

Building your brand presence through digital marketing



We're here to help because we care about your business. Your hard work and dedication made it happen, and one easy way to make it thrive is with digital marketing. Especially as consumers now spend more time online.

In the following pages, we have provided you with information about some of the most popular social and digital marketing channels available to a small business owner. The information in this guide has been sourced from the various platform authorities, as well as practicing digital marketing and media experts. The use of each platform will require that you agree to their terms and conditions of use and you should consult with your legal and other advisors to help you decide which platforms are best for your business.

Digital marketing is beneficial for all businesses, regardless of what they offer or how big they are. This guide is intended to help you to get started on your digital advertising journey, regardless of how long your business has been operating for—whether it has been six months or six years, whether you work alone or with a team, or both. You'll get to know key terms and best practices so you can build up your brand through digital marketing.

With this downloadable guide in hand we think you'll feel more confident building your digital business profile and letting your ambitions grow.

Table of contents

SEO	4
Meta	7
Instagram	9
Facebook	11
Twitter	13
TikTok	16
YouTube	19
LinkedIn	22
Sources	26



SEO

SEO (Search Engine Optimization) is the process of utilizing techniques that help your site rank higher in organic search engine results pages (for example on the first page of Google search results). It helps maximize visitors to your website, by making your site more visible to people searching for what you offer. Improving your SEO is a great way to improve not only your chances of people visiting your site, but also that it is found by the right people, who are then more likely to engage with and use your website and services. This section gives an overview of what SEO is, and how to use it to set your business up for success.

Key terminology¹

Search Engine: Software program (such as Google) that helps users find websites by typing in keywords or phrases. The program quickly scans the internet to find associated terms and sites for the searched words.

Search Engine Optimization (SEO): Maximizing visitors to your website by utilizing techniques that help your site rank higher in organic search engine results pages. This makes your website more visible to people searching for what you offer.

SEO keywords: Keywords or phrases are specific words to include in your web content that make it possible to find your site when using search engines.

Domain: Your website address. Having the right domain that fits your brand accurately can have an impact on your search results and how often you show to users.

Algorithm: Search engines use algorithms to discover pages on the web and rank them in the most relevant way for those searching. Google is known to have over 200 rules within their algorithm that are considerations when ranking websites.

Crawler: A robot that a search engine uses to review content and code each URL they find. Their process is called "crawling".

Indexing: The storing and organizing of the content found during "crawling". Pages need to be indexed to appear on the results page.

Ranking: Once a search term is entered by a user, the search engine ranks the webpage against relevancy of the terms: the higher the webpage appears on the search results page the more relevant to the search query it is. The goal of ranking is to ensure that the user finds the best possible page to answer their query.

Traffic: Refers to people (users) who visit your website from a search engine. This can be when people visit the site to check schedules, location, word of mouth suggestions or perhaps they found you simply based on number of keywords within your site (showed up in their search results).

Session: The period of time a user is active on your site. It starts when they enter your website, includes any actions or clicks they perform, and ends when they leave.

Bounce Rate: The Rate of visitors that enter your website and exit after viewing only one page, or even a partial page. A high bounce rate is viewed negatively and will impact your overall SEO results.

Click Through Rate (CTR): The number of clicks that your website (or ad) receives divided by the number of people that see your website in search results.

Conversion: When the goal you defined for your website is accomplished by the online visitor. A goal can be an application or purchase made, filling an inquiry form or signing up for an email subscription list.

External Links: Links on your website that link to sites other than your own. The more external links you have on your website, the more authority your content is deemed to have, and it's more likely your page will rank higher.

Impressions: The number of people that see your web page in their search results.

Meta Description: This is a short section of copy, often around 160 characters long, that appears under your page title when being viewed in a browser. Users would see your title and then some descriptive text.

Accelerated Mobile Pages: A mechanism you can install on your website that allows for pages to load faster on mobile devices when clicked on from a google search query. Having faster load times helps optimize where your site will be placed in search results.

Alternative Text (Alt Text): Descriptive text that describes what is being shown within an online image. It is necessary to add text to your images to help search engines understand the content in the photo or graphic. This will allow the graphics within your site to be searchable with keywords and terms as well.

Anchor Text: This text links the user to a different page on your site or an external website.

Google Analytics: A software program created by Google that allows the website owner to track information on their website. This information includes website traffic, its sources (where the visitors are coming from), the behaviour of users and their bounce rate. This tool also allows you to compare the past data to the present data to enable you to assess growth.

Adwords: An online advertising service developed by Google that allows companies to bid for paid ads to be placed in Google's search results. This tool also helps to track keywords and how often they are searched for monthly. Staying up to date with keywords will help ensure your website stays within the top searches on Google.

Call To Action (CTA): A marketing term for any text or graphics within your ad that prompt an immediate response from the reader. This is the specific action or purchase you want them to take as a result of receiving the ad. CTAs can also be 'organic' which means you prompt a response without paid media behind it (e.g. message at bottom of a website).



Selecting objectives

It is important to choose the right goals for your business website before implementing an SEO strategy. Google suggests considering these goals that could impact your online presence and overall business.

1. Increase conversion
2. Increase organic traffic
3. Strengthen website domain authority
4. Increase e-commerce sales
5. Increase visitor time on pages
6. Decrease bounce rate

Best practices for stronger SEO²

Crawlability Best Practices

1. Create high quality and trustworthy content that includes select keywords that align with what your audience is searching for. Content that is deemed trustworthy and relevant ranks higher in search results.
2. Optimize for mobile usage: Since search engines prioritize mobile friendly sites within their search, ensure that your website is built for, and responsive on mobile.
3. Include internal (links to another page on your website) and external links (link to websites other than your own), since search engines crawl every page and want to see that you are linking to more articles.
4. Provide a user-friendly design: Search engines want users to easily find what they're looking for when they land on a page. Well laid out pages, drop down menus and repetition of words are often suggested.
5. Keep a watchful eye on your site metrics, bounce rate, click through rate (CTR) and page views per session and aim to increase them. Analyze search intent so that users find what they are looking for when they land on your page.
6. Write strong and attractive meta descriptions to help search engines understand what your page is about. Also include keywords that are relevant to your niche or market in the meta title and description.
7. Do not use non-text media such as images, video, etc, for content you want indexed. Crawlers cannot read images.

Content Best Practices

1. Use effective titles and headings. Well-constructed titles should include the primary keywords associated to your business and those that make users want to click through to your site.
2. Optimize your website images, and make sure all images are clear, but as small as they can be (smaller pixelation, but high quality) so that they load as quickly as possible. The larger the image is in size, the longer it takes to load for a user.
3. Recreate any blog post content you already have as videos. By doing this you have a better chance at reaching a bigger audience since video is the favorite content type among users, particularly on mobile.
4. Keep your website content as updated and fresh as possible, since search engines prioritize the most relevant and recent content for users. Not to mention that users also much prefer up-to date content.

Meta

Meta is a large technology company, previously known as Facebook. They own numerous social media platforms, including Facebook and Instagram. Meta has its own advertising platform, which you can use to advertise on Facebook and Instagram. Because these two platforms are owned by Meta, there are a lot of similarities when it comes to advertising on both platforms.

Key terminology (for all Meta platforms)³

Meta Business Suite and Ads Manager are used to set up and manage your business accounts for both Facebook and Instagram. They are also where you set up and run your ads.

Audience: A group of people who can potentially see your Facebook and Instagram ads. When setting up ads through the Ads Manager platform you need to select a target audience group based on demographic and psychographic interests.

Budget: The amount of media dollars you want to spend on ad sets and campaigns.

Clicks: The number of times people click on your ads after viewing them.

Reach: The number of unique viewers who saw your post or ad, would be tracked per platform.

Engagement: The number of likes, reactions, comments and shares you receive on a post.

Carousel Post: A post containing more than one image or video, that users swipe to view.

Location Targeting: Selecting a specific geographical area to show your ads to. It helps ensure that your ads are reaching the people most likely to respond to them/use your services.

Types⁴ of Paid⁵ content on Meta

Paid content is any content that has media dollars spent on it. On Meta there are two main types of paid content: paid ads and boosted content. Paid content has the ability to be seen by users who don't follow you, making it a useful promotional and awareness tool.

Boosted posts / content are your organic posts with a promotional spend attached to them; you spend money to promote it to people who wouldn't otherwise see it. You can easily boost any of your posts in the app itself, for however long you want.

Paid ads don't show up on your profile and are designed to promote your product or service and push your target audience towards an action with your brand. You pay for them to run for a selected duration of time, and they are directed at an audience that aligns with your objectives, but they may not follow your account. They are also referred to as "dark posting".

Selecting objectives within Meta⁶

Meta has **6 main objectives** in its Ads Manager that you can pick from when launching your ads.

1. **Awareness:** Helps people become more cognizant of your business and what you're offering. This can be very helpful if you've recently rebranded or just launched your business.
2. **Traffic:** Increasing the amount of visitors you get to a specific online destination, for example your online store or reservation booking site.
3. **Engagement:** Finding more people who will interact with your business online. This can be extremely helpful in building brand awareness and loyalty.
4. **Leads:** This focuses on collecting new potential customers for your business. For example, if you wanted to promote subscription sign-ups, this can help you reach people who may be willing to do so.
5. **App promotion:** If you have your own business-specific app, this can help make people more aware and increase the chance of using it. This is often beneficial for getting people on mobile devices to take a desired action.
6. **Sales:** To help find people who are likely to buy your goods and services.

You can buy ads for both Facebook and Instagram together; running ads on both platforms is a simple way to increase the potential of your advertising campaign and is considered a digital marketing best practice.⁷ The more opportunity for users to see it, the more opportunity you are giving the campaign to succeed.

Now that we've gotten an introduction into using Meta to promote your business in general, we will explore both Instagram and Facebook in greater depth. While similar, they are still two distinct platforms (Instagram is much more visual focused than Facebook) with their own unique benefits and uses for small businesses.



Instagram

Key terminology⁸

Profile Page: Your page on Instagram which shows your bio, contact information, and your posts. Posts remain on your profile Feed until you decide to remove them. Include photos, videos and captions.

Feed: Your scrollable homepage that is composed of posts from accounts you follow, suggested posts, and ads that might be relevant to you. Each account's Feed is personalized for them.

Followers: Accounts that have chosen to follow your account. When they do so, anything new you post will appear in their Feed.

Instagram Stories: Public facing video clips or photos that disappear after 24 hours, are posted by individual users or business profiles.

Instagram Shops: A set of features that allows for businesses to promote their products to targeted demographics, and for users to browse and purchase, all in-app.

Instagram Live: A personal or business profile can showcase live video through the streaming feature, often associated to their Stories icon. These videos can be saved to your profile page for people to watch later.

Mention: Type the "@" symbol and then a username to actively tag a user so they get a notification, or other users can tag your profile name similarly with the "@" symbol.

Highlights: Highlight reels of selected past Instagram Stories that are available on your profile to watch. You can sort them into different categories and have multiple Highlights.

Hashtag: Collection of characters and words preceded by the # symbol. Any time someone clicks on a hashtag, or searches for it in Instagram, all posts with that hashtag will appear. Special characters cannot be used in hashtags ex. "+=\$%*".

Reel: Immersive, short form videos that you can edit and add effects to (like music and stickers) in-app

Tag: Similar to a mention, but done on a photo or video itself, by clicking the 'Tag' feature and choosing a contact or username. When you are tagged it will show up in your profile.

Direct Message: Instagram's direct messaging platform, which allows you to easily message with other users 1-to-1.

Insights: Available for business accounts, these insights provide you with all sorts of useful information, like demographic breakdowns of your followers, and how many interactions are linked to your account.

Paid⁴ and organic⁵ content

Organic content is all of the videos and photos that you post directly to your business profile.

This includes Feed Posts, Reels and Stories. Organic content is seen by your followers, your followers' followers (if they share it), anyone you tag or mention, and anyone who's following a hashtag you've used.

Paid content is any content that has media dollars spent on it and has the ability to be seen by people outside your followers. On Instagram, as discussed in the Meta section, there are two main types of paid content: **paid ads** and **boosted** content. Paid ads come in a variety of formats including static images, Carousels (a series of images), videos, Instagram Stories, Reels, and ads that appear within Instagram Shops. Occasionally, new paid ad formats are added to the platform, so it's best to keep yourself updated on the latest to keep your marketing on the cutting edge.

It is important to note that both organic and paid content have value when it comes to developing a digital marketing strategy.

Selecting objectives⁹

In the Meta section we discussed the available objectives when launching an ad campaign. You should also keep these objectives in mind when developing your organic content. Having a clear sense of what your overall goals are on the platform will help you develop a successful roadmap for your business.

Minimum viable ad spend

There are a variety of variables that should be considered when determining campaign spend. You should assess your own objectives and needs and consult with your marketing advisors to help determine your investment.

Best use of channel based on business goal

According to marketing experts, Instagram is best suited for increasing brand awareness and audience engagement, as well as boosting sales (conversions) through in-app shopping and ads.

When setting up ads you can choose what type of ad you want based on your personal business goals. When using Instagram be sure to post frequently, consistently and engage with your audience to best take advantage of the algorithm they provide (who sees what ads and when).

- 72% of users report making a purchase decision after seeing a product on Instagram¹⁰
- 81% say that Instagram helps them research different products and services¹¹

Instagram is a great way to educate and inform potential consumers, so focusing on content that shows off what exactly your business does (and why it's more beneficial than your competitors) is a smart use of the free app.

Best practices for Instagram¹⁰

1. Use interactive elements (e.g. polls, questions, and countdowns) in your Stories to foster engagement.
2. Add a location to your posts so they come up when people search for posts tagged at your location.
3. Use your Highlights to show off exactly what your business has to offer and save the Stories you want available for longer than 24 hours.
4. Make simple video / Reels content, as video is preferred by the algorithm.
5. Keep text short and sweet (150 characters or less).
6. Use 'Call to Actions' in your ads to encourage engagement (tell them what you want them to do).
7. Pay attention to aspect ratios on your images and content (this is the ratio between width and height). Use 1:1 for images, vertical 4:5 for videos, and 9:16 for Stories / Reels.
8. Use 4-6 hashtags with your ads or posts, and don't be afraid to be specific (e.g. #specialdelivery #holidaypecial). You'll have a greater chance of reaching an audience that's looking for exactly what you're offering.
9. Post regularly and at around the same time of day, to foster target audience habits of looking at your content.

Optimizing content and spend

Media experts advise the following:

- Don't spread yourself too thin: focus on one ad campaign and objective at a time.
- Set location targeting in and around your business location: the best people to target are the ones who are close enough to use your services.
- Video content is more engaging and should be used when possible.
- It can take up to two weeks for the 'learning' portion of your campaign to finish, so be patient for the results to come in.

Facebook

Key terminology¹²

Business Page: A Facebook profile page for commercial and smaller organizations (like you). You can use it to promote your product or service, and to track insights on how your content is doing.

Newsfeed: The first thing people see when they log into Facebook. It is a curation of posts from accounts they follow, news and advertising content targeted to their specific demographic profile.

Tabs: Underneath your profile photo, these are links to information on your business, location, photos, and videos shared on Facebook.

Activity Log: Shows all of your scheduled and already posted content.

Hashtags: A word or phrase preceded by a “#”, hashtags turn topics and phrases into clickable links in your post. This helps people find posts about topics they’re interested in.

Messenger: An instant messaging app developed by Facebook. It is how you can talk 1:1 and receive messages through your Facebook page.

Followers: The people who follow your Business Page on Facebook. Organic posts from you will appear in their Newsfeed.

Collections Ads: A form of advertising on Facebook where a curation of shoppable products is shown.

Paid⁴ and organic⁵ content

Facebook has two types of content, **organic and paid**.

Organic content is any content that you post at no cost to your Facebook page; this will appear in the Newsfeeds “Feeds” of people who follow you. You can post videos, photos, stories and include short or long-form written posts.

As detailed above in the Meta section, there are two forms of paid content on Facebook; **paid ads and boosted** content. On Facebook, you can have image, video, Carousel, and Collections ads.

Organic content is mainly for developing brand identity, awareness and fostering engagement. It’s a great customer service channel, however organic reach is limited. Paid content is primarily for pushing an audience towards an action that will help achieve your goals and objectives.

Selecting objectives⁶

In the Meta section we discussed the 6 main objectives available when you are setting up a paid ad campaign. These objectives are good to keep in mind, even when it comes to your organic content. Your exact objectives will depend on the services, offerings, and business and marketing goals of your unique business. For example, if you are just beginning your business journey, or have recently gone through a change, your objective might be to generate awareness for your business or change. If you have an online store, then focusing on increasing traffic to your site may be beneficial for you.

Minimum viable ad spend

There are a variety of variables that should be considered when determining campaign spend. You should assess your own objectives and needs and consult with your marketing advisors to help determine your investment.

Best use of channel based on business goal⁶

Facebook is a great channel for branding your business. The **Meta Business Suite and Ads Manager** allows you **to optimize your paid ads towards your goals**. Facebook is good to use when you are looking to increase online shopping as the platform pushes to get the right products in front of the right people at the right time. Its Messenger section is a good way to engage with users one-to-one, for example following up with them about a quote for a service.

Best practices for Facebook¹³

1. Set your ad campaign to run for at least six weeks. Run each individual ad for at least 7 days before refreshing creative.
2. Keep your copy concise, ideally 2-3 sentences. Lead with the most important information, for example that you're offering duct cleaning services
3. Use high resolution images with lots of colour (1080 by 1080 pixels)
4. Keep in mind text to image ratio. Ads that have more than 20% of text in their images will have their reach limited and won't perform as well.
5. Use location targeting (only show your ads to a specific area). This will help you reach local consumers, who are likely to be interested in businesses like restaurants, home renovations, interior design and in-store shopping.
6. Include video content; reveal your key message and generally branding in the first 3s
7. Respond to comments and messages in a timely manner (ideally 12-48hrs)
8. Create variety – provide a mix of organic and paid posts
9. Use platform recommended aspect ratios: 1:1 for Feed images, 4:5 vertical for Feed video, 1:1 for Carousels, and 9:16 for Stories

Optimizing content and spend

Media and Facebook experts suggest the following tips for making the most of your content:

- Choose a campaign objective that best fits with your overall business goals
- Clearly define your target audience (age, location, etc.)
- Use a 'Call to Action' in each ad (an end goal you want the consumer to take)
- Facebook is a strong platform if you are focusing on awareness and conversions—stick to it if your budget is limited
- Be patient: it can take up to two weeks for your campaign to be optimized (then the results will start coming in)

Twitter

Twitter is a social media platform, based around micro-blogging and conversation through the posting and exchange of frequent messages. Focused on quick and rapid-fire content, it's a place that brands and businesses often go to engage in direct communication with their users. The nature of the platform makes it excellent for posting updates and growing closer with your community.

Key terminology¹⁴

Tweet: A message posted to Twitter (maximum 280 characters). Can contain text, photos, animations, and/or video.

Direct Messages: Private messages sent between individual Twitter accounts.

Geotagging: Adding a geographical location to your Twitter post by way of an in-app 'tag' option.

Mention: Mentioning other accounts in your Twitter post by including the @ sign followed directly by their username.

Pinned Tweets: Pinning one of your posts keeps it at the top of your page and above your other, time-sequential Tweets.

Promoted Videos: Videos that are within promoted Tweets, part of paid social content.

Retweet: A Tweet that has been reshared and forwarded to followers of an account (the original author's information remains for credit and authenticity).

Thread: A series of connected Tweets from one user account. Additional context, replies or extending a point can be made by connecting multiple Tweets together. Think of it as a conversation between channel users.

Twitter Polls: Polls that your audience can engage with; a good way to interact and learn details from your audience (favourite brands, preferred products, etc.).

Verified Account: An account with a blue check icon to indicate that the creator of these Tweets is a legitimate source. Often professionals, businesses and celebrities may showcase a blue check icon.

Trend: A topic or hashtag (#) determined by an algorithm to be one of the most popular on Twitter at that moment.

Notifications: The notifications timeline displays your interactions on Twitter. Upon request, they can be sent to you via email, SMS, or through the Twitter for iOS or Twitter for Android apps.

Moment Ads: A form of advertising unique to Twitter that allows you to create and curate a collection of Tweets. This is useful for telling a longer, more immersive story.

Twitter Ad Features: A corresponding suite of standard and branded features offered by Twitter that can be applied across their various ads. The features include polls, clickable website buttons, and more.

Twitter Ads Manager: A central workspace to plan, create, manage and report on your Twitter ad campaigns. You can easily access it through signing into ads.twitter.com and logging in with the account you want to run ads from.

Organic⁵ content

Organic Tweets are copy, videos and images that are posted to your profile, and appear in the Feeds of people who follow you, as well as in the search results for any hashtags that you include.

Paid¹⁵ content

Promoted Ads are Tweets that you have put media spend behind to promote in Twitter Ads Manager. You can either promote existing Tweets or create new ones. Promoted-only Tweets don't appear in your profile and are only shown to a targeted audience that you select. Types of Promoted Tweets include video, image, text, carousel, and Moments ads.

Follower Ads are when Twitter suggests your account to users who don't follow you, but might find you interesting (for example, if you own a clothing store, they might recommend you to a local user who likes fashion). Similarly, follower ads can be displayed to you based on your own history and preferences. This is another form of paid content.

Twitter Amplify is an advertising solution that pairs your ad with premium video content created by brand safe publishers, that corresponds to what your business stands for and offers.

Twitter Live is a promoted livestream that allows you to stream a live video and engage with other users in real time.

While there are a variety of ways to use Twitter, when you are getting started promoting your small business, be sure to think about using a mixture of organic Tweets and Promoted Tweets.

Selecting objectives¹⁵

Twitter ad campaign objectives are primarily focused on improving awareness and consideration of your content. According to Twitter, common objectives include:

- Driving traffic to your website through clicks on your posted links
- Increasing awareness of your brand
- Engaging with existing and potential consumers

Twitter Ads Manager allows you to select more specific goals for your ad campaigns, these objectives are important to keep in mind for both your organic and paid content.

Minimum viable ad spend

There are a variety of variables that should be considered when determining campaign spend. You should assess your own objectives and needs and consult with your marketing advisors to help determine your investment.

Best use of channel based on business goal

Due to its rapid-fire nature, Twitter is a great channel to use to increase awareness and engagement. Unlike other social platforms where you don't want to oversaturate your feed by posting too often, on Twitter you can post much more frequently, up to 3-5 times a day.

Marketing experts also say that it's a good platform to **engage with your audience**. By keeping an eye on relevant topics, you can insert yourself into conversations to help build awareness or a mindful presence. An example of this could be keeping an eye on Tweets about the food scene in your area if you own a restaurant. If you see a Tweet asking for local recommendations, you can retweet or reply with a suggestion to visit your restaurant, particularly if you happen to have a local restaurant.

Best practices⁷

How to get the most out of Twitter

1. Upload media directly to Twitter instead of linking it.
2. Include video and photo content regularly.
3. Post daily, up to 3-5 times a day - increased frequency is encouraged versus other platforms.
4. Retweet others posts and reply frequently (preferably daily).
5. Use relevant hashtags (research which ones your audience and competitors are using), 1-2 per tweet.
6. Schedule tweets ahead of time to help organization - can be done within app.
7. Experiment with posting times to figure out what times of day your audience is most responsive.
8. Keep copy short and sweet (280 character maximum).
9. Try to keep videos 15 seconds or shorter, Twitter has often been known to have shorter posts.
10. Use emojis and a conversational tone.

Optimizing content and spend¹⁶

- Video tweets are 6x more likely to be Retweeted than photo Tweets.
- Run your ad campaigns for two weeks+ to reap the full benefits of optimization.
- Start out with 2-3 Tweets in an individual ad campaign.
- Look for ways to optimize your campaign after 3 days (that might mean pausing low performing ads or adjusting targeting or even copy).
- Refresh copy and / or images and videos every 2-3 weeks for longer campaigns to keep your audience's attention.



TikTok

TikTok is a social media platform focused on the creation and consumption of short form videos, that are edited in-app. While relatively new, it is currently the fastest growing social network, and especially popular amongst younger audiences. People go on TikTok to engage in content covering a wide variety of topics; there is a niche for everyone, regardless of what your business offers.

Key terminology

For You Page “FYP”: The main feed you see when you open the app – this is based on interests, what topics you or your phone contacts interact with, or other accounts you follow.

TikTok Challenge: When an account sends out a call to action inviting their audience to create and share original videos as part of a trend. You can either create your own or engage in an already existing trend.

User Generated Content “UGC”: Unsponsored posts that other people have made about your products and / or business. Reposting, commenting and resharing this content is a good way to continue to develop your presence on TikTok.

Fans: TikTok’s term for the users who follow you to see more of your content.¹⁷

Private Messaging: Allows you to chat 1:1 with other users within the app.

Duets: Allows a user (with permission) to collaborate with another user’s TikTok.¹⁸

Reactions: Allows users (with permission) to respond to videos showing how they feel about them.

TikTok Business Account: A type of TikTok account designed specifically for businesses. It provides access to a host of features (such as analytics) to help grow your user account base. You can easily switch to a Business Account by going into your account settings and confirming the change.

Commercial Audio Library: The music library of TikTok, available to Business Accounts, which you can browse to select audio to use in your TikToks.

TikTok Ads Manager: The program developed by TikTok that allows you to create, manage and run your ads. You sign up by entering your business’ information, link your TikTok account, and are set to go.

Daily Budget: The maximum amount you spend on your campaign per day, TikTok requires a minimum of \$50 / day within the platform.

Lifetime Budget: The maximum amount you are willing to spend on your campaign for its duration. Minimum \$50 / day multiplied by the number of delivery days.

Dayparting: Part of TikTok’s Ads Manager that allows you to choose what times of day you want your ads to run.

In-Feed Ads: Ads that appear when a user is scrolling their “For You Page”, and typically look like any other TikTok video, however, are actually paid or sponsored content by users.

Spark Ads: A form of paid content where you are investing dollars behind an already existing post in order to promote it.

Paid¹⁹ and organic⁵ content

TikTok is a social media platform composed of short form videos (15 seconds to 10 minutes). All **organic content** is in video format, with the ability to add on-screen text, music, sound effects, or more (such as the ‘duet’ feature that allows you to post another TikTok side by side with yours).

In regard to **paid content**, there are a variety of ways that businesses can create and run ads on TikTok. According to marketing experts, when you’re beginning your journey of advertising on TikTok, the best places to start are In-Feed and Spark Ads.

In-Feed Ads are a great way to start advertising on TikTok, as you essentially are just creating an organic TikTok and putting a media budget behind it. **Spark Ads** are another good place to start, as they allow you to promote already posted content.

In-Feed Ads include a call to action that links to a page of your choosing, while Spark Ads give you the extra option to link to your TikTok account as well. Unlike other social media networks, TikTok's built for users to see content from people that they don't follow. That means that well-developed content has the potential to reach a lot of people organically, although as with any social network. It's the best platform currently for organic growth.

Selecting objectives²⁰

TikTok provides three categories that specifically refer to business objectives.

1. **Awareness:** Increasing your reach and boosting product, service or brand awareness by showing your ad to the maximum number of people.
2. **Consideration:** Drives people to take specific actions, such as engaging with more of your content, or directing them to a specific web destination. This could be your online store, the landing page of your restaurant's website, or the list of services offered for your home renovation business.
3. **Conversion:** Encouraging people to make a specific action while on your website, like a reservation, adding a product to their cart, or emailing you for a quote.

Minimum viable ad spend

There are a variety of variables that should be considered when determining campaign spend. You should assess your own objectives and needs and consult with your marketing advisors to help determine your investment.

Best use of channel based on business goal²⁰

TikTok's a great way to grow brand awareness and engagement, due to their algorithm not limiting who sees content. Some other platforms focus on content from following accounts, but TikTok focuses on interests and interactions.

It is full of communities with different interests; there's a niche for everyone. As you are able to optimize your campaigns to drive users to action, it is a good platform for businesses whose goals are oriented around getting more sales or clients. When first starting out, marketing experts advise you to choose campaign (and overall) objectives that involve awareness, solely to get users to begin to engage with your account and content.

Once you have begun to build your following, you can then move on to goals that focus more on driving action from users, such as prompting them to engage with your website, or booking a consultation appointment. As TikTok is a fairly new platform, it is best to realize it's strength in increasing awareness, with conversion (sales) as a secondary goal.

Best practices²¹

1. Sign up for a TikTok Business account to get the most out of the app.
2. Choose a profile picture that is clear and engaging; your logo is always a good option.
3. Make use of sound: 93% of the best-performing TikTok videos include audio.
4. Check your analytics regularly to see what content is resonating the most with users.
5. Be authentic and original: behind the scenes footage and informal how-to content are both great ways to show off what you do, as well as your business' personality.
6. Keep an eye on what's popular in your market niche. For example, if you're a contractor and see a lot of home renovation before and afters, try putting similar content out yourself.
7. Use vertical, high-resolution content: 720 pixels or more
8. Use between 3-5 relevant hashtags per video.
9. Post consistently, once a day is a good start organically.
10. Update your ads every 7 days, to keep the content fresh²²

Optimizing content and spend²¹

TikTok recommends the following to optimize your content:

- Keep videos as brief as possible (without losing the message). The best performing videos are between 20-35 seconds (TikToks must be a minimum of 15 sec).
- Use trending hashtags and audio / sounds that fit in with your content and your brand image.
- Set your campaign objectives to fit as closely as possible to your business objectives.
- Include captions and on-screen text wherever possible.
- Don't make your audience too narrow; broadening categories can help your content reach more people. The TikTok algorithm is very good at quickly discovering who will and won't convert.
- Focus your budget on growing awareness, as opposed to strictly conversions (sales).



YouTube

YouTube is a platform that allows users to upload and watch original videos. Videos range in length as well as subject, from 5 minute how-to's to hour long deep dives into a specific subject.

Key terminology²³

Channel: A YouTube account is commonly referred to as a "channel".

Description: Text that can be up to 1,000 characters describing the events within a video. Only the first 157 characters show above the "expand to read more" fold, so make them meaningful and attention-grabbing.

Subscriber: YouTube's equivalent of a follower, subscribers can follow the content of specific channels.

Playlist: A collection of related videos (can be your own or other from other channels), but these are stored within each channel profile menu.

YouTube Live: When a channel chooses to host a livestream and can interact in real-time with the audience via chat. Lives can also be saved to your channel to watch later.

Live Chat: A feature in YouTube Lives. It allows for viewers to send messages in real time during the live, as well as letting the person hosting the live to respond.

Tags: A list of descriptive keywords you can add to your video to help users find your content when they enter a search query into YouTube. You add tags when uploading a video, or by editing an existing one.

YouTube Shorts: Mobile-optimized videos that are 60 seconds or less. You can enhance them on the mobile app through edits such as filters, music and stickers.

Google Ads: An online advertising program offered by Google. It is the program that you use to run your ads on YouTube. It allows you to set up your ads, as well as analyze how they are performing.

Skippable In-Stream Ads (Pre-Rolls): Play before, during, or after other videos. After 5 seconds, the viewer has an option to skip the ad. The skip option will show up in the lower right corner of the screen.

Non-Skippable In-Stream Ads: Ads that are 15 seconds (or shorter) and play before, during, or after other videos. Viewers don't have the option to skip the ad and must watch in entirety to continue their video.

In-Feed Video Ads: Previously known as Discovery Ads, they consist of a thumbnail image from your organic YouTube video with some text included. The exact size and appearance of the ad may vary depending on where it appears - desktop, mobile or which view you are in. In-feed video ads always invite people to click to watch the video and are a good way to promote awareness of your channel.

Bumper Ads: These are 6 seconds (or shorter) and play before, during, or after another video. Viewers don't have the option to skip the ad, but they are generally short and don't detract as much from viewing.

Outstream Ads: Mobile-only ads that only appear on websites and apps running on Google video partners (high-quality publisher websites and mobile apps). Outstream ads aren't available on YouTube but are a way to advertise to users who are likely to be receptive to your content.

Paid²³ and organic⁵ content

YouTube is a video sharing site and its **organic content** takes the form of videos.

Organic videos are 15 minutes maximum for unverified accounts and 12 hours or 256 maximum for verified users. YouTube Shorts is another video sharing platform hosted by YouTube, however the content is limited to 60 seconds in length.

Paid content on YouTube comes in a few forms. You can have skippable or non-skippable video ads that play before, during, or after a YouTube video, or on the YouTube home page itself. You can also purchase text ads that appear within a video while still playing.

Selecting objectives²⁴

YouTube advertising is done through Google Ads. Sign up for a Google account (if you have a Gmail then you already have one) to gain access to Google Ads. Link your YouTube channel to your Google Ads and you're all set to pick an objective.

Google Ads gives the following goals for you to select when developing a campaign.

1. Sales: Encourages sales or conversions from customers ready to act, or ready to engage with you
2. Leads: Encourages people who find relevancy in what you're offering to express interest.
3. Website traffic: Directs people to your website when they click away on links or watch your ads.
4. Product and brand consideration: Encourage potential customers to consider your business when they're researching products / services within YouTube that are similar to yours.
5. Brand awareness and reach: Extends to a wider and often relevant audience, to increase awareness of your business. Keep in mind that YouTube content or advertising is often pushed regardless of followership.

Keep your overall business goals in mind when selecting a campaign objective for YouTube. For example, if you are a catering company looking to book more clients during the holiday season, ads airing during relevant video topics may increase product consideration or sales for you.

Minimum viable ad spend

There are a variety of variables that should be considered when determining campaign spend. You should assess your own objectives and needs and consult with your marketing advisors to help determine your investment.

Best use of channel based on business goal

Marketing experts say that YouTube is a strong platform for increasing awareness. People often turn to YouTube as a resource for shopping inspiration or product research, making it a great place to reach consumers that are already looking to invest in your specific offerings.

70% of viewers state they have at some point purchased products that they discovered on YouTube.²⁵ Viewers can use YouTube for both education and entertainment. Starting a channel and posting your own YouTube videos give you a medium to explore your business with more depth than you're able to on other social media networks. How-To's, Insider Tips, behind the scenes, and 'day in the life' are all popular genres of content that help viewers connect to who they're watching and why. Considering longer form content that helps viewers feel like they 'know you' is a great way to build community and loyalty.

Best practices

Media and marketing experts suggest the following for any YouTube content:

Paid Content:

1. Start your video ads off with a strong hook - how do you get people to keep watching.
2. Include your business logo in the first 5 seconds to maximize exposure.
3. Use the ad scheduler within Google Ads to help you manage when your ads run, and how much you are spending on a day-to-day basis.

Organic Videos:

1. Post at least once weekly for your organic videos, sticking consistently to a day and time.
2. Include relevant tags when posting your organic videos.
3. Learn from other creators in your niche. For example, if you own a clothing business, what type of fashion content is the most popular?

Optimizing content²⁶ and spend

YouTube and media experts have provided tips to make the most of your YouTube ads:

- Use a mixture of video ad formats to see what performs best (Skippable In-Stream, In-Feed Video, etc.).
- Have a clear call to action that reflects your specific business goals.
- Use your Google Ads account to keep track and learn what's working for your ads, and where you can improve.
- Avoid copy and other core messaging visually in the top 10% and bottom 25% of a vertical video (these are the areas most likely to be cropped) when viewing in different devices.
- Create a variety of assets that align with YouTube's aspect ratios (16:9 landscape (priority), 9:16 vertical, 1:1 square).



LinkedIn

LinkedIn is a social media platform but, unlike most other social media platforms, it is geared towards business owners and professionals. The majority of time people spend on LinkedIn is spent on career building activities and networking. While not the network to use if you are trying to connect only with consumers, if you are trying to build up awareness and engagement among professionals and other businesses in your industry, it is the ideal platform to use.

Key terminology²⁷

Business Profile: Main page where you showcase your business and brand. You can change your primary and background photos, logos, showcase posts, articles, organic ads and interact with your network.

Connection: A person that you've added to your LinkedIn network. You see updates from connections and can message them directly.

Recommendation: A short paragraph about you (or your business) that outlines professional strengths and skills, written by a connection. This is basically a digital and public referral.

Endorsement: An endorsement is when your connections vouch "endorse" the skills on your LinkedIn profile. Having others endorse your skills adds credibility to you and your business.

Direct Mention "Tagging": Using the @ symbol before typing a name lets you tag and "mention" a user in your post.

LinkedIn Premium: A paid per month service that allows you to access additional LinkedIn features. These include seeing who's viewed your business profile page, sending inMails (messaging non-connections), and more.²⁸

Dynamic Ads: Can utilize LinkedIn profile data to personalize your ads for each member in your target audience. (e.g. you can auto-fill a dollar amount or change a word within your ad to match the target need, all built within app platform)

Text Ads: Simple and compelling pay-per-click (PPC) or cost-per-impression (CPM) ads that are text only.

Campaign Manager: LinkedIn's ad management tool that enables the creation, launch and evaluation of the performance of your LinkedIn ad campaigns.

LinkedIn Articles: A form of organic content that allows you to write long form pieces (up to 1100k characters), with headlines and images.

Message Ads: These deliver directly into the inboxes of specific users, helping to spark immediate action. They are often viewed as a message with a call-to-action button, however they can be targeted and used to promote your product or services, or even to reach out for more information.

Conversation Ads: Similar to message ads, with conversation ads, you can set up multiple call-to-action buttons that link to your landing pages, and drive engagement with more information in the next message.

Sponsored Content: Appears directly in the LinkedIn feed for professionals you want to reach, and is available as a single image, video, or an image carousel.

Paid²⁹ and organic³⁰ content

LinkedIn is a social network geared towards working professionals and businesses, the platform offers a mix of organic and paid content for users.

Organic content is both the long and short-form content you post on LinkedIn, which can include text, images, videos and hashtags. Using LinkedIn to link to content on other websites (writing a brief description), updating your current job and sharing with your connects, and giving business (or employee-specific) updates are some examples of ways to **organically use it**.

Paid content³¹ can take a variety of forms, and includes videos, images and text-only ads. Paid content includes Conversation, Message Ads, Text Ads, Dynamic Ads, and Sponsored Content. They are not part of your LinkedIn feed and appear to your selected target audience. When setting up an ad campaign you can use as many paid content forms as you would like, depending on your overall goals. Paid content is a great way to connect with professionals that you think your business would benefit from having a relationship with.

Selecting objectives²⁹

LinkedIn has three main objectives for you to choose from when setting up a campaign.

1. Awareness: Focuses on increasing your business' share of voice in the market.
2. Consideration: Encourage current or potential customers to take a specific action to find out more about your business.
3. Conversion: Focuses on generating leads and getting consumers to take specific actions on your website.

Your business goals should inform whatever objective you choose, as well as what organic content you post. If you are launching your business for the first time, you may choose Awareness as your goal. Alternatively, if you are a business looking to increase sales or hire employees, you may choose Conversion as your objective.

Minimum viable ad spend

As a platform with a specific niche (focusing on professionals), LinkedIn has comparatively higher costs. However, if your primary goal doesn't include marketing to professionals specifically opting to put your advertising spend into an alternative platform might be the better option. If you decide LinkedIn is for you, should assess your own objectives and needs and consult with your marketing advisors to help determine your investment.

Best use of channel based on business goal

LinkedIn is an essential platform to use when you are looking to develop awareness and build relationships amongst pros, both in your field and in other related ones.

Marketing experts report that if you are looking to build a strong and respectable reputation for your business (and you as its owner), LinkedIn is good to keep in mind. It is exceptionally proficient in helping if you are looking to hire, due to your ability to post employment opportunities and directly message individuals (in fact you can even optimize your campaign to fill job openings).

Business-to-business marketers use LinkedIn more than any other social network.³² If you have business goals that relate to increasing awareness, sales, or hiring within your industry, it is the social network for you.

Best practices

When it comes to LinkedIn, it is important to keep these points in mind:

1. Keep it professional: unlike other platforms, LinkedIn is specifically geared towards professionals and work-related content.
2. Include a high percentage of organic content: LinkedIn has a high ROI for organic posts in comparison to other social media networks.
3. Focus on content that educates your network or brings a fresh perspective.
4. Post a mixture of content that is industry-specific, and content that is more human-focused.
5. Start off your posts with an attention grabbing first sentence, then delve into specifics and details.
6. When writing articles, include headlines and images to increase user engagement.
7. Post 3-5 times weekly and use 3-5 relevant hashtags per post.

Optimizing content and spend³³

LinkedIn and media experts suggest the following:

- Include a clear call to action that reflects your campaign objective.
- Track your campaign results and edit / adjust your ads and spend as necessary.
- Run two versions of an ad at once (changing one variable), to test which approach performs better.
- Cut spend on low performing ads and increase against high performing ones.
- Excellent platform if you are looking to reach other businesses.
- Follow aspect ratios (ratio of the width of an image compared to its height) include 1.91:1, 1:1, or 1:1.91 (single image ads), 4:5, 9:16, 16:9, or 1:1 (video ads), 1:1 (carousel).
- Follow optimal text recommendations for the platform.



When you have the right tools and a better understanding, developing a digital marketing strategy can be simple, straightforward and cost effective. Success takes time, and each business has its own specific needs. Choose to do one channel well and then expand when you see beneficial results or feel more comfortable with using digital platforms. It's only limited by your ambitions.

As a small business owner, having the right foundation and support is critical for success. At CIBC, we recognize the crucial role your small businesses plays, and the role that advertising can play for you. We're here with you every step of the way.

Learn more about what resources and services we offer here <https://www.cibc.com/en/business.html>.

Sources:

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