



# Online marketing

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# Outline

## Unit 1. Basic trends and algorithms

- General trends
- Benefits and tasks
- Social media strategies

## Unit 2. Personal branding

- Personal brand components
- Role of personal brand in the business/professional activity
- Tips for branding

## Unit 3. Target audience

- TA segmentation
- Customer avatar

## Unit 4. Algorithms and Visual aesthetics

- Logo/Avatar
- Branded colors, fonts
- Instagram rules

## Unit 5. Content strategy

- Types of content
- Content matrix
- Hashtags, rubrics, geolocation
- Programs for creating a visual
- Programs for creating videos
- Photo resources



# Unit 1. Basic trends and algorithms

- **Online marketing** (E-marketing, Digital marketing, Internet marketing)
- *refers to a set of powerful tools and methodologies used for promoting products and services through the Internet*

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# ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL  
POPULATION



we  
are  
social

**8.01**  
**BILLION**

URBANISATION

**57.2%**

UNIQUE MOBILE  
PHONE USERS



Meltwater

**5.44**  
**BILLION**

vs. POPULATION

**68.0%**

INTERNET  
USERS



KEPIOS

**5.16**  
**BILLION**

vs. POPULATION

**64.4%**

ACTIVE SOCIAL  
MEDIA USERS



**4.76**  
**BILLION**

vs. POPULATION

**59.4%**

**SOURCES:** UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMAI & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS—ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY

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# OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



TOTAL  
INTERNET  
USERS



**5.16**  
BILLION



INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



**64.4%**  
YOY: +1.1% (+70 BPS)



YEAR-ON-YEAR CHANGE  
IN THE TOTAL NUMBER  
OF INTERNET USERS



**+1.9%**  
+98 MILLION



PERCENTAGE OF THE  
TOTAL FEMALE POPULATION  
THAT USES THE INTERNET



**61.6%**  
YOY: +1.4% (+87 BPS)



PERCENTAGE OF THE  
TOTAL MALE POPULATION  
THAT USES THE INTERNET



**67.2%**  
YOY: +0.8% (+53 BPS)

AVERAGE DAILY TIME  
SPENT USING THE INTERNET  
BY EACH INTERNET USER



**6H 37M**  
YOY: -4.8% (-20M)



PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA MOBILE DEVICES



**92.3%**  
YOY: +0.2% (+20 BPS)



PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA COMPUTERS AND TABLETS



**65.6%**  
YOY: -7.9% (-560 BPS)



PERCENTAGE OF THE  
TOTAL URBAN POPULATION  
THAT USES THE INTERNET



**78.3%**



PERCENTAGE OF THE  
TOTAL RURAL POPULATION  
THAT USES THE INTERNET



**45.8%**

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2022). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". PERCENTAGE CHANGE FIGURES IN THE BOTTOM ROWS OF DATA SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR DETAILS.

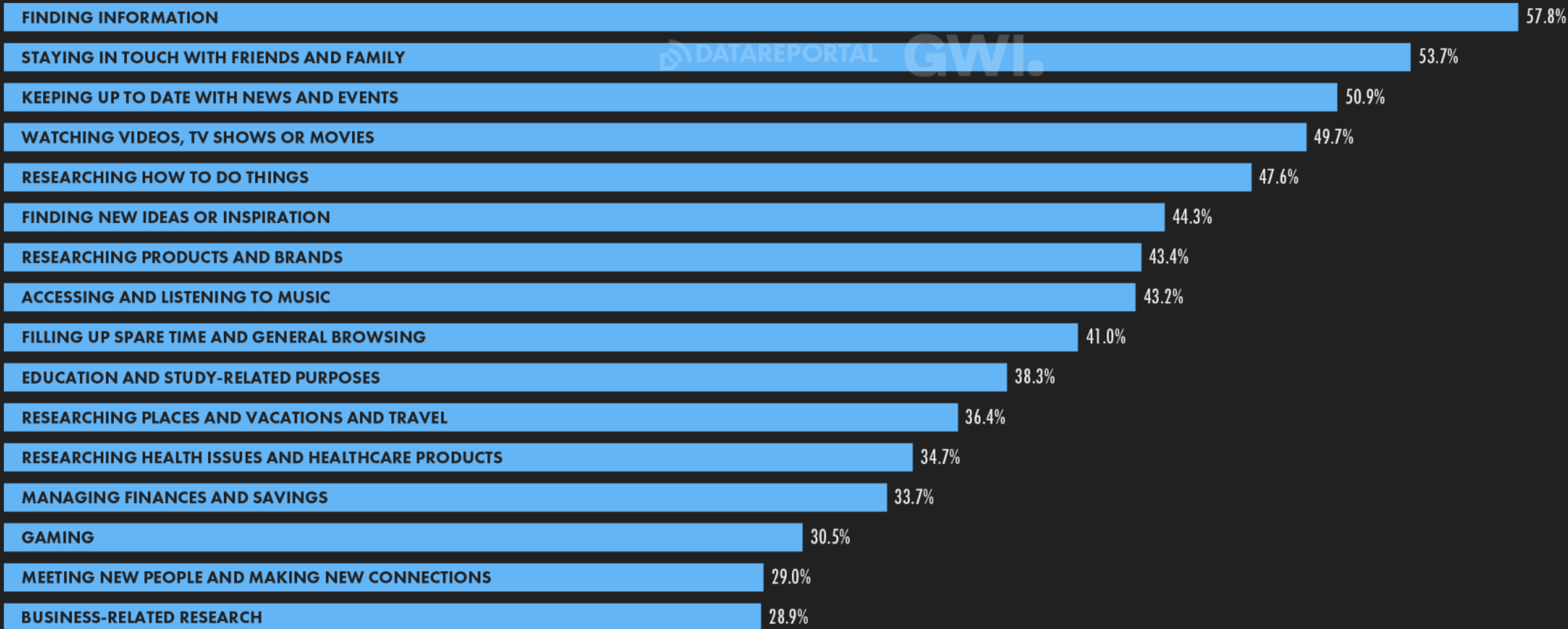
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# MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET



GLOBAL OVERVIEW



# Components of Online Marketing





# Social media marketing

- **SMM** is a set of measures regarding the use of social media as **channels for promoting** companies and **solving other business tasks** of the enterprise

# Promotion is a communication tool

- *Communications* - from. Latin communicatio – *connect*
- **Communication** is the socially conditioned process of information transmission and perception in the conditions of interpersonal and mass communication through various channels using various means of communication

# New modern means of the mass communication system

- Social networks
- Targeting
- Personal branding
- Blogging
- Mobile marketing
- Messengers
- Viral content

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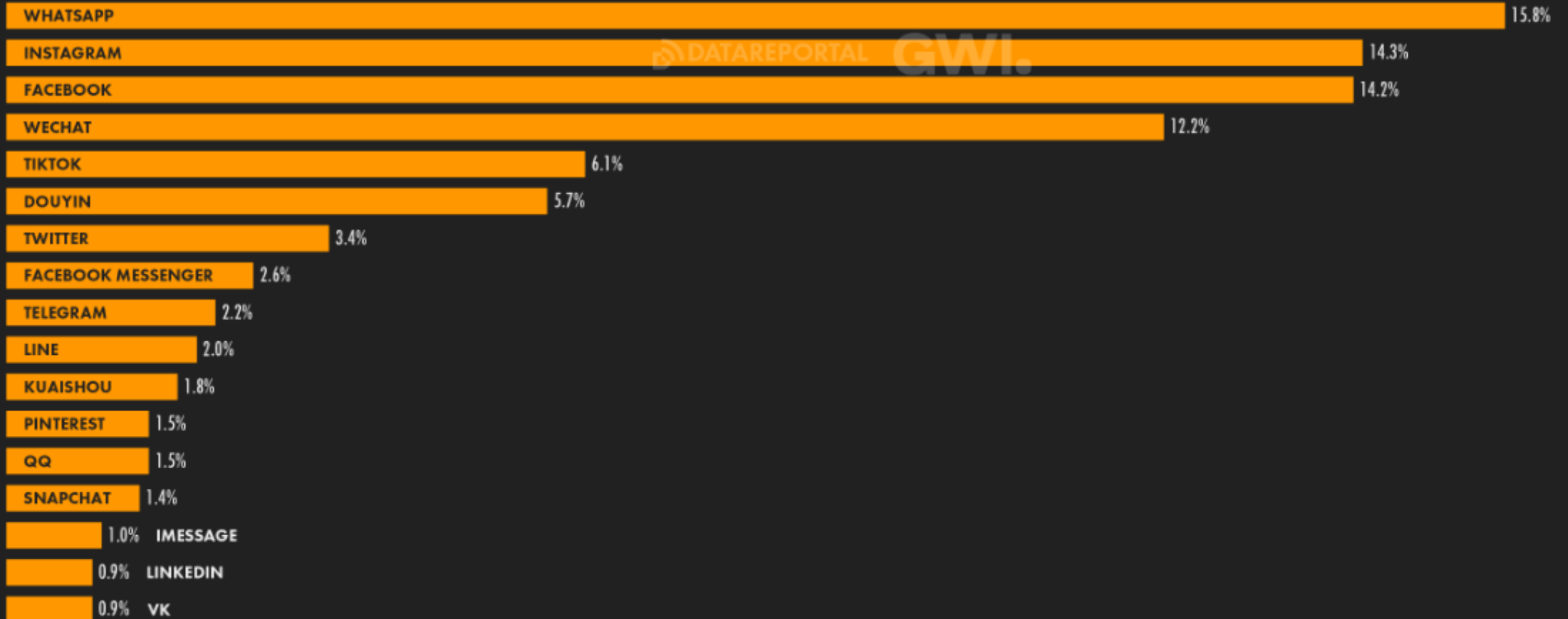
# FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



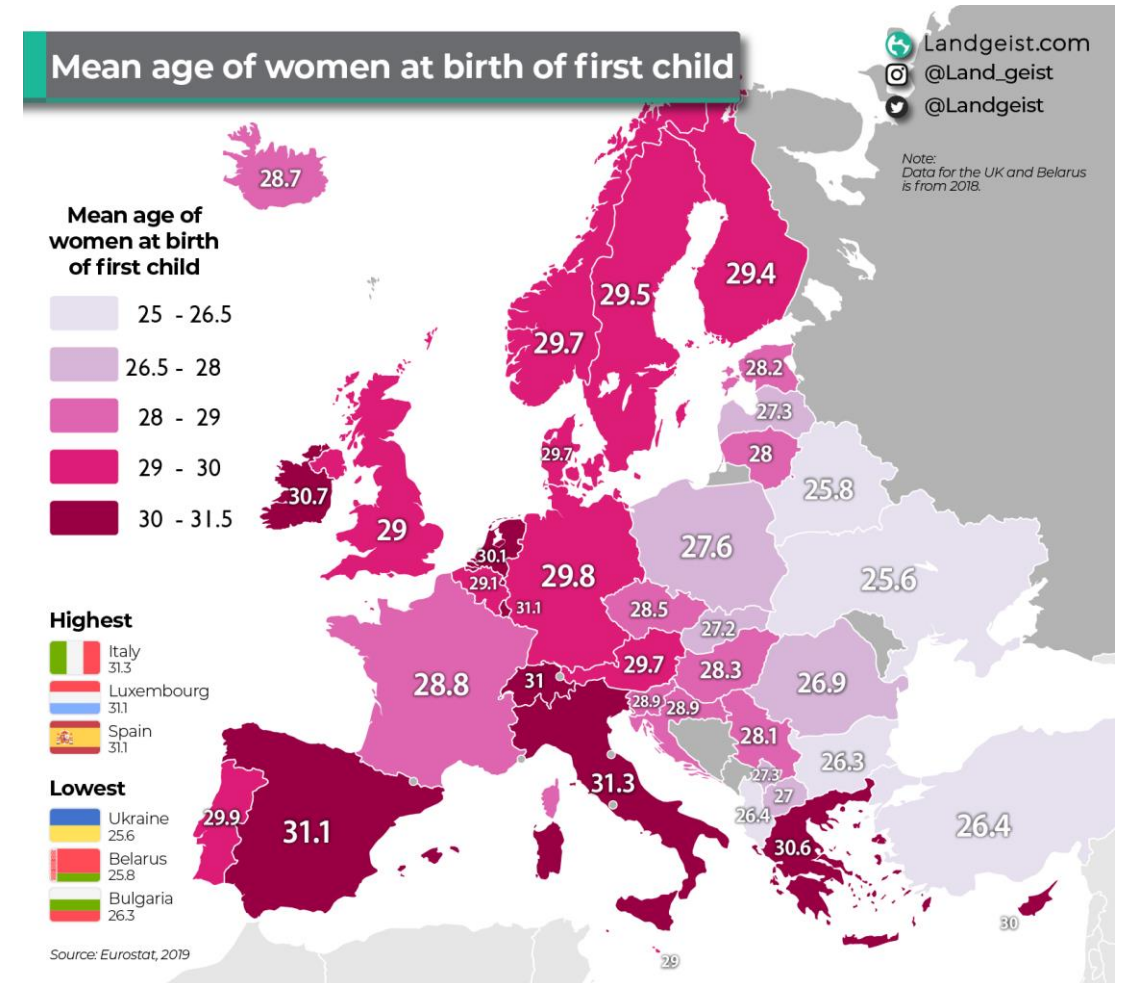
GLOBAL OVERVIEW

DATA REPORTAL GWI.

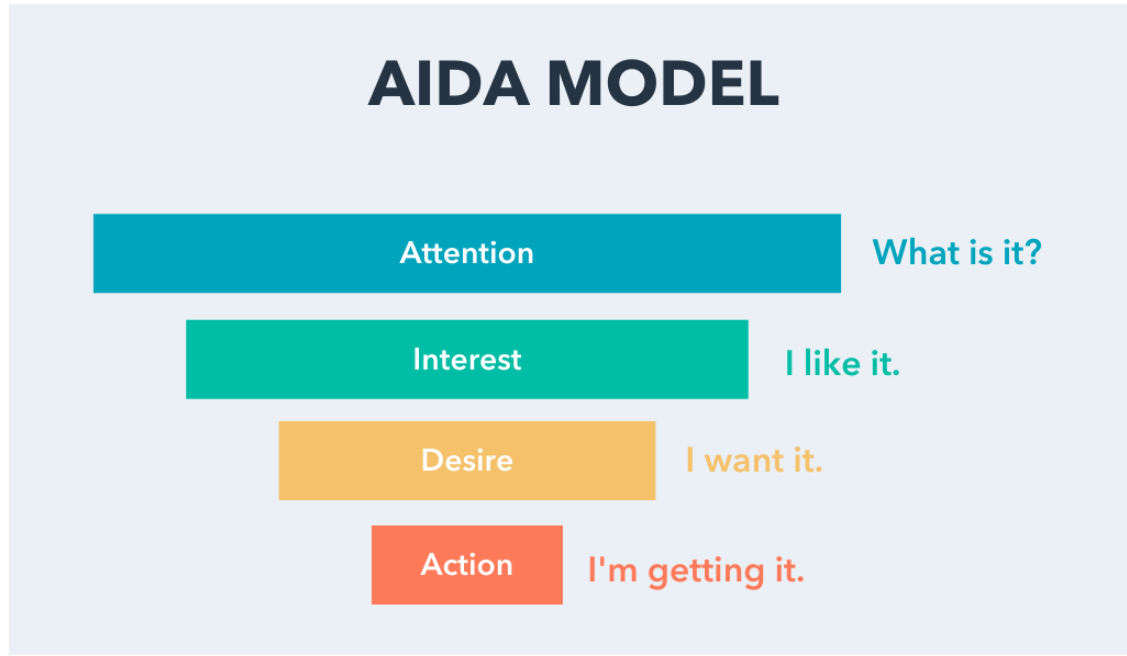
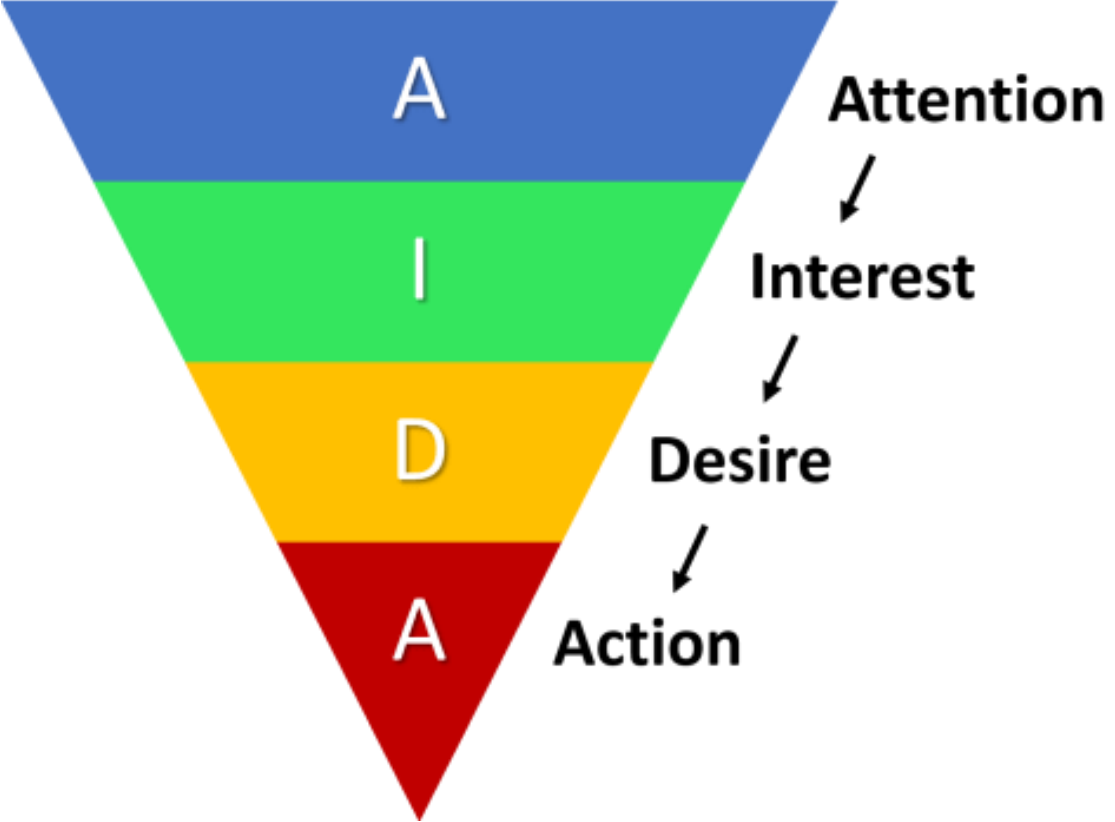


# Favorite social media platform among FEMALE users

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	12.3%	13.3%	15.4%	16.4%	20.3%
INSTAGRAM	23.1%	17.6%	13.2%	10.6%	7.6%
FACEBOOK	6.9%	13.5%	14.7%	16.9%	18.9%
WECHAT	8.0%	13.4%	15.0%	13.1%	11.7%
TIKTOK	12.0%	7.5%	5.5%	4.6%	3.2%
DOUYIN	4.7%	6.8%	7.6%	6.3%	3.6%
TWITTER	5.0%	2.6%	2.1%	2.1%	1.9%
FB MESSENGER	2.1%	2.5%	2.7%	2.9%	3.3%
TELEGRAM	2.0%	1.6%	1.6%	1.9%	1.8%
LINE	1.0%	1.4%	2.2%	3.4%	4.6%



# AIDA model



# Unit 2. Personal branding

# Social media presence goals

Large companies

- awareness, loyalty, trust, feedback

SME

- sales, demand stimulation, promotions, attracting attention

Online business

- website traffic, lead generation, sales of goods and info products, registration

B2B

- finding a target audience, joint projects, creating communities

Personalities

- personal brand, recognition, self-realization, popularity



# Brand goals within SMM

1. Sales in the general sales chain
2. **Autonomous sales, in the social network**
3. Generation of traffic to the site
4. **Formation of brand recognition and loyalty**
5. **Lead generation**
6. **Personal branding**
7. **Interaction with the audience and answers to frequent questions**
8. **Work with negativity, its neutralization, feedback**
9. Fan page, page of fans who are loyal to the brand

\* *Relative to sports coaches marked by **red color***



# Appropriate SMM strategies in sport&exercises

- A personal page/blogger
  - Useful blog
- Corporate page
- Thematic page
- Online community

# Role of personality for business/brand

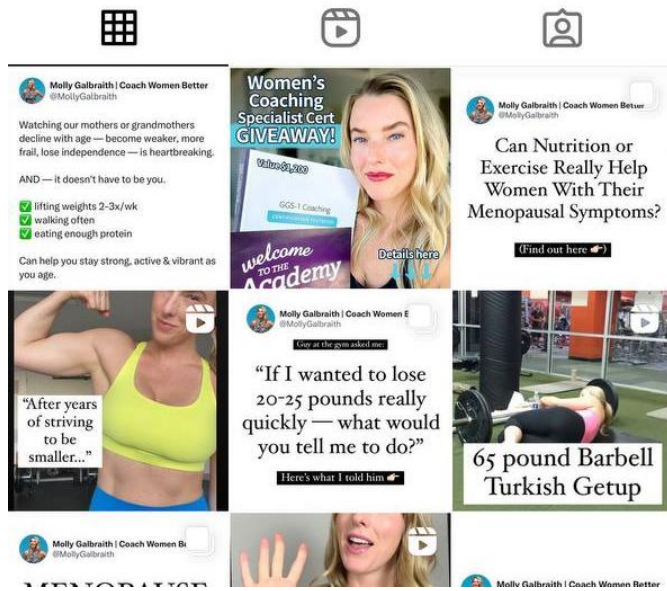


themollygalbraith

1 968 Posts   140K Followers   962 Following

Molly | Coach Women Better she/her  
Co-Founder @thegirlsgonestrong  
Yale TIME People NSCA Target  
I help fit pros become the go-to coach for women  
Start here  
linkin.bio/themollygalbraith

Follow Message Email



Grid of Instagram posts from Molly Galbraith, including:

- Watching our mothers or grandmothers decline with age — become weaker, more frail, lose independence — is heartbreaking. AND — it doesn't have to be you. Lifting weights 2-3x/wk, walking often, eating enough protein. Can help you stay strong, active & vibrant as you age.
- Women's Coaching Specialist Cert GIVEAWAY!
- Can Nutrition or Exercise Really Help Women With Their Menopausal Symptoms?
- "After years of striving to be smaller..."
- "If I wanted to lose 20-25 pounds really quickly — what would you tell me to do?"
- 65 pound Barbell Turkish Getup
- 5 Critical Stats You Must Know



- Movement from a personal brand to a business brand

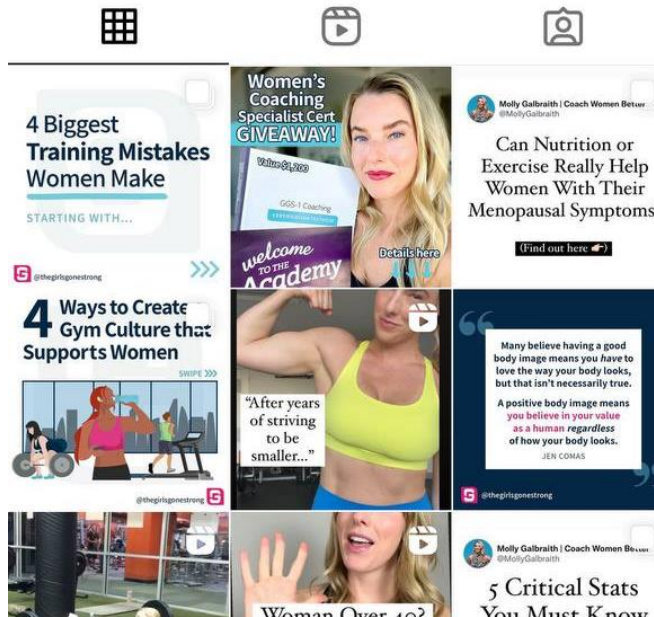


thegirlsgonestrong

3 675 Posts   180K Followers   810 Following

GGG | Coach Women Better  
Education  
Cofounder @themollygalbraith  
Become the go-to expert for coaching women  
Set yourself apart & increase your impact... more  
linkin.bio/thegirlsgonestrong

Follow Message Email



Grid of Instagram posts from thegirlsgonestrong, including:

- 4 Biggest Training Mistakes Women Make
- Women's Coaching Specialist Cert GIVEAWAY!
- Can Nutrition or Exercise Really Help Women With Their Menopausal Symptoms?
- 4 Ways to Create a Gym Culture that Supports Women
- "After years of striving to be smaller..."
- Many believe having a good body image means you have to love the way your body looks, but that isn't necessarily true. A positive body image means you believe in your value as a human regardless of how your body looks. JEN COMAS
- 5 Critical Stats You Must Know

# What Is a Brand?

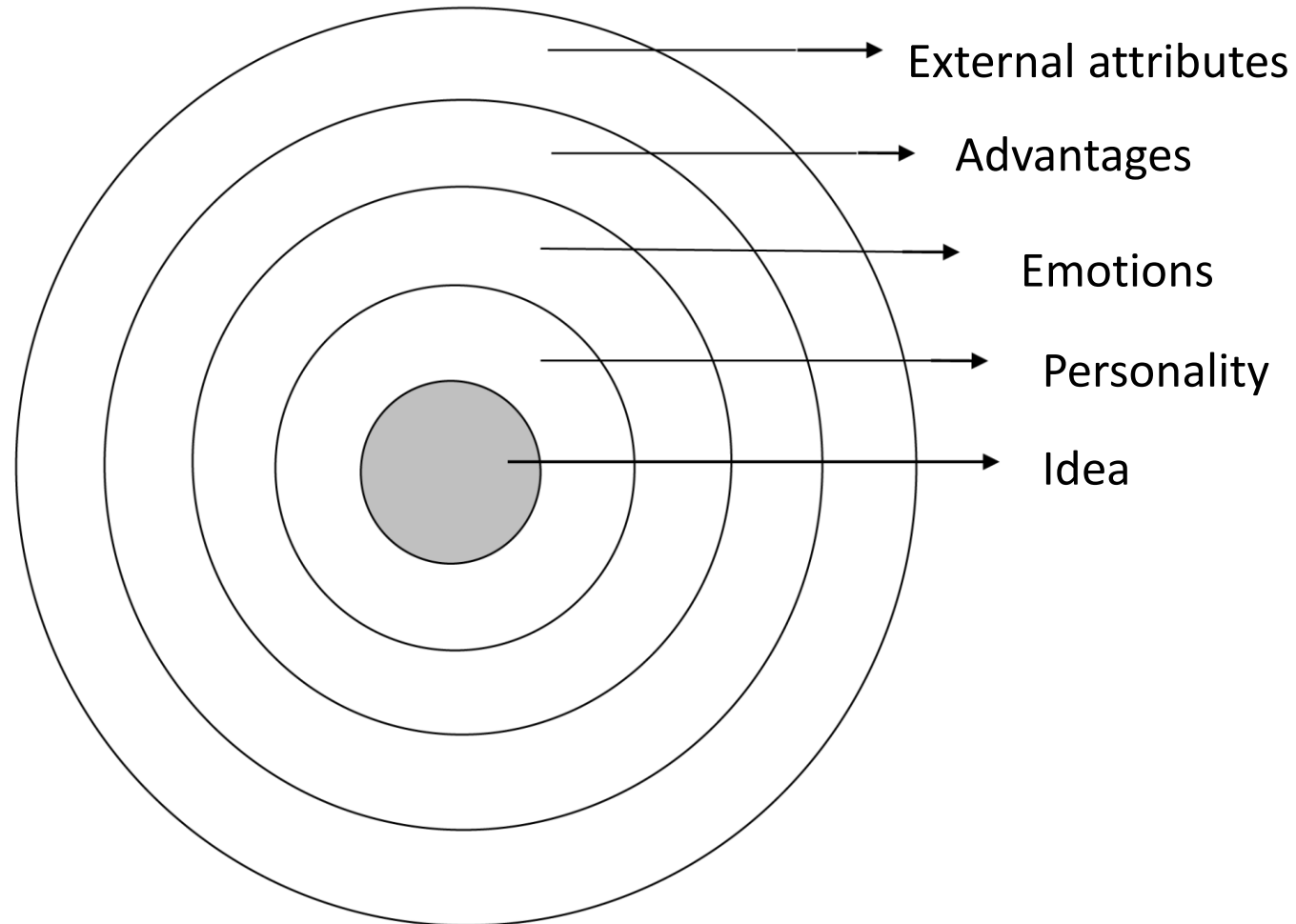
- **Branding** is the process of creating a strong, positive perception of a company, its products or services in the customer's mind by combining such elements as logo, design, mission statement, and a consistent theme throughout all marketing communications.
- The term **brand** refers to a business and marketing concept that helps people identify a particular company, product, or individual.

# Personal brand

- ✓ a **PRODUCT** of your activity, but it is not You
- ✓ this is the **WORLD** you created
- ✓ A well-thought-out **IMAGE** that begins an independent life
- ✓ an **IMPRINT** in the memory of the contact audience



# “Wheel of brand” development model



# Unit 3. Target audience

# What Is a Target Audience?

- A **target audience** is a group of people identified as being likely customers of a business.





# Audience segmentation

- **Audience segmentation** is the process of dividing a large audience into smaller groups of people - or **segments** - who have similar needs, values or characteristics.
- **The purpose of market segmentation** is to identify different groups within your target audience so that you can deliver more targeted and valuable messaging for them.

# The basics of segmentation



## DEMOGRAPHIC

Age, gender, education,  
occupation, family size, etc.



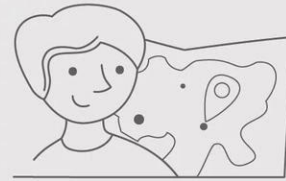
## PSYCHOGRAPHIC

Social class, lifestyle,  
attitudes, etc.



## BEHAVIORAL

Loyalty, website usage,  
user status, etc.

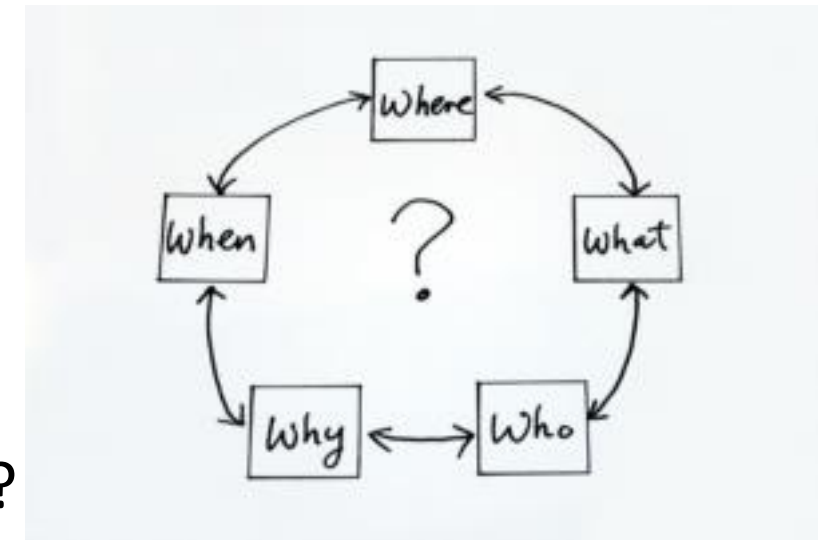


## GEOGRAPHICAL

Continent, country,  
city, area, etc.



# Segmentation 5W (*Mark Sherrington*)

1. **What:** what is your product or service? What will you sell?
2. **Who:** who will buy your goods or services?
3. **Why:** why will people buy your products? What motivation do they have? What is the reason?
4. **When:** when are your products useful for people? When are clients thinking about purchasing them?
5. **Where:** where can they buy your product? Where do they decide to buy it? Where can they contact your products?



# What Is a Customer Persona?

- A **customer persona** is an abstract depiction of the ideal customer, founded upon both qualitative and quantitative data from market/competitor research and existing customer profiles.

PERSONA NAME			
	Profile summary:		Media/brands:
	Personality:		
	Interests/behaviours:		
Age: Occupation: Status: Location: Archetype:	Motivations:	Frustrations:	Influences: 

# Unit 4. Algorithms and Visual aesthetics

# Instagram page ranking factor

- Interest
- Novelty
- Relationships
- Number of followers
- Application opening frequency
- Depth of views

# Instagram functionality

tor\_i\_repa

271 Posts 1,5M Followers 6 Following

Improve health in 15 seconds a day 🍒

Personal blog

- 🥑 Heal your gut
- 🧘 Heal your mind
- 🥬 Heal your life

My app has 110M downloads 📌

[better-wl.onelink.me/sS7F/6e0v8651](https://better-wl.onelink.me/sS7F/6e0v8651)

View shop

Following Message +8

- Who am I
- What i eat
- Motivation
- Sport
- Medit

Grid, Video, Profile icons

Instagram

thegirlsgonestrong Sponsored

**FREE COURSE**

**Pelvic Health + Women**

@thegirlsgonestrong

Sign Up

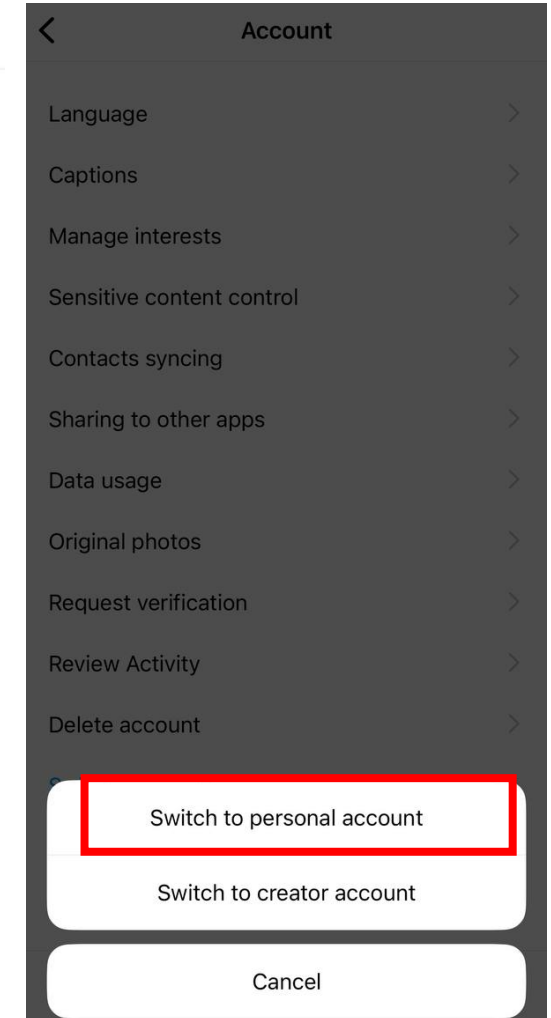
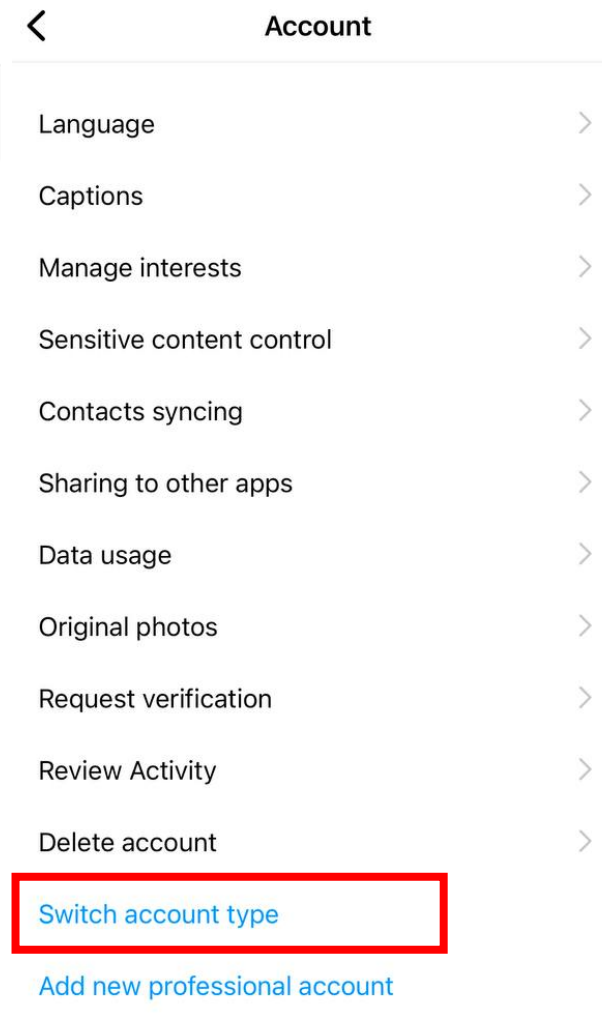
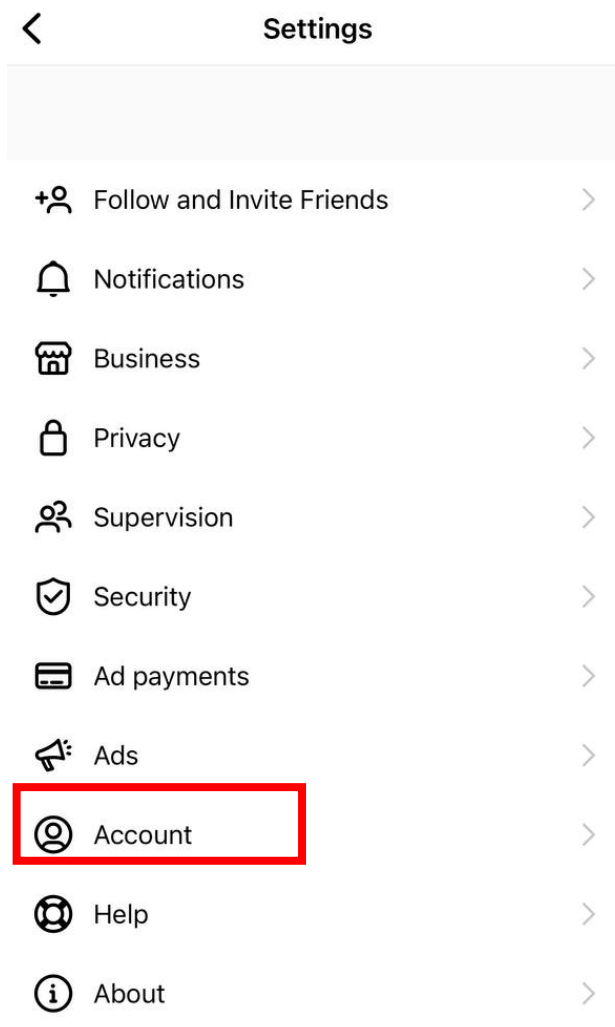
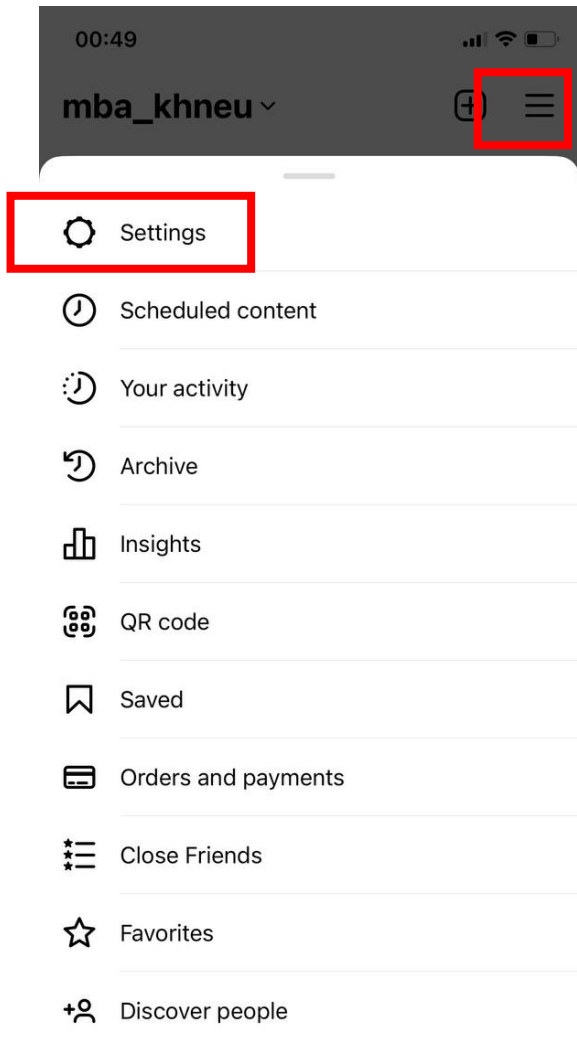
2 053 likes

thegirlsgonestrong 🔥 FREE Course 🔥 (for women and coaches... more)

View all 72 comments

# Personal, business profile and creator account

Converting a profile to a business profile:  
access to statistics and promotion





# Story Highlights, content and covers

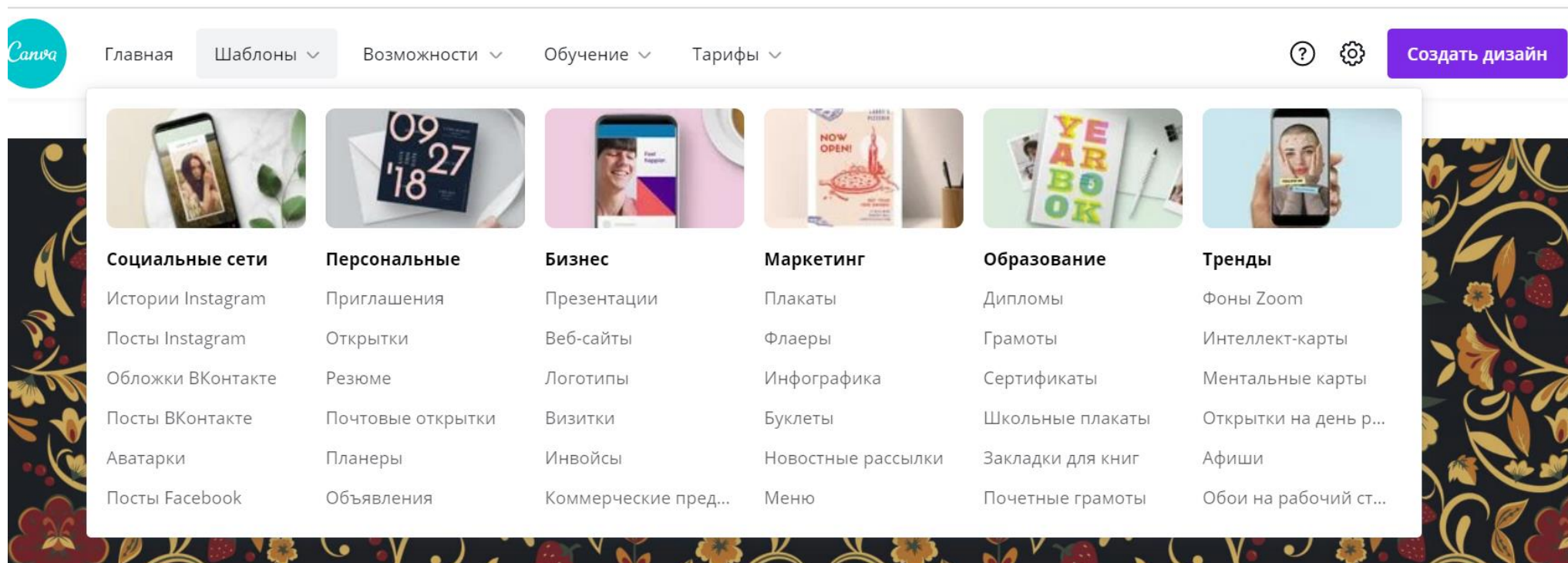


- Story Highlights are pinned under the profile description
- Additional presentation tool
- It is important to structure according to important topics
- Prepare the design in a common style: color and style
- Harmonious with avatar

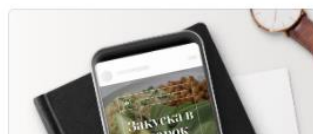
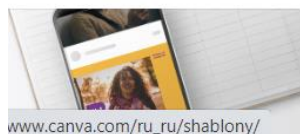
# Story Highlights, programs for creation

- Highlights Cover
  - Pinterest
  - Canva

# Create a post/Stories templates in Canva



## Тросмотр по категориям



# Unit 5. Content strategy



KEEP CALM  
AND  
CREATE  
AWESOME  
CONTENT

- **Content Marketing**— is a strategic marketing approach focused on creating and distributing *valuable, relevant, and consistent* content to attract and retain a clearly-defined audience

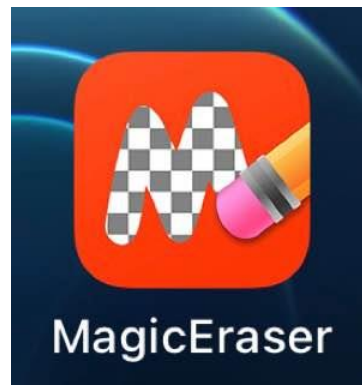
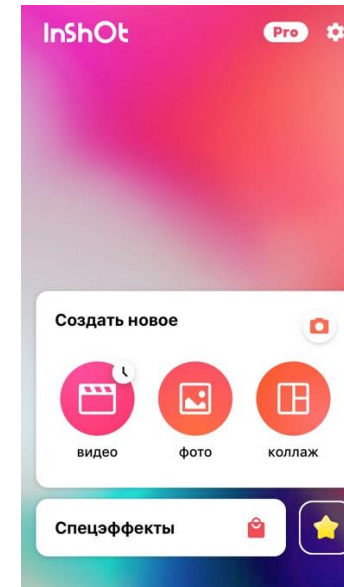
# Types of content

- 1. Educational**
- 2. Commercial/Promotional**
- 3. Entertaining**
- 4. News**
- 5. Reputable**
- 6. Communicative**

# Content matrix



# Apps for photo/video processing





Do You have any questions?



**Thank You for  
attention**

**Contact me**  
[oksana.mazorenko@gmail.com](mailto:oksana.mazorenko@gmail.com)

