



INTRODUCTION TO:

Market

ooo

CONTENT MARKETING

Trends



Ads

Digital Literacy Lab



Feedback

**WELCOME
BACK!**

The background is a light green field filled with various line-art icons in orange, blue, and red. These icons represent concepts like marketing (megaphones, storefronts), technology (laptops, servers), and business (dollar signs, charts). Large, soft-edged shapes in white, pink, and purple are positioned at the corners of the image.

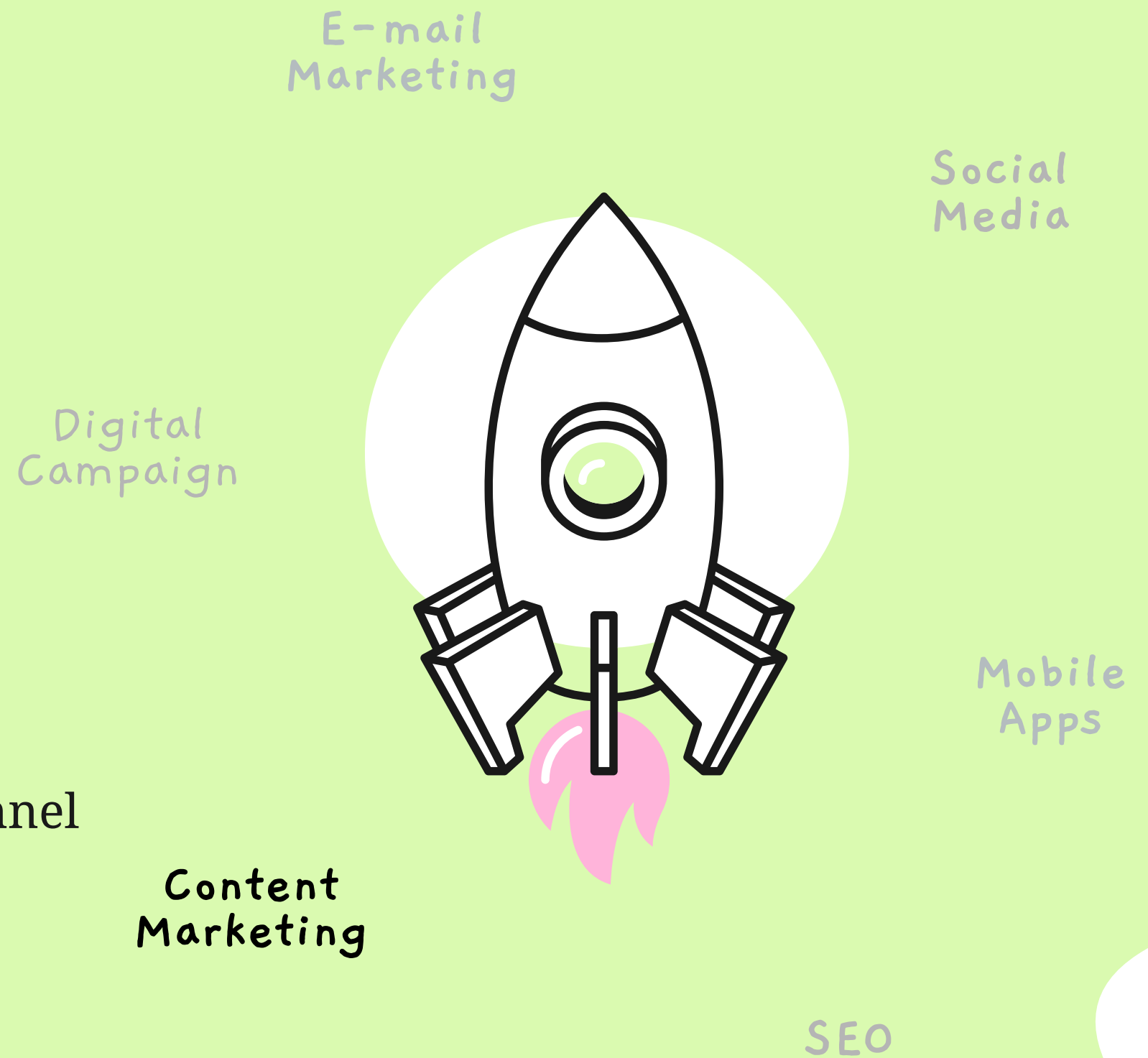
CONTENT MARKETING

FORMS OF CONTENT

CONTENT MARKETING FORMS

While always appealing to generate emotions, content marketing may be done in various formats that will effectively deliver the message, depending on the channel and brand/consumer needs.

Let's analyze the most common examples:



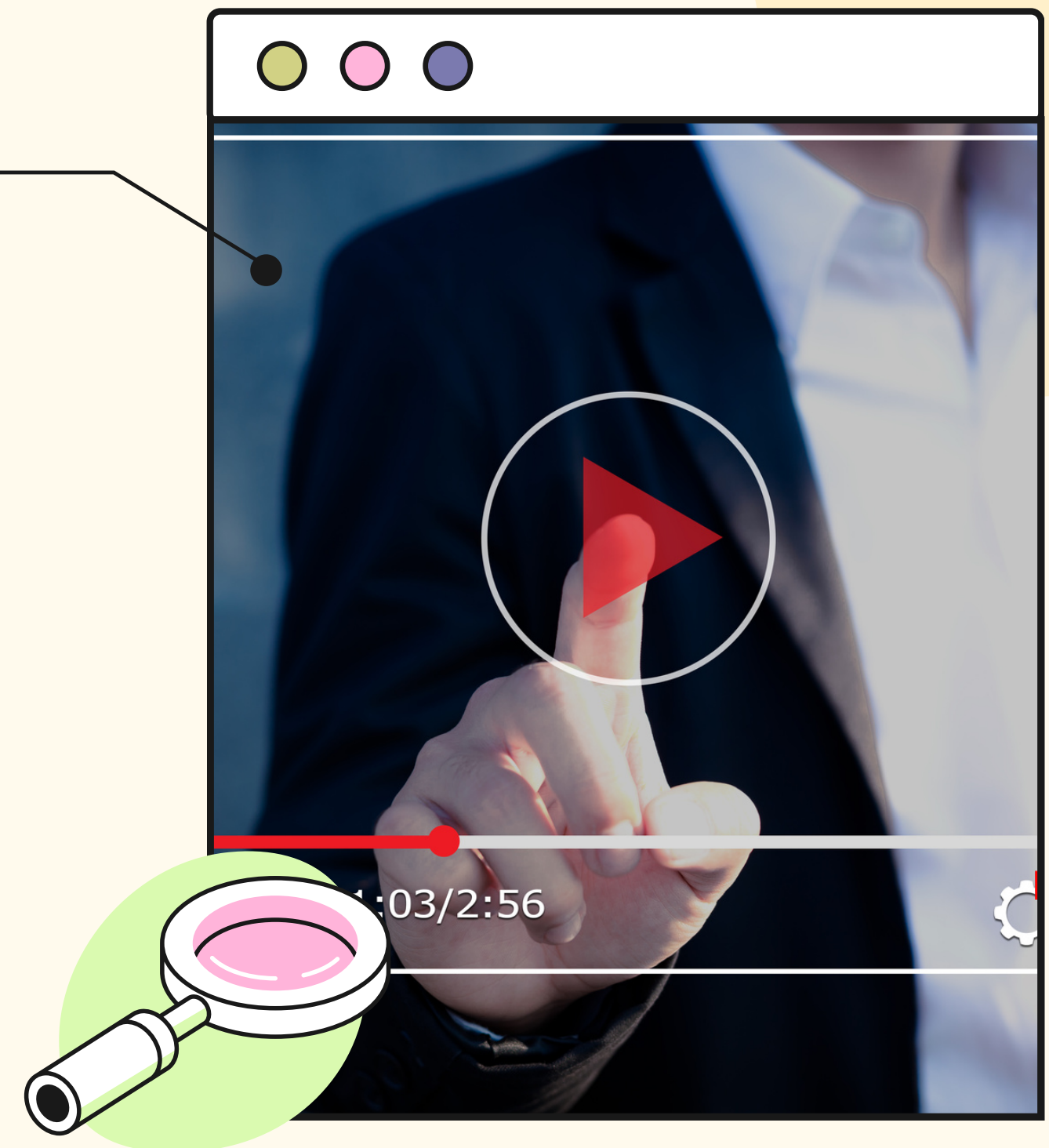
BLOG POSTS

These are articles posted on a website's blog. They can be of varying lengths and can cover a wide array of topics. Blog posts are excellent for SEO as they can be filled with keywords and provide valuable information to the audience.



VIDEOS

This is one of the most engaging forms of content. Videos can be used to explain complex topics in an understandable and entertaining way. They can be published on a variety of platforms like YouTube, social media sites, or your own website.



INFOGRAPHICS

These are visual representations of data or information, allowing viewers to grasp complicated concepts or data sets easily. They're great for sharing on social media due to their eye-catching nature.



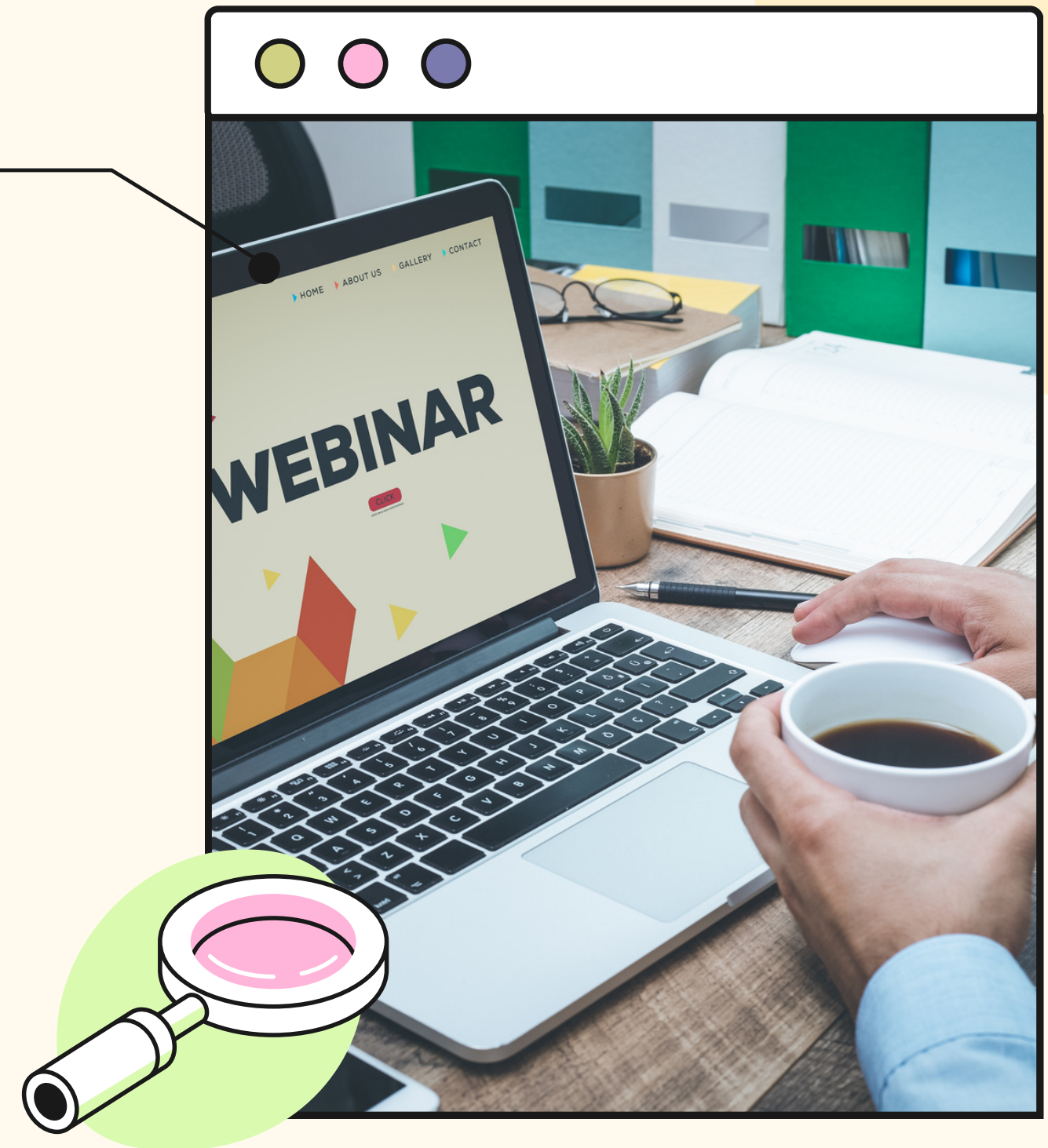
PODCASTS

Audio content that people can listen to on various platforms such as Apple Podcasts, Spotify, or on a website. Podcasts are popular as they allow multitasking - people can listen to them while commuting, working, exercising, etc.



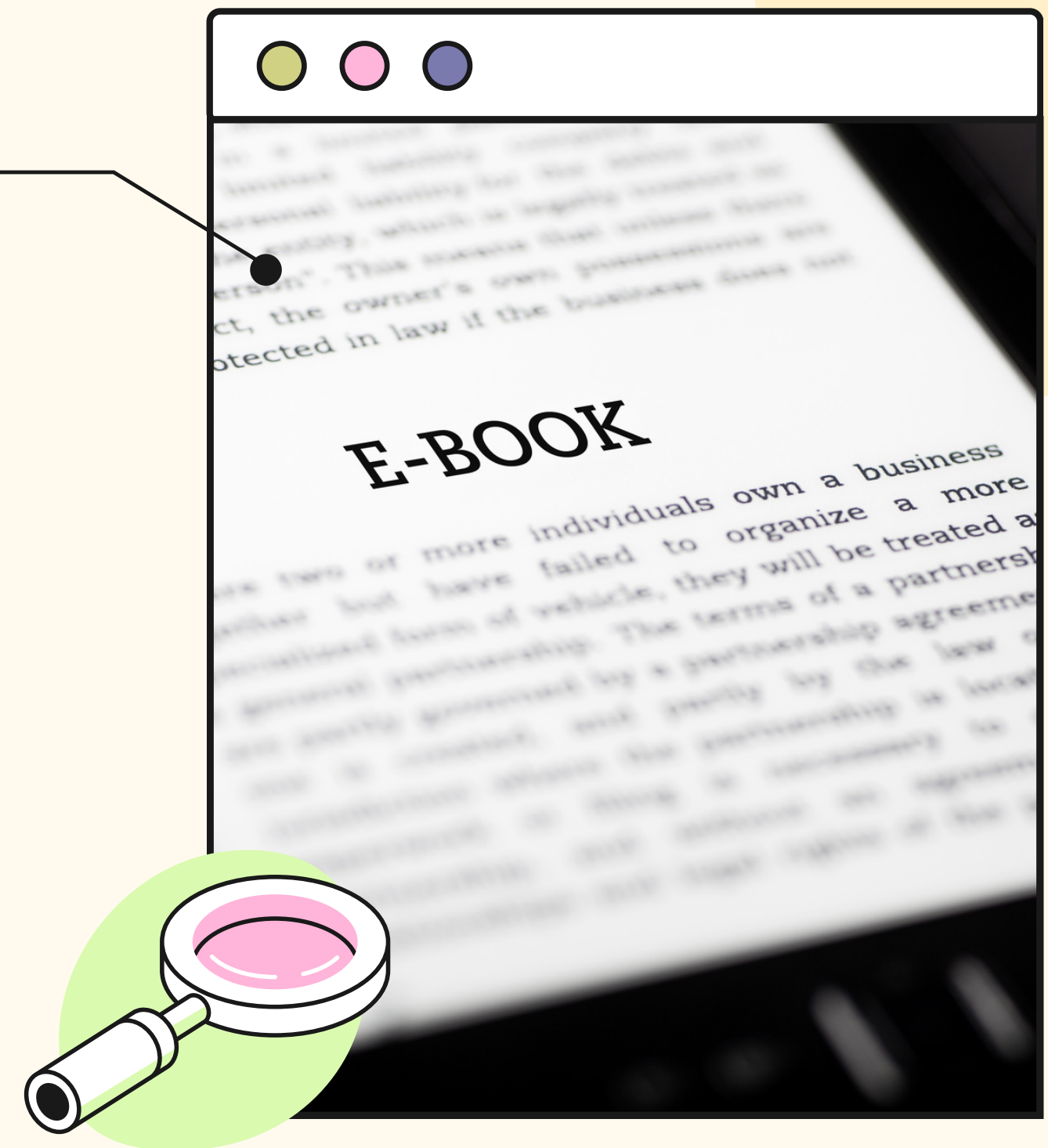
WEBINARS

Online seminars or workshops, often live, where a specific topic is discussed, and the audience can participate by asking questions. They're excellent for in-depth exploration of a topic and direct engagement with your audience.



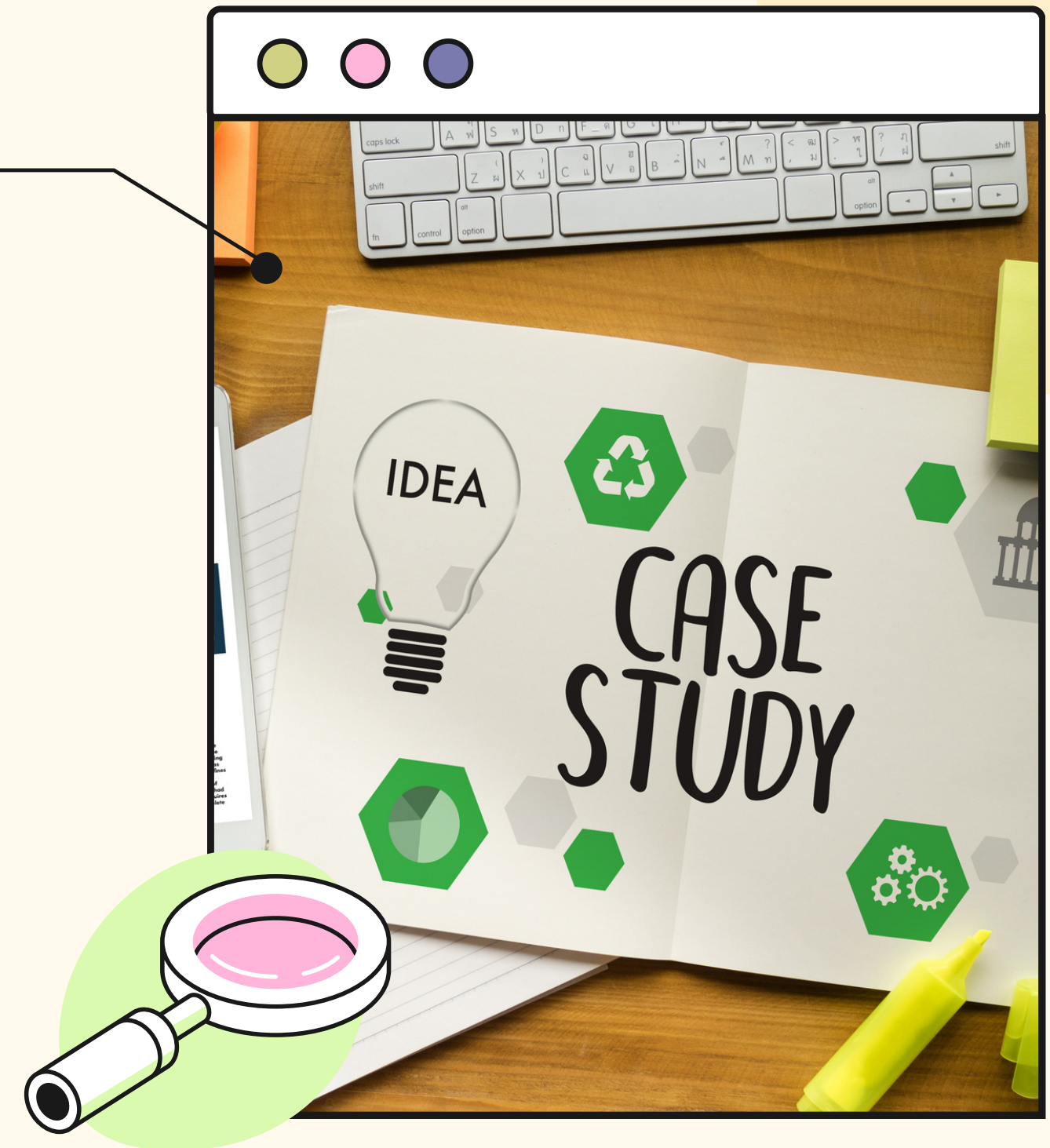
E-BOOKS

Longer and more comprehensive than blog posts or whitepapers, they provide a deep dive into a topic. They can be used as lead magnets (freebies given in exchange for contact information).



CASE STUDIES

Detailed analysis of a project, campaign, or scenario related to your business. They provide real-life examples and evidence of your success and are great for demonstrating your expertise.



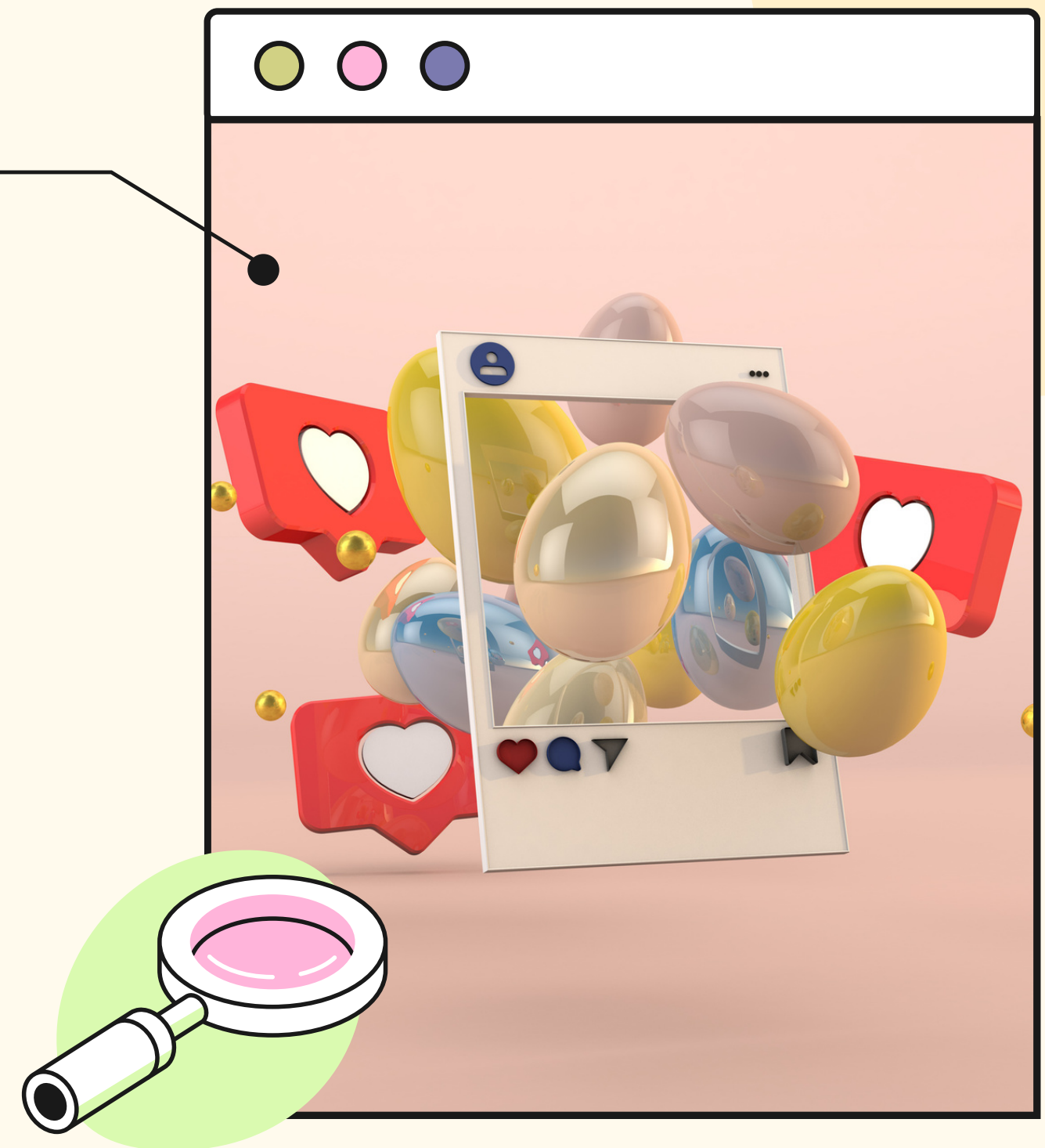
EMAIL NEWSLETTERS

Regular emails sent out to a list of subscribers. They can include various content such as updates, articles, special offers, etc.



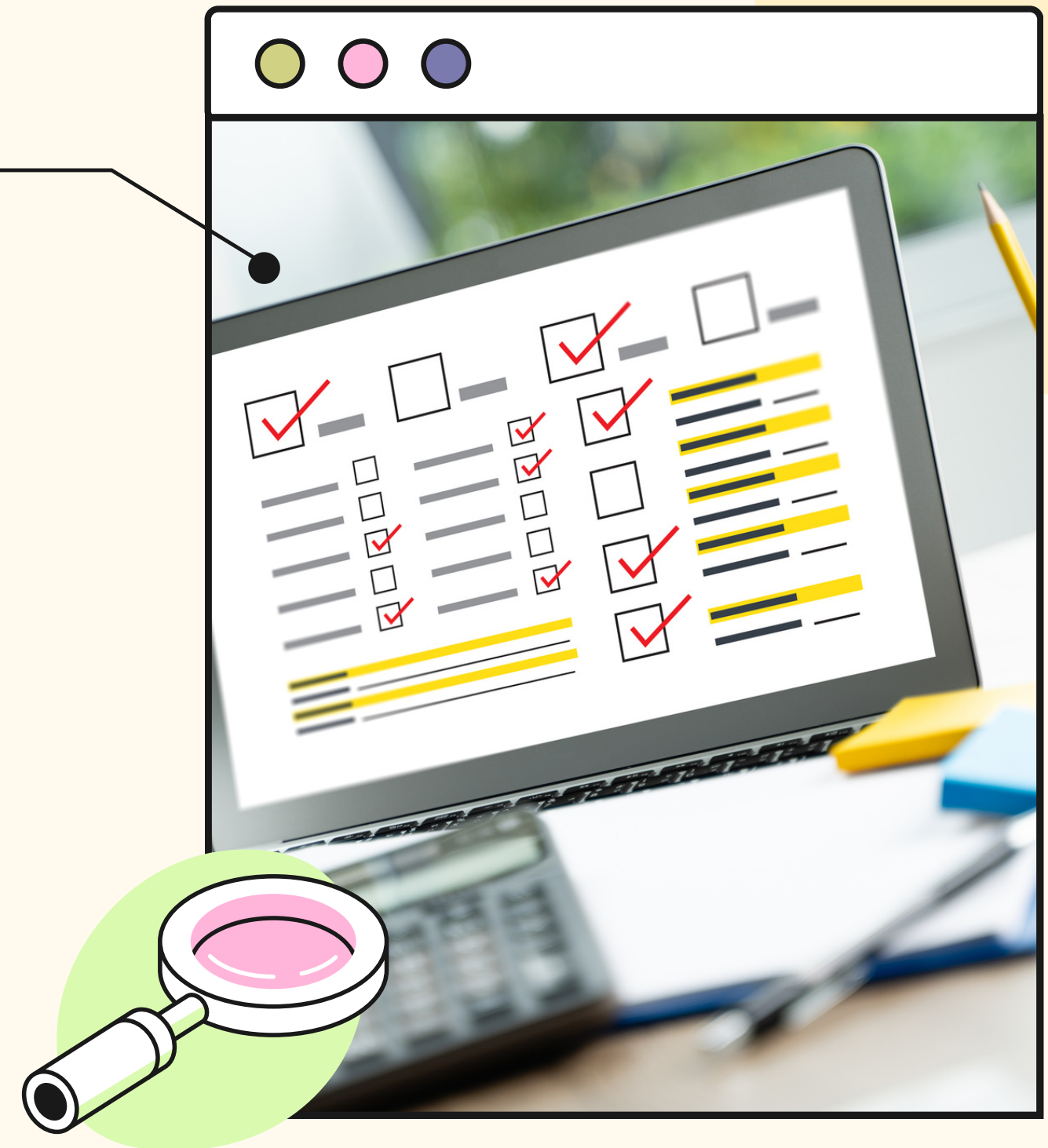
SOCIAL MEDIA POSTS

Content created specifically for social media platforms like Facebook, Instagram, Twitter, LinkedIn, etc. This could range from text posts, images, videos, stories, live streams, and more.



INTERACTIVE CONTENT

This could be quizzes, polls, surveys, calculators, interactive infographics, etc. They engage the audience by involving them directly in the content.





LET'S WORK

UNDERSTAND CONTENT FORMATS



INSTAGRAM: SELECT ONE INFLUENCER ACCOUNT AND TWO BRAND ACCOUNTS

- Write down their Instagram user handles
- Analyze each account and describe the type of content they usually favor (video, static, reels, etc.)
- Why do you think they use that type of content the most?



LET'S WORK

UNDERSTAND CONTENT FORMATS



TIKTOK: SEARCH FOR THE SAME ACCOUNTS ON TIKTOK

- Write down their TikTok user handles
- Analyze their content: do they replicate the same formula?
Do they have different content on this channel?
- What differences can you spot between the content strategies they have on IG and TikTok?



INTRODUCTION TO:

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CONVERSION OPTIMIZATION



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Feedback



CONVERSION OPTIMIZATION

MEANING AND USES

CONVERSION OPTIMIZATION

Conversion Optimization is also known as Conversion Rate Optimization (CRO)

Conversion as such refers to your previously defined "objective" = follow, like, download, click, watch, etc.

You can monitor performance and make sure your strategy is driving the results needed with the conversions driving enough of your objectives on a timely fashion manner and at an effective cost.

Digital
Campaign

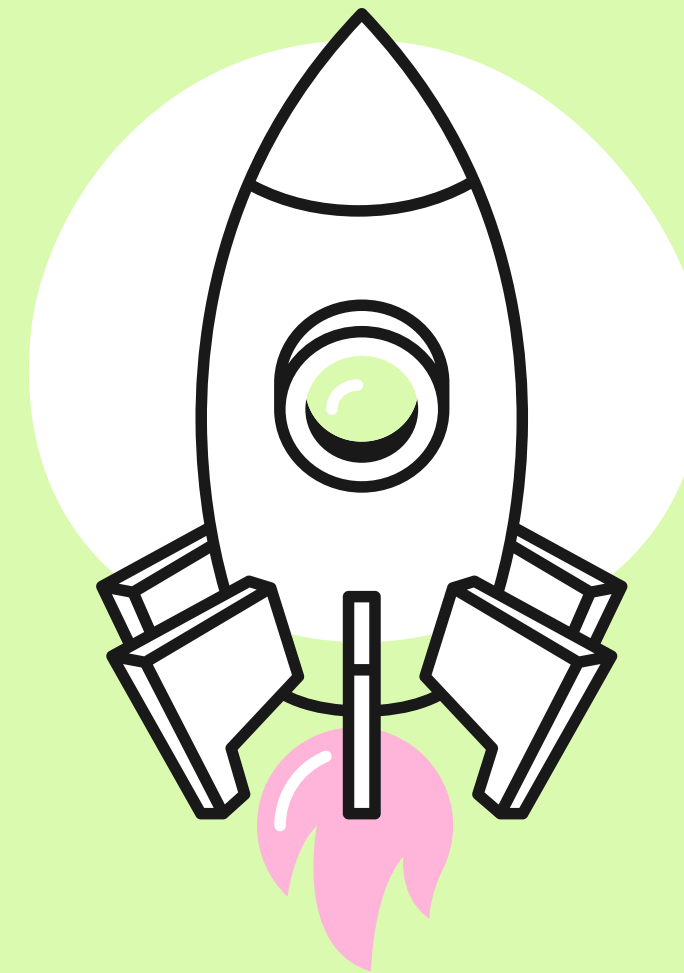
E-mail
Marketing

Social
Media

Mobile
Apps

Content
Marketing

SEO



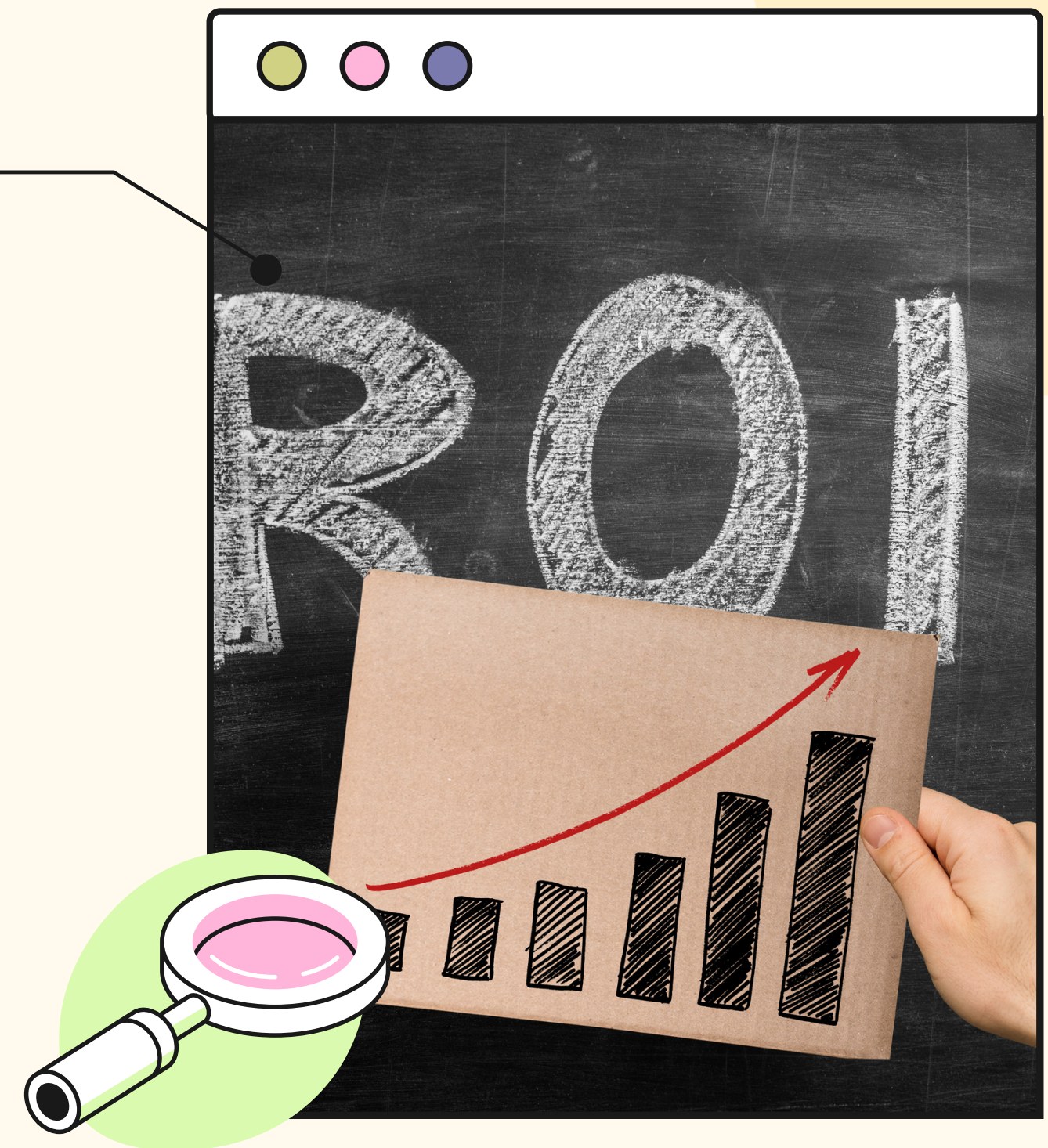
IMPROVED CUSTOMER INSIGHTS

CRO helps businesses understand their key audience segments better and provides insights into what language and messaging resonate with them. This leads to better user experiences, which could result in higher conversions.



BETTER ROI

Higher conversion rate means making more of the resources you have. By studying how to get the most out of your acquisition efforts, you'll get more conversions without having to bring in more potential customers.



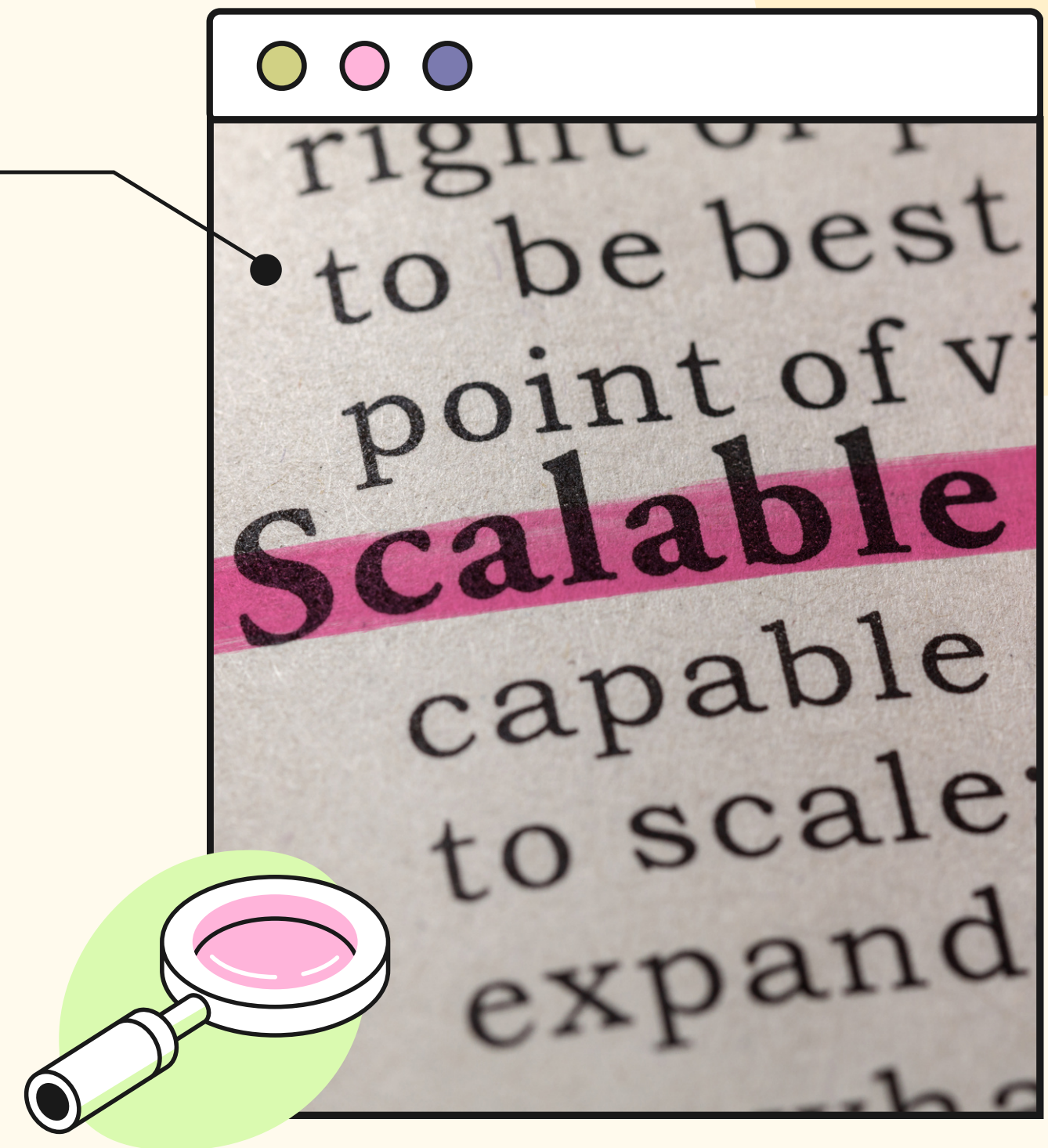
TRUST

For a user to share their credit card, email, or any sort of personal information, your website needs to be professional and trustworthy. A well-designed site boosts your reputation and results in more conversions.



SCALABILITY

While your audience size may not scale as your business grows, CRO lets you grow without running out of potential customers. Audiences aren't infinite. By turning more browsers into buyers, you'll be able to grow your business without running out of potential customers.



USER EXPERIENCE

When you optimize your site for conversions, you're also optimizing for user experience. A site that's easy to navigate enhances the customer experience, resulting in longer time spent on the site, more engagement, and ultimately, more conversions.



The background is a light green field filled with various line-art icons in yellow, blue, and red. These icons represent marketing and business concepts such as a megaphone, a laptop with a dollar sign, a storefront, a person in a circle, a document with a pencil, a camera, a lightbulb, and a target. There are also abstract shapes like a white cloud in the top left, a pink cloud in the top right, and pink and purple organic shapes at the bottom corners.

KEY CONVERSION METRICS

WHAT DO WE MEASURE

KEY CONVERSION METRICS

When we talk about "conversion" in general terms we are talking about sales. As a secondary option, we talk about actions within a website, but those are not the only ways to "convert" in today's market landscape.

Remember: your conversion could be getting followers, likes, or other metrics related to social media and not just web pages.

You will select your own conversion metrics based on your business model and needs!

Digital
Campaign

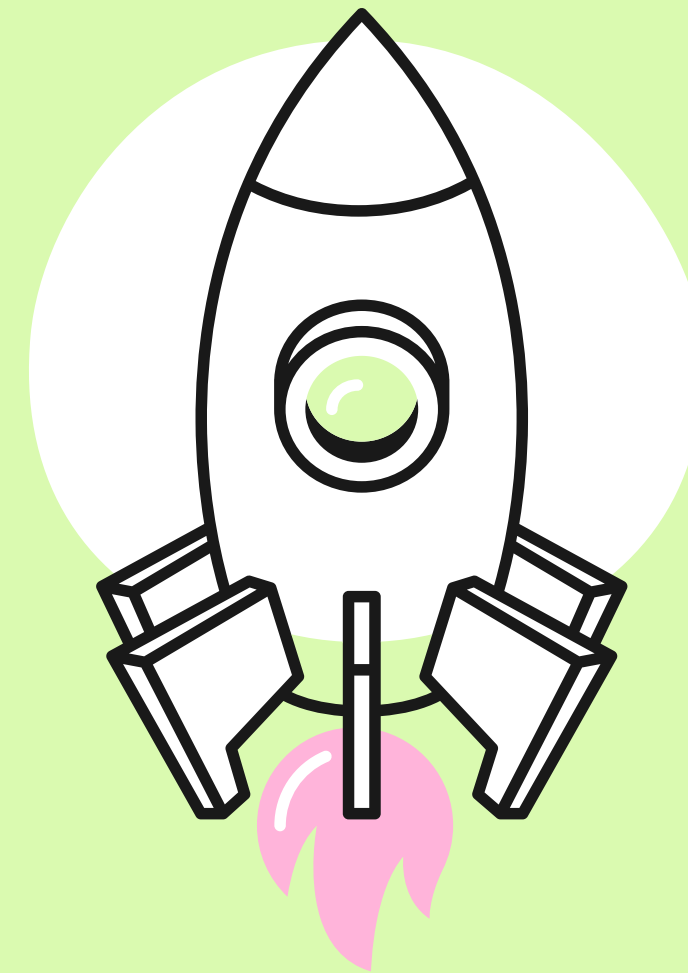
Content
Marketing

E-mail
Marketing

Social
Media

Mobile
Apps

SEO



SALES

If you're focusing on general sales only, you will measure things such as:

1. **Lead conversion rate:** what percentage of people who saw your product actually bought it
2. **Sales growth:** earnings increment
3. **Cost per acquisition:** how much did it cost you to make that sale (and net profit)



WEBPAGES

If you're focusing on sales via websites, you will measure things such as:

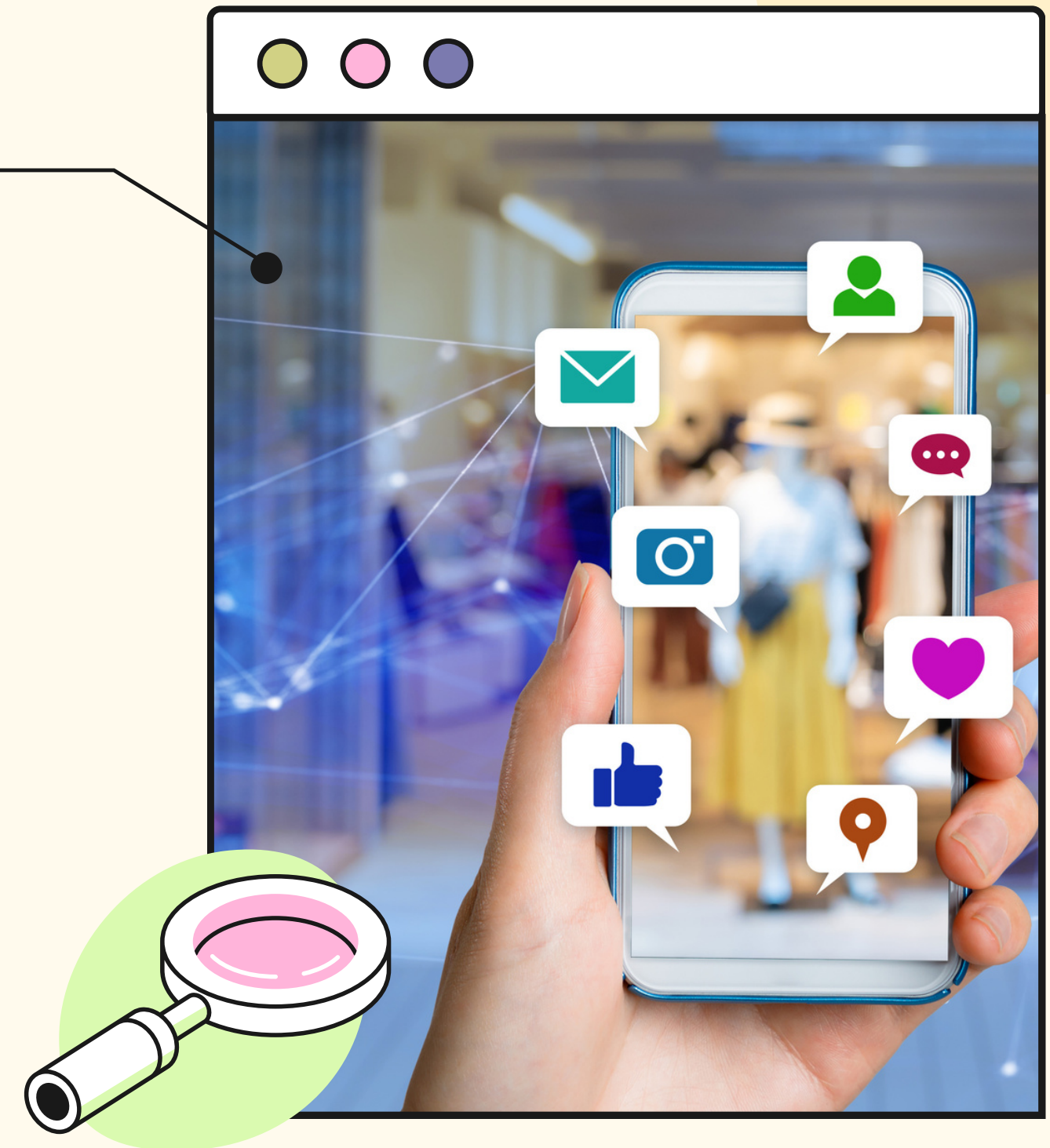
1. **Conversion Rate:** visitors divided conversions
2. **Bounce Rate:** people who left immediately
3. **Average time on site**
4. **Cost per conversion**
5. **Click Through Rate (CTR)**



SOCIAL MEDIA

If you're focusing on Social Media monetization, your focus will be a different metric:

1. **Follower gain**
2. **Average views**
3. **Posts reach**
4. **Engagement Rate**



The background is a light green field filled with a repeating pattern of small, colorful line-art icons. These icons represent various business and technology concepts, including lightbulbs, speech bubbles, document folders, storefronts, and communication devices. Large, soft-edged shapes in white, pink, and purple are positioned at the corners of the image, framing the central text.

REAL LIFE ANALYSIS

CHECKING ANALYTICS

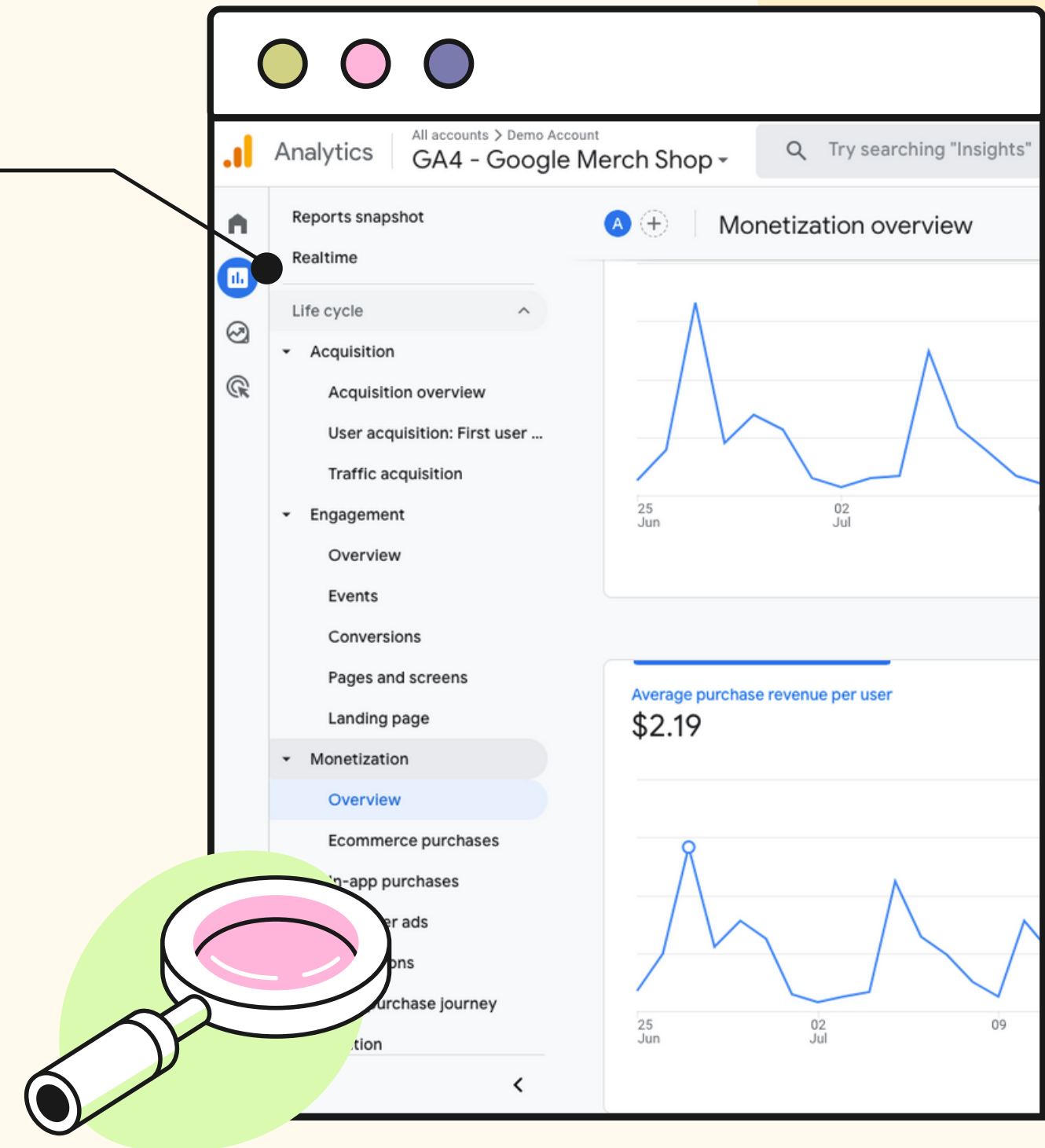
GOOGLE DEMO ACCOUNT

Google provides a demo account we can all access to help us visualize how a website tracks its most valuable information:

<https://analytics.google.com/analytics/web/>

Google "HOW TO ACCESS GOOGLE ANALYTICS DEMO ACCOUNT" or see here:

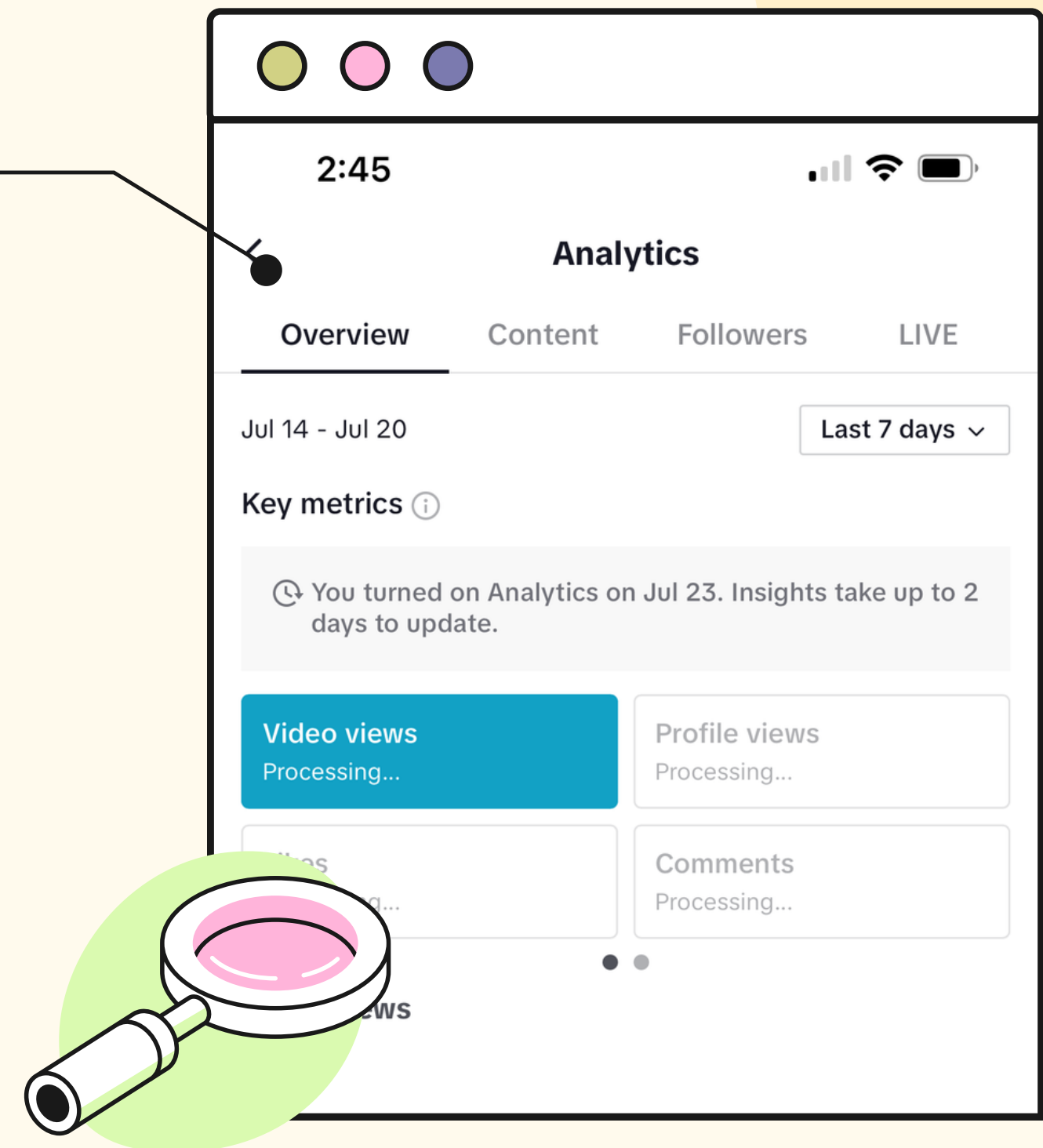
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SOCIAL MEDIA

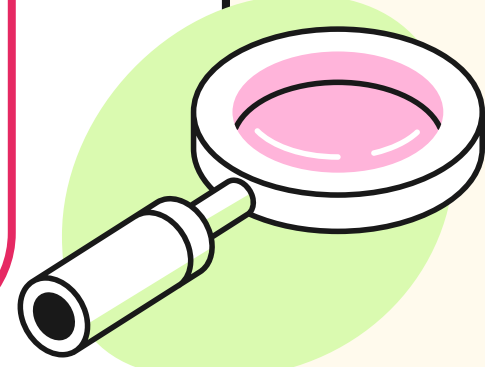
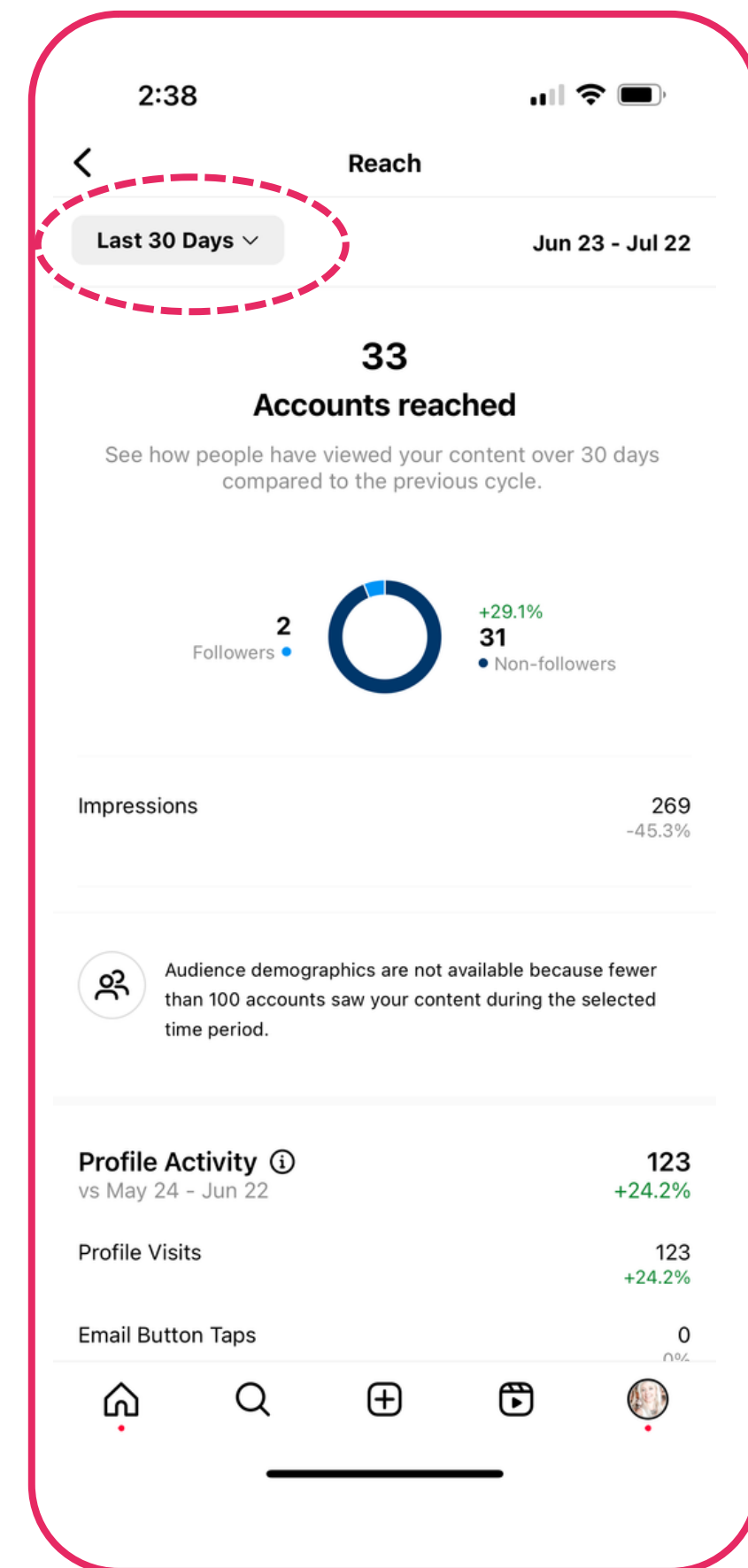
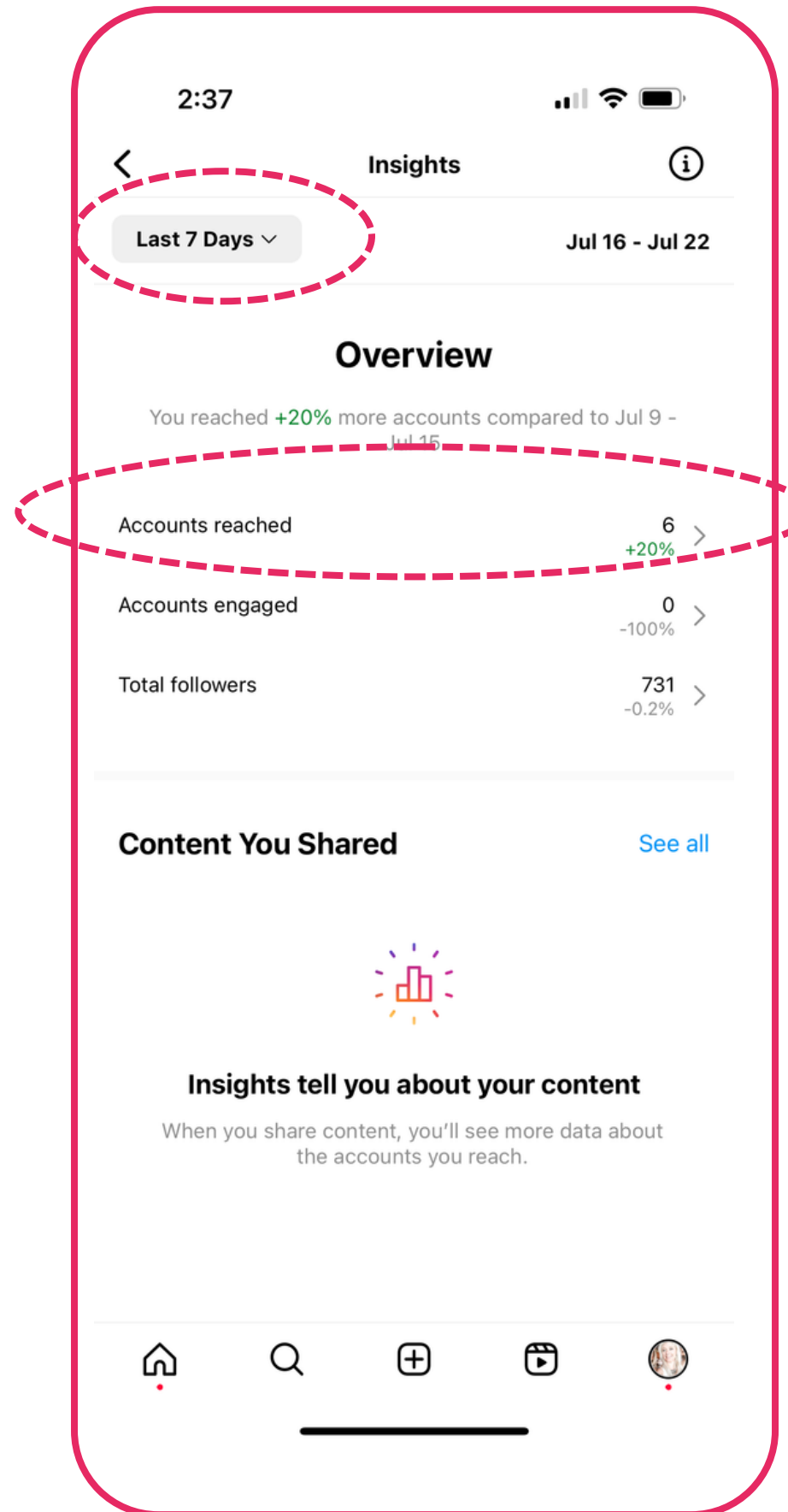
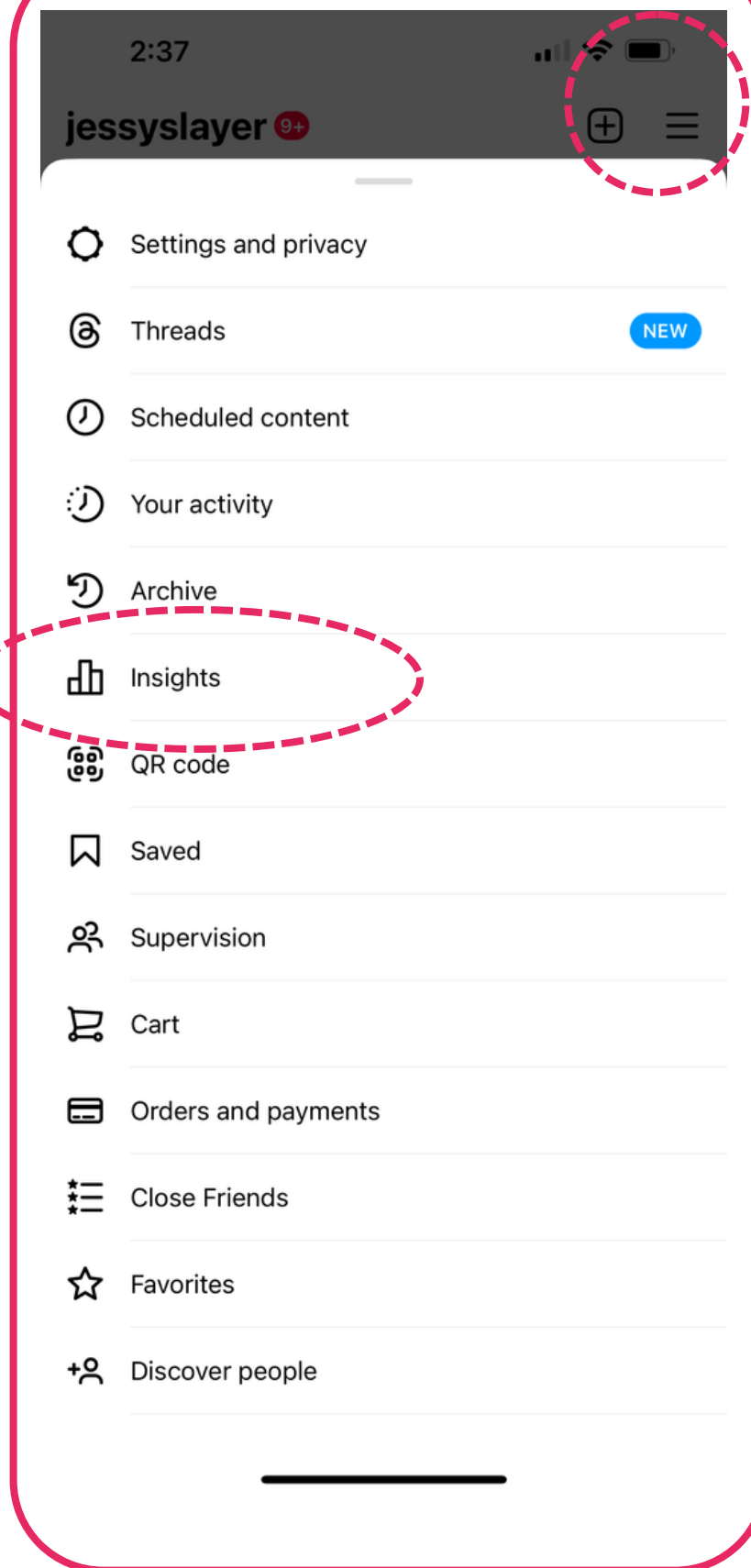
Each social media has its own analytics and metrics tracker.

Most of them can only be seen from the app itself (you need to convert your account into "business account" and you will have access to it)



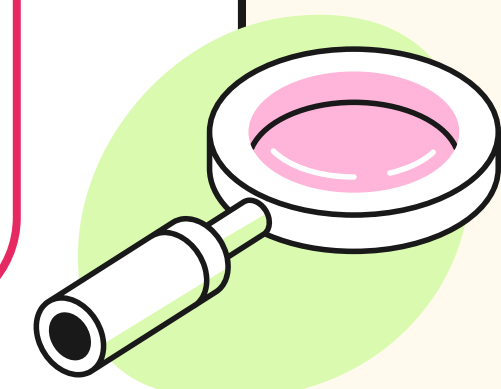
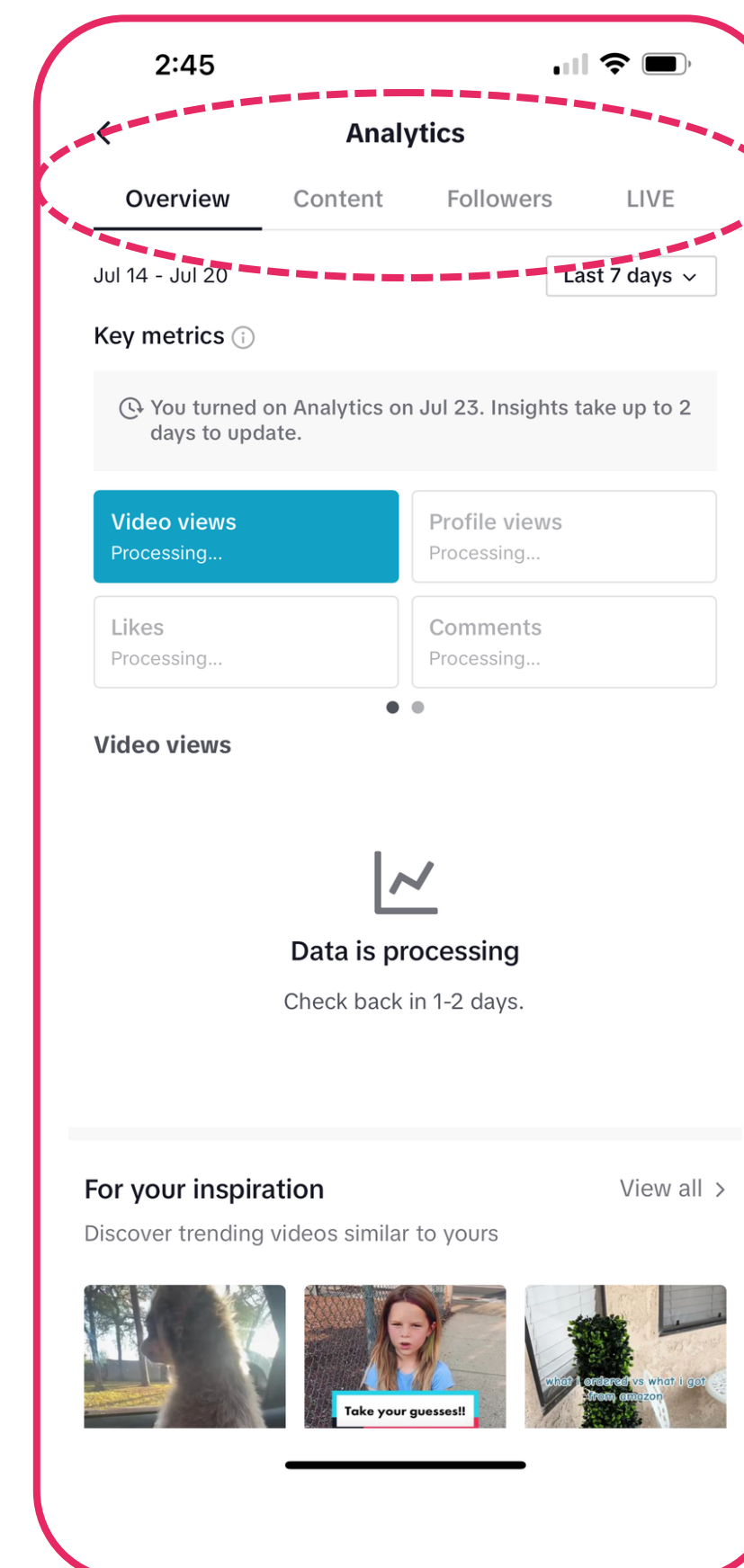
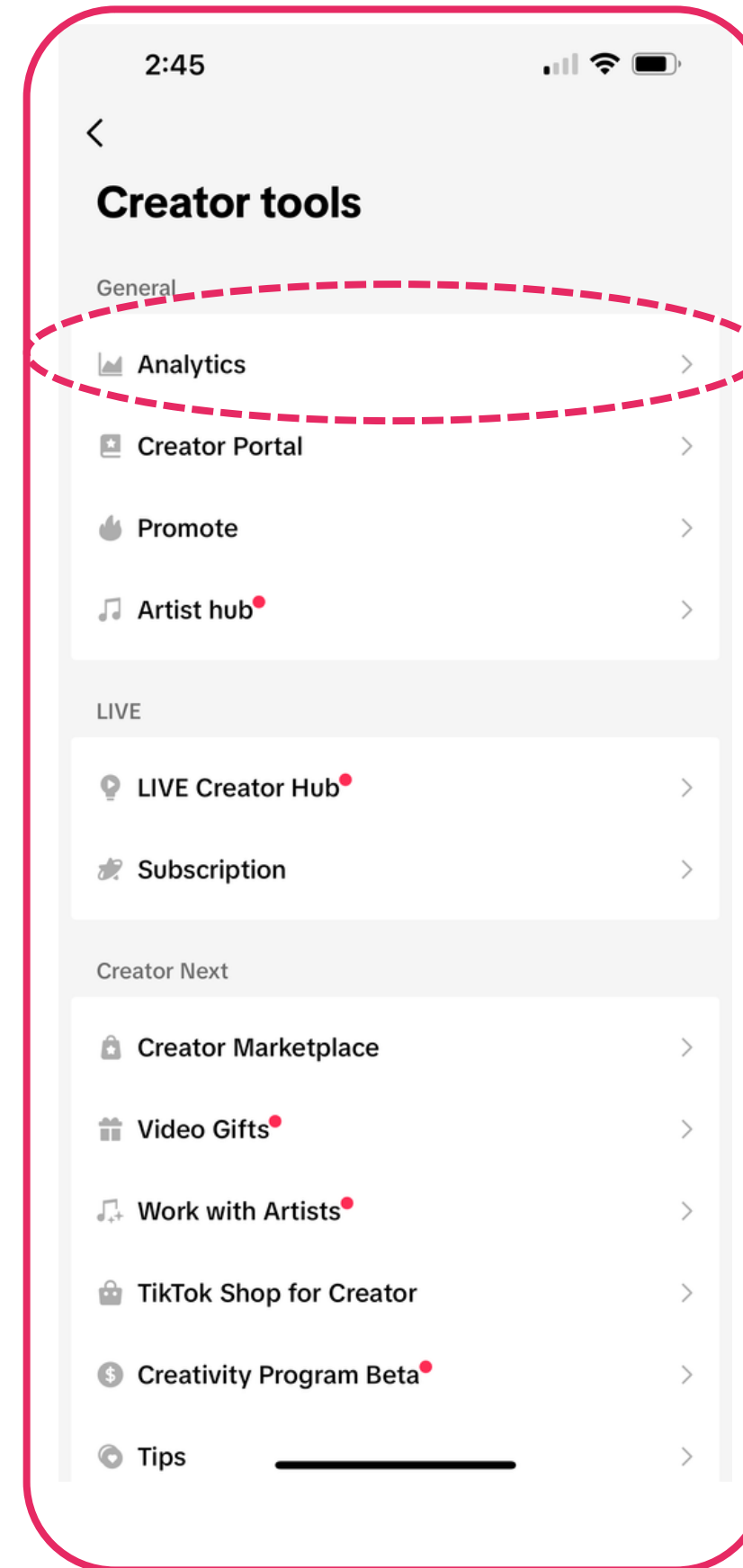
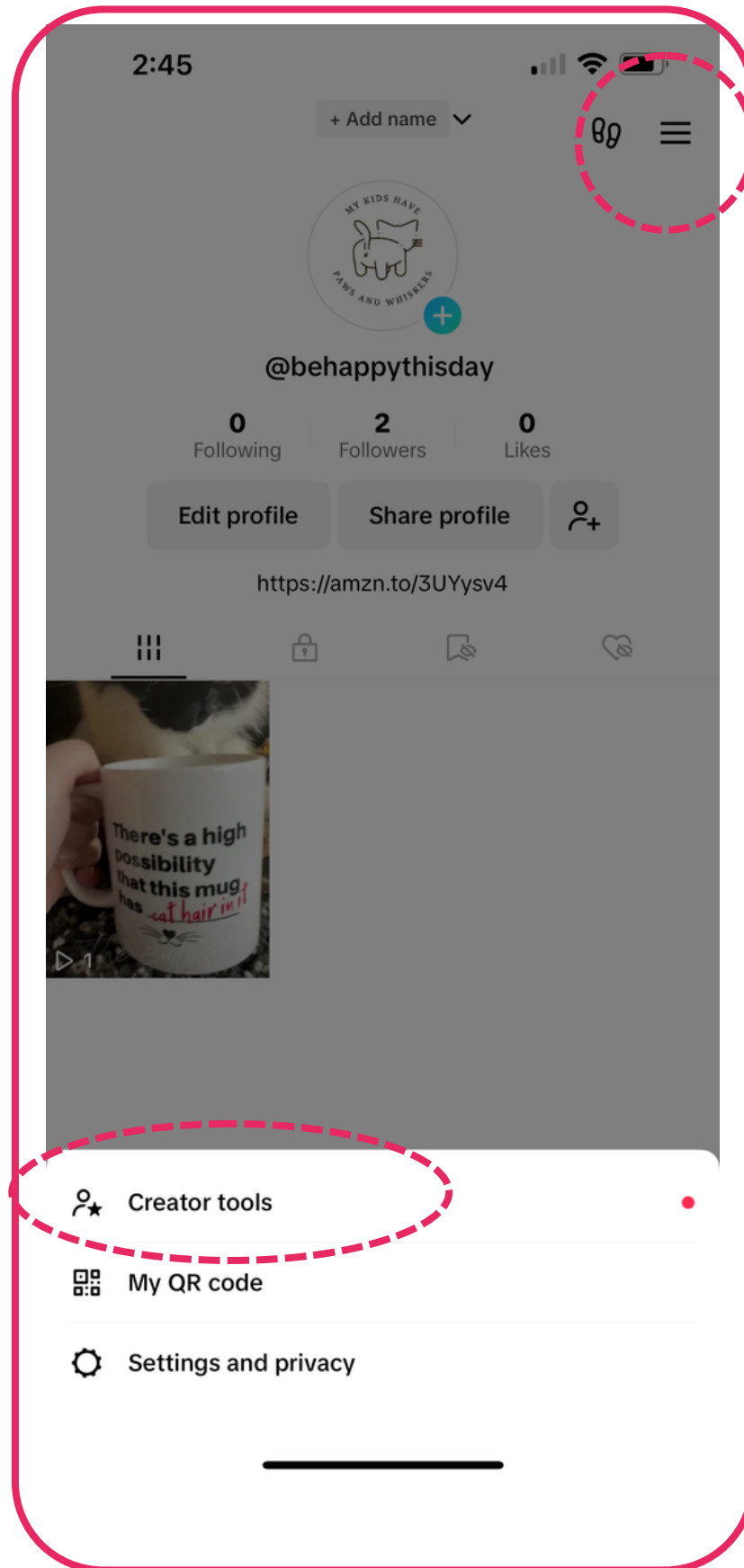


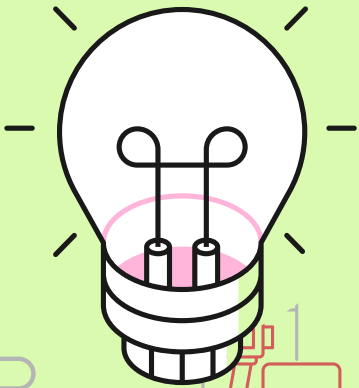
INSTAGRAM ANALYTICS





TIKTOK ANALYTICS



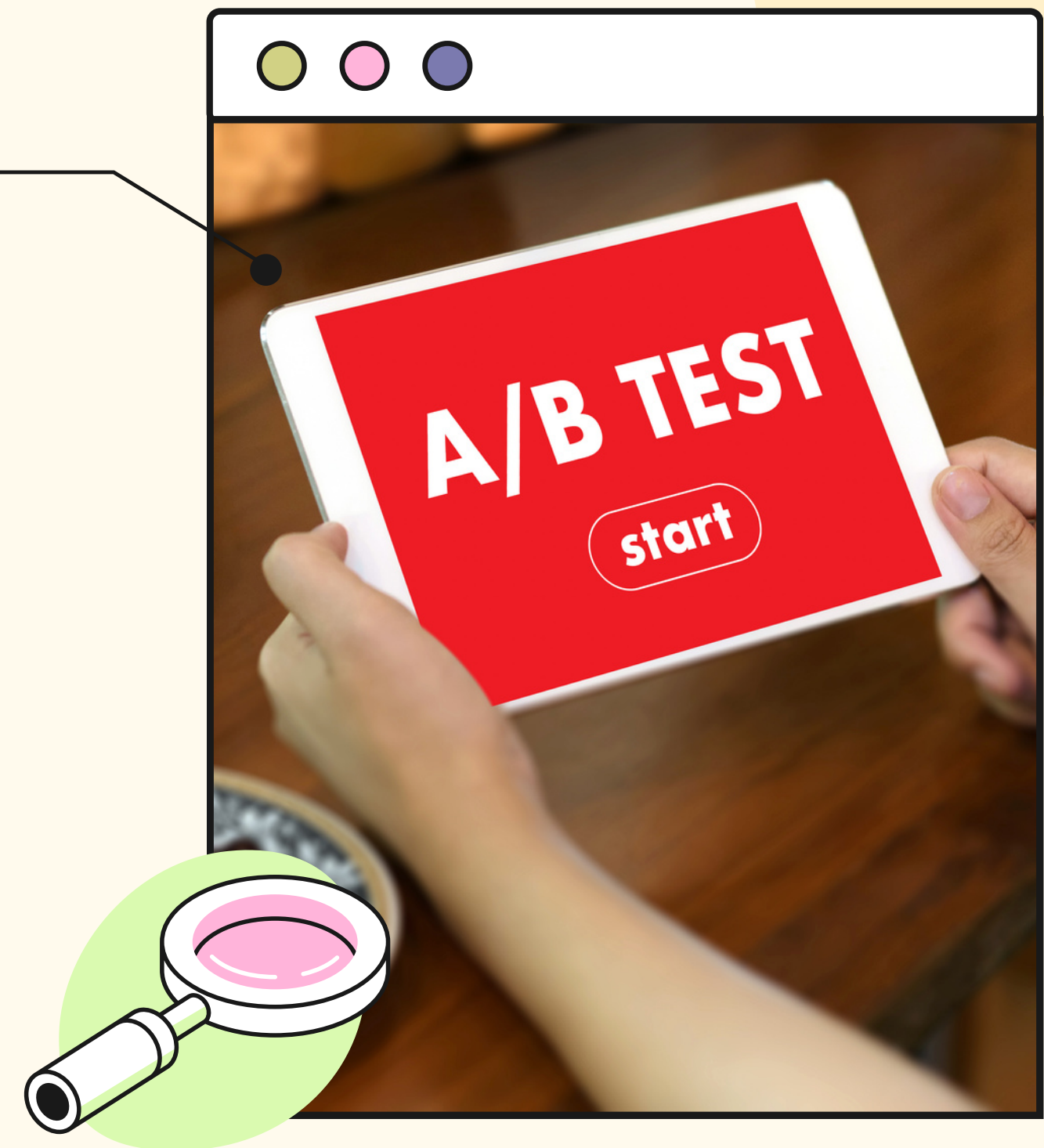


A/B TESTING

we call it A/B testing when we only test 2 variables at a time to try to understand what performs best.

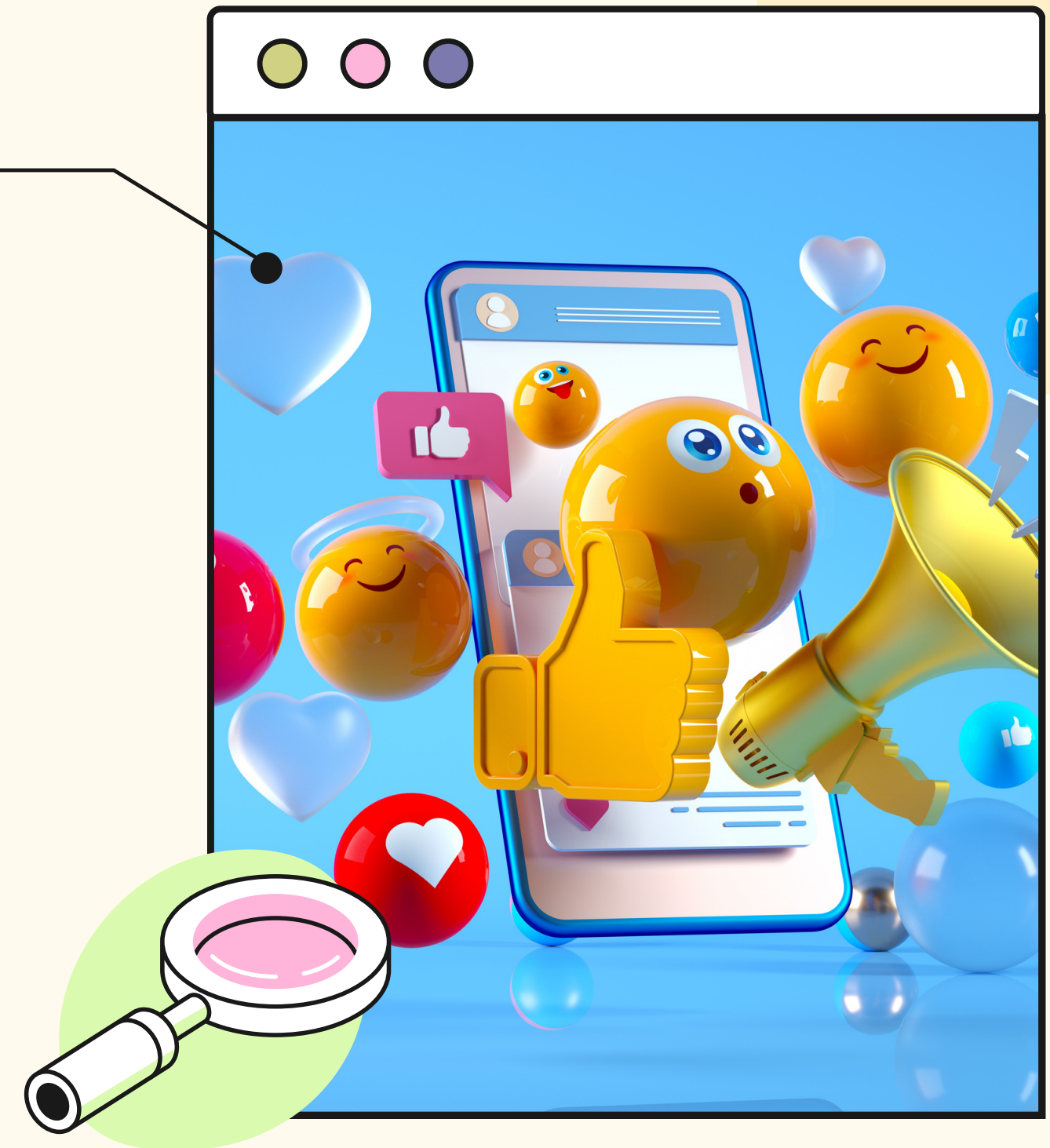
This could be two headlines on a landing page or two headlines on a Facebook Ad.

They provide meaningful results with less traffic and provide straightforward results.



MULTIVARIABLE TESTING

we call it Multivariable testing when we test several variables at a time to try to understand what combination performs best. This could be a combination of headlines, colors, and CTAs or different copy text and offers to a different landing page. Results are more complex and you need more traffic to assign value to the results.



LET'S WORK

USE YOUR OLD AD EXAMPLE!



LET'S CREATE A VARIATION OF YOUR PREVIOUSLY GENERATED AD!

- Create an A/B testing example and a Multivariable example for the Ad you previously generated and explain what are you testing in each case.



DIGITAL MARKETING



TOMORROW!

We will start talking
about your own projects!

