



**Enhancing Young People Skills and Competencies in Social Entrepreneurship by Virtual Reality**

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**Course 9. SOCIAL MEDIA FUNDAMENTALS**

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# Introduction

Social media became in the last decade more of an ecosystem centred on the consumer experience.

The rise in interactive digital media has actively participated in evolving the collaboration between the company and consumer from a Web 1.0 passive model, to a Web 2.0 interactive model where consumers are simultaneously the initiators and recipients of information exchanges. The combination of both traditional and social mediums allows companies to develop integrated communication strategies to reach consumers on a myriad of platforms, enabling a wide sphere.

Social media is nowadays one of the most important element of the marketing strategy as the usage of devices, internet and networking and social platforms is increasing continuously. Every business, regardless its size or area, is integrating social platforms in their dissemination and marketing activities. A strong and effective social media strategy can be designed, following the 7 Cs of social media with the aim of engaging the audience, building the brand, and driving conversions:

1. **Content**: The content you share on social media should be valuable, relevant, and engaging for your target audience.
2. **Context**: The context of your social media posts should be appropriate for the platform and your audience. For example, a post on Twitter may be more professional and business-oriented than a post on Facebook.
3. **Consistency**: Consistency in your social media strategy helps to build trust and establish your brand. Consistency in tone, frequency, and messaging can help you stay top-of-mind with your audience.
4. **Conversation**: Social media is an “open to discussions” channel. Engage with your audience by responding to comments, messages, and mentions. Encourage conversations with your audience through polls, questions, and interactive content.
5. **Community**: Build a community around your brand on social media. Engage with your followers, foster relationships, and create a sense of belonging.
6. **Channels**: Choose the right social media channels for your brand and your audience. Consider factors such as demographics, platform features, and content format when selecting channels. Don’t forget about the market research! Knowing your audience is the key of a successful strategy.
7. **Conversion**: Social media can be a powerful tool for driving conversions. Calls-to-action (CTAs), social proof, and special offers tactics can encourage your audience to take action and engage more with your brand and pages.

Marketing and communication efforts on social media spin around the ways businesses can connect with their audience, build brand awareness, and drive business results. For a successful result in social media, businesses can follow some principles:

* **Listen first**: Before jumping into social media, it's important to listen to what your customers are saying. By monitoring social media channels for mentions of your brand or industry, you can gain valuable insights into your customers' opinions, preferences, and needs.
* **Be authentic**: Social media is about building relationships and trust with your audience. To do this, it's important to be authentic and transparent in your communications. This means being honest about your brand's values, goals, and challenges.
* **Provide value**: Your social media content should provide value to your audience. This can include educational content, entertaining content, or content that solves a problem for your customers. By providing value, you can build trust and loyalty with your audience.
* **Engage with your audience**: Social media is a two-way conversation. To effectively use social media, it's important to engage with your audience by responding to comments and messages, asking for feedback, and showing appreciation for their support.
* **Measure your results**: To determine the effectiveness of your social media efforts, it's important to measure your results. This can include tracking metrics such as engagement rates, reach, and conversions. By measuring your results, you can identify areas for improvement and adjust your strategy accordingly.

Many people believe that the simple use of social media will bring immediate or successful results. In practice, the integration of social media in the company's marketing strategy requires much more attention and involvement, as there are many ways by which satisfactory results can be obtained, among which:

* **Building brand awareness**: Social media can be used to build brand awareness by reaching out to new audiences and engaging with existing customers. By creating shareable content, using relevant hashtags, and engaging with influencers, businesses can increase their reach and build brand awareness.
* **Driving website traffic**: Social media can also be used to drive traffic to a business's website. By sharing links to blog posts, product pages, and other content, businesses can encourage their social media followers to visit their website and learn more about their products and services.
* **Generating leads and sales**: Social media can also be used to generate leads and sales. By using social media advertising, businesses can target specific audiences with their marketing messages, and encourage them to take action, such as making a purchase or filling out a lead form.
* **Customer engagement**: Social media can be a powerful tool for engaging with customers. By responding to comments and messages, sharing user-generated content, and providing customer support, businesses can build strong relationships with their customers and foster brand loyalty.
* **Market research**: As mentioned earlier, social media can also be used for market research. By listening to what their customers are saying on social media, businesses can gain valuable insights into customer preferences, opinions, and behavior, which can inform their marketing strategy.

Latest statistics bring to the fore some interesting facts, which help understanding the new ecosystem and the power of the devices and platforms. According to zippia.com[[1]](#footnote-1) study:

* 81.6% of Americans, totalling 270 million people, own a smartphone as of 2023.
* The average American spends 5 hours and 24 minutes on their mobile device each day.
* Americans check their phones on average 96 times per day, or once every ten minutes.
* There are roughly 6.92 billion smartphone users across the world. That’s 86.29% of the global population, as of 2023.
* 59.16% of website traffic comes from mobile devices, as of 2022.

These statistics above underline the importance of choosing the right platform according with the business purposes and audiences. Some common types of social media include:

* **Social networking sites**: These platforms allow users to connect with friends, family, and other users, and share information such as photos, videos, and updates. Examples include Facebook, LinkedIn, and MySpace.
* **Microblogging platforms**: These platforms allow users to share short-form content, such as text updates or images, with their followers. Examples include Twitter and Tumblr.
* **Video sharing platforms**: These platforms allow users to upload and share videos, and often include features such as comments and sharing options. Examples include YouTube and Vimeo.
* **Image sharing platforms**: These platforms allow users to share images, often with accompanying text or hashtags. Examples include Instagram and Pinterest.
* **Discussion forums and message boards**: These platforms allow users to post questions, comments, and discussions on various topics. Examples include Reddit and Quora.
* **Review and recommendation platforms**: These platforms allow users to share their opinions and recommendations about products, services, and businesses. Examples include Yelp and TripAdvisor.

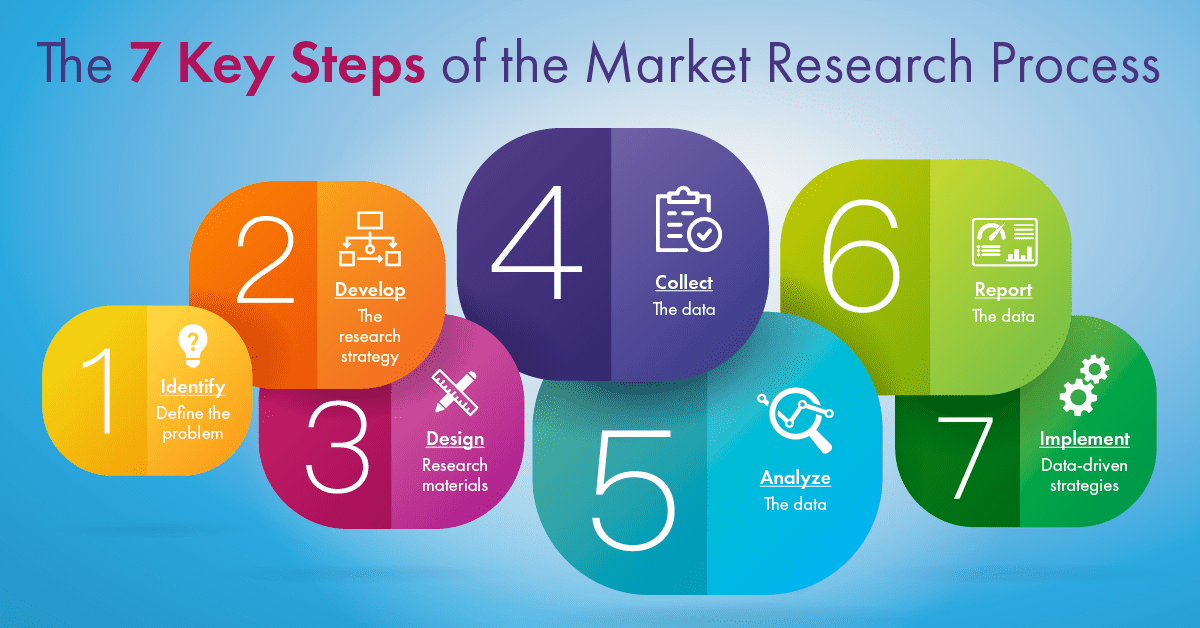
***Don’t forget!***

* Social media can play a crucial role in a business's overall marketing strategy.
* By integrating social media into their overall marketing strategy, businesses can leverage the power of social media to achieve their marketing objectives and drive business growth.
* The type of social media platform you choose to use for your brand will depend on your goals, target audience, and the type of content you want to share. It's important to choose platforms that align with your brand's messaging and values, and that allow you to connect with your audience in a meaningful way.

# Market research

A successful marketing strategy starts with in depth study of the market you want to conquer. Market research is most known as a systematic process of collecting and analyzing data and information about a market, its customers, competitors, and industry trends. The purpose of the market research is to support businesses in making informed decisions about their products, services, and marketing strategies. Generally, the market research process is comprised of 7 important steps[[2]](#footnote-2):

1. **Define the research problem**: The first step in the market research process is to clearly define the research problem or objective. This involves identifying the information needed, who will use it, and why it is important.
2. **Develop the research plan**: Once the research problem has been defined, the next step is to develop a research plan. This includes determining the research design, data collection method, and sample size.
3. **Collect data**: The third step in the market research process is to collect data. There are two main types of data: primary data and secondary data. Primary data is data that is collected specifically for the research project, while secondary data is data that already exists, such as government reports or industry publications.
4. **Analyze the data**: After the data has been collected, the next step is to analyze it. This involves organizing and summarizing the data, as well as identifying patterns and relationships.
5. **Interpret the findings**: Once the data has been analyzed, the next step is to interpret the findings. This involves drawing conclusions from the data and making recommendations based on those conclusions.
6. **Report the findings**: The final step in the market research process is to report the findings. This involves presenting the results of the research in a clear and concise manner, using charts, graphs, and other visual aids to help communicate the findings.
7. **Implement the findings and adjust the marketing objectives accordingly**



*Source: https://netbasequid.com/blog/market-research-steps/*

In the last 10 years, surprisingly or not, social media has become a powerful tool for conducting market research. As a result of increased usage of devices and the changing behaviour of consumers, social media can provide important insights about the market you want to target. Some of the most common ways in which social media collects information are[[3]](#footnote-3):

* **Social listening**: Social listening involves monitoring social media channels for mentions of a particular brand, product, or industry. By tracking keywords and hashtags related to your business, you can gain valuable insights into what your customers are saying about your brand, as well as identify trends and emerging issues.
* **Surveys**: Social media platforms such as Facebook and Twitter offer the ability to create and distribute surveys to your followers. This can be an effective way to gather feedback from your customers and gain insights into their opinions and preferences.
* **Focus groups**: Social media can also be used to conduct virtual focus groups. This involves gathering a group of individuals together online to discuss a particular topic or issue. By using social media platforms such as Facebook or Twitter, you can bring together a diverse group of individuals from around the world to share their opinions and insights.
* **A/B testing**: Social media can also be used to conduct A/B testing, which involves testing different versions of a particular marketing message or campaign to see which one is most effective. By using social media platforms such as Twitter or Instagram, you can easily create and distribute different versions of your message and track the results.
* **Competitor analysis**: Social media can also be used to conduct competitor analysis. By monitoring your competitors' social media channels, you can gain insights into their marketing strategies, as well as identify opportunities for differentiation and competitive advantage.

In summary, social media provides a range of opportunities for conducting market research. By using social media platforms to gather insights into customer preferences, opinions, and behavior, businesses can gain valuable insights that can inform their marketing strategies and help them stay ahead of the competition.

While there are many benefits of using social media for market research, there are also some potential disadvantages to keep in mind. Here are a few to consider:

* **Biased sample**: One potential disadvantage of social media research is that the sample may not be representative of the population as a whole. People who use social media may have different characteristics, opinions, and behaviors than those who don't use social media, which can lead to a biased sample.
* **Privacy concerns**: Social media research may also raise privacy concerns for some individuals. Researchers must be careful to protect the privacy of participants and ensure that any data collected is anonymized and used in accordance with ethical guidelines.
* **Limited control**: Social media research can also be challenging because researchers have limited control over the data collection process. Posts, comments, and other forms of social media content can be deleted or edited at any time, which can make it difficult to collect reliable data.
* **No guarantee of accuracy**: Another potential disadvantage of social media research is that there is no guarantee of accuracy. People may not always provide truthful or accurate information on social media, or they may post in a way that is designed to influence others.
* **Misinterpretation of data**: Finally, there is a risk of misinterpreting social media data. Because social media data is often unstructured and can be difficult to analyze, researchers must be careful to avoid drawing conclusions that are not supported by the data.

Overall, while social media research can be a valuable tool for gathering insights and informing marketing strategy, it is important to be aware of the potential limitations and take steps to address them.

***Don’t forget!***

* Following these steps, businesses can gather valuable insights about their market, customers, and competition, and use that information to make informed decisions about their products, services, and marketing strategies.
* Using a combination of social media research methods and traditional research methods, businesses can gain a more comprehensive understanding of their target audience and make more informed decisions.

# Building a brand

When you say marketing, you also thing about branding. A brand is a unique identity that distinguishes a company, product, or service from its competitors in the minds of consumers. A brand is not just a logo, name, or tagline, but rather a combination of tangible and intangible elements that create a perception of value and differentiate it from other offerings.

In most of the cases, a brand is comprised of multiple key elements such as:

* **Identity** - includes the visual components of a brand such as logo, color palette, typography, and imagery.
* **Messaging** - includes the language and messaging used to communicate the brand's values, purpose, and unique selling proposition.
* **Personality** - this is the personality or character of the brand, including its tone of voice, behavior, and attitude.
* **Experience** - this includes the overall experience a customer has with the brand, including customer service, user experience, and the quality of the product or service.

A strong brand can have many benefits for a business, including increased brand recognition, customer loyalty, and competitive advantage. In addition, emotional connections with customers can be created and trust and credibility fostered.

However, building a strong brand takes time and effort, and requires a clear understanding of your target audience, market positioning, and competitive landscape. It's important to develop a comprehensive branding strategy that incorporates all of these elements and communicates a clear and consistent message to your target audience.

Moreover, a healthy and strong brand is based on a set of guidelines or principles, that helps the company build and maintain a strong brand identity:

* **Consistency**: All aspects of the brand, including messaging, visual identity, and customer experience, should be consistent across all channels and touchpoints.
* **Differentiation**: Your brand should stand out from the competition. This can be achieved by identifying what makes your brand unique and communicating it to your target audience in a clear and compelling way.
* **Authenticity**: Your brand should be authentic and reflect the values and personality of your business. Authenticity can help to build trust with customers and foster brand loyalty.
* **Emotional appeal**: Building an emotional connection with your customers can help to strengthen your brand. This can be achieved by appealing to their emotions and creating a brand that resonates with them on a deeper level.
* **Flexibility**: While consistency is important, it's also important to be flexible and adaptable to changing market conditions and customer needs. Your brand should be able to evolve over time while staying true to its core values and identity.

How can you build your brand? Here are some steps you can take:

* **Define your brand**: Start by defining your brand identity, including your mission, values, and personality. This will help you to create a clear and consistent brand message.
* **Develop your visual identity**: Your visual identity, including your logo, colors, and typography, should be consistent with your brand identity and help to differentiate your brand from the competition.
* **Create a brand voice**: Your brand voice should be consistent across all channels and help to communicate your brand personality and values.
* **Build a brand community**: Engage with your customers and build a community around your brand. This can be achieved through social media, events, and other forms of customer engagement.
* **Monitor and measure your brand**: Regularly monitor and measure your brand's performance to ensure that it is resonating with your target audience and meeting your business objectives. Use this data to make informed decisions about your branding strategy.

## 3.1. Logo and color theme

Logos and colors are important components of a brand's visual identity and play a crucial role in creating a memorable and recognizable brand.

A logo is a graphical element that represents a brand, often consisting of a symbol or icon, along with a company name or tagline. Logos can take many different forms, from simple and minimalist designs to complex and intricate ones. The most effective logos are those that are simple, easy to remember, and instantly recognizable.



*Fig.2. Examples of famous logos*

The second key element of a brand's visual identity is represented by the colors, which also play an important role in. Different colors can evoke different emotions and convey different meanings, which can influence how customers perceive a brand. For example, blue is often associated with trust and stability, while red is associated with passion and excitement.

When choosing colors for a brand, it's important to consider the psychology of color and how different colors may be perceived by your target audience. It's also important to ensure that your brand's color palette is consistent across all touchpoints, including your website, social media profiles, marketing materials, and product packaging.

In addition to logos and colors, other visual elements that contribute to a brand's visual identity include **typography, imagery, and graphic elements**. These elements should all be consistent and work together to create a cohesive and memorable brand image.

## 3.2. Brand’s impact across the new platforms

The impact of a brand on social media can be significant, as social media platforms offer a unique opportunity for brands to connect with their target audience on a more personal level. Social media allows brands to create and share content, engage with customers, and build a community of followers who are passionate about their products or services.

Some of the ways in which a strong brand can impact social media include:

* **Increased engagement**: A strong brand can drive higher levels of engagement on social media, as customers are more likely to interact with and share content from brands they know and trust.
* **Improved reputation**: A strong brand can help to build a positive reputation on social media, as customers are more likely to recommend and endorse brands they have had positive experiences with.
* **Increased customer loyalty**: A strong brand can foster a sense of loyalty among customers, as they feel a stronger connection to the brand and are more likely to continue using its products or services.
* Competitive advantage: A strong brand can give a business a competitive advantage on social media, as customers are more likely to choose a brand they recognize and trust over one they don't.
* **Increased sales and revenue**: A strong brand can lead to increased sales and revenue on social media, as customers are more likely to purchase products or services from a brand they know and trust.

However, building a strong brand on social media requires a strategic and consistent approach, as well as a deep understanding of your target audience and the social media platforms you are using. It's important to create and share content that is relevant and engaging, as well as to interact with customers and build a community around your brand. By doing so, you can leverage the power of social media to build a strong and memorable brand that resonates with your target audience and drives business growth.

there are many successful brands that have leveraged social media to build their brand and connect with their target audience. Here are a few examples:



Nike - Nike has a strong presence on social media, with millions of followers on platforms like Instagram, Twitter, and Facebook. Nike uses social media to showcase its products, share inspiring stories and content, and engage with its community of followers.



Airbnb - Airbnb has built a strong brand on social media by sharing stunning photos and videos of its properties, as well as leveraging user-generated content to showcase the unique experiences and destinations available through its platform.



Coca-Cola - Coca-Cola is a global brand that has leveraged social media to connect with customers and reinforce its brand message of happiness and positivity. Coca-Cola uses social media to share uplifting and inspiring content, as well as to promote its products and engage with its community of followers.

These are just a few examples of successful brands that have used social media to build their brand and engage with their target audience. By creating a consistent and engaging presence on social media, these brands have been able to connect with customers, build brand loyalty, and drive business growth.

## 3.3. Brand awareness

Brand awareness refers to the extent to which a brand is recognized and familiar to potential customers. It's an important aspect of branding, as it can influence customer behavior and impact business performance.

Building brand awareness requires a strategic and consistent approach that focuses on creating a strong and memorable brand image that resonates with customers. This can include elements such as a distinctive logo, consistent visual identity, and a strong brand message that sets your brand apart from competitors.

Social media can be a powerful tool for building brand awareness, as it allows brands to reach a wide audience and showcase their products and services in a fun and engaging way. By creating and sharing content that is relevant and interesting to your target audience, you can increase your brand's visibility and create a buzz around your products or services.

Some of the most well-known strategies for building brand awareness include:

* **Advertising**: Advertising can be a powerful way to build brand awareness, as it allows you to reach a large audience and promote your brand message in a targeted and effective way.
* **Influencer marketing**: Partnering with influencers can be a great way to reach a new audience and build brand awareness, as influencers can help to promote your products or services to their followers.
* **Events and sponsorships**: Hosting events or sponsoring activities that align with your brand values can be a great way to build brand awareness and create positive associations with your brand.
* **Public relations**: Public relations can be a powerful tool for building brand awareness, as it allows you to generate positive media coverage and promote your brand message to a wider audience.

***Don’t forget!***

* Implementing a comprehensive branding strategy that focuses on building brand awareness, you can create a strong and memorable brand that resonates with customers and drives business growth.
* Following these branding principles and taking these steps, you can build a strong and memorable brand that resonates with your target audience and drives business growth.

# Content marketing, graphic design and copywriting

Content marketing is a strategic marketing approach that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience - and, ultimately, to drive profitable customer action.

The goal of content marketing is to create content that is useful, informative, or entertaining to your target audience, rather than just promoting your products or services directly. By providing valuable content, you can build trust and credibility with your audience, which can lead to increased engagement, loyalty, and ultimately, sales.

Some common types of content used in content marketing include:

* **Blog posts**: Regular blog posts can help to establish your brand as an authority in your industry and provide helpful information to your target audience.
* **Social media content**: Social media platforms can be a powerful way to distribute your content and engage with your audience.
* **Video content**: Videos are a highly engaging form of content that can be used to educate, entertain, or inspire your audience.
* **Infographics**: Infographics are visual representations of data or information that can be used to communicate complex ideas or statistics in an easy-to-digest format.
* **E-books and whitepapers**: These longer-form pieces of content can be used to provide more in-depth information on a particular topic or issue.

Effective content marketing requires a strategic and consistent approach, as well as a deep understanding of your target audience and their needs and interests. By creating high-quality content that resonates with your audience and promotes your brand message in a subtle and effective way, you can build a loyal following and drive business growth.

Content marketing can be a powerful tool for building your brand and engaging with your target audience on social media.

Tips for creating effective content marketing for social media:

* **Know your audience**: To create content that resonates with your target audience, you need to understand their needs, interests, and preferences. Use social media analytics tools to gain insights into your audience's demographics, behaviors, and preferences.
* **Create a content strategy**: Develop a content strategy that outlines your goals, target audience, key messaging, and content themes. This will help you stay focused and consistent in your content creation.
* **Use visual content**: Social media platforms are highly visual, so it's important to use high-quality images, videos, and graphics in your content. Visual content tends to be more engaging and shareable than text-based content.
* **Create shareable content**: To increase the reach of your content, make it easy for your followers to share it with their own networks. Include social sharing buttons on your website and encourage your followers to share your content on social media.
* **Engage with your audience**: Social media is a two-way conversation, so it's important to engage with your audience by responding to comments and messages, and participating in relevant conversations.
* **Monitor your results**: Use social media analytics tools to track the performance of your content and adjust your strategy as needed. Monitor metrics such as engagement rates, reach, and conversions to measure the effectiveness of your content marketing efforts.

Creating successful content on social media requires careful planning, creativity, and an understanding of your target audience. Social media success is a result of ongoing experimentation, learning from your audience, and adapting your approach. Stay open to feedback, stay consistent, and continuously improve your content to maximize your impact on social media.

You can promote your business on social media by trying to create the best content, taking into consideration the following principles:

* **Use attention-grabbing headlines**: The headline is often the first thing that people see, so it's important to make it compelling and attention-grabbing. Use power words, numbers, and interesting facts or statistics to make your headlines stand out.
* **Use eye-catching visuals**: As I mentioned earlier, visuals are important on social media, so make sure your images, videos, and graphics are high-quality and attention-grabbing. Use colors, fonts, and other design elements to make your content visually appealing.
* **Keep it concise:** Social media is all about short, snackable content, so keep your posts short and sweet. Use bullet points or numbered lists to break up your content and make it easier to read.
* **Use hashtags:** Hashtags are a powerful tool for increasing the reach of your content and helping people find your posts. Use relevant hashtags in your posts to make it easier for people to discover your content.
* **Use a consistent voice and tone:** Your brand's voice and tone should be consistent across all social media platforms. Use a tone that resonates with your target audience and reflects your brand's personality.
* **Engage with your audience:** Social media is a two-way conversation, so it's important to engage with your audience by responding to comments, messages, and mentions. Ask questions, respond to feedback, and participate in relevant conversations to build engagement and trust with your followers.
* **Experiment and test:** Social media is constantly evolving, so it's important to experiment with different types of content and formats to see what works best for your audience. Test different headlines, visuals, and formats to see what resonates with your followers.

## 4.1. Graphic Design

Graphic design plays a crucial role in creating a strong and effective brand. The most common ways in which graphic design can help you create your brand are:

* **Logo design**: A logo is the visual centerpiece of your brand, and it's often the first thing that people notice about your company. A well-designed logo can help to communicate your brand's values, personality, and message, and make a strong first impression.
* **Visual identity**: In addition to a logo, a visual identity includes other design elements such as color palette, typography, and graphic elements. A consistent visual identity across all of your marketing materials helps to create a cohesive and recognizable brand.
* **Marketing materials:** Graphic design is essential for creating marketing materials such as brochures, flyers, social media posts, and advertisements. These materials should be visually appealing, informative, and consistent with your brand's visual identity.
* **Website design:** Your website is often the first point of contact between your brand and potential customers, so it's important to create a visually appealing and user-friendly website that reflects your brand's personality and values.
* **Packaging design:** If you sell physical products, packaging design is an important aspect of your brand's visual identity. A well-designed package can help to communicate your brand's message, differentiate your products from competitors, and attract customers.

Social media platforms are primarily visual mediums, and the quality of your graphics and visuals can have a significant impact on the success of your social media campaigns.

Graphic design is important in social media for:

* **Branding:** Consistent and well-designed visuals, including logos, color schemes, and typography, can help to create a strong brand identity and increase brand recognition.
* **Engagement:** High-quality graphics, images, and videos can help to increase engagement with your social media posts by catching people's attention and encouraging them to share or comment on your content.
* **Information sharing:** Infographics, charts, and other visual elements can be used to communicate complex information quickly and effectively, making it easier for your followers to understand and engage with your content.
* **Campaigns:** Custom-designed graphics and visuals can be used to promote specific campaigns or events, helping to increase participation and generate buzz.
* **Professionalism:** High-quality and professionally designed graphics and visuals can help to give your brand a more professional and polished look, increasing credibility and trust among your followers.

Overall, graphic design plays a crucial role in the success of social media marketing campaigns. Investing in high-quality graphics and visuals, you can increase engagement, build your brand, and drive more traffic and conversions through your social media channels.

Exemples of brands that are known for their excellent graphic design on social media:



**Airbnb**: Airbnb's social media graphics are clean, simple, and visually striking. They use bold colors, playful illustrations, and eye-catching typography to create a sense of fun and adventure.



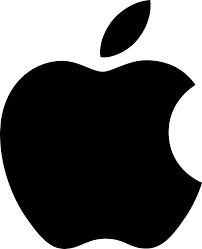
**Nike**: Nike's social media graphics are designed to inspire and motivate their followers. They use high-quality photography and powerful typography to create a sense of energy and excitement.



**Coca-Cola**: Coca-Cola's social media graphics are instantly recognizable thanks to their iconic red and white color scheme and classic typography. They often use seasonal themes and playful illustrations to create a sense of nostalgia and joy.



**National Geographic**: National Geographic's social media graphics are stunningly beautiful and often feature breathtaking photography of nature and wildlife. They use simple, elegant typography to create a sense of serenity and wonder.



**Apple**: Apple's social media graphics are sleek and minimalist, just like their products. They use bold colors, clean typography, and high-quality photography to create a sense of sophistication and modernity.

These brands all use graphic design in unique and creative ways to engage their followers and build their brand identity on social media.

## 4.2. Copywriting

Copywriting is the art and science of writing persuasive and engaging text, also known as "copy," with the intention of selling a product or service, promoting a brand, or influencing a target audience to take a desired action.

Copywriting is used in various forms of advertising and marketing, such as social media posts, website content, email campaigns, video scripts, print ads, and more. The primary goal of copywriting is to connect with the target audience, build trust, and persuade them to take a specific action, such as making a purchase, subscribing to a newsletter, or following a brand on social media.

Effective copywriting requires a deep understanding of the target audience, as well as the brand's values, messaging, and tone of voice. It also involves using techniques such as storytelling, humor, emotional appeal, and persuasive language to capture the reader's attention and keep them engaged. Overall, copywriting is a crucial element of successful marketing and advertising campaigns.

Copywriting is extremely important for a brand. In fact, it's often said that "content is king," and this is especially true when it comes to branding and marketing.

Top reasons why copywriting is important for a brand:

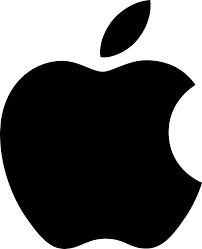
* **Brand messaging**: Copywriting allows you to communicate your brand's message to your target audience in a clear, concise, and compelling way. Your copy should reflect your brand's values, personality, and tone of voice, and help to create a connection with your audience.
* **Differentiation:** Effective copywriting can help to differentiate your brand from competitors by highlighting what makes your brand unique and special. It can help to create a distinct brand identity and increase brand recognition.
* **Conversions:** Copywriting can help to persuade your audience to take a desired action, such as making a purchase, signing up for a newsletter, or following your brand on social media. Good copy can be the difference between a potential customer scrolling past your post or clicking through to your website.
* **SEO**: Copywriting plays an important role in search engine optimization (SEO), as it helps to ensure that your website and social media content is visible and easily discoverable by search engines.

Overall, copywriting is a crucial element of branding and marketing, as it helps to create a strong brand identity, differentiate your brand from competitors, drive conversions, and improve your SEO efforts.

Through the most important characteristics of good social media content, we can mention:

* **Relevan**t: Good social media content is relevant to the audience it is intended for. It should address their needs, interests, and pain points.
* **Engaging:** Good social media content is engaging and encourages audience interaction. It should be designed to provoke a response, such as comments, likes, or shares.
* **Authentic**: Good social media content is authentic and reflects the brand's voice and values. It should be truthful, transparent, and consistent with the brand's messaging.
* **Visual:** Good social media content is visual and appealing. It should be designed to catch the audience's attention and convey the message in a clear and concise way.
* **Timely:** Good social media content is timely and relevant to current events or trends. It should be updated regularly to keep the audience engaged and informed.
* **Shareable:** Good social media content is shareable and encourages the audience to share it with their followers. It should be designed to be easily shareable across multiple platforms.
* **Consistent:** Good social media content is consistent in terms of branding, messaging, and tone of voice. It should be designed to maintain the brand's identity and reputation.

Good examples of effective copywriting:



Apple: "Think Different" - Apple's iconic tagline from the late 1990s is an example of powerful copywriting that inspires and motivates. It's short, memorable, and captures the essence of Apple's brand identity.



Mailchimp: "Send Better Email" - Mailchimp's tagline is an example of how copywriting can focus on the benefits of a product or service. It's clear, concise, and appeals to the target audience's desire for high-quality email marketing.

These examples demonstrate how effective copywriting can communicate a brand's messaging, values, and benefits in a way that resonates with the target audience and creates a connection.

***Don’t forget!***

* Using these strategies, you can create a strong and effective content marketing strategy for social media that helps to build your brand and engage with your target audience.
* Using these tips and tricks, you can create successful content on social media that helps to build your brand, engage your audience, and drive business growth.
* Using graphic design to create a strong and consistent visual identity for your brand, you can help to build brand recognition, trust, and loyalty among your target audience.
* Following these characteristics, businesses can create social media content that resonates with their audience and drives engagement and growth on their social media channels.

# Track performance

Tracking marketing performance is essential for businesses to determine the effectiveness of their marketing efforts and identify areas for improvement. Here are some ways to track marketing performance:

* **Set specific goals and metrics**: Identify specific goals that you want to achieve with your marketing efforts, such as increasing website traffic, generating leads, or boosting sales. Set measurable metrics that will help you track progress towards these goals, such as website visitors, conversion rates, or revenue.
* **Use analytics tools**: Utilize analytics tools such as Google Analytics or social media analytics platforms to track metrics such as website traffic, click-through rates, engagement, and conversion rates. These tools provide valuable insights into user behavior, demographics, and preferences that can help you optimize your marketing strategy.
* **Conduct customer surveys**: Collect feedback from customers through surveys or focus groups to gain insights into their preferences, opinions, and experiences with your brand. Use this feedback to improve your marketing messaging, targeting, and tactics.
* **Monitor social media engagement**: Monitor engagement metrics such as likes, shares, comments, and mentions on social media to gauge the effectiveness of your social media strategy. Analyze which posts perform well and identify opportunities to improve engagement and reach.
* **Track ROI**: Measure the return on investment (ROI) of your marketing efforts by comparing the costs of your marketing activities to the revenue generated. This can help you identify which marketing tactics are delivering the highest ROI and make data-driven decisions about where to allocate resources.

Examples of analytics tools that businesses can use to track and measure their marketing performance:

**Google Analytics**: Google Analytics is a free tool provided by Google that helps businesses track website traffic, user behavior, and other metrics. It allows businesses to track the number of visitors, pages visited, bounce rate, and conversion rates. It can also provide valuable insights into user demographics, acquisition channels, and other useful data points.

**Adobe Analytics**: Adobe Analytics is a paid analytics tool that provides businesses with advanced features for tracking user behavior, website performance, and customer segmentation. It offers real-time analytics, customizable dashboards, and predictive analytics capabilities.

**Hootsuite Insights**: Hootsuite Insights is a social media analytics tool that helps businesses monitor and analyze social media engagement, sentiment, and trends. It allows businesses to track mentions, engagement, and followers on social media platforms such as Twitter, Facebook, and Instagram.

**SEMrush**: SEMrush is a paid analytics tool that provides businesses with insights into search engine optimization (SEO), pay-per-click (PPC) advertising, and social media marketing. It offers features such as keyword research, site auditing, and competitor analysis.

**Hotjar**: Hotjar is a paid tool that provides businesses with insights into user behavior on their website through heatmaps, click maps, and user recordings. It can help businesses understand how users interact with their website and identify areas for improvement.

These are just a few examples of the many analytics tools available to businesses today. Utilizing these tools, businesses can gain valuable insights into their marketing performance, optimize their tactics, and achieve their marketing goals more effectively.

## 5.1. Web analytics

Web analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage.

Web analytics is not just a process for measuring web traffic but can be used as a tool for business and market research, and to assess and improve the effectiveness of a website.

BASIC STEPS - WEB ANALYTICS PROCESS

**Collection of data**: This stage is the collection of the basic, elementary data. Usually, these data are counts of things. The objective of this stage is to gather the data.

**Processing of data into information**: This stage usually take counts and make them ratios, although there still may be some counts. The objective of this stage is to take the data and conform it into information, specifically metrics.

**Developing KPI**: This stage focuses on using the ratios (and counts) and infusing them with business strategies, referred to as key performance indicators (KPI). Many times, KPIs deal with conversion aspects, but not always. It depends on the organization.

**Formulating online strategy**: This stage is concerned with the online goals, objectives, and standards for the organization or business. These strategies are usually related to making money, saving money, or increasing marketshare.

## 5.2. KPIs

KPIs (Key Performance Indicators) are metrics used to measure the performance of a marketing campaign or strategy. They provide insights into how well the marketing efforts are meeting the business objectives and can help identify areas for improvement. The most famous KPIs in marketing are:

* **Conversion Rate**: This measures the percentage of visitors to a website who take a desired action, such as making a purchase or filling out a form.
* **Cost per Acquisition (CPA):** This measures the cost of acquiring a new customer, which can help determine the ROI of a marketing campaign.
* **Return on Investment (ROI):** This measures the revenue generated by a marketing campaign compared to the cost of running the campaign, to determine its overall profitability.
* **Customer Lifetime Value (CLV):** This measures the total revenue a customer is expected to generate over their lifetime, which can help determine the long-term profitability of a marketing strategy.
* **Engagement Rate**: This measures the level of audience engagement with social media content, such as likes, comments, and shares.
* **Click-Through Rate (CTR):** This measures the percentage of people who click on a link in an email or advertisement, which can help determine the effectiveness of the messaging and creative.
* **Brand Awareness:** This measures the level of awareness and recognition of a brand among its target audience.

KPIs on social media are similar to KPIs in general marketing, but they are specifically focused on measuring the performance of social media campaigns and activities. Social media metrics are a set of performance indicators that are used to measure the effectiveness of social media marketing efforts. They help businesses track and analyze their social media presence and engagement, and evaluate the success of their social media marketing strategy.

Here are some common KPIs for social media:

* **Reach**: This measures the number of people who have seen a social media post, and can help determine the overall visibility of a brand's content.
* **Engagement Rate:** This measures the level of audience engagement with social media content, such as likes, comments, shares, and clicks.
* **Follower Growth Rate**: This measures the rate at which a brand's social media following is growing, which can help determine the effectiveness of its social media activities in attracting new followers.
* **Conversion Rate**: This measures the percentage of social media users who take a desired action, such as making a purchase or signing up for a newsletter, after clicking on a social media post or advertisement.
* **Click-Through Rate (CTR)**: This measures the percentage of people who click on a link in a social media post or advertisement, which can help determine the effectiveness of the messaging and creative.
* **Impressions:** This measures the number of times a social media post has been viewed, which can help determine the overall reach and impact of the content.
* **Sentiment Analysis:** This measures the overall sentiment or tone of the social media conversations surrounding a brand, which can help determine the level of positive or negative sentiment towards the brand.

KPIs (Key Performance Indicators) for websites can help businesses measure the effectiveness of their online presence and make data-driven decisions about their website strategy. Common KPIs for websites:

* **Traffic:** This measures the number of visitors to a website, which can help determine the overall visibility and reach of the website.
* **Bounce Rate:** This measures the percentage of visitors who leave a website after viewing only one page, which can help determine the level of engagement and interest in the website's content.
* **Conversion Rate**: This measures the percentage of website visitors who take a desired action, such as making a purchase or filling out a contact form, which can help determine the effectiveness of the website in achieving its goals.
* **Average Session Duration**: This measures the average amount of time a visitor spends on a website, which can help determine the level of engagement with the website's content.
* **Pageviews**: This measures the number of pages viewed by visitors on a website, which can help determine the level of engagement and interest in the website's content.
* **Click-Through Rate (CTR):** This measures the percentage of website visitors who click on a specific link or call-to-action, which can help determine the effectiveness of the website's messaging and design.
* **Return Visitors**: This measures the percentage of website visitors who return to the website, which can help determine the level of loyalty and interest in the website's content.

Best practices to generate good social media metrics:

* **Set clear goals**: Before tracking social media metrics, it's important to set clear goals for your social media strategy. These goals should be specific, measurable, achievable, relevant, and time-bound (SMART). For example, you may want to increase your social media following by 10% in the next six months.
* **Choose the right metrics**: Select metrics that align with your goals and measure the effectiveness of your social media strategy. Choose a mix of quantitative and qualitative metrics, such as engagement rate, reach, and sentiment analysis.
* **Use analytics tools**: There are many social media analytics tools available that can help you track and analyze your social media metrics. Use these tools to gain insights into your audience demographics, engagement levels, and content performance.
* **Track metrics consistently**: Regularly track your social media metrics to measure progress and identify areas for improvement. Set a regular schedule for tracking metrics and stick to it.
* **Benchmark against competitors**: Compare your social media metrics against those of your competitors to see how you stack up. Use this information to identify areas where you can improve your social media strategy.
* **Adapt your strategy based on data:** Use the insights gained from your social media metrics to make data-driven decisions about your social media strategy. Adapt your strategy based on what works and what doesn't.

***Don’t forget!***

* Following these best practices, you can generate good social media metrics that help you evaluate the effectiveness of your social media marketing efforts and make data-driven decisions about your social media strategy.
* Tracking marketing performance, businesses can make data-driven decisions about their marketing strategy, optimize their tactics, and achieve their marketing goals more effectively.
* Tracking these KPIs and analyzing the data, businesses can make informed decisions about their marketing strategy and optimize their efforts for better results.
* Tracking these KPIs and analyzing the data, businesses can gain insights into the effectiveness of their social media activities and make informed decisions about their social media strategy.

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