

Promote Yourself and Your Art on Facebook and Instagram



Topics

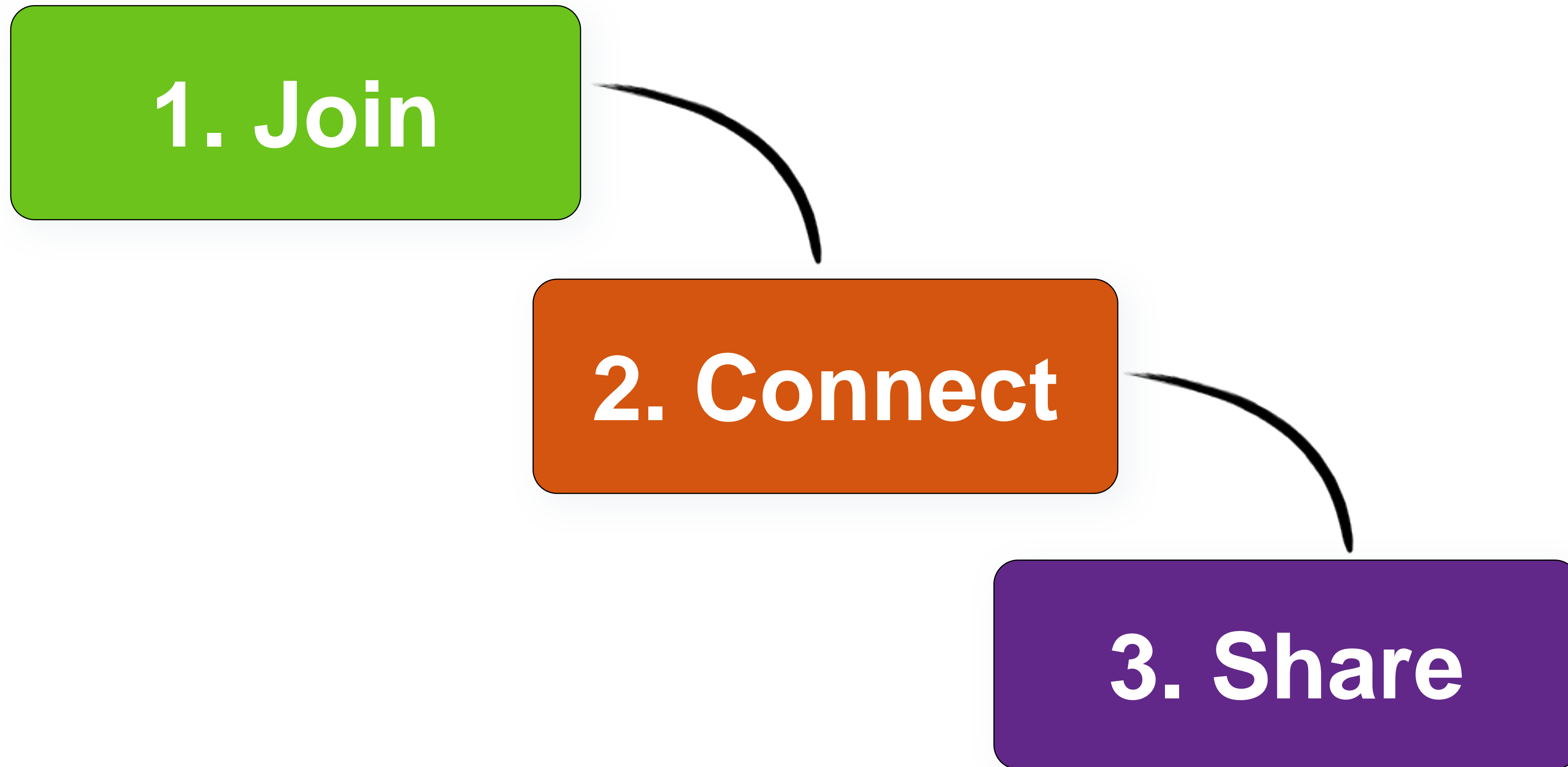
- Basics of online marketing
- How social media marketing works
- Using Facebook and Instagram for marketing
- Facebook and Instagram advertising
- Planning a Content Calendar

9 Steps

1. Targeting
2. Content
3. Branding
4. Website
5. Search Marketing
6. Social Media Marketing
7. Email Marketing
8. e-commerce
9. Planning



Social Networks



Creating Better Photos for Social Media

Scott Sleek - Professional
Content Creator

November 3rd
Online Live
4:00-6:30 PM



- ✱ Choosing Images that Work on Social Media
- ✱ Sources of Free Image Content
- ✱ Best Post Sizes and Layouts

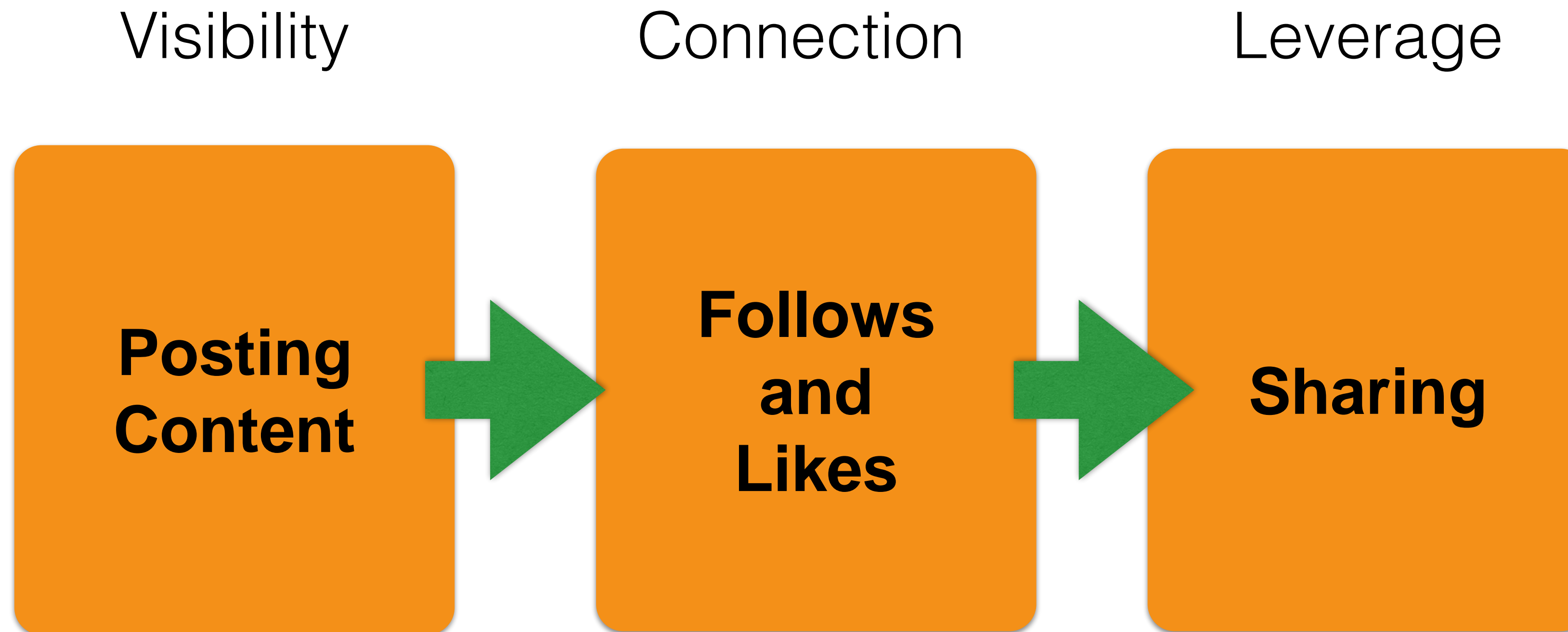
Updates, Notifications

- **People use social media to “socialize”**
- **They post content on their account**
- **People view content from their connections**

Engagement

- **Content is pushed when people:**
 - **Like or favorite an item**
 - **Comment (reply on Twitter) on an item**
 - **Share, re-tweet, or re-pin an item**

Social Media Strategy:Organic



Your Audience

- Who you're trying to reach
- What are their interests
- What do they like
- Why they would be interested
- How your product/service helps
- Describe your perfect customer
- Publish relevant content



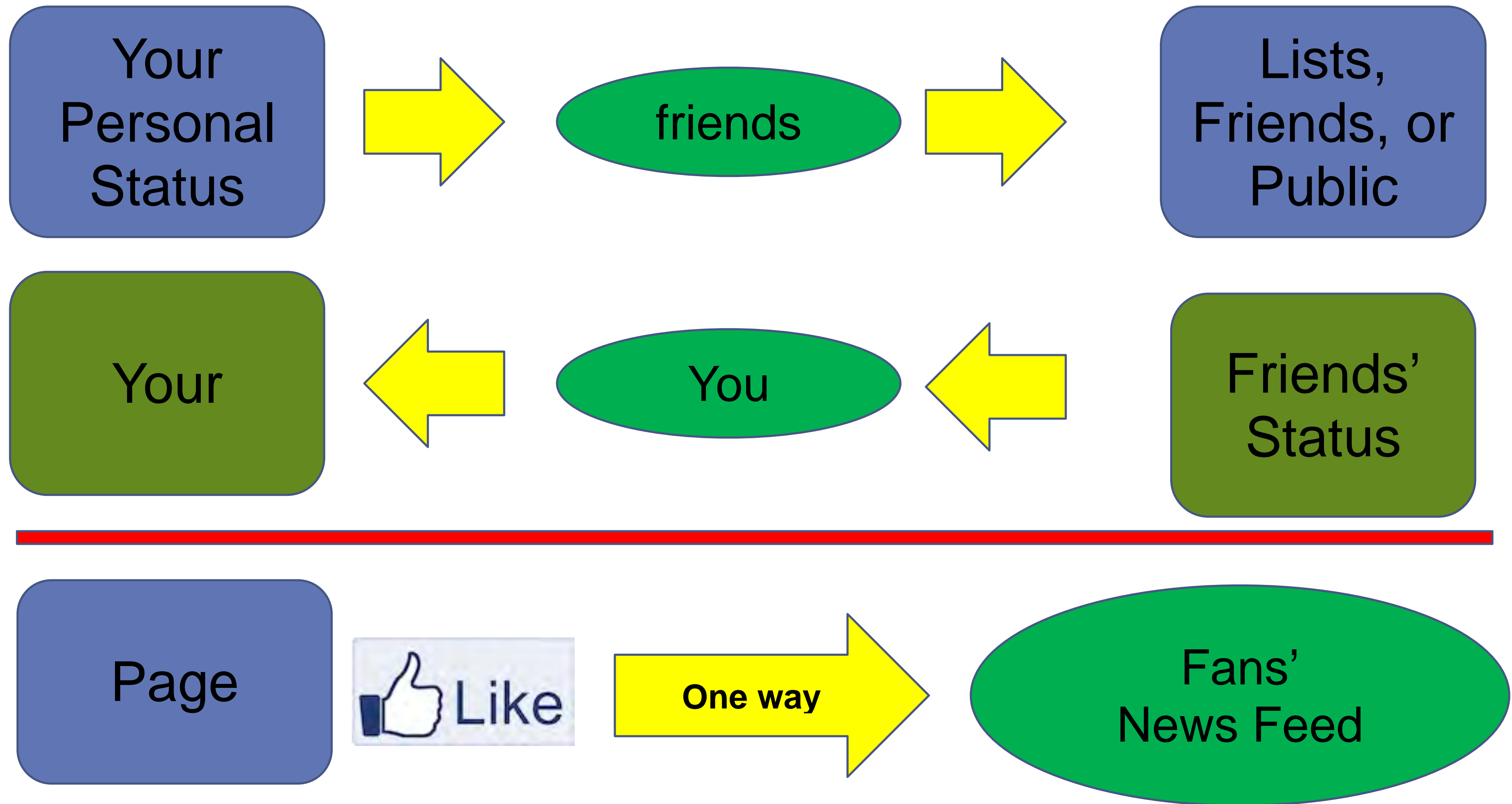
Users are on the sites to:

- Socialize with people
- Keep up to date
- Find current information about a topic

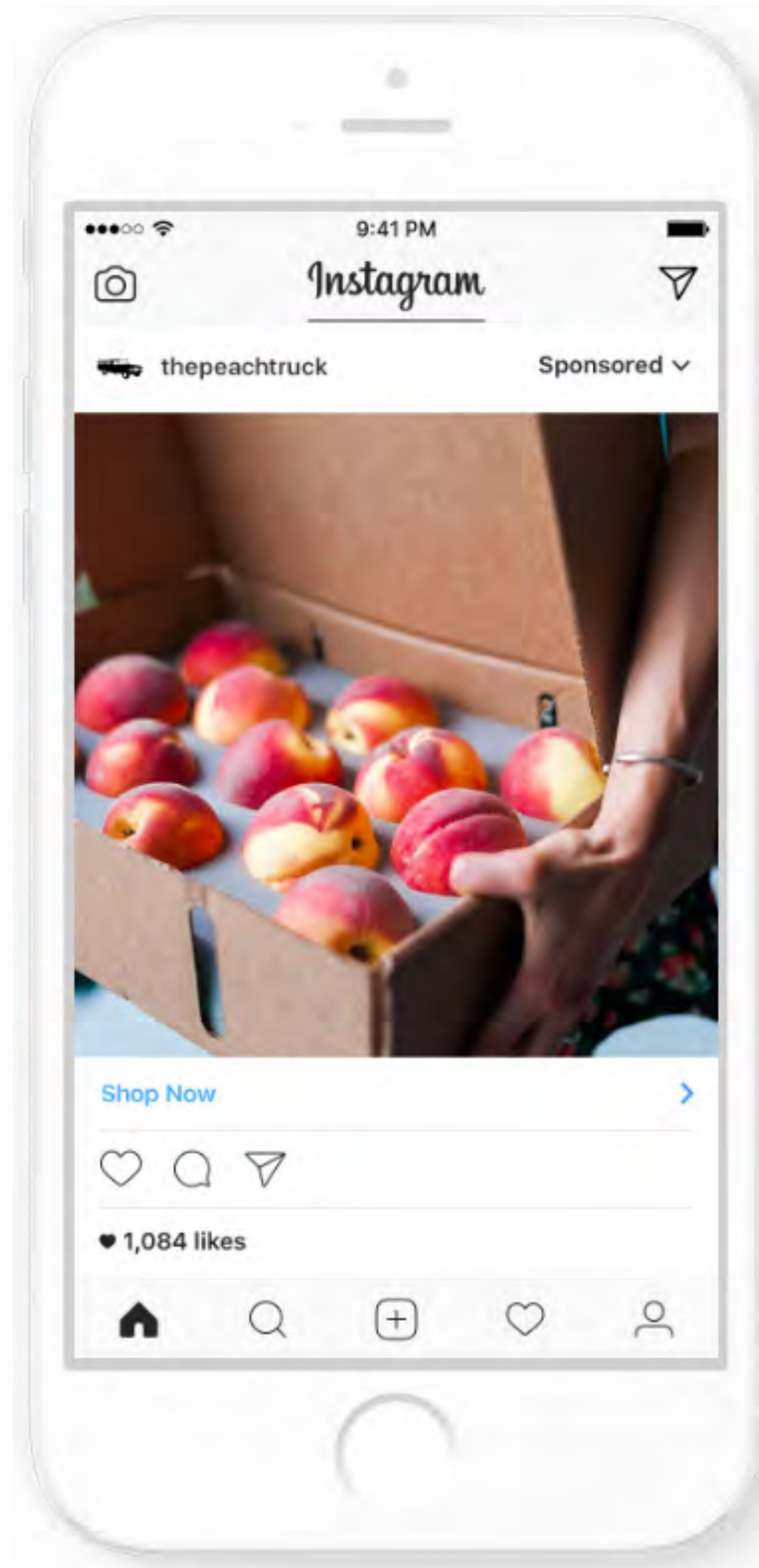
Facebook



- 2.7 Billion active monthly users
- 1.6 Billion daily active users
- 82% college graduates
- Around 70% of all U.S. adults use it
- Almost 24% are 18-24
- 90% of users outside U.S.
- 9 million advertisers
- Images account for 75-90% of Facebook advertising
- 85% of users watch video with the sound off



You can promote your Page updates to your friends by Liking your own a Page as a person.

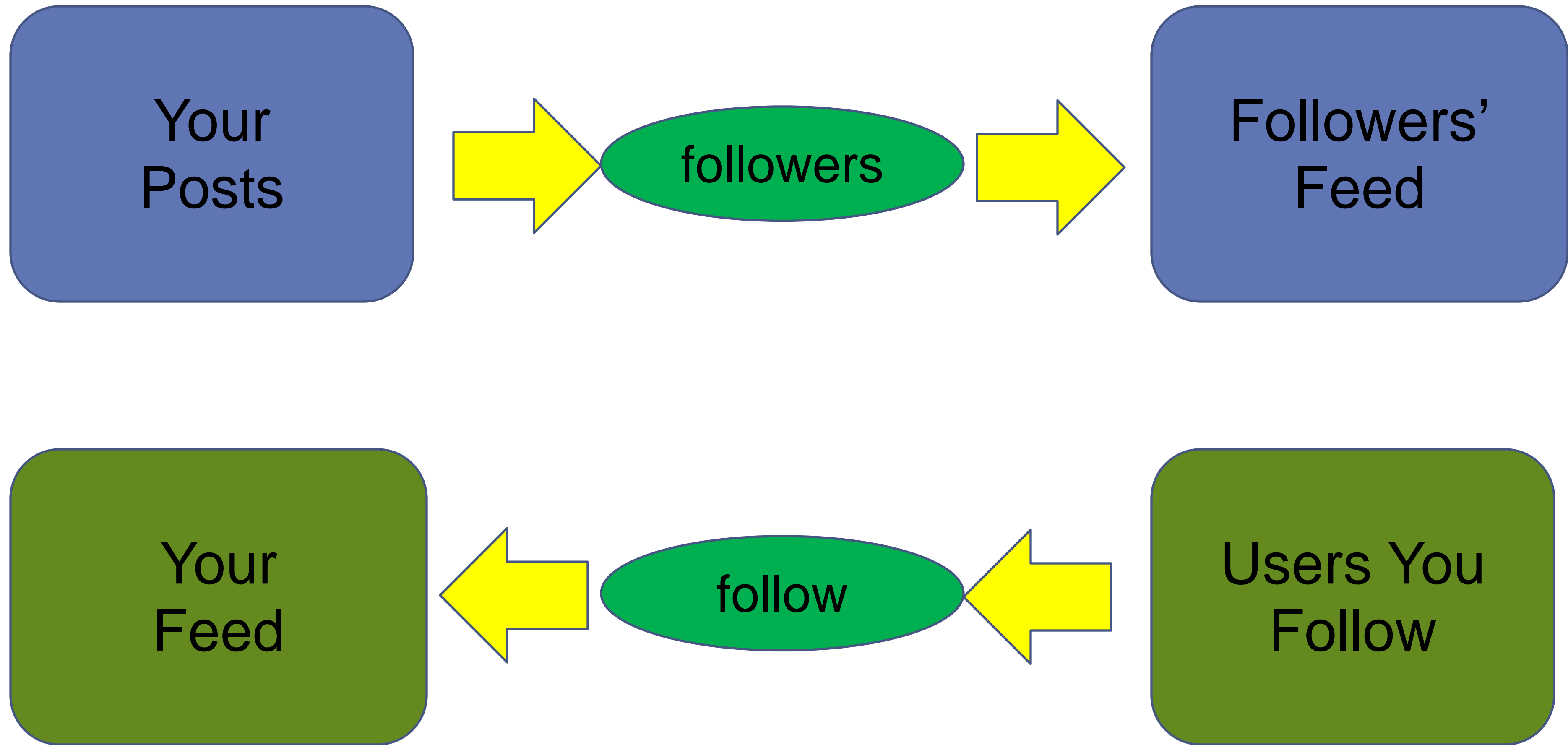


Instagram

- Photo sharing
- 1 Billion+ monthly active users
- 500 Million daily active users
- 89% of users outside U.S.
- 50% users 18-29 Y.O.
- About 50/50 male/female
- 25 Million businesses on Instagram
- Discovery, fashion brands, design, style, products, quality photos, influencers
- Can manage Facebook and Instagram from FB

<https://business.instagram.com/advertising/>

Followers and Following Users



Instagram Marketing

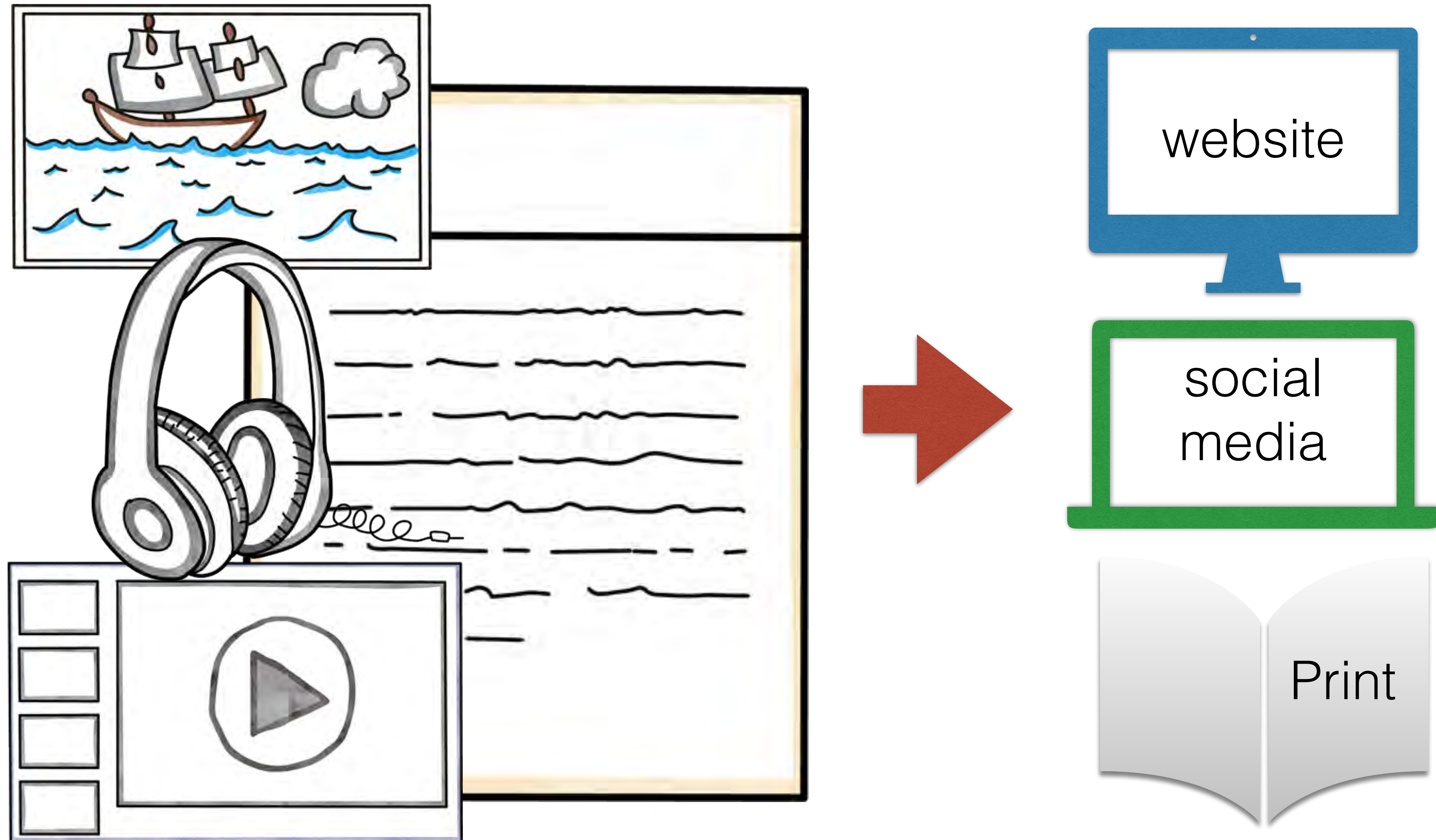
Organic

- Instagram posts - image or video from smartphone
- Use multiple hashtags on topics
- Focus on followers
- No links to websites in posts
- High-quality images a must

Ads

- Must use Facebook Business Page
- No Instagram account required
 - Brand awareness
 - Reach
 - Traffic
 - Engagement
 - Video views
 - Lead generation
 - Messages
 - Conversions
 - Product sales
 - Store visits

Content Marketing



Content Calendar

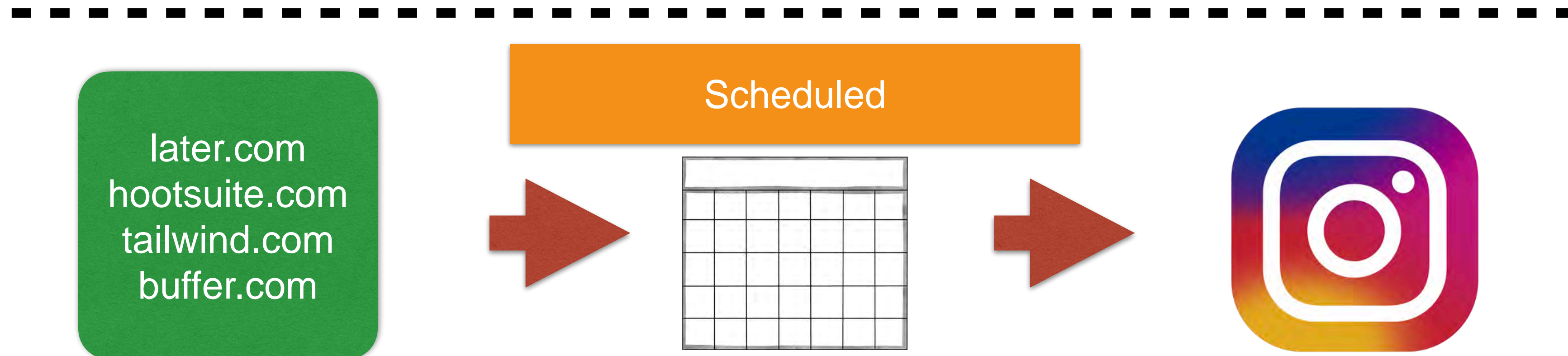
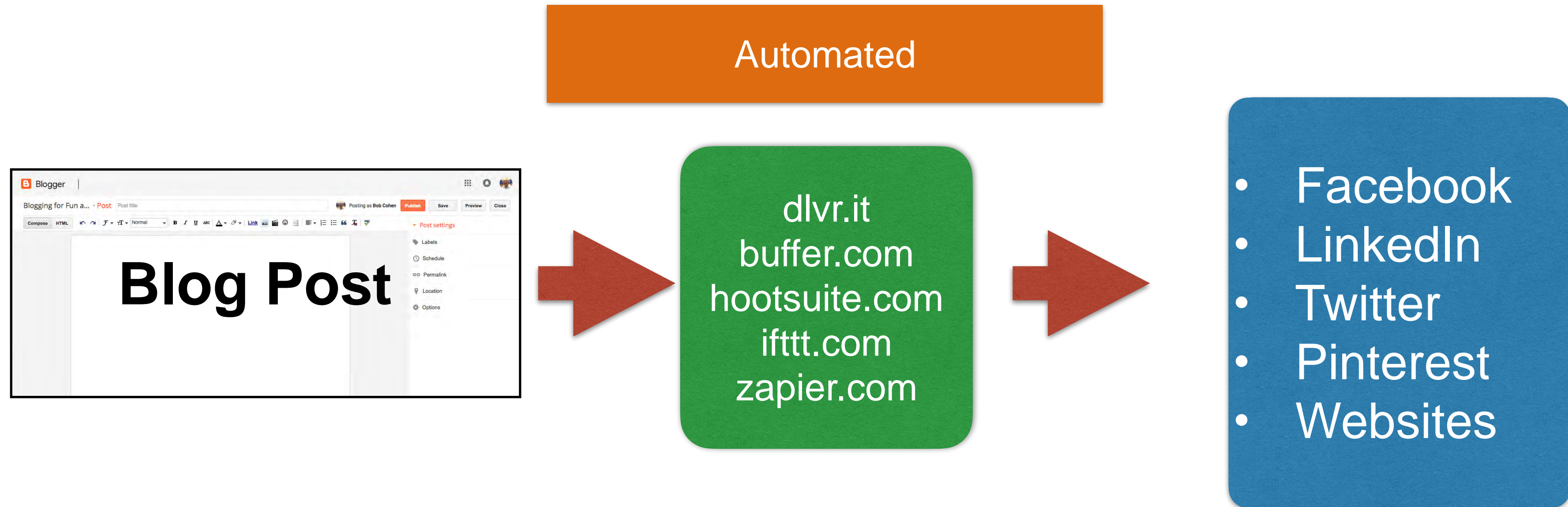
	How-to		Advice		Product	
		News		Activity		
	How-to		Advice		Product	
		News		Activity		
	How-to		Advice		Product	

Auto-posting with Social

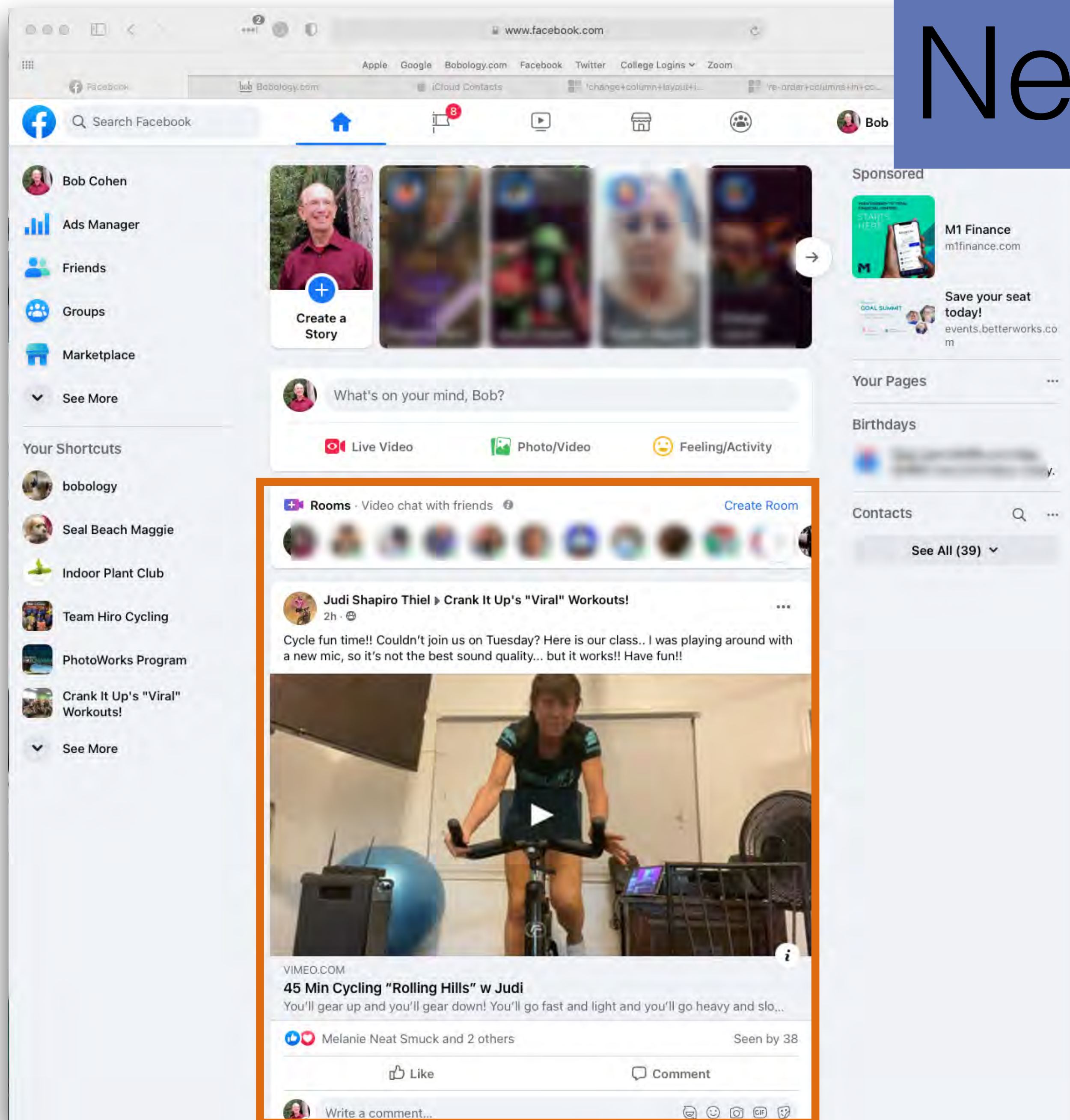
Blog

RSS Service

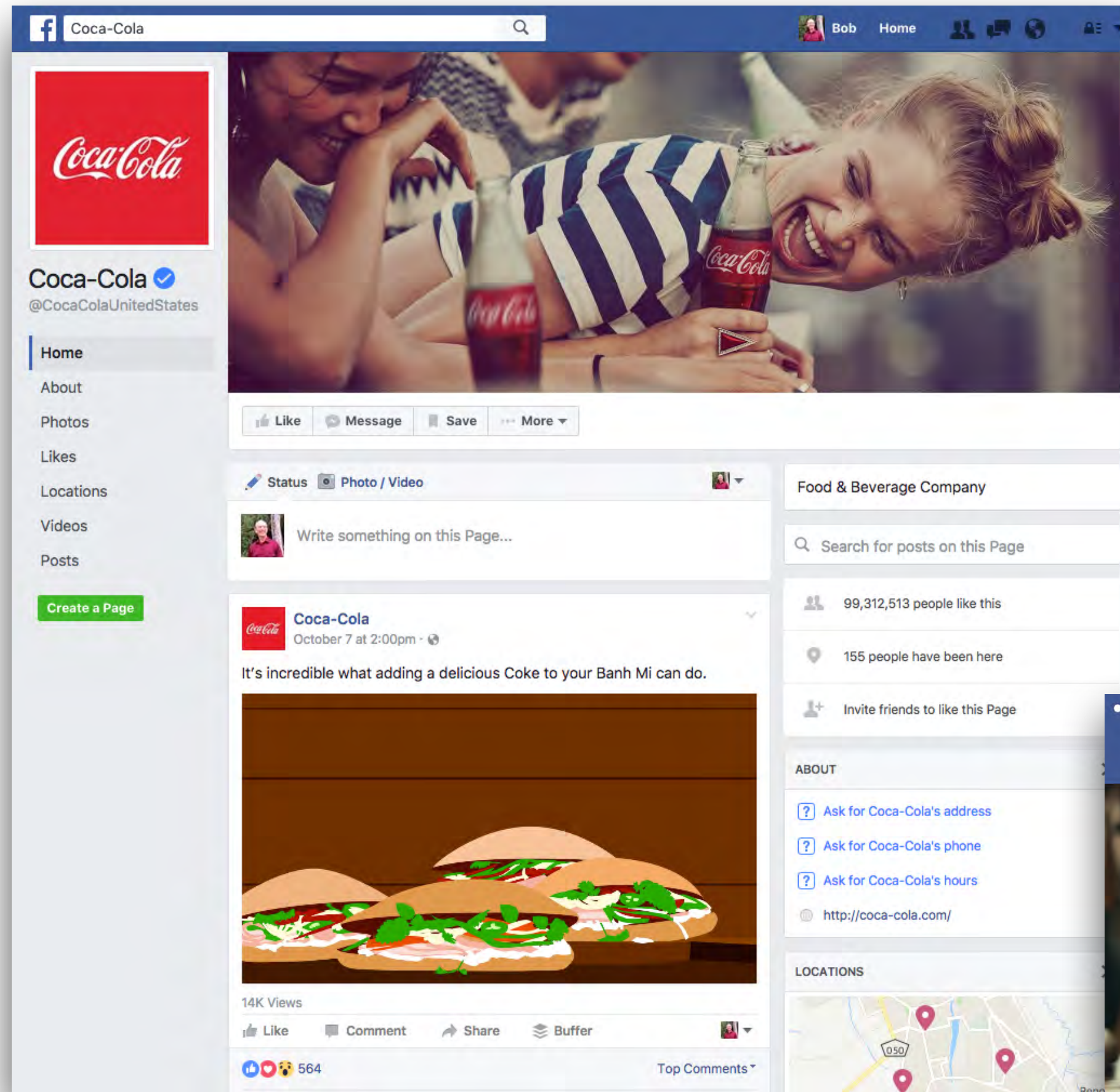
Social Media Post



NewsFeed



- Posts from friends appear first
- Posts shared by friends
- Ads
- Posts from Liked Pages
- Group activity
- Friend activity (likes, shares, comments)



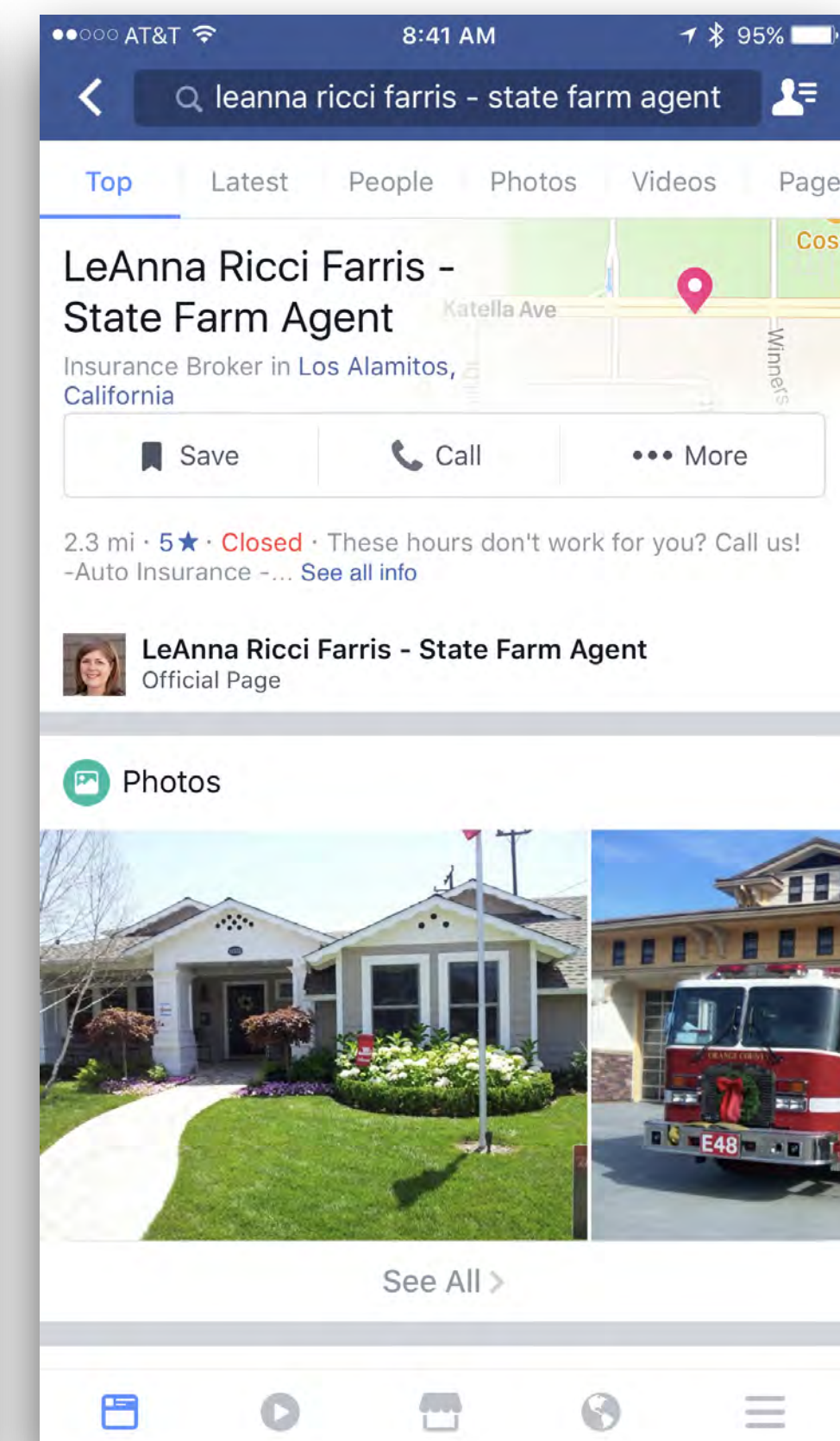
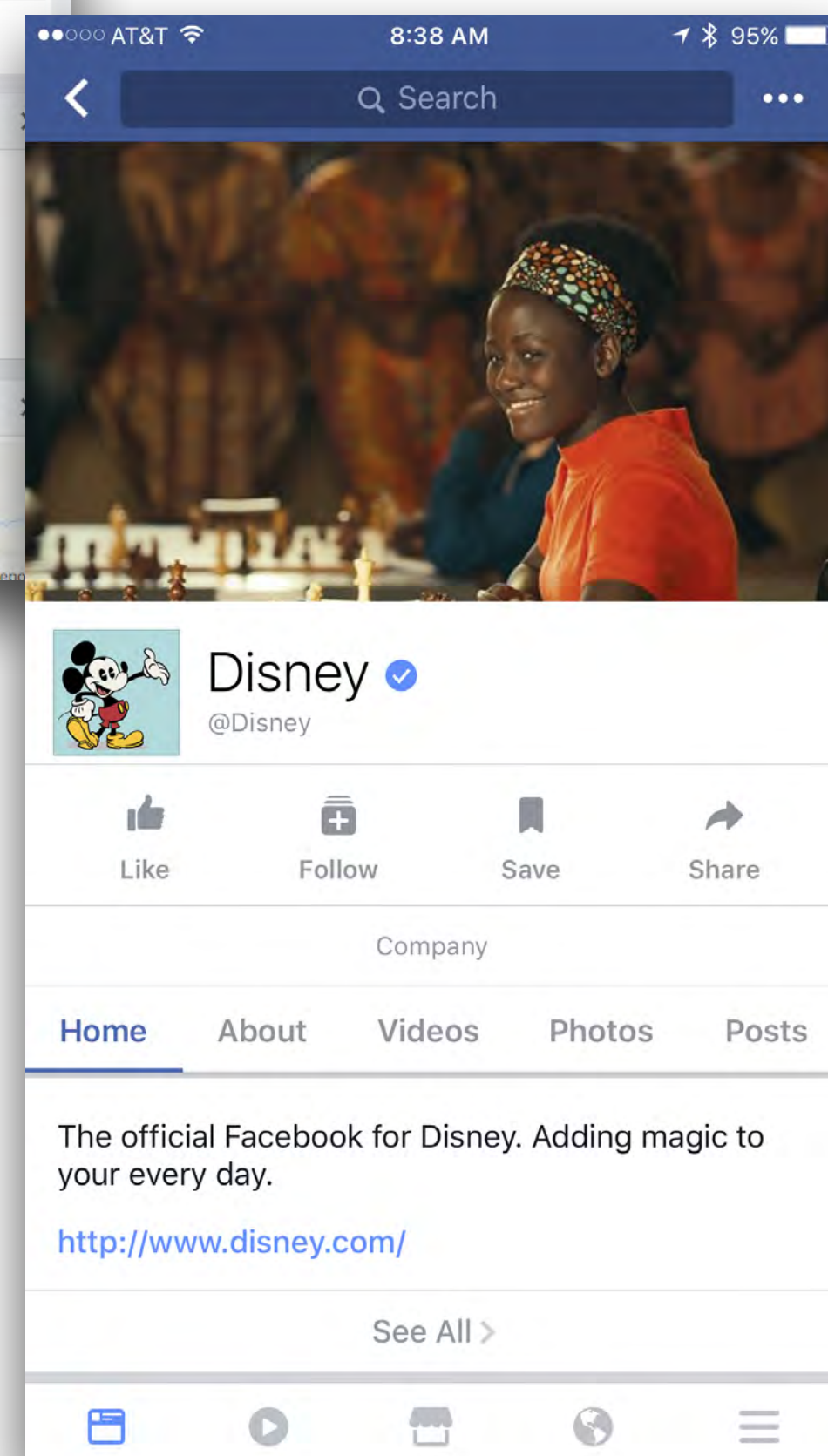
Desktop

Facebook Brand Page Examples

Mobile

with cover image

without cover image



Your Facebook Page “Ingredients”

Other information:

- About
- Description
- Web site
- Hours
- Phone
- Email Address
- Page name URL
- Descriptive Page Name

10 words
30 words
100 words
500 words

Profile
Picture

Cover
Photo

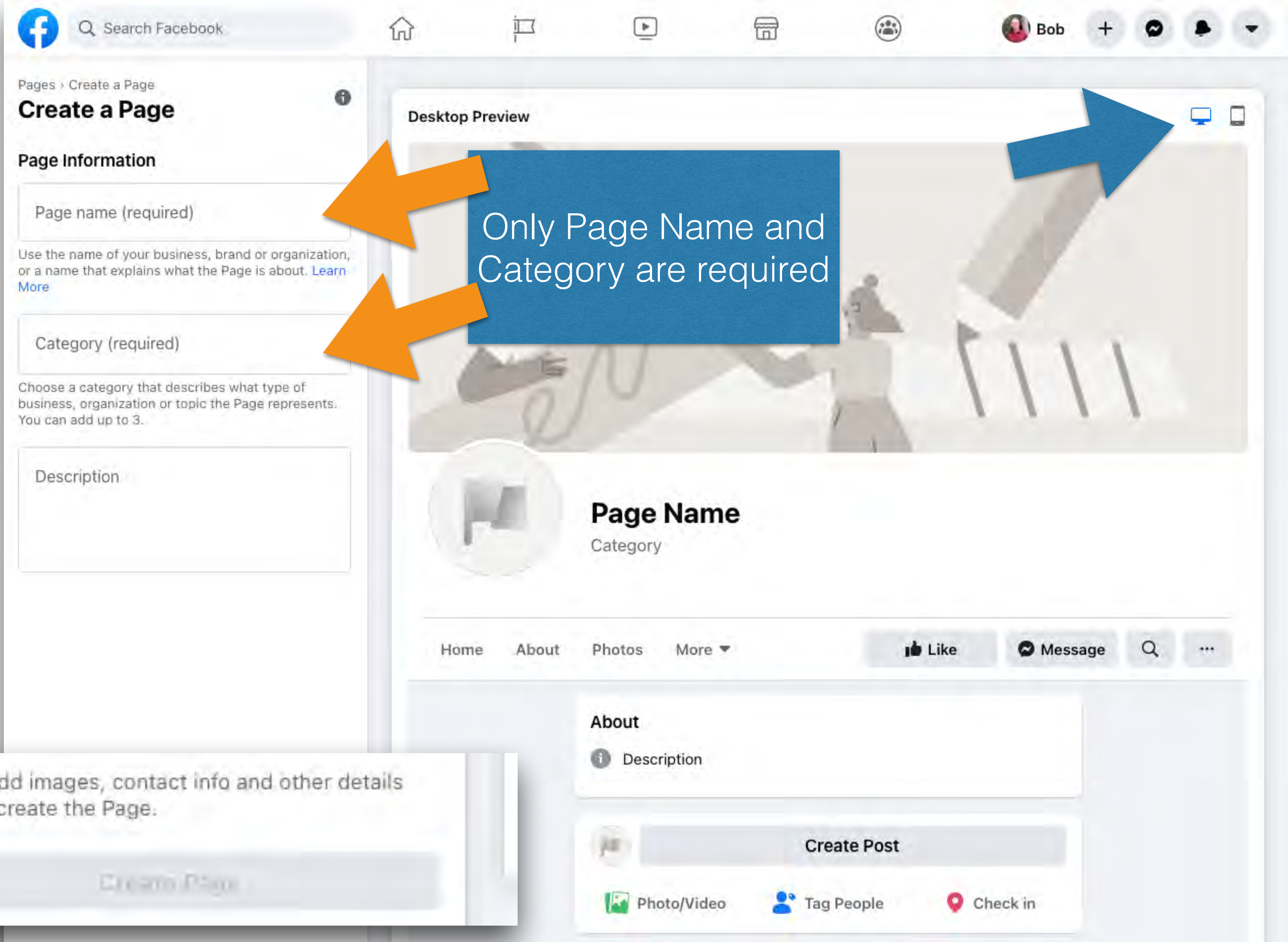
About

Basic Information

Creating a Facebook Page

1. Go to facebook.com/pages
2. Enter a Page name
3. Enter a category
4. Add Profile picture, Cover photo, and About info
5. Claim the Page Name URL
6. Post content updates
7. Promote your Page

Set Up Your Page



The screenshot shows the Facebook 'Create a Page' interface. On the left, the 'Page Information' section contains three input fields: 'Page name (required)', 'Category (required)', and 'Description'. The 'Page name' field has a blue arrow pointing to it from a central text box. The 'Category' field has an orange arrow pointing to it from the same text box. The 'Description' field is empty. On the right, a 'Desktop Preview' shows a sample page layout with a cover photo, profile picture, and navigation tabs. A blue arrow points to the top right of the preview area. At the bottom left, a white box contains the text 'You can add images, contact info and other details after you create the Page.' and a 'Create Page' button.

Pages > Create a Page

Create a Page

Page Information

Page name (required)

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Description

Desktop Preview

Only Page Name and Category are required

Page Name
Category

Home About Photos More ▾ Like Message 🔍 ⋮

About
Description

Create Post

Photo/Video Tag People Check in

You can add images, contact info and other details after you create the Page.

Create Page


Create Post

Create Post

New Post


Placements

☒



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☐




Instagram Feed

Text


Coming in January - Introduction to Internet Marketing Methods. Live online class offered through Pasadena College Community Education.
<https://bit.ly/intotointernetmarketing>







Media


Share photos or a video. Instagram posts can't exceed 10 photos.





83 x 110

 Image is too small to crop





 Add Photo

 Add Video



Call to Action


☐ Get Messages

Link Preview - Optional


Desktop News Feed

1 of 2








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Just now · 

Coming in January - Introduction to Internet Marketing Methods. Live online class offered through Pasadena College Community Education.
<https://bit.ly/intotointernetmarketing>



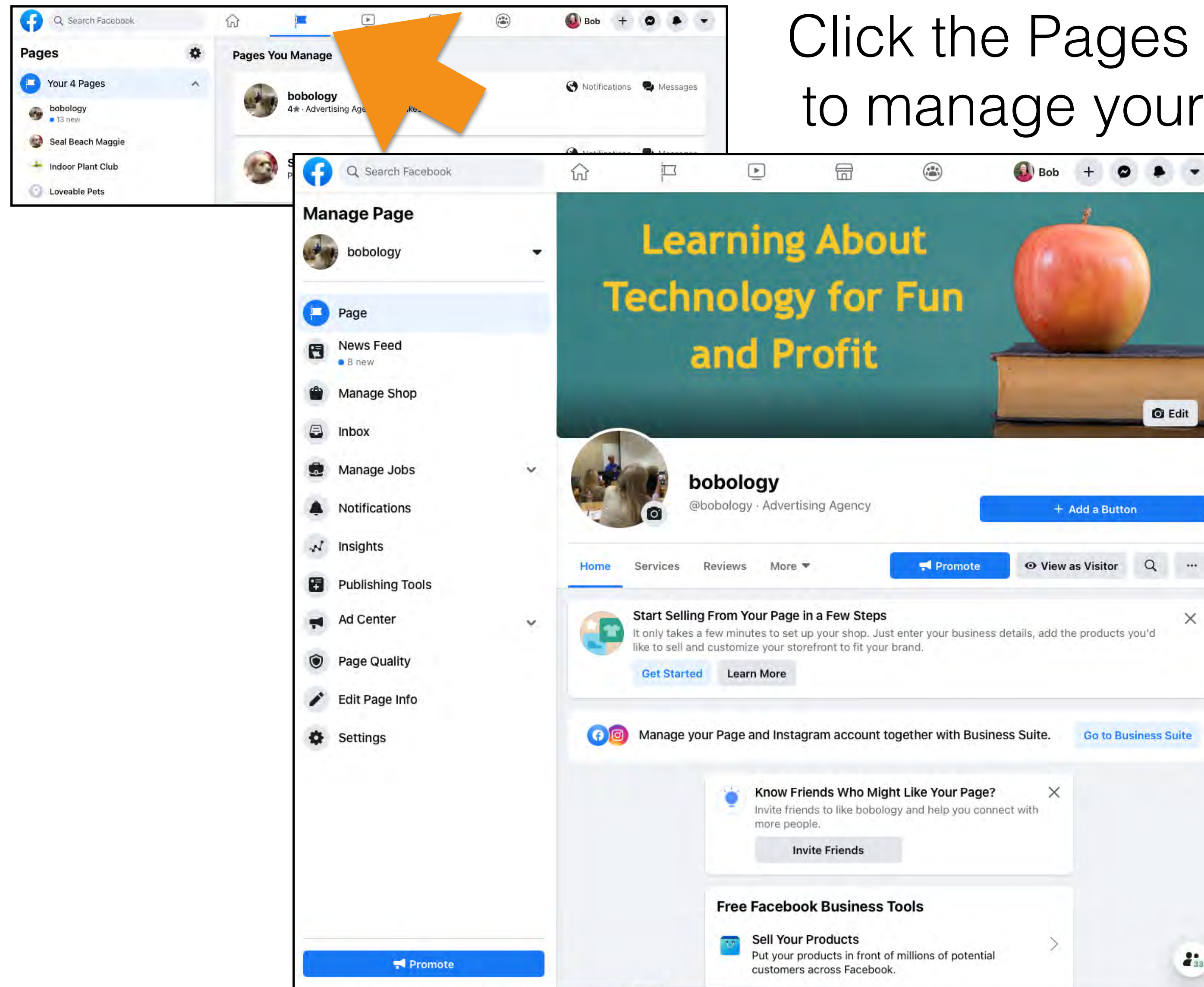
 Boost

 Publish

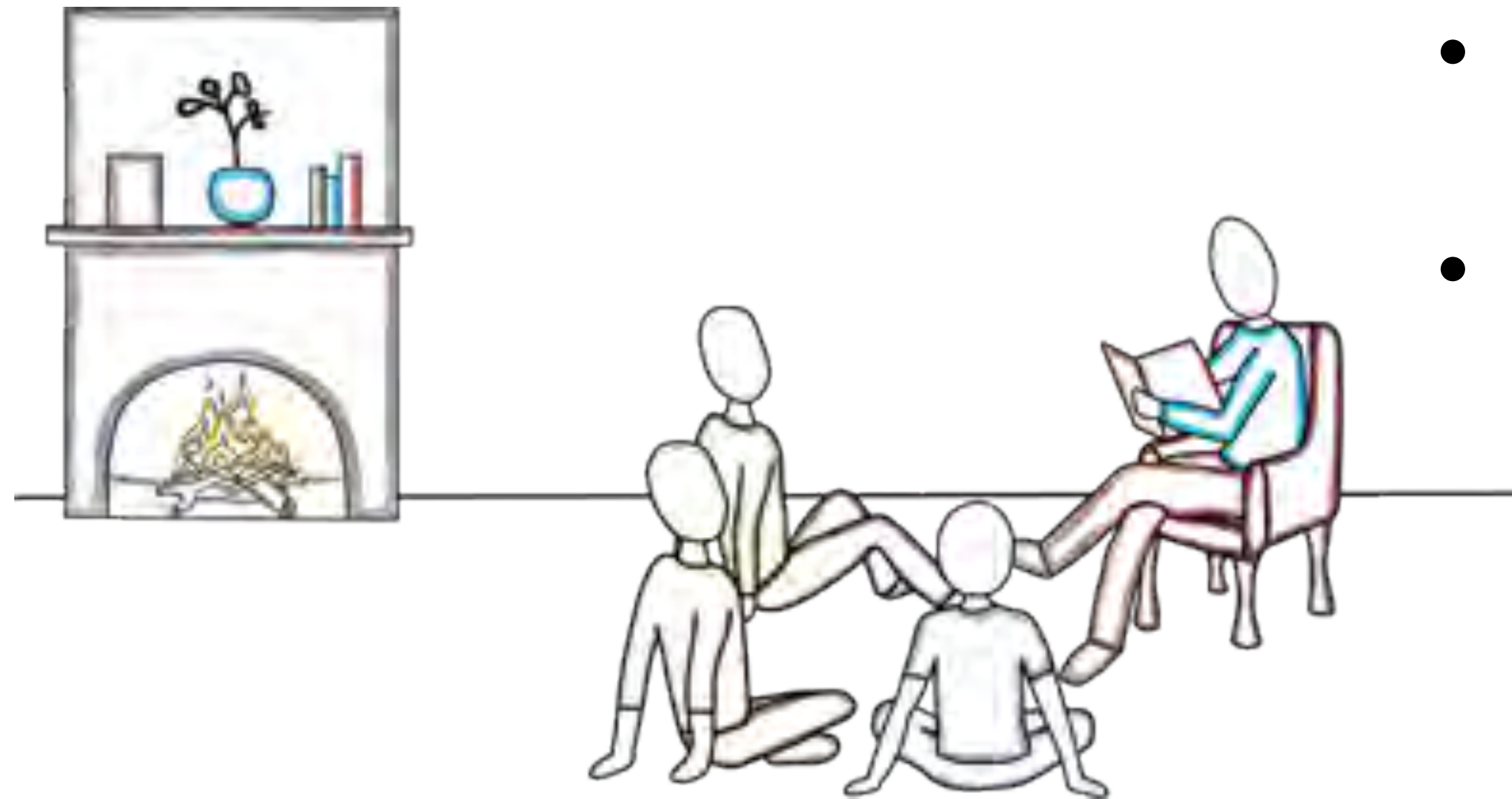


Manage Your Page

Click the Pages button
to manage your page



Marketing Strategy: Organic Content

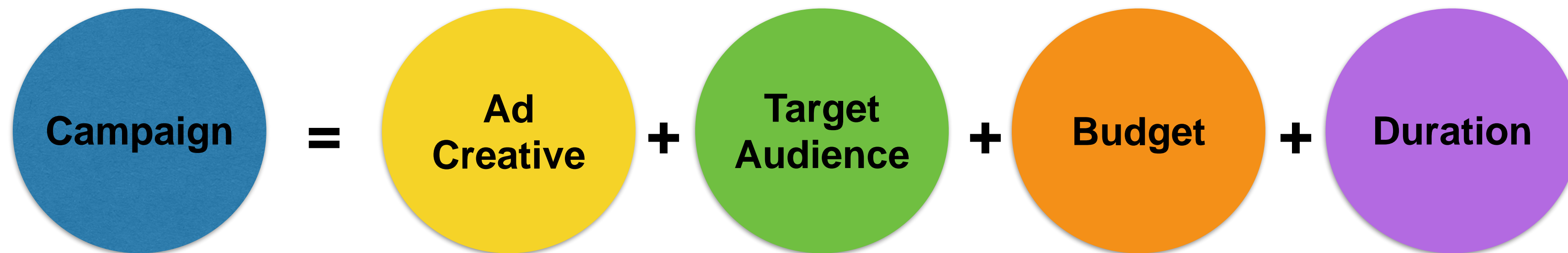
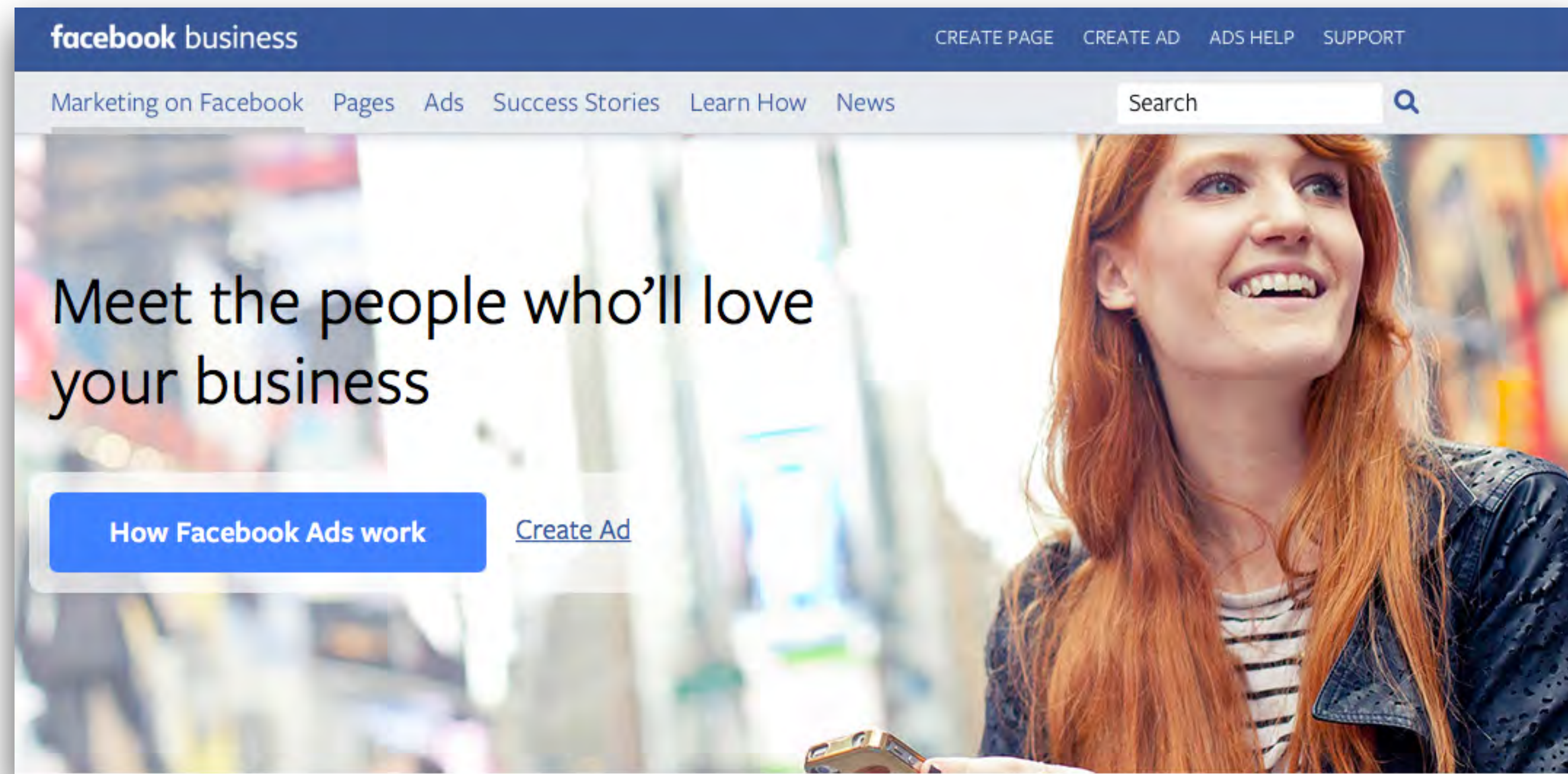


- Stories engage people
- Simple story:
 - Beginning
 - Middle
 - End

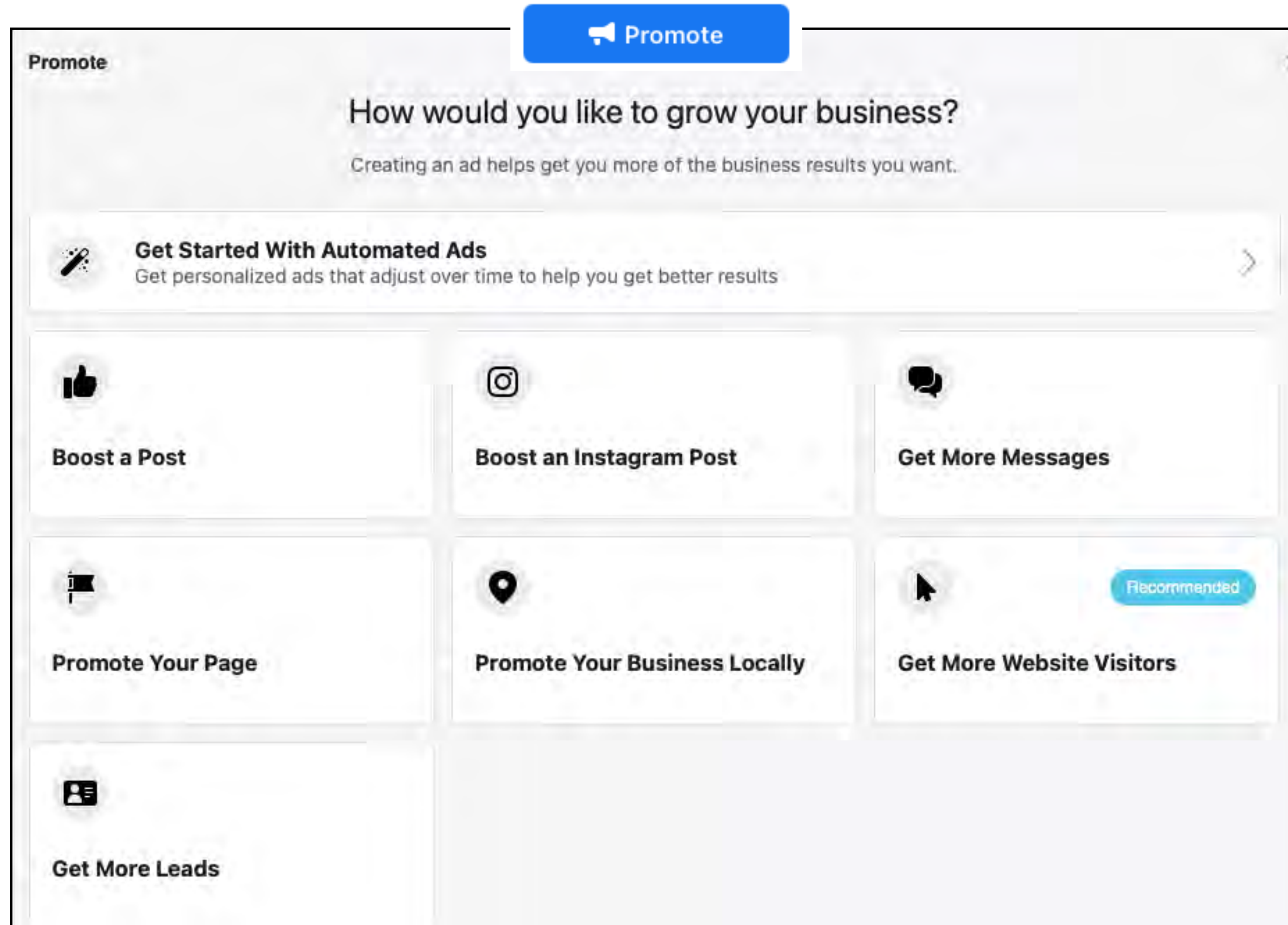
Content ideas:

- How-to
- Promotions
- Industry news
- Customer experience
- More ...

Facebook and Instagram Advertising



Facebook and Instagram PPC Ads



Promote Your Website

Promote Your Website

Ad Creative


[Use a Post](#)

How do you want your ad to look?

Description

.

Media 1/5 · Select multiple images or videos to create a carousel. [Select Media](#)



[Edit Options](#)

Headline

Bobology.com

12 / 25 Characters

Button label

Apply Now

Website URL




<http://www.bobology.com/>


Special Ad Category

[Learn More](#)




Ads about credit, employment, housing, or social issues, elections or politics ☐

Ad Preview

**bobology**
Sponsored · 




BOBOLOGY.COM
Bobology.com [APPLY NOW](#)

 Like  Comment  Share

[See All Previews](#)

Estimated Daily Results

People Reached 	106 - 306
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Payment Summary

Your ad will run for 5 days.

Total budget	\$25.00 USD
\$5.00 a day x 5 days.	

Create Audience

Create Audience

Select the location, age, gender and interests of people you want to reach with your ad.

Audience Name

Gender

AllMenWomen

Age

1865+

Locations

Locations

Type to add more locations

United States

Los Alamitos + 25 mi

Detailed Targeting

Detailed Targeting

Browse

For advanced targeting features, go to [Ads Manager](#).

Specific

Broad

Potential Reach: 6,100 people

Your audience is defined.

Cancel

Duration, Budget, and Placements

Duration

Run this ad continuously
Your ads will run continuously for a daily budget. This option is recommended. [Learn More](#)

Choose when this ad will end

Days
5

End date
Dec 16, 2020

Daily Budget

Actual amount spend daily may vary.

Estimated 106 – 306 people reached per day

\$5.00

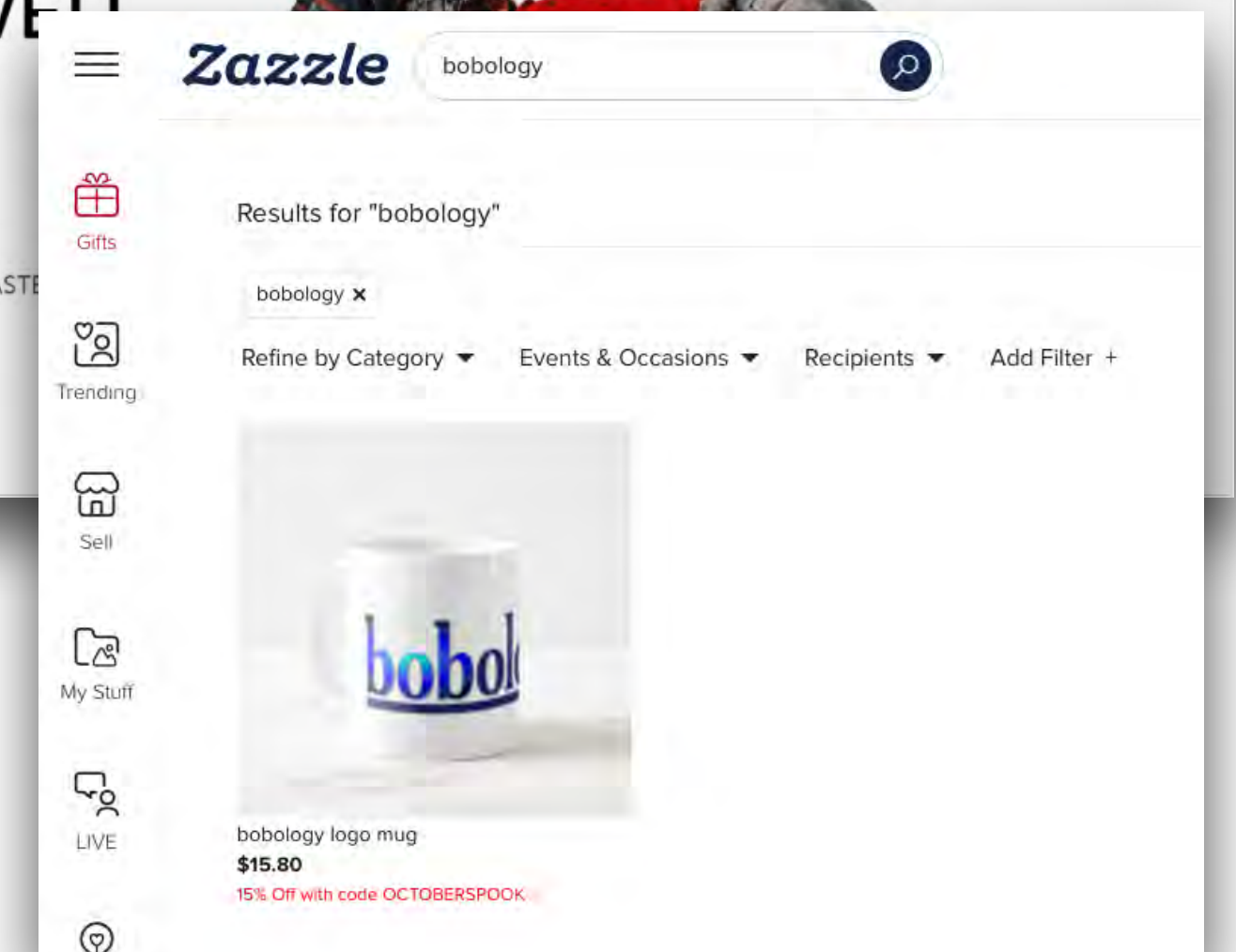
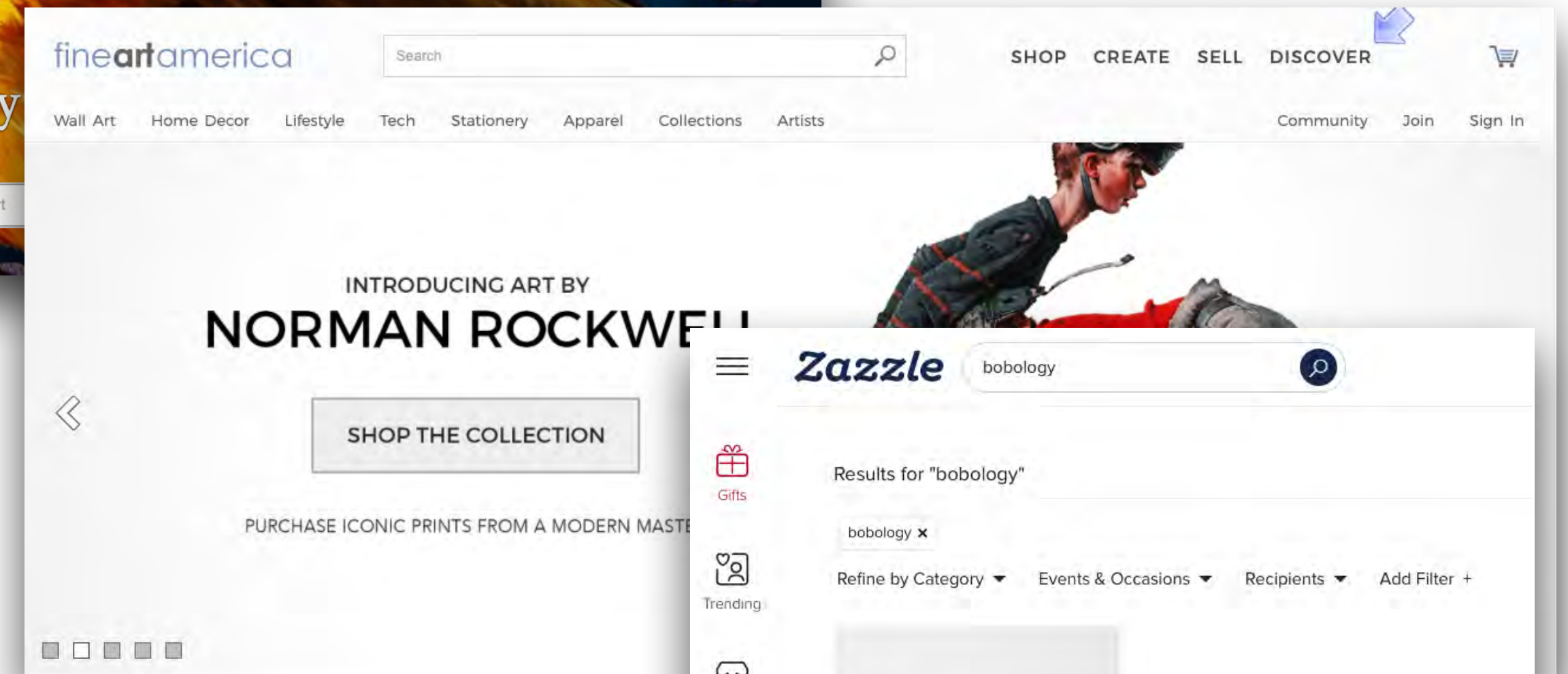
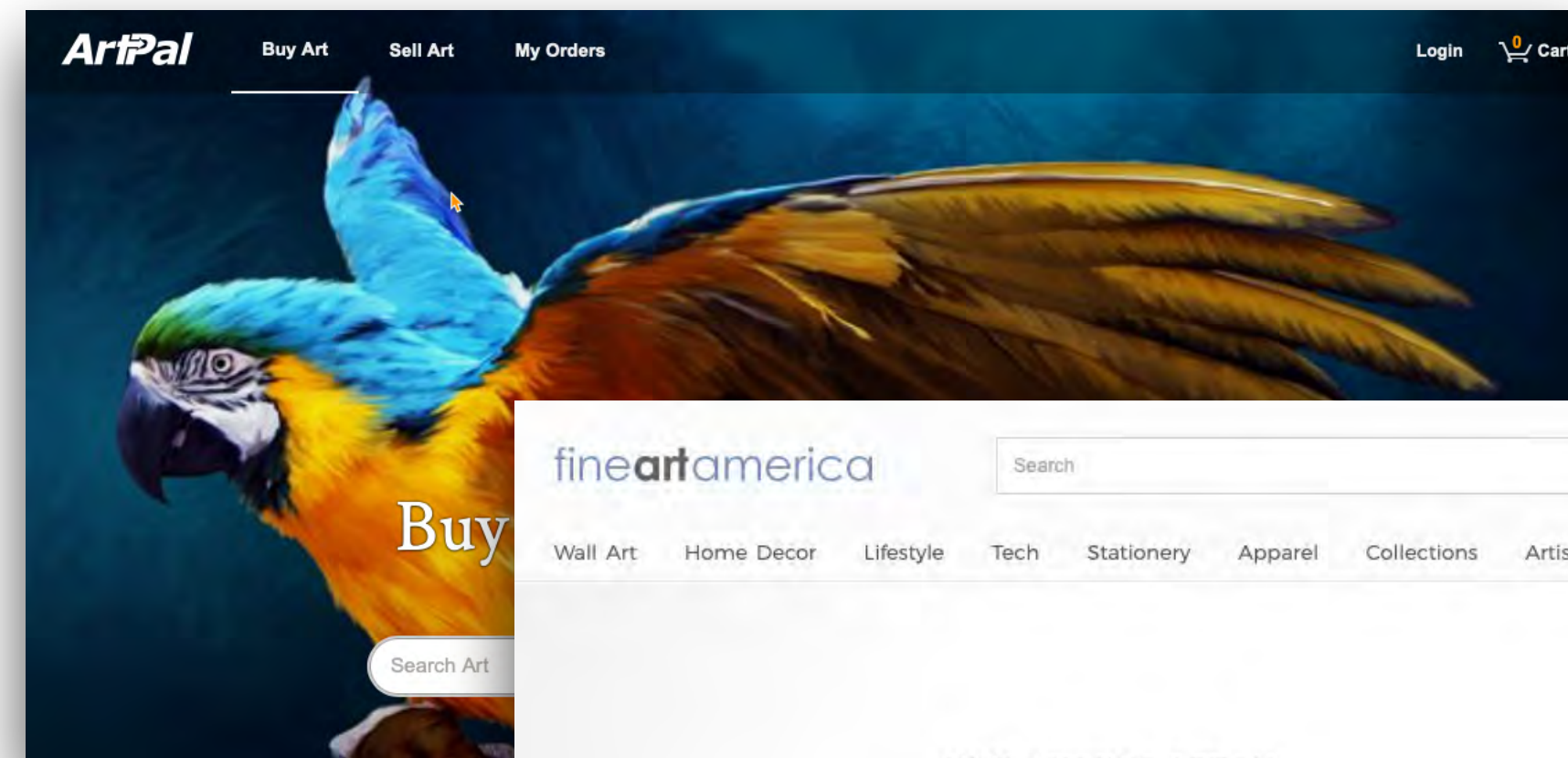
Placements
Facebook, Messenger, Instagram

Facebook Pixel
No Pixel

Payment Method

Selling Art Online

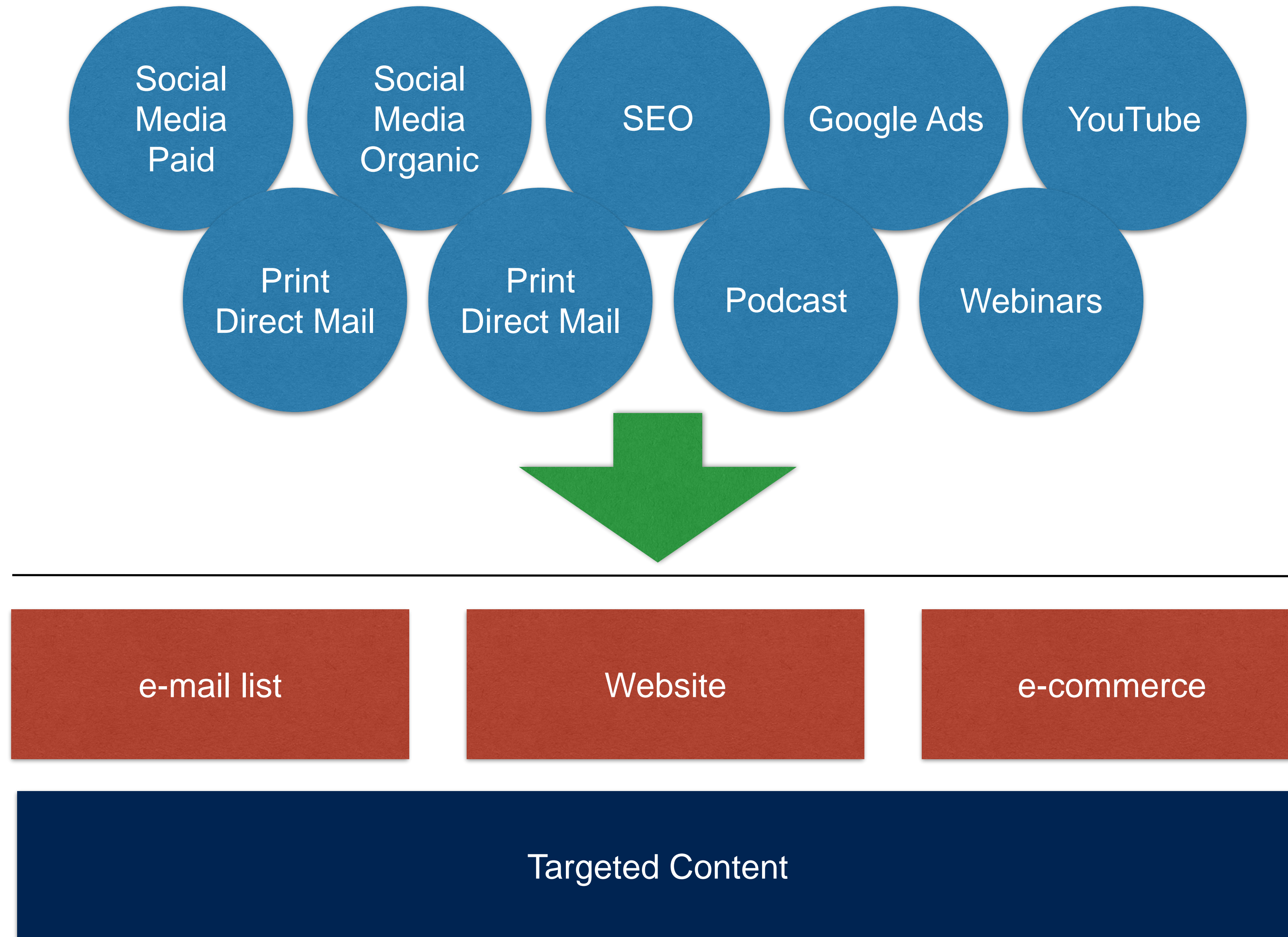
- Your own Website
- ArtPal www.artpal.com
- Fine Art America www.fineartamerica.com
- Zazzle www.zazzle.com



Blueprint



How the Pieces Fit



Learning More

- Other classes
- Newsletter Signup
- Webpage: www.bobology.com