

Practical Digital Marketing Skills

Powerpoint rostenttion 16:9



Prepare a campaign for KF on facebook

Goals

Targeted Audience

Slogan

Platforms

Campaign Visuals

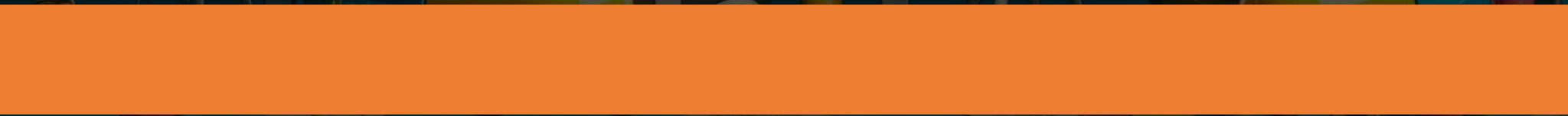
Duration

Number of pieces





Content Writing



Types of content

- Promotional Vs Non-promotional
- Promotional = Ad copies (Copywriting)
- Non promotional (Educational – Entertaining – Informative ..)





How to write a facebook post

1

Find

- Find topic (in a campaign)

2

Read/Watch

- Read/Watch/Listen to 3-5 relevant pieces

3

Write

- Write body

4

Write

- Write conclusion

5

Write

- Write introduction



How to write a facebook post

- Find topic (in a campaign)
 - How to (do – escape – utilize ..) something
 - Why something is (important – dangerous – effective ..)
 - What is something



How to write a facebook post

- Read/Watch/Listen to 3-5 relevant pieces
 - DO NOT READ FACEBOOK POSTS
 - Find content in different language
 - Videos (youtube – tiktok – Instagram ..)
 - Blog posts
 - Quora answers



How to write a facebook post

- Write body
 - No more 400 words
 - Use hashtags for highly searched words
 - 1st or 2nd or 3rd person (and keep it)
 - Use paragraphs



How to write a facebook post

- Write conclusion
 - Summarize all
 - Or Say what we learnt
 - Add call to action and hashtags
- Write introduction
 - Say why this post is important
 - Say what problem this post solves

Write

Write

Write

Write



How to write a facebook post - Examples

- Find topic (in a campaign)
 - ازاي تسافر وانت مطمئن انك اخدت كل اللي محتاجه
 - 5 خطوات علشان تشتغل في الديجيتال ماركتينج
 - اسباب تخليك لازم تبدأ دايت (لو مش عندك مش لازم تبدأ دلوقتي)
 - يعني ايه ألجوريزم الفيسبوك؟ وازاي ممكن يآثر على اعلاناتك؟

How to write a facebook post - Example

- Write body
الحاجة الأولى: لبس كفاية
اتأكد دائما انك اخدت لبس كفاية معاك لأن لو نسيت تاخذ لبس كفاية هنتعب جدا
في انك تنضف لبسك أو هتضطر تشتري لبس وده هيبوظلك ميزانيتك اكيد
الحاجة الثانية
الحاجة الثالثة
الحاجة الرابعة
- Write conclusion
لبسك كفاية – اكل كفاية – ادوات السباحة – شواحن الموبايل – حاجة تقراها –
مزيكا كثير – وانترنت
دي كانت حاجات لازم تاخذها معاك وانت مسافر
تابعنا علشان تعرف نصايح أكثر للسفر
#سافر #اعرف_مصر
- Write introduction
عارف لما تيجي تفضي شنطك أول ما توصل وبعدين تفتكر انك نسيت الشاحن؟
محدث بيكون مبسوط لما ينسى حاجة مهمة .. علشان كده في البوست ده هنتكلم
عن حاجات أوعى تنساها وانت مسافر



Ideas for introduction

- A question
- Quote
- Mentioning a situation
- Second person fact
- Third person story
- True story
- Use %





How to write facebook post ad copy

How to write facebook post ad copy

- Write introduction
 - Audience and problem
 - Our solution for the problem
 - Why we are special
 - How they can get the solution
 - CTA



How to write facebook post ad copy

- Write body
 - Details for the solution we provide
 - Details on how to get the solution
 - Details about why we're special



How to write facebook post ad copy

- Write conclusion
 - How they can get the solution
 - CTA





How to write facebook post ad copy - Examples

- Didn't get them a Christmas gift yet? No problem Get everyone a custom design hoodie and show them you care about each of them. Create each design in 7 minutes and get them delivered by tomorrow. Click the link and get over with Christmas gifts.
- We have a variety of options in:
 - Hoodies
 - T-shirts
 - ..
- Click the link and go make them the best Christmas gift ever.
#CoolDad #HappyNewYear #MerryChristmas

How to write facebook post ad copy - Examples

- شهر العسل أجمل أيام العمر بس لومش منظم كويس ممكن يتحول لمشاكل!
بعد 25 سنة من تخطيط شهر العسل بقينا عارفين كويس ايه اللي ممكن يبسطكم .. وايه ممكن يضايقكم .. علشان كده بنخططلك شهر العسل ليكم انتو بس .. لأن كل 2 مميزين عن باقي الناس ابعتلنا رسالة النهارده وهنقولك شهر العسل اللي في خيالك ازاي نقدر نحققهولك
- -----
- ممكن تختاري بين أكثر من برنامج مجهز زي
أو تصممي برنامج ليكم انتم بس.
متاح عندنا
- ابعتلنا رسالة دلوقتي وهنبعتلك كل التفاصيل وكمان هنكلمك
نخطط معاكي أجمل أيام حياتك
#ربنا_يتمم_بخير

How to write facebook post ad copy - Examples

- باقى 7 أيام فى #عروض_اخر_السنة
احصل على أى قطعة بخصم 40% حتى نهاية 2022
ابعتلنا رسالة وفتوصلك خلال 3 أيام

How to make your ad attractive?

FOMO

Discounts

Bundles

Offers

Questions

Audience
problems
mentions

Contradictions

Comparison
with common
competitors

Make them
feel special

Get emotional

Storytelling



Storytelling

Storytelling - Elements



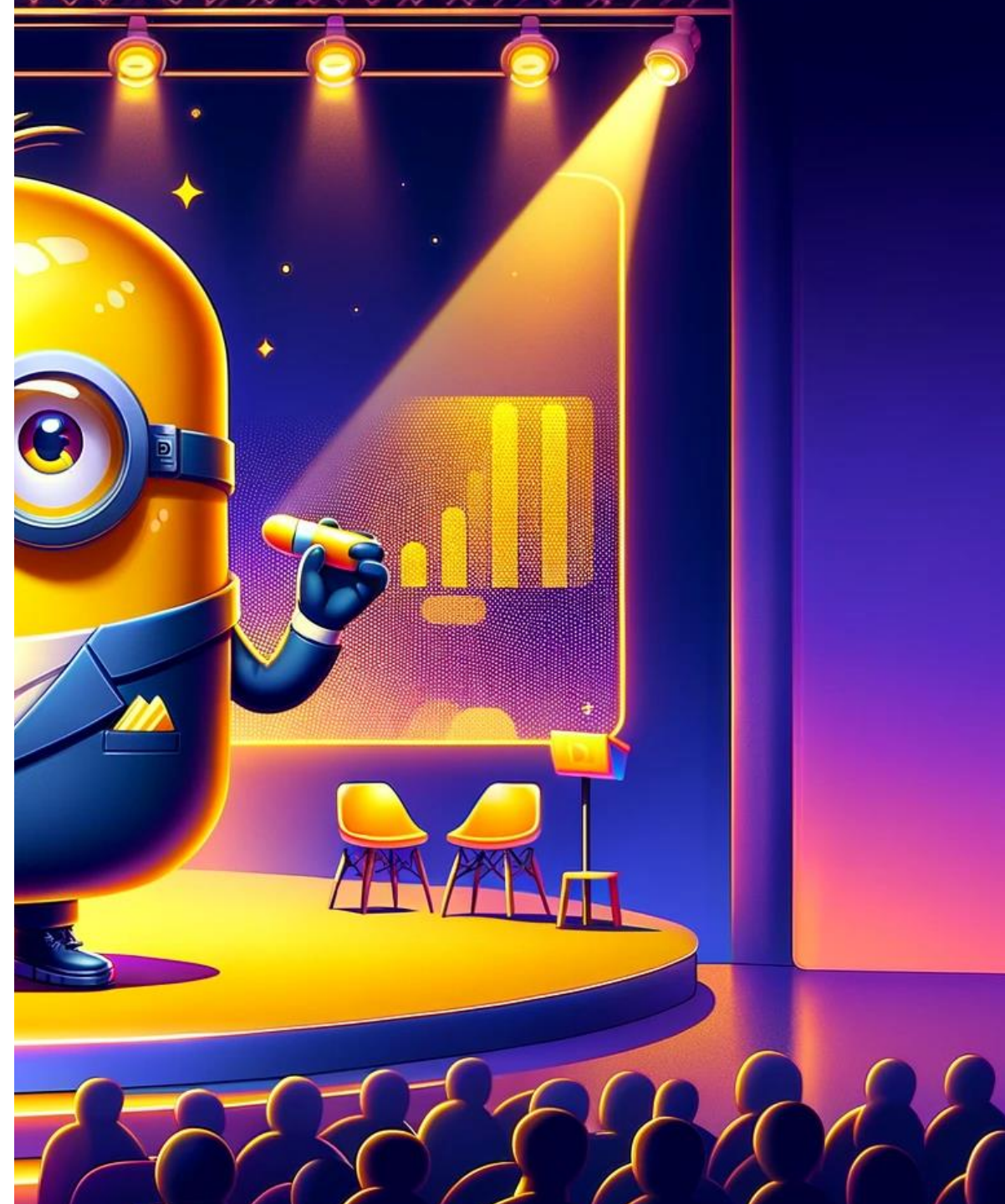
Characters

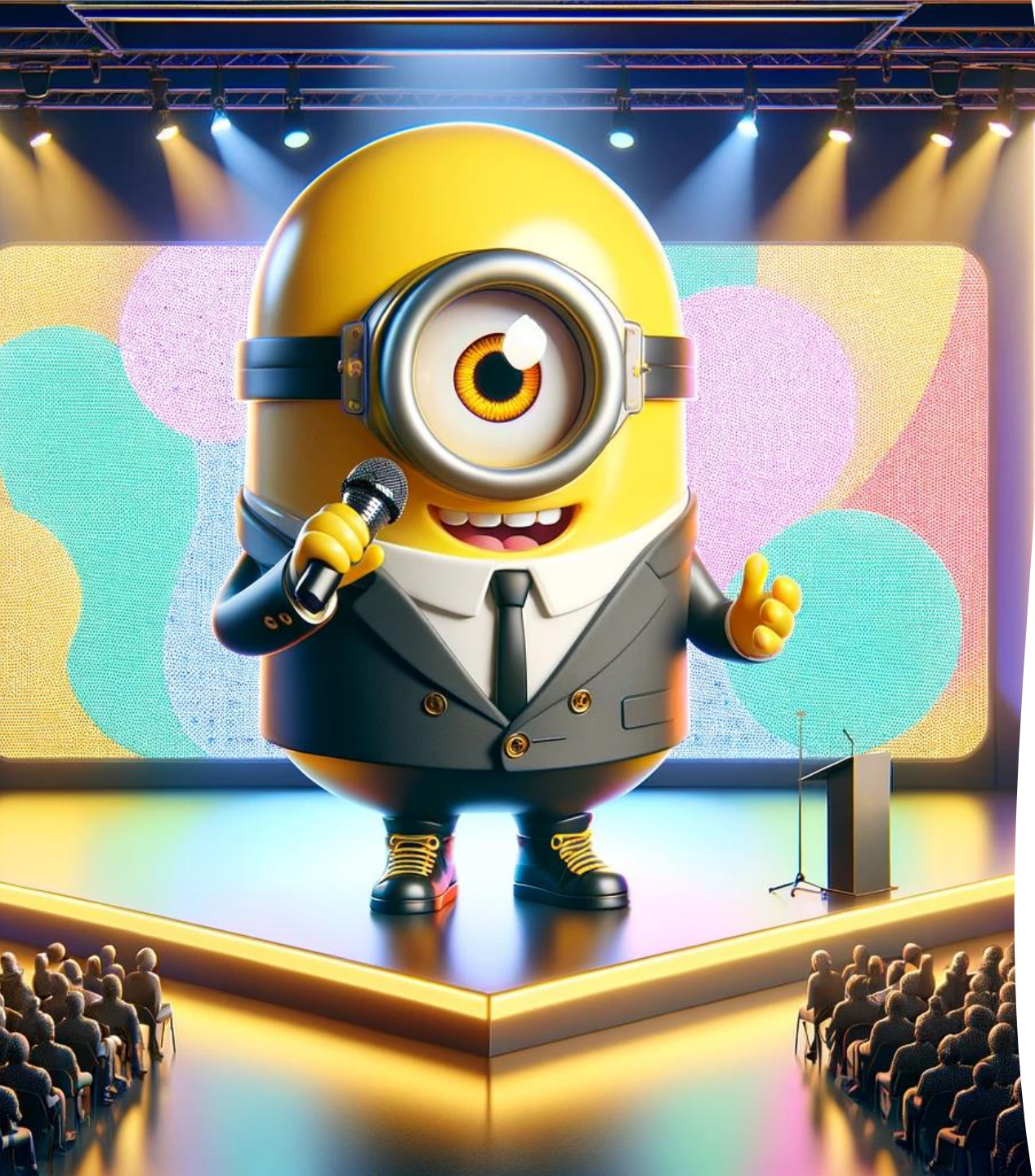


Resolution



Conflict





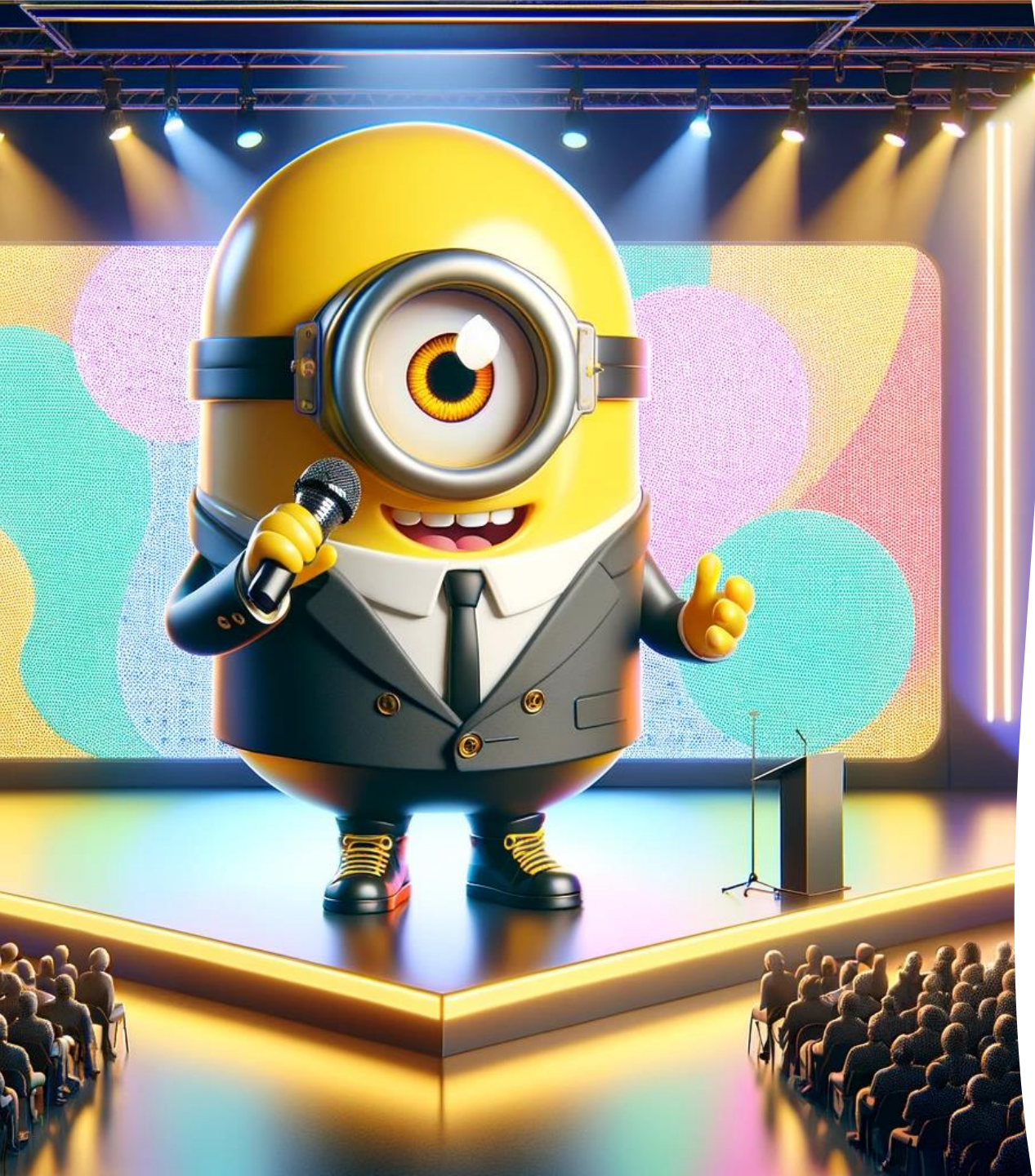
Storytelling - Elements

- Characters
 - First-person point of view:
 - The character is yourself.
 - Using this type of language in storytelling is more confessional.
 - You can use this to build authority.
 - Try using first person when there is a known person, an author, behind the content.
- Conflict
- Resolution



Storytelling - Elements

- Characters
 - Second-person point of view:
 - The character in this point of view is your audience.
 - When using "you" language, you need to really understand your buyer personas.
 - Tell the story in a way that shows empathy.
- Conflict
- Resolution



Storytelling - Elements

- Characters
 - Third-person point of view:
 - This is the “he said” and “she said” type of language.
 - Case studies about your customers are a good example of using third-person.
 - Stories for this point of view can be both fictional or nonfictional.
- Conflict
- Resolution



Storytelling - Elements

- Characters
- Conflict
 - Must fit target audience's:
 - Problems
 - Needs
 - Buyer journey stage
- Resolution
 - Wrap up the story and remember to **call audience to action**



Conflict should create emotional appeal



Be consistent and authentic



Keep the story clear and concise

Storytelling - Best practices

Write

Write

Write

Write





Stories Marketing

Facebook and Instagram stories (Types)

Gallery

- for sharing existing photos or videos on your phone.

Boomerang

- for taking a burst of photos and turning them into an animation.

Text

- for creating a text-based story.

Layout

- for posting multiple photos in different grids or collage configurations.

Superzoom

- for zooming in on a subject.

Poll

- for conducting viewer polls between two options.

How to get stories ideas?

1

Plan your stories as pieces of content

2

Think of stories as stories

3

Watch many stories

4

Look at competition

5

View many templates

6

Plan your sequence

7

Create your individual stories

Video marketing

- Know your audience
- Social media is tv
- Build your audience



Video marketing

- Video moments around collections of topics
 - Brand moment
 - Business moment
 - Entertainment moment



Video marketing – Attract stage

- Brand personality videos for branding
- News and insights for thought leadership
- Educational how-to for positioning as industry experts



Video marketing – Engage stage (Leads)

- Webinars with advices
- Product demos (emails)
- Landing pages promotional videos
- Case studies
- In-depth educational how-to videos



Video marketing – Engage stage (Customers)

- Customer testimonials
- In-depth product demos
- Videos on how we work with customers
- Personalized videos for each persona elaborating how we help them



Video marketing – Delight stage

- Thank you video – welcome to our community
- Onboarding content on how to get our service/product running
- Educational product/service video on how to make the best use of our service/product



How to create a tiktok/reel video?

Watch tiktok ..
A lot

Keep an eye on
competitors

Plan your
tiktoks
directions

Think of a
written version
of the content

Plan your video
as a series of
moments

Shoot

Edit

Post

Tools

Canva

YouCut

StoryArt

Instagram

Tiktok

Ideogram

Lenngo