Regional Training of Women Entrepreneurs
on
Utilizing E-commerce and Digital Marketing Platforms For Enhanced Access to Supply Chains

6-8 September 2022

Session 5: Digital marketing using social media platforms and search engine optimisation for promoting business

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WEsellonline.org

Presentation structure

- Creating account : Facebook
- Creating account : Instagram
- Creating account : WhatsApp
- Creating account : Pinterest ,LinkedIn, Twitter
- Hands-on training to join social media platforms
- Search Engine optimization



How Social Media helps E-commerce Business?

For businesses, social media is a powerful marketing tool that helps the businesses connect to thousands of people in the market, fellow players in the industry, and even influencers that can help them penetrate the market better.



Facebook

- Facebook offers Facebook Market place and Facebook shop for selling your products.
- In Facebook Marketplace, buyers get the information about the products and the seller, but cannot buy it.
- In Facebook Shop, buyer can buy the product, Facebook directs the buy link to dedicated online marketing stores like Amazon, Flipkart or own website.
- Facebook has active users in the world 2.936 billion.



Google My Business

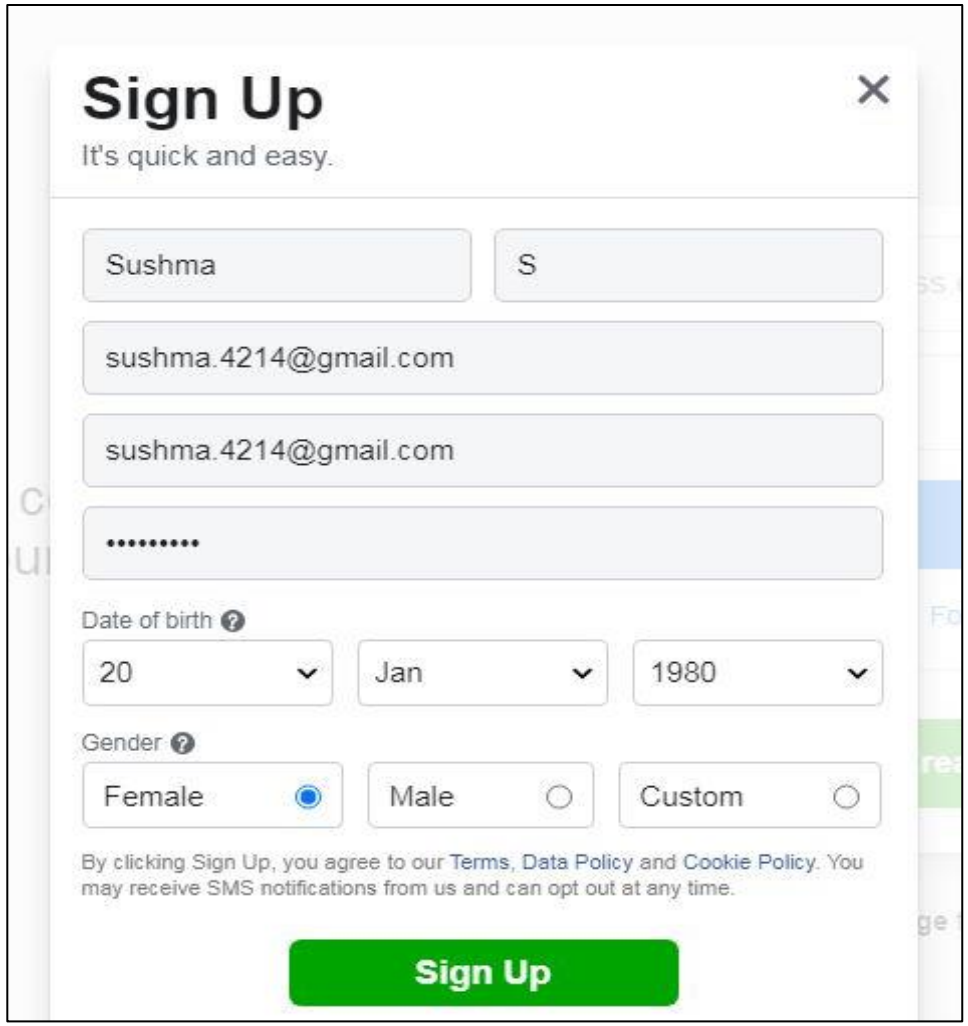
It is a tool for businesses to manage the presence of the businesses across Google. When local businesses verify and edit their business information, they allow potential customers to locate them easily.



Facebook Account

- To create account visit www.facebook.com
- A window appears asking to enter your details
- Enter your Name
- Email or Phone Number
- New Password
- Date of birth and gender
- Click **Sign Up**

Facebook Account (2)



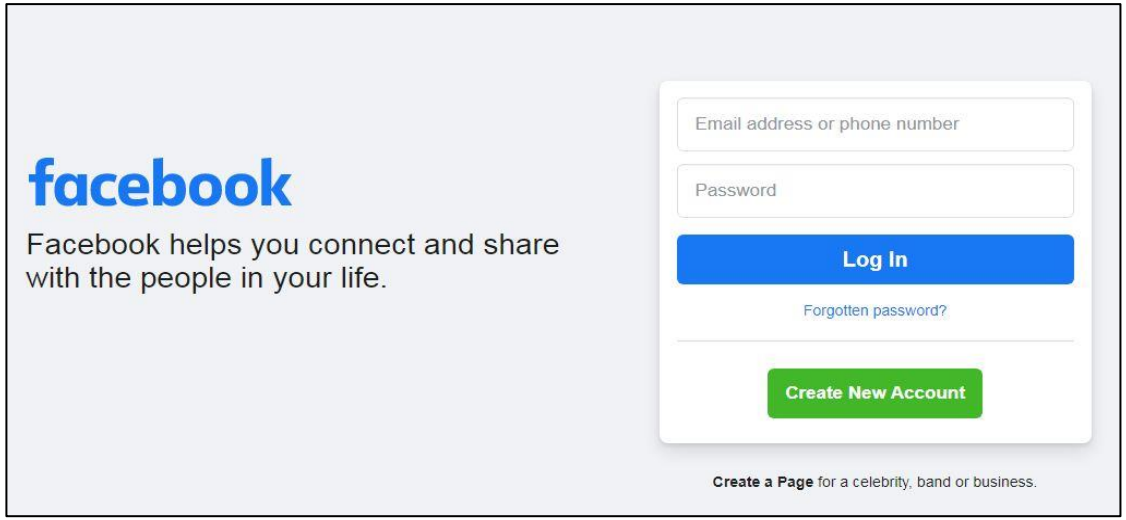
Facebook Business Page

Having a Facebook Business Page makes it easier for people to discover and interact with your brand online.

Steps to create a Facebook business page:

Step 1:

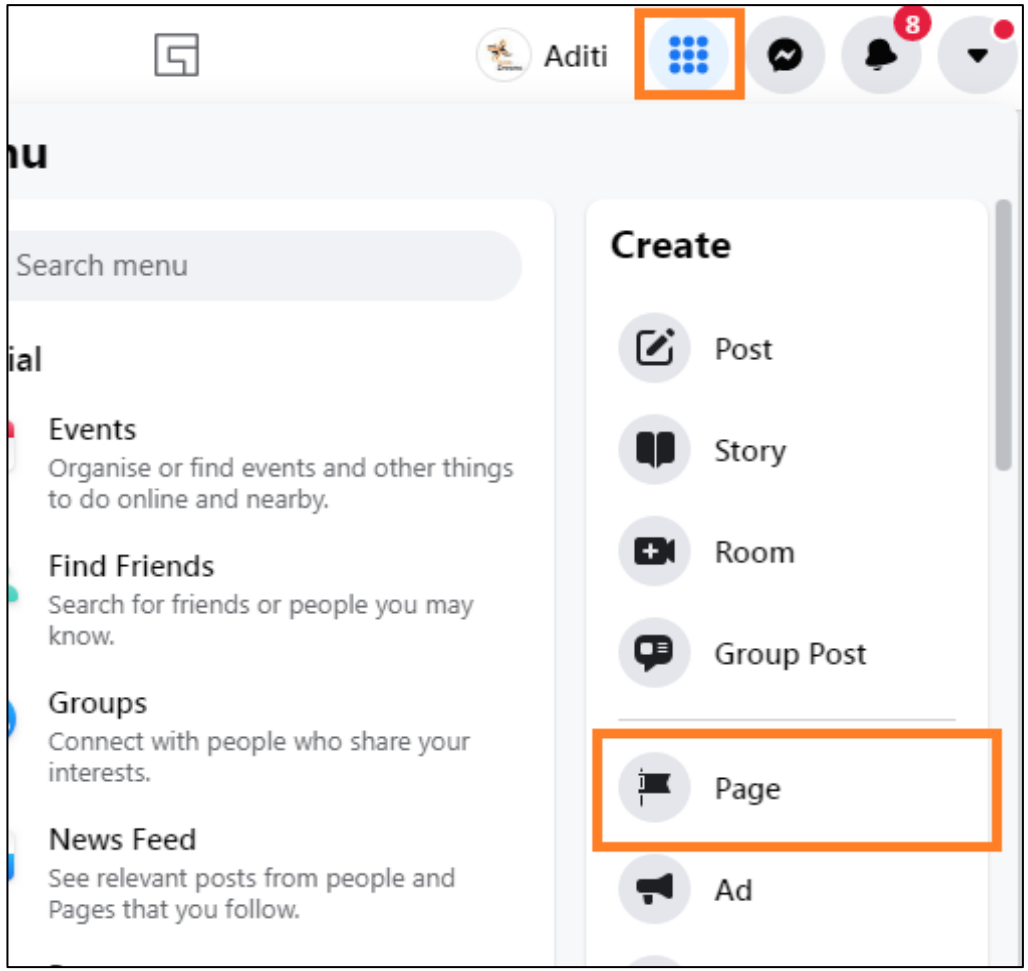
Facebook business pages are created using a personal Facebook account, so you'll need to first log in to your Facebook account.



Facebook Business Page (2)

Step 2:

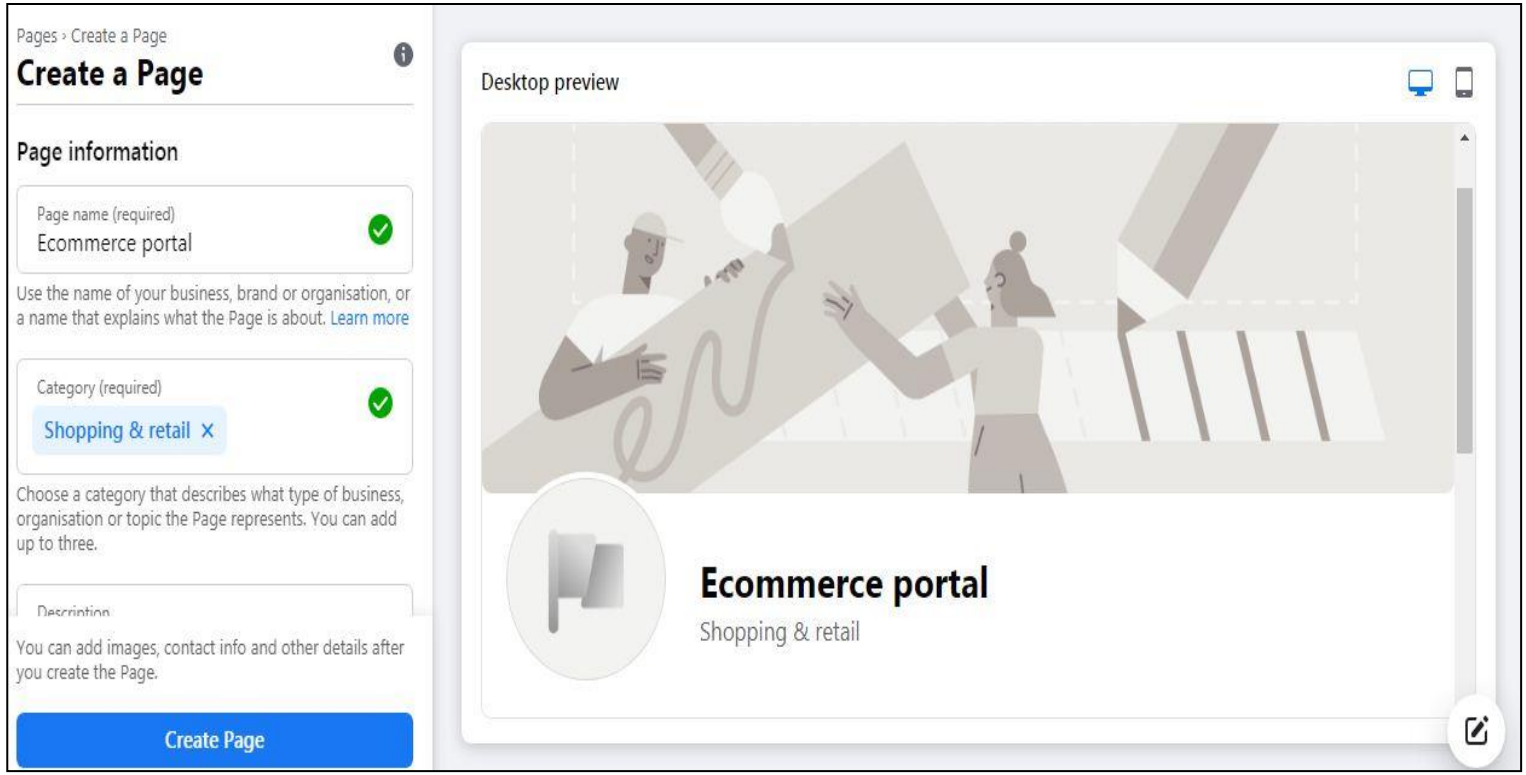
Find the "nine dots" button on the top right of the window and click it. A Create menu drop-down list appears, click on "Page" option, to create your Facebook Business Page.



Facebook Business Page (3)

Step 3: Enter Your Business Information

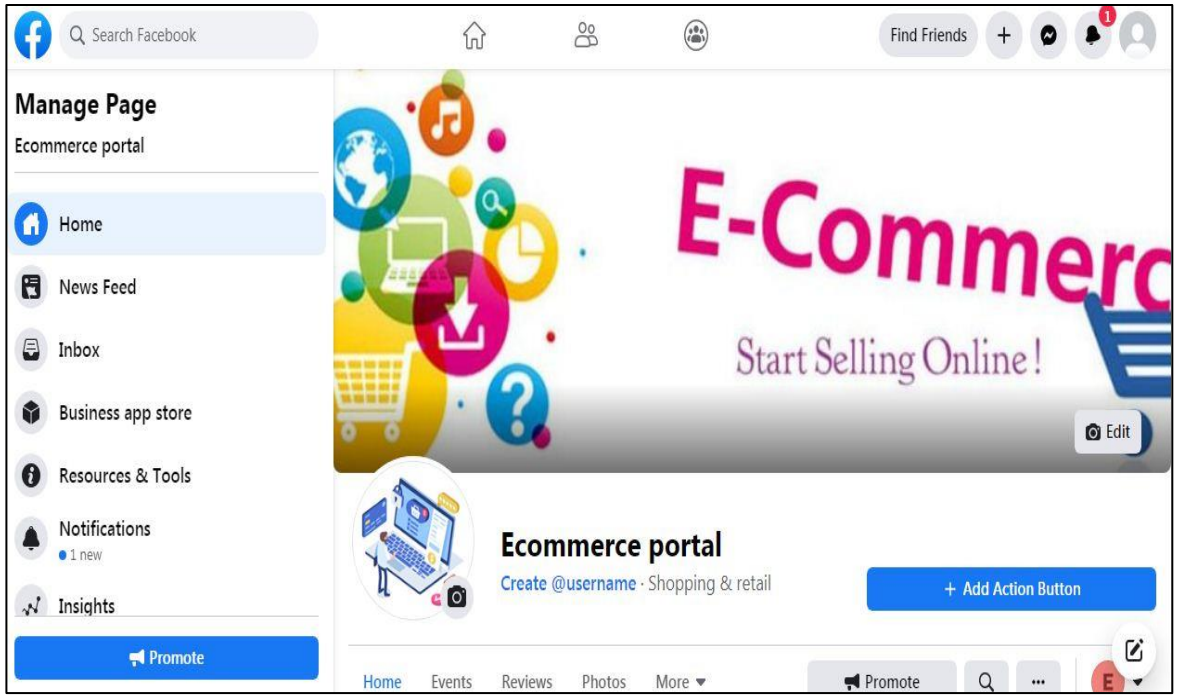
Tell Facebook the name of your business page and choose a business category that best represents what your business offers.



Facebook Business Page (4)

Step 4: Upload Your Profile Picture & Cover Photo

Choose a photo to upload as your business page profile picture. Businesses commonly use their logo as a profile picture, but you may use any photo that represents your business and your brand.



Creating Account in Instagram

To create an Instagram account from the app:

Instagram encourages the user to post via phones hence it does not allow to update through the photographs or content through desktops or laptops.

Instagram has active users in the world 1.386 .

1. Download the Instagram app from the App Store (iOS) or Google Play Store (Android). Once the app is installed, tap to open it.

2. Tap **Sign up with Email or Phone Number** (Android) or **Create New Account** (iOS), then enter your email address or phone number (which will require a confirmation code) and tap **Next**. You can also tap **Log in with Facebook** to sign up with your Facebook account.



3. If you register with your email or phone number, create a username and password, fill out your profile info and then tap **Next**. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

To create an Instagram account from a computer:

1. Go to instagram.com.

2. Click **Sign up**, enter your email address, create a username and password, or click **Log in with Facebook** to sign up with your Facebook account.

3. If you sign up with an email, make sure you enter your email address correctly and choose an email address that only you can access. If you log out and forget your password, you'll need to be able to access your email to get back into your Instagram account.



Instagram Business Account

Why Its necessary?

• In business account, you can examine insights of number of users who view the posts and their demographics.

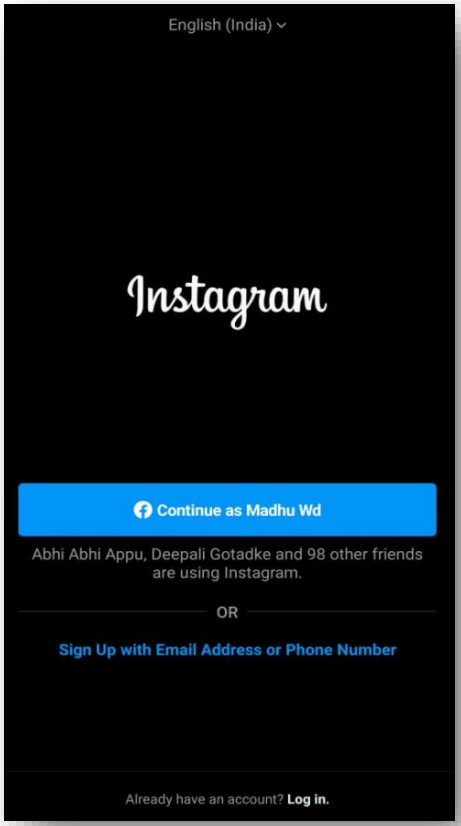
• Business account will allow you to connect Instagram to Facebook business page

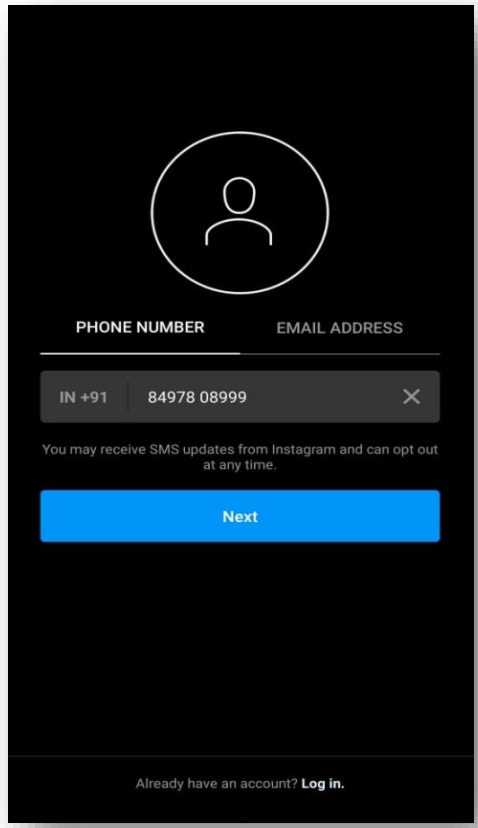
•In business account, we can promote posts to reach more people.

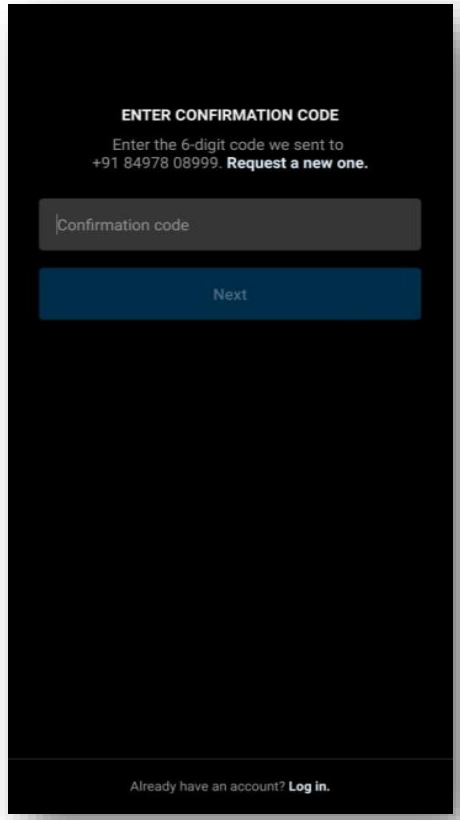
Instagram Business Account (2)

Step: 1

Before you start to create Instagram Business Account, Create an Instagram account.







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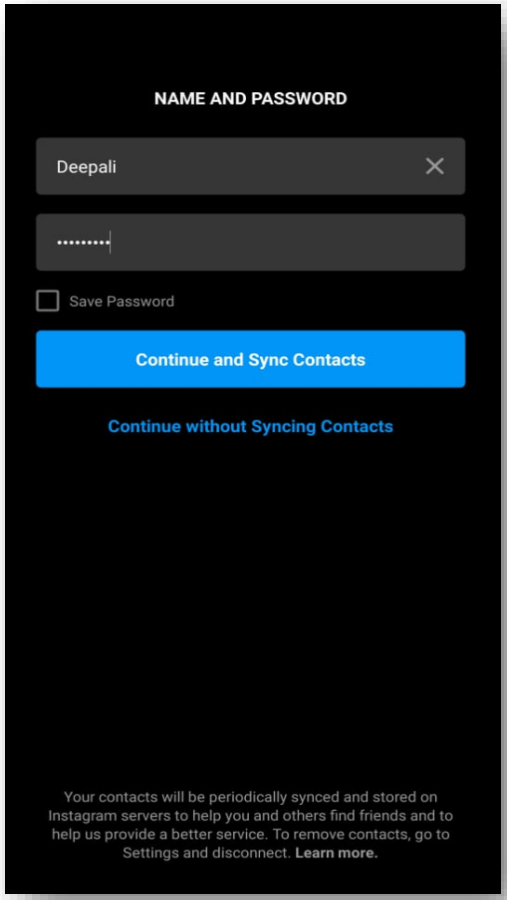
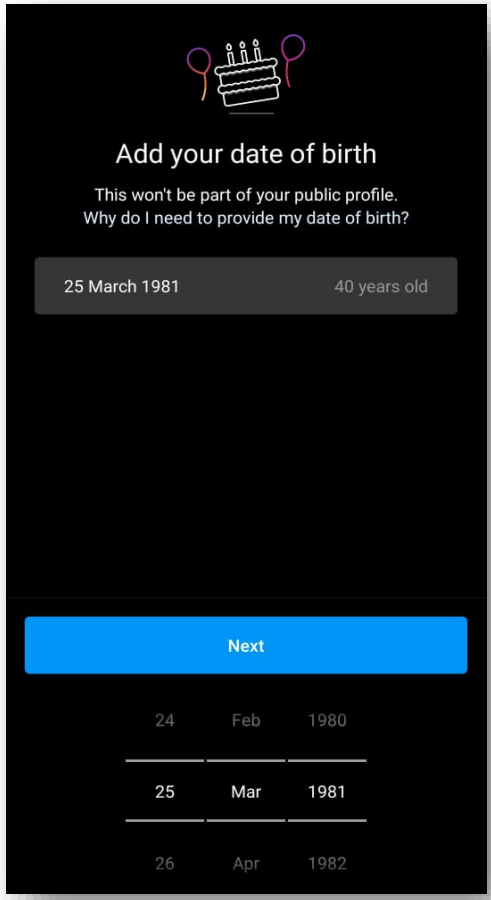
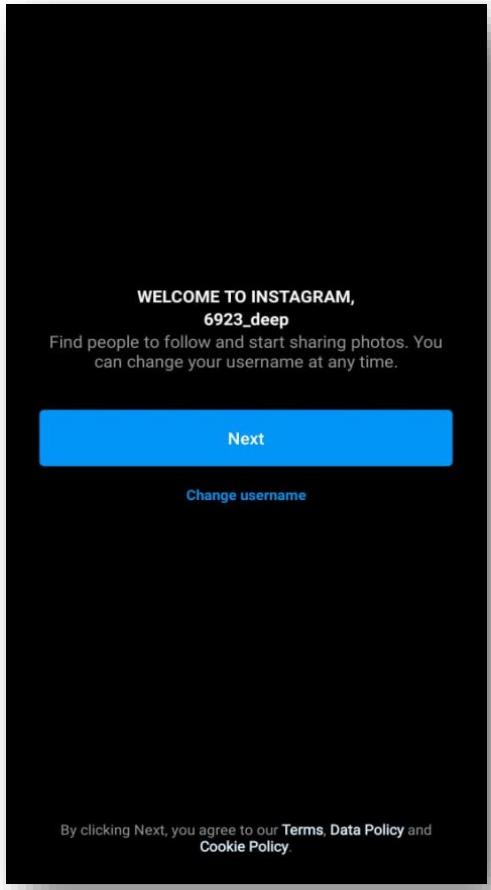
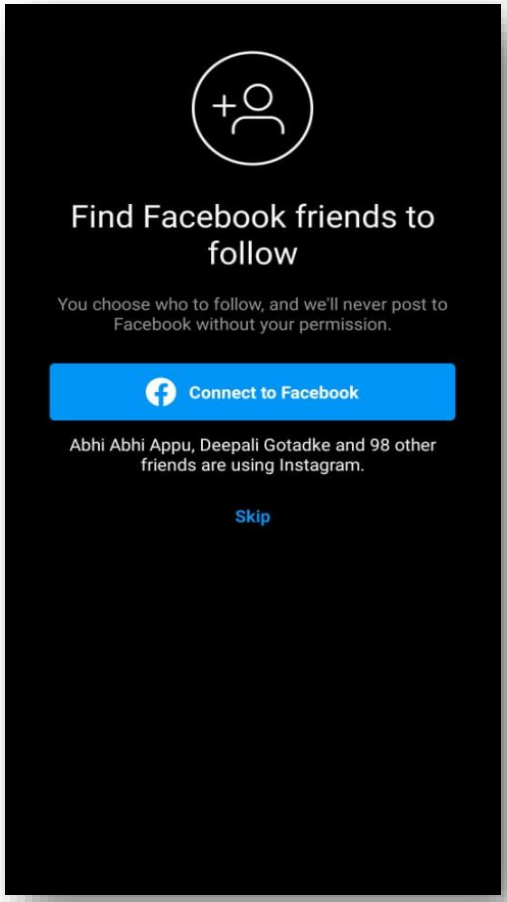
Instagram Business Account (3)

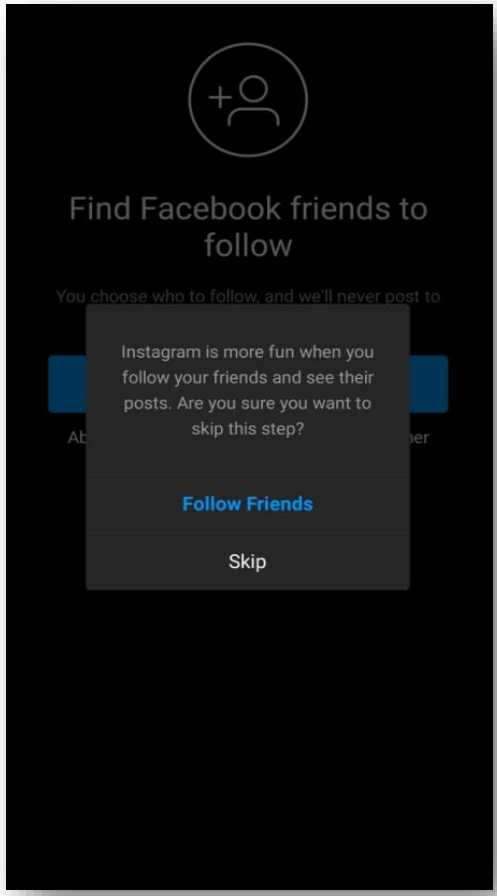


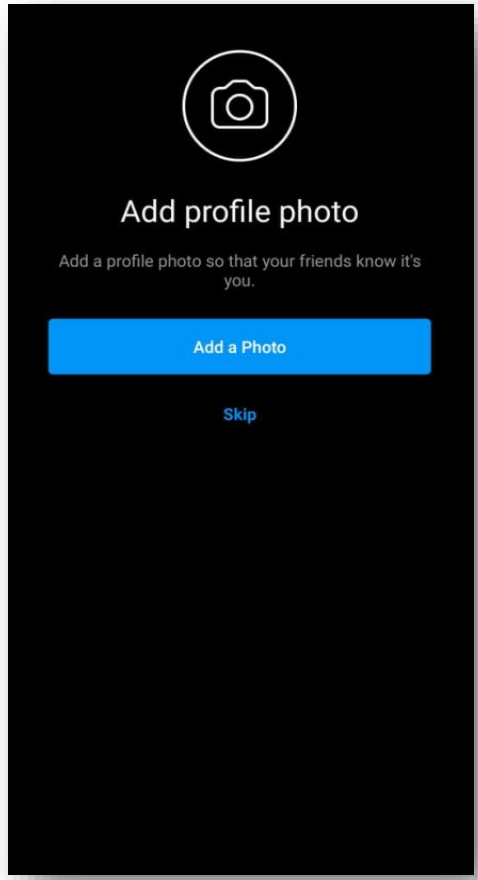




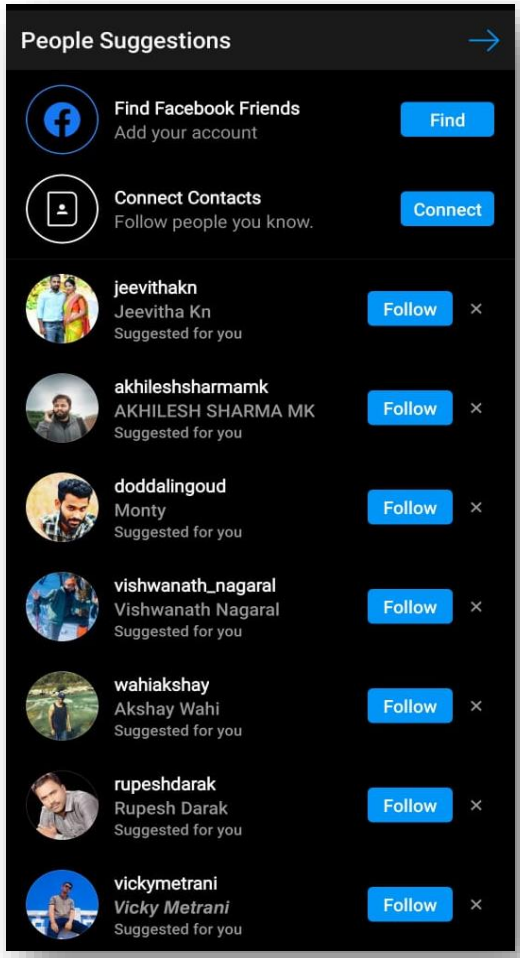
Instagram Business Account (4)

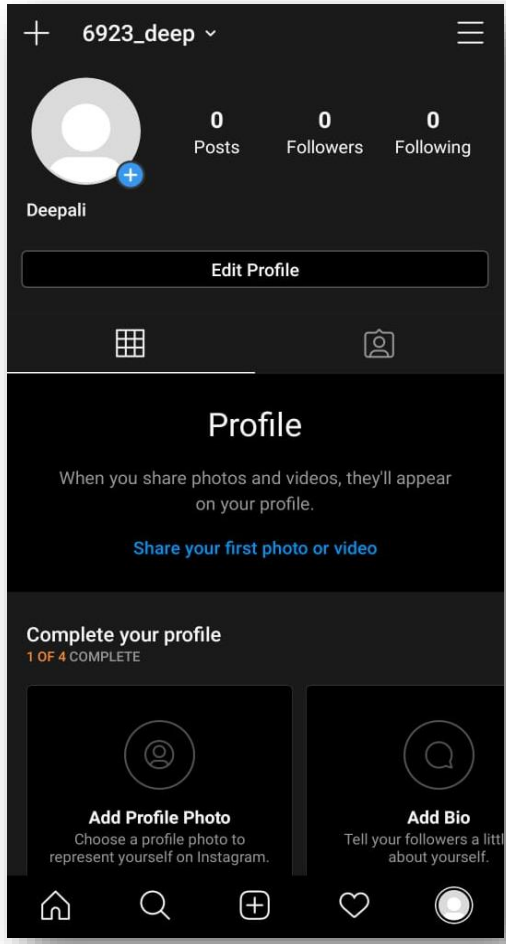






Instagram Business Account (5)





Instagram Account has been created

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Instagram Business Account (6)

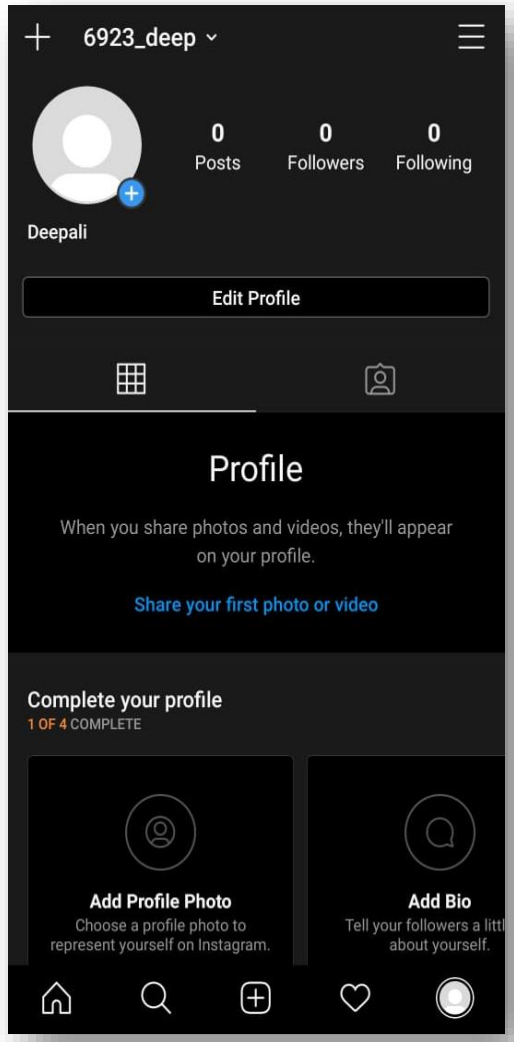
Converting Instagram account to Instagram Business Account

Step 1:

Navigate to your Instagram profile in the bottom right corner of the app.

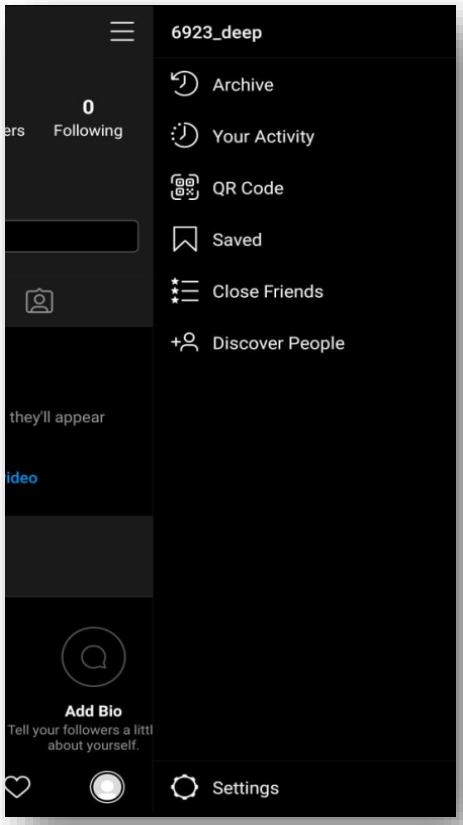
Step 2:

Tap the menu button in the top right corner.

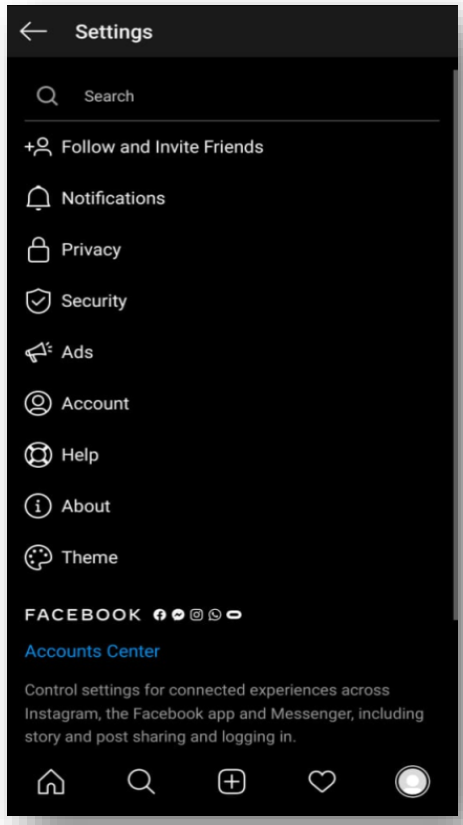


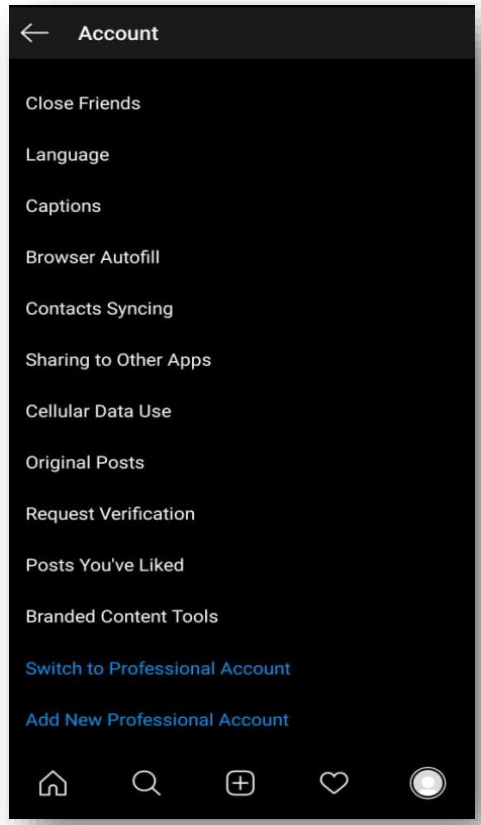
Instagram Business Account (7)

Step 3: Tap “Settings” and scroll down to “Account”



Step 4: Scroll down the menu and tap “Switch to Professional Account”

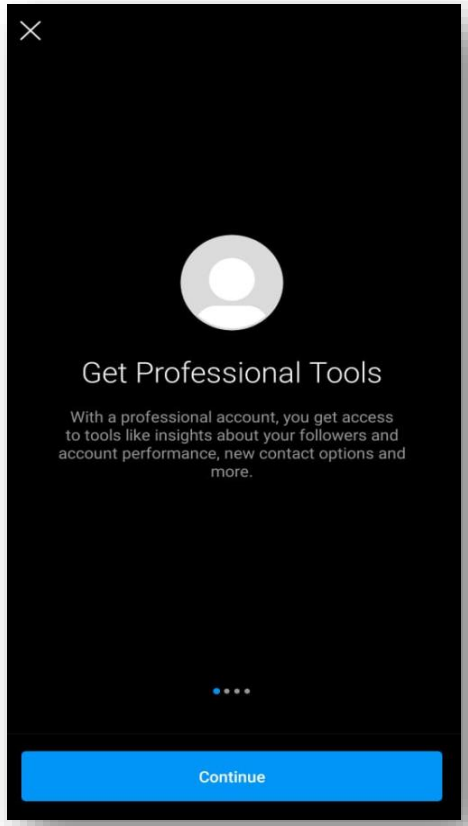


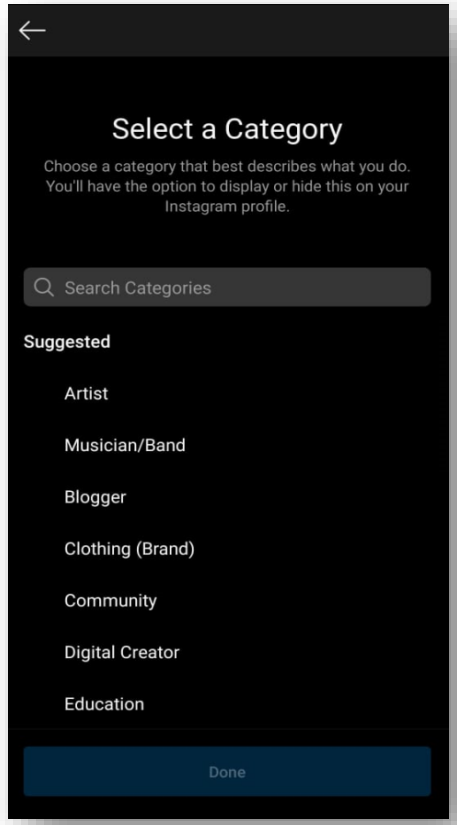


Instagram Business Account (8)

Step 5: Swipe through the features of the Professional account and Select Continue.

Step 6: Select a Category for your brand from the available options.





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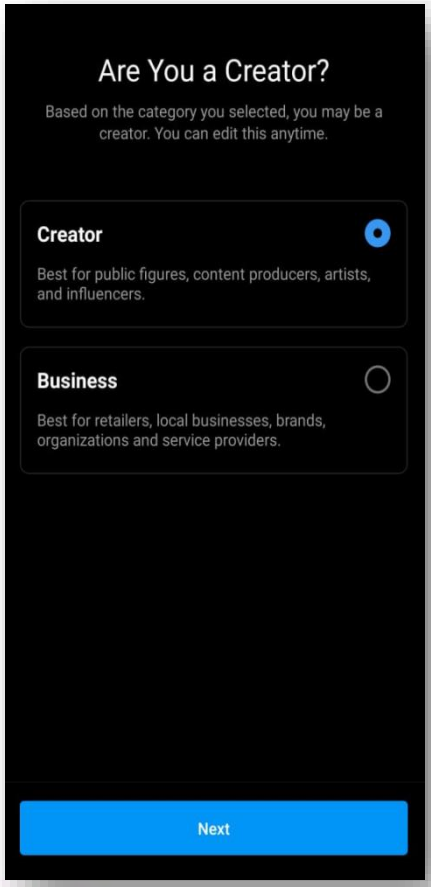
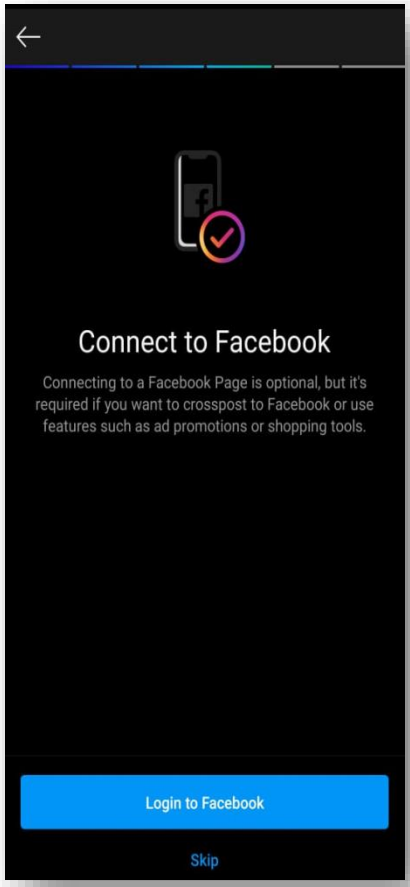
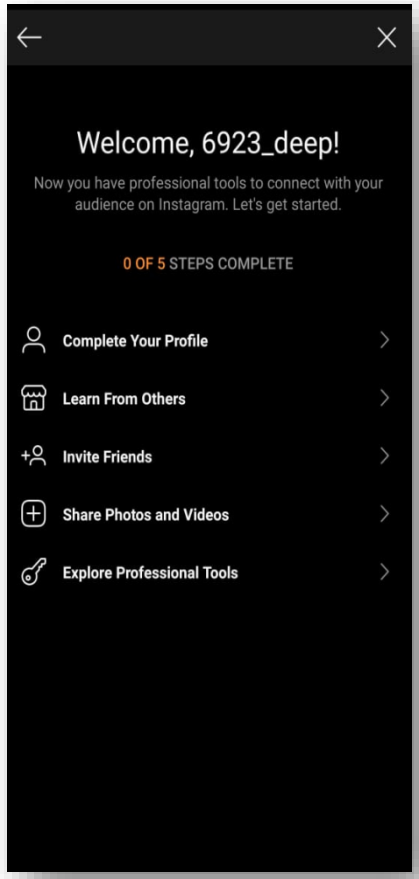
Instagram Business Account (9)

Step 7: Select “Business” as your account type on the next screen.

Step 8: Review your contact info and select Next.







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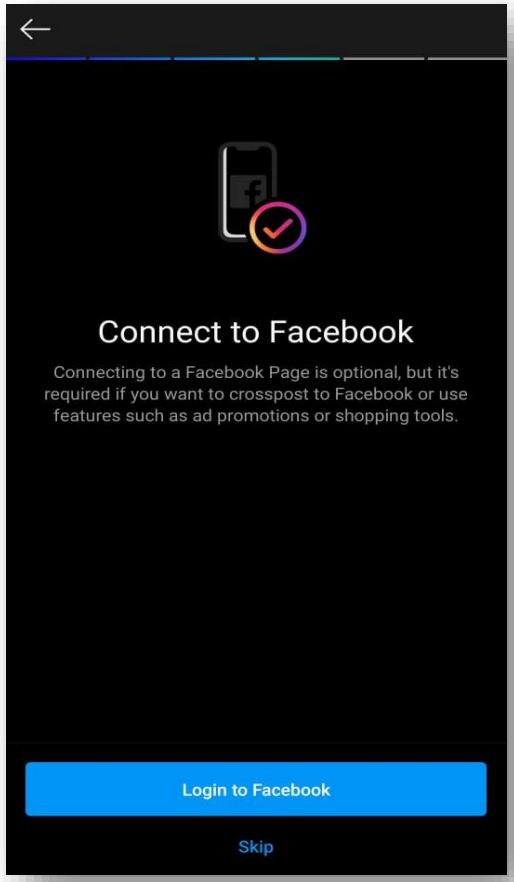
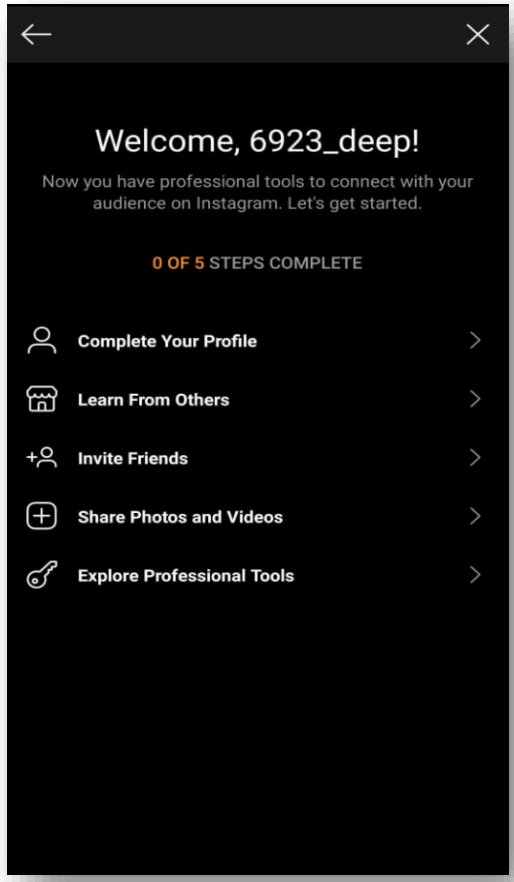
Instagram Business Account (10)

Step 9: Connect your existing Facebook business page to your Instagram account, or create a new Facebook page.

Step 10: Complete your on boarding process with all necessary Information.





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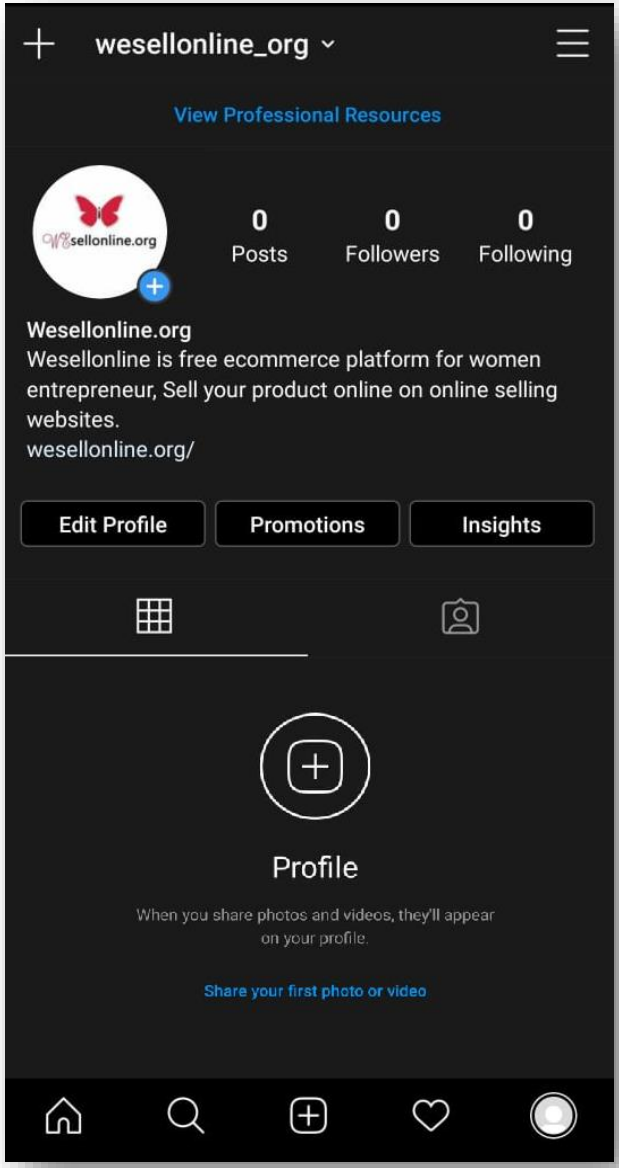
Congratulations, now you have an Instagram business profile!



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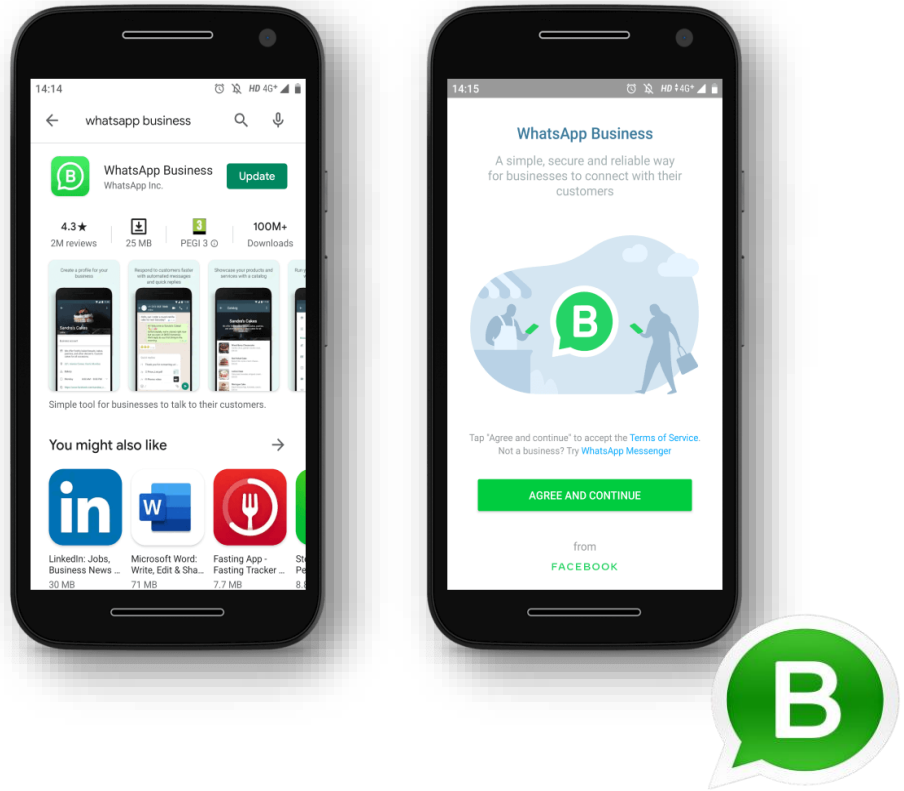
WhatsApp Business Account

Step 1:

The WhatsApp Business app is free to download on the Google Play Store and the Apple App Store.

Step 2:

Review the Terms of Service, then tap to agree and accept the terms.

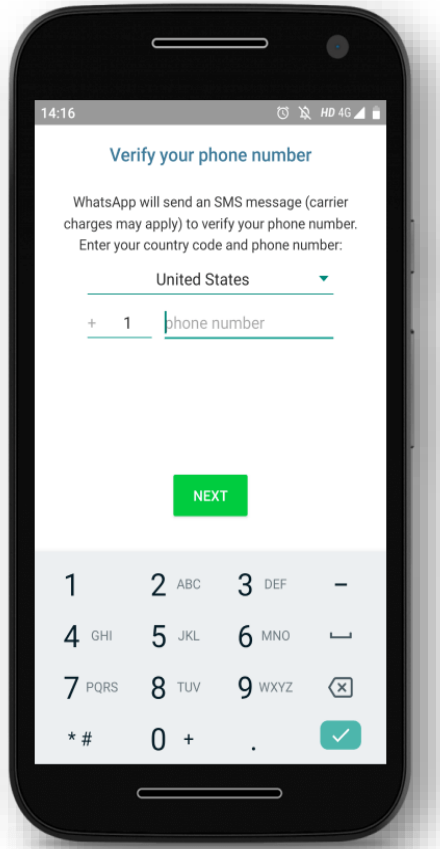


WhatsApp Business Account (2)

Step 3:

Register and verify your phone number .
Select country code and add the phone number which you want to connect to the WhatsApp Business account.

To complete registration, enter your 6-digit code, which is received from WhatsApp via SMS or Call.



WhatsApp Business Account (3)

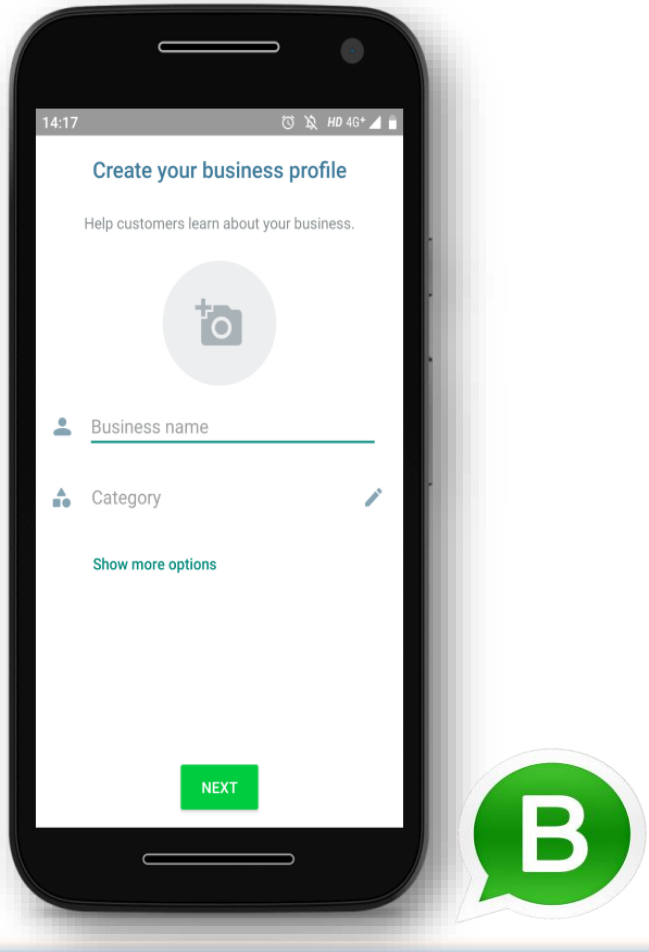
Step 4:

Give WhatsApp Business access to contacts and photos.

Step 5:

Create the WhatsApp Business account

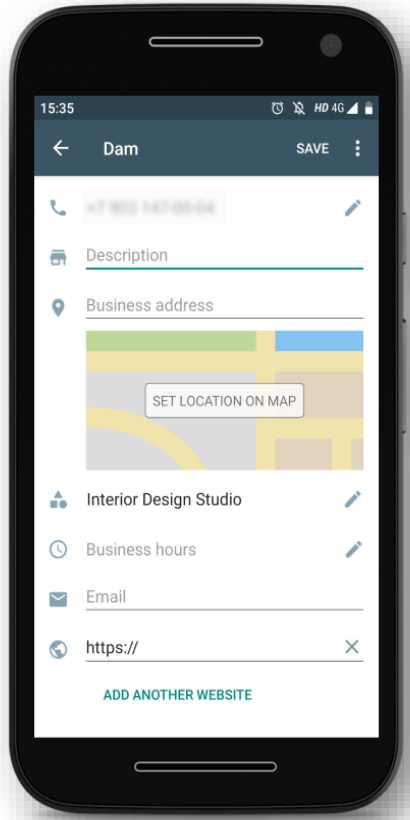
- Write down the Business name.
- Choose a profile picture.
- Select the business category in which your company operates.



WhatsApp Business Account (4)

Step 6: Fill out your WhatsApp Business App profile. Once you create an account, in the WhatsApp chat click on the 'Describe your business' field. This will directly take you to the business profile settings. They can be accessed alternatively by clicking on the three dots in the top right corner > Settings > Business tools > Business Profile.

- Business name
- Phone number
- Description
- Business address
- Business category
- Business hours
- Email
- Website
- About



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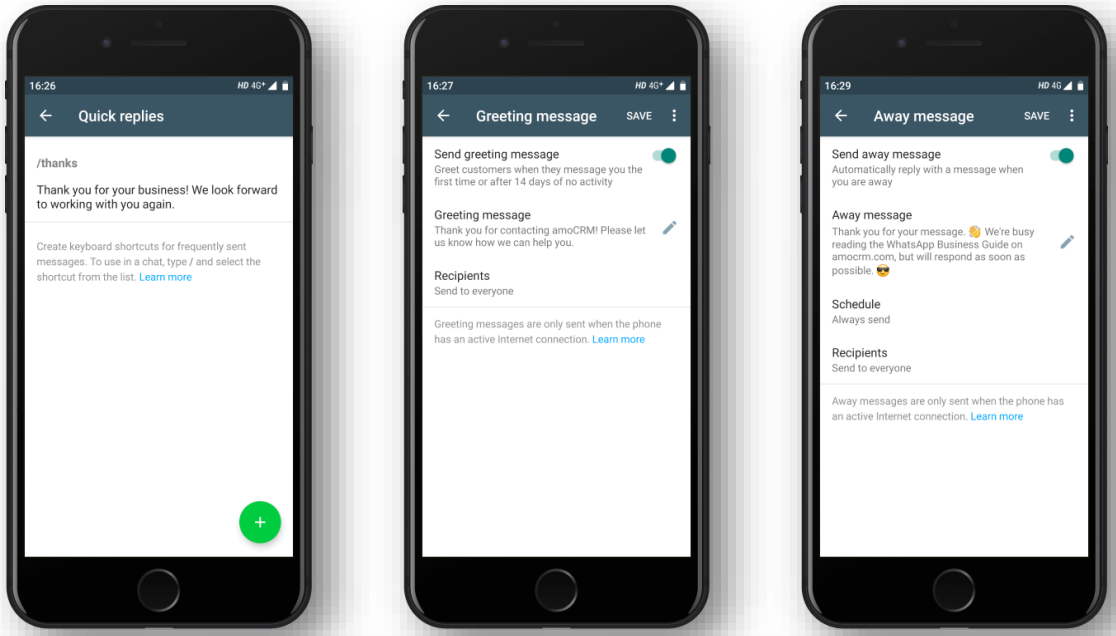
WhatsApp Business Account (5)

Step 7: Set up the messenger automations

- WhatsApp Away message
- WhatsApp Greeting message
- WhatsApp Quick replies

Create templates for each automation and you're all done.



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Pinterest

- Pinterest is a social media portal where you can share images of anything you find interesting. You can also visually discover for new interests by browsing the collections of other Pinterest users.

- Pinterest had 433 million active users in the world.

- 72% of Pinterest Users Are Women, and it's seen that 83% of Users Make a Purchase After Seeing a Brand's Content on Pinterest.

- 48% of Pinners Use the Platform for Shopping.

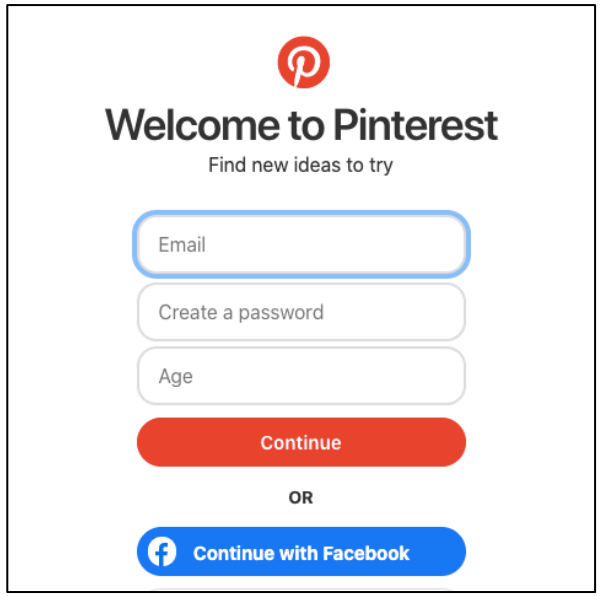


Resource: https://www.searchenginejournal.com/pinterest-facts/370926/

Pinterest Business Account

Create your business account at pinterest.com/business/create/

Step 1: Enter your **Email**, **Password** and **Age**. Click **Create account**



Pinterest Business Account (2)

Step 2: Follow the prompts to complete your business profile:

- Click the edit icon to add your profile picture
- Enter your **Business Name**
- Add your **Website**, if you have one
- Select your **Country/region**
- Select your **Language**

Step 3: Click **Next** after completing the business profile.

Step 4: Select one of the options from the drop-down menu for the focus of your business, then click **Next.**

Pinterest Business Account (3)

Step 5: Select what type of business you are, then click **Next**

Step 6: Choose whether you want to run ads or select **I'm not sure yet**

Step 7: Choose to **Create a Pin**, **Grow your audience**, **Showcase your brand**, or click the cancel icon to go to your new Pinterest business profile

LinkedIn

- LinkedIn is a social network for professionals to connect, share, and learn.
- LinkedIn allows you to use your profile as resume, find and apply to jobs, connect with new professionals, participate in relevant groups, and blog about your knowledge.
- 830 million users are on the professional network in more than 200 countries.



How to Create Business Page in LinkedIn

To create LinkedIn business page first create your profile as following:

Step 1: Create LinkedIn Profile

- Navigate to the LinkedIn sign up page.
- Enter your first and last name, email address, and a password.
- You must use your true name when creating a profile. Company names and pseudonyms are not allowed, as it is explained in User Agreement.
- Click “Join Now”.
- Complete any additional steps as prompted.

How to Create Business Page in LinkedIn (2)

Following are a few requirements you need to meet to be able to create a LinkedIn business page:

- A personal LinkedIn profile with your real first and last name
- Your profile must be at least 7 days old
- The profile strength must be “Intermediate” or “All-Star”
- Several LinkedIn connections on your profile
- A company website and company email (no generic emails like Gmail.com)
- Listed as a current employee of the company in the “Experience” section of your LinkedIn profile

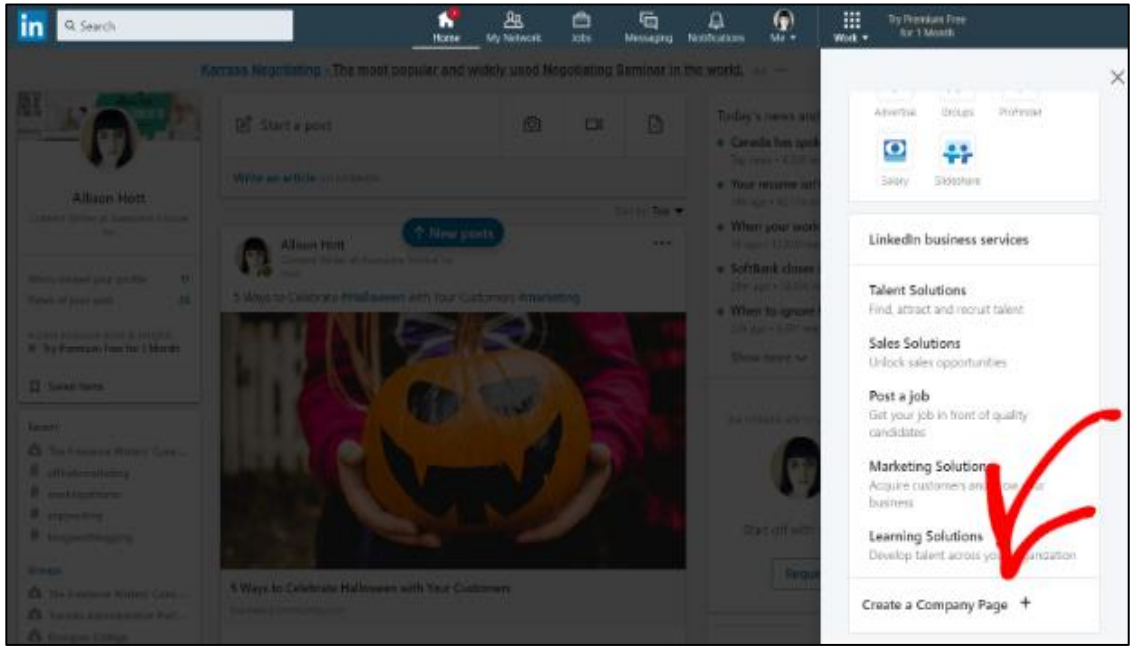
.

How to Create Business Page in LinkedIn (3)

Step 2: Create a Company Page

• First, log in to your personal LinkedIn account and click on the **Work** icon in the top right corner of your dashboard.

• A window will pop up in the right corner, scroll to the bottom of the window and click on the **Create a Company Page +** button.



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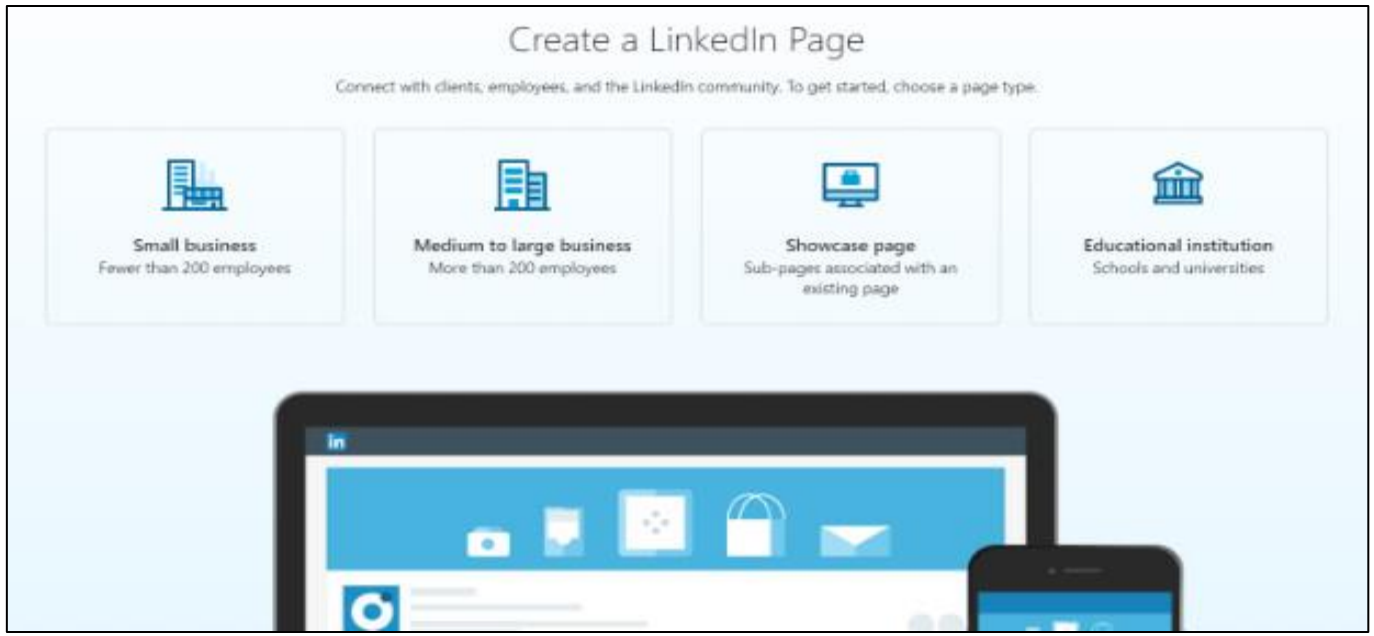
How to Create Business Page in LinkedIn (4)

Now LinkedIn will ask you to choose what type of business page you want to create.

You can choose from Small business (less than 200 employees), Medium to large business (more than 200 employees), Showcase page (for an existing business page), or Educational institution.

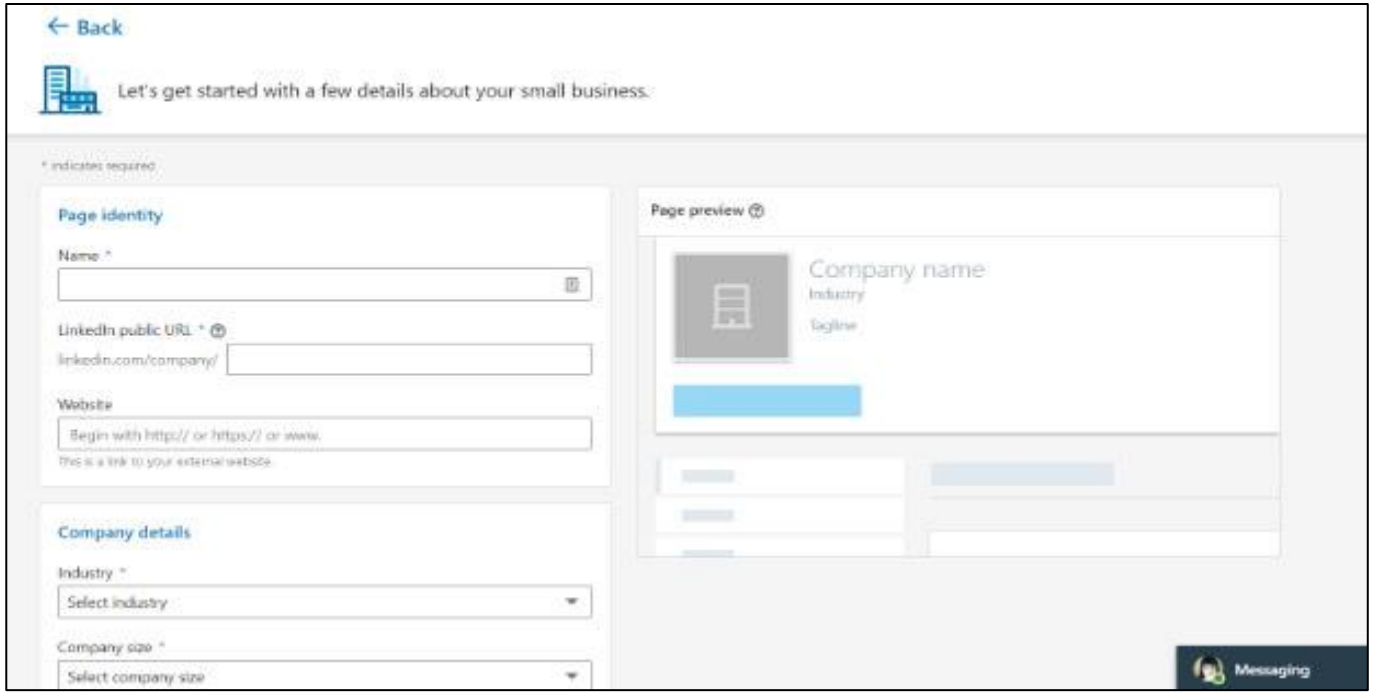


How to Create Business Page in LinkedIn (5)

Step 3: Fill Out Your Business Profile

Next, it’s time to add all of your company information.

On this page, you need to add your company name, website, industry, company size, and company type.



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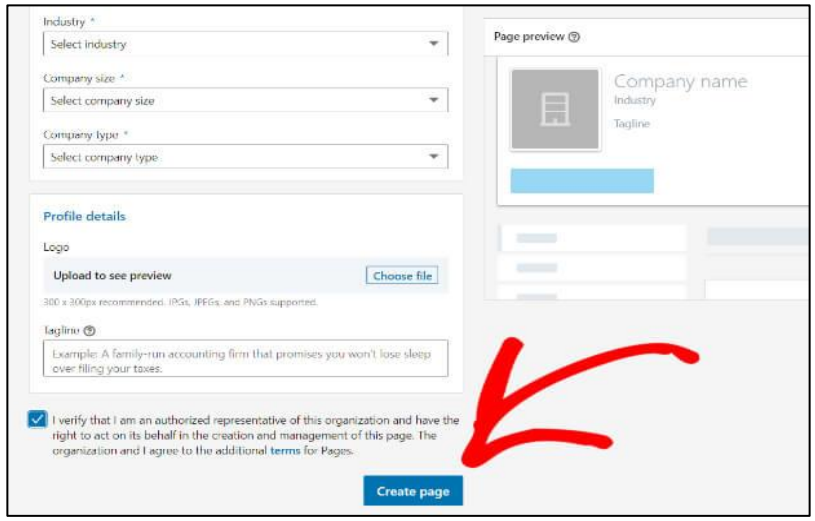
How to Create Business Page in LinkedIn (6)

You can also upload your company logo and write your company tagline, as well.

After filling out all of your company information, check the box to verify that you're an authorized representative of the organization and click the Create page button.



Now you have a LinkedIn business page!

How to Create Business Page in LinkedIn (7)

Step 4: Spruce Up Your LinkedIn Business Page

- **Add a Cover Photo**

  Descriptive - Your cover photo could be, informative about your services, images of your products, or a larger version of your logo.

- **Write a Compelling Summary**

- **Add Your Location**

Step 5: Share content regularly, which helps to improve your appearance on LinkedIn

Twitter

- Twitter is an online news and social networking site where people communicate in short messages called tweets.
- 79% of Twitter users follow brands
- 82% of B2B content marketers use Twitter
- Twitter users are around 217 million active users.



Twitter Business Account

Follow these steps to set up your business profile on Twitter.

Step 1: Sign up on Twitter

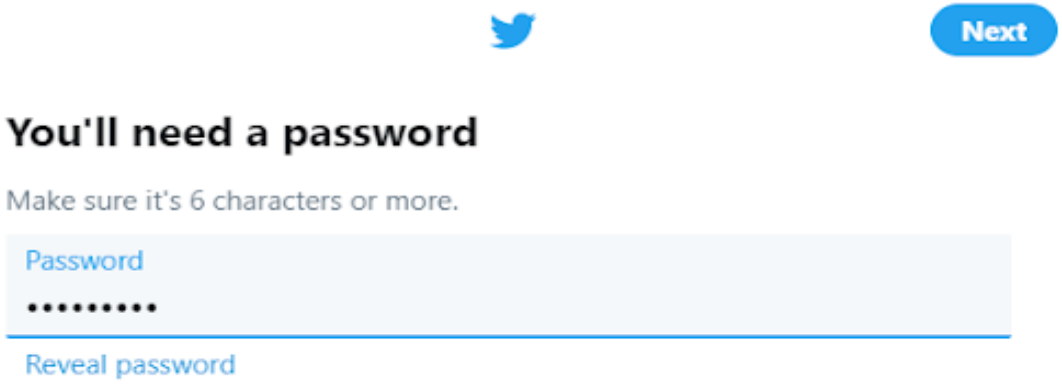
Go to **twitter.com** and click “Sign up.” Add the following information:

- Name (use the name of your business)
- Cell phone number* or Email (just click “Use email instead” to add your email)
- Date of birth (this isn’t public on your profile)

Step 2: Click “Next” Twitter will give you some options to customize your experience with personalized ads. This personalization can be convenient for seeing what other businesses in your industry are doing for their ads.

Twitter Business Account (2)

Step 3: Set up a password that is at least 6 characters.



Step 4: Choose a profile picture, add a description of your business that should not exceed 160 characters. Add field of interests which will help generate your feed with relevant topics.

Advantages of using Twitter for business

Twitter has more than 300+ million active users and will help your business connect with new audiences and spread brand awareness.

- Monitor your brand
- Communicate with followers
- Drive traffic to your website
- Twitter Ads for businesses



Search **E**ngine **O**ptimization

What is SEO?

Search engine optimization (SEO) is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” listings on search engines.

All major search engines such as Google, Yahoo and Bing have such results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users. Unlike paid ads, organic results are free and last longer. Link building activities and site optimization techniques must be performed on a regular basis for best results.

Types of **SEO**

1. **On-page SEO** – This is an SEO technique to optimize the web pages content with strategies to rank higher and get more relevant traffic in search engines.

2. **Off-page SEO** – This SEO tactic refers to the activities performed outside the website to improve the domain authority and website's recognition and hence increase the SERP rankings.

3. **Technical SEO** – This refers to optimize the technical aspects of a website, enabling easier crawl, faster loading and hence increased user reach and experience.

Basic Terms of **SEO**

- **SERP** – Search Engine Result Page.
- **www** – World wide web.
- **Crawlers/bots** – A software that browses the world wide web with a purpose to index the content of website.
- **Keywords** – Keywords are the phrases or words that define what the content is about. These are the terms that a searcher queries to search engine.
- **Responsive Design** – This website/app design enables it accessible through any devices like tablet, PC, or mobile without effecting the display size.

How **Search Engine** Works..???

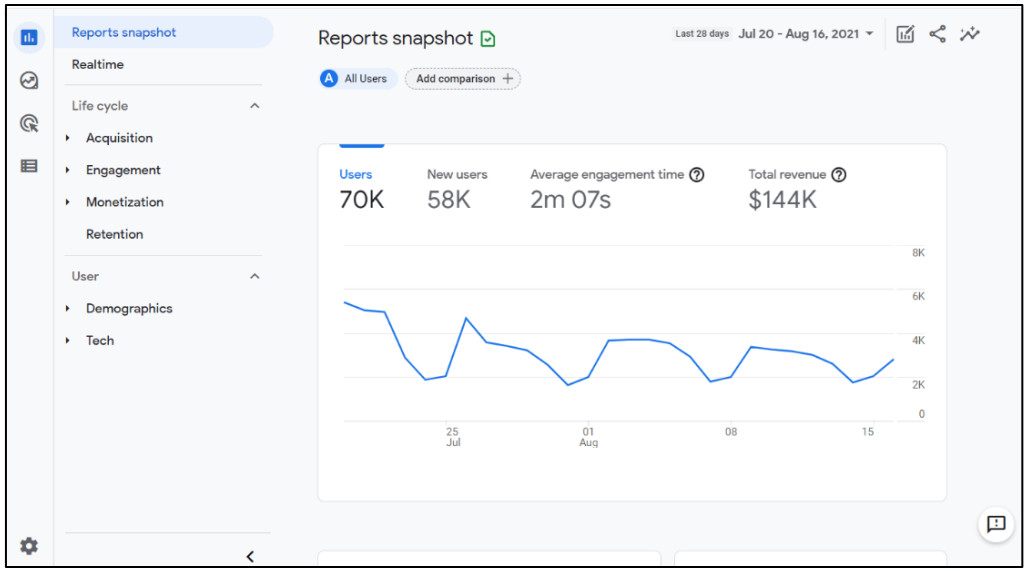
1. **Crawling** – This is the process where crawlers or bots fetch all the web pages data linking to a website.
2. **Indexing** – All the crawled information is arranged and stored to the database.
3. **Processing** - When user searches for any query, the search engine compares the search request with the data in indexed files.
4. **Calculate Relevancy** – It is most possible to have more web pages with same search intent. Hence the search engine analyzes for most relevant content in indexed files and calculates the ranking factor.
5. **Retrieving Results** – In the final step, search engines retrieves the data as per the calculation and displays in SERPs.

Advantages of **SEO**

- ✓ It increases your organic listings and provides 24/7 promotion
- ✓ Expand your customer base and high-quality website traffic
- ✓ Long term standings
- ✓ Techniques optimize the user experience
- ✓ Free & targeted traffic
- ✓ Global Reach
- ✓ All the results can be analyzed
- ✓ Key to Increased visibility
- ✓ Your own 24/7 marketing team and shop front

Analysis Tools for **SEO**

- **Google Analytics** – Google Analytics is a free analytical tool from Google for SEO statistic and marketing purposes. The tool is made available to anyone with a Google account. The main purpose is to track the user engagement, website traffic, conversions, demographics, etc.



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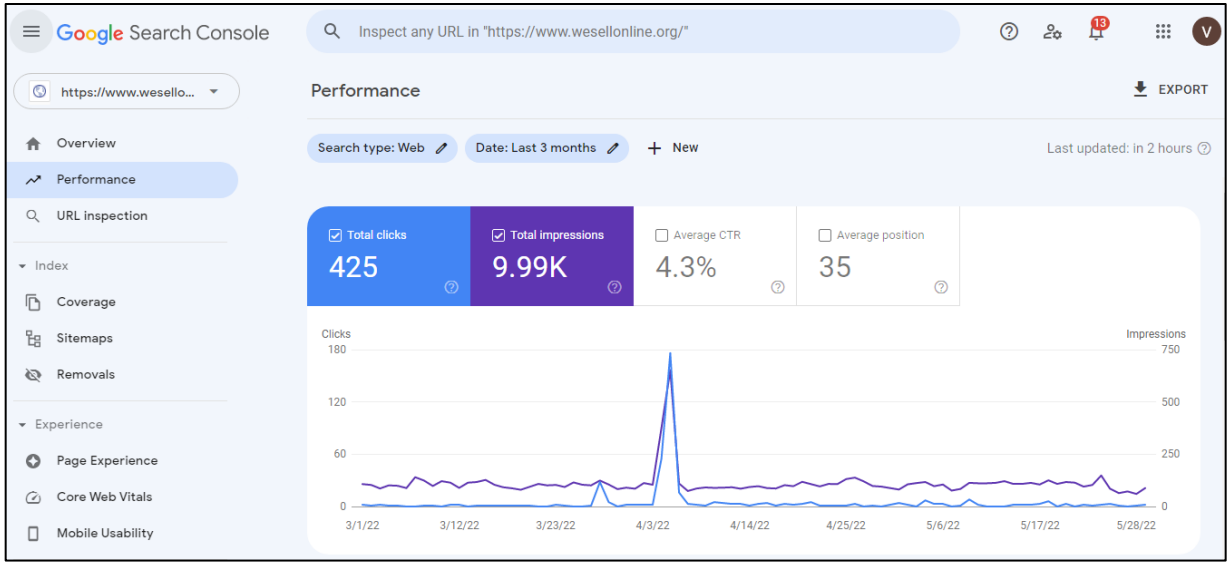
Analysis Tools for **SEO**

- **Google Search Console** – Google Search Console is a free web service from Google that helps you monitor, maintain and troubleshoot the website performance in Google search results. The tool is accessible to everyone with a Google Account and is mainly used for technical purposes.



Tips for **SEO**

- Choose a concise and effective domain name
- Outline website and page structure architecture
- Implement tracking and analytics tools
- Upgrade the website with latest development techniques
- Create a strategic and arranged content
- Focus Mobile Responsiveness
- Optimize title/description/URL for webpages.

THANK YOU!!

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