



# Social network marketing

Dr.Eng.

**Hassan Ali Al-Ababneh**

Professor of E-Marketing

The book is accredited for teaching



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**In the name of Allah, the Most Gracious, the Most Merciful**

A word of thanks and gratitude

He who does not thank people does not thank Allah

I must first thank Allah Almighty who enabled me to reach this high academic level. I also extend my thanks and gratitude to the arbitration committee that evaluated the book for teaching purposes and my continued thanks to my honorable professors. I have all the respect and reverence for you for expressing your opinion and recommendation for the scientific status of the book. This is a certificate that we are proud of.

1. Professor Dr. Naji Maala - Professor of Marketing
2. Professor Dr. Mahmoud Abu Dalbough - Professor of Marketing
3. The honorable uncle Ahmed Al-Mathani - Arabic language teacher.



## Dedication

To the soul of my dear mother... May God have mercy on her and make her dwell in a spacious paradise... To my beloved father, the symbol of giving... May God grant him health and wellness. To my brothers and sisters who were my support at every moment and the best support... to my virtuous wife... to the joy of soul, spirit and heart, to my budding children, Karam and Kamila.



## Abstract

*This book is written to explain the basic principles and theories in the field of marketing development through social networks. Since electronic marketing is transformed by many innovative tools and technologies, and social networks are no exception, it is proven. It is argued that there is a need to activate electronic marketing and social networks and their main tools. Modern aspects of marketing, its main features and specifics of organization in social networks, the main trends and strategies of modern marketing in social networks are substantiated. The characteristics of each strategy, as well as the rules, principles, goals, and promising trends are highlighted and presented. Trends in the organization of marketing based on social networks such as Facebook, Instagram, LinkedIn, Twitter, YouTube, Tik Tok, Pinterest, Snapchat, Google Plus are stated. Trends and features of the organization and preparation of marketing on each of the presented social networking platforms are proven.*

*The main stages are defined and practical recommendations for establishing, managing and rationally supporting marketing activities based on social networking platforms are developed. We hope that these efforts will benefit university students, graduate students, educational institutions and businessmen. The book is recommended as a reference for studying the theoretical foundations of marketing through social networks.*





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## INTRODUCTION

The purpose of this book is to introduce social media marketing and provide scholars and researchers in this field with information on the development of marketing concepts over time in line with the economic, social and cultural changes of our current era. The presented results in increasing the competitiveness of organizations and creating advantages for marketing activities that meet international standards. Since social media marketing activities require rapid adaptation of markets, products and technologies to new strategies and management methods in order to be effective, dynamic and reliable. Since organizations and companies selling their products rely on many strategies to work effectively within the framework of market-oriented management.

**In the first chapter:** the conceptual features of social media marketing are considered. The concept of social networks and the main aspects of marketing based on them are presented, and generations of development of electronic social networks are mentioned. The advantages of marketing through social networks and mass media. The main aspects of organizing marketing using photos, videos and other tools are considered, the main risks of marketing in social networks are identified, the results obtained can serve as a basis for studying the features of organizing marketing in social networks.

**Chapter two:** reveals the essence of marketing based on the Facebook platform. The conceptual methods of organizing marketing through Facebook are substantiated, the importance and necessity of marketing through the Facebook platform are emphasized. The main stages and stages of registration on Facebook. Facebook are organized. Useful marketing strategies on Facebook are proven. It is argued that increasing efficiency and expanding access to the audience, as the advantages of creating, maintaining and updating pages, blogs, groups and newsletters on Facebook were identified. Based on the results of this chapter, it will be possible to study and create Facebook pages from scratch, fill it and successfully promote it to achieve the desired marketing results.

**Chapter Three:** Discussion of the main aspects of organizing marketing on the Instagram platform. The main stages of the Instagram platform development are revealed and the main advantages and capabilities of the platform are identified. The main stages of building a marketing strategy on the platform are described. Specific requirements for increasing the growth of subscribers and participation in Instagram are organized and defined. The advantages of publishing posts and messages through Instagram Reels are revealed. The results are valuable and can be applied practically when preparing marketing on the Instagram platform.

**Chapter Four:** The vision of the main features and trends of marketing based on the LinkedIn platform is considered. The main capabilities of the platform as a

strategic marketing channel for interaction with the target audience that use the LinkedIn platform are revealed. The conditions for connecting to a business page and those that are created and supported are substantiated; the results can be used as practical recommendations for organizing corporate marketing based on the LinkedIn platform.

**Chapter Five:** is devoted to presenting the main requirements and characteristics of a marketing organization based on the Twitter platform, where the importance and necessity of Twitter-based marketing was emphasized. A list of requirements for organizing marketing via Twitter was compiled. Proving the benefits of using Twitter for business, categories of structured content that should be taken into account when brainstorming ideas on Twitter are defined. The results contain key recommendations and examples for organizing a business page and maintaining its marketing strategy on Twitter.

**Chapter Six:** It discusses the benefits of marketing on the YouTube platform and emphasizes the importance of YouTube and its main features as a platform for organizing a modern marketing strategy. It highlights the main reasons that make investing in YouTube a top priority. It describes the main stages of promotion and the details of brand building. It emphasizes the importance of using analytics to track channel growth, indicating the factors that affect how much you earn per view. Methods for increasing YouTube channel income are tested. As a result, specific recommendations and steps are systematized that can be applied when creating B2B marketing on YouTube.

**Chapter Seven:** It discusses the details of organizing marketing based on the Tik Tok platform, where the concept of the platform and the features of building a marketing strategy are revealed. The main differences between the Tik Tok platform and other social networks are discussed. The main stages of using Tik Tok for business are organized. The audience types and requirements for the types of advertising and publications were mentioned so that the results have practical value and significance and can be used when setting up marketing based on the TikTok platform.

**Chapter Eight:** was devoted to disclosing the features of organizing marketing on the Pinterest platform, identifying the most important features and details of marketing on the Pinterest platform. The basic requirements for creating a profile, determining its location and updating were checked, and the most popular categories on the Pinterest website were highlighted. Key trends and actions that should not be implemented on Pinterest were identified. The results had important practical significance regarding the features of marketing on the Pinterest platform.

**Chapter Nine:** reveals the concept of marketing based on the Snapchat platform, where the importance of Snapchat for email marketing, the functions it supports, and

its most important advantages and disadvantages are discussed. Snapchat platform, the main capabilities of the Snapchat Business Manager program are proven and revealed. The benefits of using Snapchat for business are discussed, the main Snapchat strategies, and the results provide specific recommendations and examples for developing a marketing strategy on Snapchat.

**Chapter Ten:** It was devoted to organizing marketing on the Google Plus platform, where the most important advantages and capabilities of the Google Plus platform were highlighted. The issues of creating a personal page and setting up a profile and account on Google Plus are described in detail. The main requirements for promotion on the Google Plus platform were mentioned and they were obtained. The results are important in terms of defining the features and practical advice for a marketing platform based on the Google Plus platform.

The book "Marketing in Social Networks" was developed in accordance with the issues and requirements of the electronic marketing market and can be recommended to university students, postgraduates and other educational institutions, as well as to anyone who wants to get a theoretical basis and ready-made practical recommendations in the field of marketing in social networks.

**God is the Giver of Success**

*Author*

Professor of Electronic Marketing

***Dr. Engineer Hassan Ali Al-Ababneh***



## CHAPTER 1

### SOCIAL MEDIA MARKETING

The world is witnessing profound and rapid changes in various fields, be it economic, social or technological, all of which are reflected in humanity with the emergence of new methods of communication between people, organizations and countries. Social networks have become widespread due to their user-friendly interface, wide reach and large number of users. With its growing popularity, it is currently the most powerful means of connecting with the audience to build a brand, increase sales and website traffic and ensure the publication of attractive content on social network profiles, listen to subscribers and engage them, analyzing the results, allowing you to personally communicate with the target audience and get accurate data on interests [1].

**The term "social networks"** existed long before the Internet and had nothing to do with it. It was first introduced by sociologist James Barnes in 1954, where the concept in a simplified form meant a certain group of knowledge, one of which was a social network. center, and the rest were branches of this network. All modern networks were created on this basis [2].

**Social Networking Concept:** is a social term for websites and applications that focus on communication, community contribution, interaction, content sharing, collaboration with individuals, information sharing, and expression of opinions. People use social media to stay connected and interact with friends, family, and various communities. Companies also use social applications to promote their products and track customer interests, as websites aimed at businesses and consumers include social components such as comment boxes for users. Various tools help companies track, measure, and analyze the attention a company receives from social media, including brand perception and customer insights. Social media is extremely popular around the world, and mobile apps make it easy to access these platforms.

**Definition: Social Networking** — These are online sites where individuals, groups or organizations meet and have the opportunity to communicate with each other and exchange information related to various interests, be it values, visions, ideas, financial exchange, friendship, intimacy, kinship, hobbies or hatred.

**The Importance of Social Media:** Social media continues to play a major role in increasing user traffic to a website, which in turn leads to more users through constant social networking. Here are some reasons why social media is important:

**1. Ease of communication:** Social networking sites make it easy to stay in touch with loved ones living far away, and also allow people to reconnect with old friends and classmates.

**2. Learn new things:** Social networking sites offer a great way to learn about new topics and cultures. People can follow experts in different fields and stay up to date with the latest news and trends.

**3. Providing support:** Social networking sites provide support to people going through difficult times. People can connect with others who share their experiences, give advice and support.

**4. Business promotion:** Social media sites are a powerful tool for businesses of all sizes. Companies can use them to connect with potential customers, promote their products, and increase brand awareness.

**5. Allow people to share information:** social media facilitates the dissemination of information. Information may be about local news, products or services, specific companies, laws and government procedures, or simply information about friends and family members. Social media, thanks to features such as the “Share” button, which allows users to share a post, advertisement, or link with a single button, is more efficient and faster than traditional media.

#### ***Generations of development of electronic social networks:***

**1. First generation: foundation stage.** This generation emerged in the nineties with the advent of web pages (web1). Despite its weak capabilities compared to today's developments, it represents more of a founding stage than a launch stage. It witnessed the failed attempts to create social networks, and this generation was not destined to survive due to the weak capabilities these sites offered their patrons, as well as the limited spread of the Internet around the world. [3].

**2. Second generation: Spread stage:** this generation appeared as a response to the development of web pages, with the beginning of the emergence of (web2), which is characterized by the development of electronic communication tools, whether through instant chats, images or video clips, such as Yahoo! Messenger and Hotmail. Also social networking sites began to appear again, and the American site (My Space) is considered the beginning of the second phase of social networks, followed by many networking sites, but the strong competition between social networks led to the emergence of successful models. First of all, YouTube - Twitter - Facebook, which could use the characteristics of (Web2) to include individual elements such as videos and photos, instant chats, and the exchange of ideas and social situations that this generation of social networks has. have achieved many achievements in terms of dating, data collection and commercial marketing [4].

**3. Third Generation: Communication:** This generation was born out of the development of hardware and software components of the Internet infrastructure. It witnessed the beginning of the third generation of the Internet (Web 3.0), which was characterized by artificial intelligence and the ability to tabulate and classify information. Also, the development of physical components through the provision



of third generation (3G) services on a large scale, the increase in Internet speed in homes and the widespread use of mobile Internet, allowed social networks to benefit from these features and work on developing communication tools among their users. Their markets have expanded as they are a mass media and news tool for disseminating news to the largest number of people in the shortest time and with ease.

**4. Fourth Generation: Applications:** Social networks and other websites are no longer limited to web systems, but rather are turning to new, promising and powerful markets, which are mobile phone applications. With the development of hardware components and the spread of applications among users of the fourth generation of the Internet (4G), it has become possible to access the Internet through a smartphone, tablet computer, smart TV or other modern devices. This generation was characterized by its dependence on applications and each website. now there is a special application with the ability to access it due to its simplicity, speed and specialization in the transmission of information. Such a rapid development of electronic devices allows a person to connect to the Internet at any time and in any place and, therefore, to his connection to social networks. networks have increased, which has significantly benefited from such rapid technological development [5].

#### *Characteristics of social networking sites:*

**1. Means of personal communication:** It includes social networks for public, private, personal, group and mobile purposes and acquires increasingly rich interactive functions. According to this personal characteristic, it can be said that the content transmitted is mainly unstable and unstable. unstable, that is, it is dominated by an immediate and temporary goal. Also, this characteristic Personal contact leads to the strengthening of existing social relations or the formation of new social relations. It is noted that the formation and strengthening of relations through new media is sometimes more important than new ones. The content of messages that are distributed or expressed [6].

**2. Information search tool:** One of the most important characteristics of the Internet and new media is the diversity of its sites and social networks, as it is a huge repository of information and a source of knowledge, unprecedented in the history of mankind, in terms of its large size, as well as the ease and speed of access, since this process is based on the presence of search engines that help find the necessary information on all Internet sites or parts of them, for example, on social networking sites. These mechanisms for the user are increased by their availability on mobile phones, so that information becomes available to him anywhere and anytime he wants.

**3. A means of collective participation:** This feature has been present on the Internet since its inception, but was used on a limited scale, and then developed

significantly in recent years with the development of Internet technologies, sometimes referred to as (the second generation of the Internet, Web 0.2), and then the emergence of social networks and social media.

**4. Feature of replacement or substitution of other means:** It is noted that the population often replaces reading paper newspapers by viewing news sites on the Internet. The Internet also provides an alternative to radio and television in providing audio programs, Internet radio, downloading audio files. and providing various ways to display movies and video clips in many forms. One of the most famous is YouTube for sharing video clips. [7].

#### **Features of social networks:**

**1. Presentation (personal account):** provides the ability to create a virtual account that anyone can use, with detailed information about the account owner, and also allows you to meet people or friends with similar views and opinions.

**2. Global:** The internet has removed communication barriers as it is possible to interact and communicate with many people from different countries as quickly and cost-effectively as possible. You can benefit from this feature by promoting projects through these sites and ensuring that the name of the organization reaches many people around the world.

**3. Communication (messages and comments):** With just a click of a button, you can easily reach out to customers and sell them products through these sites due to the unique opportunities these sites provide. For example, you can sell your products through a social networking site by posting ads for the products you offer very easily and quickly. You will find that many people have been able to reach out to you and learn about the products [8].

**4. Interaction:** people are receivers and readers, so they are senders, writers and participants. This eliminates the negativity of old media such as television and printed newspapers and gives space for active participation of the viewer and reader with the possibility of publishing, a distinctive publication associated with the organization, allowing customers to interact with you and giving them the opportunity to share with their friends everything related to the products.

**5. Economy:** Save effort, time and money. With free subscription and registration, ordinary people can own space on social networks, and this is not limited to those with money and influence.

**6. Cooperation (system of groups and communities):** Social networks can divide users into communities based on different interests, so group systems are quite complex, in which participants with similar interests collaborate.

**Social Media Marketing Concept** — is a type of digital marketing that involves a wide range of activities, including the creation and publication of text, images, videos, and other content formats that use social media platforms to create and share

content with an audience, build a brand, increase awareness or traffic to a website, generate leads, increase sales, provide customer support, or achieve specific marketing goals. Social media is a space where people of all ages participate to interact with users through comments, messages, and social media advertising. Knowing your goals is crucial to social media marketing, so you need to have a clear understanding of your goals, which will guide your overall strategy.

**Definition of Social Media Marketing** — is one of the email marketing methods that can be used to create and distribute many types of content to increase awareness of a business or brand, which ultimately leads to increased sales and profits, thereby achieving marketing goals. Posting high-quality content on personal profiles through social media, listening to and engaging followers, analyzing the results, and placing ads on social media.

**The Importance of Social Media Marketing:** social media has become an integral part of the modern customer journey, highlighting the importance of social media marketing for businesses of all sizes.

### **Benefits of Social Media Marketing:**

**1. Increase brand awareness:** social media is one of the most effective ways to increase brand awareness and reach a wider audience. By creating and sharing valuable content, businesses can reach and engage with potential customers who may not have heard of them before. Social media also allows businesses to showcase their brand, share their values, and build a community of loyal followers who can help spread the word about their products.

**2. Improving customer interactions:** social media gives businesses a direct line of communication with their customers. By engaging with followers through comments, messages, and posts, businesses can build a deeper connection with their audience and better understand their needs and preferences. The ability to use this feedback to improve products and provide a more enjoyable experience for customers.

**3. Targeted advertising for precise audience reaches:** One of the unique benefits of social media marketing is its ability to precisely target a specific demographic. Most social media platforms provide powerful analytics tools that allow businesses to identify and reach their ideal audience based on factors such as age and location, as well as online behavior.

**4. Real-time customer feedback:** Social media platforms provide a direct channel for receiving feedback from customers in real time. This instant interaction allows companies to measure customer satisfaction, understand their needs, and respond to issues immediately.

**5. Increase website traffic and conversions:** social media can be a powerful driver of website traffic and conversions. By sharing links to blog posts, product

pages, and landing pages on social media, businesses can drive potential customers to their websites to encourage them to convert. To take action, social media advertising can also be used to target specific audiences and drive traffic to landing pages with a clear call to action.

**6. Improving Search Engine Rankings:** social media has a positive impact on search engine rankings. By sharing high-quality content that is relevant and valuable to their target audience, businesses can attract incoming links and increase the authority and credibility of their websites, which can improve search engine rankings. Increase brand awareness.

**7. Customer retention and increasing customer loyalty:** social media is used to increase customer loyalty and retention by providing excellent customer service, engaging with customers, and creating loyal customers who make repeat purchases and recommend products to others.

**8. Cost effective marketing:** Compared to traditional forms of advertising such as television, radio, or print, social media marketing is a cost-effective way to reach your target audience. Many social media platforms offer highly targeted and customizable advertising options. This allows businesses to reach their ideal customers without wasting money on ineffective advertising.

**9. Gaining customer trust and loyalty:** Customers become more loyal to a brand when they provide an easy way to communicate when they have questions or complaints, and when they find a response that is interested in their complaints and opinions, which allows for the creation of social networking sites. Permanent and long-term relationships with the target audience [9].

**10. Increasing the number of website visitors:** through social networking sites you can post links to the products that you offer to customers. Based on this, the customer can go to the website directly by opening the links you have. is attached to the content through social networking pages, which leads to an increase in the number of visits. An increase in the number of customers, which turns these visits into purchases. Using marketing through social networking sites does not require a certain qualification or an academic degree, as this can be done by the business owners themselves, although it is better to resort to the help of a specialized and more experienced marketer, as this will help to achieve faster access.

**11. Possibility of obtaining information about the labor market:** Social networks allow you to know everything about the labor market, as well as to find out about manufacturers and competitors, the nature of their work, what they produce and how they produce it, and thus obtain important information. Information about the nature of the products that are in high demand on the labor market, with the aim of ensuring it.

**12. Constantly informing the user about the organization's news:** Social networking sites have provided the opportunity to communicate with customers, keep them informed about the latest news of the organization and thus learn new things through the interaction feature that characterizes various social networking sites [10].

**13. Increase sales:** благодаря широкому распространению социальных сетей среди частных лиц и их разнообразию это предоставило организации возможность расширяться и тем самым увеличить свои продажи.

**14. Ability to measure the success of marketing campaigns using analytics:** Social networking sites allow an organization to measure the results of its work through the analysis it provides. If the organization's project is successful, it will work to strengthen it and expand its work, and if there is a weakness, it will try to overcome it and correct it to avoid it in the future.

**15. User loyalty to the brand:** Because users can interact with the organization and the products it offers, they are loyal to their brand, which has helped them to tell their friends and acquaintances a lot about it. [11].

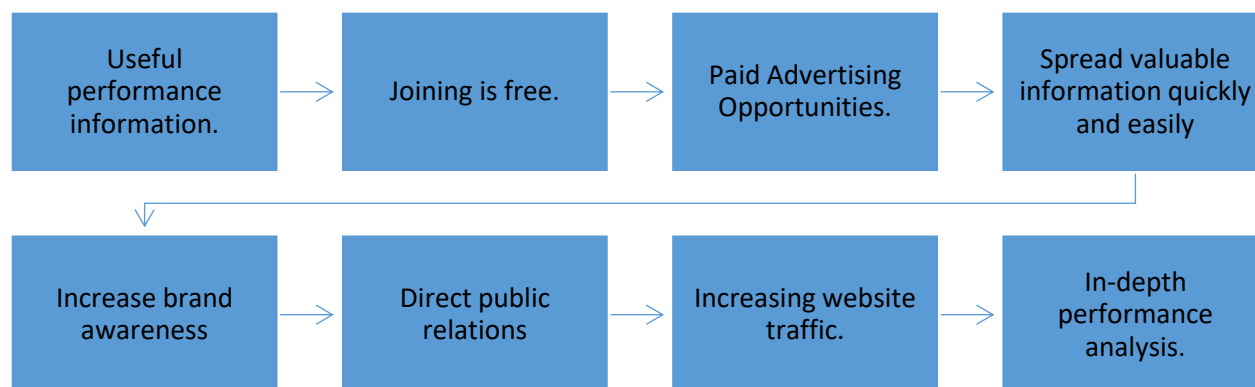


Fig. 1. Key Benefits of Social Media Marketing  
Source: structured by the author based on data [9-11].

**Social media:** According to Clara Shi, author of the book "The Age of Facebook", the main reason why people love social networks is the novelty of the information they receive, since they have become more often used as sources of news information, as news. channels through social networks fully support the desire. The user can be aware of all the events through reports in the feed about what friends are doing, who they have made friends with, what they wrote on their pages, what photos and videos they posted and events they are going to, which shows all the updates made by friends or subscribers through a personal page as soon as they log in. With the increase in the number of views and published information, social networks have become more attractive for marketing various. products Many people's mornings begin not only with a cup of coffee, but also with viewing their pages on a social network. This is not surprising, because about two-thirds of the world's population



have accounts on social networks, including registered. several networks at the same time [7-8].

Social networks are no longer just a platform for personal communication, they have become a powerful tool for businesses to reach and interact with their target audience. In today's digital world, social media marketing has become an essential component of any successful marketing strategy. The most famous social networks in the world are presented by the author in Fig. 2.

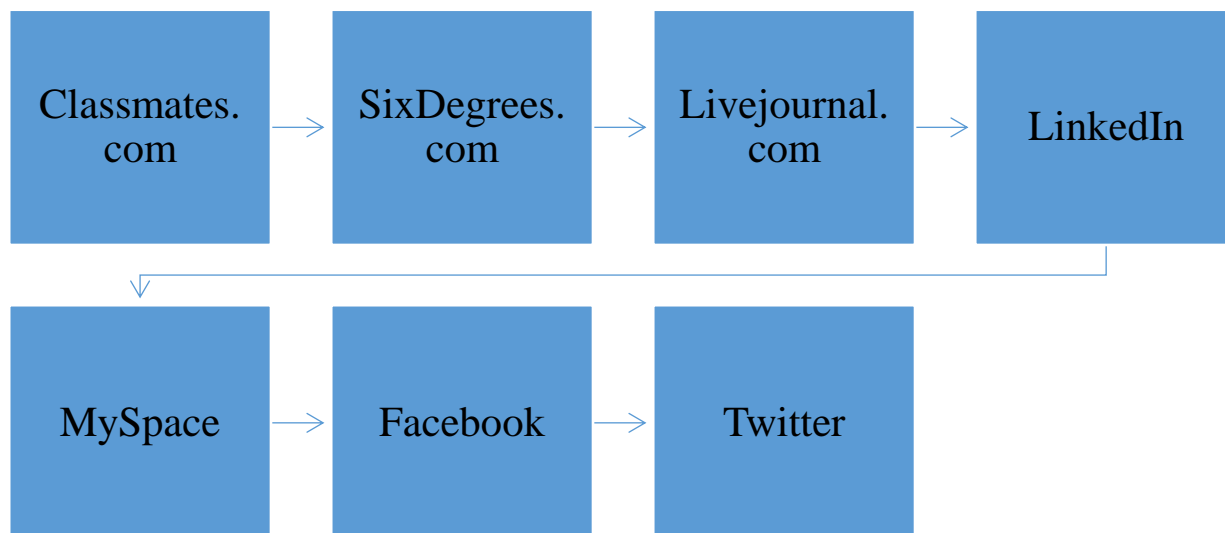


Fig. 2. Social Media Marketing

Source: Developed by the author based on data [12]

**1. Classmate.com:** is the first social resource created by Randy Conrads in 1995. It stands for "Classmates" and its purpose was to help friends and colleagues who were brought together by their studies at certain stages of life and separated by practical life circumstances in distant places to meet and continue their friendship. This site satisfied the desire of these friends to communicate with each other electronically.

**2. SixDegrees.com:** Researchers believed that the first full-fledged network appeared later, in 1997, and it was the SixDegrees.com network, which allowed people to interact with each other by providing profiles of their lives and listing their friends. In 1998, it became possible to create friend lists. Finding friends through pages, as it were. This network is most similar to modern social networks, but in 2001 it no longer existed, since access to the Internet was not widespread and users could not make communication interesting [11].

**3. Livejournal.com:** In 1999, an American student programmer created a web service with the creation of detailed personal data. Later, this network first introduced the ability to add contacts (friends). Blogs appeared widely in LiveJournal was the first social service Western, very popular in terms of the number of registered accounts in America [12].

**4. LinkedIn:** A social networking site specializing in business and employment. It was founded in December 2002 and began its actual operation on May 5, 2003. The site is primarily used as a professional network that can be used to find suitable work or training, allows you to establish and strengthen professional relationships and acquire the skills needed to succeed. In June 2012, the number of registered members on the site reached more than 176 million members from more than 200 countries.

**5. MySpace:** A social networking site that provides an interactive network between friends registered with the service, in addition to other services such as blogs, publishing photos, music, video clips, mailing groups and personal profile files for registered members and is mainly used by rock bands. This network has become a kind of platform for musicians to present themselves as freelancers, which has become a kind of platform for self-presentation, was created in 2003 by Thomas Anderson in Beverly Hills, California.

**6. Facebook:** In 2004, Mark Zuckerberg, a Harvard University student, founded Facebook, which is considered the most famous social network and can be defined as a large social network. Initially, it was created only for Harvard University students and more. At one time, students from other universities were able to access it, and then schoolchildren. In 2008, Facebook overtook MySpace, after which it began to be considered the largest social network in the world [13].

**7. Twitter:** In 2006, American programmer Jack Dorsey launched a social networking site that provided a microblogging service that allowed users to send "tweets" that would be retweeted or liked by other tweeters, with a maximum message length of 280 characters. The key social networks for organizing electronic marketing using video are presented in Fig.. 3.

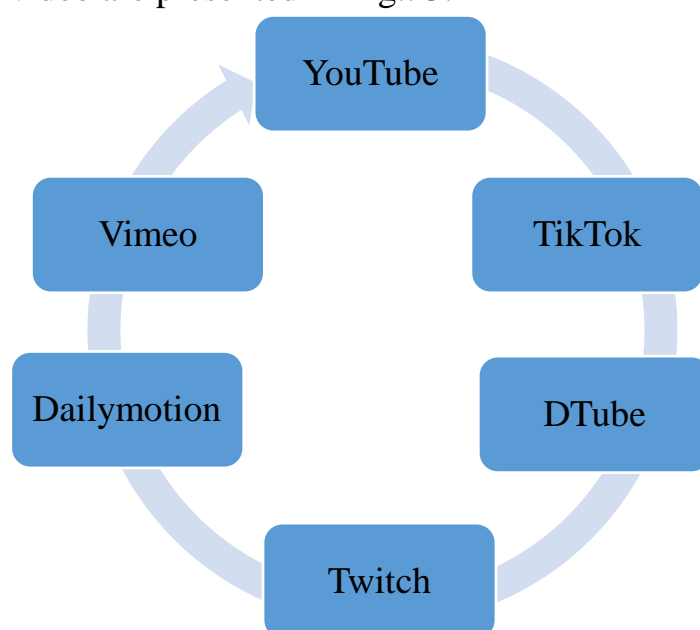


Fig. 3. Key Social Networks for Video-Based Email Marketing.

Source: Developed by the author based on data [13-14].

**1. YouTube:** The most famous and largest social network in the world. It was launched as an independent site on February 14, 2005 by three employees: American Chad Hurley, Taiwanese Chen and Bangladeshi Jawad Karim. Its users can upload videos, watch them directly, share them and comment for free. It is the second most visited website in the world after the search engine Google, according to the online ranking of Alexa, YouTube provides services for creating personal page data for each user, creating a list of friends and a list for subscription, displaying the main page for personal content of friends, and including publication (video files) on a personal page and adding a written comment to it by friends and subscribers, and then discussing and commenting on it through the social network, while achieving correspondence between friends. In 2006, Google bought the platform and now operates as one of its subsidiaries. Thanks to YouTube's versatility, it is available in over 80 countries in different languages in 91 countries with over 2 billion users, or about a third of the Internet users today, it is the best search engine related to video search, which has no analogues so far and has not faced intense competition from others..

**2. TikTok:** In 2016, a Chinese organization (Byte Dance) launched the latest appearance of one of the famous social networks - the TikTok application, the number of users of which reached more than 800 million users worldwide at the beginning of 2020 [12-13].

**3. Vimeo:** is a video sharing platform launched in 2004 by a group of filmmakers. It has grown to over 70 million users, most of whom have created films, animations, music, and other artistic works. is a video hosting service platform. It is an ad-free platform that derives most of its revenue from subscription-based video content and provides programming tools for creating, editing, and streaming videos. It focuses on a variety of high-definition video. devices and has an easy-to-use interface.

**4. Dtube:** is a decentralized encrypted video sharing platform that was launched as an alternative to YouTube. Due to the decentralized nature of the platform, meaning there is no single place where all user data is stored, DTube cannot censor videos or enforce freedom of expression rules. This censorship can only be done by users who have voted up or down, all data on DTube is public and accessible to anyone with an internet connection. They operate without ads, however, users can place ads within the content.

**5. Dailymotion:** is a well-known web platform specializing in video sharing and a competitor to the YouTube platform as it allows users to upload, watch and share video clips for free, with the ability to view some videos on it without any copyright restrictions. In November 2012, the site was ranked 31st among the most visited sites in the world by size. It has up to 116 million visitors per month, is available in 43 countries, and the rules for uploading content are not as strict as YouTube. Users have a low risk of having their content removed or permanently banned from the platform.

**6. Twitch:** is a well-known web platform that specializes in video sharing. It was founded by Justin in June 2011 and was the result of his development of the website justin.tv, which he launched in 2005. In 2014, it was sold to Amazon for \$970 million and in 2018, the number of subscribers reached one million, which means that at one point you will find a million people watching or streaming videos and there were about 2.2 million live broadcasts every month and more than 15 million visitors per day. Twitch is known as the best platform for live video streaming as it allows communication and interaction between users and is particularly focused on video game broadcasting. But on the other hand, it can also be used to broadcast TV programs, movies, series, etc., solve puzzles provided by users, and broadcast electronic sports competitions and other gaming related issues, as well as the ability to view content in it from live broadcasts or video on



demand, since video content plays an important role in search engines and their algorithms, as well as images [14].

The main platforms for organizing social media marketing using images are shown in Fig. 4.



Fig. 4. Key Platforms for Organizing Social Media Marketing with Images

*Source:* Developed by the author based on data [14-15].

**1. Pinterest:** is a photo-sharing social network launched in 2010, the way it works is a little different from other social networks. It can be compared to a bulletin board, but with more features and characteristics, as you can upload photos and videos to it, impress others and comment on them. One of the most common uses is food and drink recipes. Those who follow you can click on the image to learn how to make this recipe.

**2. Flickr:** It is a platform for amateur and professional photographers to host high-resolution images. It was founded in 2004 and acquired by the giant company Yahoo in 2005. It is one of the most famous and loved sites among photography enthusiasts. It is one of the largest platforms for displaying, storing and editing professional images. There are several things that make it different from other photo platforms that make it the first place for photography professionals in the world. Because it provides a free way to showcase images. creative works of designers and bloggers from all over the world and it is a photo and video hosting and online community. Photos and videos are available on the Flickr website for free and without the need to create an account through the platform. However, when anyone wants to upload photos or video clips through the site, he must create an account. One of the benefits of the Flickr website is that it is not limited to just publishing and sharing photos, but it offers many other important features that are different filters. The most beautiful one that all users of the site can use and add to their photos. Not only that, it also provides storage space of around 1000 GB, allowing them to access their photos from anywhere in the world. The site also allows users to organize portraits in a way that suits them, eliminating accidental display.

**3. TinEye:** a reverse image search engine that lets you find out the source of an image and how to use it in the case of modified versions of an image or find higher resolution versions. It is the first image search engine on the Internet to use image identification technology instead of keywords. It is free for non-commercial searches, as the site regularly searches the Internet for new images and accepts submissions from the entire online image collection. Users submit images to the site for the system to search for the source of the image or similar images that may be larger, smaller, cropped or edited. It then displays results in which these images appear for users who upload images under 20 MB to the website or provide the name of the image to the search engine TinEye will return detailed information about the image it was used in, including the date and time it was uploaded. TinEye can find images in JPEG, GIF or PNG format. It is a useful tool for individuals to identify all sorts of copyright infringements of images [14].

**The Impact of social media on Consumer Behavior:** What distinguishes social media from other online sites is that it allows users to produce, distribute, monitor, criticize, classify and interact with products online, making them widely popular. Because it allows consumers to interact and share information promoting them, finding new ways to interact with customers, building relationships and creating new behavior patterns that influence consumer purchasing intentions. Because it is a new and useful platform for providing information, by increasing the constant focus of users on social media. For information search and purchase decisions, marketing has focused on various activities aimed at achieving satisfaction of consumer needs and wants and developing products to achieve satisfaction until the success of an organization is not limited to discovering the requirements of a consumer need, but rather working twice to determine the reasons for discovering this need or other motives for making a purchase decision [15].

**Social Media Marketing and Its Relationship to Purchase Decisions:** social media has become an opportunity for people to express themselves, write personal stories and communicate with others through images and messages. These media have become important for organizations, especially business organizations, as they have the ability to showcase products and information at any time and at the lowest cost, which helps them reach a large number of consumers easily and influence their purchasing decisions. Organizations can attract the attention of consumers and influence their purchasing decisions as organizations can create their own pages where they need to choose a clear profile picture that has bright colors and represents the brand. It is possible to include contact information on the cover such as phone number, email, etc. in addition to daily posts that can be images or videos. This can make consumers want to make a decision by having information about the products such as their prices and quality, making it easier for them to compare the available alternatives and choose the best one. [16].

**Social networks work on several sites at the same time:** blogs, forums and social networks, which requires a unified communication strategy. This approach is ideally time-consuming and may not always be feasible. In the beginning, it is better to have one website. A high-quality and stable channel than several groups or blogs. Many organizations resort to a combination of communication methods to increase the presence of the organization's brand, and the risks of social media are shown in the figure 5.

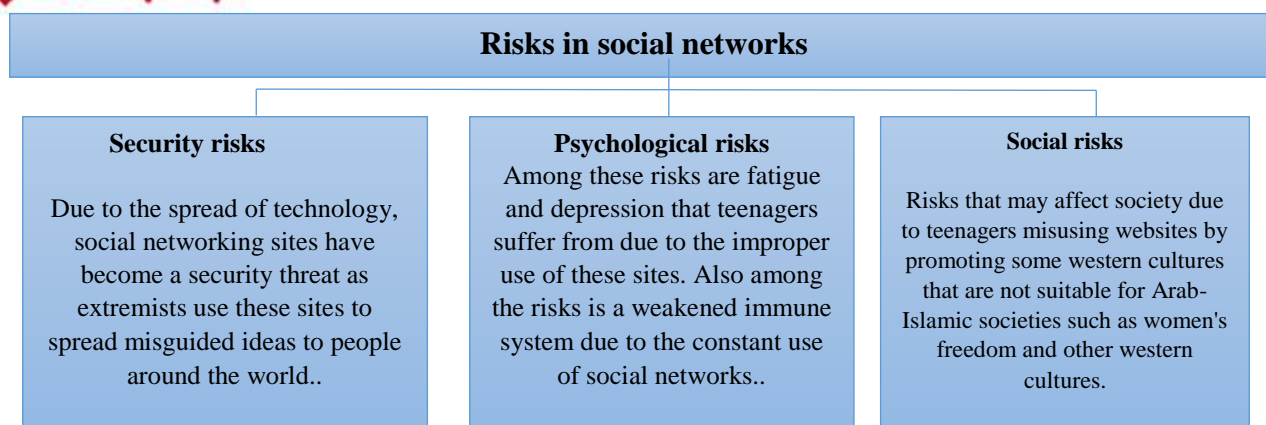


Fig. 5. Risks of social media.

Source: Developed by the author based on data [17].

It should be noted that the promotion of an organization's website through social networks must be carried out in a comprehensive manner, using all available tools to achieve strategic goals. The advertising market in social networks is promising, since the sphere of social services is growing rapidly, and experience has already been accumulated. Past years have proven that the main thing on the Internet is to attract the attention of the audience, and there is a way to make money on this. Social networks are an extensive platform for advertising due to their user-friendly interface and a wide range of consumer interests. For example, the resource is attractive to potential investors, and most importantly, it is impossible to find a more diverse audience than the one provided to us by social networks.



**MARKETING BASED ON THE FACEBOOK PLATFORM**

Facebook is one of the famous social networks. It was founded on February 4, 2004, by Mark Zuckerberg, a student at Harvard University. The site was initially created for communication between university students, and then in 2006, it moved to schoolchildren. Free registration on the site was open to all people. The number of users began to increase rapidly, as Facebook allowed members to add 140 new members daily, and also allowed one person to have 5,000 members in his account.

The main difference between Facebook and other social networks was the ability to communicate, as it showed people an easy way to share information with each other. Many investors invest in Facebook, as agreements were concluded with many companies. The site receives its main income from an agreement with Microsoft, which places its text ads and banners on the Facebook network. The Facebook platform is considered the most social network, which is visited daily by users from all over the world [1].

It is not surprising that the Facebook social network is used as an advertising tool. Research conducted by the marketing agency MOH showed that our newspaper ads can be seen by thousands of people by paying \$32 to view our ads, the same audience online will pay \$2.75, and to see the same size ad through Facebook, we only need to spend 25 cents. This means that 4 thousand people at the same time get the opportunity to track expenses that cannot be done in a newspaper or on television, analyze the advertising campaign and make it more effective.

Since advertising is paid messages from advertisers, tailored to their personal style and helping them reach the audience to achieve their goals, advertising. Often this is text, image or video that is displayed to users through their own accounts. It is important to note that such ads are not focused on quick sales. This provides an opportunity to build long-term relationships with potential customers. ready to buy products immediately. After viewing the ad, people are in the research stage and are more likely to want to place an order for purchase later [2].

**Facebook Marketing** — is a platform that offers a variety of paid advertising and targeted organic posts, allowing brands to introduce their products to a wide audience. Facebook has grown from the most famous social network on the Internet to one of the largest markets.

**The Importance of Facebook Marketing:** Marketing through Facebook pays off in a big way in terms of results, brand presence and promotion. This is enough reason for a brand to strategically pursue Facebook marketing to increase its posting and market expansion. Among the reasons that influence the importance of Facebook marketing:

**1. Global network coverage:** Facebook is one of the largest social media platforms by number of users as millions of active brands and companies benefit from Facebook marketing by creating advertisements and marketing campaigns to reach the audience. The brand can communicate with customers or users all over the world.

**2. Increases organic reach:** With Facebook marketing, brands can build relationships with customers by sharing content that can benefit users, helping posts appear in the news feed. With regular posts, you can see how your audience interacts with them. you are on Facebook organically a wide range of.

**3. Integration with other marketing platforms:** Facebook Marketing helps to integrate with other marketing channels such as mobile marketing, email marketing and search engine marketing by creating a promotion tab and through this, a brand can increase its reach with Connect Multiple Marketing Platforms via Facebook and use them to their maximum advantage.

**4. Paid advertising:** In addition to organic audience growth, Facebook marketing allows you to run highly targeted paid ads to increase traffic and brand reach. You get the ability to design promotions based on age, gender, location, and demographic interest to reach a preference-based target audience.

**5. Automated tools:** There are various tools that complement Facebook marketing and allow brands to make the most of their efforts. By automating processes such as publishing, content management, ad delivery, meeting scheduling, and analysis, a brand can expect to achieve results and achieve its goals effectively.

**Benefits of Facebook Marketing:** we will learn about the benefits that can be achieved through this platform, apart from reaching a wide audience.

**1. Precise targeting:** allows users to segment their audience. With demographic targeting, you can define your audience based on income, education level, life events, marital status, or specific job. their interests, such as their favorite sports, hobbies, and shopping habits. You can also target customers based on their purchasing behavior, intent, device usage, and more.

**2. Increase website traffic:** Facebook's platform allows you to direct your audience directly to your website, which will allow these people to get higher quality leads than users who come to your website organically because they know the company.

**3. Variety of advertising formats:** Facebook provides great opportunities for businesses to showcase products from the best angles. Ads include text and visual formats. You can enhance a post by turning it into an ad, create stories and create slideshows for your new group, and use carousel ads to display up to 10 products linked to related pages and more.

**4. Customer support:** Many people prefer to communicate with a brand via social media. Phone calls are a thing of the past. Create a chatbot for Facebook Messenger to communicate with users based on their common queries such as keywords that may include price, delivery, etc. Payment or purchase options, etc. Simply develop a script based on frequently asked questions from users and write the answers. The chatbot will simulate a real conversation, so that the support team



will have time to resolve as many issues as possible. complex questions, and you can automate routine tasks.

**5. Positive impact on SEO:** Some marketers claim that social media influences search engine rankings. It is believed that bots take data into account when ranking, since reposts, likes, and comments tell Google that people are interested in the brand and interact with it.

Before registering with Facebook, you need to remember that Facebook is very strict about violations and simply blocks the account if it suspects fraud. To avoid this situation and not lose money, **some rules must be followed:**

1. When registering, you must provide your last name, first name, middle name, date of birth, personal photos, real place of work and residence, it is better to write everything as in your passport, in case of a ban you can prove your ownership of the account.

2. Sometimes, guided by the desire to improve your profile, the user, having written about himself, begins to change his information several times. In such cases, Facebook will most likely doubt that it is better not to change the information at first. Think about everything before writing about yourself.

3. Registered users begin to receive requests from people from different countries, join different groups Facebook will not approve of this and will simply block the account, you can avoid this by adding friends with whom you have mutual friends or acquaintances of your friends.

4. Do not publish too many messages, otherwise you may be considered a spammer and banned.

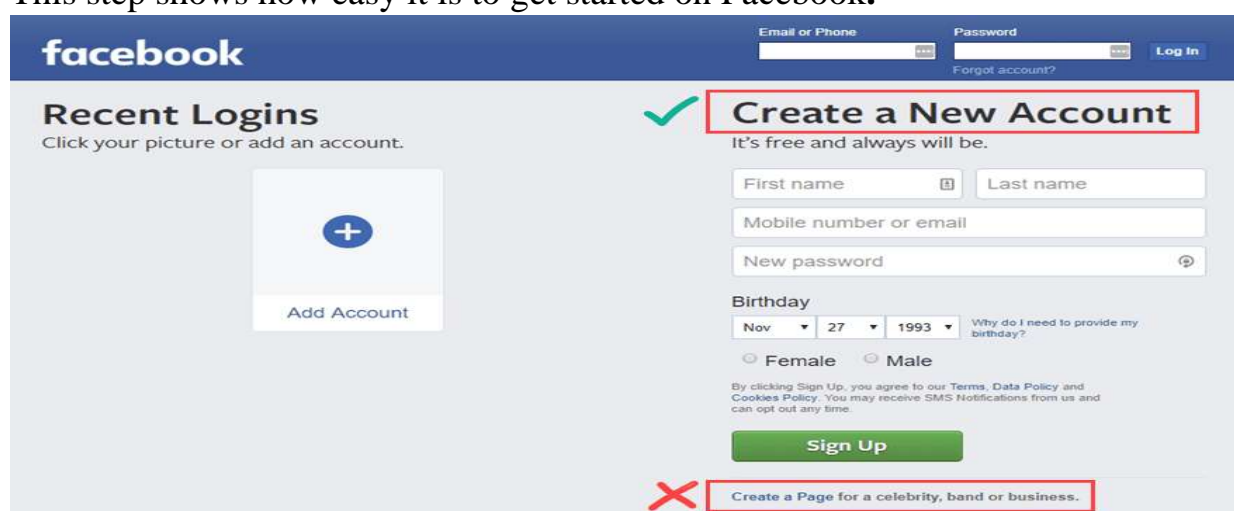
5. The user must be polite, not insult anyone and not post materials of a political nature.

6. Obscene materials, explicit images and scenes of violence will also lead to the blocking of the page.

7. Advertising products such as alcohol, tobacco, gambling, dating and hookups is prohibited and you may be banned [3-4].

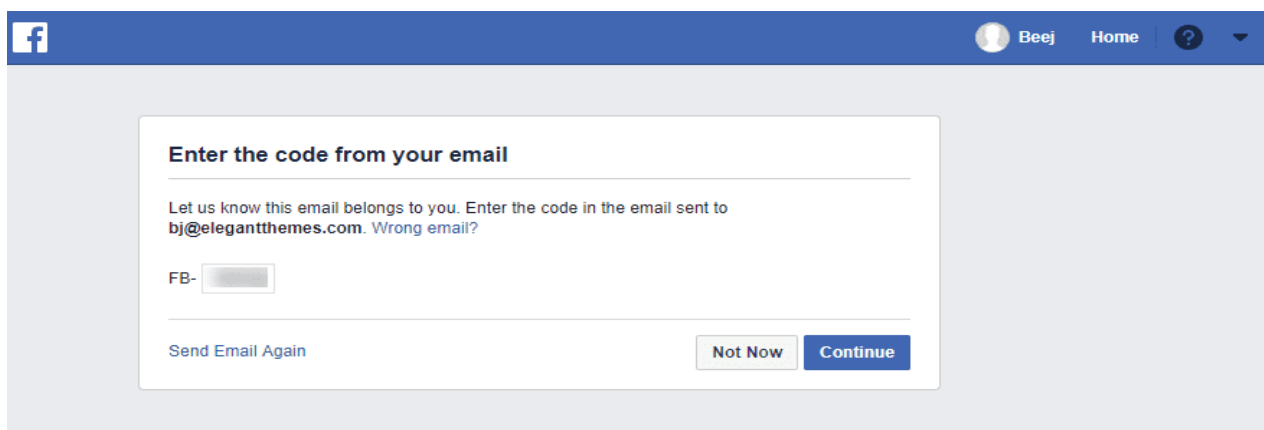
**To register with Facebook, you need to follow these steps:**

**Step 1: Create a Facebook account.** If you already have an account, scroll down. This step shows how easy it is to get started on Facebook.

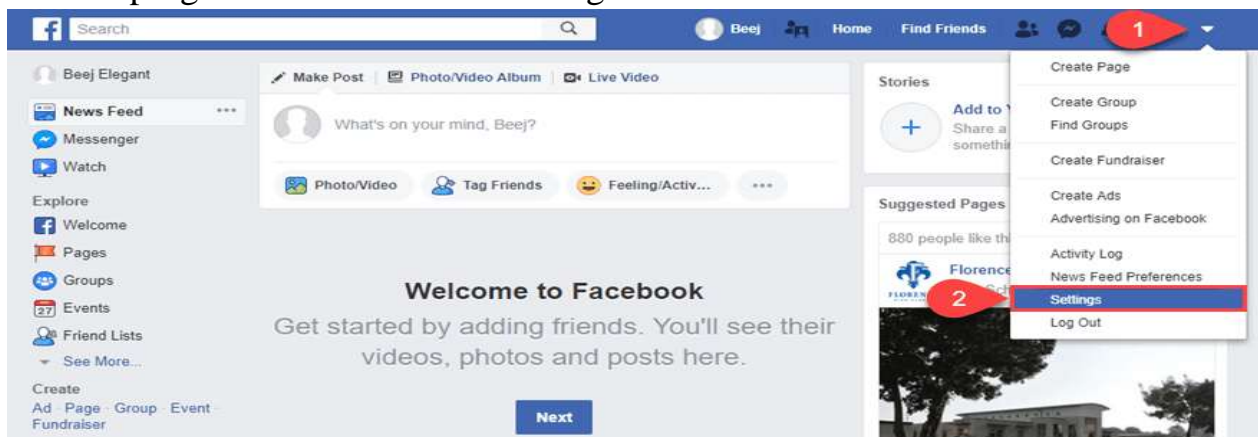


You might be tempted to click the “Create a Page” link at the bottom of the screen, and while it will allow you to create a brand page straight away, the process hits a snag when you are asked to sign in, so we will go ahead and create an account first, then create brand profiles for the company we will be working with, so click

the sign up button and you will receive an email to verify your identity, then enter the verification code.

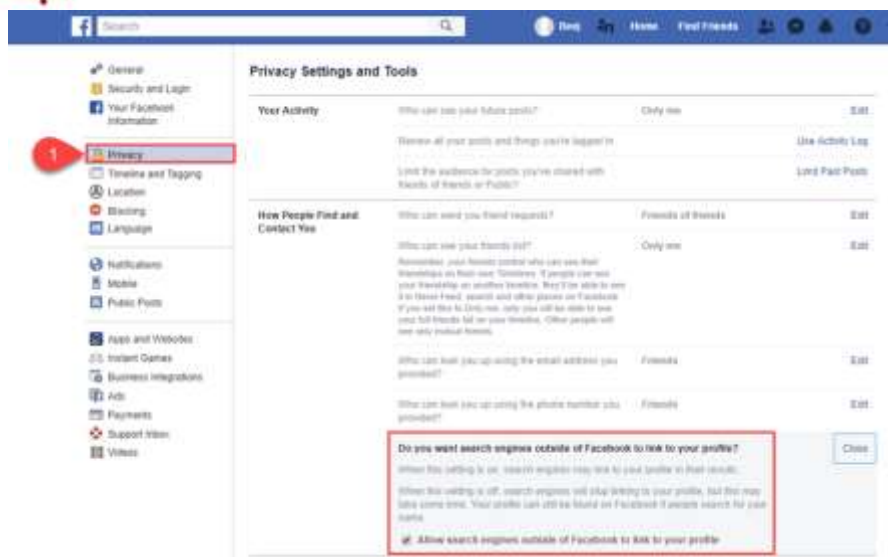


Once you click Continue, you'll be taken to a blank timeline. The only thing you need to do at this point is change your privacy settings. Whether you use Facebook personally or not, checking your privacy settings is a good idea, so click the arrow in the top right corner and select Settings to access.



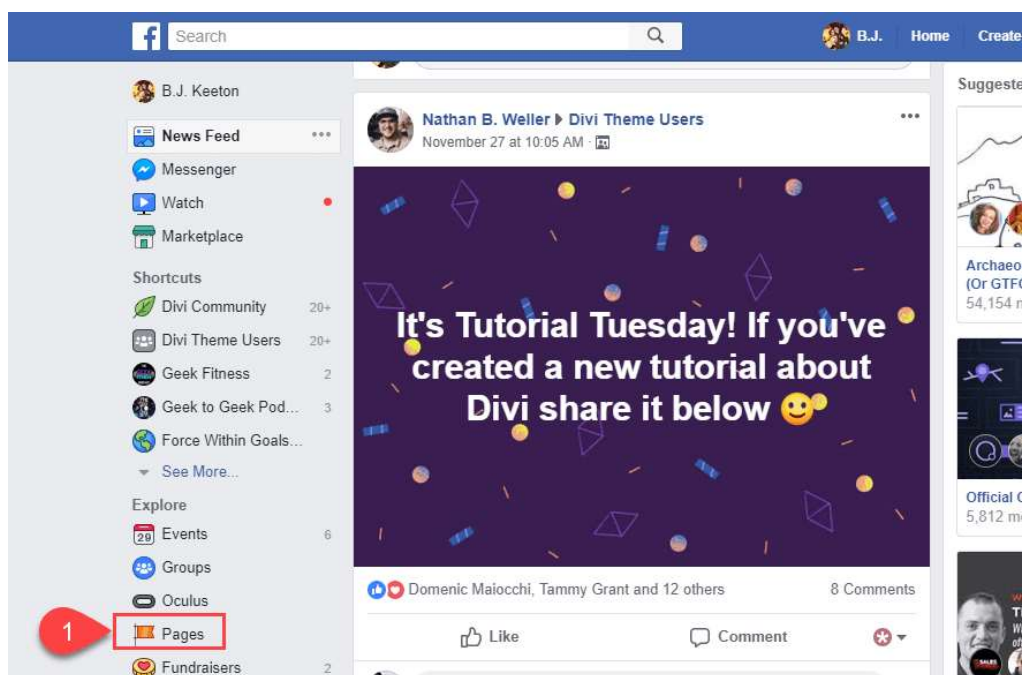
We assume you allow your friends to see relevant information, but the most sensitive information is set to “Only Me.” This is just the bare minimum of security, so be sure to check all the tabs on the left sidebar and customize them to your preferences. We’d like to highlight the section called “Do you want search engines outside of Facebook to link to your profile?” This is an option that many people don’t know about, so if you want to remove your profile from general Google search, uncheck this box and it won’t have any impact on your brand identity, such as pages, groups, or events.



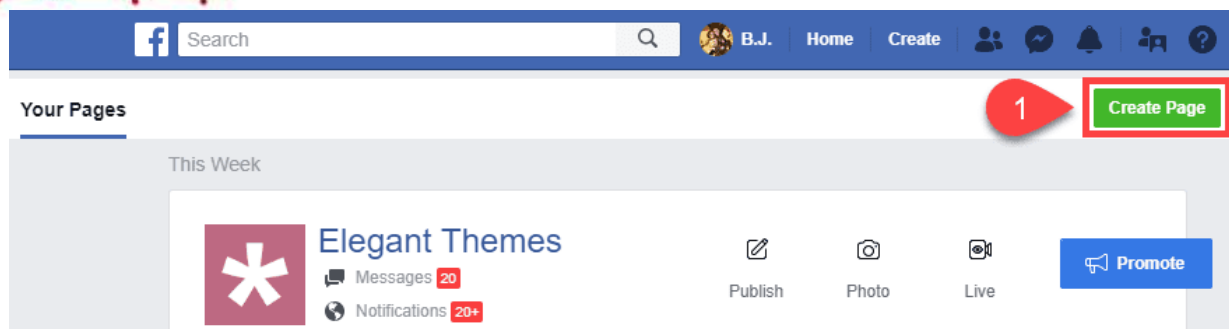


Once you have selected your settings, it is time to create the page you want to be your home base on Facebook.

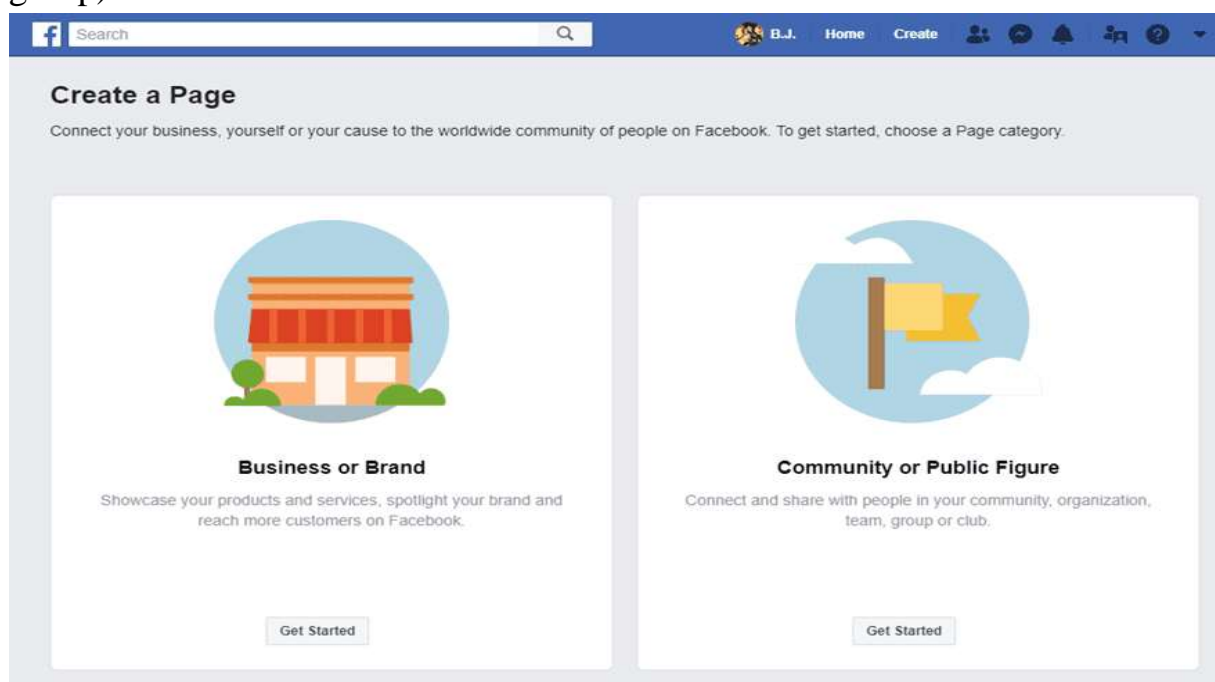
**Step Two: Create a Facebook Page** — This is where most of your marketing will happen. Through your Page, you'll advertise, host events, stream live videos, and engage with your audience. Pages are the primary focus of most public organizations. They can do everything an account can do, but without the involvement of those behind the brand. Using a marketing Page allows you to assign a group of people to manage your business. We'll discuss each of the permission roles below, but first, let's dive into creating a Page. To get started, look for the Pages link in the Profile ribbon on the left side of the diagram.



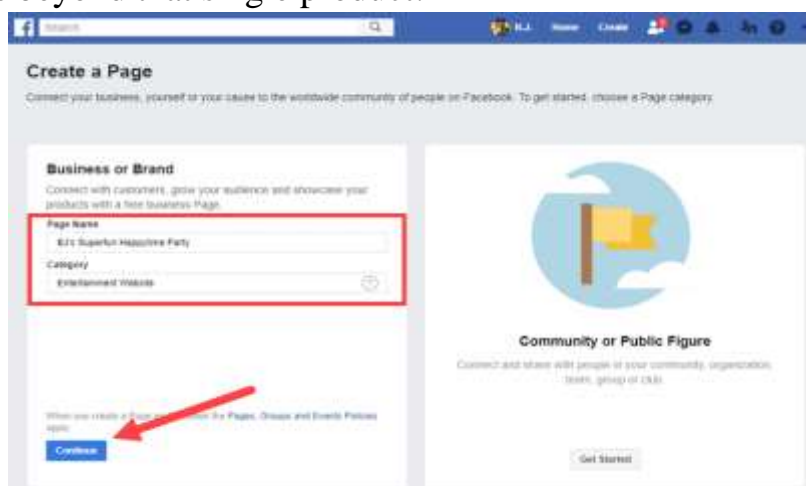
After that, you will be taken to the list of all pages of the account. This list will be empty if you have not done so before. In the upper right corner of the toolbar, in the "Your Pages" tab, you need to click the "Create Page" button highlighted in green.



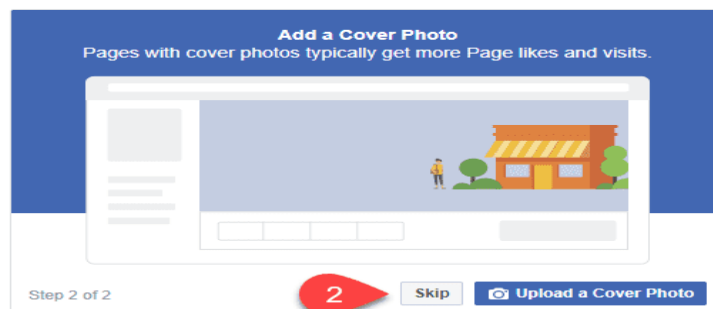
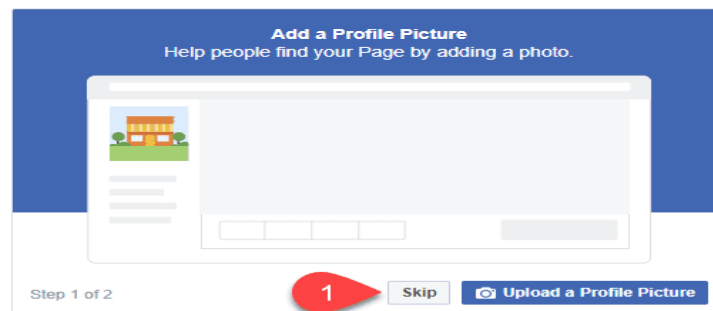
Now you choose whether your Page will represent a company, a brand (services and products in general), a community, or a public figure (described as communicating and sharing information with people, an organization, a team, or a group). Here we will choose Business or Brand.



At this point, you should have a name (most likely the name of the company, blog, or brand itself) chosen. We don't suggest creating a new page for a single product, as it can be presented under the umbrella of a larger page that will have greater reach and usefulness beyond that single product.



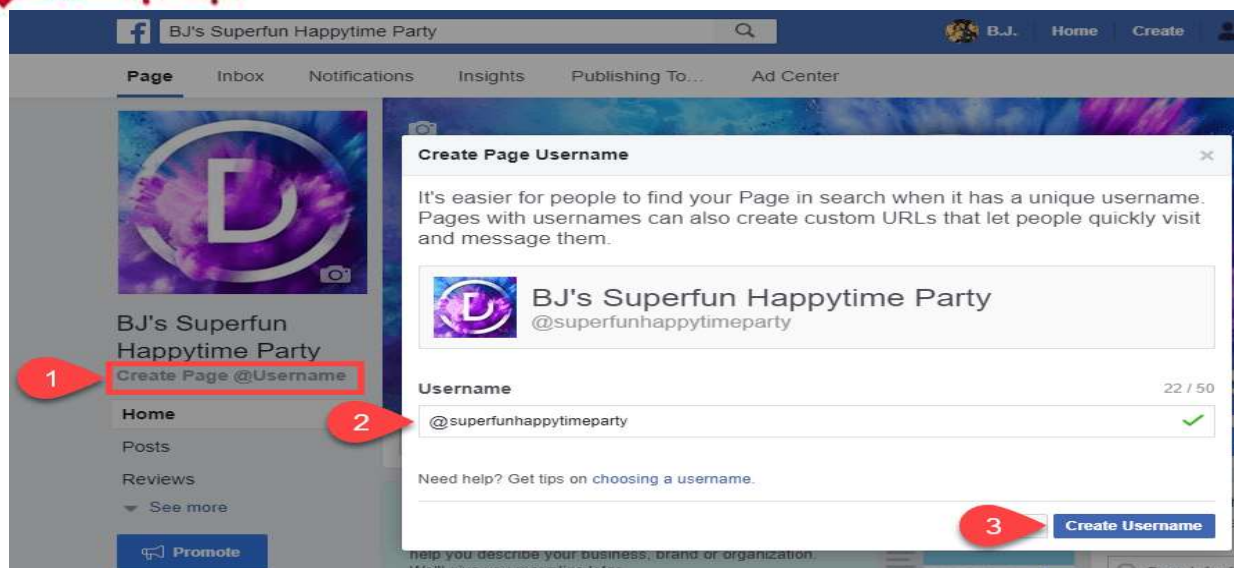
After this step, you will choose your profile picture and cover photo. You have the option to skip them now to gather resources later, but it is necessary.



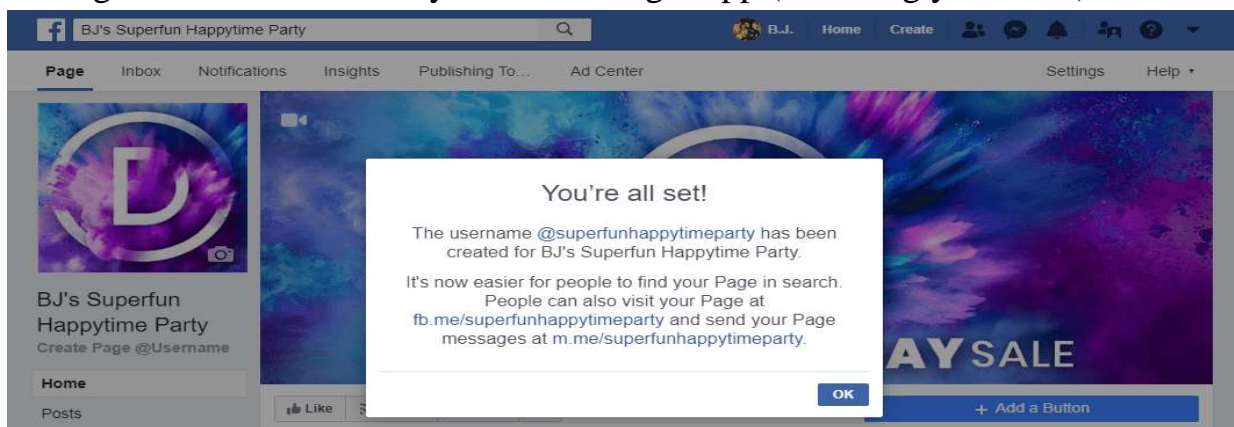
Once you're done, you'll see your new page on the next screen. At this point, it will be bare of content and information, but that's something you can work on next.



**Step 3: Customize the page:** The most important thing is the @username you choose. Just click the "Create Username Page" link on the left side of the screen to get started.



This will be how users and people tag you on your Messages page. Look at the great information I got from @username", which is a static website address for your page: fb.me/username or facebook.com/username. You can also get a Facebook Messenger website address where users can message you directly, and those messages will be sent directly to the Messages app (assuming you use it).



Now it's time to fill out your brand information: this is the more detailed information you want users and the community to know about you. A description of who you are, how you can be found online, where you can be found in person, if you have a storefront or physical location, email lists, etc.

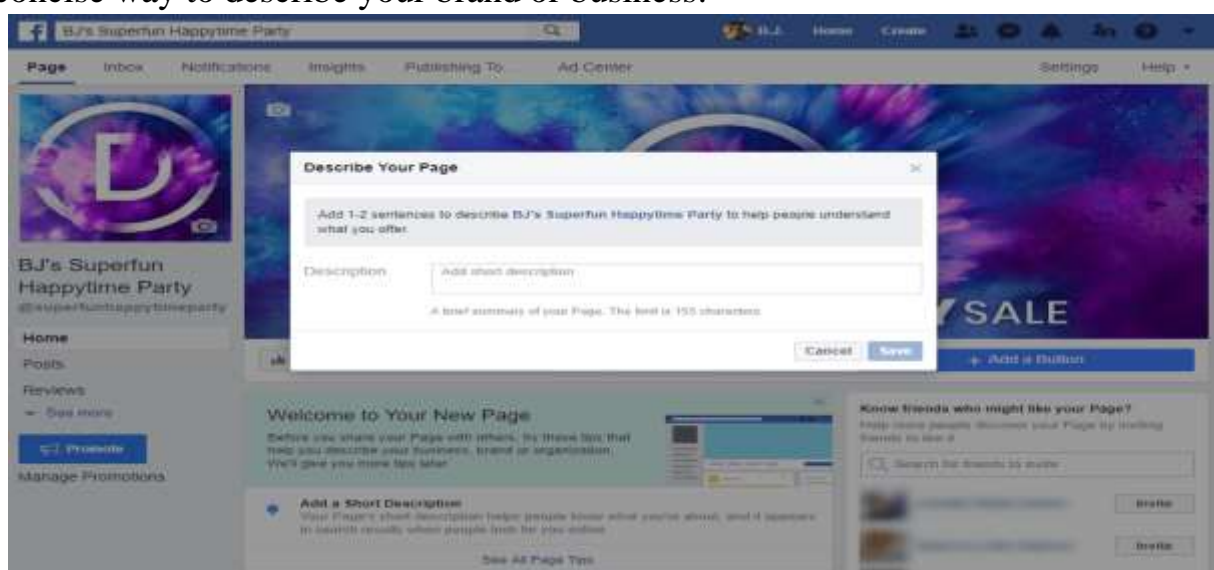
### Page Description

To add a description for your page, simply click the "Add a short description" link in the "Welcome to your new page" section».



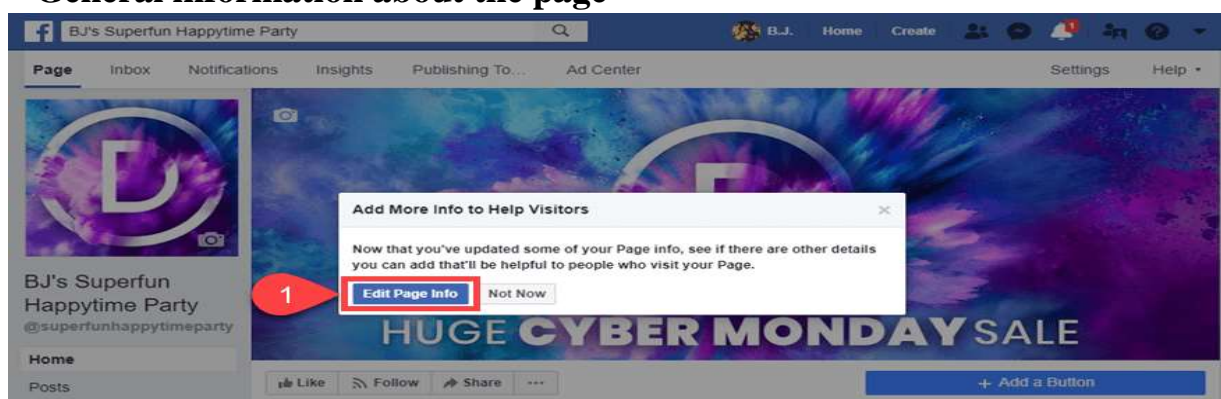


A form will appear where you can add a 155-character description—the most concise way to describe your brand or business.



Once you're done, another form will pop up asking if you want to edit the rest of the information on the page or wait until later. There's no better time than now, so let's edit that information.

### General information about the page



Another form shows three tabs: Contact, Location, and Opening Hours. All of these may not be relevant to your business or brand. If you are an online store, you may not have specific opening hours, so you can select Always Open. If you do not

have an address or phone number, you can uncheck them and they will not appear on the page, anything you enter will appear on the home page for all visitors to see.

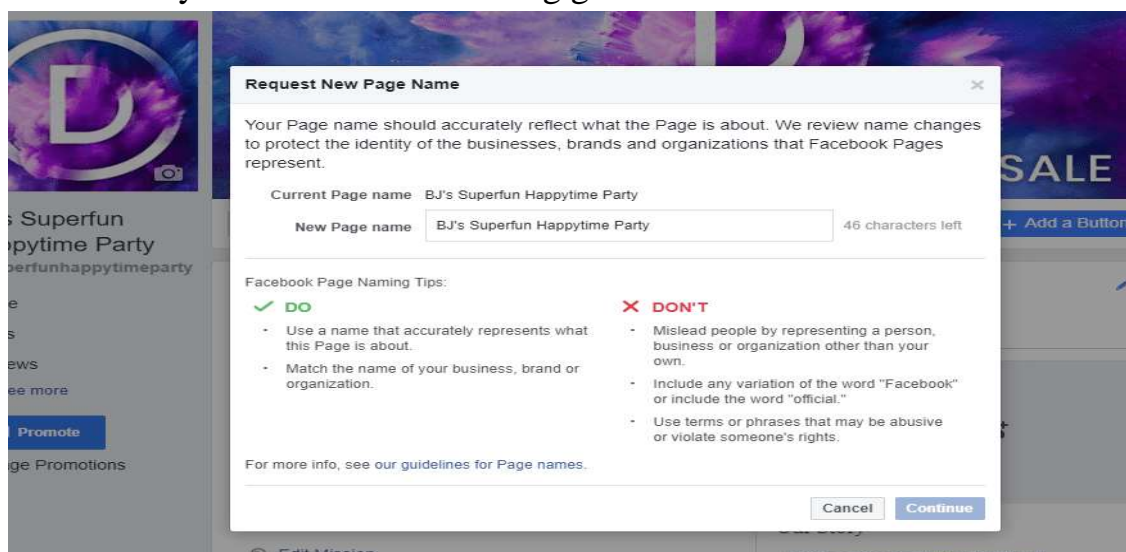
Once you've gone through all the tabs, you'll see a link that says "View All Information," and since your business is much more than just a website and phone numbers, we're likely to click on it.

### Page name and team member updates

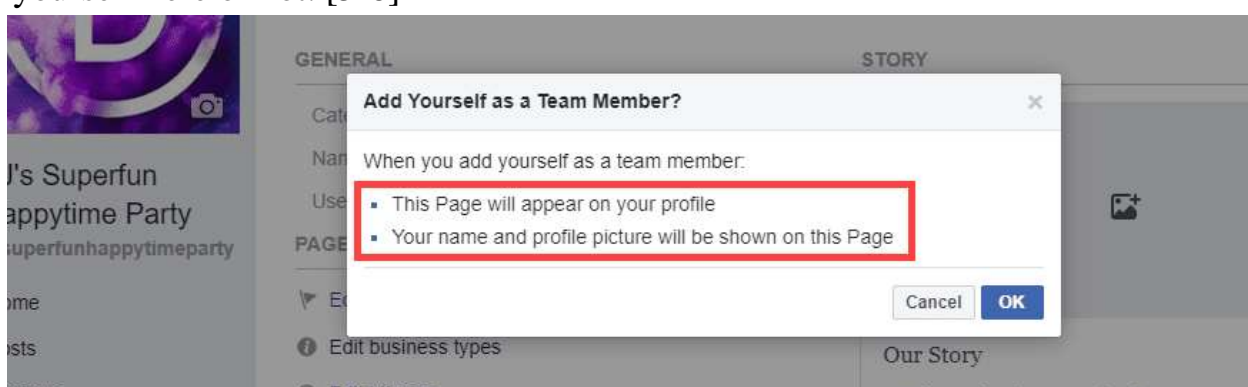
When you see all the information available, you may feel overwhelmed. Some of the information may not be relevant to you or your Facebook marketing strategy.

The two most important sections at the beginning are the General and Team Members sections. The Page name and Username can be changed because you may

have chosen the wrong username for your Page or used a Page name that may not be inclusive of your Facebook marketing goals.



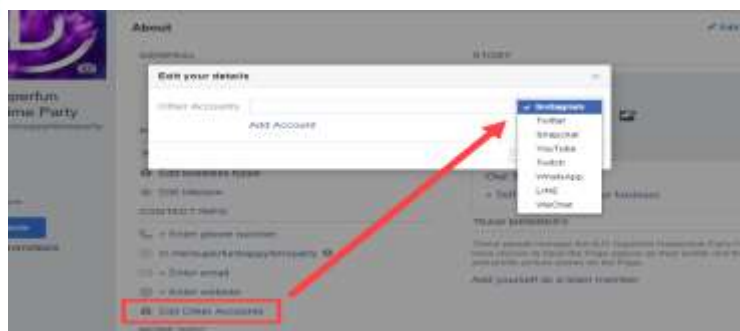
Here you can change your @username, which is completely separate from the Page name, so you can still use the @superblog username even if you change the name, and vice versa, you can change your username while keeping the Page name, so you can go to @elmosuperblog. Without worrying about changing the name of the entire Page, keeping them similar enough is a good tactic. This way, people won't get confused, making your Page easier to tag and find. As for the Team Members tab, note that if you add yourself to a Page as a Team Member, the Page will appear on your profile. In addition to your name and profile picture appearing on the Page, you can still assign the Page as an admin or other user role if you're not listed as a Team Member. So, if privacy is an issue or you just want to keep the business and personal halves of Facebook separate, consider whether you should add yourself here or not. [5-6].



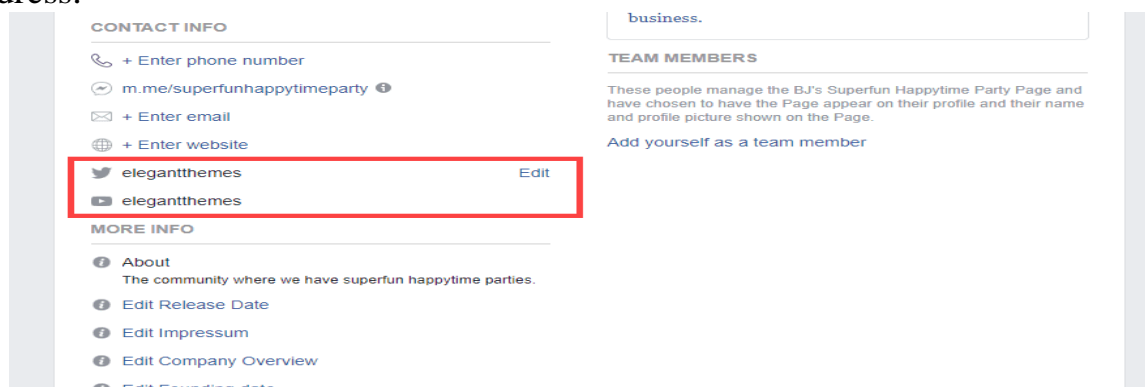
### Other social accounts:

As an online business, you probably have more than just a Facebook account, you have an Instagram account, a Twitter account, and maybe even use Snapchat - WhatsApp for customer service and promotion? If so, you'll want to link to them on your Facebook page. Just click the "Add other accounts" link and a modal window will pop up allowing you to include the other platforms you want to check out.



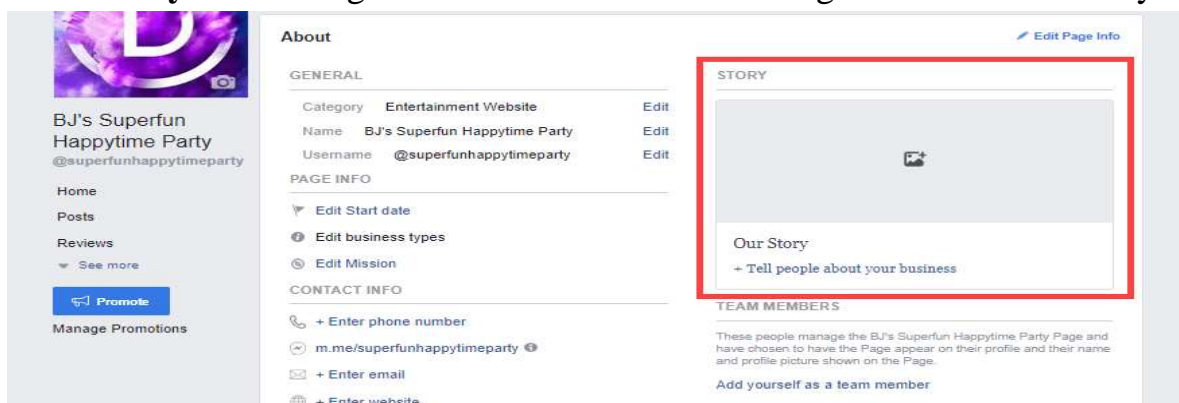


All accounts you add will appear below your page's contact information. When adding other accounts, be sure to enter only the username and not the full website address.



After that, you can simply edit the rest of the information you want to publish on your Page, but before we move on to another aspect of Facebook marketing, let's take a look at your Page's history.

**Your story:** To the right of the About section is a large box called «History».



When you click on the “Tell people about your business” link, a new editor appears that looks remarkably like a blog editor. You can add a large cover photo and a headline, then create a detailed post about what you think your users, customers, or audience should know about your business or brand. If you’re publishing on Medium, the entire process looks something like this. When I say “long-form” here, I mean a few paragraphs, not a thesis.





Take the time to write a story because it gives the brand a personal connection with the audience. Narrative marketing is one of the hottest trends right now because it makes customers feel a deeper connection with the brand and engage with it more people don't want to connect and engage with companies that don't... A life where there's nothing but numbers, sales, or liquidation percentages. They want to buy from the people behind the logo, which is why they're on Facebook in the first place. Being social for engagement, that should be the reason you're selling on Facebook, after all, when a new person views your page that story for the first time is what they see. You have a very short time to grab and hold their attention, so take advantage of it. Having a good image, a good headline, and well-written content about your brand can go a long way in creating a strong relationship with it. Website visitors. A good story can go beyond commerce or virality.



Once you have filled in all of this information, you can start filling in the rest of the information and editing the page as you go, as these are the most important and mandatory ones that you need to fill out.

### Add a button

The last setting you need to make is "Add a button." If you haven't done anything before promoting your page, do so. Facebook allows you to place a single CTA button that appears at the top of your page when people visit it.



Every Facebook marketing strategy will be a little different. Some people use Facebook for appointment booking and other service-related brands. Others are software companies that want to get you to the App Store as quickly as possible. Other brands use Facebook as a support channel for their users, no matter what you use it for. This button will likely be the focal point of the page, or at least one of them, so choose wisely what works best for your brand.



### Useful Facebook Marketing Strategies

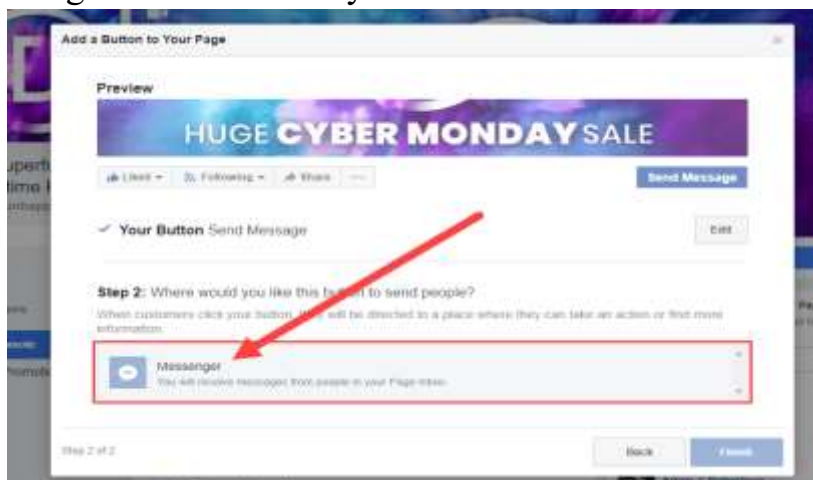
Now that the page is set up, you can use it to market your brand. The page itself is like the headquarters of the organization and allows you to perform various tasks. Not all of these ideas will work for every type of brand, but most of them will.

### Messenger

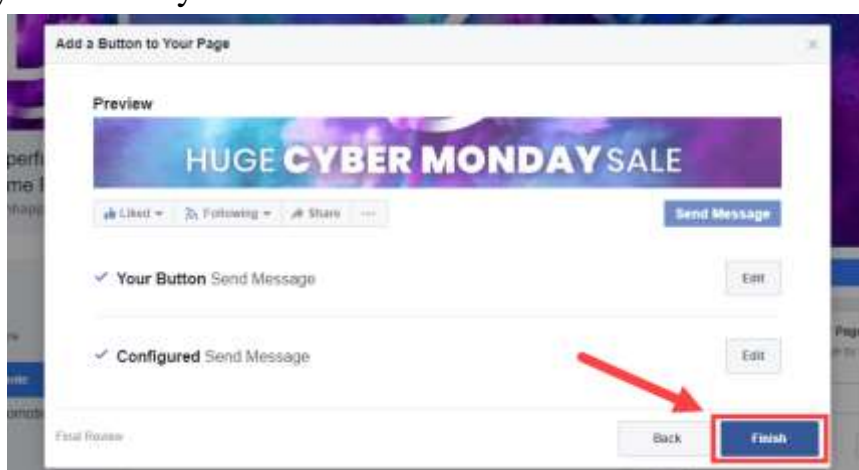
Everyone has Facebook Messenger installed on their phone and in many cases they use it instead of traditional SMS/MMS. Facebook has realized the power of this and now allows Pages and people to send messages back and forth in the same interface if it is not selected. Somehow you may not be the one sending the messages initially, but under the “Add a button” section you can make it so that you are one click away so that users can write to you instead of sending a message. An email that might otherwise be delivered or read to the right person or not. Sending a Facebook message gives the user access to the brand in real time and also in their own space. Many Pages offer support in this way, which greatly increases engagement and is very easy to set up so you can start communicating with your users.



Select the “Send Message” radio button and click “Next.” You will now have the option to choose where the user can send the message. If you choose to send a message, the only option will be Facebook Messenger. If you have “Call Now” or “Email,” you will get a field to enter your chosen address or method. [7].



Now you have the opportunity to review these two options: just click the Done button when you are ready.



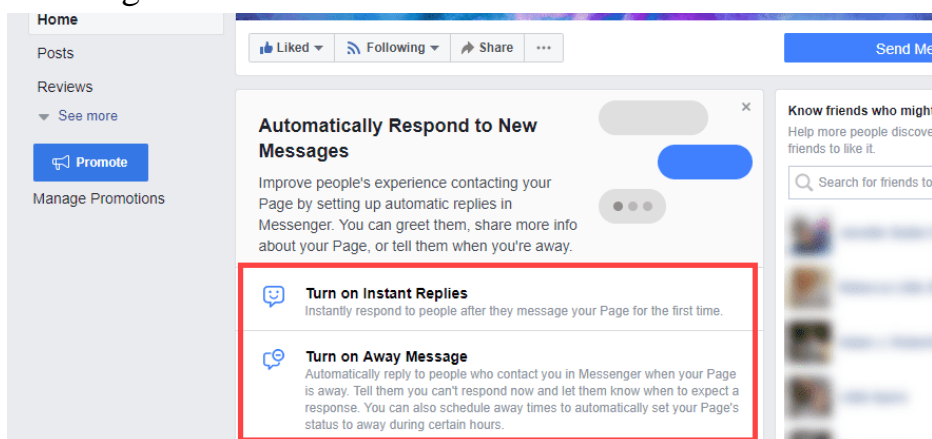
Now you have a nice shiny “Send Message” button on your page toolbar. Your audience will definitely want to engage with you. If you make it a priority to respond quickly and respectfully, your engagement levels will steadily increase.



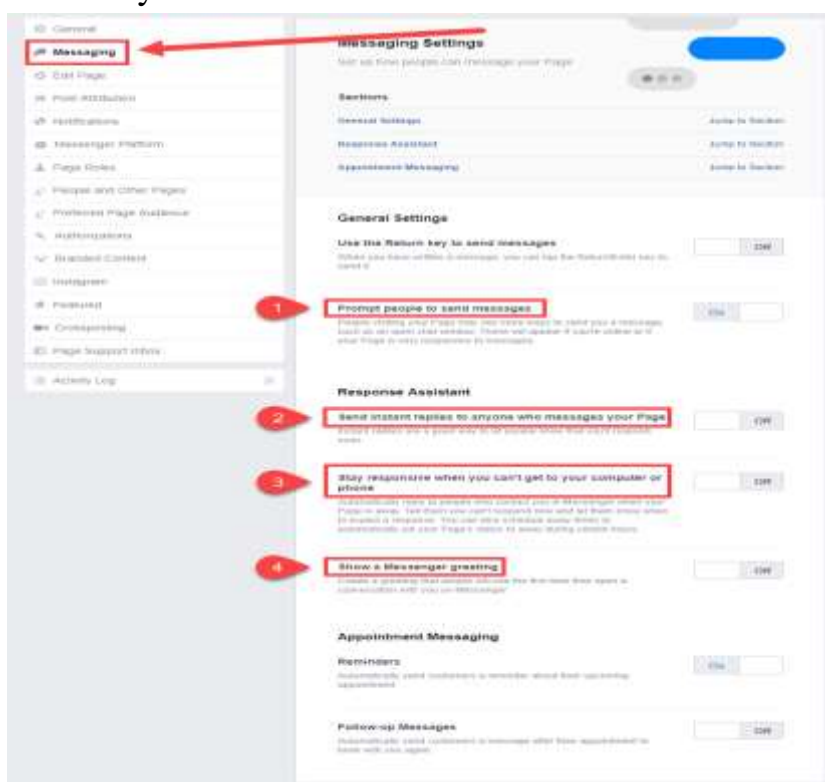
### Set up an autoresponder in Facebook Messenger.

The last aspect of the Facebook Marketing Message Send button is to make sure that you don’t always have access to every message as it comes in. Sure, the message will show up on your phone as a text message, but you may not have access to respond, or someone on your team may already be working on the issue. Other support. In these situations, the best thing you can do is have an auto-responder that simply lets users know that you’re checking your messages and that you’re not ignoring their attempt to contact you. When you first set up your page, you’ll get a

warning to set up a responder. This is the best way to do it, and you can always set it up in your settings.



When you click on any of these options, you will be taken to the messaging settings. Here you will get a variety of options that you can customize to fine-tune your interactions with your audience.



Important aspects of setting up an auto-responder in Facebook Messenger are presented by the author in Fig.. 6.



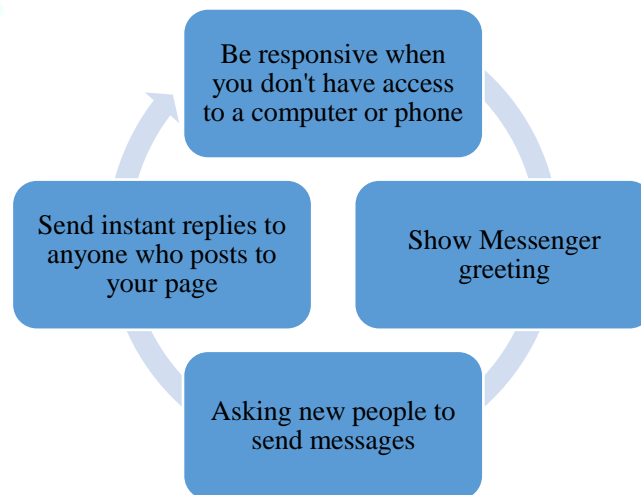
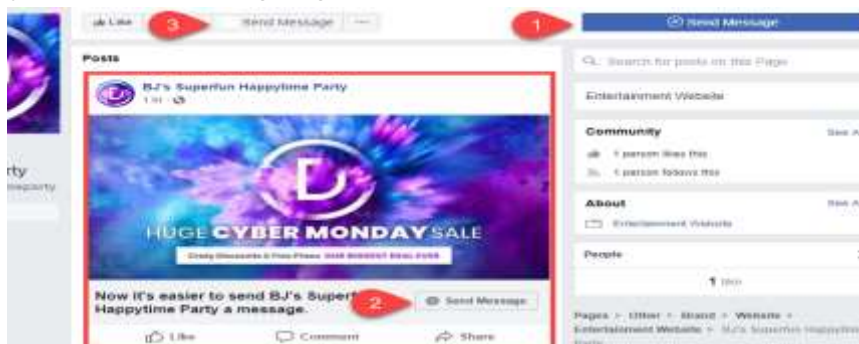


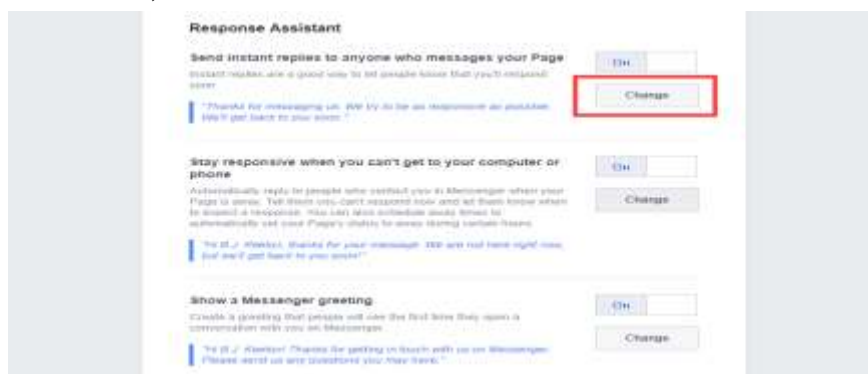
Fig. 6. Important Aspects of Setting Up an Auto-Reply in Facebook Messenger

Source: Compiled by the author based on data [8-9].

It is important to note the differences between these three options, as they are very similar. Initially, when people are asked to submit new messages, new visitors will see a message like this. In your page layout, the message button appears in the message as well as in the toolbar and menu, and in the main tabs (3 in the image below) if you choose to highlight them as well.



With autoresponders, you can also send three unique messages. When you turn on the switch, a separate blue message will appear. This is what you will tell your visitors. To do this, click the "Edit" button.



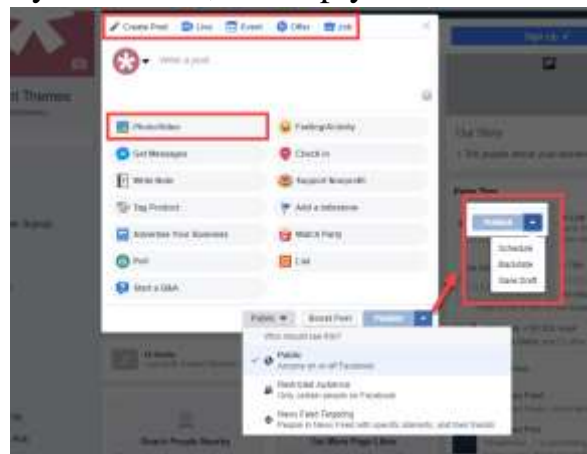
- **First option** — Send instant responses to anyone who messages your Page — Similar to a traditional autoresponder. Anyone who messages your Page will receive this response. It can be used to let people know that you will respond quickly. The message can be changed at any time, so it is in your best interest to periodically use Messenger autoresponders in your marketing strategies, just as you would use an email series.

- **Second option** — stay in touch when you don't have access to a computer or phone. This is another auto attendant that only works when you are not working. You can set up business hours, such as the time when the company is closed. This way, those who call you on your website or perhaps your customer service after hours, or even tell them that you will contact them early the next morning.

- **Third option** — Displaying a Messenger greeting - This is only for a one-time contact. On Twitter, automated direct messages are rejected because they are impersonal. On the Facebook Messenger app, a greeting can personalize an encounter, and people can sign up for bots to message them periodically. However, greetings will only be sent to visitors the first time they message your page, many pages will use a question when they open, trying to get a response from the user to start a conversation. One good marketing strategy is to offer a unique discount code the first time someone contacts you via Messenger. This way, you can build goodwill with them, even if they are contacting you for a more negative reason. [8-9].

### Post on your Facebook page.

A Facebook Page is the headquarters for everything you do on the platform. All of your Facebook marketing leads back to that Page in some way, so you'll likely want to work on making the Page as central to your strategy as possible. First and foremost, this means posting to the Page itself so it shows up in your followers' feeds. To generate shares, likes, comments, and other forms of engagement, you should know that there are an incredible number of options you can use right out of the box. Think text posts, photo/video posts, live video, and Stories. For each of these post types, you can also choose the audience for the post (public, private, or specifically targeted) and when it's published (scheduled for a future date, backdated to appear in the Page layout sooner, or simply saved as a draft for review). [10].



Many of these elements are self-explanatory (scheduling, backstory). We want to take Facebook marketing to the next level. There is no hard and fast rule regarding the number of posts, but keep in mind that if you post a lot, it will be cut off. People news feed, instead of showing the whole post, for example, posting 3 updates a day with a page thumbnail, this seriously limits clicks and engagement, you want to post regularly and not too many, you need a careful balance, but you will achieve it with practice and audience research [11].

### Text posts

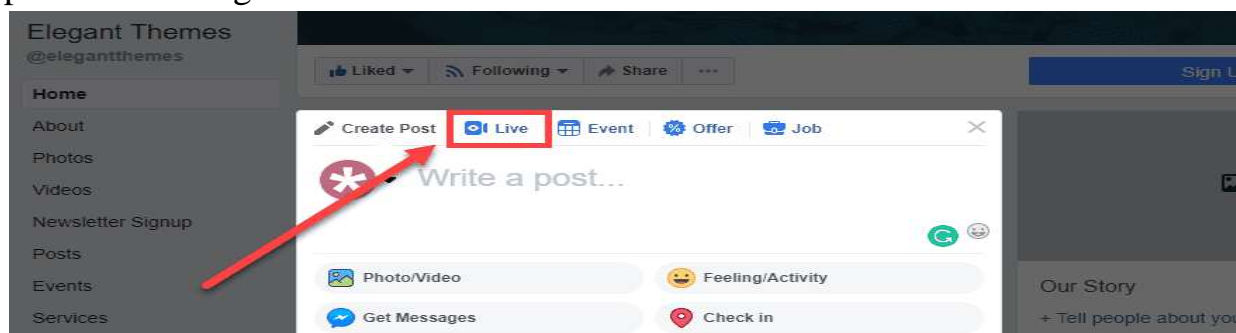
**Text messages** — this is the bread and butter of the Facebook world. It doesn't have to be fancy, but when you click on the box that says "Write a message..." it defaults to plain text. You can ask your followers a question. A question to get comments. Maybe you need to break the news that your store won't be opening on time that day, or that a certain menu item is no longer available. You can also wish people a good morning and start a casual conversation in the comments. Text messages work well at different lengths, but if you want. If you do something really long, it's better to write it on your blog or website and link to it, so you get the SEO benefits on your domain, separately. text messages don't work well in external search engines, they only work with internal Facebook search [12].

### Photo/video posts

People like interactive media and they find it easier to consume content if it is visual, so you should post photos and videos as your primary content. Photo and video posts get more attention not only because people interact with them, but also because Facebook prioritizes them in the algorithms that determine what content appears in users' news feeds, in these posts that are shared. However, even in events and links, the focus is on featured images and videos, high-resolution images and videos because no one likes to see blurry content and no one likes to share it, bright colors and designs grab people's attention. Your message should be short enough to be read in seconds. Videos are only 30 seconds long because people can watch and share them without getting bored. If you are primarily focusing on video, you should decide what is best [13].

### Live video broadcast

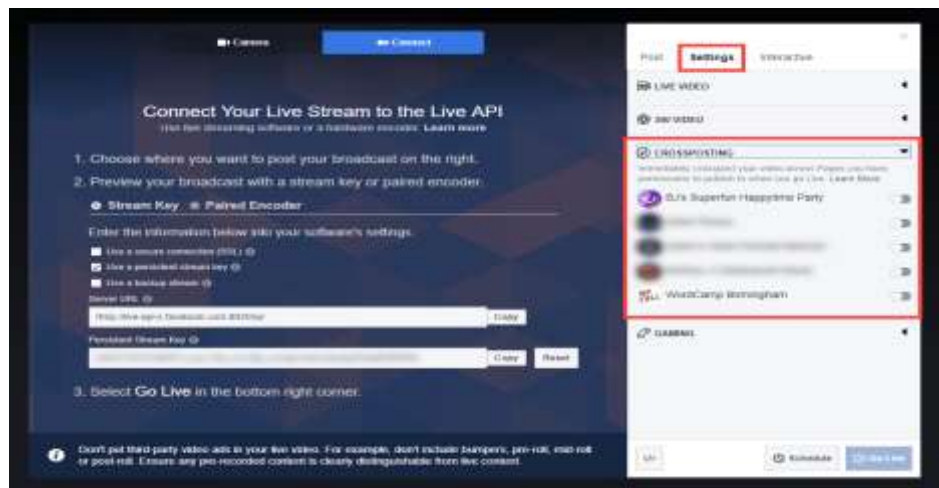
Probably the best way to promote your business is to use Facebook, YouTube, Twitter, Instagram or any other platform that supports live video. Live streaming is very popular and if your goal is to engage an audience, live streaming is the best way to do it. Why? Because you can actually interact with them in real time, you can get to know them and they can get to know you, going live on Facebook is very easy: all you have to do is click on the "Live" button when you start posting to go to the pre-show settings.



Once there, you'll see two tabs: the Connect tab is for when you're using a third-party streaming service or software; if you're just using Facebook, simply fill out



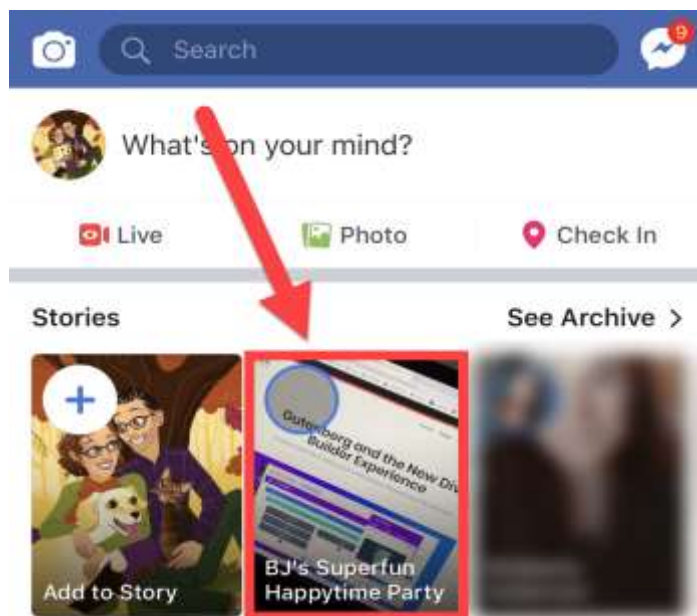
your broadcast information and start streaming live using the camera connected to your device.



One of the best things about Facebook live video marketing is the ability to post repeatedly to other related pages you use. If you go to the Settings tab in the Connect window, you'll see a list of pages that can host your stream. This is a great idea for those who have different departments that each run a separate Facebook page. You can also start a live stream in the mobile app, and it's as easy as tapping on the live stream while you're in the app if your audience has notifications set up to alert you when their live stream is about to start, or (better yet) you schedule your streams so they know when to tune in. [14].

### Stories

On Facebook and Instagram, they're called "Stories," and on Facebook, not only can you add Stories that belong to your profile, you can also add them to a Page Story that you manage, and the best part is that these Stories created by Pages appear in your followers' Stories feed along with "Shared with your friends." Stories don't actually seem to be as strictly algorithmic as the posts in your News Feed (photos, videos, text, etc.) we discussed above. In most cases, they appear in chronological order based on when you posted. The only major caveat to using Stories as a marketing tool is that they're only available on mobile. True, you can only post to your Page's Story through the official Facebook. Smartphone app. Luckily, it's super easy to do. But you need to post to a Page story differently than you would to your personal story: first, tap the hamburger menu in the bottom right corner (if you're on iOS. Android and other platforms may be in a different place, but the functionality is the same) [15].



Then select the page you want to publish the story on.



Once you get to your page, scroll down until you see the area where you can post an update, it should say "Write something..." or something similar. Below that you'll see a box called "Your Page Story" with a button that says "Create Story".

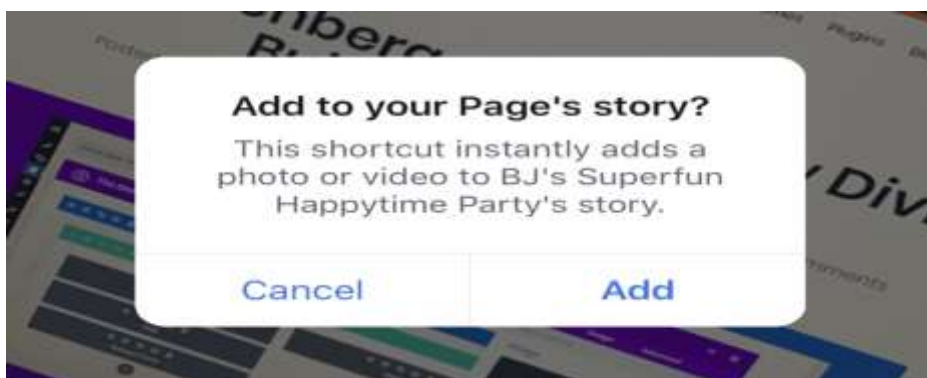


You will now be taken to the camera window (assuming you allow access, otherwise you will not be able to publish the story). You can take a photo or video here or import one from your phone. Once you have selected the story you want to publish and comment on, you have two options for publishing it: either directly

through the page story shortcut (1) or by confirming the story details by tapping Next (2) At the bottom of the page is a screen.



If you select a shortcut, you'll get a confirmation before jumping straight to the story.



If you decide to click Next, you'll be prompted to check some additional options before continuing with the story. You'll want to make sure you're on the right page. First, you'll want to post a personal story to your Page or something similar. You may also get the option to share the story to your Page's News Feed, so it appears as a traditional photo post. You'll have to experiment with which ones to post for each audience. Stories are for more candid, slice-of-life topics, like behind-the-scenes videos or funny employee profiles. News Feed posts, on the other hand, are permanent or more traditional posts. [16].



Once you're sure your story is ready for your adoring audience, share it, and anyone who follows your page should see it at the top of their Facebook app. It will appear in chronological order (as of this writing), which will help you pinpoint when your audience is most active, which is important.



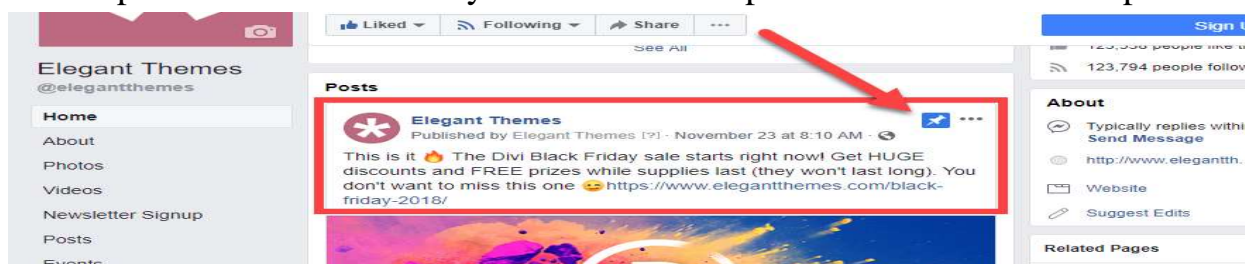
Additionally, Stories only last for 24 hours from the time they are posted, so if you want to stay in people's Stories feed, you'll need to post to your Story regularly throughout the day.

### Share links

Sharing links to your blog or website is a great way to get noticed, but not for just any article, just sharing your most recent posts (which you should do every time you post, and post regularly after that to make sure they get seen). is actually the best way. One way to benefit from sharing your content on Facebook is to integrate your site with Facebook Instant Articles. These work like Google AMP pages, where your site is cached in advance and loads instantly for users on the platform. they are in your feed. Often, it is the posts that are marked with a lightning bolt next to them. By removing unnecessary code, Facebook Instant Articles means that users do not have to wait for the page to load and get to the content they want. consume faster [17]. Sharing links is the biggest win. You need to do it often, but don't rely on it being the number one source of traffic to your site or your main lead generator. It takes a little work to get there. Many links pass through the news feed algorithm without paying for them, and the time and effort you put in is better spent. You're spending that work elsewhere, so share it, but make it a smaller part of your overall Facebook marketing strategy than live video.

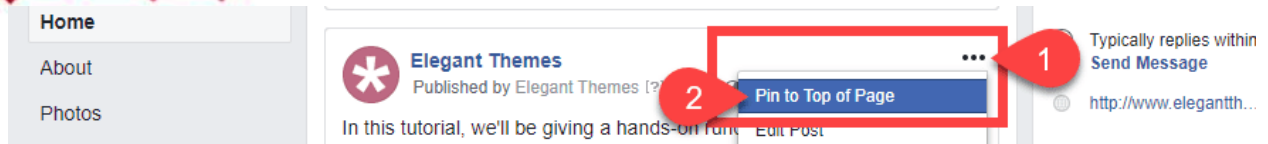
### Pinned messages

Any of the above types of posts (except articles not published to your News Feed) can be pinned to the top of your Page, as anyone who visits your Page will see that post first, regardless of what has been published since then. This is for advertising or new product launches - many restaurants have pinned menus or dinner specials.



To pin a post, simply click the ellipsis (three dots) and select "Pin" at the top of the page.





To unpin it, do the same thing but select Unpin. You have the option to replace the pinned post when you try to pin a new one, as you can only pin one post at a time. There is no right or wrong way to use a pinned post, but the most important thing to remember is to always keep it updated. Visitors will see that pinning outdated information is completely unprofessional. For example, don't pin your holiday sale in February or your summer menu in December. This shows them a lack of interest, which can impact engagement and the work itself.

### Facebook Marketing with Groups

Groups are similar to what Facebook does with message boards or forums. They're not exactly chat rooms, but they give users a place to post messages, photos, and videos, and then comment on them for discussion. Pages can create and manage groups, which works well. Depending on whether you want an individual character or a general brand character, first of all, creating a group is easy: Go to facebook.com/groups and click the green "Create" button. The "Group" button, located in the upper right corner of the page. **In addition, there are three sections on this page:**

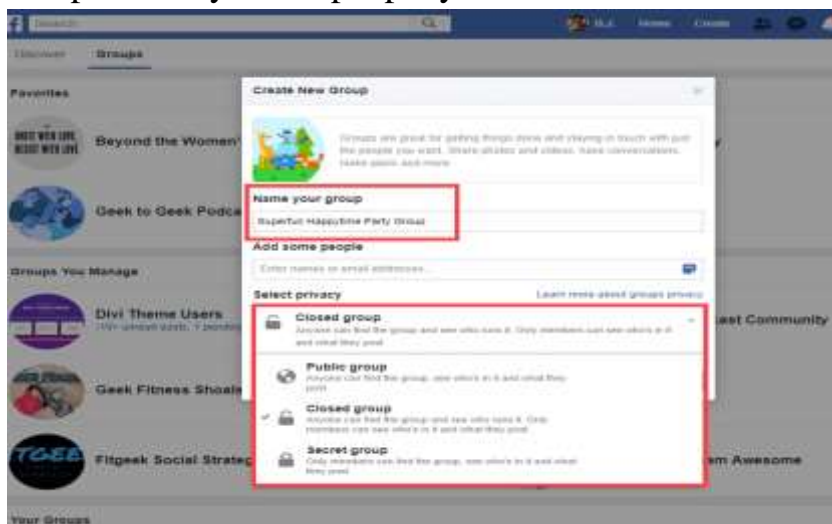
- Favorites.
- Groups you manage.
- Your groups

It's the hub for all group activity, so whether you're a member or an admin, anything you set as a favorite will appear as a shortcut in your main layout, making it easy to manage everything on Facebook. [18].

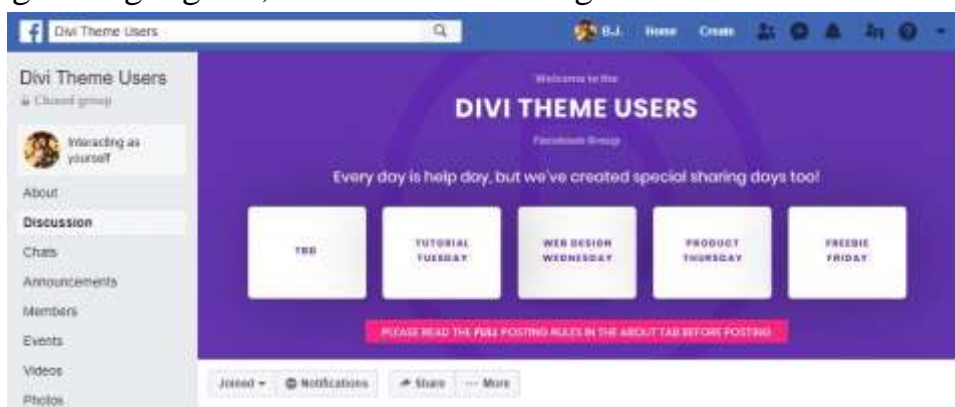


**When creating a group, you need to make two decisions.:** name (which can be changed later, but it may not be a good idea, so choose wisely) and privacy. We suggest setting up the group as secret first so you can get it ready for your community before it shows up in search results. The difference between "Secret" and "Closed" is that in a secret group, only people you invite and add to the group can find it or even see it, as if it doesn't exist for non-members. Secret Facebook groups do not

appear in search results. People can be invited and added in the same way as a secret group, but anyone can apply to join. This request must be approved (or denied) by a group admin. If you expect a lot of requests, you can assign other moderators to filter them. Public groups can be joined by anyone, appear in search results, and often require the most moderation. In terms of your topic and community goals, it might be nice to be public, but we think Closed gives you a better community and the ability to market specifically to the people you connect with the most. [19].



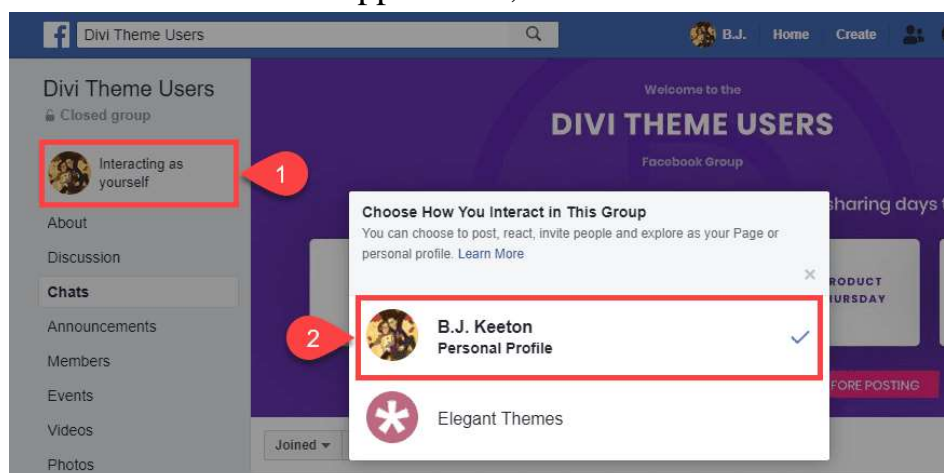
Keep in mind that to create it, you need to add at least one friend to the group. Facebook does not want you to create separate groups. Many people add a spouse, a significant other, or even a colleague or colleague from the organization who may be a manager. Now the group is active. Apart from inviting people, you need to do two main tasks, which are not that difficult. First, many people choose to use a photo of their group. The cover photo as a symbol of the rules and etiquette expected from members, or if you have a schedule for certain topics on certain days, you can use a cover image to highlight it, as shown in the image below..



Another feature of groups is the ability to post only to specific groups. If you want to be seen only by a subset of the audience (perhaps for a fee), this is the way to go, as many people create groups just for this feature.

**Choose your character in the Facebook group**

In a Facebook group (or Facebook page) you have the option to interact with the group yourself (your profile) or as a brand hosting the group or page, if you click on the box in the top right corner that says "Interact as...", you will see a modal form where you can choose who will appear in it, such as in comments and messages.

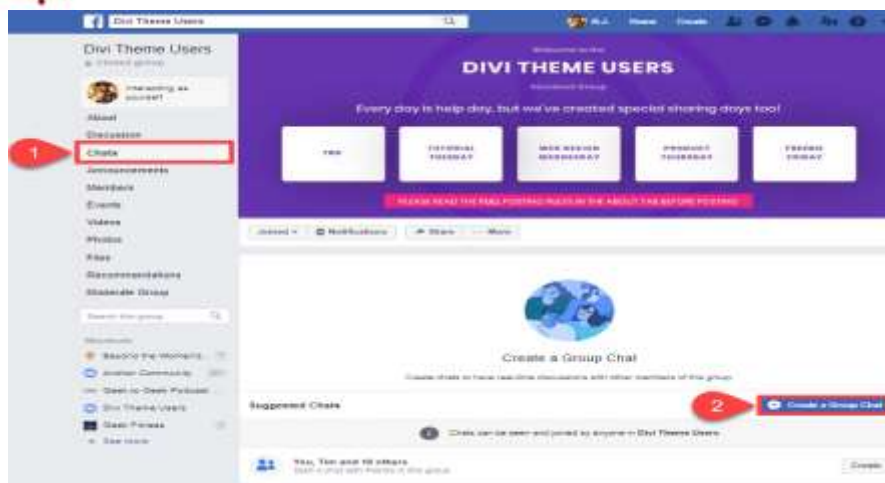


When it comes to your Facebook marketing goals, the choice is up to you and your own strategies. If you choose to interact personally, you will be able to build strong relationships between users (and your employees if they interact in the same way). You will be seen as people who are actively involved in the life of the community, and this is the solution for many brands and companies, as a personal approach can be a huge benefit to the perception of their products. If you choose to interact as your own brand, you will not necessarily lose your personality, when the brand name interacts with people, it can make customers feel more special and emphasize that you are part of the community you have created.

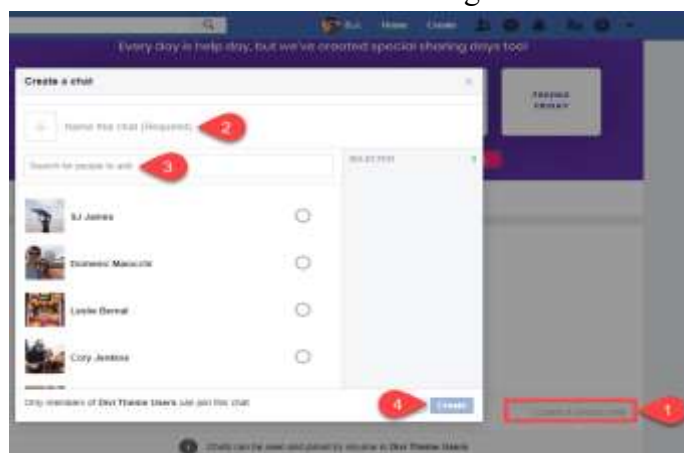
### **Group chat tab**

Since the main function of the group is a mini Facebook timeline, the developers also implemented a real-time chat tab that allows users to create conversations among themselves. They work similarly to Facebook Messenger, except that the conversations are essentially chats that are open to everyone. The public option. By default, conversations are created with friends you know in the group, and anyone in the group can see and join the chats. If you want a private group message, you will need to use the traditional Messenger app.



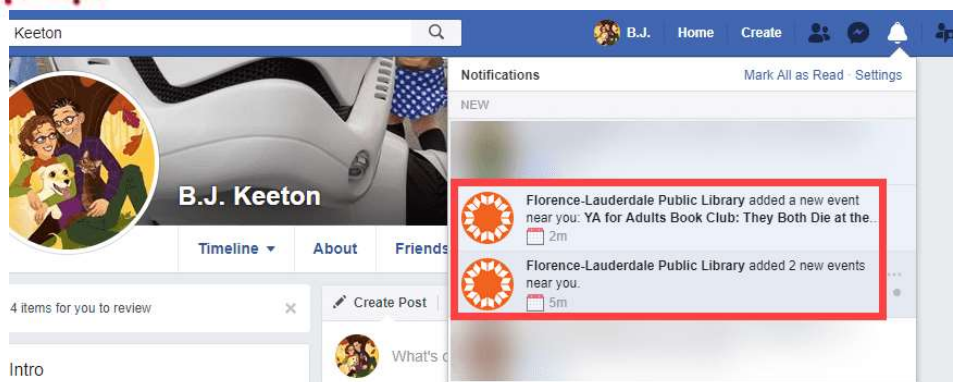


When you click the blue “Create Group Chat” button, a modal form appears to select the first participants in the conversation. Whether you want to have a real-time discussion about the best WordPress themes of the year or an ongoing help and support room, just name it accordingly, add your collaborators (or members), and you’re good to go. Using group chats will keep your members’ feeds and news feeds clutter-free, and their notifications won’t constantly alert them to new comments. They’ll see new conversations in Messenger instead.

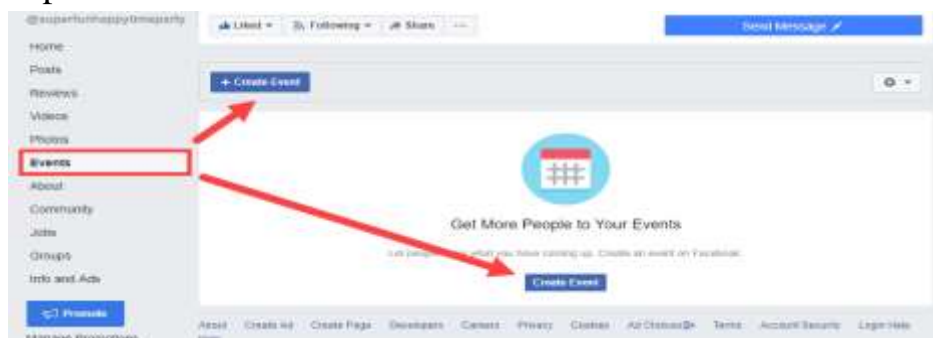


## Facebook Marketing with Events

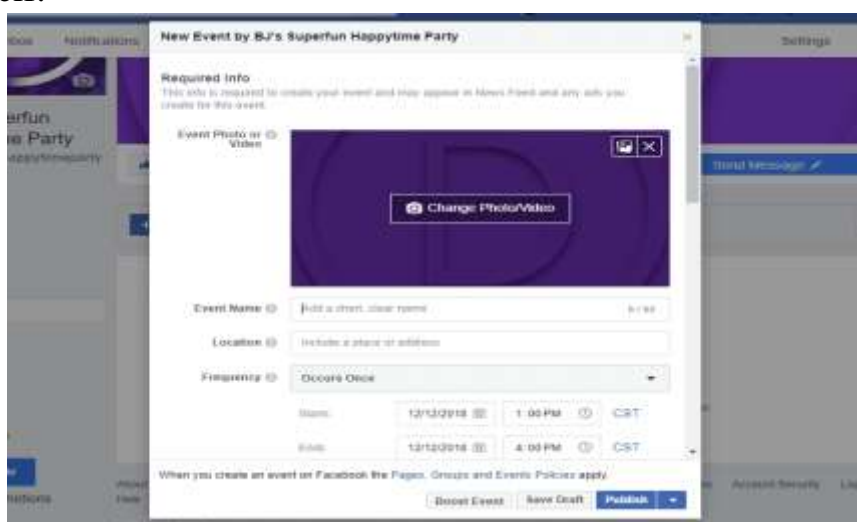
Using events is a great way to highlight big events your brand is hosting. These don’t have to be in-person events. Many Pages host virtual parties with live video Q&As, or you can create a Facebook event. Showcase a huge upcoming sale you want people to know about. People, especially if it’s a limited-time offer. Both profiles and Pages can host events, and you can also link events to groups. This way, your entire Facebook marketing circle can be organized. interact with each other and benefit from community building. However, the real appeal of using events is that Facebook marketing is about how Page events show up in follower notifications.



Not only do they appear when you add them, but if someone tags them as interested or attending, they will also receive a notification letting them know that an event is coming up so they don't forget that events are scheduled. What's more, events allow hosts and guests to post on the event page. As if they were a group, albeit a temporary one, to create an event as your page, simply tap the Events tab on the left side of the page, then tap the Create Event button.



The form you receive now is full of details that the audience needs to know about the event itself.

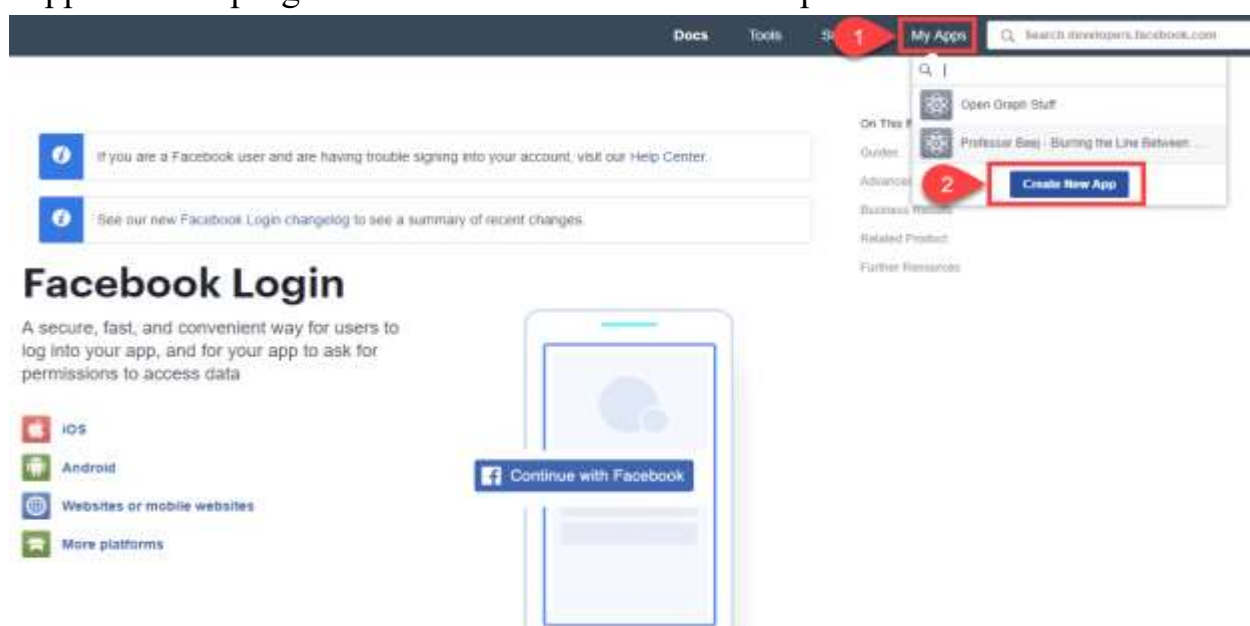


You also have the option to add a photo of the event. If you don't, Facebook will default to your Page cover photo. It's a good idea to use a new promotional photo for each event. Not only will this make your event more visible and show that you're serious about it, but it will also not attract people who already follow the Page. Your event should be clear. It's very important to fill out every piece of this information.

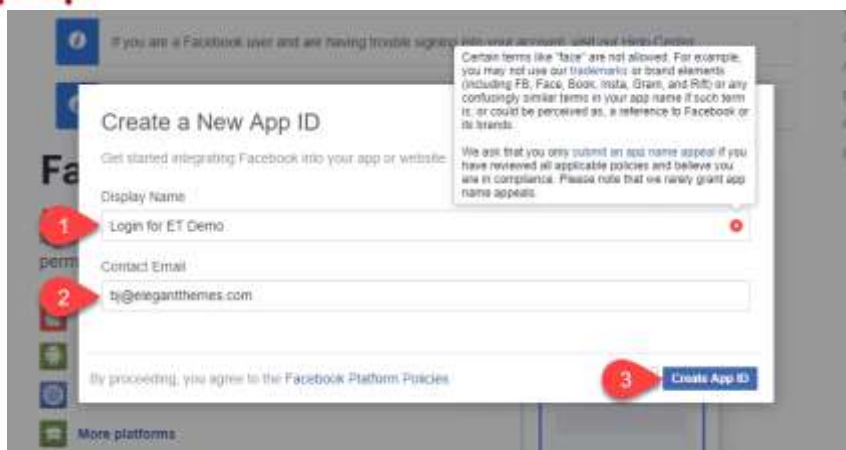
Pay special attention to the title and description (be as specific as possible). You want people to know exactly what type of event you're hosting and what they can do. Expect virtual events to be more specific, though. But even if they don't, simply interacting with your event results in it showing up in their friends' news feeds, exposing you to a potential new audience. If they see your event and like it, they'll likely visit your Page and like it, and while they're there, they might even join your group. [20].

### **Use Facebook login on the website.**

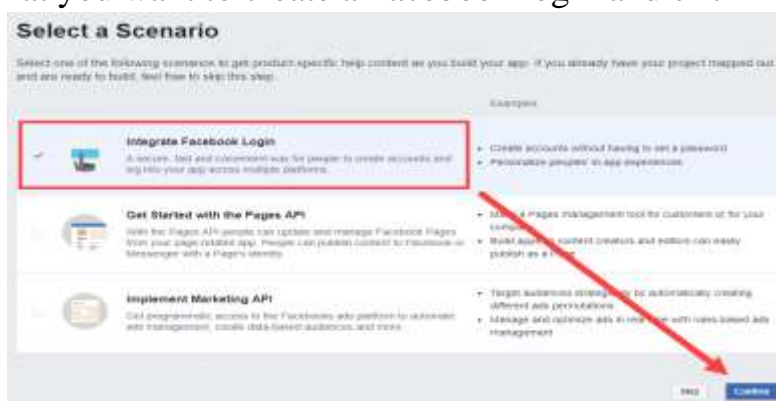
If you're into Facebook marketing, FB's developers have made it easy to integrate all of your and other people's accounts together. Using Facebook Pixel and OpenGraph Login, you can really take advantage of all of the tools at your disposal. Allowing users to log in with Facebook is actually very simple. The first thing you'll need to choose is the type of permissions you want. You can ask for dozens of data points, but don't: users tend to say no if you can't guarantee how you're using their data (not to mention that GDPR also requires disclosure), so no matter what you decide to access, whether it's just an email address or a page of friends and likes (or something else), you just need to start by clicking on "My Apps," "Create a New App" in the top right corner of the Facebook Developers home screen.



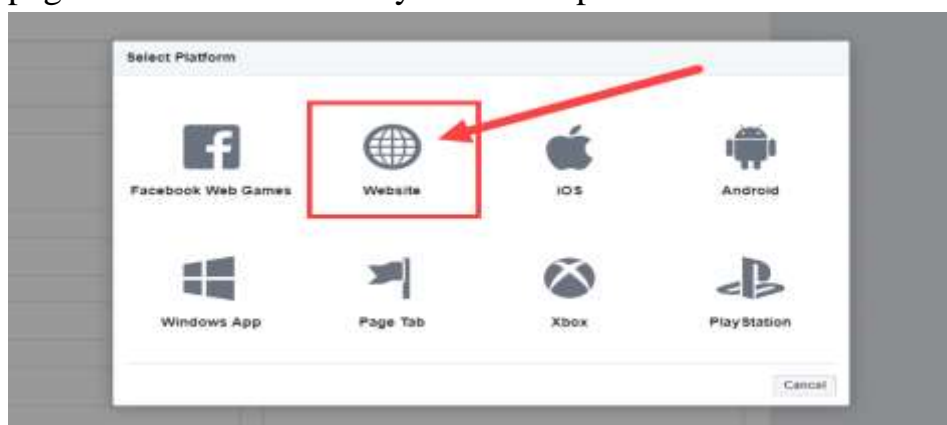
From there, you'll give your login app a name (but don't use trademarked terms to avoid getting in trouble with people) and enter your email address. Now you're ready to click "Create App ID."



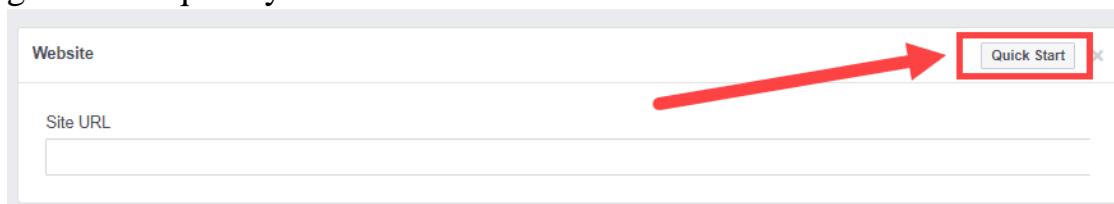
Then select that you want to create a Facebook login and click «Confirm».



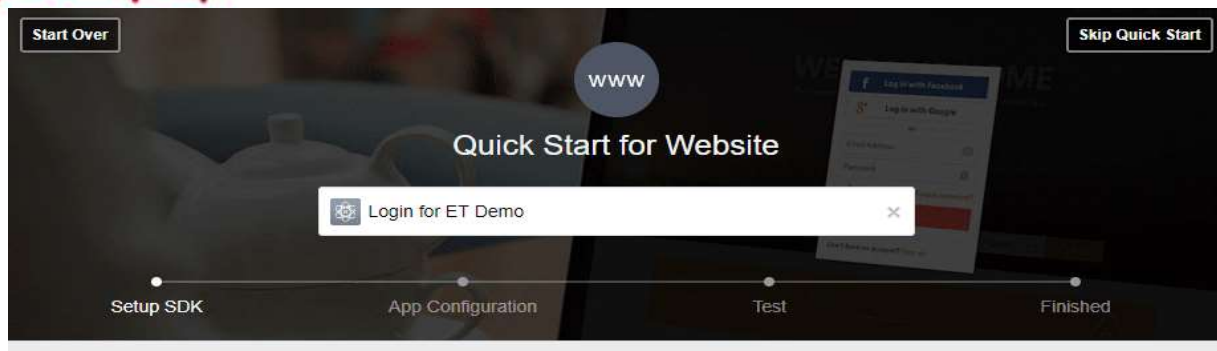
On the next page, you enter your details, contact information (for GDPR) and the website address where you will log in and submit your application. To do this, scroll down the page and click where it says +. Add a platform and select Website.



Or you can click "Quick Start" after entering the website address, and you can get started quickly.



You can get the JavaScript code and instantly add it to your site.



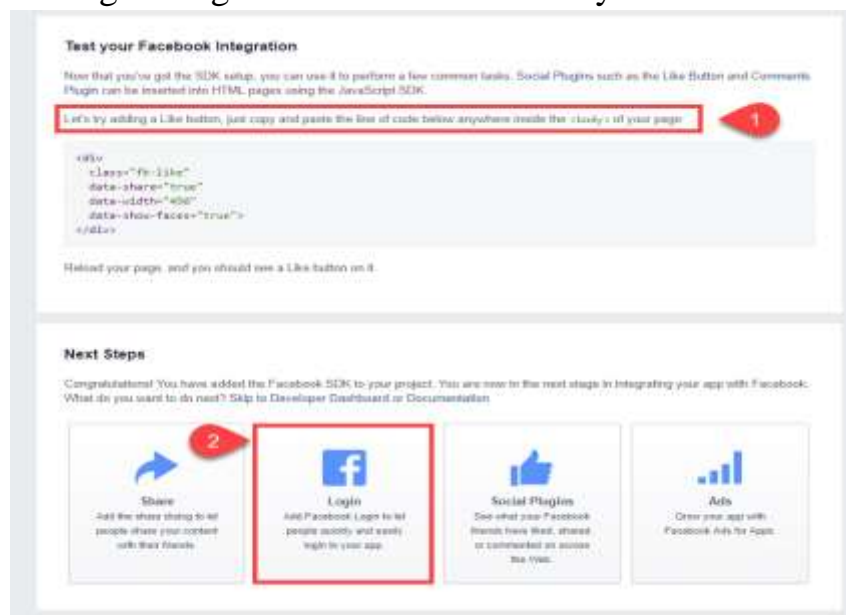
### Setup the Facebook SDK for JavaScript

The following snippet of code will give the basic version of the SDK where the options are set to their most common defaults. You should insert it directly after the opening `<body>` tag on each page you want to load it:

```
<script>
window.fbAsyncInit = function() {
  FB.init({
    appId      : '...',
    xfbml      : true,
    version    : 'v3.2'
  });
  FB.AppEvents.logPageView();
};

(function(d, s, id){
  var js, fjs = d.getElementsByTagName(s)[0];
  if (d.getElementById(id)) {return;}
  js = d.createElement(s); js.id = id;
  js.src = "https://connect.facebook.net/en_US/sdk.js";
  fjs.parentNode.insertBefore(js, fjs);
})(document, 'script', 'facebook-jssdk');
</script>
```

After that, you can test the integration with a simple Like button, and then proceed to actually installing the login button in the same way.



From here, all you have to do is go through what Facebook calls the Plugin Configurator and place the code on your website where you want it.



### Plugin Configurator

**Width**  
 The pixel width of the plugin

**Maximum Rows of Photos**  
 1


**Button Size**  
 large

**Button Text**  
 continue with

☐ Show Friends/ Faves [?]

☐ Enable Logged Button [?]

☐ Include name and profile picture when user is signed into Facebook



**Get Code**

Note that the example at the end of this topic uses the `onLogin` attribute on the button to set up a JavaScript callback that checks the login status to see if the person logged in successfully.

```

<fb:login-button scope="public_profile,email" onlogin="checkLoginState()">
  //fb:login-button
  
```

This is the callback, it calls `FB.getLoginStatus()` to get the most recent login state. (The `statusChangeCallback()` function is part of the example that processes the response.)

```

function checkLoginState() {
  FB.getLoginStatus(function(response) {
    statusChangeCallback(response);
  });
}
  
```

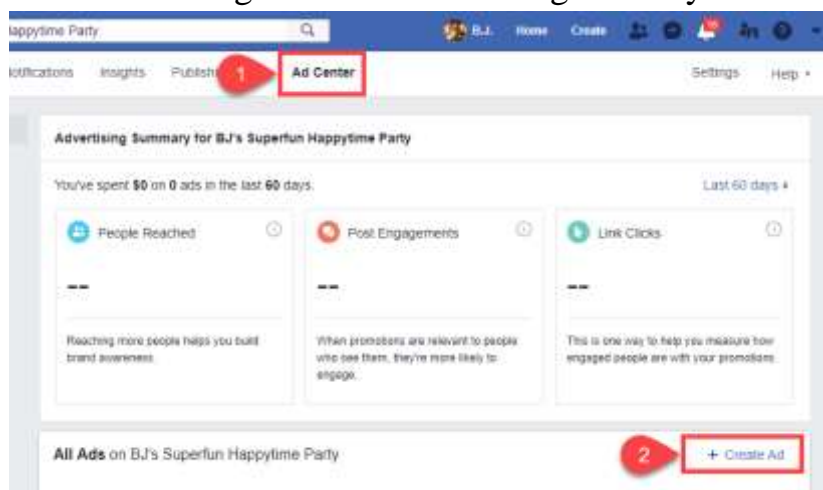
On This Page

1. Enter Your Redirect URL
2. Check Login Status
3. Log People In
4. Log People Out
- Full Code Example
- Additional Resources

Once complete, users will be able to easily interact with your site and app as much as possible, allowing you to better track how your Facebook marketing strategies are performing.

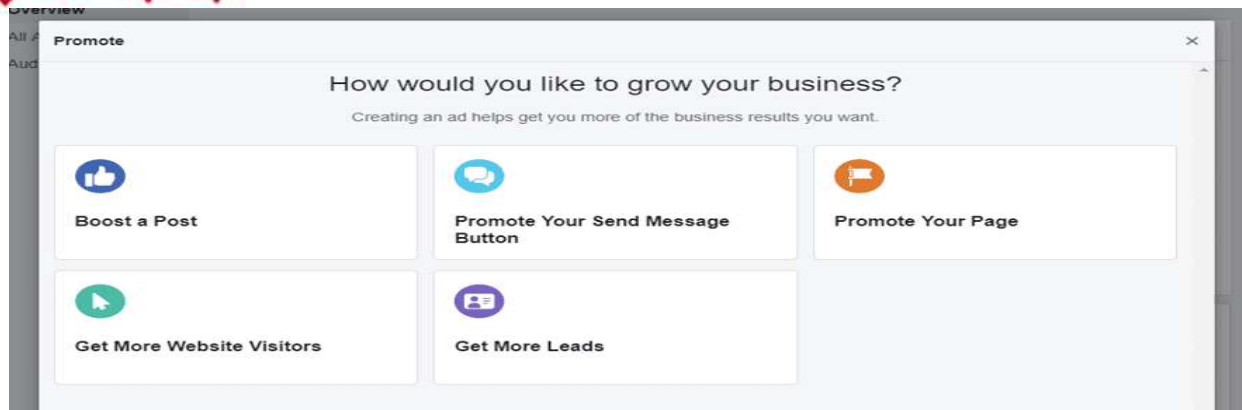
## Facebook Advertising

There are several types of Facebook ads, so let's take a look at what they are and whether they are right for you. The Facebook ad center can be found in the dashboard of your page. It will be a tab at the end. If you click on it, you will be taken to the analytics page and several options for how you want to display your ads. The other tabs also have links here. Insights are the main insights that you will use in this way.



The screenshot shows the Facebook Ad Center interface for a page named "Happytime Party". The top navigation bar includes tabs for "Notifications", "Insights", "Publishing", "Ad Center" (highlighted with a red box and a red circle with the number 1), "Settings", and "Help". Below the navigation bar, the "Advertising Summary for BJ's Superfun Happytime Party" is displayed. It shows that the user has spent \$0 on 0 ads in the last 60 days. Three main metrics are shown: "People Reached", "Post Engagements", and "Link Clicks". At the bottom, there is a section titled "All Ads on BJ's Superfun Happytime Party" with a red circle with the number 2 next to the "+ Create Ad" button.

By clicking the + Create Ad button, you will see the different types of ads you can add.



If you are willing to pay for Facebook advertising, you can place all types of ads in the news feed of your specific audience. The author provides basic recommendations for placing Facebook ads, which are shown in Fig. 7.

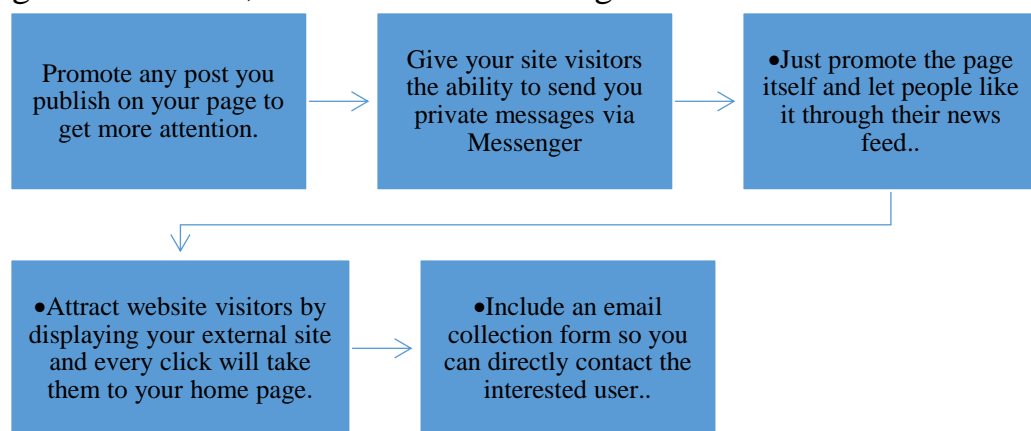


Fig. 7. Basic Guidelines for Placing Ads on Facebook  
Source: Structured by the author based on [18-20].

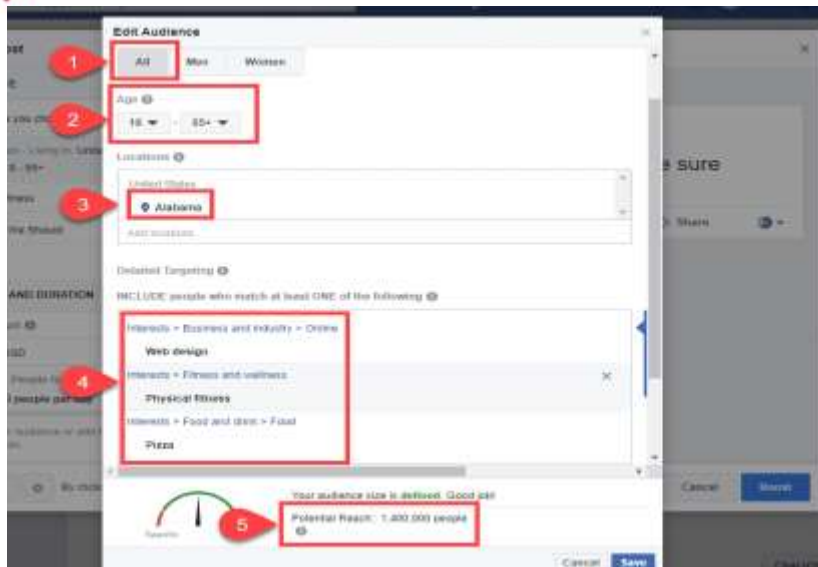
Each type of ad has a high chance of success due to how deeply it penetrates the audience. Regardless of which type you choose, the most important aspects of an ad campaign are the audience and demographic targeting, campaign duration, and budget. Audience selection is the most important aspect of Facebook marketing, and with ads you can drill down and target a specific portion of the Facebook user base.

### Basic selection methods

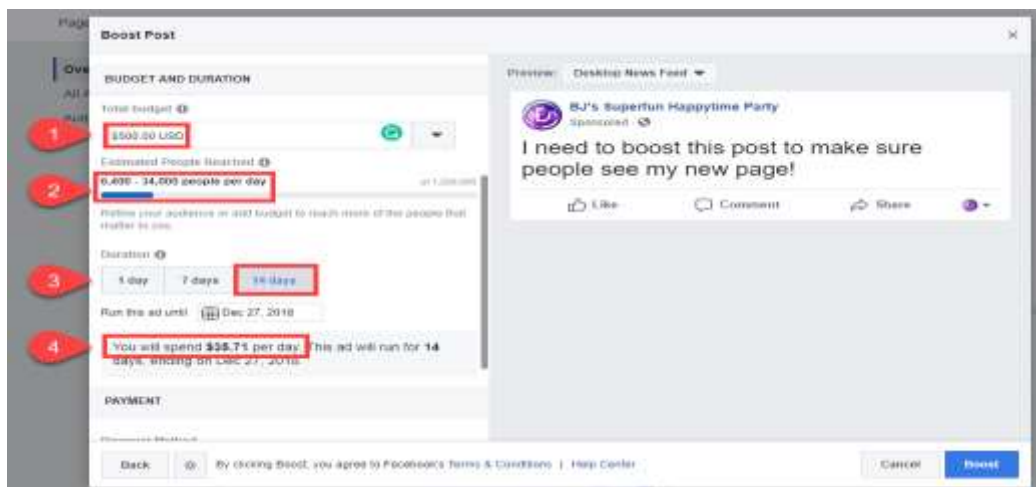
1. Whether to show ads to men only, women only, or everyone
2. The age group you want to show ads to: 13 to 65 and up.
3. The location you want to target, from country to state/province or even city.
4. Their common interests and page likes.

Once you've finished selecting these elements (and you'll definitely want to spend a lot of time building and maintaining the largest possible audience so you can improve over time), Facebook will give you an overall estimate of the maximum number of people you can reach. In the example below, we're targeting 1.4 million potential users.

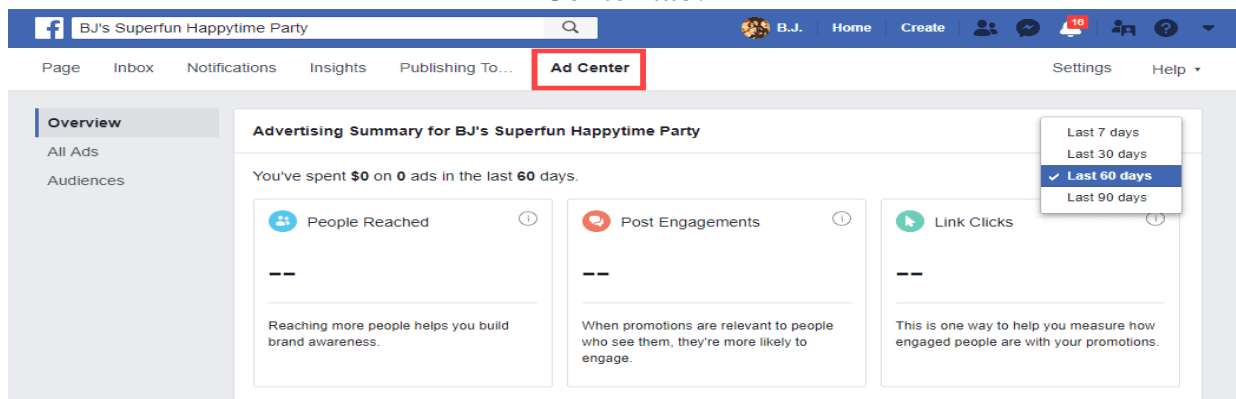




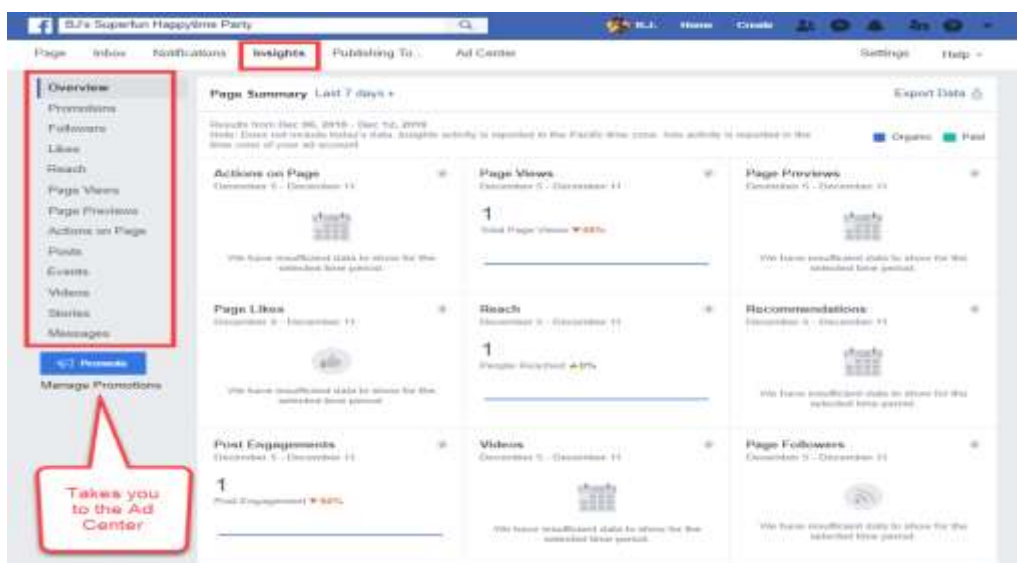
Budget is probably the most limiting factor, as you have a limited amount of money to spend on advertising. There is a limit to how much profit you can get from your investment. It will take a lot of experimentation to figure out what that is. depends directly on the length of the campaign. You have the option to run your ads for 1, 7 or 14 days. Facebook will distribute your total budget over that period and tell you how many people you can reach. This number (approximate, obviously) depends on the audience you choose, and the daily costs are also deducted based on these factors.



Once you're done and your ad is set to publish, you'll see the results in your Ad Center tab.



Additionally, you can track the overall performance of your campaign by checking the Statistics tab. Here you will see trends, data about your page, and overall engagement. You can compare yourself to competitors' pages to see where you stand.



By tracking your numbers, analyzing your pages, and optimizing your audience, you'll see an increase in ROI across the board with Facebook advertising. The information in this chapter should give you a clear picture of the potential that Facebook holds: lead generation, community building, advertising, and more. If you don't take advantage of this work, you'll be missing out on a lot of benefits for your brand. If you take into account Pages, ads, Stories, and Live, as well as Groups and Events (which you can promote and advance through the ad interface), and the rest of the platform, you'll be well on your way to succeeding in the world of Facebook marketing. It may take some getting used to and integrating into all of your strategies.



**INSTAGRAM BASED MARKETING**

In this digital age, social media has become one of the most important pillars of business organizations as it has changed the way we communicate and access information and even the way brands communicate with the public. The Instagram platform stands out for its visual impact and ability to connect people through photography and video. Since its launch in 2010, the social network has not only revolutionized the world of digital marketing but also created new forms of communication languages between users from all over the world. It has become more than just a platform for sharing moments, it is a place where brands can tell their stories, showcase their products and create a loyal community, its importance in any business. There is no denying the company's digital marketing strategy as it has become an important tool for reaching the target audience, increasing brand awareness and increasing sales.

**Instagram Platform Concept** allows users to edit and upload photos and short videos through the mobile app. Users can comment on each of their posts and use location-based hashtags and geotags to index those posts and make them searchable by other users within the app. Each post is visible to the user. In their Instagram followers' feed, while it can be viewed publicly when they tag them with hashtags or geotags, users have the option to make their profile private so that only their followers can view them. Like other social media, Instagram users can like, comment, and bookmark others' posts, as well as send private messages to their friends through Instagram Direct. Photos can be shared to one or more social networks, including Twitter, Facebook, and Tumblr, with a single click.[1].

**Instagram platform** — is a tool not only for individuals but also for businesses. Photo sharing gives businesses the opportunity to create a free business account to promote their brand and products. Businesses with business accounts have access to free interactions and impressions. According to Instagram's website, more than millions of advertisers worldwide share their stories and achieve business results, and people say they discover new products through the app.

**Definition of the Instagram platform:** is a social networking platform for sharing photos and video clips. The term Instagram is a combination of Instant Photo and Telegram, as it was later owned by Facebook. This app allows users to take photos and video clips, edit them and share them with their followers via mobile phones, thus attracting customers. Potential: It was only available for iOS users, but was later expanded to Android and web platforms. You can post stories, which are photos or videos that last 24 hours before disappearing. The app also has features such as digital filters and a messaging system.

**History and development of Instagram:** Instagram was launched in San Francisco by Kevin Systrom and Mike Krieger, who initially tried to create a platform similar to Foursquare, but then shifted their focus to photo sharing only. The emergence of Instagram was a revolutionary force in the world of social media as it focused, and while initially focusing on sharing visual moments, the platform has continually evolved and added new features to improve the user experience and adapt to the changing digital landscape. Instagram's growth has seen many milestones happen and redefine the way millions of users interact and share content online.

### **Instagram Features**

**1. Sharing photos and videos:** Instagram allows users to share their photos and videos with their followers. Whether you are a professional photographer or just love to capture memorable moments, Instagram provides a visually appealing platform to showcase your creativity with a few clicks you can upload your photos or videos, apply filters and instantly share them with the world.

**2. Filters and editing tools:** One of the things that sets the Instagram app apart is the amazing range of filters and editing tools it provides. These tools allow users to easily enhance the look of their photos and videos by adjusting brightness, contrast, and more, from saturation to experimenting with artistic filters. The Instagram app allows users to turn images into amazing works of art.

**3. Instagram Stories:** Instagram introduced the Stories feature, which revolutionized the way users share content. Stories are temporary posts that disappear after 24 hours, allowing users to share snippets of their day more spontaneously, add stickers, text, or drawings, and instantly engage with their followers. The platform also offers live video streaming, allowing users to broadcast real-time videos to their audience. Live videos help create real connections, as viewers can comment and interact with the broadcaster in real time.

**4. IGTV Instagram Reels:** Instagram has expanded its features to include IGTV, and Reels is a long-form video platform where users can share videos up to an hour long. This gives creators, influencers, and businesses a chance to showcase their videos. On the other hand, Reels allows users to create short entertaining videos accompanied by music, and with a wide range of creative tools and editing effects, Reels gives users the opportunity to express their creativity and connect with a wider audience.

**5. Direct messages:** In addition to public posts, Instagram offers a private messaging feature called Direct. Through which users can communicate individually or in groups by exchanging messages, photos, videos, and even posts, this feature facilitates personal connections and allows for more intimate conversations within the community.

**6. Explore the page:** Instagram's Explore page acts as a personalized discovery platform. It offers users a curated selection of posts, videos, and stories based on their interests and previous interactions. Using sophisticated algorithms, the platform personalizes content based on each person's preferences, making it a powerful tool for discovering new accounts and trends.

**7. Live broadcast on Instagram:** This is a feature that helps you broadcast live video clips from your device to viewers around the world. Viewers can send you messages and likes while you are broadcasting, making live broadcasting a great way to interact with all your followers at once.

**8. Hashtags:** prefixed with #, they help users find and connect with content and communities that interest them. Trends appear when a specific hashtag becomes popular.

**9. Diversity of users:** Instagram has millions of active users, ranging from individuals sharing their daily lives to Instagram users with millions of followers. These Instagram users come from all over the world, bringing a rich cultural and thematic diversity to the platform.

**10. Companies and brands:** Instagram has become a vital tool for businesses, from business accounts with specialized metrics to the ability to create targeted ads. Using the Shop feature, businesses can drive traffic to their online stores and increase the visibility of their stores and products.

**11. Personal expression:** Using tools like Instagram filters, users can personalize their posts, allowing for unique creative expression as color and design allow users to stand out and show their individuality.

Table 1

Instagram Development Stages	
2010	Launch of Instagram as the primary photo-sharing platform.
2011	Introducing "Tags," which make it easier for users to find and categorize content, leading to "trends."
2013	Launch of Instagram Direct, which allows users to send direct and private messages.
2015-2016	Added a 15-second Stories feature to directly compete with Snapchat, and introduced "Filters" and "Music," which add layers of personalization to posts.
2017	Launch of a live video feature that allows users to live stream in real time, and introduced "Featured Stories," a place in a user's bio to archive their favorite stories.
2018	Introducing IGTV, which features vertical-length videos.
2019	Following the arrival of TikTok, Instagram launched "Reels," short-form videos with a wealth of editing and customization tools.
2020	With the launch of Instagram Store and Guides, Instagram makes a major move into e-commerce by introducing a "Shop" tab that allows businesses and creators to sell products directly from the app. The Guides feature allows users to create and share guides, recommendations, tips, and other content in a list format.
2021	Stories Map and Archive Instagram has introduced the Map and Archive feature for Stories, allowing users to view and navigate their past Stories based on location and date. Amid growing concerns about privacy on social media, Instagram has made major updates to its policies, giving users more control over their data.

Source: Developed by the author based on data [2-3].



### **Instagram marketing:**

Instagram has become a digital marketing tool as the platform provides brands with a lot of opportunities to connect with their target audience, increase visibility and customer loyalty, and some strategies to attract followers, increase reach, and achieve success on Instagram.

#### **1. Extended profile:**

- Profile photo: It is recommended to use a clear and recognizable image, such as a company logo.
- Bio: It is appropriate to provide a brief description of the company and use relevant hashtags.
- Link: It is recommended to include a link to a specific website or landing page.

#### **2. Quality content:**

- Professional photos and videos: To stand out from the competition, it is recommended to invest in high-quality visual content.
- Use stories and videos: You can use these formats to share casual and entertaining content.
- High-value posts: It is useful to provide educational, informational, or entertaining content.

#### **3. Strategic Use of Hashtags:**

- Find popular hashtags: You can use search tools to find the most relevant hashtags.
- Create a brand hashtag. This can help increase brand awareness and build a community around it.

#### **4. Real interaction:**

- Respond to comments and messages. Interacting with your followers builds trust and loyalty.
- Interact with other accounts. Commenting and liking posts from related accounts can increase visibility.

#### **5. Collaboration with influencers:**

- Influencer partnerships: Collaborating with relevant influencers allows you to reach a wider audience.
- Instagram takeovers: Allowing brands or other influencers to temporarily take over your account can help you attract new followers.

#### **6. Instagram Advertising**

- Accurate segmentation: Using Instagram's targeting tools allows you to target your audience.
- Test and adjust: Monitoring your ad performance and adjusting accordingly maximizes your ROI.

#### **7. Promotions and competitions:**

- Encourage participation: Organizing contests and special offers motivates users to interact with the account and share content.

#### **8. Analysis and measurement:**

- Analytics tools: Use Instagram Insights and other analytics tools to measure performance and adjust your strategy.

#### **9. Consistency:**

- Posting calendar: Maintaining a consistent posting frequency keeps your followers engaged.

## 10. Training and continuous learning.

It is very important to stay up to date with the latest Instagram trends, algorithms, and best practices.

### Marketing through Instagram platform.

The Instagram platform is visual in nature compared to other social media platforms. If you have a business that benefits from product design, or if you have a service that has a clearly visible end result, then Instagram is the best platform. to display this content. Videos Pictures and illustrations are great content to use on the Instagram platform, but your marketing strategy will ultimately determine the type of content you should post and how often you should post it.

Creating a strategy before posting. on a new social media platform, no matter how successful it is for other people's businesses, will allow you to focus on your goals and most importantly, your audience, building an Instagram marketing strategy will be presented in the figure 8.

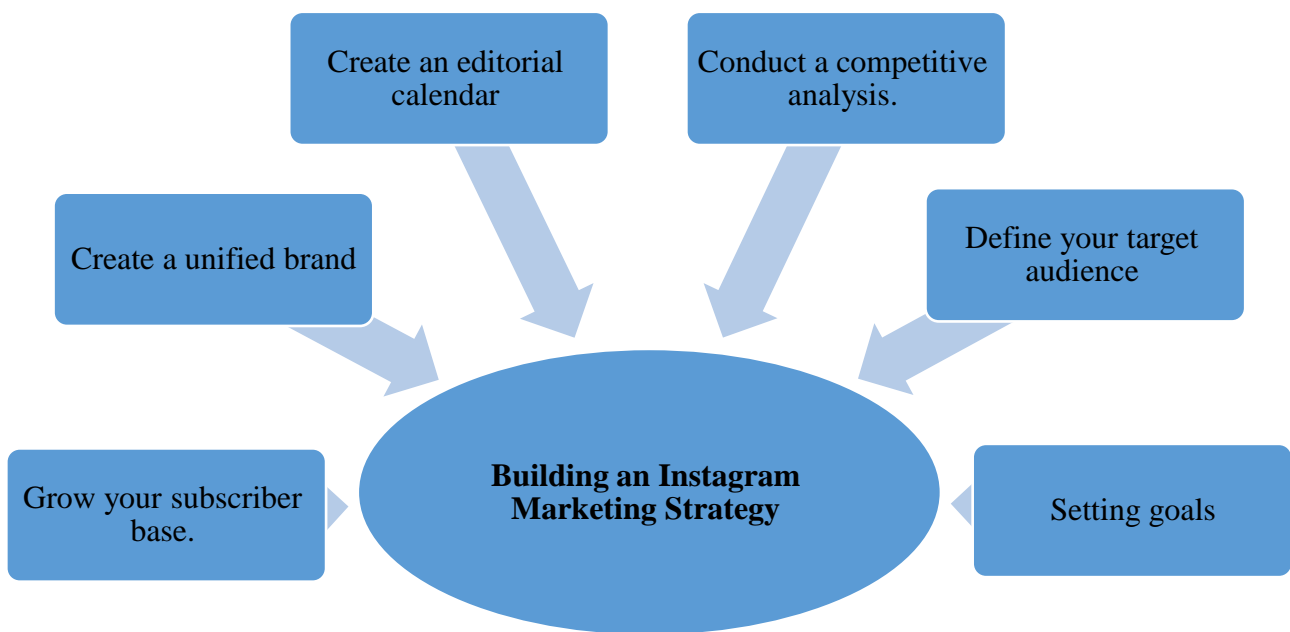


Fig. 8. Building an Instagram Marketing Strategy.  
Source: Developed by the author based on data [3-4].

**1. Setting goals:** Initially, your Instagram marketing goals should be clear and achievable. These goals may include increasing brand awareness, website traffic, or sales. Setting specific goals will help determine your content and overall strategy.

**2. Define your target audience:** It is very important to know your target audience. I look for their preferences, behaviors, and weaknesses. This knowledge will help create content that will resonate with them and encourage them to participate.

**3. Conduct a competitive analysis:** Once you've identified your audience, conduct a competitive analysis to see what other marketers in your niche are posting. If you know your competitors, start by checking out their Instagram profiles. If not, search for terms related to your business and industry to find similar accounts. Do a quick audit of relevant accounts to see what posts are getting the most engagement, what popular hashtags they're using, what captions they're using, how often they're posting, and how quickly they're growing. Use this as a guide as you start growing your account. As you check out your competitors' content, take note of any opportunities they may have missed. Adding unique content will help your business stand out from the crowd [3].

**4. Create an editorial calendar:** Creating an editorial calendar can help you save time and manage your Instagram presence. Fill your calendar with multiple Instagram post types and schedule captions, hashtags, and post times in advance. It's a great place to write down any important events that you might want to highlight on your account, like new product launches or special offers. With an editorial calendar, you can keep track of opportunities in real time, rather than scrambling for posts at the last minute.

**5. Build an established brand:** Random or unrelated content confuses your audience and can lead to loss of followers. To avoid this, maintain a consistent brand aesthetic across your account. Define what this looks like by thinking about the brand, what their values are. Your brand? How do your customers and employees define your brand? Are you bold, fun, daring, or adventurous?

**6. Grow your subscriber base:** Growing your following takes time and effort. You may be tempted to take the easy way out and buy followers, but don't! Buying followers won't actually increase engagement, as Instagram's recent API changes will automatically remove those followers. To properly focus on building your following, you need to make sure your username is recognizable and if they can't find you, they won't be able to follow you. It's a good idea to fill your feed with ten to fifteen quality posts before you start getting people's attention. If people come to your profile and find it empty, they won't be able to find you. probably won't follow you. Then start following accounts that interest you and are related to your business. Think of Instagram as a community and look for other businesses in your area or influencers who might like your products. suggest related accounts you can follow [4].

### **How to Create a Business Account on Instagram:**

Instagram is all about real-time content. To stay relevant to your audience, you will need to invest the resources needed to post regularly. The best way to keep your followers engaged is to keep your profile updated. Create and maintain a successful profile. If you don't have the app, download one from the App Store or Google Play

Store. You can view content on the Instagram website, but you can't download it via your computer, so you will need the app for that [5].

**Step 1: Open the Instagram app and tap «Sign up with iPhone or email.»** When you open the Instagram app, you'll have two options for creating an Instagram account for your business: sign in using Facebook or sign up using your phone or email. Be sure to sign up using your business email address so you don't link your Instagram profile to your personal Facebook account.

**Step 2: Enter your account details:** In the Full Name section, enter your actual business name to make it easier for visitors to recognize your profile. For people using Twitter, the name is what appears on your profile, not your username or account handle.

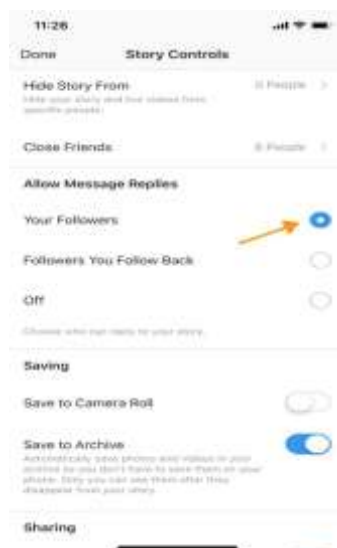
**Step 3: Select a username:** A username is a name that is unique to your profile and allows other accounts to interact with the brand. Ababneh's username is @Ababneh. Choose a username that is easy to recognize and find, if the company name is used, try to keep the first part of the company name in the username with the option to update the username later in the account settings. Don't worry if you want to change it in the future.

**Step 4: Select a personal photo:** Your profile photo is the first impression new visitors make. For this reason, make sure the photo matches your brand and visual identity. Consider using your logo or a familiar profile photo. The profile photo is automatically cropped into a circle, so leave some space around the corners of the image.

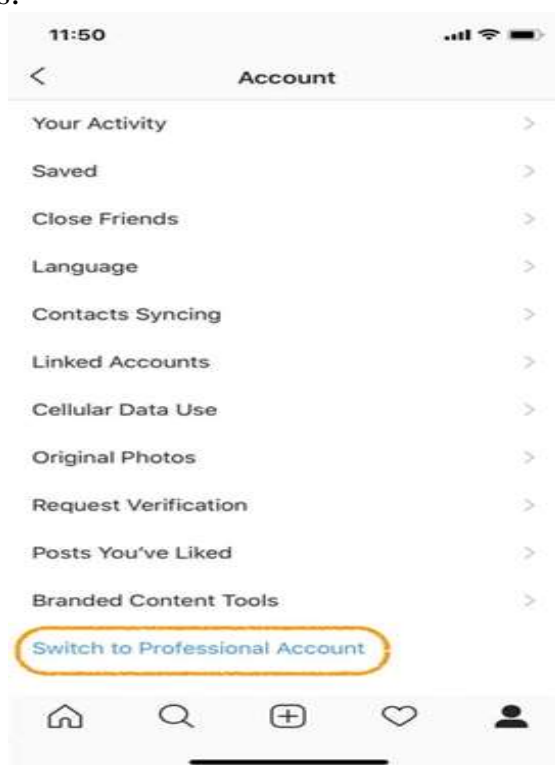
**Step 5: Biography:** Instagram bios are limited to 150 characters, so your goal should be a straightforward and concise description of who you are. Tell your audience about your work using a short summary of your personality. Instagram bios are not searchable, so don't make them searchable. Don't worry about keywords or hashtags in your bio. You can encourage users to take a specific action, such as using a specific hashtag or visiting your website. Your bio is the only place where you can display a clickable website address and drive traffic to an external site.

**Step 6: Adjust the settings:** Click on the three grouped lines in the top right corner of your profile, then click on "Settings" at the bottom of the window. In the settings, we will be able to do things like change your password, view your messages, like and turn on notifications, here are a few things you should check right now.

Manage your story settings, where you can control who can see and reply to Instagram stories, as we recommend allowing all your followers to see and reply to stories to increase brand engagement. In the settings, click on "Privacy" – "Story" to access the story controls (you can also access it by clicking the gear icon in the top left corner when you publish a story).



**Switching to a professional account** allows you to identify your profile as a business profile. Instagram's business tools feature makes it easy for users to contact you, provides detailed information, and allows you to promote content. To do this, your business must have a Facebook business page. Switch to a business profile on Instagram. In Settings, click Switch to Account - Switch to a professional account to access these features.

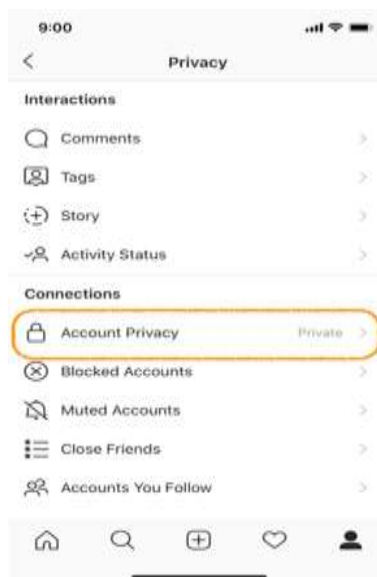


**Switch to a business account.** Select this option, sign in to Facebook and allow Instagram to manage your pages. Select a Facebook page to connect to your Instagram profile. You must be an administrator of the Facebook page. To connect the two platforms, Instagram will automatically import the relevant information from your Facebook page so you can edit it. Now that you have a business profile

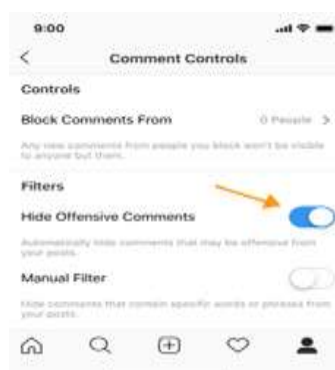


on Instagram, be sure to use the features that come with this type of account, such as profile insights.

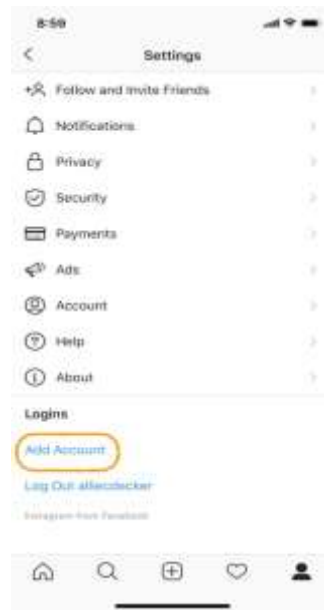
**Private account:** here you can change your profile from public to private. Instagram will automatically make your profile public, we do not recommend changing it! As a company, you want users to see your posts and follow your business without any obstacles. In the Settings menu, click Privacy - Account Privacy and make sure it is disabled.



**Comments:** This setting allows you to hide comments that contain certain keywords or phrases. To do this, you need to enter certain words and phrases in your Instagram settings and turn on this feature. Receiving comments is exciting and encouraging, but some comments may conflict with brand values or be offensive. For everyone: In the Settings menu, click Privacy - Comments to update these comments.



**Add more Instagram accounts:** Add up to five accounts and switch between them without signing in and out. This feature allows you to connect multiple people to one account at the same time. To add an account, tap Add Account at the bottom of the settings. Enter the username and password of the account you want to add. To switch between accounts, go to Profile and tap your username. At the top of the screen, select the account you want to switch to.



### Types of Instagram Posts

Now that you have created and optimized your Instagram account, it's time to post interesting content. Instagram allows you to post several types of content, including photos, videos, and stories [6].

- **Photos:** The most popular posts on Instagram are those with photos. When posting photos, share a variety of photos. Variety will show that the brand is diverse and will attract your followers in different ways. Remember that Instagram users are looking for genuine brand posts, not blatant advertising. Try to portray the company culture with lifestyle shots and behind-the-scenes performances. Don't post too many product photos.

- **«Behind the scenes» publications:** These posts give a glimpse into a part of your business that people don't usually see. It's important that these posts don't feel artificial, as authenticity is key.

- **Employee reposts:** You can find great content right in front of you... on your employees' Instagram accounts. Just be sure to tag or mention the title of the original post. Reposting photos of your employees is an easy way to curate original content and add a human touch to your business. Not only will your audience engage with your brand, they'll also begin to relate to your employees.

- **Educational publications:** Instructional posts provide brief tips on how to do or make something, and images and videos typically show instructions in a quick and easy-to-understand manner.

- **Influencer Publications:** Influencer posts leverage the visibility of famous celebrities or public figures to promote a brand. These posts often include photos of the influencer using or interacting with the products. One of the main benefits of influencer posts is that they attract attention, the attention of another audience.

- **Motivational publications:** Motivational posts combine a simple image with a motivating quote or text. These posts inspire the audience and reinforce the brand's values. Although effective, try to post them in moderation so that they don't appear vulgar. can help you add text to images according to brand guidelines.

- **User Content:** Like employee reposts, user-generated content is curated content from fans and followers. Hashtag posts and branded hashtag posts are a great source of user-generated content. Share photos from your fans and followers. Not only will they make the original post more enjoyable, but they will also show that you care about your customers. Just be sure to mention the title of the original post in the tag or caption. To repost user-generated content, take a screenshot of the original post and crop it, or use a reposting app like Instagram's Repost.

- **Popular posts at events:** It seems like there's a "holiday" for everything these days. Events like National Frat Day and National Brotherhood Day generate a ton of social media activity. Join in on the fun by participating in local, national events, or global trends. Engagement posts are a great way to post humorous content related to lighthearted events.

**Take and edit photos on Instagram.** A simple Instagram profile design forces you to focus on content quality over quantity. While this is great for increasing engagement, it means that even modest content cannot be hidden. Try to use high-resolution images in your Instagram feed. Square images should be 1080 x 1080 pixels. Landscape images should be 1080 x 566 pixels, and profile photos should be 1350 x 1080 pixels. Regardless of the size you upload, each photo will appear as a square in your profile feed [7].

**How to Take a Great Photo with Your Smartphone:** You are probably wondering how to take the perfect high-quality photo without a high-quality camera. Don't worry, phone camera technology has become so advanced that it can compete with cameras that cost thousands of dollars. Amazing photos are no longer limited to those that professional cameras use; you can take attractive photos that your audience will love using the tool in your hands.

### **Requirements for Increasing Instagram Follower Growth and Engagement:**

**1. Focus on one object:** To instantly improve the composition of an image, turn on grid lines in your camera and aim for the spot where your subject is at the intersection of a set of vertical and horizontal lines. This technique is known as the Rule of Thirds and is popular with artists, photographers, and photographers. By placing your subject off-center until there is a slight imbalance that draws the viewer's attention, to turn on grid lines on an iPhone, go to Settings > Photos & Camera and turn on Grid.

**2. Take advantage of negative space:** Negative space is the empty space around an object. Leaving negative space around an object will draw attention to the desired focal point of the image and prevent it from looking cluttered.

**3. Find interesting vantage points:** People are used to seeing the world from eye level. To create interesting and new images, use photos from different perspectives. Change the perspective of the photo to capture a bird's eye view. Try different angles to find new points of view [8].

**4. Take advantage of symmetry and patterns:** The human eye is naturally drawn to symmetrical shapes and objects. Sometimes it is better to break the rule of thirds and bring the scene into focus in the frame. Leading lines are another, more specific form of symmetry that draws attention to the image. People are also drawn to patterns, the pattern can be man-made, such as a tiled floor, or natural, such as petals on a flower or vines on a wall, complement the pattern with a theme.

**5. Use natural light:** Standard overhead lighting creates shadows, while harsh lighting creates unwanted dark and light areas in photographs. To avoid this, use soft natural light whenever possible. Half an hour before sunset and after sunrise often provide the brightest light, as the sun is low on the horizon.

How to Add Filters and Edit Photos. Have you ever wondered why some photos look great? It might be because of how they were edited. Editing photos only takes a few minutes and can make a big difference in quality thanks to built-in tools and filters. Instagram has made editing photos super easy. Follow these tips to make that homemade dinner photo look like a masterpiece.

**Step 1: Upload a photo and select a filter.** When you upload an edited photo to Instagram, it is automatically cropped into a square shape. To return it to its original form, click the icon with two outward-facing arrows. At this point, you can add additional Instagram filters, but don't overdo it. Each Instagram filter has its own personality that can dramatically change the photo.



**Step 2: Adjust the lighting for your photos:** According to Instagram, "Lux balances exposure and adds much-needed brightness" to photos. Lux Make can brighten a photo and bring out details. To do this, tap the wand icon at the top of the screen and adjust the level.



**Step 3: Make final changes using Instagram's editing tools.** Click Edit to adjust the alignment, brightness, contrast, structure, and more of your image. When you're done, click Next to add the final details and publish.



- **Video:** Instagram allows you to upload videos up to one minute long. You can upload professionally edited videos from your computer or videos you've edited yourself on a mobile app. Splice is a free editing tool from the same people who created GoPro that lets you cut multiple clips and add transitions, titles, and music. Instagram videos are silent by default. For this reason, make sure your videos don't need sound for at least the first few seconds to be understood. You can use a caption or ask viewers to turn on the sound.

- **Boomerang:** Open the Instagram app and tap the camera icon in the top left corner of the home screen. This is the camera in the app. You can access it by swiping right on the screen. Notice the settings at the bottom. The Normal setting captures the one you are using. The camera uses still images by default. You will see that the first setting on the right is Boomerang, which takes three-second video clips that play forward and backward. Boomerangs allow you to take quirky photos and a twist on traditional videos. Boomerangs are created by using a combination of images and stitching them together to create a short looping video. This type of post is interesting in situations like jumping or clapping [9].

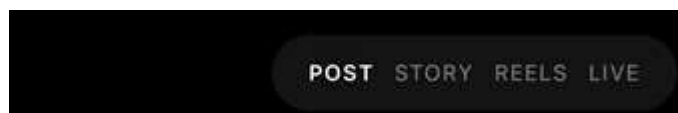
- **Hyperlapse.** Do you have a video that's too long to post on Instagram? You might want to try Instagram's Hyperlapse, which lets you compress long videos into shorter, more shareable footage. This app creates smooth, slow-motion videos with built-in stabilization. To create Hyperlapse videos, download the app and grant it access to your camera once to stop and start recording. Once you're done recording, you can choose the playback speed from 1x to 12x. Save your final Hyperlapse video to your camera roll for later uploading.

- **Reels** — One of Instagram's newest features, it's a direct competitor to the popular app TikTok. Users can create fun and engaging 15- or 30-second videos for almost any purpose. Reels has a dedicated overview page full of content created with the feature, videos, photos, stories, and regular IG TV posts that won't show up here, so it could be a great opportunity for your business to see how your audience is engaging with this type of content [10].

### How to Post on Instagram Reels

**Step 1: Open the «Drums» function.** Tap the plus icon at the top of the home screen, then tap Reels in the bottom right corner of the screen.





**Step Two: Setting Up the Parameters.** There are five customizable settings you can adjust before recording your video.

1. **Timing:** choose a 15 or 30 second video.
2. **Music.** Choose music from your favorite artists and genres by searching for a song or composer in the search bar.



3. **Speed:** Create a slow or fast version of your video by setting the recording tempo to be slower or faster.



4. **Effects:** apply any filters and effects to the audio recording.
5. **Timer:** Set a timer to record a video at a custom pace. This feature will give you a three- or ten-second countdown before you start recording your clip.

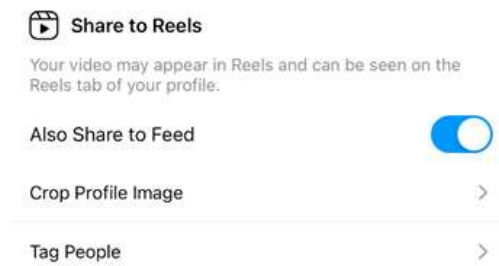
**Step 3: Recording a video:** Record the first clip of the Reel by pressing the skin icon in the center of the screen, simply press this button once until the camera starts recording, press the button again to pause the recording and switch to a new scene to view the remaining time. To register for Reel, check the progress bar at the top of the screen.

**Step 4: Finish browsing:** Click the right arrow on the right side of the applause bar icon to preview the video clip. After viewing, you can return to editing it by selecting the arrow in the upper left corner. When satisfied with the video clip, select Share in the lower right corner of the screen.

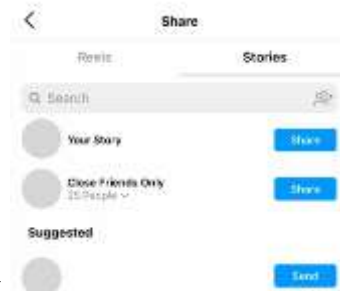


**Step 5: Share the video.** Create a title for your Reel video and decide where you want to share it. Options include posting to Reels and posting to Stories.

**Share on Reels:** your Reel will appear publicly on your dedicated Reels page. You can toggle the “Also share on Stories” button to share your Reel on Stories. You can tag people, crop your Reel profile photo, or include a business partner with additional settings. If you’re not ready to publish your Reel yet, save it as a draft to publish later.



Share to Stories: Videos can be shared directly to your story, to your close friends,



or to people you follow.

**Instagram Stories:** allows users to post more frequently without overwhelming or disrupting the main news feed. Stories typically feature less polished, more natural photos and videos, similar to Snapchat. Your Instagram story disappears after 24 hours. While Instagram Stories should feature polished photos, Stories can be more experimental. Use this feature to take a behind-the-scenes look at branding or show off your company culture; do you have a dog-friendly office? Share photos and videos of dogs in your story. Stories are also a useful tool for showcasing live events your company is hosting or attending, as the feature is more time-sensitive.

**How to Post Your Instagram Story:** Instagram offers three options for posting to a story. You can tap the camera in the top left corner, tap your story at the top of your news feed, or swipe right to access the camera. By default, your camera is in normal mode, but let's take a look at the other camera settings:

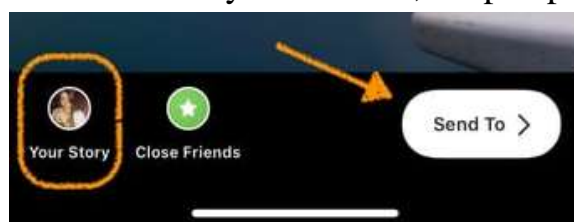
- Type: Create a text post.
- Music: Pair your chosen music clip with a photo or video.
- Live: Record live content and post it to your Instagram account for your followers to watch.
- Super Zoom: Add an animated zoom to your video clip.
- Focus: Focuses on the subject and blurs the background.
- Hands-free: Allows you to shoot video without having to press the record button.

Like a traditional phone camera, the lightning bolt icon controls the flash, and the arrow icon switches the camera view between the front and back. Instagram recently added filters similar to those on Snapchat, which can be accessed by tapping the smiley face next to the arrow icon. [11].

**Step 1: Upload a photo and add a filter.** Stories make it easy to personalize your content! Swipe left or right to access filters, select the pen icon to choose a color, and add a sketch.



**Step 2: Publish your story:** When you're ready to post, tap the story icon or save it to your camera roll to post later. You can tap Send to add it to your story, or send it directly to others. Stories appear at the top of your Instagram feed and on your profile picture. To see who's viewed your content, swipe up while viewing a story.

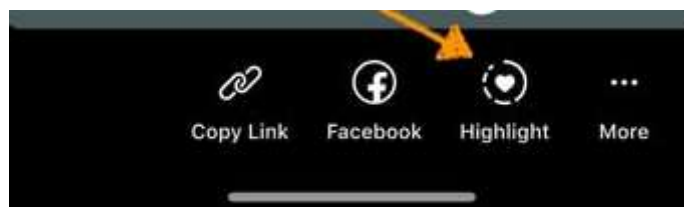


Instagram Stories are very similar to Snapchat, as Snapchat has facial recognition and lenses (or filters). But Instagram's active user base combined with its search capabilities provides a great opportunity for business, so if you're wondering if your business should use Stories, the answer is yes.

**How to Add Highlights to Instagram Stories:** Instagram Stories Highlights are stories that are saved after 24 hours and published to your Instagram profile. You can find them in the little circles at the bottom of your Instagram bio. Stories Highlights are a great way to showcase your best stories and post them to your account almost constantly for your followers to see. They are also a useful way to showcase products, promotions, and more, as Stories Highlights can include links to external sites. One way to create and/or publish a Featured Story is to use an existing Instagram Story and add an Instagram Highlight from it. [12].

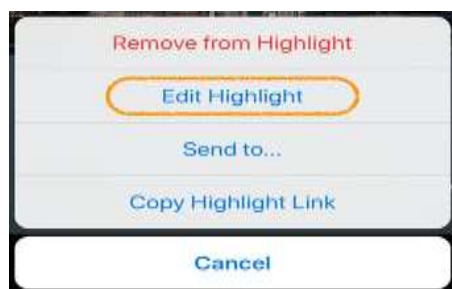
**Step 1: Open your current Instagram Story and click on the heart icon called "Highlight".**

At this point, Instagram will ask you to select the Featured Clip you want to attach to your Story, or ask you to create a Featured Clip if you don't have a Featured Clip yet.



**Step 2: Editing the selection:** Once you add a story to an existing featured story, you'll see the featured story appear on your Instagram profile at the bottom of your bio. Once published, the featured story can be edited by changing the cover, choosing a new name, deleting posts, or even adding new posts from your story

archive. To edit a featured story, click the three dots below the featured story and click "Edit Featured Story."



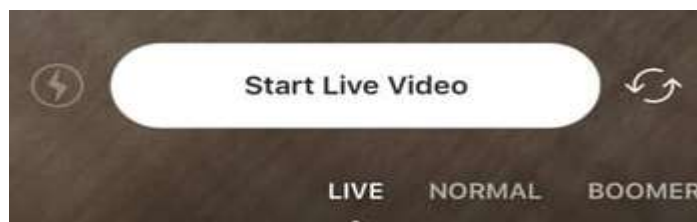
**Add a featured photo from your Instagram archive:** Stories highlights can be created or added from the archive, where your Instagram Stories are saved after the 24-hour limit.

**Step 1. Access to the archive.** You can access your archive by clicking the three lines in the upper right corner of your profile and clicking Archive. Your archive also contains posts that you have deleted from your Instagram profile. To switch between posts and Stories, click Archive in the top bar of the drop-down menu.



**Step 2: Add Highlights:** from the archive, you can select old Instagram stories to add to your Stories Highlights. Simply open an archived story, tap Stories Highlights in the bottom menu, and select the Story Highlights you want to add to it. Stories Highlights are a useful way to engage your audience with... Make temporary content permanent on your profile. Stories Highlights are close to your Instagram bio, making them a prominent part of your Instagram profile to engage, inform, and delight your Instagram audience.

**Live broadcast on Instagram:** Instagram has a live video option that allows you to share content in real time. To start a live video broadcast, open the Instagram camera, go to the Live Broadcast settings and tap the button to start a live broadcast once the live broadcast will begin, all followers in the app will receive a notification that you are participating in a live broadcast, viewers of the live broadcast can comment on the live video using the built-in chat feature. Live video should be used sparingly to show exciting real-time content or interesting moments such as Q&As or news [13].



**Step 2: Click the Aa icon,** to add text using the keyboard. The smiley icon allows you to add a location, GIF, music, poll, and many other cool features. Instagram allows you to tag another account in your story, a great way to connect with other businesses. To tag someone, your followers need to type the @ symbol and the username of the user you want to mention. This will make the tag clickable, and viewers will be able to visit their profile. get a notification if you're mentioned in someone's story.



**Step 3: Publish your story:** When you're ready to post, tap the story icon or save it to your camera roll to post later. You can tap Send to add it to your story, or send it directly to others. Stories appear at the top of your Instagram feed and below your profile picture. To see who's viewed your content, swipe up while viewing a story.

**How to Write Instagram Captions:** A photo may be worth a thousand words, but there's much more to say than the context of the words. Writing unique captions can be tough, so we've come up with a few tips to take some of that pressure off.

**1. Don't rush the process:** Write a few drafts and ask your friends or colleagues for their opinion. Yes, the content you provide should be relevant, but it should be interesting. Instagram recently changed its algorithm for organizing each user's feed to show what they might find attractive. The visibility of each post will depend on the number of likes and comments it receives, so take the time to create content that delights and attracts customers.

**2. Consider the length of your signatures:** Captions can be up to 2,200 characters long. (By comparison, Twitter allows 140 characters.) Regardless of the length, users can only see the first 3 or 4 lines of each annotation; they need to tap "More..." to see the rest of the annotations. For this reason, place the most important content at the beginning of the annotation so that it is always visible. However, don't be shy about using long comments. In fact, Instagram can be a great way to tell stories.



**3. Share, share and share again:** Always include a call to action in your caption, encouraging your audience to like, comment, and share your photo. You can also use your caption to direct people to your bio link, where they can see a new product or blog post. Just be sure to change the link to match your latest post. Tip: Use shortened tracking links in your website address so you can see how much traffic is coming from your Instagram account or a specific post. You can also add a geotag, which gives users another way to find your content, which can lead to more traffic. engagement.

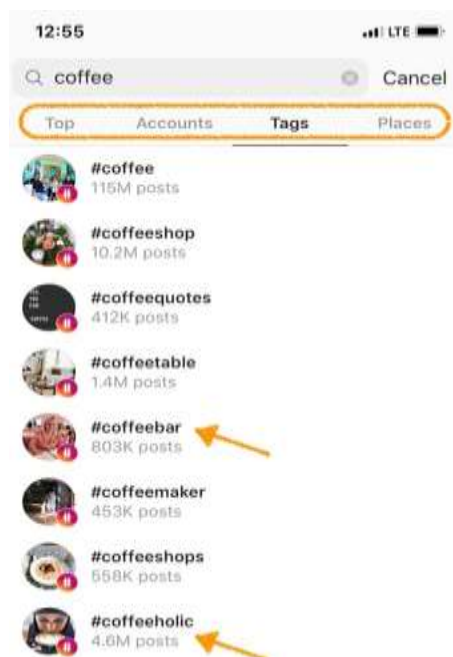
**4. Find Your Voice on Instagram:** Each social platform has its own voice. What works on Twitter may not work on Instagram. Emojis and other fun tools work best on Instagram. Don't expect success the first time. Building a brand voice can take time. When in doubt about what to write, keep it short. There is no strong correlation between comment length and engagement. But short comments allow you to use visuals.

**How to Use Hashtags on Instagram:** Hashtags have taken over the internet because hashtags refer to keywords or key phrases that are written without spaces and preceded by a hashtag (#). They are commonly used to refer to events, conferences, pop culture, entertainment, or recurring topics and are a great way to make your content more visible. Hashtags were originally popularized on Twitter and are now present on many social media platforms.

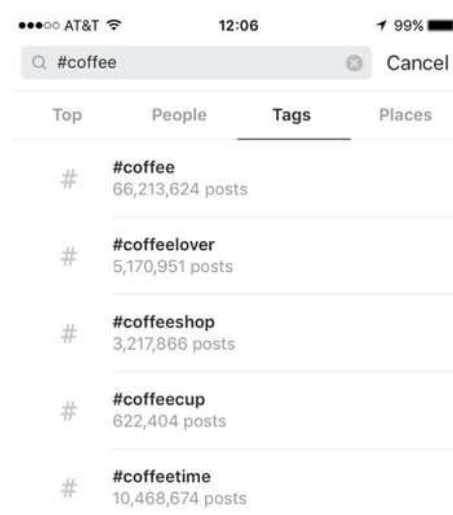
**Using Hashtags on Instagram:** Instagram Stories are constantly changing, which makes sense considering that 95 million photos are posted daily. With so much content, they can be hard to spot, which is where the importance of hashtags in Instagram group posts comes in. From a wide range of users in one feed. While hashtag searches may only show public accounts, Instagram makes it easy for users to find tagged content. When you search for a word or phrase, it displays results pages. The study consists of four parts:

- **Top:** Displays the most popular Instagram accounts, hashtags, and sites that include your keyword (usually popular accounts or ones you follow).
- **Accounts:** Shows top Instagram accounts that include your keyword.
- **Tags:** suggested popular hashtags include your keyword and the number of other Instagram posts published using that hashtag.
- **Places:** displays nearby locations that contain your keyword.

**For example,** If you plan to tag your post with #coffee, you can include relevant hashtags such as #coffeebar, #coffeeholiс, or #coffeehouse to expand the reach of your post.



**Using hashtags is easy.** Simply create hashtags using letters, numbers, or emojis. You can add up to thirty hashtags to your caption. Remember, your account must be public for posts to appear in your hashtag feed. Choosing an Instagram hashtag: When brainstorming relevant keywords and identifying related trends, which is actually easier on Instagram itself, start with the Explore tab (the magnifying glass icon in the bottom menu). There, you'll find popular posts and see hashtags. Used. If you already have a hashtag, you can also use this page to search for popular hashtags related to it. Simply type the hashtag into the search bar, then filter the results by tag to see how many posts have used that hashtag, as well as other relevant hashtags.



Try combining general hashtags, popular hashtags, and specific hashtags to increase the reach of your posts. Many businesses use their hashtags to launch a new product, start an Instagram campaign, promote an event, and collect user generated content. If you want to do this for your business, make sure your hashtag is not being used for other purposes, then encourage your audience to use it.!

**Instagram Hashtag Format:** Include hashtags in your content. First of all, don't use spam. Hashtags in your comment should be natural. Try to use one to four hashtags so as not to overwhelm your audience and make comments hard to read. If your hashtags don't fit naturally into your comment, add them to the end of the comment or even the first comment. They will work just as well wherever you put them.

### Instagram Best Practices and Tricks

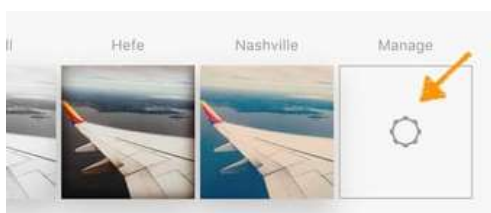
**1. Publish at the right time:** Instagram users are active at all times of the day. However, there are some ideal times to post on Instagram. To achieve maximum engagement, the best time to post on Instagram across industries is 1:00 PM and 5:00 PM. This is appropriate for the target audience's time zone. Many users tend to view more content during non-working hours on weekdays.

**2. Link to your Facebook page:** One of the great things about Instagram is that you can share your content seamlessly across other social media platforms. We don't recommend automatically linking to other social media platforms like Twitter-Facebook because it works. Instagram doesn't always produce the same results on other channels. Others, especially when starting out, therefore customize their content for each platform. While linking your account will increase traffic to your posts, remember that your Facebook page will already be linked to your Instagram account if you've set up a business profile on Instagram.

**3. See posts you liked.** You can see all the posts you've liked in the Instagram settings menu. Tap the three lines in the top right corner of your profile and tap "Settings" at the bottom, then tap the account's posts you've liked.



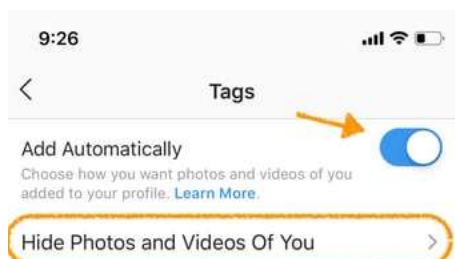
**4. Change the order of Instagram filters.** To maximize your productivity, Instagram lets you rearrange your filters to put the ones you use most first. To rearrange or hide filters, open the Instagram editor. Scroll to the right and tap the control gear icon. Tap and hold the three gray lines to rearrange the filters, or uncheck the boxes to hide them.



**5. Hide posts you've been tagged in.** If someone tags you in a post, that tag will appear when you tap on that person's icon in the list below your Instagram bio, and your followers will be able to see that tag. You can hide the tag from a post in two ways: one is by going through each photo individually, opening the photo you want to hide and tapping the three dots in the top right corner. Then tap "Image Options" and from there you can choose to "Remove Me from the Post" or "Hide from My Profile." Keep the tag, but hide it from your profile.



If you don't want to constantly check and delete posts you've been tagged in, you can manually like posts. To do this, go to Settings > Privacy Tags and turn off the Add Automatically option. You'll get a notification when someone adds you and tags you in a photo. In this case, tap the photo you've been tagged in and select Show on Profile. You can also manually hide multiple photos and videos from your profile from this screen.

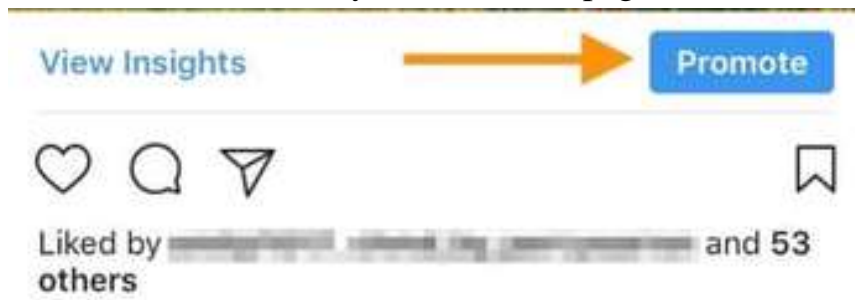


**6. Save photos and create collections.** Maybe you've seen competitors' content and want to emulate it, or maybe you've found some user-generated content and want to repost it so you can access it later? Instagram makes it easy to work with content. In your Instagram Stories, you can like, comment, and message. You can also save them using the bar icon in the right corner. When you tap it, you'll see a pop-up to save. group below the post. If the photo or video you saved is in a group, like Content or Inspiration, you can create a collection for that content [14].

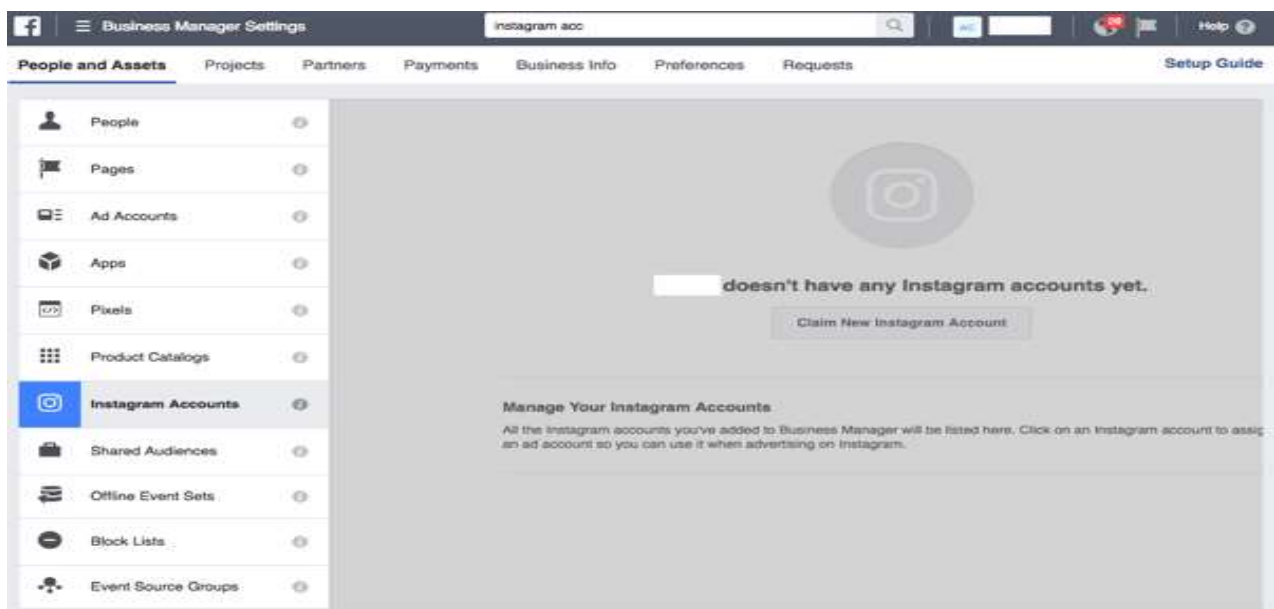
**Start Advertising on Instagram:** Instagram provides a unique opportunity for brands to connect with their audience. Because Instagram ads appear in the feed like any other post, they are not as obvious and annoying as regular ads. They provide a natural way to encourage users to learn more about your business or product.

**How to Create Instagram Ads.** Instagram ads are set up through the Facebook Ads platform. To create an ad, select the Instagram post you want to promote or

create a new post in Facebook Ads Manager. If you've never advertised on Facebook before, you'll need to set up an account first. You'll also need to claim your Instagram Business account to create a link to your Facebook page.



To claim your Instagram account, go to Business Manager and on the left side of the page, hover over the menu to click Instagram Accounts. Then click Claim Instagram Account, add your account information, and click «Next».



Choose an objective and name your campaign. While Facebook offers many different options, only a few of them include Instagram ads. To make sure you're on the right track, choose any of the following options:

- Brand awareness
- It arrives
- Passage
- App installs.
- Correlation.
- Video views.
- Transfers



What's your marketing objective?

Awareness	Consideration	Conversion
Brand awareness	<b>Traffic</b>	Conversions
Local awareness	Engagement	Product catalog sales
Reach	App installs	Store visits
	Video views	
	Lead generation	

Once you select a goal, you will be asked to name the ad group.

Ad Set Name

If you select the Traffic option, you will be asked to select a destination for your traffic. Facebook allows you to choose between a website and an app. Then target your ad to demographic and psychographic factors such as age, gender, location, language, employment, financial status, behavior, and conversation. You can upload custom audiences that have already been used.

**Audience**  
Define who you want to show your ads. [Learn more](#)

[Create New](#) [Use a Saved Audience](#)

**Custom Audiences** ☐ **Target Ads in People Who Know Your Business**  
You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience](#)

**Locations**    
  
☒ **United States**  
☒ **Include**

**Age**    
**Gender** ☒ **All** ☐ **Men** ☐ **Women**  
**Languages**

**Detailed Targeting** ☐ **INCLUDE** people who match at least ONE of the following ☐

**Connections**

Select “Edit Placements” under “Placement Options” and select “Instagram” under “Available Platforms.” Don’t forget this step! Otherwise, your ad will only show on Facebook. If you only want to show your ad on Instagram, make sure you don’t select any other placements.

**Placements**  
Show your ads to the right people in the right places.

☐ **Automatic Placements (Recommended)**  
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook and Instagram. [Learn more.](#)

☒ **Edit Placements**  
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

**Device Types** All Devices (Recommended) ▼

**Platforms**

Facebook	<input type="checkbox"/>
Instagram	<input checked="" type="checkbox"/>
Audience Network	Ineligible

**ADVANCED OPTIONS**  
[Specific Mobile Devices & Operating Systems](#)  
[Exclude Categories](#) ⓘ

Once you select Instagram as your ad placement, you will be asked to select a budget and timing for your ad. Choose a daily or lifetime budget and set the campaign start and end dates. If you do not specify dates or a lifetime budget, your ad will run indefinitely based on the daily budget you set in your settings. Additional budget and scheduling options can be found in the More Options menu, which allows you to schedule your ad to run at specific times of the day or set your ad to deliver results as quickly as possible using the Accelerated delivery type. This option is useful for ads targeting timely events.

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

**Budget** ⓘ ☐ Daily Budget ▼ \$15.00  
\$15.00 USD

Actual amount spent daily may vary. ⓘ

**Schedule** ⓘ ☒ Run my ad set continuously starting today  
☐ Set a start and end date

You'll spend no more than \$105.00 per week.

[Show Advanced Options](#) +

Next, prepare your ad content. You can boost an existing post or upload new content to run as an ad. Instagram allows you to create single image or video ads, carousel ads, and Stories ads. To maximize your ad reach, Facebook recommends using images that are 1200 x 628 for News Feed ads and 1080 x 1920 for Stories ads. Facebook also recommends limiting the amount of text in the thumbnail or video. Once you've uploaded your creative, submit your application and start running your first Instagram campaign.

**How Much Should You Spend on Instagram Ads.** The amount you invest in Instagram ad campaigns should be tied to the goal of the campaign. If you're trying to generate more leads, consider the cost per lead, how it compares to other channels,

and the lifetime value of the customer. For example, if a customer's budget is \$3,000, it might be worth spending \$500 on the campaign. This varies from company to company and industry to industry. This also applies to other goals, such as increasing website clicks and sales. Regardless of your goal, it's important to track and optimize your Instagram ads to get the most out of your budget.

**Instagram Marketing Helps You Grow Better:** With 1 billion monthly active users, the power and reach of Instagram is undeniable. What was once a simple photo-sharing app has evolved into an immersive social experience that allows users to explore a company's visual identity. Instagram users value high-quality content. Create images that give your audience interesting information or showcase your brand in a new and unique way. Enhance your content by writing entertaining and engaging captions. Create and maintain a platform that reflects your brand's visual identity. It may seem daunting, but Instagram makes it fun and easy.



You can access your saved content through your profile. Click on the three horizontal lines in the upper right corner and click Saved from the list. Under All, you will see all your saved content in chronological order. Under Collections, you will find this content organized into collections.



**7. Take advantage of user-generated content.** Running an Instagram account can be challenging, especially if you're juggling multiple social media platforms at once. To succeed on Instagram, you need to be willing to post content and engage regularly. If that sounds daunting, don't worry; I've found the perfect solution for both: UGC is content that highlights your brand or product and is posted by your customers, users, and followers across their networks. UGC is a great example of word-of-mouth marketing and helps increase brand awareness and conversions. There are a few different ways to use UGC. Some brands share their branded hashtag and ask customers to use it when posting about their products. The company then follows that hashtag to discover new content and asks the person for permission to share their photo. Other brands run special UGC campaigns and contests to collect large amounts of UGC at once and "fill" followers' schedules with brand-specific content.

**8. Reception of guests:** Your social media manager or management team deserves a break every now and then! Consider hosting guest “managers” or employee buyouts on your Instagram account. This strategy allows you to diversify your content and give your followers a behind-the-scenes look at what it’s like to work at your company.

**9. Make your Instagram account an interactive space.** While likes and comments are an important part of engagement on Instagram, there are other ways to turn Instagram Stories into a space for interaction with your followers. [15].

***Please consider the following recommendations :***

- Host a weekly or monthly “Ask Me Anything” session with employees or executives where followers can leave questions in the comments.
- Post a daily countdown to a product or event launch.
- Run a contest that asks followers to comment and/or share posts on their Instagram Stories as a way to participate.
- Post product details and ask for reviews and feedback in the comments.

These are all strategies that will help make your Instagram account a more interactive and conversational space..



**MARKETING BASED ON THE LINKEDIN PLATFORM**

In this digital age, we find that social media plays a major role in everything. It is a major part of our personal or professional interactions in terms of how people get information. The world of marketing is constantly changing. It is necessary to make sure that they are doing marketing. The truth is that successful marketing starts with a brand. LinkedIn platform is one of the leading social media platforms in the business field in terms of communication, business development and brand promotion. the fastest growing social media platform in the world. Because it brings a lot of customers and opportunities and also helps in communicating with existing and potential customers, provided that you do it right, that is, create a group of contacts that will help develop a career that defines how people get information in the digital age.

**LinkedIn Concept:** is an online website that is classified as a social networking site. It is a professional social networking platform that aims to help professionals build their networks, share experiences and resumes, and find jobs, and contains features that you won't find on other social networking sites, such as a job board where you can find and apply for jobs. The site was founded by Reid Hoffman, former executive vice president of business and corporate development at PayPal in 2002. The actual operation began on May 5, 2003. Microsoft bought LinkedIn in June 2016 for \$26.2 billion. Once users create a profile, they create resume-like professional profiles that allow other members of the site to learn more about their business experience, area of expertise, and membership in professional development organizations, and they can add other users to their network. Profiles include status updates that let people in the user's network know what they are working on and when they are available to leave for work. A feature that allows unregistered people to view parts of a user's public profile [1]. It also collects profile data to provide policy makers, employers, workers, and educators with data-driven insights into patterns that help match labor supply with demand worldwide updates, share and enjoy content, and send instant messages to other users.

**Definition of LinkedIn:** is an online social networking site designed specifically for the business community. Its purpose is to enable registered members to create and document professional networks of people they know and trust. It is also a source for professionals to find companies and receive news about their industrial and business contacts. The site is used as a professional network and is a place where professionals can connect with former and current colleagues, expand business contacts, network in their industry, discuss business ideas, look for jobs and new employees.



### **LinkedIn Features:**

**1. Create a profile:** Users create profiles that serve as their professional resumes. These profiles typically include employment history, education, skills, and recommendations, where users can highlight their career goals and accomplishments.

**2. Networking:** LinkedIn makes networking easy by allowing users to connect with coworkers, classmates, industry peers, and potential employers. Users can send connection requests and messages to build professional relationships.

**3. Job search:** One of the main features of LinkedIn is the job search feature, which allows users to search for jobs by various criteria such as location, industry, job title, and company. Many companies use LinkedIn to post job openings and recruit candidates directly from the platform.

**4. Content exchange:** LinkedIn allows users to share articles, blog posts, photos, videos, and content related to their interests and professional experiences. This feature helps users showcase their expertise, develop their brand, and engage with their professional network.

**5. Groups and Communities:** LinkedIn Groups provide users with similar interests or professional affiliations with a space to connect, share ideas, ask questions, and discuss related topics. Joining and participating in groups also helps expand their professional network and stay up-to-date on industry trends.

**6. Company Pages:** Companies can create LinkedIn Pages to establish a presence on the platform. These pages serve as a hub for sharing company updates, job openings, and other relevant information. Users can follow company pages to stay up-to-date with the organization's news and events.

**7. Training and development:** LinkedIn offers online educational courses and classes covering a wide range of topics including business, technology, creative skills, and personal development. Users can access these courses to improve their skills and knowledge.

**LinkedIn is free:** It is considered a free site for basic membership, but the features are limited. You can only message people in your network, and you can access limited data on the last five people who viewed your profile. Search is limited to 100 results, and you cannot search. However, more advanced memberships give you the advantage of being included among your professional peers. A free account allows you to create a portfolio, add people to your professional network, join and create groups, and write blog posts. Free memberships are a great way for beginners to gain a wide professional audience.

**LinkedIn is used by three groups of people: individuals, sales representatives, and recruiters.:**

- **People:** It's a great way to manage your career, find a job, research companies, make business contacts and stay up to date with industry news.
- **Sellers:** used to increase the number of potential customers and build relationships with potential customers.
- **Recruiters:** used to search for job candidates, research companies and communicate with potential employees.

LinkedIn differs from other social networks such as Facebook, Twitter, and Instagram in that it was designed specifically for business networking. It is a more closed network, with members typically only communicating with people they already know or have met. This makes LinkedIn ideal for building professional relationships rather than personal relationships, but LinkedIn does offer some features similar to other social networks, such as groups and discussion forums.

### **LinkedIn Connection Requirements:**

**1. Profile optimization:** Make sure your LinkedIn profile is complete, up-to-date, and reflects your professional experience, skills, and accomplishments. A well-designed profile will make you more visible and trustworthy online.

**2. Personalize connection requests:** When sending connection requests, always include a personal note explaining how you know the person or why you are calling. General requests are unlikely to be accepted.

**3. Join relevant groups:** Participate in LinkedIn groups related to your industry, interests, or location. Get involved by commenting on discussions, sharing ideas, and connecting with like-minded professionals.

**4. Share valuable content:** Regularly share updates, articles, or ideas that showcase your expertise and provide value to your network. This will help you stay top of mind and encourage constructive conversations.

**5. Use existing connections:** Reach out to your current connections to get insight or recommendations on how to expand your network. Offer to introduce contacts who might benefit from meeting some of them.

**6. Attend virtual events:** Participate in virtual events, webinars, or discussions hosted on LinkedIn and engage with attendees, speakers, and organizers to make new connections and showcase your knowledge.

**7. Providing approval and recommendations:** Endorsing connections for their skills and writing personalized recommendations helps strengthen relationships and increases the likelihood that you will receive a favor in return. The key to effective LinkedIn networking is to be genuine, provide value, and focus on building real professional relationships rather than just collecting connections. [2].

### **Marketing via LinkedIn**

The term LinkedIn marketing refers to the process used to promote a person or company to attract attention to a profile. Companies can create subpages for their companies for specific products on the platform and use them to:

- Increase brand awareness.
- Share content to drive traffic to your company website or blog.
- Establish new business relationships or strengthen existing business relationships.

These methods can be used to attract more attention to your business and, ideally, to increase your number of potential customers. If you want to take advantage of these benefits, the first step is to create a LinkedIn business profile.

### How to Use LinkedIn for Business

**Step One: Create a LinkedIn Account:** If you work in business, you need to have a presence on LinkedIn because it is the largest professional social network in the world, which means a large number of potential clients, partners, and employees. It is a powerful tool for communication between companies and marketing. Creating a LinkedIn account is the first step. A profile is like a professional online resume. It should be clear, concise, and free of typos or grammatical errors. Insert a professional photo and fill in as much information about your work and education as possible. Once your profile is complete, start networking with other professionals in the same field, join groups that are relevant to your audience, industry, or sector, participate in discussions, connect with clients, and start building relationships.

**Step Two: Using LinkedIn for Business:** With the world becoming more digitally dependent, it has become important for companies to have an online presence. LinkedIn is one of the most powerful tools available for business-to-business communication and marketing to a large group of potential customers and partners and offers a group. Features and tools that companies can use to promote their products, build relationships, and increase sales. How companies use them depends on their goals and target market, but they are. the possibilities for using them to grow a business are endless. If you are not using LinkedIn for business, now is the time to start. The benefits of using a LinkedIn page for modern companies are presented by the author in Fig. 9.

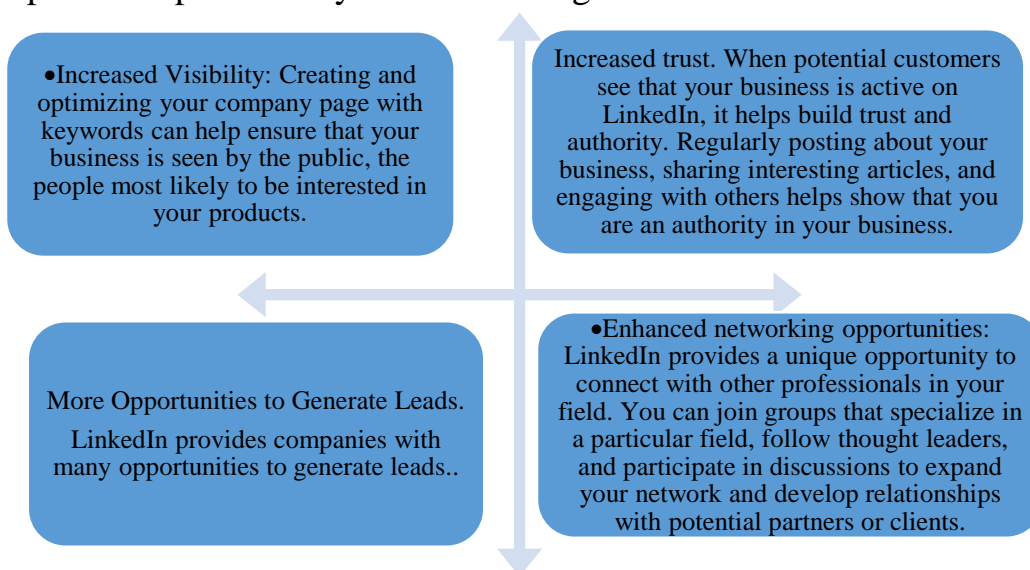
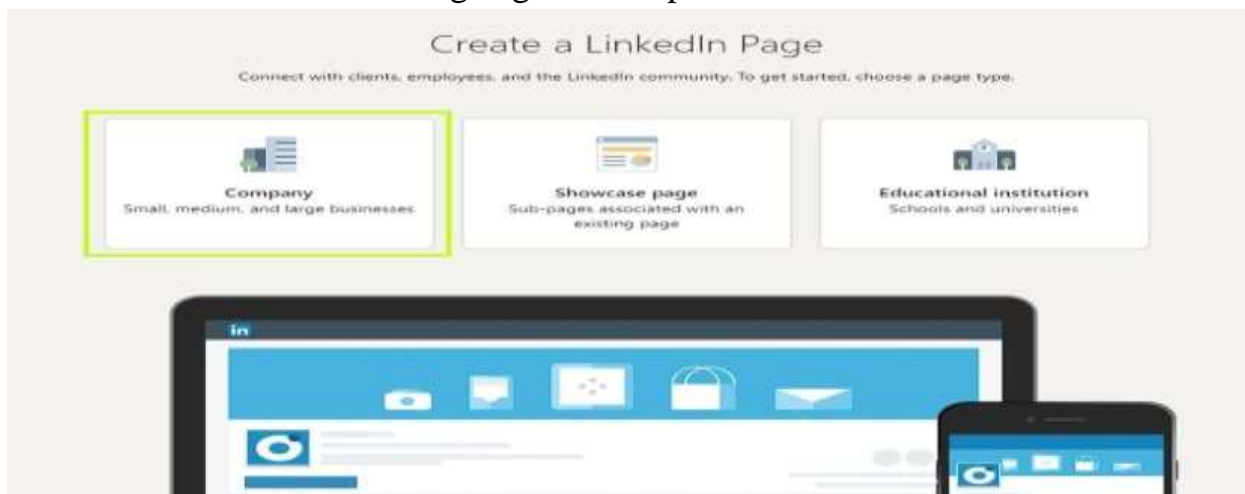


Fig. 9. Benefits of Using a LinkedIn Page for Modern Companies

Source: Compiled by the author based on data [3-4]

**Step 3: Create a Successful Company Profile:** LinkedIn is often thought of as a place to find job openings or read industry news, but LinkedIn is an incredibly powerful tool for businesses of all sizes.

**1. Create a successful business page:** You will need to create a separate account so that you can access LinkedIn. This person will be the admin of your company page, but you can add additional managers later if you want. I recommend using your work email address when signing up. For best results.



Now that you're logged in, click on the company icon in the upper right corner of your browser, scroll down the pop-up menu, and select «Create Company Page».

### **Choose the page type that best suits your needs:**

- Small business.
- Medium and large companies.
- Presentation page.
- Educational institution

With the exception of Showcase Pages, these are all self-explanatory. Showcase Pages are for companies that want specific sections of their business to have their own subpage while still linking to the company's main page. Then click "Create Page" [3].

**2. Optimize your page to increase visibility and engagement.** Now that you have created your LinkedIn Page, it is time to start optimizing it for success. The first step is to add a promotional logo that accurately represents your business in just a few words. Your introductory logo is the first impression people have of you, so you should write a good tagline. Click the Edit tab at the top of your business profile page, then scroll down to the Description section and click the Description yellow pen icon. In this field, you can add your logo and a general description of your business. Beyond these basic details, there are many ways to optimize your page for increased visibility and engagement, including using keywords to increase search visibility, regularly publishing high-quality content to attract followers and potential

customers, or using tools like LinkedIn Ads to attract and increase traffic to your site. [4].

### **3. Build an audience for your page and make it more popular:**

- Post interesting content regularly. You need to actively engage with your followers to build your follower base and increase your visibility. Start posting high-quality content regularly, which could include articles, videos, or other news about your industry that your target audience finds valuable or interesting.

- Target ads with relevant keywords. If you want to further increase your Page's visibility, consider using LinkedIn ads to target specific audiences and drive more traffic to your Page. To do this, choose relevant keywords that will help you reach the right people and use them in your ad content.

- encourage employee referrals and recommendations. Make sure you encourage your employees to refer their friends, family, and co-workers to your Page. They can also post recommendations or reviews about your company on the same Page. This will help increase visibility and trust.

**Step Four: Connect with Others on LinkedIn.** Most people know LinkedIn as a way to connect with distant acquaintances and former colleagues. However, it can be a powerful tool for networking with companies if you want to build relationships with others in your company. industry, LinkedIn is the perfect place to start.

How to use LinkedIn to connect with others and grow your business connections.

- Make sure your profile is up-to-date and includes a professional photo, a detailed description of your work experience, and links to your website or blog. You want to give potential contacts a clear picture of who you are and what you do.

- If your company doesn't have a website, you can take advantage of our affordable monthly website packages.

- Spend some time browsing LinkedIn groups and forums. Join groups related to your industry and participate in discussions that interest you. This is a great way to connect with like-minded professionals and get your name out there.

- Don't be afraid to reach out to potential connections directly. LinkedIn makes it easy to find contact information for people you want to connect with. All you have to do is send them a short message introducing yourself and explaining why you want to contact them.

**Step Five: How to Use LinkedIn Marketing LinkedIn** — LinkedIn is a powerful platform for marketing your business to your current and potential customers. There are several key strategies you can use to successfully market your products on LinkedIn, including:

- Publish high-quality content regularly. High-quality content is like any other form of writing: it should be well-written, informative, and interesting, but there are a few things to keep in mind.



- Your content should be relevant to your industry. It should be accessible and something that people will want to share with their networks.
- Optimize your LinkedIn account. Optimizing your business profile is important because it is the first thing that potential customers or business partners see. It is an opportunity to make a good impression on them and impress them because you need to present your best qualities, such as by using high-quality photos, writing an attractive resume, and sharing interesting and relevant content, and if you can do all of this, you will be well on your way to using LinkedIn to succeed in your business.
- Create targeted ads and sponsored updates. LinkedIn offers a variety of advertising formats, so you can choose the one that best suits your needs. For example, sponsored updates allow you to promote content directly to users interested in your topic.
- Connect with other professionals: LinkedIn allows you to search for people by name, company, or keywords. When you find someone you want to connect with, send them a private message asking to chat. If you have a common connection, be sure to mention it in your message. You can also join LinkedIn groups to connect with people who share your interests. Groups are a great way to start discussions, learn from others in your industry, and find new job opportunities. By investing in your LinkedIn presence, you can attract new people to connect with and expand your small business and better achieve your career goals.

**Step Six: Keep Your Profile Current and Accurate.** Your LinkedIn profile is a reflection of your professional identity, so it's important to keep it up to date. If your profile is out of date or inaccurate, clients may be less likely to trust you or do business with you to maintain your profile. Keep your profile current. Be sure to update your job titles, skills, and experience regularly. You should also add any new awards you've earned and make changes whenever your contact information changes. It's a good idea to review your profile periodically to make sure it accurately reflects your current abilities and professional accomplishments. If there are any inconsistencies, be sure to correct them. By keeping your profile current and accurate, you'll leave a good impression on potential clients or business partners and increase their chances of doing business with you.

### **How to Create a LinkedIn Business Page**

**1. Go to LinkedIn pages.** A LinkedIn Business Page is different from an individual page because it features information specific to a company. Creating a Page is free, but you will need an email address and a company name to create a Page. Here are a few steps.

- Go to your LinkedIn Page in the top right corner and click on Business.
- Scroll down to Create a Company Page.



If you don't have a LinkedIn account, you can create one for free, which will then automatically become an admin for the Page (you can also assign other members of your organization as admins later).

**2. Select the appropriate category for your business.** You will be asked to select a business category. Possible options are:

- Small companies with less than 200 employees.
- Medium and large companies with more than 200 employees
- Educational institution
- Demo page (only use if you already have an existing company/business page and it will act as a subpage of that page)

**3. Fill in the page data.** You will be asked to fill out specific details about your business/company page. Be prepared to provide the following information:

- **Company Name:** Use the company name as it appears in your marketing materials and as customers know it, so that the brand is easily recognizable.
- **Title:** Choose a headline that you want to display publicly on your LinkedIn Business Page that logically reflects the company name and is easy to remember.
- **Website:** Provide a link to the company website (make sure it is correct). This link will appear on the page and can be a great way to drive traffic to the platform and increase your leads.
- **Company Size:** Select the number of employees to find out the size of the company.
- **Company Type:** Enter the legal entity (e.g. sole proprietorship, corporation, limited liability company, etc.). Make sure you select the option that reflects your legal status.

Note that you will be asked to select a sector for your company page, such as: Consultant, Transportation, Banking, Automotive, Computer Software, etc. These are just a few of the many options available. You will find categories covering everything from aerospace to alternative medicine, so you have a better chance of finding a brand that fits your niche.

**4. Add your company logo and slogan.** Once you have finished with the logistical details, you can move on to adding the company logo and slogan. It is important to include these elements because they strongly reflect the brand and help make the product memorable and recognizable.

**5. Provide more information about the business:** LinkedIn gives you the opportunity to add some unique details about your business that will help position your page and give potential customers more information about what you offer. Take the opportunity to add as many details as possible to your company page visitors. It provides a complete and accurate picture of who you are and what you offer. Here are a few things to include:

- **Company Description:** This is a great place to briefly describe your company, briefly mention what it does, and what makes it special.

- **Location:** Other companies on other sites may use the same company name or have a similar name. Choose a location to avoid confusion and help people find your page.
- **Hashtag:** Adding a hashtag helps highlight key terms related to your company. If you have a hashtag that you already use on other social media platforms, add it here to ensure brand consistency across platforms.
- **Cover Photo:** Add a cover photo to make your page more attractive. It should reflect your brand image. Company Pages use everything from team photos to product photos as cover photos.
- **Buttons:** You have the option to add call-to-action buttons that include messages like “Visit Website,” “Sign Up,” “Learn More,” and “Contact Us.” Use this opportunity to encourage the page visitor to take action [5].

The steps to create an attractive and professional LinkedIn profile are outlined in Fig. 10.



Fig. 10. Steps to Create an Attractive and Professional LinkedIn Profile.

Source: Developed by the author based on data [6-7].

**1. Upload a professional photo:** A photo increases profile views by 14x, but unlike photo views, it is the first impression, and as they say a good photo is worth 1000 words, don't be tempted to skimp here and do something yourself unless you have advanced skills. Most people think the problem is having a good enough camera. However, a mobile phone can probably take sharp 4K photos, so it's not the only thing that makes a good photo average – good lighting. Consider the audience and the brand you represent. Given the range of clients I work with, if I were an investment banker, I would use studio photography and wear a suit and tie.

**2. Add your location and industry.** It is important to include your industry and location as these are some of the most important filters used by recruiters. Click here to open the Edit Introduction window.



Now select your industry and write your location as shown below.

Country/Region \*  ZIP code

Locations within this area

Industry \*

**Location** — one of the five main fields that LinkedIn prioritizes when searching for keywords. In case you're wondering, the five fields are: name, job title, location, resume, and experience.

**3. Set up your LinkedIn account address.** If you have a LinkedIn account, you have your own unique address on the Internet, called a website address. This address is used by browsers to find you on the Internet among the 500 million other LinkedIn members. Your address is unique and, unless you personalize it, it will likely consist of your first and last name, followed by numbers, letters, and dashes. To do this, click Edit Public Profile [6-7].



In the top right corner, you can edit your web address as shown in the image below. If your first and last name are not already used by someone on LinkedIn, I recommend you use them.

 **Edit URL**

Personalize the URL for your profile.

Note: Your custom URL must contain 5-30 letters or numbers. Please do not use spaces, symbols, or special characters.

**4. Write a short description.** You can write a short description of yourself directly below your photo, name, location, company, and school. This is a great opportunity to introduce your brand, as well as use a few of your keywords as a jumping off point. I recommend my clients cut and paste the profile description from their resume. The Summary section is limited to 2,000 characters, so the most creative use of this space is limited only by your imagination.

**5. Description of the experiment:** writing a general description of your current and past positions. Keyword density is a fancy term for the number of times your keywords are repeated in your profile. For example, if the word “accountant” appears 3 times in your profile, and 37 times in My Profile, I would score much higher when searching for an accountant, in live workshops most clients seem to hate this fact, as we job seekers want to be found for our skills and abilities, not for repeated keywords [8].

**It is necessary to pass the tests for work:**

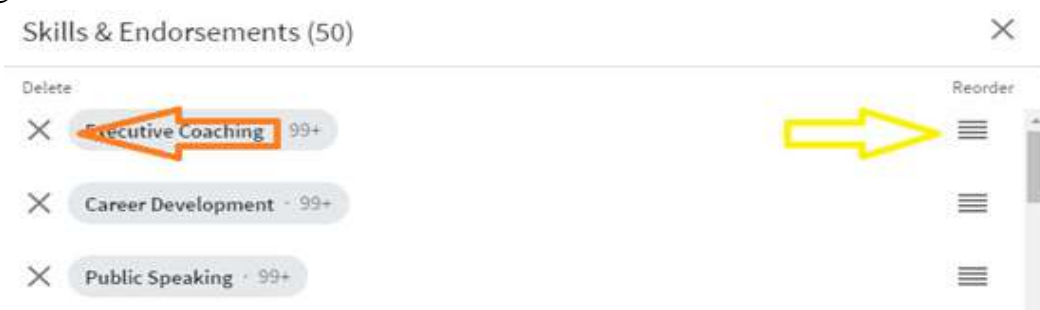
- **The first problem** – it's a computer: the computer is not smart enough to distinguish nuances in sentences, it only looks for and counts the main words.
- **Second task** — get an interview with an HR specialist or recruiter. Recruiters can look through hundreds, sometimes thousands, of potential candidates to find the top couple, so the key is to make your letter interesting and worth their time. They want to get a full picture of who you are and what you can do.
- **Third task** — Convince the hiring manager to interview: Hiring managers are presented with only a small number of potential candidates, so many of them prefer a fair amount of detail, whether it's technical or soft skills. If you pass all of these tests, you'll be able to get an interview [9].

## 6. Add 5 or more skills:



You can list up to 50 skills on LinkedIn, and I recommend listing 40-50 skills. Simply put, the more skills you list, the more likely you are to be considered a good fit for different jobs. The easiest place to start is with keywords. Many of these should describe key skills that you can. It's important to consider all the ways different companies describe skills, though. For example, if one company calls one skill “sales” and another calls it “business development,” list both. You don't know

which search terms will be most popular with recruiters, so make sure you cover them all. To add, remove, move, or manage your Skills section as a whole, click the “Add a new skill” link at the top. In the right corner of the Skills section, as shown by the yellow arrow above, removing a skill is as easy as clicking the blue crayon icon to the right of “Add a new skill” if desired.

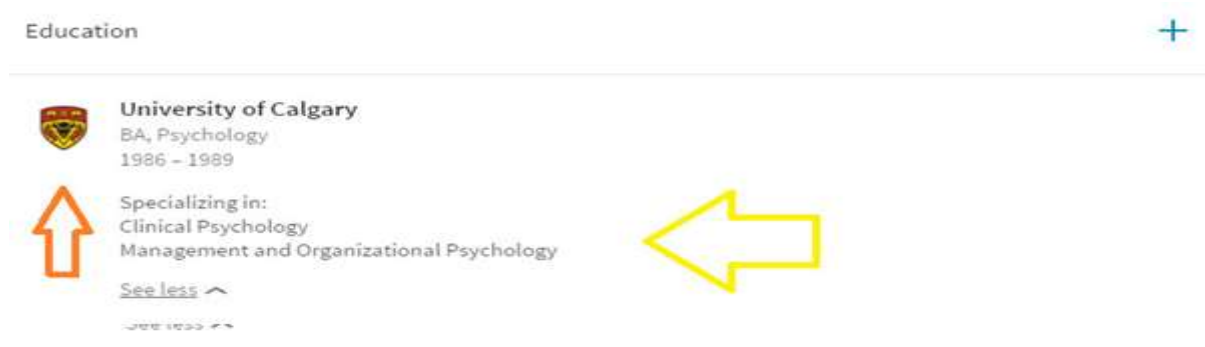


Other people may recommend skills to you that you haven't added yet, so there may be times when you want to remove or at least move them.



When adding skills, I recommend that you "optionally" select skills from the drop-down list that appears as soon as you start typing the skill you want to add, for example, in the image on the right, I start typing "engineer" and you can see a number of job titles that contain the word "engineer" appear. This simply means that if other people have already used these titles to describe their skills, or recruiters have searched using these words, you can certainly create a completely new skill.

## 7. Fill out the educational form:



When you start typing your school name, look at the drop-down menu and click on your university logo next to the name. Logos add visual appeal and authority. This tip also applies to your Experience section. The previous company has a



LinkedIn company page that lists specializations, which helps differentiate (repeat) keywords [10].

**8. Add 50+ professional connections:** LinkedIn "officially" displays the number of connections at 500+.



**Here are a few ways to start building your network:**

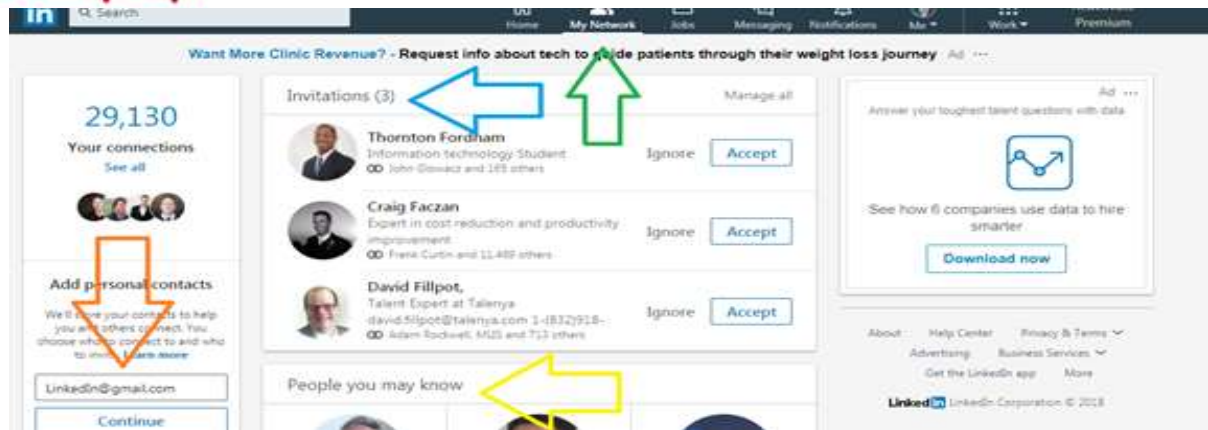
- **At the top of the page, click “My Network”,** as shown by the green arrow below.

- **If you have email accounts on Gmail or Yahoo! Mail or Hotmail,** you can give LinkedIn permission to sync your email addresses by clicking the appropriate link shown with an orange arrow, LinkedIn will search for the email addresses of people in your directory who are already on LinkedIn. I suggest you review each of them. Of these, uncheck the box next to “People you don’t want to contact.” By default, LinkedIn will also tell you who is in your directory but isn’t on LinkedIn yet. Invite all those people who you think would benefit from being on LinkedIn. LinkedIn Here’s how I joined [11].

- **You can accept invitations from people,** who ask to connect with you, see the blue arrow. When it comes to building your network, there are two philosophies: conservative and liberal (and they have nothing to do with politics). Conservatism involves maintaining connections with the most trusted and respected colleagues and business partners. As an introvert, this would be my natural preference if it weren’t for my entrepreneurial side, which understands the importance of having a large circle of connections when it comes to finding the right people. From a sales perspective, the bigger your funnel, the better. Your results are better, and as a result, my criteria for accepting invitations is quite liberal, I don’t accept every invitation, however, if there is an opportunity. you can help me connect with a potential client in the future, I will take it.

- **You can expand your network of contacts by scrolling through the section "People You May Know"** to jog your memory and find people you know, as shown by the yellow arrows below.



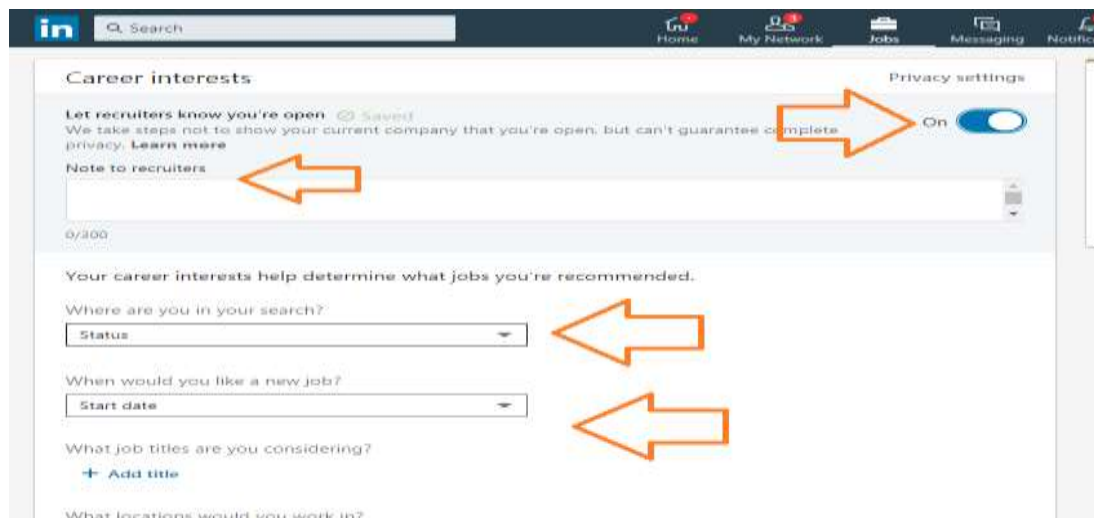


Other social media sites, such as Facebook, can also be a good resource to help you remember people you know.

**9. Enable notifications to let recruiters know you are available.** If you're updating your LinkedIn profile because you're looking for a job, you want recruiters to know that you're looking for a job. There are a lot of bad ways to do this, like saying "I'm currently looking for jobs. New" in your title or other places on your profile that aren't intended for that purpose. The best way to do it is here. Click "Work," then "Career Interests."



You can now click “Let recruiters know you’re available” and detail what you’re looking for in the note, including where you are in the search, when you’d like to start, the job titles you’re targeting, geographic location, job type, company size, etc. [12].



### Common Mistakes on LinkedIn:

**1. Don't write your own resume.** Instead of having a PR person write in the third person about who you are and what you do, write a short description of your real

personality. Writing in the third person creates distance between you and the other people reading your resume. They want to know who you are. So show them that having someone else write your resume for you removes the personal aspect that many people hope to encounter.

**2. Having a bad photo or not having one at all.** A profile photo allows viewers to connect with you immediately, which shows them who you are as a professional. Having a photo also helps them identify you in person at an event or online; if you don't have a photo, it may be harder for people to recognize and connect with you. On the other hand, having an unprofessional photo can be worse than not having a photo at all. Unprofessional photos may have poor lighting, or other people may appear in the middle of the photo, or show you in an unprofessional way, such as a party or a beach photo.

**3. Send general invitations.** Other users can easily ignore your messages if you use generic language and do not provide a reason for interaction. The purpose of using LinkedIn is to connect with others and build a network. Be able to do this if other people's first impression of you is an insincere invitation, be sure to explain why you want to join, such as similar groups, common connections, or interest in their profile [13].

**4. Not updating profile.** Users who are not regularly active but suddenly start posting and updating their profile when looking for a new job are making a big mistake. Their boss and coworkers will be able to see that the person is posting after being inactive and may suspect that he or she is looking for a job elsewhere. Being consistently active on LinkedIn will likely prevent this from happening due to the many posts and updates over time.

**5. Misusing LinkedIn's Blogging Platform.** Anyone can create blog posts, although many users make the mistake of using this opportunity to advertise their brand or link to something they have written or created. Instead, it is best to use the platform. Users have established themselves as influential leaders with ideas worth sharing or exploring [14].

**LinkedIn** — It is a powerful tool that allows you to connect with others, advance your career, and stay up to date with the latest industry trends. By understanding how it works, using its unique features, creating your profile, and actively posting to your feed, you can gain access to a multitude of opportunities for professional growth and success. It is more than just a social networking site. Now that you know the basics, install the app or sign up for the site and start your journey! Be wise and make decisions that promote learning [15-16].



**MARKETING BASED ON THE TWITTER PLATFORM**

The world is witnessing a number of changes in the field of communication and information technology. These events affect various spheres of life, as marketing through social media is considered one of the most important events affecting the field of marketing and it is the fastest. The easiest and most profitable way in the long run. The Twitter platform is considered one of the most influential applications in the field of marketing as it allows people to write mini-blogs about what they want and Twitter has seen a huge success. growth in the number of users who share their views on global events with the whole world, which provides the ability for a company to communicate with a wide audience and the ability to publish quick text messages to all users of the network, thereby encouraging people to use social media. A platform to comment and share information about the position and products of the company.

**Twitter** — is a social networking and communication service launched in 2006. It is used by millions of people and organizations to quickly share and find information. The word Twitter comes from the repetitive chirping of birds, hence the name and Twitter logo. Users can access the site via the web and mobile devices to share short, frequent updates of information called “tweets,” which are messages up to 140 characters long (each letter, space, and punctuation mark counts as a character). In 2017, the company increased the length of letters to 280 characters, and anyone can send or read them. These messages, or tweets, are public by default and are visible to anyone who follows Twitter. Twitter allows you to follow other users you are interested in, so you can see their updates on your home page. This is an aggregate feed of all the accounts you follow. Users share these tweets, which are small pieces of information that can include things like photos, videos, quotes, links to articles, etc. Each tweet can contain responses from other people, creating conversations at the same time. Twitter has been able to radically transform traditional point-to-point messaging systems like email by providing a one-to-many interface for content delivery and quick search. But Twitter has evolved from being more than just a real-time connection to one of the world’s leading sources of social discovery and noteworthy events. The open networking environment has spawned an entire ecosystem built around the Twitter platform called “Twitter World,” where creative individuals, designers, marketers, and businesses can thrive together [1].

**Twitter Marketing Provides** excellent service for promoting products and brands. A loyal community can build a brand. It is important for a business to socially engage with the community and empathize with their needs and problems. Twitter e-business marketing requires a lot of effort and time, so profiles are

constantly updated. With interesting content and fresh ideas, otherwise followers will quickly lose interest. A balanced Twitter strategy is the key to a successful brand reputation on Twitter. Finding the right balance between product promotion and other company news is vital, as no brand follower wants to be inundated with tweets about special offers and discounts every hour or even every day. Twitter allows businesses to be friends with their customers, from their personalities to interacting with real people who use their products. Most importantly, they can listen and interact in real time, as Twitter brings customers and companies closer together.

**The Importance of Twitter Marketing:** In the world of digital marketing, Twitter has become a driving force for companies looking to connect with their target audience. The blogging platform provides a unique opportunity to showcase your brand, connect with potential customers, and stay on top of the latest industry trends.

**1. Increase brand awareness:** Reach a large audience quickly and easily, making it an ideal platform for increasing brand awareness. Effective Twitter marketing can increase brand awareness and let more people know what it offers.

**2. Improve customer interactions:** allows you to quickly and easily communicate with customers in real time. By responding to tweets, direct messages, and mentions, you can build stronger relationships with customers and show appreciation for their opinions.

**3. Increase website traffic:** social media, including Twitter, is a good source of website traffic. It can be used as a distribution channel to share links to blog posts, product pages, and other content to generate leads and generate sales.

**4. Improve your reputation management:** As a brand, you can respond to customer complaints and negative reviews while demonstrating your commitment to customer service and protecting your reputation by publicly addressing issues.

**5. Cost effective marketing:** Compared to other social media platforms or other forms of advertising, Twitter marketing is still a relatively cheap tool. So, you can achieve a high ROI while keeping your marketing budget under control by using Twitter advertising. [2].

### **Benefits of Twitter Marketing (X):**

With so many social media platforms out there, you might wonder why platforms like Facebook, Instagram, and TikTok have billions of users. The key to choosing the right social media for your marketing campaign is to align it with your target audience and marketing strategies. For example, a campaign targeting Gen Z users is likely to be more successful on TikTok than on Facebook, which tends to attract an older audience. Instagram is often the platform of choice for visual advertising strategies, while LinkedIn is focused on networking. How do you achieve success?

**The benefits that set Twitter apart:**

- *Synchronize information in real time.* One of the distinctive features of Twitter is its focus on real-time updates, which allows users to stay up to date with all the latest news and trends.

- *Customer service:* Twitter provides businesses with a quick and easy way to interact with customers. A survey conducted by the platform found that nearly two-thirds of users said they would rather send a message to a company's support address than have a customer call a helpline.

- **Repost:** Twitter's repost feature allows your followers to spread your messages to a wider audience.

- **Tracking metrics.** Premium features like Twitter Analytics make it easy to track your campaign. The analytics dashboard tracks key metrics for each post and provides valuable insights through a detailed monthly report.

- **Interaction with clients.** As a platform, it's not so much about advertising as it is about driving conversions among followers. It's a good place to meet your target audience and introduce them to your brand.

- **Ad formats.** There are five main ad categories, each with subcategories. You can also choose from a series of targeted campaigns that are compatible with different stages of the marketing funnel [3].

**How to Create a Twitter Marketing Strategy:** is a plan to create, publish, and distribute content to customers, audiences, and followers. The goal of this type of strategy is to attract new followers and leads, increase conversions, improve brand awareness, and increase sales. Creating a Twitter marketing strategy involves the same steps as creating any other social media marketing strategy. Every business is unique, so there is no one-size-fits-all Twitter marketing strategy. However, the basic steps are pretty much the same for everyone, whether you are a small business owner or a large company looking to expand their social media presence, as shown in the figure 11.

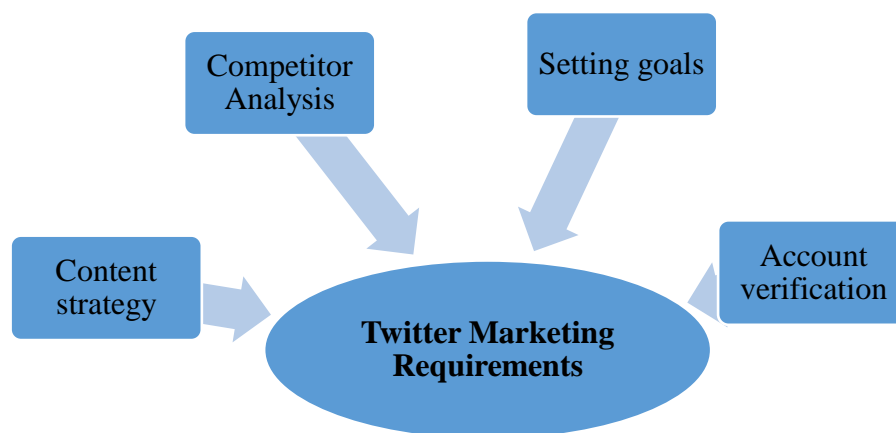


Fig. 11. Twitter Marketing Requirements.  
Source: Developed by the author based on data [4-5].



**1. Account verification:** The goal of this work is to identify strengths and weaknesses and determine what needs to be improved. If the company does not yet have a Twitter profile, you must first set one up. To do this, follow the instructions in the section. official Twitter Help Center.

- *Account type:* Twitter has personal and professional accounts. To use Twitter for marketing, you'll need a professional account, which will give you access to specialized business tools.

- *Profile information:* If you have a professional account, go to the Profile Info section. Does the profile represent the brand correctly? Are all the necessary details present? Does the profile seem trustworthy? If you feel that something is wrong, adjust the profile to meet your marketing goals.

- *Number of subscribers.* Do you have an audience to work with, or will growing your following be a top priority in the near future?

- *Twitter Analytics* Twitter provides useful information for free through its own tool called Twitter Analytics. So be sure to turn it on. You can access it on your computer by clicking the More button on the left-hand dashboard and going to Creator Studio or through Analytics.twitter.com. Once you're logged in to your account, when you open the Twitter Analytics page, look at impressions (the number of accounts that saw your tweets), engagement rate (the number of accounts that interacted with your tweets), follower growth, top-performing tweets, and more. From Standards: Find out what people are saying about topics related to your brand by monitoring hashtags and identifying the ones that are most effective. Then, also check brand mentions to get a sense of the overall sentiment around your brand on Twitter. User Audit: Create a detailed list of what's working and what's not. You'll need this when you start developing your content strategy.

**2. Set Goals: Set Goals First:** Consider what you want to achieve with your marketing efforts on this platform, how long it will take, and how it will benefit your business. Once you have set strategic goals, break them down into smaller goals to make it easier to track progress. Once you do, use a smart formula to ensure you are not wasting time and effort on something that cannot be achieved or measured [4-5]. **This formula looks like this:**

- Find your brand's target audience on Twitter and grow your followers by X times in Y months.

- Improve your click-through rate by X times in Y months to drive more traffic to your company's website.

- Revitalize your existing Twitter account by posting tweets on a calendar and engaging with your audience regularly to increase engagement by X times in Y months.

- Increase brand awareness by personalizing your Twitter profile, creating a consistent brand voice, and engaging with your audience in meaningful ways, and track results by monitoring mentions and comparing them to a baseline after X months. Remember to track performance and see all relevant metrics weekly or monthly based on your posting schedule to see how well you're on track and adjust your strategies as needed.

**3. Competitor Analysis.** If you've done your competitive analysis before, you already know who your top competitors are in your industry. Now you just need to know who they are on Twitter and analyze their Twitter marketing strategy. Have you done your competitor analysis yet? It's a good idea to do so now because knowing your competitors is essential to the success of any marketing strategy. Once you've found your competitors on Twitter, check out their profiles to find out:

- What they highlight in their profile description.
- How often do they tweet, and what exactly?
- What does their branding look like.
- What works for their audience and what doesn't, i.e. which tweets get the most likes and retweets.

You can check what your competitors' customers are saying about them by following the brands and checking for mentions, just like you did for your own profile. Remember to take notes during the process and compile all the information in one place (like a list or chart).

**4. Content.** Marketing on Twitter is not limited to publishing content. Twitter is a conversation-based network. It is important to create a two-way conversation with your followers by responding to tweets or direct messages with the possibility of increasing your chances of appearing in your followers' feeds. By interacting with audience responses and mentions, some Twitter marketing strategies may include an advertising plan on the platform [6].

**Creating a content strategy for Twitter comes down to answering the following questions:**

- What to share? Think about topics relevant to your business and the most popular types of content on the platform.
- With whom? Segment your target audience and create buyer personas by identifying the most relevant topics for each segment or persona.
- How often? Determine the best times and frequency to post.
- How do you measure results? Identify important metrics like impressions, engagement rates, and follower counts and track them regularly using Twitter analytics. You'll need this data to adjust your strategy from time to time.

## Pro Tips to Improve Your Twitter Content Strategy

- Identify the type of content your followers prefer and make the most of it by featuring it often. Content ideas to test include text-only tweets, videos, images, and files.
- Make sure your content is diverse enough to reach your entire Twitter audience.
- Use a monthly content calendar to highlight important dates like holidays or brand events and prepare posts in advance. To this end, a Twitter marketing calendar for business can be used to track important events that are most relevant to users of the platform.
- Reuse top-performing posts from other social media channels, but be sure to adjust them to fit the Twitter format.
- Get the most out of your website content. Increase traffic by linking to blog posts or product pages in tweets.
- Use elements of the content strategy for your other social media accounts, as well as content ideas from competitors. Make sure you do this only to keep the content unique.

**How Twitter Works:** The Twitter platform works through tweets, which are short messages. Users choose what they want to see on Twitter by following other users and companies and searching for topics. The timeline reflects users' preferences, but they can see people's retweets. They follow advertisements and tweets, which are paid advertisements, the limit is 140 characters, but now you have up to 280 characters to post the content you want, including photos, videos or GIFs, and mentions of other users.

### How to write a tweet:

- Click the Tweet button on the left side of the screen or, if you are using the mobile version, click the icon on the right button with the stylus.
- Get creative with your content. Remember that you have up to 280 characters, such as emojis, hashtags and mentions. To tag a user, simply type the @ symbol and the username that Twitter shows you.
- Add different elements to your tweet, such as photos, videos or GIFs. You can also add a poll, although this is not related to multimedia content.
- When everything is working, click Tweet [7].

**How to Interact on Twitter:** Twitter offers several options for interacting with other users, as interacting with other accounts is essential for growing on Twitter and any other social media platform. Follow: You can follow as many accounts as you want, go to the user you are interested in and click on Follow. To unfollow, go back to the profile and you will find the Unfollow option there.

- **Reply to Tweet:** You have the option to reply to any tweet if the profile is public, or you have the option to reply to all users. Reply tweets are subject to the same terms as the original 280-character tweet.
- **Retweet:** When you retweet, the tweet is displayed on the timeline for followers to see. A retweet can be without a message or with a message, known as a “quote tweet”, which allows you to add your own tweet to the original tweet.
- **Like:** This is another interaction option, where a tweet can be “liked” by other users as if it were a retweet.
- **Private Messages:** Ability to privately communicate with other users, depending on whether they have a private account or access to private messages, you can send messages or not.

### **How to Use Twitter for Business:**

**1. Profile setup and branding:** When a person views your company profile on Twitter, you want them to automatically recognize you. So you should customize your Twitter profile and add branding to it using your logo, colors, and any other recognizable details, integrate it into your profile. Sites where you can customize your profile.

- **Descriptor:** This is a unique name that people use to find your Twitter profile. Try to avoid using a lot of special characters and numbers in your name to make it easier to read and write. For example, our handle is @hasan. It should include your company name so that followers can easily find you on the platform. You can create your Twitter handle when you register for an account. No two people can have the same Twitter username or handle.

- **Headline:** This is a background image where you can create a unique header image or use a logo or other brand image.

- **Profile photo:** A profile photo is a representation of all of a company's actions, interactions, posts, and tweets on the platform. It's the photo that appears at the top of your bio and may include an image of your logo or company initials.

- **Biography:** A Twitter bio gives anyone who visits your profile a quick summary of what they'll see in 280 characters or less. It could include a mission statement, a short description of what the company does, or something humorous and interesting.

- **Website address.** Here, below your profile photo and bio, you include your website address to drive traffic directly to your website.

- **Company history.** In the same place as your website title, you can include the day your company was founded so your audience can get to know your business on a more personal level.

**2. Create Twitter Lists.** This is an organized collection of Twitter accounts that you have identified and grouped into specific categories. For example, in HubSpot,

lists include thought leaders, top marketing experts, top business podcasters, and more. When you open a Twitter list, you will only see tweets posted by the accounts in the list. Twitter lists are useful if you only want to follow specific accounts. Lists can be divided into groups within your business, competitors, and target audience, so you can easily view their posts, interactions, and content.

**3. Host a Twitter Chat.** You can schedule and organize a chat to engage your followers, discuss a topic, create a sense of community and get feedback from your audience, or contribute to something you are working on. To organize a Twitter chat, you will need to choose a topic, set a time and date to start the conversation, and create a hashtag for the conversation. You can share this information with your followers in a tweet, on your website, in your Twitter bio, etc., anywhere you choose. Anyone who wants to participate in a Twitter chat should be able to view all the answers, questions, and comments related to the chosen topic by searching for unique hashtags, and they can also share their own comments and thoughts by adding a hashtag to their tweets. Twitter conversations increase engagement and participation on your profile and get people talking about the brand. It also creates an experience between the audience and the company.

**4. Twitter Advertising.** Twitter advertising is a great way to reach an audience by getting your tweets easily in front of thousands of people, helping you grow your influence and follower count. You can do this through promotions (tweets) or Twitter advertising.

- **Promoted Tweets:** With ads or promoted tweets, your organic tweets appear in Twitter feeds or Twitter search results for specific users. This is a great option for those looking to drive more people to a specific web page. Your business will pay a monthly fee while you promote a tweet, and Twitter will run your promoted tweets in a daily campaign targeted to the audience you want to reach. As described earlier in the Settings section, all Twitter users have the opportunity to interact with your promoted tweets just as they interact with your organic content.

- **Twitter Advertising** Twitter advertising is a great option if you use different types of tweets to achieve a single business goal, and they're ideal if you're looking to significantly grow your follower base and brand awareness through the platform, as the company does. When it comes to your Twitter advertising, you can choose between different objectives, including app installs, video views, and website conversions, as well as audience targeting for your campaigns. This decision will impact how much you have to pay to run your ads.

**5. Direct traffic to website.** Twitter helps drive traffic to your website. There are several ways to include your website address in your profile, as well as add links to private web pages and blogs in your tweets. Here are some of the ways you can: Use



the platform to drive traffic to your website to help you increase conversion rates and sales.

- Add your website address below your Twitter profile bio.
- Embed links to your website in tweets.
- Retweet any content that contains direct links to your website or blogs that other people have shared.
- Embed tweets on your website using the Twitter timeline.
- Set up Twitter ads to drive users to a specific landing page on your website

**6. Use «Twitter Moments».** These are collections of tweets about a specific topic or event, more like a “best of” collection of tweets related to the topic you have chosen. For example, the Twitter Moments section includes today’s news or entertainment, where Moments can be created into a section that followers can see on their profile. Your Twitter Moments can be organized into groups of tweets to help you promote your business events and campaigns or industry news. They also help with marketing tactics by presenting your data and business in an attractive way to promote controversial topics and/or events. Specific issues of interest to the company to help convey the brand image to the public.

**7. Purchase a Twitter Blue subscription to verify your account.** You can verify your Twitter profile depending on your company size and industry. Previously, companies and public figures had to apply for a blue checkmark for verification, but now there is one. Similar choice. By signing up for Twitter Blue, anyone can sign up for Twitter Blue, but Twitter will review the account to make sure you meet the eligibility criteria. Once Twitter has verified a profile, a checkmark icon will appear next to the username. This symbolizes the original [8].



Identity verification prevents the public from following or becoming confused by fictitious accounts or accounts with usernames and IDs similar to yours, and makes a verified account appear more legitimate and trustworthy.

**8. Focus on growing your followers.** It goes without saying that the more followers you have on Twitter, the more people will see and engage with your content. You'll have a better chance of increasing brand awareness and driving more traffic to your website as you build your Twitter audience.

#### **Ways to Increase Twitter Followers:**

- Make sure your content is shareable.
- Use unique hashtags.
- Create engaging content (gifts, contests, questions, polls).
- Ask for help from Twitter influencers.



- Insert profile links to your website.
- Engage with your existing followers and retweet their content so they are more likely to do the same with you. [9].

Requirements for Developing a Twitter Marketing Account Once you have learned how to use Twitter, you can begin working on developing this aspect of your social marketing strategy, as shown in Fig 12.

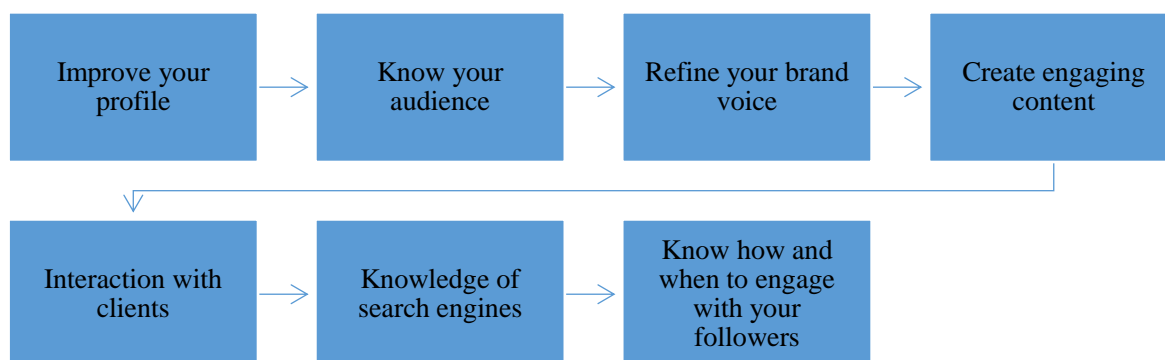


Fig. 12. Requirements for Developing a Twitter Marketing Account

Source: Developed by the author based on data [10-11]

**1. Optimize your profile:** Your Twitter profile plays a crucial role in your marketing strategy as it forms the first impression of you to your audience, so it is important to improve it effectively.

**2. Know your audience:** The key to mastering Twitter is knowing your target audience and building a strong relationship with them. Twitter offers a variety of analytics tools to help you in this endeavor, and an important starting point is to look at the Audience Insights page in your account. This page provides a wealth of information to help you better understand your audience and shape your message. It's divided into four sections:

- **Demographic information:** This section contains basic information such as your followers' age, gender, location, and the primary language they speak.
- **Interests:** This section shows you the types of tweets that your followers interact with the most. You can use this information to create content that better matches your followers' interests.
- **Engagement:** This section shows you what content your followers interact with the most. This is a great way to track how often your followers interact with the content you post and then refine your message. Use this information to gauge your audience's interests and design future posts for greater engagement.
- **Coverage:** This section contains information about how often an account attracts followers to the website. Use this information to create effective “calls to action” that increase website traffic [10-11].

**3. Improve your brand voice:** Once you have a deep understanding of your audience, it's time to unleash your creativity and diversify the content you share with

them. It's helpful to engage in branding exercises that will help you develop a distinctive brand. Spend time on a few branding exercises. This will help you determine the tone and voice you want to use on Twitter.

**4. Create engaging content:** Create different content categories or content pillars that can showcase your brand from different perspectives. Don't be afraid to get creative. With your audience vision and brand voice strategy in hand, you can brainstorm relevant content. What you choose to share as content will form the basis of your Twitter marketing strategy, so think about what you've learned about your audience and customer base. The brand and the people behind it can be presented in a compelling way. Your audience, as well as your own business goals, can help you come up with unconventional content ideas that will resonate with your followers [12].

#### **Content Categories to Consider When Brainstorming:**

- **Customer Testimonials:** Share stories that highlight how your products impact customers, building a sense of community and demonstrating the value of your business.
- **Behind the Scenes Stories:** Do you have a special employee you want to show off? Sharing stories from your team is a great way to humanize your work and show how much you care about everyone involved.
- **Industry News:** Whether you're a business leader or a brick-and-mortar store owner, you've likely acquired a wealth of knowledge that has helped your business grow. Use your expertise to keep your audience informed by providing insightful opinions on current issues, events, and trends.
- **Educational Content:** Provide background information and context relevant to your business, and provide educational content that expands your audience's knowledge.
- **Showcase Your Voice.** A strong content strategy is a great way to showcase your brand's voice and personality, as well as set the tone for your brand. You can add photos, videos, and other types of media as needed, as you stay true to your business mission [13].

**5. Attract customers:** The true power of Twitter is its ability to foster meaningful conversations, as Twitter excels at other social media platforms when it comes to cultivating relationships. "Once you have audience insights and identify the types of tweets that best represent your brand, you can begin to build relationships with your customers through the content you share and the conversations it sparks.

In addition to maintaining a regular posting schedule, it is important to ensure that your tweets are on-brand and relevant. Make sure your tweets are helpful, informative, and insightful. Having a consistent and helpful voice on Twitter will increase your trust and authority. followers, as well as providing useful information.

This will encourage retweets, which increases the range of your voice. Twitter is very noisy, so it is important to listen more than you tweet. When followers ask questions, respond quickly. Tweets from your audience can be a great way to keep the conversation going and demonstrate engagement. Addressing issues on Twitter and responding to followers' tweets is another way to increase ongoing communication. Twitter can be one of the pillars of your customer service platform. By answering questions that are relevant to a wider audience, you can show interest. Your job is to be open to conversation [14].

**6. Search engine:** Twitter's advanced search engine is what sets it apart from other social media platforms. Once you master this feature, you can find new people to connect with and bring them into your Twitter ecosystem. The following suggestions will help you do just that. Twitter's Advanced Search Feature.

- Use punctuation commands: Target your search by enclosing exact phrases in quotation marks so you can explore more specific topics, retrieve specific tweets, or track specific phrases across the platform.
- Narrow your search results: The date range filter is invaluable for finding reactions to current events and other topic-related tweets. You can use this feature to focus your results on popular keywords, for example, if you want to learn more about a technology but one recent event is overshadowing your results, simply exclude the last few months.
- Track conversations about a brand: Set up notifications for a brand's username, replies, and retweets to get alerts whenever followers engage with the brand. Search past tweets and create saved searches. Mention the brand positively or negatively to measure impact in real time [15].

**7. Know how and when to engage with your followers:** Some of your content should include product information. The most successful Twitter accounts are focused on providing value to their audience beyond just selling products and having a variety of content. "While there is no one rule on this, it is helpful to split your content 30/70, with 30% of your content being products and 70% being other content that helps build your brand. Sometimes it is important not to do this. Intervene, know when not to speak up, resist the urge to intervene on every trending topic, you don't have to be loud to have an impact which sometimes just dilutes your voice, know what is important to your audience and be relevant if a business Twitter account is going to be blocked only on topics that interest your audience [16].

**MARKETING ON THE BASE OF THE YOUTUBE PLATFORM**

Our era is characterized by the continuous development of information and communication technologies and the explosive growth of knowledge in various fields of knowledge, which has facilitated the speed of obtaining, storing, retrieving and exchanging data and information between users. The process of teaching and learning, making the student the center of the educational process and making him dependent on himself in his learning and allowing him to receive information at any time and in any place. YouTube is considered one of the most famous e-learning tools and one of the. Largest free educational sites on the Internet. It plays a role in the choice of knowledge, as it is one of the most widely used social networks due to its series of easy-to-view video clips and providing an opportunity for everyone to express themselves by filming and uploading video clips to the site, accessible to users. It contains scientific and cultural materials that are useful and suitable for all walks of life.

**YouTube** was created in 2005. It is one of the most popular websites. It launched in May 2019, with over 500 hours of content uploaded to YouTube every minute, and YouTube and content creators earning revenue from advertising [1]. Google AdSense is a program that targets ads based on the site's content and audience. The vast majority of videos are free to watch, but there are exceptions, including paid subscription-based channels and movie rentals that allow users to upload, view, and rate. Share, add to watchlists, and report videos. Comment on them and subscribe to other users. Available content includes video clips, TV show clips, music videos, short films, audio recordings, video clips, live streams, vlogs, and educational videos. The content is created and uploaded by individuals. Unregistered users can watch videos but cannot download them. Registered users can upload unlimited videos and add comments, however, there are age restrictions for registered users who have confirmed that they are 18 years of age or older.

**YouTube** — is a website that allows users to upload, watch, share, and comment on authorized videos for free. Users can watch, share, comment, and upload their videos. The video service is available via computers, tablets, and mobile phones [2].

**The Importance of YouTube.** With the growing importance of video content, with companies turning to YouTube as a platform to watch video clips, companies have started using YouTube as a channel to communicate with their current customers and introduce themselves to potential customers in a light. Due to the wide reach it enjoys, companies have started to expand their marketing efforts. It has become easy to share videos with the audience to improve brand awareness. At the same time, they can use YouTube as a channel to communicate with their market and marketing. get feedback from them by interacting with the audience in the

comments. YouTube also allows brands to customize the look of their channel to take full advantage of its benefits. Therefore, companies must update their YouTube channel to reflect their brand personality among competitors. Create a YouTube channel, but the hardest part is to keep working on it and post regularly to increase subscribers and retain the audience.

### **YouTube's Main Features:**

- Users can search and watch videos.
- Create a personal YouTube channel.
- Upload videos to the channel.
- Like/comment/share other YouTube videos.
- Users can subscribe to or follow other YouTube channels and users.
- Create playlists to organize and group videos.

**Using YouTube.** One of the reasons why YouTube is so popular is the sheer number of videos that can be found. Another reason why YouTube is popular is that it relies on user-generated content rather than big video. TV channels and movie studios. You will find creative videos made by people just like you, and YouTube is not a one-way street, you can share and record videos to become part of the community.

**YouTube Marketing:** is the process of promoting a brand or products as it involves a combination of organic and paid methods such as uploading videos or paying for advertisements. Brands also include influencers in the YouTube marketing mix.

**Importance of Marketing Through YouTube.** Statistics point to the fact that marketers and consumers love videos as video is the format that people prefer the most to learn about products. There is no better place to benefit from video content than YouTube as people watch more than a billion hours of videos a day. It offers YouTube marketing has many benefits for an organization.

### **Reasons why investing in YouTube is a top priority:**

**1. Reaching a large audience:** YouTube has a large and active user base. Publishing high-quality content on the platform can provide greater exposure and traffic. Influential creators can be used to further expand this reach, and there is a strong link between search engine optimization and social media, so having an active presence on YouTube can expand your reach beyond the platform, as YouTube provides access to a global audience. The platform is available in over 100 countries in 80 different languages, with features such as automatic translation. captions, from Easy to create targeted content for a global audience.

**2. Improve visibility:** Even though YouTube is a huge search engine, it increases visibility on Google. It includes a large number of search engine results pages because most of them are YouTube videos, and therefore improving the SEO of the YouTube site will ensure better visibility in Google search results. It uses SEO tools



to research keywords on Google and YouTube, then uses this information to match search intent and optimize videos to rank higher on both search engines.

**3. Increase brand awareness:** YouTube is an attractive place to increase brand awareness. According to Google, 90% of people use YouTube to discover new brands and products. Posting product content, tutorials, and explainer videos can help spread the word. Video ads and influencer marketing can be used to further increase brand awareness. Additionally, consistency between visual branding and brand voice can increase brand recall.

**4. Increase trust and authority:** YouTube- is the most trusted social platform for discovering and purchasing products. If you want to build brand trust, YouTube is the place to start. Build brand trust by communicating how products can solve problems. Create video testimonials, brand stories, video tutorials, and live demos, and partnering with creatives can help build trust with potential customers.

**5. Increase sales and traffic:** YouTube marketing can positively impact your bottom line by driving traffic to your website and increasing sales. Marketers say videos have directly led to increased sales. YouTube offers many useful shopping features, such as cards, end screens, and featured stores. By promoting your channel and product, marketers can use these tools to increase social media sales and earn more revenue.

**6. Increase in the number of potential clients:** YouTube — An effective tool for increasing leads. In addition to using features like lead generation forms, you can share webinar presentations and online course promotional videos to encourage people to sign up, and you can also use landing page links and magnets. Engage customers with video descriptions, share videos on other platforms like social media or websites to get more attention.

**7. Earn extra income:** YouTube can enhance your current marketing strategy but can be an additional source of income for your organization, and channels that qualify for the YouTube Partner Program can earn money based on views and engagement [3].

**YouTube Marketing Strategy:** Follow these ten steps to create your company's YouTube marketing strategy. Steps to start promoting products using high-quality video content, as shown in Fig 13.



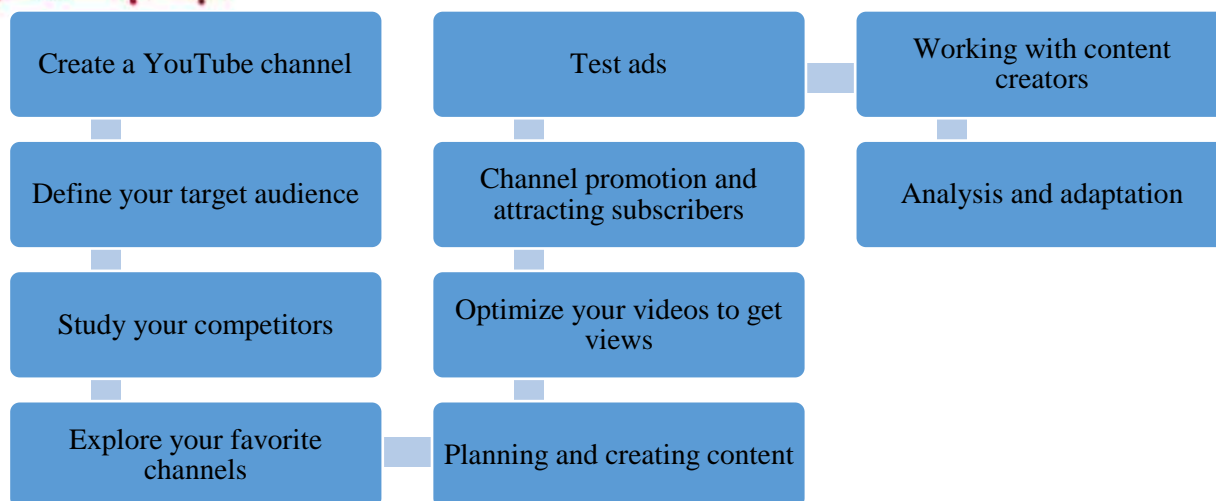


Fig. 12. Steps to Start Promoting Products  
Source: Developed by the author based on data [4-5].

**Step One: Create a YouTube Channel.** First of all, you need to create a YouTube channel. Since YouTube is part of Google, you will first need to create a Google account. To sign up for a YouTube channel, you can use an existing account or create one to manage only your business channel.

#### How to get started and work:

- Create a Google account or, if you are a Google Workspace user, use an admin account or create a YouTube account.
- Go to YouTube.com and click on your profile picture in the upper right corner
- Click “Create Channel” at the top of the drop-down menu that appears.
- Enter your company name and title and upload your logo as your profile picture in the pop-up window that appears before you click “Create Channel.” If you don’t want to use your company name as your channel name, consider using your YouTube channel name to grab attention.
- Click “Customize Your Channel” to begin branding it and enter key information you will need to share with your audience if you hope to gain subscribers.
- To fully complete the creation of your new YouTube channel and brand it, fill out the following details on each tab as shown in the fig 13.

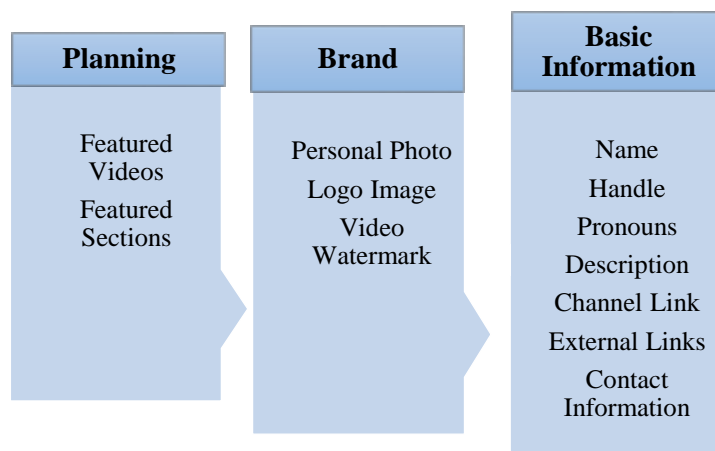


Fig. 13. Trademark details  
Source: Developed by the author based on data [5-6].

**Step Two: Define Your Target Audience.** Before you create videos, you need to analyze the demographics of YouTube users. Based on the wants and needs of your target audience, you can create useful content about the videos that people enjoy watching the most because the audience brings in revenue, but you can't take full advantage of the opportunities if you don't know your audience. It's helpful to know the demographics of YouTube users.

- Audience gender, to see if they lean towards a certain group.
- Age group that most of the audience belongs to.
- Geographic location, countries or cities where the video is viewed.
- Overall audience engagement or watch time.

Demographic information will help you understand your audience better and work better with brands. All demographic information can be obtained from YouTube Analytics. You may want to look at audience data such as traffic source and viewer, age and gender, geographic location, etc. This will provide valuable insights into audience demographics and interests. You can see how many people are finding your videos through search, watching them in the suggested feed, or from other sources.

**Step Three: Research Your Competitors.** The fastest way to grow on YouTube is to learn how your competitors are doing well, and then do it better than them. You can start by finding channels from competitors you know.

**Conduct a competitor analysis:**

- Number of subscribers
- Average number of views per video.
- Frequency of posts
- Video quality
- What people say in the comments
- Main topics they post.

**Then ask yourself:**

- What are their most popular videos?
- How do they introduce themselves?
- What is their brand voice?
- How can I differentiate my company from my partners?
- What ideas can I get for new content on this channel?
- Put all your notes in a spreadsheet to make it easier to keep track.

It should include a SWOT analysis that identifies strengths, weaknesses, opportunities, and threats. Knowing these attributes can help you learn how to improve your competitors' strategies.

**Model of Competition Analysis in Social Networks.** In the beginning, the goal may be to grow your subscriber count and audience as quickly as possible. So, keep track of your competitors' subscriber and view counts and track your progress against theirs every month. Because you are competitive, the desire to surpass their

numbers will motivate you to continue growing your channel, even if growth is slow at first [7].

**Step Four: Explore Your Favorite Channels:** In addition to learning from your competitors, you should also learn from your favorite YouTube channels. These channels don't necessarily have to be related to your industry, but rather just ones that you enjoy and want to learn from. Using YouTube content will help you learn a lot about what works, especially since it's constantly changing. For example, did you know that audio quality is more important than video quality? Bad audio can cause people to avoid watching or subscribing to a video. Creating YouTube videos that people want to watch takes a lot of effort. **When you watch other videos, pay attention to:**

- Video thumbnails
- Logo image
- How other creators link to posts or products.
- How other creators edit their videos, including pop-up text boxes and other special effects.

**Step Five: Planning and Creating Content.** Now that you have your channel set up and have an idea of what content is performing well, it's time to develop a content plan for your YouTube videos. You may want to start by making a list of ideas. This list could include:

- Questions asked by the audience.
- Trends in your field of work that you find online.
- Videos of well-known competitors.
- Options from our list of 100+ YouTube video ideas.
- Experiences you want to try.

To start, make a list of 10 ideas. Although you may find a suitable place to publish later, it is a good idea to enthusiastically launch a channel, upload a few videos, and start promoting it. Then you will need to develop a strategy for creating, posting, and promoting videos. **Add tasks like:**

- Record content
- Edit videos together.
- Upload to YouTube.
- Enhance videos.
- Schedule video content.
- Video promotion.

Once created, establish a consistent schedule, such as every one to two weeks, that you can stick to to grow your channel.

**Step Six: Optimize Your Videos for Views.** Let's talk about how to get views for every content you plan, since 2 billion YouTube users watch about a billion hours of video content every day, and how can you get the YouTube algorithm to show your videos? at the beginning?

If you are familiar with SEO and the Google algorithm, YouTube works in a similar way, but with one major difference - personalization. When you search for a query on Google, you get results that are almost identical to the results of websites provided by other people, since some results vary depending on the site, but if you and a friend are sitting next to each other in the same room, on the same Wi-Fi network, and search for the same keyword, you will see the same results. This is not the case with YouTube. When YouTube displays search results, it takes into account the keyword and other factors. The similarities Google looks for are how popular a video is, keywords in the title, etc., but YouTube takes into account your viewing history and the types of videos it knows you like to watch, so no YouTube homepage or search results for two users will be 100% the same. Settings play a role, but it's still important to do all the other SEO tasks on YouTube to be able to find videos in search.

### **Ways to Optimize Videos to Get More Views.**

- Do keyword research: These are the words in your video description or title that give the YouTube algorithm a hint about the topic of your video. YouTube keywords that a user types into the search box are considered to display different results. When you perform accurate and effective keyword research, you will be able to show your videos to your audience and increase your views. When you do YouTube keyword research, you should get accurate statistics on what your audience is searching for on YouTube so that you can use keywords. The more relevant your audience is, the more likely your videos will appear when people search for those keywords.

- Add words to your videos: For each video, you should have one main word and a few additional words. Here's how to add them:

- Video title: Make sure the keyword is prominent in the video title.
- Video description: Type your keyword in the first three sentences, then add one or two related keywords.

- Video tags: These are not very effective, but use keywords as tags. Consider using a tool like TubeBuddy to find more relevant tags

- Tags: Add 1-2 tags for your keyword and a related keyword at the bottom of the video description.

- Use timestamps. Timestamps on YouTube are like chapters in your video. They allow viewers to jump to the sections that interest them most, increasing the likelihood that they will watch more of the video.

- Create a detailed video description. Each video description should contain a unique section of a few sentences that describes the topic covered, but you can create default descriptions to save time for the parts you need in each video [8].
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  - Tags: Add 1-2 tags for your keyword and a related keyword at the bottom of the video description.
  - Use timestamps. Timestamps on YouTube are like chapters in your video. They allow viewers to jump to the sections that interest them most, increasing the likelihood that they will watch more of the video.
  - Create a detailed video description. Each video description should contain a unique section of a few sentences that describes the topic covered, but you can create default descriptions to save time for the parts you need in each video [8].

#### **What to include in a video description:**

- Video summary
- Timestamps/chapters
- Links to videos and relevant websites.
- Link to your homepage
- Links to your other social media accounts.
- Links to your products or services mentioned in the video.
- Call to action
- Tags
- Create an attractive video thumbnail. Custom thumbnails are very important for increasing views. Apart from the title, users should decide whether they want to watch the video or not. A good YouTube thumbnail depends on the audience. At the very least, make sure it's not just a screenshot of the video. image elements or the "Commercial" tag and add text to attract viewers.

- Respond to comments. YouTube is a social network, and responding to viewers' comments shows that you are here to build a community, not post content for self-promotion.

**Step Seven: Channel Marketing and Attracting Subscribers:** Video content is promoted so that you can attract more subscribers and grow your channel. Once you start creating, publishing, and optimizing videos, you will need to create a distribution strategy that will help spread the word. While YouTube SEO can help improve the overall reach of your platform, there is work outside the platform as well, such as promoting your new YouTube channel on websites, other social media, email newsletters, etc. [9].

**Distribution channels:**

- Add a link to your channel from your website and in your email newsletter.
- Embed relevant videos in your landing pages and blog posts.
- Link to playlists and videos from your social media channels and newsletter.
- Partner with brands or creators to cross-promote.
- Share links to relevant videos on forums and online communities.
- Announce that your brand now has a YouTube channel, create consistent content, and watch your subscriber count grow.

**Step 8: Test your ads:** Most YouTube ads are videos, but you can also place banner ads, both in videos and on your website, making your video ads skippable (after the first 5 seconds) or non-skippable (up to 15 seconds). Upload at least 5-10 videos so new visitors can get an idea of what you have to offer.

**Step 9: Work with creators:** One great way to increase your reach and visibility on YouTube is to work with creators. There are tens of thousands of influencers on YouTube, giving you a wide range of creators to choose from. Plus, while new social media platforms pop up all the time and become the “hottest” place to advertise, YouTube remains a highly effective channel for brands and the number one platform for consuming influencer content.

As with any form of paid advertising or marketing campaign, you can't just jump into partnering with an influencer without some preparation.

**There are a few things to keep in mind before you get started, including:**

- Know your audience and know your goals.
- Follow the guidelines for disclosing paid or sponsored content. Make sure the creative partner uses at least the hashtags #ad or #sponsored.
- Choose an influencer who aligns with your brand and who you trust to create high-quality content.
- Analyze the results after the campaign and learn what to do differently next time.

If you want to work with influencers, you will need to make a list of relevant creators and start reaching out to them to understand what they offer, what their rates are, and whether a partnership makes sense.



**Step 10: Analysis and Adaptation:** As with all marketing efforts, you should monitor YouTube analytics at least monthly. Use the built-in reports to learn what your audience watches and likes the most, where your visitors come from, and more.

**Use analytics to track your channel's growth:**

- Subscribers.
- Views.
- Watch Duration.
- Top Videos.
- Watch Time.
- Impressions.
- Click Through Rate

This becomes the metric by which you evaluate your channel each month. Is it not growing? Then it's time to adjust your YouTube marketing strategy.

**How to get money on YouTube:** To start making money directly through YouTube, you must have at least 1,000 subscribers and 4,000 hours of watch time in the last year or 1,000 subscribers and 10 million valid public views of short videos in the last 90 days, once you meet either of these two requirements, you can apply for the YouTube Partner Program and monetize the channel.

**How Many Views Do You Need On YouTube To Make Money:** According to Influencer Marketing Hub, the average YouTube channel makes about \$0.018 per view, which equates to \$18 per 1,000 views. The number of views you get is not related to your income. You make money if your video has thousands of views but no one watches it or clicks on the ad, you don't make money. This is due to YouTube's criteria for charging advertisers: the viewer must click on the ad or watch the entire video ad (10, 15, or 30 seconds). So, you get paid [10].

**Factors Affecting Revenue Per View:**

**1. Channel category or video topic.** Depending on your marketing strategy, your category has a significant impact on your ad revenue.

If your video is about something that advertisers are willing to engage in a bidding war for, the higher your CPM will be and the more revenue you will earn as a result.

Factors to improve your YouTube channel category to achieve higher revenue:

- Who is your audience? What are their demographics and purchasing power?
- What is your industry and how unique are your videos?
- How competitive is the advertising market for your videos?

**2. The type of advertising you use.** One of the factors that affects the amount of money you make on each video is the type of advertising you allow on your channel. Check out the different ad formats here:

- Skippable ads (after 5 seconds).
- Non-skippable ads (15 to 20 seconds each).
- Short ads (up to 6 seconds at the beginning of a video).

- Overlay ads (text banner only).
- Sequential ads (for videos longer than 5 minutes).
- You can control which ads are shown (before, during, or after the video) via Google AdSense.

Since these settings affect engagement rates, they will result in different CPMs.

**3. Authenticity YouTube** — The second most popular website in the world, attracting billions of people every month, so it is tempting to look for ways to make content more suitable for advertisers, and YouTube is an ever-evolving platform with advanced algorithms that work to eliminate profits from content that does not give viewers what they want, the best strategy we can suggest is to create content that is as original and engaging as possible. This way, you will automatically get more views over time, and YouTube's algorithms will change in your favor.

**4. Place commercial breaks strategically:** One way to increase ad revenue is to strategically place ad breaks throughout your video. For example, if you're making a home renovation video, you might want to place an ad right before the final product is shown because you have the opportunity to do so. Audiences will be more likely to sit down and watch the ad, but don't overdo it. Placing too many ads in a video can look spammy and cause viewers to leave [11].

**YouTube pays for viewing.** Yes, YouTube pays per view, but YouTube doesn't pay per video view, it pays per ad view. This means that the real question isn't "how much money is earned per view." on YouTube, but rather "how much money is paid per view?" How much money can I earn per **watching ads on YouTube?**

- Video Views. Video views are the number of times your video has been viewed.
- Ad Views. Ad Views are the number of times your video has been viewed by an ad.

YouTube pays for the number of ad views a video receives. If your video gets 1 million views but no ads are shown, you will not make any money. If your video gets 1 million views but only 10,000 ad views, you will only make money on 10,000 ad views. YouTube makes money from ad space, so they will pay based on how many views a video generates for that ad space.

#### **YouTube Revenue from Ad Views**

YouTube revenue per 10,000 views is \$100-\$300.

YouTube revenue per 100,000 views: \$1,000-\$3,000.

YouTube revenue per 500,000 views: \$5,000-\$15,000.

YouTube revenue per million views: \$10,000-\$30,000.

This number is a generalization and can vary greatly depending on factors. It is unclear whether this magic number that is touted in many articles is specifically related to the number of ad views or the number of video views if it is related to the

number of video views. The actual revenue per 1,000 will be closer to \$5-\$7 if the magic number is related to video views.

### **YouTube Revenue from Video Views**

YouTube's revenue per 10,000 views is \$50-\$70.

YouTube's revenue per 100,000 views is \$500-\$700.

YouTube's revenue per 500,000 views is \$2,500-\$3,500.

YouTube's revenue per million views is \$5,000-\$7,000.

These numbers don't include other ways video views can make money for creators, such as endorsements or partnerships.

**How to Make Money on YouTube in Other Ways.** YouTube's pay-per-view program should not be the only source of income from the platform. Successful creators strive to diversify their income streams [12].

### **Ways to Increase YouTube Channel Income:**

**1. Affiliate links:** When you are part of an affiliate network, you promote products to an audience and offer them a unique link or code. When someone uses that link or code to make a purchase, you earn a commission. Many content creators share. The affiliate links in their signatures are on YouTube, and they promote it in their videos.

**2. Sponsored Posts:** Sponsored posts are those where you use, demonstrate, unbox, or otherwise promote products in a video. These posts are paid for by the brand, which benefits you, the sponsor, and the audience.

**3. Partnership:** Establishing an exclusive partnership with a brand means you are loyal to them and are rewarded with ongoing promotions. Partnerships typically involve a certain number of sponsored posts or brand mentions in exchange for paid support from YouTube. These relationships are managed through Brand Connect, a self-service platform that connects creators and brands.

**4. Channel Membership:** You can sell memberships to your channel, giving subscribers exclusive access to things like discounts, one-on-one chats, and unpublished content. Channel memberships are paid through YouTube, so you'll pay a percentage to the platform.

**5. Sponsorship via third party applications:** If you want to offer subscription benefits to your loyal fans but don't want to do it through a YouTube channel membership, you can always use a third-party app like Patreon. It allows you to sell subscriptions in exchange for exclusive privileges like video content, which is an unprecedented phenomenon [13].

**6. Products:** Promoting products has long been a successful way to use subscribers to raise money. Creators with well-established brands can sell products, as YouTube makes it easy to sell products through its shopping module, but beware, you'll be paying a percentage of the profits to YouTube.

**7. Chat, stickers and super thanks:** You can monetize your live streams and highlights with Super Chat. Super Stickers. Super Thanks. In Super Chat, viewers can pay anywhere from \$1 to \$500 to have their message displayed in the chat. Super Stickers are similar, but instead of a message, they are a sticker attached to your chat feed. Super Thanks can be purchased for any of your videos. Once viewers donate using the Super Thanks feature, they will get the chance to post a colorful highlight in your comments section and a one-time animation.

**8. Reuse content on other platforms:** You can republish YouTube content on other platforms that you can earn income from. Short videos will be very successful on platforms that generate income by focusing on short videos, such as TikTok. This is an indirect way to make money from your YouTube channel, but if you have already done the work, it may be better to try to get the most out of your content. Just make sure you optimize your videos for the platform you are publishing on [14-15].



**MARKETING BASED ON THE TIKTOK PLATFORM**

The world has seen a significant acceleration of events at all levels, which has brought about changes in all aspects of life thanks to the advent of the Internet and the development of its various applications. This development has led to the emergence of many applications that have become a destination for all people of all ages, and at the forefront of these applications is the Tik Tok application. It is considered one of the largest open social networks that contain millions of different video clips that can be easily accessed. It is also considered one of the most famous smartphone applications used in social media, which has gained great popularity in all regions of the world, as it allows users to create short videos and share them both within the application itself and on the network. Other social media platforms, as well as the emergence of actors and social influencers of all professions and affiliations, have witnessed an increase in profits, especially after the activation of the profit feature, which opened the door to widespread communications that have increased the spread of this application across the world, as the application is considered one of the most dynamic programs [1].

**TikTok app concept** — One of the fastest growing online social media tools. It was created by Chinese entrepreneurs Alex Zhu and Luyu Yang. The app existed for a while, known as Musical.ly in 2014, before it was acquired by Byte Dance in 2017. The two platforms, Musical.ly and TikTok, officially merged in 2018 as the TikTok app, which became focused on a short video format designed for smartphone screens. This platform defines the audio component of audiovisual material in ways that have not been explored before in the world of social media on a global scale, as it is available to people in most countries of the world, but in China there is a separate version called Doyin, which has the same basic features but includes content of interest to Chinese audiences. The app has caused a lot of controversy around the world over the security issues and social risks it is believed to carry. Reason, to the point that a number of countries have taken steps to ban or partially restrict it [2].

**Definition of TikTok app:** is a social media platform designed to create, share and edit short video clips ranging from a few seconds to 10 minutes in length. In addition to filters and special effects that users can add, it provides songs and sounds. Users also have the option to download video clips from their devices to their videos, and the app's capabilities are shown in Fig 14.



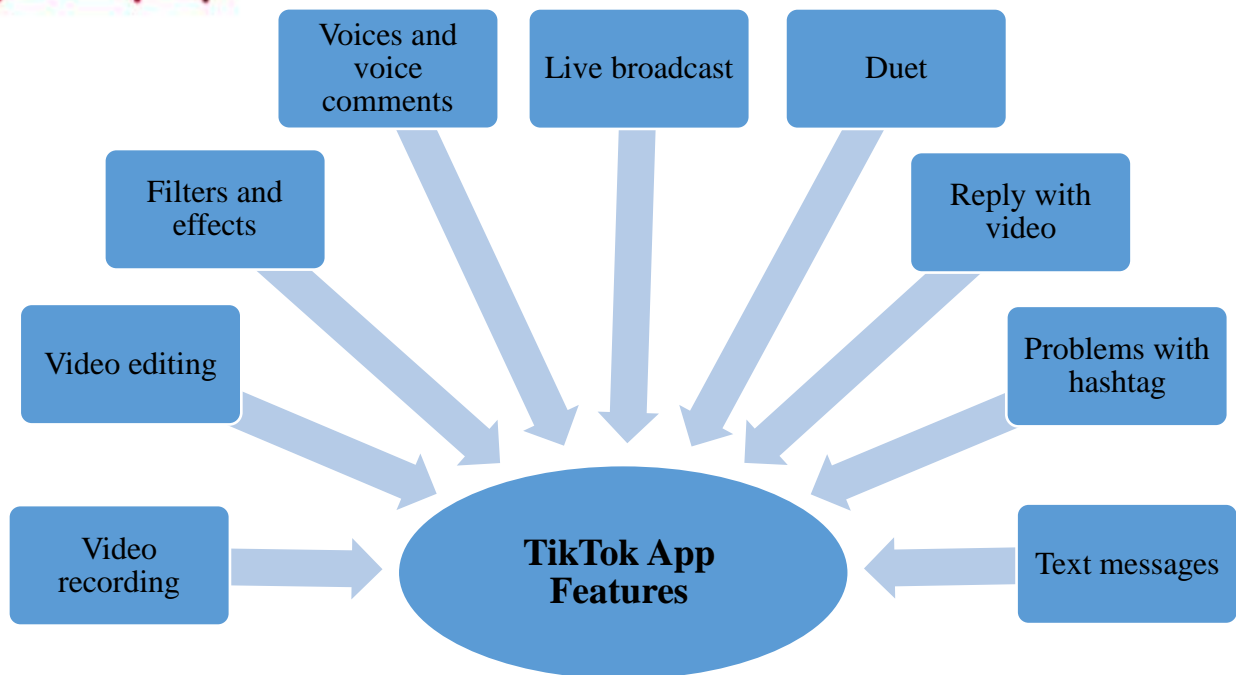


Fig. 13. Features of the TikTok application  
Source: Compiled by the author based on data [3-4]

**1. Video recording:** allows users to record video within the app itself, either in one shot or in parts, making it easy to create dynamic, multi-part content.

**2. Video editing:** The platform provides a set of video editing tools such as trimming, cutting, merging and duplicating.

**3. Filters and effects:** It provides a variety of filters and effects to add a creative touch to the videos users post, and these custom features include effects such as beauty filters to enhance your on-screen appearance and interactive gameplay effects.

**4. Sounds and voiceovers:** allows users to choose from a wide library of music and sound effects, as well as use the voiceover feature to add voiceover to their videos.

**5. Live broadcast:** allows users to broadcast themselves in real time for instant interaction with followers.

**6. Duo:** This innovative feature allows users to create videos alongside another user's content, facilitating collaboration and creative interpretation of existing content.

**7. Video answer:** Allows users to reply to comments on their videos instead of text responses.

**9. Problems with hashtags:** encourages users to create content on a specific topic or task.

**10. Text messages:** It's a video-focused platform, but as a new feature, it allows text posts, allowing users to share ideas or start discussions in a traditional social media format.

### **Importance of TikTok App for Email Marketing:**

**1. Audience reach:** This provides a level of reach that is hard to match. You don't need a big budget to make an impact, you need content that resonates, whether it's a behind-the-scenes look or a challenge showing products in action or just something that gets people talking. Relevance and the ability to connect are important to them.

**2. Democratic nature of the algorithm:** The algorithm gives everyone an equal chance to spread the word. It doesn't matter if you're a startup or an experienced player, if the content is liked, you're part of the game. Democratic vision is a game changer, providing a unique opportunity to increase traffic and communication with the audience in a meaningful and measurable way.

**3. Combining Creativity and Strategy in Marketing:** Digital marketing combines authenticity with analysis, creativity and strategy. It is a place to introduce a brand and connect with a community eager to discover new content, drive engagement and create a brand presence where it is. It resonates beyond the app.

**4. Unique appeal for B2B marketers:** provides a unique channel to humanize products, demonstrate thought leadership, and even generate leads with content that educates, entertains, and engages professional audiences.

**5. Leveraging B2B Marketing Success:** The process of incorporating it into a B2B marketing strategy involves using trending hashtags, participating in challenges, and creating content that matches the interests of the audience and the needs of a specific industry. A successful marketing strategy is characterized by creativity and knowledge of the platform culture and consistently delivering value in a format that encourages participation and interaction [3-4].

**How TikTok Works:** Like most other apps and social media platforms, users can follow other users, like and comment on other users' videos. With the ability to send emojis to their favorite artists on TikTok, users can also first choose the song they want to use in their video and then record themselves miming to the music. Alternatively, users can record their own video and then choose a song and/or add a voiceover. The app has a variety of ways to add fun to a user's video. For example, there are options for slow motion, fast forward, filters, effects or even playing the song forward and backward, once users are satisfied with their video, they can publish it to their followers and share it on other social media platforms such as Messenger, WhatsApp – Instagram etc. There is also a duet feature that allows you to pair up with another user.

**Marketing via TikTok:** TikTok is currently one of the most popular social media platforms. Since the network includes many users from different geographic regions and age groups, it helps companies expand, and investing in this special communication arena to promote products requires a cohesive strategy to achieve satisfactory results from the marketing campaign [5].

### **Reasons to Market on TikTok:**

- **Wide user base:** You can find a wide and diverse audience, people from all age groups and locations, with the potential to reach potential customers all over the world.
- **Engaged audience:** Allows you to quickly convey your message to the audience and reach a large number of people. Your job is to create attractive content so that the product and content goes viral without any investment.
- **User-generated content:** Users create videos related to product and brand recommendations. To encourage the audience to create such videos, you need to run contests that motivate them to promote the products in order to win valuable prizes.
- **Brand awareness and memorability:** Interesting, useful and attractive videos are easy to promote. When customers find something interesting for them in the videos, they will remember the brand.
- **Cost-effective advertising:** Promote your videos for free. If you can create something viral that your target audience will watch, you will not have to pay for this promotion.
- **E-commerce integration.** The platform has become more suitable for businesses as it provides e-commerce integration where you can add Buy Now buttons to encourage in-app purchases, making it easier for customers to buy and sell by allowing customers to complete the purchase process without leaving the platform.
- **Promote on multiple platforms:** The video format can be easily distributed on other social media platforms. If you want customers to see your content on different channels, you can do so in a short time. As a result, more people will watch the video and visit it. learn about the brand.
- **Multiple advertising options:** In-feed ads, branded hashtags, and challenges are forms of advertising that can be used to attract new customers as the platform allows you to promote products online and reach the target audience, resulting in increased brand awareness, increased website traffic, and increased purchases.

### **The difference between TikTok and other social networks:**

- **Short video content:** Since the platform is designed for short video content, the TikTok app has an additional advantage: users can create videos that are between 15 seconds and ten minutes long. This length is suitable for quick and visually appealing content, where customers find something interesting, useful or important in a matter of seconds.
- **Portrait video orientation:** This format allows mobile users to enjoy videos on the platform and browse their phones as they used to when watching video content.

- The platform's For You page: It allows users to find videos they might like based on algorithms. TikTok analyzes the history of videos watched, preferences and interactions and presents similar content. It allows users to discover new videos and creators related to the topics they have discovered before.
- Huge music library: The platform offers an impressive library of music that people can use in their videos.
- Content discovery: The Discover and Trending sections allow users to find popular videos that people prefer to watch. Content discovery helps subscribers explore content outside their area of interest. This way, they can find something useful and relevant to other areas of the industry.
- Innovative editing tools: It suits both amateur and professional social media content creators thanks to the tools provided, as the editing tools and filters on the platform help create and edit videos without any special skills or knowledge.
- Challenges and trends: The app has gained popularity through challenges and trends where users upload videos with covers. By participating in such challenges, users feel like they are part of the community and stay in it. Trends also encourage users to create user-generated videos, which is especially useful for branding.
- App features: In-app purchases, live streaming, and reaction creation allow users to make purchases, participate in online events, and leave their reactions on certain content, which allows users to perform certain actions on the platform, increasing the number of active users more.
- Live streaming: This feature allows creators to interact with subscribers in real-time and deliver the desired message to the audience. Real-time interaction builds trust and awareness.
- Easy to share: The videos you create can be easily shared on other platforms. If you want to expand your reach and visibility, you can add the videos to your Instagram or Facebook account.

### **Steps to Use TikTok for Business:**

**Step two:** Create an account. First, secure your username. If you already have a personal TikTok account, you can easily convert it to a business account as the business account is considered free.

### **Benefits of Creating a TikTok Business Account:**

- Website link in resume.
- Account details.
- Business suite tools such as automated advertising and messages.

One of the downsides of business accounts is that you only have access to a limited music library. This is good because it prevents business accounts from using copyrighted music, and you won't accidentally use a copyrighted song in an ad [6].

### Steps to create an account on TikTok app:

1. Download and open the TikTok app.
2. Create a new personal account, you can use email or sign in with your Google, Twitter or Facebook account.
3. Tap Profile in the bottom right corner, then tap the menu icon (three horizontal lines) in the top right corner.



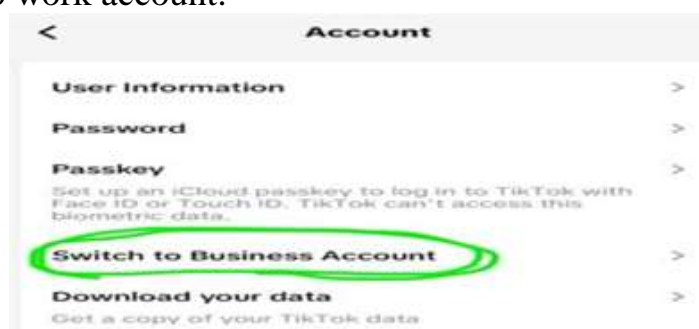
4. Click "Settings and Privacy".



5. Click "Account".



6. Click Switch to work account.



7. Select the category that best describes your brand, then click Next.

< Business account

**Choose a category**

Select the category that best describes your account. This category won't be displayed publicly.

- Art & Crafts ☐
- Automotive & Transportation ☐
- Baby ☐
- Beauty ☐
- Clothing & Accessories ☐
- Education & Training ☐

8. Add a work email address to your profile..

**Add your email**

Add an email to your profile to connect with your customers directly. You can always change this later.

Email address

Add

Skip

**Step Two: Create a Strategy:** Before you post, you should create a strategy for the social media platform. Having a strategy for Instagram or YouTube is a great starting point, but remember that TikTok varies greatly in content styles, user preferences, and algorithms, so gathering information is the best way to build a successful strategy on the TikTok app.

### **The Basic Elements You Need to Get Started.**

- Know the Algorithm. The algorithm is the only obstacle standing between your videos and their distribution on TikTok. If you want to reach the expected marketing goals of potential customers, you need to know the factors that will help you achieve these goals. The algorithm categorizes videos based on factors such as user interaction with previous content, video comments, votes, hashtags, and viewer demographics.
- Spend time scrolling. As a business owner or marketer, you are required to spend time scrolling. Monitoring your page is the best way to learn what works and what doesn't, especially in your niche. Over time, you will learn what exactly tends to go viral and how creatives use graphics, captions, and caption culture. Knowing common phrases, styles, and their usage will help you avoid embarrassing mistakes.



- Set goals and objectives. Your strategy should clearly define what you want to achieve. Note that TikTok is not a sales-oriented platform as the algorithm prefers interactions on the platform.
- Define your target audience: Popular with teens and Gen Z, but still widely used by older age groups, you have a better chance of reaching your target market.

- Plan your content: It tends to feel quick and spontaneous, trends come and go in a matter of days, and by the time you think about branding, the opportunity to engage may have passed you by.

- Define your visual style: Users find professional-looking videos from brands to be out of place on the platform. All you need to start creating videos is your phone and a little creativity. Of course, clear audio and good lighting are important.

**Step Three: Optimize Your Profile:** Users visit your profile after watching a video or commenting on it. Your profile consists of your bio, link, and photo. These elements work together as a storefront for your store, and given that limited space, it is important to perfect them to represent your brand in the best possible way.

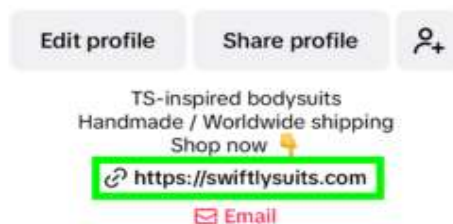
- Make sure your profile photo looks good and represents your brand. It should also be consistent with your photos on other platforms. Use the same logo or colors as your website, branding, and other social media profiles.

- Make sure your summary is short and concise, as it is limited to 80 characters, which is very short, even shorter than a tweet before 2017.



- With such limited space, your bio should be short and clear, and ideally include a call to action. You can also add personal emojis, but do not replace words with emojis, as per accessibility guidelines.

- Choose your website address wisely: You can add a website link to your account once you have 1,000 followers. If you haven't reached that point yet, you can register a company. Once approved, you can add a link to your website.



- Unlike Instagram, you only get one link in your bio on TikTok. For businesses, there are many options, such as your e-commerce site, a specific landing

page, another social media account, an existing blog post, etc. Choose one link and stick with it or change it manually as needed [7].

- **Get verified:** Verified accounts increase visibility, authority, and trust. You don't have to be famous to get this feature, and many businesses have this feature. There are no clear criteria or minimum number of followers for verification. You can request verification through the Settings and Privacy menu in the TikTok app.

**Step 4: Create interesting content.** As a business owner or marketer, you should focus on creating content that appeals to anyone who scrolls through it, and while there's no secret formula, a few tips can help you figure out what works for your business audience.

- **Improve video aesthetics:** The better the audio and video quality, the more engaging the content will be. In brand and beauty videos, lighting is important to display accurate product descriptions.

- **Use popular formats.** Save videos that can be edited later to suit your audience's needs. Educational videos work because they provide value while watching them.

- **Collaborate with other creators:** Update your videos by collaborating with influencers and creators.

- **Add annotations and animations.** Once you've spent some time on your first personal project, you'll notice some common elements and patterns in how users edit videos to grab your attention.

- **Use hashtags.** The algorithm does most of the heavy lifting when it comes to content reach and discoverability, but hashtags can help improve targeting and discoverability of your content through search.

**Step 5. Search Engine Optimization:** Hashtags are essential to getting your content noticed, but keywords and captions are even more important thanks to TikTok's improved search feature, as 40% of Gen Z primarily use Instagram and TikTok to search for brands and marketers. You can take advantage of the growing search opportunities the app offers by implementing proven SEO techniques. Do keyword research, think strategically about how your target audience will use search, experiment with using longer comments that are full of real value, and of course, keywords [7-8].

**Step Six: Publish at the Right Time:** For content to reach its target audience, it not only needs to be good, but it also needs to be posted at the right time. Based on our experiments and analysis, we have found this to be the best option. The time to post on TikTok is Thursday at 7pm. Results vary, so be sure to double-check this and check your analytics. We recommend using a scheduling tool so you aren't tied to your phone to post at that specific time. You can technically schedule posts in the TikTok app, but only 10 days in advance and on your computer.

**Step 7: Attract and Grow Your Audience:** Creating high-quality content is the best way to grow your audience, and there are no other tricks or shortcuts.

#### **Audience Development Requirements**

- Pick a specific location and stick to it.
- Post regularly.
- Connect with publications and other creatives in your field.
- Experiment with everything from formats, editing styles, and posting times.
- Reply to all comments and questions on posts.
- Use social media to stay current on trending topics in your industry.
- Add calls to action in your videos and captions (e.g. follow me for more skincare tips from a board-certified dermatologist).
- Create ads that complement your organic content.
- Use new features as they launch (favor the algorithm), stories, and video carousels [8].

**Step 8: Use Analytics to Learn and Revisit:** Once you have a few successful posts, it's time to master analytics. Analytics can answer questions like: Are you reaching your target market? Did you gain new followers from your viral post? Which videos resonate with your audience? Track metrics like average watch time, number of saves, and engagement rates. These metrics show you which videos are providing the most value to your audience. Once you've identified the best-performing videos, publish them or create variations of them.

**Step Nine: Place Ads.** If you are ready to get into paid advertising, TikTok is a great option for brands and marketers to attract customers. Even though it is a new platform, the advertising features are great due to the powerful targeting algorithm. TikTok advertising is good in payment procedures [9].

#### **Types of Ads:**

**1. Video ads in the feed:** This is a standard advertising format. Video ads appear in users' feeds and are easily integrated with regular content. This ad format can last up to 60 seconds, although 9 to 15 seconds is recommended for interaction.

**2. TopView Ads:** They appear when a user first opens the TikTok app and are shown before any other video. The ads are no longer than three seconds long, so they are short but effective in achieving campaign goals such as increasing brand awareness. TikTok has found that these ads are 1.5 times more effective at helping users remember their brand than other types of ads [10].

**3. Problems with the branded hashtag:** If you're looking to increase brand engagement and awareness, a branded hashtag challenge is a great way to do it.

**4. Signature Effects:** Effects allow advertisers to create custom AR filters, stickers, and lenses that users can add to their videos.

**5. Spark Advertising:** Help turn user-generated content into paid advertising. While brands can promote their own content, Spark's most authentic ads tend to

leverage successful organic content from other creators (creators must obtain permission to use their content).

**6. Product advertising:** It makes it easier for users to purchase things directly, and also opens the door to various advertising formats that become more valuable due to their presence in the context of e-commerce.

**7. Advertising to attract potential customers:** includes an embedded call to action to open an instant form that allows users to submit information without leaving the app. This is an ideal ad format for sellers of higher-priced services or products with a longer sales cycle [11].

**8. Graphic advertising and carousel advertising:** As a video-focused platform, TikTok Ads gives you two image ad formats to work with:

- Image ads: Video ads take time to create and can be expensive. Image ads are an easy way to test different strategies and get a campaign up and running quickly.
- Carousel video ads: Upload 2 to 35 images for users to scroll through. These are useful for engaging users, telling a story, and showcasing multiple products.
- Carousel video ad format that connects to your store and uses images from your product catalog [9].

**Marketing Strategies on TikTok:** expert marketing strategies help you quickly improve the effectiveness of your advertising campaigns. With high-quality creative assets, data-driven targeting tactics, and smart optimization, you'll see your conversion rates soar to high levels in no time, as shown in the figure below. 15.



Fig. 15. Key stages of organizing a marketing strategy in TikTok

Source: Compiled by the author based on data [12-13].

**1. Defining the target audience:** Every marketer knows that a successful campaign must be tailored to the target audience, as it requires knowledge of demographics, psychographics, habits, interests, and ways of interacting with the platform, which helps in formulating a content strategy. and creating videos that resonate with the target audience. There are many. There are many ways to research the target audience, but the most important thing is to be as accurate as possible. The more you know about your audience, the better you will be at creating content that will attract them.

**Search methods:**

- **Research demographics:** Determine the age, location, and gender of your target audience. While TikTok has a largely young audience, remember that it is also quickly gaining popularity among older users.
- **Surveys:** You can use tools like SurveyMonkey or Qualtrics to create surveys that will help you learn about your audience.
- **Identify interests:** The hobbies, interests, and preferences of your audience. TikTok's algorithm personalizes content for users based on likes, shares, and interactions.
- **Study your competitors:** Seeing what your competitors are doing will give you insight into what's working for them and what you can do differently to stand out [14].

**2. Setting goals:** Setting specific, measurable goals ensures that your efforts are focused on achieving a specific goal. Setting goals helps guide your content creation and strategy. For example, if you want to increase brand awareness, creating short explainer videos is a great idea. Will it work to increase sales? Not necessarily, because demonstration or educational videos sell better. Each video you create can align with your overall goals, and you can measure the ROI and make informed decisions to improve your approach.

**3. High quality video:** Low-quality videos will not be engaging. Creating high-quality video content with clear images and an attractive presentation is crucial to ensuring that your video is not overlooked. Learn how to upload content correctly, such as using preferred. Resolution. Video quality can increase or decrease engagement. When a video provides value, viewers are more likely to follow, share, and engage with the content, leading to increased visibility and growth.

**4. Create a content plan:** Creating a content plan will help you maintain a consistent and cohesive presence while setting a schedule for when and what type of content you will publish. Start by determining how many times you will publish videos daily, weekly, or some other frequency altogether, then think about the topics or tasks you will address with the videos, consider using content scheduling tools to help streamline your content creation process and maintain an up-to-date workflow. A content calendar helps you stay organized and ensures a consistent content flow and prevents last-minute confusion. It also allows you to align content with trends, events, and promotions. Relevant for increasing brand awareness and engagement.

**5. Influencer Marketing:** Influencer marketing becomes necessary if you want to reach a wider and newer audience in a short period of time, as it requires you to collaborate with well-known content creators who have a large following where you can create content that highlights or promotes products, services or their messages: when viewers see influencers they trust interacting with a brand, it adds credibility and authenticity to your marketing efforts. Remember that the goal of influencer

marketing is not limited to just increasing visibility, but increasing awareness also includes building trust and credibility with the audience. Choose your partners carefully and target collaborations that provide value to both the influencer and your audience.

**6. Monitoring and analysis of indicators:** One of the tasks of marketers is to track metrics such as views, likes, shares, comments, and follower growth. Analyzing metrics provides insights into the content that resonates with the audience the most. Pay attention to the audience demographic segmentation of your viewers to ensure that you reach your target audience. Optimize your strategy based on this data and focus on what works. Adjust your plan and stop using tactics that result in lower engagement. For more comprehensive analysis and suggestions, you can use third-party analytics tools [15].

It can be said that social media sites in general and the TikTok app in particular are attractive for marketing as they are used to promote a brand or products as this can involve various tactics such as influencer marketing, creating viral organic content, and user-generated content to increase engagement and trust.

Easily create your online presence with short video content that engages your audience and helps showcase your business offerings.





**MARKETING BASED ON THE PINTEREST PLATFORM**

Social networks have become more popular as they increasingly meet the information needs of their users, and with the constant development of information needs, technologies and possibilities, more and more new information services with different purposes and contents have emerged, and this is especially true for social networks, which in the past relied mainly on text-based ones, but have increasingly moved towards user-generated image-based social networks, where the emphasis is on visual content in all its forms. Pinterest is one of the most popular social networking platforms and is an online information service that acts as a virtual bulletin board. Its advantages are that it does not focus on self-portrait like other social networks, but rather puts the user's passion for collecting visual content in the foreground, and this distinguishes it from other traditional social networks such as Instagram, Facebook or Twitter. It is a platform full of real possibilities for e-commerce sites. The design of this platform, the nature of its content and its users make it an effective tool for increasing traffic and sales on e-commerce sites [1].

**Pinterest platform concept:** is a social website for sharing and categorizing images found on the Internet. The service was founded by Paul Sciarra, Evan Sharp, and Ben Silberman and launched as a closed beta in March 2010. Membership was initially by invitation only, but is now open to everyone for free. In its content, it describes the site as a visual bookmarking site that focuses on visual discovery and is particularly known for finding ideas and inspiration in various categories such as fashion, home decor, cooking, travel, and fitness, with the word Pinterest being a combination of two words, “pin” and “interest.” The idea is to bring and expand the concept of a pinboard from the physical world. On Pinterest, you can record relevant information and organize it into pin-shaped boards, as well as create pinboards and name them as you wish. Specific content is called pins in the form of thumbnails and contains various other information such as links, comments, or descriptions. Users can search for images and topics and save relevant content found on a virtual pinboard. The special feature is that it is possible to pin not only content found on Pinterest, but also content from external websites. The platform looks like a virtual pinboard where users can find and save ideas, represented by visual cards or icons, on their boards [2].

**Definition of the Pinterest platform:** is a web browser and mobile social networking application that allows users to find, save, and share visual content such as photos and videos. It acts as a virtual whiteboard or digital scrapbook where users can collect and organize content related to their interests, hobbies, and inspirations.

**The Importance of the Pinterest Platform:** Regardless of the type of business, it can be used to grow the business and make profits by increasing the percentage of sales. This is due to a number of reasons that make this platform the best option for converting sales.

**1. Publishing content:** Users prefer visual content the most on the Pinterest platform, making it an ideal place to publish any type of content, including written content. Content also includes direct links that take you to external pages of your websites, unlike the Instagram app.

**2. Increase brand awareness:** Inspiring and engaging Pins, when used regularly and consistently, help build brand awareness, collaborate with influencers, and engage with relevant communities, increasing awareness and reach.

**3. Customer awareness:** includes a wide range of educational programs and many links to additional educational content. These are the best visual channels for educating customers, since your activity on the platform is similar to creating a new product, you are looking for what the target audience wants.

**4. Increase in the number of visits:** is considered an important source of organic website visits because users tend to use Pinterest to search for ideas and products, which increases the likelihood of visiting the site, and direct links on the pin encourage users to click on them and visit the site.

**5. Constant interaction:** Constantly engaging with the community and users creates strong relationships and increases brand loyalty. Comments, likes, and shares improve engagement and participation because active participation encourages users to follow the account and increase engagement with the content.

**6. Stimulating purchases:** Pinterest users are in the research and inspiration phase, preparing to make purchasing decisions, providing visually appealing content that increases purchase intent. Pins that clearly and attractively display products increase the chances of conversion and sales.

**7. Search Engine Optimization:** Increasing the number of links and visits to pins in search results increases visibility and organic visits. Using relevant keywords in pins and descriptions helps to perform on-page and off-page SEO [3].

**Using Pinterest:** is a social network that allows users to share common ideas, interests, and hobbies, but the appeal of the platform was mainly in its online bookmarking feature. Instead of cutting out recipes or photos from a magazine, users can now save and share them. The platform is used as a source of inspiration and is less focused on posting personal content and more focused on collecting and comparing interesting ideas, products, and projects. Pinterest is used to curate and share photo and video content. It shows users new ideas, products, and content, allowing them to share what they find with other users. Other Pinterest users pin images and videos that interest them to boards, and can also find and edit content from other companies, use Pinterest

to showcase products and services and promote them to users with similar interests and hobbies.

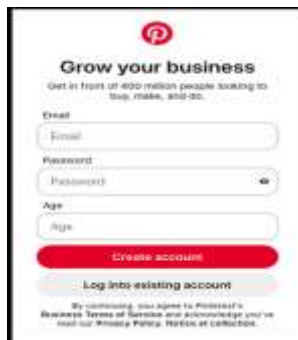
**Marketing through the Pinterest platform.** — is a set of techniques that are used in terms of social media marketing to attract new audiences, build relationships with customers, and increase brand and product awareness. The Pinterest platform has a strong emotional element that is suitable for brands that are looking to tell a story, when you create a Pinterest board, your goal is to tell a story and express the values of the company, rather than just presenting products that will help to evoke emotions, sales, and you can quickly enter the sales funnel if the brand can reach them early. So Pinterest is the solution if you want to reach an open-minded audience that is ready to listen to the brand's story. It is necessary to create an approach to your target buyers early in the buying process, which will consist of presenting products and the brand in their news feed. In this case, instead of hard selling and offering discounts, upselling and cross-selling, show what your product can do [2-3].

### Create a Pinterest profile:

#### Ways to create an account

- Add a business profile to an existing personal account.
- Convert a personal account to a business account.
- Create a business account from scratch.

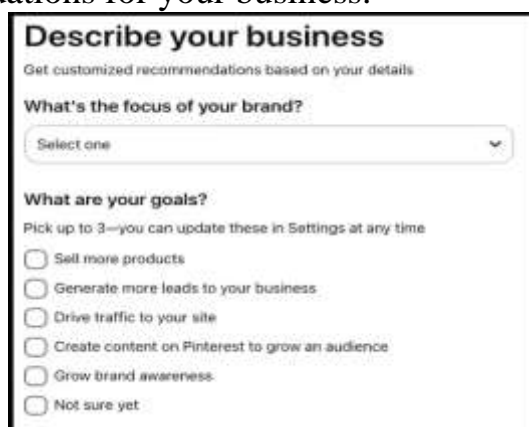
**1. Go to [Pinterest.com/business/create](https://Pinterest.com/business/create).** If you already have a personal account, you will need to log out first and then enter your email address and password. It is recommended to use a corporate email address to differentiate your accounts. Click "Create an account".



**2. Enter your company or brand name and add a link to your website, then select your language and location**



3. **Business Description:** Enter some information that will help Pinterest personalize recommendations for your business.



**Describe your business**  
 Get customized recommendations based on your details.

What's the focus of your brand?  
 Select one

What are your goals?  
 Pick up to 3—you can update these in Settings at any time

- ☐ Sell more products
- ☐ Generate more leads to your business
- ☐ Drive traffic to your site
- ☐ Create content on Pinterest to grow an audience
- ☐ Grow brand awareness
- ☐ Not sure yet

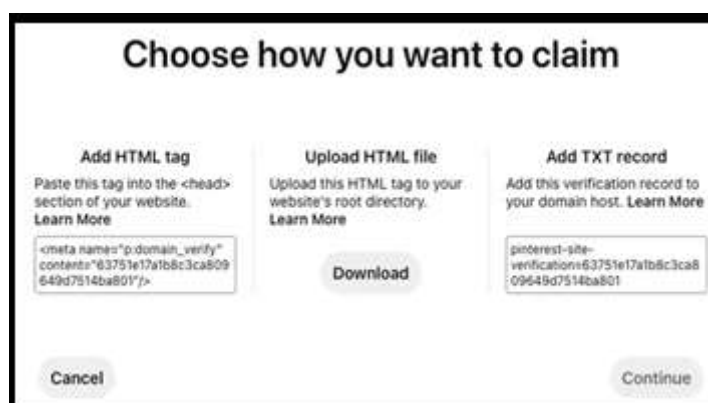
4. **Decide if you want to run ads on Pinterest.** You can always change this preference later, and you can also provide your contact information so a Pinterest Ads representative can contact you.

5. **Select a starting point.** At this point you can continue creating your profile or create a pin or ad.

- Share ideas: Start creating your first badge right away that tells your brand story.
- Audience development: Create ads to reach more people immediately.
- Brand differentiation: Create your profile by adding a profile picture, cover photo, and more.

#### 6. Request analytics for your website:

On your profile page, select Settings from the arrow-shaped drop-down menu on the right. On the Settings page, select Claimed Accounts from the list on the left. On the next page, you can claim your website and install the free Pinterest app if you use Shopify.



**Choose how you want to claim**

**Add HTML tag**  
 Paste this tag into the <head> section of your website. [Learn More](#)

```
<meta name="p:domain_verify"
  content="63751e17a1b8c3ca809649d7514ba801"/>
```

**Upload HTML file**  
 Upload this HTML tag to your website's root directory. [Learn More](#)

**Download**

**Add TXT record**  
 Add this verification record to your domain host. [Learn More](#)

```
pinest-site-
  verification=63751e17a1b8c3ca809649d7514ba801
```

**Cancel** **Continue**

7. **Start creating and pinning.** Now that you have your account set up, you can start creating boards and adding pins. How to create boards, add pins, and follow other users. On your profile page, click the Create drop-down menu in the top right corner. You can create a pin or an idea pin. Idea pins used to be called “story pins,” and they usually contain all the necessary details, information, and information needed to create a recipe or execute the creator’s idea. The screenshot explains. The screen below shows the typical process of creating a pin.



The “Select” drop-down menu allows you to add a pin to an existing board or create a new pin. If you use the Chrome browser, you can get an extension that allows you to pin directly from a website, you can now use your phone’s camera to find ideas. Just open the app and point the camera at anything that interests you, and the app will come back with suggestions for similar things you might want to pin. At the moment, the company says that the functionality is best suited for home decor, clothing, and food ideas [4].

### **Requirements for using Pinterest at the start:**

**1. Correct names:** There are two names you should know on Pinterest: your username and your display name. Your username is the name that will appear in your Pinterest page address ([www.pinterest.com/username](http://www.pinterest.com/username)), but it will not be the name that appears on your profile. The name that will appear on your Pinterest page (and the name that people use to search for you on Pinterest) is your display name. So, if you're setting up a business page, start by visiting the Pinterest Business website and clicking the "Sign Up" button. Create your account by entering your business name and username during the sign-up process.

**2. Upload a suitable profile photo:** Your profile photo doesn’t have to be a work of art, but you want it to grab people’s attention, clearly communicate your personality, and stand out in a world of visuals. For businesses, solid-color company logos tend to look better against the all-white background of Pinterest. (Keep in mind that your profile photo is 165 x 165 pixels — photos smaller than that will look stretched.)

**3. Create a profile that represents your business:** Focus on content as people are constantly looking for content they like and want to share, making it a place for many new people to join your company.

**4. Use Pinterest tools:** If you don’t have the right tools to do the job, it’s going to be hard to succeed. There are a number of free tools available that will increase your chances of success on Pinterest. Install a button in your browser that will provide free Pinterest integration with all internet browsers and allow you to pin content to your page directly from any website. The button doesn’t make it any easier. Not only will “pin” organize your content, it will also link it directly to the website it came from, helping to avoid any potential issues.



**5. Use the right keywords:** When creating boards and pins, be mindful of the words you use in board names and pin descriptions. Many people use Pinterest as a visual search engine to find products or topics they are interested in; your boards and pins will appear in search results based on the keywords you use [5].

### **How to Use Pinterest for Business**

**1. Share creative, inspiring and actionable pins:** Pinterest — is a website for sharing inspiring images and ideas. If you want to succeed, you need to create and publish visually appealing Pins. The most successful Pins grab people's attention and make them want to learn more. Great Pins are usually vertical and show how products or services are used.

**2. Look at trending topics and keywords:** These trends help determine what content to pin or what your next product should be. For example, if you notice that X projects are trending, now is the time to find X content and share it, making your business more profitable.

**3. Pinterest Advertising:** Pinterest ads or Promoted Pins look like regular pins, the only difference is that you pay to get your pins seen by more people. You can use geotargeting to ensure that your ad is only shown to people in your specific environment. Depending on the topic and keywords you use, Pinterest ads can be quite affordable, some people will see the ad and re-pin it, and you will get extra exposure by re-pinning it without paying for it.

**4. Explore Pinterest Analytics:** Pinterest Analytics gives you information about the people viewing your page and pins. You can also see audience demographics and the devices your visitors use, as well as your most popular pins. The average number of impressions and viewers of your profile, as well as the average number of viewers per month, average number of interactions per month.

**5. Add a Save Button to Your Website:** Have you ever visited a website, hovered over an image, and seen a red Pinterest button? That's the Pinterest save button, which allows users to post their own content to their boards directly from their website. Adding a save button to your website makes it easier to share content, meaning more people are likely to do so.

**6. Create interesting and unique content:** There are many ways to create fun and unique content while promoting your brand:

- Create gift guides. Create a new board that can be used as a gift guide for holidays or events. Include other brands as well as specialty products so it doesn't feel like a huge ad for your company.
- Browse business listings. This isn't just about posting photos. Try posting music videos from YouTube to build up your business listing. For example, with a large fitness community on Pinterest, this can be a good way for fitness-related businesses to break away from the exercise guide and workout equipment sharing rule.

- Make a list of books you want to read. Save helpful articles and books related to your business on Pinterest by creating boards containing all the good books you think customers would be interested in reading. You can also create secret boards containing everything. Place the articles and books you want to read at the same time in a bookmark folder so you don't get lost or forget.
- Run contests. If you're running a contest or promotion, pin it to relevant boards on your Pinterest page.

**7. Use Rich Pins Rich Pins** — These are special pins that make the platform easier and more convenient to use. These pins include information beyond the image, the clickable link, and a description of the person who clicked. Perhaps best of all, these pins are linked to your site and update automatically when the site changes.

#### **Types of Rich Pins:**

- **Article Pins:** Article Pins allow users to automatically see the article title, author, and description of the article, making it more searchable and different from other content on the platform.
- **Product Pins:** Product Pins make shopping on Pinterest much easier because they show where the promoted product can be purchased, as well as the current price and a direct link to the product pin's pricing page, which are updated in real time.
- **Recipe Pins:** Unlike regular pins, which display a photo and a description manually entered by the user, these recipe-rich pins display important information such as ingredients, preparation times, and serving sizes [6].

**8. Create group boards together:** This is a collaborative board owned by one person who can add others to contribute to it. This board is a great resource if you are planning a big event or working on a project because many people can view it. board and pin ideas, and it is also an easy way to create a group board to show your pins to more people because the number of people who follow group boards is usually larger.

**9. Think of Pinterest as a search engine.** Although Pinterest is a social media platform, it has a powerful search function. Many people come to the site looking for something specific. Since it is like a search engine, it is important to do so. Properly and categorize each pin and board [7].

#### **How to Achieve Business Goals with Pinterest:**

Using various strategies to increase engagement, visibility, and community building is essential to promoting and achieving your business goals using Pinterest. Here is a detailed guide on how to achieve your business goals using Pinterest:

**1. Create dialogues:** Encourage conversations and interactions around your brand by:

- **Engaging Content:** Share content that sparks discussions, such as thought-provoking questions, polls, and interactive icons.
- **Respond quickly:** Monitor comments, messages, and mentions regularly, and respond quickly and reliably to customer inquiries, reactions, and discussions.

- **Join Group Forums:** Participate in relevant group forums where active discussions are taking place, share valuable ideas, and interact with other members.

## **2. Brand your account:** Build a strong brand presence on Pinterest by ensuring:

- **Consistent visual identity:** Consistently use brand colors, fonts, and imagery across boards and icons.
- **Branded Pins:** Create Pins that showcase your brand's products, services, or values, and include your logo or brand elements to identify them.
- **Enhanced Profile:** Enhance your profile by adding a clear profile photo, business name, and description that reflects your brand personality and offerings.

## **3. Building a strong community:** Developing a sense of community and loyalty among the public:

- **Collaborative Boards:** Create collaborative boards where customers, influencers, or brand advocates can post content related to your brand or industry.
- **User-Generated Content:** Encourage users to share their experiences, reviews, and creativity related to your products or services. Repost user-generated content and repost it to your boards.

## **4. Stay active and engaged:** Maintain an active presence on Pinterest and continually engage with your audience:

- **Pin regularly:** Post new content regularly to keep your forums fresh and interesting. Use scheduling tools to maintain a consistent posting schedule.
- **Engage with your followers:** Like, comment, and share content posted by your followers and other users. Recognize and value the content that users post and their contributions.
- **Monitor analytics:** Use Pinterest Analytics to track pin performance, audience demographics, and engagement metrics, and adjust your strategy based on these data and trends.

By implementing these strategies effectively, Pinterest can be used as a powerful platform to increase brand awareness, drive traffic, boost community engagement, and achieve business goals.

**Make money through Pinterest:** It offers several ways to make money, but it is not as clear as some other social media platforms like YouTube. Whether you are an aspiring creator or an experienced business owner, you can make a lot of money through Pinterest [8].

### **1. Make Money as a Content Creator:**

- **Brand Partnerships:** If you are a content creator and work with brands on Pinterest, you can make money through paid partnerships. Simply tag a brand partner in your pin, and once they approve, their name will appear on your content. The partner can become yours. The brand can also use your pin as an ad, giving you access to more people. It is worth noting that Pinterest does not process the transactions between you and the brand, as these are governed by your third-party agreement outside of the platform.
- **Use shoppable pins with affiliate links.** Affiliate marketing provides creators with a unique hyperlink. Embed the link in your pin, and when viewers click on it, they are taken to a page where they can purchase the products. These are not get-rich-quick strategies, but they are great for earning passive income as a creator. Like brand partnerships, payment through affiliate links is handled outside of Pinterest.

## 2. Make money as a business:

- **Pinterest Advertising:** If you have a little money to spend, you can drive traffic through Pinterest advertising, as Pinterest users make purchases based on the pins they see from brands, and Pinterest ads appear in people's feeds alongside their regular pins.
- **Pinterest Shopping:** If you have something you want to sell, why not do it through Pinterest. Since people want to buy, you need to give them an easy way to access the products. You can do this by linking your pins to an official store, or if you're eligible, you can use Pinterest Shopping to sell your products directly on the app.

To be eligible for the in-app payment feature, you must apply to join the Authorized Sellers Program. To do this, you must:

- An active Pinterest account that has been in existence for at least three months.
- An official company website that has been in operation for at least 13 months.
- A Pinterest profile with a personal photo and an About section that is complete and up-to-date.
- Products and website must comply with Pinterest's Seller Guidelines.

Once approved, you can connect your existing Shopify or WooCommerce store to Pinterest Shopping and start selling.

### Most Popular Categories on Pinterest:

**Pinterest** — the perfect platform to find new ideas, get inspired, and share content. By knowing the most popular categories on Pinterest, businesses can create content in these areas to reach more of their target audience. Create blog posts, videos, and set up social media marketing as shown in the figure 16.

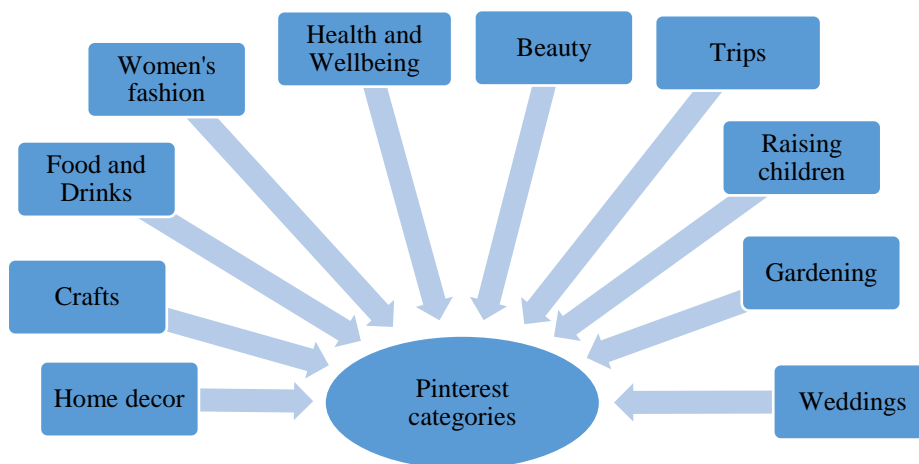


Fig. 16. Most Popular Categories on Pinterest  
Source: Compiled by the author based on data [9-10].

**1. Home decor:** This category is especially popular with women, with designs ranging from simple to bold colors and patterns. This category certainly offers a range of ideas and inspiration for anyone looking to improve their living space, such as home decor stores, brands, and interior designers. For in-house activities, the key is to have high-quality “sticky” images for all products. Invest in good photography and video, and use beautiful images to create eye-catching pins.

**2. Crafts:** Pinterest users looking for ways to be creative and express themselves will definitely turn to the platform for inspiration and ideas. As for businesses, this category is a good fit, especially for content creators and bloggers. X home decor projects and DIY tutorials and a variety of low-cost content to attract people to your content.

**3. Food and Drinks:** This category is popular with female users who engage with food and drink content. We can expect users to turn to the platform for inspiration and ideas for their next meal, from vegetarian recipes to delicious food. This category is sure to provide a wide range of content for anyone looking to try something new in the kitchen, and for businesses, if you are a food or drink brand, this is a great opportunity to reach a larger audience. Share recipes and cooking tips to showcase your products in action.

**4. Women's fashion:** With new fashion trends emerging each season, Pinterest users turn to the platform for inspiration and ideas on what's hot in clothing, as the Fashion category on Pinterest offers a wide range of content. For users to explore, and for businesses, expect to see plenty of content related to sustainable fashion, discount store finds, and outfit ideas for all occasions and seasons.

**5. Health and Wellbeing:** This category is popular among both male and female users. It includes content related to fitness, nutrition, mental health, etc. As for the companies, they have specific guidelines and rules for weight loss and diet related content. Companies and individuals creating weight loss related content should "Weight on Pinterest" review the platform's community guidelines to ensure their content complies with the rules

**6. Beauty:** This category includes female users who are interested in beauty content, from skincare routines to makeup tutorials. The Beauty category has grown as we expect to see a lot of content related to beauty, natural skincare, and general beauty trends. For business, create tutorials using products and post them as idea pins and stickers that link to blog posts. Show before and after photos if you have products that can be easily pinned. If you have beauty or skincare products, make sure you have them. Upload your product catalog to Pinterest and apply to be a certified seller.

**7. Trips:** This category is popular among female users who engage with travel content. From exotic destinations to affordable travel tips and trips. This category offers many opportunities for travel bloggers, travel brands and travel content companies, it mainly depends on visuals. Pinterest is the perfect platform for visually appealing display. Create boards and posts that showcase high-quality photos and videos of your destination, as well as travel tips and tricks [9].

**8. Raising children:** Some of the popular parenting topics on Pinterest include baby activities, parenting tips and tricks, pregnancy and birth, nursery decor and



organization, family meal planning and recipes, and educational activities for kids. This category attracts a diverse audience of parents. Grandparents, caregivers, and teachers are looking for inspiration, tips, and resources to help them raise happy, healthy children. Visual content works best for businesses, so be sure to use bright, colorful images of holidays and seasonal events like back-to-school and Christmas are popular topics in the Parenting category. And motherhood on Pinterest, businesses and bloggers can capitalize on these trends by creating seasonal content and promoting it on the platform.

**9. Gardening:** Popular topics include landscape and garden design, vegetable growing, houseplants and indoor gardening, DIY garden projects, gardening tips, and garden crafts. For businesses, icons with high-quality images of plants, gardens, and landscape design are usually popular. Visual diagrams and tutorials can be used to achieve good performance.

**10. Weddings:** Popular topics include wedding dresses and fashion, wedding decorations and themes, wedding photography, organization and planning, and wedding food and drink. When it comes to business, Pinterest is a visual platform for all categories, but especially for weddings. If you need to post beautiful images of pins and products to attract brides, your Pinterest account can also be used as a portfolio and a place to inspire clients. Post all your previous products or work with a keyword strategy to get the most out of your pins [10].

### **What Not to Do on Pinterest**

**1. Don't just focus on the brand:** 97% of the top searches on Pinterest are not brand related. People aren't usually looking for a specific name or model, they're looking for a vibe and aesthetic. Include brand information in your pins, especially if the post is affiliated, include a compelling call to action but don't rely solely on that brand, use relevant hashtags and keywords to expand your reach and increase your chances of showing up in organic searches [11].

**2. Avoid posting during peak hours:** Peak times for other social media platforms are different from Pinterest because they are not based on text or short content, but rather on curation and exploration, which may not be ideal during a busy commute for this reason during rush hour. The best time to post is Friday or Saturday night, when the work week ends. We are not saying that this is the only time to post content, but it is something to keep in mind.

**3. Don't overestimate:** Although people buy from Pinterest, it is not just a marketplace. If you treat it as such and continue to spam individual users, the account may be flagged by other users, which can lead to decreased engagement and decreased activity. Even suspending the account, try to find a happy medium [12].

**4. Balance between text and visual effect:** relying on everything visual and devoid of any description is a bad idea. It leaves the viewer with no choice and



deprives them of any other options. Viewers came to discover something, but it led to a dead end. On the other hand, do not write so much text that it does not reflect your pins properly. Use relevant keywords, name partners and describe things accurately, but make sure the image matches what you are describing, otherwise you will mislead viewers and your pins will look like attention-grabbers.

**5. Follow other accounts:** If you use Pinterest primarily to promote your profile, you will have to follow and interact with other accounts. You risk appearing insincere, and you may also miss out on opportunities that could help the businesses you follow generate leads [13].

**6. Correct naming of boards:** These are very small details that are easy to overlook. Naming your boards correctly helps create an official, organized profile. Giving your board a name that is closely related to the products or ideas featured on it will help it appear in search results and provide a smoother path for users if they decide to search through all of your content.

**7. Don't neglect the size:** Since Pinterest is a visual platform, you want your content to look its best, so it's helpful to keep in mind Pinterest's preferred dimensions, vertical images or videos with a 2:3 aspect ratio. If you're unsure, take a look at Pinterest's specifications.

Pinterest is a platform that uses the power of visual images to inspire and connect millions of users around the world. Whether you're looking to start a creative venture, plan an event, or grow a business, knowing what Pinterest is offers you a world of possibilities. Enjoy the magic of visual discovery and let Pinterest open the doors to a world of imagination and creativity [14-15].

**MARKETING BASED ON THE SNAPCHAT PLATFORM**

The field of information and communication continues to evolve and the world has become a small village that transcends time and space, leading to a technological and economic revolution in the field of information and communication such as marketing and communication. Advertising has had a positive impact on the marketing purchasing process and its transformation from traditional methods to modern methods, and this has also been influenced by social media applications, especially the Snapchat application, which has become part of our daily lives and can be used in our daily lives. Behavior and purchasing decisions as consumers such as publishing content. Building an audience and interacting with them, we must know how we can benefit from the best marketing techniques such as marketing and advertising operations that rely on the experience and power of audience reach because audience reach is not an easy task as it requires precision. It is better that the videos and images are designed by the marketer himself and it is not advisable to rely only on ready-made videos and images as photography and direct publishing play an important role in success. In the marketing process, the way Snapchat works is much closer to how we communicate face to face, when we talk to each other, pass in the hallways, or even live our lives. These moments disappear, and Snapchat imitates this behavior [1].

**Snapchat Concept** — Snapchat is a mobile messaging and photo messaging service that allows users to share photos and videos. Snapchat originated on a college campus, where the app was first developed as Pica boo in 2011 by Stanford students Reggie Brown and Bobby Murphy and Evan Spiegel - it is a fun and spontaneous default app. The texts, photos, and videos you send disappear a few seconds after you view them. You can limit how long you view them. One of the reasons users love the app is that they can share a moment without leaving any digital traces, and they don't have to think about how the photos, videos, or comments they post will look to an unknown audience somewhere in the future, it's "living in the future." A "moment" is not just about taking photos to look back on later in life, but about allowing people to experience them and then move on.[2]

**Definition of Snapchat** — is a messaging app for smartphones that allows users to share photos and videos, called Snaps, that are designed to disappear after being viewed. It is marketed as a "new type of camera" because its main function is to take a photo or video and add filters, lenses or other effects to it and share it with friends.

**The Importance of Snapchat for Email Marketing:** Snapchat is great for marketing because it attracts only the most interactive followers, stimulates their fear of missing out, and creates genuine relationships that no other platform can create.

The importance of Snapchat marketing has skyrocketed to become one of the most important... digital marketing strategies, including:

- **Large youth audience:** is primarily used by young and teenage age groups, making it an ideal platform to reach this important consumer group.
- **Interaction and participation:** It is an effective way to engage with your audience through photos, videos and interactive content such as filters, optical lenses, etc.
- **Expanded advertising:** provides advanced advertising capabilities such as precise targeting based on geographic, demographic and audience interests, which helps improve the effectiveness of marketing campaigns.
- **Unique user experience:** It provides users with a unique and enjoyable experience that attracts their attention and makes them more interactive with the advertising content.
- **Possibility of cutting and designing advertisements:** provides advanced image and video editing tools, including ad cutting and design, allowing marketers to create creative and engaging content that grabs audience attention.
- **Possibility of measuring efficiency:** It provides detailed measurement tools that allow marketers to analyze the effectiveness of marketing campaigns and accurately measure results, helping them develop plans to continually improve their strategies to ensure they always stay ahead [3].

**How Snapchat Works:** All you need to sign up is your name, email address, and date of birth. Users use a nickname, and Snapchat users tend to use silly names to add friends. You can upload your contacts or search for people you know, and you can also add someone automatically by taking a photo of his or her “Snap code,” which is a private QR code unique to each user. Now, things get a little confusing on Snapchat, where photos, not text, initiate conversations. To start a conversation, tap the big camera circle and take a photo. There are all sorts of photo editing tools and filters to decorate your photos. Once you’ve customized your photo, you can send it to anyone on your friends list or add it to your Story, which is a post of the day that your friends can view for 24 hours. Snapchat also offers group text messages and group stories that everyone in the group can receive “Foster”.

**Marketing via Snapchat:** Not all companies are suited to promoting their products on Snapchat, and we don’t recommend signing up without a well-thought-out plan to create significantly different content than previous efforts. First and foremost, it’s important to understand that Snapchat is a unique social media platform with no equivalent in the market. Using official brand language. Too much information on the app can make a brand seem uninteresting unless you’re willing to break away from the norm and be open to experimentation and a little fun.

Snapchat may not be the ideal platform for your social media marketing, at least at this point in your social media marketing journey.

### **Types of Snapchat Marketing:**

**1. Snap Ad:** is a type of advertising format on Snapchat, a popular multimedia messaging and social media platform. They are full-screen vertical video ads that appear in the context of content and are designed to be immersive, engaging, and entertaining and have interactive features.

#### **Snapchat Advertising Opportunities:**

- **Full screen vertical video:** The ads take up the entire screen of the user's mobile device and are vertical videos, consistent with Snapchat's mobile-first design.
- **Short duration:** The maximum duration of advertising is limited to 10 seconds. This short format is well suited for attracting users' attention in a short time.
- **Interactive elements:** Ads include interactive elements such as swipe-up actions. Users can swipe up on the ad to access more content, including web links, articles, app installs, and more.
- **Sound:** Ads contain sound but are designed to work with the sound turned off by default. Users can turn the sound on if they want to hear the ad.
- **Targeting options:** provides a range of targeting options to help advertisers reach their target audience, including demographics, interests, behavior, and location-based targeting.
- **Advertising placement:** ads appear in various places in the app, between user stories and on the user's chat screen [4].

**2. Sponsored lenses:** is a type of marketing that allows brands to create customized augmented reality lenses and filters that users can apply to their personal photos. These lenses and filters are interactive and engaging, and provide brands with an innovative way to communicate Snapchat users.

#### **Supported lens functions:**

- **Augmented Reality Effects:** Sponsored Lenses are augmented reality effects that can transform a user's face or surroundings in real time when they use a smartphone's front or rear camera, often including 3D animation, special effects, and sound.
- **Interactive Design:** Users interact with the Lens by making gestures, opening their mouth, or following on-screen instructions.
- **Interaction and Sharing:** Sponsored Lenses encourage user interaction by playing with branded effects, and users can share their creations with friends in Snaps or Stories.
- **Lens Library:** Supported Lenses can be accessed from Snapchat's Lens Library, where users can apply them when taking photos or creating videos.

- **Promotional Campaigns:** Brands typically use Promotional Lenses for advertising campaigns, product launches, events, or to raise brand awareness in a fun and interactive way.

- Access to Pages Supported lenses include swipe up actions, allowing users to access additional content, web links, or product information when they swipe up while using a lens.

**3. Sponsored Geofilters:** is a type of advertising feature in Snapchat marketing that allows businesses and individuals to create custom location-based filters that users can place on top of their Snaps in a specific geographic area. These filters can also be used to promote events, businesses, or special occasions [5].

#### **Features of supported geofilters:**

- **Location-based filters:** Supported geofilters are tied to specific geographic locations. When Snapchat users are in the specified area, they can access the filter and use it in their Snapchat photos.

- **Custom branding:** These filters are fully customizable and include branded logos, images, or text that relate to a business, event, or campaign.

- **Limited availability:** Supported geofilters are typically available for a limited time, often for a single day or during a specific event.

- **Community and user engagement:** These filters can increase community engagement and user-generated content.

- **Event promotion:** Many businesses and event organizers use sponsored geofilters to promote events like weddings, festivals, product launches, or store openings.

- **Geotargeting:** Advertisers can specify a geographic area for their Snapchat marketing where they want the filter to be available, ensuring it reaches the right audience.

- **Measurability:** Snapchat provides advertisers with metrics to measure the performance of their sponsored geofilters, including the number of uses, views, and demographics of those who interacted with the filter [6].

**4. Snapchat Stories:** It is a marketing platform feature that allows users to create and share a collection of photos and videos that their friends or followers can view for 24 hours.

#### **Snapchat Stories Features:**

- **Create a Story:** Users can create stories by taking photos or recording videos using the app. These photos and videos are short and are added to the user's story in chronological order.

- **Story Elements:** Users can add a variety of elements to their stories, such as text comments, emojis, stickers, filters, and doodles, allowing them to create creative and expressive stories.

- **Discovery Stories:** These are curated collections of content from publishers, brands, and creators.
- **Story Replies:** Users can send direct messages or snaps to the person who posted the story by swiping up on the snap in the story.
- **Analytics:** Provides users with information about who has viewed their story and how many times each snap has been viewed.

**5. Collaboration with influencers:** In Snapchat marketing, influencer marketing uses the authority and reach of influencers to connect with their audience and achieve marketing goals.

***Characteristics of collaboration with influencers :***

- **Influencer Selection:** Brands select influencers whose audience demographics match their target market. Influencers can be divided into different fields such as beauty, fashion, fitness, etc.
- **Content Creation:** Influencers create content that showcases the brand or products in an authentic and relatable way.
- **Authority and Trust:** Influencers are trusted by their followers, their recommendations can carry a lot of weight, and their endorsements of products can create a sense of authenticity and trust.
- **Reach and Engagement:** Influencers have a large, engaged following, allowing brands to reach a wide, receptive audience. Engagement rates when using influencer content can be higher than with traditional advertising.
- **Compensation:** Influencers are compensated for their work in the form of financial payments, free products, or a combination of both.
- **Disclosure:** It is important for influencers to disclose their relationship with the brand or product they are promoting in order to comply with advertising regulations and maintain transparency with the public [7].

**6. Discover the channels:** is a feature in the Snapchat app that allows media publishers, content creators, and brands to curate and distribute editorial content to Snapchat users.

**Channel detection functions:**

- **Diversification:** With a variety of content including articles, videos, images, and interactive elements, the content is visually appealing and easy to consume on mobile devices.
- **Media Partners:** Snapchat partners with many media partners such as news outlets, entertainment companies, publishers, and creators to discover high-quality content.



- **Daily Updates:** Updated daily, providing users with new and relevant content every day. Users can also swipe left or right to navigate through different channels and explore their content.
- **Interactive Features:** Content Reveal includes interactive elements such as quizzes, polls, and mini-games, making the experience more engaging for users.
- **Advertising Opportunities:** Brands can advertise in Reveal channels by creating Snap ads, Stories ads, or other ad formats that appear alongside editorial content. This allows brands to reach a wide, engaged audience.
- **Subscription Model:** Users can subscribe to their favorite channels, ensuring they receive regular updates from those channels, providing a more personalized experience.

**7. Snapchat Discovery Ads Advertising** — is a form of advertising in the Discover section of the Snapchat app. The Discover section is a place where users can browse a variety of content offered by media publishers, content creators, and brands. Companies promote their content and products in a visually appealing environment.

#### **Snapchat Ad Detection Features**

- **Accommodation:** Ads appear alongside editorial content from publishers and authors. These ads integrate seamlessly into the content feed.
- **High quality content:** Ads must be visually appealing and high-quality to match the content offered by publishers in the Discover section. They can include videos, images, articles, and interactive elements.
- **Спонсируемый контент:** Обнаруженные объявления представлены в виде спонсируемых статей, видеороликов или другого мультимедийного контента, созданного рекламодателями, часто интегрированного с окружающим редакционным контентом.
- **Interactivity:** Reveal ads include interactive elements, such as swipe up, that encourage users to further engage, visit a website, install an app, or view additional content.
- **Targeting:** Snapchat Marketing advertisers can use targeting options to reach demographics with specific interests and behaviors to ensure their ads are seen by the right audience.
- **Analytics:** Provides advertisers with detailed analytics and insights, including ad performance, engagement, and user behavior data, to optimize and measure campaign success.
- **Branded stories:** Some advertisers create branded discovery stories, which consist of a series of shots that tell a brand story or promote products in a visually appealing way.

- **Advertising campaigns:** Brands use ads to promote products, events or marketing campaigns, attracting interested and engaged audiences in the About section.

### **Snapchat Features:**

#### **1. Photos:**

- These are photos or short video clips that are saved in the app and disappear after viewing. Users can customize snaps with filters, effects, stickers, and more.
- Send snaps directly to friends or post them to stories, and shared snaps cannot be viewed again.
- On average, more than 5 billion snaps are created on Snapchat every day.

#### **2. Stories:**

- Snapchat Stories are a great way to build relationships between a brand and its audience.
- This feature allows you to take photos and videos throughout the day and combine them into a story that disappears after 24 hours.
- Stories give you a behind-the-scenes look at someone's day, friends can view your stories, and stories can be shared to publicly accessible platforms like Snap Map.
- Snapchat users under the age of 25 spend an average of over 30 minutes a day using stories [8].

#### **3. Lenses and filters:**

- Snapchat offers a variety of real-time effects and filters that can change your look. Lenses also use augmented reality to add effects like monkey ears, and filters change the look of photos.
- Trending Lenses have billions of views. Snapchat partners with brands to create sponsored lenses.
- On average, more than 6 billion lenses are used on Snapchat every day.

#### **4. Opening:**

- Snapchat's Discover allows users to view curated content and stories from top publishers, creators, and the Snapchat community.
- This includes channels across entertainment, news, sports, and more, with Snapchat original shows available in a list called Snap Originals.
- More than 25% of Snapchat users watch Discover daily, and time spent watching Discover has increased by more than 40% year-over-year.

#### **5. Talk:**

- Snapchat has a more traditional messaging component for text, voice, and video chat. Chats support group messaging for up to 32 people.
- Chat has fun features like Bitmoji avatars, @mentions, voice notes, and more.

#### **6. Quick Map:**

- Snap Map allows you to share your location with friends to see where they are and what events or hot spots are happening nearby.
- The map displays a heat map showing popular locations. Users can choose who they want to share their location with.

### **7. Snapchat+:**

This is a new \$3.99 per month subscription plan launching in 2022 that unlocks exclusive features like choosing a best friend to receive priority notifications, replying to stories with any emoji, re-watching one snap per day, and more.

### **How to Set Up a Snapchat Business Account**

To implement any marketing campaigns on Snapchat, you first need to register a business account, as this process takes a few seconds. We will introduce it to you step by step:

#### **1. Download Snapchat App for Free.**

Go to the App Store (for Apple iOS) or Google Play Store (for Android) and download the app to your device.

#### **2. Create a regular Snapchat account:**

- Before you create a business account, follow these steps to create a regular account:
  - Open the Snapchat app and tap Sign Up, then enter your first and last name and tap Register & Accept.
  - Enter your date of birth and tap Continue.
  - Create a username that represents your business. Snapchat will suggest available usernames. If the name you choose is not available, we recommend choosing the most accurate username possible, as the only way to change your username is to create a new account and then tap Continue.
  - Create your password and tap Continue
  - Enter your email address and tap Continue
  - Enter your phone number and tap Continue. Snapchat will send a verification code to your mobile phone. Enter it when prompted, and Snapchat will verify your account.[9].

### 3. Create a business account

If you have a regular account, set up your Snapchat Business account by opening the Snapchat Business Manager. You'll sign in using the same username and password you set up for your regular Snapchat account. You'll then be redirected to a page that looks like this:

Enter the legal name of the company, your name, select the country you will be doing business in, select the currency and from there a business account will be automatically created.

**4. Start taking photos and creating campaigns:** Now that you have a Snapchat Business account, you're ready to start advertising. Creating Snapchat ad campaigns can help you reach your target audience and start creating engaging content that fits your business style.

**Snapchat Business Manager:** an all-in-one solution for creating, launching, monitoring, and optimizing your Snapchat business account. Similar to Facebook Business Manager, Snapchat Business Manager provides built-in business management tools such as personalized ad targeting, analytics, product indexes, etc. These features allow you to create engaging and captivating business content on

Snapchat in minutes, and you'll be able to track the performance of each snap to ensure you're reaching the right audience [10].

### **Snapchat Business Manager Features:**

- **Instant creation:** Create one graphic or video ad in less than five minutes.
- **Advanced creation:** Create detailed campaigns, set narrow goals, test ads, and create new ad groups with this simple tool.
- **Event Manager:** Connect your website to Snap Pixel to track ad performance across channels. If a customer visits your website after viewing an ad, they will know about it.
- **Catalogs:** Upload your product listings directly to Snapchat to make shopping easier within the app.
- **Web Lens Builder:** Create your own AR lenses to delight your audience using predefined templates or create your own lenses from scratch.
- **Create filters:** Use branded illustrations or images to connect your audience with the brand in the photo.
- **Audience analytics:** Learn more about your customers, what they like and what they search for with detailed audience data.
- **Authors' Market:** Collaborate with top Snapchat creators for your next campaign [10-11].

### **How to Use Snapchat for Business**

**1. Let your audience know you exist on Snapchat.** If Snapchat is a new addition to your business, the first step is to let your audience know that you exist. Since the platform is very different from Facebook, Twitter, or Instagram, you will need to try new methods to gain more followers.

**2. Cross-promote your Snapchat username:** If you gain loyal followers on other social media platforms, let those users know that you're now on Snapchat.

**3. Share a link to the profile:** Snapchat lets you share a unique profile link to connect customers with your brand. To get the link, go to your profile and then tap your Snap code on the left. This will open a list of ways to share your profile.

**4. Create a Snap code:** This is an icon that people can scan with their phones or tablets. Scanning it helps Snapchat users find you quickly and easily, increasing brand awareness because it works like a QR code.

**5. Add the Snap code or URL to your marketing materials:** This could be your website, email signature, newsletter, etc. Remember, Snap codes don't have to be on-screen for them to work: you can add your company's Snap code to your product marketing campaign.

**6. Effective Marketing Strategy:** Snapchat may not be right for all brands. Snapchat is used by people under 35 and is known as a platform for entertainment,

but if it seems right for the brand, you can do it, you must have a strategy. Clean up your social media before you create your account.

**7. Know your audience and track metrics:** Use the built-in analytics tool to see who's watching your content, understand what content is performing well, and develop a successful Snapchat strategy.

**8. Interact with other users:** On Instagram, Twitter or Facebook, brand content is mixed with posts from users' friends and family. On Snapchat, this is not the case.

**9. Create engaging content:** Snaps are designed to disappear, but there's a lot you can do to make a simple photo or video compelling.

**10. Take advantage of supported augmented reality lenses:** Snapchat's AR lenses change the way users perceive the world. Simply put, these lenses superimpose digital effects, animations, or graphics onto a real photo. Snapchat users can also interact with them. composite image, AR effects move along with the real image.

**11. Create a Geofilter:** Geofilters are a simple layer for an image and are available to users in a specific area and for a specific period of time. A filter can include adding an emoji or a designed sticker, including location information, or changing the color of the photo, in addition to using existing filters. Already on the platform, you can create a filter specific to your business.

**12. Target a specific audience:** With a Snapchat Business account, you can set up specific filters to ensure your ads reach a specific audience. This helps you reach Snapchat users who are already engaged with your brand, and can also help you reach new audiences.[12].

### **Snapchat Marketing Strategies**

**1. Know your audience:** Snapchat marketing is a superpower because it allows brands to create content that resonates with their audience. Successful companies know as much as possible about the people they are targeting to ensure that their products are exactly what fans want and need.

**2. Use the right filters:** Snapchat offers a custom filter feature that makes it easy for brands to connect with their audience, and the average user loves it. However, if you want to compete in a large space, you need to put in the effort. Make sure that the brand message stands out from the crowd of other messages, so you should always use a filter that represents the brand.

**3. Discover new channels:** Snapchat is one of the fastest growing platforms in the world, but that doesn't mean you have to join the platform without knowing anything about it. You can create many different things as an advertising channel for a company or product.

**4. Select content type:** Once you've created your brand message and decided which Snapchat filter to use, it's time to decide what type of content you'll post.



**5. Experiment with video content:** If you have video content, it can increase brand awareness by telling the story of your products through stories specific to each platform. Create different videos to see which ones get more views and engagement. [13].

**6. Interaction tracking:** engagement tracking and analytics are essential. If you want to know what type of content works best for a brand, data is the way to know if followers are more interested in a business story, they will remember it when they see it. Need a product and will be more inclined to buy from you.

**7. Stop being a perfectionist:** You can use 10-second videos that are not as polished as other content you create. They give your content a fleeting nature, and you can use this to your advantage by making these clips more image-focused. This will help increase engagement with your posts, so try using maps and other visuals with text overlays to create a compelling story, use Snapchat for Business to develop it.

**8. Use hashtags (#):**Hashtags are best used on Snapchat because they allow your followers to quickly find you in new stories that they might be interested in, and while they aren't as effective as other forms of social media, hashtags can help. Build a wider audience than just your existing followers, hashtags can also help you find like-minded people to connect with, which can be mutually beneficial in the long run.

**9. Give a reason to follow you:** You can give your audience a reason to follow you on Snapchat by posting stories that are both educational and entertaining. If someone watches your story and finds it interesting, they may want to save your username so that they can see other stories you have posted in the past [14]. The Snapchat platform has revolutionized the way leading brands conduct their marketing and advertising initiatives in many ways. Marketing initiatives by major brands, businesses, and other organizations now use ephemeral marketing, face filters, video memes, and other Snapchat-inspired images. It serves as a creative environment for content creators to try out new ideas and projects and discover cool ways to adapt them to other platforms. It is much easier to get to know the platform these days. All of this means that now is the right time to start using Snapchat marketing for your business, either on your own or with the help of the best Snapchat marketing agencies .

**MARKETING BASED ON THE GOOGLE PLUS PLATFORM**

The last few years have seen significant changes in the field of information and communication technologies, with many innovations and applications aimed at developing communication processes, especially in social networks such as Google Plus, Facebook, Twitter, YouTube and others. The Google Plus platform is used by millions of people around the world. It was launched to compete with existing social networks and to connect with other Google products such as YouTube, Google Drive and Blogger. It is not only a communication tool, but also a way for search engines to find you. Your participation in Google Plus helps increase your visibility in local search results. In Google Plus, you can follow people in “circles” to share marketing information. to using social media to advertise your business or increase traffic to Google.

**Google Plus Platform Concept** is a social network owned and operated by Google until it ceased operations in 2019. The network was launched on June 28, 2011, in an attempt to challenge other social networks, and its goal was to provide users with a unique online experience that combines various features. There are many different specializations and areas on the various social media platforms through which you can learn new information and updates that will be useful for work or even if you want to learn something new, and of course, Google Plus is very important for anyone interested and working in the field of SEO, since with Google Plus you can improve interaction through tagging in communities or collections and sharing between pages, as well as proving ownership of your business. It is an asynchronous social network, meaning that you do not have to agree with each other before you can form a relationship together, unlike Facebook where sending "friend requests" must be accepted before two people can connect. In Google Plus, you can also follow someone without their consent. This qualifies Google Plus as an asynchronous social network, meaning that it is more competitive with Twitter due to low user engagement and identified design flaws in the program that could allow third-party developers to access their users' personal information. The Google Plus Developer API was discontinued on March 7, 2019, and closed for commercial and personal use on April 2, 2019.[1]

**Definition of Google Plus Platform:** is a social network operated by Google that seriously competes with other social networks. It is one of the most important networks specializing in business, as it allows users to share information, photos, videos and other materials and participate in discussions through communities and circles.

**Importance of Google Plus Platform:** It is characterized by its unique services as it functions as a microblog, video conference and community forum at the same time and therefore offers multiple ways to share content with an interested audience. Such features as circles and communities allow users to control the people they interact with. They can organize and sort their messages as Google Plus messages are indexed by search engines and profiles and pages on the site are treated like any other website and receive PageRank from Google, therefore any incoming links lead to their own profiles and/or pages. Google Plus serves as a powerful social signal and has the ability to influence the ranking of pages in search results. The Google authorship feature is a powerful tool for personalizing the author's name. To build trust and reputation, Google Plus offers many versatile, cost-effective and easy-to-use tools that will make you an expert in your industry and significantly enhance your brand [2].

**The most important features of Google Plus:**

- Messages, where you can update your status.
- Circles are used to share information with different groups.
- Sparks suggests videos that users might like.
- Hangouts & Huddles are video chats with a friend or group of friends.

**How to use Google Plus platform:** Google Plus provided a set of features that allowed users to communicate and interact with others. It provided the ability to share posts, photos, and videos with specific circles of friends or communities. The feature because it allows users to join or create groups based on common interests to segment the people you communicate with directly. Google Plus allows users to group followers into “circles” based on criteria such as interests, colleagues, business contacts, etc. Google Plus users use Google Hangouts, a chat service that uses video or text to communicate with multiple people at once, allowing for video how-to sessions or live Q&A sessions to promote businesses, and Google Plus also enabled editing of images posted online. These features allow you to connect with multiple audiences and serve them in different ways. Google Plus has played a major role in search engine optimization by influencing search results through personalized recommendations and author tags. You can take advantage of the enormous benefits that Google’s social media layer provides by reaching as many people as possible.

**Personal Google Plus Page:** is a place where we can upload our photos. It provides flexibility to communicate with people. The profile should be real, with an accurate name and easily accessible photos. The profile page represents the person and we can manage it as an individual. In fact, we can. For a person who creates a profile to manage, only members of the circle can like or comment on posts and photos [3].

**Business Page on Google Plus:** similar to a Facebook business page where the posts and photos we upload are visible to users who like our page. We can comment on our business page or interact with it manage the page unlike a profile page where only one person has the right to manage it, in this case the default setting is public as anyone can like or comment on our page. Google Plus page represents a business or brand and we can do that. Name the page accordingly. Google Plus business page contains a feature called “Customer Reviews” which is not present in the profile page. This is an effective way to attract more users. Customer reviews make the page trustworthy also contains information showing how many people interact with the page or view it.

### **Setting up a Google Plus Business Page**

The Google Plus platform is managed through the Google My Business dashboard and uses maps and search to make the brand more visible in search. It also allows users to share their experiences in the form of reviews, which we can use these reviews to help build trust, improve search rankings and influence buyers. To set up a business page, we first need to create an account. Visit [business.google.com](https://business.google.com) or Google My Business. If there are multiple businesses in different locations, we need to set up an account for each of them separately. Click the ☰ icon in the upper left corner of the page. Then click Create a business account. Entering the type of business gives you three options to choose from. Among them are:

- **Showcase:** Choose this option if customers will visit your business. In the search results, Google Plus will display the location, duration, and other contact information such as phone number, address, etc.
- **Service area:** Select this option if the service should be provided to customers at their location. In the search results, Google Plus will display the location, duration, and other contact information such as phone number, address, etc.
- **Brand:** Google Plus will not display location, duration, or other contact information in search results [4].

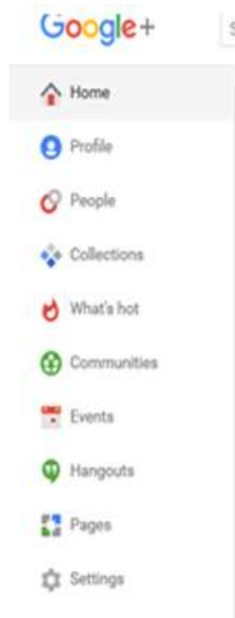
**Service area and display case** — these are two options for local business, brand for product type, from option 1 and 2, if we select one of them, we will be asked to provide the business name and its location. Add company information. Make your company profile worthy and attractive to others by adding brand images and creating a website address that allows brand recognition. We can also link the business page to existing pages by selecting the location. Click the hamburger icon on the top left corner of the page. Page, then select Settings, then click Link to another page. From the drop-down list, select the Google Plus page you want to link to the work account page and click Done. We can also rename or delete the work account at any time as we wish.

### Create a new account

- **Step 1:** Create a Gmail account: It is always recommended not to use the current account, if we are creating an account for business purposes, create a new account and allow access to circles only to business group members.
- **Step 2:** Open <https://plus.google.com./>
- **Step 3:** Click on the hamburger icon ☰ located in the upper left corner of the pop-up page.
- **Step 4 :** open the opportunity to join Google Plus.
- **Step 5:** Create a public profile by entering your name, date of birth, gender, etc., then click «Update».
- **Step 6:** Find the people we want to add to the page and click «Continue».
- **Step 7:** Keep up with what matters to you, such as entertainment, news, fashion and more.
- **Step 8:** Add your name to your name, enter your work and education, and click on “Done” once you have completed filling in all these details.
- **Step 9 :** Creation of circles and communities.
- **Step 10:** Post your profile content and cover photos [5].

### Navigation via Google Plus:

When we get to the Google Plus page, we will find a sidebar on the left.



- **«Main» tab:** a timeline that includes posts shared by others.
- **«Collections» tab»:** here we can collect different publications on different topics. This is useful for both us and others, as it makes it easy to find what they want to see.

- **«Communities» tab:** these are groups of different people who share our interests. We can join a community to find out what is happening in people's lives and share our thoughts and ideas.

- **«Profile» tab:** this is the introductory page. Here we can write a short description of our page or business, users can browse message boards and posts of interest.

- **«People» tab:** here we can see our followers and those we are following, and here we also get some suggestions from the app about who might be our interest or friend.

- **«Notifications» tab:** here we will receive notifications about all the activities that occur in our account.

- **«Settings» tab:** an important tab where we can customize the account as we wish. We can also change the actions of people associated with the account, such as who can send notifications and comment on messages, who can view the activities, we can set the privacy of our photos and videos, change the appearance of the profile For people and limit broadcasting.

- **"Comments" button:** allows us to send comments.

- **«Help» section:** He provides us with support on issues that we are having difficulty solving.

Adding Business Details to Google Plus To add business details to the Google Plus page, we need to access the My section.

Google My Business: This is a platform that makes it easier for you to find and communicate with your customers because it uses search and maps to make your brand visible in search results.

**Google Plus Marketing:** It may not be the most popular social platform today, but it is still very important for websites that want to succeed in their search marketing. This network is important because it is very simple. Of course, Google prefers it. Its own social media product. Although it is one of the lesser-known players in the social media market, it offers a number of advantages in terms of SEO best practices. [6].

#### **Benefits of Google Plus Online Marketing Platform:**

- Quick and easy account management.
- Multiple opportunities to interact with subscribers or business contacts.
- High reach by combining publications on the Google search engine results page with brand-specific queries.
- Online presence and recommendations of local businesses through Google Plus Local.
- Perfect synchronization with other Google services such as Google Maps.



- Possibility of use across devices and good development.
- Manage different contacts in groups (called “circles” in Google).
- Integrate Google Plus data into marketing campaigns via Google.
- You can organize and classify contacts and distribute them into “circles”.
- Google Plus addresses are customizable.
- Measurement and monitoring capabilities are provided through Google Analytics. [7].

### **Requirements for promotion on the Google Plus platform**

- Be visible and post images, infographics, or videos instead of plain text posts.
- Create or participate in communities to share knowledge and ask questions.
- Keep your profile and business page updated, adjusting your details and summary to influence search results.
- Share your own industry-specific content and don’t be afraid to share content from other businesses.
- Encourage feedback and interaction from followers and potential customers.

### **Advertising on the Google Plus platform**

The feature of publishing ads for content or a blog that Google Plus users are viewing also helps to get more people to engage with private posts and videos, as these ads are distributed to the entire Google Plus network, not just our network or posts. Videos receive visits from the Google Plus network, and people can follow us and like us directly from the ads. Posts+ ads appear on Google Plus just like regular ads. For example, when we create and promote any group, chat, or event, users who see it will join directly, even if they are not in our network [8].

### **Before placing an ad, we must keep in mind**

- Google Plus must have 1000 subscribers.
- Blog/content must be relevant. Google Plus supports videos and family-friendly content.

### **When placing an ad, we must keep in mind**

- Write a clear and relevant topic. Since the available space is limited, make the ad lines attractive.
- Make sure to preview the content in preview mode before promoting.
- Use high-quality images and make sure they are relevant to the ad.
- Use thumbnails when uploading videos to make the images look attractive.
- Focus on the #hashtag words used.
- Monitor posts regularly as anyone can leave irrelevant comments.

## Create a Post+ Ad

**First step:** open google plus page.

**Step two:** Make sure you have at least 1000 subscribers, then start using ads by creating an interactive campaign.

**Step three.** Select the "New Ad" option and choose a publication.

**Step four:** a page will appear that says "Create an ad". Draw images or content of your choice or promote any of them from any album. The system will direct us to our latest publications.

**Step five.** If we want to promote only the ad, click "Promote". If we want to change the size, select one of the ad size options.

**Step six:** Click on the Preview option. Then click Save [9].

### Processing overview:

Once your Google+ account is verified, customers can leave reviews and we can view them and return to them. To view them, we need to be present on the My Business page. When someone leaves a review, you should always acknowledge that you have seen it and thank them for their valuable response. Always be humble and polite.

Reply to the customer with gratitude and appreciation for the review. There are times when customers may leave negative reviews. Stay calm, no matter how difficult the review is. Contact the customer and try to resolve the issue. Try to talk outside of the Google Plus page. Apologize and offer to resolve the issue. To resolve the issue, humbly ask to update the review on Google Plus. We should never underestimate the power of reviews because they are left by real customers and we can learn a lot from them.

### Google Plus Marketing Methods

- Create a profile so users can learn more about your business.
- Use circles and community features to communicate directly with specific groups.
- Create and join video meetings to meet clients and customers.
- Share high-quality content and news.
- Use and publish ads just like AdWords.
- Use social signals on websites to improve online content and offers. [10].

### Marketing Strategy Using Google Plus.

**1. Search:** Google's approach to Google Plus has been to succeed through exposure. For this reason, Google is constantly launching new apps that integrate Google Plus with search results. For Google Plus users, as long as you share blog posts with relevant information and new ones that aren't copied regularly, you'll likely be at the top of search results. As with any search engine, keywords are a big factor in these results. How can you promote your Google Plus page?

### Top of search results:

- Post regularly, using relevant keywords in your text, and integrate these keywords into other aspects of your Google+ page, such as video sections.
- Linking to your website enhances your Google+ website and personal website.
- Creating a Google Author account for you and your most frequent contributors helps posts appear at the top of search results, and has the benefit of having a personal author photo.

**2. Written by Google:** There is something about being able to look people in the eye that makes the advice or information you get from them seem more credible, but when you can't look them in the eye, looking at their photos makes them seem more trustworthy and credible, it's basic psychology. In addition to being an author on Google Plus, links to articles and publications relevant to your Google search are increasingly appearing with the author's photos posted to the right. But if you think that simply having a Google Plus account and publishing articles will get you one of those coveted positions in search, that's not quite true, as it requires more effort [11].

### To create a Google Plus authorship:

- You should be regularly publishing articles on your website and posting other articles that you link to your Google Plus page or simply post on your page. Be sure to include in every post that you are the author.
- Once you have clearly established yourself, you can request author status from Google, who will then approve your profile picture to appear next to the posts you write. The only problem is that your email address must be associated with the domain you are on. published content if you are having trouble getting your name published. When working or getting your name recognized as a relevant author, Google Plus authorship is a great way to get started. Having that little profile icon can make a big difference. whether the average user will click on your link or not. The only other aspect of Google Plus is that it is more obvious and a plus for businesses with Google Plus accounts, it appears in the right place on the right side of the search results .

**3. Desired seat on the right:** Let's say you're looking for a company that has multiple locations, like Ford Motors Company. Type it into Google and you'll see not only a link to the main Ford website, but on the right side of the screen you'll see a map showing nearby Ford dealerships. Here's a live feed of the latest posts on Ford's Google Plus page. For stores with physical locations, this can be helpful. Google search is constantly updated with new information, and the most recent relevant information published on Google related to your search is more likely to show up in the right place. If you regularly post topics related to your industry and your Google+ site is constantly updated with content, your Google+ page and the articles you post related to someone's search are more likely to show up in that space.[12].

**4. Sign in with Google Plus:** In late February 2013, Google announced that web and mobile app developers would be able to use Google+ to sign in, register, and verify their software. Like signing in to Gmail or YouTube, users would simply enter their Gmail email address and password and sign up. Instantly log into a new app. While developers already have the option of using Facebook to sign up new members and sign in, the benefit of signing into Google Plus is that it can prompt the user to install the app on their Android device. If they are browsing the site from a desktop, it will be installed on their phone immediately. iOS users, however, head to the Apple App Store to download the mobile app, but the integration of mobile and desktop is still a big plus for new apps and services. Another benefit is that Google Plus avoids much of the ... “Social media spam through the Circles feature. For example, new users who sign in to the app using Google+ are presented with information based on their circles and preferences. [13].

**5. Google Plus Ripples:** Google Plus notes on its website that your content is your social currency, but you don’t know how much currency you have until you know how many people are reading that content. This is the reason Google Plus launched a feature known as “Ripples” in late 2011. It’s easy to lock down all the lists of features available on your Google+ account, but for business owners, it’s probably one of the best features they can use [14]. Google needs data in large quantities to make our search and social experiences as relevant as possible, and Google Plus will gradually provide them with this data as it gives Google a closer look at the connections between people. This doesn’t mean there are links on the site. It’s relevant to the individual, but if friends and colleagues say it’s relevant by sharing and liking it, then it probably is, making search results more social as content is categorized not just by links but also by shares and recommendations from people’s social circles.



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## **Epilogue,**

**In the Name of Allah—the Most Compassionate, Most Merciful.**

“Say, “Work. Allah will see your work, and so will His Messenger, and the believers. Then you will be returned to the Knower of secrets and declarations, and He will inform you of what you used to do.” Surat At-Tawaba verse 105.

Praise be to God Almighty, who has enabled us to introduce this book. We have presented in this book Social Media Marketing, and we have made every effort to bring this book out in this form. We hope that we made contributions to knowledge and we wish it will be beneficial for every reader and learner. We have made our best efforts to review the most important ideas for this topic as much as we can and we do not claim perfection because perfection belongs to God Almighty only. If we succeed, then it is from God Almighty. If we fail, it is from ourselves, and the honor of trying is sufficient for us. Finally, we hope to that you will like this book.

may the blessings and peace of Allah be upon him our teacher, beloved and master Muhammad.

**Peace, God's mercy and blessings be upon you**





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**Dr.Eng.Hassan Ali Al-Ababneh**

PhD in computer systems and components

PhD in e-marketing

[www.ababneh.net](http://www.ababneh.net)

Dr.Eng.

**Hassan Ali Al-Ababneh**

Professor of E-Marketing



9 789923 940471