

DIGIT

DIGITAL MARKETING

MARKETING GATE



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PROJECT INFORMATION

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KEY SYMBOLS: Logo, Brochures, Marketing in social media

	<p>Key Concept</p>
	<p>Practical Advice</p>
	<p>Did you know that</p>
	<p>Further Reading</p>



MODULE TOPICS

01. Topic 1. Logos
02. Topic 2. Brochures
03. Topic 3. Marketing in social media



MODULE DESCRIPTION

At the end of this module, you will know the importance of digital also called online marketing to promote brands and connect them with potential customers using the internet and other digital forms.



Logo, Basic Types of Logos. Characteristics of a Good Logo; How to Design a Memorable Logo, Designing a logo for free (or cheap)



Brochure, Reasons why brochures are still important for selling Components of a Brochure, Characteristics of Good Brochures



Marketing in social media, Social Media Marketing Types, Social Media Marketing Platforms, How to create a Facebook and Instagram account for your business.

Overview of the Module

This module will provide participants with knowledge about logos, brochures and the benefits of applying social media marketing to their day-to-day operations.

This module will also provide students with the knowledge and skills to realize a business idea on their own and to deal with existing competition more quickly and efficiently, through the independent creation of logos, brochures and social media profiles.

Through this module, participants will gain practical knowledge about the importance of creating a logo according to the requirements of their target group, creating brochures for more effective communication with them and of course using social media marketing in their daily work.



TOPIC 1 LOGOS

A logo is an image that symbolizes your business. The term logos is used to refer to the use of logic and reasoning in crafting a piece of persuasive writing or rhetoric. Logos is when we use cold arguments such as data, statistics, or common sense to convince people of something, rather than trying to appeal to the audience's emotions. Your logo is the face of your brand, the first piece of your visual identity that people are likely to see when they encounter your business. Logos, or appeal to logic, means to appeal to the audience's sense of reason or logic.



Figure 1. Difeerent Logos, Link: <https://br.pinterest.com/pin/848998967261526191/?mt=login>

A logo is a central part of any business's branding, as it is usually the first point of contact with potential customers. Logos, or appeal, means to appeal to the audience's sense of reason or logic. For this purpose, it is necessary to know the characteristics that logos should possess, the types of logos, which characteristics you should consider when creating your logo, and of course to use the possibilities of free platforms for its design. Furthermore, the creation of a brochure that has the task of informing, convincing and reminding your customers about all your activities related to the product or service you offer, as well as the realization of marketing activities through social media and using all the benefits resulting from their application in your daily operations.



1.1. Basic Types of Logos

There are seven different types of logos each type of logo gives your brand a different feel. And since your logo is the first thing new customers will see, you want to make sure you get it right:¹

1. Abstract mark
2. Mascot logos
3. Combination mark
4. Emblem logo
5. Letter marks
6. Pictorial mark
7. Wordmark

1. Abstract mark is a specific type of pictorial logo. A few famous examples include the BP starburst-y logo, the Pepsi divided circle and the strip-y Adidas flower. Like all logo symbols, abstract marks work well because they condense your brand into a single image.

2. Mascot logos are logos that involve an illustrated character. A mascot is simply an illustrated character that represents your company. Think of them as the ambassador for your business. Famous mascots include KFC's Colonel and Planter's Mr Peanut etc.

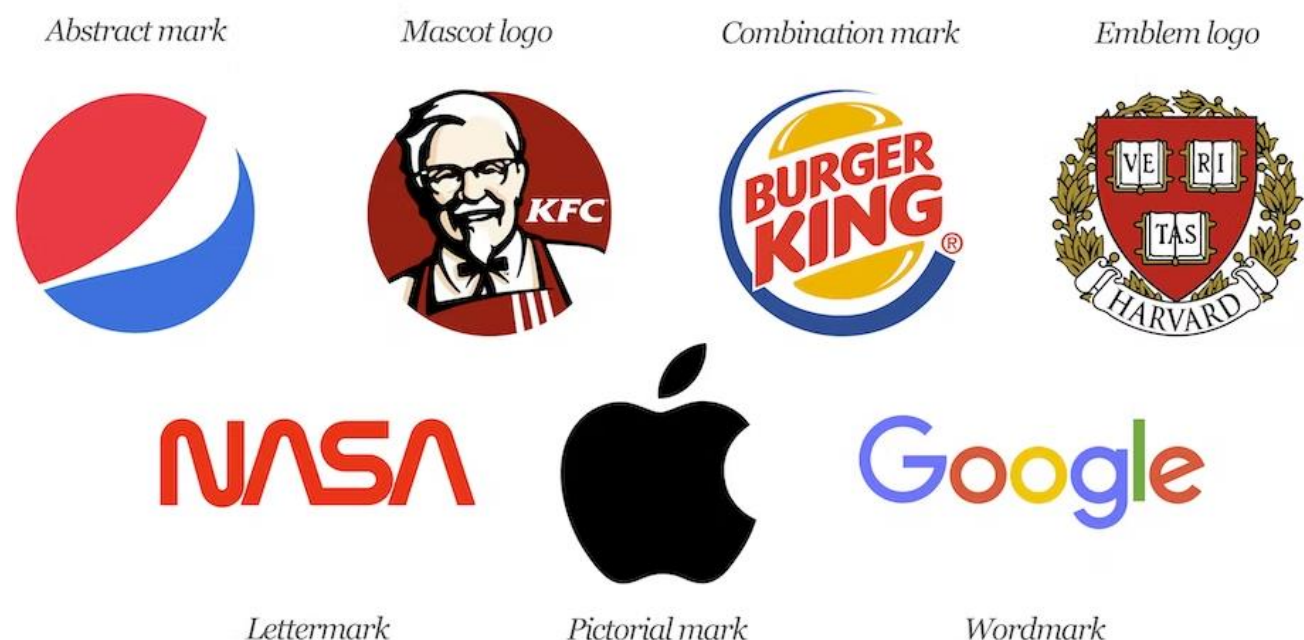


Figure 2. Seven different types of logos

Source: <https://99designs.com/blog/tips/types-of-logos/>

3. Combination mark is a logo comprised of a combined wordmark or letter mark and a pictorial mark, abstract mark, or mascot. The picture and text can be laid out side-by-side, stacked on top of each other,

¹ <https://99designs.com/blog/tips/types-of-logos/>

or integrated to create an image. Some well-known combination mark logos include Doritos, Burger King and Lacoste.

4. Emblem logo - an emblem logo consists of a font inside a symbol or an icon; think badges, seals and crests. These logos tend to have a traditional appearance about them that can make a striking impact, thus they are often the go-to choice for many schools, organizations or government agencies. The auto industry is also very fond of emblem logos: Starbucks' iconic mermaid emblem, Harley-Davidson's famous crest, etc.

5. Lettermarks or monogram logos are logos that consist of letters, usually brand initials. IBM, CNN, HP, HBO. With 2 or 3 words to remember, they've each turned to use their initials for brand-identification purposes.

6. Pictorial mark (brand mark or logo symbol) is an icon or graphic-based logo: Apple logo, the Twitter bird, the Target bullseye. Each of these companies' logos is so emblematic, and each brand so established, that the mark alone is instantly recognizable. A true brand mark is only an image.

7. Wordmark or logotype, is a font-based logo that focuses on a business' name alone. Visa, Coca-Cola, Google's logo is a great examples of this. Wordmark logos work well when a company has a succinct and distinct name.



Logo is the first thing new customers will see and therefore you need to make sure you get it right



1.2. Characteristics of a Good Logo

There are several aspects that go into logo design, and they may change depending on your needs and the industry you operate in. Even so, the best logos all share 5 major characteristics, no matter the differences that make them unique. So, what makes a good logo? A good logo is:²

1. Simple
2. Relevant
3. Memorable
4. Timeless
5. Versatile

These 5 qualities make a logo instantly identifiable, and ensure that when customers look at it, they'll connect with your brand. If you already know that you need a logo for your business, you can use logo maker to help you create a strong one.

1. Simple

Many of the most impactful and successful logos in history are surprisingly simple. Simple logos are easy to recognize and remember. Simplicity is a key ingredient for logos because most consumers only focus on a logo for a short time. A simple design can express your brand's personality concisely and effectively. Simple logos focus on highlighting the most important parts of a brand's personality with limited real estate. This includes focusing more on aspects like colors and fonts as well as on distilling ideas into their simplest form. Simple logos include letter and word marks, which dispense with images and focus instead on communicating brand personality directly with fonts and colors. Overall, the most important aspect is to focus on using as few elements as possible to communicate your brand's identity.

2. Relevant

The first quality great logos share is that they're relevant to the markets their companies target. A primary component is the use of colors in your logo, which can trigger different emotions and show your brand's personality to consumers. A company that sells toys for children may choose bright colors that communicate energy, fun, and excitement.

The second important component is the font used in the logo or word mark. Fonts help communicate your brand's tone and its values, which ultimately help define your personality better.

Choosing the right symbol is a key aspect of establishing a visual anchor for your logo. Symbols are important aspects of a logo because they can be used by themselves as a simpler version of your logo. Symbols are also important when building connections between your brand and the ideas and values behind it.

3. Memorable

Another key aspect of a good logo is that it is memorable, even from the first time you see it. The goal of a logo is to create a connection with a consumer and generate interest in your brand. When consumers can easily recall your logo and brand, they are more likely to connect them with your company. Logos that are easy to remember and produce a strong impact are valuable because they help your brand stick in consumers' minds.

² <https://www.tailorbrands.com/logo-maker/what-makes-a-good-logo>



Memorable logos combine many of the elements discussed above, but they find the right balance between the visual and textual aspects. More importantly, they clearly and cohesively communicate your brand's personality and tone.

4. Timeless

The best logos stand out from the pack because they remain relevant and effective over the years. It's always tempting when you design a logo that incorporates current design trends and fads, but it's not always the best decision. These logos may look good now, but they will probably need to be redesigned later to keep them current. Instead, a timeless logo will remain relevant and connect with users no matter when it is being used. For instance, McDonald's golden arches have remained unchanged for decades, as has Coca-Cola's iconic word mark.

Timeless logos focus on quality over quantity, removing many of the unnecessary elements and crazy ideas and focusing on what works. They keep colours simple and basic, ignoring gradients and massive palettes in favour of more selective and unique colours.

5. Versatile

A good logo can be used in a variety of ways, shapes, and situations. For example, a logo you can only use in one size online is not very good, as it limits the ways you can expose your brand to the world. On the other hand, choosing a logo that can be resized, printed, or placed on different media makes your brand significantly more visible. Even the best-looking logos are not necessarily good if they become illegible or unrecognizable when you shrink them for packaging or become distorted when you put them on a billboard. One of the easiest ways to make your logo more versatile is to think about what format you create and save it in. Traditional photo images may pixelate when you resize them, but vector files are built to be scaled. On a design level, keeping the clutter to a minimum and opting for a simple design will instantly make your logo more versatile.

With a good logo in hand, you can start creating an impactful brand that will catch consumers' eyes while keeping you on their minds for a long time to come.



Good Logos are easy to design and when you focus on the qualities that make them effective



1.3. How to Design a Memorable Logo

Whether you choose to design a logo yourself, hire a designer, or use an online logo maker, the process will involve the same 7 steps:³

1. Develop your brand identity
2. Look for design inspiration
3. Choose colours that reflect your brand
4. Select a typeface
5. Create several rough versions
6. Get feedback
7. Polish your winning design

1. Develop your brand identity

“Brand Identity” is a catch-all term for the visual elements of your brand: everything from your brand colours to your logo to the way elements of your brand are designed. These visual elements work together to distinguish your brand in the minds of your customers.

Before you start sketching designs for your logo, you’ll want to have an idea of your brand’s identity. To start, ask yourself these questions:

- Why did you start your business?
- What values are important to you as a company?
- What sets you apart from the competition?
- Your brand’s distinguishing features - what’s most important to you and what will be most recognizable to your customers - lie in the answers to these questions. Before putting your pen to paper, before choosing your colours and aesthetics, ask yourself *who* you are.

Don’t worry if you can’t answer these questions right away. They’re a step-off point, meant to be pondered. But once you’ve thought about it, you’ll be in a better position to create a logo that effectively sets you apart. You can start by creating a “mind map” for our brand values. Mind mapping can be done alone or in a group and is a great tool for refocusing your ideas or creating new ones. In brand development, it’s perfect for coming to a consensus around a coherent brand identity.

2. Look for design inspiration

Getting started is often the hardest part of any creative endeavor. It’s good if you have an idea, but sometimes the problem is having too many ideas at once. Analysis paralysis occurs when you have so many ideas you get stuck over-analyzing them and become unable to decide.

To avoid analysis paralysis, don’t think about creation as a task of building something from nothing. Instead, think of it as a puzzle: the logo already exists in your mind, you just must put the pieces together by drawing on established design principles. Learn to speak the language of logos by viewing as many great logos as you can. Think about what made your favorites so memorable.

Design-related hashtags: Many social media communities use specific design-related hashtags for showcasing their graphic design work. Some of the more popular design hashtags: [#logo](#), [#logodesigns](#), [#logodesigner](#), [#graphicdesign](#), [#graphicdesigner](#)

³ <https://www.shopify.com/in/blog/how-to-design-logo#two>



3. Choose colors that reflect your brand

Color is more fundamental to a person’s perception of visual stimuli than many people realize. Studies have even suggested that color can affect your users’ mood, making it crucial to their buying decision. Your logo’s colors will end up on your website, in-store signage, social media feeds, marketing emails, and every other place where a user interacts with your brand. There’s no color that’s universally “better,” but each color does say something different. You want to make sure you’re saying the right thing.

With that in mind, let’s go over the psychological effects of certain colors:

Brown: An earthy tone, brown is often associated with all-natural ingredients, homemade goods, and freshly baked treats. Given its the color of tree bark, sticks, autumn leaves, and rich soil, brown can also give an outdoorsy aura to your brand.

Orange: Like a roaring fire, orange radiates warmth, energy, and passion. The color of sunsets, it also tends to invoke summer - especially when paired with lighter blues and soft greens.

Yellow: Orange’s high-saturation sister, yellow, also gives off light, energy, and warmth. But if orange’s warmth is a glowing fireplace, yellow’s is the intense heat of a midday sun radiating over baron dessert. Yellow tends to invoke happy feelings but use it sparingly. A little yellow can add a touch of optimism to a dependable brand, but a lot can be maniacal.



Figure 3. The FedEx logo alternative color logos for specific departments

Source: <https://www.shopify.com/in/blog/how-to-design-logo#two>

Green: A color with two personalities, green can invoke an organic aura that suggests lush rainforests, eco-awareness, and a sense of calm. And yet green just as easily becomes the color of money, greed, envy, and nausea.

Pink: A softer, gentler color, pink has at different points in history been viewed as both masculine and famine. Though contemporary customers will likely associate pink with femininity, it more broadly recalls kindness, romance, and love.



Red: Bold and unforgiving, red tends to stand-out, which is why it's become such a dependable color in branding. Like pink, red tends to invoke romance. But whereas pink's romance is tender and gracious, red's romance is passionate, loud, and carnal.

Purple: The Rasputin of colors, purple is a shadowy, mysterious stranger with an almost magical magnetism. Given that purple dyes historically have had a reputation for being rare and expensive, there's no mystery how purple has come to be associated with wealth, excess, mysticism, magic, and indulgence.

Blue: The color of a clear sky, blue tends to invoke feelings of trust, ease, and peace. That said, blue has also been shown to be the least appetizing color. Try to avoid it if you're selling food.

Black, Gray, White: Sometimes the best color for your brand is no color at all. Shades of black, white, and gray tend to invoke a sense of calmness, balance, or clarity.

Using multiple colors

Most logos are monochromatic. Single colors are easier to coordinate with and using only one color will simplify your brand's other graphic design elements. Mono logos also can be reimaged in different colors for different purposes. If you choose to have a multicolored logo, it's important to be conscious of what colors you use together. While color theory can be quite complex, there are a lot of online tools to help you fast track a color scheme:

- **Paletton:** Paletton's color wheel lets you create color schemes using easy, interactive sliders.
- **Coolers:** Coolers lets you generate random color harmonies, lock colors you want to hold in your palette, and adjust other colors collectively to create a fully customizable palette. You can also generate palettes from uploaded images.



Figure 4. Different color combinations to see how they alter the mood of your logo
 Source: <https://www.shopify.com/in/blog/how-to-design-logo#two>

- **Colormind:** Colormind is especially good for web designers because it includes an easy-to-use tool for achieving readability and color harmony on web pages by previewing color combinations on the same page in real-time as adjustments to the palette are made.
- **ColorSpace:** ColorSpace is best for developers, as it automatically generates CSS code to include the color palette, you're creating on your web page.
- **Canva's color palette generator:** Canva generates color schemes randomly or from images. But what makes Canva's tool unique is its ability to search for color palettes via keywords.

Brighter, more saturated tones were attention-grabbing and playful, but also had a cartoonish, juvenile feel to them. A good color for selling toys or comic books maybe, but not right for LawnPure. Darker, more earthy tones of greens did seem to harken back to nature in the way we felt the LawnPure brand should, especially when paired with browns, oranges, and dark reds.

4. Select a typeface

Your logo may not include any text, but much of your graphic design will, including your web copy, signage, and a host of other branded materials. It's important to consider which typefaces your brand plans on using when designing your logo, even if you're not using them in the logo itself.

Typeface vs. font

The terms "typeface" and "font" are used interchangeably in most contexts, so it's common to assume they're synonyms. However, there's an important distinction: a typeface is a characteristically distinct set of typographical symbols and characters, often divided into variant sets, like *Italic* and **Bold**. Each of these variant sets is a font.

Typeface	Font
Futura	Condensed Medium
	Medium
	Medium <i>Italic</i>
	Bold
	Condensed Extra Bold
Helvetica	Light
	<i>Light Oblique</i>
	Regular
	<i>Oblique</i>
	Bold Oblique

Figure 5. Different type styles Source: <https://www.shopify.com/in/blog/how-to-design-logo#two>

The four basic type styles and when to use them

There are many models for sorting fonts. Some focus on style, some on historical significance, and some on endless splintered sub-categories. The most common system, however, sorts fonts into four basic types.

Serif type styles

The word "serif" describes a small line or stroke attached to the end of a longer stroke in a letter or other character. Serifs are the oldest type style, tracing their roots back to inscriptional lettering used in the Latin alphabet.



- **Characteristics:** Serifs are often associated with history, tradition, and antiquity and are used to invoke wealth, elegance, and authority.
- **When to use them:** Serif fonts can make attractive display type and traditionally are used for body copy in printed matter, like newspapers, books, and magazines. Luxury brands catering to an affluent audience also commonly use serif type styles.
- **Use in branding:** Old-style and transitional serifs tend to feel more “classical”. Modern and “slab” serifs (typefaces with a thicker serif stroke) feel more contemporary, innovative, and creative.

Serif type style

Old-style <ul style="list-style-type: none"> • Garamond • Goudy Old-style
Transitional <ul style="list-style-type: none"> • Baskerville • Times New Roman
Modern <ul style="list-style-type: none"> • Didot • Bodoni
Slab-serif <ul style="list-style-type: none"> • Rockwell • Courier

Sans serif type-styles

Grotesque <ul style="list-style-type: none"> • Franklin Gothic • Akzidenz-Grotesk
Humanist <ul style="list-style-type: none"> • Gill Sans • Verdana
Geometric <ul style="list-style-type: none"> • Futura • Gotham

Script styles

Formal <ul style="list-style-type: none"> • <i>Snell Roundhand</i> • <i>Zapfino</i>
Informal <ul style="list-style-type: none"> • <i>Southern Ave</i> • <i>Berkarya</i> • <i>Brush Script</i> • <i>Sign Painter</i>

Decorative font styles

Mimicry <ul style="list-style-type: none"> • Celtic Garamond • Kremlin Premier • Jerusalem • Ramothan Kevin
Effects <ul style="list-style-type: none"> • Chalkduster • Marker Felt • EMULOGIC • DRIFT WOOD

Figure 6. The four basic type styles and when to use them

Source: <https://www.shopify.com/in/blog/how-to-design-logo#two>

Sans serif-type styles

Sans-serif typefaces, sometimes called gothic, do not have serifs at the end of character strokes. Sans-serifs have less line-width variation and tend to be easier to read when backlit, making them most



prevalently used in the text on computer screens. In print media, they're mostly used in headlines, but can sometimes be used in body copy.

- **Characteristics:** Sans-serifs are more commonly associated with simplicity, modernity, and minimalism. Design-wise, they function well with an abundance of negative space and produce a glossy, refined feel.
- **When to use it:** Sans-serif fonts are versatile and good to use for on-screen copy and headlines. Brands typically use sans-serif fonts when trying to convey a sense of contemporary elegant simplicity.
- **Use in branding:** Sans-serif typefaces tend to be more legible on-screen than in print, so they're more often used in body copy on websites than in magazines and newspapers. Sans-serifs give a more neoteric vibe and are used more often by brands trying to convey a sense of innovation and modernity.

Script styles

Script typefaces are derived from handwriting or calligraphy. Scripts are more fluid than sans or serif styles and are often used in more whimsical contexts. Script styles are versatile and can be used by both formal and casual brands.

- **Characteristics:** Being derivative of handwriting, scripts tend to “humanize” text. Script typefaces often have a lot of personalities, so they're particularly good at altering the mood of your copy.
- **When to use it:** Scripts should be used sparingly. They're poorly suited for long, extended body text because they're generally less legible. However, when paired with a serif or sans-serif typeface, scripts can be a very effective tool for emphasis.
- **Use in branding:** Formal scripts give off a feeling of luxury, romance, and passion. Informal scripts can give your brand a folksier and more unpretentious vibe. Scripts can be better for emphasizing words and short phrases, especially if it's a word you want your customer to pause at.

Decorative fonts

Decorative (or display) fonts are difficult to categorize since their defining feature is that they forego typographical conventions.

Decorative fonts can convey a wide variety of moods but generally focus on a specific theme, motif, or aesthetic. More recently developed fonts tend to be decorative, oftentimes developed specifically for a particular brand.

- **Characteristics:** Decorative fonts can be very tricky, since they're stylistically diverse but generally more difficult to read, making them bad for body copy. Titles might look better in a decorative font style, but even here designers should be careful: overuse of nearly any decorative font tends to look tacky. Decorative fonts also become outdated quickly, since they tend to latch on to aesthetic trends.
- **When to use it:** It's a good idea to avoid any heavy use of decorative fonts. Single characters can be good for adapting or incorporating into logos, but make sure you have the licensing rights to use the character in your logo.
- **Use in branding:** Decorative fonts are endlessly diverse, so it's impossible to narrow them down to a single use. Decorative fonts generally are used in logos, and it's common for larger brands to have entire typeface sets created just for their own use. Non-character typefaces (such as emojis) are also commonly used to appeal to younger customers.



What does my typeface say about my brand?

Just as it was to color, brand identity is the most important factor to consider when it comes to your typeface. Different font attributes tend to invoke different brand qualities:

1. Lines: thick vs. thin

Bold, thick fonts, like asymmetrical slab serifs, tend to invoke authority and stability. Thinner fonts tend to convey a stronger sense of elegance and progress.

2. Stress: diagonal vs. vertical

Designers refer to a font's "stress" when describing the angle at which the thinnest parts of a character's stroke are aligned. Brush scripts and italicized text would be described as sitting on a diagonal axis, while block text would be described as sitting on a vertical axis. Fonts on a vertical axis tend to look more formal and traditional, whereas fonts on a diagonal axis look more casual and inviting

Lines: thick vs. thin

<p>Bold, thick fonts like asymmetrical slab serifs tend to invoke authority and stability.</p> <ul style="list-style-type: none"> • Gryphon Rock • Arial Black • FONSECA GRANDE 	<p>Thinner fonts tend to convey a stronger sense of elegance and innovation.</p> <ul style="list-style-type: none"> • Avenir Light • Helvetica Thin • Hiragino Sans
---	--

Stress: diagonal vs. vertical

<p>Vertical axes tend to look more formal and traditional.</p> <ul style="list-style-type: none"> • Didot • Verdana • Franklin Gothic 	<p>Diagonal axes look more casual and inviting.</p> <ul style="list-style-type: none"> • <i>Apple Chancery</i> • <i>Painter</i> • <i>Baskerville Italic</i>
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Figure 7. Lines: thick vs. thin and Stress: diagonal vs. vertical
Source: <https://www.shopify.com/in/blog/how-to-design-logo#two>

3. Contrast: low vs. high

When talking about a typeface, "contrast" describes the difference in weight between thin and thick strokes. Low-contrast typefaces tend to be more legible but less formal looking than mid-range-contrast types. High-contrast fonts tend to look more modern and authoritative.

Contrast: low vs. high

<p>Low contrast typefaces tend to be more legible but less formal.</p> <ul style="list-style-type: none"> • Arial • Tahoma • Hiragino Gothic 	<p>High contrast fonts tend to look more modern and authoritative.</p> <ul style="list-style-type: none"> • Impact • Quattro • Playbill
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Figure 8. Contrast: low vs. high
Source: <https://www.shopify.com/in/blog/how-to-design-logo#two>



4. Mood: formal vs. informal, classic vs. modern, dramatic vs. calm

Harder to pinpoint is a typeface’s “mood.” Older serif fonts and scripts are more formal and classic looking, with older scripts feeling more dramatic. Newer sans-serifs tend to convey calm modernity but can be either formal or informal. Decorative fonts can be all the above but generally feel more dramatic. Ask yourself what qualities you ascribe to your font and if those are the same qualities you’d ascribe to your brand.

Mood: formal vs. informal,

<p>Formal typefaces appear more professional.</p> <ul style="list-style-type: none"> • Goudy Old Style • Baskerville Bold 	<p>Informal typefaces feel more friendly and approachable.</p> <ul style="list-style-type: none"> • <i>SignPainter</i> • BUVARD
--	--

classic vs. modern,

<p>Classic typefaces give a sense of antiquity and prestige.</p> <ul style="list-style-type: none"> • Cloister Black • Georgia Bold 	<p>Modern typefaces tend to be more innovative and futuristic.</p> <ul style="list-style-type: none"> • FONESCA GRANDE • Cocogoose
---	--

dramatic vs. calm

<p>Dramatic typefaces can create a sense of excitement and celebration.</p> <ul style="list-style-type: none"> • Futura • Rockwell 	<p>Calm typefaces are better to convey reliability and trust.</p> <ul style="list-style-type: none"> • <i>Southern Aire</i> • SUPERFLY
---	---

Figure 9 . Mood: formal vs. informal, classic vs. modern, dramatic vs. calm
 Source: <https://www.shopify.com/in/blog/how-to-design-logo#two>

5. Create several rough versions

Start brainstorming for you brand font alongside the logo creation process. The XX brand considers itself innovative, modern, and futuristic, so classic-mood fonts didn’t feel right. More dramatic fonts didn’t work with our brand either - XX is calm, like fresh grass on a hot summer’s day.



6. Get feedback

The creative process is different for everybody. Some may start with sketches, while others might jump right into Adobe Illustrator. The drafting phase involves a lot of trial and error, so don't get discouraged if things aren't working.

At a certain point, you're going to start to feel like you can't even recognize letters from shapes or good logos from bad. When this happens, it might be time for feedback. Feedback is incredibly important to the creative process because it's the only method creators have of "testing" their ideas.

You can get feedback from nearly anyone, just make sure you're not relying on a single person. It also helps if the people providing feedback are in your brand's target demographic.

For the best feedback, ask specific questions about how each person perceives your brand based on the logo. Being told your logo is "good" or "bad" won't be helpful but knowing how your brand comes across will be. Here are some ideas for questions to ask when getting feedback:

- What's the first thing that sticks out to you?
- How would you characterize my brand?
- What do you remember most about the logo?
- Is there anything you're confused by?
- If you could remove one aspect of the design, what would it be?

It's hard for someone to be certain of how they'd react to your brand in real life, so avoid questions like, "Would you buy this?" or "Is this interesting?" More specific questions will garner more specific answers and better feedback.

7. Polish your winning design

Using our selected font, we spelt the brand's name and then drew blades of grass that would stand-in as the "W". The thing about logo design is that when you meticulously adjust the same image for hours, you can start to lose your grasp of what made the logo good in the first place.

As you gather feedback, the strength of your designs will begin to become more apparent. You'll notice parts of your design that might not be sticking like you thought they would. Meanwhile, aspects you didn't give a second thought to will turn out to be widely successful. Feedback can surprise you.

This happened to our design. We spent so long trying to get the grass logo to look more like grass that we forgot to make it look like a "W." The most common feedback we got on our first draft was that it was unclear how to pronounce "XX." We went back to the drawing board to widen things up. The second piece of feedback had to do with the kerning on the last "e" in XX. We used the font's default spacing, but since the size and dimensions had been altered significantly, the "e" looked a little too far off.

Did you know that...?

- 76% of the top logo designs only use one or two colors for their logos. ...
- 73% of consumers identify yellow correctly, yet it is underused...
- Blue is used in nearly 40% of Fortune 500 logos. ...
- Ads in color attract 42% more attention than those done in black and white.



1.4. Designing a logo for free (or cheap)

In the startup phase of your business, taking on a new hire, even a freelancer, might not be feasible. When this happens, you're left with two options: your own logo or use a free online logo generator.

The five top-ranking free logo makers

If you're short on time and need a professional logo designed ASAP, then a free logo generator is your best bet. There are plenty of adequate logo makers online, but beware—low-quality logo makers generally result in low-quality logos.

To help your decision-making process, we've rounded-up a list of the best free logo creators currently online:

1. **[Hatchful by Shopify](#)**: Hatchful is Shopify's free logo-design tool that caters specifically to ecommerce industries. Hatchful works by asking questions about your brand's personality and industry, then generates designs tailored specifically to your business. From there, Hatchful allows you to customize fonts, colors, icons, and layouts. For business owners who are well versed in those fields but might need a little help with the design process itself, Hatchful is a great fit. Also, because it's ecommerce focused, Hatchful provides free, fully loaded branding packages that include high-resolution versions of your logo designed for social media profiles, website banners, branded swag, in-store signage, and more.
2. **[Canva](#)**: Canva's free suite of graphic design tools includes lots of logo templates that can be customized using its intuitive drag-and-drop editor. Canva is great for hands-on users, especially ones looking for complete creative freedom. However, the limitless design options can be overwhelming for first timers. If you have less design experience, a more accessible logo creator from this list might be better.
3. **[LogoMakr](#)**: LogoMakr has a streamlined, step-by-step logo creation process that's easy for beginners to pick up. With a database of over a million searchable graphics, a text toolbar, and a simplified, easy-to-arrange layering system akin to the Layers tool in Photoshop and other more complex design software.
4. **[Ucraft](#)**: Ucraft's logo maker is great for creating minimalist logos in a time crunch. Ucraft provides three elemental design options—text, icons, and shapes—alongside a drag-and-drop interface for easy-to-adjust logos. While the design options are limited, Ucraft's simplicity makes it a great tool if you need a logo in a pinch.
5. **[MarkMaker](#)**: MarkMaker's logo generator has very limited customization options, but it makes up for this by being one of the easiest logo generators for beginners to use. Its unique process is sort of like having an AI-powered graphic design robot. Markmaker feeds you an endless scroll of instantly generated logos, asks you which logos you like, and then creates more designs based on your preferences.

The logo creators on this list have advantages and disadvantages. We encourage you to try them all to find the best fit for you. Logo-generation tools are great for creating professional logos at break-neck speed, but any free logo generator comes with limitations, not to mention the fear of encountering strikingly similar logos from competing brands. For many full-time entrepreneurs, free online logo generators just won't cut it. Not because of the logos themselves (there's no doubt you can create a stunning, original, on-brand logo with these tools), but because of the curtailed creation process.



Entrepreneurship tends to attract people that thrive on creative expression and innovative problem-solving. For people like this, the opportunity to round out their skillset and cultivate their branding chops by designing their own logo is just too good to pass up.



Figure 10. Video "How to Make a FREE Logo in 5 Minutes" Source: Web Design Tips and Tricks.
Link: https://www.youtube.com/watch?v=f-jopUTj5_Y

Avoiding common logo design mistakes

If there's one thing to take away from all of this, it's that you shouldn't underestimate the importance of your logo. Logos are subjective. While there's no right or wrong way to make one, there are common mistakes and useful techniques to be aware of:⁴

DO keep your color scheme simple. Monochromatic logos are more adaptable and having one simplifies the color selection process. The more colors you use, the more complicated adaptation becomes.

DON'T over complicate your design. Don't pack too many icons into one logo. Simple figures are far easier to convey rather than complex scenes and are more likely to be remembered. Consider the staying power of Apple's iconic design or Volkswagen's symmetrical "VW" logo.

DO create variations of your logo in different sizes and proportions. When you go to add it to everything from websites to pens, you'll start wishing you planned for different size options.

DON'T create variations that are too different. Avoid re-arranging too many elements and don't change the design.

DO explore logos and get inspired by other brands, especially ones in your industry.

DON'T imitate logos too closely. Not only is it plagiarism, but it's also going to impede any chance your logo must stand out.

DO be contemporary. Even if your brand has a more "classical" character, it will still need to compete in the modern world. Tons of brands draw on classic design attributes, but completely neglecting decades of design theory will be alienating.

⁴ <https://www.shopify.com/in/blog/how-to-design-logo#two>



DON'T be too trendy. Logos made in an era obsessed with specific colors, designs, or aesthetics quickly become dated.

Logo Facts (Editor's Choice)

- The oldest logo still in use is that of Stella Artois from 1366. (Finances Online)
- A designer will make 20 to 30 sketches for a logo design. (Zillion Designs)
- The brain processes a logo's visual elements in 400 milliseconds. (Website Planet)
- Apple was the most recognizable logo in the world in 2020. (Study Finds)
- Over 60% of logos are a combination of an image and typography. (Website Planet)
- The most frequently used logo color is blue. (JPG Designs)
- It is best to stick to two colors when designing a logo. (Inkbot Design)
- A logo MUST work in black and white. (Vandelay Design)
- The color yellow is remembered correctly 73% of the time. (Website Planet)
- The London Olympics logo is considered one of the worst quality and expensive logos. (The Logo Creative)



If you already know that you need a logo for your business, you can use logo maker to help you create a strong one.

Do you want to know more about this module:

https://looka.com/logo-maker/?gclid=Cj0KCQjwk5ibBhDqARIsACzmGLS_mo5_IO2xnhaw0yqo0Czfposi-
<https://www.tailorbrands.com/logo-maker/what-makes-a-good-logo>
<https://www.irishfoodawards.com/blas-backyard/boi-logo-stacked-302-01-blue/>
<https://www.irishfoodawards.com/blas-backyard/boi-logo-stacked-302-01-blue/>
<https://99designs.com/blog/tips/types-of-logos/>
https://business.linkedin.com/marketing-solutions/cx/18/01/brand-sem-desktop?src=go-pa&trk=sem-ga_campid=16986159343_asid=136573476675_crid=593918250891_kw=build%20your%20own%20brand_d=c_tid=kwd
<https://truelist.co/blog/logo-facts/>



TOPIC 2 BROCHURE

An organization wishing to advertise its products or services will often create a *brochure*, a small booklet or folded paper giving brief details about what it's selling. It usually includes illustrations and is made to be eye-catching and easily read. A brochure is a single or multi-page folded paper used to sell a company's products or services. This piece of paper can be folded several times to create separate pages, or several pages stapled together. The term "booklet" is sometimes used when referring to a brochure. Small booklets or pamphlets used to be stitched together, and from that stitching, we get the word *brochure*, which comes from the French verb *brocher*, "to stitch," and thus means literally "a stitched work." The word enters English in the mid-18th century. Today brochures of many pages are usually stapled. A common style of a brochure is a single sheet, often folded in thirds to make it the right size to fit inside an envelope.⁵



Figure 11. Marketing Brochure Examples, Tips and Templates - Venngage | Brochure design creative, Pamphlet design, Graphi. Pinterest, Link: <https://in.pinterest.com/pin/835347430860635292/>

This module will provide participants with knowledge about brochures a small booklet or folded paper giving brief details about what it's selling. This module will also provide participants with information that the brochure usually includes illustrations and is made to be eye-catching and easily read by the customer. During the module, they will acquire not only theoretical but practical experience about the brochure and the different types of and their effects.

⁵ <https://www.vocabulary.com/dictionary/brochure>

2.1. Reasons why brochures are still important for selling

There are a lot of reasons why brochures are still important for selling products and services:⁶

1. Budget-Friendly
2. Focused & Consistent Branding
3. Reach Target Audience
4. Descriptive
5. Multiple Distribution Channels
6. Tangible Reference Material for Later Use
7. Enduring
8. Perfect For Promotional Offers
9. Emphasize Online Messages
10. Add Credibility

1. Budget-Friendly

Small startups and SMEs hardly have a budget dedicated for marketing their products and services. They need to circulate their branding efforts on a tight budget. As compared to online marketing tools, brochures are cost-effective marketing options. You can work with a professional designer to create budget-friendly brochure designs. In case you buy these handy booklets in bulk, the price will decrease significantly. There are many businesses out there who participate in trade shows or use email promotions purchase brochures in bulk. These traditional marketing tools usually include your business details that make them valuable for many purposes. You can hand them to your loyal clients, prospects and other people.

2. Focused & Consistent Branding

If an ad is out of sight, it won't take time to get out of mind. That's true in the digital marketing sphere. But a brochure provides a longer duration of exposure to your brand. Customers take it along with them that make your customer to recall your brand name easier and establishing brand identity. All the information included in it is for advertising your business, products or services. And it does it diligently and with a focused approach.

3. Reach Target Audience

A marketing brochure ensures to reach your target customers, if you have their correct address. Well, you can specifically target your online prospects too. But there is a problem that your ads could go unnoticed or largely ignored. However, a brochure placed through the doors of your prospects hardly gets unnoticed.

Its potential is unrivaled as well. This tangible marketing material comes handy when we reach for the menu in case we don't like to cook.

4. Descriptive

⁶<https://www.designhill.com/design-blog/reasons-why-brochures-are-still-important-for-selling-products-and-services/>



When it comes to digital ads, they come with length and character limitations. For example, a PPC ad has 30-30-80-character count limitation (2 headlines up to 30 characters, one description up to 80 characters). A single Facebook image ad consists of up to 25 characters headline and one description of up to 125 characters while an Instagram ad features 2200 characters with just two lines and maximum 30 hashtags. However, a brochure gives more space to describe your company or products and services. Therefore, always choose the right **brochure size**. There is no length or character limitation if you choose a professional flyer design to market your products or services.

5. Multiple Distribution Channels

There is only one way to open a website or see an ad— going online. But there are various ways to get a brochure distributed. It can be distributed through multiple distribution channels such as newspapers, malls, exhibition stalls, mail and so on.

6. Tangible Reference Material for Later Use

Brochures, as stated earlier, are tangible marketing materials. They contain the products or service information. A brochure designed according to the latest **graphic design trends** is an innovative way to grab attention. Customers don't mind keeping them as reference material for later use.

7. Enduring

One can visit a website for a couple of minutes while an online ad appears only for a few seconds. This way an online advertisement lacks attention. On the contrary, brochures tend to be enduring as customers take them home and keep them for a long.

8. Perfect for Promotional Offers

Brochures work as a powerful promotional tool as they can contain tear-off offers or coupons. They can be used to advertise a limited-time-only offer or promotional campaign effectively.

9. Emphasize Online Messages

Online ads do not stay longer and disappear in a jiffy. However, brochures, being a physical representation of the ad, not only emphasize it but stay longer. They don't go out of sight easily until discarded.

10. Add Credibility

Professional and eye-catching brochure designs with quality printing add credibility, authenticity, and dignity to a brand. The above reasons clearly show the reasons brochures are still the best tool for marketing your products or services. The success of your brochure depends on a few components. Let's find out what are they.



Brochures are budget-friendly tools for marketing that can reach the audience in many ways. It works as a real marketing ad imparting credibility regarding the company and highlighting its various aspects. A well-made brochure design conveys the values and message of a business impeccably while emphasizing its offerings.



2.2. Components of a Brochure

Components of A Brochure is:

Headline

A professional graphic designer when designing a brochure should consider the headlines. Make sure to headline you've chosen supports consumer benefits. The headline given at a brochure's top third of the front panel is of great importance. In case it fails to catch the reader's attention, the entire brochure will fail to interest the reader. A brochure maker should present the headlines as a question, statement, news alert or warning. It should also be used throughout the brochure for a balanced design.

Subheadings

The use of subtitle provides the support to question or interest that the main headline stirs up. It draws the readers in and acts as a break between the headline and the body copy. It makes it easier for the readers to read the brochure easily for pertinent information.

Body Copy

The descriptive text added in the body copy should create a visual image of the product or service. It should also contain action words to generate excitement. The copy should be persuasive enough to encourage the reader for an action. Highlight key factors, features and benefits. Also, keep the paragraphs short and simple. If possible, limit it to only two or three lines. Personalize your body copy and talk to your audience by addressing them as "you" and "your". Exclude the words that generalize the audiences such as "we" and "they". When writing body copy, make sure to keep your message positive. Steer clear of using negative comments or connotations about your competitors.

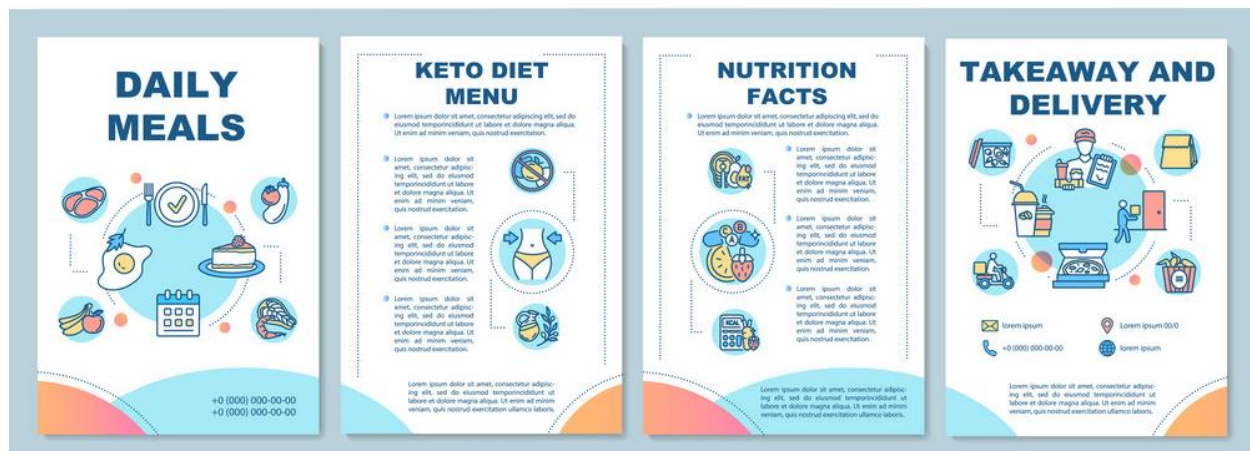


Figure 12. Nutrition facts brochure template vector image, Link: <https://www.vectorstock.com/royalty-free-vector/nutrition-facts-brochure-template-vector-33783129>

Disclosures, Terms & Conditions

When you create brochures with special offers or sales using brochure templates; include all disclosures, terms & conditions. Include them as fine prints. You can also include additional information such as incentives, warranties or financing terms and more in this section.



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Signature

The signature is where you display your company's logo, name, website address, and contact details. Make sure to create a logo that matches other elements in the brochure. When it comes to the placement, then the signature is most often created in the back panel of a brochure.



Figure 13. Benefits of using brochure, Link: <https://www.flottmanco.com/6-benefits-of-using-brochures/>

Illustrations

Though you can keep your brochure text-based only, adding visual elements will help draw attention to it. There are different types of visual elements that you can use right from hand-drawn illustrations to graphically designed ones. Take help of graphic design services if you are unable to create quality graphics for your brochure. The design strategy becomes more effective when it utilizes people's imagination. Additionally, providing caption along with images help convey the message even more effectively. Quality is essential when using photographs in your brochure. Make sure each image is of higher resolution and correct size.



In a technology-driven world, more companies are using brochures. Why? Brochures send the subtle message that your business is professional, reliable, and committed to quality.



2.3. Characteristics of Good Brochures

Many people have the misperception that brochures are obsolete thanks to the continually advancing technology we have today. This is not the case. Brochures play a vital part of getting your story out there. The first three characteristics could be described as what good brochures do.⁷

1. They introduce

Chances are your reader has never heard of you, or your company, or your products or services, or how any of this stands out from your competitors. A well-written brochure can address these issues. When your reader finishes with your brochure, he will know what you're all about.

2. They inform

Many years ago, Shell prepared a series of booklets that addressed car care issues - how often to change your oil, how to check the treads on your tires, how to get better gas mileage, and so on. The booklets did not overtly advertise, but they helped establish the company as a helpful resource for motorists who wanted to get better performance from their automobiles. Brochures can and do serve the same purpose. Your reader has an issue. A well-written brochure can help your reader solve the problem. It may or may not overtly advertise your products and services, but it can help put your company in a better position for the reader's future business.

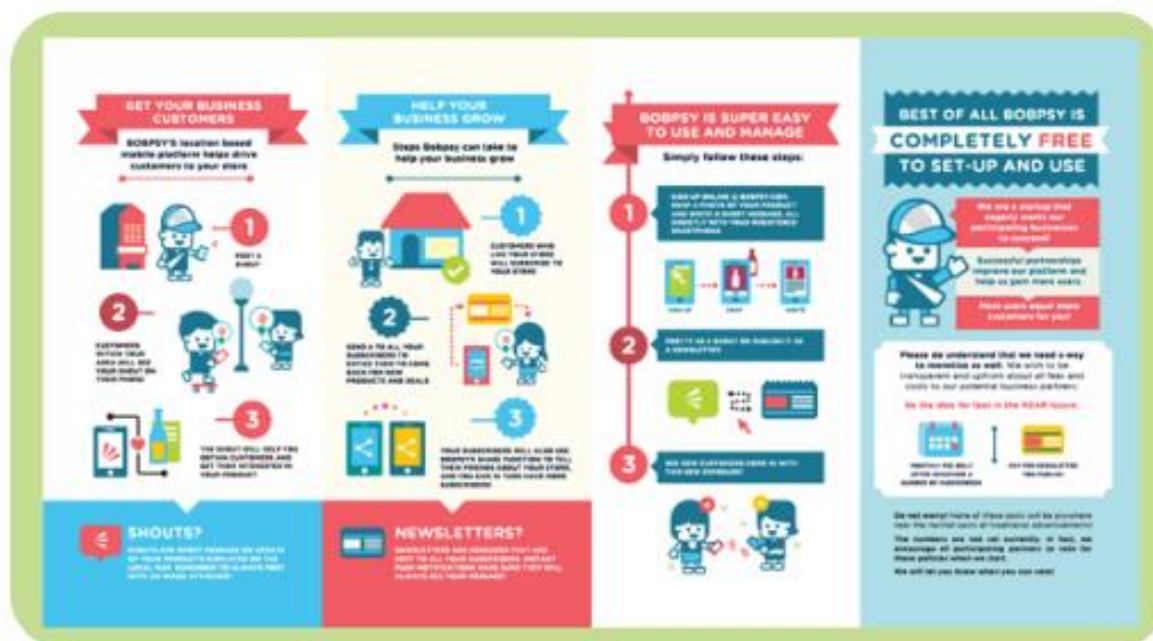


Figure 14. Brochure design a guide to create a brochure, Link: <https://www.pinterest.ph/pin/271341946282992626>

3. They persuade

⁷ <https://georgeslaughter.com/2017/01/31/5-characteristics-of-good-brochures/>



Like a sales pitch, brochures have a call to action - say what you want the reader to do. Perhaps you want the reader to complete and return the form for a free booklet or report. Perhaps you want the reader to attend your seminar, visit your web site, try your product or service, or visit your store. The last two characteristics could be described as how good brochures do these things.

4. They are complete

Often you have much more information about a topic than you could put in a standard, tri-fold brochure. That's fine. Summarize your main points and then ask the reader to contact your company for more information about how to do something. Such brochures qualify your prospects, which makes for a helpful start in the sales process.

5. They are consistent

Brochures - presuming you have a set of them - must be consistent in tone and basic message. Brochures play a part of your overall communications strategy. Regardless of how you are reaching out to your readers, it's important that the tone and content of your message are consistent. It shouldn't matter whether your reader is visiting your web site, watching or listening to your messages, or reading your documentation - the reader should be reading, seeing, and hearing the same message. Brochures fit into this overall strategy as well.



Figure 15. Examples of brochure, Link <https://www.edrawmax.com/brochure/>



Advantages

- The first and foremost advantage is that it's cost-effective
- A storehouse of information, comprising of featured products and services, organised in an eye-pleasing way with appealing fonts and images.
- Encloses easy to read texts printed in visually pleasing font style.
- Combines both images and texts, making it aesthetically appealing.



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TOPIC 3 MARKETING IN SOCIAL MEDIA

Social media marketing (SMM) (also known as digital marketing and e-marketing) is the use of social media - the platforms on which users build social networks and share information - to build a company's brand, increase sales, and drive website traffic. Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. You can purchase website traffic as well as services from prominent websites. such as Instagram followers, Facebook comments, and YouTube subscribers. Social Media Marketing types will help you to engage with your customers, leads, and prospects.



Figure 16. Social media marketing, Link: <https://businesslinecompany.com/social-media-marketing/>

This module will provide participants with knowledge of social media marketing and its benefits in their daily activities. This module will also provide participants with the knowledge and skills to independently use and create social media profiles not only theoretically but also to acquire practical knowledge about the importance of using different types of social media in order to build an appropriate marketing strategy. This module also focuses on enhancing user communication and brand recognition to reach out to potential customers.



3.1. Social Media Marketing Types

With the correct content, social media may help your business to obtain more visibility in building your brand and expanding your internet presence outside your website. Moreover, social media helps to bridge the gap between you and potential customers.

However, Social media allows businesses to turn their customers into brand ambassadors and helps in enhancing brand visibility.



Figure 17 Social Media Marketing Types

Source: <https://techsenselabs.com/learn/social-media-marketing-types-2/>

Content Marketing/ Content Creating:

Content Marketing is a strategic marketing approach. It's a process of developing and distributing content in order to attract and retain customers. Creating blog posts, videos, podcasts, Emails, or infographics you want, and sharing them. It's not only about creating good content when it comes to content marketing. The information should be well-written and logical. knowing what your audience exactly wants. And it's even better when your content helps your company to achieve its objectives.

Advertising/ Sponsorship:

Advertising is a type of audio and visual marketing communication that uses public funding, non-personal messages to promote or sell a product, service, or concept. Advertising is generally considered to be a paid message you control. Common methods include messages placed in magazines and newspapers, and on TV, radio, websites, and different social media platforms. Advertising expenses include the cost of creating your ads and placing them on different social media platforms. A person or organization that pays for or contributes to the costs of organizing a sporting or artistic event in exchange for advertising is known as a sponsor.

Social Media Sponsor is a type of collaboration where a brand is giving products or money to a user account for promotion or selling purposes. The sponsor can be a person or an organization that offers money to another social media account in exchange for other benefits.

Influencer Marketing:

Influencer marketing is one of the best social media marketing types. But what exactly does the term "influencer" mean? A social media influencer is a person who has built a loyal audience through social



media. This influencer can be a YouTuber, a blog writer, or someone from other communities. However, the creation of content, they have the potential to convince the audience to buy the product.

The following are examples of influencer marketing:

- Sharing a coupon code so that the influencer's audience can get a great deal.
- Social media product reviews.
- The brand's promotions and new product launches are shared.
- Creating a co-branded product or campaign in collaboration with the influencer.
- Using influencers to create content for your brands, such as videos, blog posts, and social media adverts.

Social media Management is an organic approach. You must interact with the people in your social media community. So, if you keep working on it and putting up effort, you can gain more followers. But this happens over a long period of time. The advantages are enormous, but this is a long-term strategy.

Social Media Management:

When you start with social media management it may not give you more followers at the initial stage but after a year or so, you can have a large number of loyal followers. This can bring a significant amount of revenue to your business. This social media marketing helps in achieving higher ROI.

Paid Media Marketing:

Paid media refers to inorganic marketing efforts that are handled by the paid placement agency. It means you must pay for your advertisement. Paid media has become an important component of online businesses. To advertise a product to a larger audience, therefore, it is necessary to purchase online ad space. Paid media is a part of a brand's overall strategy to boost traffic, sales, and conversions by clicks, resulting in increased revenue.

Types of Paid Media

1. Paid social media
2. Search Engine Ads
3. Banner Ads
4. Native Ads

Types of Paid Pricing Models

1. Cost Per Click (CPC)
2. Cost Per Thousand/Mille (CPM)

Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage.



3.2. Social Media Marketing Platforms

Social media marketing is a recipe for success. Once your plan has achieved its initial objectives. The next step is to examine it to adjust. We can use different type od social media marketing platforms:⁸

Facebook

- **Users:** 1.9 billion daily active users worldwide
- **Audience:** An even spread of Generation X and Millennials
- **Industry impact:** B2C
- **Best for:** Brand awareness; advertising

Facebook is the largest social media platform and the most established. Since its launch in 2004, it has become an invaluable tool for B2C businesses, offering advanced advertising tools as well as organic opportunities.

TikTok

- **Users:** 1 billion active monthly global users
- **Audience:** Primarily Gen Z followed by Millennials
- **Industry impact:** B2B and B2C
- **Best for:** Short-form, creative video content; user-generated content; brand awareness

When you think of short-form video, you probably think of TikTok. The platform rose in popularity in 2020 and shows no signs of slowing down. It's one of the best platforms for community building, with marketers ranking it in second place behind YouTube.

Instagram

- **Users:** 1 billion monthly active users
- **Audience:** Primarily Millennials
- **Industry impact:** B2C
- **Best for:** High-quality images and videos; user-generated content; advertising

Instagram launched only 12 years ago, the platform has taken the world by storm. When it comes to sharing visually compelling content, Instagram is where brands go. Another thing that sets the platform apart is its advanced ecommerce tools. Today, users can discover brands, browse their products and/or service, and complete a purchase without ever leaving the app, making Instagram a hard platform to beat.

Twitter

- **Users:** 211 million daily active users worldwide
- **Audience:** Primarily Millennials
- **Industry impact:** B2B and B2C
- **Best for:** Public relations; customer service; community building

While Instagram focuses on visuals, Twitter focuses on words. Since the early days of 140-character Tweets, the platform has now expanded to include an audio tool called Twitter Spaces, a community-building tool called Twitter Communities, and Twitter Moments to share interesting content with your followers.

⁸ <https://blog.hubspot.com/marketing/social-media-marketing>



LinkedIn

- **Users:** 774 million active users worldwide
- **Audience:** Baby boomers, Generation X, and Millennials
- **Industry impact:** B2B
- **Best for:** B2B relationships, business development, and social selling

LinkedIn is Facebook's professional cousin. It's perhaps the only platform where its audience is clearly defined: Working professionals looking to network and seek out new opportunities.

That makes it the ideal platform for B2B companies looking to identify key decision-makers and build an industry-specific community.

YouTube

- **Users:** Over 315 million daily active users worldwide
- **Audience:** Primarily Millennials but has a strong audience across gender and age demographics
- **Industry impact:** B2C and B2B
- **Best for:** Brand awareness; long-form entertainment, and how-to videos

YouTube is the second most visited website in the world. In addition, marketers name it the best platform to build community. In addition to being an incredibly popular platform, its users also tend to stay longer on it making it an ideal platform to share educational content.

Snapchat

- **Users:** 306 million daily active users worldwide
- **Audience:** Primarily Generation Z
- **Industry impact:** B2C
- **Best for:** Brand awareness; advertising

When Snapchat came out in 2011, leading the charge in ephemeral content. It introduced content that you could share with your friends and that would expire after 24 hours. The platform peaked in 2015 and has held strong since then. Many thought the brand would disappear once Instagram introduced Stories, the same feature with a different name. Snapchat continues to be popular among young adults.

Pinterest

- **Users:** 444 million monthly active users worldwide
- **Audience:** Primarily Millennials with a solid audience in Gen Z, Gen X and Baby Boomers
- **Industry impact:** B2C
- **Best for:** Visual advertising; inspiration

Think of Pinterest like a visual storyboard that allows users to get inspiration for everything from fashion to home decor. 85% of Pinners say Pinterest is where they go to start a new project. In addition, 80% of weekly Pinners say they've discovered a new brand or product on the platform. So, not only is it a great discovery tool but it's also a way for brands to build their narrative through visual stories.

Clubhouse

- **Users:** 10 million weekly active users worldwide
- **Audience:** Primarily Millennials
- **Industry impact:** B2B and B2C



- **Best for:** Visual advertising; inspiration

Clubhouse made a strong impression as soon as it entered the social media world in 2020. The audio-only platform allows people to start interesting conversations with followers as well as strangers and build community. The platform also gained some buzz for its invitation-only set up when it was in beta testing. Today, the platform is open to everyone globally and on both IOS and Android devices. Another big selling point to this platform is that it works well for both B2B and B2C businesses and leverages audio, which has made a huge comeback in recent years.



3.3. How to create a Facebook account and page for your business

How do I create a Facebook account

1. Go to facebook.com/reg.
2. Enter the name you go by in everyday life.
3. Enter your email or mobile phone number.
4. Select your gender and date of birth and choose a password.
5. Tap Sign Up.

T

To finish creating your account, you need to confirm your email or mobile phone number.

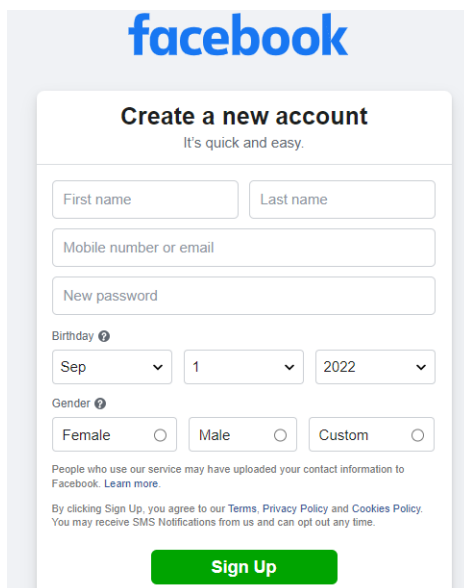


Figure 3 How to Create a Facebook Account - Sign Up & Customize Profile

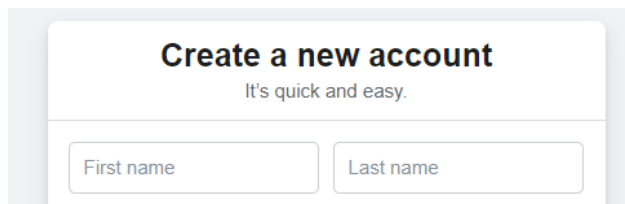
Source: <https://www.youtube.com/watch?v=nkKnIRQQ2KI>

1. Go to facebook.com/reg. Open the Facebook homepage. You will need to be at least 13 years old to create a Facebook account. Facebook accounts are free, but you can purchase things for your Facebook account. All pictures below are created by Maja M. member of Marketing Gate.

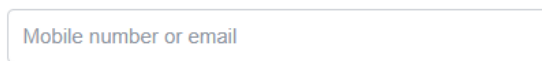




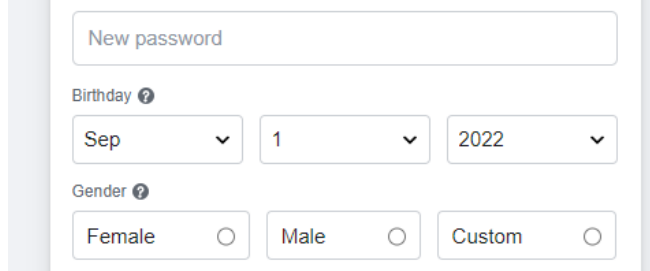
2. Enter the name you go by in everyday life. On the Facebook homepage, enter in your first name, last name, email address, password, birthday, and gender. You must use your real name for your account. Nicknames are allowed if they are a variation on your real name (Joe instead of Johan, for example).



3. Enter your email or mobile phone number. You must use your real email or mobile phone number for your account. You can only create one Facebook account per email address.

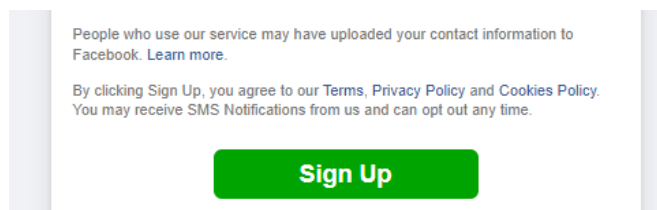


4. Select your gender and date of birth, and choose a password. You must use your real date of birth.

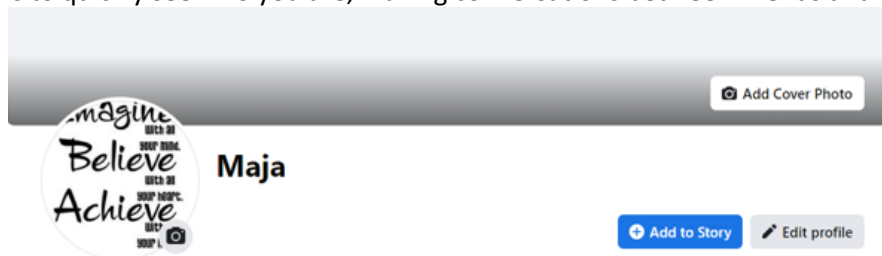


5. Tap Sign Up. **Click the "Sign Up" button.** If all your information is correct, you will be sent a verification email to the address you provided.

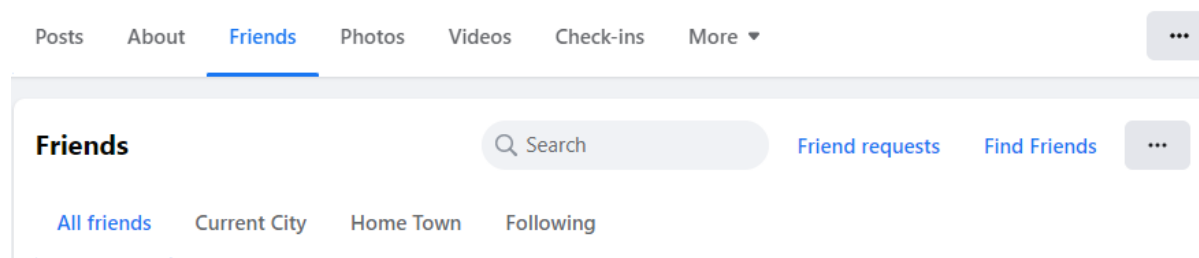




6. To finish creating your account, you need to confirm your email or mobile phone number **Add a profile picture**. The first thing you should do after creating an account is add a profile picture. This will allow others to quickly see who you are, making conversations between friends and family easier.

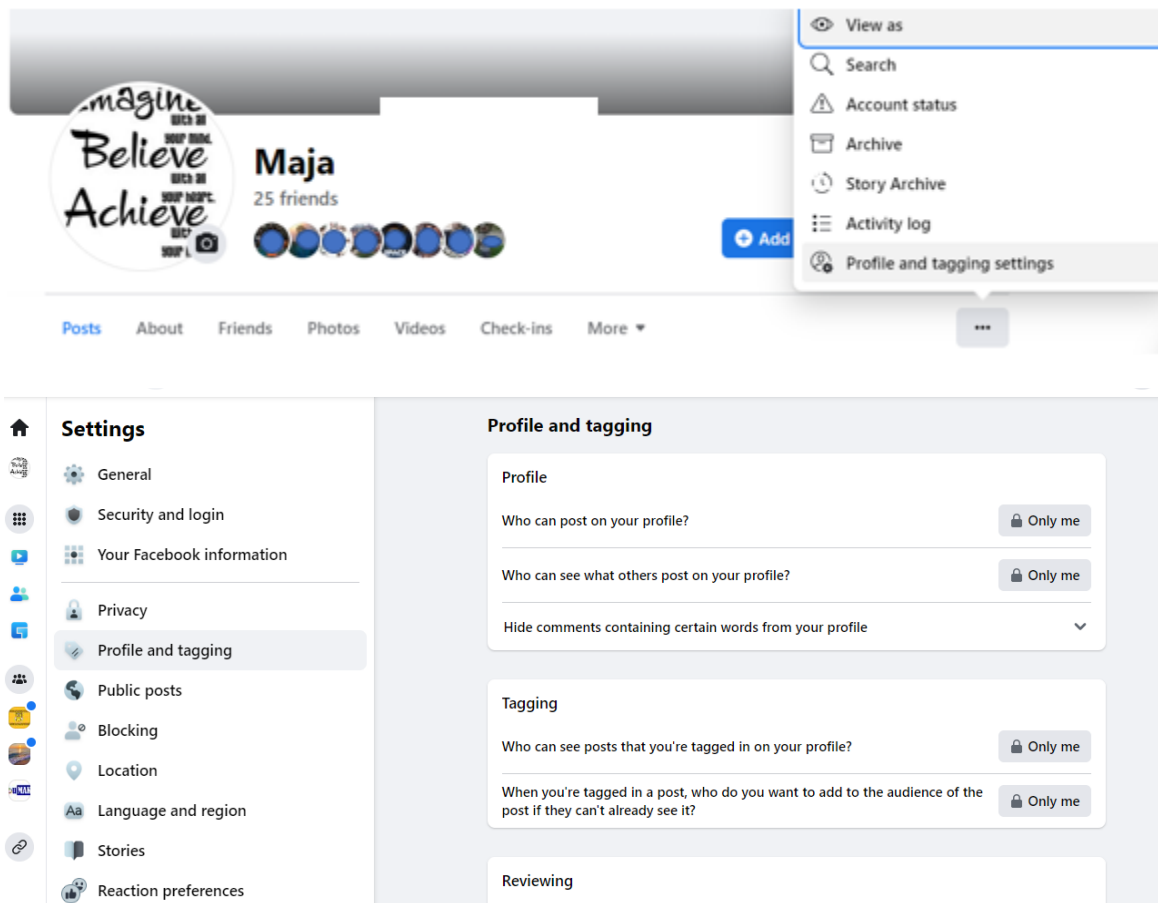


Add friends. Facebook is nothing if you don't have friends and family to share with. You can search for people by their name or email, import your contact lists, and invite friends that aren't currently using Facebook. When you find someone that you want to add, you will need to send a friend invite. Once they accept your invitation, that person will be added to your Friends list.



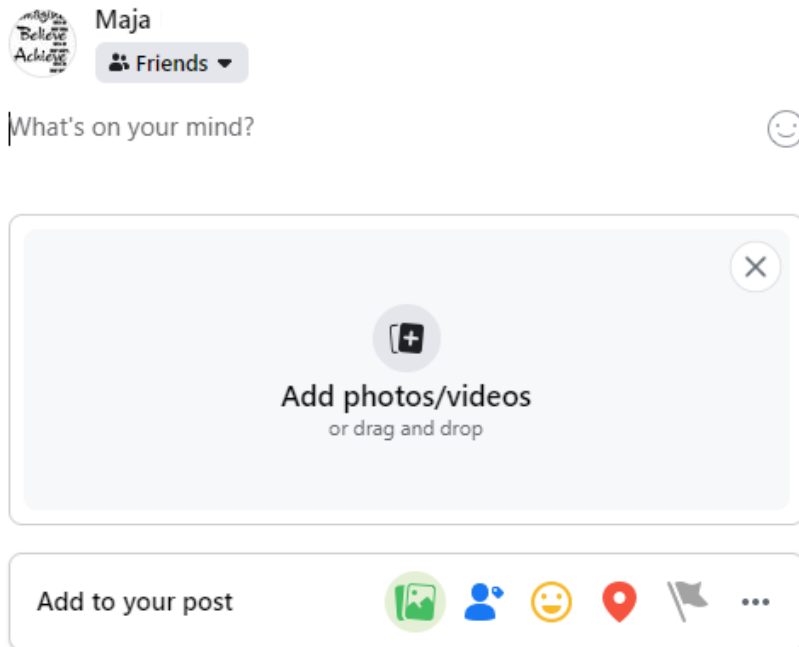
Manage your privacy settings. There are countless horror stories of people posting things that they don't want others to see or losing a job because of something controversial they shared. Take some time to set up your privacy settings to prevent the wrong people from seeing what you post.



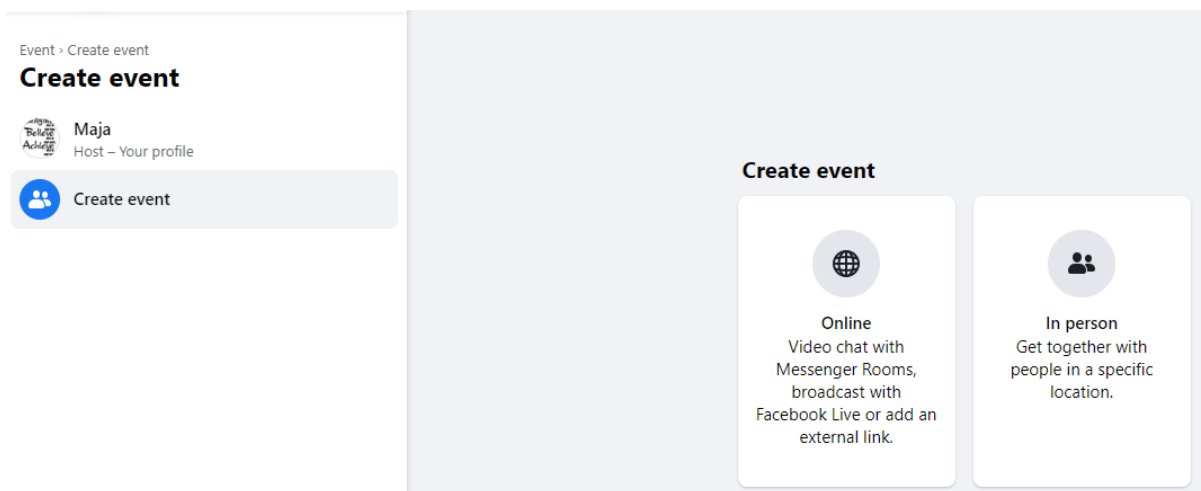


Upload photos. Facebook allows you to upload your photos to post to your profile and share with friends and family. You can upload single photos or organize your photos into albums. Make sure to not upload anything containing questionable content.



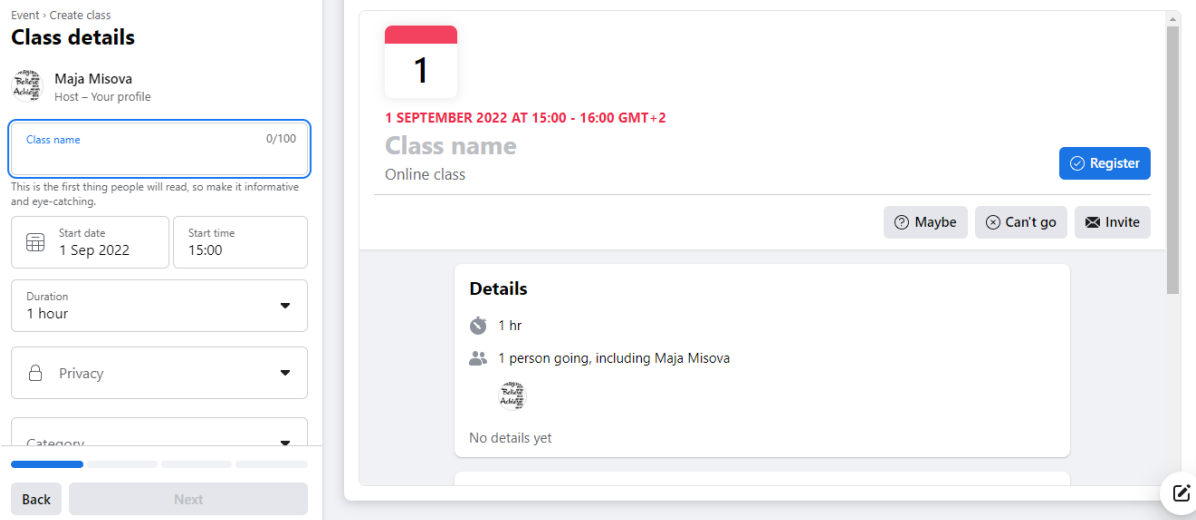


Create an event. You can use Facebook to create events and invite people. Facebook events are quickly becoming one of the main ways that people organize gatherings.



You can create an event online (video chat with messenger rooms, broadcast with Facebook Live or add an external link), or in person (get together with people in a specific location).

When you create an event, You can set the date and time, enter a location, make posts for people that will be attending, and invite specific people.

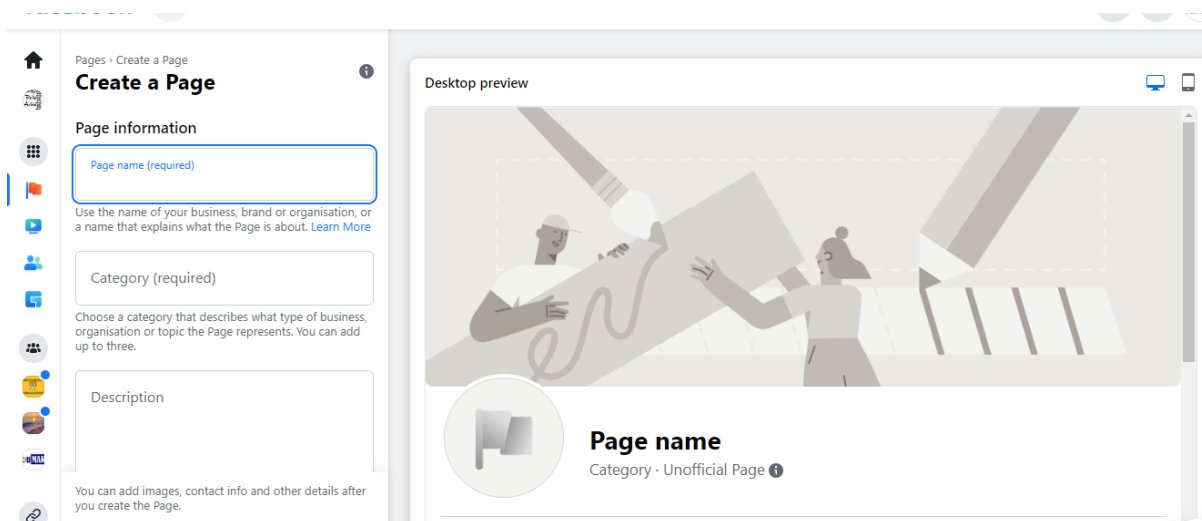


Create a Facebook Page for your business

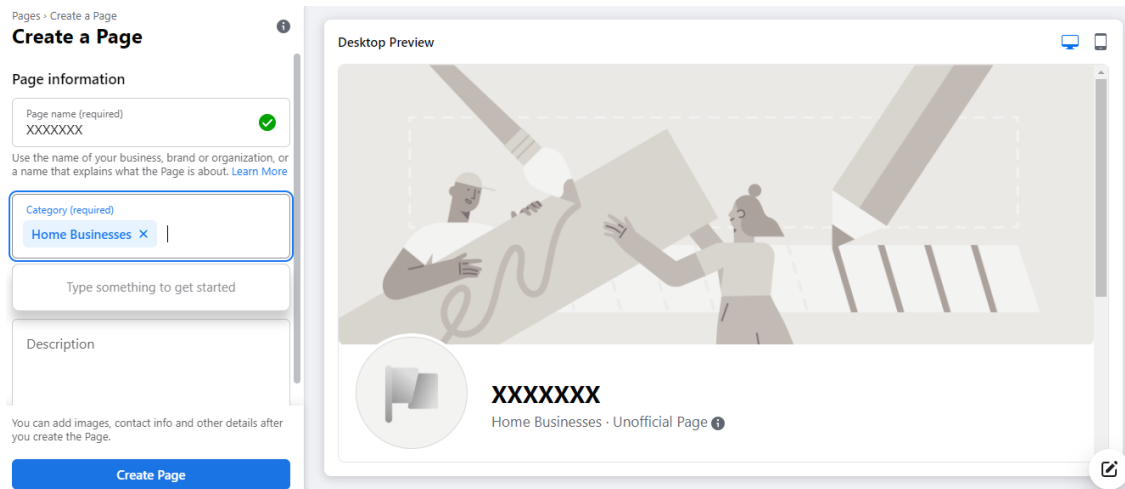
Facebook Pages let you grow your business on and off Facebook. Pages come with a suite of free business tools that help you achieve your business goals. Before you begin - You must have a Facebook profile. Pages are for businesses, brands, organizations and public figures to share their stories and connect with people. Like profiles, Pages can be customized with stories, events and more. People who like or follow a Page can get updates in Feed. Note: Anyone can create a Page, but only official representatives can create a Page for an organisation, business, brand or public figure. To create a Page:

1. Go to facebook.com/pages/create.
2. Click to choose a **category**.
3. Fill in the required information.
4. Click **Create Page**.
5. Add an optional profile or cover photo, then click **Save**.

Go to facebook.com/pages/create.



Click to choose a **category**.



When you set up your Page, you can select up to three categories for your business. If you are not able to add a category, it may be because it is a general category that has already been included in your specific selection. Choose only the most relevant and specific categories.

For example, if you own a sweet shop, choose bakery or dessert shop instead of local business. Now, people who look for sweet shops can find your business. If you select sweet shop, your business has already been classified as a restaurant and you will not be able to find that category.

Categories help your business grow because they:

Appear on your Page: Your main category appears on your Page below your business name. The more specific your categories, the better customers can understand what your business does.

Help people find your business: Categories make it easier for potential customers to find you.

Search: You appear in Facebook search when people search for the categories you selected.

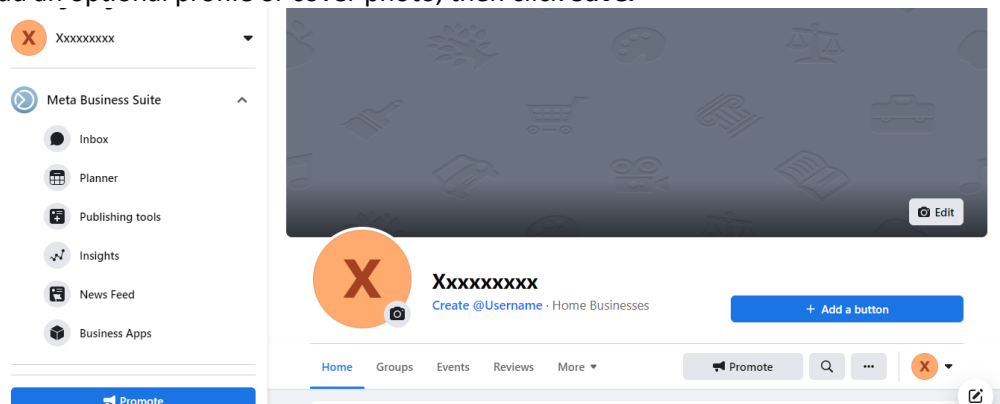
Recommendations: People who have indicated they're interested in the services you provide or products you sell will receive recommendations for your Page.

Location: Your Page appears in search when people look for businesses near them. Make sure you update your address so potential customers can find you.

Show related Pages: Categories help organize similar Pages for people to discover.

Fill in the required information, Click **Create Page**.

Add an optional profile or cover photo, then click **Save**.



Co-funded by
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Set your Page up for success

Finish setting up your Page so people on Facebook know you're a credible business. Invite Friends to Like Your Page More people might see your posts in News Feed if your friends like your Page and share posts. Invites will be sent from.

Manage Page

XXXXXXXXX

Meta Business Suite

- Inbox
- Planner
- Publishing tools
- Insights
- News Feed
- Business Apps

XXXXXXXXX

Set your Page up for success

Finish setting up your Page so people on Facebook know you're a credible business.

3 of 13 steps completed

2 steps left

Establish your Page's identity ▼

6 steps left

Provide info and preferences ▼

2 steps left

Introduce your Page ▼

Invite Friends to Like Your Page

More people might see your posts in News Feed if your friends like your Page and share posts.

XXXXXXXXXX
Create @Username · Home Businesses

[+ Add a button](#)

Home Groups Events Reviews More ▼
Promote 🔍 ⋮

Access all your business tools in one place
Create and schedule posts, manage your Inbox, view insights and more in Meta Business Suite. [Open now](#)

Set your Page up for success
Finish setting up your Page so people on Facebook know you're a credible business.
3 of 13 steps completed

Create post

Photo/video

Get messages

Feeling/activity



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Grow Your Page Audience and Engagement⁹

It's important to build a Page following of people who are interested in the products, services or content you share. This guide provides best practices for building an audience of people who are likely to care about your business.

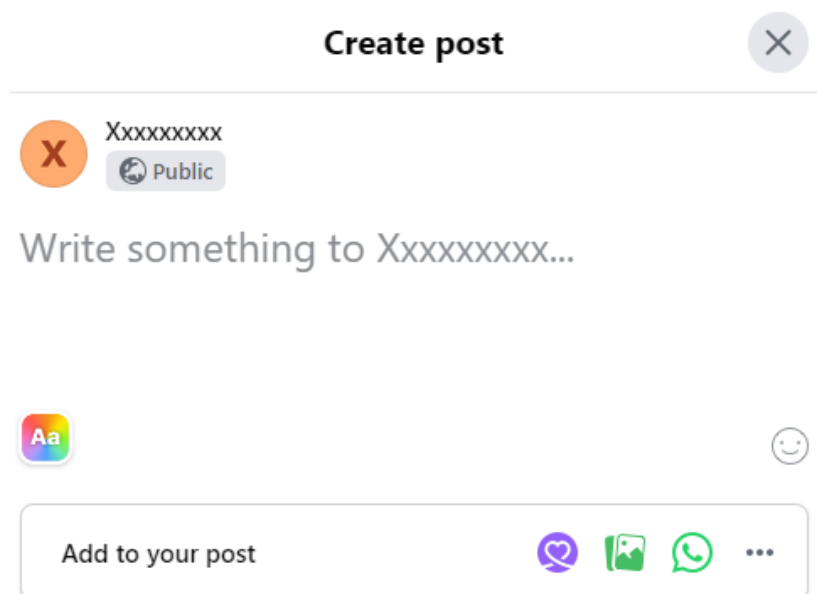
Make people aware of your brand. Connect with current and new customers by growing your Page's audience. If you're not sure how to get more people to like and interact with your Page, try these tips: Share your Page on your Feed, invite friends to like your Page, ask friends to share your Page with their networks, Post as the Page in groups.

Be more active. Your business likely needs to increase engagement on its Page. This means admins and advertisers should: Comment on other posts and in groups as your Facebook Page, share more content, and Manage communication through Inbox.

Use targeted ad campaigns With a Facebook Page, you can run ads that appear on Facebook, Instagram, Messenger and in the Audience Network outside of Facebook. You can create different types of ads directly from your Page. Some strategies for advertising include boosting posts you've created from your Page, promote a post to send people to your website, Promote your Page, Promote your local business.

Use Page Insights to optimize your ad targeting: Page Insights is a powerful tool that helps you understand more about the people who like your Page and the posts that increase engagement. In your Page Insights tab, you can see things like the interests and ages of your Page's audience. You'll also see insights for actions people take on your Page (for example, the number of clicks on your action button) and engagement metrics for posts. You can use this information to better understand your audience and the content that's most likely to keep them engaged.

Post when your audience is online: Sharing content when your audience is online is key to higher Page engagement.






⁹ <https://www.facebook.com/business/help/464618030623795?id=939256796236247>



Connect your Facebook profile in Accounts Center




To link your Instagram account and Facebook profile:¹⁰

1. Tap  or your profile picture in the bottom right to go to your profile.
2. Tap  in the top right, then tap  **Settings**.
3. Tap **Accounts center** at the bottom, then tap **Set up accounts center**.
4. Tap **Add Facebook account** and log in to or select the account you want to connect.
5. Tap **Yes, finish Setup**.
6. Select whether you want to sync your profile photo, then tap **Continue**.

Once you link accounts, you'll have the option to share a post to Facebook from the same screen where you add a caption.

Remove your Facebook profile from Accounts Center

To unlink your Facebook account:

1. Tap  or your profile picture in the bottom right to go to your profile
2. Tap  in the top right, then tap  **Settings**.
3. Tap **Accounts center** at the bottom, then tap your name at the top.
4. Tap your connected account, then tap **Remove from accounts center**
5. Tap **Continue**, then tap **Remove [Username]**.

facebook

¹⁰ <https://help.instagram.com/176235449218188>



3.4. How to create an account on the Instagram app for Android and iPhone for your business

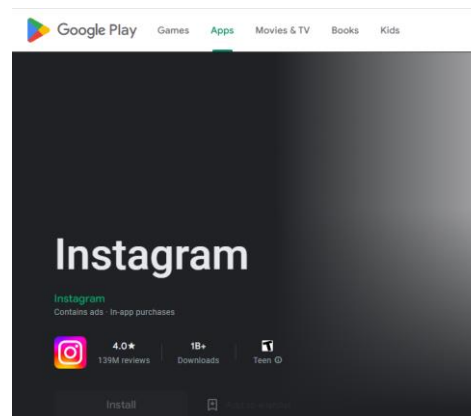
Download the Instagram app from the [App Store](#) (iPhone) or [Google Play Store](#) (Android).

Once the app is installed, tap to open it.

Tap **Sign Up with Email or Phone Number** (Android) or **Create New Account** (iPhone), then enter your email address or phone number (which will require a confirmation code) and tap **Next**. You can also tap **Log in with Facebook** to sign up with your Facebook account.

If you register with your email or phone number, [create a username](#) and password, fill out your profile info and then tap **Next**. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

App Store Preview



Once the app is installed, tap to open it.

Tap **Sign Up with Email or Phone Number** (Android) or **Create New Account** (iPhone), then enter your email address or phone number (which will require a confirmation code) and tap **Next**. You can also tap **Log in with Facebook** to sign up with your Facebook account.

If you register with your email or phone number, [create a username](#) and password, fill out your profile info and then tap **Next**. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.¹¹



¹¹ https://help.instagram.com/182492381886913?helpref=faq_content

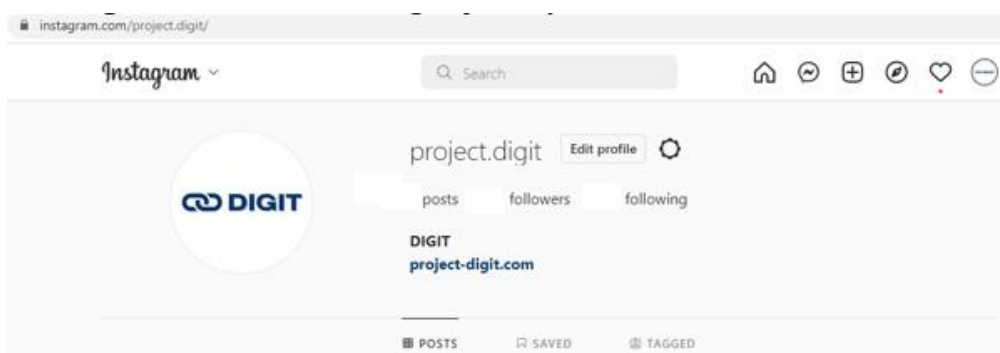


Instagram.com from the computer

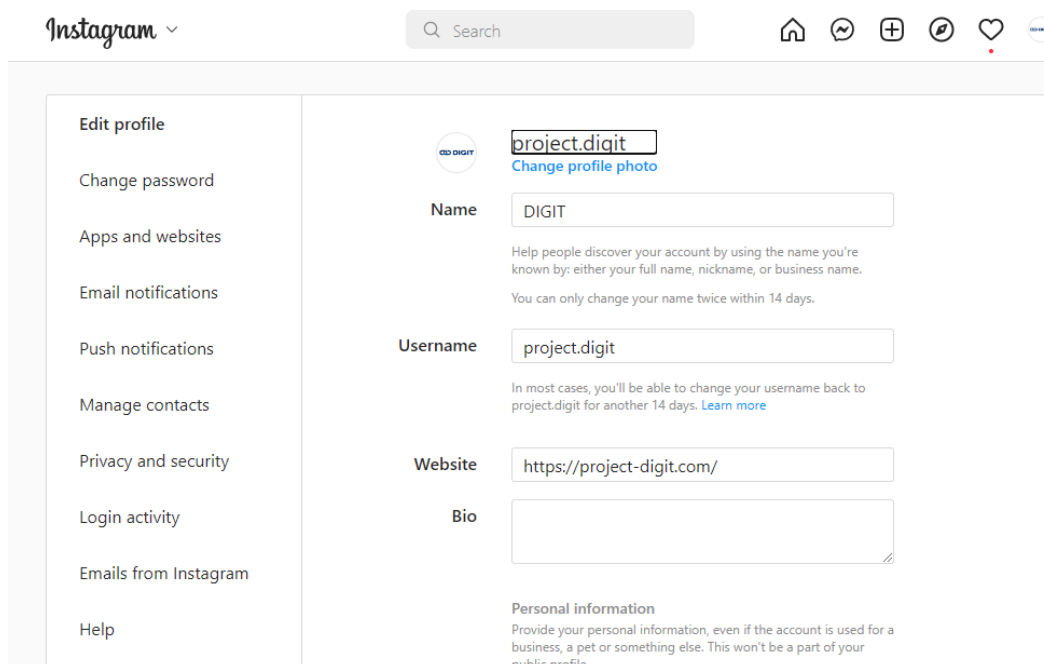
1. [Go to instagram.com](#).
2. Click **Sign up**, enter your email address, [create a username](#) and password or click **Log in with Facebook** to sign up with your Facebook account.
3. If you register with an email, click **Sign up**. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

[Go to instagram.com](#).

Click **Sign up**, enter your email address, [create a username](#) and password or click **Log in with Facebook** to sign up with your Facebook account.




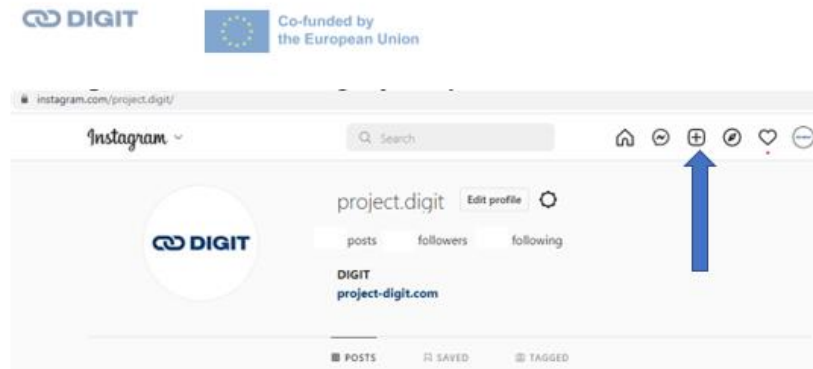
If you want to change something than go to edit profile¹²



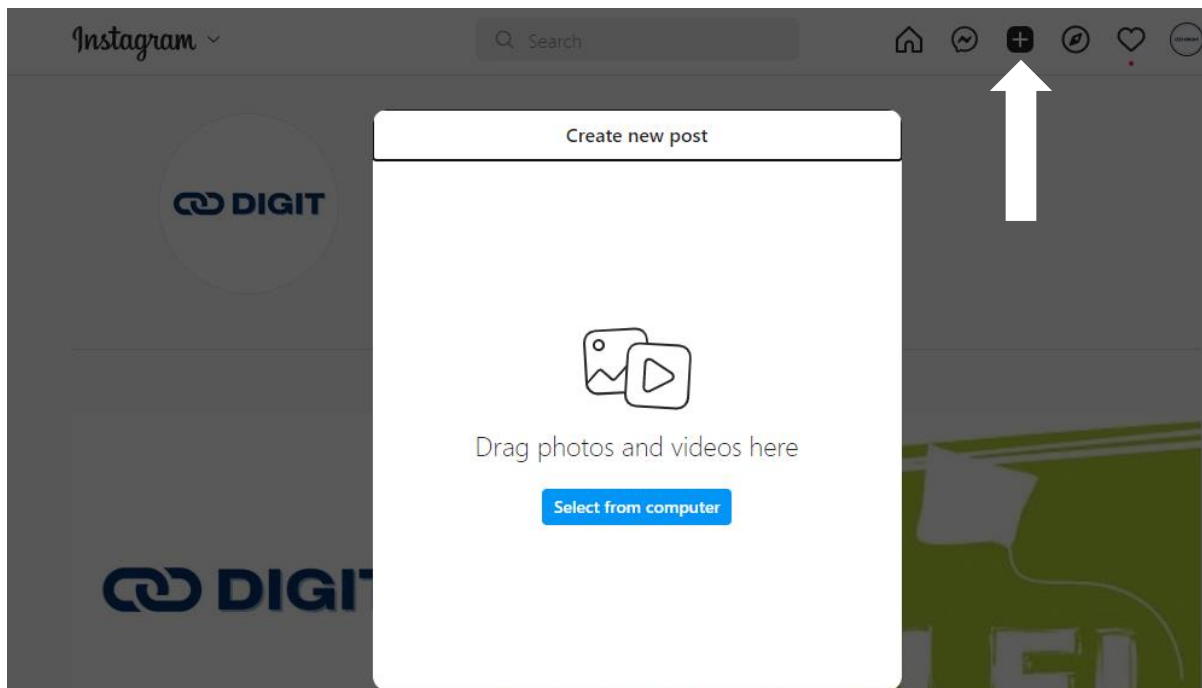
¹² <https://www.instagram.com/accounts/edit/>



If you want to create a post see the point  and click on them:¹³



Then you can select drag photos and videos from your computer:¹⁴



If you register with an email, click **Sign up**. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

¹³ <https://www.instagram.com/project.digit/>

¹⁴ <https://www.instagram.com/project.digit/>

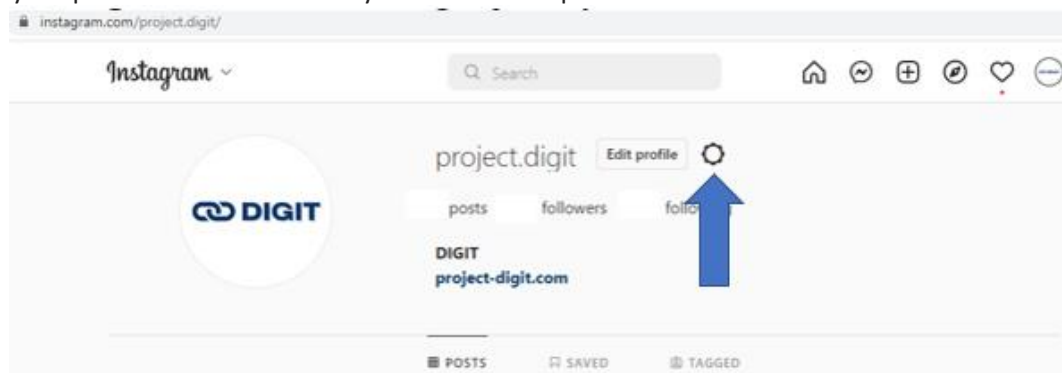


How to create an Instagram Business Account?

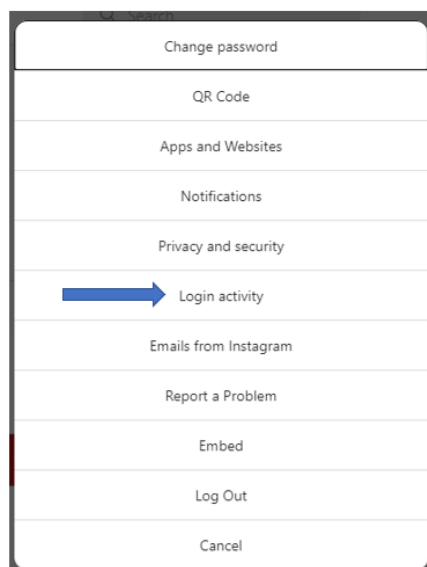
In order to transform your Instagram personal account into an Instagram business account, you can choose either one of those two very easy solutions. However, before we start, please make sure that you already have a Facebook page. This one is going to be mandatory during this process. You can click on the following link¹⁵ if you don't have one yet. If you're used to access your Instagram account from your computer, here's what you got to do:

First, please make sure that you are connected to the Instagram account that's linked to your Counter.

- Go to your profile and click on the symbol after edit profile.



then click on "Privacy and security"



then click on "Switch to Professional account".¹⁶

¹⁵<https://www.facebook.com/help/104002523024878?helpref=search&sr=2&query=comment%20cr%C3%A9er%20une%20pa>

¹⁶ https://www.instagram.com/accounts/privacy_and_security/

Social media usage statistics Mar 22, 2022

- As of January 2022, there are 3.96 billion total social media users across all platforms.
- The average person bounces between seven different social networks per month.
- The amount of time adults use social media across all platforms is now higher than ever — 95 minutes per day.



“Social Media is about the people! Not about your business. Provide for the people and the people will provide for you.” Matt Goulart.

Do you want to know more about this module:



<https://www.facebook.com/business/help/464618030623795?id=939256796236247>

<https://help.instagram.com/176235449218188>

https://help.instagram.com/182492381886913?helpref=faq_content

<https://www.instagram.com/accounts/edit/>

<https://www.instagram.com/project.digit/>

<https://www.instagram.com/project.digit/>

<https://www.facebook.com/help/104002523024878?helpref=search&sr=2&query=comment%20cr%C3%A9er%20une%20pa>

https://www.instagram.com/accounts/privacy_and_security/



LESSONS LEARNED

Your logo is the face of your brand, the first piece of your visual identity that people are likely to see when they encounter your business. Logos, or appeal to logic, means to appeal to the audience's sense of reason or logic. There are seven different types of logos each type of logo gives your brand a different feel. A good logo characteristic is: Simple, Relevant, Memorable, Timeless and Versatile.

Whether you choose to design a logo yourself, hire a designer, or use an online logo maker, the process will involve the same 7 steps: Develop your brand identity, Look for design inspiration, Choose colours that reflect your brand, Select a typeface, Create several rough versions, Get feedback and Polish your winning design

If you're short on time and need a professional logo designed ASAP, then a free logo generator is your best bet. There are plenty of adequate logo makers online, but beware—low-quality logo makers generally result in low-quality logos.

A brochure is a single or multi-page folded paper used to sell a company's products or services. This piece of paper can be folded several times to create separate pages, or several pages stapled together.

Social media marketing (SMM) (also known as digital marketing and e-marketing) is the use of social media - the platforms on which users build social networks and share information - to build a company's brand, increase sales, and drive website traffic.

Many people have the misperception that brochures are obsolete thanks to the continually advancing technology we have today. This is not the case. Brochures play a vital part in getting your story out there.



GLOSSARY

Logos: Logos, or appeal to logic, means to appeal to the audience's sense of reason or logic. Your logo is the face of your brand, the first piece of your visual identity that people are likely to see when they encounter your business. Whether you choose to design a logo yourself, hire a designer, or use an online logo maker, the process will involve the same 7 steps: Develop your brand identity, Look for design inspiration, Choose colors that reflect your brand, Select a typeface, Create several rough versions, Get feedback and Polish your winning design.

Brochure: A brochure is a single or multi page folded paper used to sell a company's products or services. This piece of paper can be folded several times to create separate pages, or are several pages stapled together. There are lot of reasons why brochures are still important for selling products and services: Budget-Friendly, Focused & Consistent Branding, Reach Target Audience, Descriptive, Multiple Distribution Channels, Tangible Reference Material for Later Use, Enduring, Perfect For Promotional Offers, Emphasize Online Messages and Add Credibility.

Social Media Marketing (SMM): Social media marketing (SMM) (also known as digital marketing and e-marketing) is the use of social media - the platforms on which users build social networks and share information - to build a company's brand, increase sales, and drive website traffic. With the correct content, social media may help your business to obtain more visibility in building your brand and expanding your internet presence outside your website. Moreover, social media helps to brides the gap between you and potential customers.



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<https://www.shopify.com/in/blog/how-to-design-logo#two>
<https://www.vocabulary.com/dictionary/brochure>
<https://www.designhill.com/design-blog/reasons-why-brochures-are-still-important-for-selling-products-and-services/>
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<https://help.instagram.com/176235449218188>
https://help.instagram.com/182492381886913?helpref=faq_content
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<https://www.instagram.com/project.digit/>
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<https://www.facebook.com/help/104002523024878?helpref=search&sr=2&query=comment%20cr%C3%A9er%20une%20pa>
https://www.instagram.com/accounts/privacy_and_security/

