



SOCIAL MEDIA

Class 6 – Other Digital Marketing Actions



Students Introduction





Case Study

Company 1
Car Dealership

Company 2
Kindergarden

Company 3
Restaurant

Company 4
Fashion E-Com

Company 5
Gym

- Which Advertising Strategy will you follow?
 - Platforms
 - Segmentation
 - Goals - Objectives
 - Promotion/Lead Magnet/Idea





Social Media Course - Guidelines

- Class 1 – Social Media (17th October).
- Class 2 – Communication Strategy and Social Media Tools (19th October)
- Class 3 – Copy and Advertising Slogan (20th October)
- Class 4 – Graphic Design – Tools and Tips (24th October)
- Class 5 – Online Ads (26th October)
- Class 6 – Other Digital Marketing Actions and Data Analytics (27th October)

Other Digital Marketing Actions





Content Generation - Blog

A blog is a website that is updated periodically, so that the most recent content is always on the main page, leaving the rest stored in files that can be consulted by category or by date.

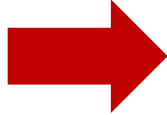
- ✓ Allow messages coming from the company to be communicated directly to users, without intermediaries or filters.
- ✓ Give visibility on the network and demonstrate knowledge
- ✓ Helps you on Organic Search (SEO)
- ✓ Content for Social Media



How to manage a blog?

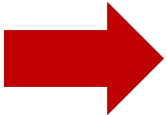
As in any marketing action, you have to plan to execute and then control:

GOALS



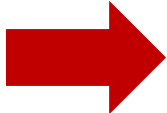
- Convey our opinion
- Provide valuable content
- Lead Magnet

TARGET



Define very well who we are addressing to write about topics that are of interest to them. Which are the interest for your buyer persona?

PERIODICITY



The most important thing apart from the topics selected is the periodicity and consistency.



Organic Search - SEO

SEO, acrónimo de Search Engine Optimization - en castellano optimización de motores de búsqueda-, son el conjunto de acciones y técnicas que se emplean para mejorar el posicionamiento (la visibilidad) en buscadores de un sitio web en Internet, dentro de los resultados orgánicos en los motores de búsqueda como, por ejemplo, Google, Bing o Yahoo.

Existen diferentes tipos de SEO en el posicionamiento web:

- SEO On Page → Técnicas para optimizar nuestra web o blog como podrían ser: el contenido, la estructura interna, indexabilidad en buscadores, imágenes, etc
- SEO Off Page → Todas las acciones fuera de nuestra web o blog que nos posicionan como pueden ser los enlaces generados en otras webs, redes sociales, comentarios, etc.



Organic Search - SEO

Organic traffic is the term used to describe visits to a website coming from a search engine's organic results and not paid ads.

A screenshot of a Google search for "social media packages". The search bar at the top contains the text "social media packages" and has a microphone icon and a search icon to its right. Below the search bar, there are navigation options: "All", "Images", "News", "Videos", "More", "Settings", and "Tools". The search results show "About 319,000,000 results (0.30 seconds)". The first result is a paid advertisement from "www.fiverr.com/" with the headline "Social Media Package Services | Our Experts Will Do The Job". Below this is the heading "Organic Search Results". The first organic result is from "Reliablesoft.net" with the headline "Social Media Packages for Small Business - Reliablesoft.net" and a URL "https://www.reliablesoft.net > social-media-packages". The second organic result is from "streambankmedia.com" with the headline "A Guide to Social Media Management Pricing and Packages ..." and a URL "https://streambankmedia.com > guide-social-media-management-pricing-pac...".

social media packages

All Images News Videos More Settings Tools

About 319,000,000 results (0.30 seconds)

Paid Search Results

Social Media Package Services | Our Experts Will Do The Job

Ad www.fiverr.com/

Don't Just Dream, Do. Freelance Services For The Lean Entrepreneur. 24H Delivery. Millions of Gigs@. Professional sellers. Money-Back Guarantee. +100,000 Sellers. Unbeatable value. Services: Content Marketing, Website Building, Writing & Translation, Video Editing, Branding.

Organic Search Results

Social Media Packages for Small Business - Reliablesoft.net

<https://www.reliablesoft.net > social-media-packages>

Social Media Packages Pricing. ONCE OFF. \$299. SMM Starters Package. Everything you need to get started with Social Media Marketing. STARTING AT. \$249/mo. SMM Professional Package. STARTING AT. \$499/mo. SMM Plus Package.

A Guide to Social Media Management Pricing and Packages ...

<https://streambankmedia.com > guide-social-media-management-pricing-pac...>

Aug 9, 2018 - When searching for an agency to manage your company's social media, you will soon find that the options are practically limitless. ... What is a fair price for social media management? We've done the heavy lifting for you by exploring available social media marketing packages and ...



Organic Search - SEO

- ✓ Helps you to be finded online. Specially interesting for local businesses.
- ✓ Differently from Online Ads, it's a long term strategy.
- ✓ Good way to get potential customers
- ✓ Be friends with Google



Actions to improve your Organic Search

- ✓ Reviews on you're Google My Business
- ✓ Get links from another websites
- ✓ Content Creation on your websites
- ✓ Improve the user experience on your website (responsive design)

Class 6 – Other Digital Marketing Actions



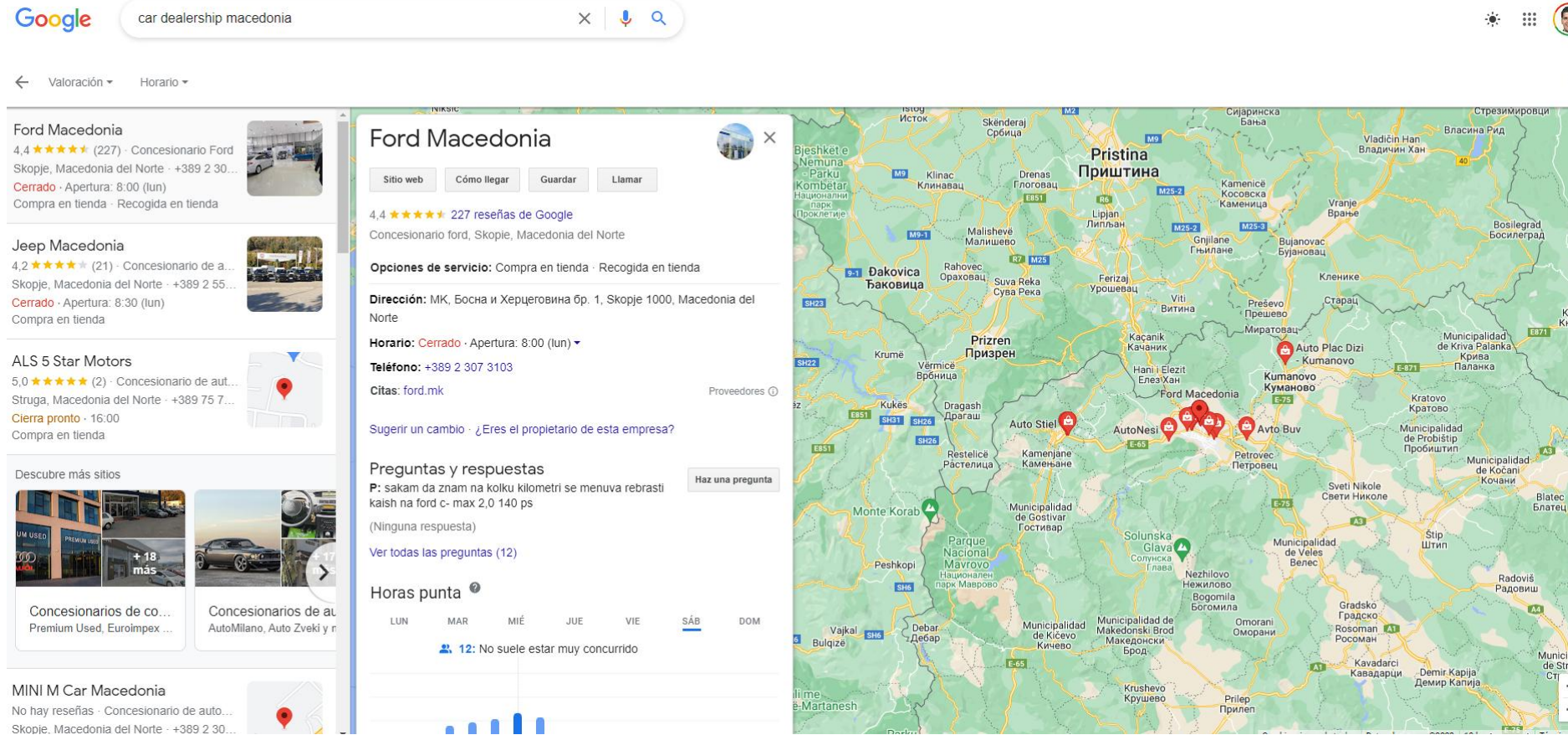


Google My Business

Google My Business provides you with the ability to list your business location on Google Maps and local search results.

- ✓ Improves your business local visibility
- ✓ Let you collect reviews of your friends and customers
- ✓ Makes the potential customer easy to contact you.

Google My Business



The screenshot shows a Google search for "car dealership macedonia". The search results list several dealerships:

- Ford Macedonia**: 4.4 stars (227 reviews), Concesionario Ford Skopje, Macedonia del Norte. Cerrado - Apertura: 8:00 (lun). Compra en tienda - Recogida en tienda.
- Jeep Macedonia**: 4.2 stars (21 reviews), Concesionario de a... Skopje, Macedonia del Norte - +389 2 55... Cerrado - Apertura: 8:30 (lun). Compra en tienda.
- ALS 5 Star Motors**: 5.0 stars (2 reviews), Concesionario de aut... Struga, Macedonia del Norte - +389 75 7... Cierra pronto - 16:00. Compra en tienda.
- MINI M Car Macedonia**: No hay reseñas - Concesionario de auto... Skopje, Macedonia del Norte - +389 2 30...

The detailed view for **Ford Macedonia** includes:

- Rating: 4.4 stars (227 reseñas de Google)
- Address: MK, Босна и Херцеговина бр. 1, Skopje 1000, Macedonia del Norte
- Hours: Cerrado - Apertura: 8:00 (lun)
- Phone: +389 2 307 3103
- Website: ford.mk
- Services: Compra en tienda - Recogida en tienda
- Map: A map showing the location of Ford Macedonia in Skopje, with several other car dealerships marked nearby (Auto Stiel, AutoNesi, Avto-Buv, Kumanovo, etc.).
- Questions and answers: A question in Macedonian asks about the maximum power of a Ford car. The answer is "max 2,0 140 ps".
- Hours punta: A bar chart showing low traffic, with a note "12: No suele estar muy concurrido".



E- Mail Marketing

Email marketing allows you to regularly stay in touch with customers and website visitors.

- ✓ Stay in contact with your audience and customers.
- ✓ People engage with e-mails.
- ✓ Makes the potential customer easy to contact you.



Traditional Marketing Actions





Case Study

Company 1
Car Dealership

Company 2
Kindergarden

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- Which Marketing Actions would you include in your Marketing Strategy? Why?



Test and Feedback



Social Media Course - Test


- In test questions, just one answer is correct.

This form is automatically collecting email addresses for digi_space Bergstraße users. [Change settings](#)

Name/Team Short answer

Short-answer text

Required



Social Media Course - Feedback

Form description

Name/Team Short answer

Short-answer text

Required



Data Analytics





Google Analytics

Google Analytics is one of the best ways to learn about the people who visit your website.

It is not a tool focused on social networks per se, but since it is the quintessential analysis tool, very interesting reports and information can be obtained.

- See which social media platforms bring you the most traffic
- Know the demographics of the audience
- Calculate the performance of your campaigns on Social Networks

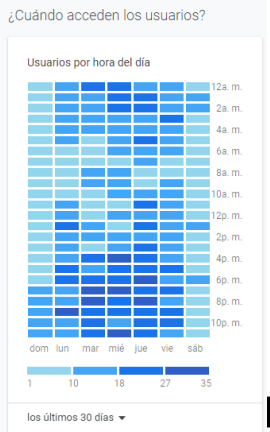
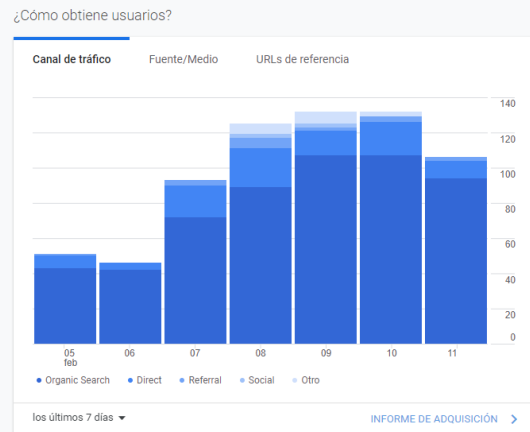
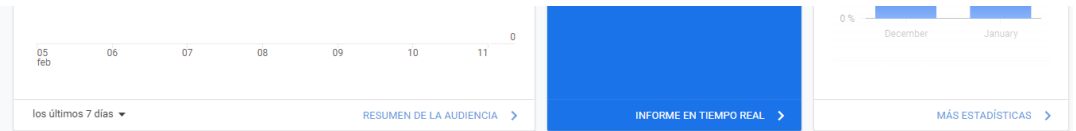




Google Analytics



- Buscar informes y artículos
- Página principal
 - Personalización
- INFORMES
- En tiempo real
 - Audiencia
 - Adquisición
 - Resumen
 - Todo el tráfico
 - Google Ads
 - Search Console
 - Medios sociales
 - Campañas
 - Comportamiento
 - Conversiones





Meta Business Suite

The screenshot shows the Meta Business Suite interface for a business named 'Onlinemente'. The left sidebar contains navigation options: Home, Notifications, Inbox, Posts and stories, Commerce, Planner, Ads, Insights, and All tools. The main content area is titled 'Home' and includes a 'To-do list' with comments from users like Javier Plaza Ibarra and wamipi. It also features a 'Recent posts' section with two posts from October 6, 2022, showing reach and engagement metrics. On the right, there are sections for 'Your goals', 'Insights' (showing trends for Facebook Page reach and Instagram reach), and 'Audience' (showing current followers for both platforms).

Home
Get an overview of your business and see important updates.

Onlinemente
Manage Facebook Page | Go to Instagram

Create Post | Create Ad | Create Story

To-do list
Check unread messages, comments and other things that may require your attention.

Comments [See All](#)

- Javier Plaza Ibarra: ¡Ese 'jefe' Guille ahí!! (6 d)
- wamipi: Felicidades (6 d)
- astratechconsul...: Grandes recomendaciones a tener en cuenta and 1 other (2 w)
- marketeroskrea...: Humm será que es el rey? yo pruebo de todo (2 w)

See an overview of what's new
Take a look at the new features that make it easier for you to manage your Facebook Page and Instagram account. [Continue](#)

Recent posts

Post	People reached	Likes	Comments	Action
¡Hoy ha finalizado l... 6 Oct 2022, 20:01	98	22	0	Boost post
¡Hoy ha finalizado l... 6 Oct 2022, 20:00	867	11	0	Boost again

Your goals
Set a goal, track progress and learn helpful tips for your professional success. [Get Started](#)

Insights
Trends
Last 28 days: 14 September – 11 October

Platform	Reach	Change
Facebook Page reach	16K	↑ 7%
Instagram reach	8K	↑ 1.9K%

Audience
Current

Platform	Followers
Facebook Page followers	200
Instagram followers	328

[See All Insights](#)



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THANKS!

Class 6 – Other Marketing Actions
Javier Plaza



Social media crash course

A result of „6 digi_tours in Europe“



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