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Thread: [\[ILLUMINATI\] 3 Marketing Methods explained - Marketing Team Release](#)

The Illusionist - November 4, 2016, 5:25 pm

...: Team Marketing ...

[Doctor Fate](#)

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In this thread we'll be discussing 3 methods of Marketing. Each method having its own special perks depending on the situation.

This thread has been released by The Marketing Team of The Illuminati.

Facebook Marketing - Doctor Fate This is an intro to Facebook marketing. There is plenty that this guide will not even mention or touch upon so keep that in mind. The goal is to make you familiar with the very basics. The first thing to know is that Facebook marketing is not an easy endeavor and almost never successful the first couple times until you start to get a feel for how targeting works. The goal of this guide is to give you head start to the use of Facebook marketing whether it be for ecommerce in general. I've used it for ecommerce my hosting service, and to market freelance services.

Things to know before starting:

1. If at first you don't succeed realize that it's all part of the process. You're probably going to lose money before you make money but the nice thing about Facebook is you're going in with relatively low investments.
2. Facebook isn't for everything. It is a useful tool but we will discuss how you know if you're niche or product is applicable for Facebook marketing
3. Your potential customers are not on Facebook to buy things (most likely) your job with targeting and ad creation is to distinguish yourself enough to get them to click on whatever you're trying to market.
4. This is NOT a guide on ecommerce or selling your product this is simply a guide to help get you started. If you're interested in learning the different aspects of ecommerce via Facebook marketing contact Doctor Fate.

Step One: Create a Brand or Product Facebook page

- It's crucial to start developing brand loyalty as soon as possible.
- Brand Loyalty = Continued profit and a further increase in profit

Step Two: Create a business Facebook account

- The Facebook business page can be found at business.facebook.com

Step Three: Getting familiar with business portal

Audience insights:

- Located underneath all tools
- Audience insights it's arguably the most useful tool you can utilize in regards to Facebook marketing and is often under utilized
- Always try to use insights in accordance with other methods of product or brand research (google research and relative product comparisons)

Step Four: Ad Creation

Ad creation is arguably the most difficult step because we start to go into targeting. So I'll give some

tips for ad-creation itself but the main focus will be for ad-targeting and audience targeting.

Ad-Creation Tips and Tricks

- Use video ads
 - o After multiple ad's and multiple trial and error in my experience video ad's overall have the best results.
 - o Video ad's take up more of the screen than images
 - o Download the app Quick available for android and iOS. It's an easy to use app that lets you compile images into an appealing looking video.
- Your testing budget should be no more than \$10 a day but I usually only recommend testing several ads with a \$5 budget to see which works best
- I recommend doing separate ads for mobile and desktop devices to capitalize on which platform results in the most conversions for a given product.

Targeting guide

This is going to be the toughest part about Facebook marketing and as said before will probably take more than one try to get right.

Target age and gender:

When choosing a target age, it's important to realize that anyone bellow the age of 18 is more than likely is going to by a low conversion percentage. This is because anyone bellow 18 is not usually making their own income and doesn't have the money for the product you're trying to advertise. When deciding whether to target a specific gender refer to Audience Insights to check demographics for the specific audience you are attempting to target.

Detailed targeting:

Add in here some of the following that relate to your target audience if you're doing specific targeting:

- Live events
- Institutions
- authors
- websites
- books
- writers
- forums
- songs
- Music artists
- clubs
- foundations
- federations
- celebrities
- athletes
- tournaments
- competitors
- location
- newsletters
- magazines
- leagues
- organizations
- brands
- products
- conferences
- colleges
- blogs

*Credit to Farzaam via Ecom for the compiled list

When testing various ad's, I suggest you try and keep the target audience under 1.4 million at the max and no less than 500k. This is so you're not wasting targeting time and money.

Placements:

Reiterating on what I said above, I suggest to have separate ads for Desktop and Mobile when targeting each platform. I don't suggest using audience network or right column because in my experience they yield very few conversions.

Concluding thoughts:

Facebook ad's is tough but a very useful marketing tool. If utilized correctly can help immensely across the board for building your brand and for getting conversions whether you have a ecommerce company or you're trying to promote an online forum. It's not easy by any means but if you stick with it your profit can be much larger than you'd believe. If you have any quick questions regarding Facebook marketing feel free to contact me via PM.

Low Budget Offline Marketing - The Illusionist The names says it all, if were looking at Marketing outside of HackForums we'll be needing to look at offline marketing. However such marketing can be rather expensive advertisement spots don't come cheap.

If you're on a lower budget there are still plenty of opportunities to preform offline marketing to get your product name out there.

Effectiveness is as expected lower then high-end offline marketing, however the big difference in cost will make up for this.

Also if you're trying to target an audience in a certain area this marketing method bring a lot to the table, because you decide where you place your marketing.

I'll be listing all types of ways to preform offline-marketing and give some pro's and con's for every type, also I shall give some tips to improve overall effectiveness. (This required some creativity)

Stickers

Letting a company print tons of stickers for you is extremely cheap, you'll end up paying a few cents per sticker. The idea is simple, you go to crowded places in the area that you want to advertise and just put 'em everywhere. It sounds simple but it's rather effective, once people see your sticker over and over again they'll start to recognize it and remember it.

To improve the effectiveness one can hold sticker campaigns, one can advertise this on their Social Media, they can send customers some stickers for free so that they can start spreading them as well. To make sure they actually get used add a little game to it for example;

Once you've received your stickers find a unique spot to place them and take a picture and Tweet it at us and we'll retweet you!

This way people will do the advertising for you.

Pros:

- Extremely Cheap
- Has a spreading effect
- Gets stuck in peoples head

Cons:

- Relies on your customers to spread and take over
- Sticking stickers all around the city isn't allowed

Pencils

Now this might sound like a weird one but trust me. So imagine that you have a pencil with your branding on it, to get these pens to the people there is a very simple trick. You got to public places and “accidentally” forget your pencil over and over again. The effect that this will have is quite unique, because someone who is actually in need of a pencil will pick it up and he’ll eventually use it. If the pencil gets used frequently the user will soon enough know your logo, your company name and your website. And of course don’t forget the fact that pencils are frequently passed on from one to another so they owner of these pencils constantly switches, making your brand known by more people.

Pros:

- Almost every pencil get used (Rather than handing them out for free in masses where they might not be used)
- Targeted audience, you decide where you leave the pencils
- High response rate
- It can be done at any moment (always have a few pencils with you and spread them while doing your daily things)

Cons:

- Requires higher amounts of team to spread these pencils
- Pencils offer limited space to put logo’s/brand names or website links

Public ornaments

This one will require the most amount of creativity, public ornaments are things you can place on a targeted location that fits in with its surrounding yet represents something special and unique something worth remembering. To explain this better here is a picture example;

Spoiler ([Click to View](#))

As seen here, someone placed a teabag inside a flowerpot, of course this flowerpot is meant to represent a teacup but even if it was just a regular circle flowerpot the teabag would have the same effect.

It matches the surrounding almost as it’s meant to be there yet it’s something you see in an instant and would be intrigued by to inspect it more.

To pull this off you need a lot of creativity but if you manage to find something as given in the example you can expect tons of new customers.

Pros:

- Has the ability to for an insane response rate
- Makes people talk about your company/marketing stunt

Cons:

- Requires insane creativity
- Actually making these ornaments can be tricky

Those are 3 examples of Low Budget Offline Marketing, none of these require Social Media (Although the sticker one will be more effective with Social Media). Compared to other marketing strategies this will turn out extremely cheap, so if you’re looking to get your product out there but you’re low on money this is the way to go.

Twitter & Instagram Marketing - Fade Twitter and Instagram Marketing

Social media platforms are insanely beneficial to online businesses due to the widespread use of these sites. Most companies use social media to not only build a connection with their customers, but also to advertise their services/products. This guide will be going over the basics of Twitter and Instagram marketing. Although they are both very extensive topics, you must first understand the basics in order to run a successful campaign.

Account Promos

The first, and most widely used, method of social media advertising is through promotions from other accounts. These accounts normally are related to your product/service in order to get the most return from your campaign. For example, companies pay people with a high follower-base to post promotions for the specific product/service.

If you are on Instagram, most popular accounts provide a business email on their profile page. You can simply send them an email to find out their rates for promotions, often which you can give them a specific picture to post along with the caption.

For Twitter, the concept is the same. You can purchase shoutouts/retweets from popular accounts to gain popularity for your product/service. Not only does this gain attention for your whatever you are selling, but also increases your social media presence. When combining all the methods, you can easily grow your social media presence and gain sales at the same time. Just purchase some retweets from popular accounts, purchase promotions from other accounts, and watch your account grow almost instantly.

Instagram/Twitter Ads

For larger companies, not only do they have run promotions from accounts, but directly through the platforms themselves. Both Instagram and Twitter offer the ability to promote your posts.

<https://ads.twitter.com/>

<https://business.instagram.com/advertising>

Those links above will show you exactly how to run a campaign on your desired site. Not only will they run the ads for you, but provide real-time information to see how your campaign is doing, plus case studies to view the results. Depending on how much you are willing to spend, your ads will be viewed by thousands, potentially millions.

Tips for your campaign:

Understand your audience - the accounts you are getting promotions from need to be related to the product or service you are selling. For example, if you are selling Donald Trump shirts, purchase a promotion from an account that supports this individual. There are millions of accounts that are accessible to you across social media platforms, it just takes some work to find the right account for your promotion.

Test the waters before going all out - by this I mean start off spending a small amount to see how people react to it. If you don't see much results, then go with a different account you think will work better. If you start seeing results immediately, it would be a good idea to purchase more.

Remember: you have to spend money to make money. Don't be afraid to do so otherwise your business will never be successful.

Not all campaigns work - a lot of times it takes time to organize the perfect campaign for your

company. Don't be discouraged if you aren't getting the results you want. Just take a step back, tweak some things, and try again and repeat this process until you are making a great return on your investment.

Closing Words

Social media will always be a great advertisement platform for as long as they exist. It is very important for businesses to build an online presence whether it's through social media or their website through SEO. I would highly suggest you take advantage of any social media platform while they are still popular. A lot of companies hugely increase their earnings from SM alone. When you do have an audience base, it makes it much easier to grow your online presence which in turn, increases revenue.

Now get out there and start working on your first campaign.

2073436 - November 4, 2016, 5:30 pm

The social media information is actually helpful.
Nice thread OP.

Nex+ - November 4, 2016, 8:13 pm

Excellent work by these three members, keep up the work