

MARKETING IN SOCIAL NETWORKS



- 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 the organization in social networks, the main trends and strategies of modern marketing in social networks are substantiated;
- trends in the organization of marketing based on social networks, such as Facebook, Instagram, LinkedIn, Twitter, YouTube, Tik current, Pinterest, Snapchat, Google Plus, have been ascertained;
- the main stages are defined and practical recommendations are developed for setting up, managing and rationally supporting marketing activities based on social network platforms.

The obtained results can be practically applied as:

- tools for studying marketing in social networks of modern organizations;
- understanding of the strategy and tactics of the organization of marketing in social networks.

CONTENT

CHAPTER 1. SOCIAL MEDIA MARKETING

CHAPTER 2. MARKETING BASED ON THE FACEBOOK PLATFORM

CHAPTER 3. MARKETING BASED ON THE INSTAGRAM

CHAPTER 4. MARKETING BASED ON THE LINKEDIN PLATFORM

CHAPTER 5. MARKETING BASED ON THE TWITTER PLATFORM

CHAPTER 6. MARKETING BASED ON THE YOUTUBE PLATFORM

CHAPTER 7. MARKETING BASED ON THE TIKTOK PLATFORM

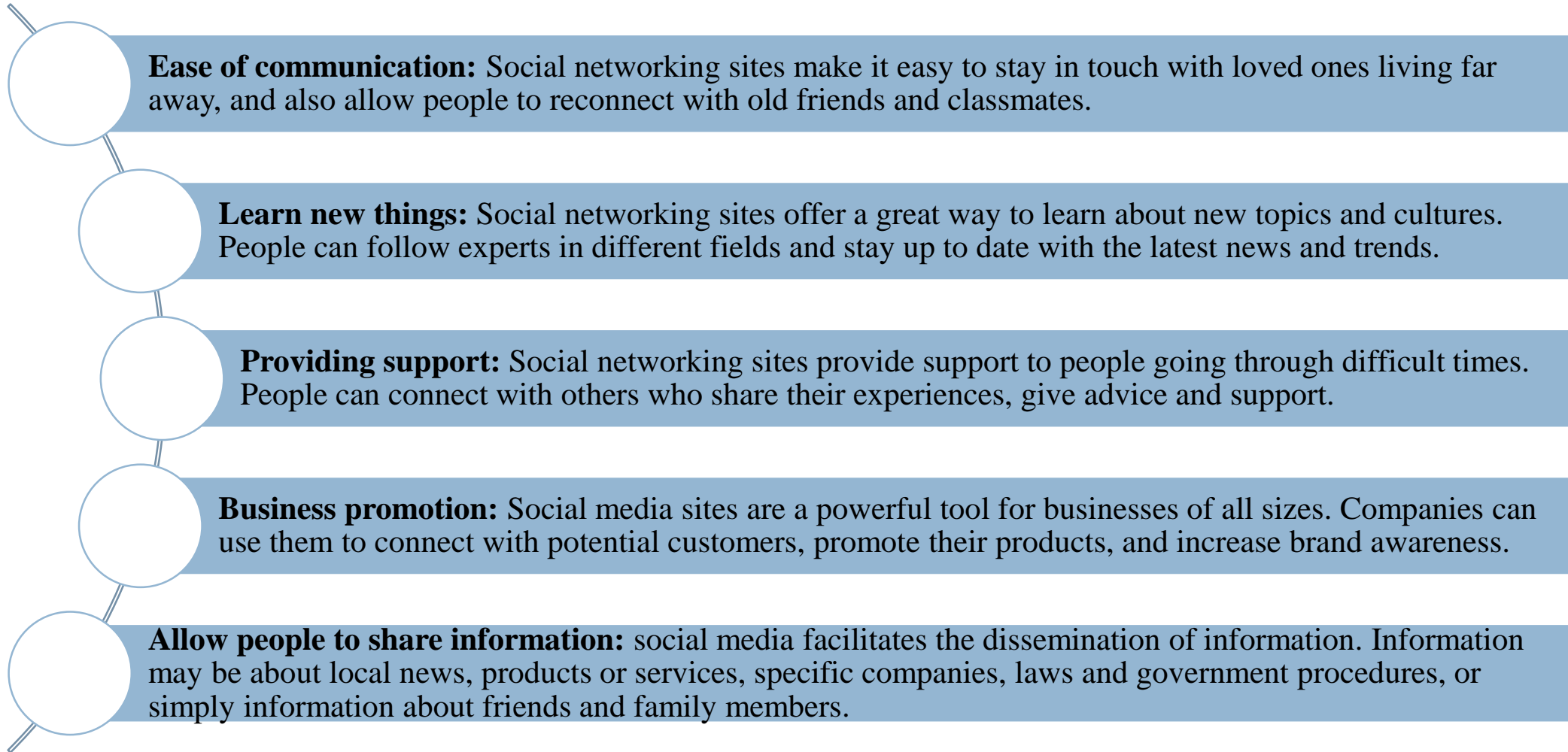
CHAPTER 8. MARKETING BASED ON THE PINTEREST PLATFORM

CHAPTER 9. MARKETING BASED ON THE SNAPCHAT PLATFORM

CHAPTER 10. MARKETING BASED ON THE GOOGLE PLUS PLATFORM

1. SOCIAL MEDIA MARKETING

The Importance of Social Media



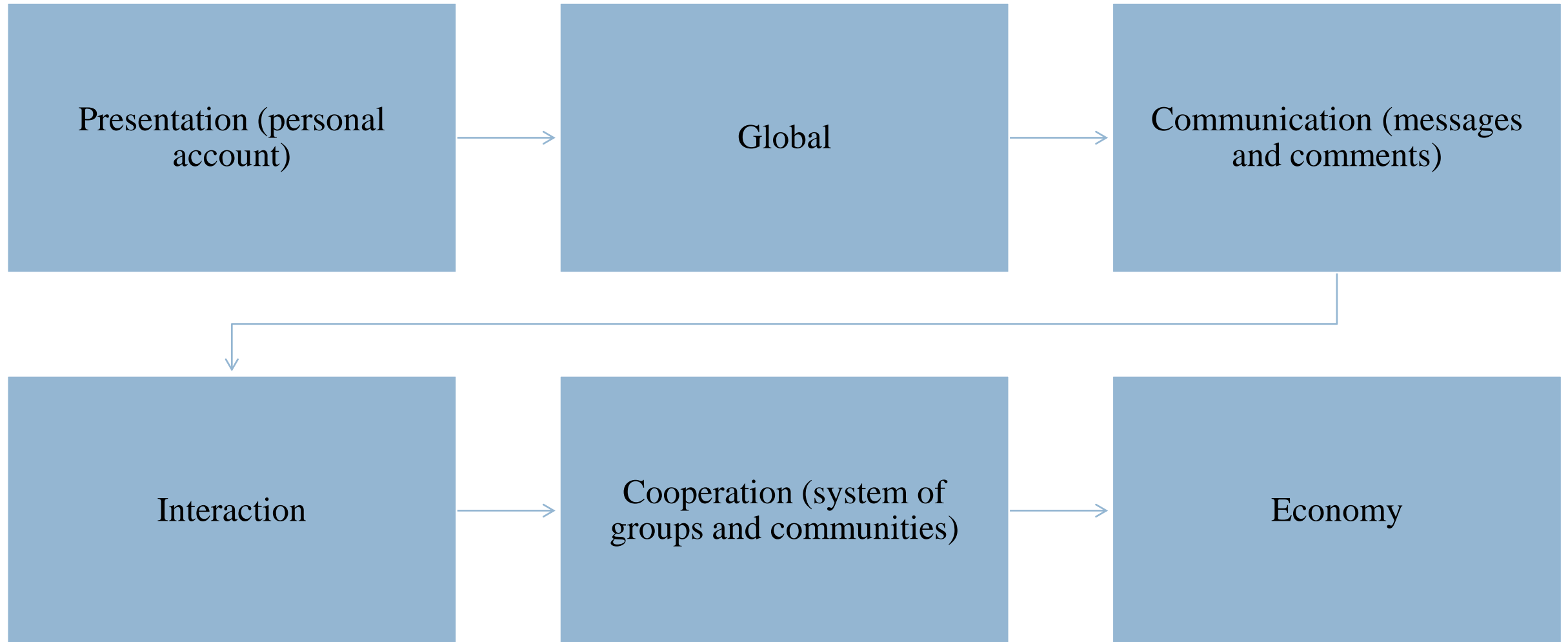
AL-Ababneh GENERATIONS OF DEVELOPMENT OF ELECTRONIC SOCIAL NETWORKS:

1. **First generation:** foundation stage. This generation appeared in the 90s with the beginning of the appearance of web pages (web1). Despite its weak capabilities compared to today's developments, it is more of a foundation stage than a launch stage. it witnessed failed attempts to create social networks, and this generation was not destined to survive due to the weak opportunities that these sites offered to their patrons, as well as the limited spread of the Internet around the world.
2. **Second generation:** Diffusion stage: This generation appeared as a response to the development of web pages, with the beginning of the emergence (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.
3. **The third generation:** Communication: this generation appeared as a result of the development of hardware and software components of the Internet infrastructure. It witnessed the beginning of the emergence of the third generation of the Internet (Web 3.0), which it was. is characterized by artificial intelligence and the ability to tabulate and classify information.
4. **The fourth generation:** Applications: Social networks and other websites are no longer limited to web systems, but rather turn to new, promising and powerful markets, which are applications for mobile phones. With the development of hardware components and the spread of programs among users of the fourth generation of the Internet (4G), it became possible to access the Internet through a smartphone, tablet computer, smart TVs or other modern devices.

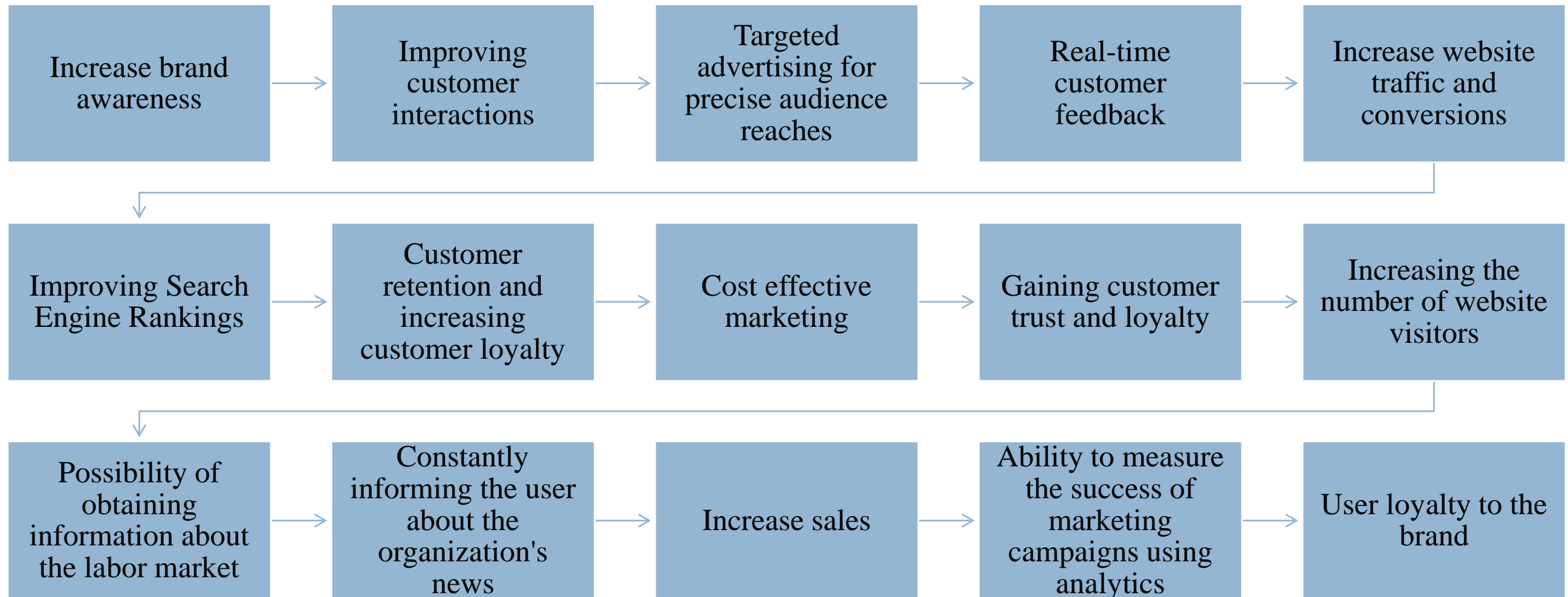
CHARACTERISTICS OF SOCIAL NETWORKING SITES:

1. **Means of personal communication:** It includes social networks for public, private, personal, group and mobile purposes and acquires increasingly rich interactive functions.
2. **Information retrieval 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 human history, in terms of its large size, as well as the ease and speed of access.
3. **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 called (the second generation of the Internet, Web 0.2) and then the emergence of social and social networks.
4. **Peculiarities of replacement or replacement of other means:** It is noted that the population often replaces reading paper newspapers with browsing news sites on the Internet. The Internet also provides an alternative to radio and television in providing audio programs, Internet radio, and audio downloads. and providing various ways to display movies and video clips in many forms.

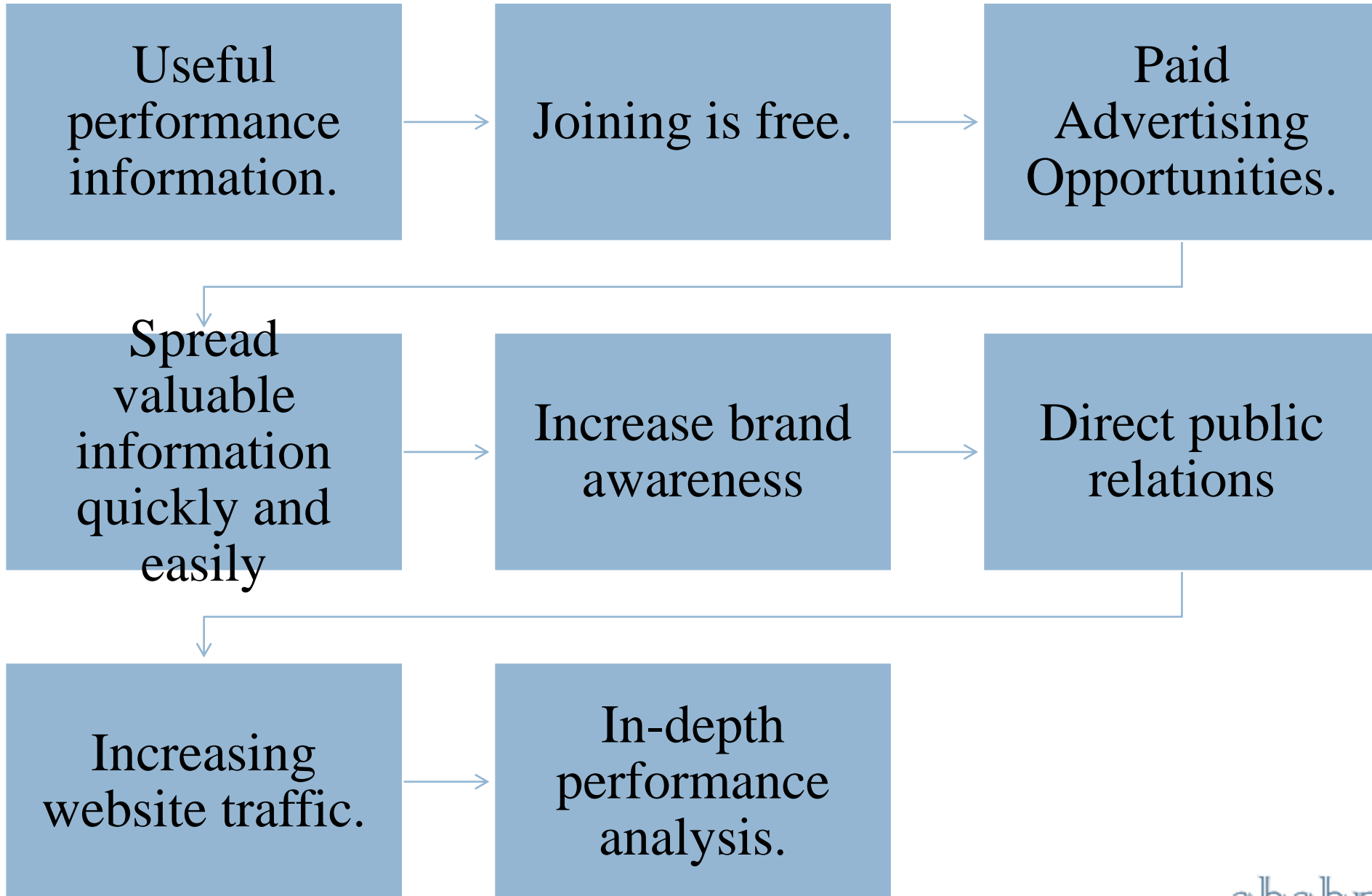
FEATURES OF SOCIAL NETWORKS:

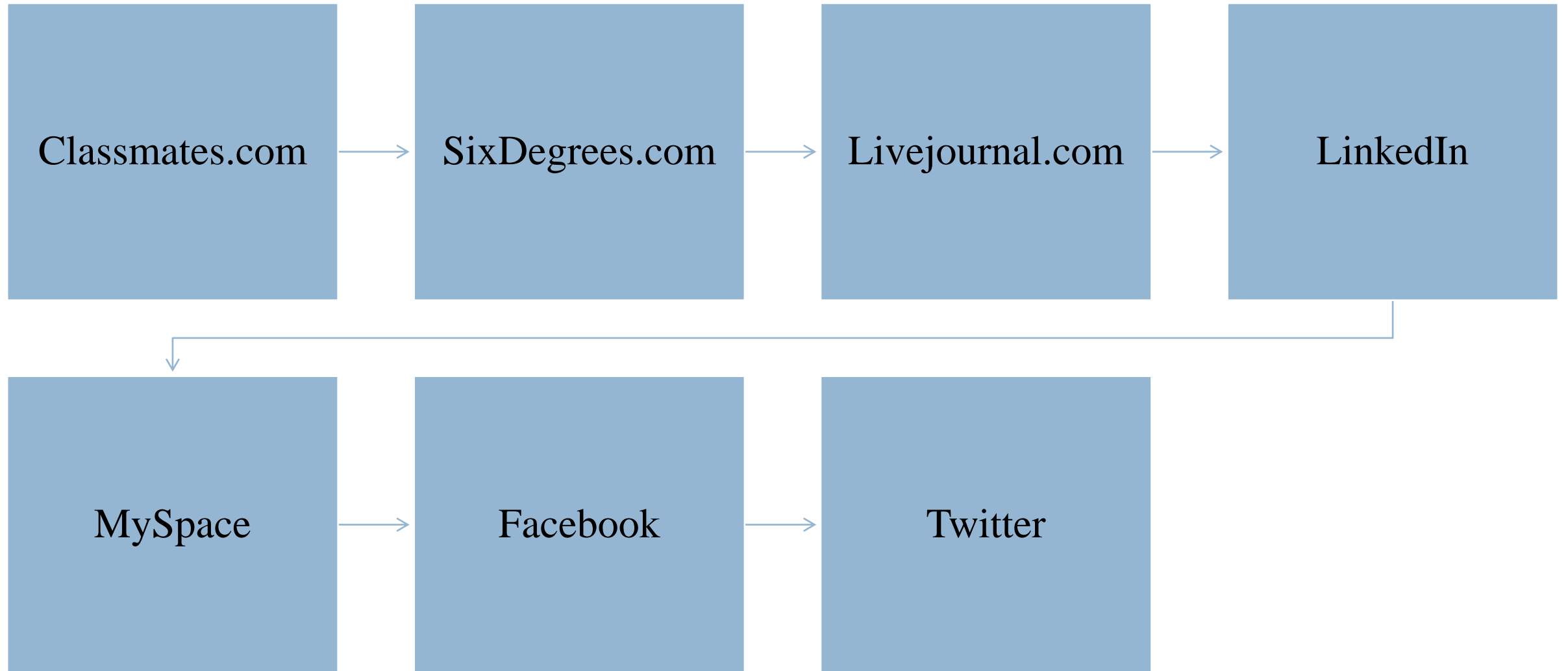


BENEFITS OF SOCIAL MEDIA MARKETING:

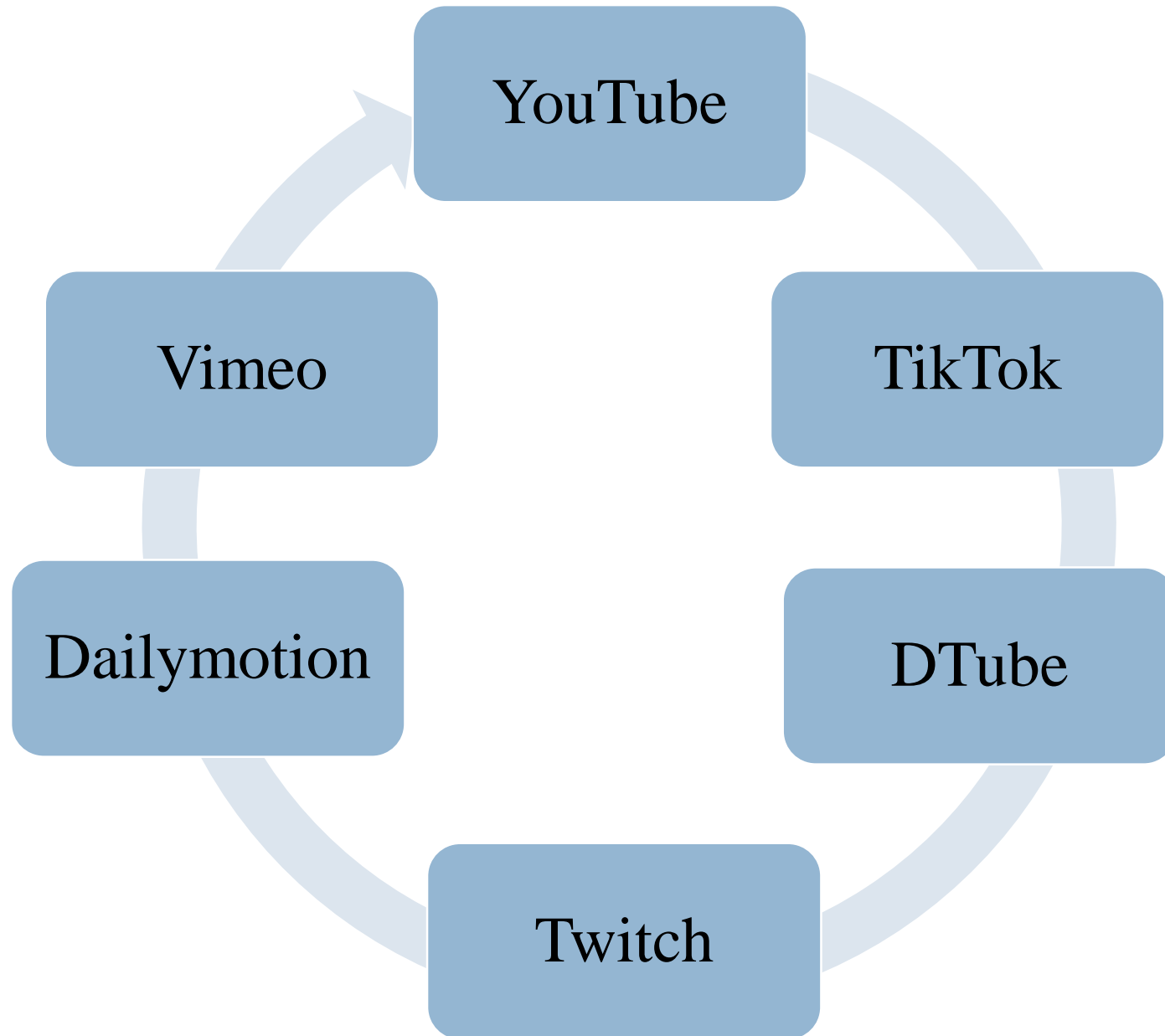


KEY BENEFITS OF SOCIAL MEDIA MARKETING





KEY SOCIAL NETWORKS FOR VIDEO-BASED EMAIL MARKETING



KEY PLATFORMS FOR ORGANIZING SOCIAL MEDIA MARKETING WITH IMAGES



RISKS OF SOCIAL MEDIA

Risks in social networks

Security risks

Due to the spread of technology, social networking sites have become a security threat as extremists use these sites to spread misguided ideas to people around the world..

Psychological risks

Among these risks are fatigue and depression that teenagers suffer from due to the improper use of these sites. Also among the risks is a weakened immune system due to the constant use of social networks..

Social risks

Risks that may affect society due to teenagers misusing websites by promoting some western cultures that are not suitable for Arab-Islamic societies such as women's freedom and other western cultures.

2. MARKETING BASED ON THE FACEBOOK PLATFORM

Facebook Marketing is a platform that offers a variety of paid advertising and targeted organic posts, allowing brands to showcase their products to a wide audience. Facebook has gone from being the most popular social network on the Internet to one of the biggest markets.

Importance of Facebook Marketing: Facebook marketing pays big in terms of results, brand presence and promotion. This is reason enough for a brand to strategically promote marketing through Facebook to increase the number of posts and expand in the market.

BENEFITS OF FACEBOOK MARKETING

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.



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.



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.

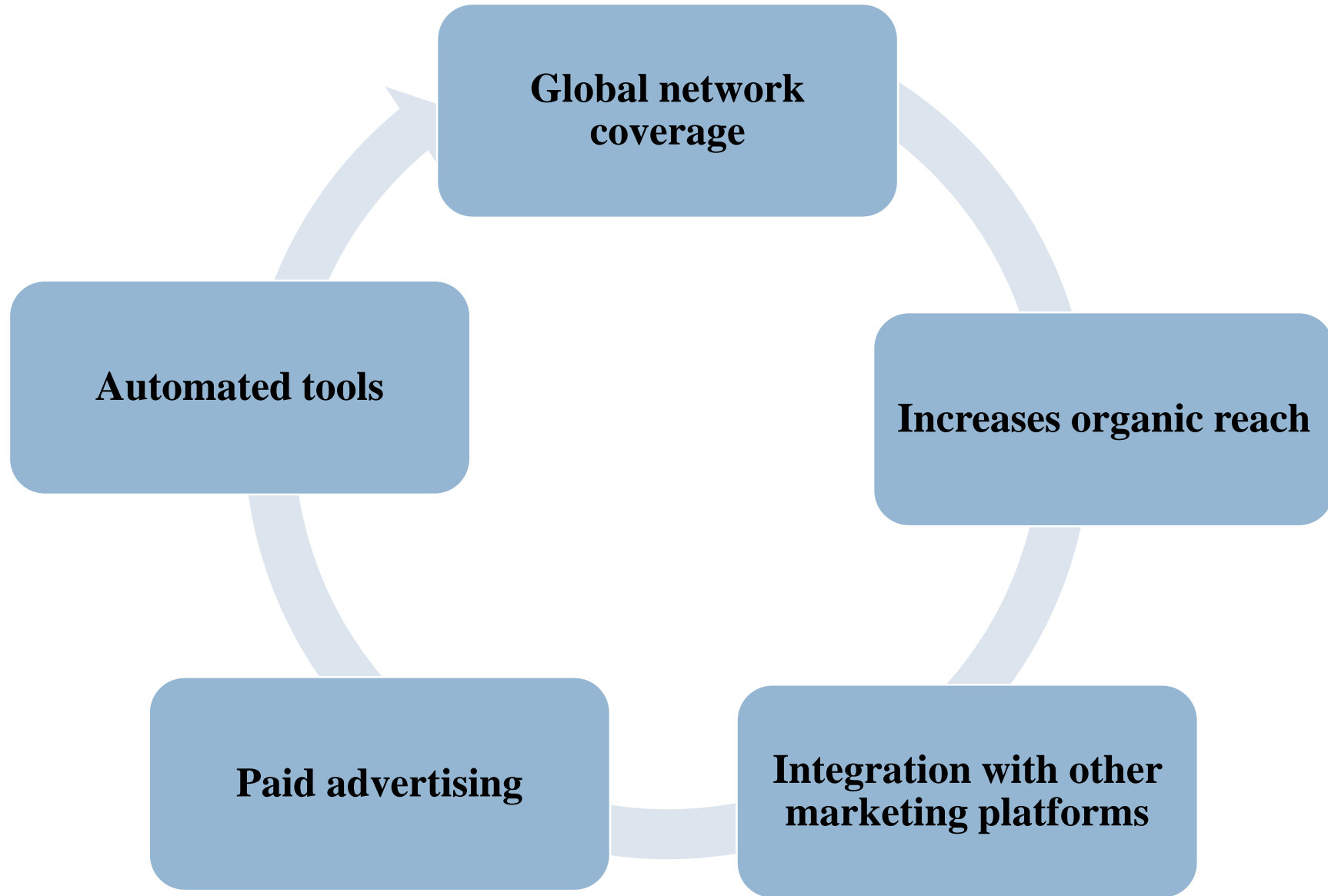


Customer support: Many people prefer to communicate with a brand via social media. Phone calls are a thing of the past. Create a chatbot for Facebook Messenger to communicate with users based on their common queries such as keywords that may include price, delivery, etc.



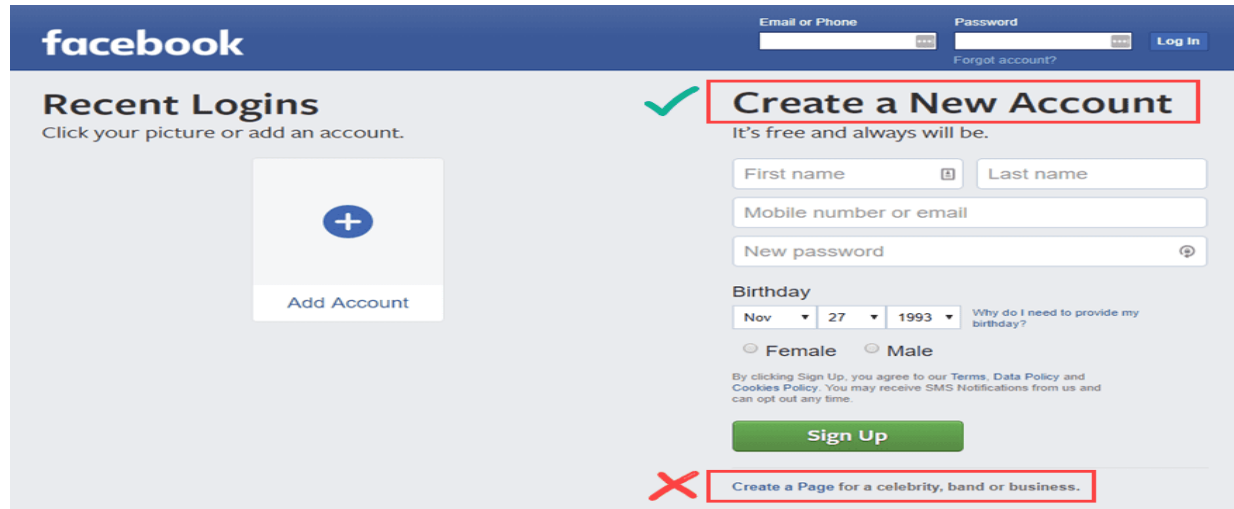
Positive impact on SEO: Some marketers claim that social media influences search engine rankings. It is believed that bots take data into account when ranking, since reposts, likes, and comments tell Google that people are interested in the brand and interact with it.

THE IMPORTANCE OF FACEBOOK MARKETING

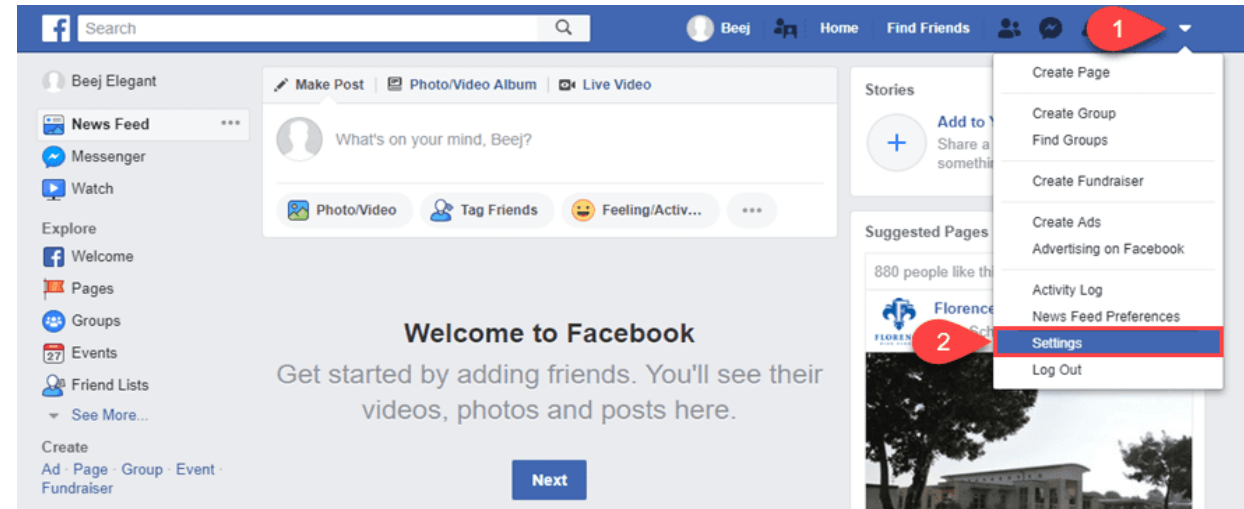


TO REGISTER WITH FACEBOOK, YOU NEED TO FOLLOW THESE STEPS:

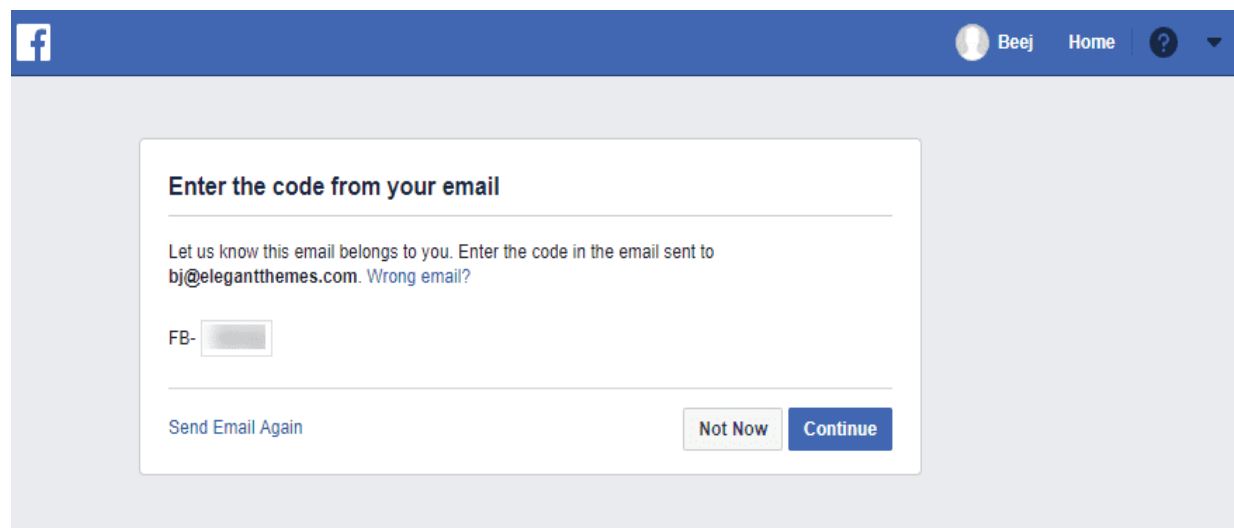
Step 1: Create a Facebook account. If you already have an account, scroll down. This step shows how easy it is to get started on Facebook.



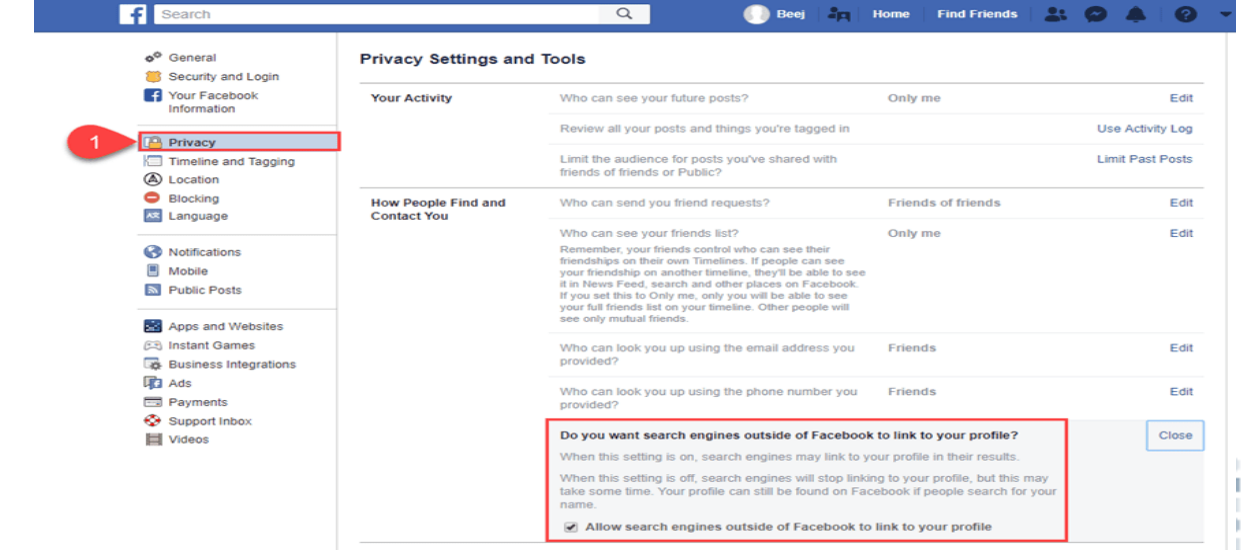
The Facebook Sign Up screen shows the 'Create a New Account' button highlighted with a red box and a green checkmark. Below it, there are input fields for First name, Last name, Mobile number or email, and New password. A red 'X' marks the 'Create a Page for a celebrity, band or business.' link.



The Facebook Welcome screen shows the 'Settings' option in the top right menu highlighted with a red box and a red circle with the number 2. The screen also displays the 'Welcome to Facebook' message and a 'Next' button.



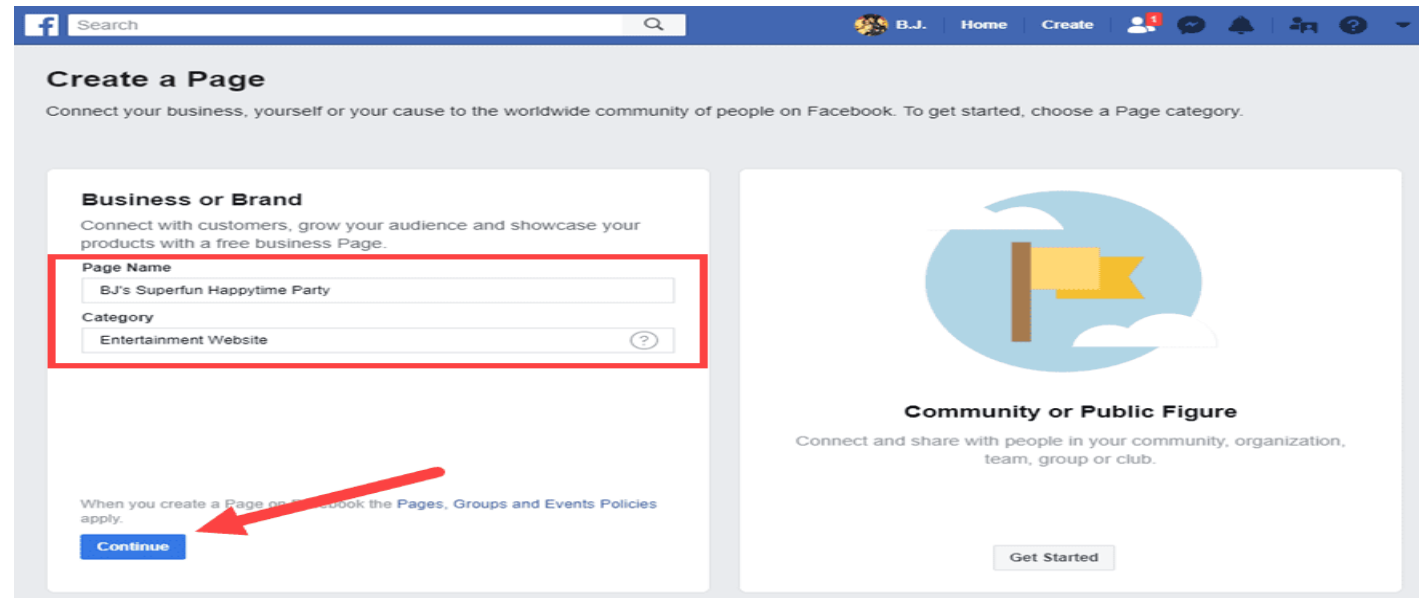
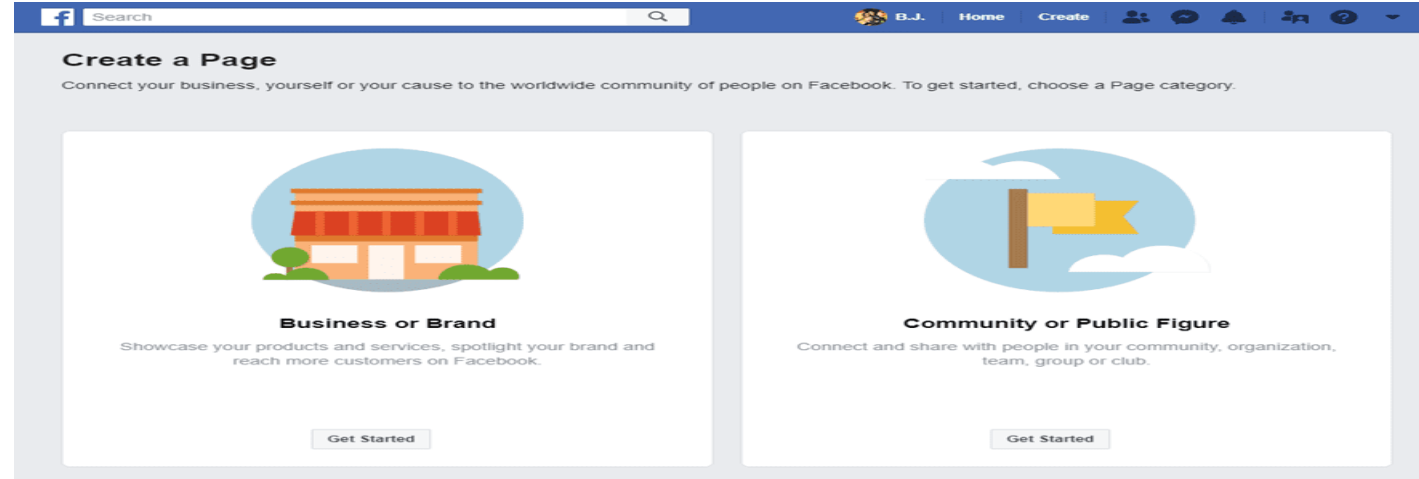
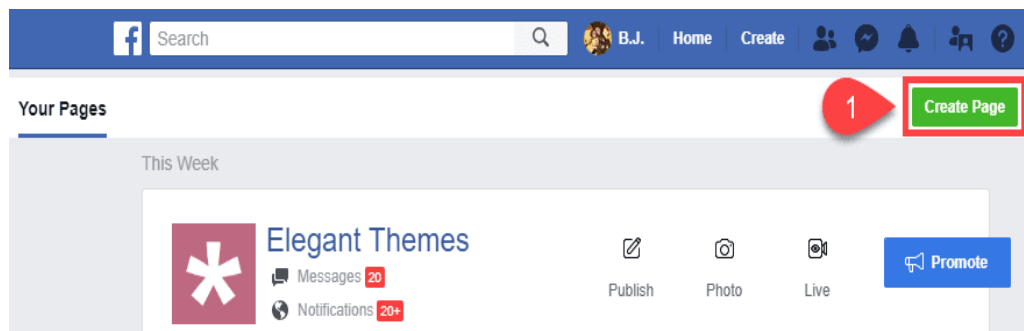
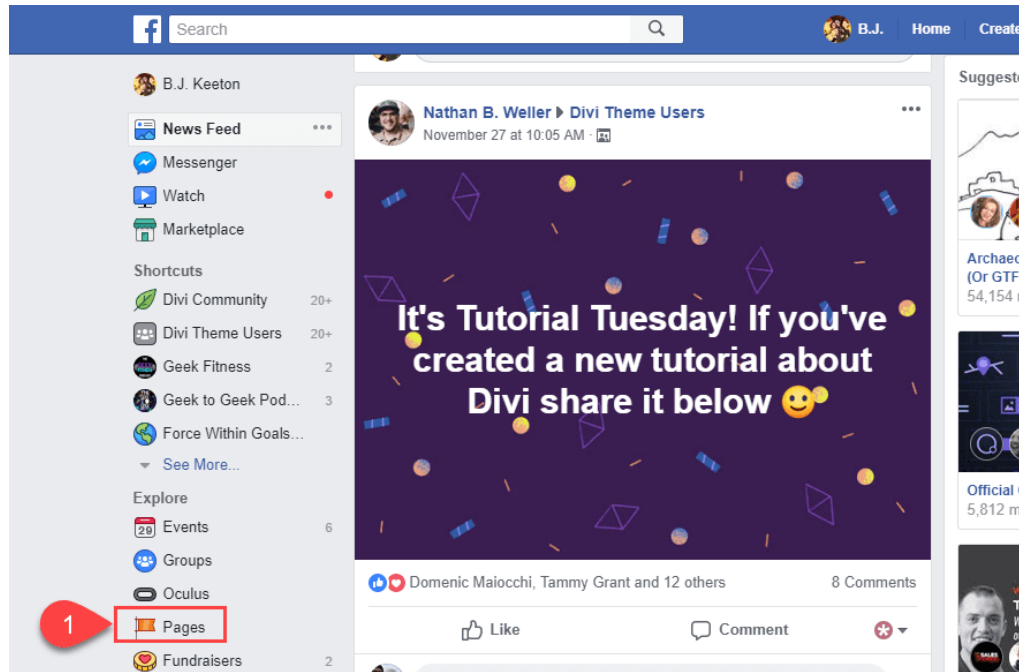
The Facebook Email Verification screen shows a form to 'Enter the code from your email'. The form includes a text input field for the code and a 'Continue' button. A red box highlights the 'Continue' button.



The Facebook Privacy Settings screen shows the 'Privacy' option in the left sidebar highlighted with a red box and a red circle with the number 1. The main content area shows various privacy settings, with a red box highlighting the 'Do you want search engines outside of Facebook to link to your profile?' section.

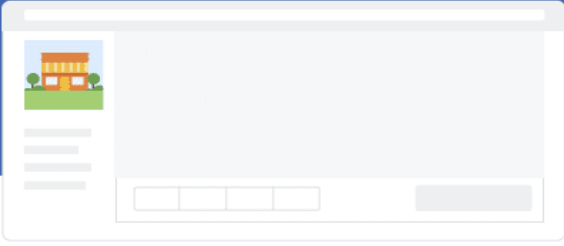
CREATE A FACEBOOK PAGE

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.



CREATE A FACEBOOK PAGE

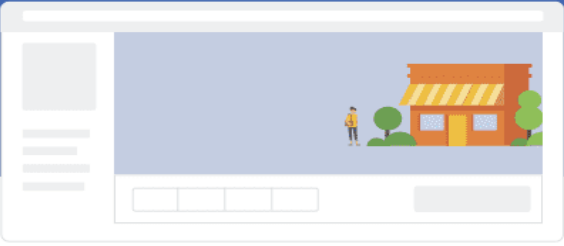
Add a Profile Picture
Help people find your Page by adding a photo.



Step 1 of 2

1 [Skip](#) [Upload a Profile Picture](#)

Add a Cover Photo
Pages with cover photos typically get more Page likes and visits.



Step 2 of 2

2 [Skip](#) [Upload a Cover Photo](#)

BJ's Superfun Happytime Party

Page Inbox Notifications Insights Publishing To... Ad Center Settings Help

BJ's Superfun Happytime Party
Create Page @Username

Home Posts Reviews See more Promote Manage Promotions

HUGE CYBER MONDAY SALE

Like Follow Share + Add a Button

Welcome to Your New Page
Before you share your Page with others, try these tips that help you describe your business, brand or organization. We'll give you more tips later.

Add a Short Description
Your Page's short description helps people know what you're about, and it appears in search results when people look for you online.

See All Page Tips

Create Post Photo Album Live Video

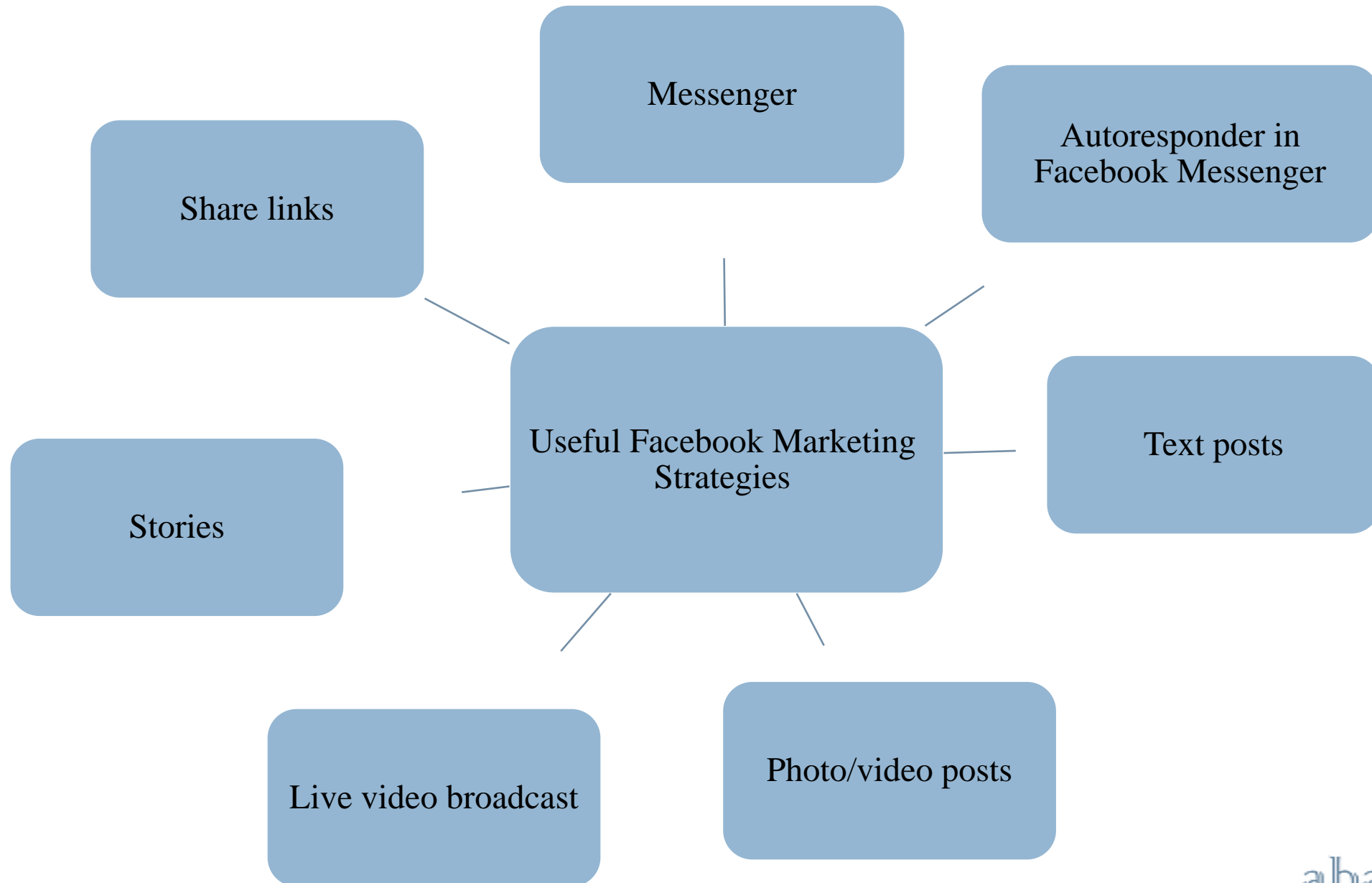
Know friends who might like your Page?
Help more people discover your Page by inviting friends to like it.

Search for friends to invite

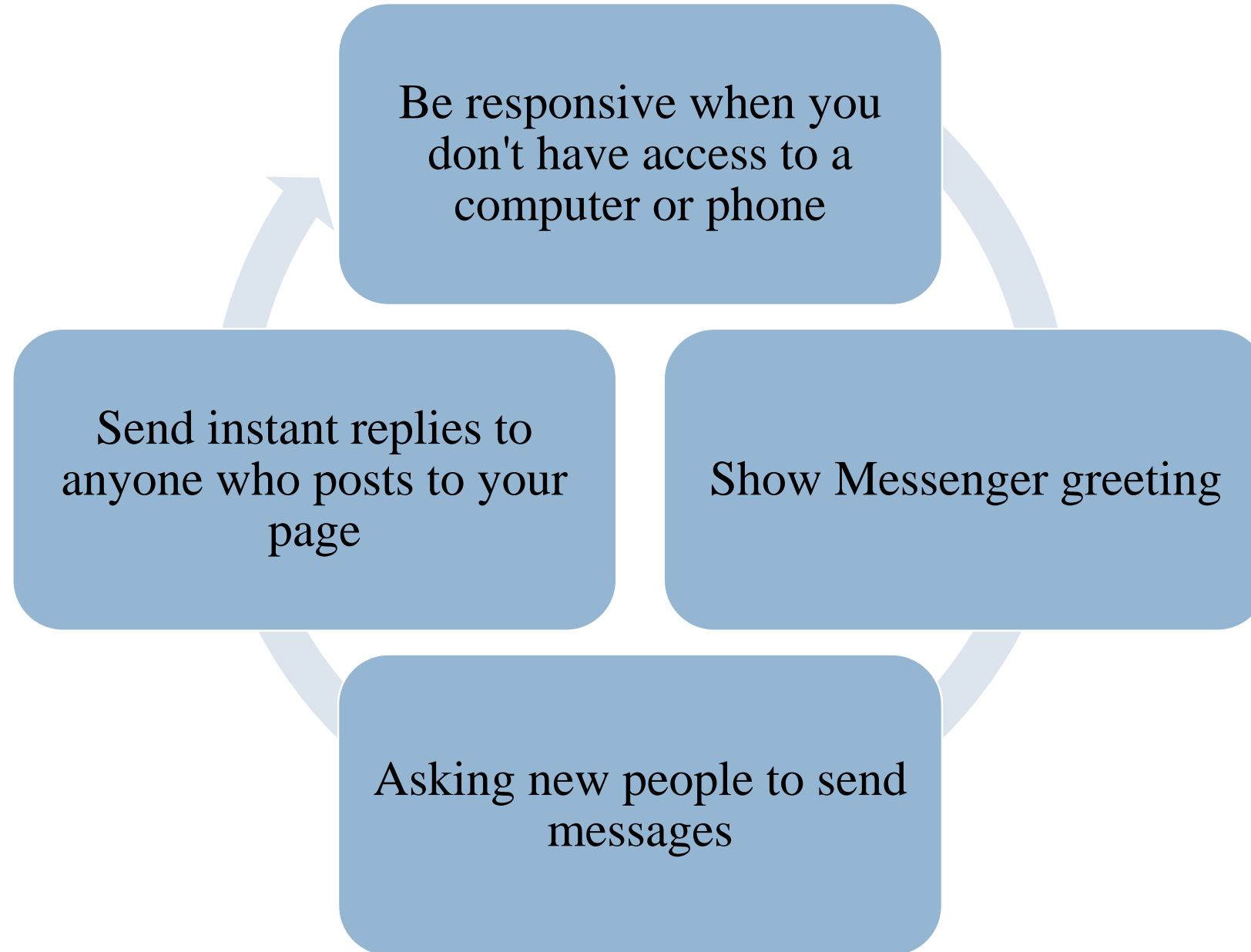
Invite Invite Invite

Chat (Off)

USEFUL FACEBOOK MARKETING STRATEGIES



IMPORTANT ASPECTS OF SETTING UP AN AUTO-REPLY IN FACEBOOK MESSENGER



BASIC GUIDELINES FOR PLACING ADS ON FACEBOOK

Promote any post you publish on your page to get more attention.

Give your site visitors the ability to send you private messages via Messenger

•Just promote the page itself and let people like it through their news feed..

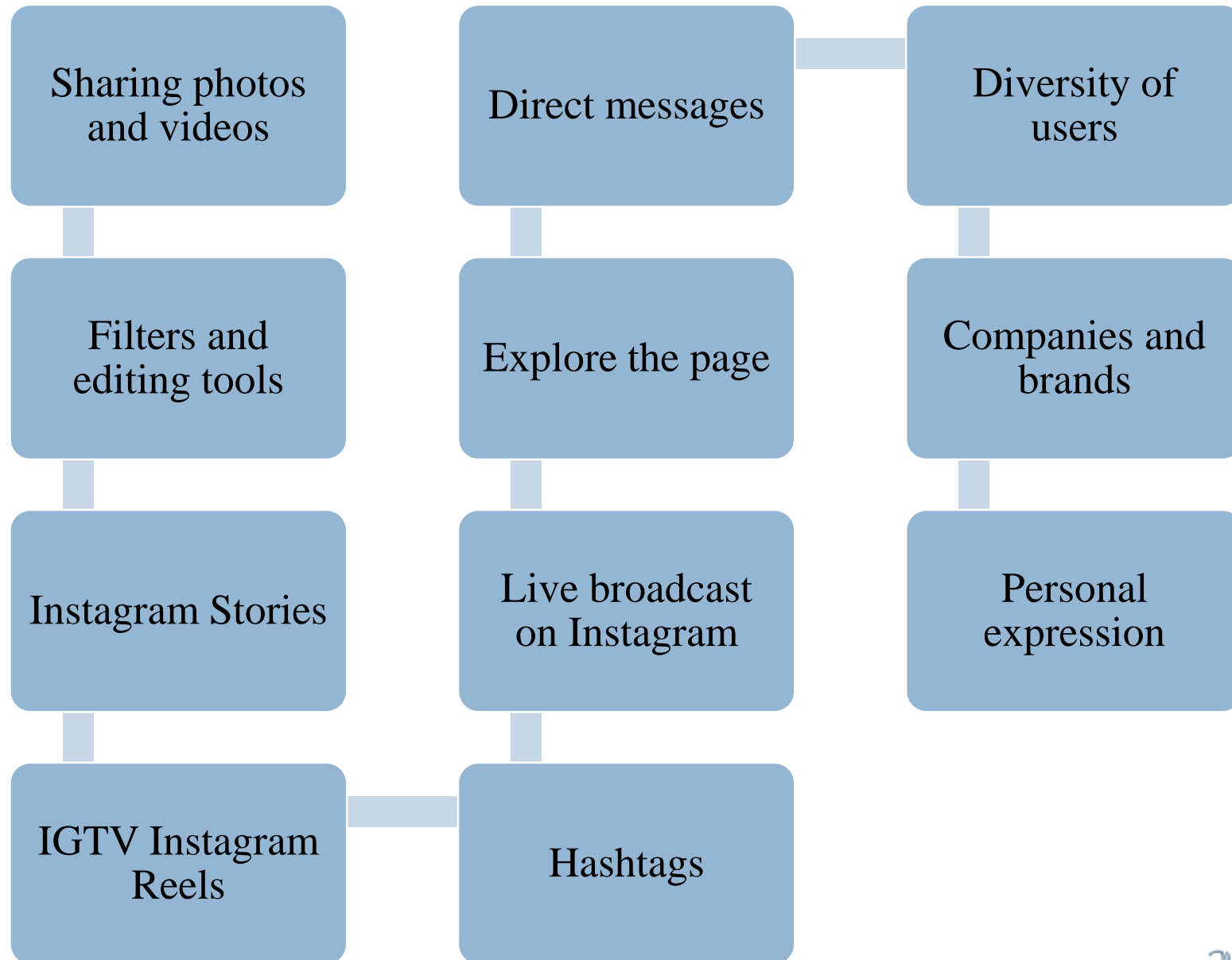
•Attract website visitors by displaying your external site and every click will take them to your home page.

•Include an email collection form so you can directly contact the interested user..

3. MARKETING BASED ON THE INSTAGRAM PLATFORM

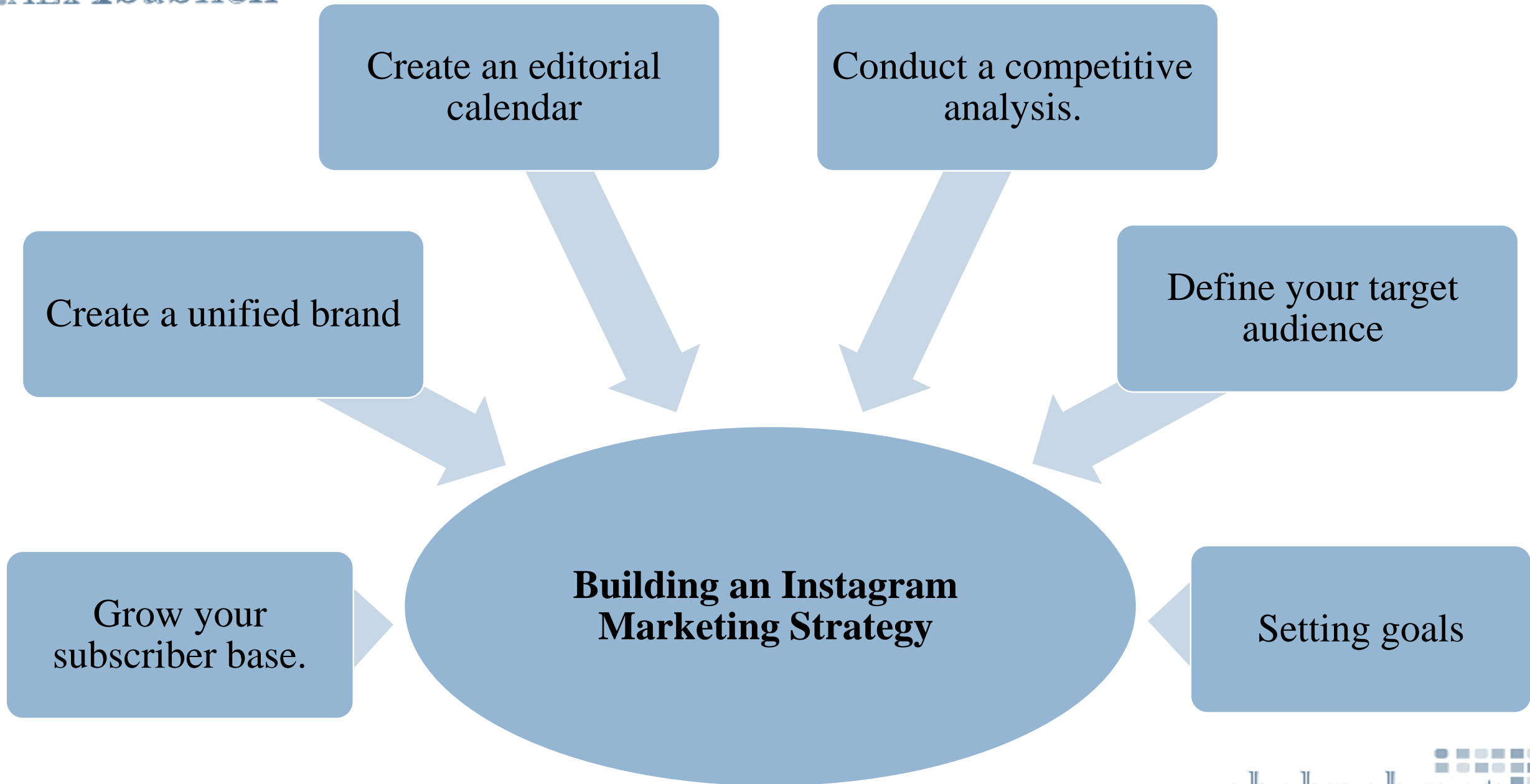
The Instagram platform concept allows users to edit and upload photos and short videos through a mobile app. Users can comment on each of their posts and use hashtags and location-based geotags to index those posts and make them searchable for other users on the app. Each publication is visible to the user. In their followers' Instagram feed, because it can be viewed by the public 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. As with other social networks, Instagram users can like, comment and bookmark others' posts, as well as send personal messages to their friends via Instagram Direct. Photos can be shared to one or more social networks, including Twitter, Facebook and Tumblr, with one click.

INSTAGRAM FEATURES



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.



HOW TO CREATE A BUSINESS ACCOUNT ON INSTAGRAM

Open the Instagram app and tap «Sign up with iPhone or email.

Enter your account details

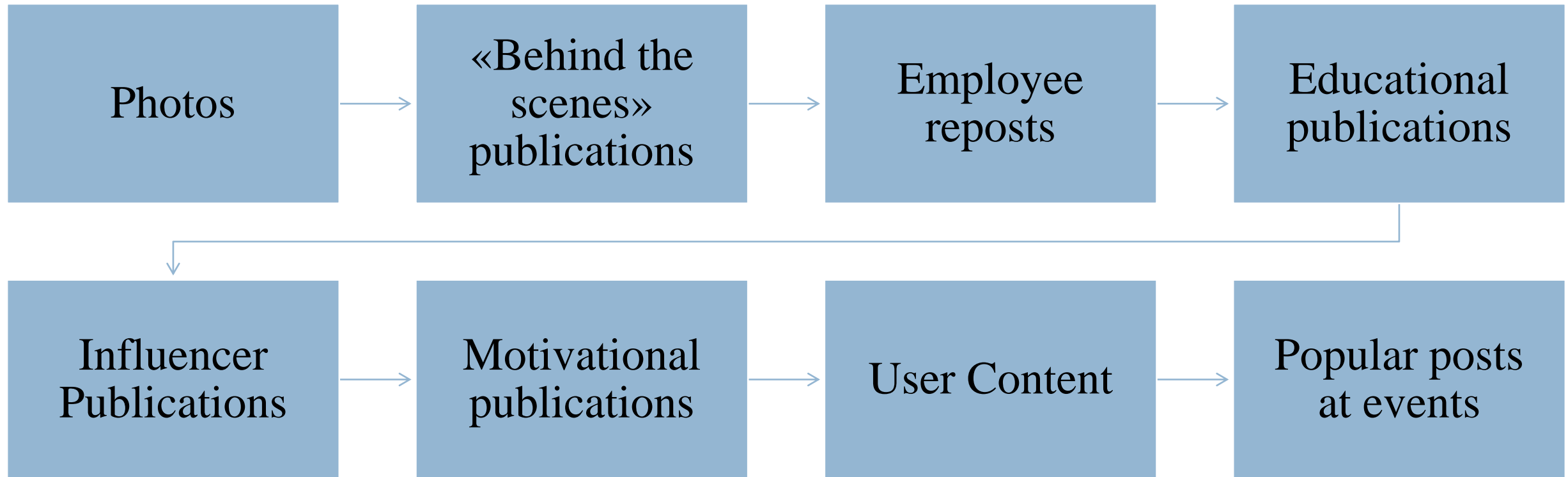
Select a username

Select a personal photo

Biography

Adjust the settings

TYPES OF INSTAGRAM POSTS



REQUIREMENTS FOR INCREASING INSTAGRAM FOLLOWER GROWTH AND ENGAGEMENT:

Focus on one object



Take advantage of negative space



Find interesting vantage points



Take advantage of symmetry and patterns



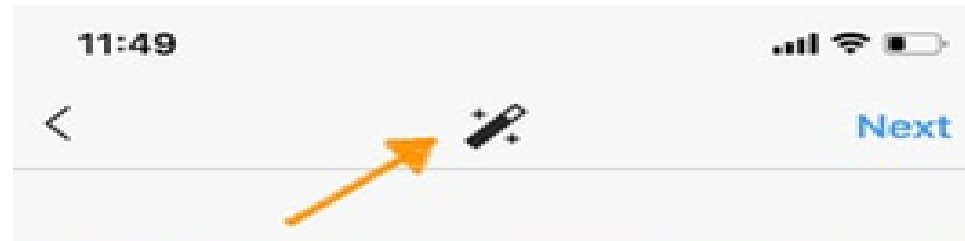
Use natural light

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.



Step 2: Adjust the lighting for your photos: According to Instagram, “Lux balances exposure and adds much-needed brightness” to photos.

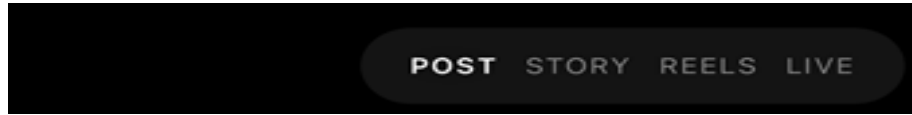


Step 3: Make final changes using Instagram's editing tools. Click Edit to adjust the alignment, brightness, contrast, structure, and more of your image.



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.

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.



HOW TO POST ON INSTAGRAM REELS

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 Reels

Your video may appear in Reels and can be seen on the Reels tab of your profile.

Also Share to Feed



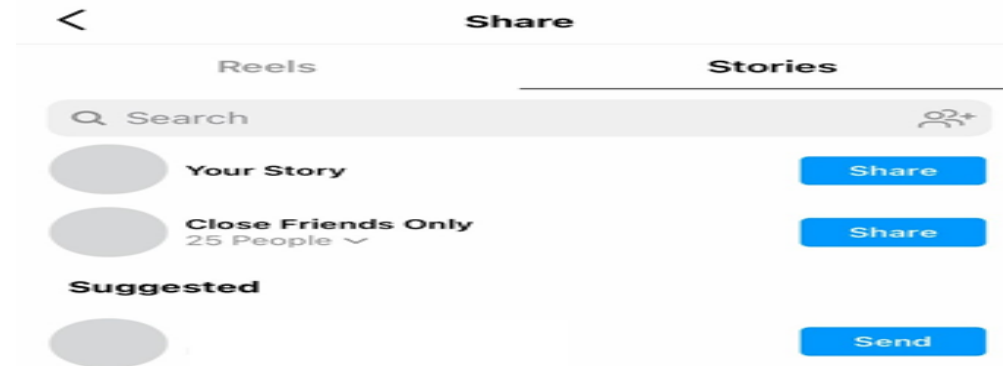
Crop Profile Image



Tag People



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



INSTAGRAM BEST PRACTICES AND TRICKS

Publish at
the right
time

Link to
your
Facebook
page

See posts
you liked

Change
the order
of
Instagram
filters

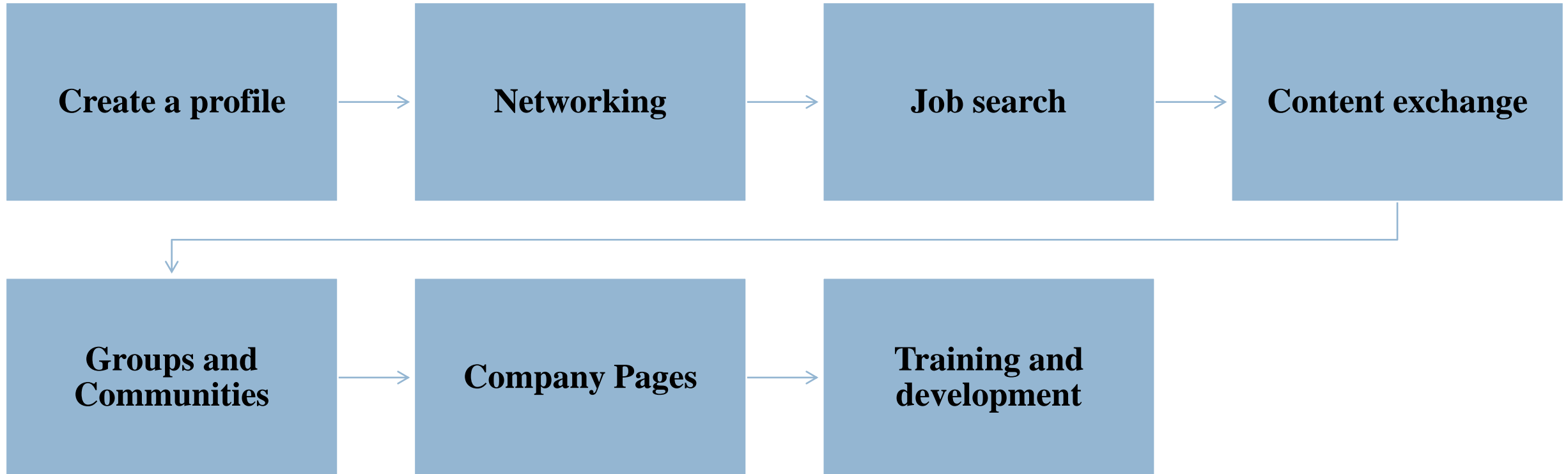
Hide posts
you've
been
tagged in

Save
photos and
create
collections

4. MARKETING BASED ON THE LINKEDIN PLATFORM

Definition of LinkedIn: It is an electronic social network designed specifically for the business community. Its purpose is to enable registered participants to create and document professional networks of people they know and trust. It is also a source for professionals to search for company jobs and receive news about their industry and business contacts.

LINKEDIN FEATURES:



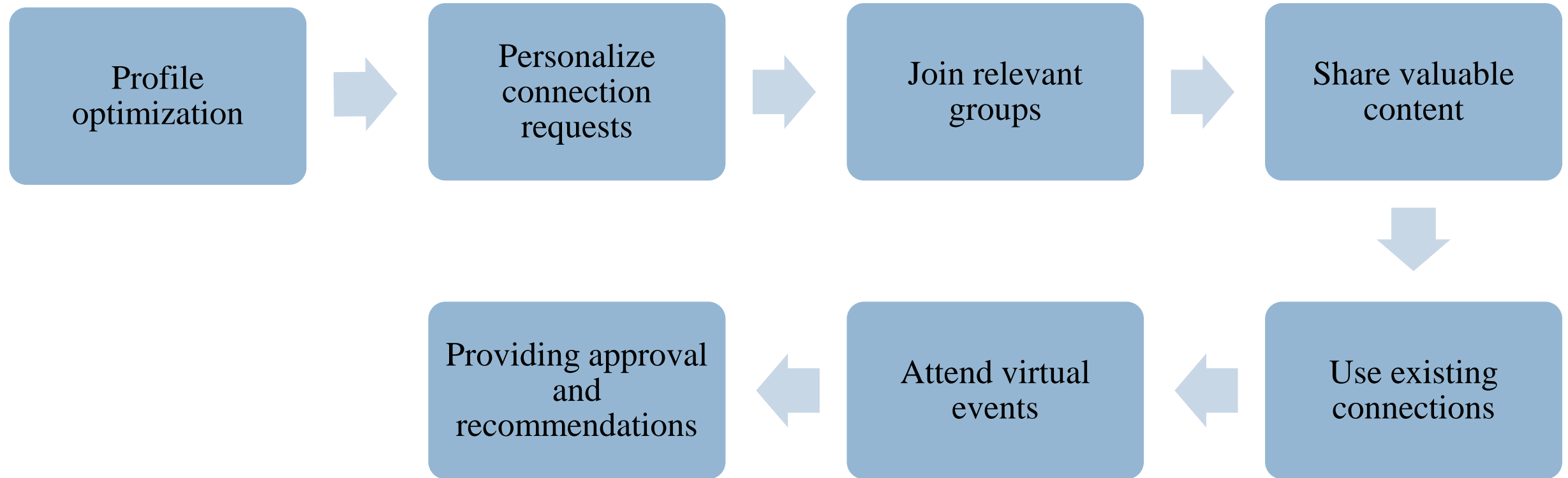
LINKEDIN IS USED BY THREE GROUPS OF PEOPLE: INDIVIDUALS, SALES REPRESENTATIVES, AND RECRUITERS.:

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.

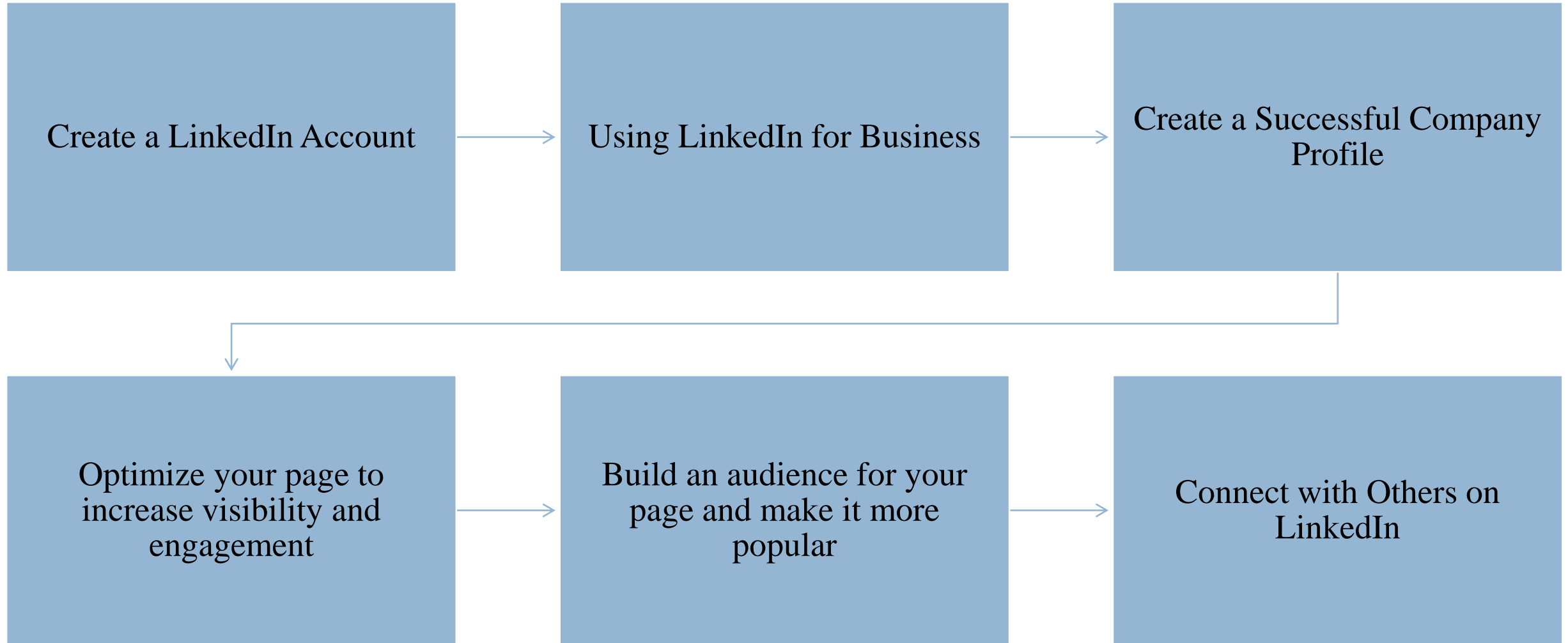
Sellers: used to increase the number of potential customers and build relationships with potential customers.

Recruiters: used to search for job candidates, research companies and communicate with potential employees.

LINKEDIN CONNECTION REQUIREMENTS



HOW TO USE LINKEDIN FOR BUSINESS



BENEFITS OF USING A LINKEDIN PAGE FOR MODERN COMPANIES

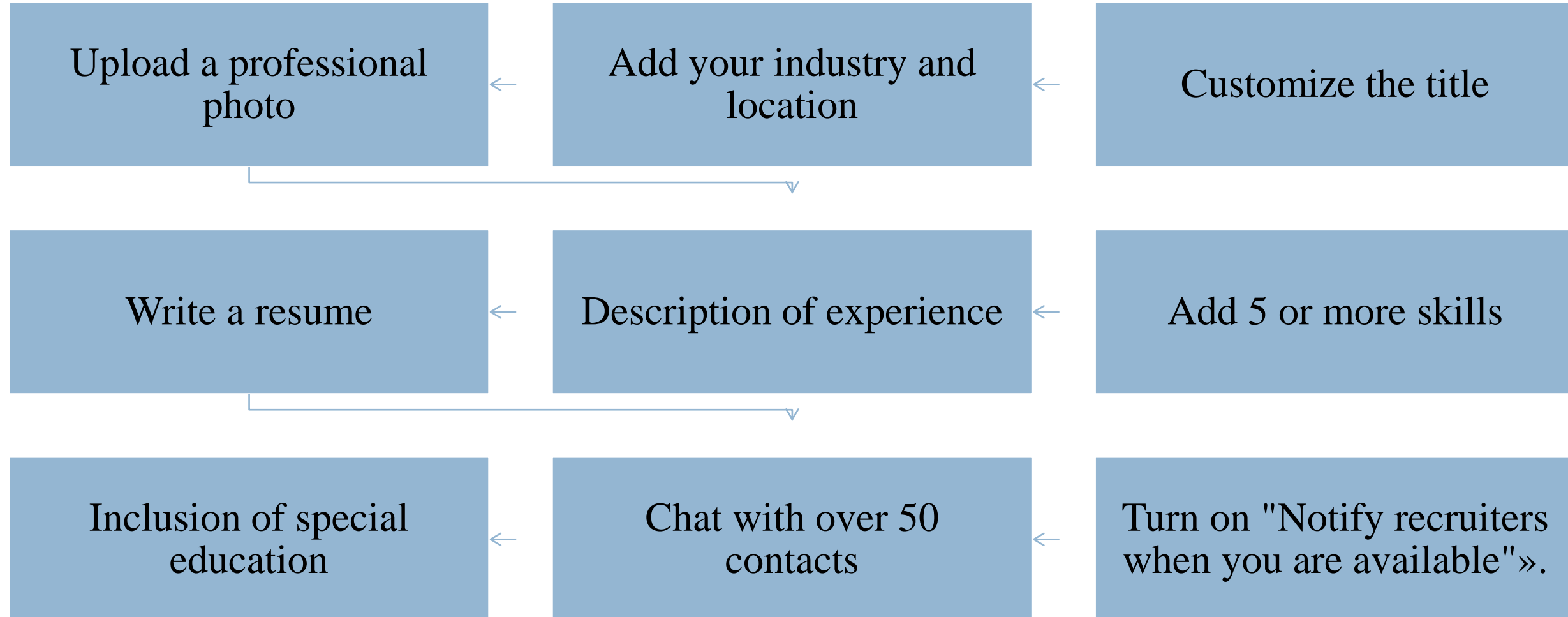
- **Increased Visibility:** Creating and optimizing your company page with keywords can help ensure that your business is seen by the public, the people most likely to be interested in your products.

Increased trust. When potential customers see that your business is active on LinkedIn, it helps build trust and authority. Regularly posting about your business, sharing interesting articles, and engaging with others helps show that you are an authority in your business.

More Opportunities to Generate Leads.
LinkedIn provides companies with many opportunities to generate leads..

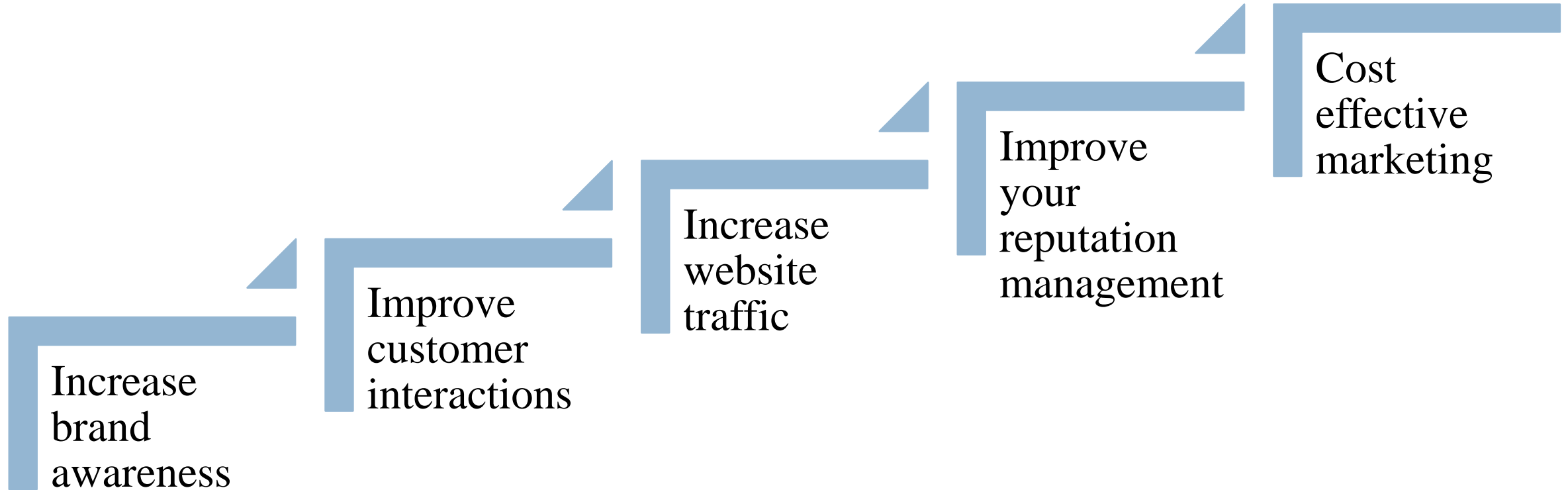
• **Enhanced networking opportunities:** LinkedIn provides a unique opportunity to connect with other professionals in your field. You can join groups that specialize in a particular field, follow thought leaders, and participate in discussions to expand your network and develop relationships with potential partners or clients.

STEPS TO CREATE AN ATTRACTIVE AND PROFESSIONAL LINKEDIN PROFILE

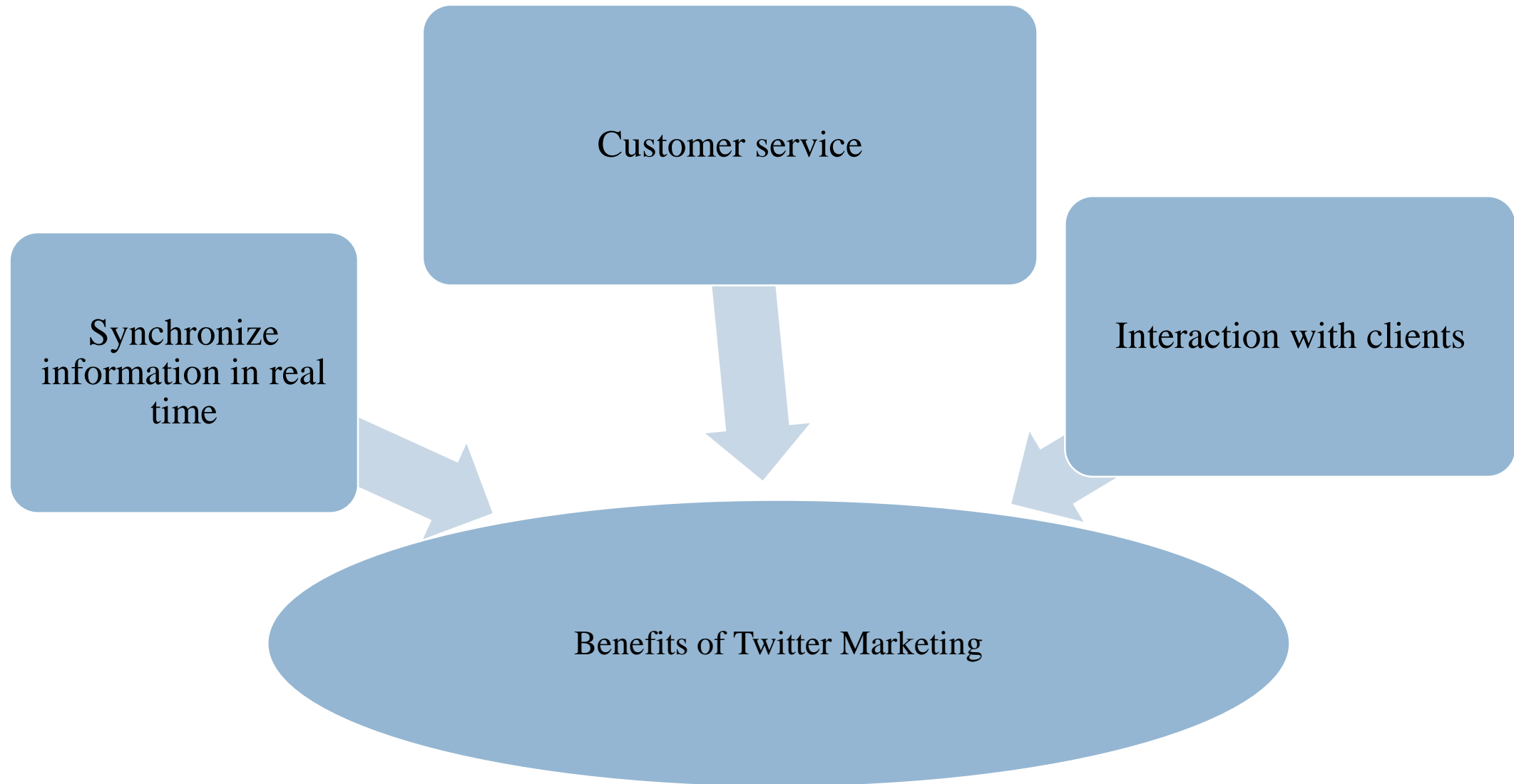


1. Don't write your own resume. Instead of a PR person writing in the third person about who you are and what you do, write a brief description of who you really are.
2. The presence of a bad photo or its absence at all.
3. A profile photo allows viewers to connect with you immediately, showing them who you are as a professional.
4. Send general invitations. Other users can easily ignore messages if you use a common language and don't specify a reason for the interaction.
5. Not updating profile. Users who do not show regular activity, but suddenly start posting and updating their profile when looking for a new job, are making a big mistake.
6. Misuse of the LinkedIn blogging platform. Anyone can create blog posts, although many users make the mistake of using this opportunity to promote their brand or post a link to something they've written or created.

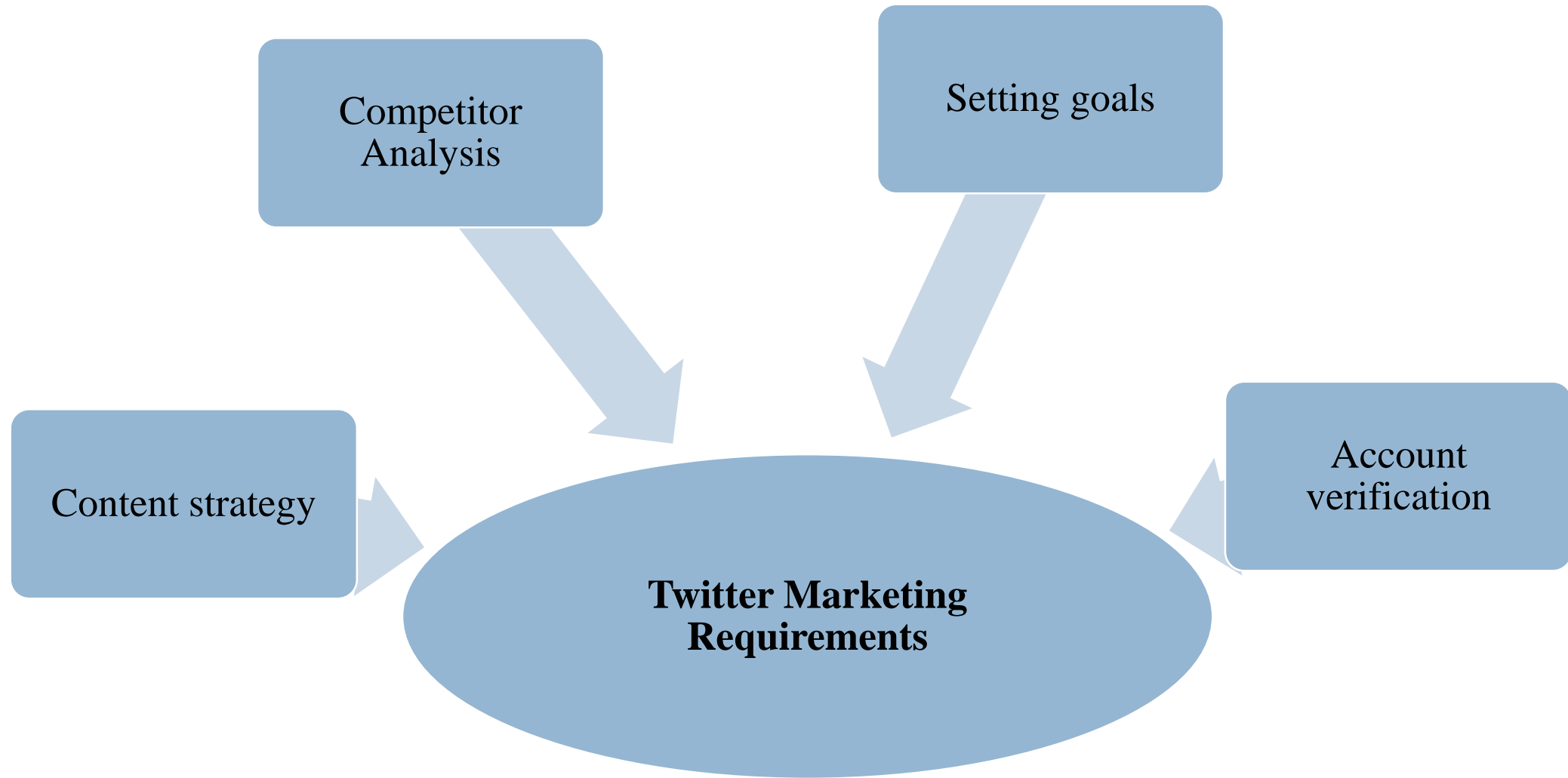
Twitter marketing provides a great service for promoting products and brands. A loyal community can build a brand. It is important for business to interact socially with the community and empathize with its needs and problems. Marketing an e-business on Twitter requires a lot of effort and time, so profiles are constantly updated. With interesting content and fresh ideas, otherwise subscribers 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. vital as no brand subscriber wants to be inundated with tons of tweets about special offers and discounts every hour or even every day. Twitter allows businesses to be friends with their customers. from their personality and interacting with real people who use their products. Most importantly, they can listen and interact in real time as Twitter brings customers and businesses closer together.



BENEFITS OF TWITTER MARKETING



TWITTER MARKETING REQUIREMENTS



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 customer portraits by identifying the most relevant topics for each segment or persona.
- How often? Determine the best time and frequency to post.
- How do you measure results? Identify key metrics like impressions, engagement, and follower numbers and track them regularly with Twitter analytics. You will need this data to adjust your strategy from time to time.

•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 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.

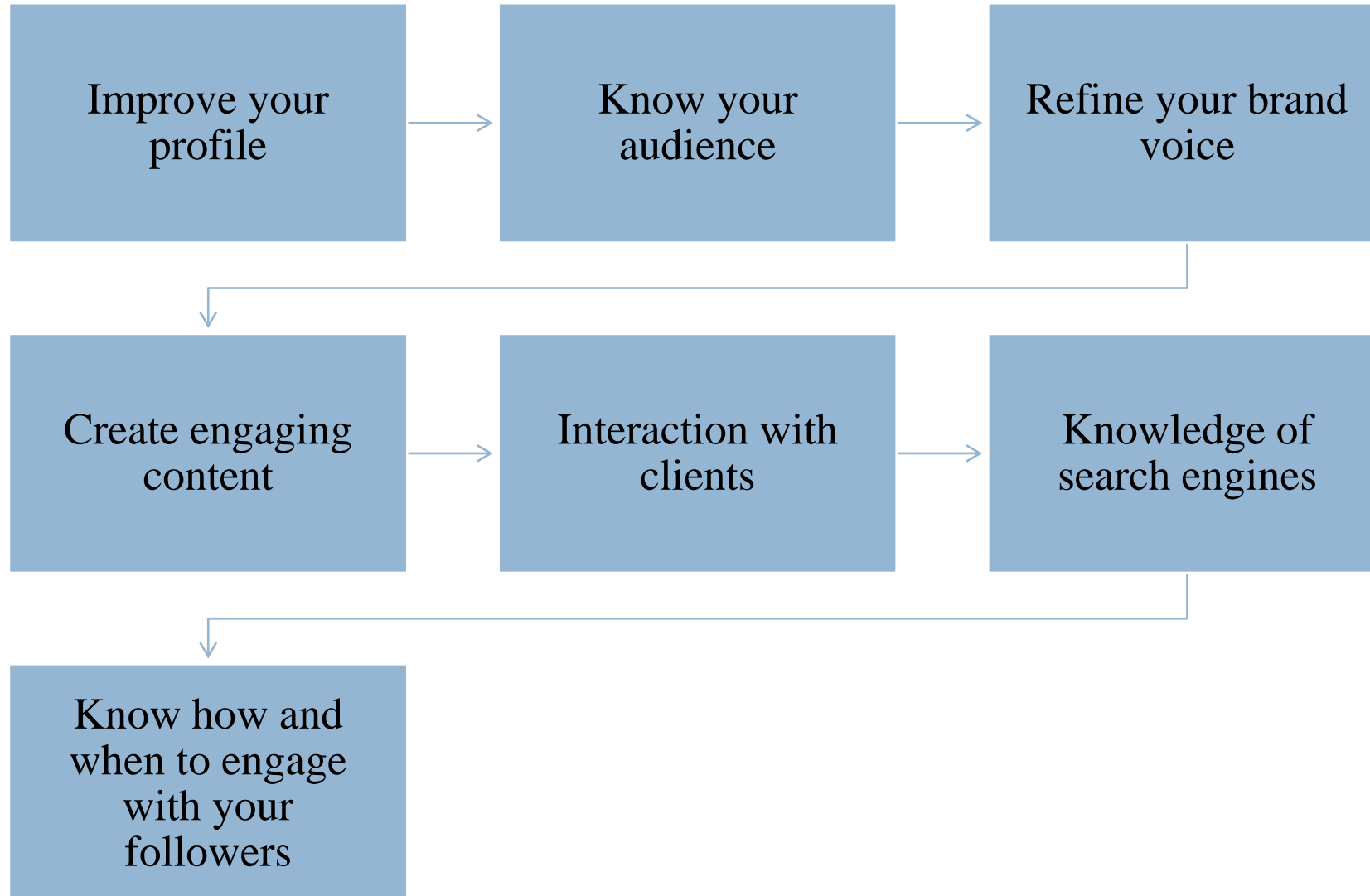


Add different elements to your tweet, such as photos, videos or GIFs. You can also add a poll, although this is not related to multimedia content



When everything is working, click Tweet

REQUIREMENTS FOR DEVELOPING A TWITTER MARKETING ACCOUNT

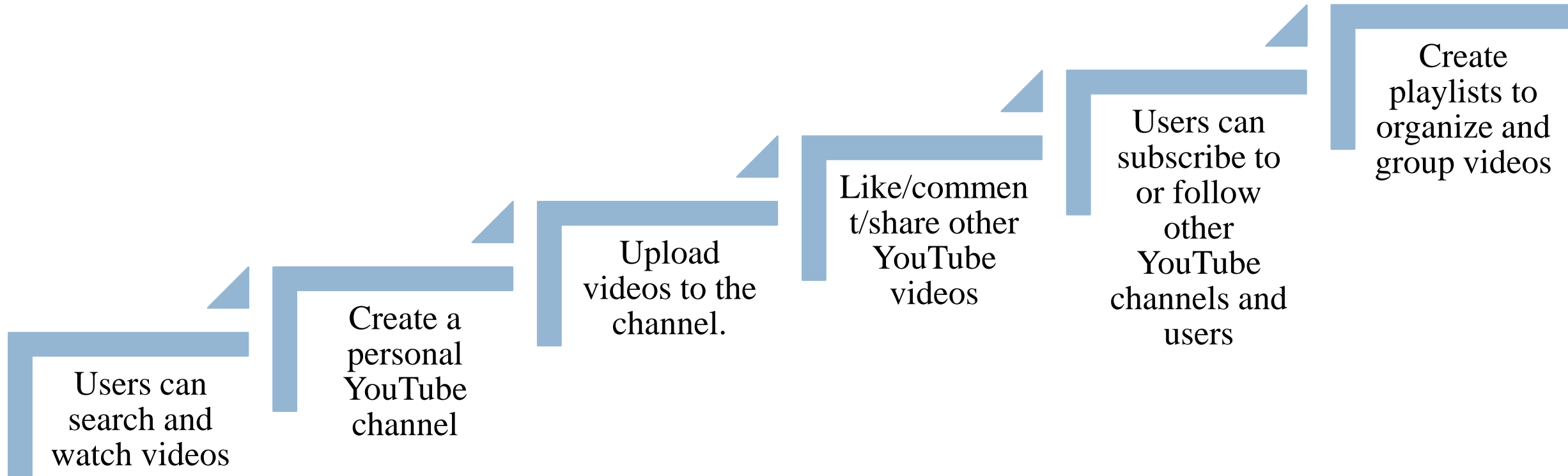


6. MARKETING ON THE BASE OF THE YOUTUBE PLATFORM

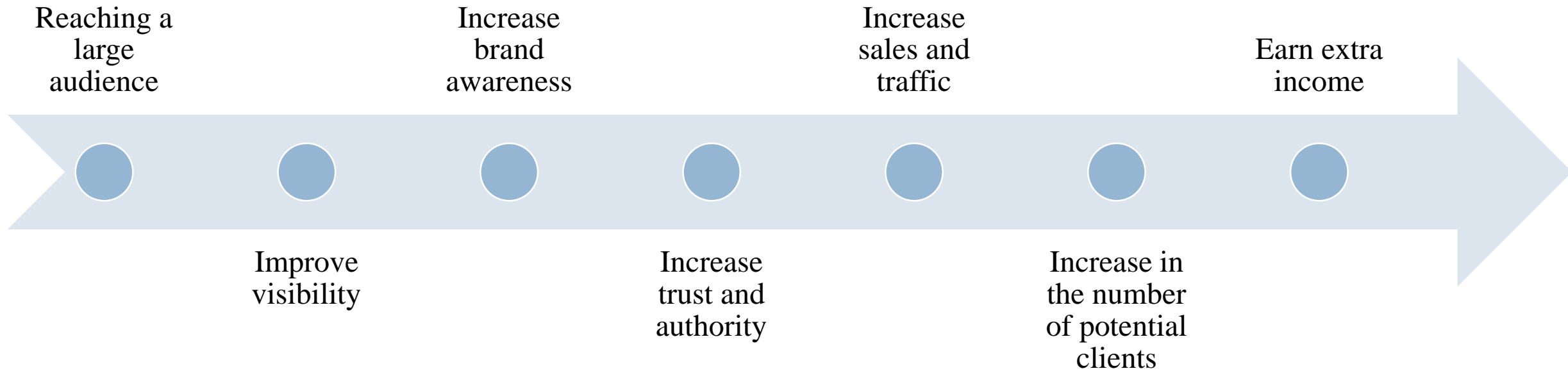
YouTube is a website that allows users to download, watch live, share, and comment on approved videos for free. Users can watch, share, comment and upload their videos. Video service available. through computers, tablets and mobile phones.

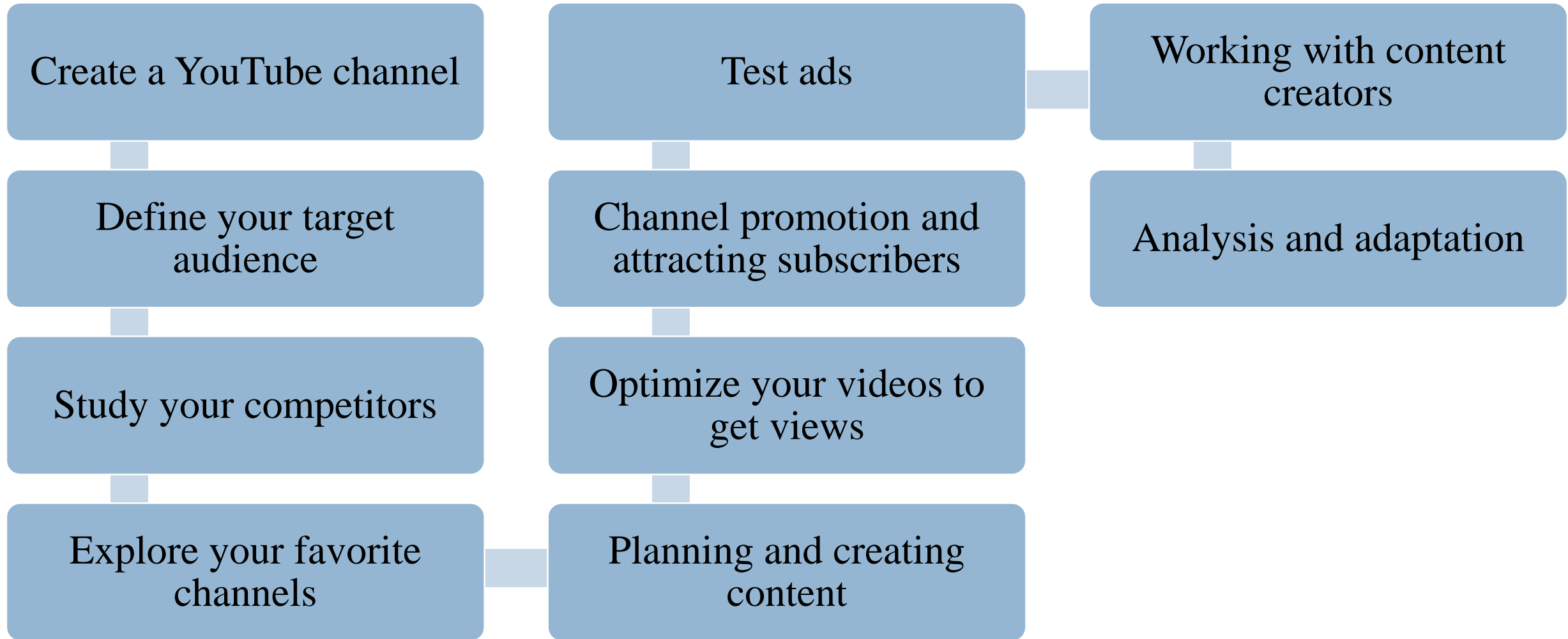
The importance of YouTube. With the increasing importance of video content, with businesses turning to YouTube as a platform for viewing video clips, businesses have started using YouTube as a channel to communicate with their current customers and showcase themselves to potential customers. Because of its widespread use, companies began to expand their marketing efforts.

YOUTUBE'S MAIN FEATURES



REASONS WHY INVESTING IN YOUTUBE IS A TOP PRIORITY:





TRADEMARK DETAILS

Planning

Featured Videos
Featured Sections

Brand

Personal Photo
Logo Image
Video Watermark

Basic Information

Name
Handle
Pronouns
Description
Channel Link
External Links
Contact Information

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.

YouTube Revenue from Video Views

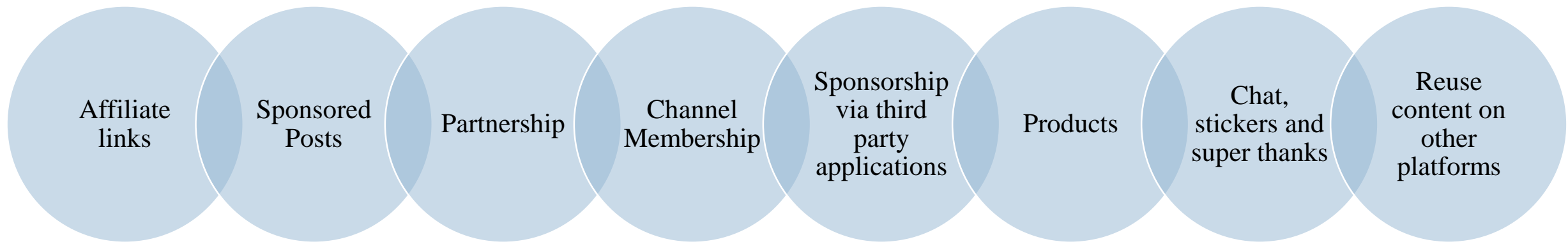
YouTube's revenue per 10,000 views is \$50-\$70.

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

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

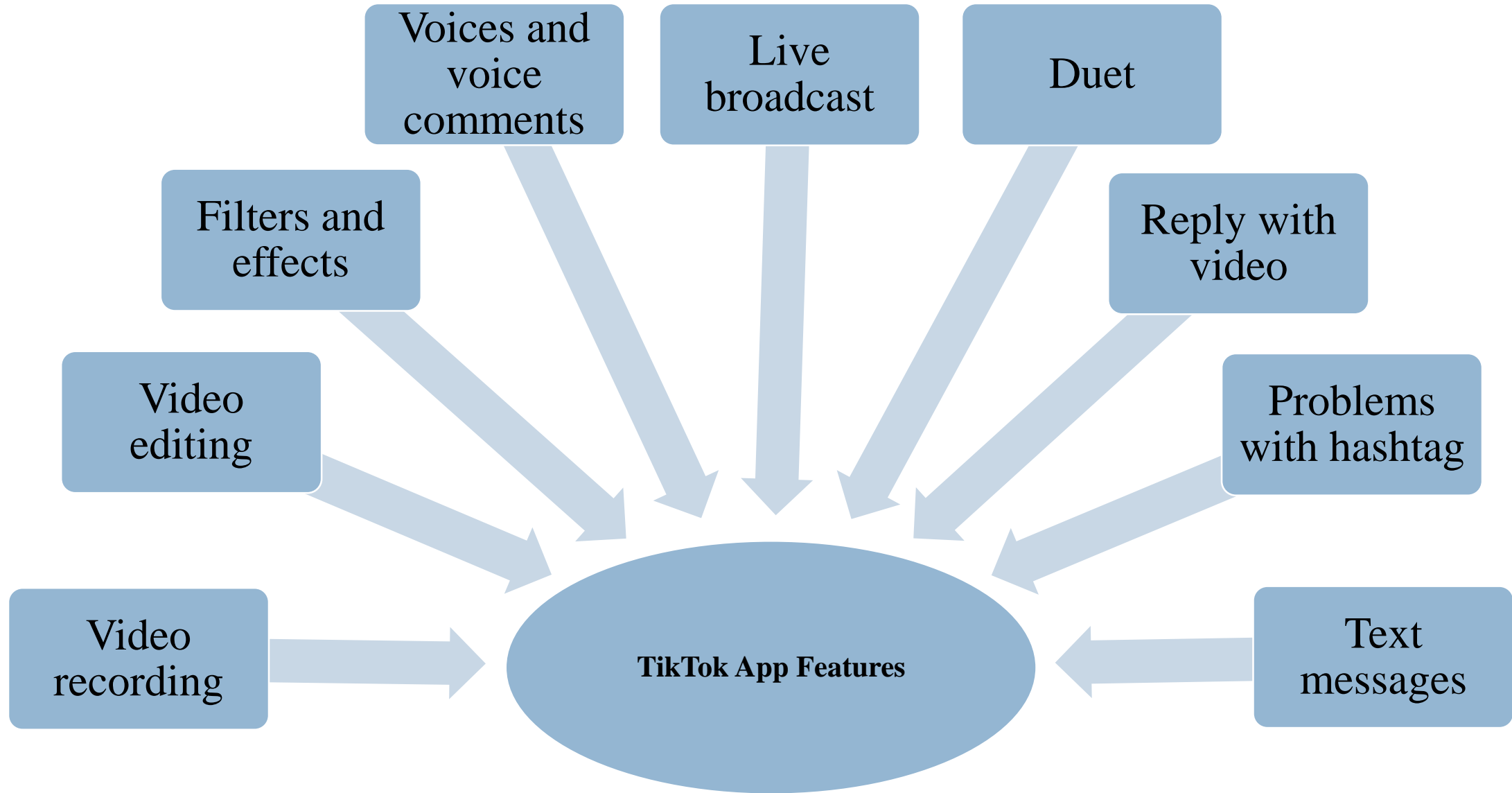
YouTube's revenue per million views is \$5,000-\$7,000.

WAYS TO INCREASE YOUTUBE CHANNEL INCOME:

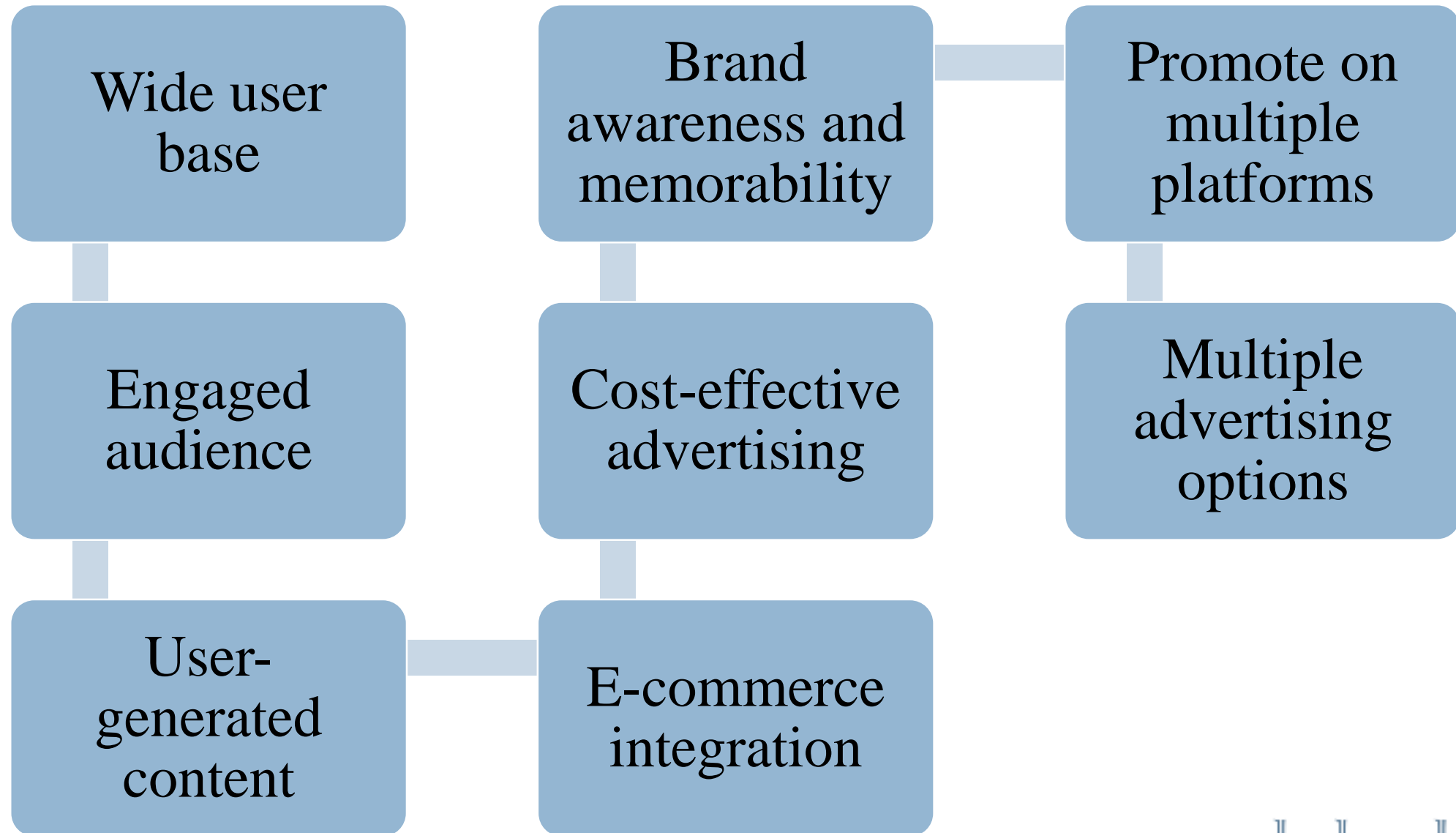


The concept of the TikTok app is one of the fastest growing online social networking tools. It was created by Chinese entrepreneurs Alex Zhu and Luyu Yang. The app has been around for a while, known as Musical.ly in 2014, before it was acquired by ByteDance in 2017. The two platforms, Musical.ly and TikTok, officially merged in 2018 as the TikTok app, which became focused on the short video format designed for smartphone screens. Definition of the TikTok app: It is a social media platform designed to create, share and edit short videos. video clips lasting from a few seconds to 10 minutes. In addition to filters and special effects that users can add, it provides songs and sounds.

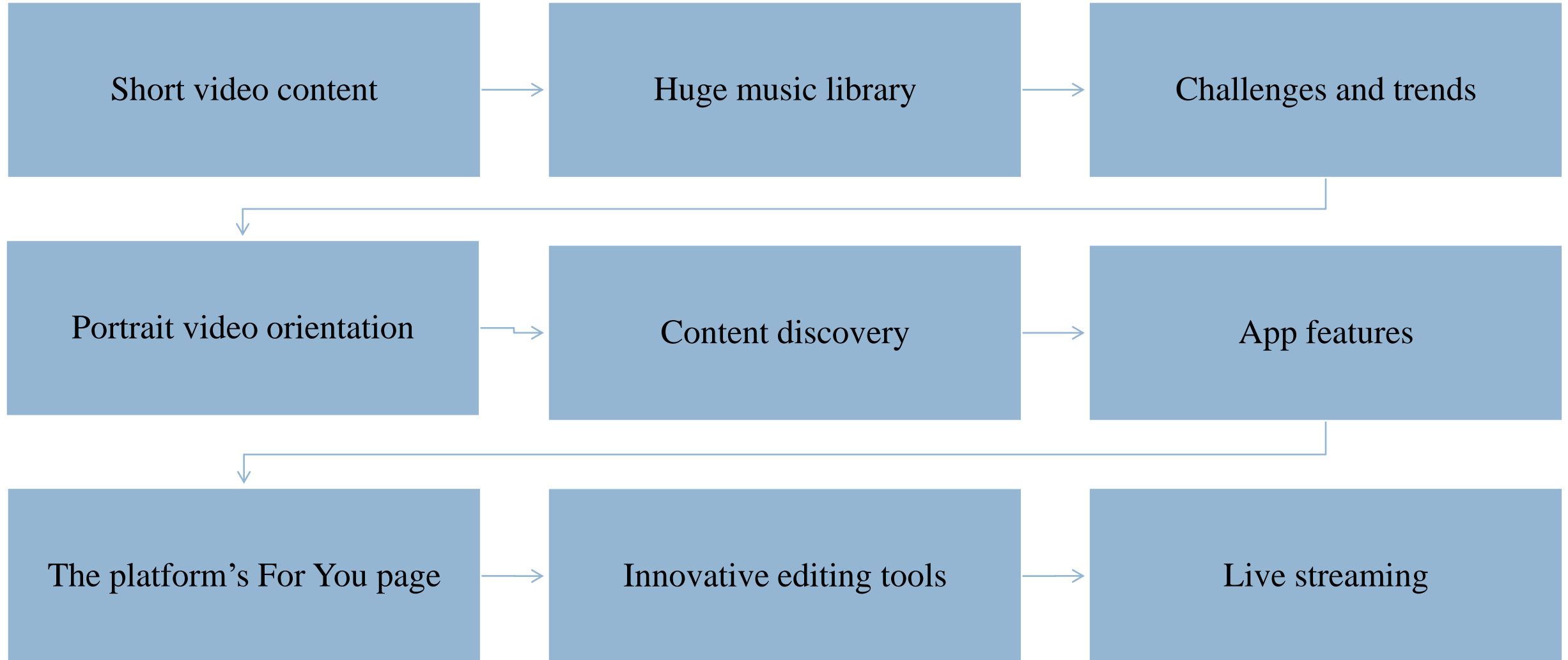
FEATURES OF THE TIKTOK APPLICATION



REASONS TO MARKET ON TIKTOK:



THE DIFFERENCE BETWEEN TIKTOK AND OTHER SOCIAL NETWORKS:



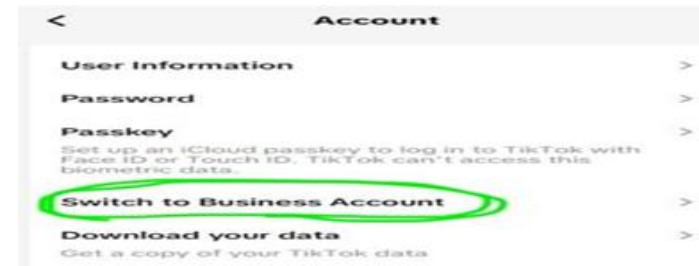
STEPS TO USE TIKTOK FOR BUSINESS

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.

XXX



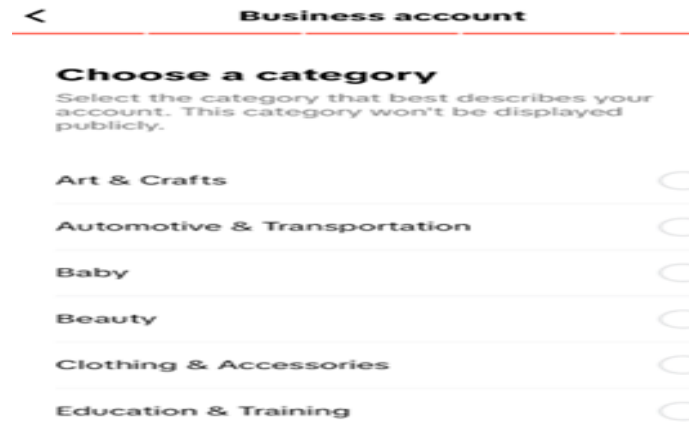
6. Click Switch to work account.



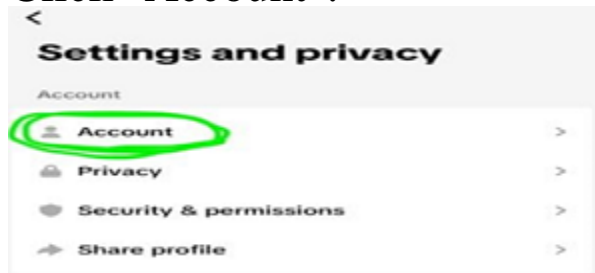
4. Click "Settings and Privacy".



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



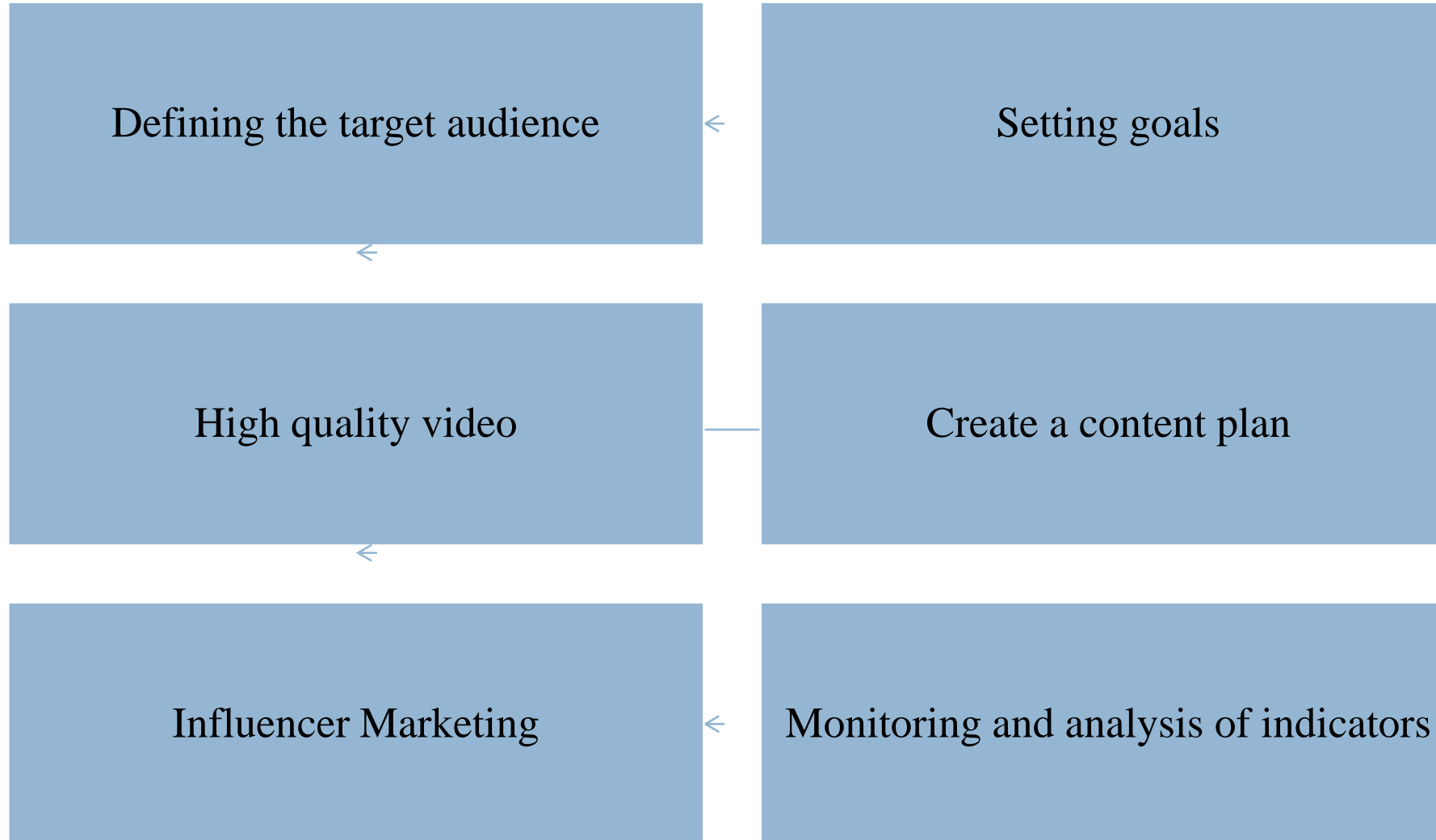
5. Click "Account".



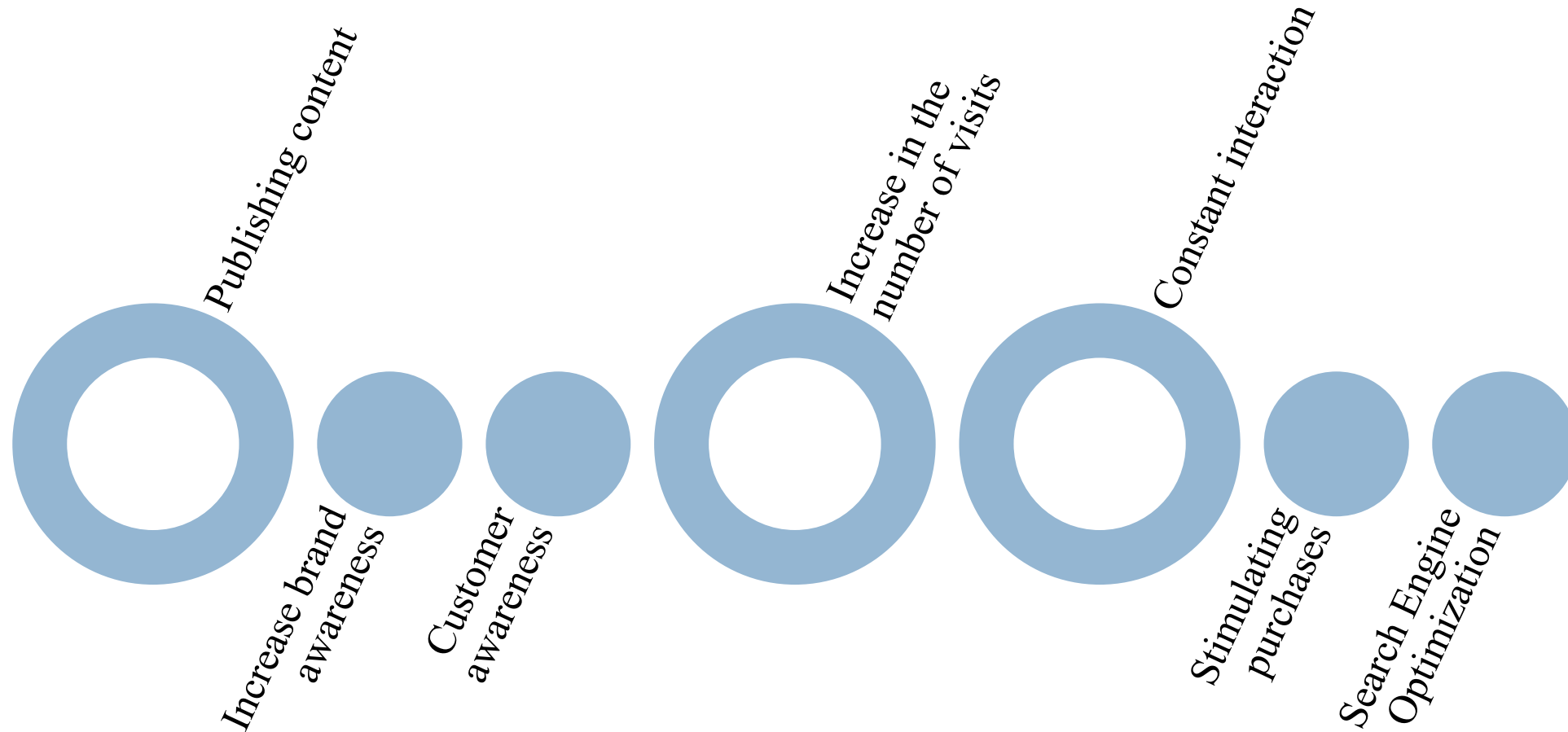
REQUIREMENTS FOR AUDIENCE DEVELOPMENT

- Choose a specific location and stick to it.
- Post regularly. Connect with publications and other creative people in your industry.
- Experiment with everything, such as formats, editing styles, and publishing times.
- Respond to all comments and questions on messages.
- Use social media to stay up-to-date on industry trends.
- Include calls to action in your videos and captions (like follow me for more skincare tips from a board-certified dermatologist).
- Create ads that complement organic content.
- Use new features as they roll out (favor the algorithm), stories, and video carousels.

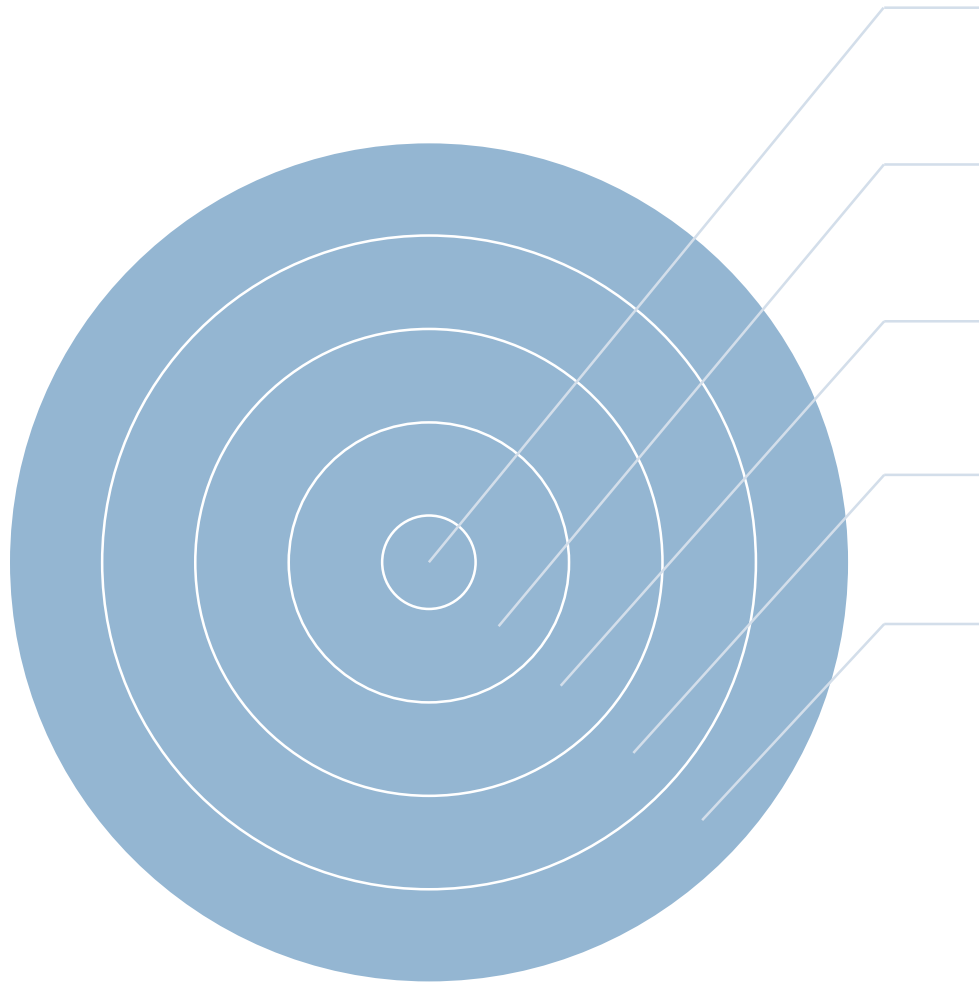
KEY STAGES OF ORGANIZING A MARKETING STRATEGY IN TIKTOK



- **Platform Definition** Pinterest 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 your business and generate income by increasing the percentage of sales.



CREATE A PINTEREST PROFILE



Go to Pinterest.com/business/create

Enter your company or brand name and add a link to your website, then select your language and location

Business Description: Enter some information that will help Pinterest personalize recommendations for your business.

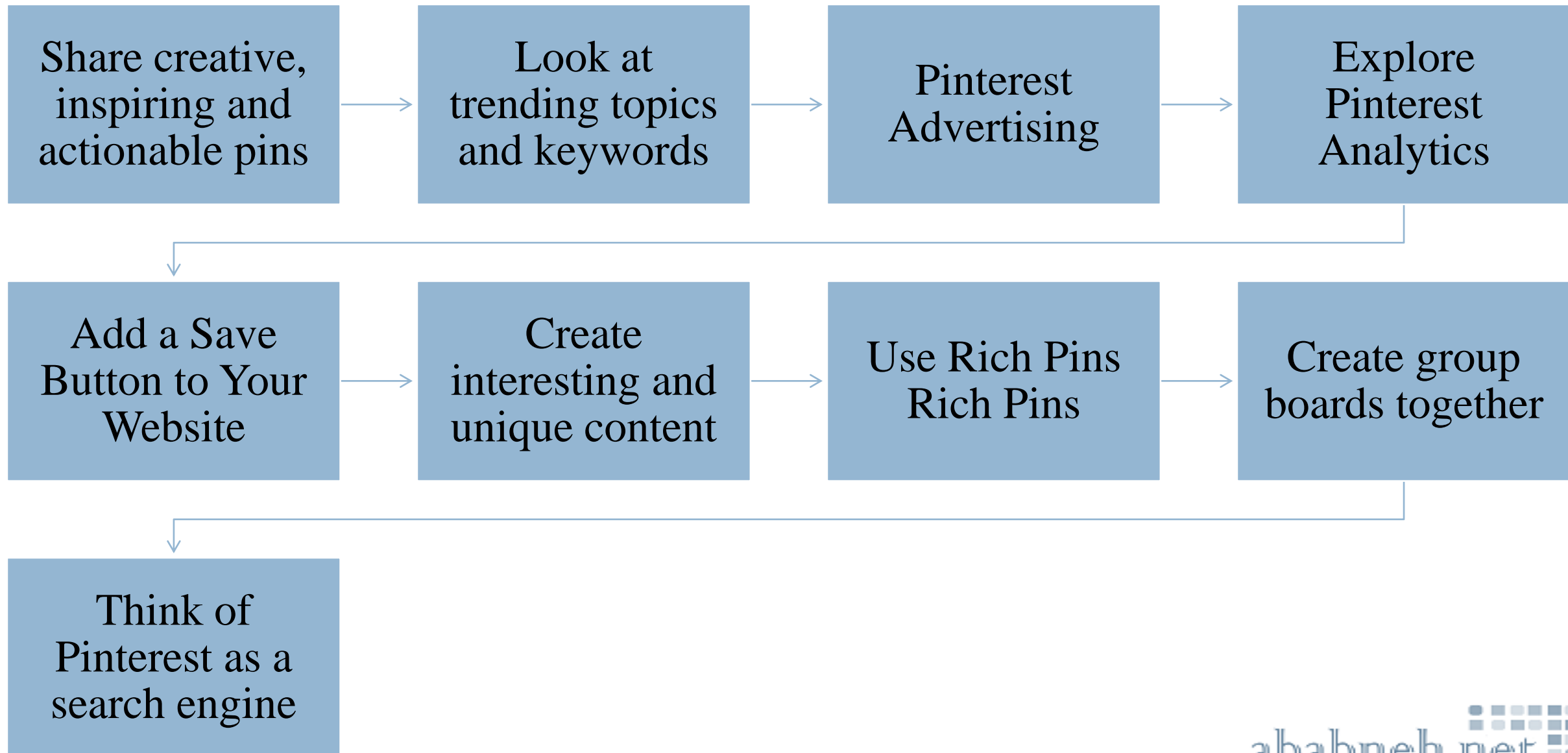
Decide if you want to run ads on Pinterest

Select a starting point

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. Username is the name that will be used on your Pinterest page address (www.pinterest.com/username), but it will not be a name. The name that appears on your profile
2. **Upload an appropriate profile photo:** Your profile photo doesn't have to be a work of art, but you want it to grab people's attention, clearly emphasize your personality, and stand out in the world of visuals.
3. **Create a profile that represents your business:** Focus on content, because people are constantly looking for content that 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 for the job, it will be difficult to succeed. There are a number of free tools available to increase your chances of success on Pinterest. Install a button on 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.
5. **Use the right keywords:** When creating boards and pins, be careful about the words you use in your board titles 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 appear in search results based on the keywords you use.

HOW TO USE PINTEREST FOR BUSINESS



HOW TO ACHIEVE BUSINESS GOALS WITH 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.

HOW TO ACHIEVE BUSINESS GOALS WITH PINTEREST

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.

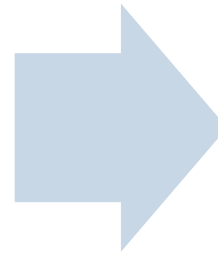


- **Enhanced Profile:** Enhance your profile by adding a clear profile photo, business name, and description that reflects your brand personality and offerings.

HOW TO ACHIEVE BUSINESS GOALS WITH PINTEREST

3. Building a strong community: Developing a sense of community and loyalty among the public:

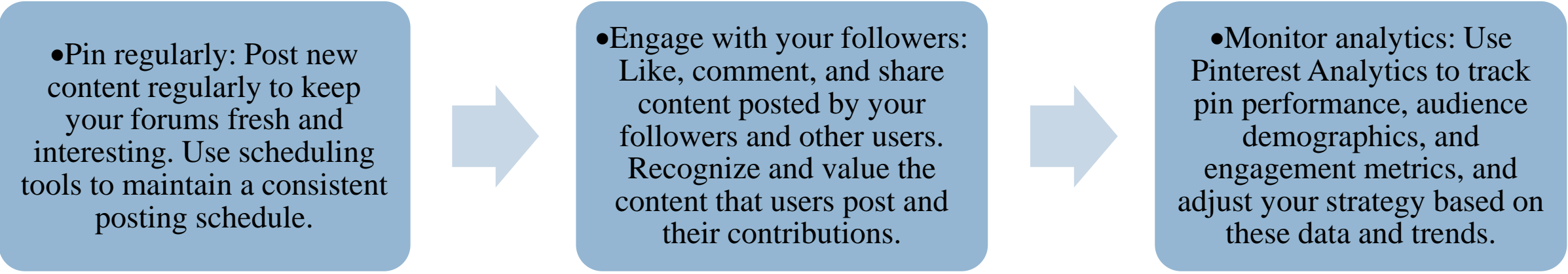
•Collaborative Boards: Create collaborative boards where customers, influencers, or brand advocates can post content related to your brand or industry.



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.

HOW TO ACHIEVE BUSINESS GOALS WITH PINTEREST

4. Stay active and engaged: Maintain an active presence on Pinterest and continually engage with your audience:



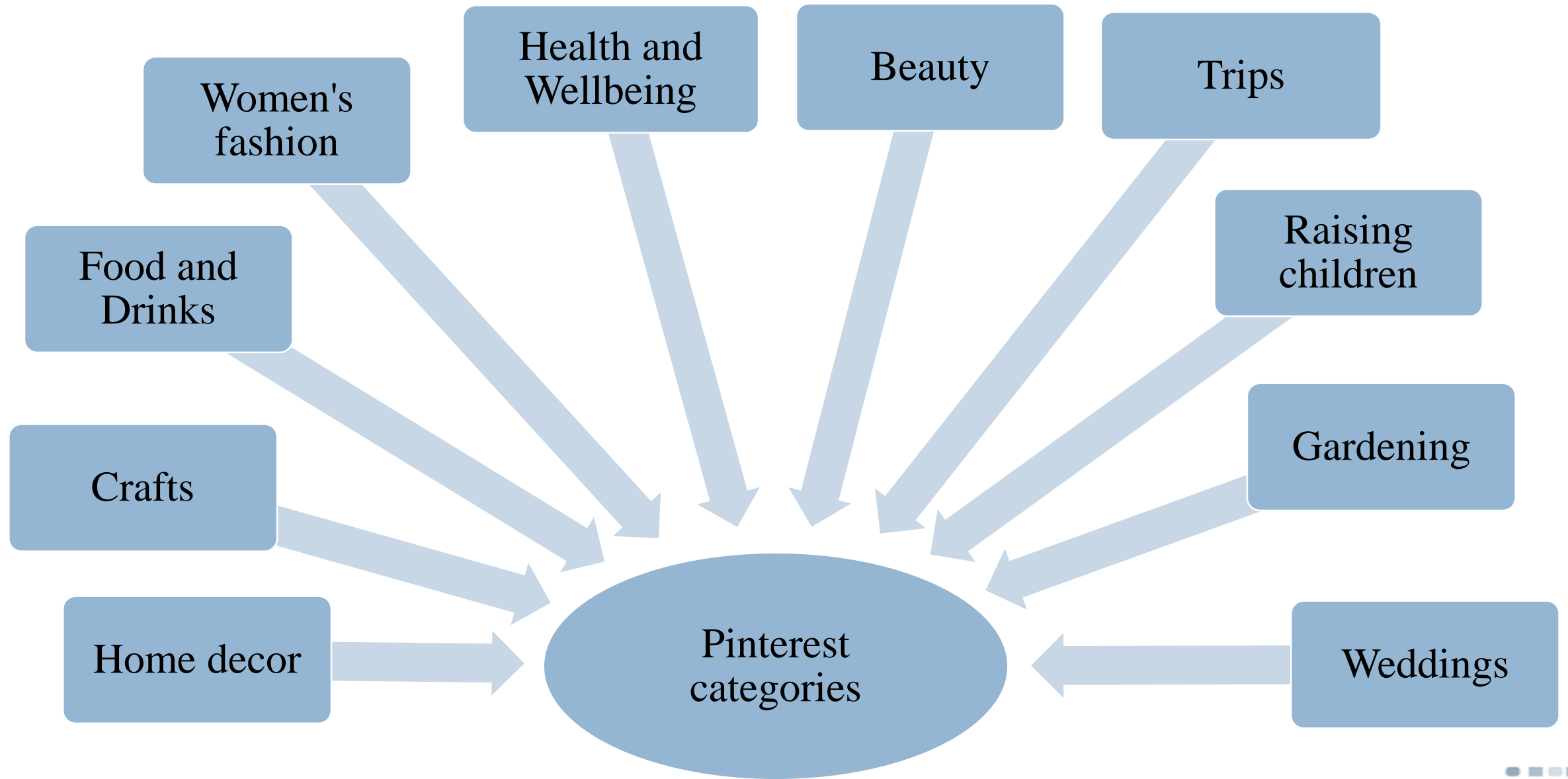
```
graph LR; A[Pin regularly: Post new content regularly to keep your forums fresh and interesting. Use scheduling tools to maintain a consistent posting schedule.] --> B[Engage with your followers: Like, comment, and share content posted by your followers and other users. Recognize and value the content that users post and their contributions.]; B --> C[Monitor analytics: Use Pinterest Analytics to track pin performance, audience demographics, and engagement metrics, and adjust your strategy based on these data and trends.];
```

- 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.

MOST POPULAR CATEGORIES ON PINTEREST:



WHAT NOT TO DO ON PINTEREST

Don't just focus on the brand

Avoid posting during peak hours

Don't overestimate

Balance between text and visual effect

Follow other accounts

Correct naming of boards

Don't neglect the size

9. MARKETING BASED ON THE SNAPCHAT PLATFORM

Definition Snapchat is a smartphone messaging app that allows users to share photos and videos, called Snaps, that are supposed to disappear after being viewed. It is positioned as a "new type of camera" because its main function is to take a photo or video and add them. filters, lenses or other effects and share them with your friends.

Importance of Snapchat to Email Marketing: Snapchat is good for marketing because it attracts only the most engaged subscribers, stimulates their fear of missing out, and creates genuine relationships that no other platform can create.

THE IMPORTANCE OF SNAPCHAT FOR EMAIL MARKETING

•**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 .

TYPES OF SNAPCHAT MARKETING:

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.

•**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.

•**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

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.

Collaboration with influencers: In Snapchat marketing, influencer marketing uses the authority and reach of influencers to connect with their audience and achieve marketing goals.

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.

. 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.

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 thing you need to do is let your audience know you exist. Since the platform is significantly different from Facebook, Twitter or Instagram, you will need. try new methods to get more followers.
2. Cross-promote your Snapchat username: If you develop loyal followers on other social media platforms, let them know you're now on Snapchat.
3. Share a profile link: Snapchat lets you share a unique profile link to connect customers with your brand. To get the link, go to your profile, then tap the Snapcode on the left. A list of ways to share your profile will open.
4. Create a Snapcode: This is an icon that people can scan with their phones or tablets. Scanning it helps Snapchat users find you easily and quickly, increasing brand awareness as the icon works like a QR code.

HOW TO USE SNAPCHAT FOR BUSINESS

5. Add a Snapcode or URL to your marketing materials: This could be your website, email signature, newsletter, etc. in the marketing campaign of their products.
6. Effective Marketing Strategy: Snapchat may not be right for all brands. The Snapchat app is used by people under the age of 35 and is known as an entertainment platform, but if it seems like a good fit for the brand, you can do it. you must have a strategy. Before creating an account, clean up your social networks.
7. Know your audience and track metrics: Use the built-in analytics tool to learn who is 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 combined with messages from friends and family of users. That's not the case with Snapchat.
9. Create compelling content: Snaps are made to disappear, but there's a lot you can do to make a simple photo or video compelling.

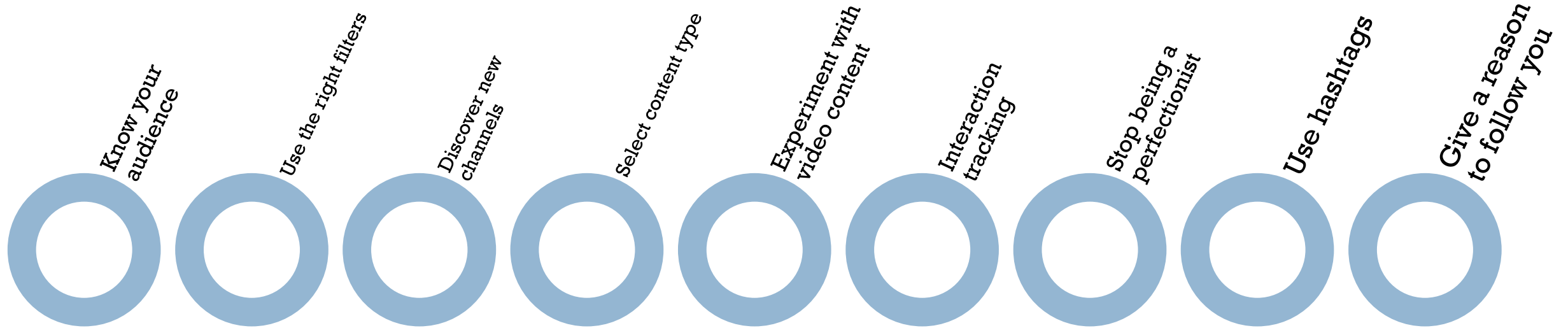
HOW TO USE SNAPCHAT FOR BUSINESS

10. Take advantage of supported augmented reality lenses: The augmented reality lenses offered by Snapchat are changing the way users perceive the world. Simply put, these lenses overlay digital effects, animations, or graphics onto a real photo. Additionally, Snapchat users can interact with them. composite image, augmented reality effects move with the real image.

11. Create a geofilter: Geofilters are a simple image layer and are available to users in a specific area and for a specific time period. A filter can include adding emoticons or a designed sticker including location information, or a change. the color of the picture, in addition to using existing filters. Already on the platform, you can create a filter specific to your business.

12. Target a specific audience: Using a Snapchat Business account, you can set specific filters to target your ads to a specific audience. This helps reach Snapchat users who are already engaging with the brand, and it also helps reach new audiences.

SNAPCHAT MARKETING STRATEGIES

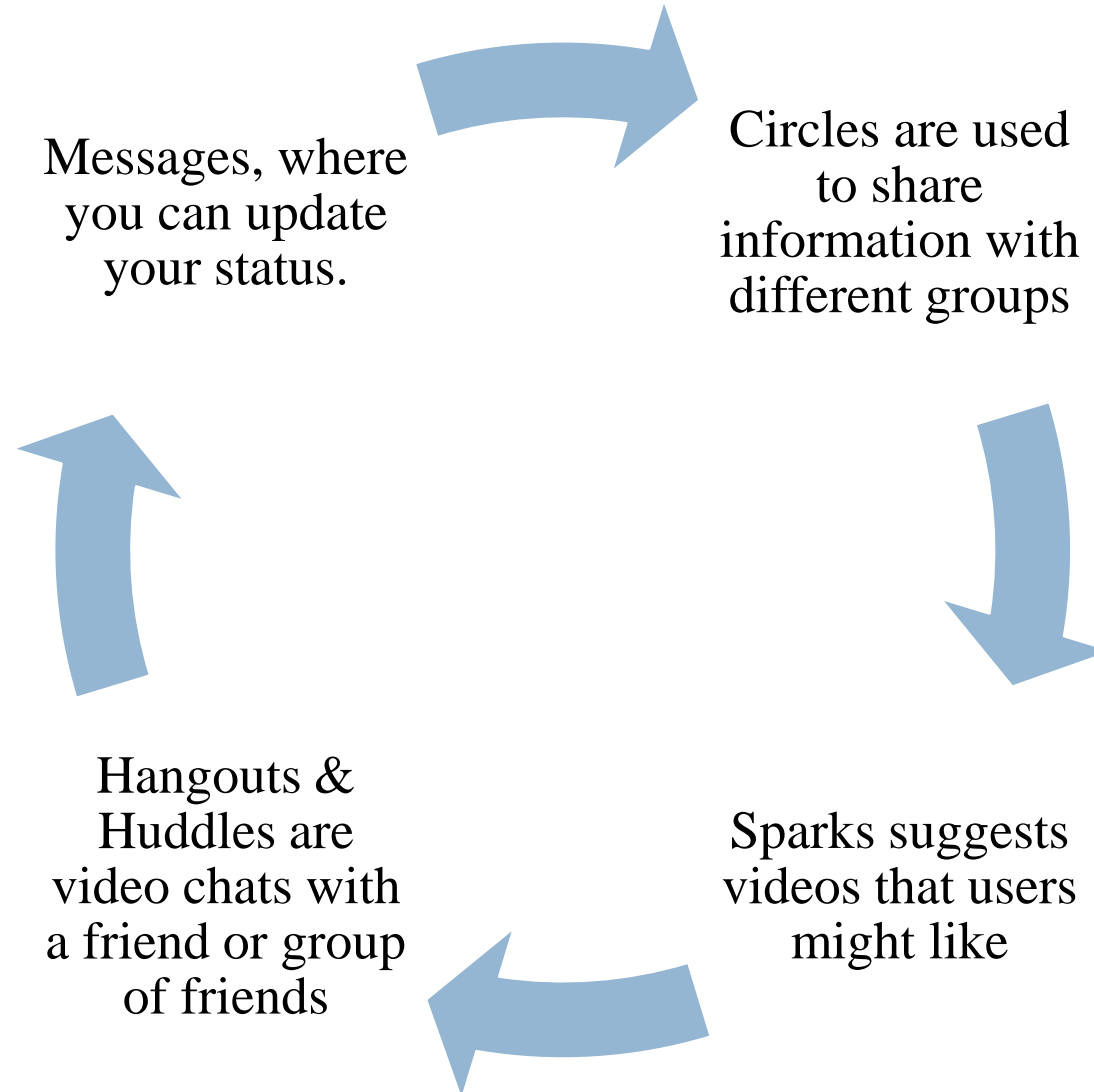


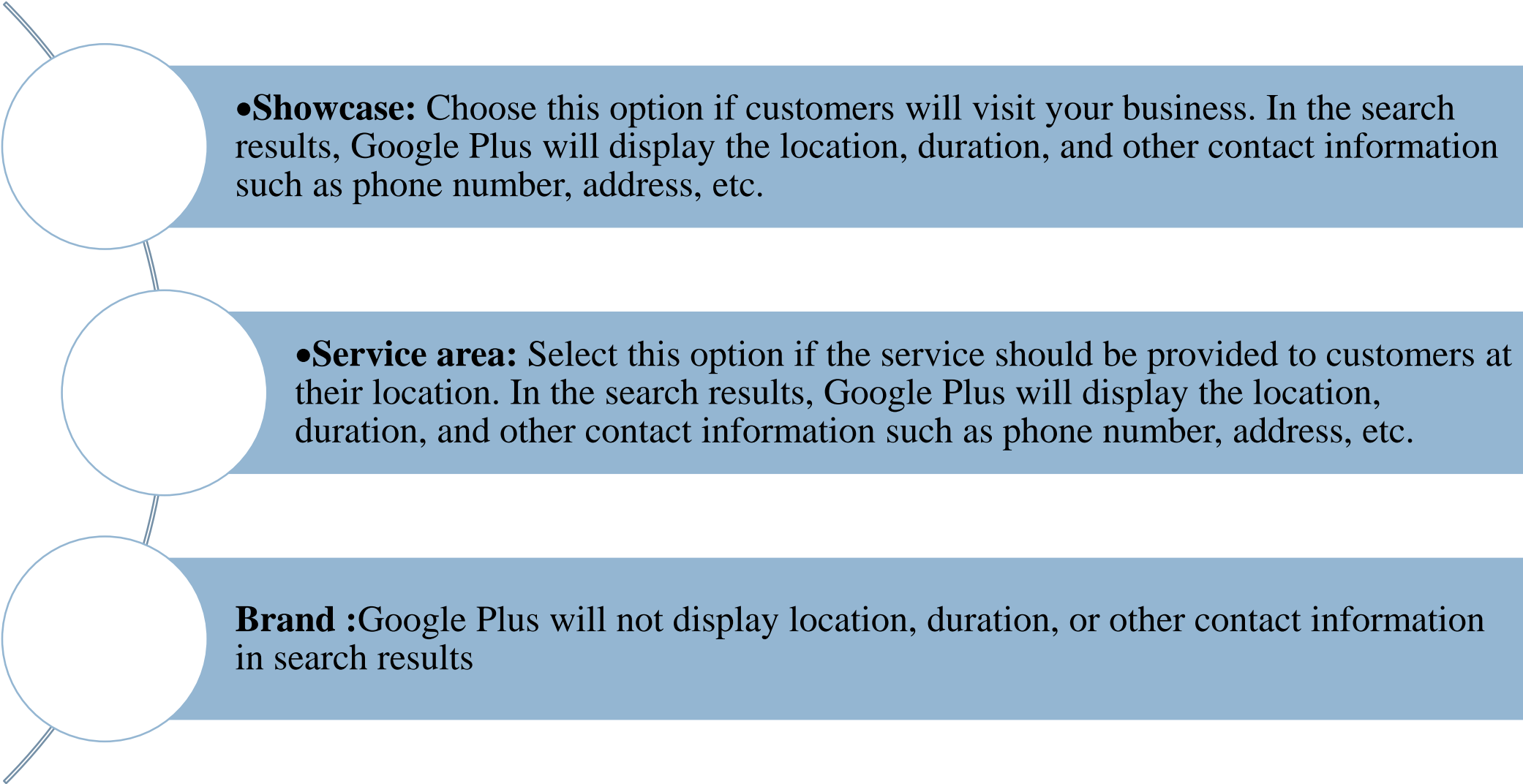
10. MARKETING BASED ON THE GOOGLE PLUS PLATFORM

Definition of Google Plus Platform: It is a social network operated by Google that competes seriously with other social networks. It is one of the most important networks specialized in business because it allows users to share information, photos, videos and other materials. participate in discussions through communities and circles.

The importance of the Google Plus platform: It is characterized by unique services as it acts as a microblog, a video conference and a community forum at the same time and therefore offers many ways to share content with an interested audience.

THE MOST IMPORTANT FEATURES OF GOOGLE PLUS:





•**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

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

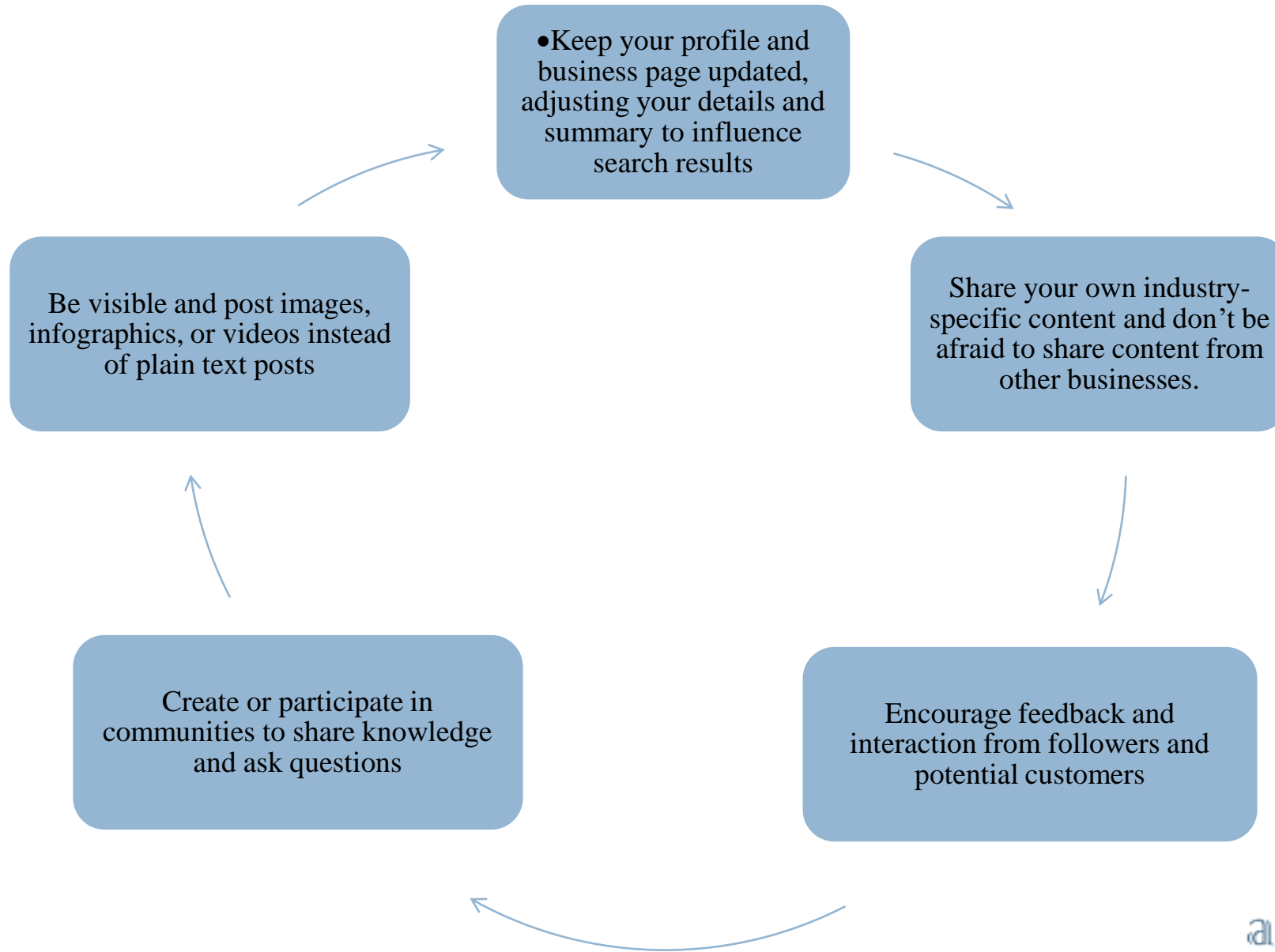
Manage different contacts in groups (called “circles” in Google).

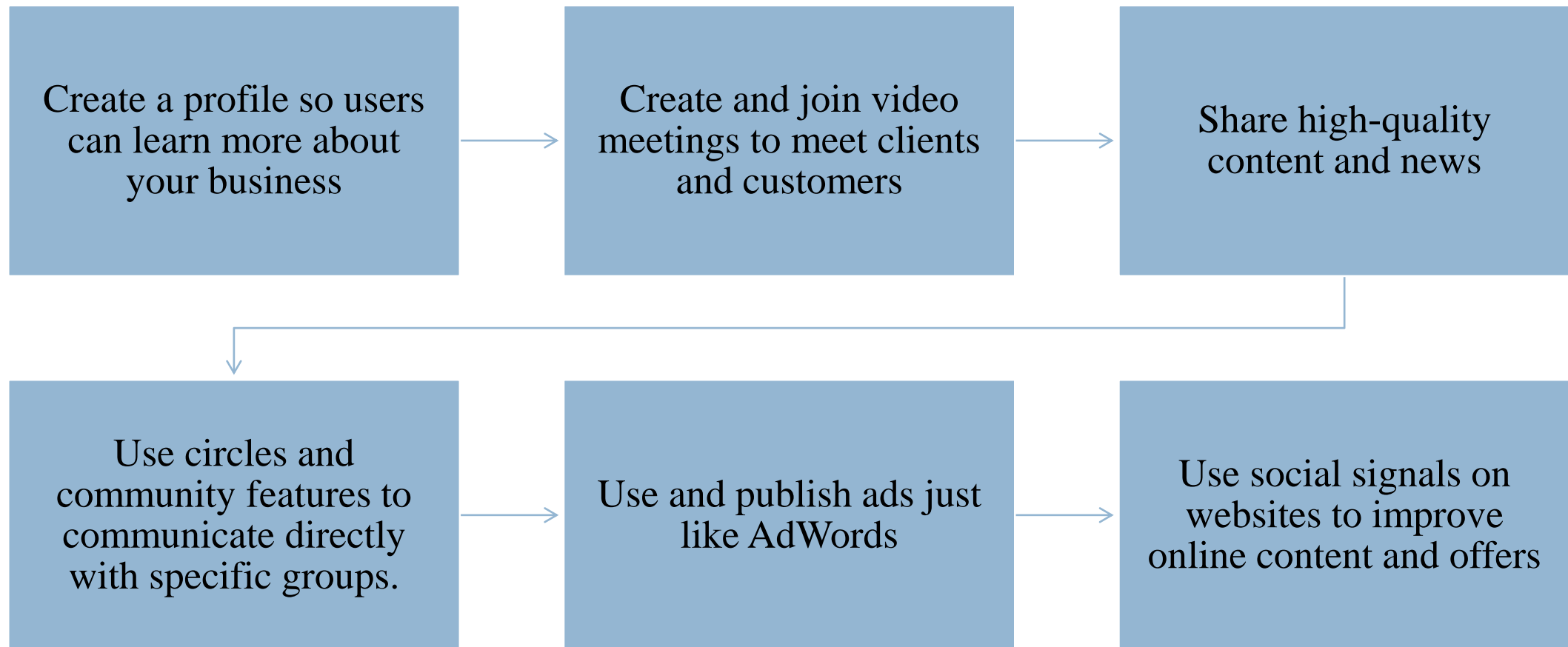
Integrate Google Plus data into marketing campaigns via Google

You can organize and classify contacts and distribute them into “circles”.

Measurement and monitoring capabilities are provided through Google Analytics.

Requirements for promotion on the Google Plus platform





Marketing Strategy Using Google Plus.

Search

**Written by
Google**

**Desired seat
on the right**

**Sign in with
Google Plus**

**Google Plus
Ripples**

**THANK YOU FOR
YOUR ATTENTION**

