

# Laboratory Manual

(Version 1.0)

*for*

## Digital Media Marketing Lab

(BAJMC-359)

BA(JMC) - V Semester

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## List of Abbreviations

BTL	Bloom's Taxonomy Level
CE	Communication Efficacy
CICP	Conduct Investigations of Complex Computing Problems
CK	Computational Knowledge
CO	Course Outcome
DAC	Departmental Advisory Committee
DDS	Design and Development of Solutions
I&E	Innovation and Entrepreneurship
I&T	Individual & Team Work
IQAC	Internal Quality Assurance Cell
LLL	Life-Long Learning
MTU	Modern Tool Usage
PA	Problem Analysis
PE	Professional Ethics
PEO	Programme Educational Objective
PL/SQL	Programming Language / Structured Query Language
PMF	Project Management and Finance
PO	Programme Outcome

## 1. Vision of the Department

To become a Centre of excellence in the field of Journalism and Mass Communication , to contribute effectively in the rapidly changing global economy directed towards national development ensuring prosperity for the mankind.

## 2. Mission of the Department

- M1** To produce quality professionals as per global journalism & media industry standards
- M2** To foster innovation, entrepreneurial skills, research capabilities and bring all- round development amongst budding professionals.
- M3** To promote analytical and collaborative life-long learning skills, among students and faculty members.
- M4** To inculcate strong ethical values and professional behavior while giving equal emphasis to social commitment and nation building.

## 3. Programme Educational Objectives (PEOs)

The PEO's for the BAJMC programme are as follows:

The overall objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for Mass communication & Journalism degree are:

- PEO1** Exhibit professional, social and entrepreneurial competencies and knowledge for being a successful professional in the Journalism, Media and Entertainment industry.
- PEO2** Adopt communication, professional and life skills along with creative and innovative practices to support the communication and entertainment industry as industry ready professionals.

**PE03** Be a lifelong learner and contribute effectively to the Print, Broadcast & Digital Media Industry in an ethical way.

**PE04** Be effective and inspiring journalist for fellow professionals and face the challenges of the rapidly changing multi-dimensional, contemporary world.

## 4. Programme Outcomes (POs)

Upon successful completion of the three years BA(JMC) course, students apart from acquiring holistic subject knowledge are expected to acquire dynamic critical thinking and ICT skills. The Programme Outcomes (POs) for the Bachelors of Journalism and Mass Communications (BA(JMC) programme run by Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM) have been identified as follows:

GRADUATE ATTRIBUTES (as per UGC)	PROGRAMME OUTCOMES
<p><b>Disciplinary Knowledge:</b> Knowledge of communication concept and theories. Acquiring knowledge of different dimensions of communication, perspectives and other related areas of studies.</p>	<p><b>PO1 (DK).</b> Demonstrate competencies in fundamentals of communication concepts and theories. Acquire domain knowledge of varied dimensions of communication including historical perspectives and other related areas of study.</p>
<p><b>Understanding the Role of Press:</b> The press in democratic society, importance of freedom of press and impact of media in general</p>	<p><b>PO2 (RP).</b> Identify, and analyze the role of press in democratic society, importance of freedom of press and impact of media.</p>
<p><b>Skilled and Industry-ready Professionals:</b> Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of M &amp; E industry including advertising, public relations, corporate</p>	<p><b>PO3 (SIP).</b> Strengthen abilities of an individual by gaining knowledge of the present scenario in media and entertainment industry including advertising, public relations, corporate</p>

communication, digital communication, media management.	communication, digital communication and media management.
<b>Influential and effective communication:</b> Influential and effective communication ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, speech communication etc.	<b>PO4 (IEC).</b> Ability to strike influential and effective communication in order to share thoughts, ideas and applied skills of communication in its various perspectives like written, verbal etc..
<b>Leadership readiness/ Qualities:</b> To make learners fluent in multiple facets of leadership .Creating the ability & enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners, to be visionary leaders who can inspire the team to greatness.	<b>PO5 (LQ).</b> Create learners fluent in multiple facets of leadership in order to be an efficient leader who can be a visionary and inspire their team to greatness.
<b>Critical/ Reflective thinking &amp; language efficiency:</b> Critical/ Reflective thinking ability to employ critical and reflective thinking along with the ability to create the sense of awareness of one self and society.	<b>PO6 (CT).</b> Ability to employ critical and reflective thinking along with the ability to create the sense of awareness of one self and society.
<b>Technologically Efficient Professional:</b> Capability to use various communication technologies and ability to use various software for content creation, content editing for various forms of publishing platforms.	<b>PO7 (TEP).</b> Ability to use various communication technologies and appropriate software for content creation, content editing for various publishing platforms.
<b>Ethical Awareness:</b> As a communication learner, one has to understand the importance of ethical values and its application in professional life.	<b>PO8 (EA).</b> Ability to understand the importance of ethical values and its application in professional life.
<b>Lifelong Learning:</b> Every graduate to be converted into lifelong learner and	<b>PO9 (LL).</b> Ability to acquire knowledge and understanding to be a lifelong learner

<p>consistently update himself or herself with current knowledge, skills and technologies. Acquiring Knowledge and creating the understanding in learners that learning will continue throughout life.</p>	<p>by consistently updating oneself with the current trends in knowledge, skills and technologies.</p>
<p><b>Research-related Skills:</b> A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.</p>	<p><b>PO10 (RRS).</b> Ability to recognize, inquire and investigate for raising relevant and contemporary questions, synthesizing and articulating the same.</p>
<p><b>Cooperation/ Team work:</b> Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.</p>	<p><b>PO11 (C&amp;T).</b> Ability to work in multi-disciplinary team collaboration both as a member and leader as per need.</p>

## 5. Institutional Policy for Students' Conduct

The following guidelines shall be followed:-

- 5.1 All the students in their introductory Lab. shall be assigned a system, which shall be their workplace for the complete semester. Students can store records of all their Lab. assignments on their individual workstations.
- 5.2 Introductory Lab. shall include an introduction to the appropriate software/tool, followed by a basic Introductory Assignment having Practice Questions. All the students are expected to complete this assignment within a week time, as the same shall be assessed through a lab. test.
- 5.3 Each week the instructor, in parallel to respective topics covered in the theory lecture, shall assign a set of practical problems to the students in form of Assignments (A, B, C, ). The problems in these assignments shall be divided into two parts. The first set of Problems shall be compulsory for all the students and its record need to be maintained in the Practical File, having prescribed

format, as given in Appendix-A. All the students should get the weekly assignment checked and signed in the Practical File by the respective teacher in the immediate succeeding week. The second set of problems are Advanced Problems and shall be optional. Student may solve these advanced problems for their further practice.

- 5.4 Cellular phones, pagers, CD players, radios and similar devices are prohibited in the classrooms, laboratories and examination halls.
- 5.5 Laptop-size computers / Tablets may be used in lectures for the purpose of taking notes or working on team-projects.
- 5.6 The internal practical exam shall be conducted towards the end of the semester and shall include the complete set of Lab exercises conducted as syllabus. However, students shall be assessed on continuous basis through overall performances in regular lab. tests, both announced and surprise and viva-voce.
- 5.7 The respective faculty shall prepare and submit sufficient number of practical sets of computing problems to the Dean (Examinations), atleast two weeks prior to the actual exam. It is the responsibility of the faculty to ensure that a set should not be repeated for more than 5 students in a given batch.
- 5.8 The exam shall be of 3 hours duration where the student shall be expected to implement solutions to his/her assigned set of problems on appropriate software tools in the lab.
- 5.9 Once implemented, student shall also appropriately document code implemented in the assigned answer sheets, which shall be submitted at the end of the examination. All the students shall also appear for viva-voce examination during the exam.
- 5.10 Co-operate, Collaborate and Explore for the best individual learning outcomes but copying or entering into the act of plagiarism is strictly prohibited.

## 6. Learning Outcomes of Laboratory Work



The student shall demonstrate the ability to:

- ☑ Verify and Implement the concepts and theory learnt in class.
- ☑ Code and use Software Tools to solve problems and present their optimal solutions.
- ☑ Apply numerical/statistical formulas for solving problems/questions.
- ☑ Develop and apply critical thinking skills.
- ☑ Design and present Lab as well as project reports.
- ☑ Apply appropriate methods for the analysis of raw data.
- ☑ Perform logical troubleshooting as and when required.
- ☑ Work effectively as a member of a team in varying roles as need be.
- ☑ Communicate effectively, both oral and written.
- ☑ Cultivate ethics, social empathy, creativity and entrepreneurial mindset.

## 7. Course/Lab Outcomes (COs)

- CO1 Design a promotional or corporate blog. (BTL6)
- CO2 Facilitate/promote vlog/blog on various social media platforms. (BTL6)
- CO3 Develop multi-media presentation for social media marketing strategy. (BTL6)
- CO4 Enhance proficient skills for digital media marketing. (BTL6)

## 8. Course/Lab Description

**Course (Lab) Title** : Digital Media Marketing

**Lab**

**Course (Lab) Code** : BAJMC-359

**Credits** : 02

**Pre-requisites** : Basic Knowledge of  
Marketing Skills

: Basic Computer knowledge

**Academic Session** : August- December

**Contact Hours/Week** : 02 (01 Lab of 02 hours each/Week)

**Internal Assessment** : 40 Marks

**External Assessment** : 60 Marks

## 9. Grading Policy

Item	Points	Marks	Remarks
Weekly Lab Assignments including Practical Files	10	10	Closed Book/Open Book
Internal End-Term Practical Examination	20	10	Closed Book
Viva-Voce	20	10	Closed Book
External End-Term Examinations	60	60	Closed Book (conducted and evaluated by the University)
<b>Total</b>		<b>100</b>	

## 10. Assignments

### Create and maintain promotional or corporate blog for an organization/product

#### SUMMARY OF KEY CONCEPTS

A promotional blog article is a piece of content that advocates for a business or brand. It often informs readers about a product or service they can buy, or a promotion in which they can take part. However, it can also encourage readers to interact with the company in other ways, including downloading additional content or signing up for a newsletter. Writing promotional content helps to keep readers informed about what a company is offering.

#### Driving Traffic to Your Site

When you combine promotional blog articles with effective search engine optimization (SEO), you can increase your website's organic traffic and ranking. SEO is the process of improving your content and website so people can find it more easily on search engines. The better your SEO is for blogs, the higher each piece can rank on Google search engine results pages (SERPs). The higher it ranks, the more likely Google will recommend it to relevant searches. This means more people are likely to click on it and increase the traffic to your blog and website.

#### Increasing Sales

The primary goal of most content marketing campaigns is to entice people with content and convert them into leads or potential customers. Writing promotional blogs can help showcase your products and services and increase that rate of conversion. This can have a pleasant effect on your sales as your blog attracts visitors and convinces them to buy the product or service you're promoting.

#### Informing Your Customers

If you're announcing new products or services, promotional blogs are a great way to inform your customers. It lets them quickly learn all the information about the product or service and gets them excited about the release. Promotional blogs are also a great way to communicate upcoming sales or promotions. By writing a blog about a new deal, you can inform your customers about it and hopefully generate more interest.

#### Repurposing Content

You can use the copy you write for promotional blogs in other areas of your marketing. Use the product descriptions on your e-commerce website. Adapt some of the content to use in online advertisements. Highlight some of the blog's quotes as social media posts. There are many ways you can reuse and repurpose your promotional blog into other pieces of content for your marketing campaign. That can save you time and energy compared to creating that content from scratch.

#### 16 Tips for Writing Promotional Blog Articles

Here are some helpful tips for writing promotional blog articles:

##### 1. Start with the Hook

Headlines and titles are important to draw in readers. Not only should your title encapsulate

what the content is about, it should also attract the reader's attention. When writing your headlines and titles, it's important to use some important strategies, such as:

**Highlight the major benefit:** If your article provides people with a benefit, mention it in the title. For instance, "Our New Vacuum Saves You A Lot of Hassle."

**Keep it short:** Make sure your title is between 60 to 65 characters. This can ensure that the full title displays on Google's search results.

**Add numbers:** Numerals are a great way to attract attention. If you're running a promotion, mention the savings. If you're sharing helpful tips, mention how many tips you're offering.

**Ask questions:** Asking questions can help you highlight benefits, while also enticing readers to click on your article. For example, "Do You Want a Vacuum That Works on Every Type of Floor?"

**Add enticements:** Enticements are short additions you can give to the end of your title to encourage audiences to click. For instance, you can add "[Free eBook Download]" or "[Get 50% Off]" at the end of your headline or title.

Want more helpful tips for hooking your audience? CopyPress offers an eBook on how to write effective titles and headlines. Download your free copy today!

## 2. Know Your Audience

Knowing your audience is important because it helps you target the right people and their needs. For example, let's say you're releasing a new app for your customers to track their fitness and health. Your audience might include people who've cared about their fitness performance for a long time. But it could also include people who've recently become interested in their fitness and health. Those are two subgroups of your audience. Knowing that, you could draft an article targeting both, but it might be more effective if you choose one or the other.

If the people just learning about health and fitness are the larger subgroup, you can write a promotional blog that they relate to more. You can talk about their goals and desires and show them how your app can help them live a healthier lifestyle. But to do this, it's important to first learn more about your audience. Doing so can help you target them more efficiently. To learn more about your audience, consider using tools like:

**Surveys:** Surveys allow you to ask your audience and customers questions to learn more about them. You can add polls to your website and content, or you can send them to customers after they make a purchase.

**Buyer personas:** Buyer personas are fictional customer profiles you create to see who would benefit the most from your products or services. Essentially, they're representations of the people who you imagine your target audience to be, including purchase behavior and interests, using either logical thinking or data from additional sources.

**Social monitoring:** Social monitoring is the act of looking through your social media accounts to see who interacts with them. Based on the people who like, share, and comment, you can develop a better idea of the people who might have an interest in your products or services.

**Google Analytics:** Analytics is a free tool that Google offers which can track your website's visitors and activity to tell you more about them. It can give you information on your audience's demographic, behavior, and interests.

## 3. Tell a Story

Stories are a great way to keep your audience engaged with your article. It also helps people become emotionally invested in what you're talking about. Deloitte Digital conducted a study in 2019 that looked at how emotional connections drive brand loyalty. It found that 60% of long-term customers used emotional language to describe their favorite brands. Deloitte also discovered that 44% of customers recommended brands based on emotional criteria. Though

you might feel inclined to talk about your products, features, and prices immediately, leading up to that with a story can help customers emotionally connect to the blog.

Consider telling tales like how you created the product or give more information about the employee who thought of it. You can even tell a fictional story about a potential customer, a problem they had, and how the product or service solved it. Use the narrative to show your brand's personality and why your audience should care about the goods you offer.

#### 4. Address Questions and Concerns

It's possible that the products or services you offer might generate some questions from your readers. When writing your promotional article, it's important to address those concerns right away. This can help your audience feel you understand them and that you care about their problems or challenges. It also helps you reduce any resistance to buying the product or service. If customers have to go to a new webpage to find an answer to their questions, they might lose interest in what you're offering. By addressing their questions right away, you can increase the likelihood of them making a purchase.

#### 5. Make Sure Contact Information Is Visible

Though you hope to address all the questions that a customer has, it's possible they're going to have more. That's why it's important to make sure you display the contact information of a sales or customer service representative in the promotional article. Include their name, phone number, and email address. This provides readers with an easy and quick way to contact someone from your company if they have additional questions about the product. That way, an employee from your company can answer them and hopefully complete the sale.

#### 6. Give Examples of Success

Giving an example of a customer's success with your product is a great way to entice people to buy. Though you can tell a story of a fictional customer, it's even more engaging if you're highlighting an actual customer. Talk with one or a few of your customers and ask if you can feature them in your article. Examples can include a small quote about how the product or service has helped them or you can focus the entire article on their story.

Talking about their success with the product allows readers to picture themselves in the customer's shoes. This makes them wonder how the product could benefit them and encourages them to make a purchase.

#### 7. Make the Author Someone of Authority

As mentioned above in the Deloitte Digital study, customers love to make connections with a brand. One way to do this is to have someone of authority, or someone they can respect, tell them about the product or service you're offering. That can include employees like the CEO, project manager, or product designer. People believe those positions are busy and important. Seeing any of them take the time to address readers is exciting. It makes them feel special and helps them engage a little more with the content.

It also helps to humanize the content. Instead of a copywriter telling readers why the product is important, the CEO or product designer is telling them. That helps connect the brand with a real person who has an emotional investment in the company's success. That helps customers connect to the blog and better understand the company's values.

#### 8. Add Internal Links and Calls To Action

Though it's important to write about what you're promoting, it's just as important to link to the other products or services you offer. Adding links in the right areas of your content can help

convert readers into customers. As you write your blog, it's helpful to add two links to the product or service you're promoting. One at the top where you first mention it, and one at the bottom accompanied by a call to action (CTA). CTAs are statements that entice a reader to interact with your company. They include statements like:

Sign up now

Download today

Request yours today

Click here

Buy now

As the name describes, CTAs encourage your readers to take action. These are often very successful in converting your target audience into potential customers. But they can become more effective depending on where you place them. Neil Patel published an article that discussed the best place to put calls to action. He found CTAs are most effective after your audience reads the copy, in this case, your promotional blog.

Placing a link at the top of the page allows your readers to click on the product right away if they're interested. But placing a link at the bottom with a call to action allows them to read why your product or service is so important, and then have you invite them to purchase it.

#### 9. Be Clear About Next Steps

Next to using CTAs and internal links, it's also important to be very clear about how customers can purchase your products or services. This can limit any confusion about the point of purchase and increase your overall sales. While writing your promotional blog, consider adding a list of steps or instructions to make sure your readers know exactly how to interact with your brand. For instance, if you're offering them a discount, make sure they know how to apply it to their purchase. This can increase your customer satisfaction and avoid possible miscommunications.

#### 10. Use Statistics When Possible

Statistics are a great way for people to see the effectiveness of your products or services. It gives them a concrete fact to remember. It shows exactly how helpful your brand can be and why they should make a purchase. For example, let's say you created a product that can automatically chop up vegetables for your consumers. Your promotional blog can mention "saving people time." But it might be more convincing to know exactly how much time.

Maybe cutting vegetables with your tool saves 25% of their prep time or cooking time. That sounds a little more impressive and less generalized. It also shows potential customers that you've researched your product's benefits and that it has tested and proven results.

#### 11. Limit Sales Jargon

Using plain language in your promotional articles can help you connect to a wider audience because people can understand it more easily. Though jargon can sometimes show industry expertise, it's possible that not everyone knows what certain words or phrases mean. For example, in marketing, it's important for companies to judge their campaigns based on KPIs. But not everyone knows that "KPI" stands for "key performance indicator," and even then, they might not understand the definition.

Replacing jargon with plain language can help you connect better with your target audience and entice them to make a purchase. If you must use jargon, define what each word or phrase means. That can show your industry knowledge and expertise while providing your readers with new information they can use. One of the best ways to approach introducing

jargon in content is to pretend like the reader you're writing to is completely new to your industry or field.

## 12. Use Images Where You Can

Images and GIFs are a great way to enhance your blog's readability and attract your audience. Using images in your content can help break up chunks of text to make the information more easily accessible to your readers. That can help keep them on the page for longer, which shows Google people are finding your content useful and interesting. When you use pop culture images and GIFs, it can also help your brand stay relevant and exciting. It makes your business feel more human and encourages your audience to engage with your company.

## 13. Focus on The Problem

Most often, when a business releases a new product or service, it's to help customers with a certain problem or challenge. For example, is your flashlight running out of battery too quickly in an emergency? Buy a long-lasting flashlight. Do your kitchen knives have trouble staying sharp for a long period? Buy a knife made from high-quality steel. These products help solve a consumer challenge. When you write a promotional blog, focus on the audience's problem and how your product or service can help.

This can help your readers picture exactly how they would use your product and the ways it could benefit them. That can help encourage them to make a purchase and increase your sales. It can also show that your brand understands its target audience. By addressing their problems or concerns, you show your brand relates to your customers' struggles and is there to help.

## 14. Add Outbound Links Where Appropriate

Outbound links are those you add to your content that direct your audience to other websites. Though the principal goal of promotional blogs is to keep your audience on your own website, there are benefits to using outbound links when it's appropriate. There's debate in the world of content marketing on how much outbound links affect your content's SEO, but it's definitely believed to increase quality and helpfulness. Outbound links often give your readers helpful information, which they appreciate. This can build brand loyalty and mark your company as an industry expert.

Improving your SEO may increase your organic traffic, which can help more people see your blog. When you're deciding to use outbound links in your content, consider the information you're trying to share. If you're using statistics or facts from other resource articles, link to them so your audience knows where you got the information. This helps them know you've done your research and your blog is accurate and helpful.

## 15. Use SEO Strategies

SEO is important because it can help your promotional article reach a wider audience. When you optimize your content for search engines, they understand exactly what your content is trying to share and to whom it should display. That can help improve your content's ranking and increase its organic traffic. Following SEO guidelines can also help make your content more readable and decrease its load time, which can keep people on your website for a longer period. While you write your promotional blog, consider different SEO tactics, including:

Targeting the right keywords

Filling out metadata

Finding smaller image sizes

Limiting page plug-ins

Using bullet-point lists and headings

## 16. Make It News

Pairing your promotional blog with news content can help you sell your piece while you target a trending topic. This tactic is most effective when the news relates to your brand's industry or field. For example, let's say your company sells custom t-shirts but wants to sell custom sports apparel for local teams as well. You could start your promotional blog by writing about a sports team that recently changed their jerseys. You can mention your opinions about the new look and then lead the readers into more information about your new sports apparel service.

By writing about a trending topic, you can effectively generate a larger audience while promoting your business and its services. This can help increase your organic traffic and drive more people to your content.

## Other Types of Blog Articles for Businesses

Promotional blogs are a great way to sell your products and services, but you can use other types of blogs for different content marketing strategies. Here are some other types of blog articles and when you might use them:

### Topical Blogs

The primary goal of a topical blog is to generate an audience through trending topics. Much like the news, these blogs talk about current events, but they're often focused on a specific industry or field. For example, a business that sells dog treats would focus their topical blog on news about dogs, popular dog treats, or popular tricks to teach your dogs instead of news about Facebook becoming Meta. Though the latter could be a nice trending topic, it doesn't relate to the company's industry.

These blogs are good for generating organic traffic, but they often have a fleeting appeal because the trend surrounding the content may eventually die. This can create a lot of dead pages on a website, which can lower its quality and overall ranking with Google.

### Evergreen Blogs

Evergreen blogs are the opposite of topical blogs. They deliver information to readers that stays relevant for a longer time. This information often helps the readers with certain tasks, provides them with definitive information on an industry, or gives them tips on how to accomplish things, like writing a promotional blog article.

Because evergreen blogs don't just target trending topics, this helps them generate traffic for a longer period. They also provide audiences with detailed and helpful information that allows them to develop trust and loyalty for a brand. For example, a business that sells car oil might write the evergreen blog, "How To Change Your Car's Oil." This topic is likely to generate traffic and can also encourage readers to buy the company's product.

Each type of blog, whether it be promotional, topical, or evergreen, is important for your content marketing campaign. But it's often most helpful to combine different strategies to get the best results. Creating trending or evergreen content that also promotes your company's products and services can help keep your audience informed while you develop new leads and potential sales. Use these tips for writing promotional blog articles to help you improve your marketing efforts and develop better content for your brand.



**Exercise: Create and maintain promotional or corporate blog for an organization/product**

## **LAB MODULE – 2**

**Create an account on Social Media Platform**

### **SUMMARY OF KEY CONCEPTS**

How did Mark Zuckerberg change the world? He built a global community that brings people closer together. The origins of Facebook are available to the general public. Everyone is familiar with the story of building social network platform that will greatly impact human relations and economy. Mark's vision of community opened a door to many variations of social media network platforms that today exist. Jack Dorsey created Twitter in March 2006. Rome may not have been built in a day, but Twitter was built in just two weeks, says Jack.

A few years later Kevin Systrom and Mike Krieger built a pared - down photo app today known as Instagram.

Facebook has now 2 billion monthly users, Twitter 328 million and Instagram 700 million worldwide users.

How to build a social media network/community website from scratch? What does this mean from business and development point of view?

I've compiled a list of 8 steps that you need to follow in the process:

#### **1. Identify your community**

If you don't want to shoot in a dark and have financial losses you need to identify your community. The process of identification needs to be done in the brainstorming stage. Social network platform is created to meet certain needs of the population. Identifying preferences and dislikes of your community will help you in better understanding the psychological factors that affect them as a consumer and what you can do to get their attention. Sometimes the need for what you are offering won't exist on the market, that's why gathered demographics and psychographics data will give you the power to trigger and create that need.

#### **2. Define the features and functions**

The definition of the features and functions is tightly related to the quality of the identification of your community. Your community wants and needs will shape and outline the features of developing a social network website. What do you want your users to do? How will you define the privacy of the data?

The overall vision of your website is crucial. Macro scan that will break things down into categories such as user functions, administrative functions, and advertising is a must thing to do.

Defining the type of data that will circulate, what they can post, how they will register and

what automation you should use is only the beginning. There are a lot of things to be considered at this phase.

### 3. Choose the right technology

Identifying the features and functions of your social media network will determine the platform and the company where you can create your own network. The biggest issue at this stage is the doubt about what method will be effective and efficient for your social media network. Evaluating technology is something that must be done by professionals. Hiring a consultant to help you compare technologies is a great solution. It will save you time and money.

If you choose to do it by yourself then you need to prepare list of relevant questions to ask. You can apply different CMS such as Ning, Drupal, Ruby on Rails, or .Net

The questions will allow you to see if their technology and solutions completely support your idea.

The last thing you can do is analyze existent social networking platforms and what building technologies they have used. This learning process will help you figure out various issues and opportunities for your social media network. Here's a few other useful tips when choosing which social network is right for you.

### 4. A must have structure

Once the user-specific features are listed, you must prepare the growth environment. Certain general rules apply for building all web pages and are out of huge importance for your social media networking platform since you are trying to engage users in social activity and keep them longer on your site. There are three must have pillars that you need to incorporate if you want your social media network to be successful and profitable.

- Customer service - Partnering with a hosting company can change your life. They will deal with technical issues and any other issue related to your platform.
- Security - Use reliable security systems that will make your users feel like they can do everything on your social media platform without worrying about privacy intrusion and data leaks.
- Scalability - When you start building a social network from scratch you have to consider growth. Facebook was not familiar with the fact that it will grow to this extent. Mark was prepared for growth even when he wasn't sure that he will achieve global success. Your social media platform has to be able to expand easily and quickly so it can follow the pace of your growth.

### 5. Design Activity Stream

What is a social network site without activity stream? Nothing. Nowadays, activity streams are the core of every social media website. Facebook introduced this feature first and since he sets the standards on the market, the concept went mainstream and affected everyone. The fascination people have with their friend's activity is real. We want to know what they are doing, how they are feeling every moment of the day. Failing to develop quality activity stream can affect the attractiveness of your social media network. This is the focal point and the driving force behind the success of launching a social network. You can use Joomla 's plug

ins or Drupal's activity stream module that accomplishes this very well

For example, activity feed of Ning allows you to connect your network to Facebook, Twitter or to add RSS feed. Stay always tuned with the comments, likes and shares, which are shown in your news feed. You can make publications in the form of tweet or post, and decide what to show in your activity feed, and who can see your updates. These features let you highly customize your network.

## 6. Create Status Update Features

Status updates are crucial. Every social media user wants to express their feelings and thoughts freely anytime of the day. You need to design the perfect tools that will make the status updates pleasurable and easy experience. Even though Facebook popularized the activity stream, Twitter made the status update another mainstream aspect of social media sites. Status updates are incredibly addicting. People are immediately hooked. If this feature is not user-friendly and easy to use they will abandon your social media platform immediately. What can you do to design the perfect status updated tool?

It really depends on the values your social media is built. Twitter made an amazing move by limiting status updates to 140 characters. The developers were grateful for that decision. It made their work so much easier. Of course, you have to make sure to add comment adding options on the status updates. In other words, interaction with other users is everything.

There are a lot of open-source microblogging platforms you can use for developing quality status update features. Laconi.ca or Identi.ca are perfect for it. If you are using content management system like Joomla, it is easy to make a content type that has a limited number of characters.

## 7. Quality Viewing Data options

How to increase the engagement level and clicks on the site? You need to create multiple data viewing features that will increase the visibility of the content on your social media platform. Remember, users will see only what you allow them to see. Do you have enough data viewing options available? If the answer is no, then check the list of features you need to make available for your users:

- Popular Upcoming Stories
- Popular Stories in the last 24 hours
- Popular Stories in the last 7 days
- Popular Stories in the last 30 days
- Popular Stories in the last year

Remember when Facebook launched their timeline features? How fascinated everyone was by the fact that they can access history data so easily, with just one click. Users get excited a lot of social data.

The data viewing features must have user - centric design. It must be easy to use and accessible. Everyone has different preferences. Allowing people to access and tailor their

experience is a big plus and will keep them coming back again and again to your social network platform.

## 8. You need to attract the right users

After everything is said and done, in terms of defining the target audience and developing the right features the next step is attracting the right users. There are a lot of tools that will help you create awareness on the market. Facebook was created in a college environment and it was a pioneer in the social media industry. What helped Mark the most is the good old word of mouth. Even though this is a traditional marketing tool is still effective. Before people start talking about your social media they need to be aware of it. Digital marketing has tools to increase awareness. It has the right set of available options that will help you reach your goals and it's cost effective too. Here's how to do it:

1. Email Marketing - Do you have an email database? If you don't, you must create one. Lead generation tools are available and can help you down the line. Unbounce in their article offers the right tips and tools that can help in preparing your email base. After you created your relevant database, prepare engaging templates and use them for newsletters. Don't worry if you are not experienced with email marketing.

2. Blogging - Create your own blog where you will discuss your new social media platform. People like to read useful information. Give them that, focus on what they like and give them the titles they are interested in. The best tactic is to contact blogging influencers and make them write a piece for your social media platform on their blog. Neil Patel applied this technique in his early struggling days and he achieved a lot in terms of traffic and engagement later. You can even monetize your writing endeavors.

3. Engage with people - When other portals mention your social media network or write news about you, you need to act immediately. Engage with them. Make a connection. Build a community. Ask them about another piece of content and reply to that story with your own blog. People appreciate engagement and care.

4. Activate paid ads - Google ads can do wonders. Activate multiple paid ads for a certain period of time. Use different wording for each ad and see what works the best. Through testing find out what gives the best result and focus all your marketing budget there.

With the numerous available resources today, creating a social media platform is easier than it was in the past. Doing a quality research is a must activity before you start with anything else. The right information can save you time and resources. There are three types of companies that have emerged in the space of white label social networking according to Techcrunch.

**Exercise: Create an account on at least 5 social media platforms**

## LAB MODULE – 3

### Promote the blog/vlog on any one social media platform

#### SUMMARY OF KEY CONCEPTS

For many of you, interacting with social media is as habitual as breathing. You do it without thinking. Scrolling, snapping, double-tapping; it's second nature. You know social media well, especially in the how and when of your engagement with it.

Time to don a new hat — that of a marketer. Ninety-one percent of retail brands use two or more social media channels, and 81% of small and medium businesses use some kind of social platform. To build and engage audiences, you need to be socially connected to generate more traffic to your site.

How? First things first. As we mentioned, you can probably garner a lot of useful social media info based on your own social habits, but consciously keeping your finger on the pulse of social conversation (think of it as honing your social listening skills) will help you better understand how to launch your social media plan of attack to build your site traffic.

Plus, social media is always changing and evolving, so you need to be in tune with social platforms to keep up with the most effective marketing methodology for each one. So don't sweat algorithms too much; just keep learning and testing what works best for your audiences.

Social media channels also present a useful two-way system of accepting user feedback and gathering relevant user-generated content.

Using social media as a marketing tool doesn't have to be tricky. We'll walk you through some social media marketing best practices, then investigate how you can utilize each unique social channel to promote your content and start building traffic on your blog.

Buckle up — and grab a pencil: It's time for Social Media Marketing.

#### **Social Media Marketing Best Practices**

Social media marketing requires individual, customized efforts (as we'll discuss later). Still, there are a few good-for-traffic practices of general application that you can implement in your efforts to market your blog.

##### Link It

Users won't want to dig around to find your content or an obscurely-hidden link to your blog. Make it easy for them to locate you by putting a link to your site on all of your social media channels. Make it visible and easy to navigate. When your social media content engages them, they'll want more — so make it simple for them to connect with you and access your

blog or website. Also, try to keep your handles consistent across your platforms. That will make it

easier for audiences to find you — and easier for you to build a cohesive and recognizable brand. (Yes, even blogs have brands!)

### Make it One-of-a-Kind

Even though most social media channels have the same basic underpinnings (sharing content, connecting with others, etc.), that is really the only tie that binds them. Each platform structure is unique, and they each operate on different models.

That being said, the way you promote your blog or website on social media cannot be one-size-fits-all. For example, the marketing of your blog on Instagram will likely not work on Facebook, and what works on Twitter will definitely not work on Pinterest. You get the idea. Plus, social content just CTRL+C-ed onto each platform is not only lazy, but it could be off-putting to audiences — this repeat approach can appear spammy. You definitely don't want that.

As you develop plans to promote a blog post on social media (see next point), take each platform into account. Then, tailor your content to each platform individually based on the mechanics of each social media channel. (Learn more about these models in our platform breakdown section to follow.) And know this: You don't have to have 15 different social media accounts. It's 100% fine to pick a few and focus on excelling at those. Know (and respect) your limits.

### Stick to a Schedule

With everything you have to do to keep your website up and running (we know the to-do list is never-ending), you'll need a way to stay organized — and keep yourself sane — as you promote your blog on social media. After you've planned out tailored content for each channel, schedule your posts so you can set them and go. Programs like Hootsuite or Co Schedule work excellently for this multi-channel scheduling.

### Create Buzz with Campaigns

Rather than just a here or there tweet or Instagram post, you can use social media to attract audiences to your blog in new ways. By creating social media campaigns (and using hashtags in the right places), you can implement focused, concentrated efforts that can yield a greater return on engagement and traffic to your blog. Plan timely campaigns by setting goals for your desired engagement and how that engagement will translate to new blog traffic.

### Stay in Tune with Trends

From now on, view (creative) bandwagoning as a good thing. As you hone your social listening skills, you can learn to tap into the pulse of virtual buzz and social trends on each platform and customize content to utilize the already-built hype to fuel your efforts to find new audiences. So whether you're riding the wave of the #InMyFeelingsChallenge, the latest iPhone emoji, or an upcoming holiday (National Pizza Day, anyone?) or season, the natural conversation of buzz-worthy topics can serve as traffic-building vehicles.

## Promote Across Networks

Let your social media marketing efforts work together. Instead of merely recycling content across platforms, share unique content on each platform that connects users to the content on other platforms — for example, you could share a “behind-the-scenes” moment on your Instagram story while sharing a post excerpt or reader comment on your Twitter. This only-get-it-here method of social marketing will help encourage users to engage with you on multiple platforms — thus getting even more exposure to your marketing efforts.

## Don't Neglect SEO

Just because you're intent on upping your social game to bring increased traffic to your blog doesn't mean you can ignore the necessary task of optimizing your content (and website) for search engines. We've got A-plus guides to SEO — check them out [here](#).

## Keep Your Eyes on Analytics

Because social media changes so often, and marketing on the various platforms can be a trial-and-error process, you need to keep tabs on what's working — and what isn't. A social monitoring tool like Sprout Social or Social Report can give you valuable insights on social media activity and the results of your marketing efforts.

Also, take notice of the referral section of your blog analytics. Where is your traffic coming from? Are audiences flocking from Instagram? Then you're doing well on that network — so keep continuing efforts there. Little to no crowds visiting your site from Facebook? Looks like you know where to evaluate and adjust. Staying clued in to analytics helps you not only keep your audience in mind but can also help you continue improving your way to blog success.

## Breaking Down the Platforms

Let's break things down. Since there are so many social media platforms these days (it seems like a new one pops up every day), we're going to cover five main channels, identifying what marketing efforts might look like on each platform, and what's important to know about each individual social network.

Each channel offers you many different ways to promote your content, so it's important to be familiar with each — including character limits, demographics, and optimal posting times. Still, the time to be a social media guru is now — the practices that are most effective on social media often change over time, so it's essential that you keep up your social know-how. That being said, it's time to log in!

### *Post Your Location*

Posts geotagged with a location earn 79% more engagement so let your audiences know where you are. Of course, you don't want to give users your home address, but if you're crafting content from an interesting location or visiting a site — share it!

### *Keep Track of (and Replicate) High-Performing Posts*

As you work to understand what's effective on each social network and what isn't, there will be (lots of) trial and error. Some posts will perform well, some won't. That's part of the

learning and refining process. But to increase the likelihood of engagement (and ultimately, the traffic to your blog), keep a close eye on your analytics and replicate the elements of your most successful posts.

### *Engage Yourself*

If you want people to interact with you, start showing some Insta love yourself. Comment and like social content from other blogs and websites similar to yours. Who knows, you may even (social) network your way to new, useful collaborations and partnerships. (See next tip!)

### *Tag Team*

You don't have to be ridin' solo when marketing on social media. Likely, you will connect with other like-minded sites or businesses with whom you can mutually benefit in your work to promote your brands. Whether your partnering up for guest content on each other's blogs or simply promoting others' posts, tag-teaming is always a good idea.

## Lab Exercise/Assignment 2: Selection of topic

### Promote your blog/vlog on any Social Media Platform



## LAB MODULE – 4

### Create Multi Media Presentation

#### SUMMARY OF KEY CONCEPTS

We hear the term all the time, but exactly what is a multimedia presentation? Just as its name implies, a multimedia presentation is a visual presentation that provides information through not only slides, but also audio, video, infographics, animations and other forms of communication. All of these tools combine to create greater audience engagement, while holding viewers' focus and enhancing their retention.

What can be included in a multimedia presentation? Most of us are familiar with multimedia, but those new to the presentation design game might need some multimedia presentation examples. While the options are practically endless, most multimedia presentations feature slides with text and a combination of any of the following elements:

- Photos
- Video
- Music and other audio effects
- Infographics
- Animation
- GIFs
- Surveys
- Screenshots
- Icons, logos and other graphics

#### How to create a multimedia presentation

It's simple to create a multimedia presentation if you have the right software tools at your disposal, just follow the following steps:

1. Select and outline your content – What is the purpose of your presentation? What is your subject? Answer these questions and choose content that will support your presentation objectives. Create an outline of the content as it will appear on your slides.
2. Consider multimedia options – Examine your content outline and decide what multimedia elements will best showcase your information. Will a concept clearly be communicated with a video, or will a photograph be a better fit? Should you add music

to a certain section, and what multimedia options will boost audience engagement at key moments?

3. Design your slide deck – You can design your slide deck from scratch or customize a presentation template from PowerPoint-alternative software options like Beautiful.ai. Construct your slide deck so that each section of your outline is represented by its own slide. Add titles and headings to designate each slide's function.
4. Insert your content – Add your textual content to the appropriate slides. Be sure the text is in a clear and legible font, and try to avoid crowding too much content on any individual slide.
5. Add images, video and audio elements – Using your presentation software of choice, insert video, audio and graphic elements in the appropriate slides. If you use Beautiful.ai, artificial intelligence will automatically adjust the design of your slides each time you add new content, ensuring your presentation adheres to the principles of good design.
6. Add animations and transitions – Once you've designed your slide deck and inserted multimedia elements, you can add extra pizzazz to your presentation with the addition of transition and animations. The subtle motions will polish your presentation with increased visual appeal, and it will boost audience engagement by capturing and retaining viewers' attention.
7. Review your presentation and share it – Carefully review your presentation to ensure it's ready for audiences, rehearse your delivery and share your information with the world!

## Lab Module – 5

### Social Media Marketing Strategy for promotion of corporate blog of any organization

There have been unprecedented changes throughout the marketing landscape over the past several months. While none of us are experts on how to market a business on social media through a global pandemic, there are guiding principles that remain constant that will help brands think through their messaging and make decisions as our current climate evolves.

Over the past few months, we all have had to depend on technology more than we ever expected just to survive and keep the doors open.

Businesses especially have had to rely on digital and social media marketing more now than they ever have. Because of that, many brands are being more creative and using social media differently, and so are consumers.

#### Digital Lifestyle Alterations

People from all walks of life are adjusting to the new digital landscape. Consumers are relying on different platforms for content, and the demand for more content is continually increasing.

For brands, this means that content needs to be created to meet a broader audience in multiple places, including older generations who are embracing the digital lifestyle.

As brands and consumers have evolved, so have social media platforms themselves, continuously improving and updating to meet the ever-growing consumer demands.

#### Changes In Consumer Expectations

In addition to more content, consumers' expectations have changed in how brands should engage with customers. Instead of a one-sided conversation, where a brand simply posts and ghosts, brands now need to interact with customers and respond to customer needs.

Brands that recognized this at the onset of the pandemic and ramped up their social media marketing efforts will be the ones to benefit the most when this crisis is behind us.

However, despite the overwhelming amount of change that has taken place, some brands have discovered an entirely new audience and will continue to thrive post-Covid-19.

#### Cuts In Advertising Budgets

Because of financial uncertainty, some marketers are pulling back ad spend in all areas, including social media. One study showed that 89% of advertisers have taken some sort of action with their ad spend since March.

Despite many advertisers rolling back budgets, right now, it is cheaper for businesses to build their brand and engage with their customers through social media. If there was ever a time to start advertising on social media or increase spending, now is the time to do it.

#### Alternate Paths To Purchase

People are more comfortable buying and interacting online. For the brands that are ready, available and active, there are opportunities to connect and even drive purchases during this time.

Businesses need to take a moment to reexamine their audience and customer avatars. They need to forget everything an audience has done before and everything they thought they knew about their customer.

Knowing basic information is key, but brands also need to understand what customers think, feel and need right now.

Are they trying to juggle work from home while their kids are attending school virtually? Find out how their lives have been impacted.

Brands need to look for new ways to share products or services in a different light that will meet consumers' needs in the here and now.

Getting feedback from consumers is an invaluable resource. Start a conversation by asking how they are doing and what your brand can offer that will help them or make life a little easier.

The insight gained from customers will set the tone for how a brand moves forward during a crisis like Covid-19 and beyond. The relationships brands build now by taking the time to learn more about their customers' needs will continue even after the crisis has subsided.

It is very important to keep in mind that a brand never puts all of its eggs in one basket by relying on a single platform to meet all of their marketing needs.

In addition, we all need to be prepared for the changes that are underway in regard to data and privacy updates that will limit the amount of information used in targeting capabilities.

### Strategies For Quick Wins Using Social Media

Brands have to remain flexible. We live in a world where the landscape is changing every day. What worked yesterday might not work next week. Companies have to be able to adjust quickly.

Start first by focusing on relationship-building through engagement.

Provide valuable content, such as how-to videos or behind-the-scenes reels. While traffic and conversion are the ultimate goals, a brand cannot continuously ask for the swipe-up and expect results.

Adjust posting schedules. What worked in March doesn't work anymore as more and more people are continuing to work from home. Experiment with new formats and new post times.

Repurpose your racehorses. Find the posts that have been winners and create content similar to it.

Get your audience involved in your marketing campaigns. Host Instagram Lives, ask questions, post polls and use the tools platforms have provided to create authentic content.

More importantly, as we continue to move forward, keep social listening and community engagement as your marketing strategy's primary focus.

Focus on your community and find ways to bring people together. Never miss the chance to engage with your audience. One post can change everything — just ask Ocean Spray.

For brands that cannot market or sell their products or services right now, focus on sharing content that aligns with your brand values instead.

Brands don't have to let the uncertainty stop them from taking action and being present for their customers. As we continue to navigate uncharted territory, the one remaining constant is to always focus on the consumer's needs.

If there is one positive thing that has come from this past year, it's that social media may have become what it was set out to be. People are longing for ways to make a connection. There is a captive audience online at this very moment, waiting on your brand to do just that.

**EXERCISE: Create a Social Media Marketing Strategy for promotion of corporate blog of any organization**

**APPENDIX****Template for the Index of Lab File**

<b>WEEK NO.</b>	<b>PROBLEMS WITH DESCRIPTION</b>		<b>PAGE NO.</b>	<b>SIGNATURE OF THE TEACHER WITH DATE</b>
<b>1</b>	<b>AP1</b>			
	<b>AP2</b>			
	<b>AP3</b>			
<b>2</b>	<b>AA1</b>			
	<b>AA2</b>			
	<b>AA3</b>			
<b>3</b>	<b>BP1</b>			
	<b>BP2</b>			
	<b>BP3</b>			
	<b>BP4</b>			

Note: The students should use Header and Footer mentioning their roll no. & name in header and page no. in footer

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