

# WELCOME

**DAY 86/100**

## DIGITAL MASTERY CHALLENGE

**DATE: OCTOBER 14, 2020, WEDNESDAY**

**TIME: 06:00 PM (AST)**

**LIVE FROM DOHA, QATAR**



# Social Media **MASTERY**



**DAY 3**



**YouTube**



**Video has more power than any other form of media when it comes to engaging users.**

**In the  
videosharing  
world, the  
YouTube  
platform  
remains king.**





Discover what  
it means to say  
“lights, camera,  
action” to your  
business and  
get ready



**The following stats from YouTube  
are truly mind boggling:**



**YouTube now has more than a billion  
unique users every single month.**







**2.0 BILLION ACTIVE USERS**

**7 BILLION** VIDEOS VIEWS DAILY





YouTube

Monthly active users:

**2.0 Billion**

Video views daily:

**7 Billion**

Hours of video  
watched per day

**500 Million**

Average visit length:

**11 mins**

Founded:

**2005**

Rank

**#2**



**More video is  
uploaded to  
YouTube in one  
month than the  
three major U.S.  
television networks  
have created in 60  
years!**



**YouTube is  
localized in 91  
countries, across  
80 languages.**

**SETTING  
UP**



**YOUR  
CHANNEL**

**If you already  
have a Google  
account, you  
automatically  
have access to  
a YouTube  
account**



**Once you have set up an account, you can access features and buttons such as Like, Subscribe, Watch Later, and Watch History.**







**There are a  
wide variety  
of features  
within  
YouTube**



**Here are all  
making it  
possible to  
interact with  
different  
communities  
across the site**



**You can hear  
what they are  
saying about  
brands,  
competition, and  
the industry in  
general**



**THESE INCLUDE:**





**COMMENTS**

**You have the option to have a comments section enabled for every video uploaded onto YouTube.**



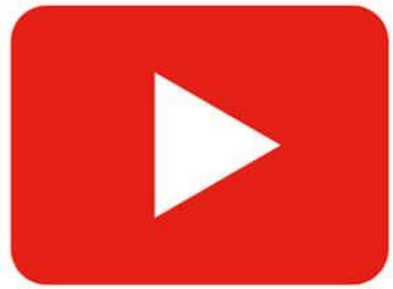
**People can also give a video a thumbs-up or a thumbs-down, which was unique to YouTube for a long time, as the only site that let users not like content online**



**Be aware that the Thumbs Down button leaves your brand vulnerable and could negatively affect your business**







Subscribe

**BUTTON**



**This can be placed directly into a YouTube video and is a great way of encouraging engagement.**



# TYPES OF VIDEO



**Screen recordings are  
pretty popular with  
brands**

**DATE: 14.07.14**

**VER: 199.42.80**



**These are captured by using low-cost tools such as Camtasia Studio or ScreenFlow, and such recordings are perfect for product demonstrations.**

**DATE: 14.07.14**

**VER: 199.42.80**

**A webinar is  
another great  
way for  
businesses to  
interact with  
audiences**





**It might be a 20-minute video showcasing a product or a snappy piece with five useful tips and tricks.**

**DATE: 14.07.14**

**VER: 199.42.80**

There are  
lots of  
webinar  
tools out  
there.







**So get creating, get recording, and get broadcasting live to your subscribers.**



**You can then store your webinar on your YouTube channel for people to watch later.**



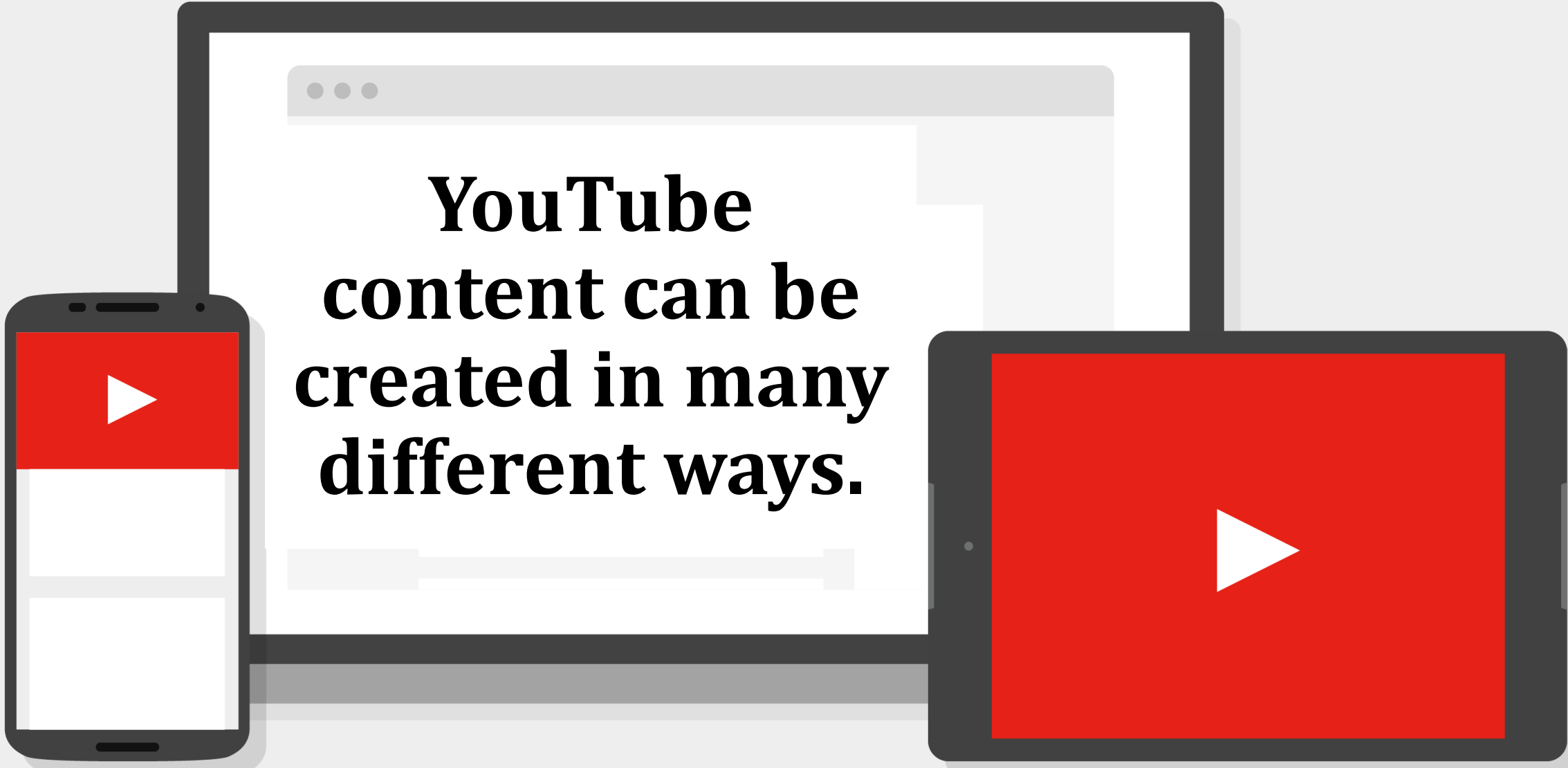
**After YouTube users have watched it live it is automatically recorded and uploaded to YouTube for people to watch after the event**



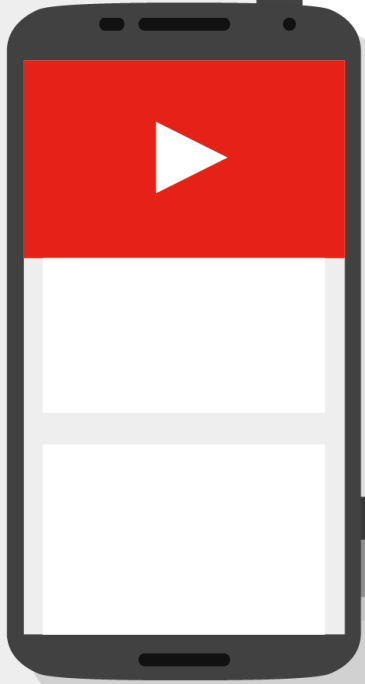
The most popular types of video on YouTube are computer screen recording, webinars, live video, and recorded video.

# CREATING AND SHARING CONTENT





**YouTube  
content can be  
created in many  
different ways.**





**You can bring in the big guns by using professional tools like Final Cut and PowerDirector.**

However, these require skill,  
training, and resources





**Even though the outcome is high-quality videos that look really professional, these videos only make up a small portion of content on YouTube.**



**If you are just starting out and do not have a very generous fairy godmother or access to high-quality recording equipment, you will probably want to consider other options**





*Like, you can start  
faceless channels, try  
video compilations,  
also you can  
definitely go with CC  
videos etc*



**A smartphone lens is probably just as good as that of some professional cameras.**

*Before*

*After*

**Also, free editing tools (such as iMovie on the iPhone or YouTube Editor) can be used to edit footage quickly and easily**

Making the most out of these free tools when starting out is a great way of keeping costs to a minimum.





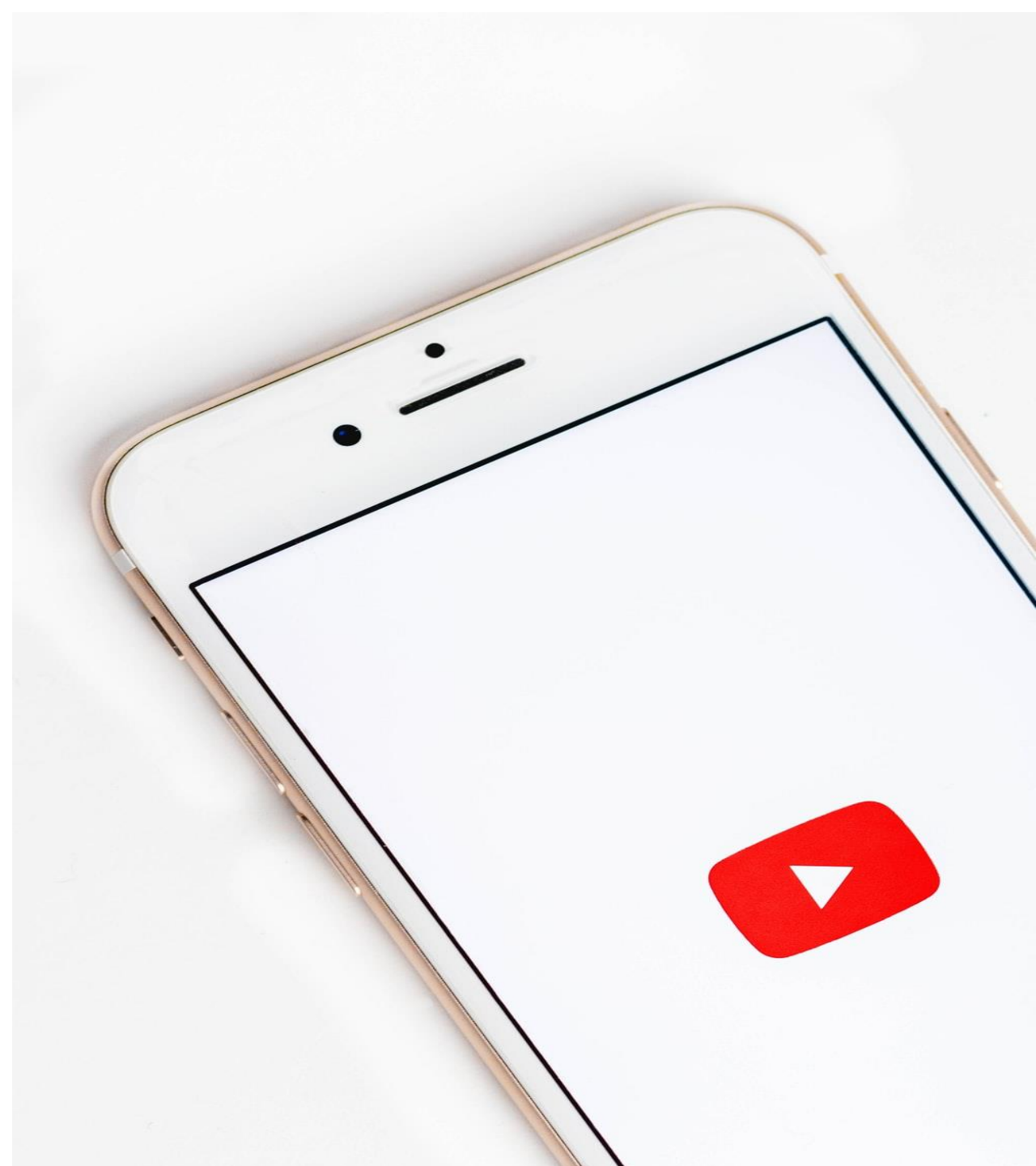
*Before*



*After*

There are lots of mobile video, audio recording, and editing tools available for both iPhone and Android— simply find out which one works best for you

Once your content is live, there are a couple of ways it can be shared from YouTube to other social platforms.

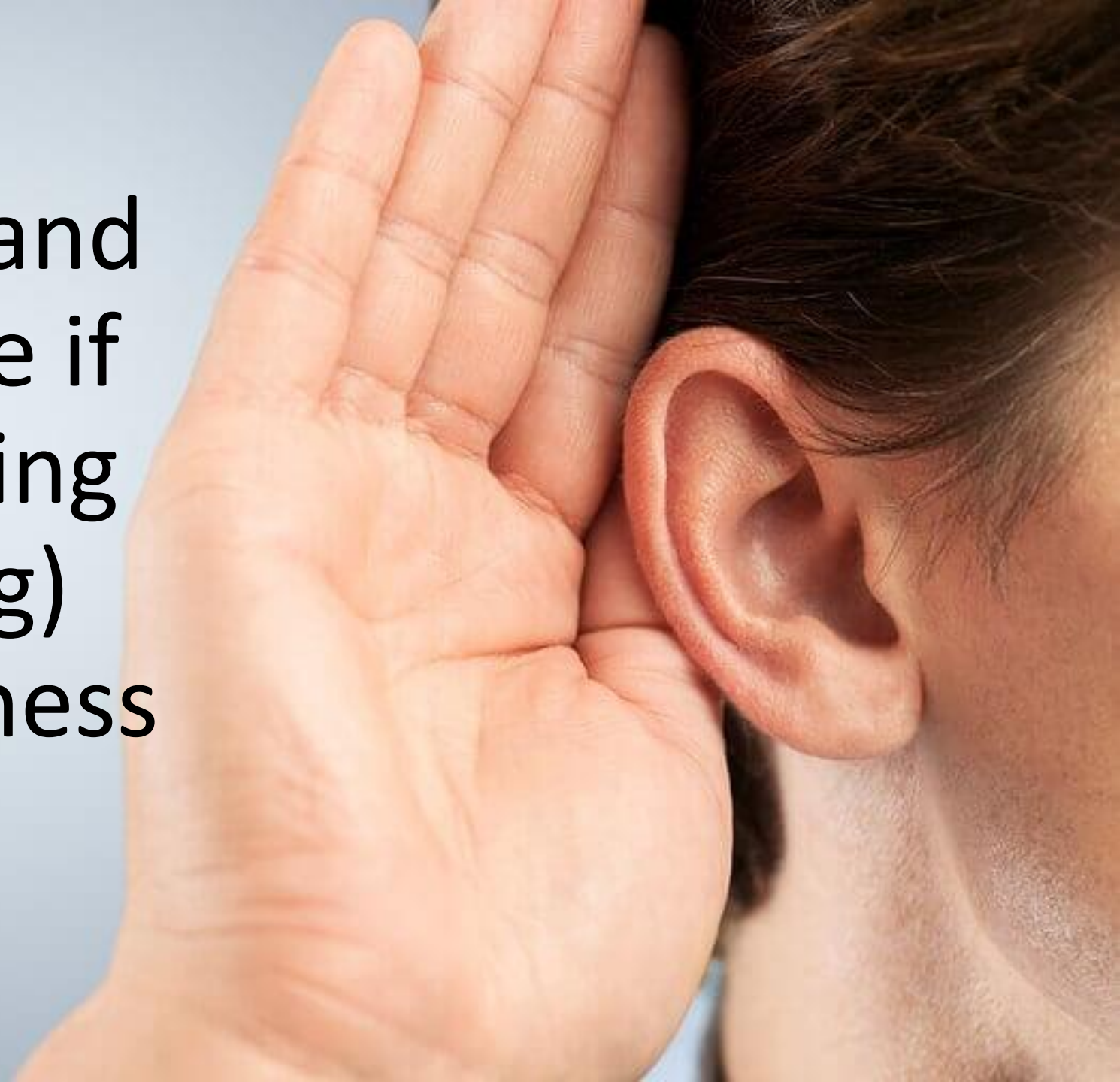




Users can click the Share button when watching your video, and that will produce a direct link.



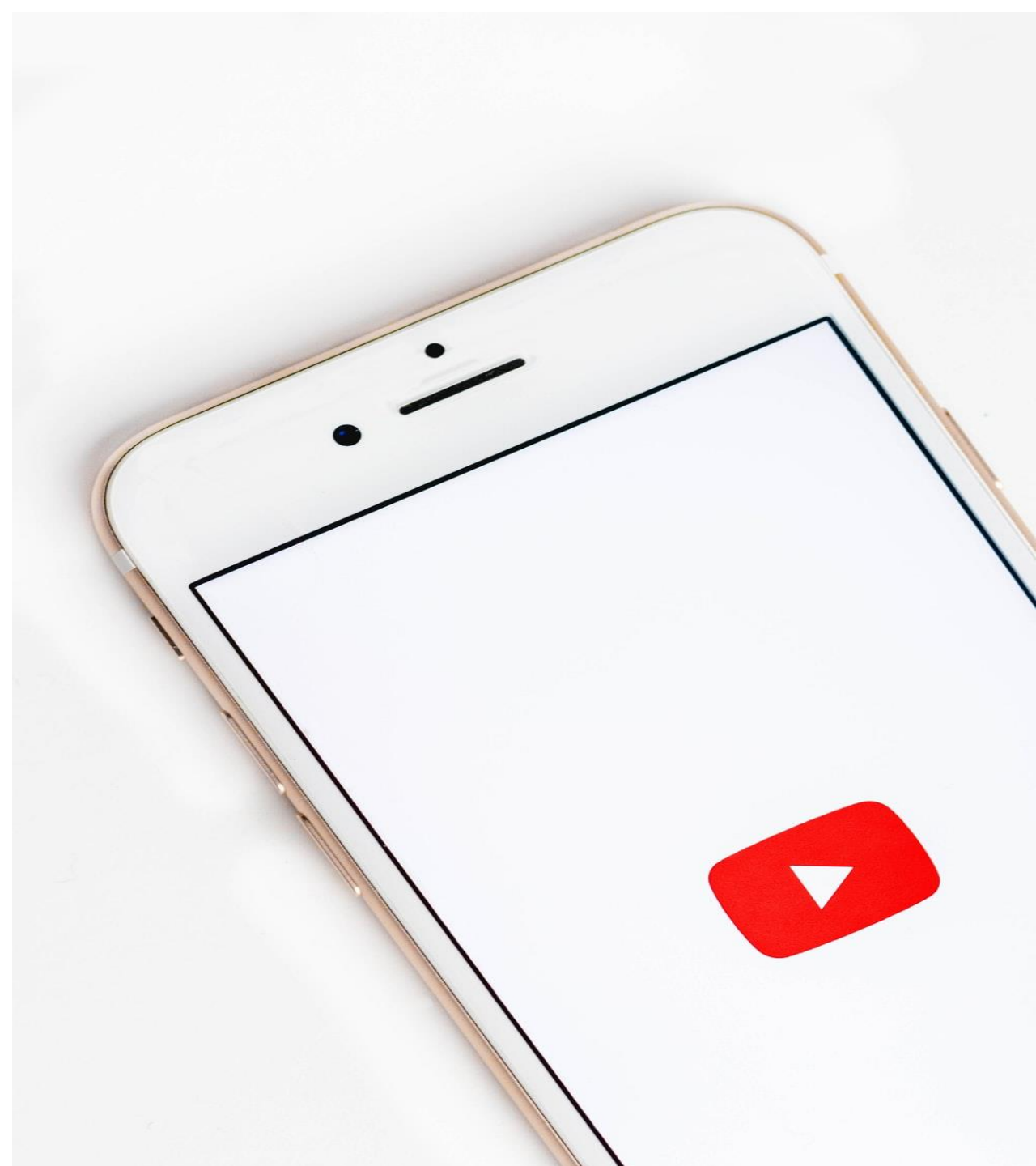
Keep your eyes and  
ears open to see if  
anyone is vlogging  
(video blogging)  
about your business



# THEN YOU CAN SHARE THEIR VIDEOS, TOO



Simply type your product or service into YouTube Search to see if you have made it into the grapevine



As with all social media channels, you should embrace every opportunity you can to share the fact that people are talking about you!



***The world of video sharing can seem pretty overwhelming to those who have never dabbled in it before—***



**So here are a few pearls of  
wisdom to remember:**





**Promote your business channel to your customers by embedding videos across your website, Show them you are tech and media savvy.**





**SUBSCRIBE TO RELEVANT  
YOUTUBE CHANNELS.**

**It is a good  
way of  
keeping  
tabs on the  
competition**





***Post regular and engaging video updates.***



**Share product demonstrations, including helpful hints and tips.**

Sharing  
is  
Caring



**Now that you  
know how to  
create profiles  
and channels  
across the major  
social media  
platforms**



*Instagram*

**Instagram is a social network that allows users to share and edit both photos and videos.**





Instagram has grown immensely **over the years**, and it continues to broaden its horizons.





**The photo-sharing app has gone a long way from once being a favorite for vacationers sharing their holiday pictures to now appealing to all kinds of influencers, advertisers, and brands.**



**At this point, it's safe to say that your audience is using Instagram, and your competitors too.**






AS OF JUNE 2018, INSTAGRAM HAS  
REACHED THE **1 BILLION**  
MONTHLY ACTIVE USER MARK



*That's a big **milestone** for the mainly mobile photo sharing network!*



A man and a woman are shown from the chest up, both smiling and looking down at their smartphones. The man is on the left, wearing a light grey button-down shirt, and is holding a black smartphone. The woman is on the right, wearing a light pink jacket over an orange top, and is holding a blue smartphone. They appear to be in a modern, brightly lit indoor space, possibly a shopping mall or a public area, with blurred lights and wooden railings in the background. A black text box is overlaid at the bottom of the image.

More than **500 million** active users are using the platform daily.



**71% OF THE BILLION** monthly active users on the Instagram app are under the **AGE OF 35**



**71% of US  
businesses**  
claim that they  
use Instagram  
for business





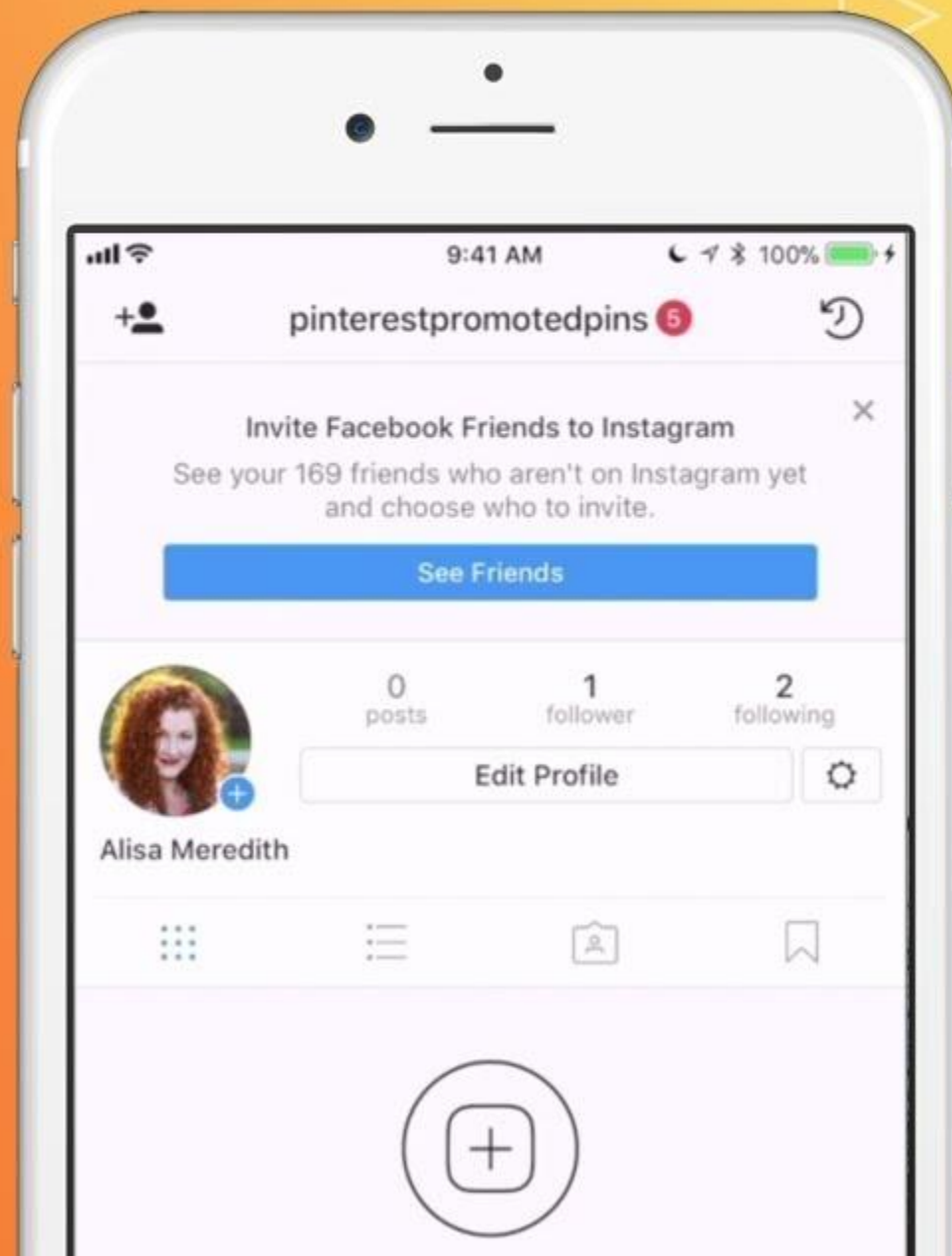
**50% of  
Instagram users  
follow at least  
one business**

**That means  
businesses have a  
great opportunity  
to increase their  
reach through  
Instagram.**



# SETTING UP

# INSTAGRAM BUSINESS ACCOUNT





**Before you get started with Instagram marketing, you need an Instagram for Business account or an Instagram Creator account.**



**If you're brand new or are creating a brand new account, here's what to do:**

**S  
T  
E  
P  
1**

*Download the Instagram app*



For iOS

For Android

S  
T  
E  
P  
2

**SIGN UP**



**Open the  
app.**



**Tap Create New  
Account (on iOS)  
or Sign Up With  
Email or Phone  
Number (on  
Android).**





**ENTER  
YOUR EMAIL  
OR PHONE  
NUMBER.**

**Create your  
username  
and  
password.**

**Fill out your  
profile info  
(more on this  
in Tip 4) and  
tap Done.**

**THAT'S**

**IT!**

# Now connect your instagram page to facebook

Notifications

Advanced messaging

Page roles

People and other Pages

Preferred Page Audience

Authorisations

Branded content

**Instagram**

Featured

## Connect to Instagram

When you connect an Instagram account, other people who manage the Page may be able to post and take other actions on the connected Instagram account. [Learn more](#)

Connect Account



### Respond to comments and messages in Inbox

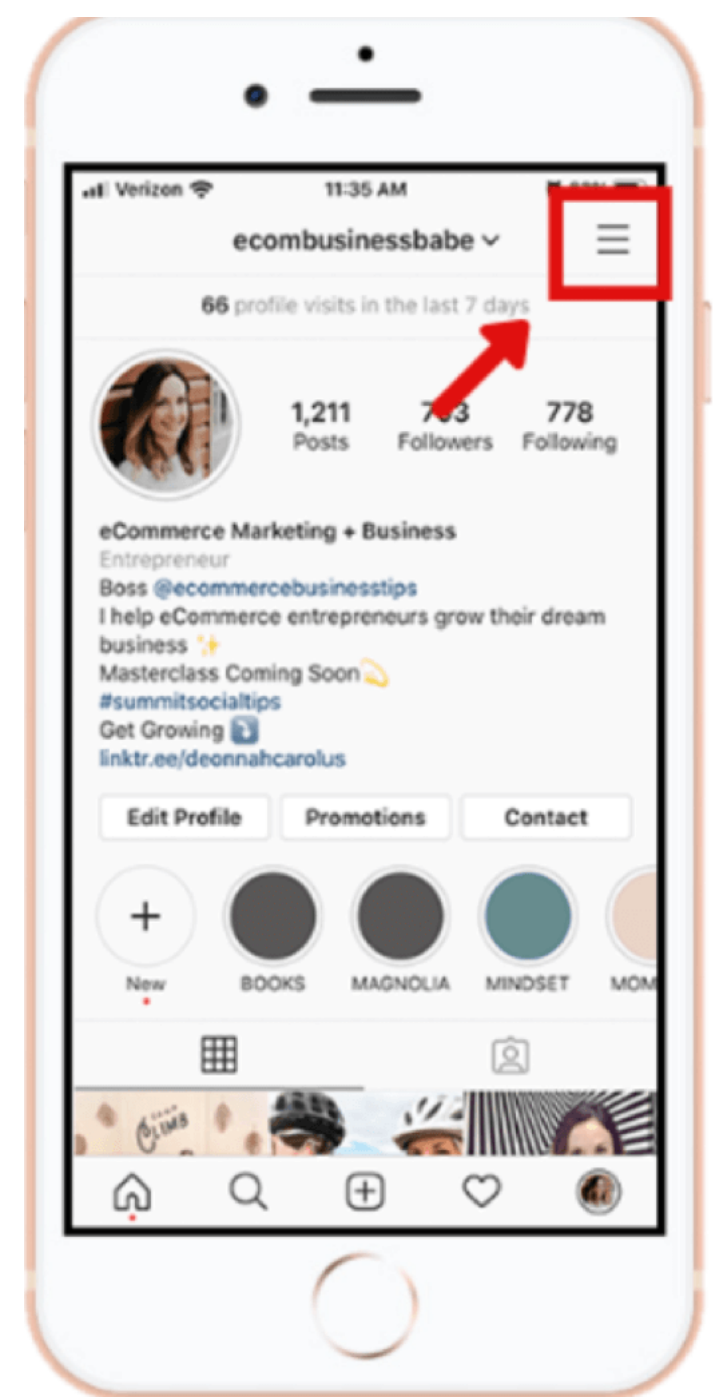
Page admins, editors and moderators can read and respond to Instagram comments and direct messages, both on a computer and in the Pages Manager app.



### Create ads for Instagram on Facebook

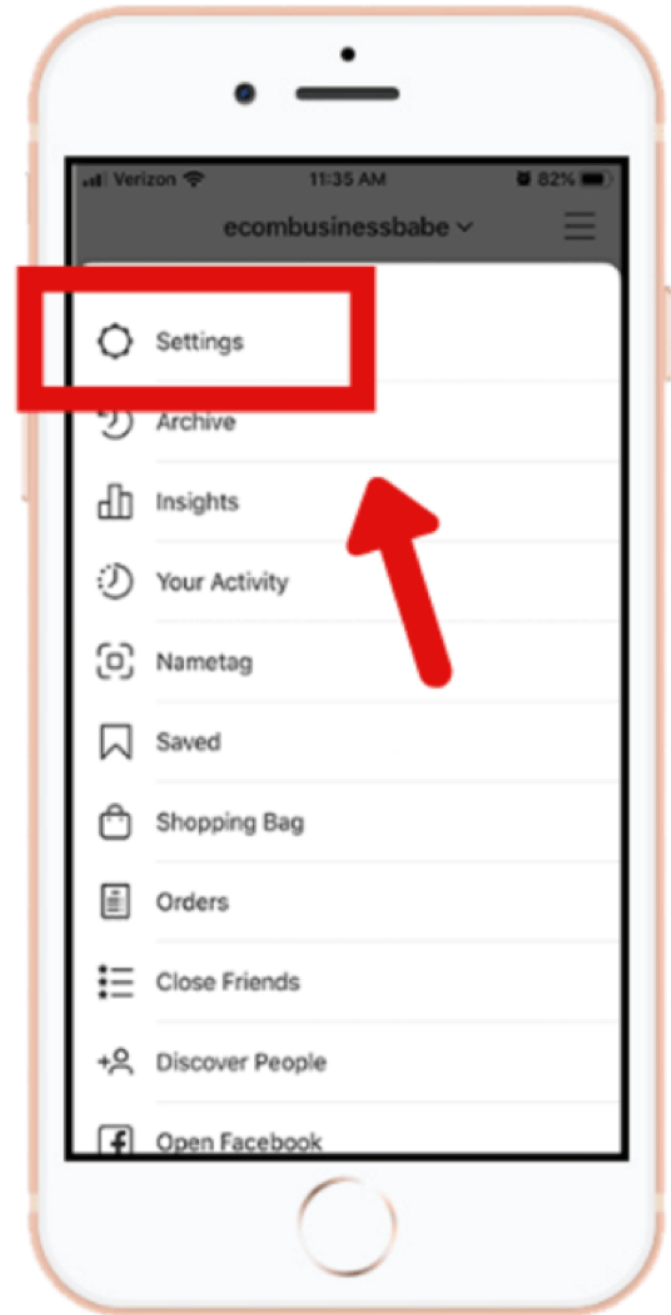
Admins, editors, moderators and advertisers can create ads on Facebook that appear on Instagram and link to your Instagram account.

**Go to your profile and tap the hamburger icon at the top right.**





# Tap Settings,



**then Account**

← Settings

🔍 Search

+👤 Follow and Invite Friends

🔔 Notifications

🔒 Privacy

🛡️ Security

📣 Ads

👤 Account

❓ Help

ℹ️ About

🎨 Theme

**Connect your  
account to your  
Facebook  
business page, if  
you have one**





**Add your  
business  
details.**

DONE



Now your **INSTAGRAM** is  
connected with **FACEBOOK**

**You can enable a button while sharing post, so it will automatically posted to facebook as well.**





# **THINGS TO CONSIDER WHILE DOING INSTAGRAM MARKETING**





**O**

**N**

**E**

**1. Use a business account**





**A business account gives you access to features you can't use with a personal account, including:**

# *Instagram*



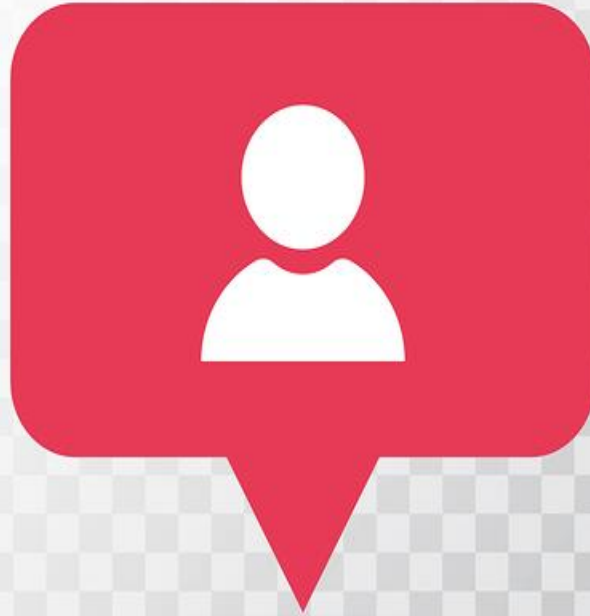
**INSIGHTS**

# *Instagram*



**ADS**

# *Instagram*

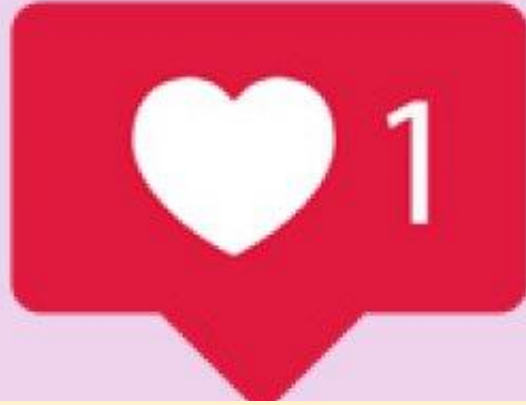


**SHOPPING**



Contact information and a **call-to-action** button on your profile

**T**  
**W**  
**O**



**2. Clearly define your goals**



**All social platforms  
are tools.**



**But you can't  
use those tools  
effectively  
unless you  
know what it is  
you're trying to  
build.**



**Instagram  
marketing can  
mean different  
things to different  
marketers**





**ARE YOU  
LOOKING  
TO:**

# INCREASE



***brand  
awareness?***

**LEADS »»**

***Get new leads?***



***Establish your brand as an industry leader?***

**Make Sales**



**You might even  
want to combine  
several different  
outcomes.**







**FOCUS ON THAT**

**T  
H  
R  
E  
E**



### **3. DEFINE YOUR AUDIENCE**



**A little preliminary  
research can help  
you figure out who  
you can best reach  
using Instagram.**



# INSTAGRAM DEMOGRAPHICS





**THE MOST ACTIVE INSTAGRAMMERS  
ARE BETWEEN 18 AND 29.**



The **United States** is the largest Instagram market.

**MORE URBAN RESIDENTS USE INSTAGRAM  
THAN THEIR SUBURBAN PEERS.**





**But that doesn't  
mean you should  
only use Instagram  
to try to reach  
Urban Americans  
in their 20s.**



**You need to define  
your target market  
so you can create  
content that speaks  
directly to that  
audience.**



**This will also  
become critical  
when it comes time  
to choose targeting  
options for your  
Instagram ads.**



***Analyze your target audience  
that uses instagram***



***If yes, learn their taste and behavior***





***Do as they want***

**F  
O  
U  
R**



## **4. OPTIMIZE YOUR PROFILE**





**In just 150  
characters, your  
Instagram bio  
needs to make a  
great first  
impression**

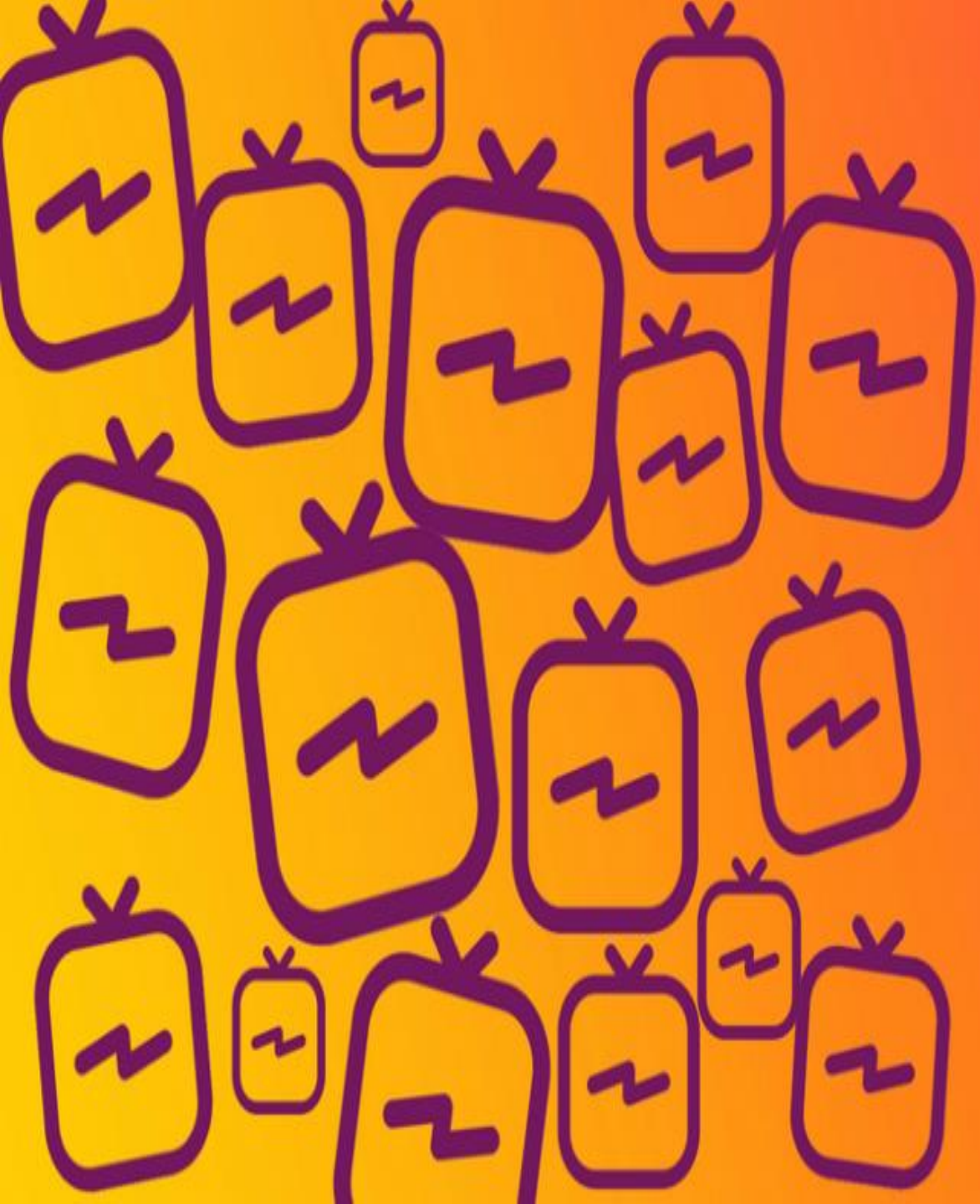


**Convey your brand personality, and tell people why they should bother following your Instagram account.**





**There are few other fields on your Instagram profile to showcase what your brand is all about and make it easier for people to find you.**



**THESE  
INCLUDE:**



**YOUR NAME:**

*30 characters, included in  
search.*

# CATEGORY

*A business feature that tells people what you're all about without using up bio characters.*

# CALL-TO-ACTION BUTTONS:

*Give Instagrammers a way to interact with you directly from your profile page.*

**F  
I  
V  
E**



**5. Choose the right profile photo**





**For most brands, your Instagram profile photo should be your logo.**



**This helps  
provide  
credibility and  
allows visitors to  
see at a glance  
who you are.**





**Your  
Instagram profile  
photo displays at  
110 by 110 pixels,  
cropped to a  
circle with a 110  
pixel diameter.**



**If your logo is a square, you'll need to zoom out to make sure the whole thing shows within the circle,**



asheghardigimentionors

Follow



156 posts

1,252 followers

506 following

Asheghar Digimentionors | أشيقر

Mentoring | Training

للإرشاد | التدريب

Based QA

Team

For registration | للتسجيل



[forms.gle/CjQCKcpgDiNRkbeU9](https://forms.gle/CjQCKcpgDiNRkbeU9)

Followed by floralyard

POSTS

IGTV

TAGGED



**S**

**I**

**X**



## **6. CREATE VISUALLY COMPELLING CONTENT**



**Instagram is a  
visual medium,  
so your posts  
have simply got  
to look great.**



**You don't need professional  
photography equipment,  
but your photos do need to  
be sharp, well-lit, well-  
composed, and in focus, at  
a minimum.**



**Even more important, your visual content needs to be compelling.**



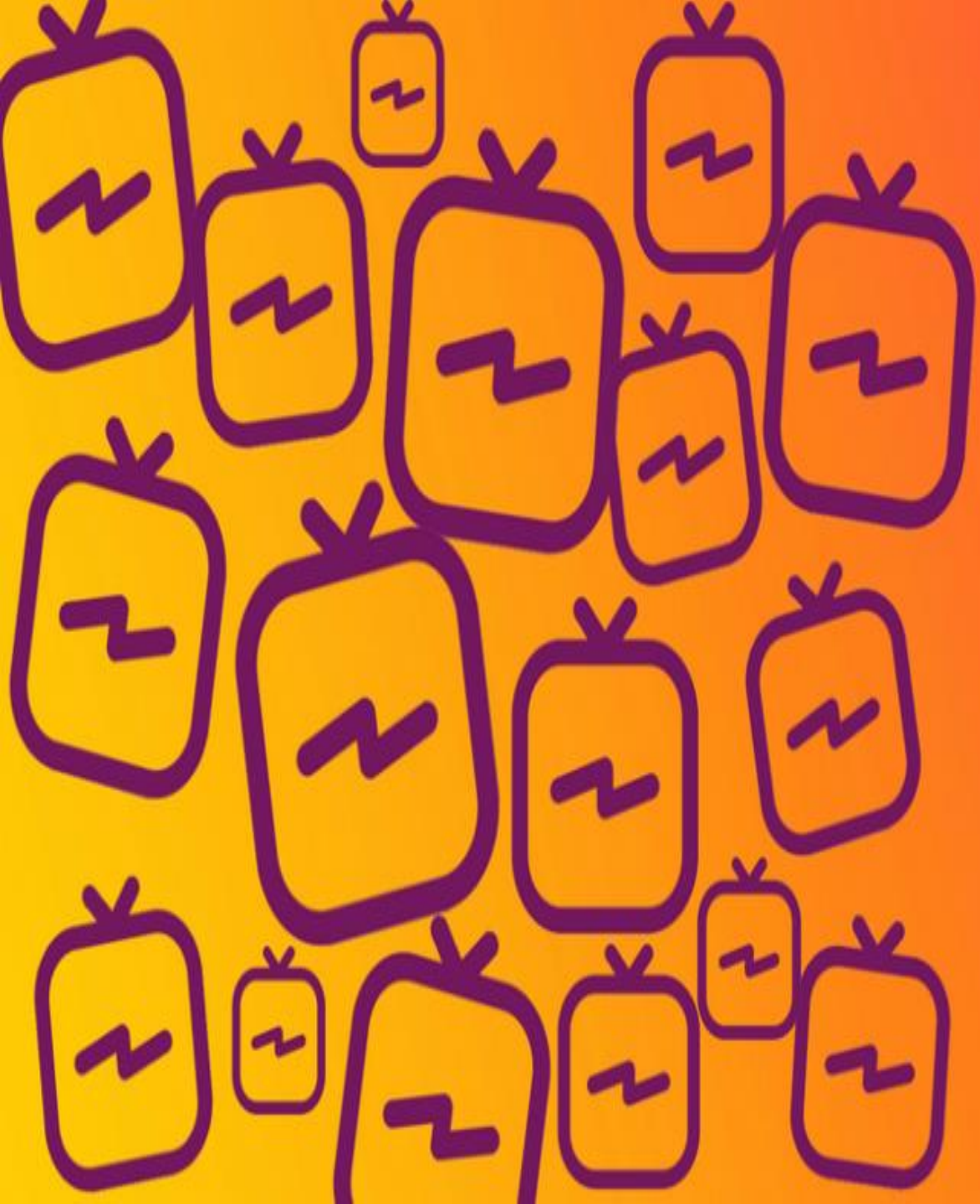


**Great photos are nice, but if they don't tell a story, or get viewers excited, they're not going to help you use Instagram for marketing.**





*Not  
sure  
what to  
post?*



**Here are  
a few  
ideas:**

# BEHIND-THE-SCENES POSTS:

*Give followers a look at your office, your storefront, or your manufacturing process.*

# QUOTES AND TEXT-BASED IMAGES:

*Play with text to create visually  
interesting content with no photos  
required.*

# REGRAMS AND UGC:

*User-generated content is by nature authentic and compelling.*


# INSTRUCTIONAL POSTS:

*Teaching followers how to achieve a goal  
is about as compelling as it gets.*

# VIDEOS:

*The maximum length of a video post on Instagram is 60 seconds, but you can go much longer with IGTV.*

**S  
E  
V  
E  
N**

The background features a light purple gradient with several red Instagram-style icons. These include speech bubbles with a white '1', hearts with a white '1', and downward-pointing chevrons with a white '1'.

**7. ESTABLISH YOUR  
BRAND'S "LOOK" ON  
INSTAGRAM**





**Once you decide what type of content to publish, you need to decide how it's going to look.**



**Your Instagram look should be consistent across your posts, helping followers easily recognize your content in their feeds.**



**The photos  
have a  
consistent  
color scheme,  
look, and feel.**



**THEY'RE IMMEDIATELY IDENTIFIABLE.**

**One easy way to  
achieve this kind  
of consistency is  
to use  
**LIGHTROOM  
EDITING.****



[edit]

**IT IS A  
GREAT  
EDITING  
TOOL!**

**E  
I  
G  
H  
T**



## **8. WRITE GREAT CAPTIONS**





**True, we just  
said that  
Instagram is a  
visual  
medium.**



**But that  
doesn't mean  
you can  
neglect your  
captions.**



**Your brand  
voice is just  
as important  
as your  
brand look.**



**Like your  
visuals, it  
should be  
consistent  
across posts.**



**Instagram captions can be up to 2,200 characters long, so you can use them for everything from a quick quip to detailed storytelling.**



**Since people tend to scan captions rather than read them thoroughly, you want to get all the important information into those first two lines.**



**We  
recommend  
the following  
Instagram  
caption  
lengths:**



The background of the image is a dense, repeating pattern of stylized Instagram icons. Each icon is a square with rounded corners, containing a white camera outline and a central circle. The icons are rendered in a variety of vibrant colors including purple, pink, orange, and yellow, with some appearing as white outlines against darker backgrounds. The overall effect is a busy, colorful texture.

**Organic posts:**

**138–150 CHARACTERS**

The background of the image is a dense, repeating pattern of Instagram logos. Each logo is a white camera outline with a flash, set within a rounded square. The logos are rendered in a variety of vibrant colors including purple, pink, orange, and yellow, and are slightly offset from each other to create a sense of depth and movement.

**INSTAGRAM ADS:**

**125 CHARACTERS**



**If you feel  
your content  
worth it, then  
you can do  
longer.**



**It should be  
relevant,  
entertaining or  
informative,  
compelling, and  
on-brand**



**N  
I  
N  
E**

The background features a light purple gradient with several red social media icons. Each icon consists of a white heart shape and a white number '1' to its right, all contained within a red rounded square. The icons are arranged in two rows of three, with a central yellow banner overlapping the middle of the arrangement.

## **9. USE HASHTAGS WISELY**



#

#

#

#

#

#

#

**HASHTAGS** are a key way to increase your visibility and discoverability.

#

#

#

#

#

#

#

#




**YOU CAN USE UP TO 30 HASHTAGS  
IN AN INSTAGRAM POST.**

***But,  
realistically,  
you  
probably  
don't want  
to do that.***





**We recommend using between five and nine hashtags per post.**



**More than that can look like  
hashtag stuffing, a spammy tactic  
that turns followers off.**



#

#

#

#

#

#

#

TO GET THE MOST BENEFIT, CHOOSE  
HASHTAGS THAT:

#

#

#

#

#

#

#

#

#

#

#

#

#

#

#



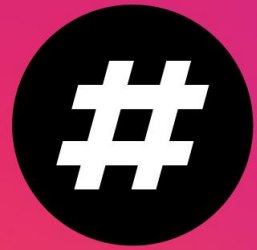
**ARE  
RELEVANT**





**ARE  
SPECIFIC TO  
YOUR  
NICHE**

“ Do not encourage follow- or like-swapping (think #like4like or #followme) ”



T

E

N



# 10. ENGAGE





**If you want  
engagement  
on Instagram,  
you have to  
engage, too.**

**Posting quality content is great, but if you ignore comments and never interact with any other profiles, you'll have a lonely existence on the network.**





***At a minimum, respond to comments users post on your feed.***





***But also seek out popular accounts in your niche, follow them, and like and comment on their posts.***



**Make yourself  
visible in a  
non-  
promotional  
way.**



**If someone tags  
you in a post,  
check it out and  
look for  
opportunities to  
engage.**

**E  
L  
E  
V  
E  
N**

The background features a repeating pattern of red Instagram story icons. Each icon is a rounded rectangle with a white heart in the center and a white number '1' to its right. The icons are arranged in a grid-like pattern, with some appearing to be slightly offset or layered.

# **11. Don't neglect Instagram Stories**

# Half of businesses on Instagram use Stories. And they're getting great results



**A third of  
the most  
viewed  
Stories are  
posted by  
businesses.**





Stories are a key part of a good Instagram marketing strategy.



***Instagram  
Stories  
disappear  
after just 24  
hours.***

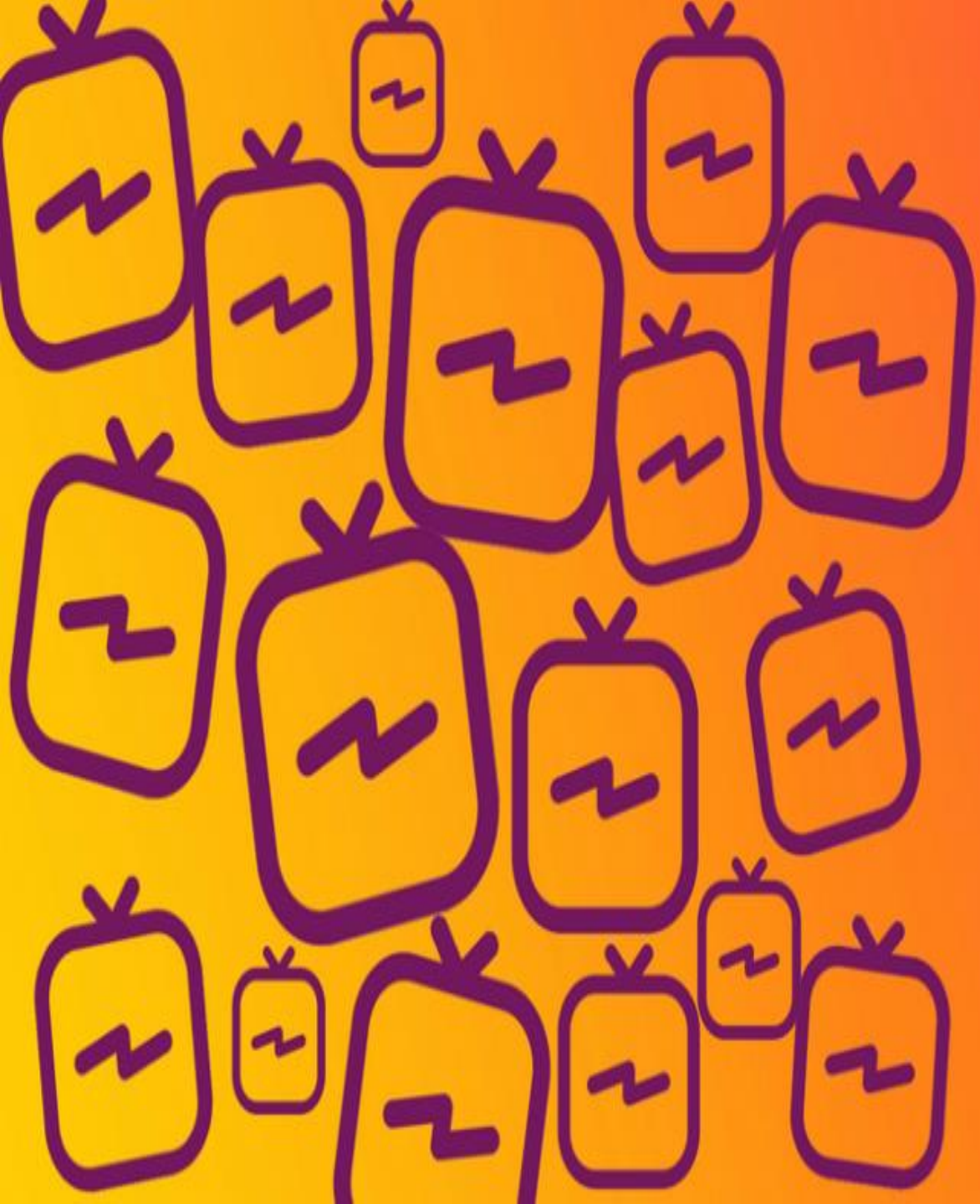




**Followers expect  
them to be more  
real and raw  
than your  
curated  
Instagram feed.**

***They provide a great opportunity to connect with followers and build relationships.***





**We  
recommend  
you to do the  
following  
strategies in  
stories:**



# **TELL A STORY:**

**Have a message in mind, even  
for this in-the-moment format.**





**GET INTERACTIVE:**

**Use Stories features like polls  
and questions.**





# **AIM FOR PERSONAL CONNECTION:**

**Stories are a huge driver of Instagram direct messages that help build follower loyalty.**





# **USE A CALL TO ACTION:**

**Don't rely on the small "swipe up" Instagram overlays for outside links. Use text to tell followers why they should swipe.**

The background of the image is a collage of various 3D geometric shapes in soft, pastel colors. In the top left, there's a light blue cube and a light blue cylinder. To the right, there's a purple pyramid and a purple heart. In the bottom left, there's a brown circle and a brown ring. In the bottom right, there's a purple cylinder and a brown ring. The overall aesthetic is clean, modern, and colorful.

# **BE CONSISTENT:**

**Like your Instagram feed, your Stories should align with your brand voice and aesthetic.**



**T  
W  
E  
L  
V  
E**

**12. Use Stories  
highlights and covers  
to boost your bio**



**WE COVERED  
ALL THE  
COMPONENTS  
OF YOUR  
INSTAGRAM  
BIO.**

**You can create highlight albums  
to preserve your top Stories  
content, so it doesn't disappear  
after 24 hours.**

# STORIES HIGHLIGHT COVERS!

Instagram

Search



amyporterfield Verified Following ...

543 posts   106k followers   484 following

**Amy Porterfield**  
Online Marketing Expert 💡 Helping entrepreneurs build engaged email lists, online courses, and profitable webinars. ✨ For the latest and greatest 📌  
[linktr.ee/amyporterfield](https://linktr.ee/amyporterfield)

Followed by bryansmithphotography, thesocialbrandingexpert, jonathanlrosa + 13 more



SHOUTOUTS



HOBIE



GRATITUDE



TEAM



EVENTS



COFFEE



RECOS



**Your highlight albums appear right under your bio, and you can create custom covers for each.**

**T  
H  
I  
R  
T  
E  
E  
N**

The background features a light purple gradient with several red heart icons and the number '1' scattered across it, mimicking Instagram notifications.

# **13. TRY INSTAGRAM SHOPPING**



**Remember how we said you should get a business profile?**



**Here's one  
more reason  
why: **Access  
to Instagram  
Shopping.****





**This feature,  
which is not  
available for  
personal  
accounts**



**Allows you to  
sell products  
directly from  
Instagram posts  
and Stories.**



**It's easy to  
set  
up shoppable  
Instagram  
posts and  
Stories.**



**WHY BOTHER? SIMPLE:**



***130 million*** Instagram users tap  
*on shopping posts every month.*

**TRY THIS OPTION!**



**F  
O  
U  
R  
T  
E  
E  
N**

The background features a light purple gradient with several red social media icons. Each icon consists of a white heart shape and a white number '1' to its right, all contained within a red rounded square. The icons are arranged in two rows of three, with a central yellow banner overlapping the middle of the arrangement.

# **14. POST AT THE RIGHT TIMES**

Thank  
you





أشيقر<sup>®</sup>  
DIGIMENTORS