

> James Boldiston

*Get seen
make impact*

Digital Marketing & Content Creation Storyboards

Designed by
James Boldiston
Head of Education

July 2021



It is the engine of sales

Objectives of Digital Marketing class content

- Increase social media reach
- Increase social media engagement
- By making your product/service visible to online users you create traffic to your web platform and build profile.

It is the engine of sales

Design of Digital Marketing class content

- Mobile and desktop
- Can assume broadband but tune file sizes to best case
- SCORM 1.2 to ensure LMS compliance with mpg4, wav,
- html5 and click/touch operations coded



We will explore Instagram



Insights



Linktree/Milkshake



IG Shop



Ads



Other Features

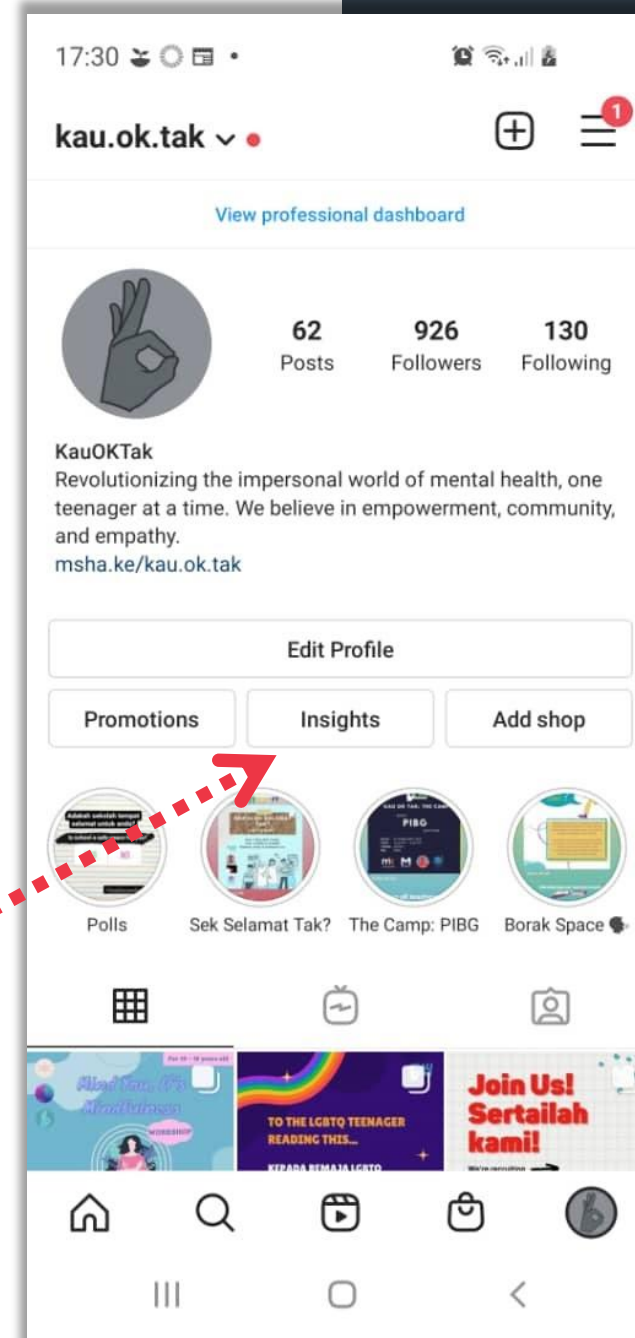


Professional Dashboard

Instagram Insights

Why is it important?

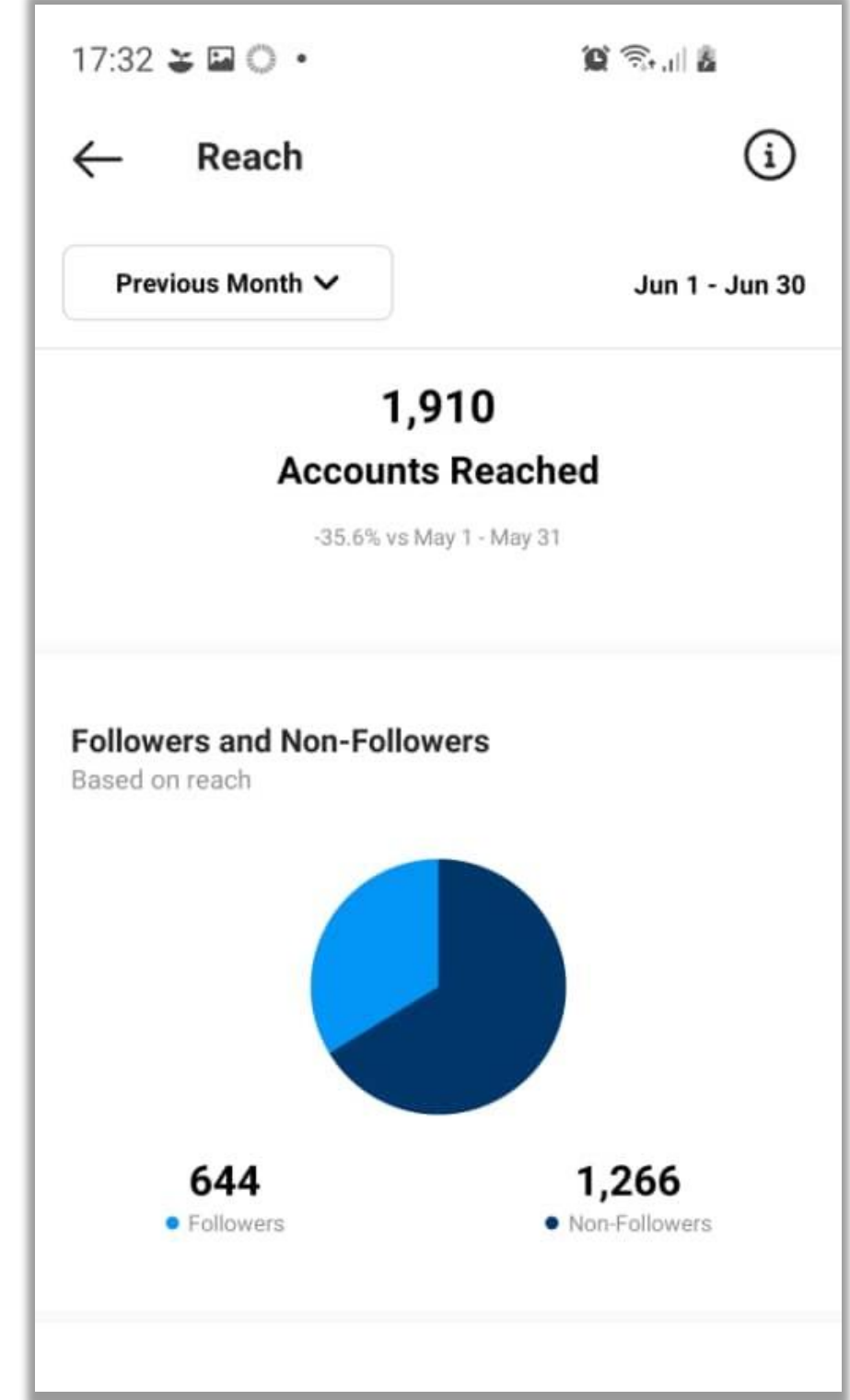
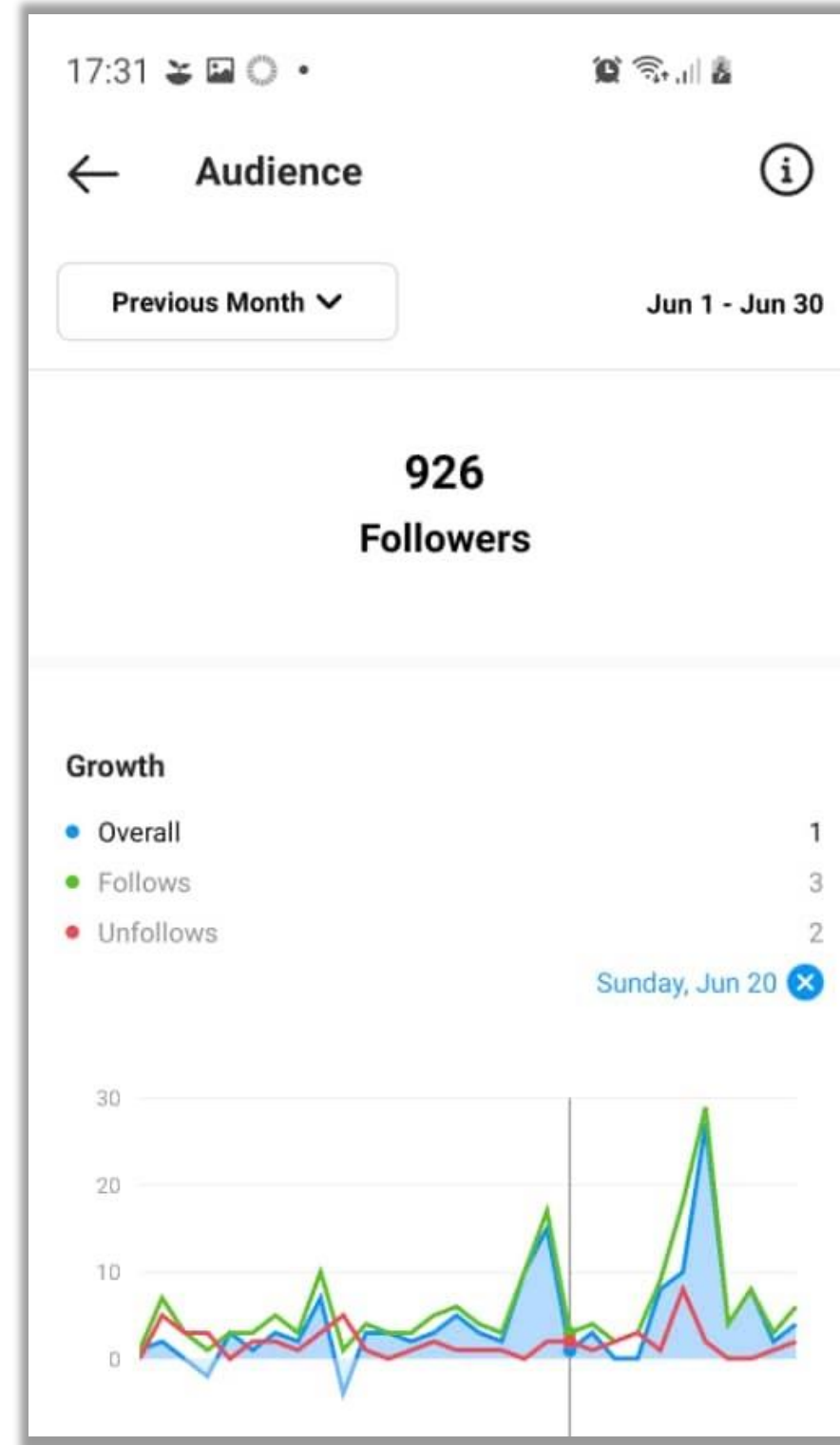
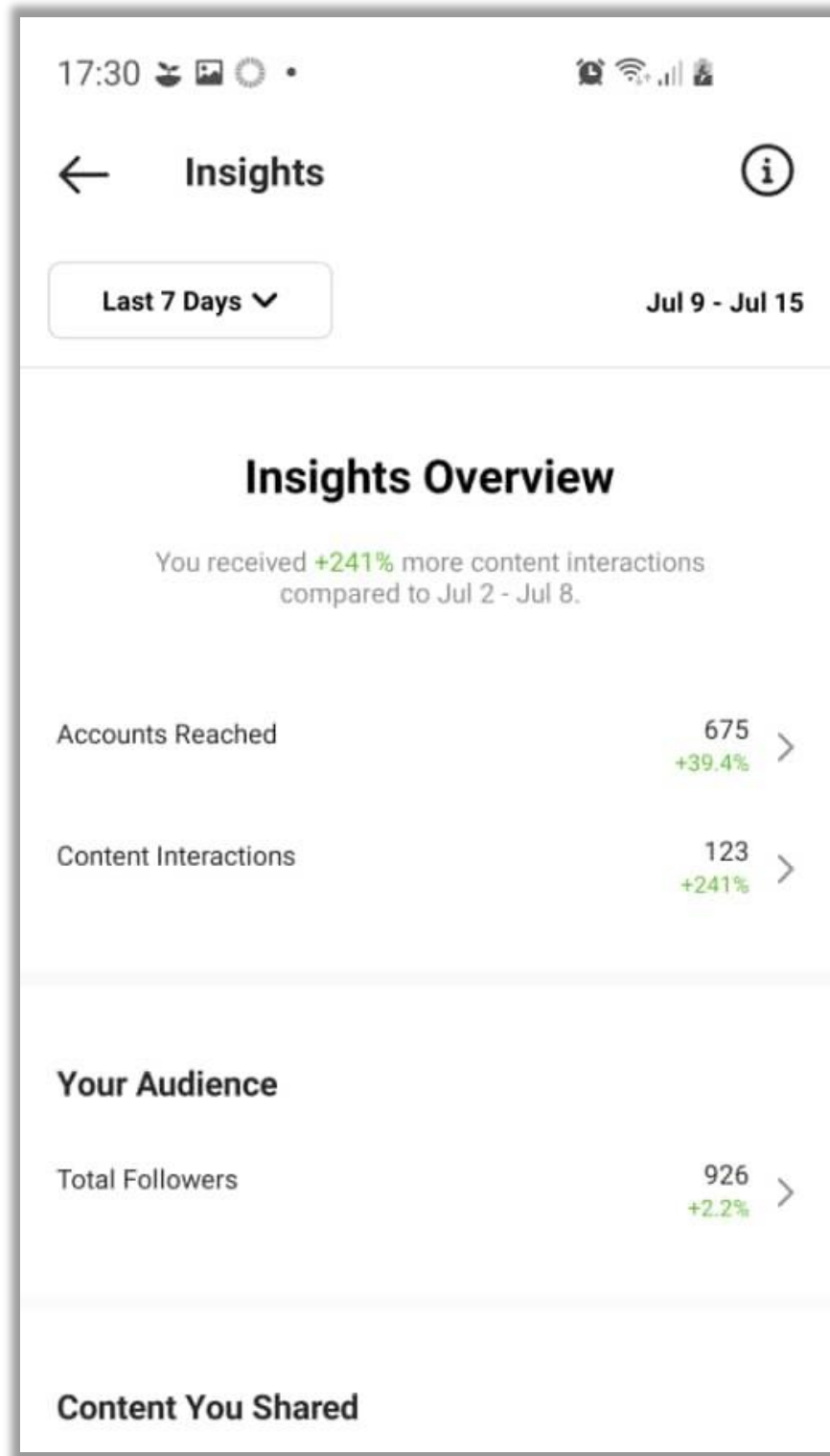
- **Impact measurement**
- **Understand audience**
- **Only appears after 100 followers**
- **More effective content planning**



Main Objective

To be able to identify what your audience likes/engages with the most to improve your Instagram strategy

Why are people interested in your posts, but not following?

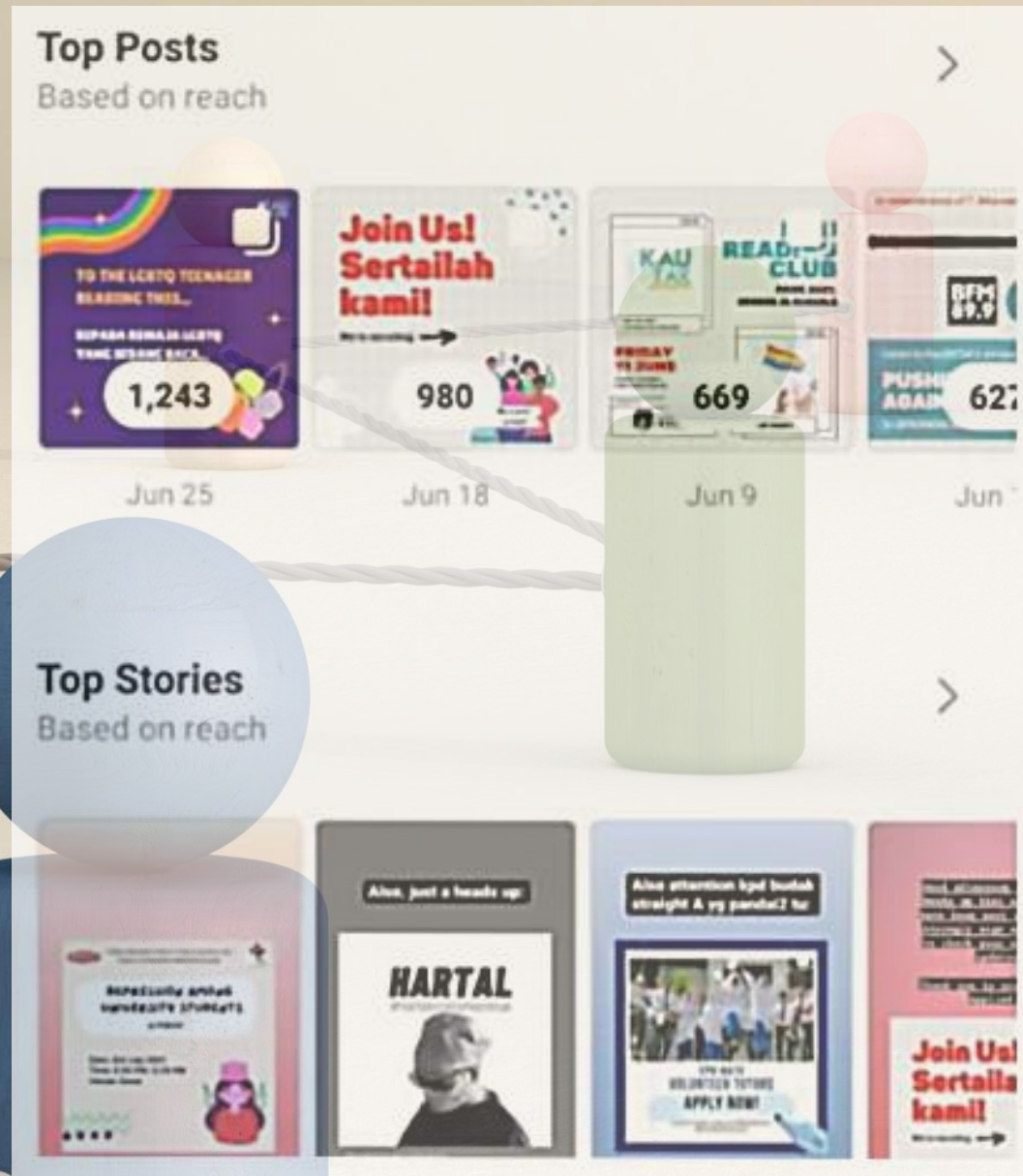




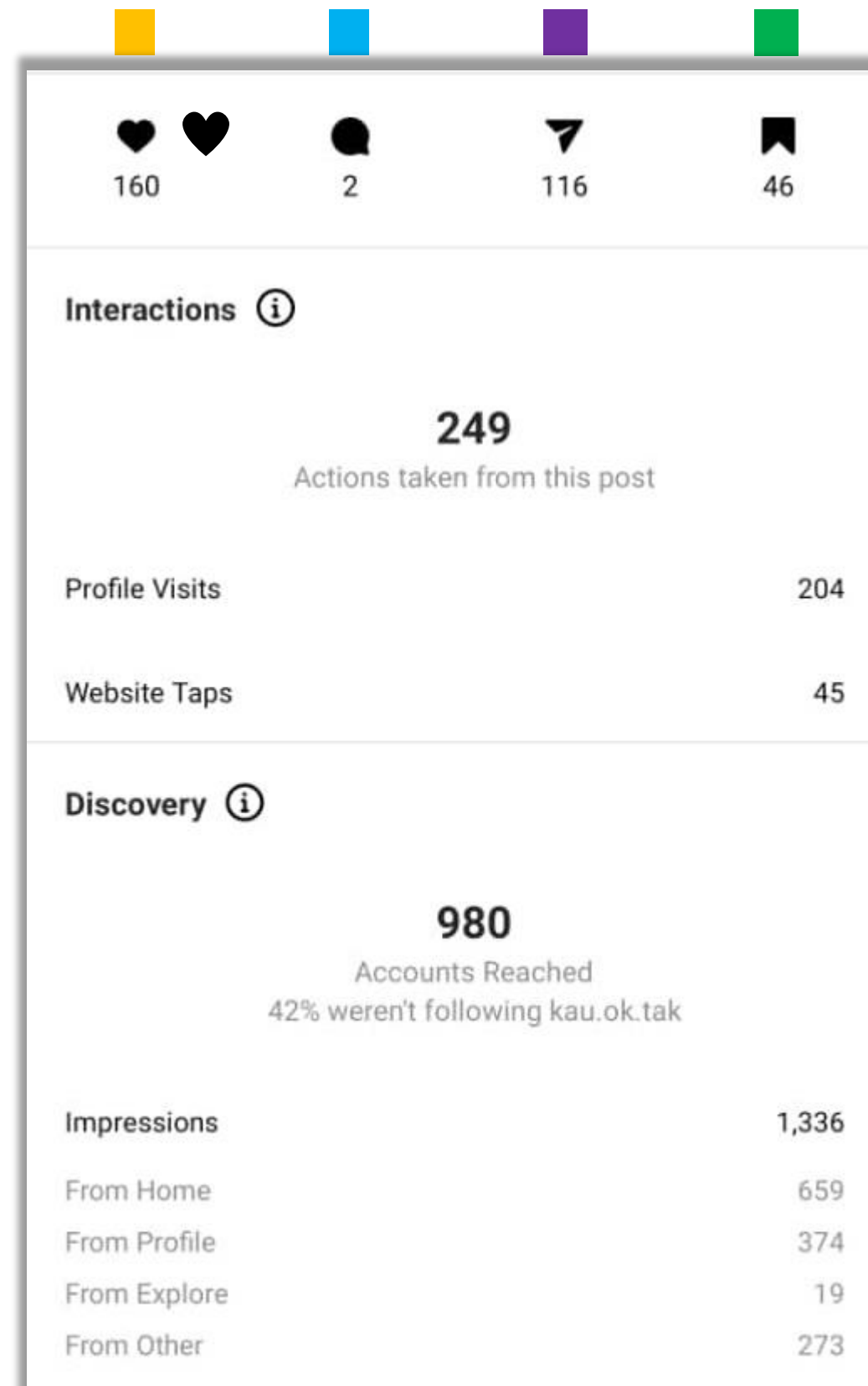
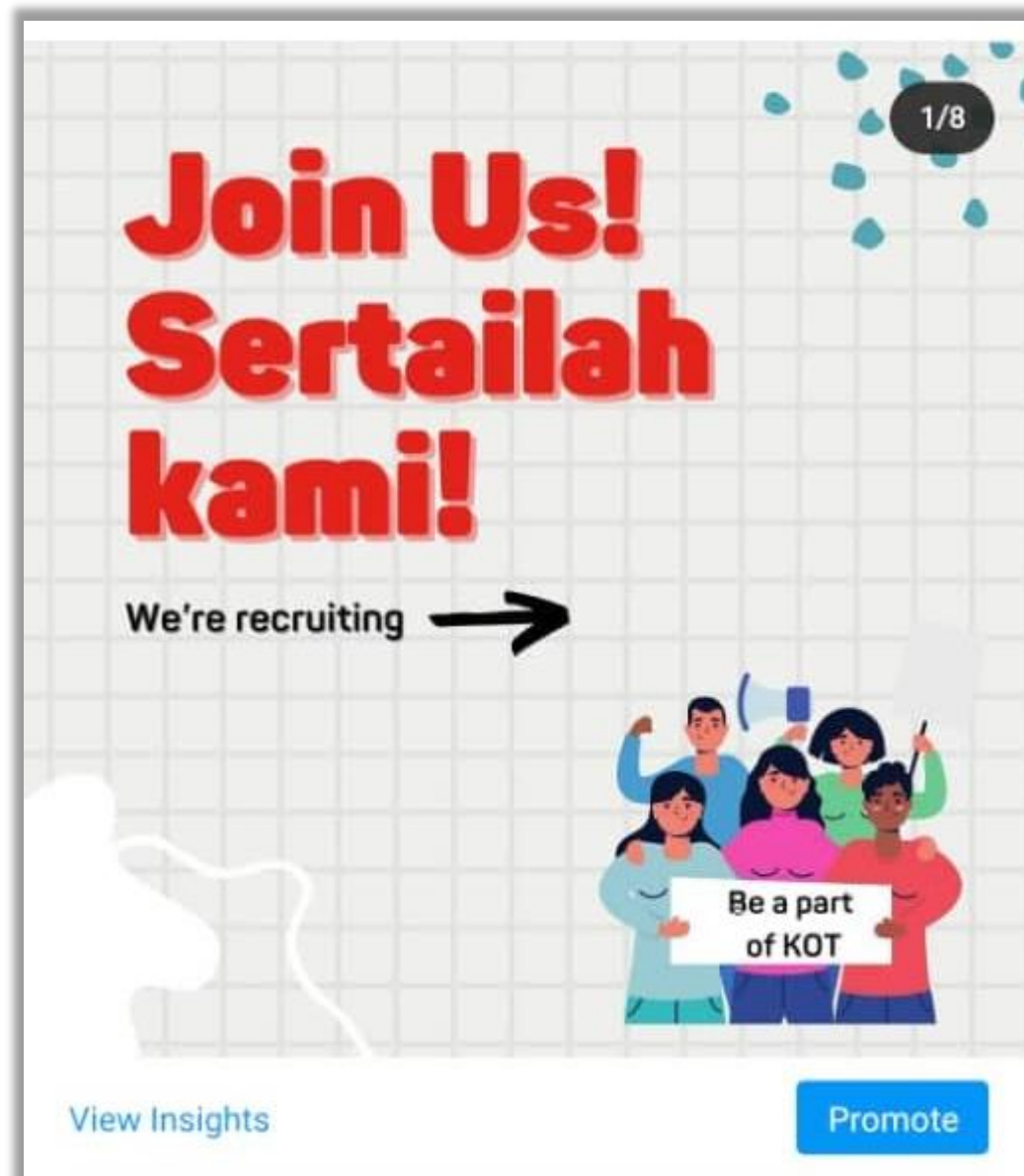
Consider the locations and age groups behind your views.


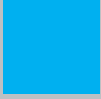


What content preferences do they have?

How do you align your posts to gather them as followers?



Audience Content Preference



-  Likes
-  Comments
-  Forwarded/Sent
-  Bookmarked

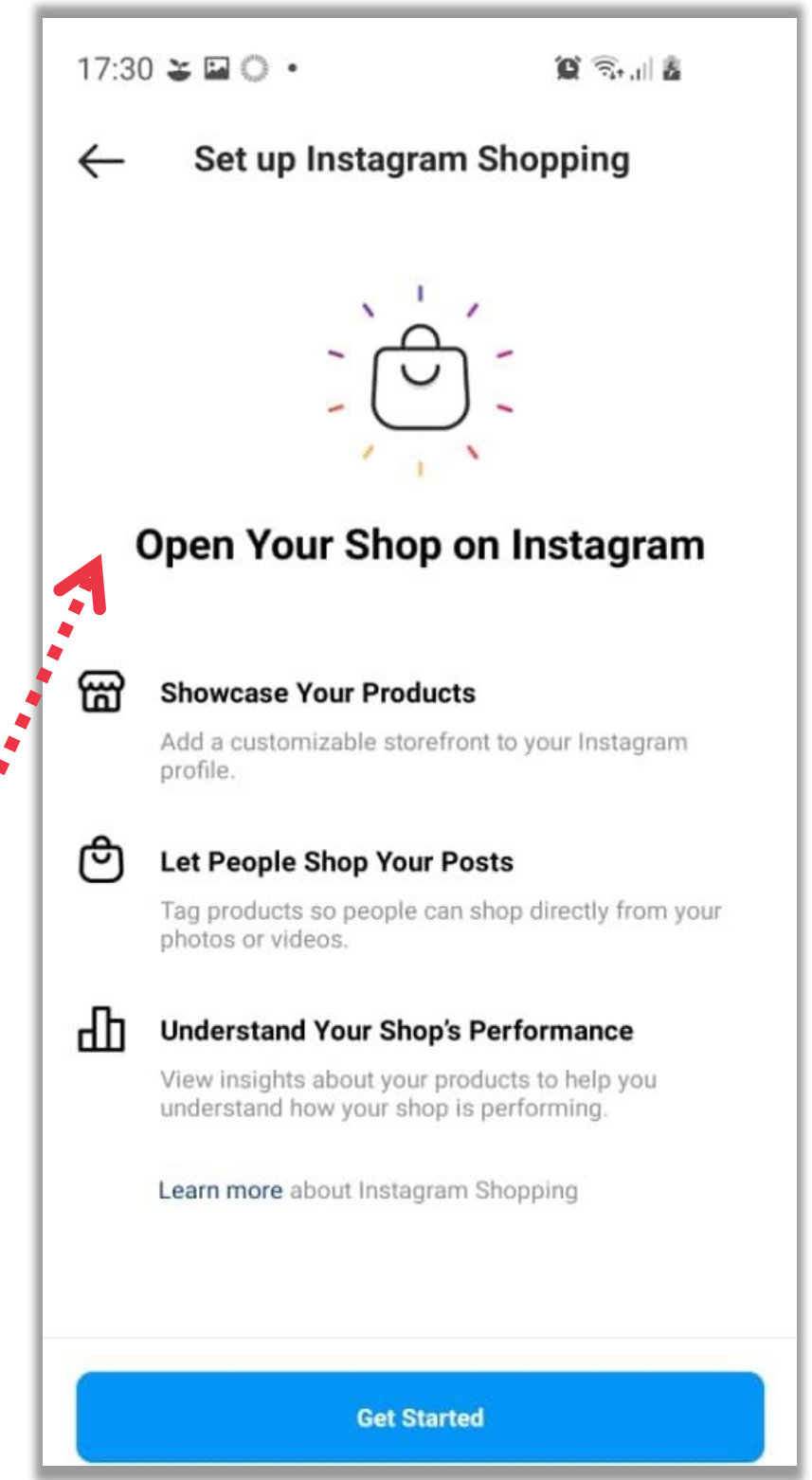
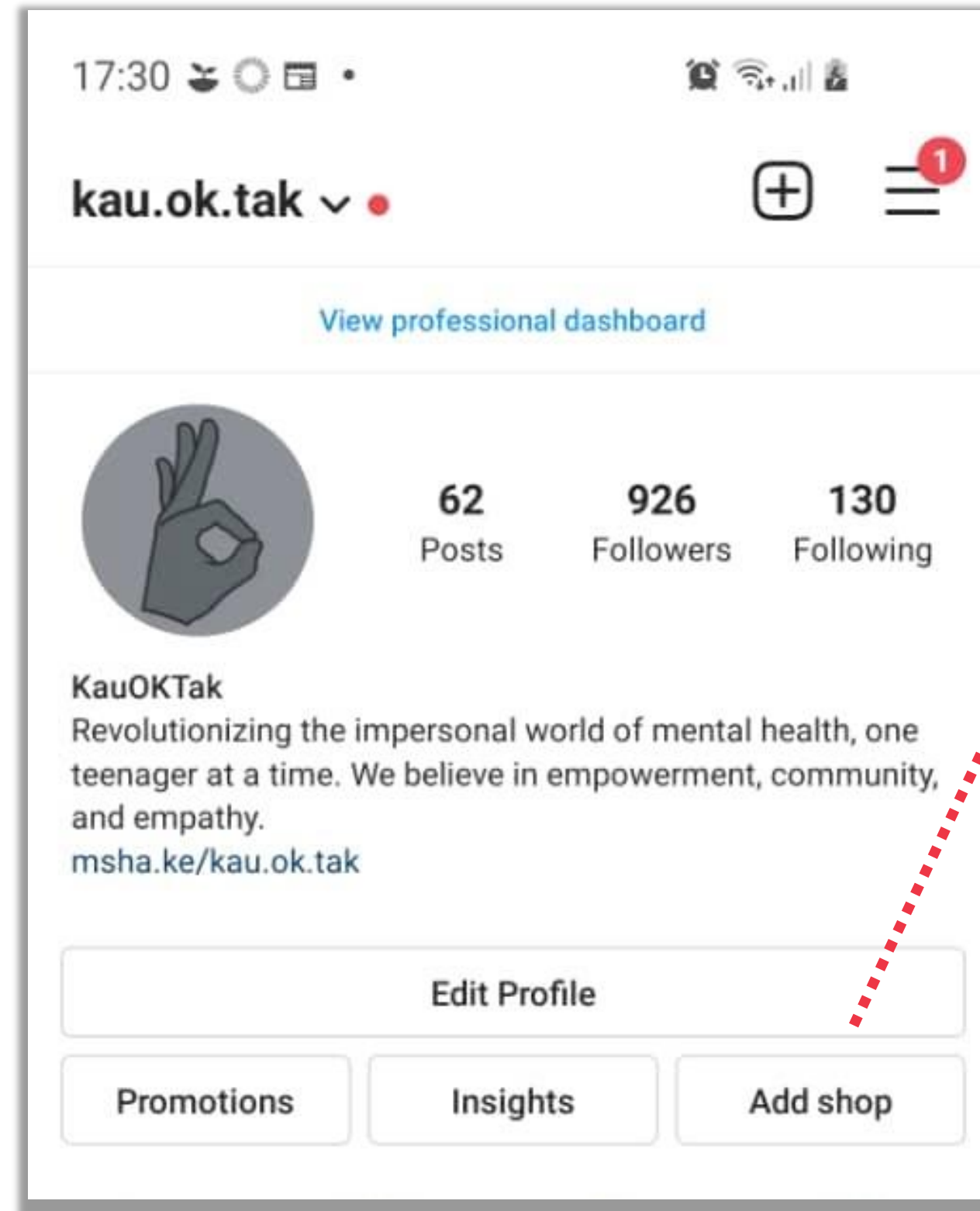
Instagram

Shopping tools

IG Shop

An **Instagram Shop** is a brand's customizable digital storefront, which allows customers to shop right from your Instagram profile. Think of it as a landing page where users can discover or browse all your products.

It's called and IG Shop.



Instagram

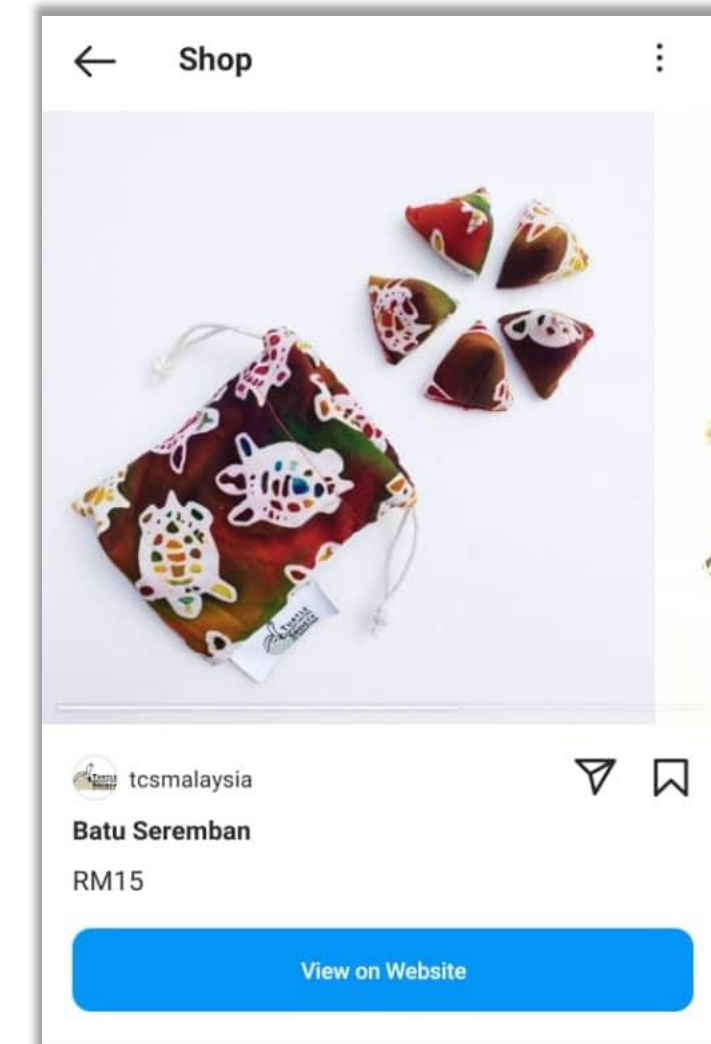
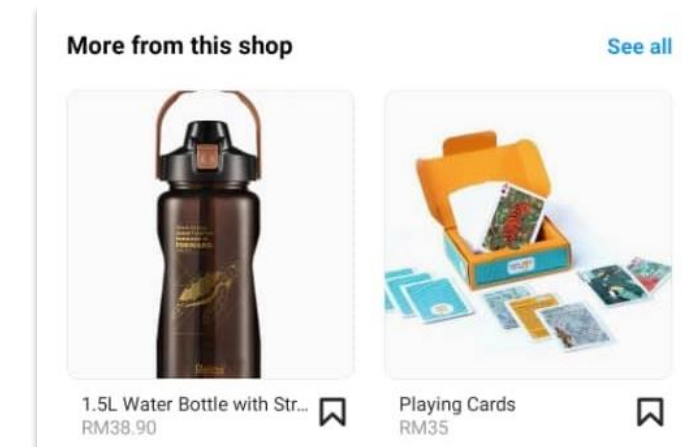
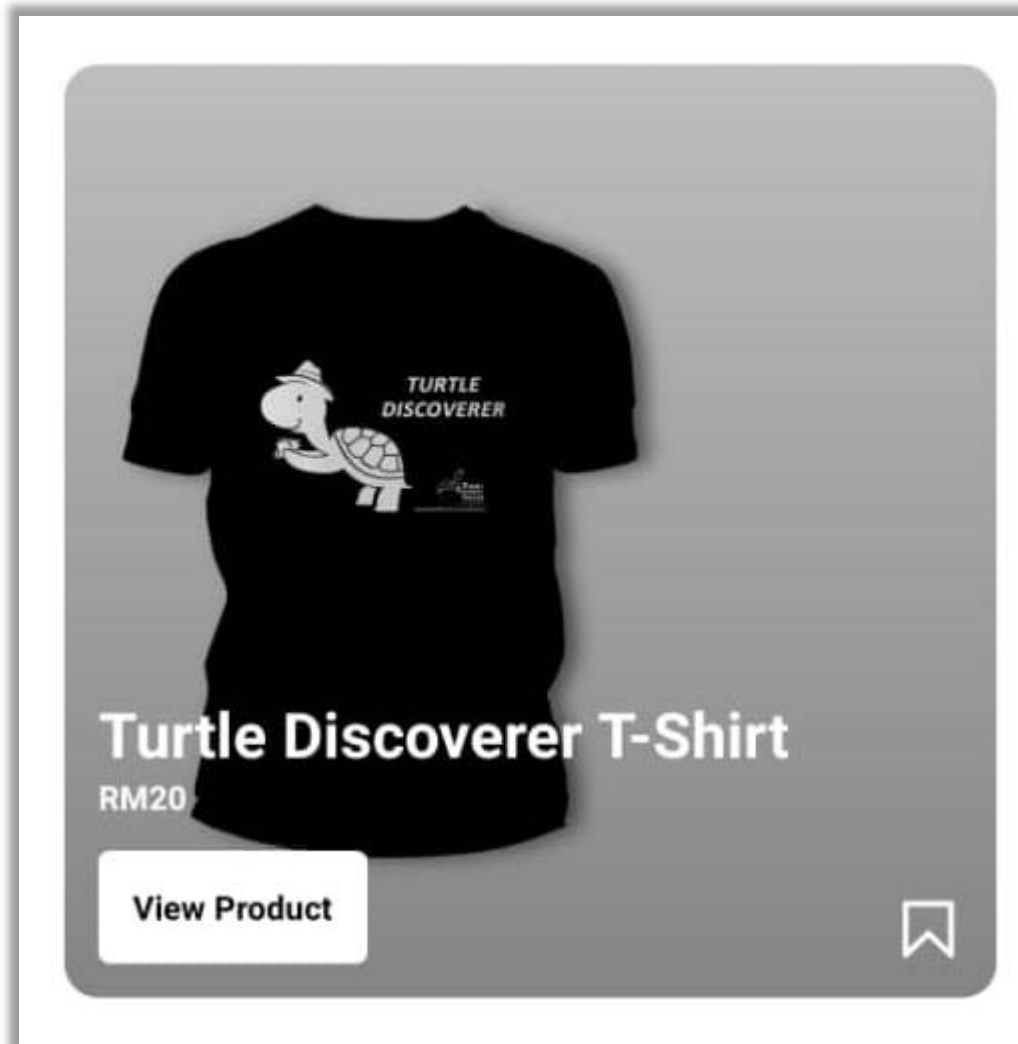
IG Shop

Product management

Remember:

IG Shops have no in-app financial transaction tools

And your shop must contain product listings that available for direct purchase from your website.

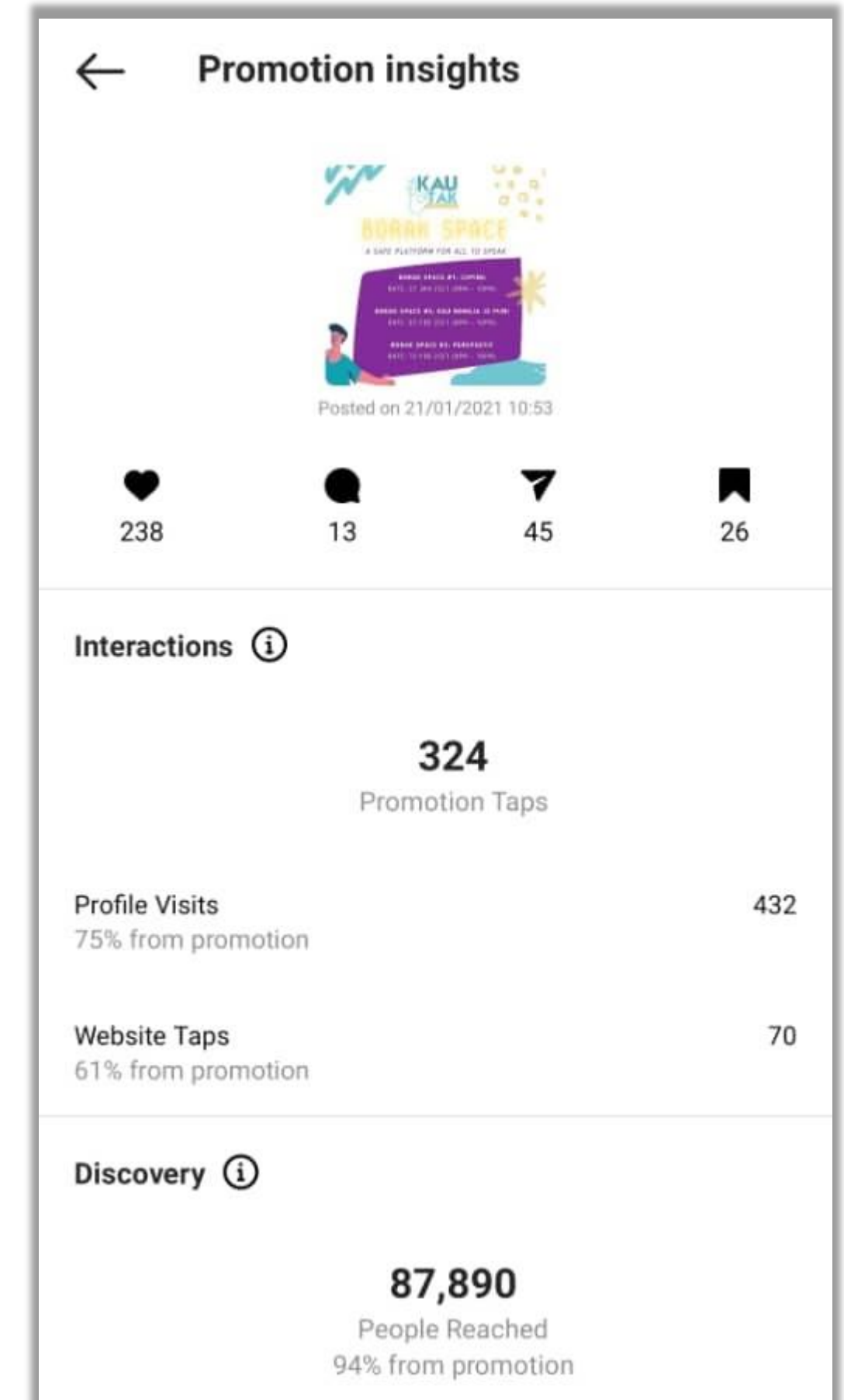
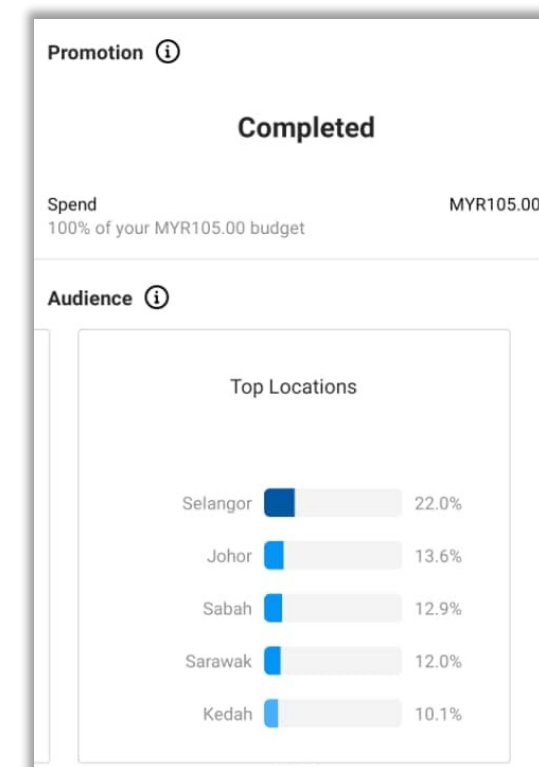


Instagram Advertisements



Select price per day (as low as RM6)
Select duration (how many days)
Select Age, Gender and Location of Target
Select type of actions wanted (followers, reach, interactions)
Then add preference of target (parents, sports, football etc).

Instagram Shopping ads leverage people's existing behavior by allowing them to "tap the tag" for more information about your featured product and how to purchase.



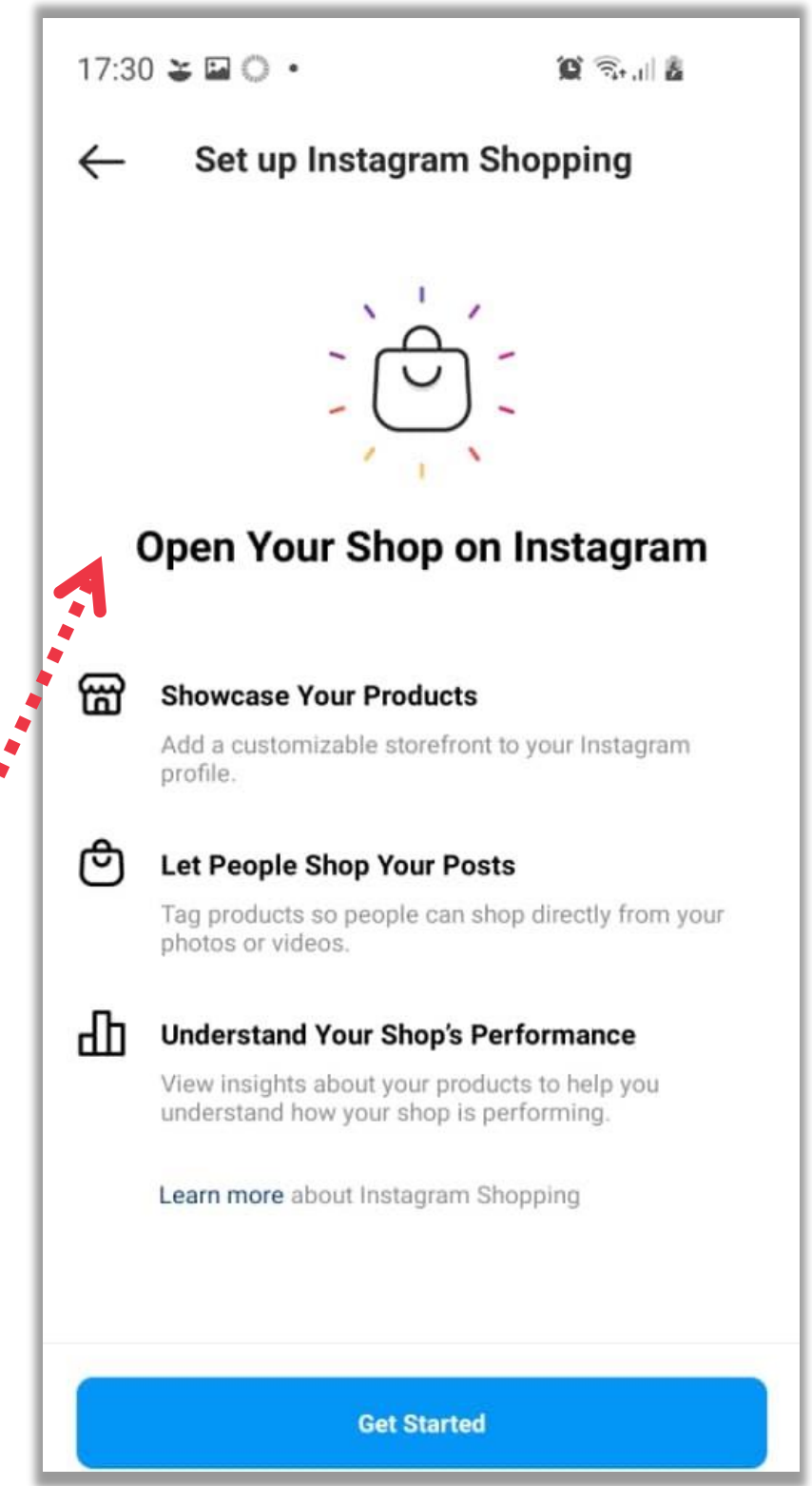
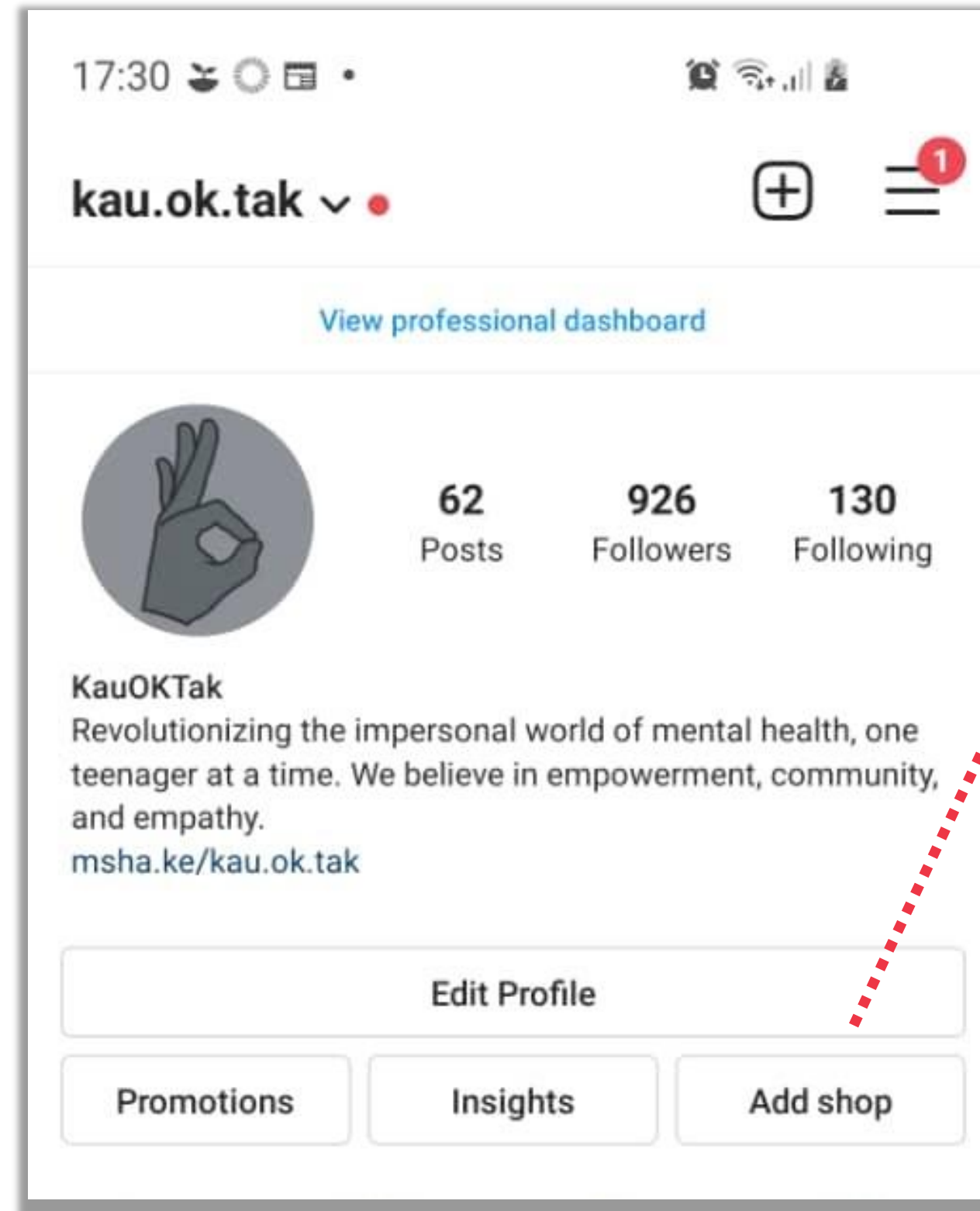
Instagram

Shopping tools

IG Shop

An **Instagram Shop** is a brand's customizable digital storefront, which allows customers to shop right from your Instagram profile. Think of it as a landing page where users can discover or browse all your products.

It's called and IG Shop.



Instagram

Linktree/Milkshake examples

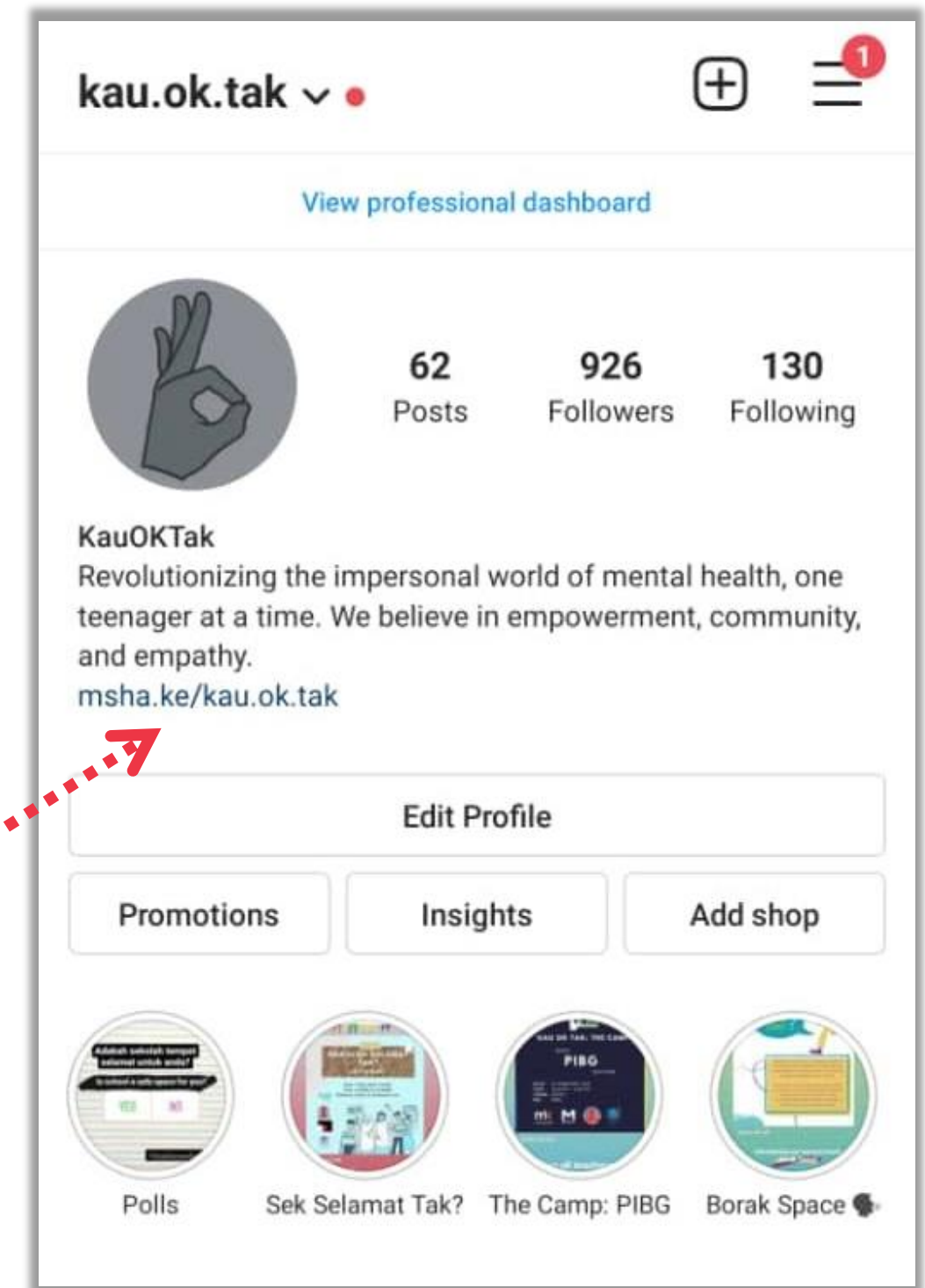
One Link is not Enough

Milkshake is the mini-website builder for mobile-optimized Insta websites.

See example <https://www.instagram.com/kau.ok.tak/>

Linktree allows you to **create a personalised and easily-customizable page**, that houses all the important links you want to share with your audience

See example <https://www.instagram.com/kau.ok.tak/>



Instagram

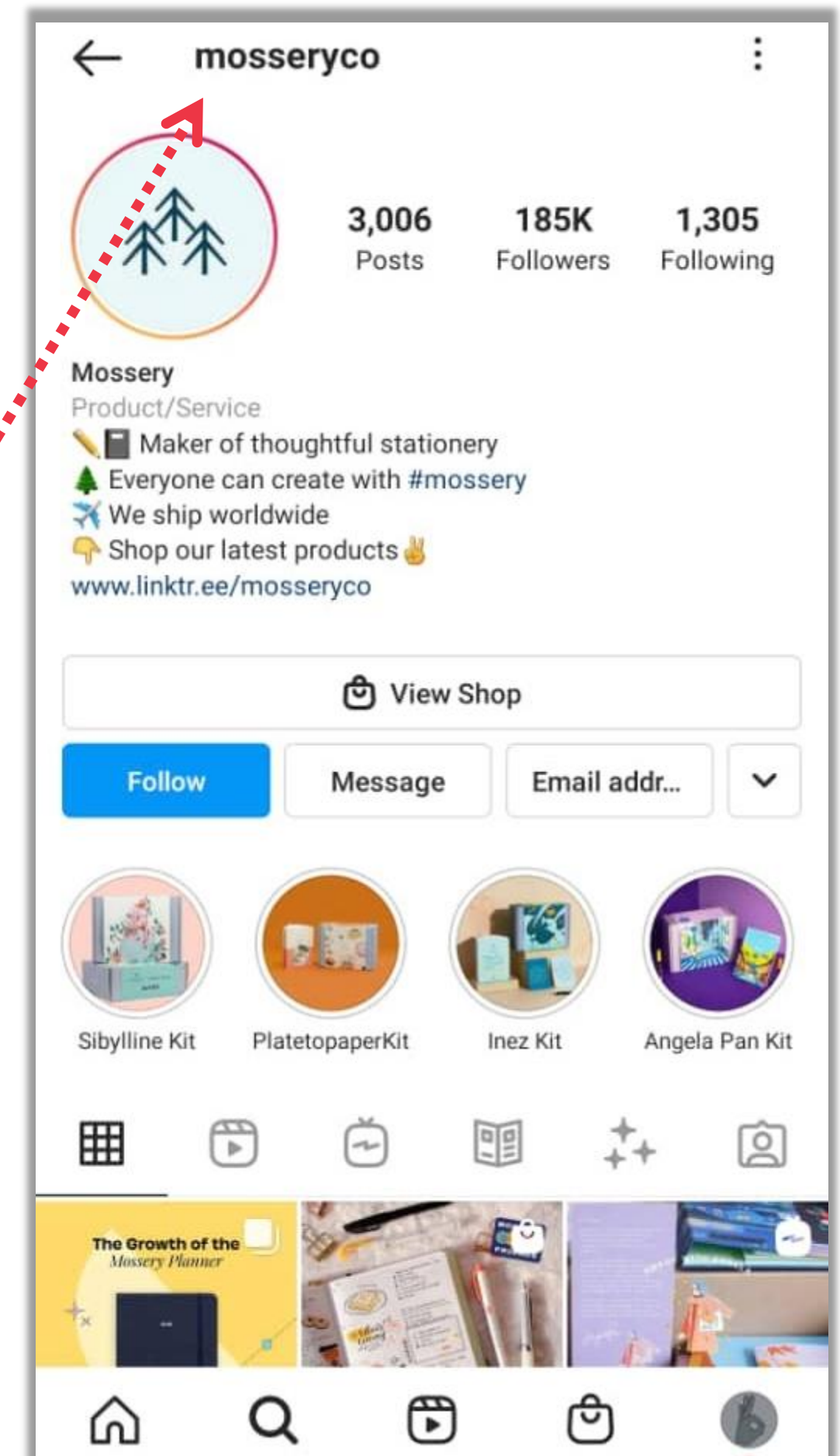
Other Features

Important to maintain Instagram algorithm!



Story highlights (Make stories last longer)
Reels (30 seconds video)
Guides (Longer words - 3 types: Posts, Products, Place)
IGTV (longer than 1 minute)
Tagged


<https://www.Instagram.com/mosseryco/>



Instagram

Professional Dashboard

Heads up Display

kau.ok.tak 

[View professional dashboard](#)

62 Posts **926** Followers **130** Following




KauOKTak
Revolutionizing the impersonal world of mental health, one teenager at a time. We believe in empowerment, community, and empathy.
msha.ke/kau.ok.tak




[Edit Profile](#)




[Promotions](#) [Insights](#) [Add shop](#)




Stay Informed

See tips and best practices from the Instagram team.

**6 POSTS**
How to use Reels and drive results
 [instagramforbusi...](#) 

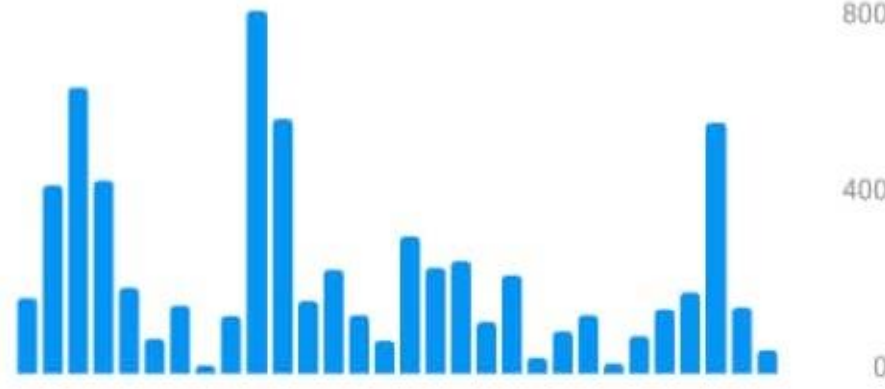
**6 POSTS**
How to plan and create content
 [instagramforbusi...](#) 

**5 POSTS**
How to boost audience engagement
 [instagramforbusi...](#) 

**5 POSTS**
How to create an Instagram shop
 [instagramforbusi...](#) 

Track Your Performance





You reached 2,055 accounts in the last 30 days, +101% compared to May 17 - Jun 15.



Date	Reach (approx.)
Jun 16	150
Jun 17	350
Jun 18	600
Jun 19	450
Jun 20	200
Jun 21	100
Jun 22	50
Jun 23	750
Jun 24	600
Jun 25	250
Jun 26	150
Jun 27	100
Jun 28	200
Jun 29	300
Jun 30	250
Jul 1	200
Jul 2	150
Jul 3	100
Jul 4	150
Jul 5	100
Jul 6	150
Jul 7	100
Jul 8	150
Jul 9	100
Jul 10	150
Jul 11	100
Jul 12	150
Jul 13	100
Jul 14	150
Jul 15	100

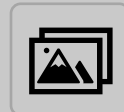
[See All Insights](#)

Grow Your Business

-  [Promotions](#)
-  [Branded Content Approvals](#)
-  [Set Up Instagram Shopping](#)
Tag products and create a shop
-  [Set Up Saved Replies](#)
Save replies to common questions



Now we will explore Facebook



Insights


















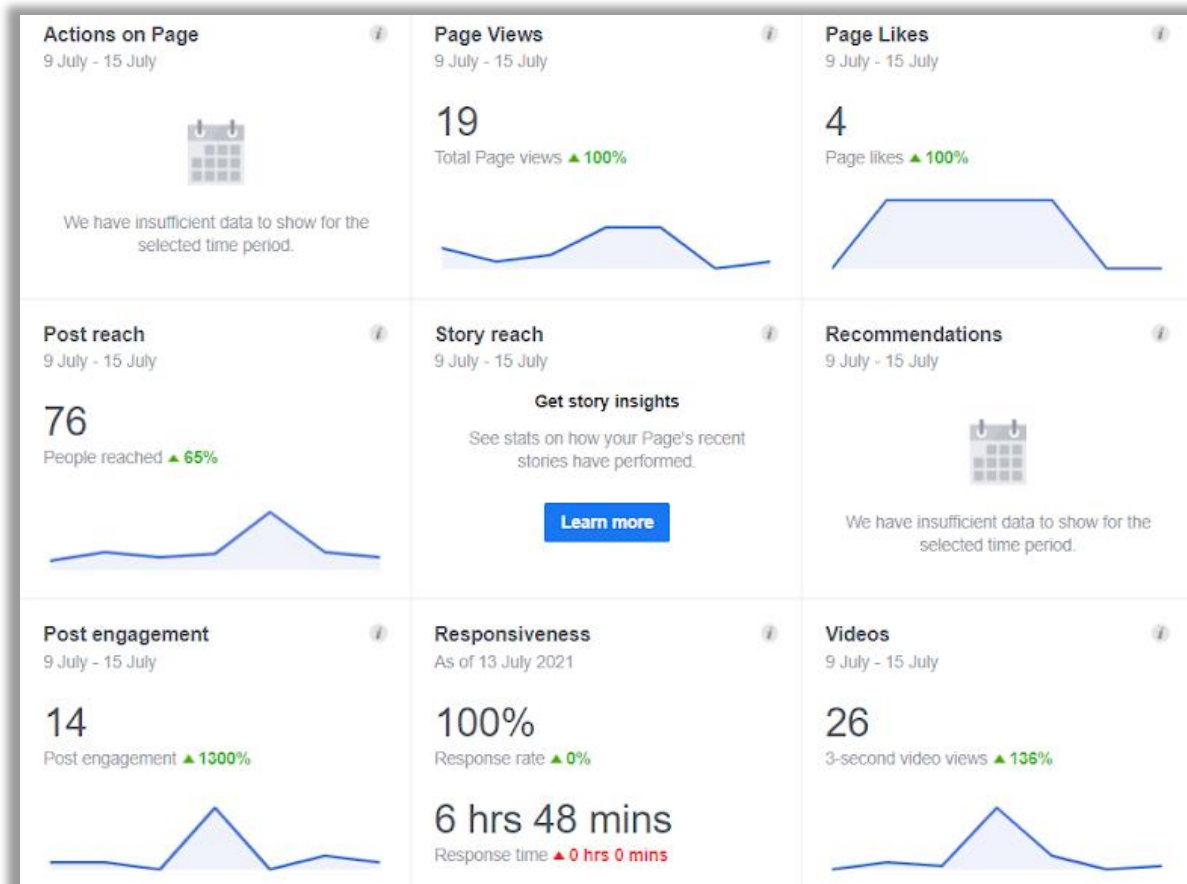
Marketplace



Host long Live sessions

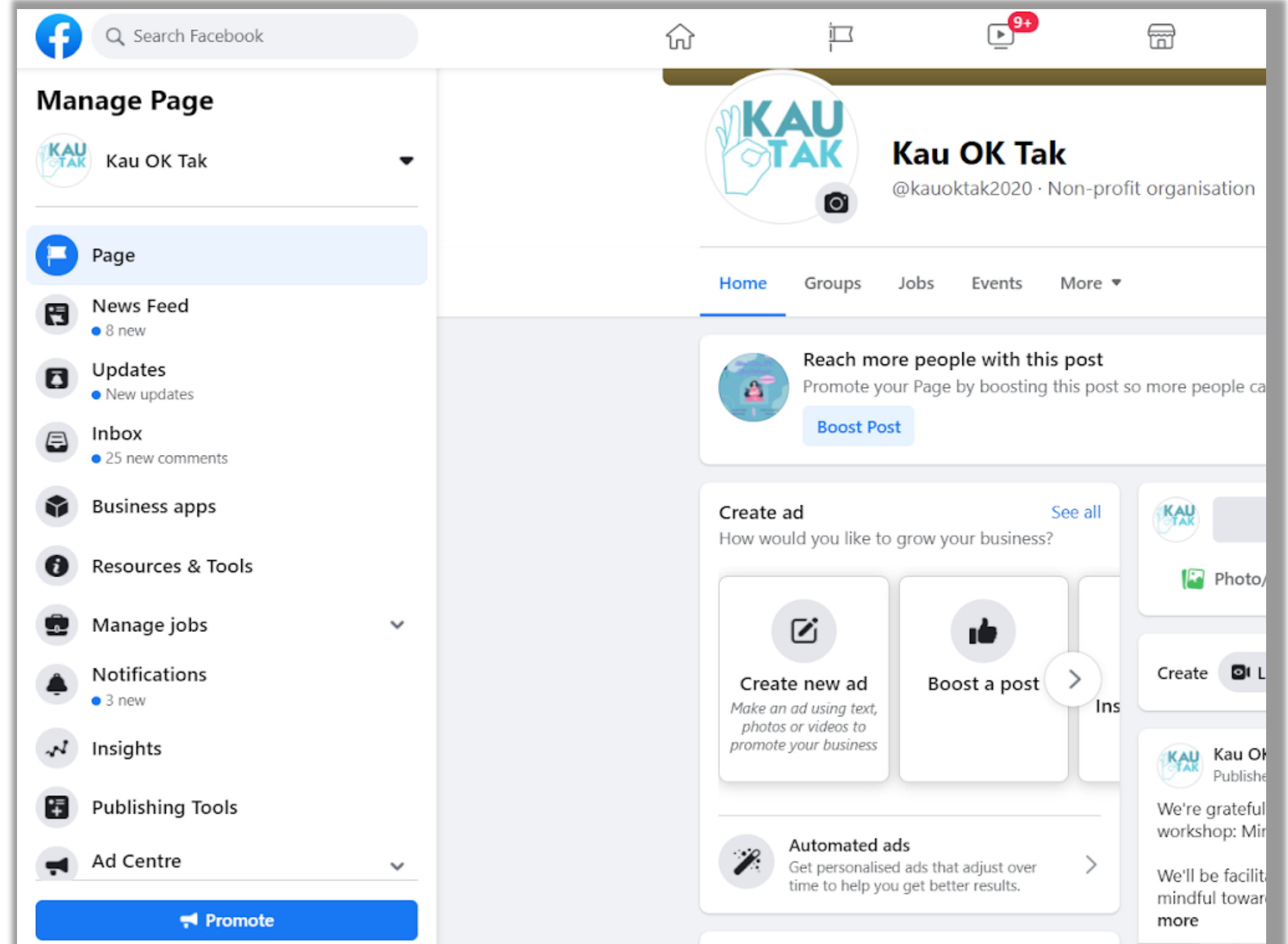
Facebook Insights

Reach: Organic/Paid Post clicks Reactions, comments & shares						
Published	Post	Type	Targeting	Reach	Engagement	Promote
13/07/2021 15:05	 We're grateful to be invited as a collaborator for @mysafespace.mss's			38	0 2	Boost post
19/06/2021 14:21				23	1 0	Boost post
18/06/2021 23:10	 In remembrance of Nhaveen, we talked about the price teenagers pay			87	5 4	Boost post
03/06/2021 18:43	 Introducing the Malaysian Mental Health Youth Conference 2021! The			40	5 2	Boost post
22/05/2021 00:14				40	1 1	Boost post



What is important to know?

Makes sure to create a Facebook page
Functions similarly to Instagram Insights

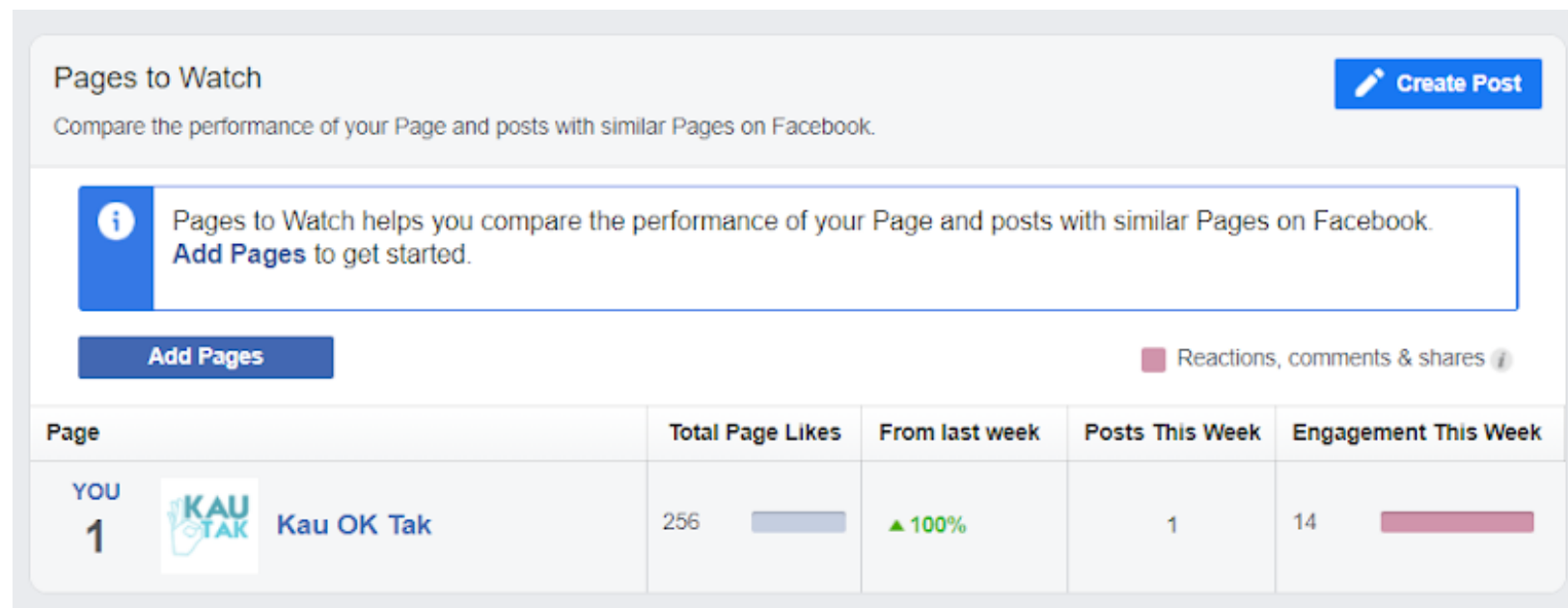


The screenshot shows the Facebook 'Manage Page' interface for the page 'Kau OK Tak' (@kauoktak2020 · Non-profit organisation). The left sidebar contains navigation options: Page, News Feed (8 new), Updates (New updates), Inbox (25 new comments), Business apps, Resources & Tools, Manage jobs, Notifications (3 new), Insights, Publishing Tools, and Ad Centre. A 'Promote' button is at the bottom of the sidebar. The main content area shows the page profile, navigation tabs (Home, Groups, Jobs, Events, More), and a post with a 'Boost Post' button. Below the post are options to 'Create ad' and 'Automated ads'.

Facebook Insights

Difference from Instagram insights

🌐 Cheaper for larger reach
Can compare performance with other pages



Insights gives you aggregated information about two groups of people – people connected to your Page and people on Facebook – so you can create content that resonates and easily find more people like the ones in your current audience.

Facebook marketplace

A mini Shopee/Lazada (does not handle financials transactions)

The screenshot displays the Facebook Marketplace interface, specifically the 'Arts & crafts' category. The left sidebar contains navigation and filter options. The main area shows a grid of listings with images, prices, and descriptions.

Facebook Marketplace Header:

- Facebook logo and search icon.
- Navigation icons: Home, Marketplace, Watch, Groups, Profile.
- User profile: Kathleeya.
- Notification and activity icons.

Left Sidebar:

- Marketplace > Hobbies > Arts & crafts
- Arts & crafts**
- Search Marketplace
- + Create New Listing
- Filters**
- Bukit Mertajam · Within 40 miles
- Price: Min. to Max.
- Item condition: ▼
- Brand: ▼
- Categories**

 - Vehicles
 - Property for rent
 - Classifieds
 - Clothing
 - Electronics
 - Entertainment

Marketplace Listings:

Price	Item Name	Location	Image Description
RM7	Kain Batik Viral	Bukit Mertajam, Pulau Pinang	Hand-drawn batik patterns on fabric.
RM30 RM40	Surprise Gift Box	Sungai Petani, Kedah	Box containing various colored threads and a sewing machine.
RM0	Set coloring for kids	Bukit Mertajam, Pulau Pinang	Coloring sheets and markers.
New Course 50% OFF	Domestika	Sponsored	Domestika logo and course information.
RM45	Surprise Bouquet Delivery	Kulim, Kedah	Bouquet of various candies and small gifts.
RM30	Mesin Jahit Mudah Alih	Serdang, Kedah	Handheld sewing machine.
RM150	(Used) sewing machine under warranty	George Town, Pulau Pinang	Handheld sewing machine.
RM10	Saji dan badey atau dulam buluh kraf comel	George Town, Pulau Pinang	Hand-drawn patterns on fabric.
RM0	Set coloring for kids	Sungai Petani, Kedah	Coloring sheets and markers.
RM35	Bouquet Delivery	Kulim, Kedah	Bouquet of various candies and small gifts.
Change the World Academy	Change the World Model United Nations		Advertisement for Change the World Academy.
RM1	1 cm lebar rantai tangan LIPAN KAIT		Hand-drawn patterns on fabric.
RM14	Tudung Bawal AH Ready Stok	Kulim, Kedah	Hand-drawn patterns on fabric.
RM0	PRELOVE TUDUNG FAREHA	Sungai Petani, Kedah	Hand-drawn patterns on fabric.
RM40	Pandai baca Iqra'	Bukit Mertajam, Pulau Pinang	Hand-drawn patterns on fabric.

Facebook LIVE AND OTHER FEATURES

Facebook LIVE



Forum Workshop

-possible to use ZOOM then live streamed on Facebook

Selling/Promotion

-creates urgency

-Other viewers influence

Other Features



Similar to Instagram

Has ads (cheaper than Instagram for larger crowd)

Has FB stories

Has Marketplace/Shop

Captions/Tagging/Hashtags equally important

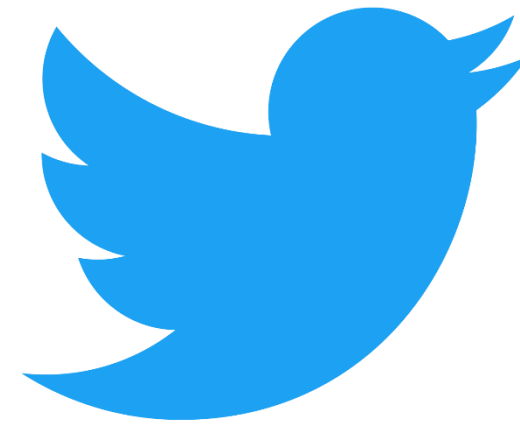
Unlike Instagram

Links are clickable (no need of linktree/milkshake)

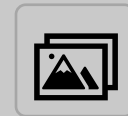
No story highlights

Can reshare posts

Accounts are different from pages



We will now explore Twitter



What is Twitter?



Fleet



Trending
Quote tweet/Retweet



Spaces

What is Twitter?

- Fast, controversial, heavy community support (loves social causes), emotional
- Each tweet/post can only be max 280 characters (about 40 words)

Text Based

Visuals less appreciated



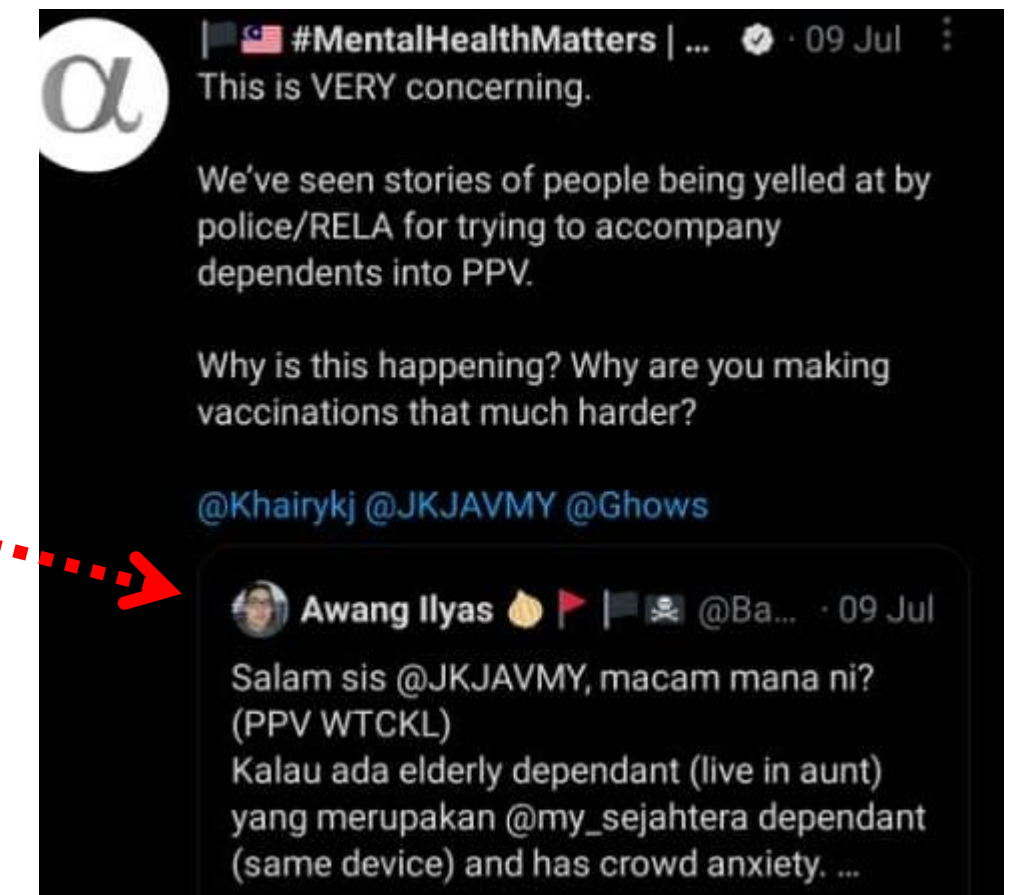
Trending

Trending page - switch to location-based
Compared to IG and FB, TW is very fast-paced
It is one of the fastest place to get popular and cancelled



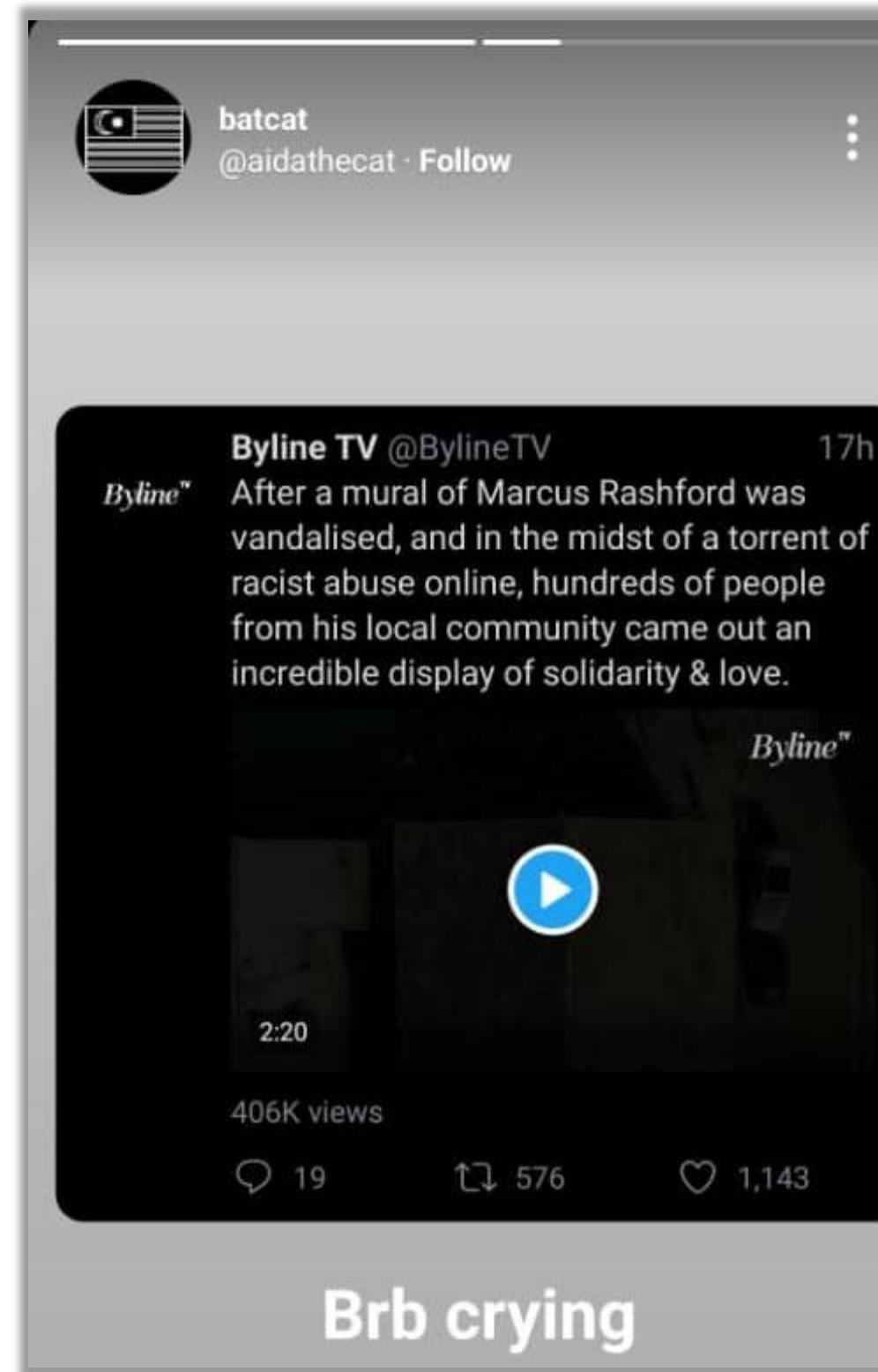
Retweet

Retweet -> similar to sharing post on Facebook



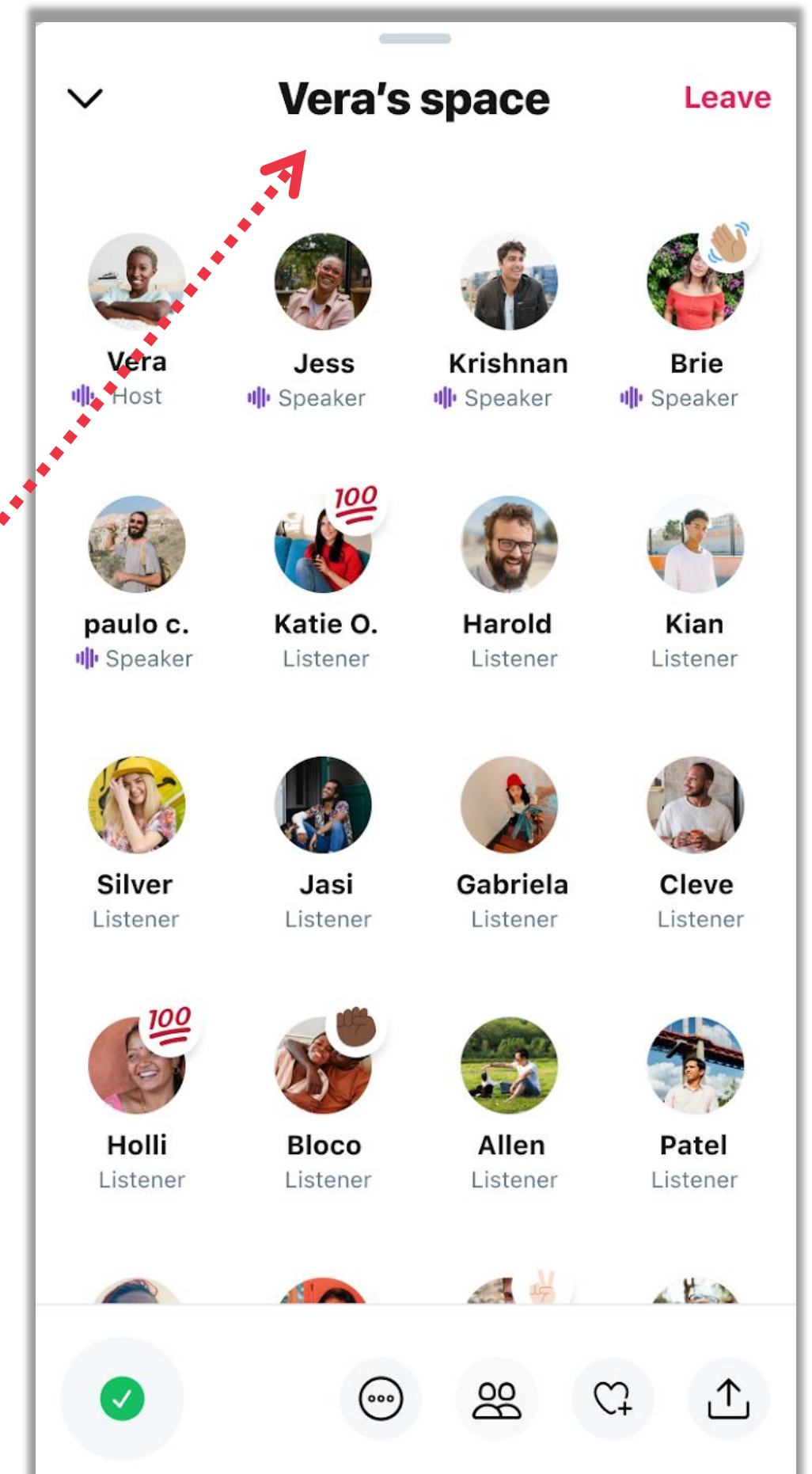
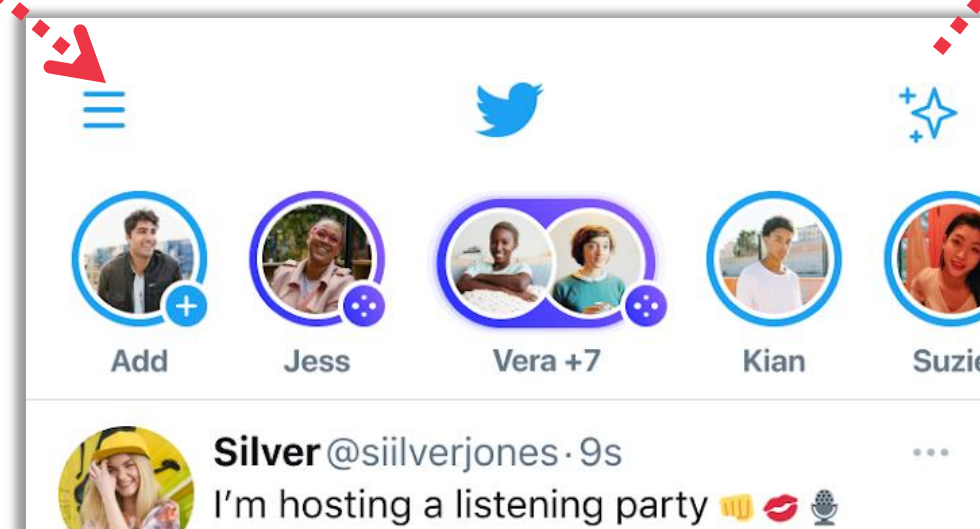
Twitter Fleet

🌐 Stories expire after 24 hours



Twitter Spaces

- Somewhat similar IG Live but is audio only (exactly like Clubhouse)
- Only appear after 600 followers





We will now explore LinkedIn



What is LinkedIn?



Invite connections



Professional/Educational/Motivational
Articles/Reports/News – Featured
Partnerships



Personal Vs
Company Page



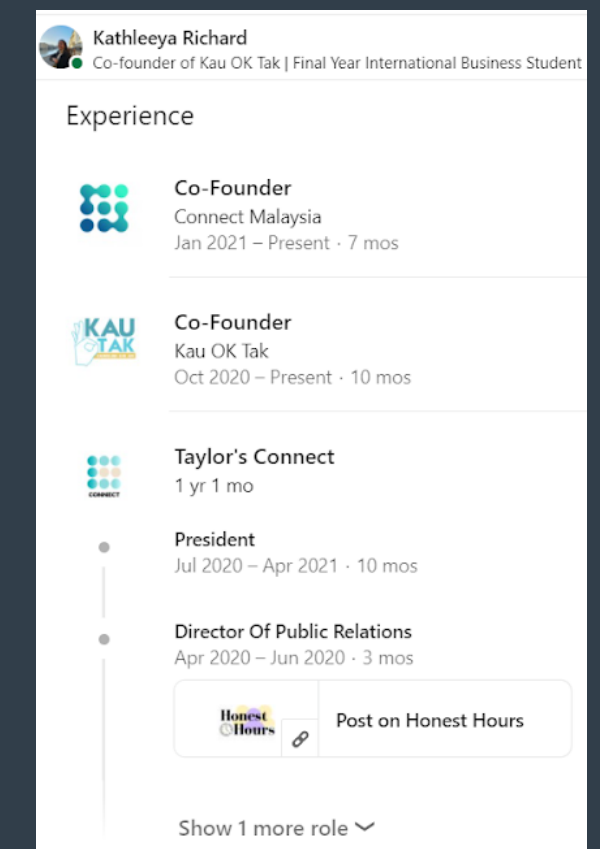
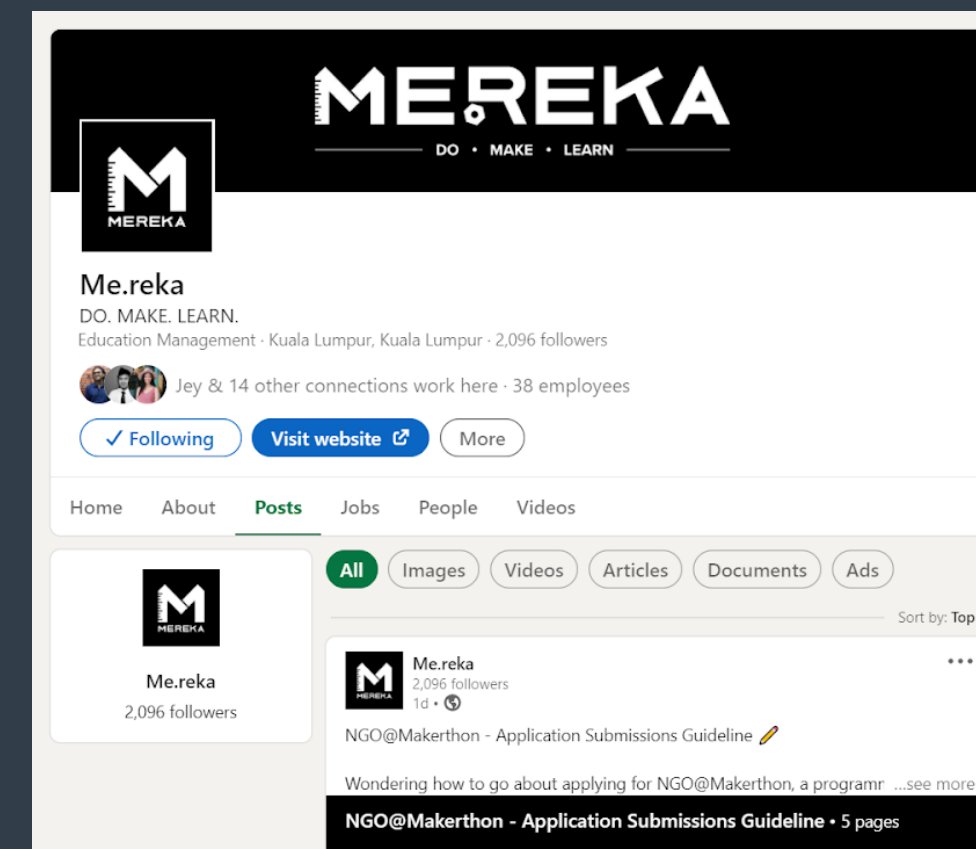
Interns/Employees (Jobs)

LinkedIn

What is LinkedIn?

- <https://www.linkedin.com>
- A professional version of Facebook
- Mostly shares on business insights and motivational content.
- Posts are meant to be long and usually intellectual
- Best place to secure corporate sponsorship and partnership (B2B)

Company Vs. Personal

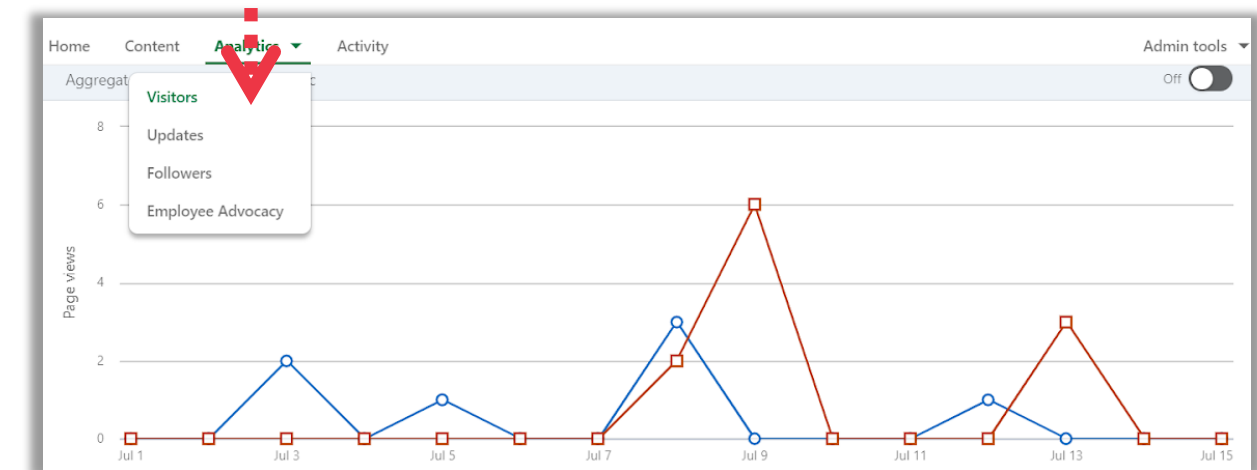
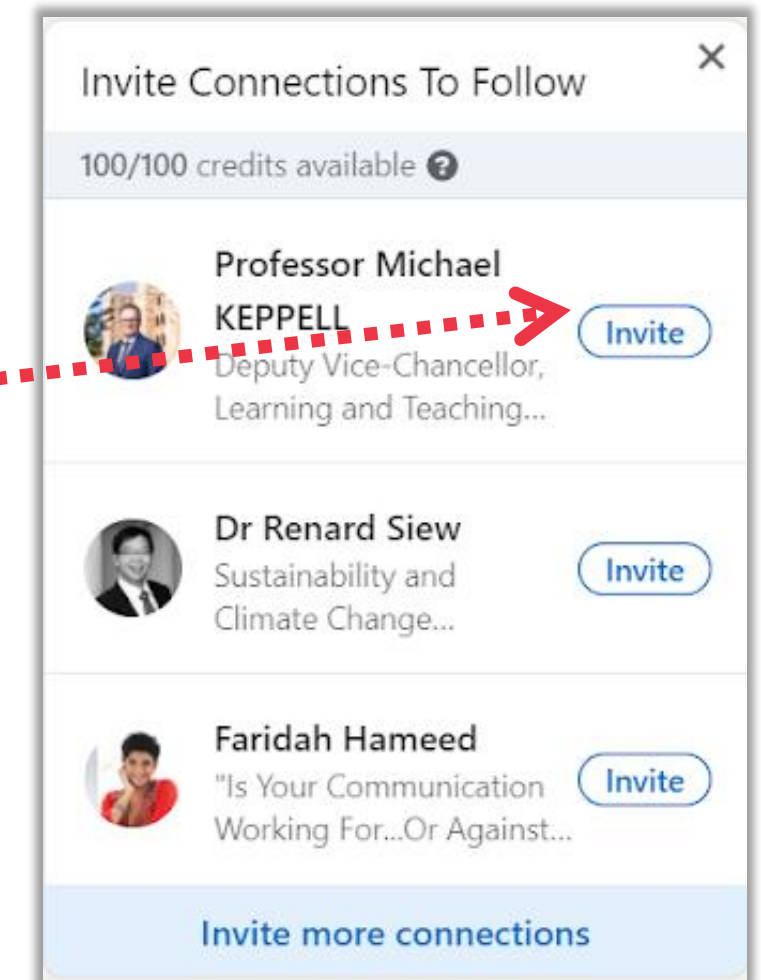
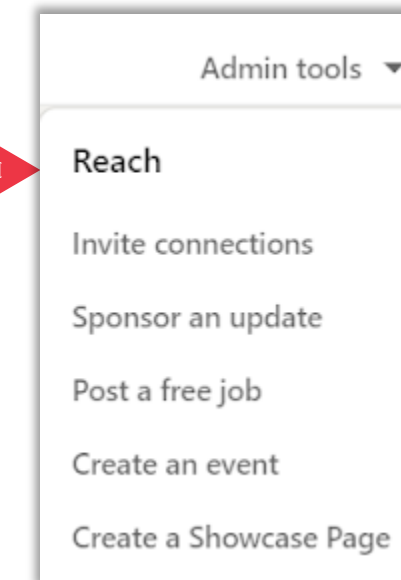


Company pages are business focused
Personal pages are more like a daily life timeline

LinkedIn

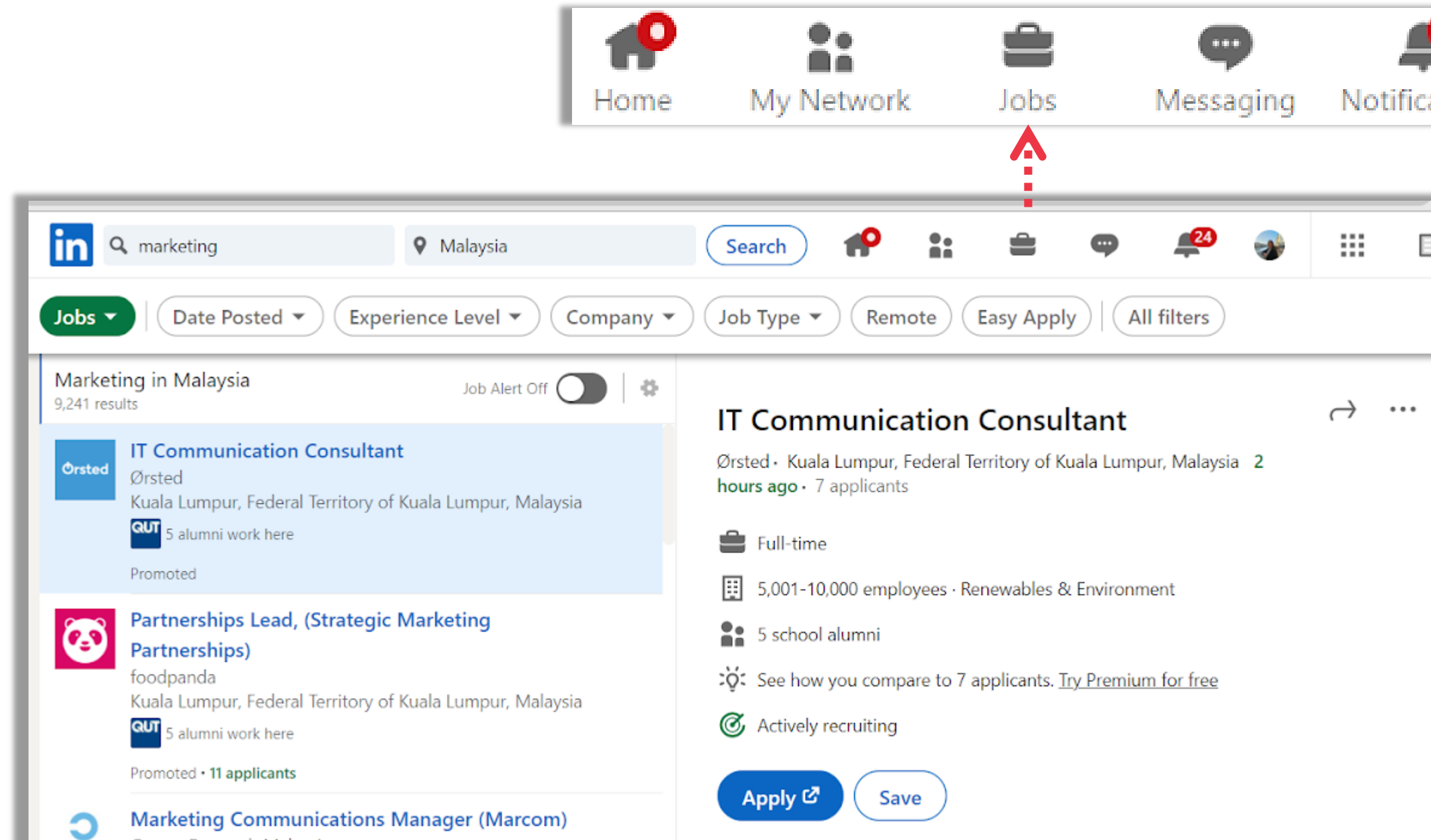
Company Page Features

- Less tools than FB and IG
- Invite connections
- Insights
 - Visitors
 - Followers
 - Updates
 - Employee Advocacy
- Post Jobs (Free/Promoted)
- Events
- Showcase Page
- <https://www.linkedin.com/company/adobe>



Hiring (Jobs)

Search by job and location



Articles/Courses

Research/Learning

Let go, accept...uhm... *sends email*

Published on January 19, 2021



Sandy Clarke

Licensed Counsellor | Star Columnist | Mindfulness Author | Sometimes Mindful Human | Opinions shared are entirely someone else's

2 articles

✓ Following

In my efforts to return to a daily meditation practice during 2021, I ran into some predictable struggles, the main one being how to deal with unpleasant thoughts and feelings that seemed to intensify the more I tried to deal with them.

Ambitiously, I started the year with a target of three-hours' daily meditation, which I realised by January 1 was quite the ego-driven goal. I was reminded of a teaching by the Buddhist meditation master, Ajahn Chah, who said that the time spent sitting still isn't important - "if it was, every chicken would be enlightened!"

I have managed one hour of meditation each day (there's that ego again...) and feel a number of benefits, but after the first week or so I began to be troubled by feelings of agitation,

Like Comment Share

3 · 2 comments

Courses ▾

All filters



Course • 54m

By: Chris Croft • Released Jan 29, 2015

68K viewers



How to Ask Productive Questions

Course • 27m

By: Dave Crenshaw • Released Mar 16, 2021

2.5K viewers

Save



Learn Emotional Intelligence, the Key Determiner of Success

Course • 32m

By: Big Think • Released May 24, 2019

69.9K viewers

Save



How to Have Fewer, Better Meetings

Course • 37m

By: Alan Hall • Released Mar 26, 2021

4.3K viewers

Save

Content Creation



Awareness
(Infographic/Videos)



Behind the scenes



Events/ Event Collaboration -
showcase, (IG, FB, TWT) live,
forum, trial workshops (the
free stuff), highlight video



Testimonials



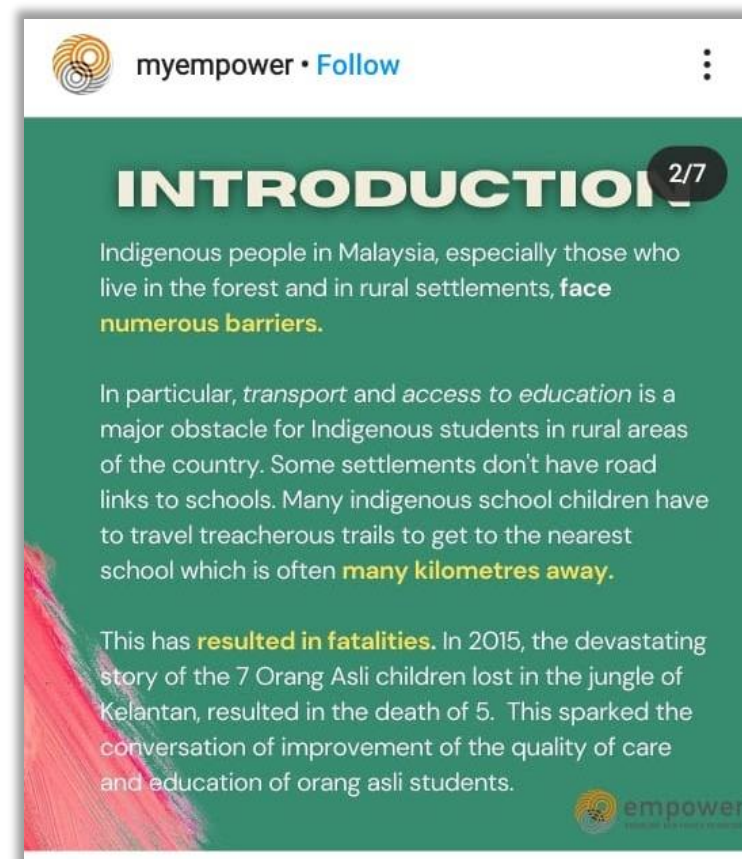
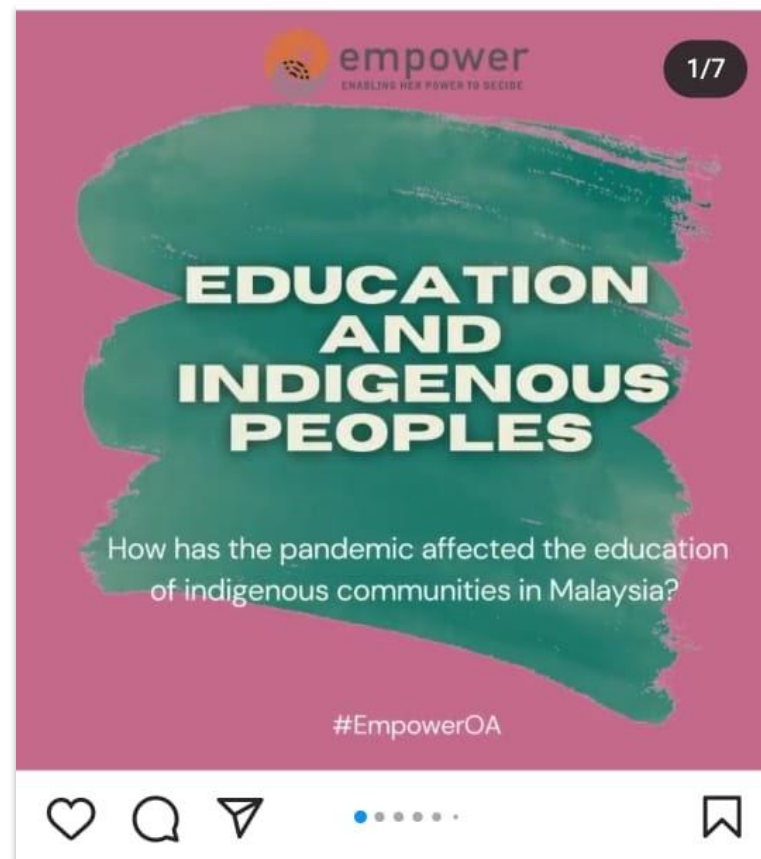
Referral/ Holiday Promotions



Accessibility & Inclusivity

LinkedIn

Awareness – infographics/videos

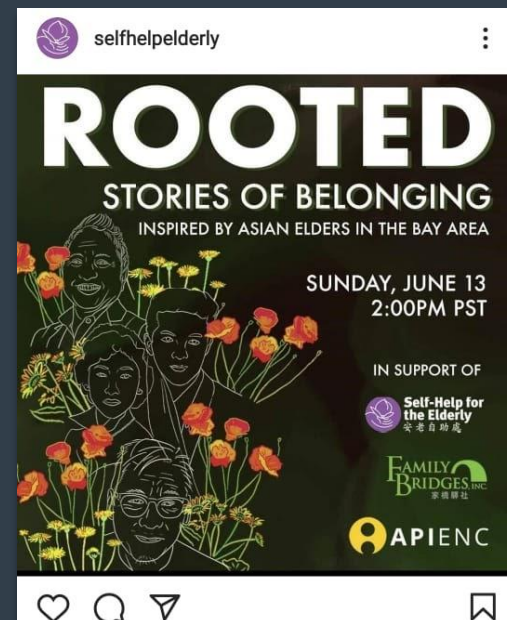


Behind the scenes/Team



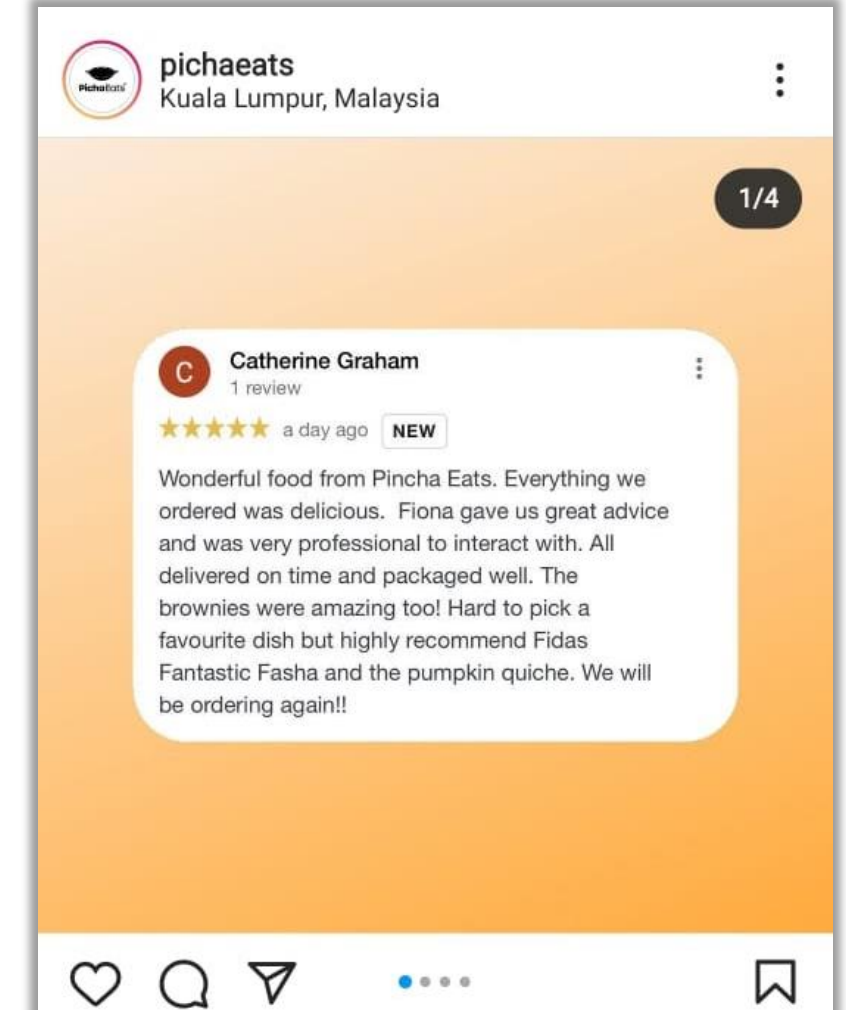
LinkedIn

Events



The LinkedIn Events feature allows members easy way and join professional Events that interest them, such as meetups, online workshops, seminar

Testimonials

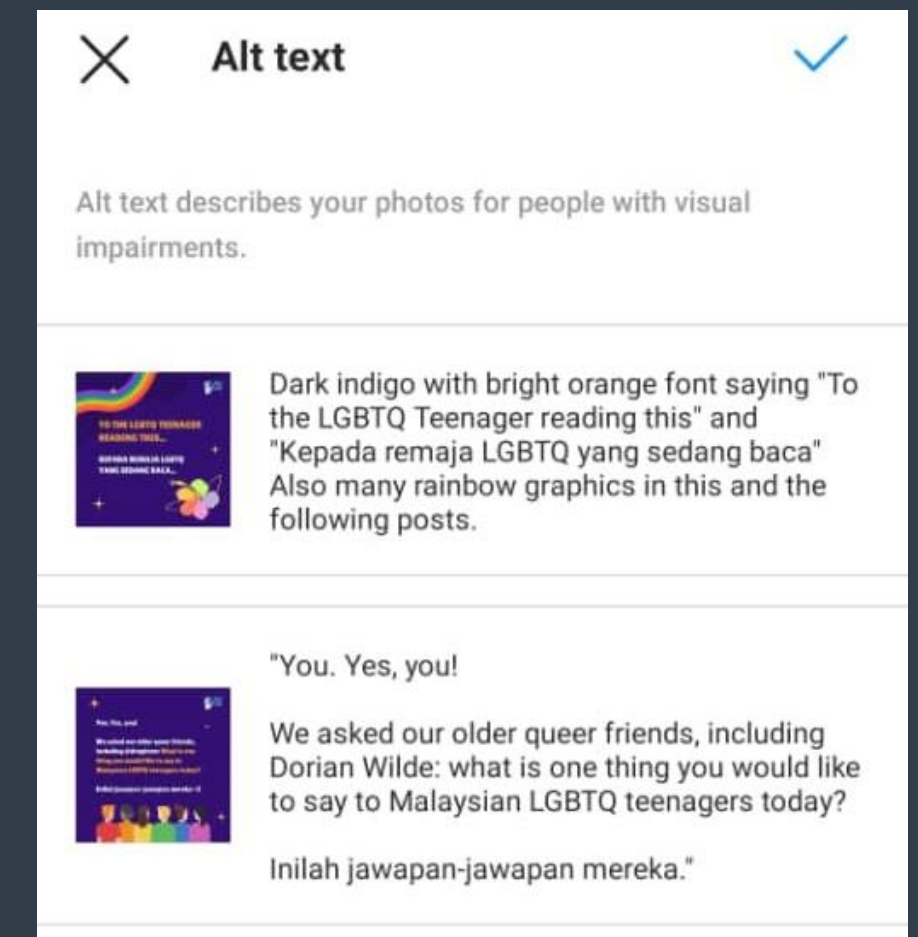


LinkedIn

Holiday/Referral Promotion



Accessibility & Inclusivity



Multiple languages
Alternate text

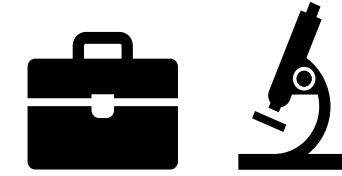
Bonus



- Add QR code to packaging
- Logo to product/packaging
- Newsletter (email marketing)
- Website: Functioning buttons/style
- Landing page - Conversion
- Google My Business - linked up with Facebook

Activity

Instructions



1. Get into the breakout rooms with your teammates.
2. Check out the social media accounts of the other teams.
3. Discuss together what you can learn from their Facebook, Instagram, Twitter and LinkedIn accounts.
4. Brainstorm some content and add it in Table 1 and the Calendar in your activity.
5. Come back to main room and share your ideas.

Social media accounts of each team overpage

Organisation	IG	FB	TW	LI	Website
TCS	https://www.instagram.com/tcsmalaysia/?hl=en	https://www.facebook.com/TurtleConservationSocietyofMalaysia/	https://twitter.com/tcsmasia?lang=en		https://www.turtleconservationsociety.org.my/
PACOS Trust	https://www.instagram.com/pacotrust/?hl=en	https://www.facebook.com/pacotrust/	https://twitter.com/pacotrust?lang=en	https://au.linkedin.com/company/pacos-trust	https://pacotrust.com/
United Voice	https://www.instagram.com/unitedvoice_malaysia/	https://www.facebook.com/unitedvoicemalaysia			https://www.unitedvoice.com.my/
PSPK	-	-	-	-	
SevenTeaOne	https://www.instagram.com/7tea1/?hl=en	https://www.facebook.com/7tea1/	https://twitter.com/7tea1?lang=en	https://www.linkedin.com/company/7tea1	https://seventeaone.my/
TenRinggitClub		https://www.facebook.com/tenringgitclub/			https://10ringgitclub.webs.com/?fbclid=IwAR2iJw2uUEgfi0ePV5GS3aNY-4MKMhEQYKN2Ivp84bisVj1vd5Q52QORgtU

> James Boldiston

*Get seen
make impact*

Digital Marketing & Content Creation Storyboards

Designed by
James Boldiston
Head of Education

July 2021

