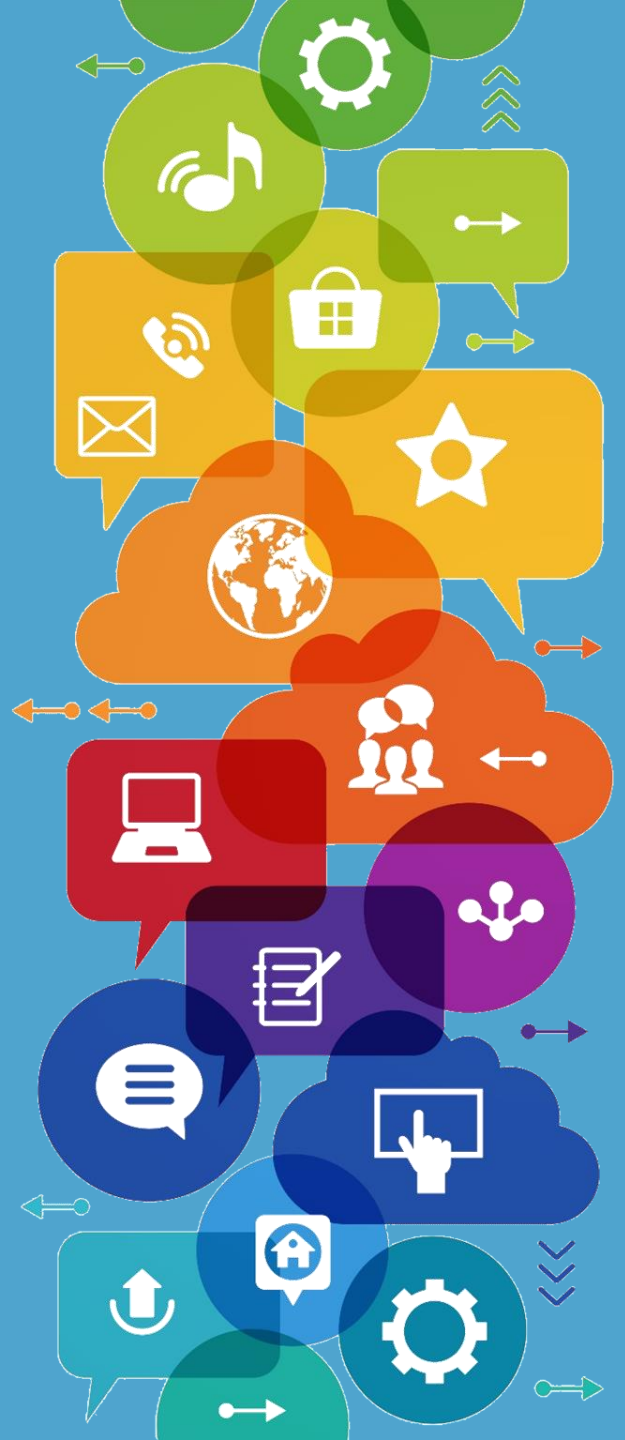

Professional Diploma
in Social Media Marketing

Module 1

Lesson 5: Facebook:
Targeted Advertising for Lead Generation

Course Educator: Caitlin Hogg

Social.Media@shawacademy.com

EQF Level 5
Professional Diploma

European Qualifications Framework

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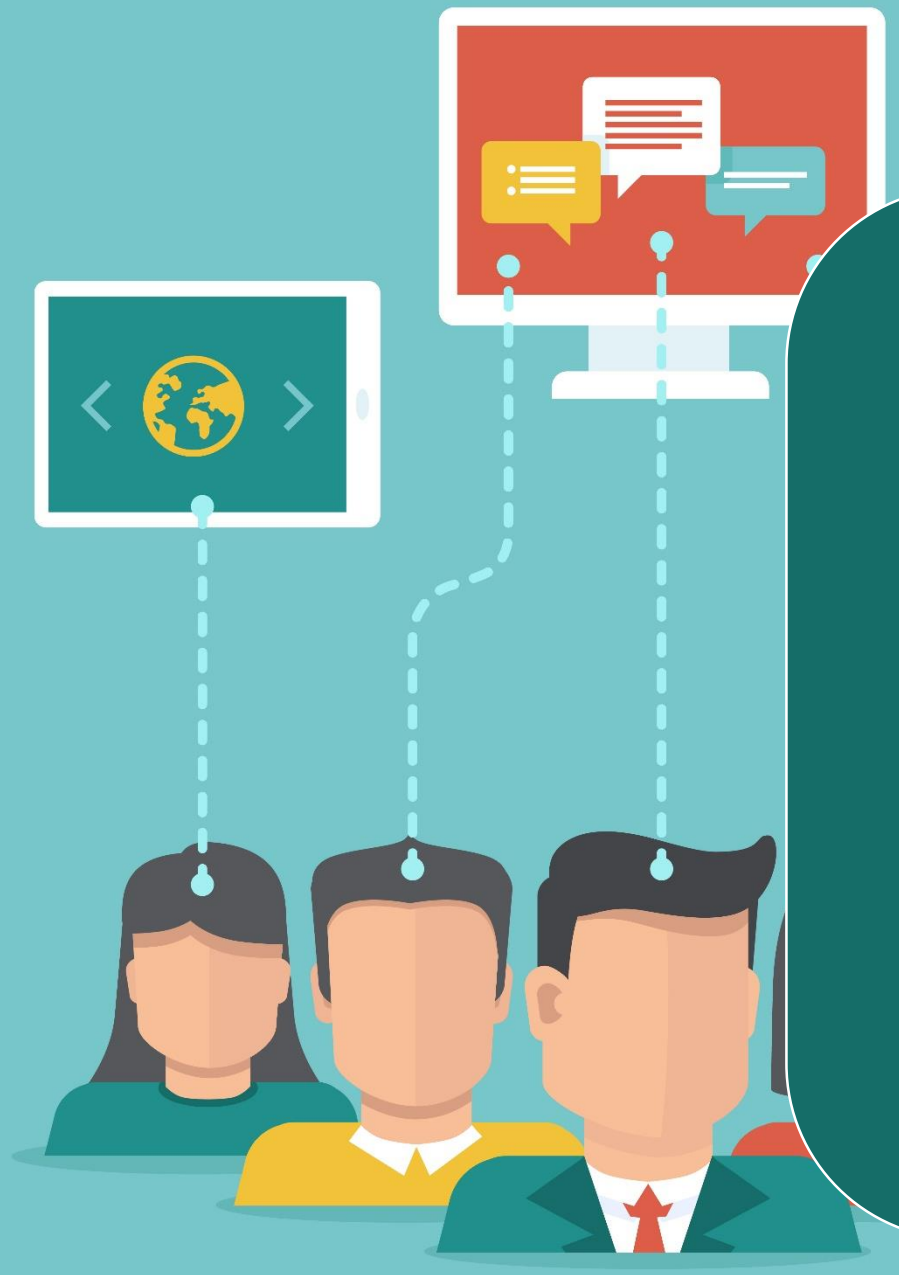
Did you know...?

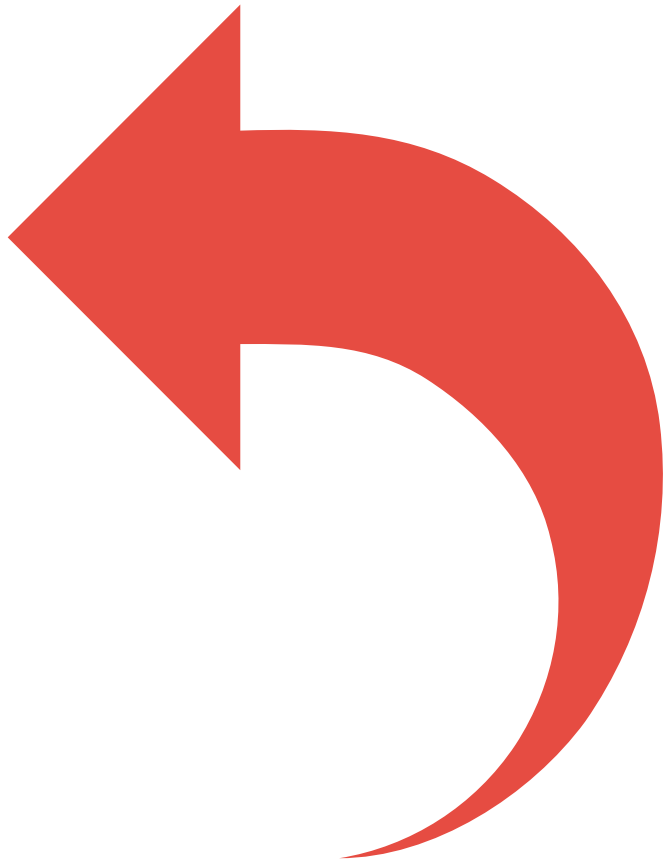


93% of consumers find UGC to be helpful when making a purchasing decision.

87% of brands use UGC in order to share “authentic content” and 72% believe (correctly) that it helps them engage their audience.

Lesson 3 Recap

- Introduction to Platforms
  - What is out there?
  - Platforms for business
- Social Content
- Content Case Studies
- Summary
- Career Guidance
- FAQ



Today's Lesson

- Crowdsourcing
  - User Generated Content 101
- Optimising the Funnel
  - ROI from UGC
- YouTube Setup
- Instagram Business Account Setup
- Summary
- Career Guidance
- FAQ

Definitions

User Generated Content

"..a source of content crafted by a consumer, social media follower, fan or influencer. (…) Whether it's a blog, social media post, Wiki, podcast, video or social image, the content is created by third-party users."

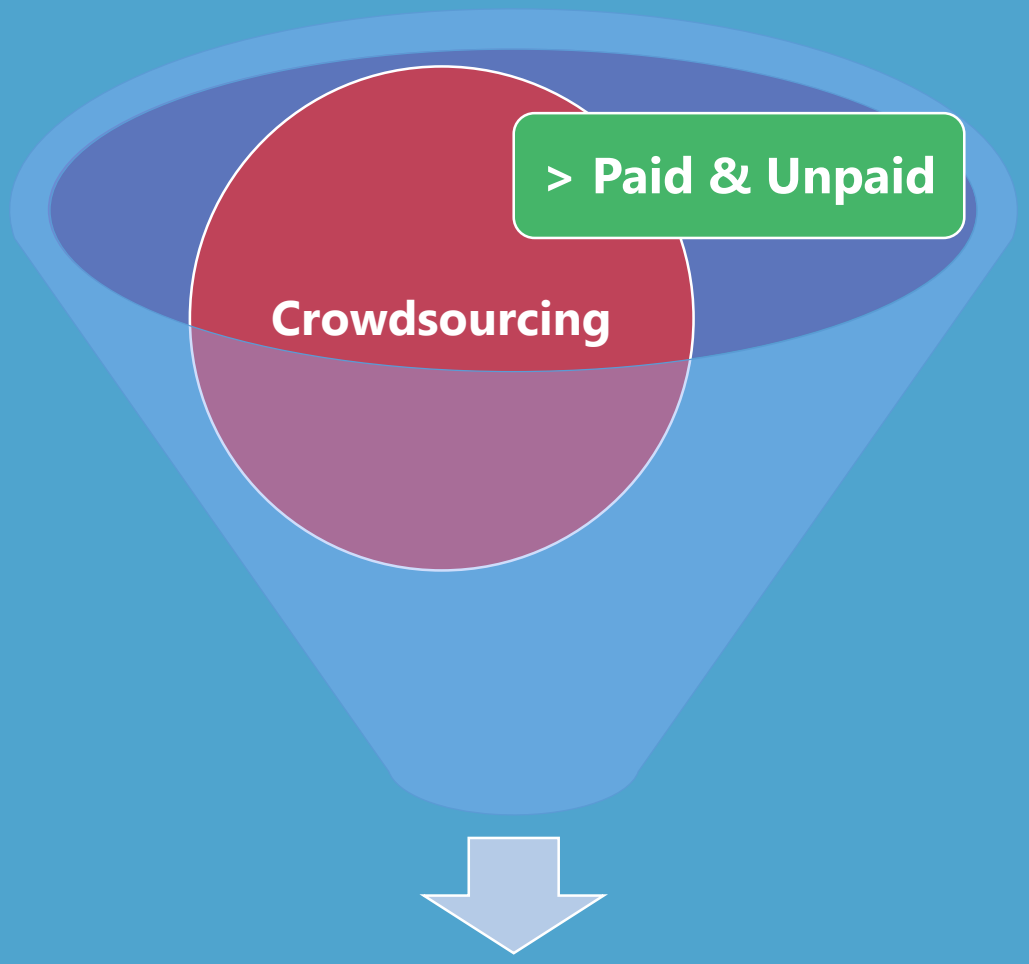
– *Sprout Social*

Definitions

Crowdsourcing

"the practice of obtaining information or input into a task or project by enlisting the services of a large number of people, either paid or unpaid, typically via the Internet."

UGC vs Crowdsourcing?



- Social posts asking questions
- Reposted Customer reviews
- Asking a question on blog posts
- Competitions
- Guest Posts
- Customers modelling product
- Hashtag campaigns

Why UGC?

- Generates Engagement
- Social Proof
- Authenticity
- Cost-Effective
- Very High ROI

How it Works

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1. Pick Target Audience
2. Investigate Their Interests
3. Engage Audience in Post
4. Pick a Platform
5. 1, 2, 3 Sharing steps.

USER GENERATED CONTENT

Does it work?

User Generated Content

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- 84% trust peer recommendations
- WOM generates more than 2x paid advertising
- 74% rely on social media for purchasing decisions
- 87% use UGC for authentic content
- 64% seek out peer reviews before purchasing
- UGC is 35% more memorable than other media
- 41% between 1-4 reviews influence to buy

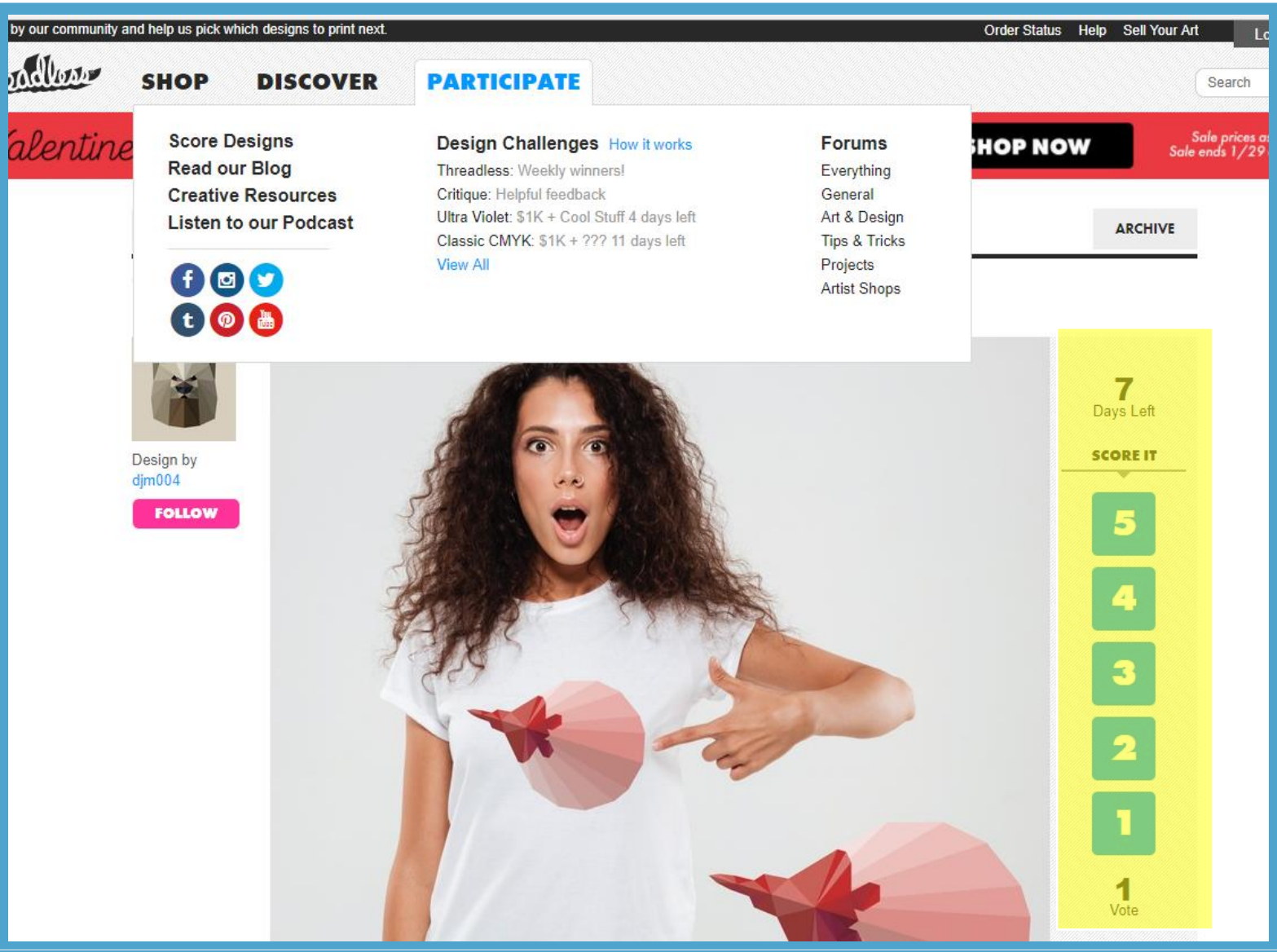
But be careful…

- Bad Press – Just Don't
- Better for B2C
- Audience Spotlight
- Pick the Right Platform
- Plan The Approach
- Prioritise Criticism

Case Study

threadless®

Threadless.com



- Up to the Audience
- Peer Critiquing
- Easy to Enter
- Low Risk
- Breeds Engagement
- Creative Platform
- Use Facebook
- Tap in, don't take advantage

Threadless.com

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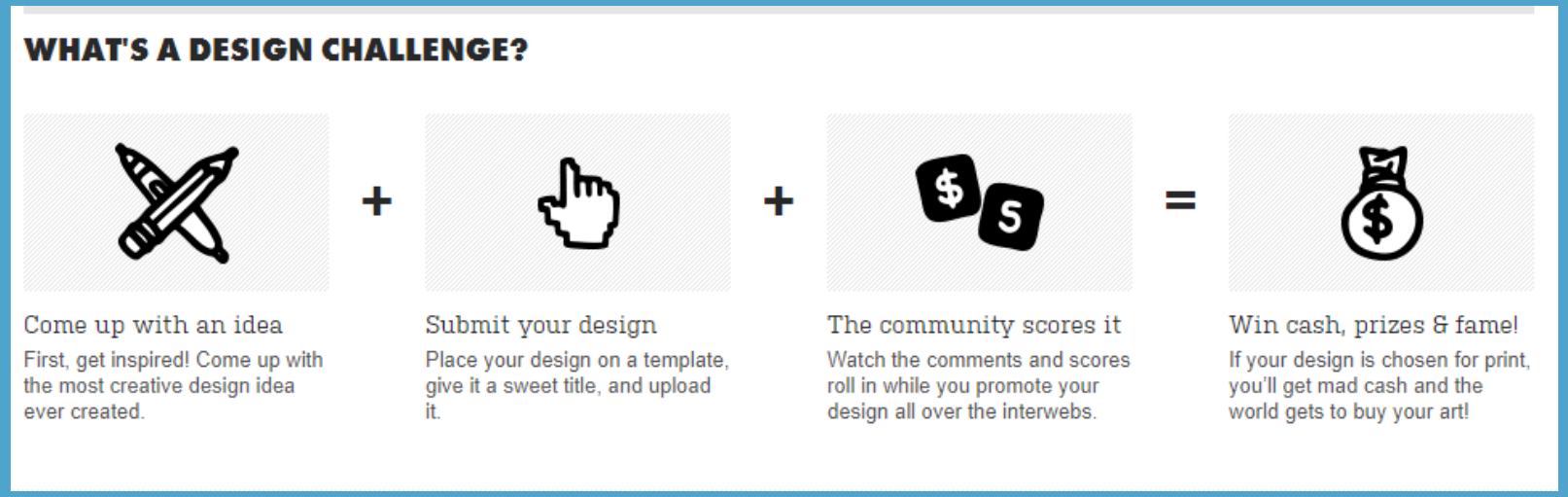

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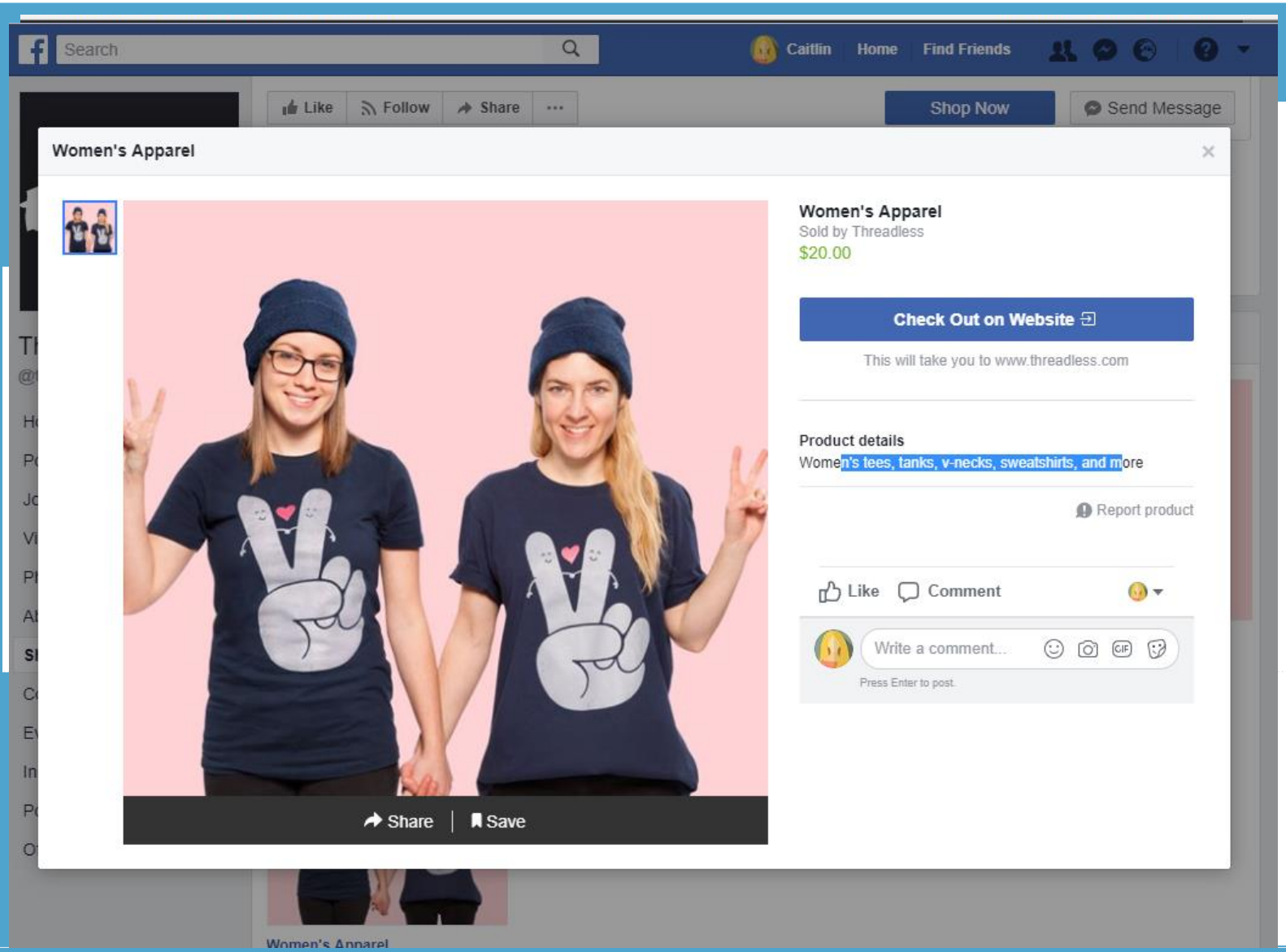

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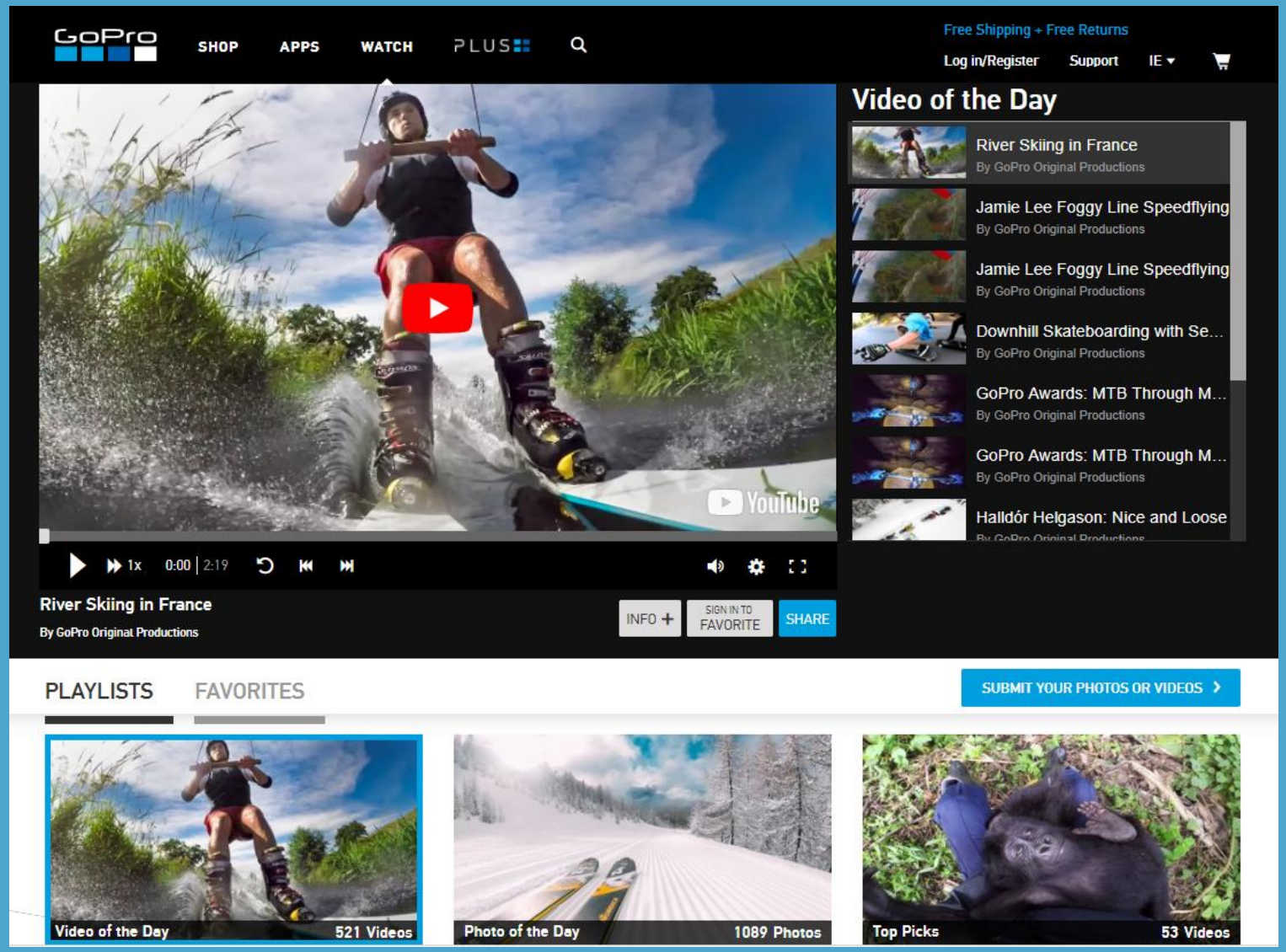
Case Study



https://gopro.com/

↓

Product-specific content

↓

Users pick top content

↓

Complimentary

↓

Cost of Campaign?

GoPro – How it works

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Brand provides platform

6,000 posted per day

#GoPro categorises content

YouTube, Instagram & Twitter

Specific page on website

Makes users part-of

Case Study Take-Aways

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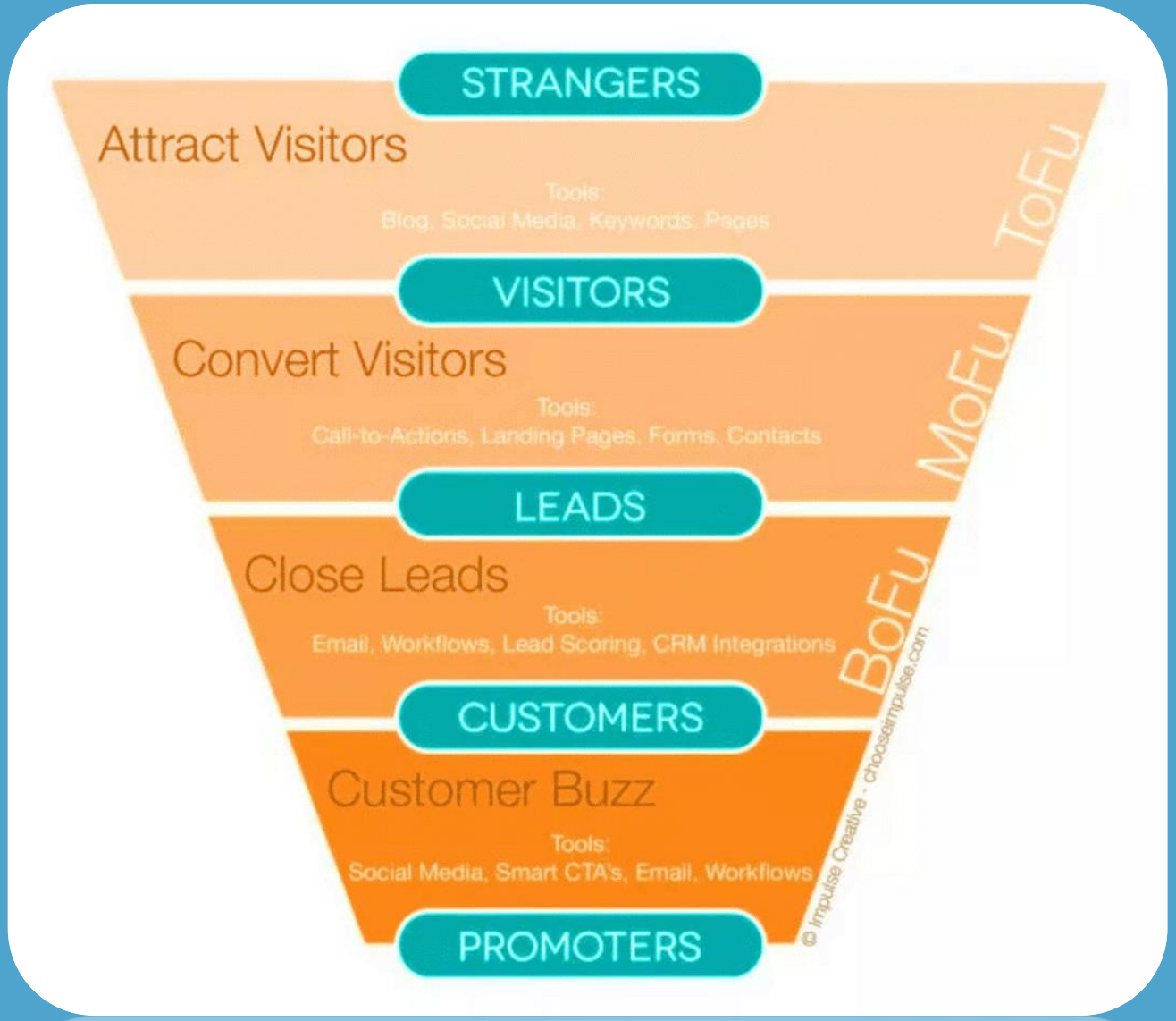
- Needs To Add Value
- Communicate that Human Element
- Facilitate & Stimulate the Conversation
- Must Save Time & Money
- ROI – Return on Investment
- Measurable

UGC and The Funnel



ToFu

(Top of Funnel)

- **Attract**
- Blogs
- Infographics
- Videos
- Podcasts

MoFu

(Middle of Funnel)

- **Convert**
- Guides
- eBooks
- Analyst reports
- Case studies

BoFu

(Bottom of Funnel)

- **Close (Sell)**
- Reviews
- Endorsements
- Demonstrations

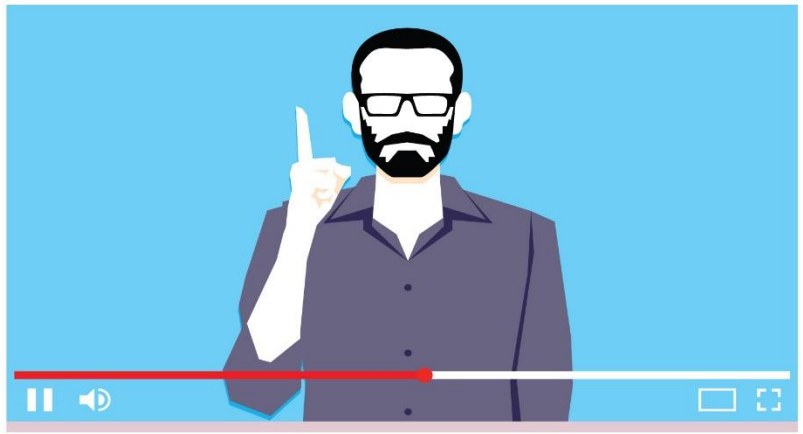
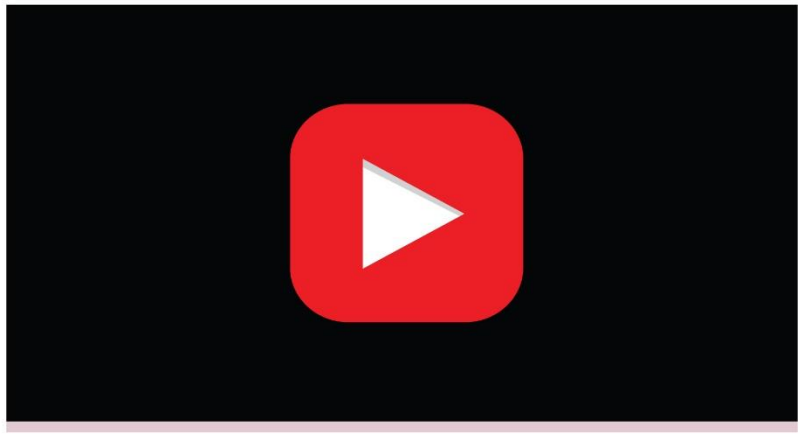
Key Takeaways

Check trends – what works?

Know what your users want

Add Value to them, help them to do something!

Refine, perfect & relaunch!

YouTube Account Set Up

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What you'll need:

- A Gmail address
- A business/brand
- Google + is desired but not vital
- A plan of what content to post

YouTube Business Setup

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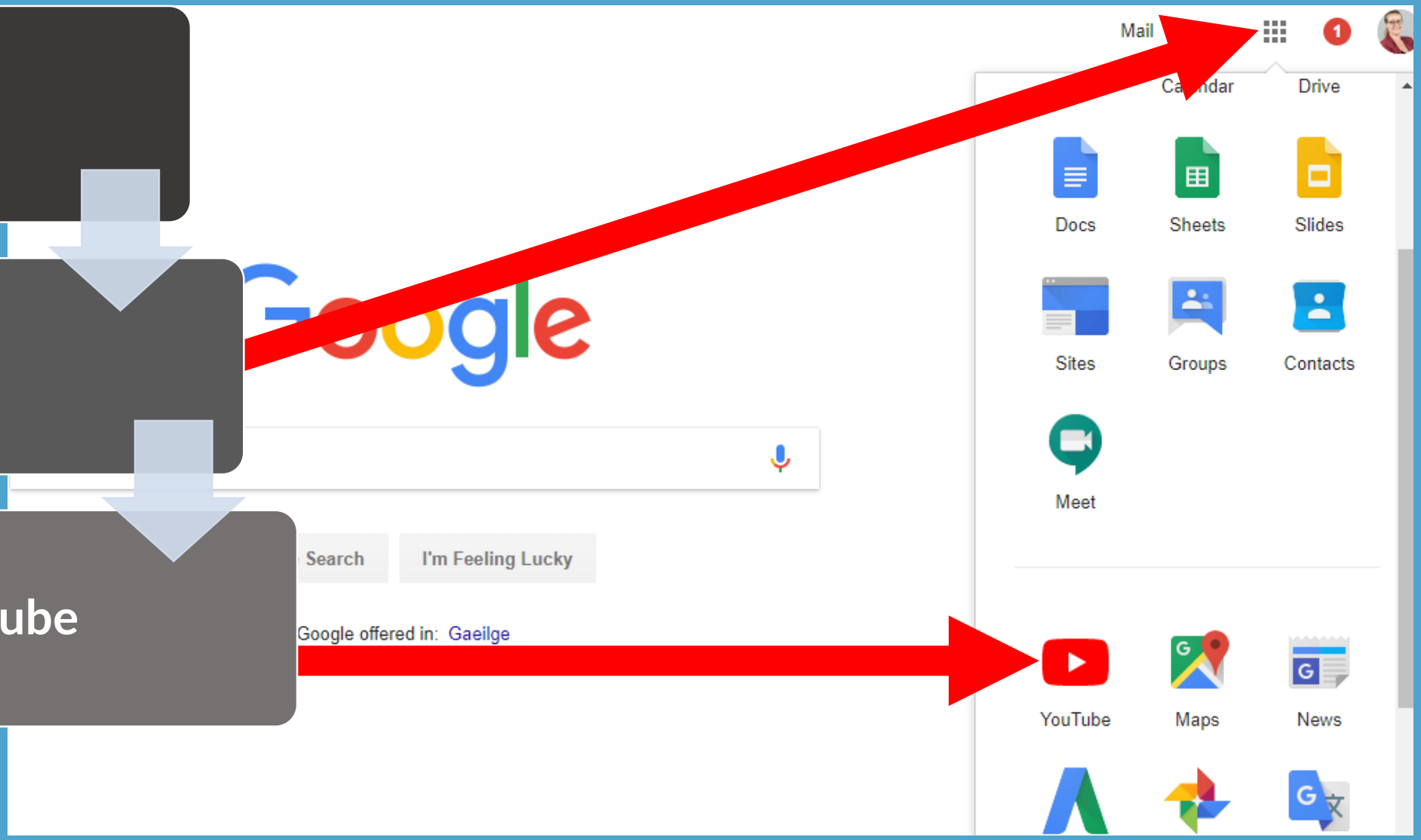
1. Log into Gmail account

2. Click here

3. Click YouTube



YouTube Business Setup

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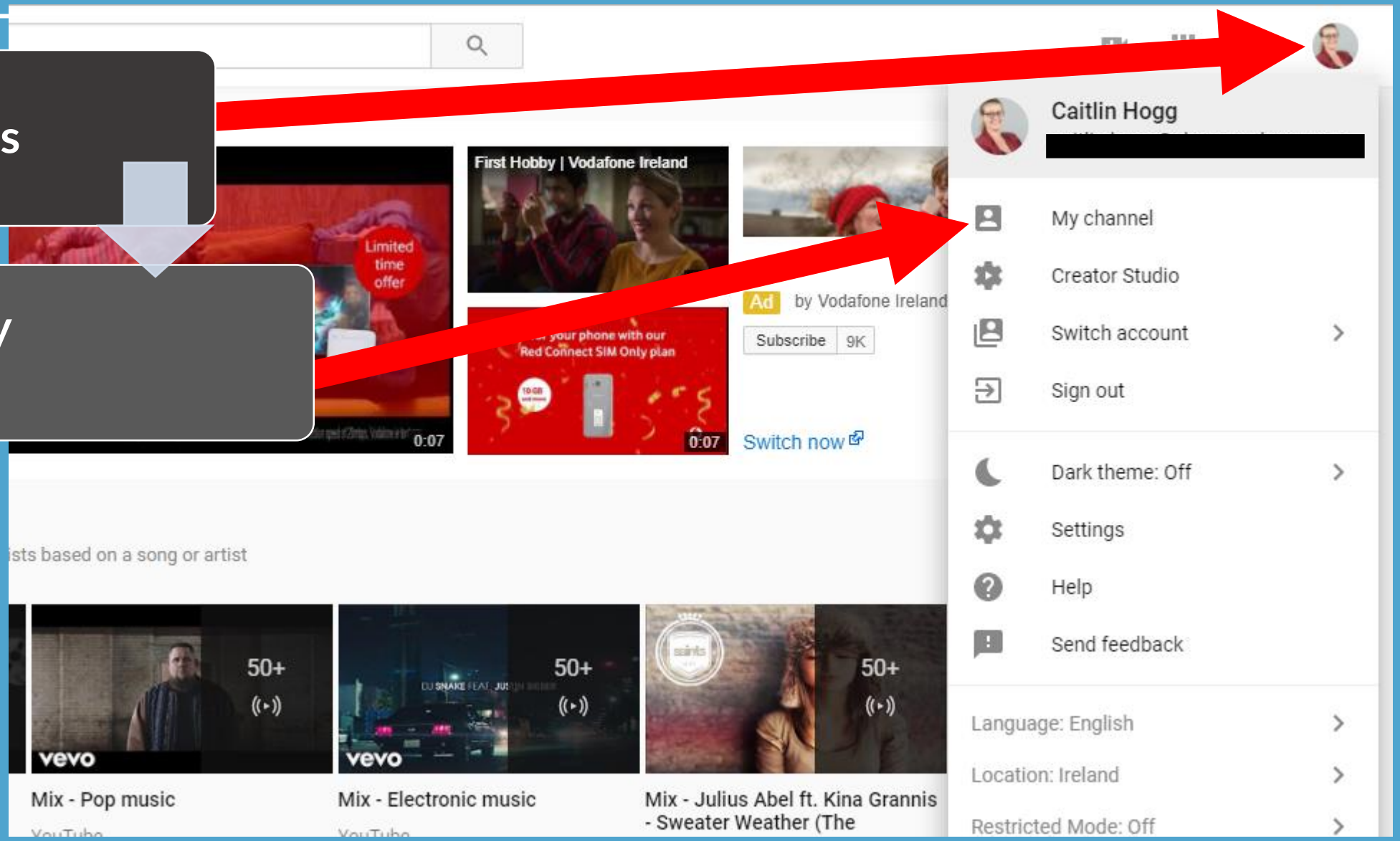
1. Now Click this

2. Click 'My Channel'



YouTube Business Setup

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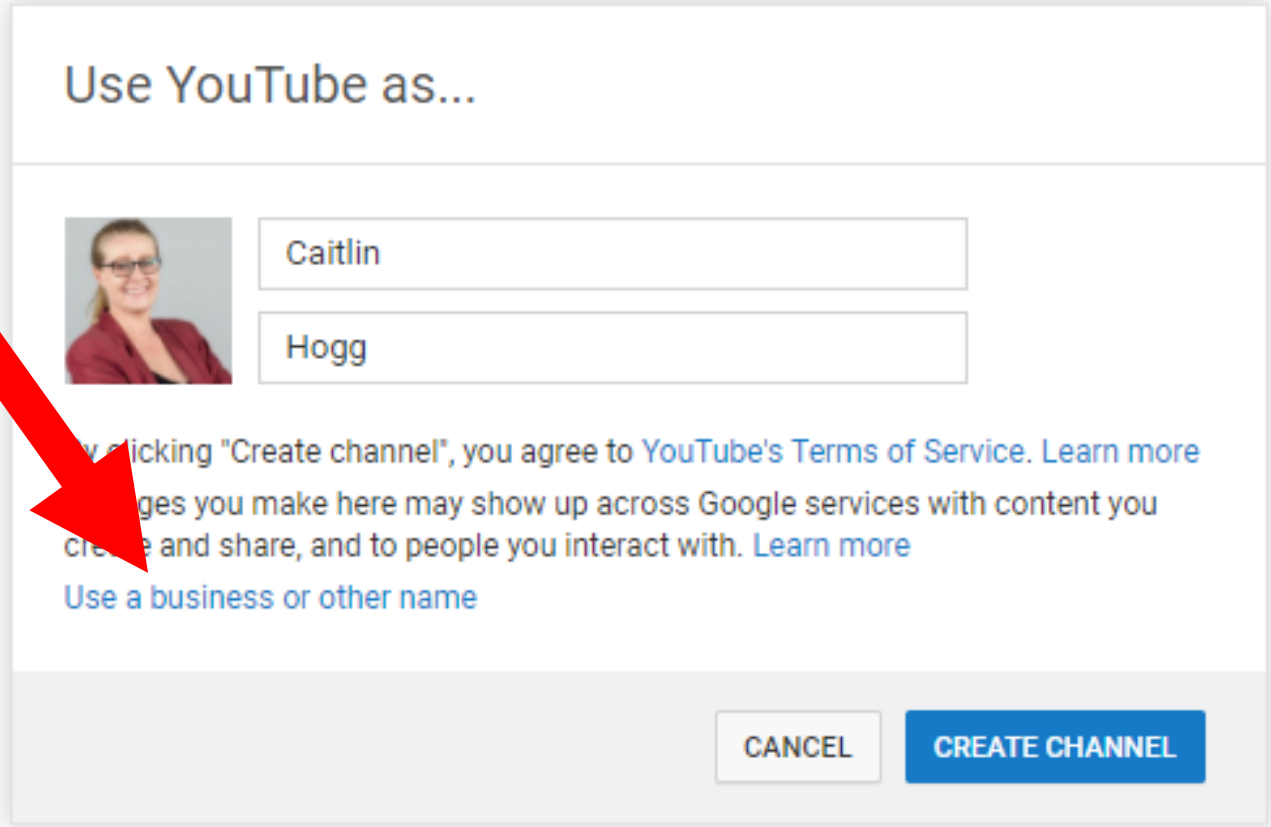
1. Click this



YouTube Business Setup

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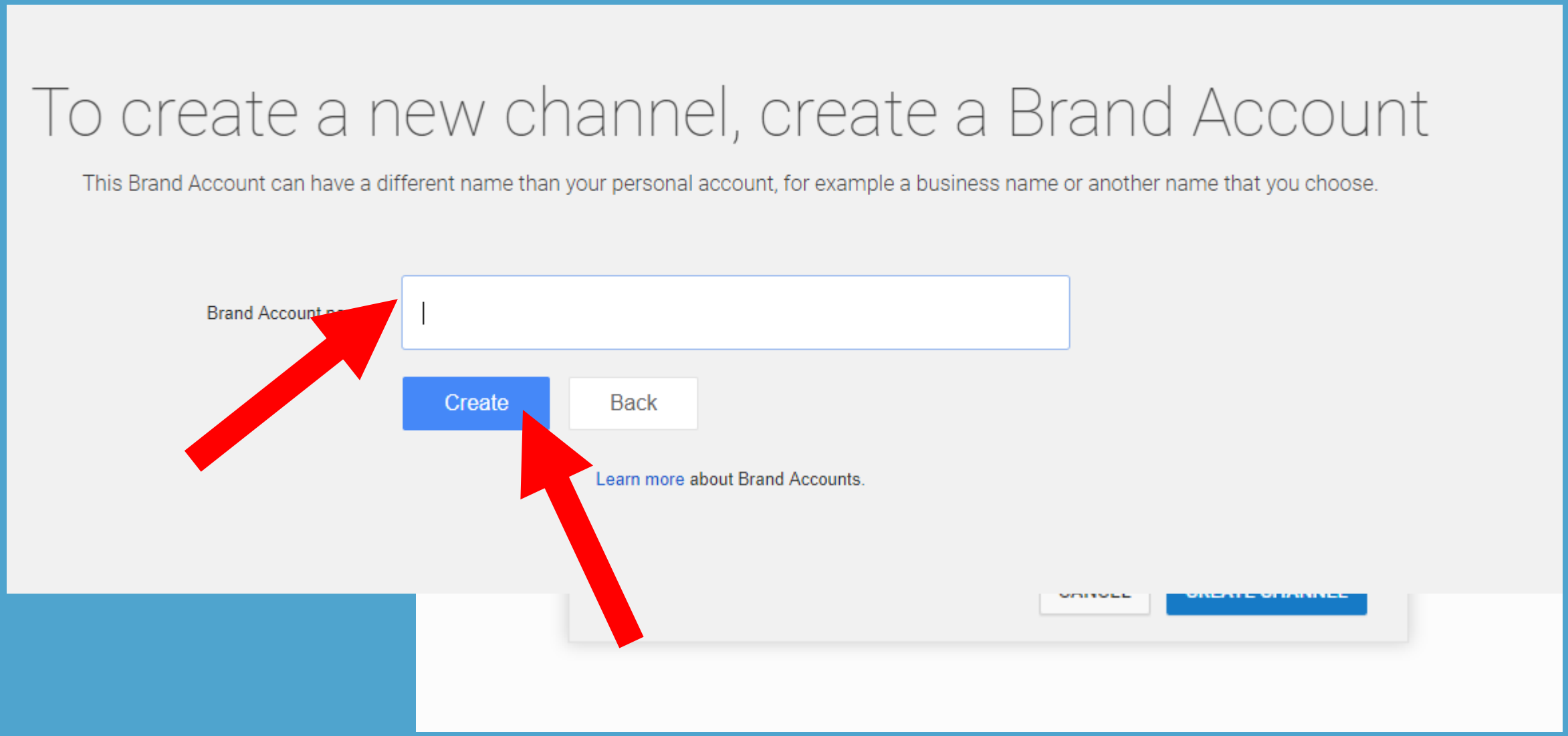

YouTube Insights

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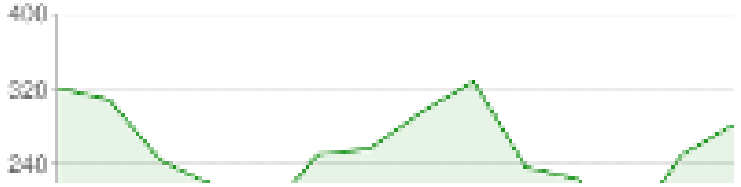
Summary

More info

Views

Each day on the graph shows the total number of views made on that day.



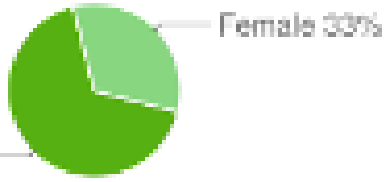
My videos

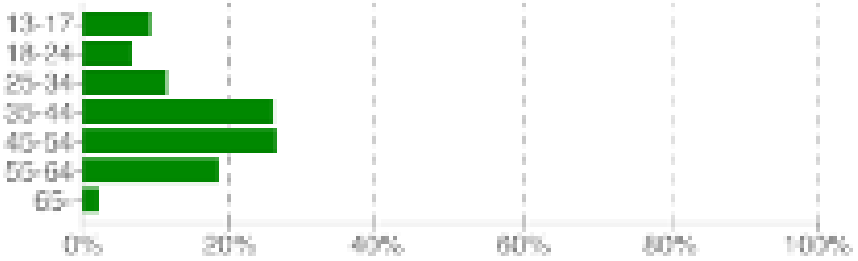
To see all your videos, go to your uploads list: /my_videos

Video	Views (% of total)	Attention
How to Add a Facebook Fan ...	22.0	
How to Send From Another E...	13.0	
How to Get Started on Twitter...	11.9	
How to Sync Twitter & Your E...	6.7	
	5.9	
	5.1	
	3.9	
	3.4	
	3.0	
	3.0	

Demographics

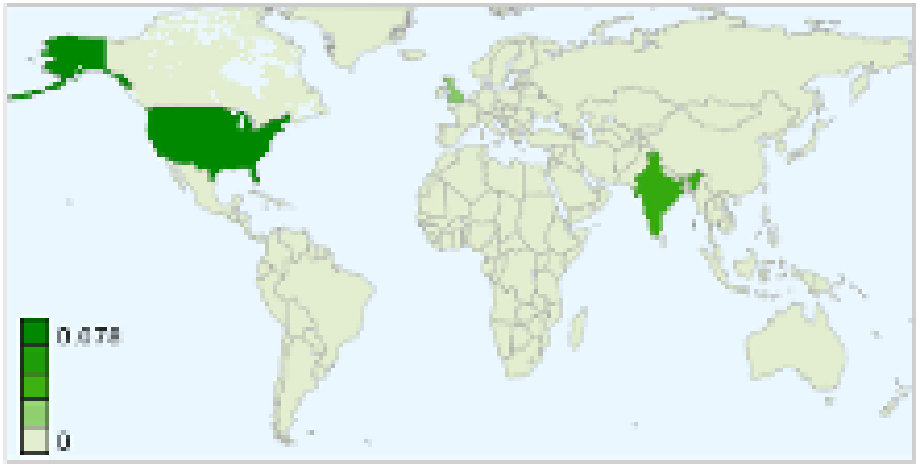
Who is watching the videos in this channel?





Popularity

How popular are my videos relative to those of other uploaders?



Instagram Account Set Up

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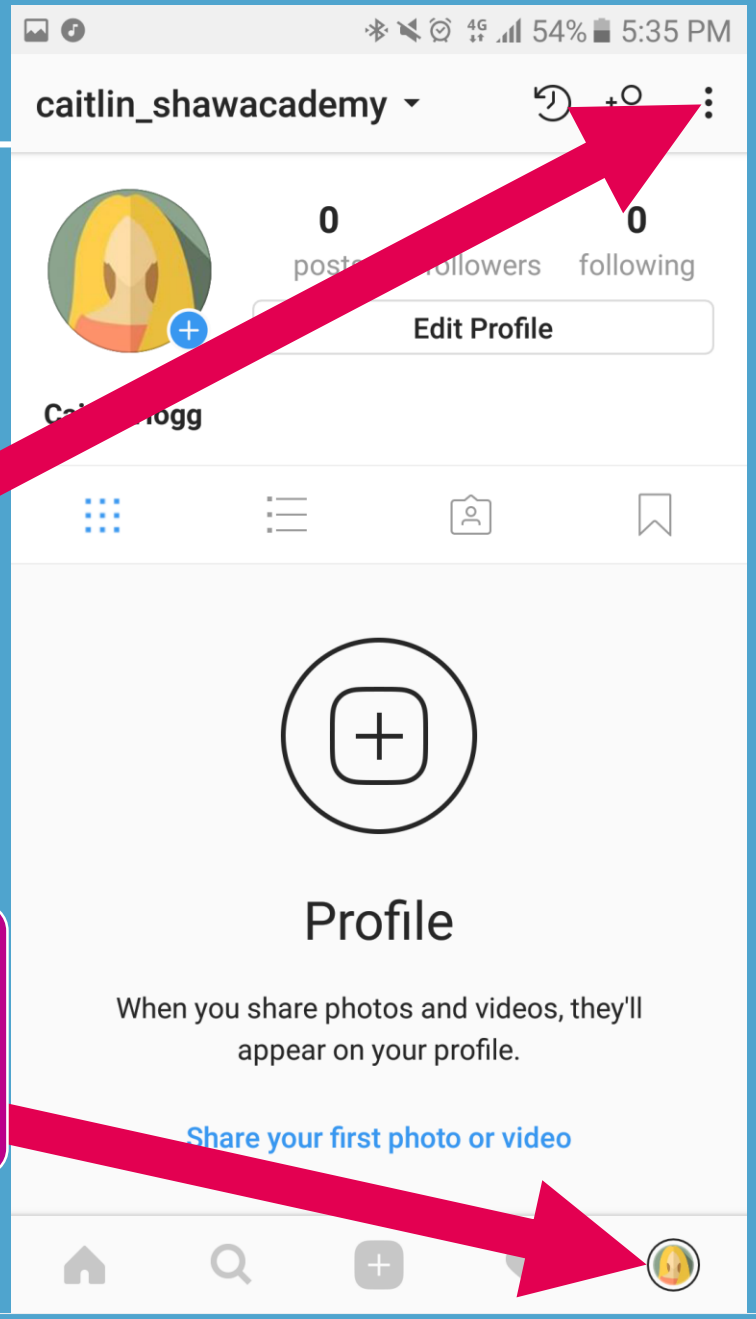
What you'll need:

1. An email address
2. A business/brand
3. Pre-existent Insta account not necessary
4. A plan of what content to post

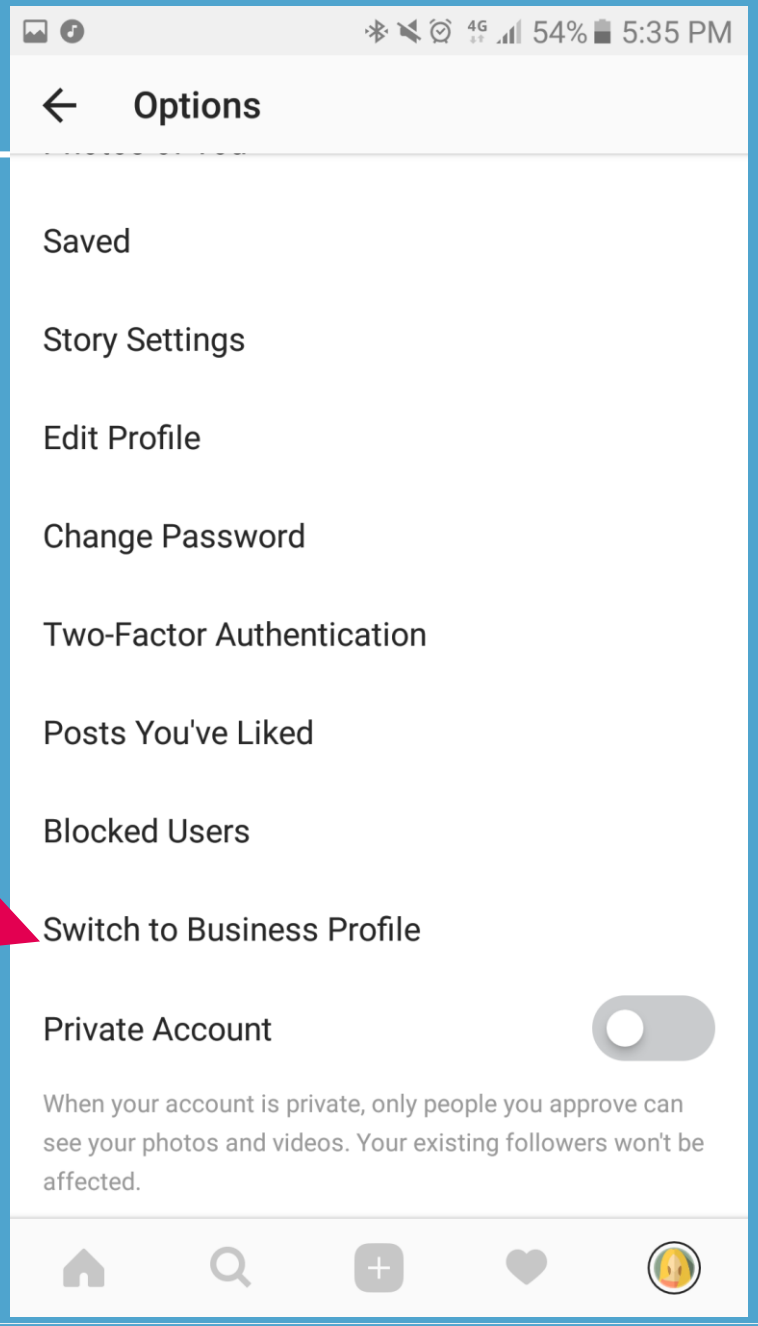
Instagram Business Page



Then Click here

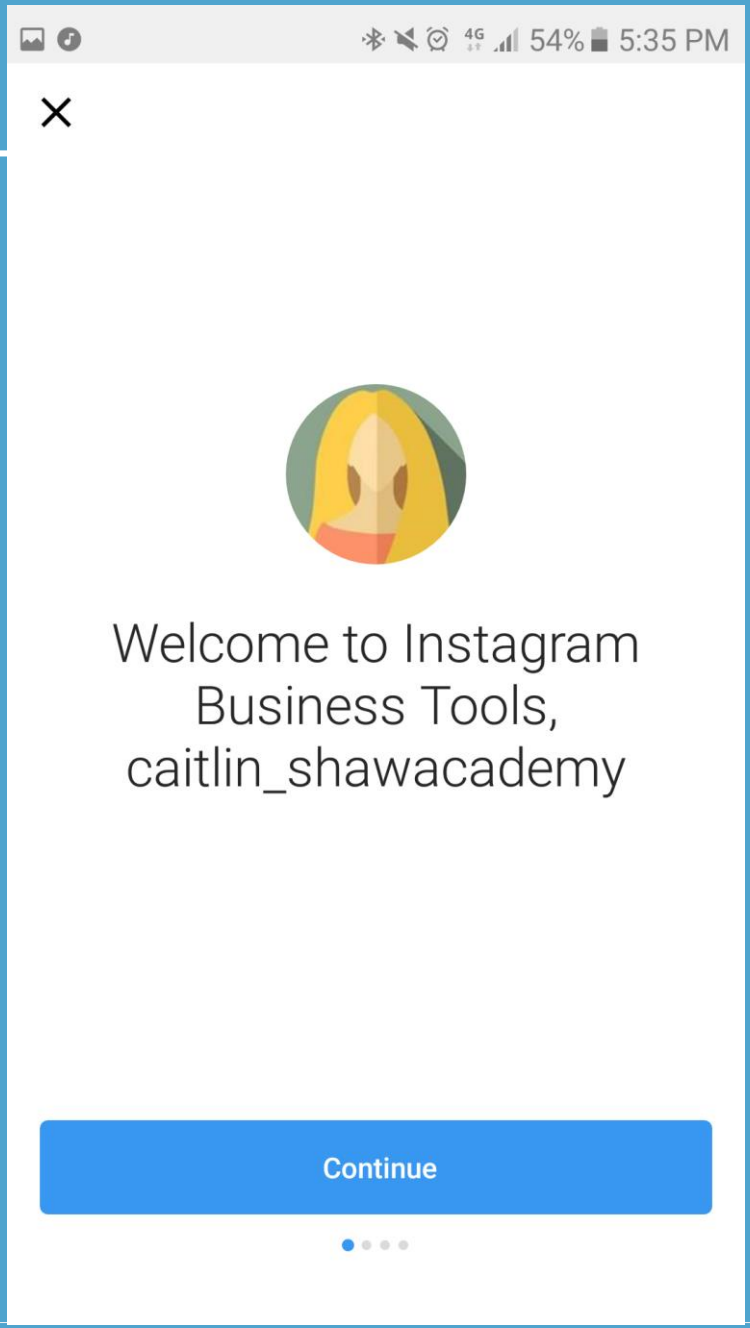
Click here

Instagram Business Page

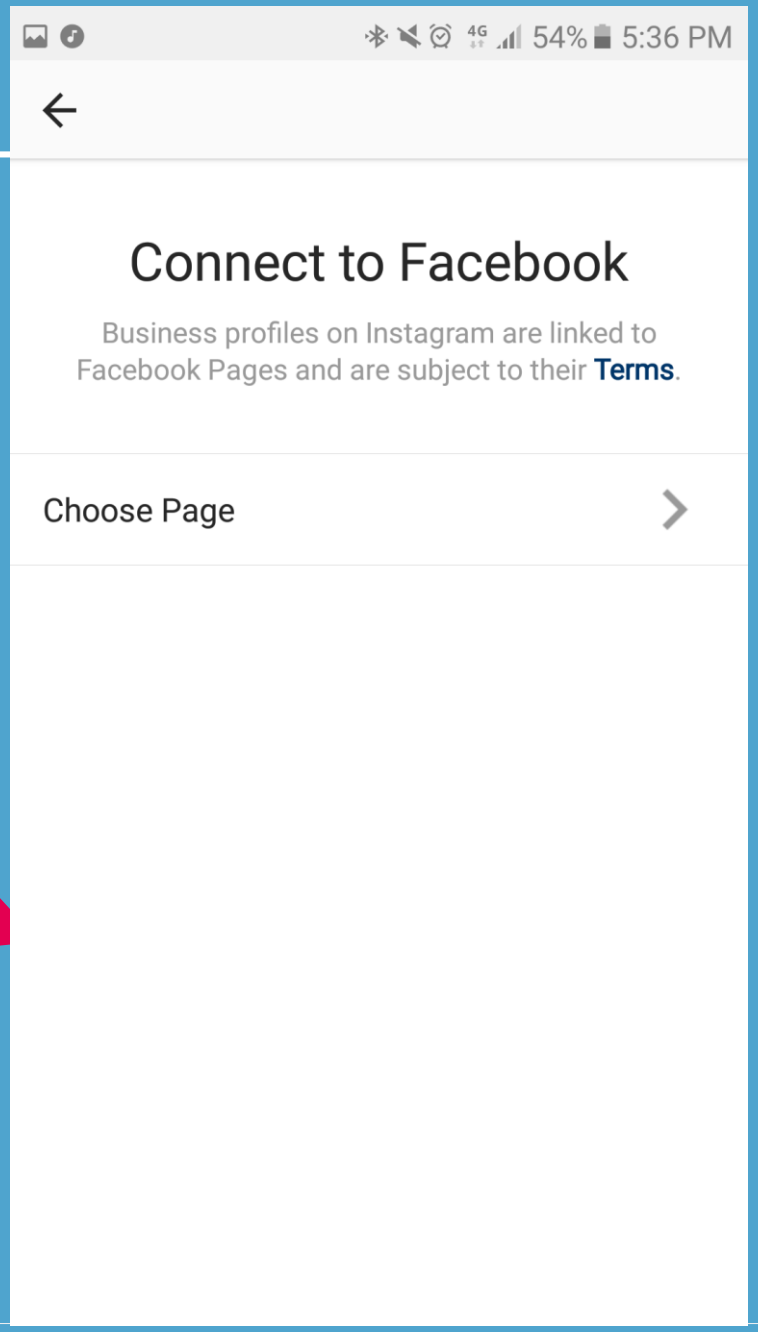


Then Click here

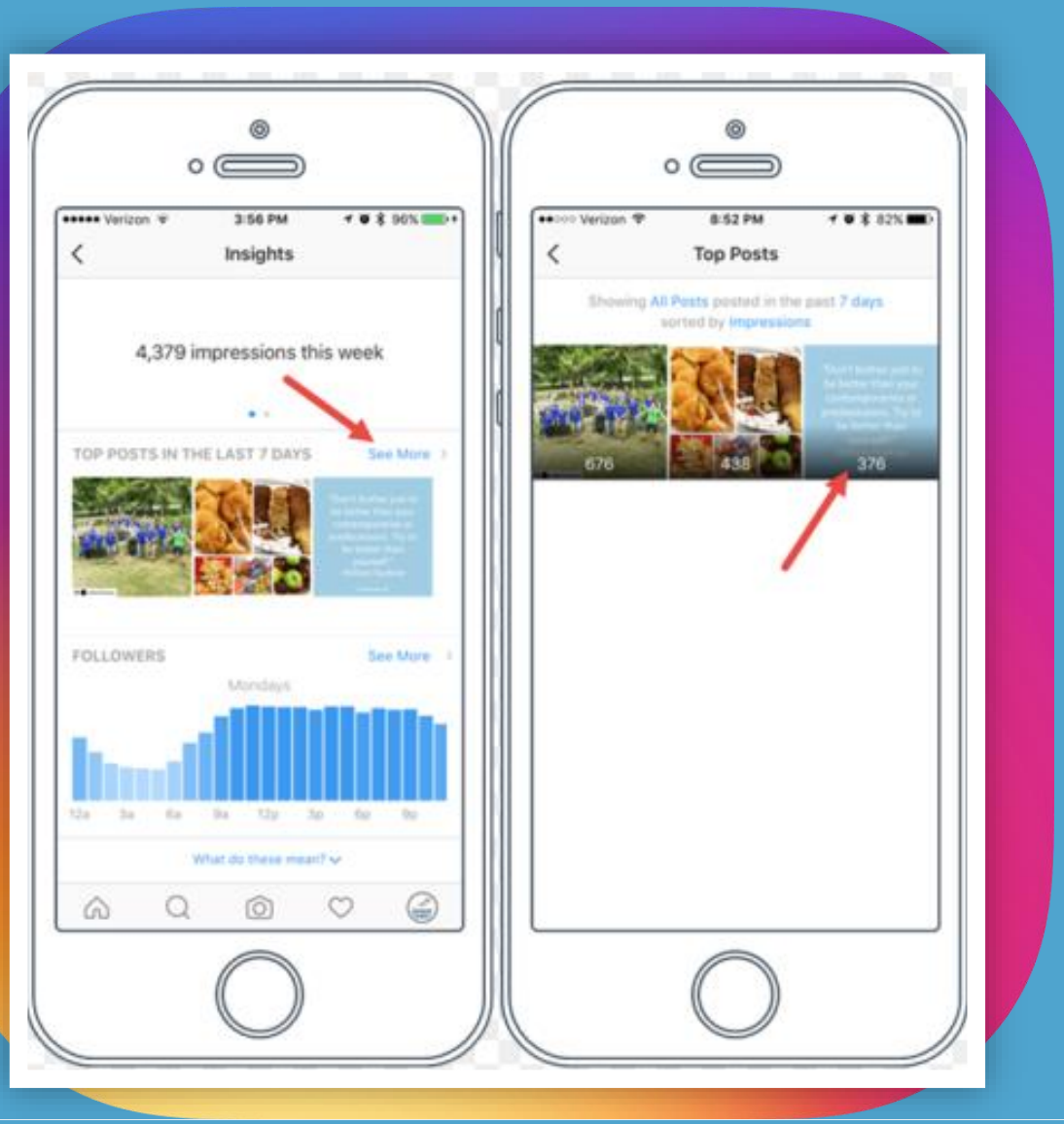
Instagram Business Page



Instagram Business Page



Instagram Insights



- Post Analytics
- Follower Activity
- Top Posts
- Web Clicks

Instagram Insights

- Post Analytics
- Follower Activity
- Top Posts
- Web Clicks

Summary
Lesson 4

- Crowdsourcing
  - User Generated Content 101
- Optimising the Funnel
  - ROI from UGC
- YouTube Setup
- Instagram Business Account Setup

- Summary
- Career Guidance
- FAQ

Keep up the hard work!

We're here to help, so contact us anytime!

Your Next Lesson

Lesson 5

The next session is on **Facebook: Targeted Advertising for Lead Generation**

- Why Facebook?
- Business Pages
- Facebook, Organically
- Advertising and Reach
- Content Tips and Tools
- Summary
- Career Guidance
- FAQ **

Lesson 4 Challenge

1. Create a Business Page on Facebook
2. Create 1 post aimed at engagement
3. Use #ShawSocialExample if you can
4. Don’t stress, it’ll be sorted!

Career Guidance

Cost of Education

Average Cost of an EQF Level 5

Global Equivalent

UK	QCF Level 5	£2,150
USA	Associate's Degree	$4,000
South Africa	NQF Level 5	R30,000
Ireland	QQI Level 6	€1,750
Saudi Arabia	NCAAA Level 2	2,700 AED
Australia	AQF Level 5/6	$7,800
New Zealand	NZQF Level 5/6	$8,400

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EQF Level 5 Professional Diploma

Under €150

(More info towards the end of the course)

Course Bonus Content

Vote Now

Type the number for the topic you would like a Bonus Video on

1	**Revenue Shared**
2	**Instagram**
3	**Affiliates and Social Media**
4	**UGC in action**

Bonus Video will be found in your Student Area