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HOW DO THE ADVERTISEMENTS IN SOCIAL MEDIA INCREASE THE PRODUCT SALE ?

Select the right Social Media Platform → **Select the Perfect Ad type & Format** → **Design the Ad/ Campaign** → **Place the Ad/Campaign in Selected Media**

Factors to Consider

Social Platform

- Number of Users
- User Demographics
- Analytics tools
- Social Traffic &
  Conversion Rate
	- Ad Placement
	- Bidding Strategy
	- Users Engagement
		- Ad Formats & Specifications
		- Publishing Time
		- Other available features like
		  'Link', 'Contact', 'View Details'
		  Button.

Advertiser

- Product - Audience - Location - Advertising Budget - Business Vision - Perception & Reputation	- Competitors - Users Penetration - Offline Media Presence - Website and Contents - Ad & Campaign Duration	- Competitors - Brand Guideline - Offline creatives - Campaign Objectives

1.
- Responsive website (accessible from
  smartphone/Tab/Desktop)
- Capable IT people for on-time quick response
- Built-in online conversation support
  to assist the visitors
- Regular update & SEO

2.
- Reviewing the competitors website
- Making interactive contents
- Collecting the viewers data like
  email Address & Phone Number

1. Redirect the viewers from Social Media to the Business Website

2. Attract the Viewers by creating catchy contents with text, visuals & videos

3. Turn the viewers to the customers through online and offline interaction

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Build We build an agile, strategic approach to DIGITAL MARKETING

Competition is fierce online. To win, we need to Plan, Manage and Optimize digital channels against defined targets, SMART KPIs and a focused investment in Content Marketing, Digital media and in-depth knowledge. ZERO PLUS online believes that an integrated digital strategy is essential to define new segmentation, Targeting and Positioning for the client's online value propositions.

1 PLAN

BRANDED CONTENT

2 REACH

Search Engines, Social Networks, Publishers and Blogs

BUYER STAGE EXPLORATION

Publish and Promote the content, allow sharing to other outposts, networks and influencers. Draw people to the content hub...

Key Measures
- Unique visitors
- Value per visit
- Fans/Followers

3 INTERACT

Client's Website, Blog Community and Interactive Tools

BUYER STAGE DECISION MAKING

Be worth finding via clear customer journeys and a content hub that is relevant, inspirational, useful and creates leads.

Key Measures
- Leads/Lead conversion rate
- Time on site
- Shares/comments/likes

4 ZOOMING

E-commerce process Product, Price and Promotion

BUYER STAGE PURCHASE

Captilalise on marketing investment using CRO, marketing automotion and remarketing to ensure contextual relevance drives conversion.

Key Measures
- Sales (on and offline-influence)
- Revenue/Profit
- Average Order Value

5 ENGAGE

Customer Survey

BUYER STAGE ADVOCACY

Thrilled customers are key to social media marketing, social proof, repeat sales and referral. We start the market here...

Key Measures
- Repeat Purchase (Lifetime Value)
- Satisfaction and Loyality
- Advocacy

RE AUTOMATE

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1 PLAN
Creating the digital marketing strategy

WHAT DOES MANTAKAS DO

Define the opportunity, strategy and action to structure the plan.

Apply SMART objectives for each part of the RACE customer lifecyle.

Use summary tables to clearly link the strategies, kpis and actions.

OPPORTUNITY
Review marketplace and set objectives

Mantakas online starts with these key activities to define your digital opportunity through marketplace analysis:

- Review the clients objectives and our digital marketing capabilities
- Analyse performance using KPI dashboards after customising analytics for the assignment
- Summarize customer insight in customer personas and customer journey maps
- Audit brand and benchmark competitors
- Review influencer outreach, co-marketing and intermediaries
- Define SMART objectives with conversion spreadsheet models to quantify opportunity

STRATEGY
Create digital strategy

Review the desired digital proposition and communicate it using digital targeting techniques

- Select target market segments and personas. Define digital targeting approaches
- Define our online value proposition (OVP) including review of business and revenue model, brand positioning and integration with traditional channels
- Review marketing mix for online options for the 4Ps - Product, Price, Promotion and Place

ACTION
Implement and manage digital marketing communications

Make smart budget investments and optimise the digital communications across key customer touchpoint interactions covered by:

- Reach: Build your audience by integrating paid, owned and earned media
- Interact: Using content marketing and persuasion to prompt brand interaction and leads
- Zoom & Convert: Use conversion rate optimization to boost online and offline sales
- Engage: Develop customer loyalty and repeat sales

3 Action

1 Opportunity

2 Strategy

SMART objectives
Activities to optimize
Defined deliverables

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2 REACH
Grow your audience online

BUYER STAGE EXPLORATION

Search Engines, Social Networks, Publishers and Blogs Tools

Publish and promote the content, allow sharing to other outposts, networks and influencers. Draw people to the content hub...

Key Measures
- Unique visitors
- Value per visit
- Fans/Followers

WHAT DOES MANTAKAS DO

INVEST IN CONTINUOUS INBOUND MARKETING

This is to strengthening the organization with latest technologies and upgrading it's online networking and communications to harness customer purchase intent as they seek information about products through 'always-on' communications to reach audience through Search and Social media marketing fueled by content marketing.

GROWING REACH

Reach involves building awareness of the brand, products and services on other websites/blogs and in offline media to build traffic to different web presences like our main site, micro-sites or social media pages. It involves maximising reach using continuous inbound communications and planned campaigns to create multiple interactions using different paid, owned and earned media touch-points

OPPORTUNITY
Define online audience potential

Set realistic targets for building traffic, awareness and social media followers

- Define KPI dashboards to review effectiveness of current digital media in analytics
- Review current use of digital media and opportunities to improve
- Set VQVC (volume, quality, value, cost) objectives using conversion budget models

STRATEGY
Select the best communications options

Our online customer acquisition strategy covers:

- Key brand messages to grow audience awareness, familiarity and purchase intent
- Select relevant Social media and targeting Link to the content marketing strategy (ACT)
- Prioritise channel media spend, summarized in a conversion-based media plan and budget

ACTION
Optimise digital communications

Work on optimising content marketing to support key digital communications:

- PR, Influencer outreach and SEO
- Optimize Google AdWords (paid search)
- Review opportunities from display advertising
- Review relevance of affiliate and partner marketing
- Social media marketing optimization

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3 INTERACT
Encourage brand interactions and leads

Client's Website, Blog Community and Interactive Tools

BUYER STAGE DECISION MAKING

Be worth finding via clear customer journeys and a content hub that is relevant, inspirational,useful and creates leads.

Key Measures
- Leads/Lead conversion rate
- Time on site
- Shares/comments/likes

WHAT DOES MANTAKAS DO

DEVELOP A CONTENT MARKETING STRATEGY

A content marketing strategy integrates the online communications to fuel lead generation and power inbound marketing to grow the targeted reach

INCREASING INTERACTIONS

Act is short for Interact. It's a separate stage from conversion since encouraging interactions on websites and in social media to generate leads is a big challenge for online marketers. It's about persuading site visitors or prospects to take the next step, the next Action on their journey when they reach the site or social network presence.

OPPORTUNITY
Identify best options to increase lead conversion

- Review customer journeys for desktop-mobile visits using analytics and feedback tools
- Review social media and mobile marketing platform engagement
- Define goals, events and dashboards for measuring customer interactions

STRATEGY
Prioritise content marketing and customer journeys

- Define customer personas
- Define content marketing plan
- Create website and martech improvement plan including lead profiling

ACTION
Manage content marketing and lead generation

Make smart budget investments and optimise digital communications across key customer touchpoint interactions covered by:

- Create campaign plan, editorial calendar and outreach plan
- Create content assets including video marketing
- Improve landing pages and site page templates. Personalised onboarding.

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4 ZOOMING
Increase sales through CRO

E-commerce process Product, Price and Promotion

BUYER STAGE PURCHASE

Captilalise on marketing investment using CRO, marketing automotion and remarketing to ensure contextual relevance drives conversion.

Key Measures
- Sales (on and offline influence)
- Revenue/Profit
- Average Order Value

WHAT DOES MANTAKAS DO

SET UP A CRO (CONVERSION RATE OPTIMISATION) PROGRAMME.

This is for optimising the client's web-sites to ensure maximize online sales or referrals to other channels.

INCREASING CONVERSION

This is the conversion from lead to sale.

It involves getting the audience to take that vital next step which turns them into paying customers whether the payment is taken through online Ecommerce transactions, or offline channels.

STRATEGY

Create an approach for conversion rate optimisation

- Define online conversion rate optimisation (CRO) approach
- Define how key online communications (search, email, social, mobile) drive sales
- Define offline integration paths to purchase

OPPORTUNITY

Review focus to increase conversion to sale

- Create and review site conversion funnels and paths to purchase (online and offline) and quantify targets for incremental revenue
- Review multichannel (omni-channel) interactions to increase revenue per visit
- Review analytics and customer feedback

ACTION

Manage continuous improvement of conversion

- Implement CRO through test plan and multi-variate site tests and experiments
- Implement lead retargeting programme using site personalization, display retargeting and behavioural email programme
- Optimise ROPO behaviour (Research Online-Purchase Offline)

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5 ENGAGE
Build customer loyalty and advocacy

BUYER STAGE PURCHASE

Customer Survey

Thrilled customers are key to social media marketing, social proof, repeat sales and referral. We start the market here...

Key Measures
- Repeat Purchase (Lifetime Value)
- Satisfaction and Loyalty
- Advocacy

IMPROVING CUSTOMER ENGAGEMENT

A long-term engagement which is, developing a relationship with first-time buyers to build customer loyalty as repeat purchases using communications on our own site, social presence, email and direct interaction.

We're also looking to build advocacy or recommendations through 'word-of-mouth'.

STRATEGY

Define plan to improve customer retention and engagement

- Create customer engagement plan
- Create online personalisation and merchandising plan for incremental revenue
- Create customer contact plan (email marketing and social media marketing)

WHAT DOES MANTAKAS DO

CREATE A CUSTOMER LIFECYCLE COMMUNICATIONS PLAN

Map all customer touchpoints to create a plan to use Marketing Automation to deliver personalised relevant messages by Email, Social Media and Web.

OPPORTUNITY

Review potential to increase customer activity levels

- Review customer loyalty using RFM analysis for interactions and sales. Quantify incremental revenue potential
- Review customer satisfaction drivers
- Review effectiveness of customer communications

ACTION

Implement online customer communications plan

- Implement or refine personalization rules on desktop and mobile sites
- Customer onboarding including event-triggered personalized emails and enewsletters
- Manage social media and email campaigns for customer engagement and advocacy

UNDERSTANDING SOCIAL MEDIA PRICING

As the visitors can perform different types of action with an advertisement, the payment also differs action to action. Every social media platform brings something different to the table. This means that not only the structure of the ad or campaigns will be different for each platform, but also the advertising costs and billing options. The most common billing options are listed below:

- **Cost-per-click (CPC)** - A fairly common standard on social media platforms, CPC is a billing option in which you the advertiser for an ad placement when the viewer clicks on the ad.

- **Cost-per-thousand impressions (CPM)** - The advertiser is billed for every 1,000 impressions of an ad.

- **Cost-per-view (CPV)** - The advertiser is charged every time someone views the ad (For **Facebook, Instagram & Pinterest**- if someone sees the first three seconds of a video of any length, **Twitter** - When someone sees the first three seconds of a video of any length, but that video must be 100% within a user's view for that time, **YouTube** -When someone sees 30 seconds of a video or less, if the video is shorter than 30 seconds, **LinkedIn** - Share an article, photo or update and when somenone write an article which is published on LinkedIn). Some platforms also consider interactions with an ad as a view (such as clicks on the call-to-action buttons, cards or banners).

- **Cost per action/conversion (CPA)** - You are charged when someone completes the action you specified when optimizing the ad. Actions can include downloading an app, signing up for an email newsletter or making a purchase directly from the ad.

- **Cost per like** - Certain platforms also offer the option of paying for every like obtained through the ad campaign or like given to an ad, photo or page.

SOCIAL MEDIA BIDDING OPTIONS

Another important element of social media advertising costs is the bidding option. There are two common options available on social:

- **Maximum bidding** - Allows you to decide how much you're willing to spend to achieve your campaign objectives.
- **Automatic bidding** - Allows the platform to automatically set a bid for your campaign based on your objective and budget.

It is important to note that some platforms might offer specific billing options that fit their products. For example, Twitter has target bidding which is an option in which you can designate a target cost per link click. Snapchat has goal-based bidding, in which your bidding will be based on one of three goals you want your ad to achieve - swipe ups, app installs and impressions.

## WHY DON'T THE SOCIAL MEDIA PREFIX ANY AD/CAMPAIGN BUDGET?

- Social Media normally display ads through channels, pages, groups, blogs, profiles etc. which are created and owned by its users.

- Social Media needs to pay a particular portion of its advertising revenue to its user for using his channel/page/group/blog to display the advertisement.

- Neither the social media nor even the channel/page/blog/group owner can predict how many visitors would visit the channel/blog/page/group each day and how many of them would click on the "like" button of the ad, view the ad, click the ad to visit the advertiser's website, complete the action specified in the ad such as 'fill up any form' or 'subscribe to the newsletter' etc.

- For any and every action made by the visitors, the social media need to pay a particular amount of the advertisers budget to the channel /blog/group/ page owner.

This is the Mantakas online channel on YouTube with **4,814,737** subscribers from all over the world. This channel mainly shows different tips, tricks, and strategies for digital marketing.

Among many of the channel's video "DIGITAL MARKETING STRATEGY" received **1,77,03,926 views**, **19,13,786 likes** and **14.1k subscription**, which is really attractive for displaying ads to too many viewers.
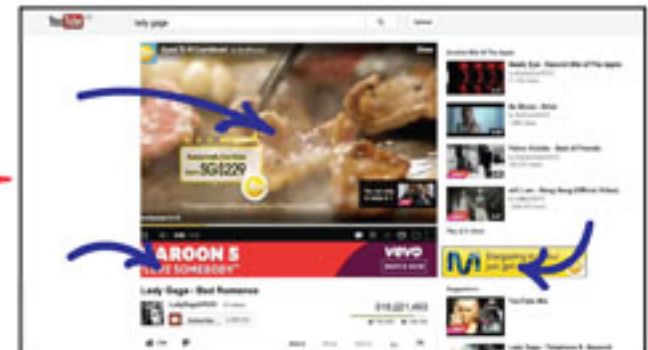
YouTube started displaying 3 different type of ads including a skippable video ad on this channel. For any action of the viewers on these ads, Zero Plus online will receive a certain amount to its Google Adwords account.

Like YouTube, all other social media platforms also share a portion of their ad revenue to the page, blog, profile, group owner which happens 1.) after the ad placement and 2.) after performing any action by the viewers on the ad.

This is the reason why any social media platform can't prefix the ad or campaign budget.