DNYANSAGAR ARTS AND COMMERCE COLLEGE, BALEWADI, PUNE – 45

SUBJECT: Digital Marketing (301)

CLASS: SY BBA(CA) (III SEM)

Presented By:

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Unit 1
E-Commerce

E-Commerce or Electronic Commerce
E-commerce is a popular term for electronic commerce or even internet commerce. The name is self-explanatory, it is the meeting of buyers and sellers on the internet. This involves the transaction of goods and services, the transfer of funds and the exchange of data.

Electronic Commerce

E-Commerce or Electronic Commerce means buying and selling of goods, products, or services over the internet. E-commerce is also known as electronic commerce or internet commerce. These services provided online over the internet network. Transaction of money, funds, and data are also considered as E-commerce. These business transactions can be done in four ways: Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), Customer to Business (C2B).

The standard definition of E-commerce is a commercial transaction which is happened over the internet. Online stores like Amazon, Flipkart, Shopify, Myntra, Ebay, Quikr, Olx are examples of E-commerce websites. By 2020, global retail e-commerce can reach up to $27 Trillion. Let us learn in detail about what is the advantages and disadvantages of E-commerce and its types.

So when you log into your Amazon and purchase a book, this is a classic example of an e-commerce transaction. Here you interact with the seller (Amazon), exchange data in form of pictures, text, address for delivery etc. and then you make the payment. As of now, e-commerce is one of the fastest growing industries in the global economy. As per one estimate, it grows nearly 23% every year. And it is projected to be a $27 trillion industry by the end of this decade.

Internet Marketing

Also called online **marketing**, **internet marketing** is the process of promoting a business or brand and its products or services over the **internet** using tools that help drive traffic, leads, and sales.

The Internet has brought media to global audience. The interactive nature of the Internet marketing in terms of providing instant responses and eliciting responses is the unique quality of the medium.
.

Internet marketing is sometimes considered to be broad in scope because it not only refers to marketing on the Internet but also includes marketing done via e-mail and wireless media. The management of digital customer data and electronic customer relationship management systems are also often grouped together under the Internet marketing

Components of Internet Marketing:

Internet marketing evolves in a fast-phase manner. It is dynamic and requires every online business and marketers to keep updated with the changes in the system. There are two components of Internet marketing:

1. B-to-B (B2B):

It refers to business to business e-commerce, where business firms sell their products and services to other business firms using the Internet.

2. B-to-C (B2C):

It refers to business to consumers, where business firms sell their products and services to the consumers using the Internet.

Effectiveness of Internet Marketing:
The effectiveness of Internet marketing can be enhanced if the following points are considered:
1. Build trust, because web site serves as the platform for selling/displaying products and services.
2. Web site should be simple, but professional in approach.
3. The content of the web site should be relevant and quantitative.
4. Every possible means should be taken into account to drive Internet traffic towards the web site.
5. Being an Internet marketer, requires discipline and perseverance.

1. Firms can promote the products and services of the company by establishing an online presence. An entrepreneur can introduce the products of the organization by creating an official web site.

A web site gives an overview to the prospective customer about the corporation. This enables the firm to establish a global presence and reach global market.

2. E-mail marketing is another form of online promotion. In this kind of marketing, firms can reach the prospective customers directly through the means of an electronic mail. An advertiser can invite the customer for subscription of newsletters or alerts for special offers by the company. An electronic mail promotion generates sales and often repeats sales. It is an effective way to fetch new and retain present customers.

3. There are banner advertisements placed on the online classified directories. These advertisements are also placed on the web sites which promotes business similar to the advertiser's business. These banners draw maximum traffic towards various web sites.

4. Firms can organize online forums for the purpose of inviting the most eager visitors to join, and air their views and opinions. This enables firms to keep check on their negative online reputation and promote favourable reputation.

Advantages of Internet Marketing:

1. Internet marketing is relatively inexpensive when compared with the ratio of cost against the reach of the target audience.

2. Companies can reach a wide audience for a small fraction of traditional advertising budgets.

3. The nature of the medium allows the consumers to research, and purchase products and services at their own convenience. Therefore, businesses have the advantage of appealing to the consumers in a medium that can bring results quickly.

The strategy and the overall effectiveness of the marketing campaigns depend on the business goals and the cost-volume-profit analysis.

5. Internet marketing can offer a greater sense of accountability for the advertisers.

6. Internet marketing refers to the online marketing, which is related to e-mail and wireless marketing methods

What is SEO?

SEO stands for **Search Engine Optimization**, which is the practice of increasing the *quantity* and *quality* of traffic to your website through *organic search engine results*. o understand the true meaning of SEO, let's break that definition down and look at the parts:

Quality of traffic. You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really you're a farmer selling apples, that is not quality traffic. Instead you want to attract visitors who are genuinely interested in products that you offer.

Quantity of traffic. Once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better.

Organic results. Ads make up a significant portion of many SERPs. Organic traffic is any traffic that you don't have to pay for.

What is a Search Engine?

Definition: An internet-based tool that searches an index of documents for a particular term, phrase or text specified by the user. Commonly used to refer to large web-based search engines that search through billions of pages on the internet.

Common Characteristics:

- Spider, Indexer, Database, Algorithm
- Find matching documents and display them according to relevance
- Frequent updates to documents searched and ranking algorithm
- Strive to produce "better", more relevant results than competitors

Traffic Source

- Tell a Friend
- Send SMS
- Social Network
- Email
- Banners
- Advertisement

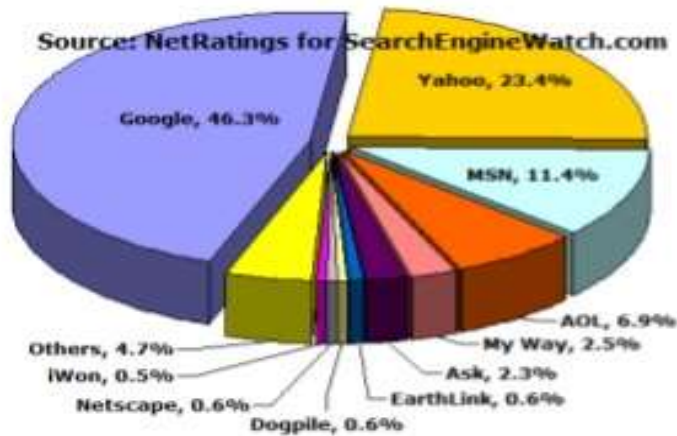Examples of Search Engine

Google™

YAHOO!

msn™

AOL

Ask Jeeves™
Ask.com

alltheweb
find it all

altavista™

Search Engines statistics

- Google – 46.3%
- Yahoo – 23.4%
- MSN – 11.4%
- AOL – 6.9%
- Myway – 2.5%
- Ask – 2.3%

Source: NetRatings for SearchEngineWatch.com
Google, 46.3%
Yahoo, 23.4%
MSN, 11.4%
AOL, 6.9%
My Way, 2.5%
Ask, 2.3%
EarthLink, 0.6%
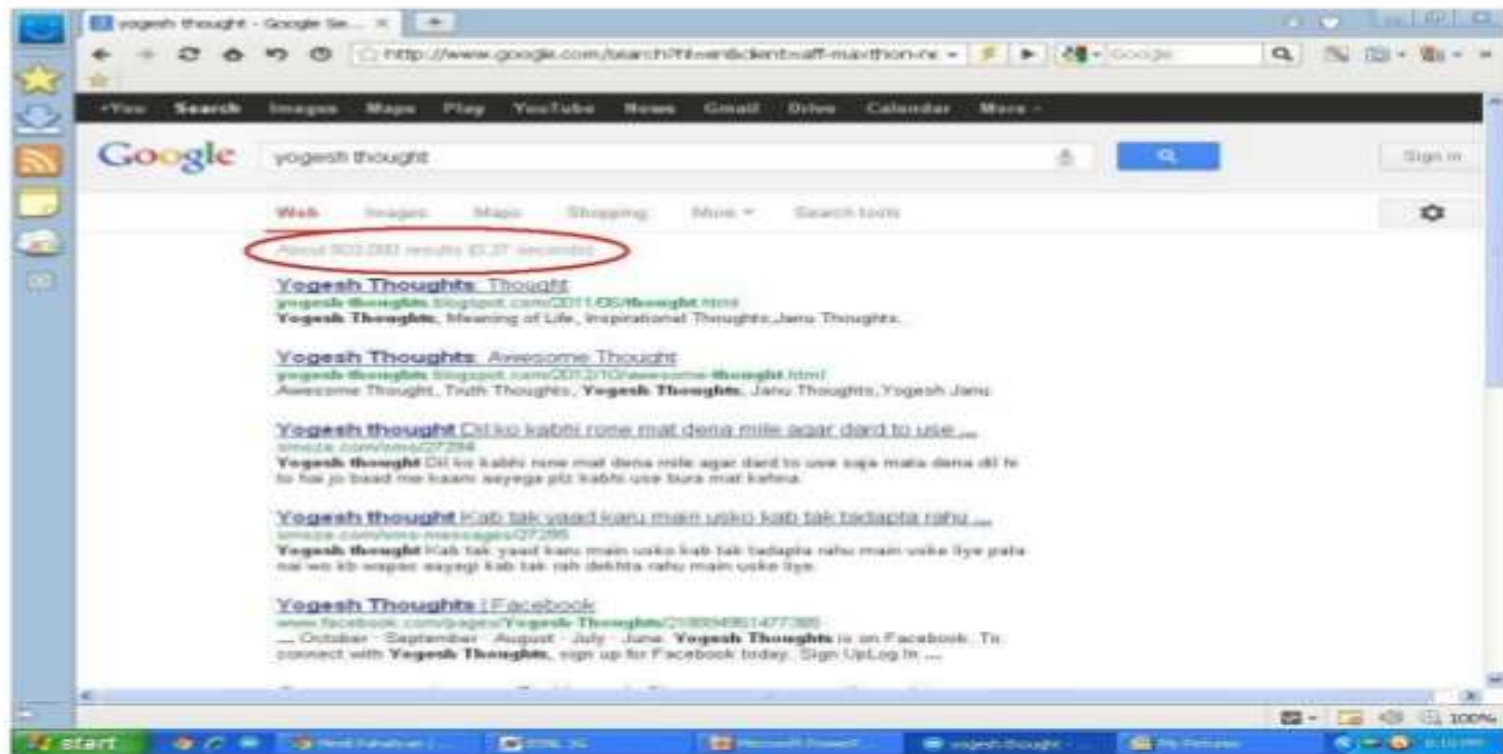Dogpile, 0.6%
Netscape, 0.6%
iWon, 0.5%
Others, 4.7%

Keywords

Any Query we write for get some result on search engine & it display automatically that query on below is called Keyword.

Is website Display as your keyword?

On Page SEO

- on-page optimization is a technique of seo in which we done on the pages of the website itself.

- In On Page seo design website seo friendly.

Search Engine Optimization

On Page SEO

- Design
- Page Layout
- Navigation
- Articles
- Keywords- Research
- Description
- Article Should Be Optimized

Google
YAHOO!
altavista
AOL
Ask Jeeves
Netscape
msn
excite
overture
Inktomi

OFF Page SEO

- off-page optimization is a technique of seo in which we covers activity that takes place elsewhere (e.g. link-building) outside the website.

- In the off page seo we doesn't change the website. We change back linking options.

![Search Engine Optimization]

OFF Page SEO

- Site Submission of Google & Top Search Engine
- Sitemap submission Google webmaster, Bing Master
- Feed submission, Directory Submission
- Blog Submission, Article Submission
- Social Networking, Social Book marking.

Measuring SEO success

- Keyword Ranking.
- Website Traffic.
- Increase in "Share of Traffic" per keyword.
- Increased Revenue/keyword.
- Increase in Impressions (good for Publishers to show advertisers).
- Lower dependence on Paid Search.
- Lowering the cost per acquisition.

Unit-2
Introduction to New Age Media (Digital) Marketing

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email and their websites to connect with current and prospective customers. This can also be referred as 'online marketing', 'internet marketing' or 'web marketing'. In simple terms, any form of marketing that exists online is called as Digital Marketing.

Advantages of Digital marketing

It have global reach

As compared to traditional marketing, it is economic in nature

It helps to track and measure the reach for your product/service

It helps you to promote in a personalized manner

It helps your business to get engaged with the prospective customers

Traditional Marketing

Traditional advertising and selling refers to any type of selling, advertising or ad campaign that has been in use with the resource of firms for years, which includes a confirmed accomplishment worth. methods of ancient selling and advertising will cover print commercials, in conjunction with newsletters, billboards, flyers and newspaper print commercials.

Digital Marketing

Digital advertising (also known as information-driven advertising) is an umbrella term for the advertising of product or services using digital technologies, above all at internet, but in addition together with mobile phones, show selling, and another virtual medium.
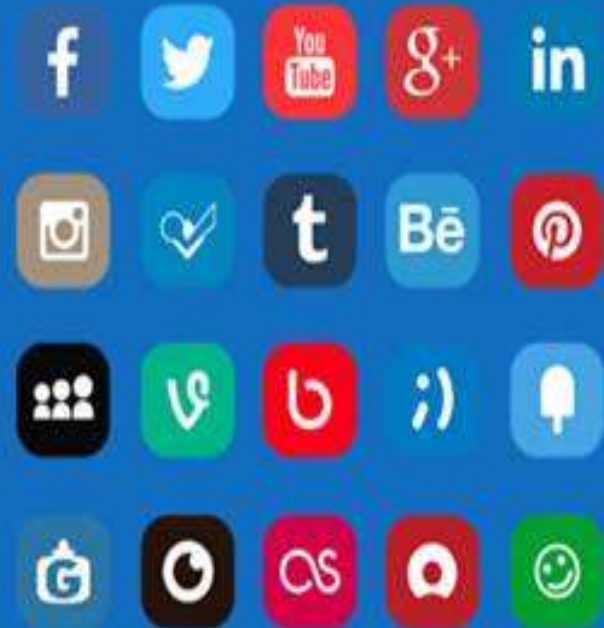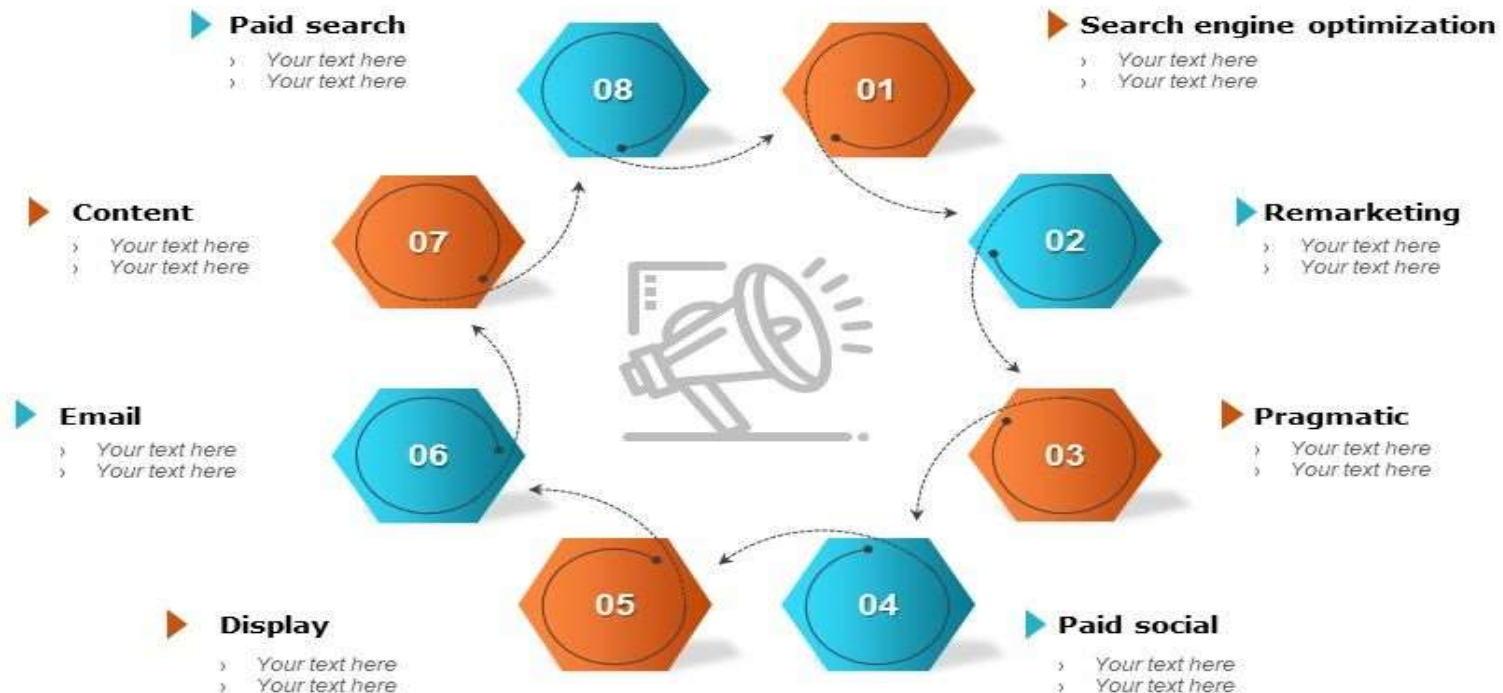
Digital marketing vs. traditional marketing:
The main difference between digital and traditional marketing is the medium through which an audience encounters a marketing message. While traditional marketing uses traditional media like magazines and newspapers, digital marketing uses digital media, such as social media or websites.

8 Types of Digital Marketing Channels

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

Paid search
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08

Search engine optimization
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01

Content
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07

Remarketing
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Email
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Pragmatic
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Display
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04

Paid social
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Unit-3
Creating Initial Digital Marketing Plan

Content management

SWOT analysis: Strengths, Weaknesses, Opportunities, andThreats

Target group analysis EXERCISE: Define a target group

Content Marketing: a definition

"The technique of creating and distributing valuable and relevant content to attract, acquire and engage a clearly defined target audience – with the objective of driving profitable customer action."

Joe Pulizzi the Content Marketing Institute

Contemporary Content Marketing includes:

- Newsletters and news feeds (RSS)
- Videos
- White Papers and Reports
- E-books
- Infographics

- Case studies
- How-to guides
- Question and answer articles
- Photographs
- Blogs
- Games & Apps

Content Strategy:

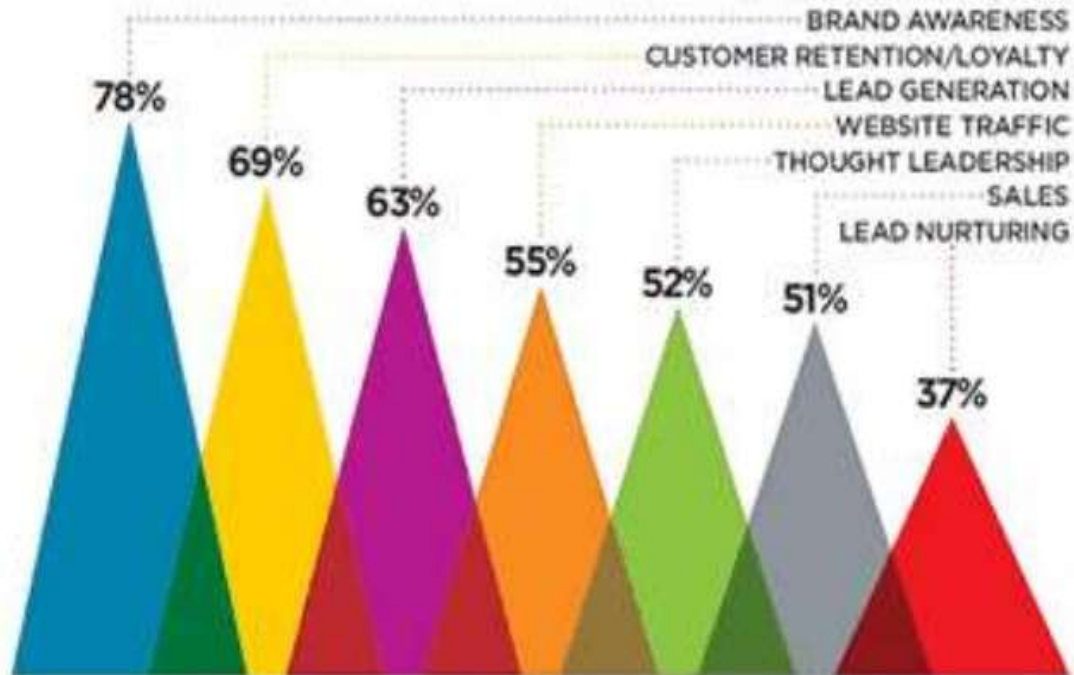Turning strangers into customers and promoters of your business

ATTRACT	CONVERT	CLOSE	DELIGHT
Strangers → Visitors	Leads	Customers	Promoters
Blog	Forms	Email	Events
Keywords	Calls-to-Action	Signals	Social Inbox
Social Media	Landing Pages	Workflows	Smart Content

Source: HubSpot

ORGANIZATIONAL GOALS FOR CONTENT MARKETING

Businesses have a number of digital channels and choices for attracting prospects. MarketingProfs and Junta42 found 63 percent of B2B marketers in North America turn to content—including blogs—as a key lead-generation source.

BRAND AWARENESS
CUSTOMER RETENTION/LOYALTY
LEAD GENERATION
WEBSITE TRAFFIC
THOUGHT LEADERSHIP
SALES
LEAD NURTURING

78%

69%

63%

55%

52%

51%

37%

Principles of Creating Content:

1. Develop the customer *'Persona'*
2. Create the *Engagement Cycle*
3. Develop the *Brand Story*
4. Develop the content *marketing channel* plan

What is SWOT?
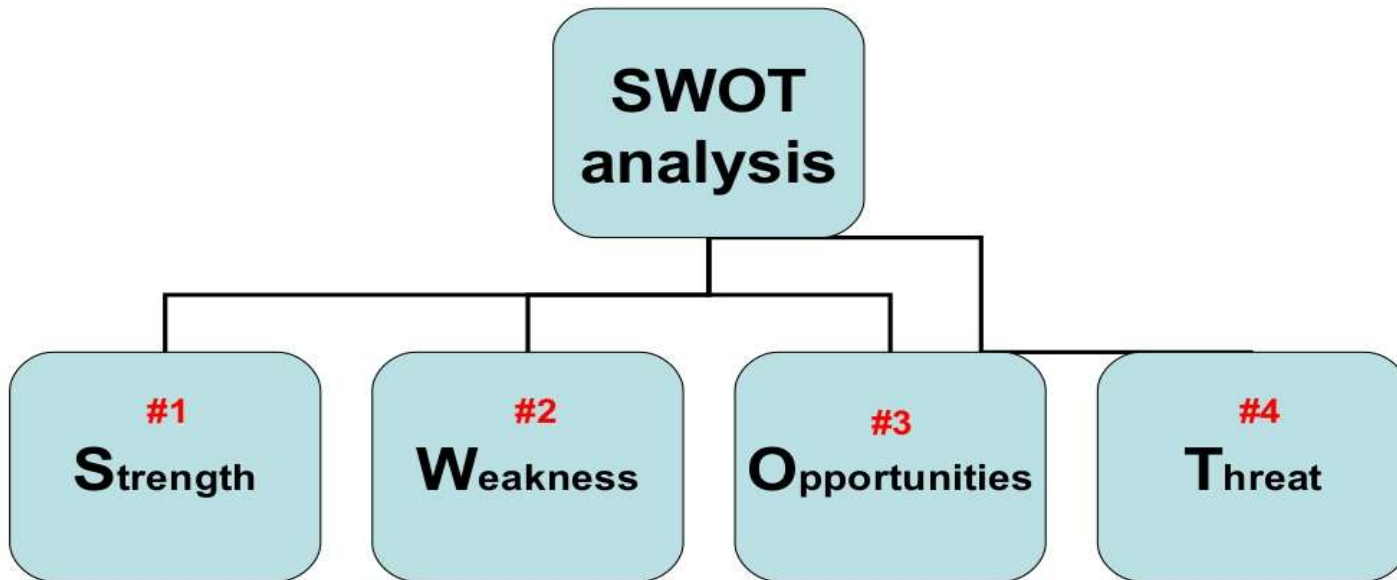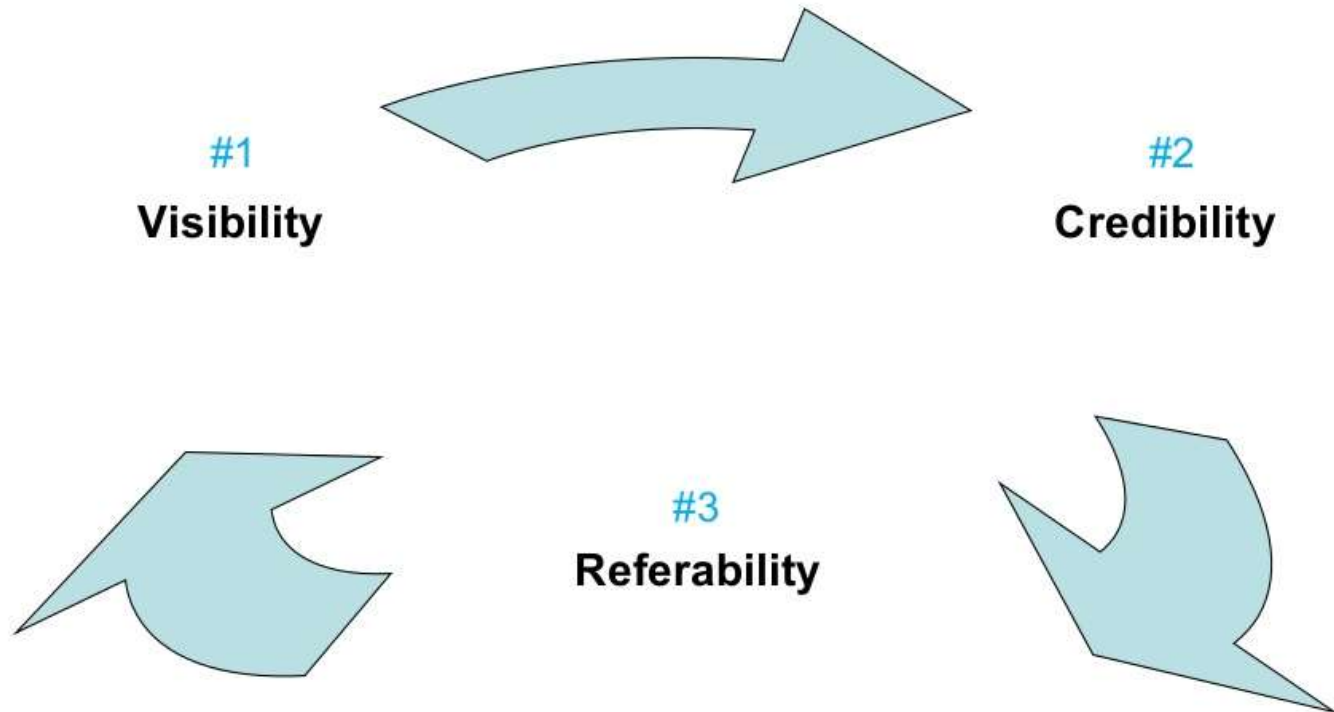
Digital Marketing Strength

Digital Marketing Weakness

No time

No Knowledge

No priority
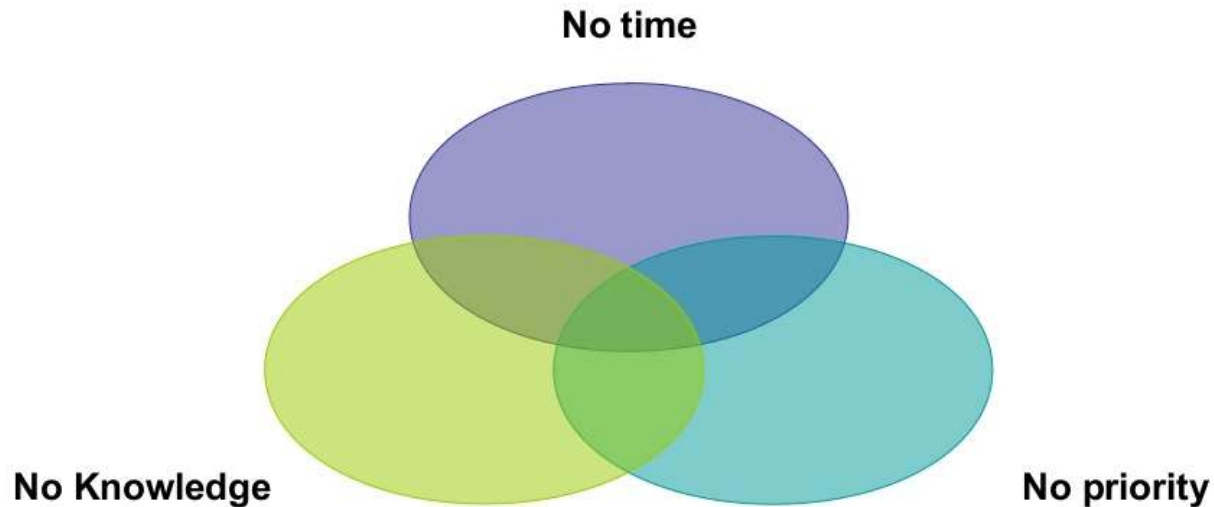
Digital Marketing Opportunity

#1
Visibility

#2
Credibility

#3
Referability

Digital Marketing Threat

Miss the Boat?

Ignorance of Ability brings disability!

Target audience analysis will enable you to:

Find and target only the audience that may be interested in your product/service

Craft personalized content aimed at specific target personas

Develop long-term relationships with your costumers by solving their actual problems through content that connects

Have a more cost-effective content marketing strategy

Be more competitive as a small business by targeting specific niche

Increase the number of your customers through improved conversion rates

I. Finding and Defining the Right Target Audience/customer

Since it is essential to understand exactly the people you want to address with your product or service, the first priority is to define the <u>target audience</u>. A target audience is a group of people who have the same or similar needs. It is usually described on the basis of demographic and socio-economic characteristics, for example "unmarried women aged 25 to 40 with a high income".

II. Exploring the Purchase Behavior of the Target Audience

While the target audience definition focuses on the socio-demographic data, the target audience analysis is primarily interested in the lifestyle and behavior of the target group - why they buy, when, through which channels.

III. Connecting with the Customer

But how do you get information about the consumer behaviour of the target audience? The simplest answer: Just ask them! Whether it's asking people to participate in qualitative surveys or filling out simple questionnaires, in many cases direct questioning is the simplest and most efficient method (so-called primary research).

IV. Online Surveys to Address the Target Audience Quickly and Easily

After the first users have registered, but at the latest after the first consumers have crystallized, they should be questioned. What do these consumers do in their spare time? What are they interested in apart from work and family? A direct survey with a questionnaire is the opportunity to obtain a lot of concrete information about the personal background of the use and to get to know your target audience.

V. Designing Questionnaires

Online survey tools are particularly suitable for asking specific questions to your target group. The advantage is that you can analyse anonymously not only your own customers' views, but also that of potential customers or customers of competitors .

VI. Conducting Qualitative Surveys Using Free-Text Responses

In order to achieve the highest possible response quality, you should include open-ended questions in surveys. Similar to focus groups, this **qualitative survey** uses **free-text fields** in which participants can enter their answers in their own words. In contrast to the already pre-defined answer alternatives of other question types, you can obtain information that you may not have considered yet.

VII. Creating User Profiles of Target Audience Representatives

A lot of information can be gathered from various surveys among customers and non-customers, which must be analysed, evaluated and also illustrated. The aim of these analyses and evaluations should be to create user profiles. User profiles can help to understand the desires and needs of the target audience.

Unit-4

Marketing using Web Sites
1.Web design
2.Optimization of Web sites
3.MS Expression Web
EXERCISE: Creating web sites, MS
Expression

What is Website?

Benefits of Website Development:

Website is an online platorm dedicated to a particular topic or purpose, ranging from entertainment, product, services and networking. It represents a centrally managed group of webpages, containing text, images and all types of multi-media files. Its main purpose is to display content/offerings for its visitors.

Websites can have many funcⱠons and can be used in various forms such as personal, corporate, organizaⱠonal, government website, e-com-merce website etc.

A website is a collecⱠon of publicly accessible, interlinked 'Web pages' that share a singledomain name e.g. www.deasra.in , www.amazon.com etc. This is basically a combinaⱠon of mulple pages which hold informaⱠon about your product/service/brand etc. Websites can be created and maintained by an individual, group, business or organizaⱠon to serve a variety of purposes. Together, all publicly accessible websites consⱠtute the World Wide Web

A website is also known as having a web presence for your brand, which means anyone with internet can see all the information about your brand at any point of time and anywhere.

Since this is accessible from anywhere across the globe, the visibility of your brand is large unlike your brand visibility created through traditional marketing techniques of newspaper ads, brochures etc.

If the business didn't have a website, but only brochures, visiting cards or a vague entry in an online directory, your potential customers would not frequent that business but look for one that could provide the information they needed right away and from the comfort of their own home. This is the reality of living in the twenty-first century: customers find business information and product offerings predominantly on websites, and small businesses without

an online presence are left behind.

Web design encompasses many different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design; interface design; authoring, including standardised code and proprietary software; user experience design; and search engine optimization. Often many individuals will work in teams covering different aspects of the design process, although some designers will cover them all. The term "web design" is normally used to describe the design process relating to the front-end (client side) design of a website including writing markup.

Web design partially overlaps web engineering in the broader scope of web development. Web designers are expected to have an awareness of usability and if their role involves creating markup then they are also expected to be up to date with web accessibility guidelines.

What is Web Design?
Web design refers to the design of websites that are displayed on the internet. It usually refers to the user experience aspects of website development rather than software development. Web design used to be focused on designing websites for desktop browsers; however, since the mid-2010s, design for mobile and tablet browsers has become ever-increasingly important.

A web designer works on the appearance, layout, and, in some cases, content of a website. Appearance, for instance, relates to the colors, font, and images used. Layout refers to *how* information is structured and categorized.

A good web design is easy to use, aesthetically pleasing, and suits the user group and brand of the website. Many webpages are designed with a focus on simplicity, so that no extraneous information and functionality that might distract or confuse users appears. As the keystone of a web designer's output is a site that wins and fosters the trust of the target audience, removing as many potential points of user frustration as possible is a critical consideration.

Two of the most common methods for designing websites that work well both on desktop and mobile are *responsive* and *adaptive* design. In responsive design, content *moves dynamically* depending on screen size; in adaptive design, the website content is *fixed* in layout sizes that match common screen sizes. Preserving a layout that is as consistent as possible between devices is crucial to maintaining user trust and engagement. As responsive design can present difficulties in this regard, designers must be careful in relinquishing control of how their work will appear. If they are responsible for the content as well, while they may need to broaden their skillset, they will enjoy having the advantage of full control of the finished product.

Unit-5
Seach Engin Optimization

WHAT IS SEO

► SEO stands for "search engine optimization." It is the process of getting traffic from the "free," "organic," "editorial" or "natural" search results on search engines.

SEARCH ENGINE MARKET SHARE

- **Google:** 85.82% (85.38%)
- **Yahoo!:** 6.58% (6.99%)
- **Bing:** 6.39% (6.39%)
- **AOL:** 0.46% (0.46%)
- **DuckDuckGo:** 0.35% (0.37%)
- **Other:** 0.4% (0.42%)

SEO TOOLS

- SEM Rush Rocks!
- Free Firefox Extensions
- Free Web-based SEO Tools
- Listings of additional SEO tools by category

SEO TECHNIQUES

- ▶ Audit Your Site Framework
- ▶ Data Research Via End User Value
- ▶ Create More Optimized Landing Pages
- ▶ Make Your Site Responsive and Mobile-Friendly
- ▶ Double Your Infographic Power
- ▶ Implement Latent Semantic Indexing
- ▶ Spy and Target Competitor's Live Keywords

SEO STRATEGY

- :DEFINE YOUR TARGET AUDIENCE AND THEIR INTERESTS
- START CREATING RECOMMENDATIONS IN YC
- Categorized Keyword Research
- Define Competitors
- Prioritize and Summarize
- Must-have SEO Recommendations

SEO Strategy

Assess results

Implement plan

Create plan

Evaluate website, research market & identify opportunities

SERP

▶ A **search engine results page** (**SERP**) is the page displayed by a search engine in response to a query by a searcher. The main component of the SERP is the listing of results that are returned by the search engine in response to a keyword query, although the page may also contain other results such as advertisements

ADVANTAGES OF SEO

- Brand Awareness
- Increased site usability
- Cost effectiveness
- ROI
- Increased traffic

Advantages Of SEO Services
Weblinkindia.Net

Unit-6
Customer Relationship Management

INTRODUCTION

- Customer Relationship Management include strategies and processes for acquiring and retaining customers to create superior value for both company and customers.

- CRM is a technology driven strategy that aims to strengthen business operations and build a mutually valuable long-term relation with customers.

CRM SYSTEMS

- **Analytical CRM** - Analytical CRM (Customer Relationship Management) denotes the systematic electronic analysis of collated customer data. It consists of the following components: the data warehouse, a data mining module and OLAP tools (online analytical processing).

- **Operational CRM** - A customer relationship management system that connects and supports the sales, marketing, and customer service functions in a company, building a framework to provide customer support.

- **Collaborative CRM** - Collaborative Strategy is a method where a company gives a common platform to build synergy among all stakeholders for business process improvement, product innovation and pricing, customer or employee retention.

Unit-7
Social Media Marketing

INTRODUCTION

- Social Media is a vital element for the online business.
- It is an art of producing traffic to site for generating business through online social group.
- It help to build important business contact and to run a reputed business on the internet.
- Social media marketing is used as a branding tool and can increase conversion, sales tracking, page views and add exposure.
- It is simple and low cost way if increasing sale and to bring traffic to the website.
- This will bring many people to the site and help for link building to get good ranking in search engines.
- It increases the site popularity & to bring the potential customers to our niche area.

By using the following famous Social networking sites we can increase the site traffic and to get potential customers.

- Twitter.
- Facebook.
- Linkdln.
- Others medias (Faves, Delicious, etc.)

Email marketing Statistics

91%
Of People Check their Email Daily

82%
Sign up for Emails on Brand Websites

72%
Sign up Expecting Discounts

$44.25
Average Return for Every **$1** Spent on Emails Marketing

Email Marketing :-
3X Higher
Conversion Rate than Social Media

SOCIAL MEDIA MARKETING USING TWITTER

- Focus on Brand promotions & microblogging (140 characters).
- Build strong & powerful relation ship with prospective customers.
- Attractive bio increases popularity .
- Educate them with our new product their uses, advantages etc and create an awareness and necessity
- Filling up the page with quick technique & tips.
- Use search.twitter.com & twellow.com to find more users.
- We can easily gain followers by following the active members in twitter.
- We will get followers by following the followers of experts, gurus or of our competitors in twitter.
- When we follow 100 members we will get atleast 70 followers.
- For getting the followers we have to follow many in a consecutive manner.
- We can post a product, link etc and ask for opinion and reviews.
- We can use affiliate marketing & micro blogging.
- Create banner about products, organizations etc
- We can post promotional codes for products such as discount coupon, buy 3 get 1 etc

- Build a personal relation ship with the followers & create a trustworthiness among them.
- Upload genuine photo, company logo or product logo.
- Try to be human and give respect the values.
- Don't take the customer directly to the product page. Give them details description before taking them to the product page.
- The followers want something from us so we always want to sell some thing more than they expect.
- Try to implement cross selling in website (pack include coke when we buy pizza).
- We need to add personal touch in marketing for it to work. Customize our communication inorder to stand out.
- Highlight our brand we cannot make any compromise in quality and Brand establishment.

  By following the above techniques we can achieve a good traffic and sales using twitter.

SOCIAL MEDIA MARKETING USING FACEBOOK

- Side banner showing the company details such as what we are, what we do, contact us etc
- We can include our new product details - banner
- We can publish notes and create groups.
- We can put like box in out site.
- We can create page for products, organization, celebrity etc
- We can upload photos, post links that direct to our site/blog.
- We can create events like recent activities, upcoming events etc.
- Create advertisements about the new & existing & upcoming products (adds are paid based on click & rate /day).
- View insight menu consist of daily, monthly, weekly user details, pageviews, unique page view etc
- We can create multiple admin for a page.
- We can apply theme for the fan pages based on product introduction, product description etc.
- We can send links, products details to the members, groups for getting opinion , reviews etc

- We can send offers, promotional codes, discounts coupon to the members, groups etc.
- Facebook allows to send messages to users you have no connection with we can make use of it.
- Facebook provides classified add services.
- We can make friends from our competitors. We have to send request to many friends (through competitors or through search).
- Try to implement cross selling in website/product page (comparisons of products).
- We need to add personal touch in marketing for it to work. Customize our communication inorder to stand out.
- Highlight our brand we cannot make any compromise in quality and Brand establishment.

By using the above techniques we can achieve a huge traffic and sales

SOCIAL MEDIA MARKETING USING LINKEDLN

- We can create group and make others to follow us
- We can request for the opinion and suggestion.
- We can expose our skill set.
- We can follow the companies and make other to follows us
- We can create a professional network ask for opinion and reviews etc.
- Increase your visibility.
- Improve your connect ability.
- Improve your Google Page Rank.
- Enhance your search engine results.
- Perform blind, "reverse," and company reference checks.
- Increase the relevancy of your job search.
- Make your interview go smoother.
- Gauge the health of a company.
- Gauge the health of an industry.
- Track startups.
- Ask for advice. (LinkedIn Answers)

SOCIAL MEDIA MARKETING USING OTHER SITES

Faves

- We can use faves for promoting new products with images.
- We can invite experts , friends etc
- We can ask opinions review about the product , pages etc
- We can create adds on faves.

Delicious

- We can create & share bookmarks through delicious.
- We can create our own network.
- We can give tags keywords to the bookmarks that we shares.
- We can share our bookmarks to other social network sites.

Unit-8
Digital Marketing Budgeting

Marketing and promotion are just about as old as capitalism itself. From the very beginning, we've had people in market squares shouting loudly to promote their wares or posters plastered on walls to talk about new products.

Today, we have the internet and internet-ready devices in customers' hands; everything is connected to the internet and ready to pull up information.

So it's become pretty clear for the modern, 21st-century business to ded

icate some portion of a marketing budget to digital efforts.

After all, you have to go where the customers are, and to ignore the online landscape is to cut yourself off from a potentially global audience.

One of the most critical initial steps in figuring out a digital marketing budget is solidifying a clear, concrete goal or goals. You don't want to take a "throw everything at the wall and see what sticks" approach since that will waste both time and money.

Instead, what you should be aiming to do is decide where you want to see your results. That may mean a single result, or it may mean a primary goal with secondary and tertiary objectives. In every case, however, you must know what you are trying to achieve. Are you looking to boost brand awareness? Create more brand loyalty? Are you merely interested in increasing revenue or customers?
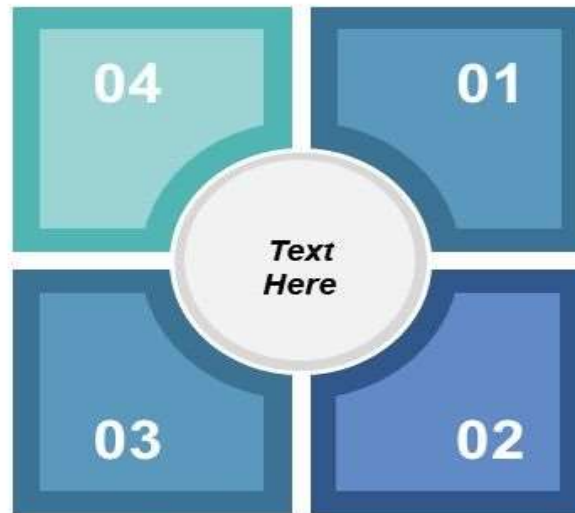
Digital Marketing Budget Allocation Digital Marketing…

Digital Marketing Budget Allocation
This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

Digital Marketing ROI Metrics
This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

04

01

Text Here

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A SIMPLE

WEEKLY

DIGITAL MARKETING SCHEDULE

SUN
Plan Social Media Content
Create Video Snippets for
Vine and Instagram
Repurpose Written Content
for Instagram

MON
Check Help A
Reporter Out (HARO)
for writing
opportunities
Optimise your Blog
Posts/Website

TUE
Do an "S4S" on Instagram
Post your content to
Social Media Groups
Read and Comment on 10
Relevant Blog post

WED
Show up and contribute
to Facebook, LinkedIn
and Google+ groups.
Create and post an SEO
optimised video to
YouTube

THU
Repurpose content
into a SlideShare

FRI
Optimise Your
Content to maximise
Call To Action (CTA).

SUN
Share Pictures to Flickr
Create and Share Infographics on Pinterest

For Tailored High-Performance Plan See Me @ FranceneMullings.com