graphics to use for your ad.

CALL TO ACTION (CTA): A call to action (CTA) in a paid ad is what tells/informs the audience on what action to take. Some examples are: Shop now, Visit us, Watch more, Learn more, Subscribe, Register etc.

Ad budget: The amount of money you're willing to spend on an ad campaign.

Ad account: The primary account on specific channels that allows you to run ads, keep a payment method in place and successfully manage your ads.

Ads manager: This is a tool across social media ad channels that places in order your various ads and campaigns across the board.

More registers: Math version

Cost Per Conversion = Total ad spend divided by total no of conversions.

$1000/200 = 5

Cost per impression = Total ad spend/number of views x 1000

Landing page view = Total no of people that landed on your website from an ad

Conversion = Total no of people that made a purchase from an ad

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KNOWLEDGE CHECK

If the ad spend is 10,000 and the conversion is 300, what is the Cost per conversion ?

A. 33.33 (Ans)
B. 10,300

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HOW TO CREATE EFFECTIVE ADS ON SOCIAL MEDIA

- Facebook and Instagram ads

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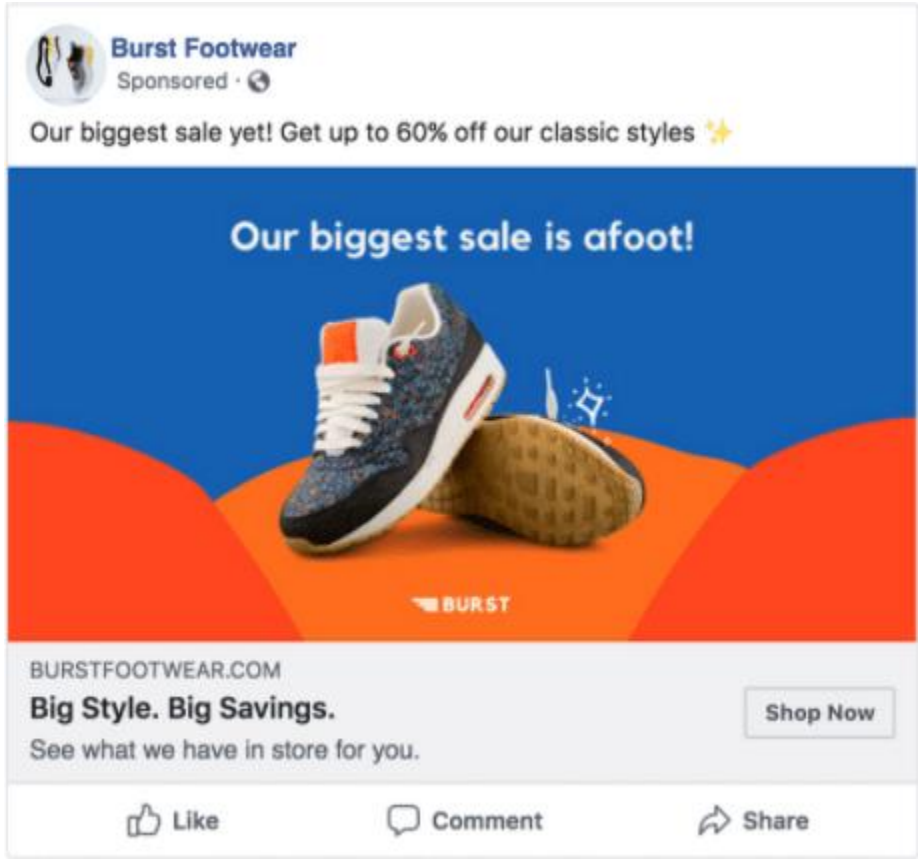
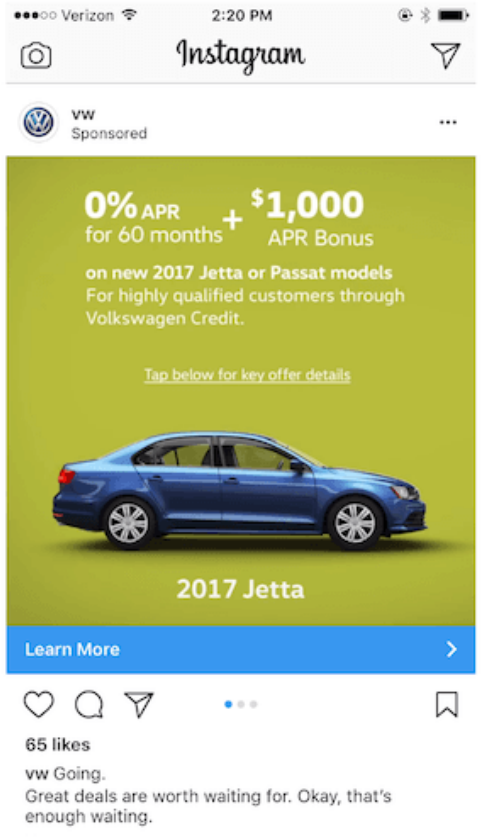
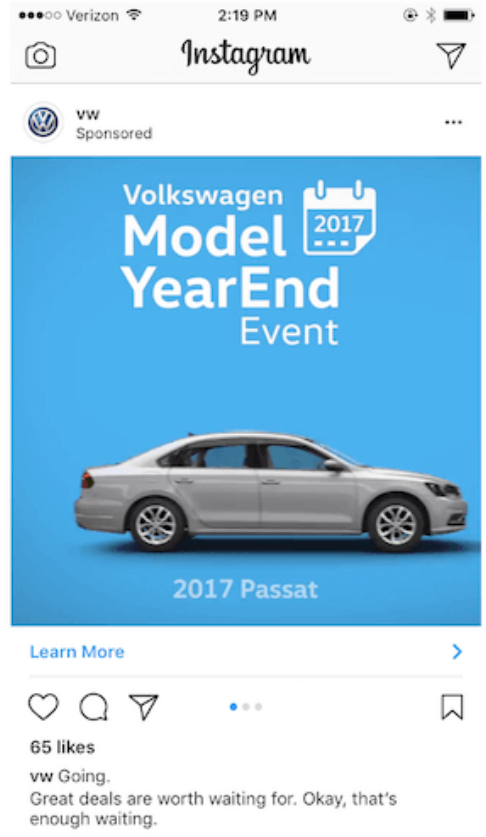

Burst Footwear
Sponsored
Our biggest sale yet! Get up to 60% off our classic styles ✨
Our biggest sale is afoot!
BURST
BURSTFOOTWEAR.COM
Big Style. Big Savings.
Shop Now
See what we have in store for you.
Like
Comment
Share


Verizon
2:20 PM
Instagram
vw
Sponsored
0% APR
for 60 months
+
$1,000
APR Bonus
on new 2017 Jetta or Passat models
For highly qualified customers through Volkswagen Credit.
Tap below for key offer details
2017 Jetta
Learn More
65 likes
vw Going.
Great deals are worth waiting for. Okay, that's enough waiting.


Verizon
2:19 PM
Instagram
vw
Sponsored
Volkswagen
Model
YearEnd
Event
2017
2017 Passat
Learn More
65 likes
vw Going.
Great deals are worth waiting for. Okay, that's enough waiting.

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Ingredients to run a successful FB & IG ad

Campaign objective - Target audience - Budget - Creative - CTA

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GETTING STARTED

- Set up a business account (One time)
- Create a business page and ad account
- Become an advertiser on the business page (Facebook) directly or make a request yourself
- Set billing details for payment
- Have your ingredients ready
- Visit ads manager to start setting up your ad.
- Check campaign manager to check progress/results of ads

SET UP BUSINESS ACCOUNT

For you to be able to run ad on Facebook, you need to:

- Log in to your facebook account
- Open a new tab
- Type in business.facebook.com
- Click on **create account**

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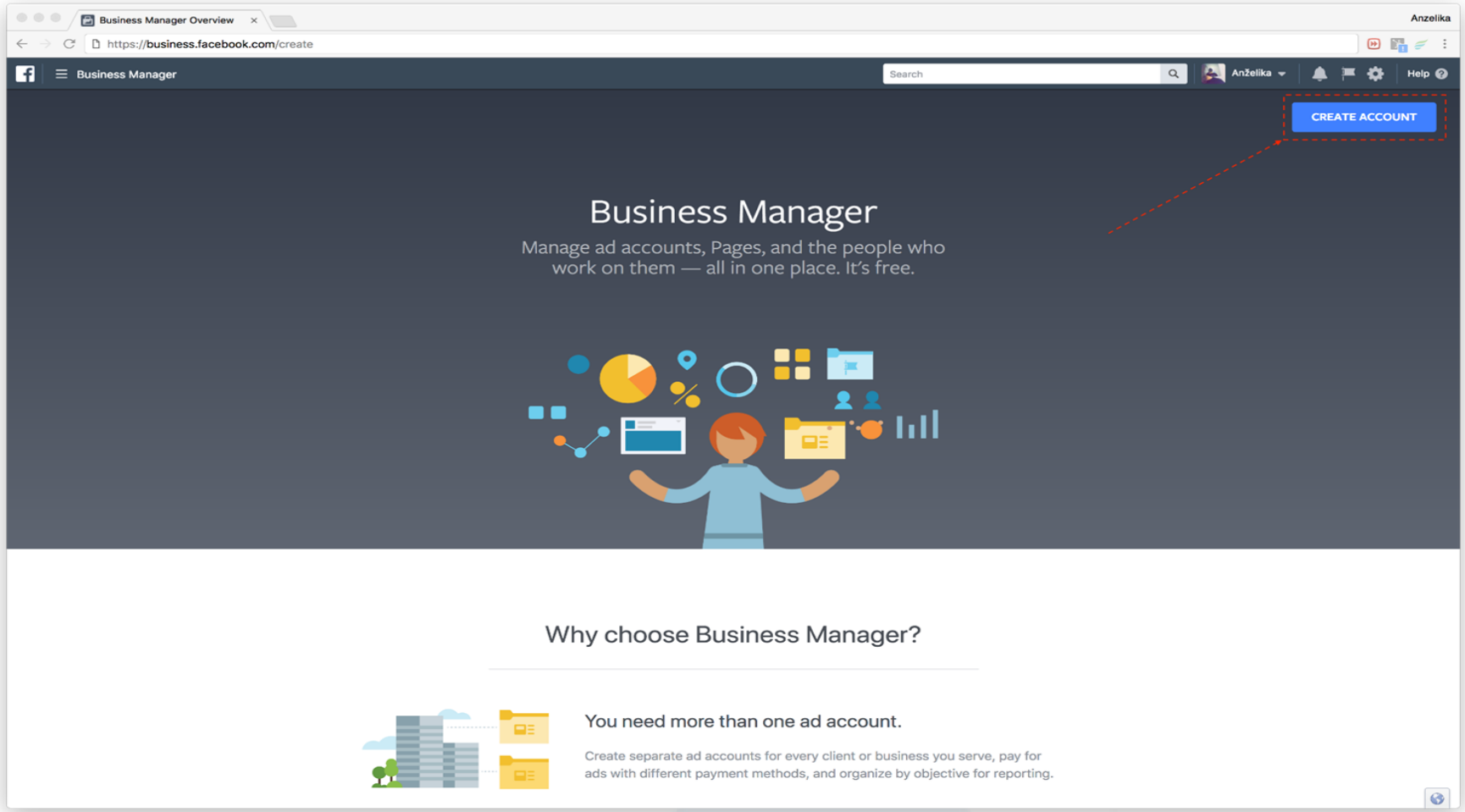

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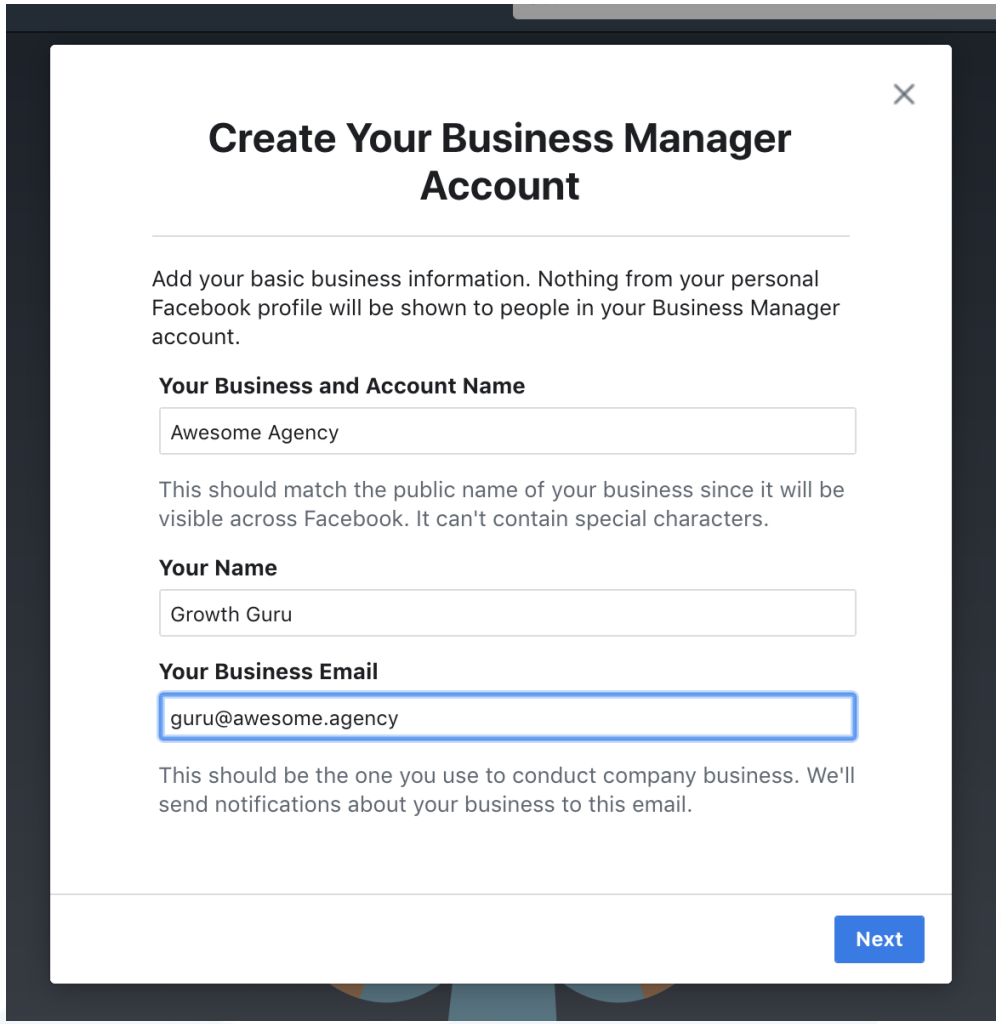
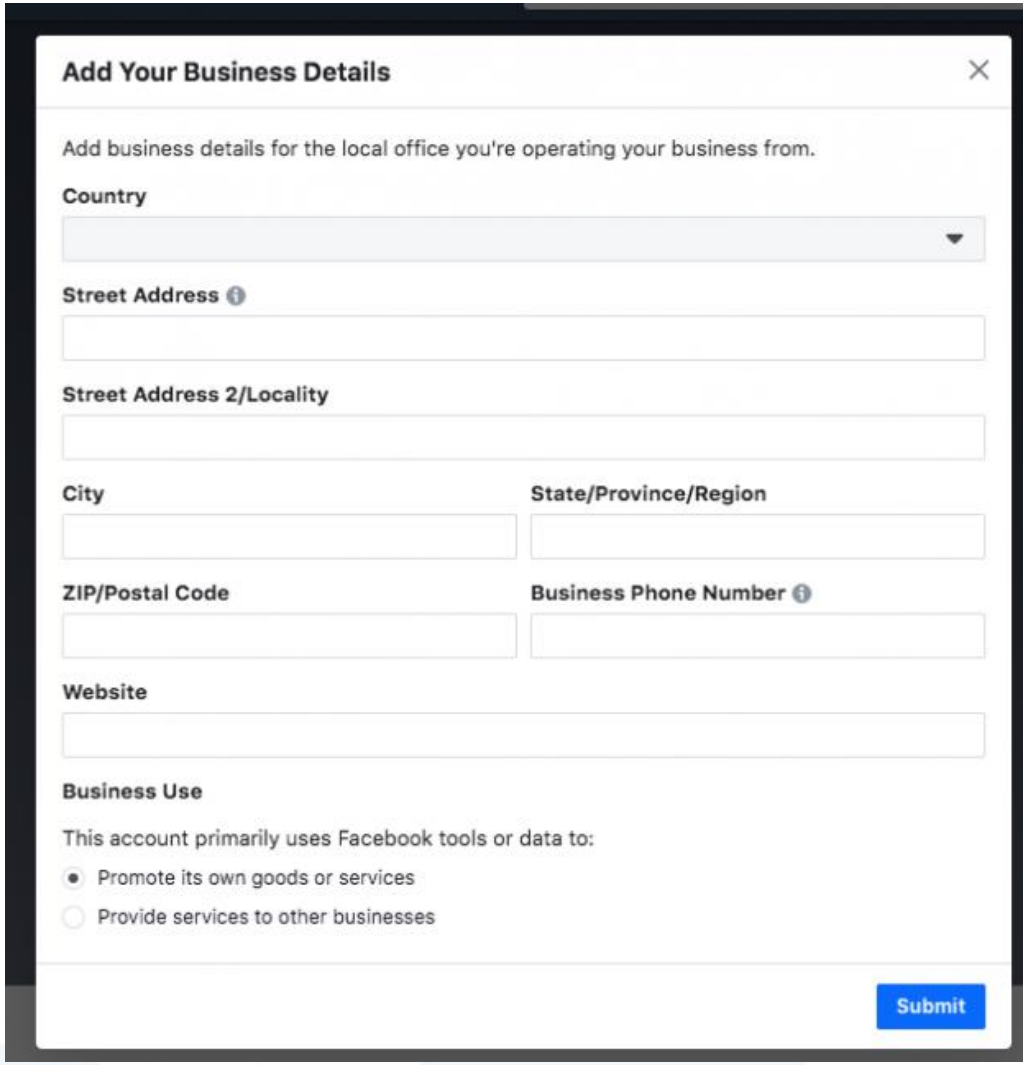

Create Your Business Manager Account
Add your basic business information. Nothing from your personal Facebook profile will be shown to people in your Business Manager account.
Your Business and Account Name
Awesome Agency
This should match the public name of your business since it will be visible across Facebook. It can't contain special characters.
Your Name
Growth Guru
Your Business Email
guru@awesome.agency
This should be the one you use to conduct company business. We'll send notifications about your business to this email.
Next


Add Your Business Details
Add business details for the local office you're operating your business from.
Country
Street Address
Street Address 2/Locality
City
State/Province/Region
ZIP/Postal Code
Business Phone Number
Website
Business Use
This account primarily uses Facebook tools or data to:
Promote its own goods or services
Provide services to other businesses
Submit

CREATE AN AD ACCOUNT AND A PAGE

- **Create a page**
    1. Go to pages
    2. Click on add
    3. Click on create a new page
    4. Put your details
- **Create an ad account**
    1. Click on ad account
    2. Click on create new ad account
    3. Set your location & currency

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HOW TO BECOME AN ADVERTISER FOR A BUSINESS

- Make a request directly (preferable):
    1. Go to your business settings
    2. Click on pages
    3. Click on add
    4. Search for the business page name
    5. Choose create ad

They will get a request notification and approve. But you must have informed them.

KNOWLEDGE CHECK

Choose the most appropriate:

A. Facebook ad is for B2B marketing
B. Facebook ad is for B2C marketing (Ans)

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SET UP AN AD

PART 1

- Go to business settings and click on Menu
- Click on ads manager & select create ad
- Choose campaign objective
- Choose campaign name
- Select conversion location
- Choose performance goal

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SET UP AN AD

PART 2

- Set budget
- Set date
- Location
- Age
- Gender
- Detailed targeting
- Placement

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SET UP AN AD

PART 3

- Choose the Instagram page
- Upload the creative (image/video)
- Primary Text
- Headline
- Description
- Call to action
- Website URL
- Submit

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SET UP AN AD

PART 4

- Ad manager
- Insights

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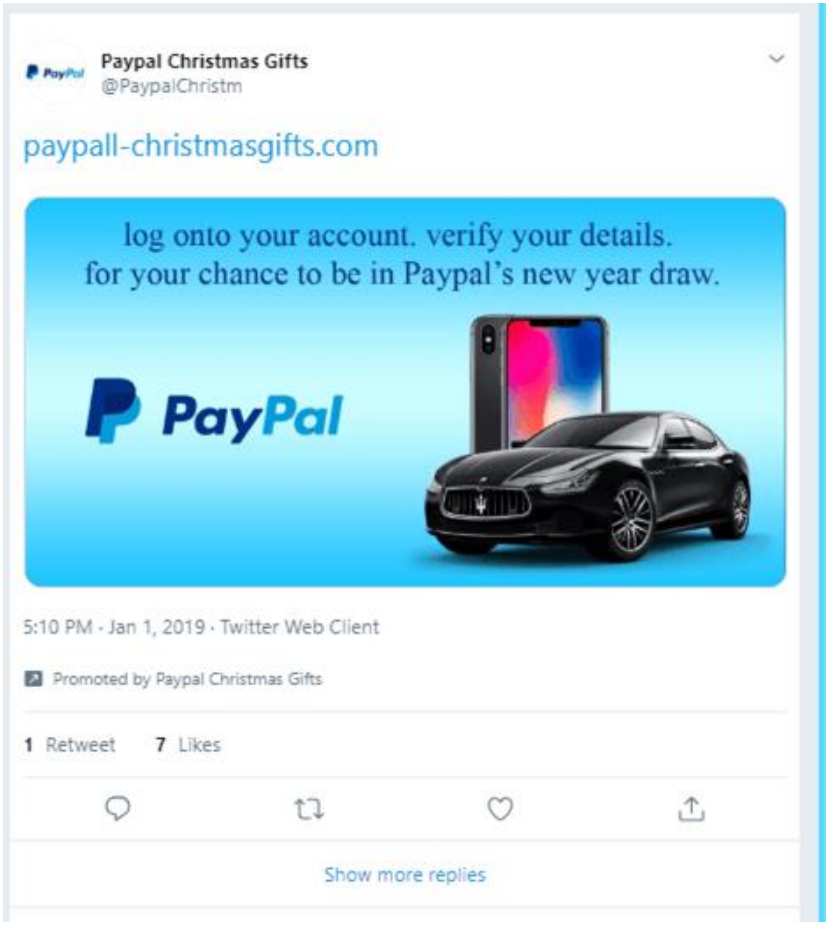
HOW TO CREATE EFFECTIVE ADS ON SOCIAL MEDIA

- Twitter ads



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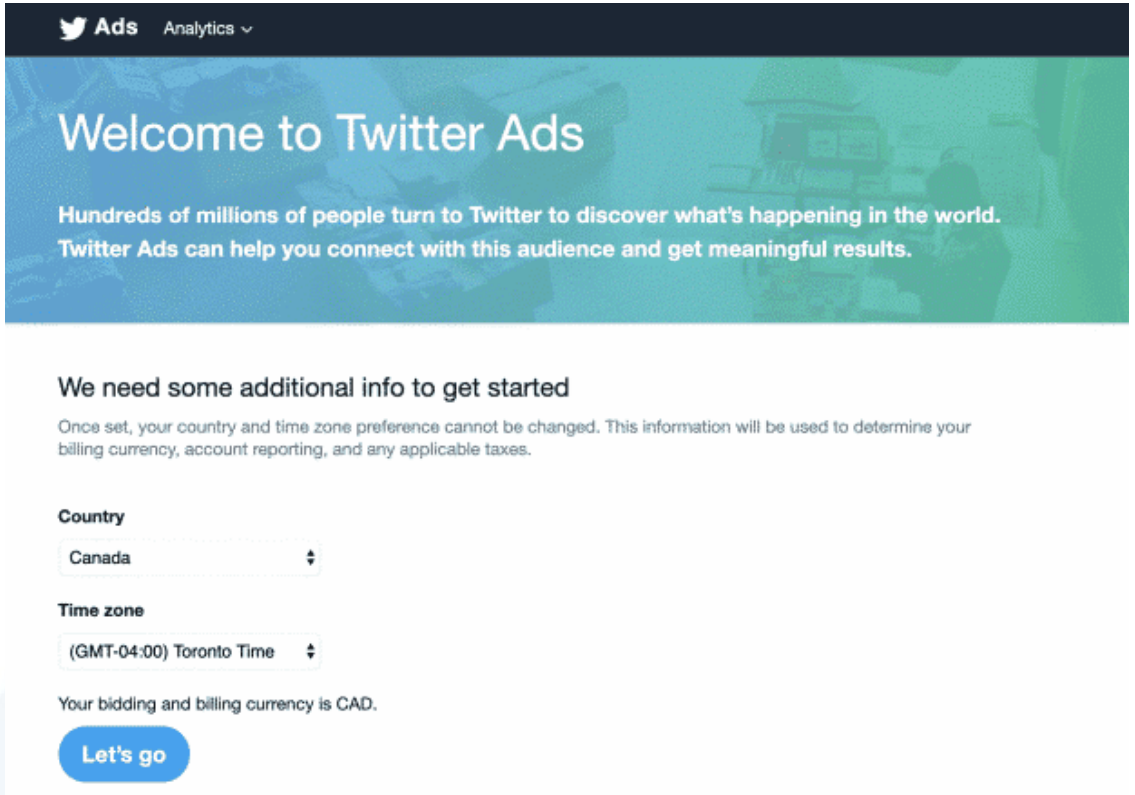
GETTING STARTED TWITTER ADS

- Log in to your Twitter account (or could be your client's account)
- Click on more
- Click on professional tools
- Click on ads



- Set up account
- Set your billing

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SET UP TWITTER ADS: Part 1

- Choose Create Campaign
- Choose advanced
- Choose objective
- Set budget and date
- Set goal
- Set gender, age, location

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Part 2

- Targeting features
- Upload creative details
- Launch campaign
- Check for results in ad manager

Added as a collaborator

- The other way to run an ad is for your client to ad you as a collaborator
- **Steps:**
- They go to business settings
- Invite people
- Assign role

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KNOWLEDGE CHECK

You can connect your twitter ad with your facebook campaign

A. True
B. False (Ans)

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HOW TO CREATE EFFECTIVE ADS ON SOCIAL MEDIA

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- Linkedin ads

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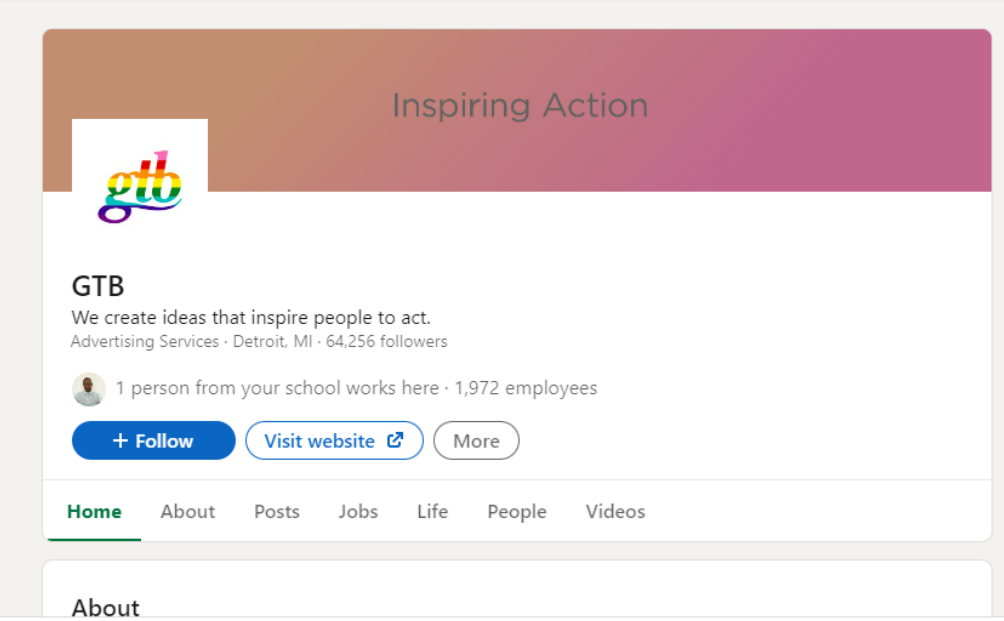
NOTE

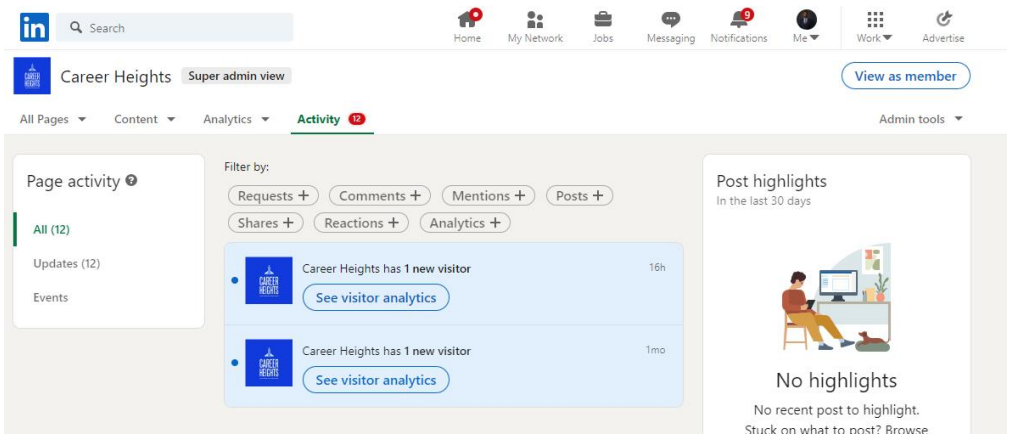
- Advertising service to a targeted audience on Linkedin which is basically a business to business type of marketing.

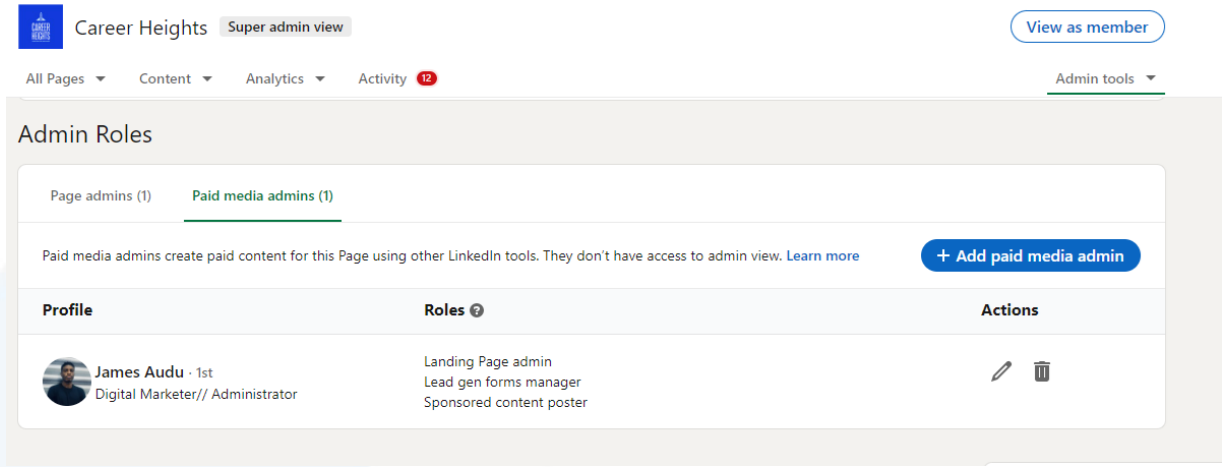
STEPS TO GET STARTED

- Log in to your Linkedin account
- Follow your client's page



- The admin makes you an advertiser by:
- Clicking on admin tools, select manage admins, click on paid media admins and select the member.





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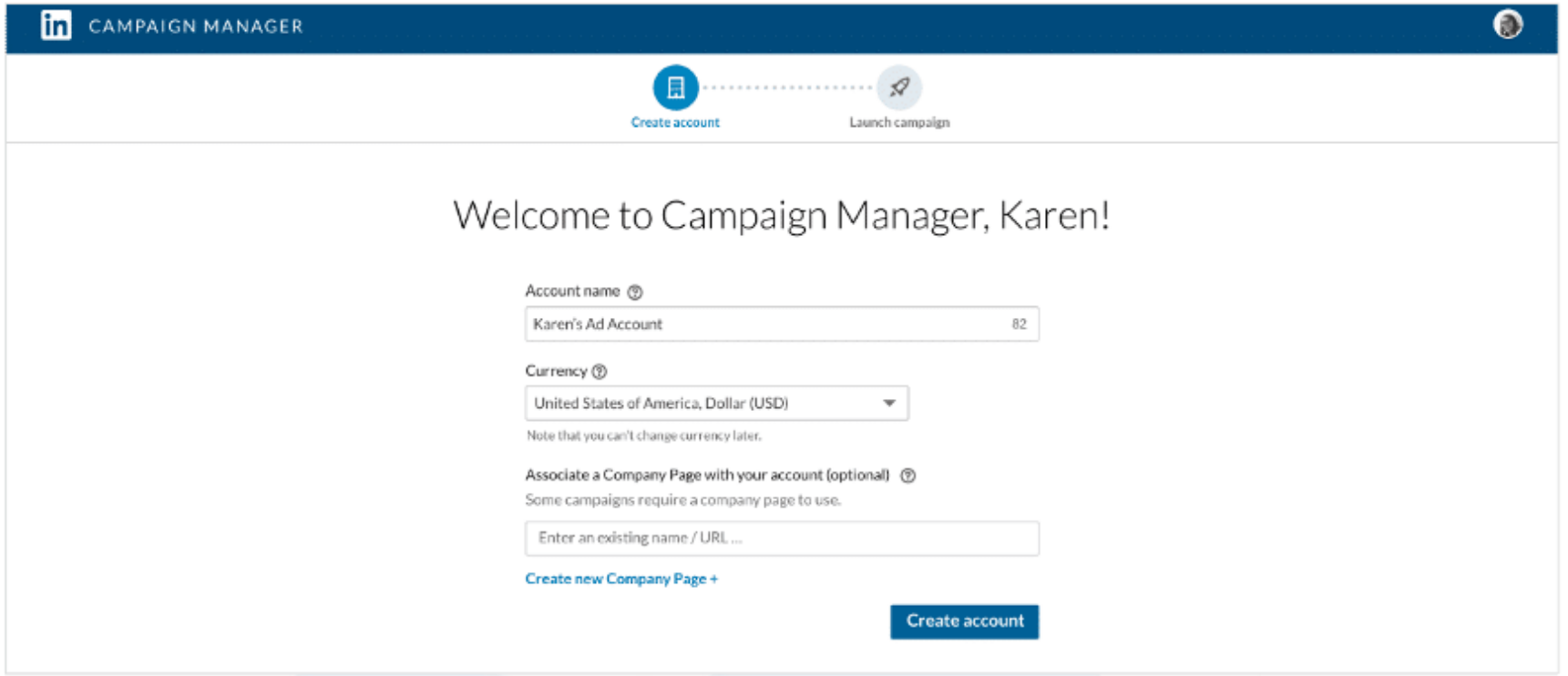
- Visit www.linkedin.com/campaignmanager
- Set ad account



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STEPS TO SET UP AN AD: PART 1

- Choose ad account
- Click on Create
- Campaign name
- Choose objective
- Choose budget and date
- Set location
- Choose detailed targeting

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STEPS TO SET UP AN AD: PART 2

- Choose ad format
- Placement
- Repeat budget
- Create a new ad
- Introductory text
- Website url
- Headline & Description
- CTA
- Save
- Launch

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Final Touch

Use ad manager for results

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KNOWLEDGE CHECK

Linkedin is a type of which type of marketing?

A. B2B
B. B2C
C. All of the above (Ans)

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SOCIAL MEDIA ANALYTICS & BRAND MONITORING

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SOCIAL MEDIA ANALYTICS

- Facebook, Instagram
- Twitter
- Linkedin

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Introduction

Social media marketing analytics basically means using insights and data from social media ads to make informed decisions.

It is mostly discretional.

Facebook and instagram analytics

- Go to ads manager
- Select campaign
- See data
- Break down data
- Optimise for better results

Rinse and repeat for Twitter and Linkedin.

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HOW TO INTERPRET INSIGHTS

- Data/Information
- Feedback from audience
- Market analysis
- Optimisation catalysts
- Business strategy
- Cost analysis

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KNOWLEDGE CHECK

What is the primary purpose of analytics?

A. Have visualised data
B. Make informed decision (Ans)
C. Have organized data
D. None of the above

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MAKING REPORTS

- Data inclined
- Readable
- Infographics
- Minimal text
- Notes
- Conclusions

CLICK ME FOR A SAMPLE

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BRAND MONITORING

Brand Monitoring is the arm of social data analytics that allows social media managers to monitor their brand perception, customer experience, feedbacks and also extract actionable data for visual presentation.

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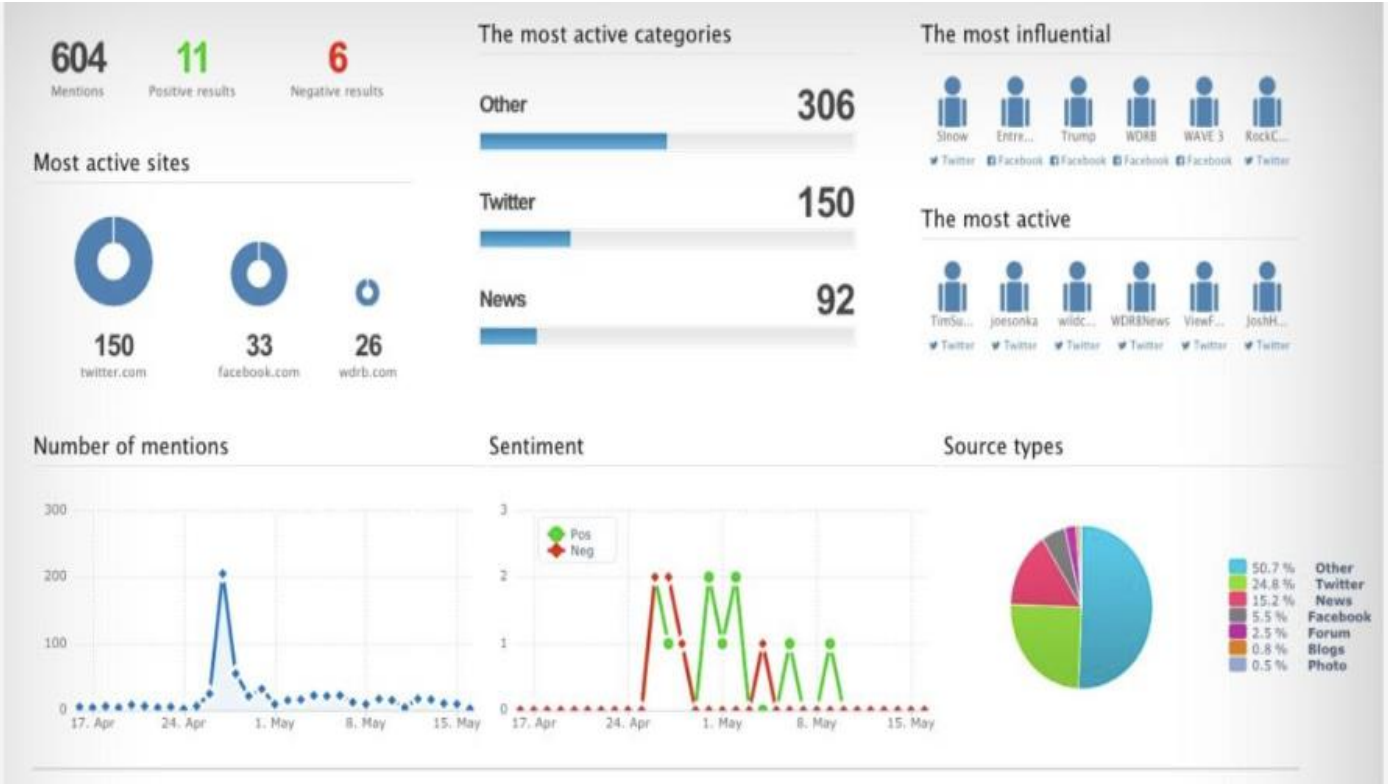
TOOLS

- Mention
- Brand24
- Awario

BRAND24

- Sign up
- Track your brand
- Compare with competitor
- Infographic
- Interpret
- Report



KNOWLEDGE CHECK

Select the odd one:

A. Brand24
B. Facebook (Ans)
C. Awario
D. Mention

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CONTENT MARKETING

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CONTENT

- Content Marketing Concepts and Strategy
- Developing a Content Marketing Plan
- Metrics and Performance

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Content Marketing Concepts and Strategy

- What is Content marketing?
- Benefits of Content Marketing
- Qualities of Effective Content
- Types of Content
- Content Alignment with the Buyer's Journey
- Community Management Content Marketing Strategy

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What is Content Marketing

Content Marketing involves producing and disseminating articles, videos, podcasts, and other media across the web, social media, to draw in, hold onto, and grow an audience. When it's time to buy what you sell, people will think of your company first thanks to this strategy's promotion of brand awareness and establishment of competence. 90% of organisations use some type of content in their marketing efforts.

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Benefits of Content Marketing

- Increase visibility and awareness - Generate more leads
- Build customer loyalty - Community engagement
- Businesses with blogs get 67% more leads than other companies.
- 72% of business to business (B2B) marketers say content marketing increases engagement and the number of leads they generate.

Qualities of Effective Content

- Relevant - Accurate - Clear - Original - Emotional appeal - Visual appeal - Accessibility - Call to action

Content Alignment with the Buyer's Journey

- **Awareness stage:** Content aimed at this stage should focus on creating awareness, providing educational information, and addressing pain points or challenges.

- **Consideration stage:** Content at this stage should provide more in-depth information about different options, compare alternatives, and showcase the benefits and features of your products or services.

- **Decision stage:** Content for this stage should highlight your unique value proposition, testimonials, case studies, pricing information, and any other content that helps the buyer make a confident decision.

Community Management

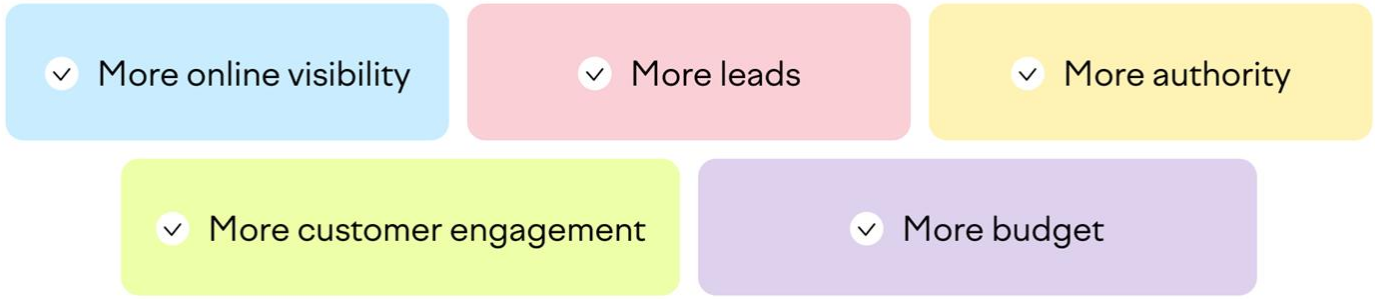
Content marketing helps you manage your community effectively. Community could be your followers, customers, stakeholders.

- Set clear goals - Know your audience - Choose the right platforms - Engage and respond promptly.
- Create and share valuable content - Monitor and analyze metrics.

CASE STUDY: SALEM KING, SISINERD, APPLE

Content Marketing Strategy

A content marketing strategy is a detailed plan outlining how a company will utilize content to attract, engage, and convert its target audience. It entails producing and disseminating valuable, relevant, and consistent content in order to elicit profitable consumer behavior.



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KNOWLEDGE CHECK

Choose the odd option out of the following benefits of content marketing:

A. Customer loyalty
B. Brand visibility
C. Search Engine optimization
D. None of the above (Ans)

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DEVELOPING A CONTENT MARKETING PLAN

- Content Marketing Goals
- Content Goal Alignment
- Customer Personas
- Content Topics
- Content Calendar
- Content Stakeholders
- Content Platforms
- Content Scheduling Techniques and Tools
- Content Promotion Strategies

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Content Marketing Goals

- Increase brand awareness
- Increase conversions
- Enhance customer engagement and loyalty
- Establish thought leadership
- Educate and inform
- Support customer service
- Foster brand advocacy.
- Improve search engine optimization (SEO)

Content and Business Goals Alignment

- Aligning your content with your business goals entails producing and distributing material that directly advances and supports those goals. You can make sure that your content efforts help your business succeed by coordinating it with your organizational objectives.

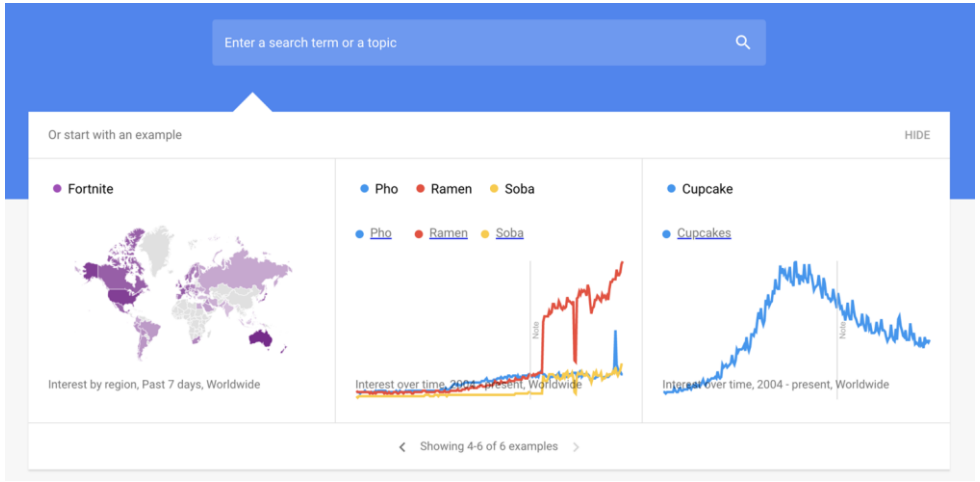
- You need to understand your **customer personas.** Who are they? What do they like? What's their age group?

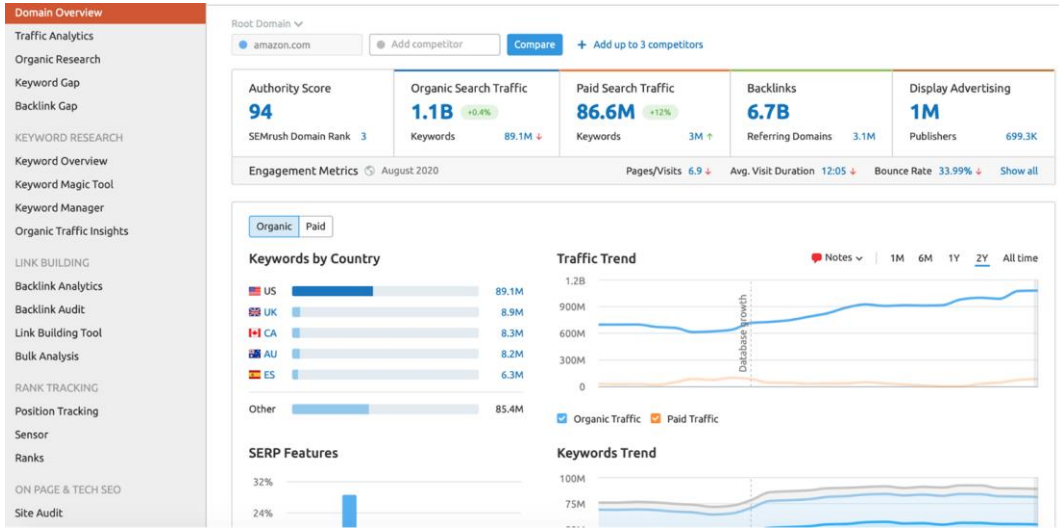
How To Find Content Topics

- Research your target audience's interests and needs.
- Conduct keyword research to identify popular topics.
- Monitor social media and industry discussions.
- Analyze competitor content for gaps or unique angles.
- Stay updated on industry news and trends.
- Engage with customer support and sales teams for insights.
- Use content ideation tools for inspiration.
- Repurpose existing content for new formats.
- Focus on evergreen topics with long-term relevance.
- Brainstorm with your team for diverse ideas.

Content Ideation Tools

- Google trends
- SEMrush
- Hubspot





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Content Calendar

A content calendar helps you stay organized, streamline content production, maintain consistency, and align your content strategy with your overall marketing goals. It serves as a roadmap for your content marketing efforts and ensures that your content is well-planned, relevant, and effectively delivered to your target audience.

Elements:

- Day and time - Platform - Caption - Content type - Attribute - Collaborators
- Objective - Status

Benefits

- Organization - Consistency - Strategic Alignment - Resource Management
- Content Variety - Promotion and Distribution - Analysis and Optimization

Content Stakeholders

- Marketing and Sales Teams
- Creative team
- Subject Matter Experts
- Editorial Team
- Management
- Customer Support Team
- SEO Specialists
- Legal and Compliance Teams
- Customers and Audience

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Content Platforms

- Social Media
- Website
- Featured posts
- Blogs
- Brochures
- Events

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Content Promotion Strategies

- Social Media Promotion
- Email Marketing
- Influencer Marketing
- Content Syndication
- SEO Optimization
- Guest Blogging
- Paid Advertising
- Content Partnerships
- Community Engagement

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KNOWLEDGE CHECK

You don’t need to conduct market research to develop a content marketing plan

A. True
B. False (Ans)

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Metrics and Performance

- Content Marketing ROI
- Content Marketing Metrics
- Measurement of results

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Content Marketing ROI

- **Financial ROI:** Financial ROI considers metrics such as sales revenue, customer acquisition costs, conversion rates, and customer lifetime value.

- **Engagement ROI:** This type of ROI helps gauge the effectiveness of content in capturing attention, building brand awareness, and fostering audience relationships.

- **Branding and Reputation ROI:** This type of ROI helps assess the influence of content marketing in shaping brand perception, establishing thought leadership, and building trust and credibility.

Common metrics

- Website Traffic
- Engagement Metrics
- Conversion Rates
- Lead Generation
- Social Media Metrics
- Search Engine Rankings

Measurement tools

- Google analytics
- Social media insights

KNOWLEDGE CHECK

In the last 10 weeks, social media likes and comments have increased by 20-24%. This is an example of which type of ROI

A. Financial
B. Engagement (Ans)
C. Branding

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Additional resources

Content marketing planning guide
Google analytics

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SEARCH ENGINE OPTIMISATION

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CONTENT

- SEO FUNDAMENTALS
- MANAGING SEO AND BUSINESS OBJECTIVES
- OPTIMIZATION

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SEO FUNDAMENTALS

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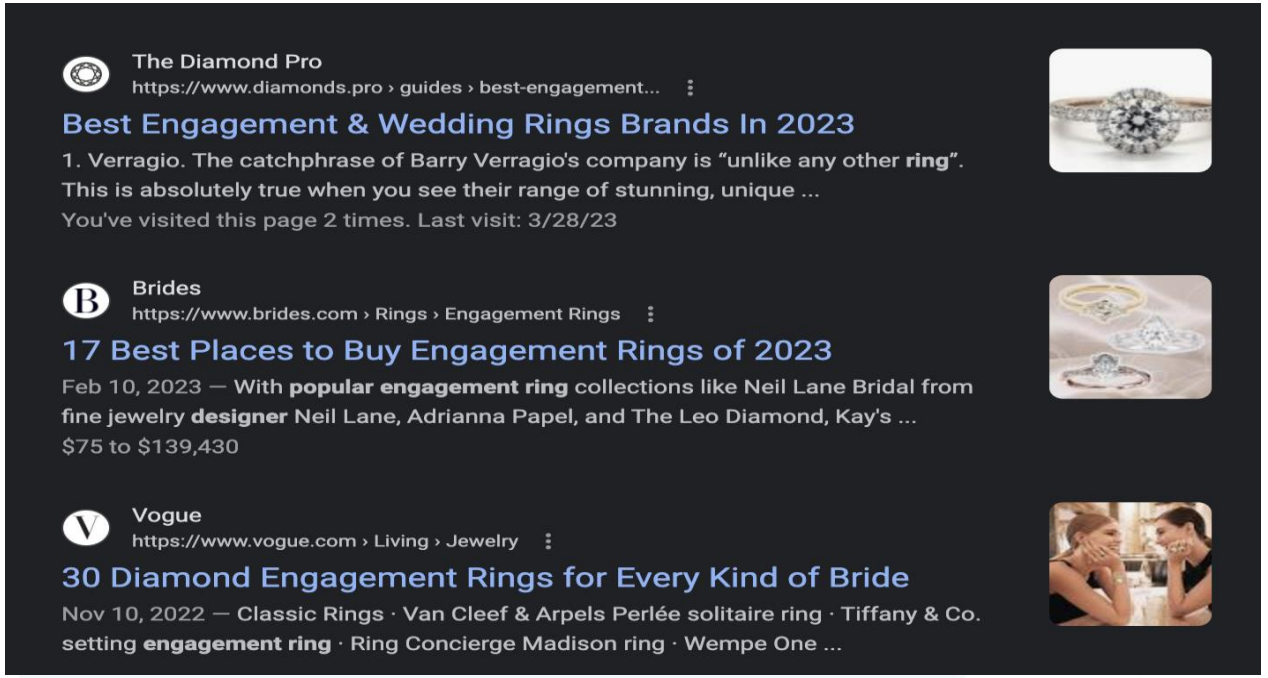
What is SEO?

- Paid and Organic Search
- Key SEO Components
- Common Search Query Types
- Knowledge check
- SERP (Search Engine Results Pages) Components
- Keyword Research & Benefits
- Short and Long Tail Keywords
- Conduct Keyword Research
- Convert Keywords into SEO

WHAT IS SEARCH ENGINE OPTIMIZATION?

SEO is an abbreviation for Search Engine Optimization. It is the technique of optimizing websites and content to increase its exposure and rankings on search engine results pages (SERPs). SEO's purpose is to generate organic (non-paid) traffic from search engines..



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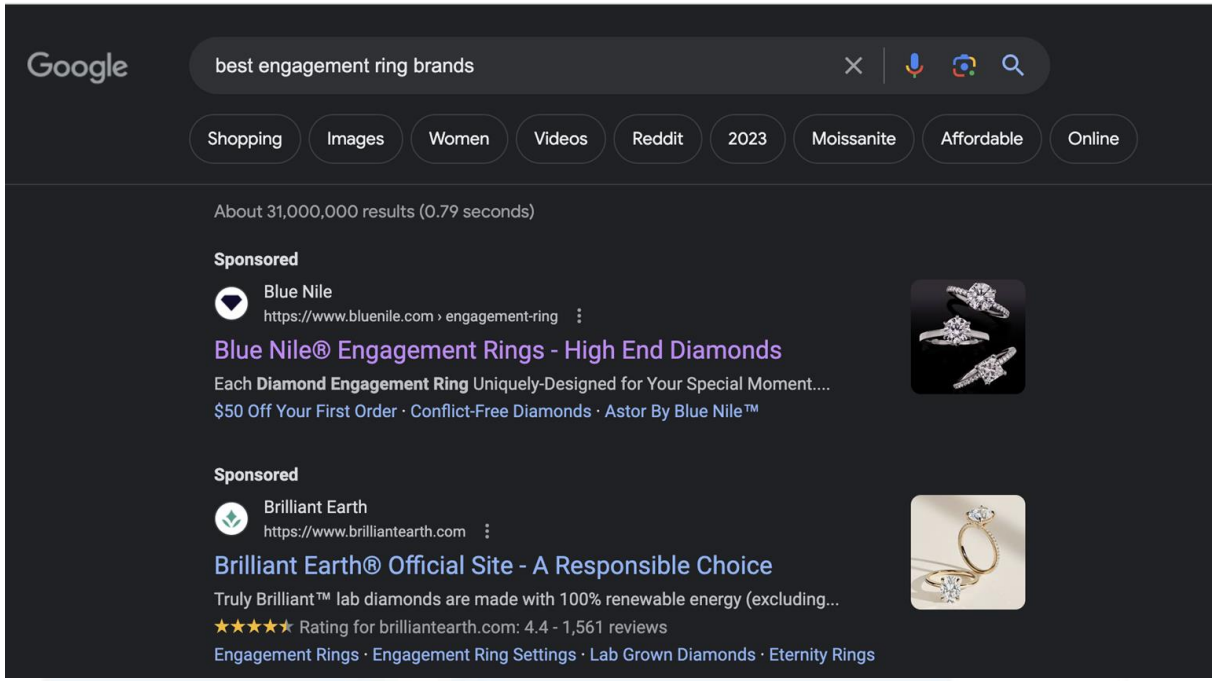
Paid Search

Paid search (search ad) refers to adverts that appear on search engine results pages (SERPs) that are paid for by advertisers. This is the opposite of SEO (organic search).



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KEY SEO COMPONENTS

- On-page optimization (keywords, content)
- Off-page optimization (backlinks, social signals)
- Technical optimization (site speed, mobile-friendliness)
- User experience (site navigation, engagement metrics).

Common Search Query Types (customers)

- Informational queries (seeking information or answers)
- Navigational queries (searching for specific websites or brands)
- Transactional queries (intent to make a purchase or engage in a specific action)

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KNOWLEDGE CHECK

Which of the following isn't a key component of seo:

A. On-page optimization
B. Technical optimization
C. Search ad (Ans)

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SERP (Search Engine Results Pages) Components

SERP components include:

- Organic search results - Paid search ads - Featured snippets
- Knowledge graphs and related search suggestions

Keyword Research & Benefits

Keyword research is the process of identifying and analyzing the search terms or phrases that people use to find information on search engines. It helps marketers understand user intent, discover relevant topics, and optimize content to target specific keywords.

- ➔ Understanding User Intent
- ➔ Targeting Relevant Topics
- ➔ Enhancing Content Relevance
- ➔ Supporting Content Planning and Strategy
- ➔ Short and Long Tail Keywords

SHORT-TAIL KEYWORDS

Short-tail keywords are brief and general search terms with high search volume but often high competition.

Case study: Payment Industry

- Payment methods
- Online payments
- Credit card processing
- Payment solutions
- Mobile payments

LONG-TAIL KEYWORDS

Long-tail keywords are more specific phrases with lower search volume but higher intent and conversion potential.

- "Best payment gateway for small businesses"
- "Secure online payment solutions for e-commerce"
- "Contactless payment options for retail stores"
- "Credit card processing fees comparison"
- "Payment integration for WordPress websites"

KNOWLEDGE CHECK

Long-tail keywords are general, while short tail keywords are more specific:

A. True
B. False (Ans)

KEYWORD RESEARCH

Conduct keyword research by using tools like Google Keyword Planner, SEMrush, or Moz Keyword Explorer.

Use case: Google keyword planner

Convert Keywords into SEO Content

To convert keywords into SEO content, incorporate them naturally into your website pages, blog posts, or other content formats.

Optimize meta tags, headings, and content body. Focus on creating high-quality, informative, and valuable content that matches user intent and addresses the keyword topic.

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MANAGING SEO AND OBJECTIVES

SEO Objectives

- Traffic Sources
- SEO Metric Types
- Success Measurement

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SEO OBJECTIVES

SEO objectives are the goals and outcomes that businesses aim to achieve through search engine optimization.

Common SEO objectives include increasing organic website traffic, improving search engine rankings, enhancing brand visibility and awareness, generating leads or conversions, and optimizing user experience on the website.

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SEO TRAFFIC SOURCES

SEO traffic sources refer to the channels or mediums through which organic traffic is generated to a website. **The primary SEO traffic source** is search engines, such as Google, Bing, or Yahoo. When users perform searches and click on organic search results, they become SEO-generated traffic for the website.

SEO METRIC AND SUCCESS MEASUREMENT

- Organic Traffic Metrics: Measure the volume and quality of organic search traffic to the website.
- Keyword Metrics: Assess the performance of targeted keywords, including rankings, search volume, and click-through rates.
- Backlink Metrics: Evaluate the quantity and quality of backlinks pointing to the website.
- Engagement Metrics: Measure user engagement on the website, such as bounce rate, time on page, and pages per session.
- Conversion Metrics: Track conversions or goal completions on the website, such as form submissions, purchases, or sign-ups.

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KNOWLEDGE CHECK

Is Instagram a primary source of SEO traffic:

A. True
B. False (Ans)

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SEO AUDIT

- Review website structure and navigation
- Assess on-page optimization factors
- Analyze website backlinks
- Perform keyword analysis
- Assess user experience (UX)
- Monitor website analytics
- Generate an audit report

Tool: SEOptimer

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Technical Components for Visibility

- Website Accessibility
- Site Speed
- Mobile-Friendliness

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EMAIL MARKETING

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CONTENT

- Email Marketing Fundamentals
- Creating an Effective Email Campaign
- Analytics and Optimization

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Email Marketing Fundamentals

- What is Email marketing?
- Tools and Strategy
- Marketing Automation
- Email Design

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WHAT IS EMAIL MARKETING?

Email marketing is a digital marketing strategy that involves sending targeted and personalized emails to a group of recipients with the aim of promoting products, services, or building relationships. It is a direct and effective way to reach and engage with your audience, allowing you to deliver relevant content, offers, and information directly to their inbox.

Why is it important

Direct Communication - Cost-Effective - Targeted Messaging
Automation and Personalization - Measurable Results

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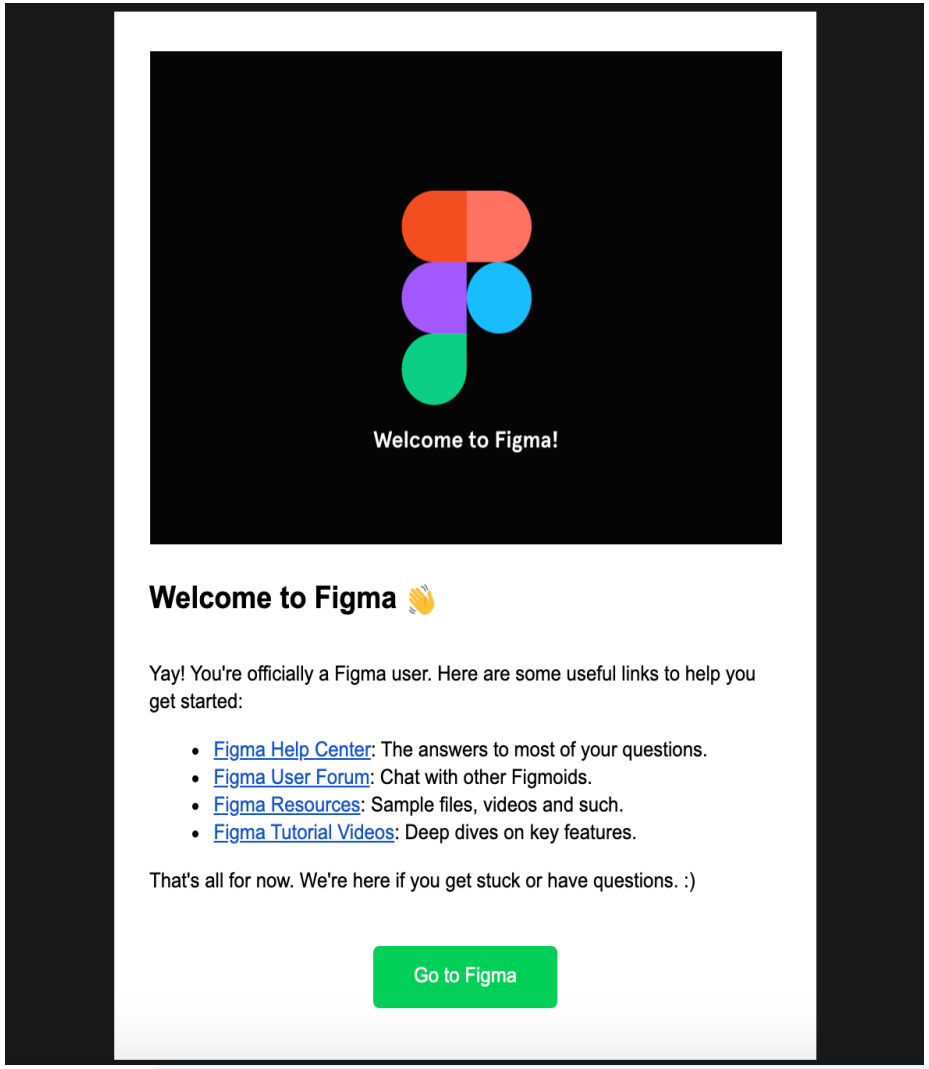
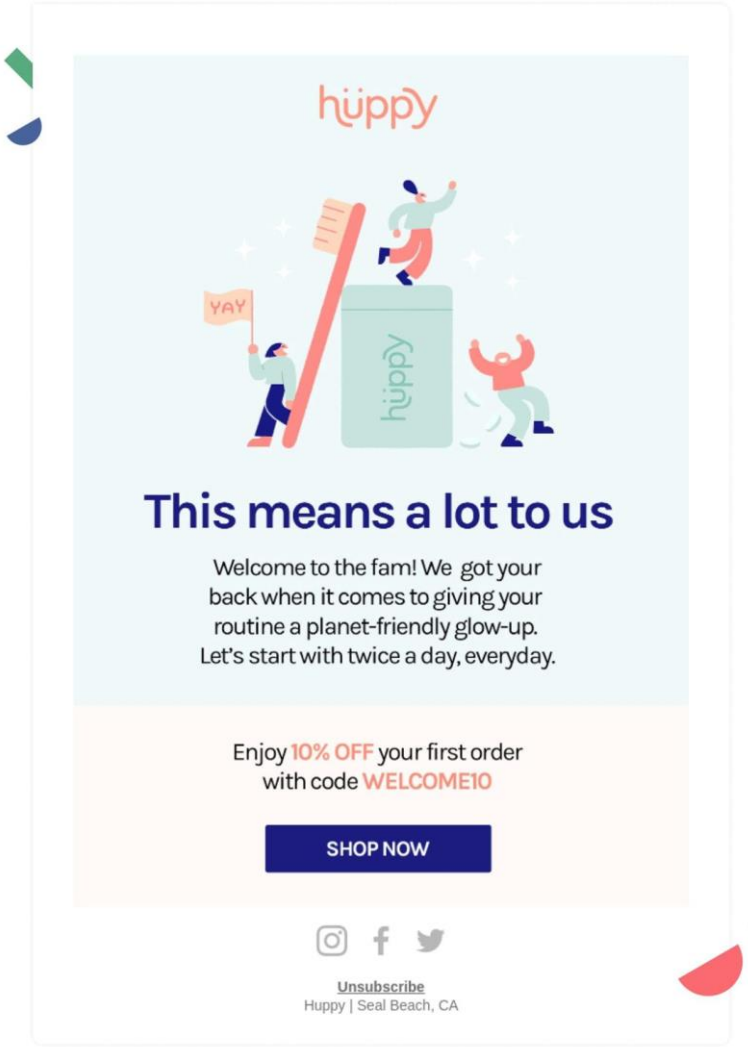
EXAMPLES


Welcome to Figma!
Welcome to Figma 👋
Yay! You're officially a Figma user. Here are some useful links to help you get started:
Figma Help Center: The answers to most of your questions.
Figma User Forum: Chat with other Figmoids.
Figma Resources: Sample files, videos and such.
Figma Tutorial Videos: Deep dives on key features.
That's all for now. We're here if you get stuck or have questions. :)
Go to Figma


huppy
YAY
huppy
This means a lot to us
Welcome to the fam! We got your back when it comes to giving your routine a planet-friendly glow-up. Let's start with twice a day, everyday.
Enjoy 10% OFF your first order with code WELCOME10
SHOP NOW
Unsubscribe
Huppy | Seal Beach, CA

LEGISLATION AND REGULATION

When it comes to email marketing, it's essential to comply with relevant legislation and regulations to ensure data protection, privacy, and respect for recipients' preferences.

General Data Protection Regulation (GDPR) and Nigeria Data Protection Regulation (NDPR): They both apply to businesses operating in the European Union (EU) and Nigeria respectively to regulate the collection, storage, and processing of personal data. They require obtaining explicit consent from individuals to send them marketing emails and provides rights to opt-out and access their data.

KNOWLEDGE CHECK

Email marketing is important because of all of the following except:

A. Saves cost of marketing
B. Automation
C. Personalization
D. Better than social media ads (Ans)

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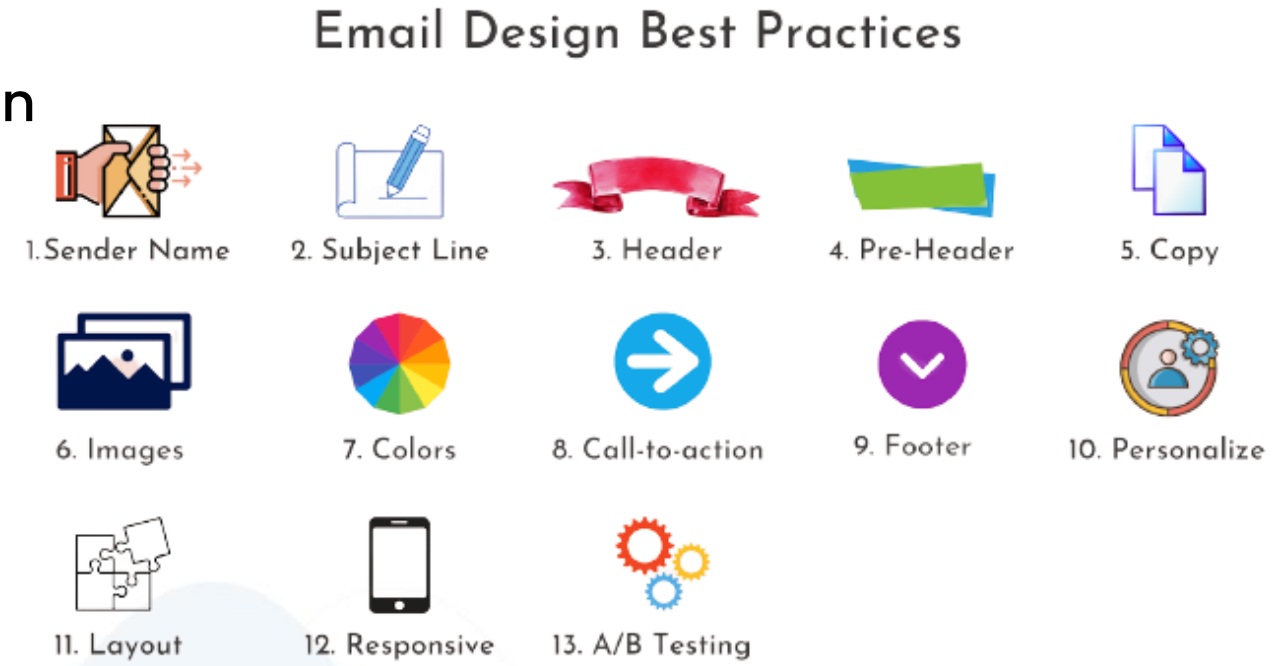
BEST PRACTICES

- Define Clear Goals
- Build a Quality Email List
- Personalization and Segmentation
- Compelling Subject Lines
- High-Quality Content
- Mobile Optimization
- Clear Call-to-Action (CTA)
- Analyze and Optimize



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Sources for email list (recipients)

- Website Opt-in Forms: Place opt-in forms on your website to capture email addresses from interested visitors.
- Social Media: Leverage social media platforms to promote your email newsletter and encourage sign-ups.
- Offline Events: Collect email addresses from attendees at events, conferences, or trade shows.
- Customer Interactions: Capture email addresses during customer interactions, such as purchases or customer service interactions.

Define Contact Databases/Segmentation

- Maintain a well-organized and updated contact database to manage your email subscribers effectively.
- Segment your contact database based on relevant criteria like demographics, location, purchase history, or engagement level.

AUTOMATION IN EMAIL MARKETING

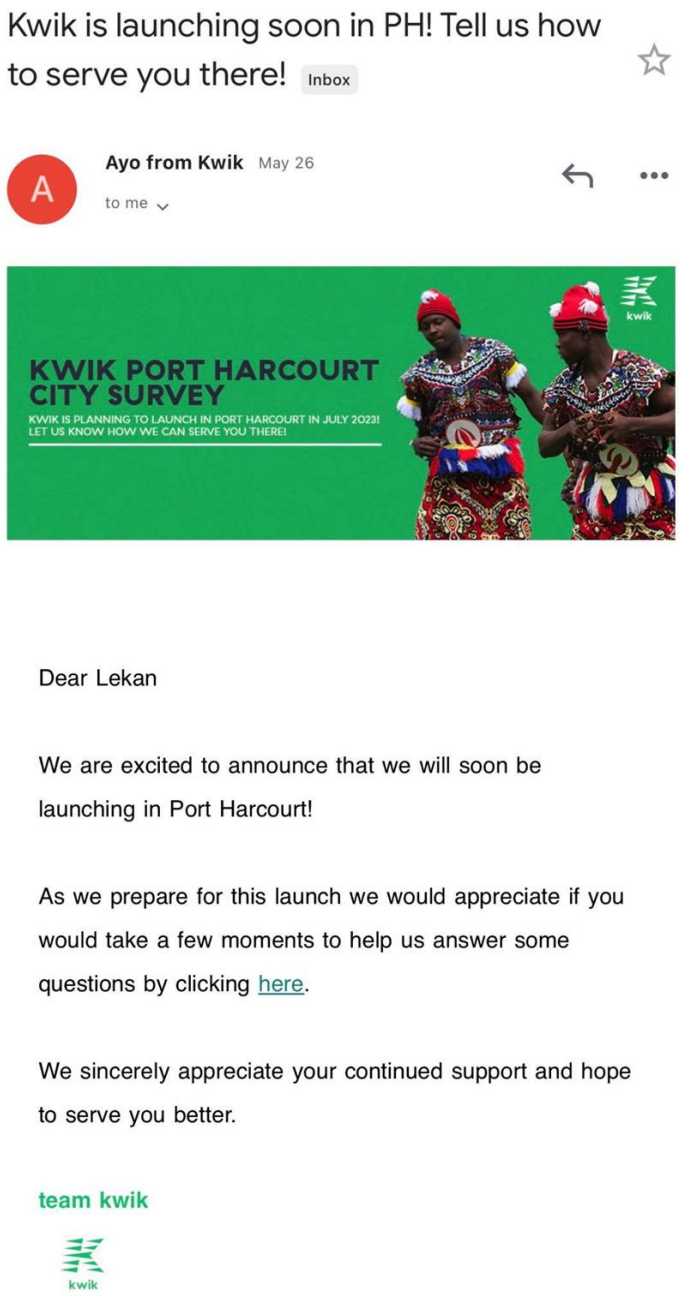
Automation in email marketing refers to the use of technology and software to automate various aspects of the email marketing process. It involves setting up predefined workflows, triggers, and rules that automatically send emails or perform specific actions based on user behavior, predefined conditions, or a predetermined schedule. Automation allows marketers to streamline and optimize their email marketing efforts, saving time and effort while delivering timely and relevant messages to their audience.

Benefits of automation

- Time-saving - Improved Efficiency - Scalability - Analytics and Reporting
- Customer Retention

Email Writing Design

- Use a clean and visually appealing layout.
- Incorporate white space.
- Use responsive design.
- Choose a readable font and size.
- Use visuals strategically.
- Maintain consistent branding elements.
- Optimize for quick loading times.



Buyer journey

- Awareness Stage: At this stage, the buyer realizes they have a problem or need. Emails can focus on blog posts, guides, or resources that offer insights and solutions.

- Consideration Stage: In this stage, the buyer is actively considering different options and researching potential solutions. Email marketing can provide more in-depth content such as case studies, product comparisons, or demo videos that highlight the benefits and features of the solution being offered.

- Decision Stage: At this stage, the buyer is ready to make a purchase decision. Email marketing can provide targeted messages that include special offers, discounts, testimonials, or customer success stories to encourage the buyer to make a purchase.

SUBJECT LINES

- Exclusive offer: 50% discount
- Welcome to the family
- Don’t miss out on this offer
- You missed this.

CALL TO ACTION (CTA)

Shop Now - Get Started - Learn More - Sign up - Contact Us

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KNOWLEDGE CHECK

Which of the following is a key benefit of automation?

A. Scalability
B. Analytics and Reporting
C. Customer Retention
D. All of the above (Ans)

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CREATING AN EFFECTIVE EMAIL MARKETING

- Email service providers
- Introduction to Mailchimp
- Exploring the interface
- Email Campaign Creation Steps
- Adding contacts
- Setting the subject line and preview text
- Writing the copy
- Including CTA
- Choosing the audience
- Automation

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Top Email Marketing Service Providers

- Mailchimp
- SendinBlue
- ConvertKit
- HubSpot Email Marketing

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INTRODUCTION

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ANALYTICS

- Benefits of analytics
- A/B Test
- Key Campaign Measurement Metrics
- Open and Click Through Rates
- Bounce Rates and Unsubscribes

Benefits of Analytics

- Performance Tracking - Audience Segmentation - Content Optimization
- Conversion Tracking - Continuous Improvement

Key Metrics

- Open Rate - Click-Through Rate (CTR) - Conversion Rate - Bounce Rate
- Unsubscribe Rate - List Growth Rate - Spam Complaint Rate
- Forwarding and Sharing Rate - Engagement Metrics

A/B Test

A/B testing in email marketing involves comparing two or more variations of an email to determine which version performs better in terms of open rates, click-through rates, conversions, or other desired metrics. It helps marketers understand what elements of an email (e.g., subject line, layout, CTA, images) have the greatest impact on engagement and conversion rates.

Key Components

- Identify the Element to Test - Create Variations - Split your Audience - Send the Emails
- Monitor and Analyze Results - Draw Conclusions - Implement the Winning Variation

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Analytics dashboard

- Open and Click through rates
- Bounce rates and unsubscribes

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THANK YOU

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