

ENTER  FOR ALL

Social Networks

Webinar 1

July 11, 2023



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Webinar 1

Social Networks

Objetivos



Understand what social networks are and how to use them;



Identify the differences between a personal account and a business account on social networks;



Identify the benefits, but also the disadvantages, of having an online presence as a company;



Be able to assess what kind of benefits you can get from an online presence for your specific business;

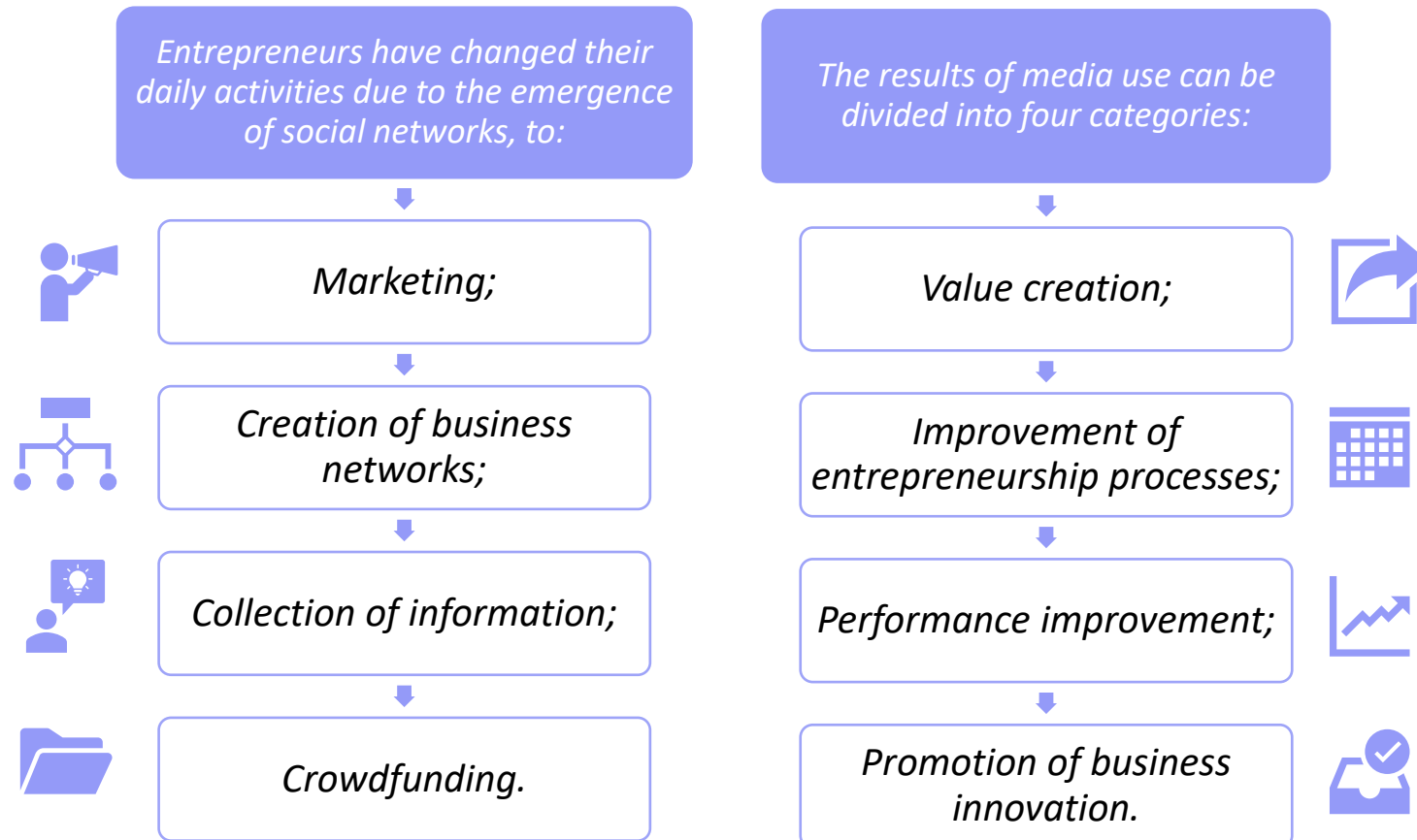


Being able to create an account and interact on the social platform as a business.

Conteúdo

- I. Entrepreneurship and Social Networks*
- II. What are Social Networks*
- III. Instagram; Tik Tok; Facebook; Patreon; Spotify; YouTube*
- IV. SEO – Search Engine Optimization*
- V. Applications to create content for social networks*
- VI. Social Media Metrics*
- VII. Google Analytics*





(Olanrewaju et al., 2020)

Small and medium-sized enterprises (SMEs) are increasingly using social media as part of their top strategy to:



Connect Stakeholders



Improve Business Results

Social media marketing is less complex, less expensive and more effective for SMEs. Through social networks, SMEs can improve their services and products based on: (Chatterjee and Kar, 2020)



Feedback and Evaluation



Customer Suggestion



**WHAT ARE THE ADVANTAGES OF
SOCIAL NETWORKS YOU KNOW?**

And what are its functions?

What are Social Networks?

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Sites that allow people with similar interests to connect with each other and share information, photos, and videos.

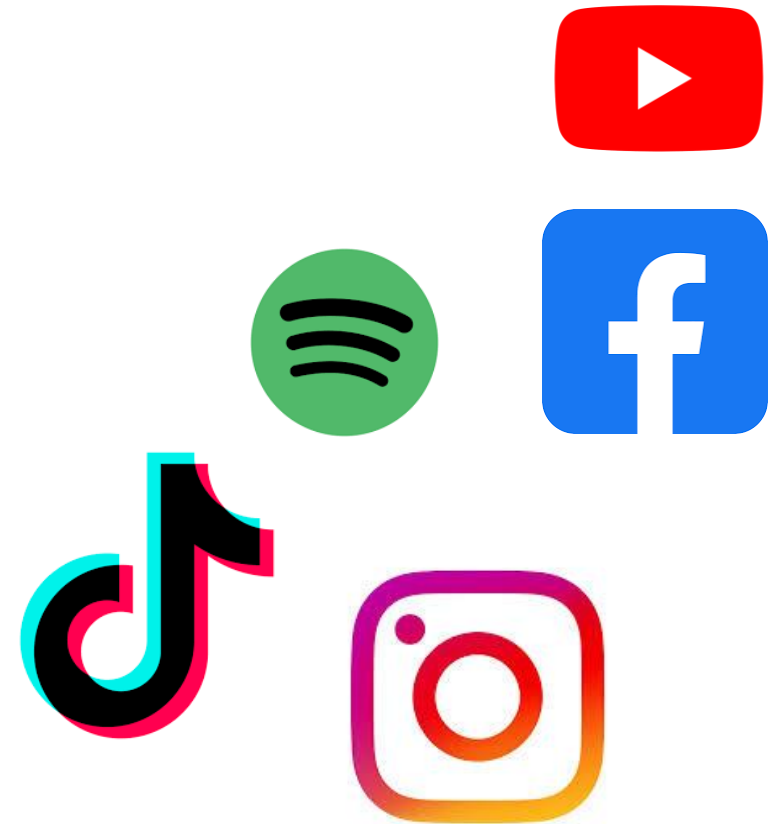
Personal or professional level



Tool that allows you to connect companies to potential customers;



Social media metrics allow you to measure user engagement





Network comments, image sharing, text messages, videos, news links, among others:

Content can be public, shared in a small group, or shared with only a single person

- It is also used by companies to reach a certain audience: 56.8% of users are men;
- 643.2 million - 25 and 34 years (30.1% of the total public)
- Minimum age to open account is 14 years

Instagram

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Main audience:

- *More than a billion users;*
- *90 million people click on a hashtag that links to advertising products every month*
- *Main demographic groups: 18-24 years and 25-34 years*
- *Image-focused content, with optional text, which can contain hashtags*
- *Hashtags show "trends"*



Professional accounts:



Post and story reach metrics



Paid advertising



Video-centric social networking:

- *User-created short films - 15 seconds to 10 minutes*
- *Categories: Jokes, Jokes, Dances, Entertainment, Tricks, Games,...*
- *Users: about 30% of users between the ages of 18 and 34¹*
- *Creators*
- *Information about in-app statistics*

¹Statista, April 2022



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Platform for users to support creators:

- *Patreon is a platform that allows creators to monetize their content*
- *Linking to social media accounts*
- *Different forms of benefits and incentives can be created, such as early access to content, physical rewards, voting on future content.*





Music streaming service that offers millions of songs, podcasts and videos from artists around the world:

- *Spotify for Artists allows you to manage the profile of the artist and know the profile of the followers;*
- *Record labels or distributors are responsible for uploading artists' content to the platform;*
- *Independent: There are companies that can manage the licensing and distribution of music, as well as pay royalties to artists.*

YouTube

Digital video sharing and streaming platform:

In just 15 years, it has become the second largest search engine on the Internet, behind Google;

It is also a learning platform: tutorials are a common practice for users¹

YouTube is the world's largest UGC (User Generated Content) system

(Maziriri et al., 2019)



SEO – Search Engine Optimization

Website improvement process to increase their visibility in search engines:

- The better the visibility of pages in search results, the more likely they are to receive clicks;*
- The goal of search engine optimization is to help attract website visitors who will become customers or audiences.*



Keywords and other relevant search information, hashtags, and description	Filming location: choice of location and conversion format (face-to-face is a popular style)	Background music is also a very important part of the video
Upload time: regularity in uploading videos and consistency of new content keeps the audience interested	Video length: average length of videos - 20 minutes; It depends on each audience	

Small businesses are always looking for faster, more cost-effective ways to generate new content. Apps and tools are available for social media that help you create content effortlessly.

These applications are some of the many applications that help you create content:



[Snapseed](#) - Photo editing application



[Preview App](#) – Design and editing tools and filters



[Canva](#) - Presentations, creation of multimedia kits and creation of content for social networks



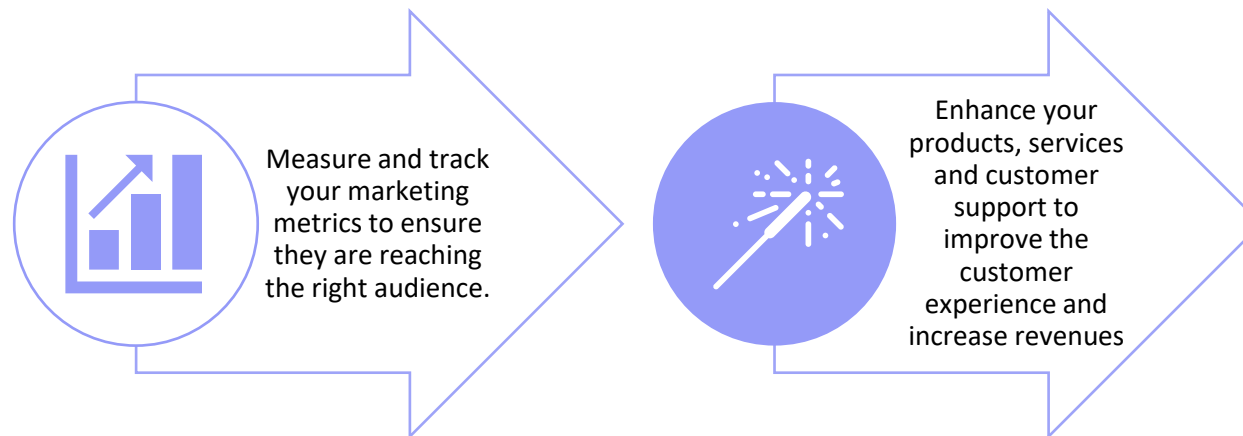
[VSCO](#) - Photo editing application



[Unfold](#) - Text tools, filters, stickers and editing multiple stories

Social Networks ➔ *Reaching a target market*





Social media metrics are crucial for businesses to measure the impact of their social media marketing efforts on their revenue stream. Without tracking these metrics, companies won't know if their social media efforts are generating revenue or not.



Brand Recognition

Brand awareness is the extent to which the target audience is exposed to a brand's content and message, while engagement refers to the actions taken by the audience in response to the brand's content or offerings.

Social networks are often used for marketing and customer research to:

-  *Collect information;*
-  *Prints;*
-  *Feelings;*
-  *Satisfaction.*

(Misirlis and Vlachopoulou, 2018)

There are different ways to measure efforts on social media and one of the simplest ways is to access the native analytics section of each platform

Tracking metrics through native platforms is suitable for individuals with tight budgets, but it can become challenging.

In these cases, a social media analytics tool like Sprout Social, Hootsuite, Brandwatch, HubSpot, or Google Analytics can be useful.

Average engagement rate (ERA)

The average engagement rate on a social media platform is the level of interaction between the messages and the audience.

$$\frac{\text{Total Interaction}}{\text{Total followers}} \times 100 = \text{Average engagement rate}$$

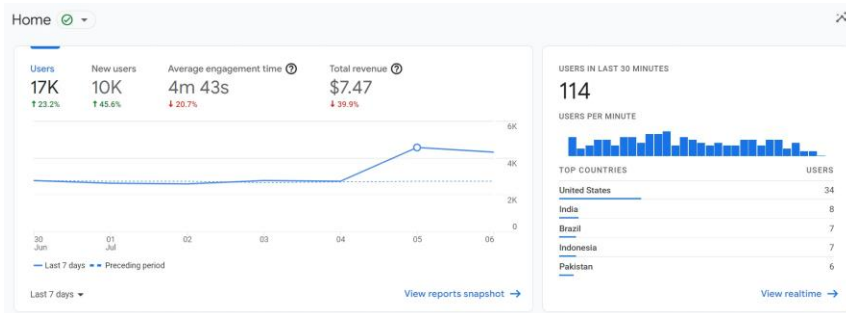


Google Analytics

Google Analytics provides valuable data such as user preferences and visitor sources. To eliminate noise and get the most out of your data, it's important to know the most relevant Google Analytics metrics.

1. *Traffic and traffic sources*
2. *Bounce rate*
3. *Conversion rate*
4. *Average session duration*
5. *Average pages per session*
6. *User location*
7. *Percentage of returning visitors*
8. *Search queries*
9. *Top landing pages*
10. *Exit pages*

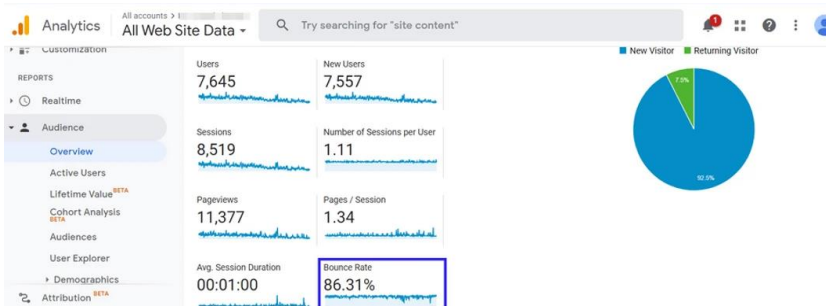
1. Traffic and traffic sources



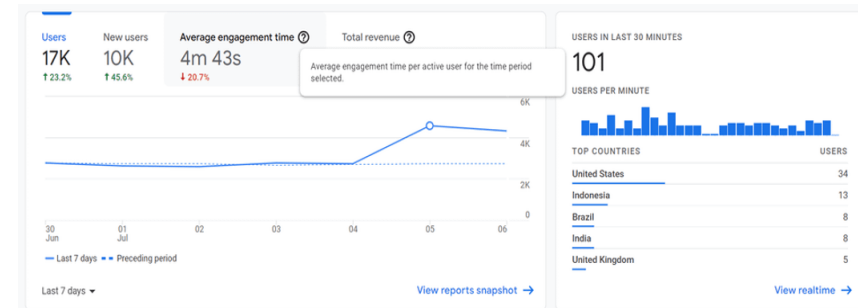
3. Conversion rate

Event name	↓ Conversions	Total users	Event revenue
	34,860.00 100% of total	31,590 100% of total	\$10.99 100% of total
1 first_open	30,765.00	30,751	\$0.00
2 level_complete	3,237.00	1,079	\$0.00
3 app_update	839.00	837	\$0.00
4 session_start	11.00	11	\$0.00
5 in_app_purchase	8.00	6	\$10.99

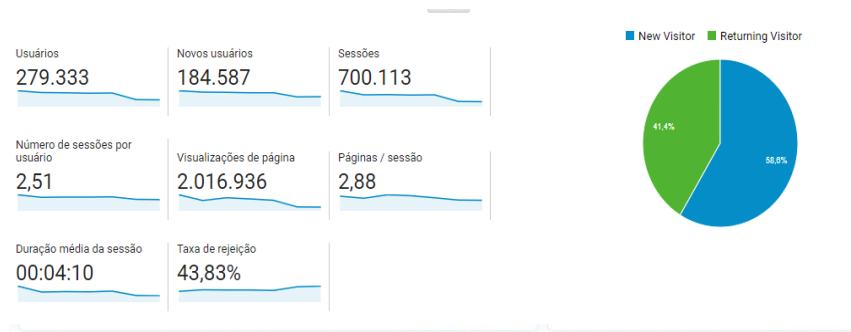
2. Bounce rate



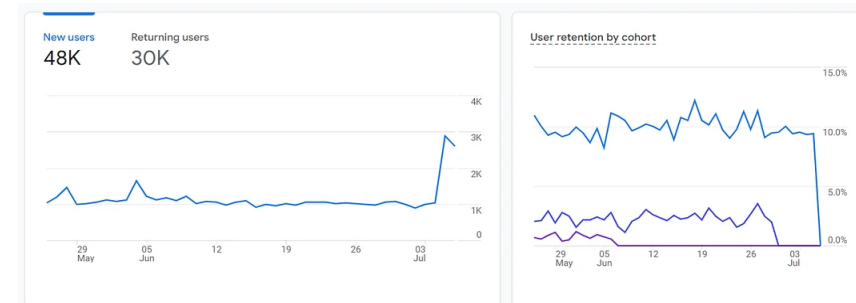
4. Average session duration



5. Average pages per session



7. Percentage of returning visitors



6. User Location



8. Search queries

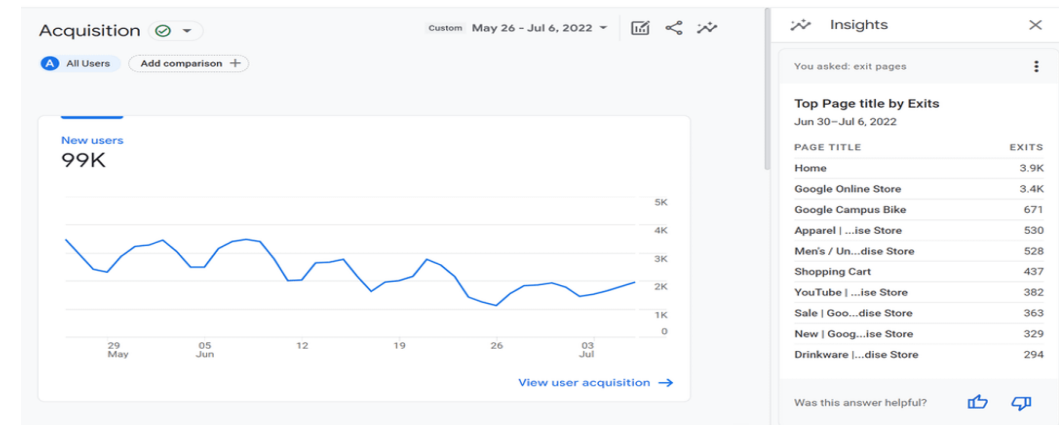
Top queries	Clicks	Impressions
wordpress tutorials	40	2
wpbuffs	70	1

Rows per page: 10 | 1-2 of 2

9. Top landing pages

Search...							Rows per page
Landing page	+ Views	Users	New users	Views per user	Average engagement time	Unique user scrolls	
Totals	618,282 100% of total	112,953 100% of total	98,732 100% of total	5.47 Avg 0%	1m 46s Avg 0%	76,671 100% of total	
1 /	394,876	76,429	68,652	5.17	1m 37s	57,829	
2 /basket.html	18,237	1,393	307	13.09	3m 51s	1,146	
3 /Google+Redesign/Shop+by+Brand/Google	11,415	1,273	1,020	8.97	3m 30s	1,111	
4 /store.html	10,623	1,854	1,226	5.73	1m 46s	1,220	
5 /Google+Redesign/Apparel	8,806	1,624	1,385	5.42	1m 53s	1,241	
6 /signin.html	8,187	1,298	514	6.31	1m 36s	764	
7 /Google+Redesign/Apparel/Mens/Mens+T+Shirts	8,058	1,769	1,683	4.56	1m 27s	1,274	
8 /Google+Redesign/Shop+by+Brand/YouTube	7,950	2,275	2,183	3.49	1m 02s	1,575	
9 /Google+Redesign/Apparel/Mens?sortci=newest+desc	7,850	922	239	8.51	3m 12s	757	
10 /Google+Redesign/New?sortci=newest+desc	7,544	901	286	8.37	3m 01s	752	

10. Exit Pages





ONGOING ACTIVITY

Business Plan

Business Plan

- Guiding document: definition of the company's objectives and plan to achieve them
- Establishes a written roadmap for the company, from a marketing point of view to financial and operational
- It is often used to apply for funding.
- As a beginner, you don't have time to write a 100-page business plan that meticulously details each strategy and process; On the other hand, you also can't afford to skip the step of writing down your intentions
- A simplified business plan will help you focus on the big picture and save time



MISSION
What's your Why?



- Who does it serve?
- How?
- What makes the difference?
- What is the vision for the business?
- What is the vision for you?

BUSINESS OBJECTIVES
How will you achieve the Mission?



- Specific and measurable objectives, including revenue targets.
- How will you manage your Forces?
- How will you reach your potential customers?
- How fast do you intend to grow this year?
- Who can help you (internal and external resources)?

INCOME PROJECTION
How will you make money?



- How much revenue do you want to get?
- How much do you need to charge to shoot that amount?
- How much will you charge per project/unit/hour?
- Current income flows (products/services)?
- Future income streams (consulting/teaching)?

COST PROJECTION
What expenses will you incur?



- Are you going to hire employees?
- Do you need to buy raw materials?
- Office supplies
- Web domain
- Marketing, accounting

PERSONAL GROWTH
How are you going to invest
in yourself?

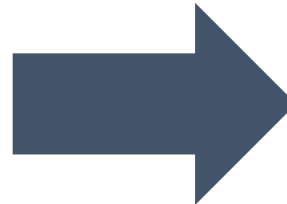


- Develop skills?
- How?
- Networking events?
- Public speaking opportunities?
- Publications about your experience/expertise, press/web coverage?



MISSION

What's your Why?



BUSINESS OBJECTIVES

How will you achieve the Mission?



INCOME PROJECTION

How will you make money?



COST PROJECTION

What expenses will you incur?



PERSONAL GROWTH

How are you going to invest in yourself?

Use it to set up the creation of a YouTube channel.

Keep it simple — and then fine-tune the details, projections, and changes as needed.



ACTIVITY 2

Youtube CANVAS

Using this tool
organize your
resources and goals
and create the basic
concept for
launching a YouTube
channel.

 Objetivos <i>(entreter, ensinar, etc)</i>	 Temas do seu Canal? <i>(enumere 5)</i>	 Grupo alvo	 O que preciso <i>(indicar todos os equipamentos e recursos que precisa para pôr o seu primeiro video online)</i>	 Como pôr em prática?
1	2	3	4	5
 Qual é o nome do seu Canal? <i>(Tente pensar também num logo)</i>				6

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Business Development Training and Support for
Non - Native Small Business Owners



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