

WELCOME

DAY 89/100

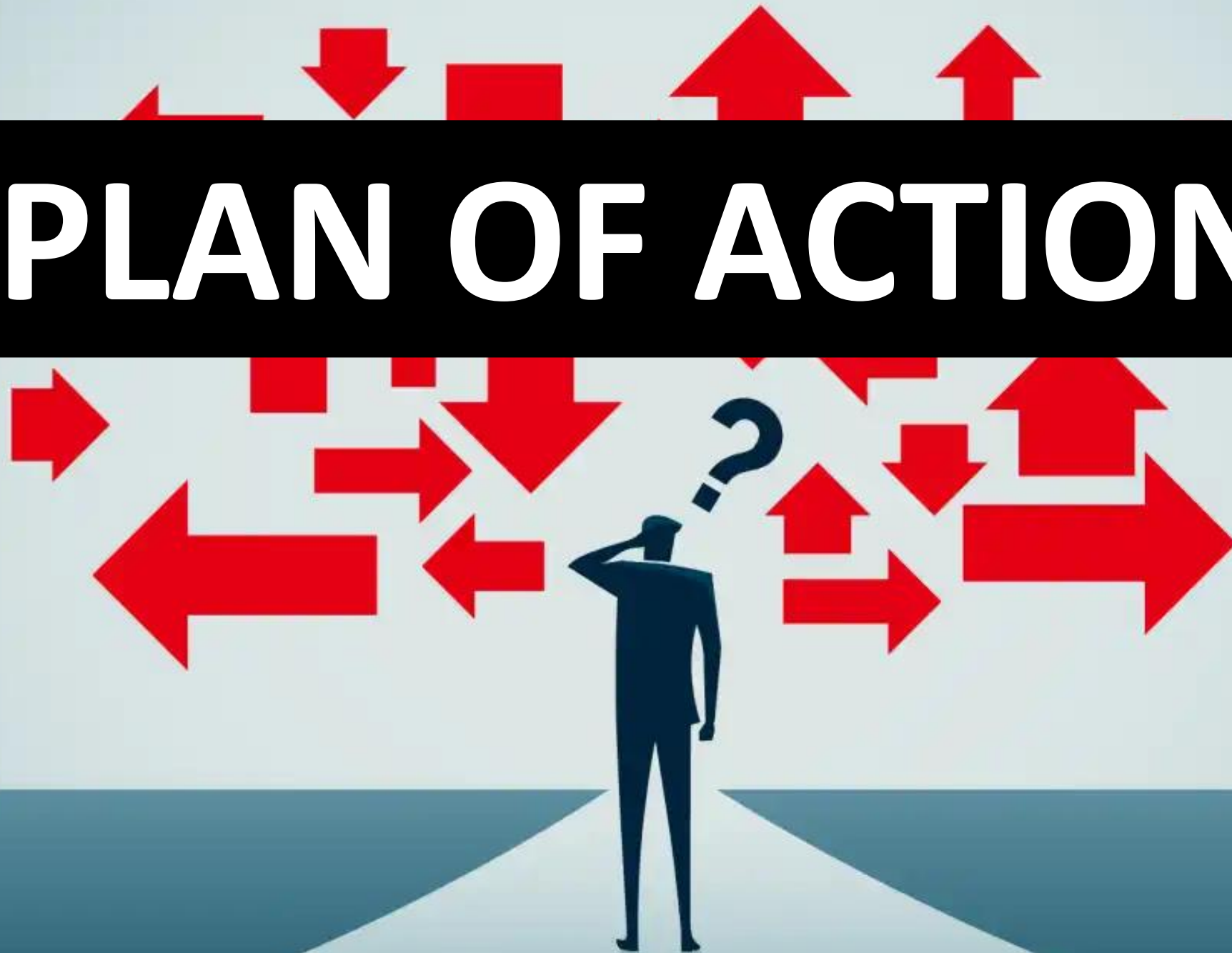
DIGITAL MASTERY CHALLENGE

DATE: OCTOBER 18, 2020, SUNDAY

TIME: 06:00 PM (AST)

LIVE FROM DOHA, QATAR

PLAN OF ACTION



A clear road map for carrying out all the tactics necessary for your strategy. (Eg; Email Marketing strategy)

**It specifies the staff, time frame,
and budget or other resources
that are required for each tactic**



**Technology that allows
advertisers to bid on each ad
impression as it is served.**

ATTENTION

CUSTOMER

REMARKETING

RETARGETING



A system that allows an advertiser to continue to show ads to people who have visited a mobile website.

AUGUST

24

SCHEDULING

august
24

The image features a solid blue background. At the top and bottom, there are decorative borders consisting of a grid of squares. Some squares are slightly raised or recessed, creating a 3D effect. The text is centered in the middle of the page.

The act of prescheduling your activity on a social media channel.

**Actions on
Facebook, Twitter,
and LinkedIn can
be scheduled in
advance in order to
save time**





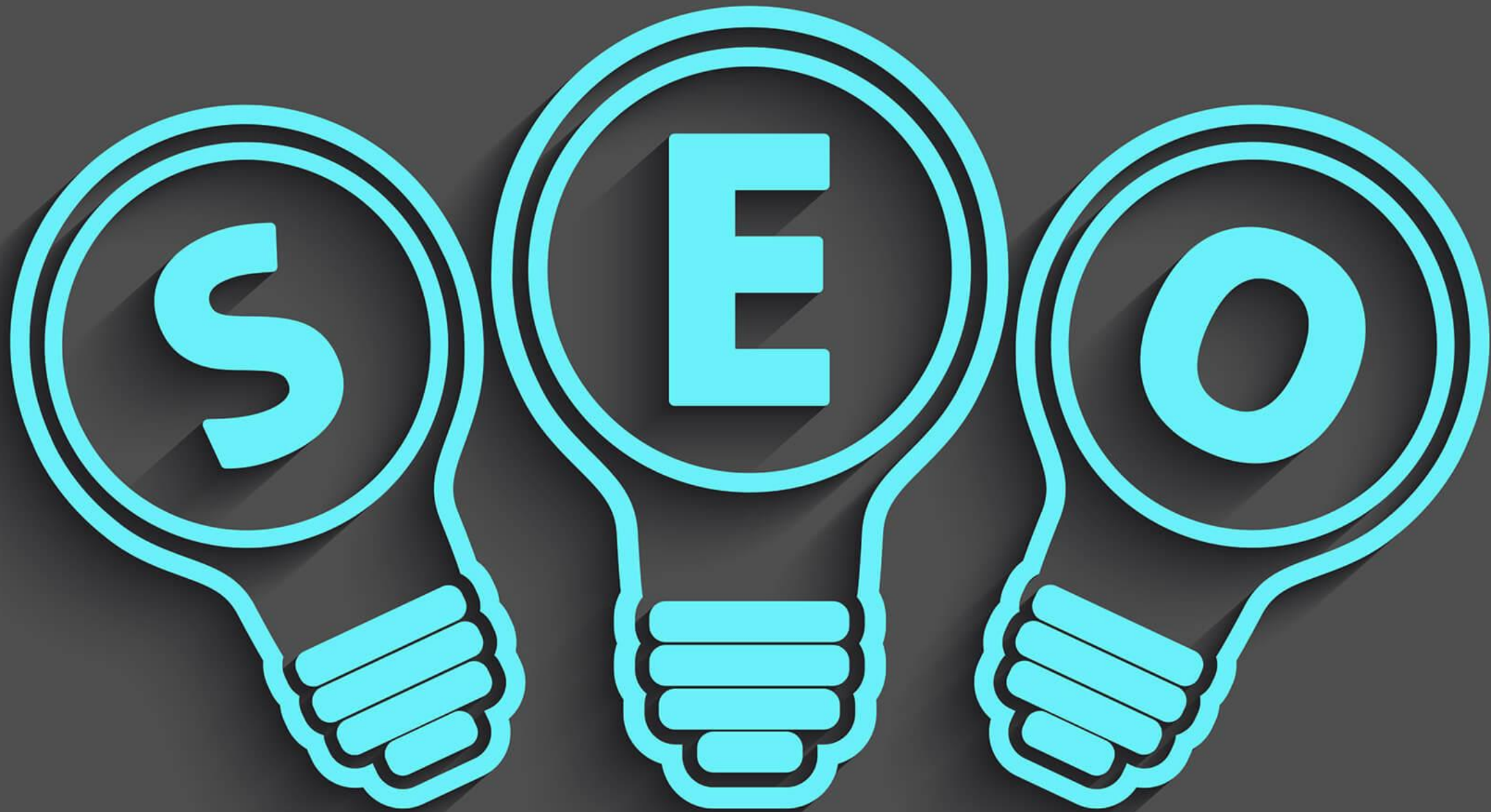
SEARCH ENGINE MARKETING

**Advertising on
a search engine
in order to
drive traffic to
a website.**



**Advertisers pay
only when a
user clicks on
its ad.**





An abbreviation for search engine optimization, or the process of improving the visibility of a website or a webpage in a search engine's natural, or unpaid (organic), search results



SOCIAL BOOKMARK



**A form of social
media in which
users' bookmarks
are aggregated
for public access**



SOCIAL MEDIA



A catchall term used to describe the tools and technologies that facilitate social interaction over the Internet.



Social Media Marketing



**The process of
gaining traffic or
attention through
engagement on
social media sites**





SOCIAL NETWORK

A web-based platform that allows users to construct a personal or professional profile from which they can share news and data and connect and communicate with other users.



targeting



The act of channeling marketing efforts and resources to specific market segments defined by demographic, contextual, and behavioral traits that have the highest payoff potential.



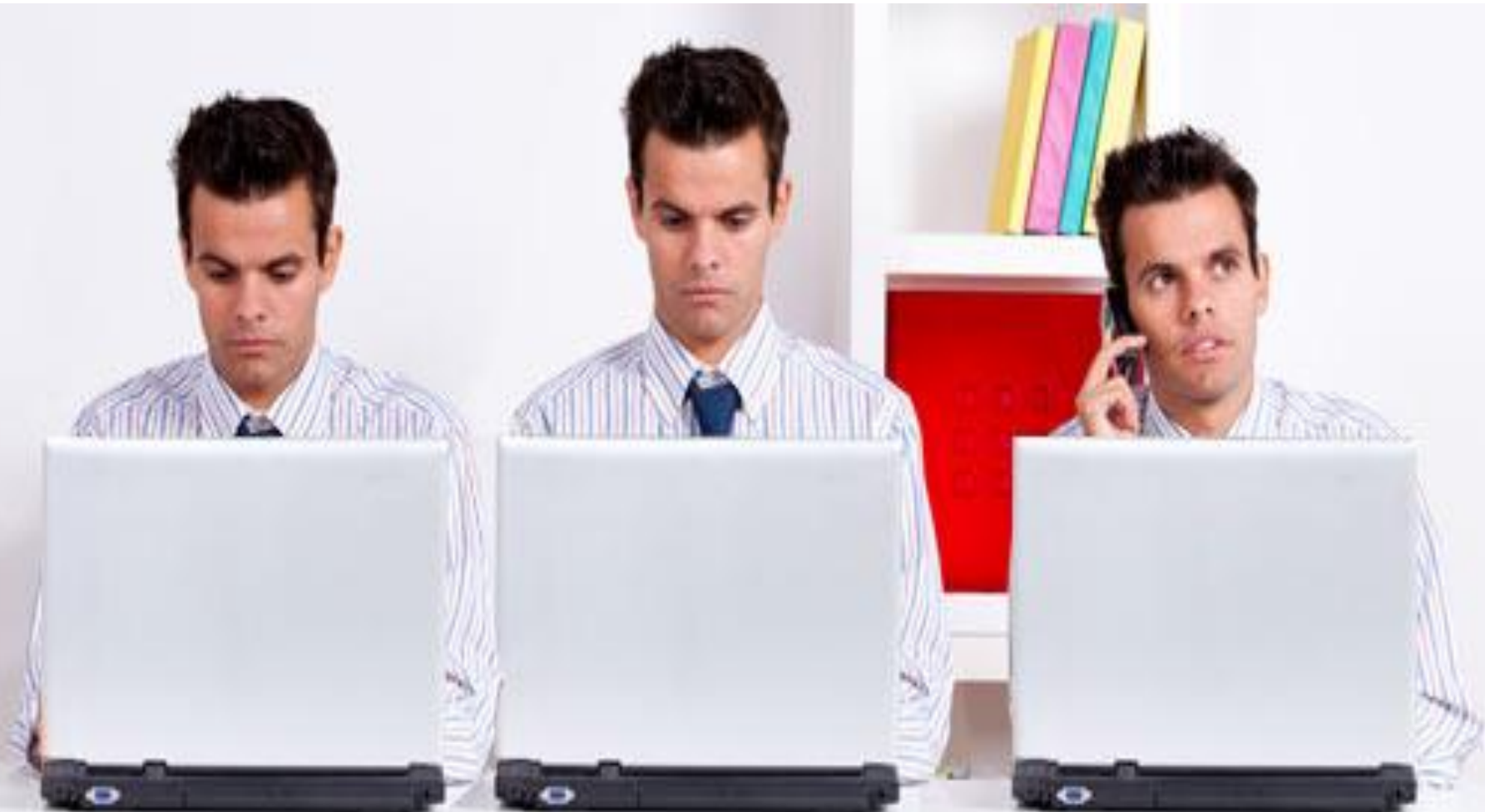
The image features a large, light blue silhouette of a bird in flight, centered against a solid, darker blue background. The bird is facing right, with its wings spread. The word "tweet" is written in a bold, black, lowercase sans-serif font across the middle of the bird's body.

tweet

**A message sent from
Twitter, a
microblogging service
that enables users to
send and read text-
based messages usually
140 characters.**



UNIQUE USER



A unique device (e.g., a computer or mobile phone) making requests for site content in the period being measured.





UNIQUE VISITORS

The number of unduplicated (counted only once) visitors to a website over the course of a specified time period.



URL



Uniform **R**esource **L**ocator

**An abbreviation for
uniform resource
locator; also know
as a web address.**



A person wearing a blue suit jacket and a blue shirt is holding a tablet computer. The background is a blurred cityscape at dusk or dawn. A blue hexagonal grid pattern is overlaid on the image, centered on the tablet. In the top right corner, the word "VISIT" is written in large, bold, black capital letters on a white rectangular background.

VISIT

**The total number of times that a user
(a device) has engaged in a single burst
of activity with less than 30 minutes
between requests for content**



**A new visit occurs
when the gap
between requests
for content is at
least 30 minutes.**





Social Media **MASTERY**



DAY 4

WE TALKED ABOUT
YOUTUBE AND INSTAGRAM



**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

An aerial photograph of a densely packed residential neighborhood. The houses are mostly two-story structures with dark brown tiled roofs. The walls are painted in various colors, including white, yellow, light blue, and light green. There are many trees and lush greenery interspersed among the buildings. The lighting suggests it's daytime, with shadows cast across the roofs and yards.

Did you know that the best time to post on Instagram varies based on your industry?

It's true



*analyzed 258,956 posts from
11 different industries*

We found that there really is a best time to post, even though Instagram feeds are no longer chronological.





**Here are the
best times to
post for each
industry
analyzed:**



TRAVEL AND TOURISM:

FRIDAY, 9 AM TO 1 PM



MEDIA AND ENTERTAINMENT:

**TUESDAY AND THURSDAY,
12 TO 3 PM**



FOOD AND BEVERAGE:

FRIDAY, 12 PM




RETAIL:

**TUESDAY, THURSDAY, AND FRIDAY
12 PM**



PROFESSIONAL SERVICES:

**TUESDAY, WEDNESDAY, AND FRIDAY
9 OR 10 AM**





NON-PROFIT:

TUESDAY

10 AM OR 4 PM



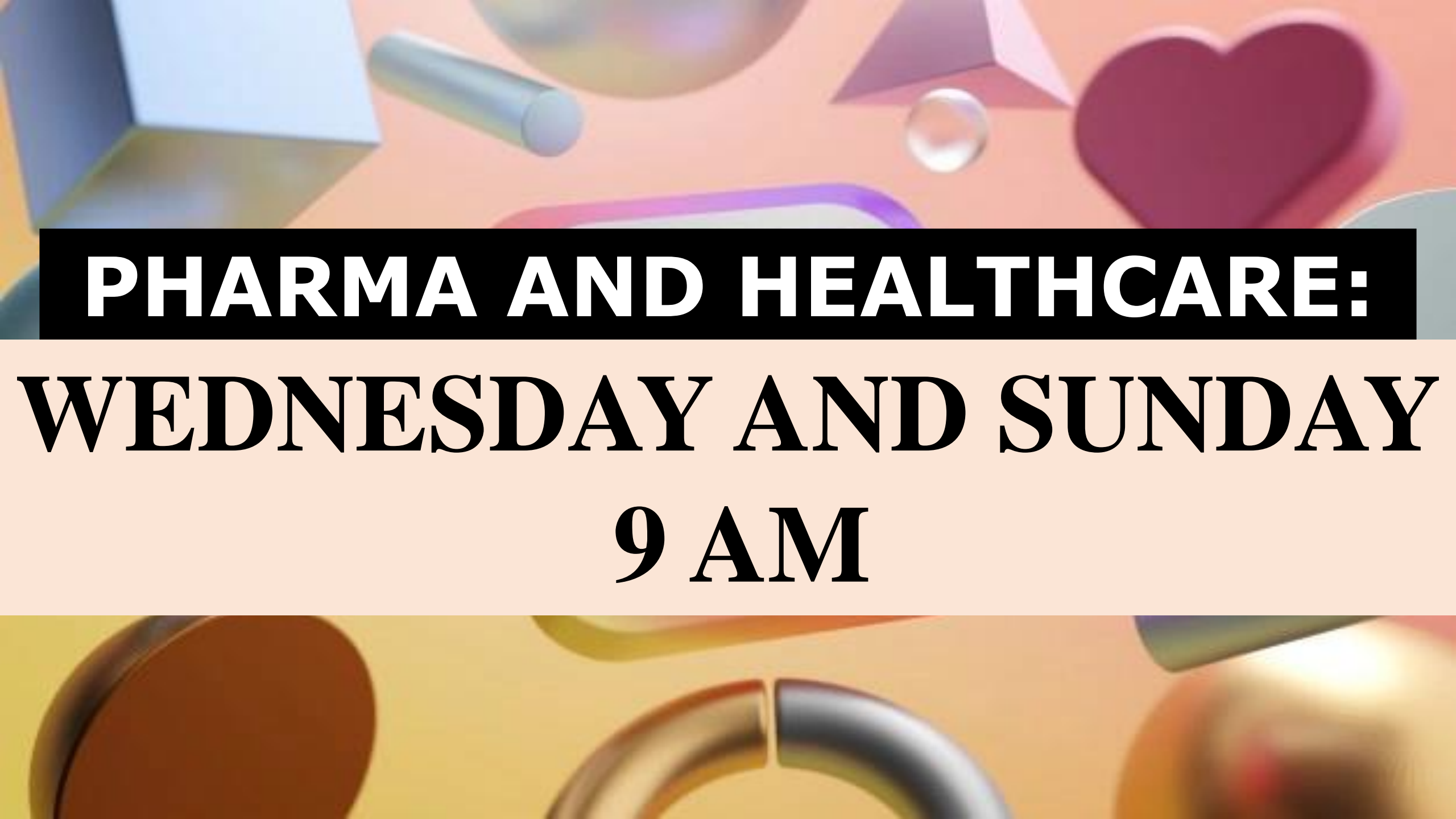


NON-RETAIL E-COMMERCE:

THURSDAY

4 OR 9 PM





PHARMA AND HEALTHCARE:

WEDNESDAY AND SUNDAY

9 AM



PERSONAL CARE:

THURSDAY AND FRIDAY

1, 2, OR 3 PM



TECHNOLOGY:

**MONDAY AND TUESDAY,
2 PM**

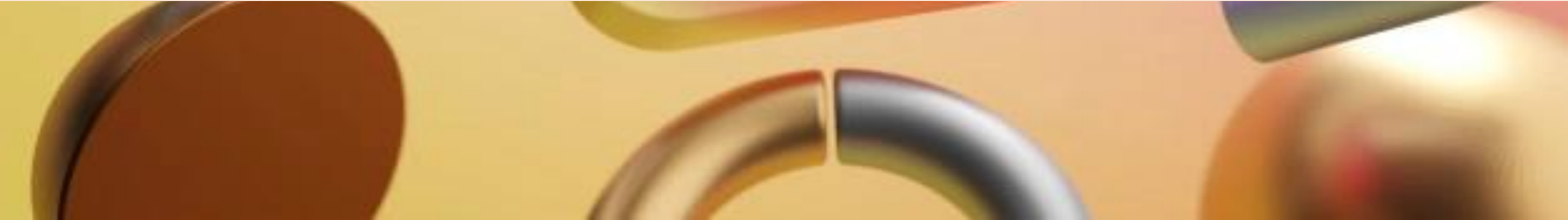


A collection of 3D rendered geometric shapes in various colors (blue, purple, pink, orange) including cubes, cylinders, spheres, and a heart, scattered across the top half of the image.


EDUCATION:

THURSDAY

4 or 5PM

A collection of 3D rendered geometric shapes in various colors (brown, orange, yellow, grey) including spheres, cylinders, and rings, scattered across the bottom half of the image.

**F
I
F
T
E
E
N**

The background features a light purple gradient with several red social media-style 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.

**15. TRY AN INFLUENCER
PARTNERSHIP**



Working with an influencer can help to build your credibility while exposing your brand to a new audience.

A person is seen from behind, holding a large American flag that is waving in the wind. The person is standing on a hillside, and the background features a sunset over a range of mountains. The sky is a mix of soft orange, yellow, and light blue.

**A survey
by CivicScience found
that 19% of American
consumers have made
a purchase because of
an influencer or
blogger
recommendation.**



One easy way to get started with influencer marketing on Instagram is to host an Instagram takeover.



This means that you invite an influencer to take over your Instagram account for a set period of time, like a weekend, or for a special event.

**You can
preserve the
Instagram
takeover as
a Stories
highlight**





**You can say, this
particular
influencer is
going to talk to
you at time:
3:30PM etc.**



Make sure you
will follow these
15 things before
your **INSTAGRAM**
MARKETING



Pinterest



As one of the most popular social media sites in the world, **PINTEREST** currently has 322 million monthly active users



Pinterest



Even though this number may pale in comparison with that of social media giant Facebook



**Pinterest is
charting
quite an
impressive
user growth
path.**



The 300 million monthly active users mark was crossed recently in the second quarter of 2019.



**One of the main
Pinterest statistics
to take into
consideration the
platform's gender
demographics.**



Pinterest stats show the platform as a predominantly female platform, with more than twice as many female Pinterest users than male users.



***More specifically, seven out of every ten
Pinterest users are female***



***This will please new
ecommerce owners***

Pinterest

**and is proof of the need for a
Pinterest marketing strategy.**



So when marketing on Pinterest, you'll want to craft your strategy such that you're targeting buyers who are in the early stages of their purchase process.



**Getting your
product and
brand on their
feeds will be key
here.**



THERE ARE OVER 200 BILLION PINS SAVED ON PINTEREST





**With a total of
300 million
Pinterest users,
that's an average
of 667 pins per
pinner.**

More than two billion text-based and guided searches are carried out on Pinterest every month



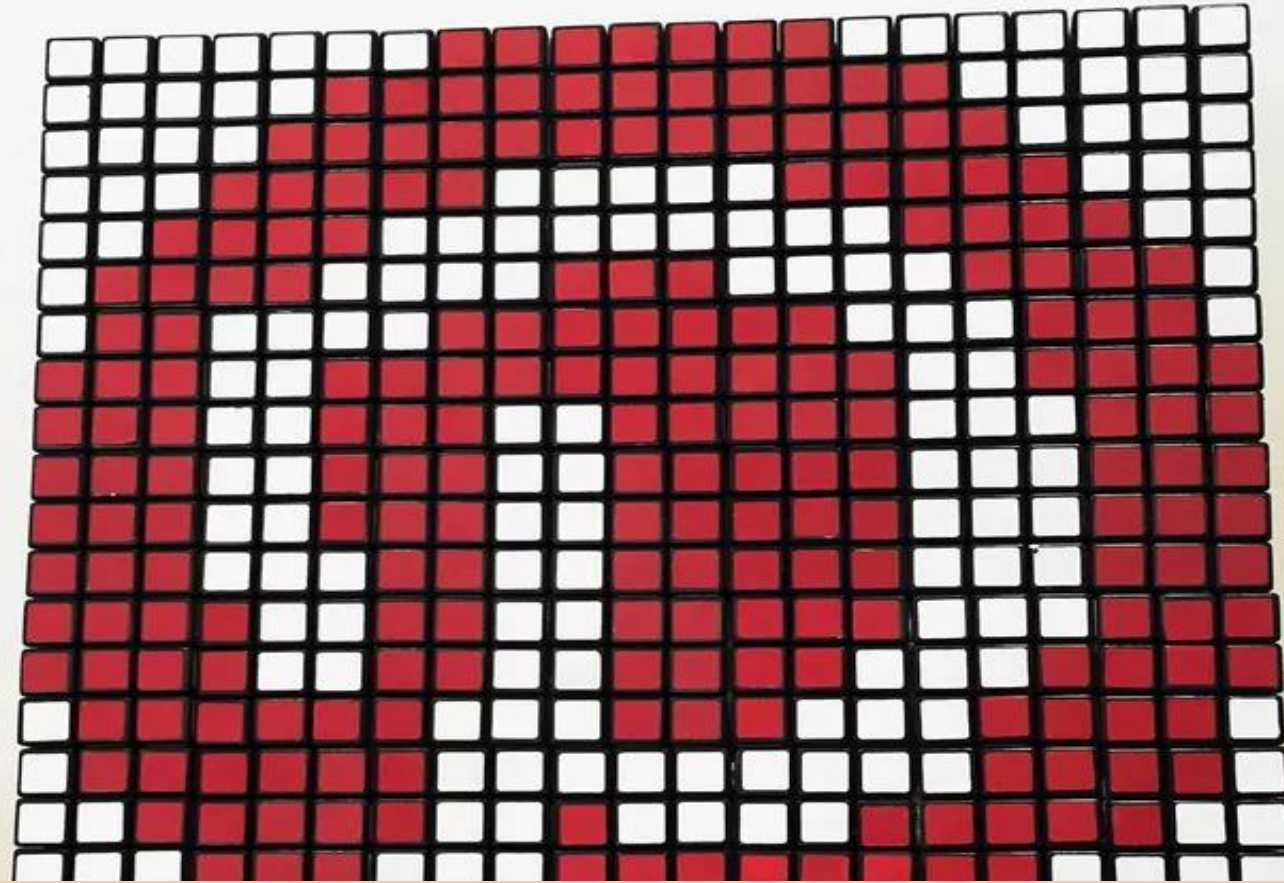
WHAT IS



Pinterest

Pinterest is a social media platform in which users explore, share, and store visual content they find inspiring, helpful, or entertaining.

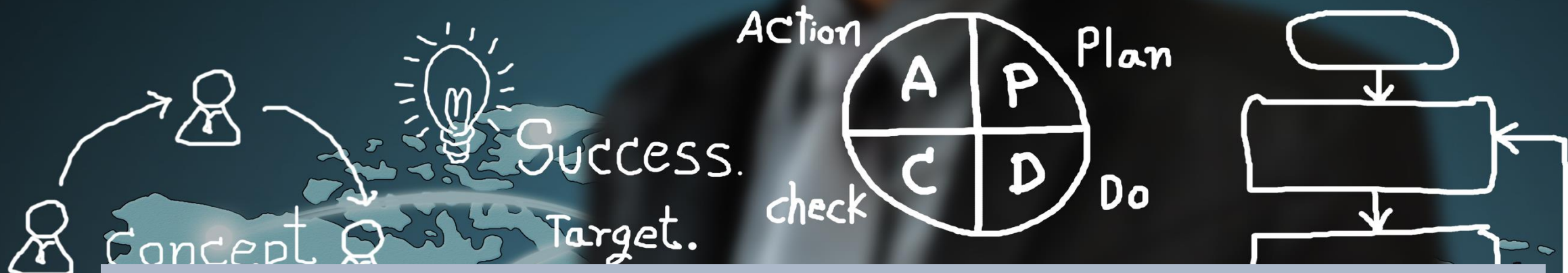




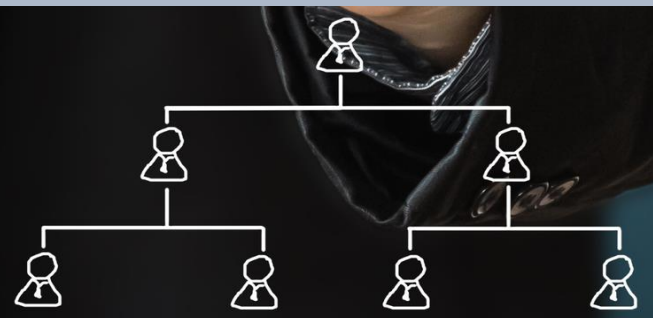
Users add, or Pin, their chosen content to boards with a common theme

So other users can discover new content related to their interests.





If you haven't yet opened a Pinterest account, learn more about that process



Procedures performed				
Month	January	February	March	April
Project 1	←→			
Project 2		←→		
Project 3			←→	←→



Once you sign up, you can begin sharing content and, therefore, social media marketing on the platform.





**It's important to note there are
personal and business accounts on
Pinterest.**



Choosing a business account will allow you to gain access to Pinterest Analytics and other features including a visual search tool, a native video player, and the ability to run Pinterest ads .



HOW TO USE

Search here



Pinterest for Marketing



so love the tones of this

flickr.com



i love wheat fields!

flickr.com



gorgeous light

flickr.com



precious!

flickr.com



to have this road near my home...would be...sweet. beautiful.

flickr.com



love!

flickr.com



1. DISTRIBUTE YOUR CONTENT.



perfect timing...

flickr.com



lovely color

flickr.com

wonderful idea!

flickr.com



alyssa at sunset

flickr.com



flickr.com



precious!

flickr.com

wow!

flickr.com



delicious light

flickr.com



lovely light



85% of Pinners search for and prefer visual content.

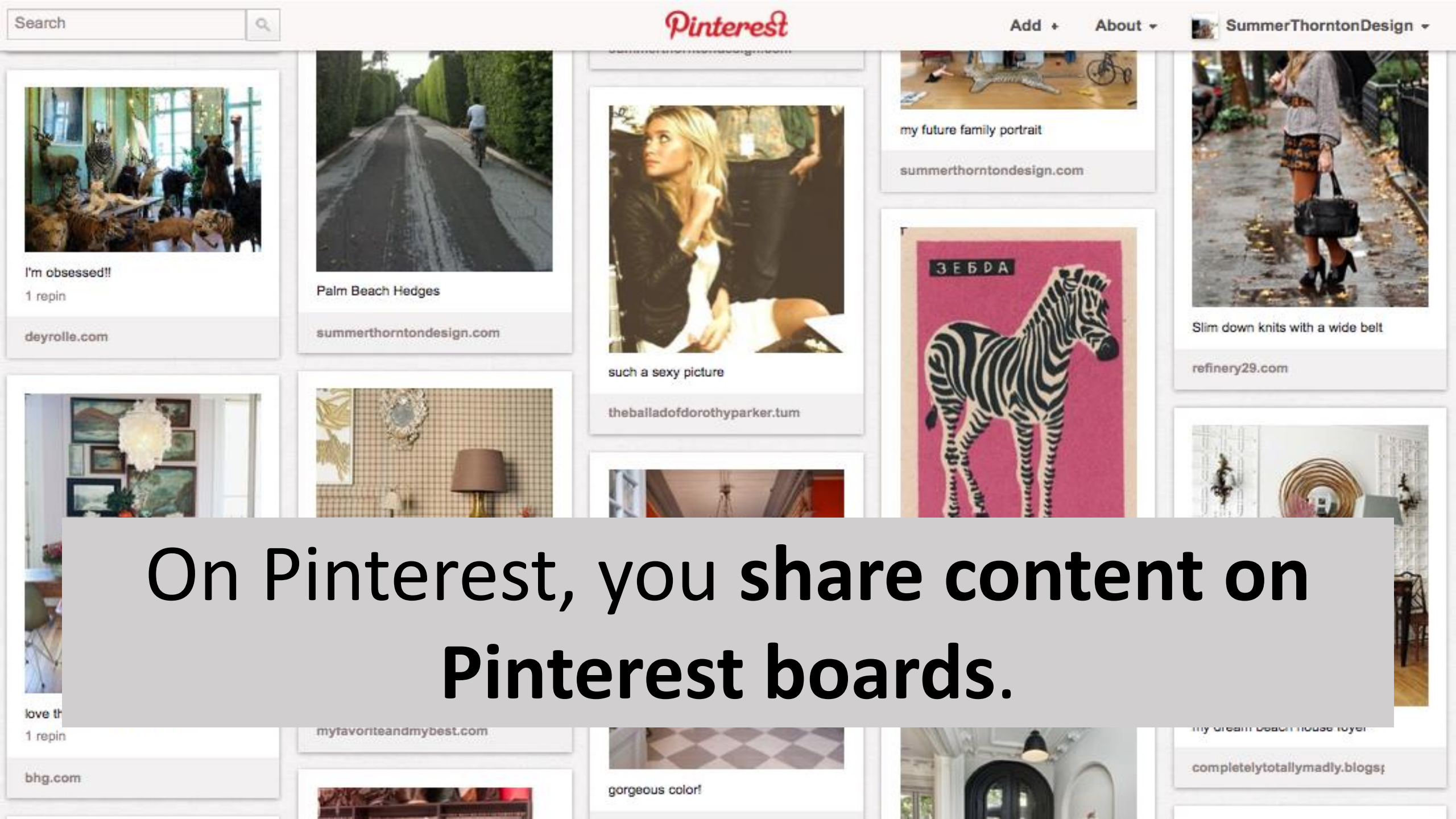


This makes Pinterest a uniquely strong place to distribute all types of content, including written blog content



Unlike Instagram, users can
click-through live links.





Search



Pinterest

Add +

About

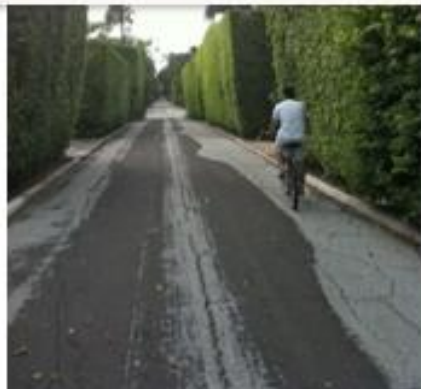
SummerThorntonDesign



I'm obsessed!!

1 repin

deyrolle.com



Palm Beach Hedges

summerthorntondesign.com



such a sexy picture

theballadofdorothyparker.tum



my future family portrait

summerthorntondesign.com



3EBDA



Slim down knits with a wide belt

refinery29.com



love th

1 repin

bhg.com



myfavoriteandmybest.com



gorgeous color!



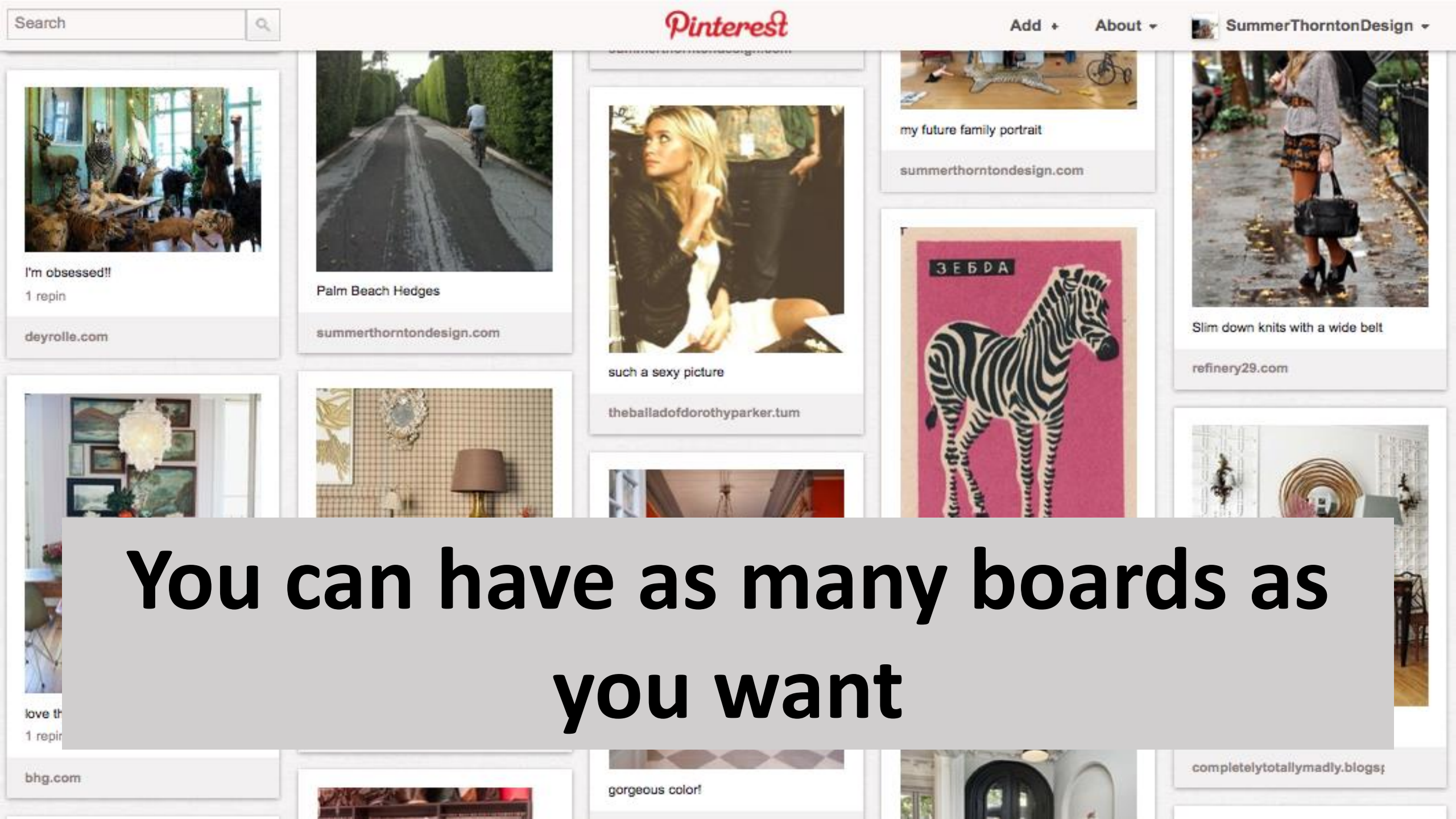
my dream beach house foyer

completelytotallymadly.blogspot

On Pinterest, you share content on Pinterest boards.

**Boards save all of your Pins and
distribute your content for your
followers to explore.**





I'm obsessed!!
1 repin
deyrolle.com



Palm Beach Hedges
summerthorntondesign.com



such a sexy picture
theballadofdorothyparker.tum



my future family portrait
summerthorntondesign.com



Slim down knits with a wide belt
refinery29.com



love th
1 repin
bhg.com



completelytotallymadly.blogs;

You can have as many boards as you want



gorgeous color!



They can be organized into themes, ideas, plans, or inspiration to make it easy for your audience to find the content they're looking for.





You can also invite people to join your boards — which would make your board a “group board”



A top-down view of a wooden desk with a computer monitor, keyboard, mouse, coffee cup, and various office supplies. The desk is cluttered with items including a white keyboard, a white mouse, a white coffee cup on a wooden coaster, a brown paper bag, a blue folder, and a small potted plant. The scene is lit with warm, natural light, creating soft shadows.

**THIS IS A GREAT WAY TO INCREASE
ENGAGEMENT AND INTERACTION
ON YOUR PROFILE.**



so love the tones of this

flickr.com



i love wheat fields!



gorgeous light

flickr.com



precious!

flickr.com



to have this road near my home...would be...sweet. beautiful.

flickr.com



love!

flickr.com



2. BUILD A COMMUNITY



perfect timing...

flickr.com



lovely color

flickr.com

flickr.com



alyssa at sunset

flickr.com



flickr.com



precious!

flickr.com

flickr.com




delicious light

flickr.com




lovely light





Online communities bring together like-minded people and serve as helpful hubs for businesses.



With a Pinterest community, you can count on your followers and fans to interact with your boards, consume your content, and make their way to your website



**DRIVING TRAFFIC
IN THE PROCESS**



There are over **335 million** people who use Pinterest every month.

***You can interact with
and engage users***



***You can build a loyal community
of Pinterest users who may
become customers, too.***



How to Build Your Pinterest Following



Pinterest

Although you can search for and add specific friends via their name, Facebook account, and other identifiers



**This is time-consuming and would
make it nearly impossible to
substantially grow your following.**



Instead, consider the following methods to build out your base of fans and followers on Pinterest.



**Promote your
Pinterest
account via
your other
social
networks.**



**Follow
accounts you
believe
would want
to follow you
back.**



**Watch what your competitors are doing
to increase their base of followers and
learn from their techniques.**





**Use keywords and hashtags in
your posts**



**Ask influencers
to re-post some
of your content
to gain the
attention of their
followers.**

Pay for a Pinterest ads account to run ads on the platform.





gorgeous light
flickr.com



precious!
flickr.com



to have this road near my home...would be...sweet, beautiful
flickr.com



love!
flickr.com



3. Drive website traffic and boost online sales.

perfect timing...
flickr.com



lovely color
flickr.com



alyssa at sunset
flickr.com

flickr.com



precious!
flickr.com



delicious light
flickr.com



lovely light



Pinterest, unlike Instagram, allows you to link your visual content to another website - namely, your website.



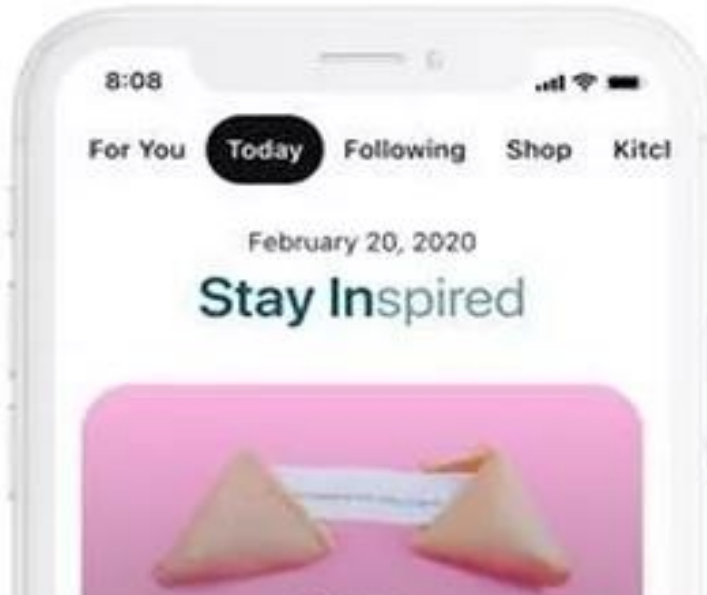
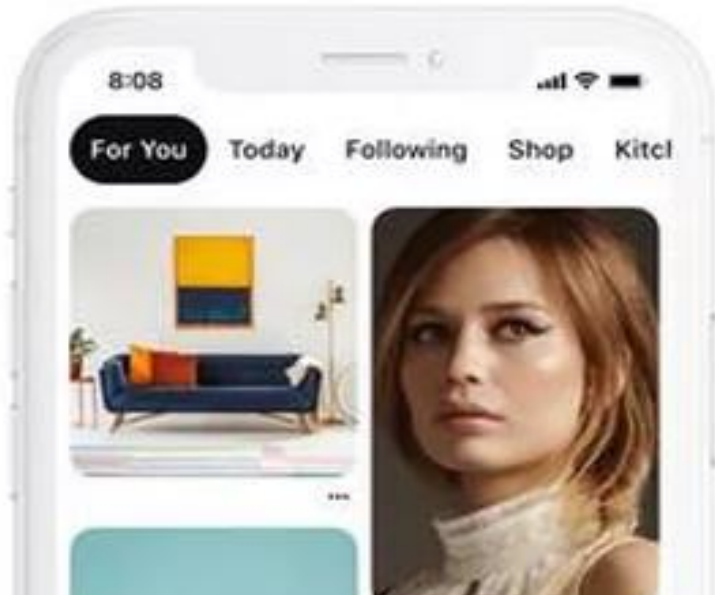
This feature allows you to share both written and visual content and direct users back to your website in the process.



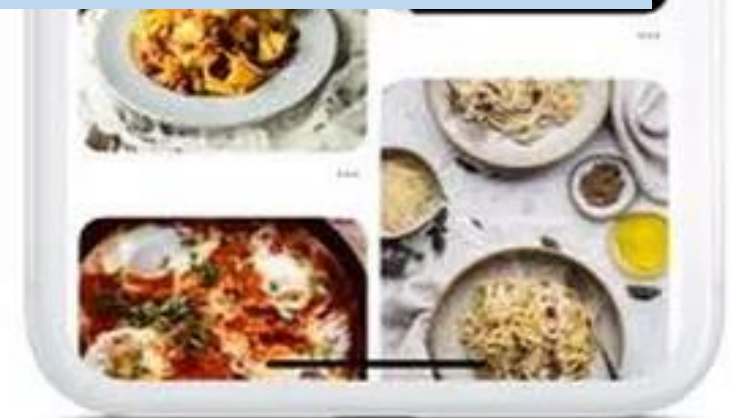
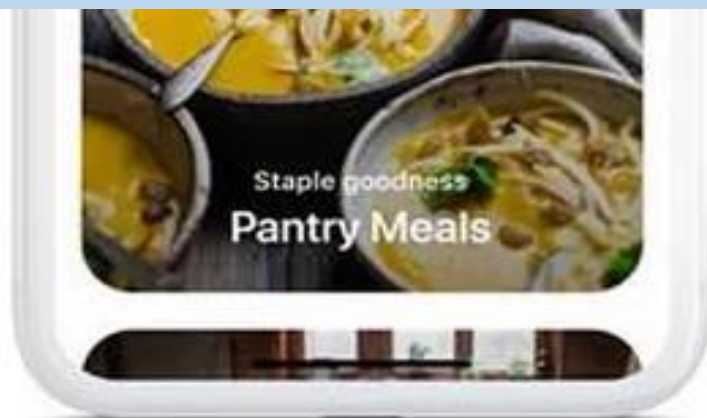
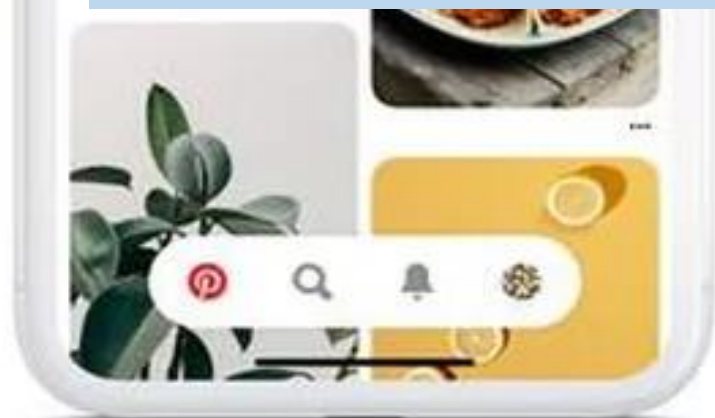


This is a powerful addition to your marketing as it can boost online sales, too.





Many brands use Pinterest to showcase product images while sharing content.



Recent activity

- Lindy Bateman repinned your pin.
- Tara Sabbert repinned your pin.



wear this to be a better cook.

Repinned by Liz Stanley onto To Make



brownieeeeees

Pinned by Lindsey T onto Belly Delights



chocolate mousse cake
1 repin

Pinned by Lindsey T onto Belly Delights



Turquoise bike
1 repin

Pinned by Lia onto Colors



Peanut Butter Hearts - One charming Party
1 repin

Repinned by Lindsey T onto Belly Delights



love it.
1 repin

Repinned by Lindsey T onto My City PARIS



bonjour.

Repinned by Lindsey T onto Fun

By integrating Pinterest on your website, you'll be able to easily drive traffic from one of your web pages directly to your Pinterest profile



Repinned onto Fast



Simple and pretty



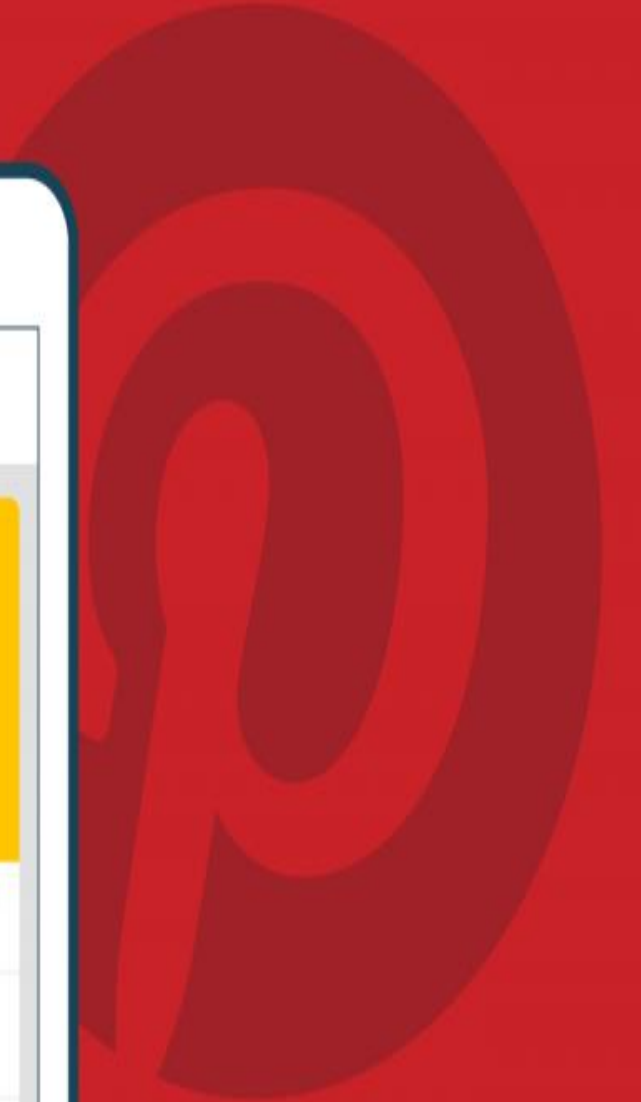
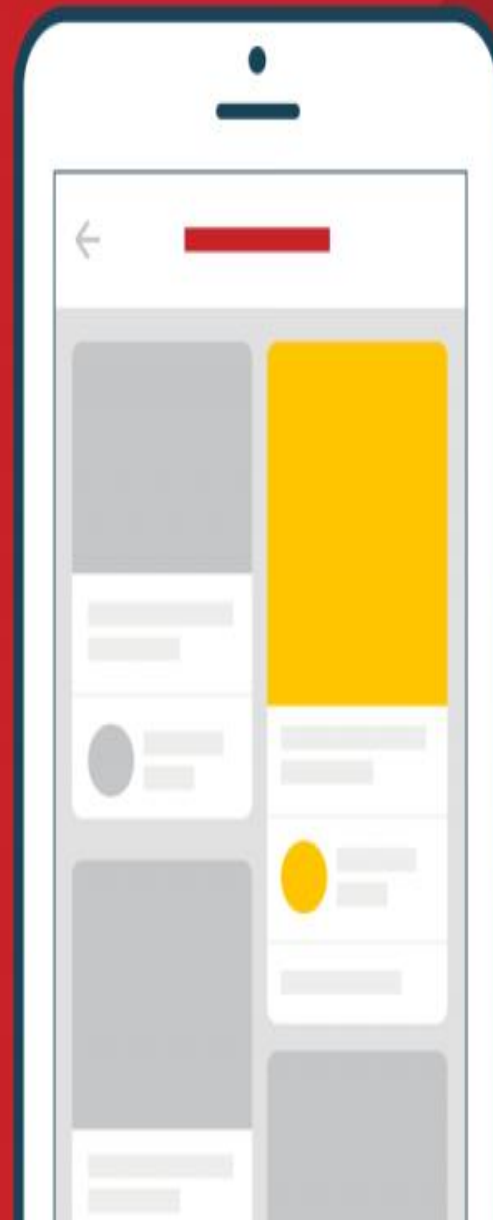
**So your leads and customers can
begin viewing your content in
seconds**



These Pinterest widgets and buttons allow your website visitors to interact with your Pinterest page via your website and give them the ability to view and follow your profile



PINTEREST MARKETING STRATEGIES





Create a business account

Email

Password

Business name

Select a business type ▾

Website Optional

Create account

1.SIGN UP FOR A BUSINESS ACCOUNT.

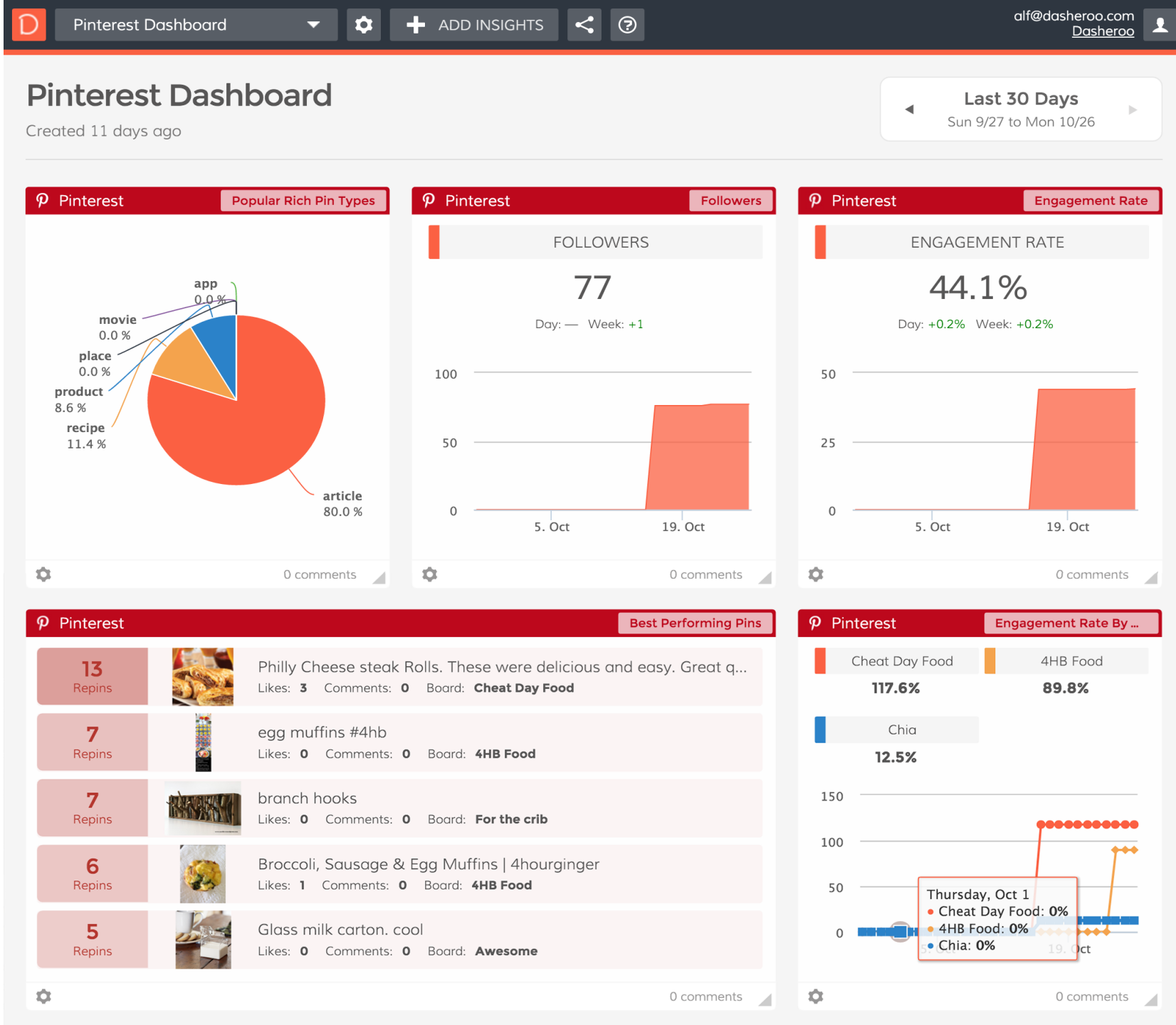
15 seconds to sign up (free!)



To market to your target audience, you should create a **Pinterest business account**

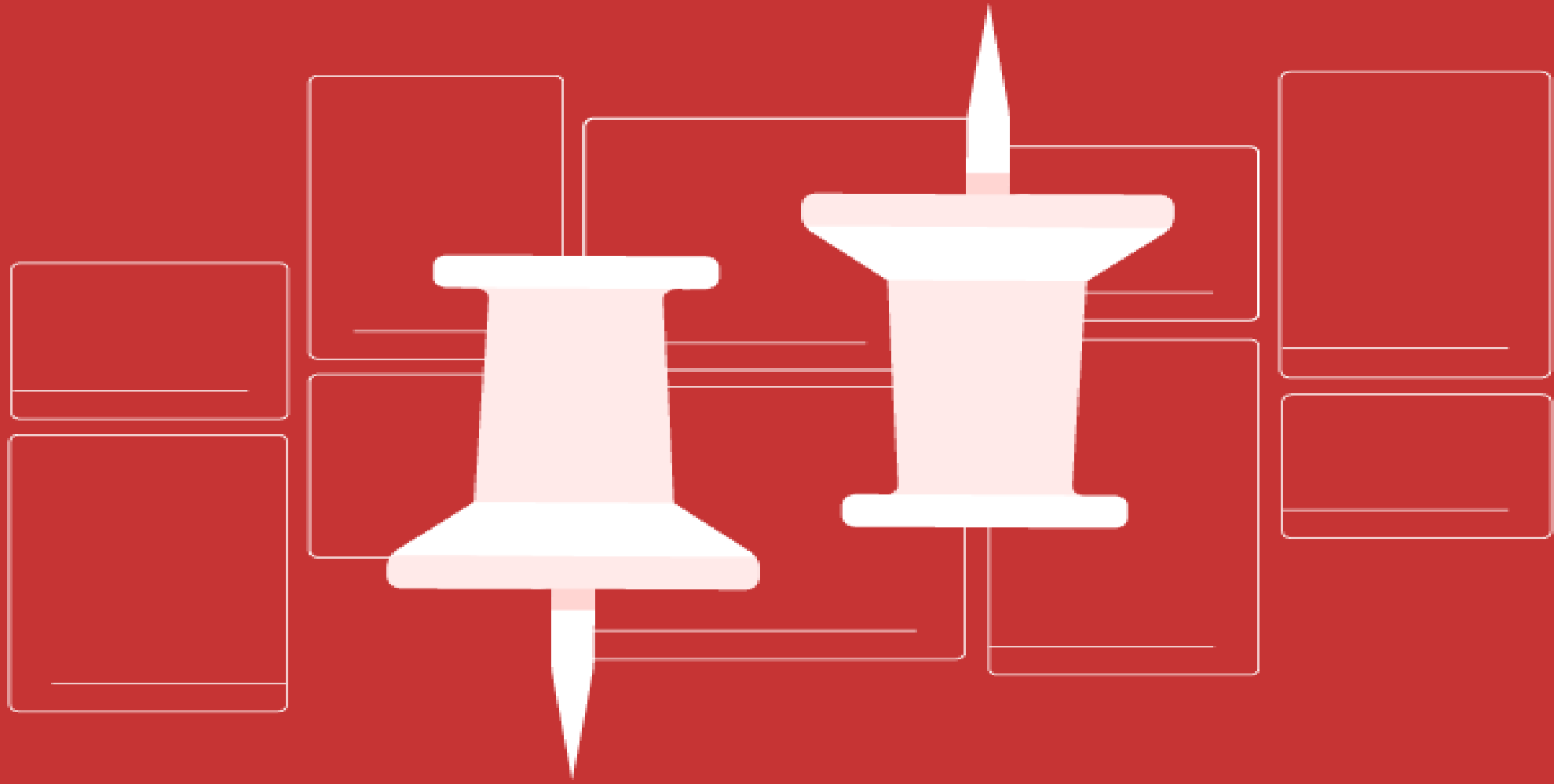


As mentioned,
this free
account
provides you
with access to
Pinterest
Analytics



Also provide you with
other handy marketing features





Such as a profile that clearly states you're a business, **Pinterest widgets**, and **Pinterest tag**.

If you already have a Pinterest account and want to convert it into a Pinterest business account, you can also do that without losing any of your content or work.



The background of the image is a dense, overlapping pattern of red squares, each containing a white Pinterest logo. The squares are slightly offset from each other, creating a sense of depth and movement. The overall color palette is a rich, dark red with white accents.

2. CHOOSE THE RIGHT CATEGORIES FOR YOUR CONTENT

By choosing the right category for your content to be shared in your Pins and boards will become more searchable for users



Users can search for specific categories on Pinterest or simply go to the “Categories” section of any profile on the platform



Categories



Some of the most popular Pinterest categories include travel, health and wellness, and beauty.



The background of the image is a dense, overlapping pattern of red squares, each containing a white Pinterest logo. The squares are slightly offset from each other, creating a sense of depth and movement. The overall color palette is a rich, dark red with white accents.

3. USE UNIQUE IMAGES AND VIDEOS



Change in shape can change its overall density.

Similar to other social networks, Pinterest contains an excessive amount of images and videos.

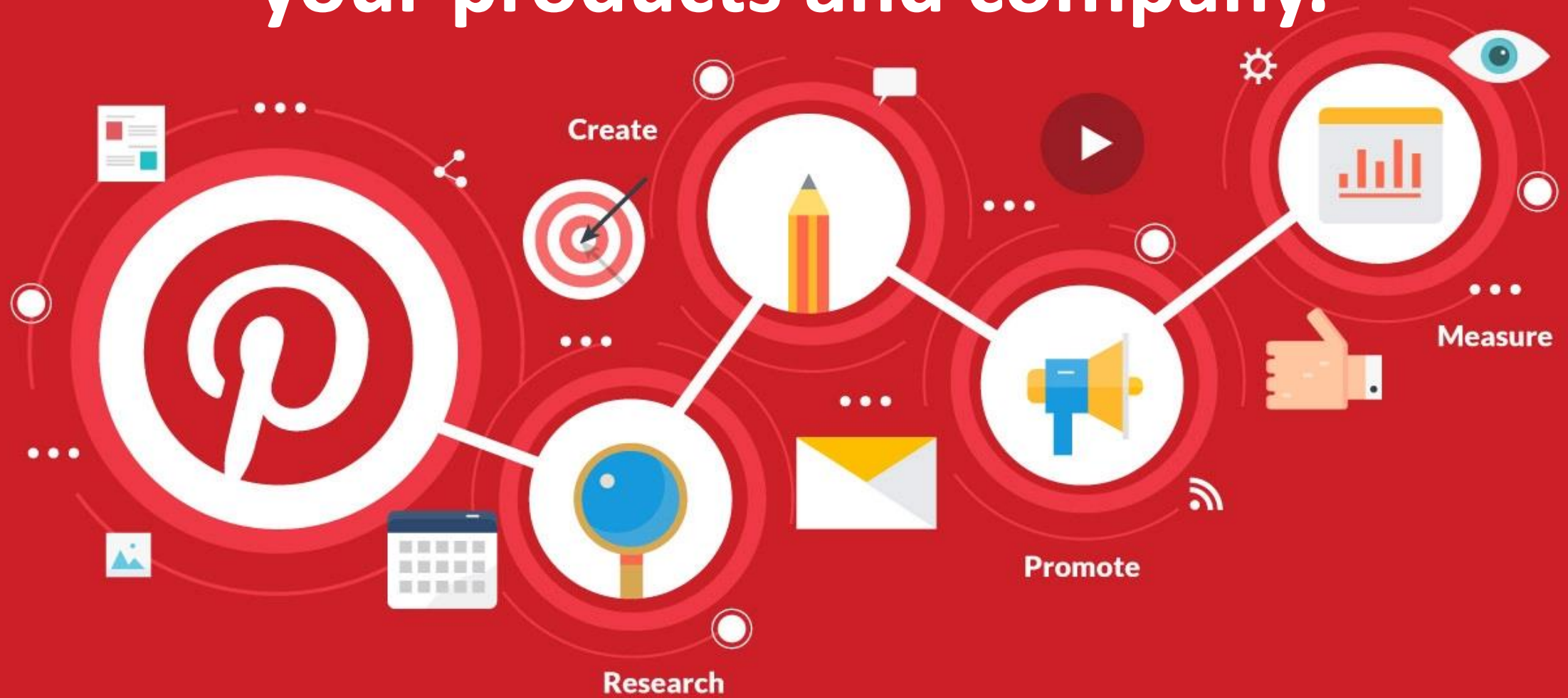
**Here are some ways to ensure you're
sharing great and unique visual
content on Pinterest:**



Use branded images without faces — these receive 23% more Pins on the platform than those with faces.



Create and share branded videos to promote your products and company.



75% of Pinterest users say they're likely to watch branded videos about topics that interest them.

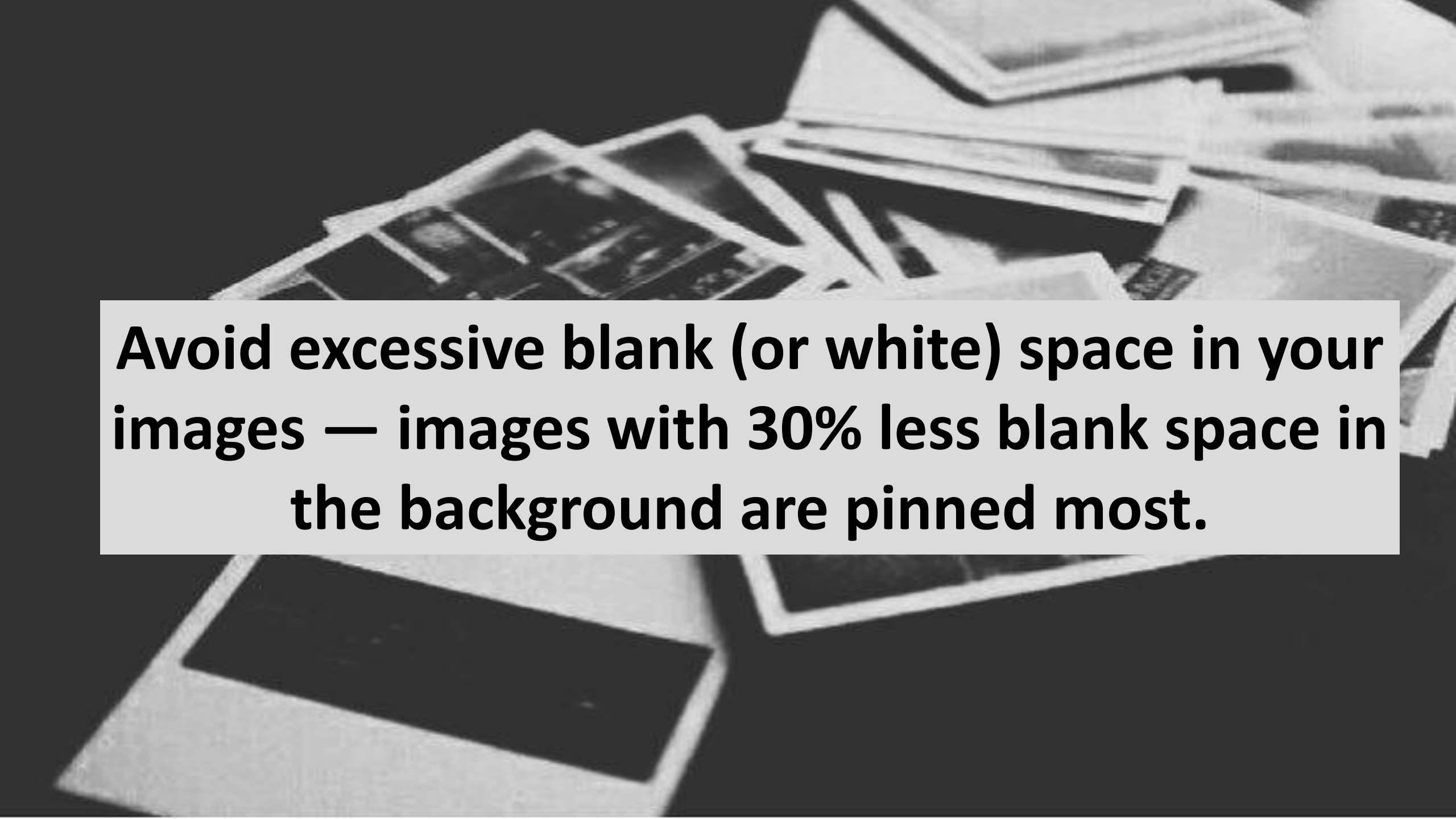


**Pay to
use Pinterest's
Promoted
Video feature if
you have the
budget.**



Share images and videos that show your products in action so viewers can more easily envision themselves



A stack of old, black and white photographs scattered on a dark surface. The photos are of various sizes and orientations, some showing faces and others showing abstract patterns. The lighting is dramatic, with strong highlights and deep shadows.

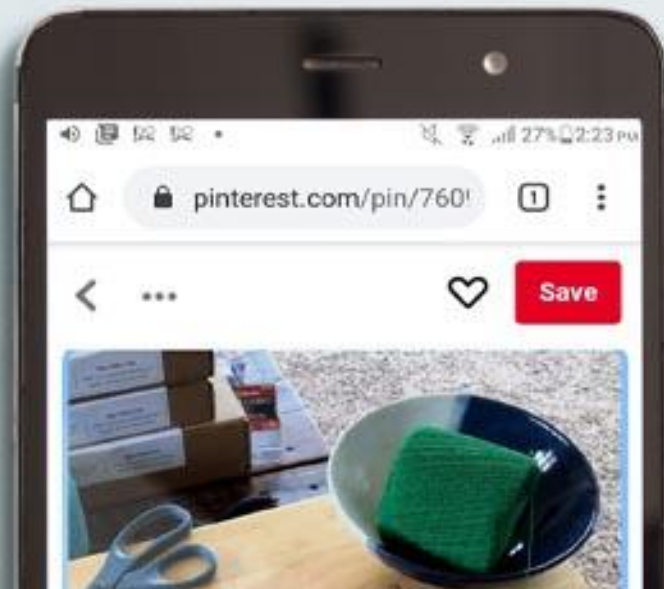
Avoid excessive blank (or white) space in your images — images with 30% less blank space in the background are pinned most.

**Create videos
between 30-90
seconds
long because
they're proven to
have the highest
performance.**

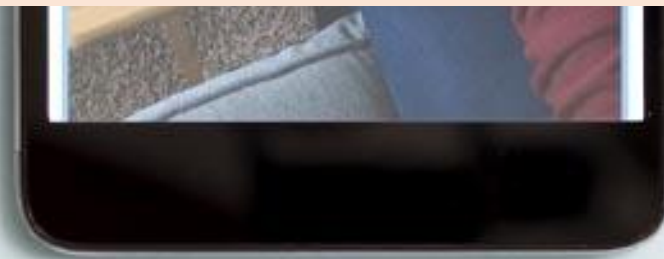


The background of the image is a dense, repeating pattern of red squares, each containing a white '@' symbol. The squares are slightly offset from each other, creating a sense of depth and movement. A black horizontal bar is positioned across the middle of the image, containing the text '4. LEVERAGE KEYWORDS' in white, bold, uppercase letters.

4. LEVERAGE KEYWORDS



By using keywords throughout your profile, posts, Pins, and boards, you'll be more likely to organically appear in users' feeds and searches




Keywords and phrases on Pinterest are related to specific niches being searched by users.



For example, if you sell trolly, you might use keywords and phrases like “**vacation**” or “**going on a trip**” throughout your profile and Pins.



A stack of old, black and white photographs is shown in the background. The photos are slightly out of focus, creating a sense of depth. They appear to be vintage prints, some with white borders. The lighting is soft, highlighting the textures of the paper and the edges of the photos.

This way, when a user searches one of those terms, your profile and images of your suitcases will appear on their feeds.



**Here are some locations in which you
can insert keywords on Pinterest**

BIO AND PROFILE



PIN DESCRIPTIONS



Amber Interiors talks through the ins-and-outs of creating a lush and ...

42



Morgan Keys
spaces · nesting



Make all the other campers jealous. #food52

42

52 Food52
Summer Recipes



Bondic

The Grommet

Bondic is a liquid plastic welder that can be used to bond, fill in, or even ...

324 65

Promoted by
The Grommet



THE GROMMET



Bondic

Liquid Plastic Welder

SPEED OF LIGHT

We usually don't notice how many household items are tough to fix . . . until one breaks. A broken part, even if it's small, can render an entire device unusable. That makes too much of what we own, essentially, disposable. But now you can repair that clip or bracket—and almost anything else—with Bondic, a liquid plastic welder. Bondic isn't a glue; it's much better. First, Bondic dries by using the attached UV light, which... [Read More](#)





A Crafted Passion
348 Pins

Unfollow



FAUX MARBLE
COUNTERTOPS
for around \$100



Printables & Typography
259 Pins



DIY Sewing Ideas
224 Pins



DIY Silhouette Crafts
90 Pins



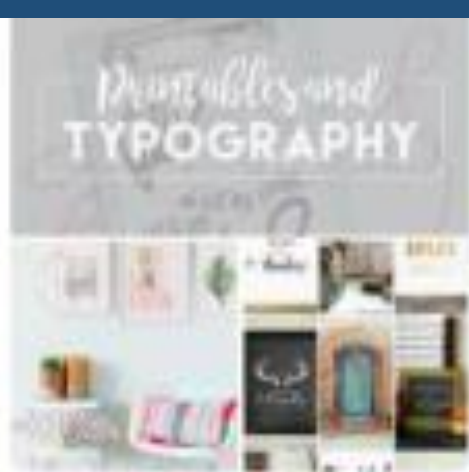
DIY Gift Ideas
184 Pins

Unfollow

BOARD TITLES



DIY Pallet Projects
80 Pins



How to make
EASY CURTAINS



DIY Gift Wrapping Ins...
255 Pins



Unfollow board

Everything Marketing

2.4k Pins
3.9k Followers

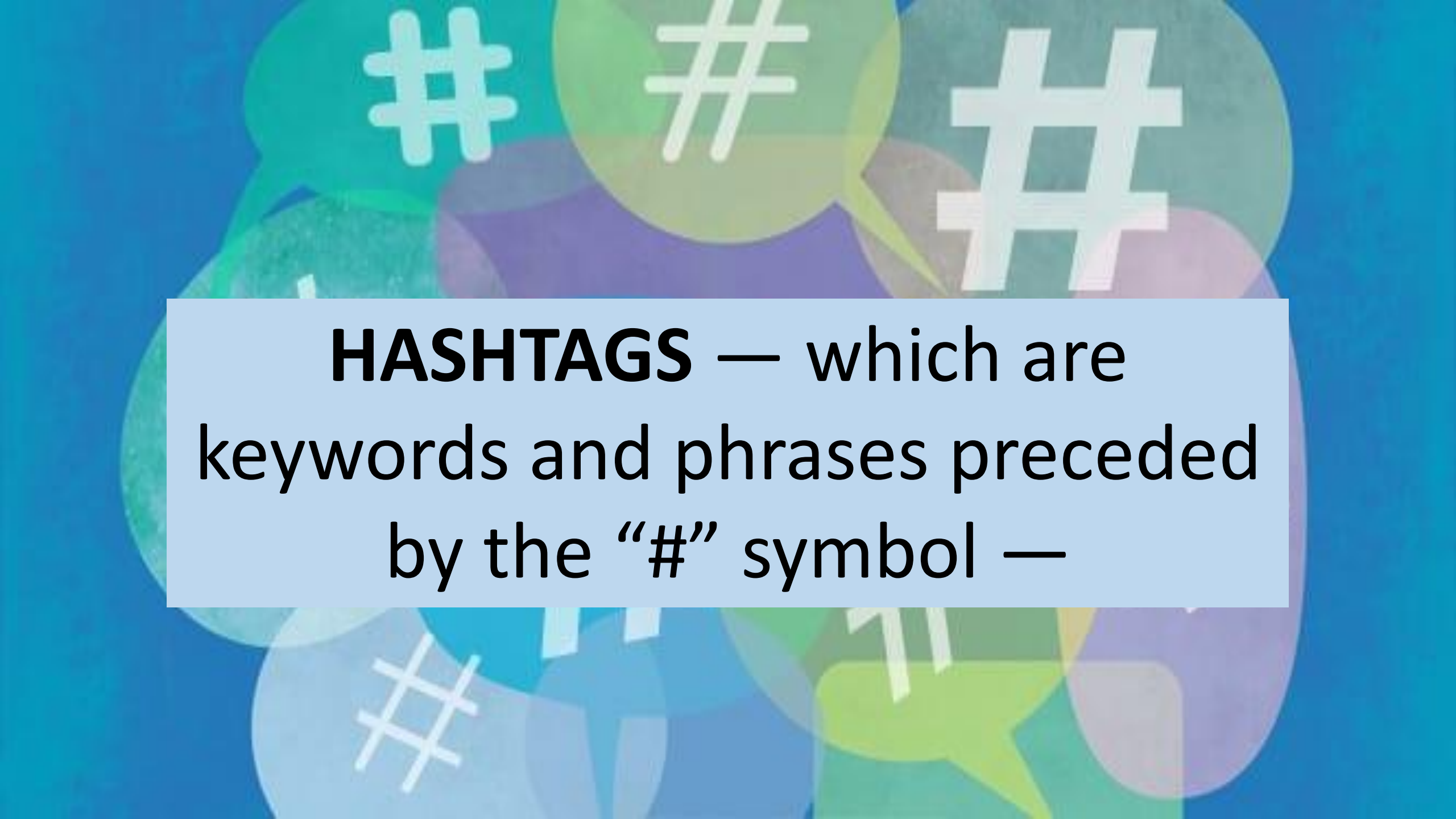
This is a place to pin everything marketing! Please keep pins relevant and visually appealing. If you would like to become a contributor feel free to contact us on Twitter (@seocom), Facebook (Facebook.com/seocom) or leave us a comment on Pinterest (Pinterest.com/seocom).




BOARD DESCRIPTIONS



**5. ADD HASHTAGS TO
YOUR CONTENT.**

The background features a vibrant blue gradient with several overlapping speech bubbles in shades of green, purple, and teal. Each bubble contains a white hashtag symbol (#).

HASHTAGS — which are keywords and phrases preceded by the “#” symbol —

The background features a vibrant blue gradient with several overlapping speech bubbles in shades of green, purple, and teal. Each bubble contains a white hashtag symbol (#).

**It is another great way for you
to organically market to and
reach your target audience.**

The background features a vibrant blue gradient with several overlapping speech bubbles in shades of teal, green, purple, and pink. Each bubble contains a white hashtag symbol (#).

Hashtags on Pinterest work the same way they do on most other social media sites and make your content more search-friendly.



**6. SHARE YOUR CONTENT ON
OTHER SOCIAL NETWORKS.**

**To promote your
Pinterest account and
content, you should
share your Pins,
images, and videos in
other areas to improve
your chances of being
seen and followed.**



For example, you can claim your business' Pinterest account on Instagram and YouTube so your followers can easily learn about the other platforms you're on and how they can view more of your content.



**You can also link your
Pinterest profile to
your Facebook and
Google accounts so
you can easily add and
find friends, share
content across
networks**



The background of the image is a dense, repeating pattern of red squares, each containing a white Pinterest logo. The squares are slightly offset from each other, creating a sense of depth and movement. The overall color palette is a rich, dark red with white accents.

7. FOLLOW, ENGAGE, AND INTERACT WITH OTHER ACCOUNTS.

**When you follow and interact with
other Pinterest users and their
accounts**



You're able to initiate and maintain personal relationships between them and your business.



**This type of engagement has the potential
to make your followers feel a level of
loyalty towards your brand**





**Here are four ways you can build
strong and lasting relationships
with your **target audience****



Follow new accounts of users who state or show they have interests related to the work your business

Re-Pin, Like, and comment on the content your followers and fans share.



Respond to the messages your followers write on your content to personalize their experience on your profile and make them feel heard.



Create engaging posts that showcase your expertise in your industry, teach your followers how to do something, or get them involved



The background of the image is a dense, repeating pattern of red squares, each containing a white Pinterest logo. The squares are slightly offset from each other, creating a textured, three-dimensional effect. The text is centered within a black rectangular box that spans across the middle of the image.

8. USE SOCIAL MEDIA BEST PRACTICES.

**When using Pinterest,
be sure to follow the
same social media
practices you would
on other social
networks.**



**Examples of this
include remembering
to interact and engage
with your followers,
regularly post to your
account**



**Avoid blatant
self-promotion
that feels pushy
and forced to
your audience.**



**Encourage your
followers to
feature your
brand in their
content**





**Provide your
audience with an
incentive — such
as a prize —**

**Ask them to
follow and
interact with you
as well as create
posts featuring
your products
and branding.**



Offer your audience discount codes, coupons, as well as details about your latest products and updates to existing products to keep them coming back to your profile.



**Ensure your
content is
helpful and
useful for your
audience
members**

CONTENT

The background of the image is a dense, repeating pattern of red squares, each containing a white Pinterest logo. The squares are slightly offset from each other, creating a textured, three-dimensional effect. In the center of the image, there is a solid black rectangular box containing the text "9. ANALYZE YOUR RESULTS." in a bold, white, sans-serif font.

9. ANALYZE YOUR RESULTS.

**If you're putting
all of this effort
into marketing on
Pinterest**



**It's probably safe to
assume you're
improves your
business' conversions
and brand awareness.**

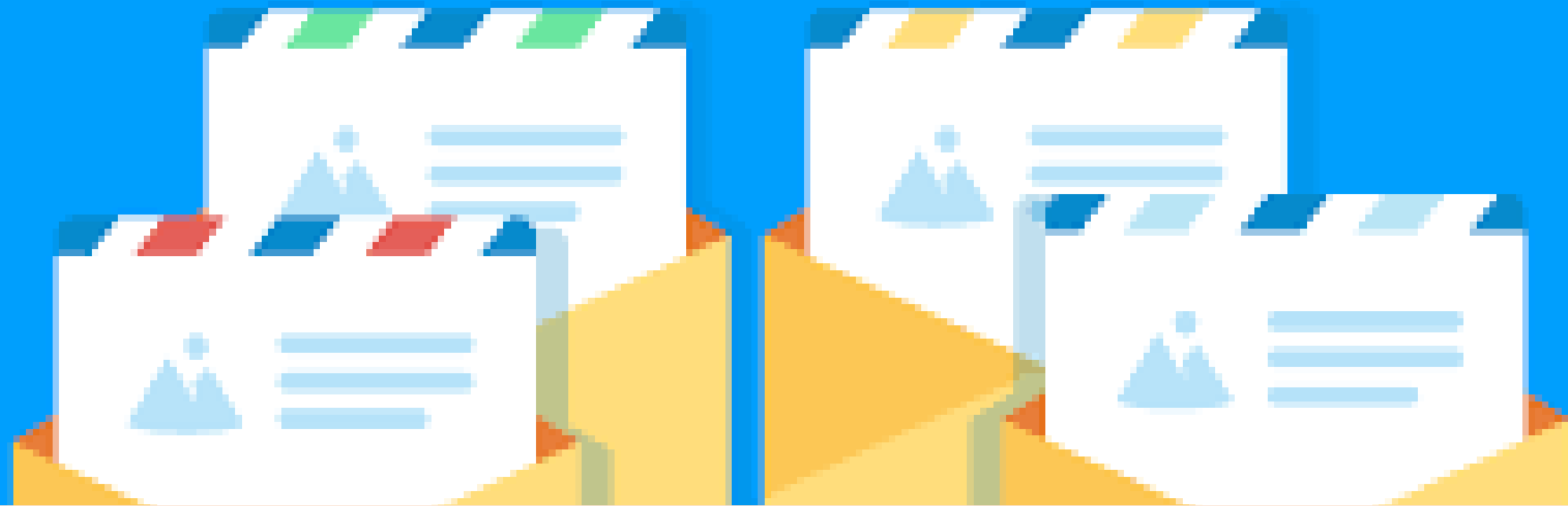




So, you'll need to analyze the results of your Pinterest marketing

**Track your referral
traffic, number of
engagements, leads
generated**





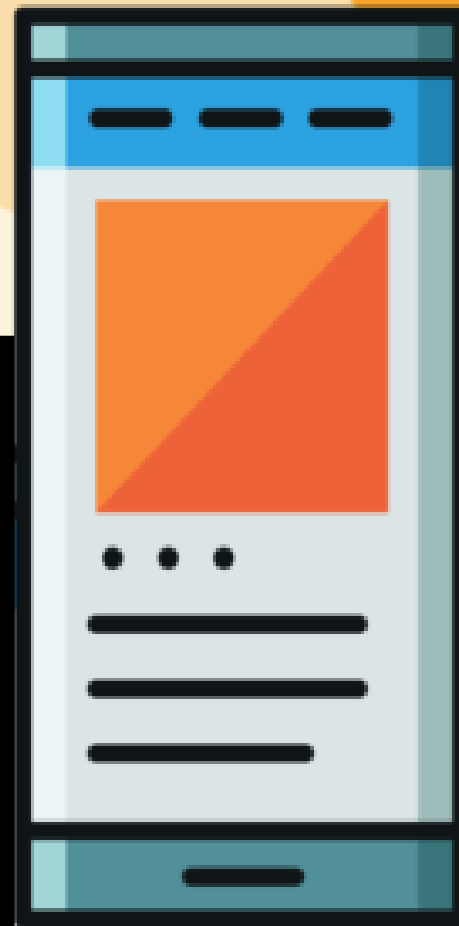
Pinterest Analytics provides you with four major types of information including:



Pinpoint

**Insights about the number of people
who save and re-Pin your content.**

Platform metrics to understand how people interact with your content via both desktop or mobile.





**DATA ABOUT YOUR MOST
POPULAR PINS.**

START

MARKETING

ON PINTEREST



BUILD YOUR AUDIENCE

**You can achieve all
of these things for
your business by
following the
Pinterest marketing
strategies we
discussed**

#follow

So, sign up for a business account and begin creating unique and engaging content to market to your customers and followers on Pinterest.



A person's hand is shown typing on a laptop keyboard. The laptop screen displays a webpage with the word 'REVENUE' visible. To the left of the laptop is a glass of iced coffee. To the right is a smartphone. The background is a blurred office or workspace.

AFFILIATE MASTERY

**REFER TO THE DAY 26-32
(AUGUST 5-12, 2020) DIGITAL
MASTERY NOTES AND
RECORDINGS**



SUBSCRIBE



Youtube Mastery

**REFER TO THE DAY 13-21 (July
15-25, 2020) DIGITAL MASTERY
NOTES AND RECORDINGS**



MASTERY



**REFER TO THE DAY 23-24 (July 26,
27 2020) DIGITAL MASTERY
NOTES AND RECORDINGS**



Q&A

**SESSION THIS
THURSDAY**

Thank
you





أشيقر[®]
DIGIMENTORS