



→
GUIDE TO

MARKETING

ON A BUDGET

BROWSERS




Firefox

Internet Explorer


Chrome

Tools


 Picasa

Organize, edit, and share your photos
Picasa 3.9 - Now with Google+ sharing and tagging


[Download Picasa](#)
Windows XP/Vista/7

 Circles

Upload and share your photos on Google+

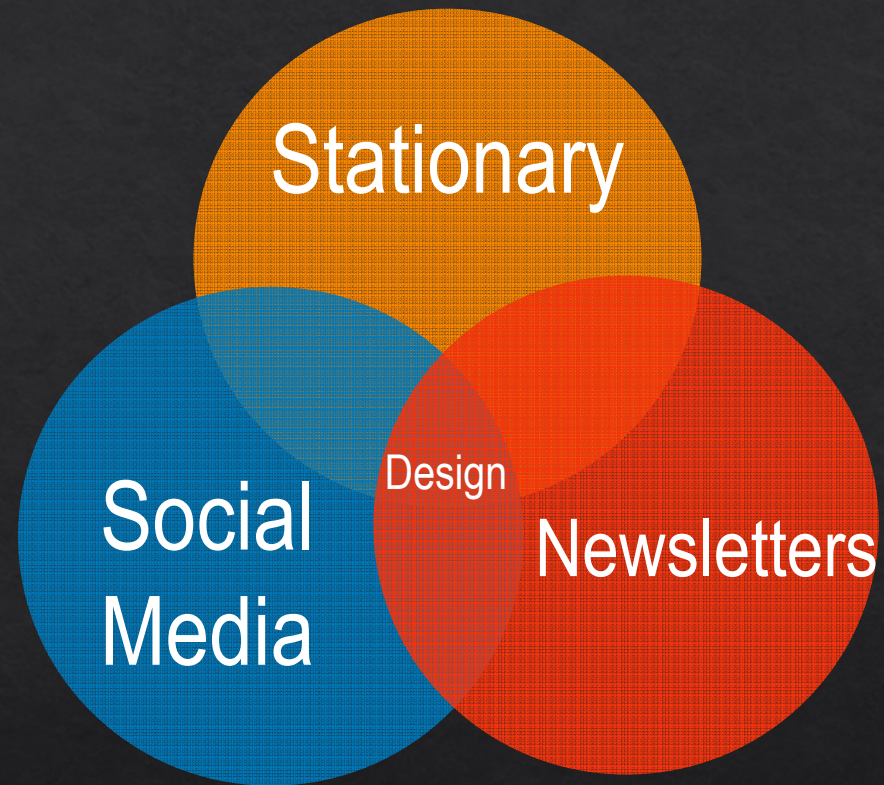


Tag your Google+ friends and share pictures of them



Transform your photos with 24 new effects

Marketing



DESIGN

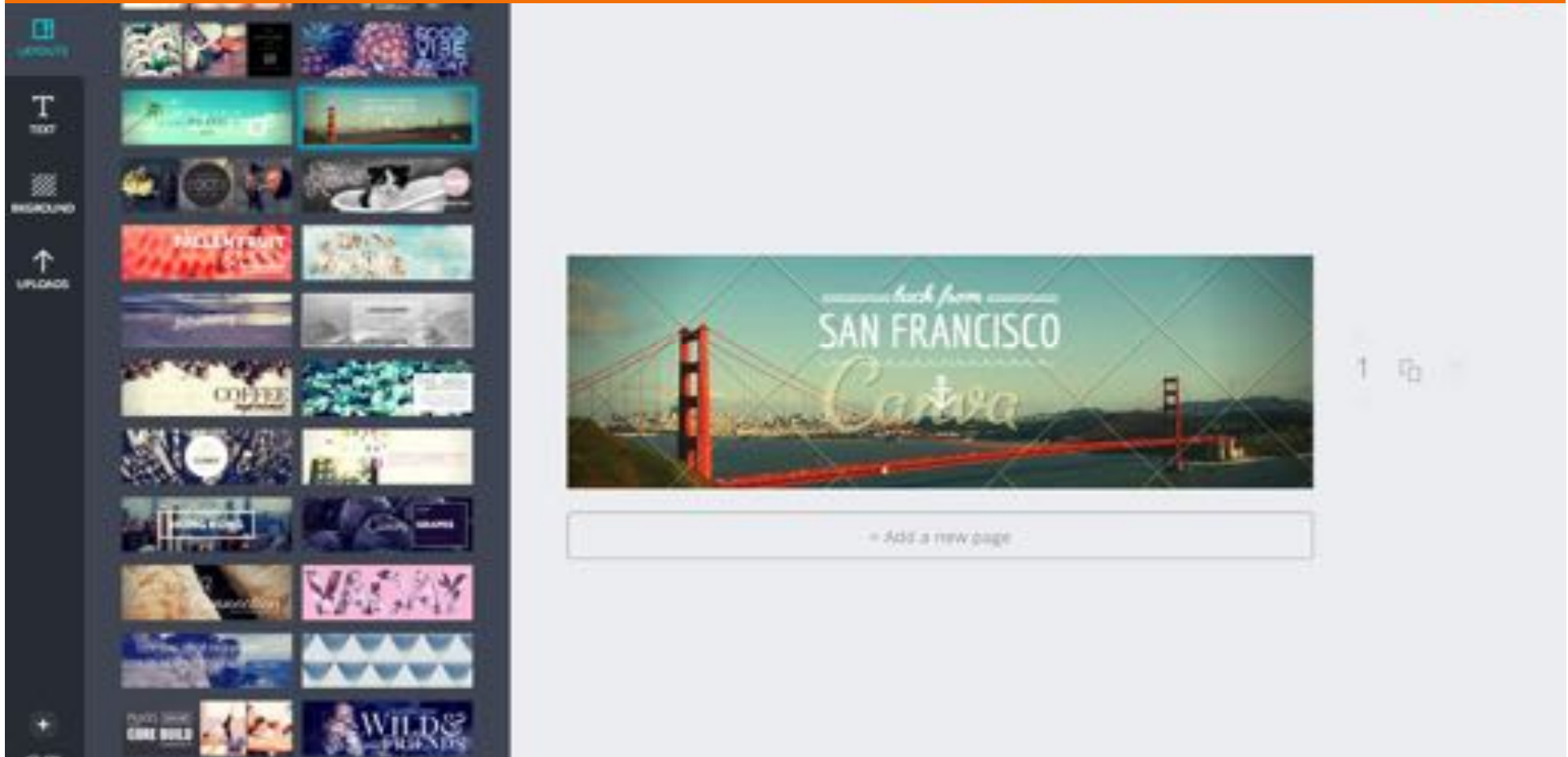


Design

- Register for free on www.canva.com
 - Register by creating a new account or
 - Log in with Facebook
- Create designs for web or print: blog graphics, presentations, Facebook covers, flyers, posters, invitations and so much more.

Example #1

Twitter Header



Example #2

Infographics

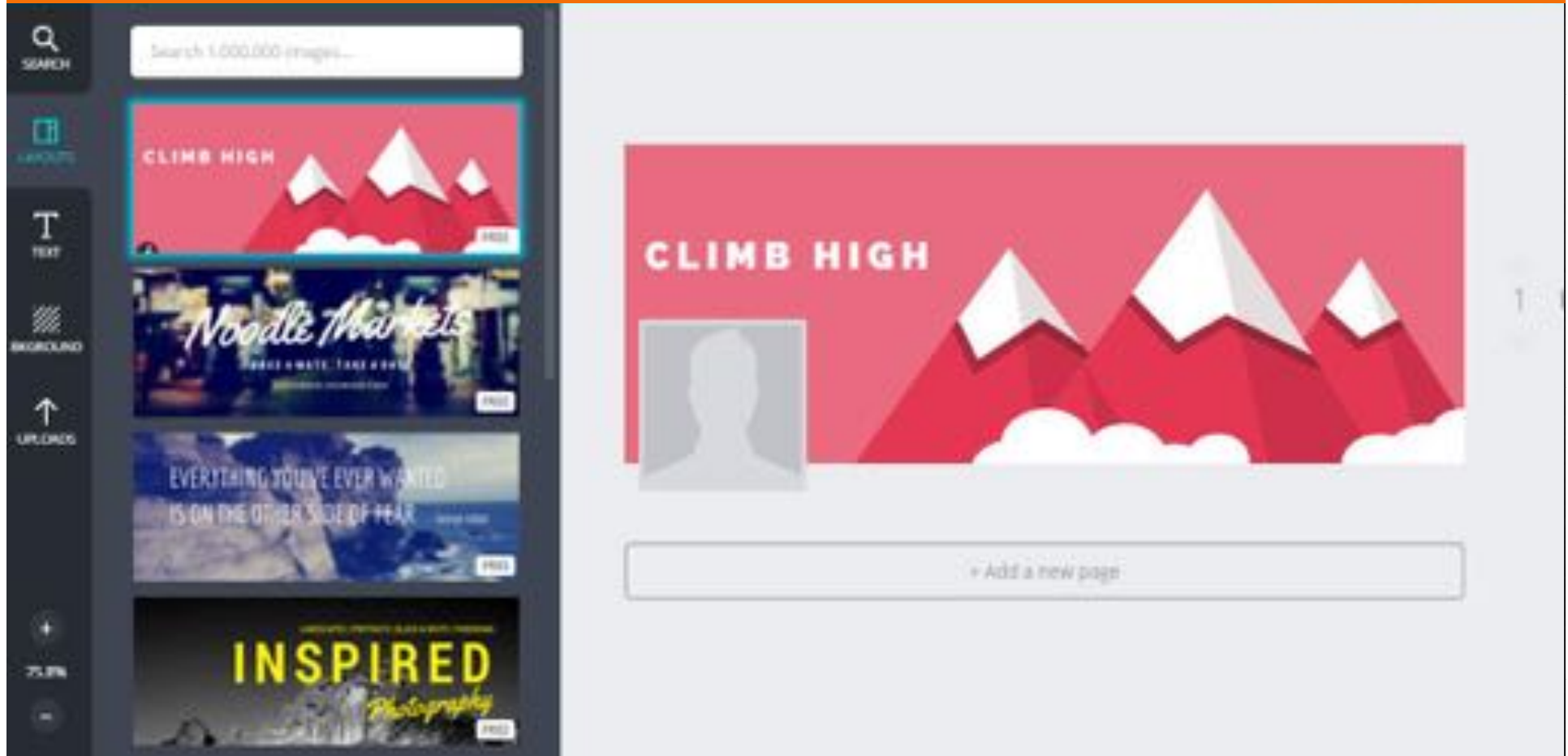


Example #3 Poster



Example #3

Facebook cover



Example #3

Flash Mailer

Fare Deals

✈ Johannesburg to London from **R9 460**

✈ Johannesburg to New York from **R12 070**



virgin atlantic 

Stationary



Stationary

- Logo's
- Email Signature
- Company letterhead
- Accommodation vouchers
- Gift certificates
- Business cards





Facebook



- Worldwide, there are over **1.44 billion** monthly active Facebook users- **South Africa 11,8 million**
- **4.5 billion** likes generated daily
- There are 1.25 billion mobile active users- **South Africa 8.8 million**
- **Age 25 to 34**, is the most common age demographic
- Worldwide five new profiles are created every second.

Mark Manson

Attention Economy

We live in an Internet Age

The new scarcity in the internet age is **attention**. Since there is a surplus of information, more information flowing through our society than any of us could ever hope to process or understand.

This is why today we are each bombarded with over **3,000** advertising messages per day, because the goal of advertisements is no longer information but simply attention.

This is why social media is plastered with ridiculous article headlines such as, “I Thought I Was Going To Die, But Then You’ll Never Believed How This Polar Bear Saved My Life.

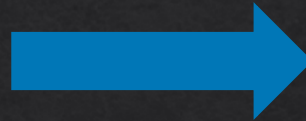
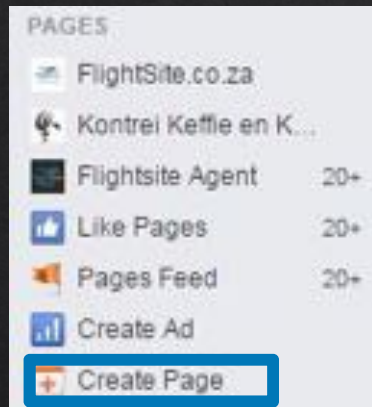
Creating a business page

- Have an individual profile to create a business page



Creating a business page

- Have an individual profile
- Create a business page



Setting up your business page

Set Up Bella's Travel

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience



About

We're a South African travel agency that specialises in holiday packages to Indian Ocean Islands such as Zanzibar, Madagascar, Mauritius & Maldives.

Getting page likes



Getting page likes










The image shows a sequence of steps to create an ad in Facebook Ads Manager. On the left, a 'Promote' button is highlighted with a blue box. Below it, a 'THIS WEEK' summary shows 0 Page Likes. A 'Promote' button is also shown in a separate window, with an orange arrow pointing to the 'Create an Ad' option in the Ads Manager sidebar. The main screenshot shows the Ads Manager interface with a table of campaigns.

Status	Campaign Name	Delivery	Results	Cost	Reach	Spent Today	Total Spent	Start Date
Not Delivering	FlightSite.co.za - Page Likes	All Not Connected	110 Page Likes	R0.51 Per Page Like	2,172	R0.00	R56.64 in 100.00	07/03/2015 10:00am
Not Delivering	Post "Meet Mark Ferrar, Director of St. Charles Savvy..."	All Not Connected	18 Post Engagements	R1.11 Per Post Engagement	400	R0.00	R20.00 in 100.00	06/10/2015 11:00am
Not Delivering	Post "Meet Mike and Lauren Davies. This power..."	All Not Connected	50 Post Engagements	R0.51 Per Post Engagement	1,363	R0.00	R20.00 in 100.00	06/04/2015 1:00pm

Getting page likes

STEP 1: CREATE YOUR CAMPAIGN Use Existing Campaign


Choose the objective for your campaign Help: Choosing an Objective


-  Send people to your website
-  Increase conversions on your website
-  Boost your posts
-  **Promote your Page**
-  Get installs of your app
-  Increase engagement in your app
-  Raise attendance at your event
-  Get people to claim your offer
-  Get video views

Create your ad set

Who do you want your ads to reach?


NEW AUDIENCE ▾


 **Target Ads to People Who Know Your Business**
You can create a Custom Audience to show ads to your contacts, website visitors or app users. Create a Custom Audience.


Locations  South Africa
All South Africa

Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Everyone in this location ▾


Age  18 ▾ - 65+ ▾


Gender  All Men Women


Languages  Enter a language

More Demographics ▾

Create your ad set

Interests  [Suggestions](#) [Browse](#)

Behaviors  [Browse](#)

Connections  All

- Only people connected to Isabella Travel
- Only people not connected to Isabella Travel
- Advanced connection targeting

Save this audience

How much do you want to spend?

Budget ⓘ Daily Budget ▾ R10.00 ZAR

Schedule ⓘ Run my ad set continuously starting today

Set a start and end date

Start	7/8/2015	2:56 PM
End	8/8/2015	2:56 PM

(Johannesburg Time)


Your ad will run until Saturday, August 8, 2015.

You'll spend up to R310.00 total.


Create your advert

What creative would you like to use in your ads?

Select Images
Upload your own images, choose images from your Facebook Page or use images from the stock image library.



Select Video
Upload your own video or choose from preexisting videos from your video library.



Recommended Image Size
1200 x 444 pixels
(318mm x 117mm)



Audience Definition



Your audience selection is fairly broad.

Audience Details:

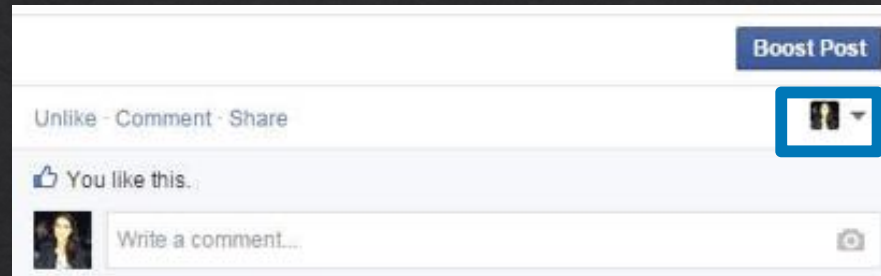
- Location:
 - + South Africa
- Age:
 - + 18 - 65+

Potential Reach: 11,000,000 people

Review Order

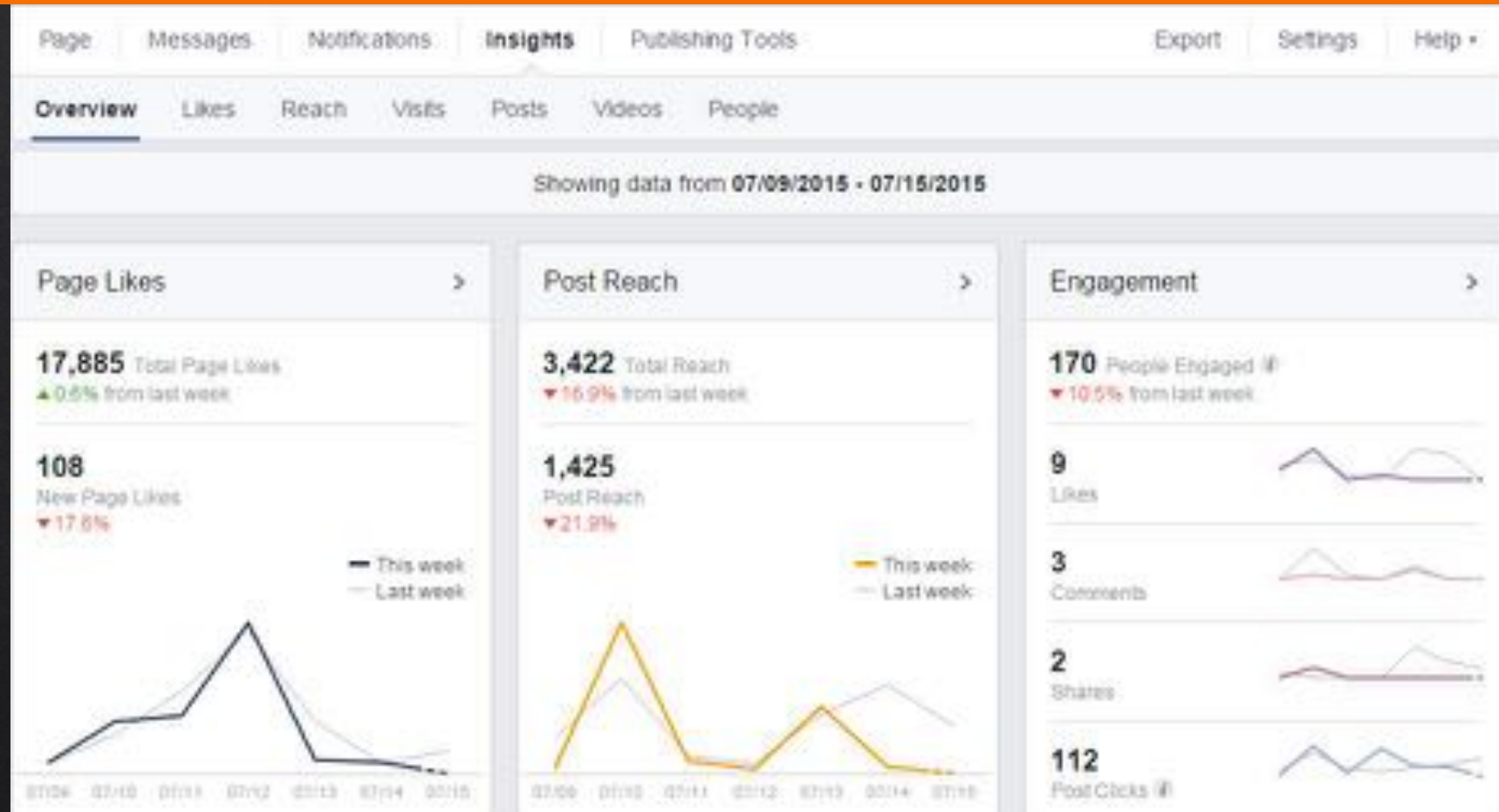
Place Order

Posting on Facebook



- When advertising a property **ALWAYS** tag the resort in your post
- After posting **ALWAYS** “like” the post in your personal capacity
- Don't use more than 3#'s
 - www.hashatit.com

Facebook | Insights



Facebook | Insights

Legend: ■ Reach: Organic / Paid ■ Post Clicks ■ Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/13/2015 12:27 pm	 Warning: Protests at Heathrow airport might cause some delays. This hasn't affected flights from	Text	Public	517 	8 2 	Boost Post
07/10/2015 11:50 am	 Find out why these cities attract scores of tourists each year- and why you should experience it for	Text	Public	546 	4 1 	Boost Post
07/10/2015 9:24 am	 The only reason you might not want to be here today is because 5 Indonesian airports are closed	Text	Public	1K 	33 7 	Boost Post
07/08/2015 8:34 am	 FlightSite.co.za's cover photo	Image	Public	652 	0 0 	Boost Post
07/08/2015 8:21 am	 FlightSite.co.za's cover photo	Image	Public	2 	1 3 	Boost Post

[See All Posts](#)

Newsletters

MailChimp



Mailchimp email



- Register for free www.mailchimp.com

Subscribers	Monthly Price	Send Limit
0 - 500	\$10.00	unlimited
501 - 1,000	\$15.00	unlimited
2,001 - 2,500	\$30.00	unlimited
2,801 - 5,000	\$50.00	unlimited
5,801 - 10,000	\$75.00	unlimited
12,801 - 25,000	\$150.00	unlimited
32,001 - 50,000	\$240.00	unlimited

Mailchimp design



Mailchimp reporting



FlightSite L Mauritius Your Visa Free Holiday

Switch Report ▾

Overview Activity ▾ Links Social eCommerce360 Conversations Analytics360

62,832 Recipients

List: FlightSite Newsletter (Unsaved Segment)

Delivered: Tue, 14 Jul 2015 01:00 pm

Subject: FlightSite L Mauritius your visa free holiday

[View Email](#) - [Download](#) - [Print](#) - [Share](#)

Open rate

2.7%

Click rate

0.2%

List average

18.3%

List average

2.7%

Industry average (Travel and Transportation)

16.4%

Industry average (Travel and Transportation)

2.4%



Marketing on a budget

Mailchimp reporting



Top links clicked

http://www.flightsite.co.za/	55
http://www.flightsite.co.za/packages/indian_ocean_island/mauritius/packageid/5371/	49
http://www.flightsite.co.za/packages/indian_ocean_island/mauritius/packageid/5764/	35
http://www.flightsite.co.za/packages/indian_ocean_island/mauritius/packageid/5765/	26
http://www.flightsite.co.za/packages/indian_ocean_island/mauritius/packageid/5365/	25

[View more](#)

Subscribers with most opens

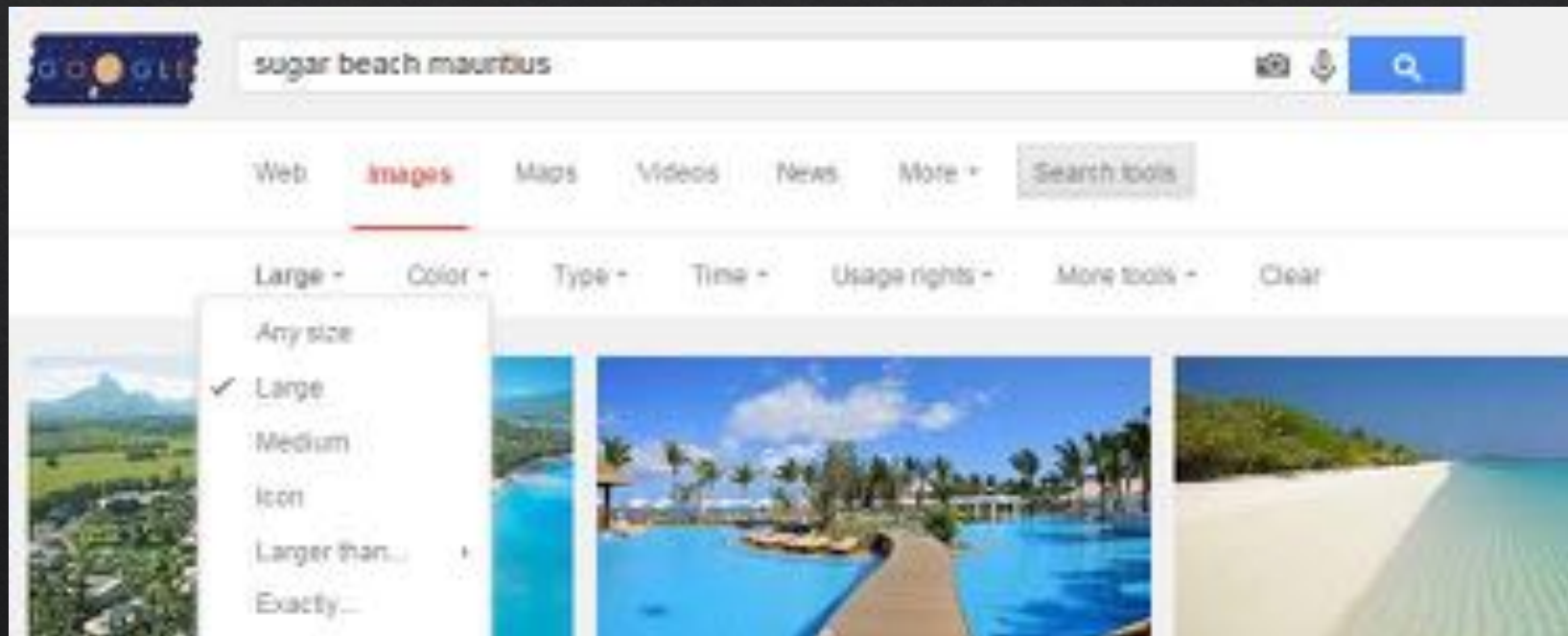
arsha.sathanand@access.co.za	17
smasemene@satai.co.za	16
narans_y@mti.co.za	14
umesh.sathabridge@ca.dldata.com	13
tanja.bee@gmail.com	12

Tips to source images



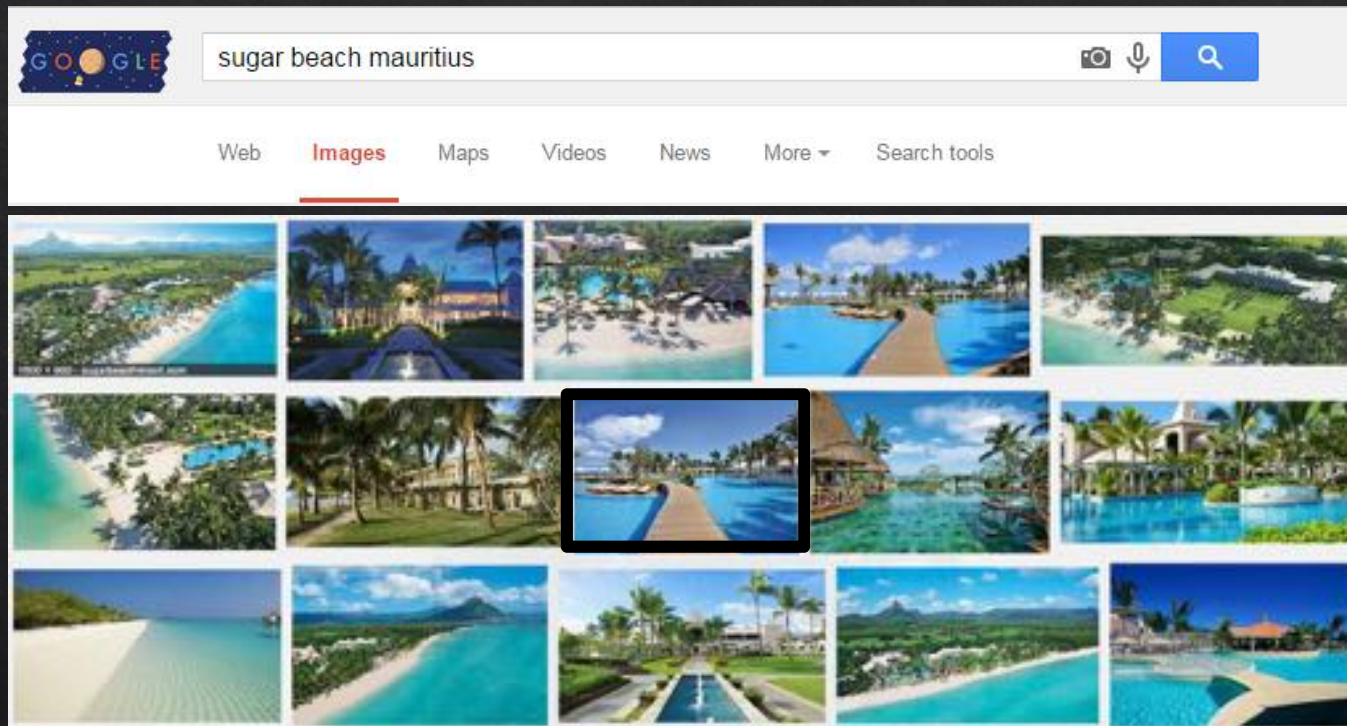
How to source images?

- Type in your search criteria
- Select images
- Search tools
 - Select large



How to source images?

- Type in your search criteria
- Select images



How to source images?



Sugar Beach Resort, Mauritius | Netflights...

www.netflights.com - Search for images

Sugar Beach Resort (2 Post)

[Visit page](#) [View image](#)

Related images



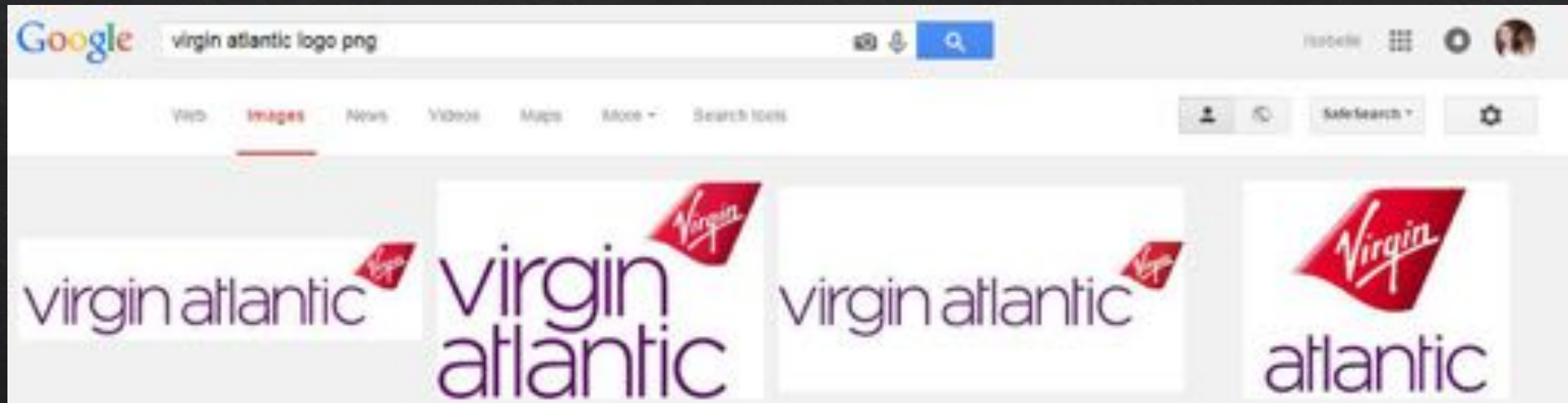
Powered by [iStock by Getty Images](#) - [Share feedback](#)

How to source images?

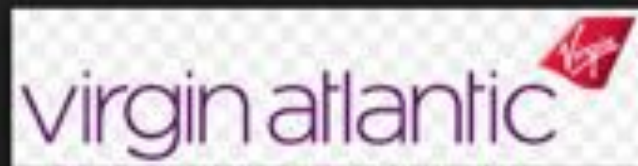


How to include logos

- Type in your search criteria
 - Make sure you include “png”
- Select images



How to include logos



File:Virgin Atlantic Airways Logo.png...

commons.wikimedia.org - 304 x 39 - Search by image

File:Virgin Atlantic Airways Logo.png

Visit page

View image

Related images:



How to include logos

