

# Digital Marketing Workshop Oct 20, 2017

Overview of Digital Marketing

[\(Slides via Google Presentations\)](#)



Creating Promotions (for Print and Digital Uses)

- Image Guidelines for each network

- Free and Copyright Free Image Resources (for All Uses)

- Free and Low Cost Image Tools (Web and Phone Apps)

- Maintaining Your Branding in Your Promotions

- Develop a Promotional Message and Correlating Image

Google Items

- Your Business on Google

- Google+ and Posting

- Google Reviews

- Set Up Your Business on Google

- Other Google Items: AdWords, AdSense (for websites), Analytics (for websites)

Facebook

- Profiles vs. Pages

- Setting Up Your Page

- Page Content and Activity

- Increasing Exposure - Post Boosts and Ads

- Increasing Exposure - Sharing, Inviting Friends, Cross Posting

- Other Pages and Groups

- Participants Set up Page and populate settings and starting content

Pinterest

- Setting Up Your Page

- Boards and Pins

- Participants Set up Business Account and populate starting boards and pins

Other Social Channels

- Instagram, Twitter, Linked-In, YouTube

Other External Digital Channels

- Google Marketplace (via Etsy - Free & Paid Options)

- Ebay

- Email

Create Your Own Website using free Etsy Shop Plugin for WordPress

- Walk Through of Sample WordPress Site SetUp

10.2017  
EDITION

# social media cheat sheet


min, optimal, and max photo sizes

	minimum	optimal	maximum	
<b>Facebook Page Photo Sizes</b>				
	• Cover Photo	399 x 150	1200 x 675	see template <sup>1</sup>
	• Group Cover	400 x 150	1602 x 500	keep sides clear
	• Profile Picture	170 x 170	340 x 340	crops square + round
	• Link Image	600 x 314	1200 x 628	(1.91:1 ratio)
	• Photo Post	476 x var <sup>2</sup>	940 x 788 <sup>3</sup>	2048 x 2048 <sup>4</sup>
		<sup>2</sup> on wall	<sup>3</sup> news feed	<sup>4</sup> photo viewer
<b>Twitter Photo Sizes</b>				
	• Header		1500 x 500	see template <sup>1</sup>
	• Profile Photo	400 x 400	500 x 500	crops round
	• Tweeted Image	600 x 335	1200 x 675	any height when clicked
	• Twitter Card (link)	600 x 314	1200 x 628	(1.91:1 ratio)
<b>Google+ Photo Sizes</b>				
	• Cover Photo	480 x 270	1080 x 608	2120 x 1192
	• Profile Photo	250 x 250		crops round
<b>LinkedIn Photo Sizes</b>				
	• Profile Banner		1584 x 396	(4:1 ratio)
	• Profile Avatar		400 x 400	20,000 any side
	• Update/blog post	600 x 314	1200 x 628	(1.91:1 ratio)
	• Company Cover	1192 x 220	1536 x 768 <sup>1</sup>	2 MB
	• Company Logo	300 x 300	400 x 400	4 MB
<b>Pinterest Photo Sizes</b>				
	• Profile Photo	180 x 180	600 x 600	600 x 600
	• Pins	100 x 200	736 x 1104	800 x infinite
	• Board Cover	340 x 340	736 x 736	
		(pins seen in feed are 238 x scaled height)		
<b>Instagram Photo Sizes</b>				
	• Profile Photo	110 x 110	180 x 180	crops round
	• Photo Post	1080 x 566	1080 x 1080	1080 x 1350 <sup>5</sup>
		<sup>5</sup> larger sizes will work - these are sized to the feed		
<b>YouTube Photo Sizes</b>				
	• Channel Art	1546 x 423	2560 x 1440	see template <sup>1</sup>
	• Video Thumbnail	640 x 360	1280 x 720	
	• Channel Icon		800 x 800	
		<sup>1</sup> crops differently per device, see template		

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## FREE IMAGE CREATION AND EDITING

 [PicMonkey Photo Editor and Graphic Design Maker](#) (Free or \$48 per year ProVersion/\$100 SuperPro)

 [About Canva](#) (Free or \$156/year for ProVersion)

 [Online Photo Editor | Pixlr Editor](#)

 <https://www.ribbonet.com/app/?toolbar#/home/welcome>

 [Paint.NET - Free Software for Digital Photo Editing](#)

 [Free Online Photo Editor | Fotor - Photo Editing & Collage Maker & Graphic Design](#) (\$40/year Pro)

## FREE IMAGE SOURCES

 [Free Images - Pixabay](#)

 [Free stock photos · Pexels](#)

 [Morguefile free photographs for commercial use](#)

 [Gratisography: Free high-resolution photos.](#)

 [Beautiful Free Images | Unsplash](#)

 [Free Pictures - Wyllo, Get pictures. Give credit.](#)

 [Wikimedia Commons](#)

 [Search: dogs | Flickr](#)

## Google Items

(These are associated with a Gmail Account Profile)

Your Business on Google <https://business.google.com>

Google+ and Posting <http://plus.google.com/pages/create>

(now via *Google Business*)

Google Reviews (integrated with Maps) (*Business Page*)

TASK: Set Up Your Business on Google

Other Google Items: AdWords, AdSense (for websites), Analytics (for websites)

[Adwords.google.com](http://adwords.google.com) (to advertise in search and display networks)

[Google.com/adsense](http://google.com/adsense) (to have google ads shown on your website)

[Analytics.google.com](http://analytics.google.com) (to review website data)

# Facebook

Personal Profiles vs. Business Pages

Setting Up Your Page

Page Content and Activity

@tags & #hashtags

Increasing Exposure - Post Boosts and Ads

Increasing Exposure - Sharing, Inviting Friends, Cross Posting

Other Pages and Groups

TASK: Participants Set up Page and populate settings and starting content

\*Existing Pages: Modify and Update Page as Needed

\*If no Page Work Needed (and if you post to multiple Social Accounts): Create a Buffer Account and add Browser Tool;

Connect social accounts and begin populating content [Buffer.com](https://buffer.com)

NOTE: (FREE version: 1 account per profile - (twitter, facebook, linkedin, google+, instagram; Images have to be uploaded if not linked content;)

## \*Pinterest (recommended for retail)

150 million active users (2017); 70 Million (US); 87% pinners have purchased; 5% referral traffic avg from Pinterest (link preservation); 80% mobile users; 90% of pins are reshared;

Setting Up Your Page <https://business.pinterest.com/en>

Boards and Pins <https://business.pinterest.com/en/buyable-pins>

<https://policy.pinterest.com/en/buyable-pins-guidelines>

Setup

Board 1: Your own etsy shop products

Board 2 +: Mixture of Your products and others that are related (maybe themed)

Boards (Other): related boards relative to your niche of products - not necessarily your own;

Participants Set up Business Account and populate starting boards and pins

## Other Social Channels

Instagram, Twitter, Linked-In, YouTube

## Managing Multiple Networks

Buffer.com

(FREE version: 1 account per profile - (twitter, facebook, linkedin, google+, instagram) Images have to be uploaded.

## Other External Digital Channels

Google Marketplace (via Etsy - Free & Paid Options)

Ebay

Email

Others

## Create Your Own Website using free Etsy Shop Plugin for WordPress

Walk Through of Sample WordPress Site SetUp

Just the Basics: Domain Name and Hosting (annual expenses)