

**Digital Marketing /
Social Media Marketing**



Digital Marketing / Social Media Marketing (Teacher Pack)

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Objective for lesson

Objectives for this lesson are as follows:

- To introduce the topics of digital marketing and social media marketing
- To introduce some relevant technology and provide some hands-on experience with the

Lesson Type

Optional

Length of lesson

This module should take 2-4 45 minute classes to deliver

Resources required

- Internet access is required to run the student presentation (produced using Microsoft Sway).
- Projector and screen are required for display.
- Good quality audio/video is required to listen to/watch the embedded YouTube videos.
- Access to <https://wordpress.com/create/> (if choosing the website development exercise)
- Access to Microsoft Publisher (if choosing the poster development exercise)

1. Lesson Plan

Lesson Number: 1 of 2

Lesson Objective: To cover the following:

What is digital marketing?

Digital marketing tools

What is social media marketing?

Different forms of social media and how they use marketing.

Lesson Content: All material provided in the Sway presentation. For more information on the topic and in class activities, see teacher pack (enclosed)

Method of Delivery: Sway presentation: <https://sway.com/G5QQgp51TjjFoS7M>

In-class Activity:

Watch all embedded YouTube videos

In-Class Activity – Keyword Search

In-Class Activity – Digital Marketing Disasters!

Equipment Required: PC or laptop, projector, audio/video display plugins

Projected Duration: One 45-minute class

Learning Outcomes: Overview of and introduction to digital and social media marketing to concepts and theory.

Lesson Number: 2 of 2

<p>Lesson Objective: To cover the following: Hands-on use of digital marketing technology Exercise one – build a website using WordPress Exercise two – Make a digital poster using Microsoft Publisher</p>
<p>Lesson Content: Instructions for exercises provided in the Sway presentation. For more information on the exercises, see teacher pack (enclosed)</p>
<p>Method of Delivery: Sway presentation: https://sway.com/G5QQgp51TjjFoS7M</p>
<p>In-class Activity: Exercises as described above.</p>
<p>Equipment Required: PC or laptop, projector, access to internet (if doing the website exercise) and Microsoft Publisher (if doing the digital poster exercise)</p>
<p>Projected Duration: One 45-minute class</p>
<p>Learning Outcomes: introduction to and hands-on use of digital marketing related technology</p>

1. Topic Introduction



Open the **Digital and Social Media Marketing** presentation and display on projector screen: <https://sway.com/G5QQgp51TjjFoS7M>. Navigate through the **SWAY**.

What is Digital Marketing?

Marketing is the process of conveying the value or worth of goods or services to customers with the ultimate aim of translating this into profit. However marketing is more than just selling. It is about understanding the needs of your customer (or 'market') and building a long lasting relationship with them. A good example of this is Apple, whose customers tend to remain loyal to the brand and purchase only Apple products. Which are you – Apple or Android?

As the internet and technology continues to become more and more ubiquitous and essential for even basic daily tasks, it is becoming less and less possible for businesses to survive without some form of online marketing. In the past, if you wanted to purchase a washing machine, for example, what would you have done? You might have browsed catalogues that came through your letter box. Or searched the 'Golden Pages' for the phone number of an electrical store and then rang them to enquire about their products. You might also have gone from shop to shop to have a look at them for yourself. Nowadays traditional marketing methods such as paper catalogues and phone books are almost obsolete. Phone calls to shops are mostly unnecessary and due to the advent of traders such as Amazon and eBay, even the shop itself is no longer an essential part of the transaction! Most often, when considering purchases, our first thought is to 'Google it'. In other words, to search online. So, what does digital marketing look like?



Watch embedded video: **Traditional V. Digital Marketing** (2:50m)

Digital Marketing Tools

There are a number of tools that can help you to get your business online and spread the word about your goods and services.

1. **A website!** This is the frontline of digital marketing and an absolute must for any business. The benefits of your own website are innumerable. Firstly, it's online so it can reach a demographic far beyond your physical office, store or headquarters. You have 100% control of the content you include and so can control your company's image. You can get the most from your website by employing *website optimisation*. Website optimisation is a way of maximising the efficacy of your website, with the aim of converting as many visitors as possible into consumers (by making purchases) or members or followers (through 'signups' or 'logins'). Tablets and mobile phones are an essential part of our lives and often the first place people go for information – another reason to have an attractive and effective website for your business.

2. **Search Engine Optimisation.** This is a method of tailoring your website so that it appears closest to the top of the web search results as possible. Search engines assess your website in terms of relevance (based on a number of different factors) and assigns it a ranking which then determines the website's position on the search engine listing. It is believed that 60% of internet users don't go past the first page of search results¹, therefore it is essential you use SEO techniques to increase the visibility of your page. There is no point in having the best website in the world if nobody sees it! One way to do this is to use SEO keywords. This is when you include in your web content keywords that help users find your site when using search engines e.g. Google.

The key to keyword success is including words and phrases that users might use to search for you. For example, you own a pet shop that specialises in domestic pets, and want to optimise your website using keywords. What words might you enter into a search engine? "Pets", "for sale" "domestic", and the location of your store – these might be a good start.

3. **Pay-per-click (PPC)**, also known as cost-per-click (CPC) is a type of online marketing whereby advertisers pay a host website a fee every time a user clicks one of their ads. This is mainly done on search engines, where an advertiser will pay Google (for example) to list their ad in the sponsored links part of their site, usually at the top or the right hand side of the page. Google has to decide which ads are suitable for a particular search page. Relevance of keywords and ad text is one way of helping them choose – although search engine companies need to make money, if they prioritise ads that are not useful or relevant to their users, then they won't have users for very long. Of course another factor is the amount the advertiser is willing to pay or bid.
4. **Social media** is a relatively new area of digital marketing and is fast becoming one the most important tools for growing and developing businesses. We will look at this in greater detail later on...

(Optional) In-Class Activity – Keyword Search

To get students thinking about digital marketing techniques, do this activity in class. Ask students to think about their favourite brand or website. Ask them to write down four words that best describe it. These can be words describing the products the brand sells or a description of what the website does etc. Get them to put these words into an online search engine. Where does their brand or website come on the search engine results page (SERP)? Is it near the top? If so, their website has probably used the best keywords in their SEO strategy. If it is not on the first page of the SERP, this might be an indication that the website could have used better or more relevant keywords. Host a class discussion about the results.

(Optional) In-Class Activity - Digital Marketing Disasters!

Introduction: To increase the student's understanding of digital marketing (and marketing in general), here is an activity that can be done in class. It encourages students to become aware of the power of marketing and the effect it can have on a business or brand.

¹ <http://www.networksolutions.com/education/what-is-website-optimization/> October 7th

Activity: Present to the class the different marketing campaigns provided and ask the students to reflect on and discuss why they were considered controversial or unsuccessful. Answers are provided below each example

1. Malaysia Airlines



In 2014 Malaysia Airlines ran a competition called 'My Ultimate Bucket List Contest', open to the Australian and New Zealand markets. People were asked to enter by listing what they would like to tick off their "bucket list", and why. Prizes included iPads and free flights to Malaysia. An easy thing to do and great prizes! However, people were outraged by this contest. Why do you think this was considered a marketing disaster?

Answer: In March 2014, Malaysia Airlines flight 370 disappeared whilst flying from Kuala Lumpur to Beijing, resulting in the presumed death of all 239 people on board. The "bucket list" reference, which has strong connotations to death and dying, was considered by many to be a very insensitive move, especially considering the recent and tragic loss of so many lives. The competition was later rebranded with a "to-do list" reference instead.

1. Miracle Mattress

In 2016, 'Miracle Mattress' in Texas made a video advertising a sale and posted it on their Facebook account, which quickly went viral. Click on the link below to watch the video. See if you can work out why it caused national outrage.



Watch embedded video: [Miracle Mattress - Video Advertisement \(0:22m\)](#)

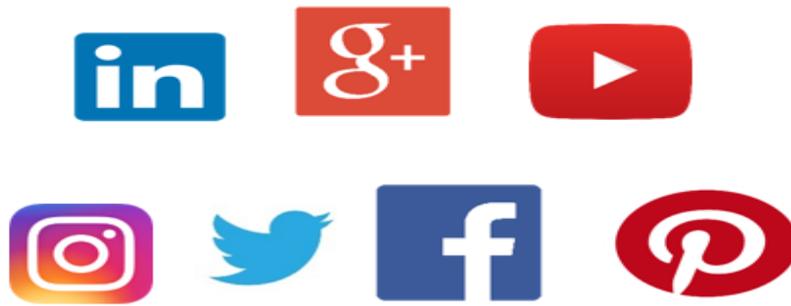
Answer: The video is bad judgement at best. Obviously, it makes light of the events of September 11th, 2001, when lost their lives when 2 airplanes crashed into the Twin Towers in New York. The video went instantly viral and the company's owner was quick to issue an unreserved apology. He vowed to close the store during the September 11th period, and re-open following the hiring and training of new staff. This is a good example of how, if not used correctly, social media can have a devastating effect on a business.

2. Epicurious

At first glance, these tweets from U.S. based food blog 'Epicurious' appear quite innocuous. However, it was the timing of them that caused so much offence. Can you guess why this was counted as a social marketing disaster?



Answer: On the morning of April 15th, 2013, a terrorist attack took place during the Boston Marathon. Two bombs went off, followed by the attackers opening gun fire on crowds of bystanders, killing 3 people and injuring over 250 more. That same morning Epicurious posted those tweets. They were accused of trying to profit from the tragedy and of extreme insensitivity and tastelessness.



What is Social Media Marketing?

One of the most important marketing tools is that of social media. Social media marketing (also known as SMM) is a form of marketing whereby social networks are used to generate attention for brands, goods and services. Platforms such as Facebook, Twitter, Google Plus, YouTube, Pinterest, Instagram, and LinkedIn are often used for this purpose.

The aim of this type of marketing is to create content that can be shared by potential consumers, which will in turn increase traffic to a shop or website etc. The content featured on social media can be video, text, images, or links. However when people are on social media, they are not looking to make a purchase necessarily; they are on there to socialise, look at photos etc. Therefore a business has to offer something else to perk the interest of users. Increasingly businesses run competitions via social media whereby people have to like and/or share a post to be in with a chance to win a prize. This not only increases awareness of the product or service as the post circulates, but it also creates goodwill amongst prize winners as well as a general buzz about the brand. Other businesses focus on providing users with information on topics related to their field. For example, a brand selling baby products might post informative articles (or links to articles) about baby nutrition or development or a cosmetic brand might post make-up tutorial videos. See below for examples



Figure 1. 'Aptaclub' by Aptamil, providing advice on baby's communication on their Facebook page

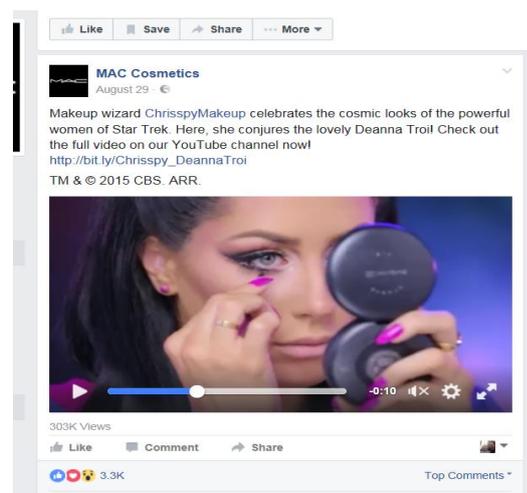


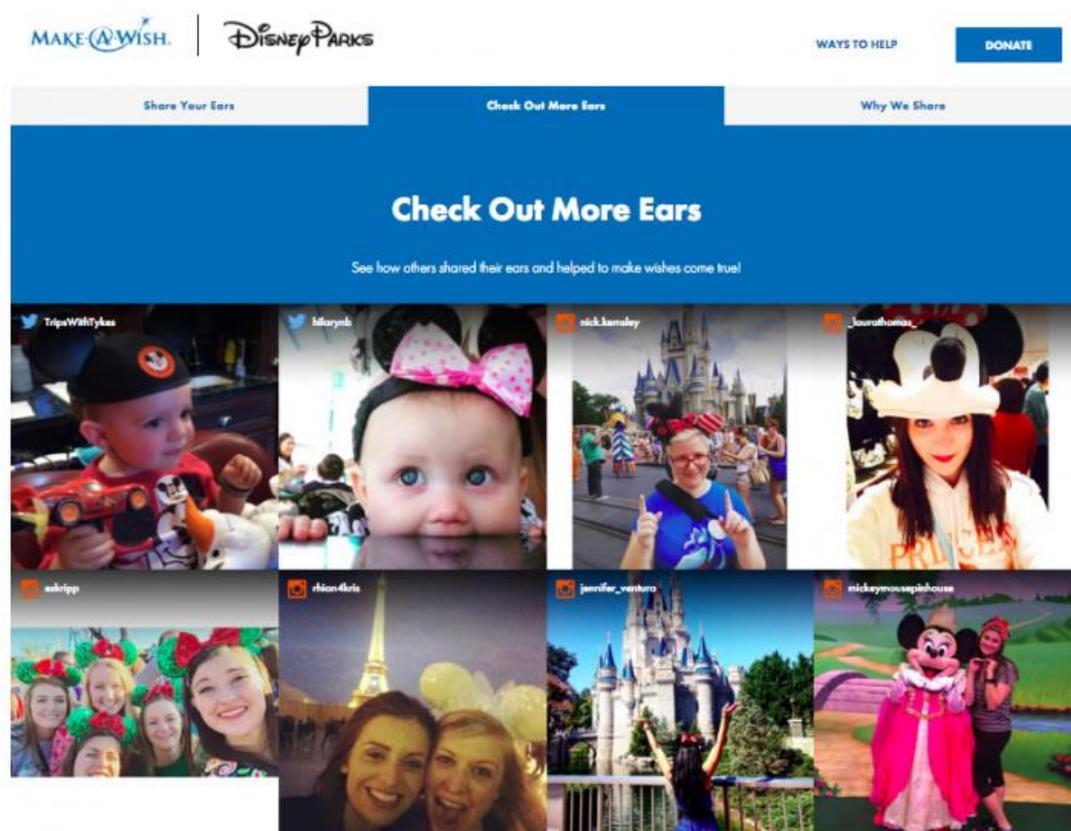
Figure 2. Make-Up tutorial on the Mac Cosmetic Facebook page

Examples of Successful Social Media Marketing Campaigns

#Shareyourears

In 2016, Disneyland Resort celebrated its 60th anniversary by inviting people to post pictures of themselves wearing Mickey Mouse ears on Facebook, Twitter or Instagram, along with the hashtag #shareyourears. For every picture posted, Disneyland Resort donated \$5 to the Make-A-Wish foundation. The fund was initially capped at \$1 million dollars but due to the popularity of and support given to the campaign, Disneyland Resort eventually donated \$2 million dollars to help an amazing cause and change the lives of sick children and their families for the better.

#ShareYourEars – Make-A-Wish Foundation & Disney



#Epicestonia

In an effort to attract more visitors from neighbouring Sweden, the Estonian tourist ministry, along with Tallink (ferry company running Estonia to Sweden routes) came up with a plan. They invited 97 Swedish 'social media ambassadors' to Estonia and showed them an 'epic' side of the country, which they then tweeted, Instagrammed, Snapchatted and Facebooked, reaching millions in Sweden and beyond. Have a look at the video below to see the full impact of this incredibly successful campaign.



Watch embedded video: ['Epic Estonia' case study](#) (2:37m)

Different Forms of Social Media Marketing

Let's look at how different social media platforms are used in the marketing of goods, services and brands.

Instagram is a service that allows users to create, edit and share videos and photographs with other Instagram users, as well as on other social media sites. Companies can set up a business account and use it to visually market their goods and services. Instagram has 400 million active members so this is a great method to reach a huge audience. Social media marketing is all about engaging with customers and raising awareness of your brand and Instagram certainly facilitates this. Sharing and liking your follower's photos, @mentioning your followers and running photo competitions are effective ways of getting your followers / potential customers involved with your brand. By linking your Instagram and Facebook accounts, your Instagram photos will be shared immediately on your Facebook account.

Pinterest is an online cataloguing site that lets you 'pin' photos, articles, websites etc. and save them together in one place. You can create a 'board' (a collection of pins about a particular subject) with a particular theme and pin pictures related to that theme that you come across on the internet via your smart phone, laptop, PC or tablet. As a business you can also do this. However rather than creating boards with just all of the products you sell, you can create boards about topics relevant to your market or audience. For example, if you own a gym you might want to create a board about nutrition, as this is something gym members are generally interested in. This way you are engaging your customers by sharing lifestyle inspiration and information, rather than simply trying to sell them products.

Twitter is a micro blogging social site where users can post messages in 140 characters or less... Twitter offers another method to connect with its market via 're-tweets', 'liking' a tweet by 'following' their Twitter account. Other marketing tools like hashtags and Twitter ads can also be used by businesses to increase awareness of their brands and products.

Facebook is one of the most popular social media platforms with over 1.5 billion active users currently and is therefore an almost essential marketing tool for any business or brand. The first step to Facebook marketing is setting up a business account. You can then invite people to 'like' your business page so that they can see any pictures, videos or posts you post. You can also create a Facebook Ad, which can be targeted using different categories such as age, gender, interests and location to choose your specific market. You can pay to 'boost' your Facebook ad which ensures that it reaches even more people.

2. Practical Application of the Technology

So what do you need to be a digital marketer? As we have seen, there is quite a lot of technology involved in digital marketing. But while web development and programming skills may be required for producing websites etc., you don't necessarily need to be an expert in these in order to work in the field. However you will be required to have working knowledge of some computer programmes, apps, design tools etc.

This section of the module is about introducing students to some of the technologies they might encounter whilst working in digital marketing. It gives them an opportunity to get some hands on experience with the technology and to see exactly what it might be like to work in a digital / social media marketing role.

Here we have explained in detail two exercises that you can carry out with students in the class. Due to time restrictions, you may only have time to do one.

Produce a Web Site

WordPress is an example of a *content management system* (CMS), which is a programme or application which allows you to create and manage digital content. WordPress is an advantageous app to learn about as it doesn't require you to use coding to build your site. It is open source and free and one of the most popular and widely used platforms available. See below some of the websites which use WordPress to build them – do you know any of them? As you can see, if you can master this tool, you are well on your way to being a marketing genius and could even work for Beyoncé some day!

Figure 3. Beyoncé Website

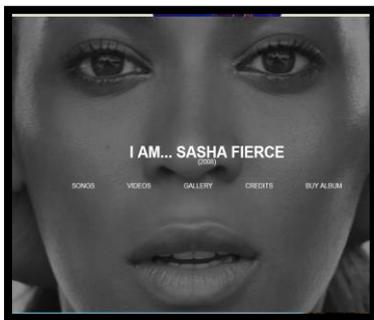
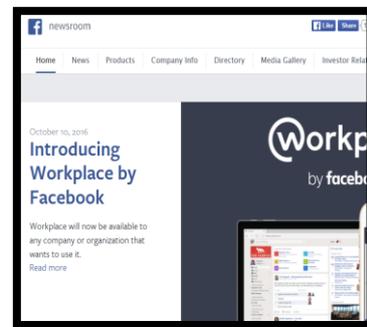


Figure 4. MTV News Website

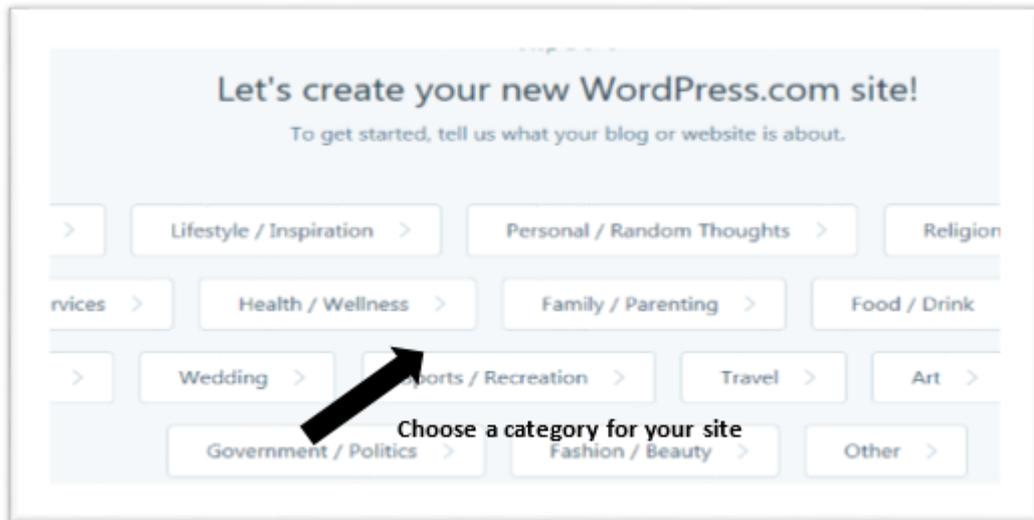


Figure 5. Facebook Newsroom

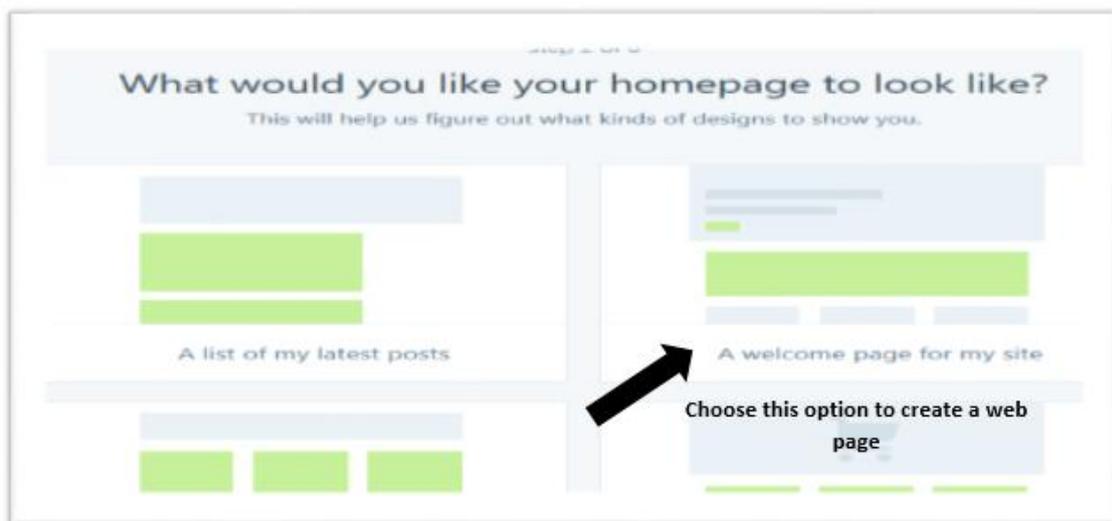


As the time available for this exercise may be limited, it is advisable to instruct how to edit and design just one page. This demonstration will show you how to set up your WordPress account, choose your website name and layout and then edit and design one page of your website. Go to <https://wordpress.com/create/> and click 'Get Started'. For the purpose of this exercise, we won't be publishing your website, so there is no need to purchase a domain name or web hosting. However if you wanted to do this, you would visit <https://wordpress.org/>.

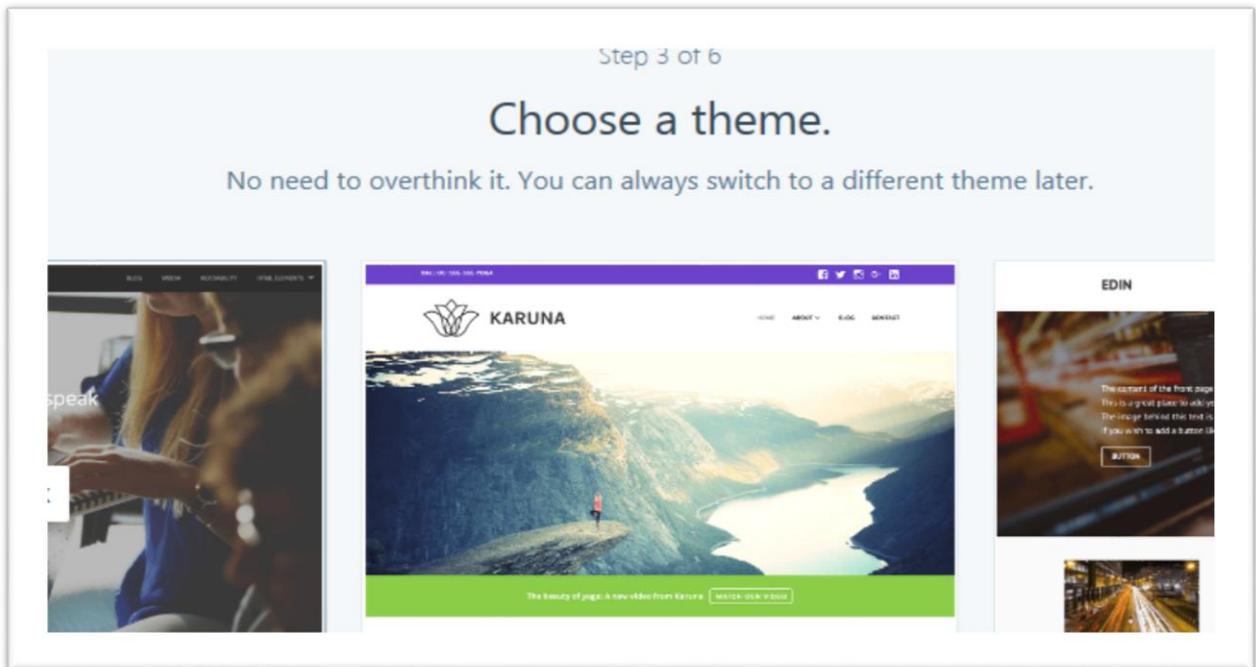
1. Step 1 of 6: choose a subject for your website or blog



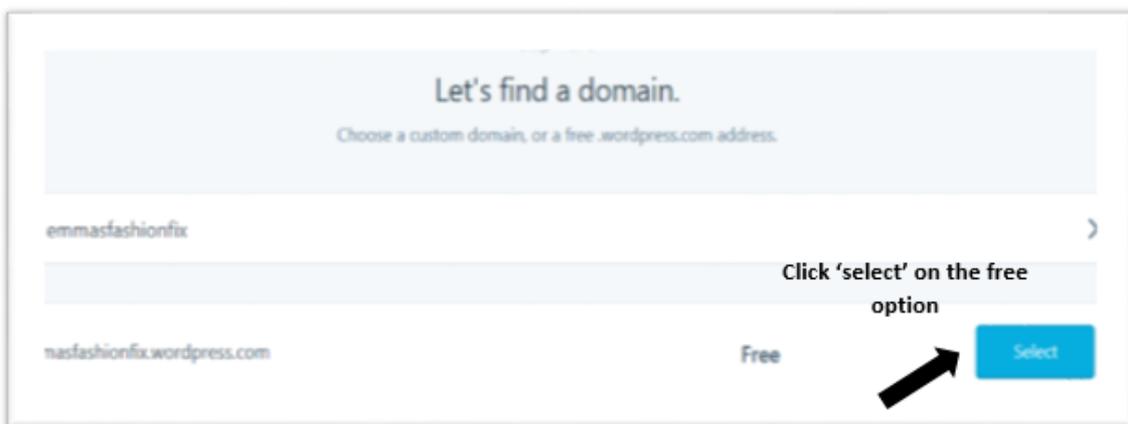
2. Step 2 of 6: choose the layout for your site. For this exercise, we are going to design a website so click on 'a welcome page for my site'



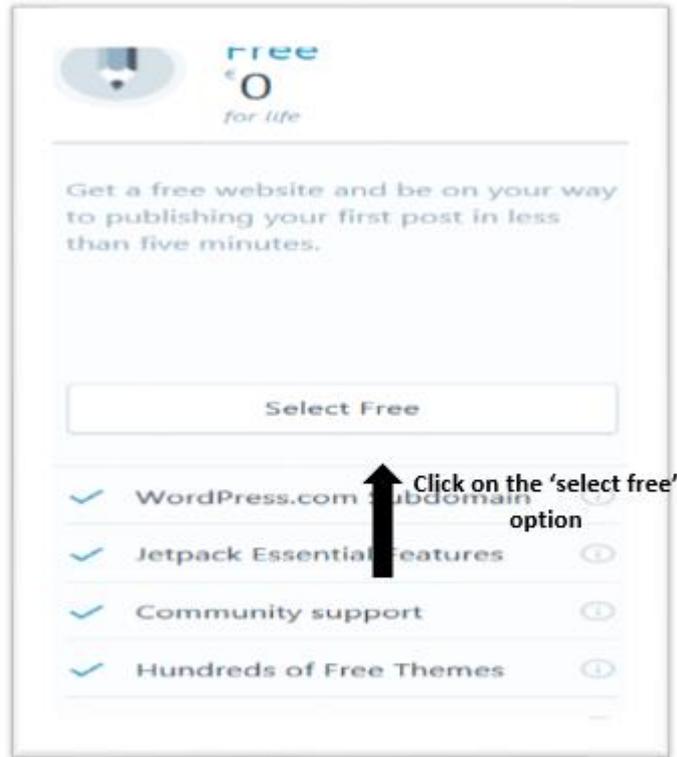
3. Step 3 of 6: choose a theme for your website or blog. This is the basic design for your website. We will only be working on one webpage, so it doesn't matter which theme you choose.



4. Step 4 of 6: choose a domain name. WordPress will suggest a name based on the name you have chosen. This will be free for you to use. Click on 'select' beside this option



5. Step 5 of 6: pick a plan. For this exercise, will be using the 'free' option so click on this.

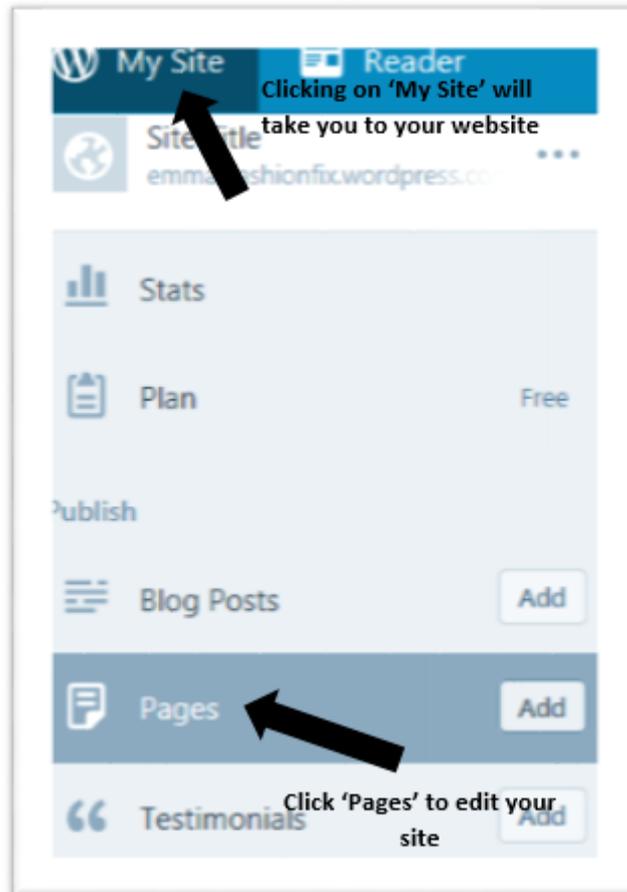


- Step 6 of 6: create your WordPress account. Enter your email address, user name and password and click 'create my account'. Once you've done that, WordPress will send you an email to activate your account. Go to your email and click on 'Confirm now' within the email.

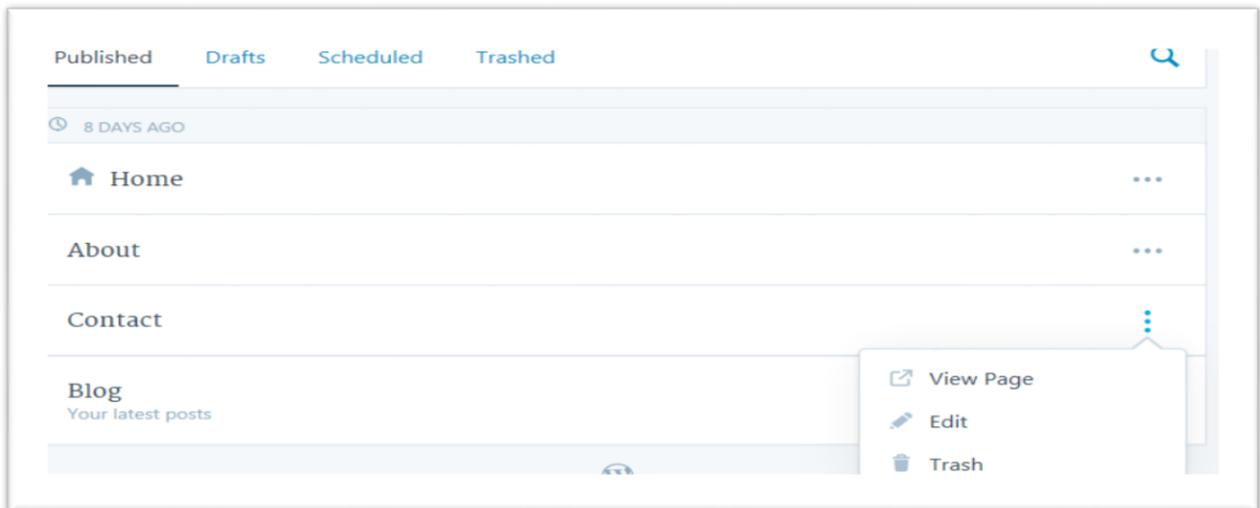
Now you're ready to go. Log in to your account and let's get designing your website!

Editing and Designing Your Website

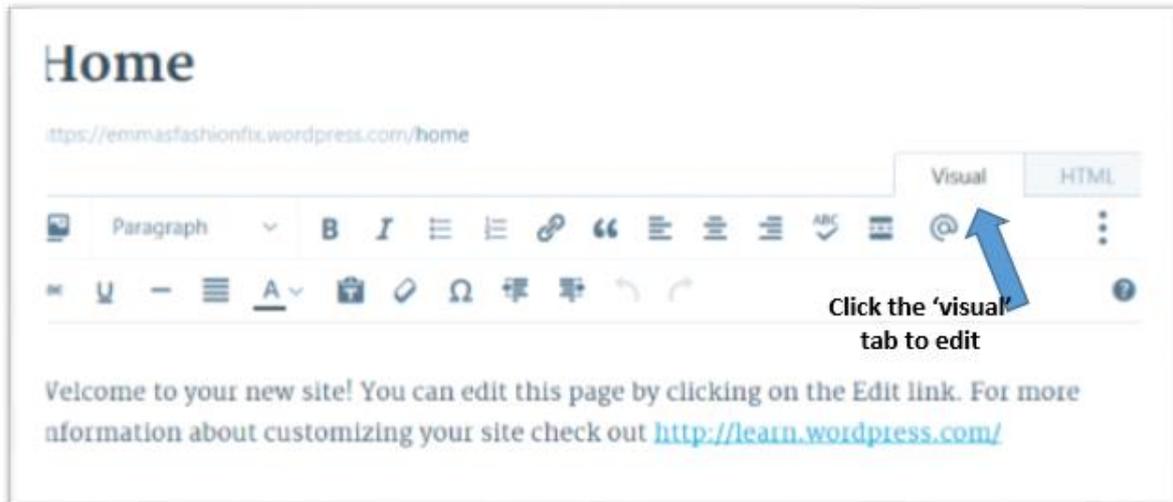
Log in to your account and then click on 'My Site' on the top left hand corner. To edit your website, click on 'Pages', just below 'My Site'.



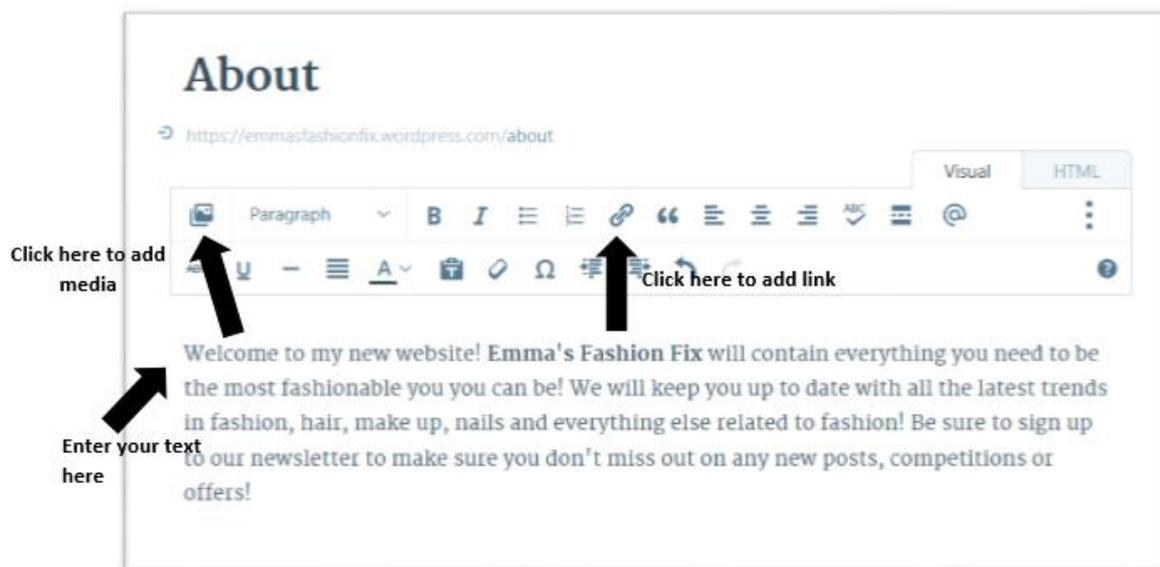
Then you will be presented with the 4 sections of your website 'Home', 'About', 'Contact' and 'Blog'. To edit either of these, click on the 3 dots to the right of the page.



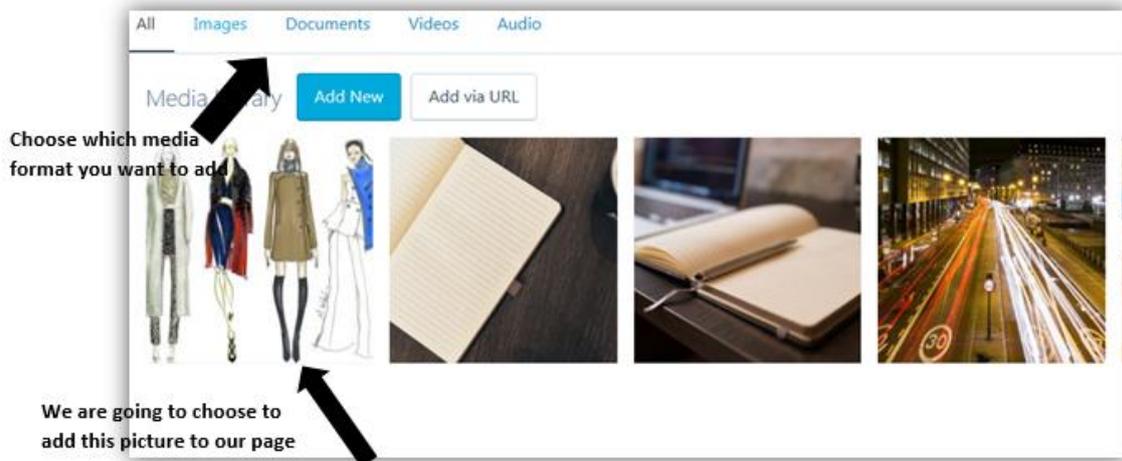
When you're editing your pages, be sure to click on the 'visual' tab rather than the HTML tab.



Let's edit our 'About' page....Click on the dots beside 'About' and choose the 'Visual' tab. In the text box, enter a description of your website. You can edit the font using the tools above. You can also add a link to a website or add media, such as photos, videos, documents or audio.



When you click 'media', you will be given options to add images, documents, videos or audio. To add a picture, click 'Images' and choose the image you want to add to your page. We are going to choose one of the sample pictures given to us – see below. Click 'Add New' to add a picture from a location on your desktop or laptop or 'Add via URL' to media directly from a website.



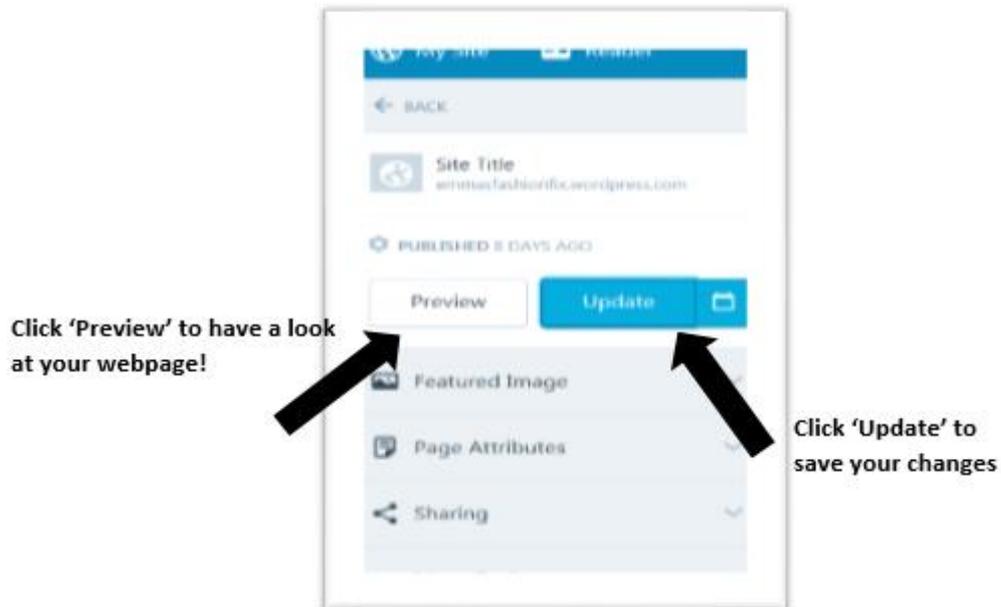
Now we will add a hyperlink (a link in the form of a word or image that will take you directly to another location – in this case the webpage of a clothing website). Once you click the  icon, you will see this image below. In the URL box, enter the website address you want to direct your users to. In the 'Link Text' box, enter the text you want to act as the link. For this exercise, we will use the word 'Here', so when the user clicks on this word, they will be brought directly to the webpage.

The screenshot shows a 'Link' dialog box with the following fields and options:

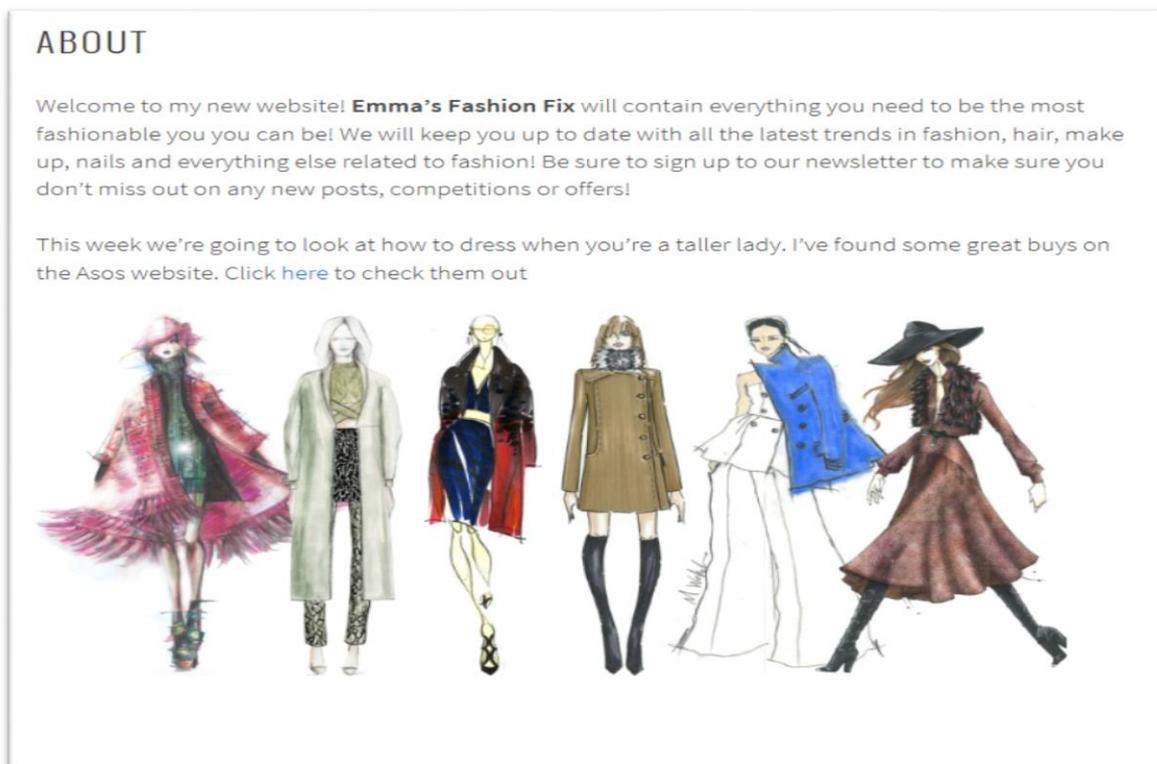
- URL:**
- Link Text:**
- Open link in a new window/tab
- Link to existing content:**
 - Home PAGE
 - About PAGE
 - Contact PAGE
 - Blog PAGE
 - First blog post POST
- Buttons:** Cancel, Add Link

So we have edited the 'About' text, added some media (picture) and added a hyperlink to a website. On the left side of the page, click the 'Update' button to save the changes made to your webpage. To

see how your site looks, click on 'Preview'.



Here it is – the finishe website!

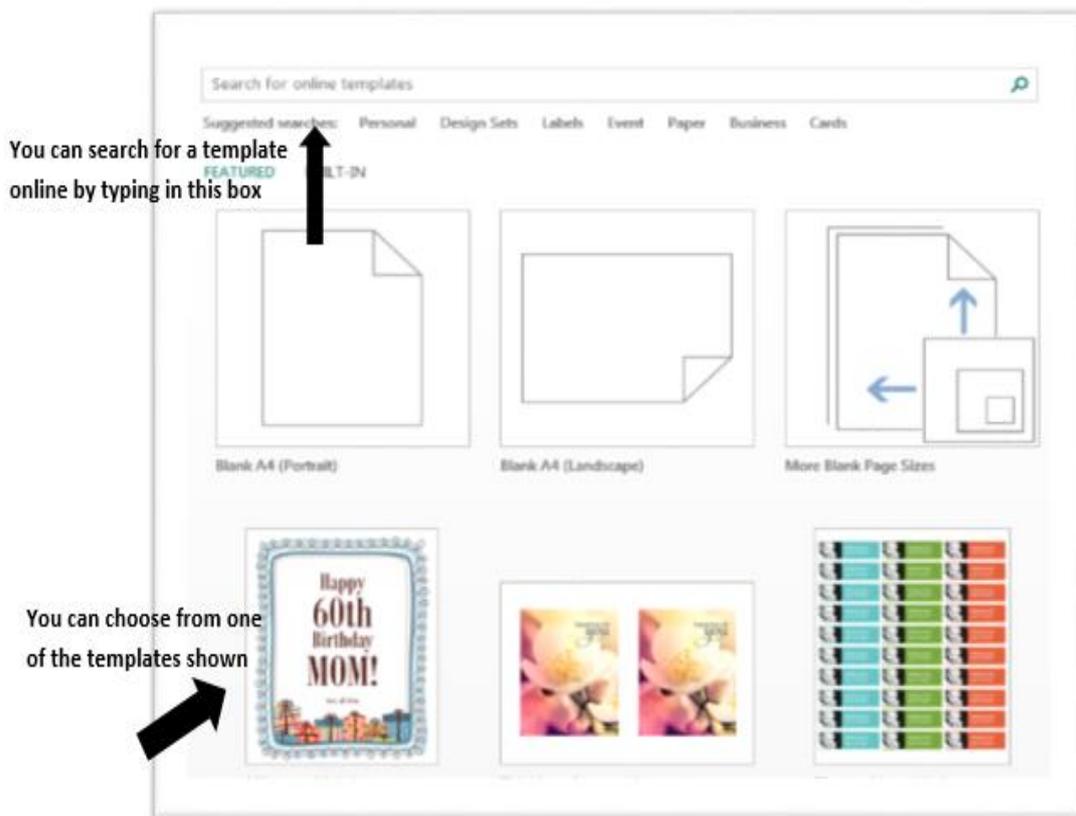


Produce a Digital Poster

Another exercise option is to ask students to design a digital poster. This will be done using Microsoft Publisher, publishing and design software. This is part of the Microsoft Office suite, which

is installed in most schools, offices and workplaces as standard. Below are instructions how to design a poster.

1. Open Microsoft Publisher on your computer.
2. You will be faced with a wall of templates which you can choose as a foundation for your poster. Alternatively you can click in the 'search for online templates' box and enter what you are looking for e.g. poster template. Or you can click on one of the 'suggested searches' listed at the top of the page. Remember, this is an online search so you must be connected to the internet in order to use this function.



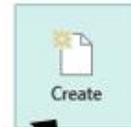
3. For the purpose of this exercise, we will use a template. Once you have selected your template, click on the 'create' button to right of the page.



Winter event flyer

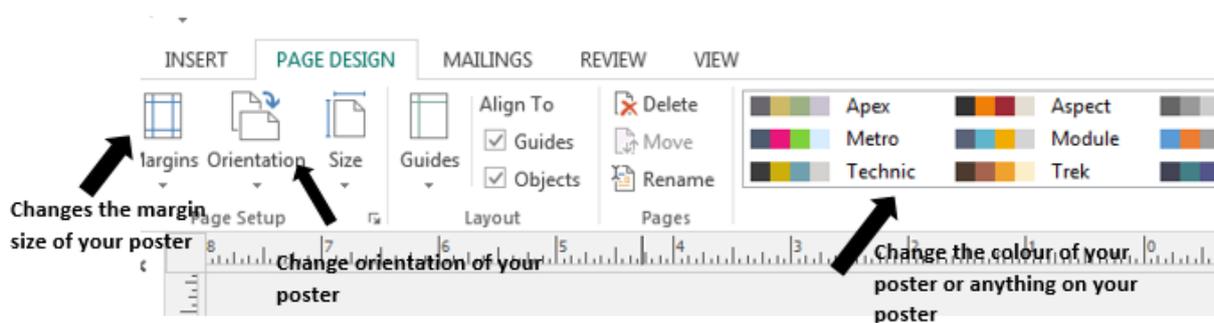
Provided by: Microsoft Corporation

Invite friends to a holiday or other winter event with this flyer template that features snow-capped mountains beneath a cold blue sky.



Click 'Create' to start designing

- Now you can edit the template to create your own, original poster. Click on the 'page design' tab. Here you can edit the margins, page orientation, size or colour of your poster.



- You can add text to the poster or amend the existing text. Click where you want to type and then begin typing. You can change the font by clicking on the 'font' tab at the top right hand

side of the page.



6. Once you are happy with all of your changes, save your work. Click 'file' and save to your computer or on a USB key etc.

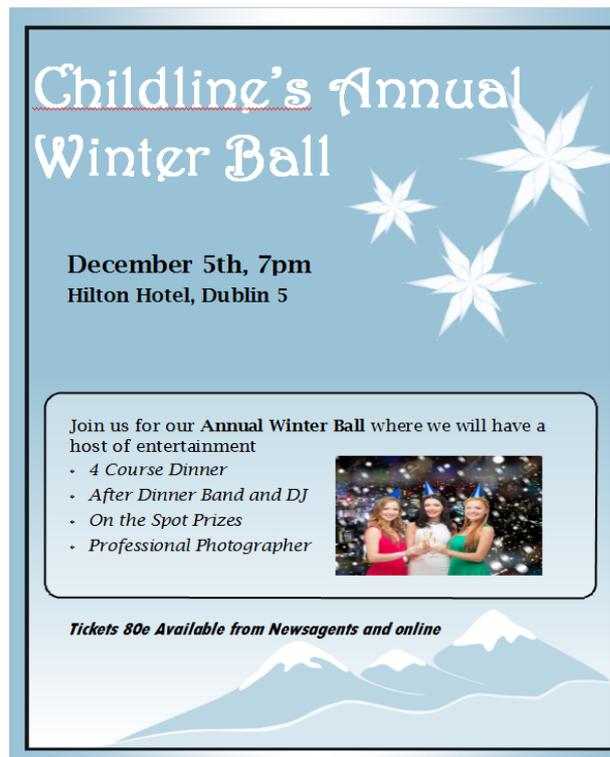


Figure 4. Finished Poster

Now that you have your poster, what can you do with it? It can be shared on social media, added to a website, sent via email or printed for distribution

3. Industry Engagement

Prepare for a Career in Digital and Social Media Marketing – Things you can do straight away!

Digital Skills

As we have seen, you don't need to be a qualified programmer in order to work as an online marketer. However there are many digital skills that will undoubtedly help you to achieve your dream marketing job, and the good news is that many can be self-taught using online courses, tools or resources. Web development tools such as WordPress, Weebly and Wix.com are free, open source and don't require HTML or other programming languages. There are similarly many free graphic design apps and tools that can be used to mock up different digital material. See the GYIT Follow on Pack for more resources.

Social Media

Get active on different social media platforms. Get to know how they work and become more aware of how marketing is done on each site or app. This familiarity and experience will certainly give you a 'leg up' when you start working in the field yourself.

Be Open to Learning

We have learnt briefly about different tools required in the digital marketing industry, such as search engine optimisation and pay-per-click advertising. However there are many others to be explored, such as Google Analytics and Google Adwords. If you are interested in a digital or social media marketing career, why not do your own research into these topics. Not only will you learn so much but this will also help you to decide whether or not this is the type of job you would like to pursue.

Content and Creativity

Chances are if you work in digital or social media marketing that you will have to create content, be it emails, website content and text and images for leaflets, posters, blogs etc. Therefore you will most likely have to be proficient at writing and image production. Both of these skills can be practised, in school or college, in your own blog or social media or even on your own laptop, PC or tablet. Perhaps start a blog about a topic that interests you. Write some short posts for it and ask friends and family, or even a teacher to give some feedback. Reading a lot, whether it is magazines, books, articles or blogs will help to improve your own writing and use of language.



Watch embedded video: [Digital Marketing Career 2016](#) (2:37m)

Delve in and see if you like it!



I want to create marketing material such as posters, leaflets and booklets

Indulge your creative side. Practice drawing and designing mock materials. Learn how to use design resources such as Microsoft Publisher, Adobe Photoshop and free tools such as GIMP.

I want to be a social media marketer

Learn about how each social media site does their marketing. Most social media websites have a section for businesses – this will give you a lot of information. Get familiar with how the sites work and if possible, sign up yourself.

² Taken from https://commons.wikimedia.org/wiki/File:Digital_Marketing.jpg

4.Course Conclusion

Thank you for completing the **Digital and Social Media Marketing Taster Course** and being part of the GYIT pilot programme.

All students who participate in the GYIT programme will also receive a **Follow on Resource Pack**. This will comprise a comprehensive list of free and open source websites and tutorials so students can continue on their programming journey.



For further information on the GYIT pilot programme, please visit our website: [Click here>>](#)