

# “eSkills for Volunteers”

## STRATEGIC PARTNERSHIP IN THE FIELD OF YOUTH



<b>MODULE 3: Digital Marketing Basics – Part 1</b>	
<b>Project Title</b>	<b>“eSkills for Volunteers”</b>
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## **Module description**

For a good understanding and usage of digital marketing and social media platforms, the user first needs the proper digital skills and knowledge about these topics, in order to be able to navigate and create content for its audience. That is why, this module will concentrate on providing and increasing the technical and digital skills and the knowledge that lie at the beginning of the journey into the wonderful world of digital marketing and social media.

### **3.0 Introduction to Digital Marketing**

In this chapter the user will be able to get accustomed to the concept of digital marketing and social media, how it differs from traditional marketing and why it is necessary when working in an Non-Governmental Organization. The main areas reached by this module will also be explained in this chapter.

#### **3.1 Using modern software: Photoshop introduction**

The reason why this chapter is one of the first on our list lies in the fact that social media content is mainly present through pictures. Videos and text have their own role, but the role of a picture is essential in digital marketing, as a classic expression says, "A picture is worth a thousand words". In this chapter, the user can learn basic usage of Photoshop CS6 for the purpose of tuning and cleaning a photograph.

#### **3.2 Create a Social Media profile (LinkedIn)**

In this chapter the user can learn step by step how to create a profile on a social media platform, in this case, LinkedIn. This platform was used as an example because of the fact that is more serious and more professional.

#### **3.3 Facebook pages**

In this chapter we will see what are Facebook pages, how we can post on them, how to create new pages and set them up. The user will be able to learn how to administrate Facebook pages, about publishing tools, page and post targeting and Facebook events.



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### 3.4 Google Products, Applications and Services

This section is dedicated to Google's tools that make life easier for us, especially the free products, that anyone can use. The most used and interesting applications will be presented, along with their functionality and how they can help a volunteer or youth worker in the professional life.

### 3.5 Designing and producing a newsletter in Photoshop CS6

In this section, the user can learn how to create a personalised newsletter in the way he desires, with no limits of design caused by the newsletter editor. In this way, the user can also learn to create any kind of images and infographics with the help of Photoshop.

### 3.6 Create and send an HTML email template (newsletter) with Photoshop CS6

This section will focus on continuing the work in the previous chapter. The learner will find out how to use an image and transform it into an HTML email template (a newsletter) for the purpose of sending a newsletter to his/hers audience. Sending newsletter both with Outlook and Gmail platforms will be discussed seeing the differences and similarities.

### 3.7 Designing and sending email newsletters using MailChimp

This chapter will focus on learning how to use MailChimp.com, an email marketing service, in order to produce your own newsletters and conduct campaigns, for getting more visibility and raising awareness about your ideas or projects.

### 3.8 Top 10 mobile applications for Non-Governmental Organisations

This final chapter focuses on mobile marketing and mobile application that can make your life easier. The mobile applications presented in this section can improve the organisation in your workplace, or increase visibility of your institution, or create opportunities for meeting new partners or participants to your projects.



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## Introduction

What is Digital Marketing? It is the promotion of products or brands via one or more forms of electronic media, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

Differs from traditional marketing in that it uses channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.

It is more efficient than traditional marketing because of the real time analyzing capabilities.

It is faster, more effective, and with smaller costs than the traditional marketing.

Why digital marketing is necessary in the youth work area?

- Visibility of organization and projects
- Transparency
- Finding partners
- Dissemination
- Development of new projects
- Creating a trustworthy brand (your organization)
- Getting your name known by the local community and the international community
- Raising awareness about different social issues
- Ex. :Volunteers can disseminate their project and involve the local community

In this module you will be able to find notions about different areas of Digital Marketing, like

- **Content Marketing**, especially how to produce your content and administrate social media accounts. You will learn about editing images in



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Photoshop, how to create a social media account (LinkedIn), and a lot of facts about Facebook pages and Google Products and applications that you can use in your professional life.

- **Email Marketing**, by learning how to produce your own newsletters and send them to your audience using different platforms while avoiding the spam folders;

**Marketing related to Mobile devices**, or how to use mobile devices in your work inside and NGO – you will learn about different mobile applications made to make your professional life easier and more organized (Google Calendar, Outlook, Slack, Asana and others



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### **3.1 Using modern software: Photoshop introduction**

The reason why this chapter is one of the first on our list lies in the fact that social media content is mainly present through pictures. Videos and text have their own role, but the role of a picture is essential in digital marketing. As evidence to that stand multiple facts and research:

- [This 2013 Pew Research Study<sup>1</sup>](#) tells us that by 2013, 54% of all Internet users have posted an original photo that they have created. The same study says that 63% of social media is made up of images, that percentage making images the most powerful tool in social media.
- [This 2011 study from Skyword<sup>2</sup>](#) tells us that content with relevant images gets 94 percent more views than content without. That's why is very important to choose your images in a right way, to make sure they are having the desired effect on your audience
- Tweets that contain images receive 150% more retweets.

Photoshop was created in 1988 by Thomas and John Knoll. Since then, it became the most used industry software for creating, editing and modifying images.

<sup>1</sup>[http://www.pewinternet.org/files/old-media/Files/Reports/2013/PIP\\_Photos%20and%20videos%20online\\_102813.pdf](http://www.pewinternet.org/files/old-media/Files/Reports/2013/PIP_Photos%20and%20videos%20online_102813.pdf)

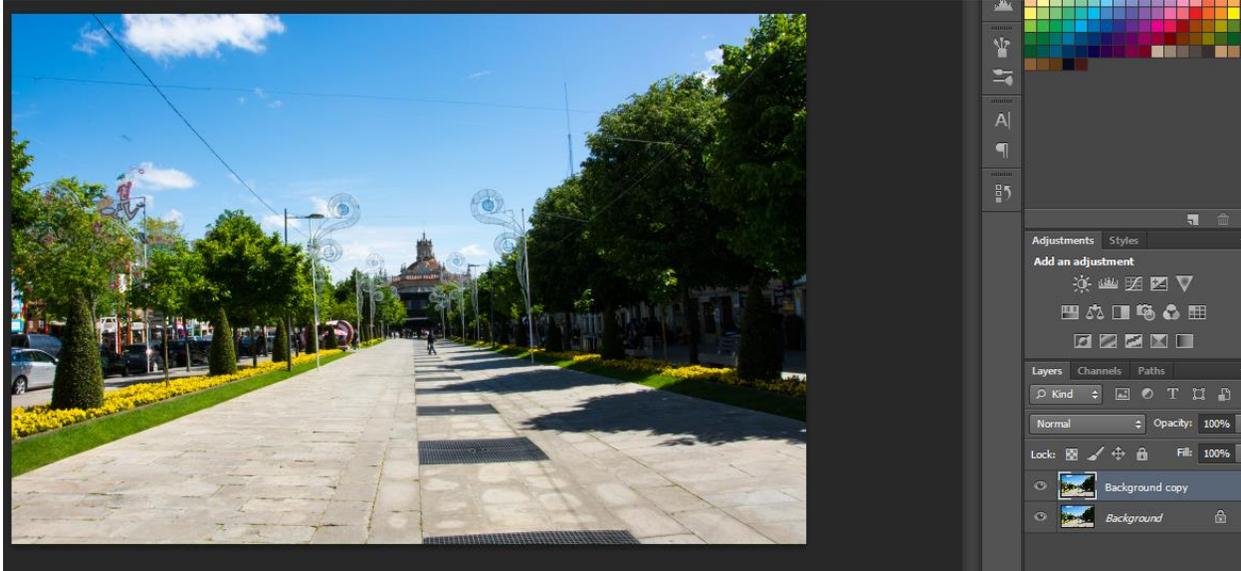
<sup>2</sup><https://www.skyword.com/contentstandard/marketing/skyword-study-add-images-to-improve-content-performance/>



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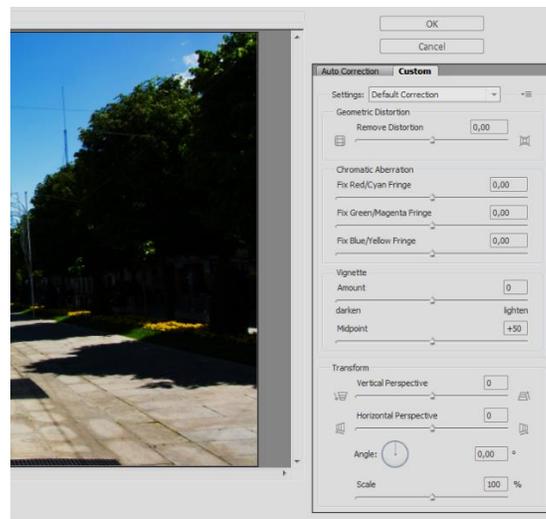
## Tuning a photograph in Photoshop CS6

### Opening the file



- Open the image in Photoshop
- Duplicate the background layer
- Always work on the duplicated layer so that the original image stays untouched

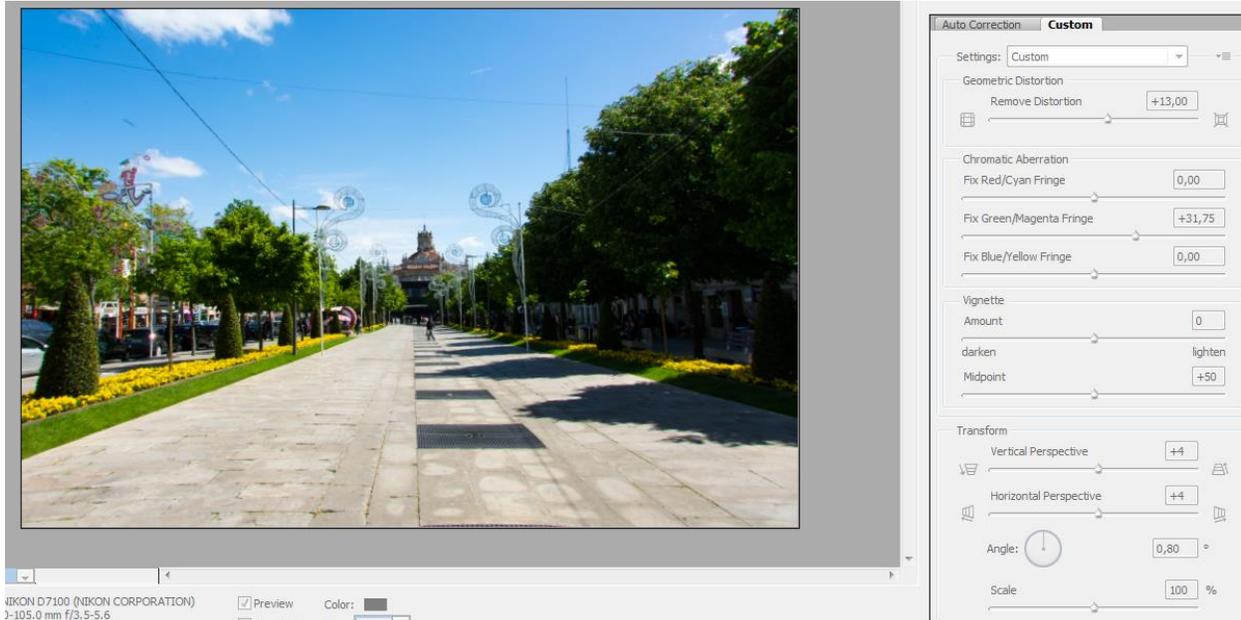
### Corrections



- To correct the rotation, distortion, color aberration of the image use lens correction tool



- Open **filter- lens correction**
- Choose **CUSTOM**
- Correct the mistakes manually by moving the sliders

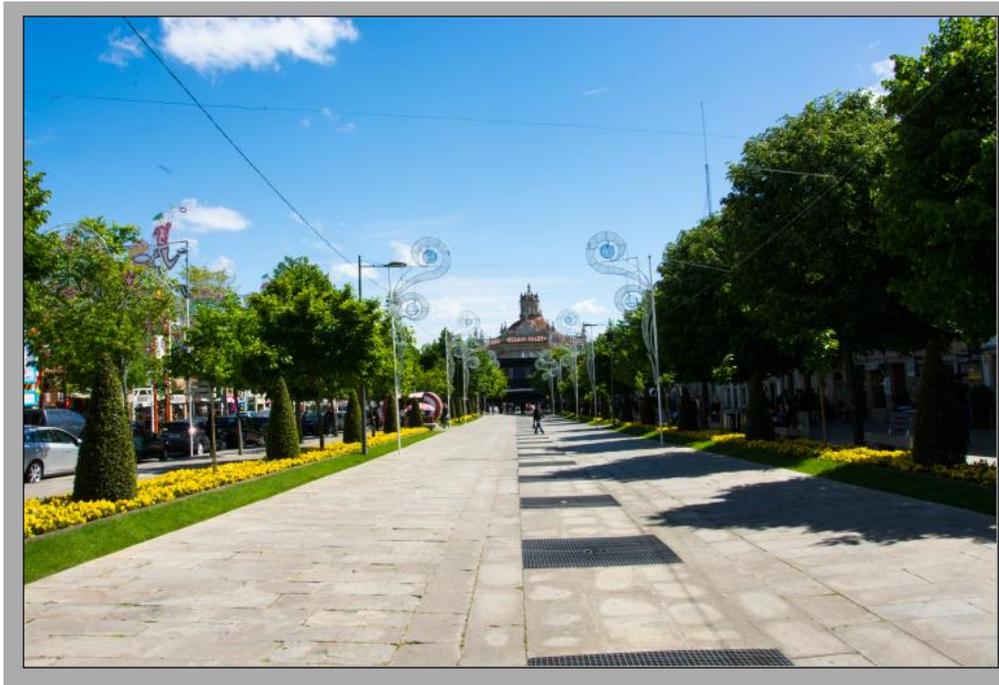


- Optical aberration:
  - Barrel distortion: lines are curved inwards
  - Pincushion Distortion : straight lines are curved outwards from the center
  - Perspective Distortion : 3D space in to 2D space can cause distortion, appearing things in front to be bigger than usually and other way around

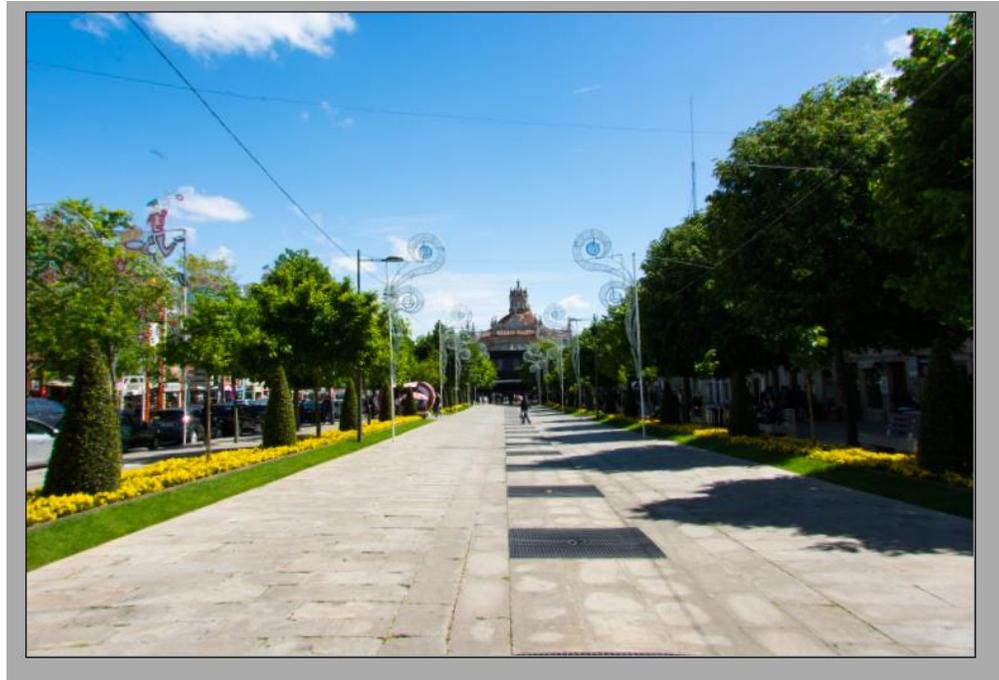


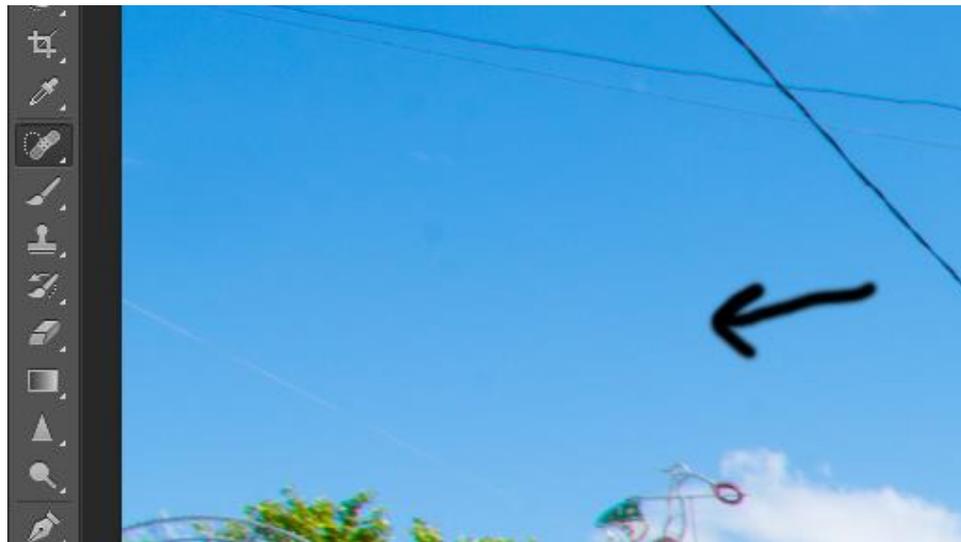
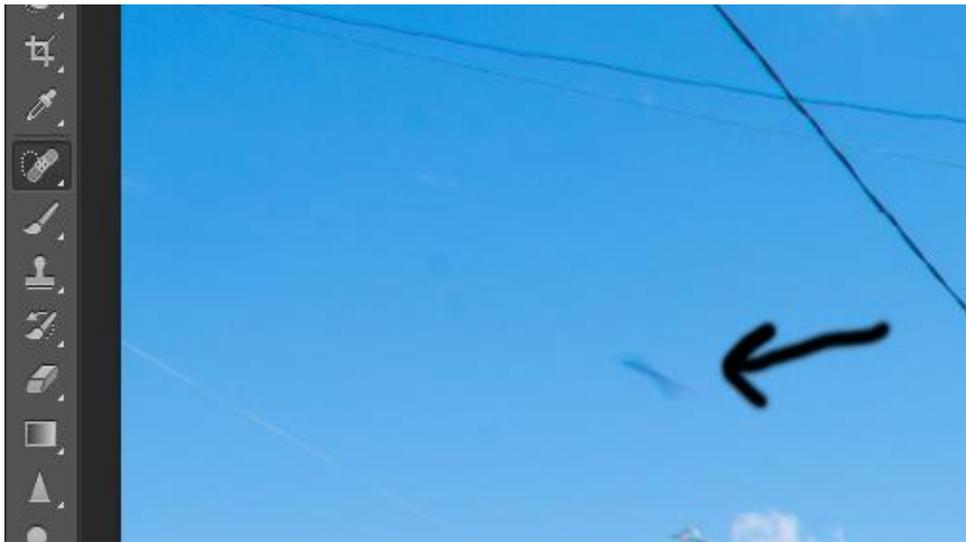
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BEFORE



AFTER



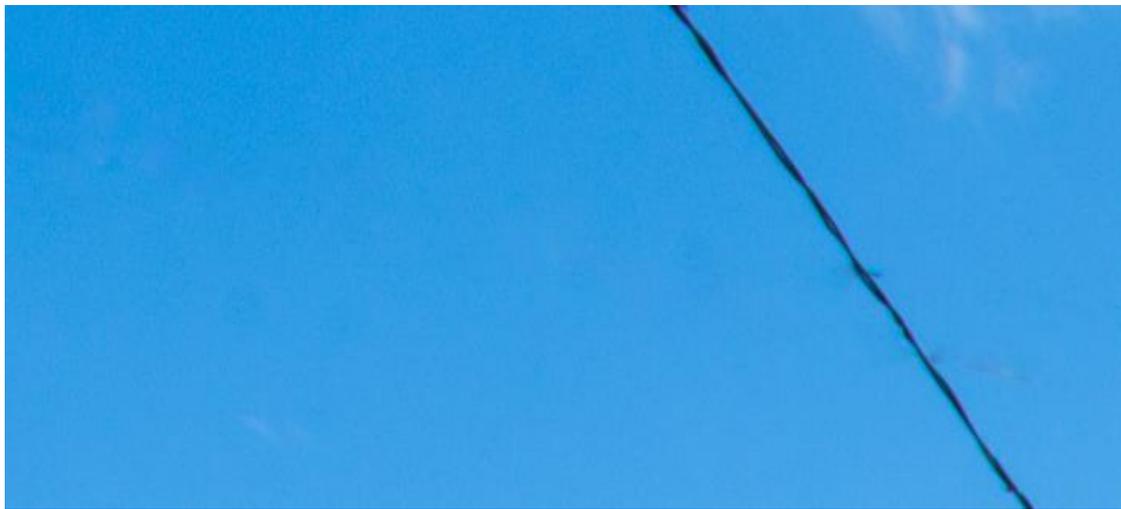


### USING SPOT HEALING TOOL

- for mistakes on the image that can be easily removed
- new duplicated layer
- drag a line or make a spot with the tool where you want to remove a mistake
- the size of the brush should be as big as the spot or thin as the line and no more

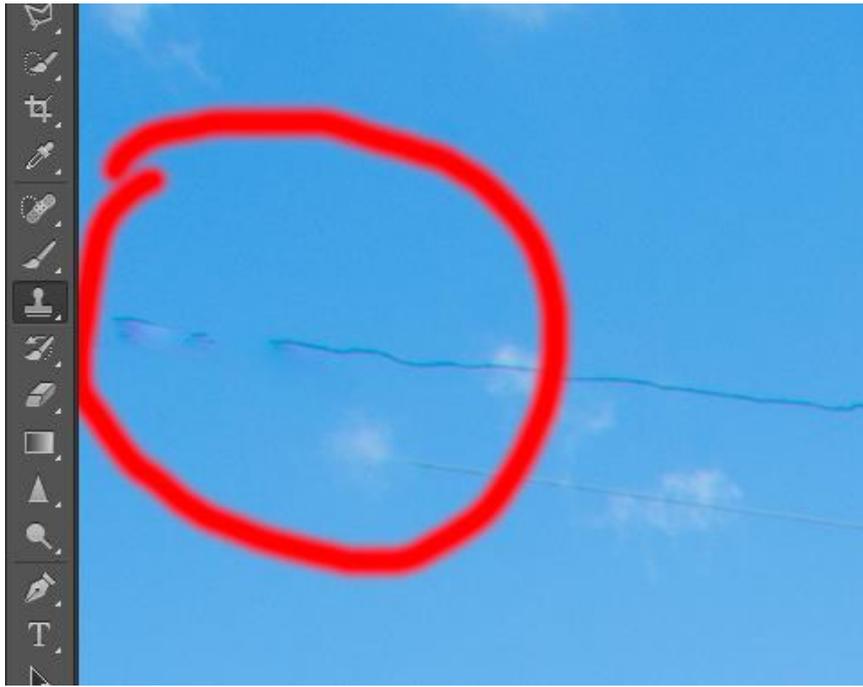


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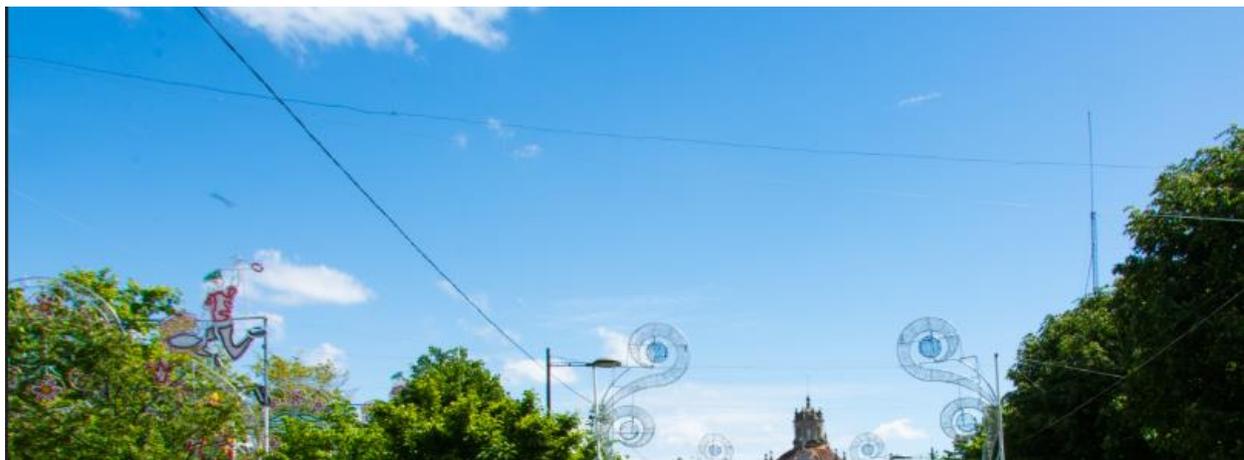


Using this tool you clean the lines and the spots ( the electric powerlines and other defects).

## CLONE TOOL

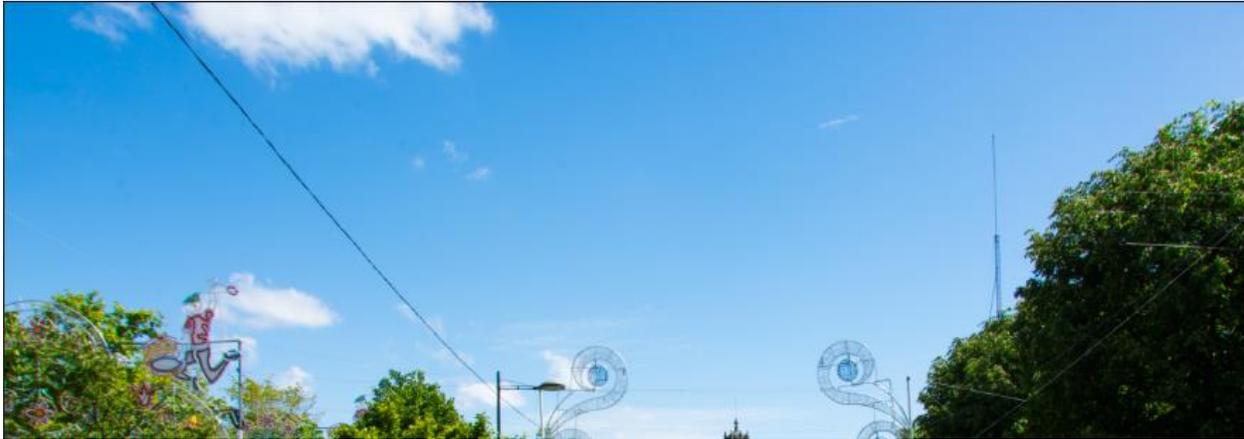


- Another tool you can use for cleaning
- copies pixels from one part to another



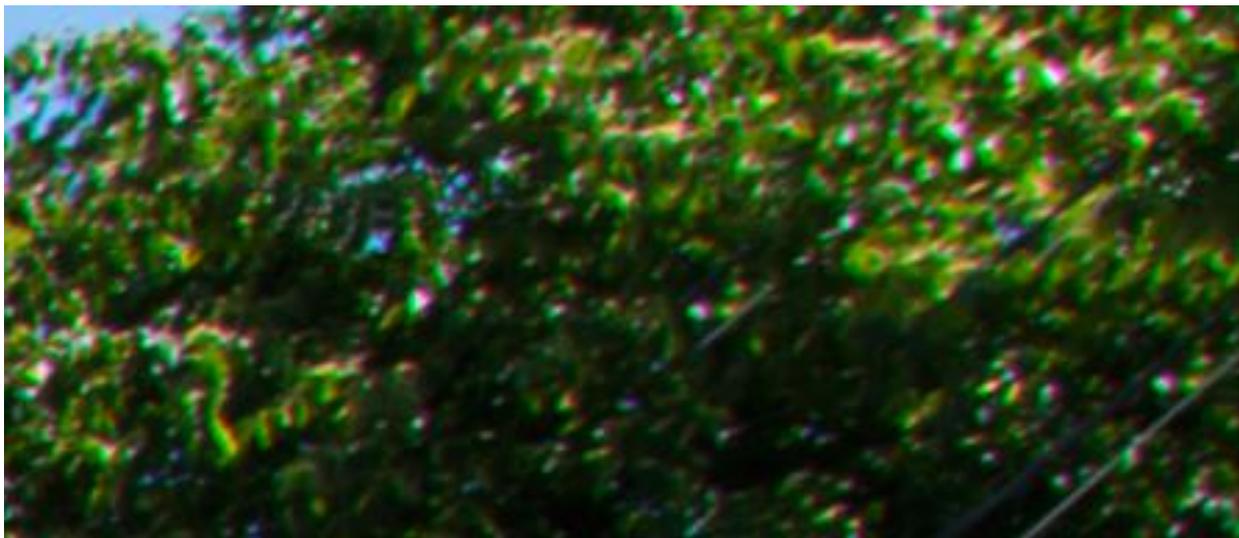
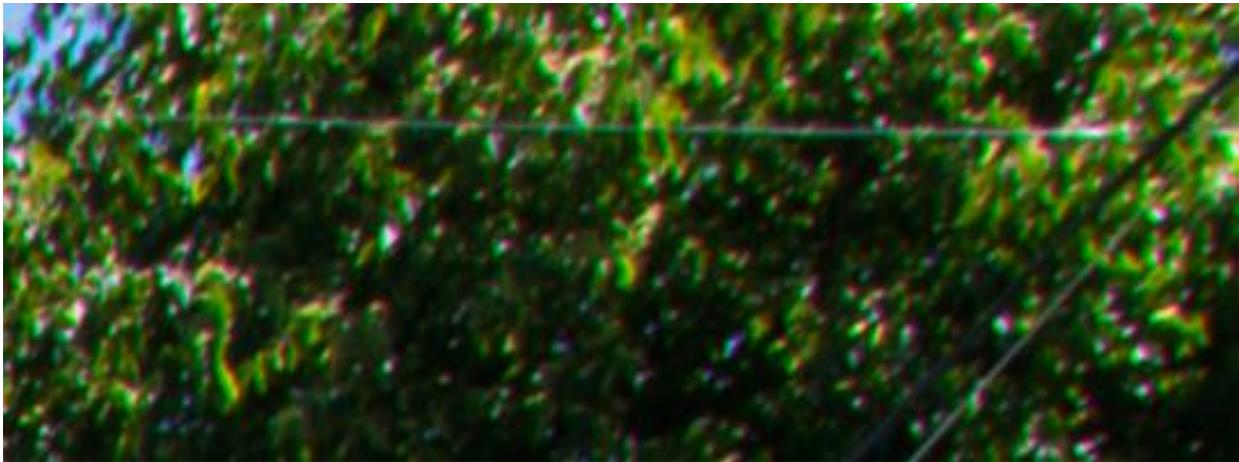


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### CONTENT AWARE FILL TOOL

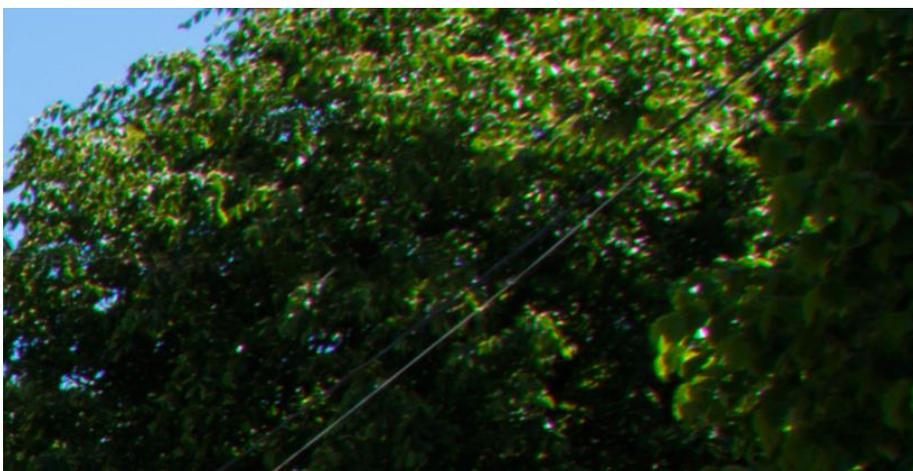
Replaces the pixels from one part of the image to another by examining the parts of the image and figures out the best way to replace the damaged or unwanted





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- Select the part of an image that needs to be fixed with **Polygonal lasso tool**
- right click on the selected area
- Fill- Content aware



Select the different parts of image and use the tool until the appropriate replacement is found. Usually works best on patterns



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### **3.2 Create a Social Media profile (LinkedIn)**

LinkedIn is a business- and employment-oriented social networking service that operates via websites and mobile apps. Founded on December 28, 2002 and launched on May 5, 2003, it is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs. Using LinkedIn, the user can have access to a more professional networking experience, being able to make contacts with professionals all over the world.

Why should you use LinkedIn in the youth work area?

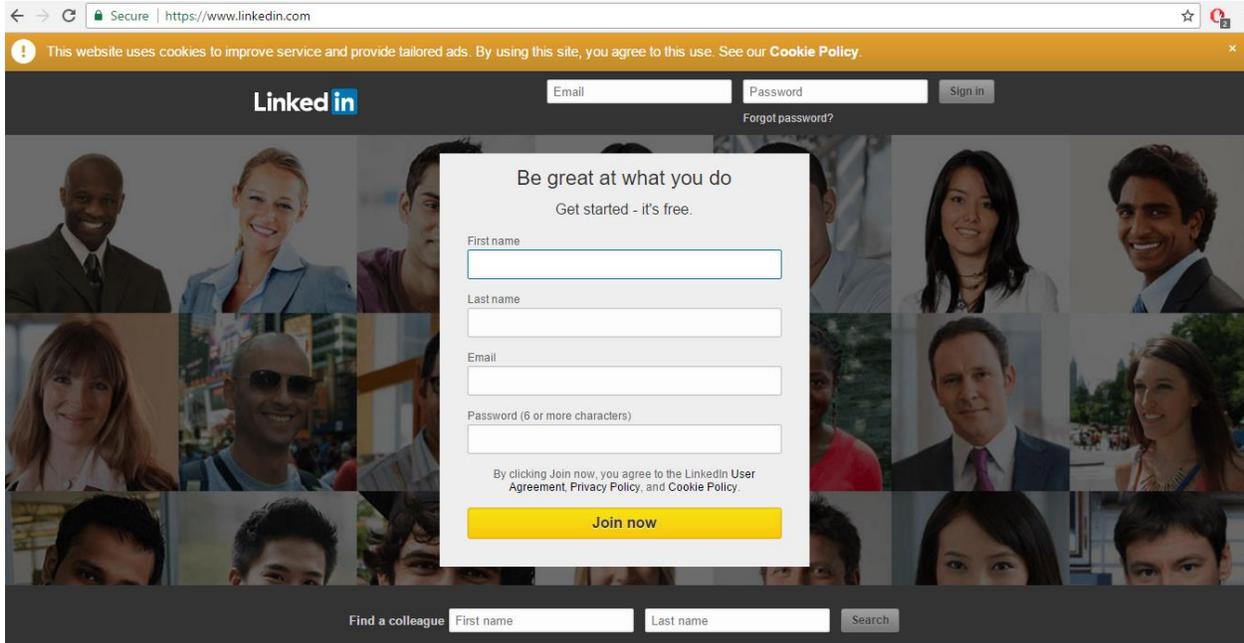
- LinkedIn provides an easy way to connect with professionals all around the world
- It can help you find volunteers or new partners
- You can add job adverts if you are looking for a new employee
- It provides a more serious platform than Facebook

Step-by-step tutorial on creating the profile

**Step 1:** Open a browser, type [www.linkedin.com](http://www.linkedin.com) and press on the “Join Now” button



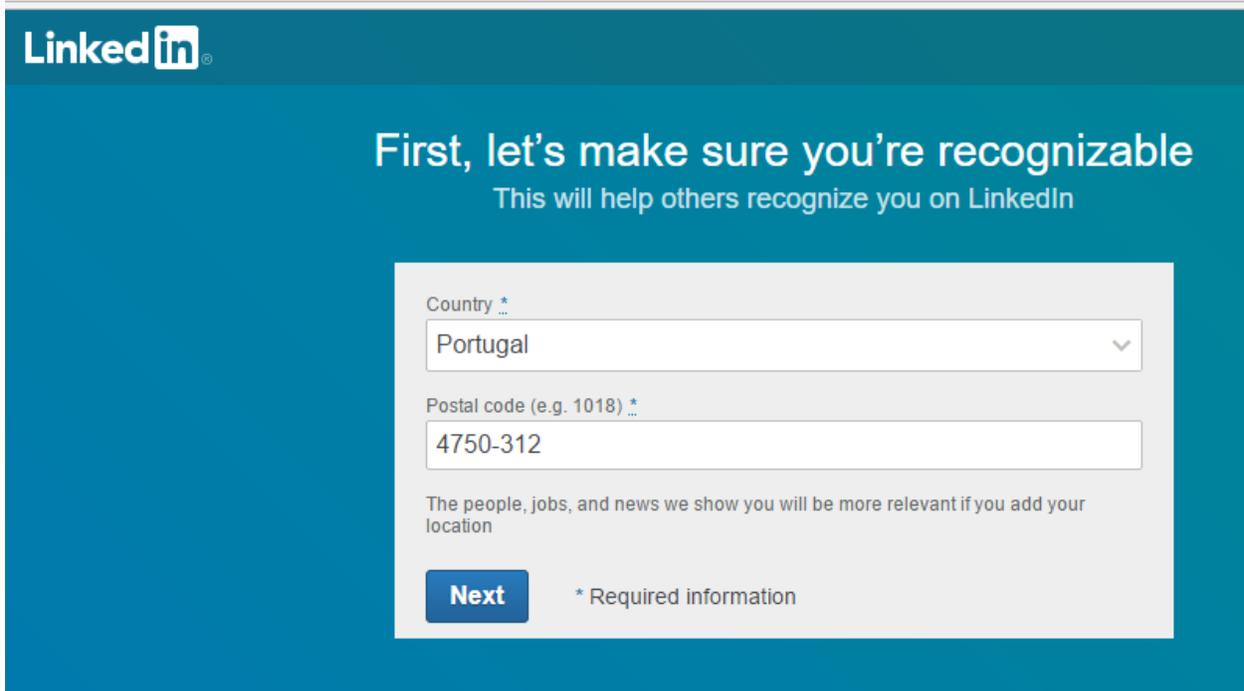
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(The starting page when creating a new profile on LinkedIn.com)

**Step 2:** Fill in your details (make sure to fill in your correct and actual details, so you can make the most out of the LinkedIn experience)

<https://www.linkedin.com/start/edit-profile>





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<https://www.linkedin.com/start/edit-profile>



## First, let's make sure you're recognizable

This will help others recognize you on LinkedIn

Are you a student?  Yes  No

Job title \*

Youth Worker / Project Researcher

Company \*

Intercultural Association Mobility Friends

Industry \*

Nonprofit Organization Management

Next

\* Required information

Fill in your interests



## What are you most interested in?

We'll use this info to personalize your experience. (Don't worry, we'll keep it private.)

Building my professional network



Finding a job



Staying up-to-date with my industry



Keeping in touch with my contacts



Not sure yet. I'm open!





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Confirm your account with your email



### Now, let's confirm your email

We've sent a code to [horia.trandafir@gmail.com](mailto:horia.trandafir@gmail.com). Please enter that code below to confirm you have access to this email.

Didn't receive the code? [Send again](#)

Add a photo of yourself



### Add a photo to your profile

A picture will help your friends and colleagues recognize you on LinkedIn





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And finally download the Mobile app

The image shows a screenshot of the LinkedIn mobile app download page. At the top left is the LinkedIn logo. The main heading is "Get the app" with the subtext "Keep opportunity in your pocket, wherever you are". Below this, there are two main sections: "Send an SMS link to download the LinkedIn App" and "Or direct download". The SMS section includes a "Country" dropdown menu set to "Portugal", a "Phone number" input field, and a "Send an SMS" button. Below the input fields is a note: "Standard text messaging rates apply. Once you receive this link, we'll delete your info from our system." The direct download section features two buttons: "Download on the App Store" and "GET IT ON Google Play". At the bottom right of the page is a "Next" button.

Your LinkedIn when finishing creating the account. Notice you can look for jobs by different keywords.

The image shows a screenshot of the LinkedIn job search page. At the top is the LinkedIn navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. Below the navigation bar is a search bar with the text "Search jobs by title, keyword or company" and a location field with the text "City, state, postal code or country". To the right of the search bar is a "Search" button. Below the search bar are two counters: "0 Saved jobs" and "0 Applied jobs". To the right of these counters is the text "Looking for talent?" followed by a "Post a job" button. Below the search bar is a message: "We didn't find any relevant jobs." followed by filters: "Any location · Any industry · 1 to 10,000+ employees ..." and a link to "Update career interests". At the bottom of the page is the LinkedIn footer with links for About, Careers, Advertising, Mobile, Talent Solutions, Marketing Solutions, Sales Solutions, Small Business, Community Guidelines, Privacy & Terms, Send feedback, Safety Center, Questions?, and Manage your account and privacy. There is also a "Select Language" dropdown menu set to "English (English)". At the bottom right of the page is a "Messaging" button with a settings icon.



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## Final profile

The screenshot shows a LinkedIn profile for Horia-Marian Trandafir. The profile is for a Youth Worker / Project Researcher at Intercultural Association Mobility Friends, located in Barcelos, Braga, Portugal. The profile strength is Intermediate. The right sidebar shows options to add a new profile section, edit the public profile, and add a profile in another language. There are also sections for connections, contact and personal info, and a messaging button.

### Step 3: Editing your profile for better visibility

#### Fill in your education

The screenshot shows the 'Edit education' form in LinkedIn. The form is titled 'Edit education' and has a close button (X) in the top right corner. The form contains the following fields:

- School: Universitatea „Politehnica” din București
- Degree: Bachelor's degree
- Field of study: Electronics Engineering and Telecommunications
- Grade: 9.21
- Activities and societies: (empty field)

At the bottom of the form, there is a toggle switch for 'Share profile changes' which is currently turned on. Below the toggle, it says 'If enabled, your network may see this change.' There are also 'Delete' and 'Save' buttons at the bottom of the form.



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## Add your skills

### Let's add your skills

Members with skills get discovered more and get 4 times as many profile views

Digital Communication	<input checked="" type="checkbox"/>
Non-Governmental Organizations (NGOs)	<input checked="" type="checkbox"/>
Youth Work	<input checked="" type="checkbox"/>
Erasmus+	<input checked="" type="checkbox"/>

[Add another skill](#) [Add to profile](#)

## Edit your headline

### What should your headline say?

It's the first thing people see next to your name in LinkedIn search results

 **Horia-Marian Trandafir**  
Youth Worker / Project Researcher at Intercultural Association Mobility Friends

Suggested Headline

*Based on your current education*

[Do not change](#) [Add to profile](#)



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## Edit your background photo for a more eye catching profile

The screenshot shows a LinkedIn profile for Horia-Marian Trandafir. The profile includes a background photo of a beach, a profile picture, and a bio: "Youth Worker / Project Researcher at Intercultural Association Mobility Friends Intercultural Association Mobility Friends • Universitatea „Politehnica” din București Barcelos, Braga, Portugal • 0". The profile strength is shown as "Advanced". On the right, there are options to "Add new profile section", "Edit your public profile", and "Add profile in another language".

## Step 4: Increase your network by importing contacts from your email address book. This will help you to grow the number of your contacts.

The screenshot shows the LinkedIn interface for adding personal contacts. The top navigation bar includes "Home", "My Network", "Jobs", "Messaging", "Notifications", "Me", and "Work". The main content area shows "1 Your connections" and "No pending invitations". Below this, there is a section titled "Add personal contacts" with an input field containing "horia.trandafir@gmail.com" and a "Continue" button. A note at the bottom states: "We'll import your address book to suggest connections. Learn more".



### 3.3 Facebook pages

This chapter is dedicated to Facebook pages, as a means of creating visibility and to support digital marketing. Facebook is the biggest social media platform with more than 2 billion accounts, and can help the volunteer/ youth worker to reach a bigger audience.

When talking about Facebook Pages we need to firstly understand what they are and what is the difference between them and normal profiles.

- Facebook Pages are **for brands, businesses, organizations and public figures** to create a presence on Facebook.
- **Profiles** represent **individual people**

**Anyone** with an account **can create a Page or help manage one**, if they've been given a role on the page like **admin or editor**.

**People** who like a Page and **their friends** can get updates in News Feed.

Facebook is one of the most powerful and used tools for volunteers and youth workers worldwide because of the easy usage and big number of users. Whether as a dissemination tool, or as for raising awareness, or to find new partners and volunteers, or raising funds, organisations all over the world use Facebook in their work.

#### 3.3.1 How to post on a page that you visit and who sees it

**Facebook Pages** are public spaces. **Anyone** who can see the Page can see your post or comment. When you post or comment on a Page, a story can be published in News Feed and other places on Facebook.

You'll only see the **option to post** on **Pages that have allowed visitor posts**.

To post on a Page that you visit:

- Type your post into the box at the top of the Page's Timeline
- Click your profile picture in the top right and select to **post as yourself** or **as a Page you manage**
- Click **“Post”**



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### 3.3.2 Your country's version of the page

Some Pages for global brands have specialized versions of the Page for different regions.

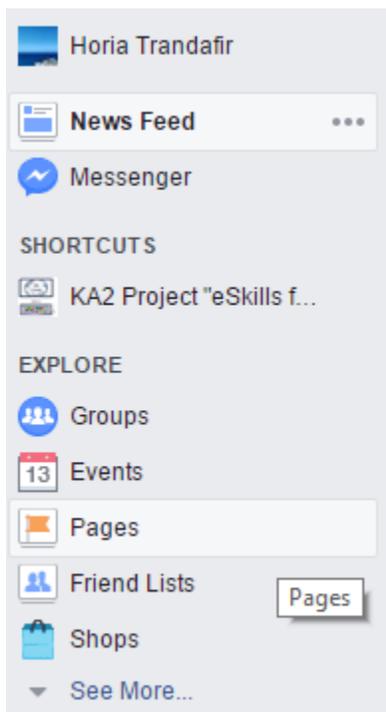
To switch the version of the Page you're seeing:

- Hover over **More** below the Page's cover photo
- Select **Switch Region**
- Select the country you want as your default for the Page
- Click **Save Preference**

The version of the Page you select will be the version you see in News Feed and when you visit the Page.

Keep in mind that if you like a Page while you're traveling, you may see updates for the country you're visiting even when you return home. If you're seeing posts from the Page that aren't in your language or aren't relevant to where you are, follow the steps above to switch the version of the Page you see.

### 3.3.3 Creating a new Facebook page





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Top Suggestions   Invites   **Liked Pages**   Your Pages   **Create Page**

KA2 Project "eSkills for Volunteer..  
Community

Eurodesk Portugal  
Organization

Erasmus+RO  
Education

**Review Liked Pages**  
Review your Page likes to  
make sure that they're an  
accurate reflection of what  
you're interested in.  
[Get Started](#)

You have 6 categories to choose from:

**Create a Page**

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.  
It's free to set up. Just choose a Page type to get started.

<p>Local Business or Place</p>	<p>Company, Organization or Institution</p>	<p>Brand or Product</p>
<p>Artist, Band or Public Figure</p>	<p>Entertainment</p>	<p>Cause or Community</p>

Available features based on the page's category



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	Books & Magazines, Brands & Products	Companies & Organizations	Local Businesses	Movies, Music, Television	People, Sports	Websites & Blogs
Short description	✓	✓	✓	✓	✓	✓
Website	✓	✓	✓	✓	✓	✓
Services	✓	✓	✓	✓	✓	✓
Ratings & reviews	✓	✓	✓	✓	✓	✓
Email		✓	✓	✓	✓	✓
Phone		✓	✓	✓	✓	✓
Address		✓	✓		✓	✓
Map		✓	✓		✓	✓
Business hours		✓	✓		✓	
Check-ins		✓	✓			

You can change your category later, if the chosen one doesn't fit your idea



Local Business or Place

**Company, Organization or Institution**

Join your supporters on Facebook.

Choose a category ▾

Mobility Friends Volunteers

By clicking Get Started, you agree to the Facebook Pages Terms.

Get Started

Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community



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## Finished basic page

The screenshot shows a Facebook page for 'Mobility Friends Volunteers'. The page has a red profile picture with a white 'M' and a blue cover photo with a repeating pattern of icons. The page name is 'Mobility Friends Volunteers' with the URL 'Create Page @Username'. The page is set to 'Home' in the left-hand navigation menu. The main content area features a 'Welcome to Your New Page' message with tips for setting up the page, including adding a cover photo and a short description. There are also buttons for 'Like', 'Follow', 'Share', and '+ Add a Button'. On the right, there is a section for 'Know friends who might like your Page?' with a search bar and two invite buttons for 'Nuno Varajão Barbosa' and 'Sylwia Stefaniak'.

### 3.3.4. Setting up the page

The screenshot shows the 'Create Page Username' dialog box. It contains the following text: 'It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.' Below this, there is a preview of the page profile picture and name: 'Mobility Friends Volunteers @mobilityfriendsvolunteers'. The 'Username' field is filled with '@mobilityfriendsvolunteers' and has a green checkmark next to it. At the bottom, there are 'Cancel' and 'Create Username' buttons. A link for 'Need help? Get tips on choosing a username.' is also visible.



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### 3.3.5 Editing the appearance – You can choose from different templates that fit better your idea or organisation

A screenshot of the Facebook 'Edit Page' interface for the page 'Mobility Friends Volunteers'. The top navigation bar includes the Facebook logo, the page name, a search bar, and navigation links for 'Horia', 'Home', and 'Find Friends'. Below this is a secondary navigation bar with 'Page', 'Messages', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The main content area is divided into two columns. The left column is a sidebar menu with options: General, Messaging, Edit Page (highlighted), Post Attribution, Notifications, Messenger Platform, Page Roles, People and Other Pages, Preferred Page Audience, Partner Apps and Services, and Instagram Ads. The right column is titled 'Edit Page' and contains sections for 'Templates' and 'Tabs'. The 'Templates' section shows the current template as 'Standard' with an 'Edit' button. The 'Tabs' section provides instructions on how to rearrange the order of tabs on the page.



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A screenshot of the Facebook page administration interface for 'Mobility Friends Volunteers'. The left sidebar contains various settings tabs such as 'General', 'Messaging', 'Edit Page', 'Post Attribution', 'Notifications', 'Messenger Platform', 'Page Roles', 'People and Other Pages', 'Preferred Page Audience', 'Partner Apps and Services', 'Instagram Ads', 'Featured', 'Crossposting', and 'Page Support Inbox'. The main content area shows a 'Templates' window with a preview of a 'Nonprofit' template. The preview features a globe with hearts and a hand holding a smartphone. Below the preview, the text reads: 'Nonprofit: Designed to highlight your cause and encourage people to fundraise and donate to your nonprofit.' and 'Buttons on Page: Buttons encourage people to take actions that you've selected'. At the bottom of the window are 'Back' and 'Apply Template' buttons.

### 3.3.6 Administrating your page

You can administrate the page through the various tabs offered: Notifications, Insights, Publishing Tools, Settings etc. Here you can see different details and statistics related to your page.



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The screenshot shows the Facebook notifications page for the KA2 Project "eSkills for Volunteers". The left sidebar contains navigation options: Notifications, All, Likes, Comments, Shares (1), Other, Activity, and Requests. Below this is a section to "Invite Friends to Like This Page" with a search bar and a list of friends: Robert Harabagiu, Daniela Frangopol, Ioana Dorobantu, and Marta Grudzień, each with an "Invite" button. The main area displays "All Notifications" with a "Mark All as Read" button. Notifications are grouped by date: TODAY (Besime Ceylan and Horia Trandafir like the page; Antonio Gallo shares a post), WEDNESDAY (Vera Săcărea likes the page), and JUNE 6 (Asociación Projuven, Gabriel Brezoiu, and others like a video; Gabriel Brezoiu, Prisma European Network, and others like a link).

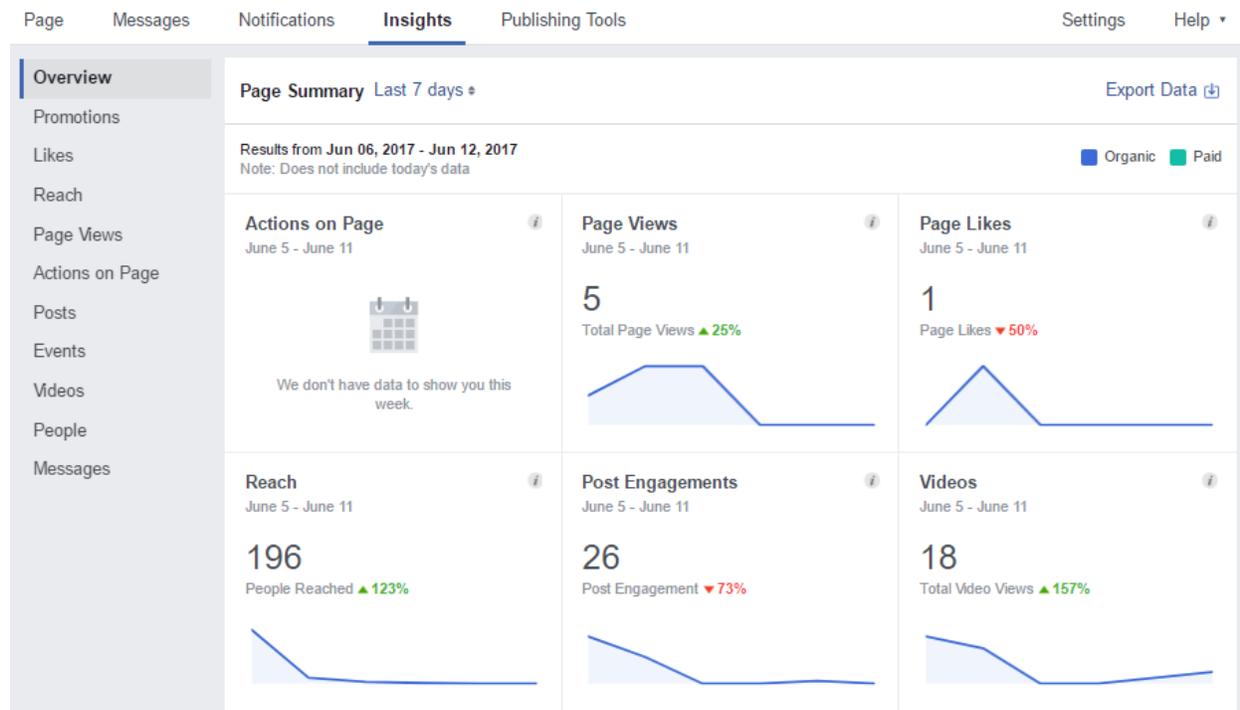
You can assign different page roles for different workers from your organisation: Admin, Editor, Moderator, Advertiser, Analyst and Live Contributor.

The screenshot shows the Facebook Page Settings for the KA2 Project "eSkills for Volunteers". The "Settings" link in the top navigation bar is circled in red. In the left sidebar, the "Page Roles" option is also circled in red. The main content area is titled "Page Roles" and includes a description: "Everyone who works on your Page can have a different role depending on what they need to work on. Learn more". Below this are two sections: "Assign a New Page Role" and "Existing Page Roles", both with "Jump to Section" links. The "Assign a New Page Role" section features a search box and a dropdown menu with the following roles: Admin, Editor (checked), Moderator, Advertiser, Analyst, and Live Contributor. An "Add" button is visible next to the dropdown.



### 3.3.7. Improving your page through Insights

On the “**Insights**” tab you can find different statistics and data about your website that help you to improve your page visibility and rating.



### 3.3.8 Publishing tools

In “**Publishing Tools**” tab you can find various tools that help you to have an overview on your posts and videos.



KA2 Project "eSkills for Volunteers"

Page Messages Notifications Insights **Publishing Tools** Settings Help

**Posts**

- Published Posts
- Scheduled Posts
- Drafts
- Expiring Posts

**Videos**

- Video Library
- Videos You Can Crosspost

**Lead Ads Forms**

- Forms Library
- Draft Forms Library

**Published Posts** + Create

Search... Actions

<input type="checkbox"/>	Posts	Reach	Clicks/Actions	Published
<input type="checkbox"/>	How much does #socialmedia count in your career path? <a href="#">Take a look!</a>	584	16	Jun 6, 2017 at 5:33pm Gabriel Brezoiu
<input type="checkbox"/>		0	0	Jun 6, 2017 at 5:19pm
<input type="checkbox"/>	How we can use #technology for good #eskills #youth	47	5	Jun 4, 2017 at 2:56pm Gabriel Brezoiu
<input type="checkbox"/>	Learn more about our project on: <a href="http://www.e-volunteers.eu">www.e-volunteers.eu</a>	38	7	Jun 1, 2017 at 5:12pm
<input type="checkbox"/>	Improve your digital skills through this cool #photo competition	26	1	Jun 1, 2017 at 3:12pm Gabriel Brezoiu

### 3.3.9 Post Scheduling

On a Facebook page you are able to schedule your posts, so that the content can be posted even when you are away from your digital device. This tab can be found in "Publishing Tools". In the following images you have an example of scheduling a post on ESkills for Volunteers Facebook Page.

Page Messages Notifications Insights **Publishing Tools** Settings Help

**Posts**

- Published Posts
- Scheduled Posts**
- Drafts
- Expiring Posts

**Videos**

- Video Library

**Scheduled Posts** + Create

You have no scheduled posts. [Learn more](#)



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### Create New Page Post

Status Photo/Video Live Video Product, Offer +

<http://www.e-volunteers.eu/en/2017/06/08/intermediate-meeting/>



#### Intermediate Meeting

Intermediate Meeting Report eSkills for Volunteers  
Strategic Partnership in the field of Youth 2016-2-ES02-  
KA205-007980 Project Coordinator: Asociación  
PROJUVEN Project partners: Associazion...

E-VOLUNTEERS.EU

Available images [Hide](#)



Products Type product name or ID

   [Schedule](#)

Tag products in your post



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### Create New Page Post

Status Photo/Video Live Video Product, Offer +

#### Schedule Post

##### Publishing Schedule

**Publication**  
Select a date and time in the future for when you want your post to publish.

6/24/2017 9:00 AM UTC+01

##### Distribution Schedule

**Stop News Feed Distribution**  
Select a date and time in the future for when you want your post to stop showing in News Feed. The post will still be visible, but News Feed distribution will end.

6/13/2017 6:09 PM UTC+01

**!** News Feed distribution can only end between 10 minutes from when they are published and 6 months from now.

Cancel Schedule

KA2 Project "eSkills for Volunteers" Horia Home Find Friends Settings Help

Page Messages Notifications Insights **Publishing Tools**

#### Scheduled Posts

1 selected + Create

Search... Showing 1 - 1 of 1 Scheduled (UTC+01)

Posts	Actions	Scheduled (UTC+01)
<input checked="" type="checkbox"/> Posts	<ul style="list-style-type: none"><li>Publish</li><li>Reschedule</li><li>Cancel Schedule</li><li>Backdate</li><li>Delete</li></ul>	<a href="http://www.e-volun...08/intermediate-meeting/">http://www.e-volun...08/intermediate-meeting/</a> Jun 24, 2017 at 9:00am Horia Trandafir



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In “Page Settings” you have the full control of your page.

The screenshot shows the Facebook Page Settings interface for the 'KA2 Project eSkills for Volunteers' page. The top navigation bar includes 'Page', 'Messages', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The main content area is divided into two columns. The left column contains a list of settings categories: General, Messaging, Edit Page, Post Attribution, Notifications, Messenger Platform, Page Roles, People and Other Pages, Preferred Page Audience, Partner Apps and Services, Instagram Ads, Featured, Crossposting, and Page Support Inbox. The right column displays a list of specific settings, each with a description and an 'Edit' link:

Setting	Description	Action
Shortcuts	Page is not pinned to shortcuts	Edit
Page Visibility	Page published	Edit
Visitor Posts	Anyone can publish to the Page Anyone can add photos and videos to the Page	Edit
Audience Optimization for Posts	The ability to select a preferred audience and restrict the audience for your posts is turned off	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Page Location for Frames	Other people can use your Page's location for photo and video frames.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Set to strong	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Page Updates	Page posts are automatically published when you update the Page buttons, description or contact info.	Edit

### 3.3.10 Page Targeting and Post Targeting

In the following example you can observe how to use the Settings of the Page to turn on **Page Targeting**. **Page Targeting** allows you to post content for an exact audience, that you can choose using keywords, things they like, age group, gender etc.

The screenshot shows the 'Audience Optimization for Posts' settings dialog. The top section displays the current setting: 'Audience Optimization for Posts' with the description 'The ability to select a preferred audience and restrict the audience for your posts is turned off' and an 'Edit' link. The bottom section shows the same dialog with the checkbox 'Allow preferred audience selection and the ability to restrict the audience for your posts. [?]' checked. At the bottom, there are two buttons: 'Save Changes' and 'Cancel'.



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 <http://www.e-volunteers.eu/en/2017/06/08/intermediate-meeting/>

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Strategic Partnership in the field of Youth 2016-2-ES02-KA205-007980 Project Coordinator: Asociación PROJUVEN Project partners: Associazione...

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**Targeting** **Choose the preferred audiences for this post**

    **Boost Post** **Publish**



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The screenshot shows the Facebook 'Audience Restrictions' dialog box. At the top, it says 'Preferred Audience' and 'Audience Restrictions'. A blue button says 'Limit who can see this post.' Below this, it says 'Choose the people you'd like to reach in News Feed. People in this group are more likely to see your post.' Under the 'Interests' section, there are two categories: 'Additional Interests' and 'Hobbies and activities > Politics and social issues'. The 'Additional Interests' list includes: Erasmus Programme, Erasmus Student Network, Erasmus+, European Voluntary Service, Non-governmental organization, and Romania. The 'Hobbies and activities' list includes: Volunteering. At the bottom, there is a search bar for interests and a list of suggestions: Entertainment, Family and relationships, Fitness and wellness, Food and drink, and Hobbies and activities. A callout box on the right shows '1,607,982,170 people' and a description: 'Description: People who have expressed an interest in or like pages related to Entertainment'.

You can add different restrictions or interests of your audience, whilst you get an estimation of the number of profiles in your audience.



Preferred Audience    **Audience Restrictions** ×

---

Limit who can see this post. Only people in the audiences you choose can see this post anywhere on Facebook.

**Age** ⓘ

17 ▾ - 30 ▾

**Gender** ⓘ

All   Men   Women

**Locations** ⓘ

Portugal

- Portugal

Spain

- Spain

Include ▾ | Add locations

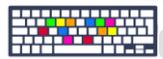
**Languages** ⓘ

- Spanish ×
- English (All) ×
- Portuguese (All) ×

Enter a language...

---

Have a Question? [Read our Guidelines.](#)    Cancel Save



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<http://www.e-volunteers.eu/en/2017/06/08/intermediate-meeting/>



### Intermediate Meeting

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Available images [Hide](#)



**Targeting** Location - Living In: Spain or Portugal, Interests: Erasmus Programme, Erasmus+, European Voluntary Service, Erasmus Student Network, Volunteering, Romania or Non-governmental organization, Age: 17 - 30, Language: Spanish, Portuguese (All) or English (All)

[Boost Post](#) [Publish](#)

<http://www.e-volunteers.eu/en/2017/06/08/intermediate-meeting/>



### Intermediate Meeting

Intermediate Meeting Report eSkills for Volunteers Strategic Partnership in the field of Youth 2016-2-ES02-KA205-007980 Project Coordinator: Asociación PROJUVEN Project partners: Associazione...

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Available images [Hide](#)



**Targeting** Location - Living In: Spain or Portugal, Interests: Erasmus Programme, Erasmus+, European Voluntary Service, Erasmus Student Network, Volunteering, Romania or Non-governmental organization, Age: 17 - 30, Language: Spanish, Portuguese (All) or English (All)

[Boost Post](#) [Publish](#)

**This Week**

446 ↑	0	15 ↓
-------	---	------

[Schedule](#)  
[Backdate](#)  
[Save Draft](#)

**KA2 Project "eSkills for Volunteers"**  
Published by Horia Trandafir [?] · Just now · 🌟

<http://www.e-volunteers.eu/.../20.../06/08/intermediate-meeting/>



### Intermediate Meeting

Intermediate Meeting Report eSkills for Volunteers Strategic Partnership in the field of Youth 2016-2-ES02-KA205-007980 Project Coordinator: Asociación PROJUVEN Project partners: Associazione...

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[Boost Post](#)

👍 Like    💬 Comment    ➦ Share

Write a comment...  
Press Enter to post.



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### 3.3.11 Post Boosting

Facebook offers you the option of **boosting your posts**, so they get more visibility and reach on Facebook. This is a paid service and you can select how much you want to invest in boosting your posts.

A screenshot of a Facebook post from the 'KA2 Project "eSkills for Volunteers"' page. The post is titled 'How much does #socialmedia count in your career path?' and includes a link to 'Take a look!'. The main image shows a group of people in front of a building with three large red banners. The text below the image reads '10 Students Lose Harvard Acceptance Over Facebook Posts' and 'Not so funny.' with a source attribution to 'FORTUNE.COM'. The post has '584 people reached' and '6' likes. A blue 'Boost Post' button is visible, with a tooltip that says 'Boost your post to reach more people'. The right sidebar shows 'Page Tips' and a list of comments, including one from 'Anca Le' with 162 likes.



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A screenshot of the Facebook 'Boost Post' interface. On the left, the 'AUDIENCE' section is active, showing targeting options: 'People you choose through targeting' (selected), 'People who like your Page', and 'People who like your Page and their friends'. The 'BUDGET AND DURATION' section shows a total budget of €3.00 EUR and an estimated reach of 960 - 2,500 people out of 430,000. The main content area shows a desktop news feed with a sponsored post from 'KAZ Project "eSkills for Volunteers"'. The post text asks 'How much does #socialmedia count in your career path?' and includes a 'Take a look!' link. The image in the post shows a group of people in front of a building with red banners. Below the image is the headline '10 Students Lose Harvard Acceptance Over Facebook Posts'. At the bottom, there are 'Cancel' and 'Boost' buttons.

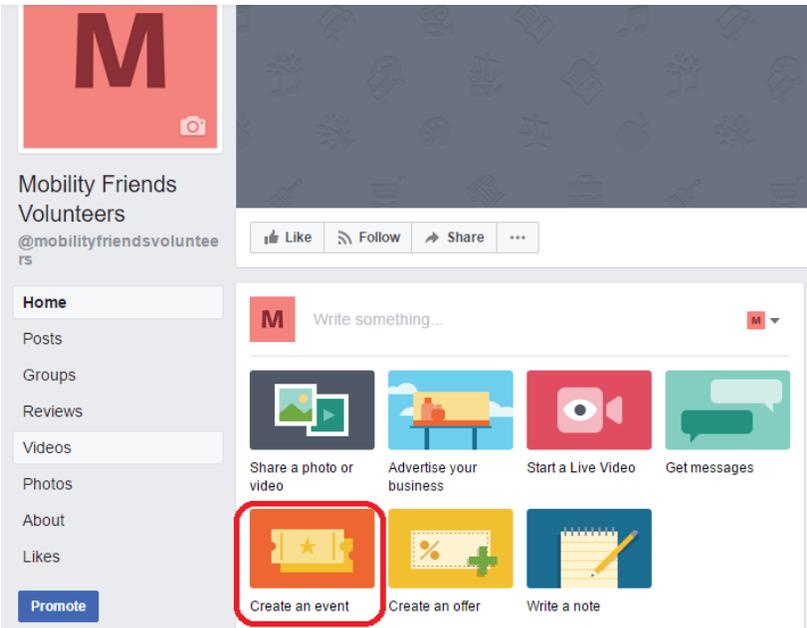
### 3.3.12 Facebook Events – Creating a new event

Reasons why to use Facebook Events:

- 550M people use Facebook events each month
- 41% of Facebook users in the U.S. Engage with public events each month
- 47M public events were created in 2015
- 35M people view a public event each day



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## Suggestions for creating a good Facebook event

- Make it easy for people to discover your event
  - Choosing an event photo - The photo appears differently across desktop and mobile so it should be 1920 x 1080 pixels (16:9 ratio) or larger with little or no text
- Use a clear and short event name
- Add a location, specific time and date
- Add specific keywords to make your event easier to find
- Schedule events to publish later
- To save time, you can duplicate past events under the **More** dropdown menu on your event page and then update any relevant event info before publishing.



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**New Event by Mobility Friends Volunteers**

**Basic Info**  
This info will also appear in News Feed and any ads created for this event

Event Photo

Event Name  41 / 64  
Long event names may not fully appear in some places (ex: mobile phones)

Location

Start

Event Tips Website

**14 Events**

- Events
- Calendar
- European Voluntary Service - Presentation**
- Birthdays
- Discover
- Past

[+ Create Event](#)

**JUN 22** European Voluntary Service - Presentation  
Public · Hosted by Mobility Friends Volunteers

★ Interested    ✓ Going    ➦ Share    ⋮

🕒 Thursday, June 22 at 4 PM - 7 PM  
Next Week · 17-28° Partly Cloudy

📍 Mobility Friends Campus [Show Map](#)

**Invite friends**

Share in Messenger

Share in News Feed



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A screenshot of a Facebook event page. The event is titled 'European Voluntary Service - Presentation'. The page shows statistics: 0 Reached, 0 Viewed, and 0 Responded. There are buttons for 'Boost Event', 'Share', 'Edit', and a three-dot menu. A red box highlights the 'Duplicate Event' option in the menu. The main content area features a red banner with the text 'EUROPEAN VOLUNTARY SERVICE' and '20 YEARS!'. The right sidebar includes 'EVENT TIPS', 'Create a Post', and language options: English (US), Português (Portugal), Español, Français (France), and Deutsch.

## Conclusions

- Facebook Pages allow you to do a lot for your audience
- They improve and facilitate communication between your organization and possible partners, participants
- Facebook pages allow easy dissemination of projects and activities
- Facebook offers answers and training on how to use their products



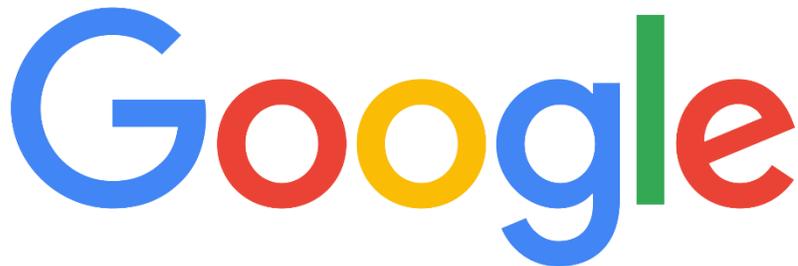
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### 3.4 Google Products, Applications and Services

It will be impossible to talk about digital marketing nowadays without mention Google and its tools. The tech company became one of the most important players in the tech business to do its innovations and creative forward thinking.

Google started as a search engine. It revolutionized Search Engines, because, instead of **searching and counting how many times the search terms appeared on the page**, it determines a website's relevance by the **number of pages, and the importance of those pages, that link back to the original site.**

Nowadays, it is one of the biggest companies in the world and has a multitude of products and services.



#### 3.4.1 Most commonly used tools

In this section there will be mentioned and presented the most commonly used services and applications in an NGO. An important fact is that not all these products were created by Google originally, but the company bought them and improved them (ex. : Youtube, Google Play).

At first glance, we can name some products and services used usually, like:



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- Search Engine
- Google Maps
- Youtube – is owned by Google
- Gmail
- Google Play
- Google Drive
- Google Calendar
- Google+
- Translate
- Google Books
- Google My Business
- Google Finance
- Google News
- Google Analytics
- Google Docs
- Google Flight Search
- Google Chrome

These are just a few tools that Google provides us with, most being able to use for free.

A poll made during the “eSkills for Volunteers” training amongst volunteers and youth workers participating to the training revealed that the top 5 most important Google tools for them are as following: Google Drive, Gmail, Google Chrome, Youtube, Google Docs.

### 3.4.2 Why Google is important for Digital Marketing

Google offers a lot of products that are free and easy to use, intuitive, and interconnected.

Google Search Engine is one of the most important tools for finding and buying new products, so it is important for brand development.

Google’s products can be used to upload videos, edit and modify documents, keep in touch via email, analyze your social media impact, keep track of your



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website, see the impact you have on the visitors on different social media platforms and much more.

### 3.4.3 Google Search Engine

Google Search Engine is the most used search engine in the world.

A youth worker or volunteer can use Google's Search engine to provide more visibility for the project or the association. To do that, your webpage needs to be one of the first in Google Search's list. That is why you need **Search Engine Optimization** (find out more about Search Engine Optimization in the next Module).



**Search Engine Optimization** is the process of optimizing a website in order to make it easy to find via search engines like Google.

### 3.4.4 Gmail

It's a free email service offered by Google starting with 2009.

It can be used to receive up to 15 GB of free storage.

Users can receive emails up to 50 megabytes in size, including attachments, while they can send emails up to 25 megabytes.

In order to send larger files, users can insert files from Google Drive into the message.

From Gmail you can also administrate other email accounts. It is an alternative to Microsoft Outlook.





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### 3.4.5 Google Drive

Google Drive is a file storage and synchronization service developed by Google launched in 2012. Google Drive allows users to store files in the cloud, synchronize files across devices, and share files.



It offers users 15 GB of free storage, with 100 gigabytes, 1 terabyte, 2 terabytes, 10 terabytes, 20 terabytes, and 30 terabytes offered through optional paid plans.

Google Drive can be used to store photos, video, documents and to share them with other users.

Google Drive encompasses Google Docs, Sheets and Slides.

### 3.4.6 Google Docs, Sheets and Slides

Google Docs, Sheets and Slides are part of a web-based software office suite offered by Google within Google Drive.

Google Docs – word processor

Google Sheets – spreadsheet program

Google Slides – presentations program



The suite allows users to create and edit files online while collaborating with other users in real-time.

Edits are tracked by user with a revision history presenting changes. An editor's position is highlighted with an editor-specific color and cursor.

### 3.4.7. Google My Business

(Formerly Google Places) A product that lets you create and manage free business listings in Google Maps so that people can see your business when doing a local search.

Google My Business allows you to create and verify your local business on Google, so your business information can





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be shown in Google Maps. With Google My Business, you can also add business information that can appear on Google.com, Google Maps, and Google Earth when someone searches for your business name or category.

You can show business locations in your AdWords ads by using **location extensions**. Location extensions display your business name, address, and phone.

To register your business, you have to send a request to Google. They will send a Confirmation Code through post. After you type in your received code you can enjoy the service.

Appearance when searching “mobility friends” on Google:

The screenshot shows a Google search for "mobility friends". The search bar at the top contains the text "mobility friends" and a microphone icon. Below the search bar, there are tabs for "All", "Images", "Videos", "News", "Maps", and "More". The "All" tab is selected. Below the tabs, it says "About 79,800,000 results (0.81 seconds)".

The search results are organized into two columns. The left column contains several search results:

- Mobility Friends**  
www.mobilityfriends.org/ ▼  
Intercultural Association located in Portugal specialized in Erasmus+ projects and mobility projects.  
**Contact**  
Intercultural Association Mobility Friends located in Portugal ...  
**Services**  
Accommodation. Mobility Friends can provide participants with ...  
[More results from mobilityfriends.org »](#)
- Mobility Friends. Há mobilidade sem fronteiras em Barcelos | Jornal Obli**  
obli.pt/mobility-friends-ha-mobilidade-sem-fronteiras-em-barcelos/ ▼ [Translate this page](#)  
**Mobility Friends.** Há mobilidade sem fronteiras em Barcelos. Há 10 anos, Nuno Barbosa esteve envolvido em projetos europeus no âmbito escolar. Daí até este ...
- Intercultural Association Mobility Friends - your mobility partner**  
intercultuassociationmobilityfriends.blogspot.com/ ▼  
Intercultural Association Mobility Friends, is the oldest and most experienced in the organization of mobility in the cities of Braga and Barcelos, the head office is ...

The right column shows a Google My Business profile for "Intercultural Association Mobility Friends on Google". It includes options to "Edit information", "Adding photos", and "Do more with Google My Business". Below these options is a map showing the location in Barcelos, Portugal, with a red pin. To the left of the map is a photo of a building. Below the map and photo are buttons for "See photos" and "See outside". At the bottom of the profile, the name "Intercultural Association Mobility Friends" is displayed with a star rating, and buttons for "Website" and "Directions" are provided. Below the name, it says "Youth organization in Portugal · 3.0 km".

Google My Business offers you insights about the way people searched for your business on Google.



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Secure | <https://business.google.com/b/110326193104494071571/dashboard/I/03628322483720108997>

Google My Business

### Intercultural Association Mobility Friends

Rua Loteamento do Jardim, 4755-221  
Gamil, Barcelos  
4755-221 Barcelos

Home

Info

Insights

Reviews

Photos

Website

Users

Add location



### Intercultural Association Mobility ...

EDIT

Verified

939 452 504

<http://www.mobilityfriends.org/>

Youth Organization

12:00 AM - 12:00 AM

Rua Loteamento do Jardim, 4755-221 Gamil, Barcelos 47...

Manage photos



Insights for your business, last month

354

4% ↓  
Searches

650

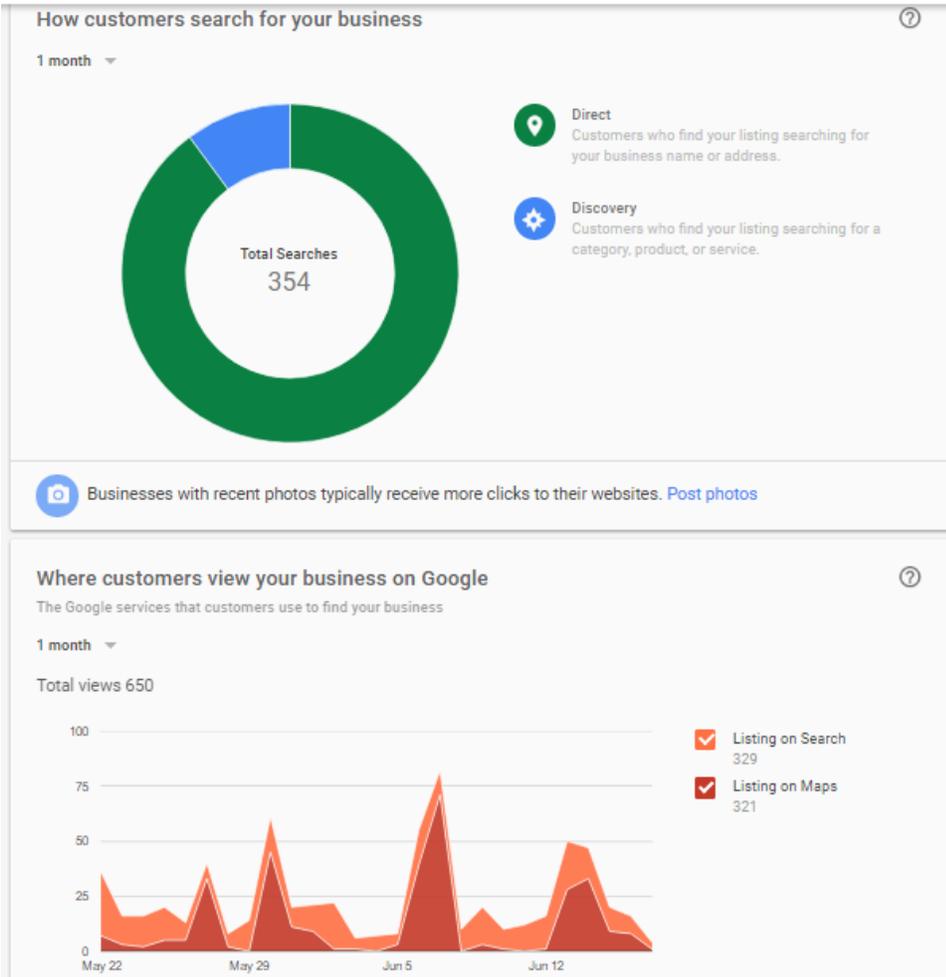
13% ↓  
Views

2.59K

9% ↑  
Actions

VIEW INSIGHTS

The service also tells you how many searches related to your company have been directly with your name, or by discovery from other keywords.



### 3.4.8 Google Analytics

Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic. Freemium refers to the fact that the service is free to use, but you need to pay if you want more advanced features.



Google Analytics

Google launched the service in 2005 and now is the most widely used web analytics service on the Internet.

To be able to use Google Analytics, you need to make an account and copy a code snippet that Google gives you, into your website's html code.



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Google gives you a JavaScript code that you have to **copy+paste** on your website's code, in order to allow Google to track you website.

Example:

Snippet code provided by Google

### Website tracking

This is the Universal Analytics tracking code for this property.

To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-87084840-1', 'auto');
ga('send', 'pageview');

</script>
```

Integration of the snippet code with the source code of the website (view in CPanel)

The screenshot shows a code editor interface with the following elements:

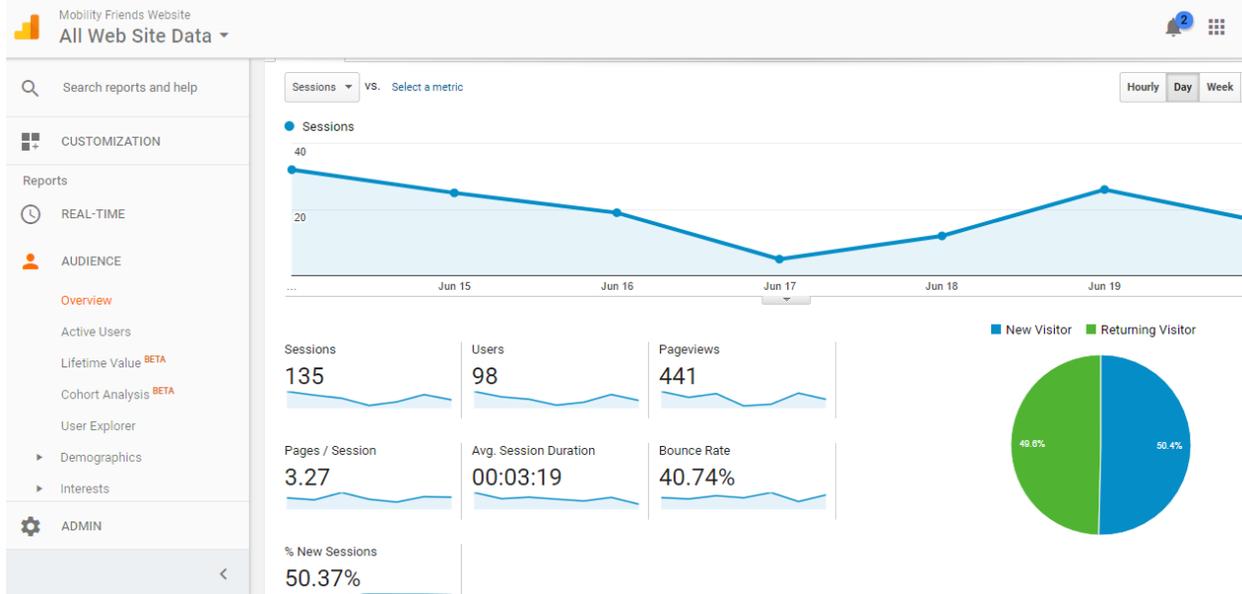
- Editing: /home/og00111/public\_htr
- Encoding: utf-8
- Buttons: Re-open, Search (Q), Next (>\_), Refresh (↺), and Close (X).
- Keyboard shortcuts icon.
- Code content (lines 81-103):

```
81 }
82 </script>
83
84
85 <script>
86 (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
87 (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
88 m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
89 })(window,document,'script','https://www.google-analytics.com/analytics.js','ga');
90
91 ga('create', 'UA-87084840-1', 'auto');
92 ga('send', 'pageview');
93
94 </script>
95
96
97 </head>
98 <body>
99
100 <div id="google_translate_element" style="width:50px;margin-left:25px;"></div><script ty
101 function googleTranslateElementInit() {
102 new google.translate.TranslateElement({pageLanguage: 'en', layout: google.translate.Tr
103 }
```



## Audience Statistics

Google Analytics provides you with numerous statistics about the visitors of your website, helping you to improve your reach, your views, the website's speed, image etc.



This statistics are a very important marketing tools, as you can make a psychological profile of your common visitor, and you can find out more about your audience, their desires and dreams, and you can respond to that in an active way.

## Acquisition Statistics

Google Analytics also provides you with statistics about the channels from which your visitors came to your website, whether you are using Google AdWords (paid service for publicity) or not.



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Search reports and help

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

ACQUISITION

Overview

All Traffic

AdWords

Search Console **NEW**

Social

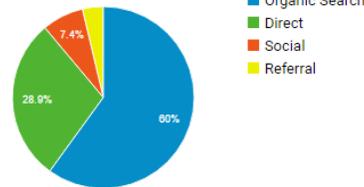
ADMIN

All Users  
100.00% Sessions

+ Add Segment

Primary Dimension: Conversion:  
Top Channels All Goals Edit Channel Grouping

Top Channels

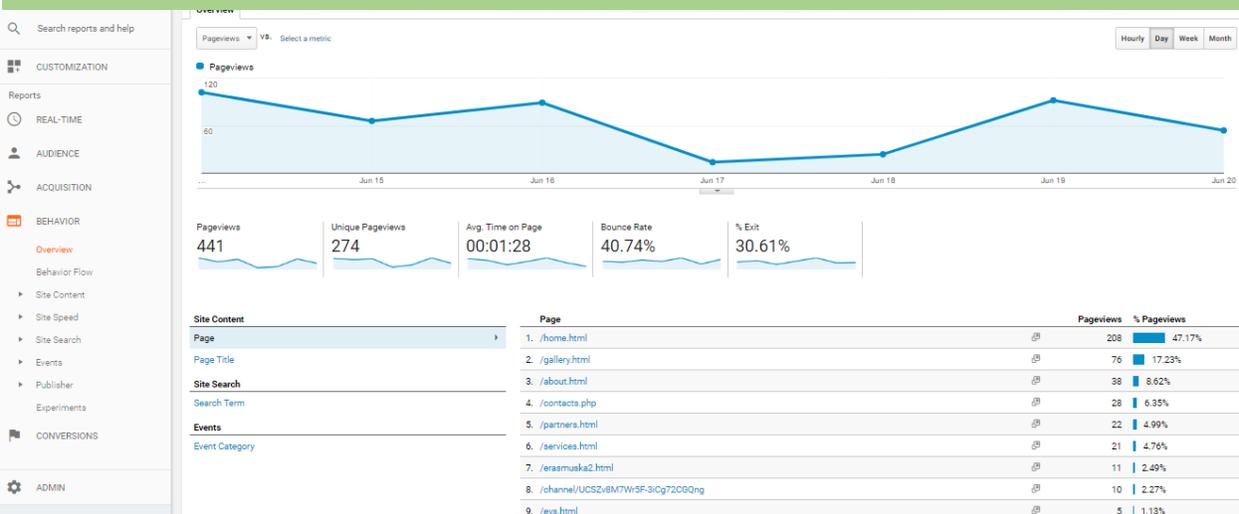


Sessions



## Behavior Statistics

Google Analytics provides you with statistical data about the behaviour of your visitors, once they enter your website. Google tells you which is the most common page route they take (if they go first on Home page, or About page etc.).





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### 3.4.9 Google AdWords

Google AdWords is an online advertising service, developed by Google, where advertisers pay to display brief advertising copy to web users.



AdWords offers services such as **pay-per-click** (PPC) advertising and **cost-per-acquisition** (CPA) advertising.

PPC advertising refers to the fact that the Google's customer (your business), pays Google each time somebody finds and visits their website via Google

Cost per acquisition (**CPA**), also known as "**Cost per action**" or pay per acquisition (PPA) and cost per conversion, is an online **advertising** pricing model where the advertiser pays for a specified acquisition - for example a sale, click, or form submit.

Google AdWords is connected with Google Analytics, for ease of use.

The PageRank (how close to the top of Google's list your page is) depends on a variety of factors. You should take into consideration the fact that before using Google Adwords, you have to do some free Search Engine Optimization – keep using the keywords that you are targeting more times on your page and connect you website with link to other websites that have content related to the keywords you want.

The PageRank is determined by an auction done by AdWords.

## Google AdWords - Auction

Google AdWords' Auction is the process that happens with each Google search to decide which ads will appear for that specific search and in which order those ads will show on the page.

Each time an AdWords ad is eligible to appear for a search, it goes through the ad auction. The auction determines whether or not the ad actually shows and in which **ad position** it will show on the page.

Here's how the auction works:

- When someone searches, the AdWords system finds all ads whose keywords match that search.
- From those ads, the system ignores any that aren't eligible, like ads that target a different country or are disapproved.
- Of the remaining ads, only those with a sufficiently high Ad Rank may show. Ad Rank is a combination of your bid, ad quality, and the expected impact of extensions and other ad formats.

The most important thing to remember is that even if your competition bids higher than you, you can still win a higher position -- at a lower price -- with highly relevant keywords and ads.

There are 3 main factors in the ad auction that determine which ads appear, and in what order:

- **Your bid** - When you set your bid, you're telling AdWords the maximum amount you're willing to pay for a click on your ad. How much you actually end up paying is often less, and you can change your bid at any time.
- **The quality of your ads** - AdWords also looks at how relevant and useful your ad and the website it links to are to the person who'll see it. The assessment of the quality of your ad is summarized in your **Quality Score**, which you can monitor—and work to improve—in your AdWords account.
- **The expected impact from your ad extensions and other ad formats** - When you create your ad, you have the option to add additional information to your ad, such as a phone number, or more links to specific pages on your site.



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These are called ad extensions. AdWords estimates how extensions and other ad formats you use will impact your ad's performance. So even if your competition has higher bids than yours, you can still win a higher position at a lower price by using highly relevant keywords, ads, and extensions.

### 3.4.10 Conclusions

Google is one of the most important I.T.&C. companies in the world.

It provides free and easy to use tools for digital marketing and administrating documents.

Google incorporates a lot of services and also makes them work together, in the same environment.