A graphic logo for EMWOSE featuring two stylized human figures. The first figure is orange and the second is red, both with their arms raised in a celebratory or dynamic pose.

# EMWOSE

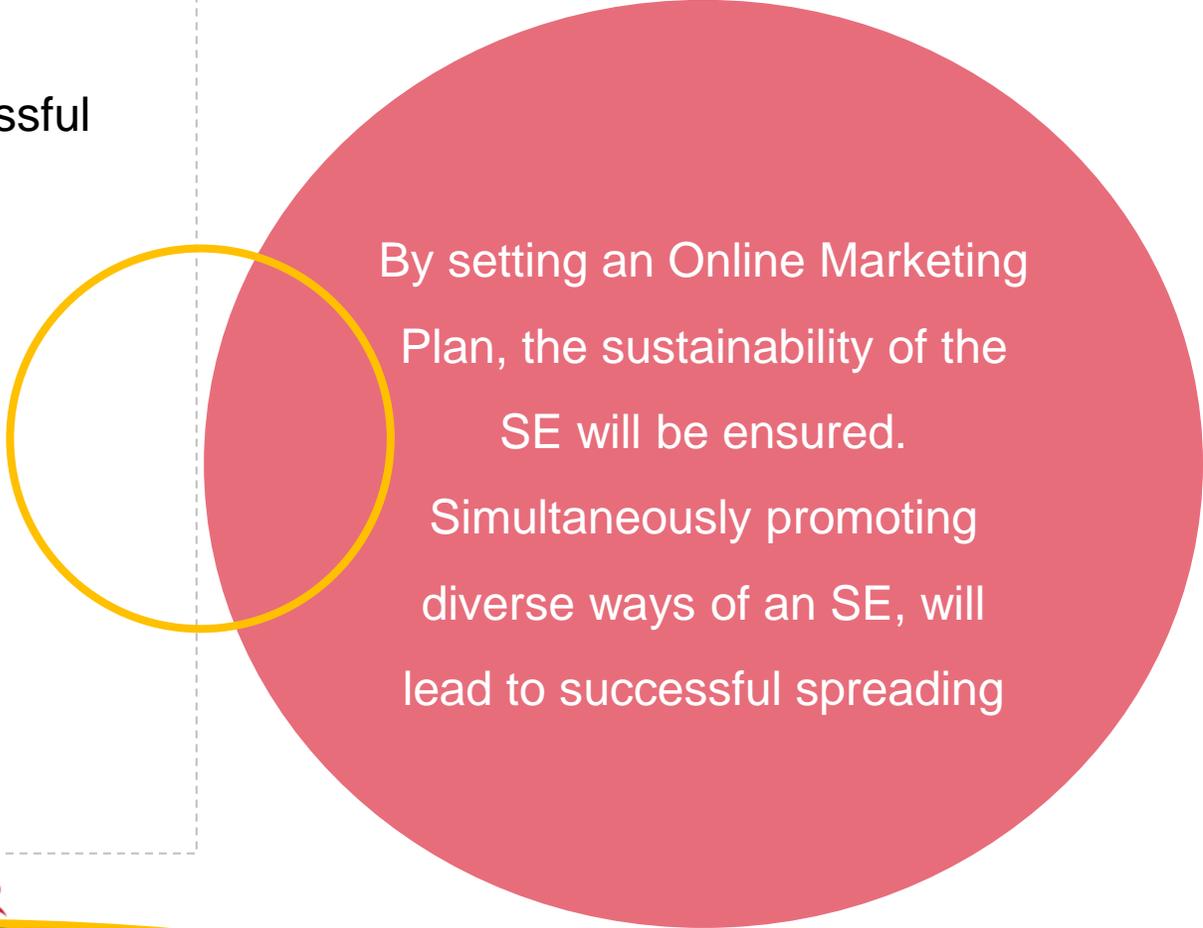
women from ethnic minorities in social enterprise

MARKETING AND  
COMMUNICATION

Module 3

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14. Analyzing Data
15. Successful Stories of Promotion Campaigns
16. Tips for successful Social Media Campaigns



By setting an Online Marketing Plan, the sustainability of the SE will be ensured. Simultaneously promoting diverse ways of an SE, will lead to successful spreading

# 1.Importance of Marketing and Promotion in Social Media

Curran et al. (2011), supported through research , that “social media are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailer’s specific target market”. [1]

“In 2011, there were 150 companies which used technological marketing worldwide. In 2015, their number had grown to 2,000 and a year after, in 2016, it nearly doubled from that to the 3,500 marks. In 2017 there were 4,891 companies that were using technological platforms in their marketing strategies (Martech Today, 2017).” [2]

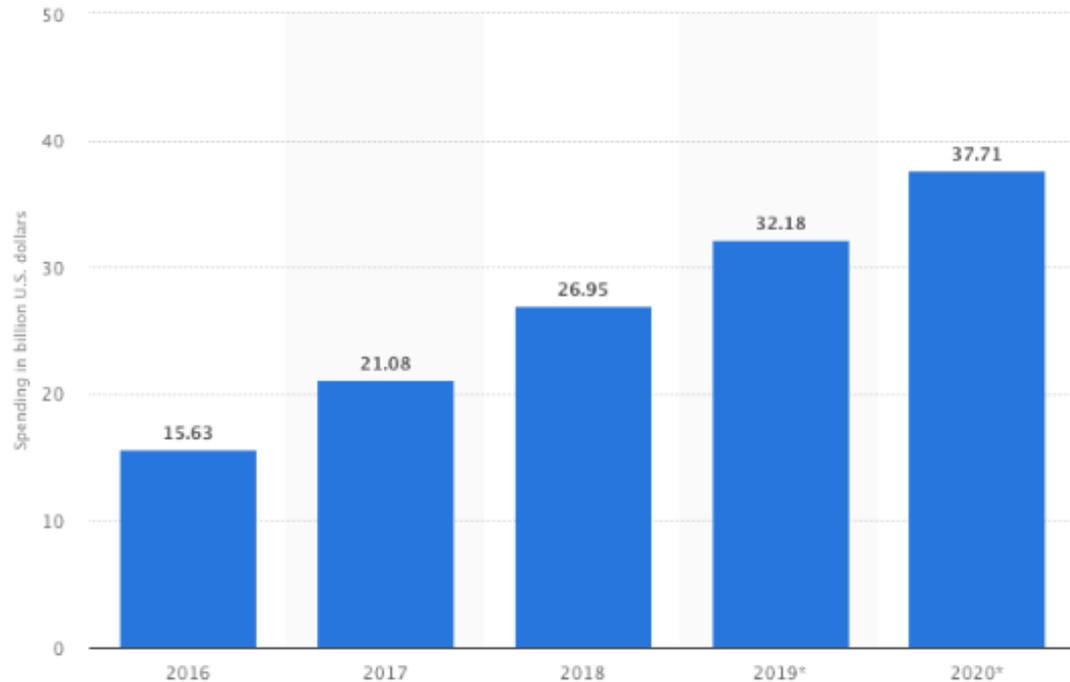
The audience of a Social Media Platform promotes easy, targeted and rapid expand for any SE !

Read more:

1. Curran, Kevin & Graham, Sarah & Temple, Christopher. (2011). *Advertising on Facebook*. International Journal of E-Business Development. 1.
2. Martech Today, 2017. Infographic: The 2017 ‘Martech 5000’ Marketing Technology Landscape, [online] Available at: [Martechtoday.com](http://Martechtoday.com)

# 1.Importance of Marketing and Promotion in Social Media

**Social network advertising spending in the U.S. from 2016 to 2020 (in billion dollars)**



© Statista 2019

Social media is important to marketers because:

- it allows them to put their brand out there
- implement strategies
- measuring outcomes influencing their target audience to act in a certain manner.

Read more:

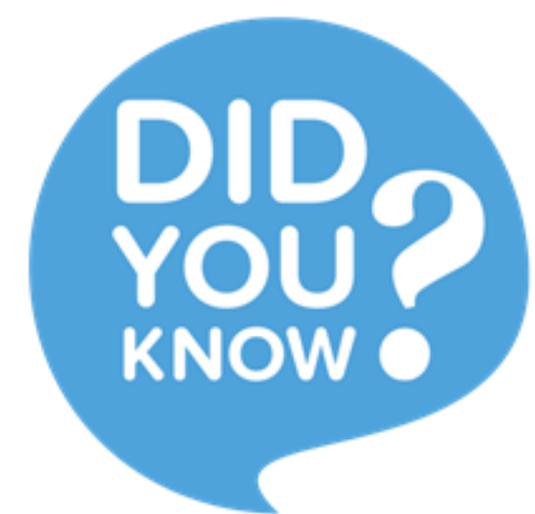
<https://www.singlegrain.com/social-media/8-social-media-success-stories-to-inspire-you/>

# 1. Importance of Marketing and Promotion in Social Media -3-

**Social media** is a useful tool for businesses because it's an easy way to acquaint their brand to the masses by setting a tailor-to-their needs online strategy and analyzing the data given from the platform, for their promotion.



2.375 billion/daily users
1.9 billion users
1 billion users
610 million users
330 million users
190 million users

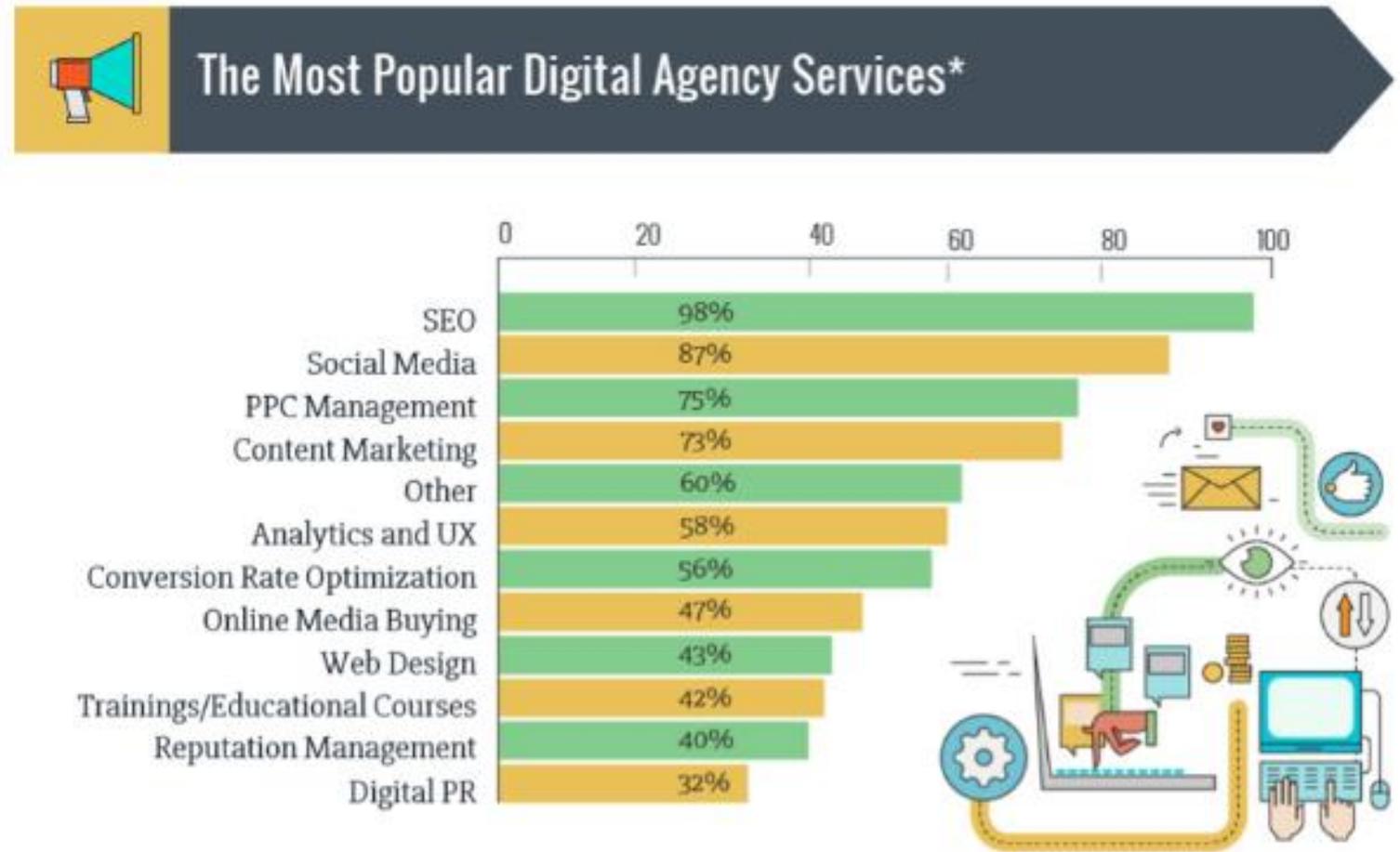


## 2. Choosing the main channel of promotion in Online Marketing

According to this chart SEO and Social Media are the most popular digital services.

In the following sections, each of them will be described how they work and how can be useful to Social Entrepreneurs.

By choosing them, access to wider audience is ensured and as result the sustainability of the Social Enterprise.



### 3. Target audience

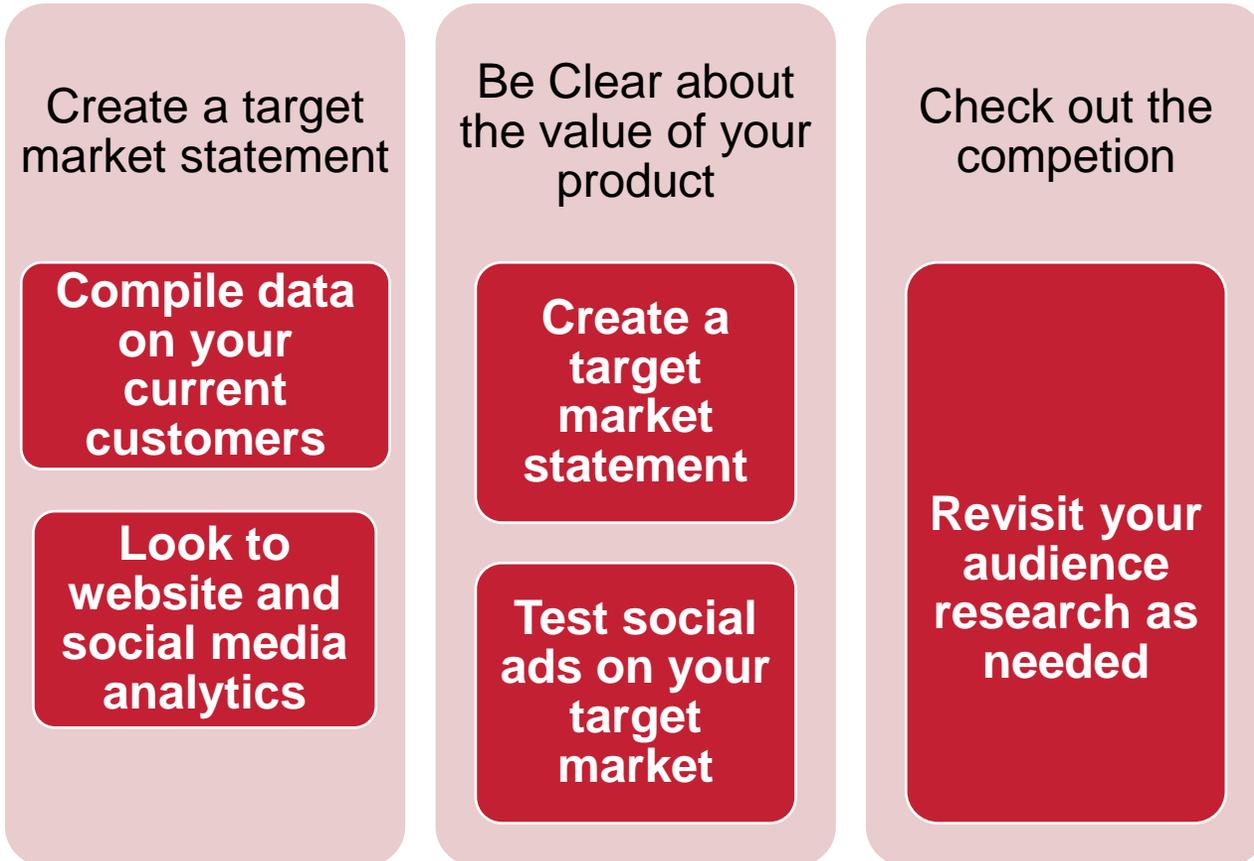
A target audience is a group of people defined by certain demographics and behavior. These personas guide their **decisions on marketing campaigns.**

Knowing which audience you're targeting with each campaign will ensure that you speak their language. Understanding your audience will also make it easier to zero in on them with **paid campaigns on social media.**

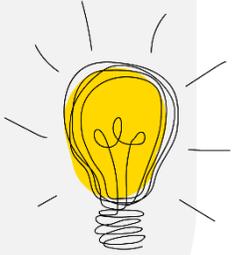
By reflecting on ways for aiming to the right target group, ameliorated results will follow.



## 4. How to define the possible Target Groups



**Some tips**

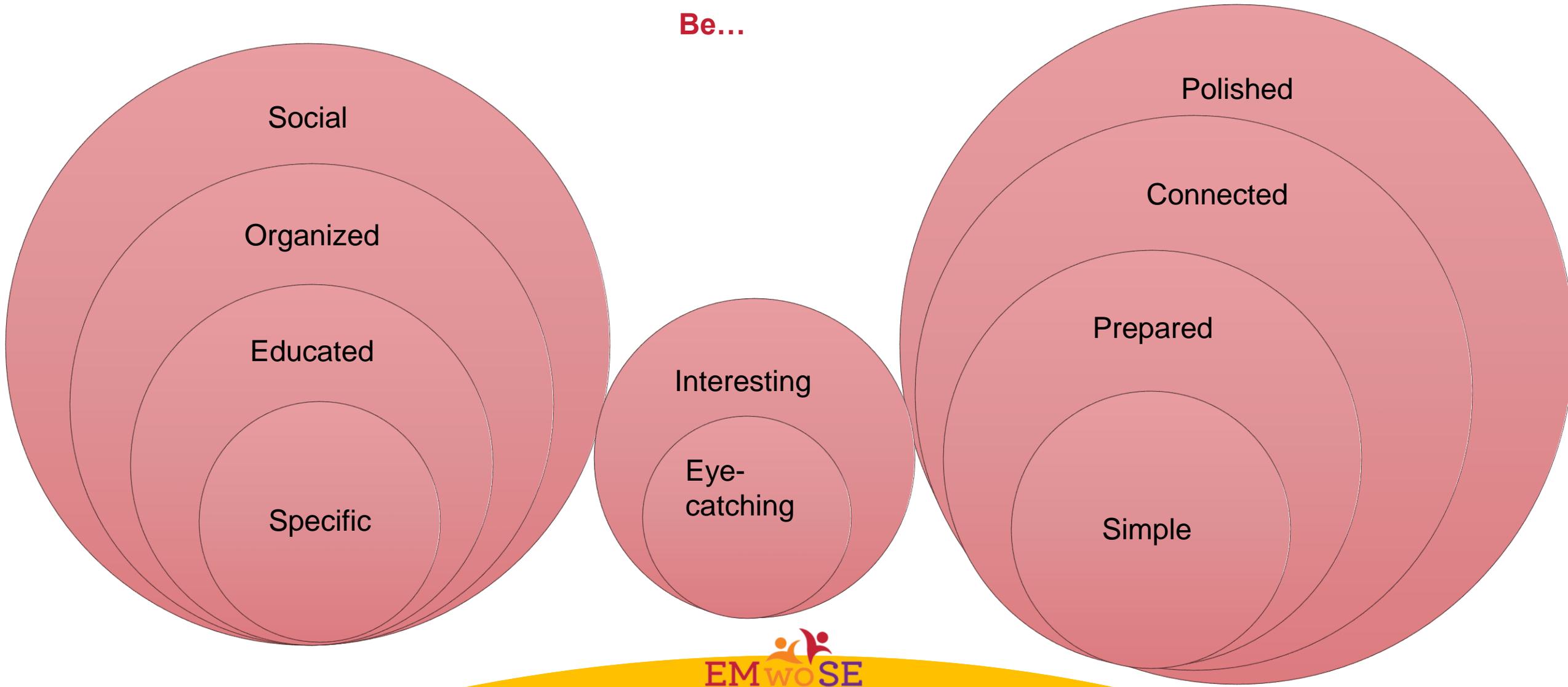


*Create multiple target audience profiles!*

Read more:  
<https://blog.hootsuite.com/target-market/>

## 5.Promotion Campaign's main message: Tips for a successful campaign -1-

**Be...**

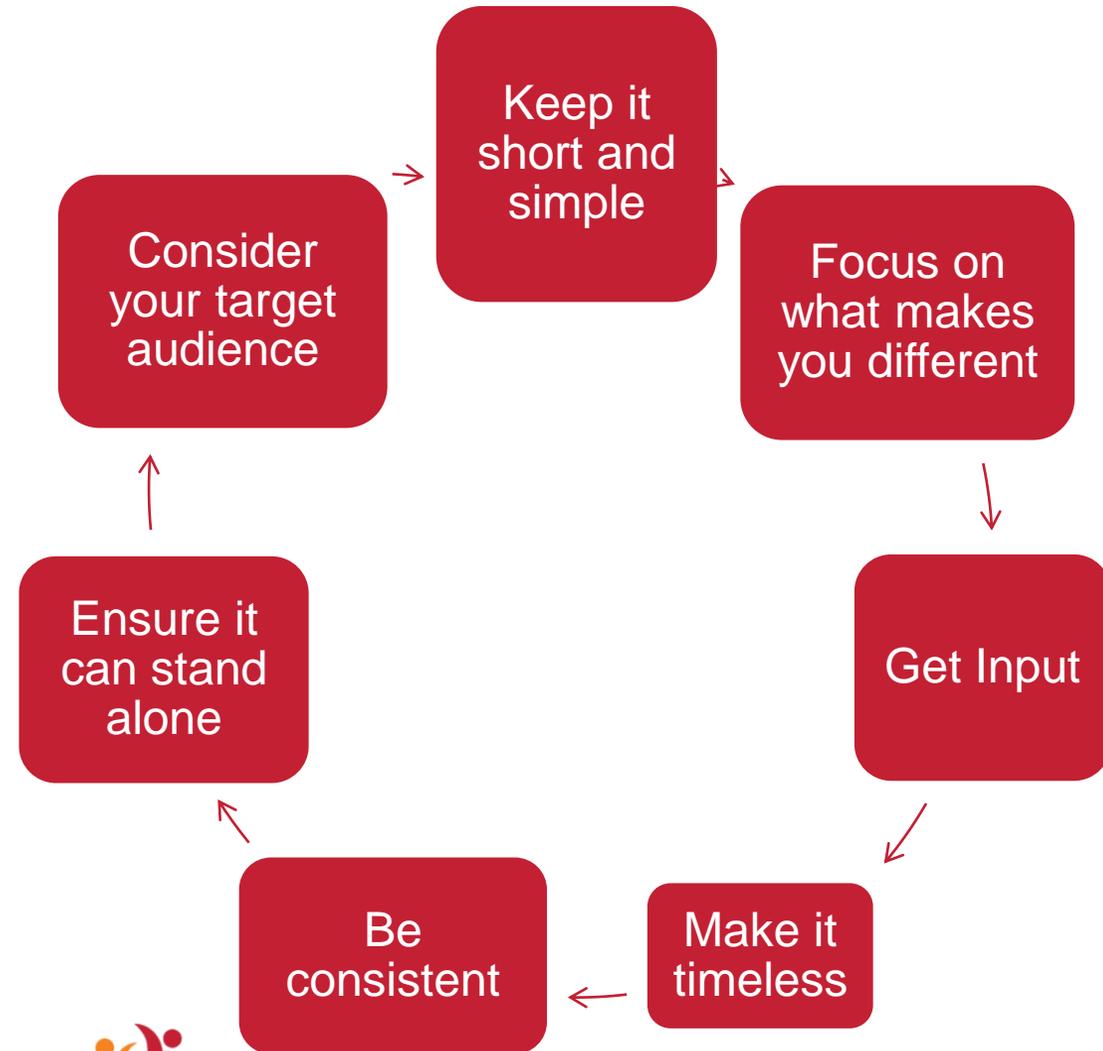


## 6.Promotion Campaign's main message: Tips for a successful campaign -2-

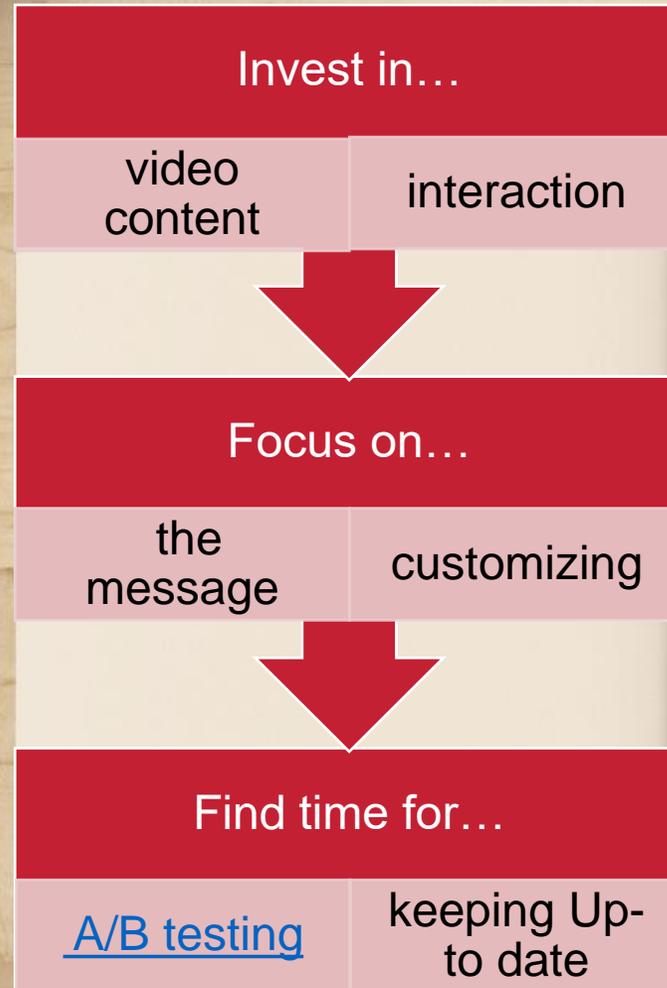


READ MORE:

<https://www.verticalresponse.com/blog/7-tips-to-creating-a-memorable-slogan/>

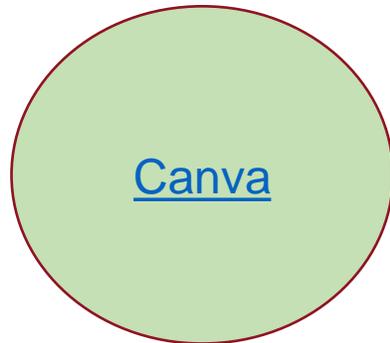
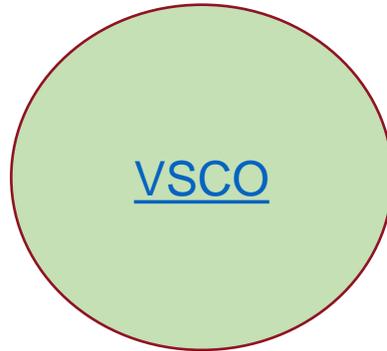
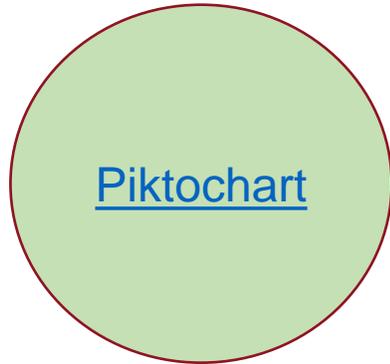


## 7. Tips for using any platform

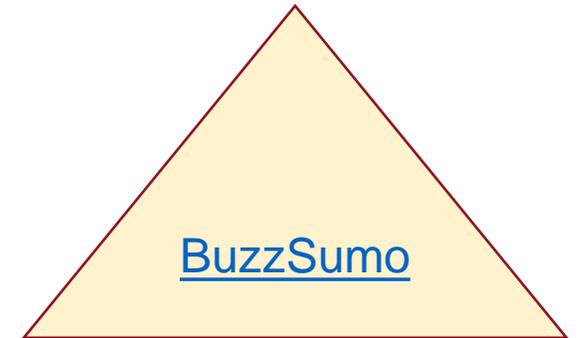
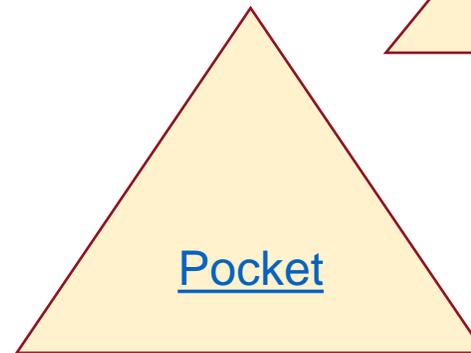


## 8. Tips for High Quality of the Content

### Eye Catching Images



### Daily Updating



Find out how to create stunning photos [here!](#)



Find out how to organize your content [here!](#)

## 9. Website/Blog/SEO



### Useful Tools

-[Weblium](#), for creating easily your own website

-[Google My Business](#), in order to make your SE more findable in local level

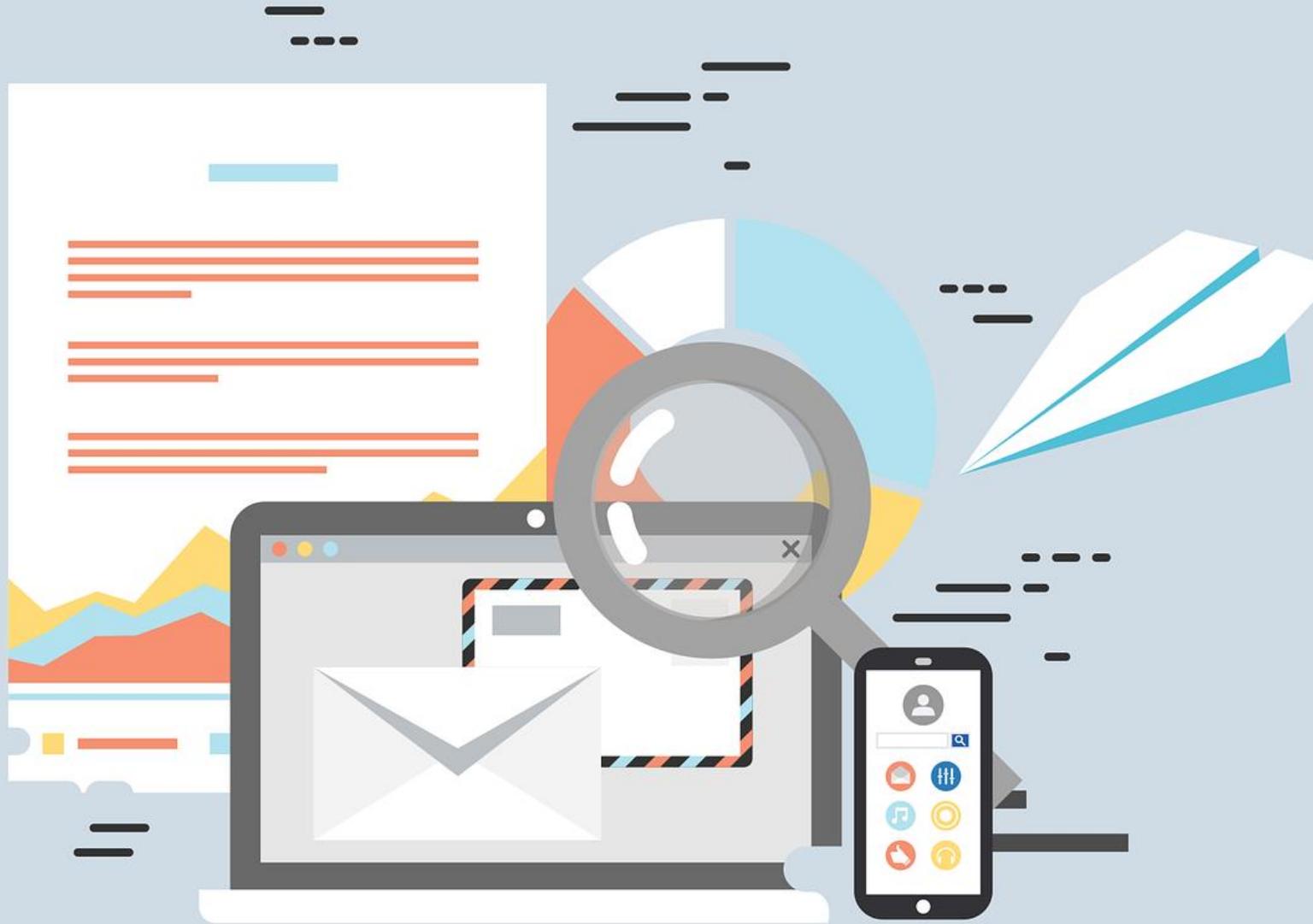
-[PPC](#) (Pay Per Click Advertising) or Google Ads

-[Kparser](#)

Articles for content creating :

1. [Started with Content Marketing](#) by Content Marketing Institute.
2. [Why you need a Growth Model for your blog \( and how to create one\)](#) by Devesh Khanal

## 10. Email Marketing

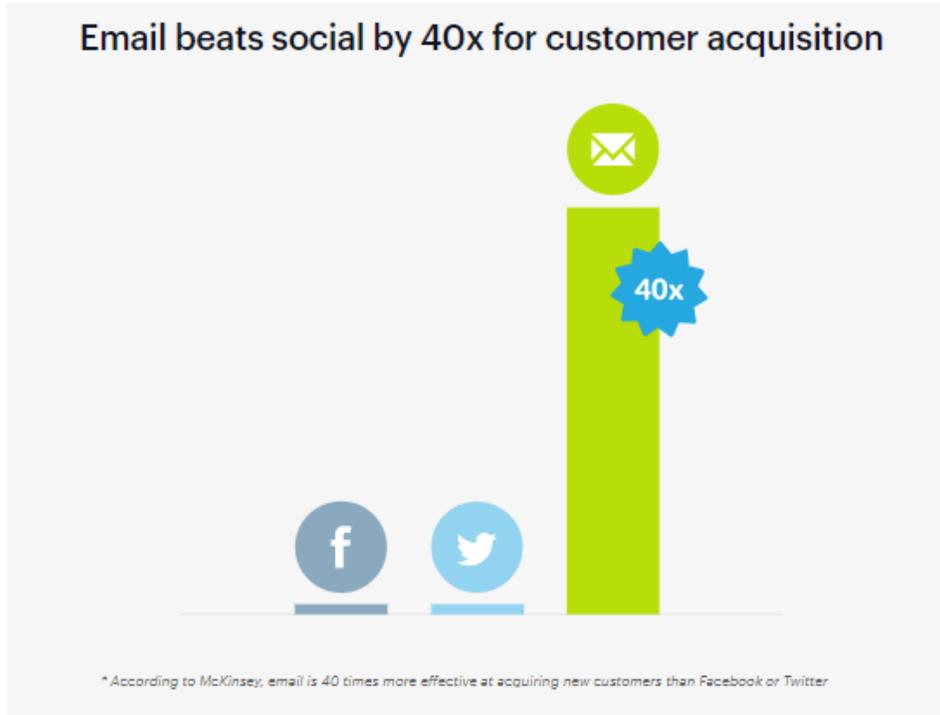


Email Marketing is a marketing technique, which helps to promote your enterprise's latest activities or products/services. Frequent emails can help you built a relationship with your audience and to increase traffic in the social media platforms in which the enterprise has an account.

Concluding, it can be said that email marketing can facilitate in the enlargement of the audience through social media, which as mentioned, are popular .

# 10.Email Marketing

Some tips...



## 11. Facebook



Facebook is the most popular platform among all age target groups. Enterprises can exploit all the available tools, proportionally on what they want to achieve and finally expand their audience.

The fact that Facebook provides real time communication and interaction, facilitates an enterprise to gain fame and followers\*.

\* Follower: People following your page and your businesses' activity.

## 11. Facebook

**Go live:** Live sessions facilitate the relationship building with your audience, by direct communication and answering questions.

Video: [Link](#)



**Paid advertising:** Focuses on the target group you need to access and promotes your business specifically and to the point.

Video: [Link](#)



**Connect your FB page with a Group:** Creating a group where your followers can interact with you and among themselves, can facilitate to a detailed presentation of your enterprise and of course the development of relationships with the followers.

Video: [Link](#)



## 11. Facebook

**Bot messages:** Automatic answers to followers questions can save you time and simultaneously provide them with quick answers related to your business and its social dimension.

Video: [Link](#)



**Insights:** This function equip you with valuable information related to your posts and interactions, in order to optimize your posting material proportionally to the audience's preferences.

Video: [Link](#)



## 12. Instagram

Instagram has become a popular media of socialization and networking.

Businesses can exploit Instagram for expanding their audience. Especially, social enterprises can attract more sponsors, by disseminating their work.

### [How to Create an Instagram Business](#)



## 12. Instagram

### Post more Insta-stories (including links)

It is useful to post Instagram stories, because a frequent appearance helps the business to stay fresh in the audience's mind.

Links are useful to be included in order to lead to the Social enterprises website, for more information.

[How to use Instagram stories \( tutorial\)](#)



## 12. Instagram

### Utilize IGTV for extra content

IGTV is a direct way to present your social enterprise to your audience.

Physical appearance helps to personalize your message, your presentation and makes it more vivid.

### How-to use IGTV( tutorials)



Video: [Link](#)



Video: [Link](#)

## 12. Instagram

**Hashtags** help an enterprise to be exposed to as many people as possible, targeted by specific words.

Hashtags provide your social enterprise to a wider audience, increasing tremendously your possible number of followers.

[How to use hashtags? \(tutorial\)](#)



## 12. Instagram

### Interaction with followers/commentators

Commenting or answering to your followers comments, increase your Social enterprise's interaction levels and contributes in expanding the audience itself and increase its popularity.

### [3 Tips on How to use Instagram Story to Increase Followers Engagement](#)



### [How to comment and delete comments on Instagram](#)



## 12. Instagram

### Go Live on Instagram



Instagram live is a fantastic way of getting your Social Enterprise known to people, using a more personal connotation. Insta live also helps to quickly answer your followers' questions and create a bond with them.

## 13. Twitter

Twitter is another social media platform, which is characterized by brief sentences/comments in current affairs.

### Twitter Marketing For Beginners & Experts



- Join trending conversations
- Use hashtags wisely and targeted
- Experiment with Twitter Advertising

## 14. LinkedIn



- Prioritize Video Content (but under 30 sec)
- Prefer to add content directly in LinkedIn platform

### LinkedIn Marketing: 5 Steps to Grow Your Business



### LinkedIn Marketing Strategy



## 15. Success stories of Promotion Campaigns

An example of a social enterprise that has been promoting their work via Social media is [Send A Cow](#), Social Enterprise.

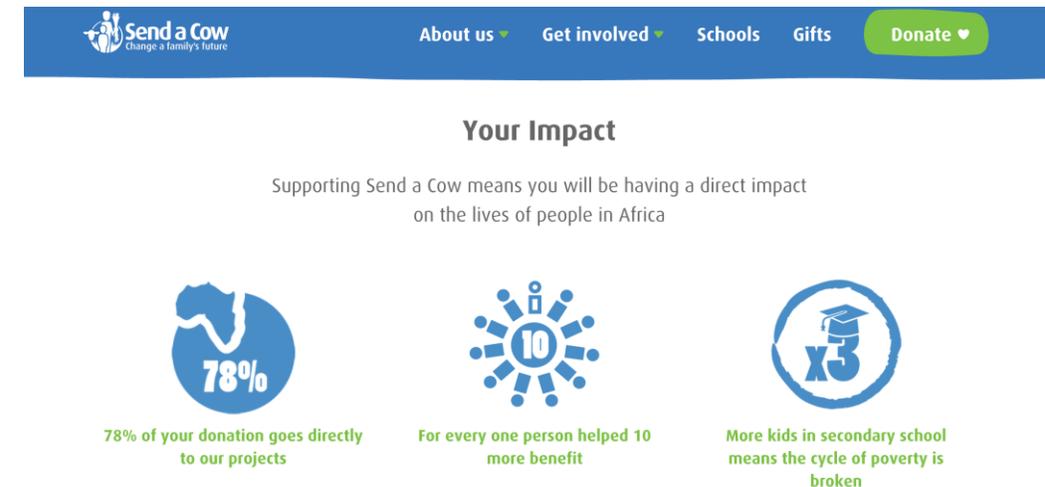
Send A Cow is an organization which [helps African farmers](#) to cope with their workload, increase their profits and improve worker's everyday life.

They implement their goals by teaching farmers how to optimize their work via [video](#) tutorials, which are disseminated via Twitter account and Facebook page with candid pictures of the people they help and feature a “supporter of the week”.

Social media appearance helps them to spread the word for their impact, which is the education of farmers according to their needs and help them escape from poverty.



Video: [Link](#)



## 15. Success stories of Promotion Campaigns

Kristina Anankaite is an example of a successful double disadvantaged young woman, who established her own enterprise “[Practices for Feminity](#)”.

She is cooperating with her friend and together they have a wellness center in which women can exercise in listening to their inner voice without any cost.

The “Practices for Feminity” have been promoted via Facebook platform and in this way a lot of women have been attracted and joined in Kristina’s enterprise.



Video: [Link](#)

## 16. Tips for successful social media Campaigns



**1. Start from one platform and grow from there:** Become popular from one platform e.g. Facebook and after you accomplish that expand your fame to the other platforms.

**2. Set a daily posting schedule and stick to it:** Daily posts keep your followers attention faced to your enterprise.

## 16. Tips for successful social media Campaigns

3. **Invest in paid advertising:** In this way, becomes easier to attract the audience which is your main target.

4. **Focus on Analytics:** By being informed for the effectiveness of each post in engaging more and more users, you can optimize your posting content proportionally.





women from ethnic minorities in social enterprise

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