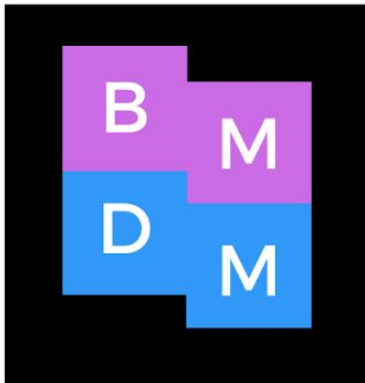


SOCIAL MEDIA

Assessment
Workbook



COMPILED BY BMDM DIGITAL MARKETING



Introduction to Social Media

Assessment Workbook

As you work through the content, refer to and work through these assessment activities to get the most out of the programme.

1. Look at the most popular social media channels. List each and decide which are important to you as a platform, with reasons why.

2. Explain why investing in social media will be a wise business move for you.



3. Decide on a Facebook advertising campaign (either for your business or for something you are interested in), follow the steps in the workbook and create an advertising campaign. Use the following as guidelines:

Goal:



Target audience:

Images:

Message:

Leverage A/B split testing:



Conversion pixels:

Retargeting:

Landing pages:

Budget:

4. How will you use LinkedIn to narrow down your audience?



5. How will you use the 4T's to create an Instagram campaign?

Target:

Tactics:

Timeline:



Total spend:

6. Which factors will you have to consider when crafting messages that will appeal to the makeup of your audience on Instagram?

7. How will you promote a campaign on all your channels?



8. What will you consider when running a successful Twitter campaign?

Choosing campaigns that match your goals:



Choosing the right campaign type:

Ensuring that your campaign reaches the right audience:

Crafting your ads creatively:



Notes

