

# DIGITAL ENTREPRENEURSHIP Module C

*Your offer :  
Digital Content and Product Creation*

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## Introduction

In this comprehensive module, participants immerse themselves in the intricacies of digital content development, a crucial aspect of establishing and maintaining a strong online presence. From the basic elements of creating an effective corporate website to understanding the dynamics of search engine marketing, this module equips students with the essential skills needed in the digital entrepreneurship.

## Learning outcomes

List of key competences from EntreComp associated with this module:

- 1.1 Spotting opportunities
- 1.2 Creativity
- 1.3 Vision
- 1.4 Valuing ideas
- 2.1 Self-awareness & self-efficacy
- 3.2 Planning & Management
- 3.3 Coping with ambiguity, uncertainty & risk

List of key competences from DigComp associated with this module:

- 1.1 Browsing, searching and filtering data, information and digital content
- 1.2 Evaluating data, information and digital content
- 1.3 Managing data, information and digital content
- 2.1 Interacting through digital technologies
- 2.2 Sharing through digital technologies
- 2.3 Engaging in citizenship through digital technologies
- 2.6 Managing digital identity
- 3.1 Developing digital content
- 4.2 Protecting personal data and privacy

## Social media?

**Social media** = A collective term for internet applications/platforms where users share information with each other without the involvement of a professional editorial team. Focus on the interactive! You can communicate, share what you want, create interaction...

As a business, how can we do marketing with social media?

**Social media marketing** = The use of your social media to achieve your marketing objectives. It is a technique to create value for your customer and persuade the customer to choose your product or service. It has experienced explosive growth and plays a larger role within a company. To create value.

Goal:

- 1) Reach : reach a large volume of potential customers.
- 2) Relevance : reach relevant customers, people who are interested, within your target audiences.
- 3) Interaction – social signals : create interaction, social signals are likes, comments, shares; examples that show you have been able to create interaction. Ensure that you are so relevant that you receive social signals from them.
- 4) Brand Awareness

**Social media advertising** = Stimulating marketing activities by advertising on social media networks. This is paid; you will allocate a budget to it. A direct way to address your customer, you must target them well so that they become interesting for your target audience.

### Advantages of Social Media Advertising

- Targeted Reach to the Right Audience (if you allocate a budget, you can target it)
- Relevance
- More cost-effective than mass media.

### Features/Benefits

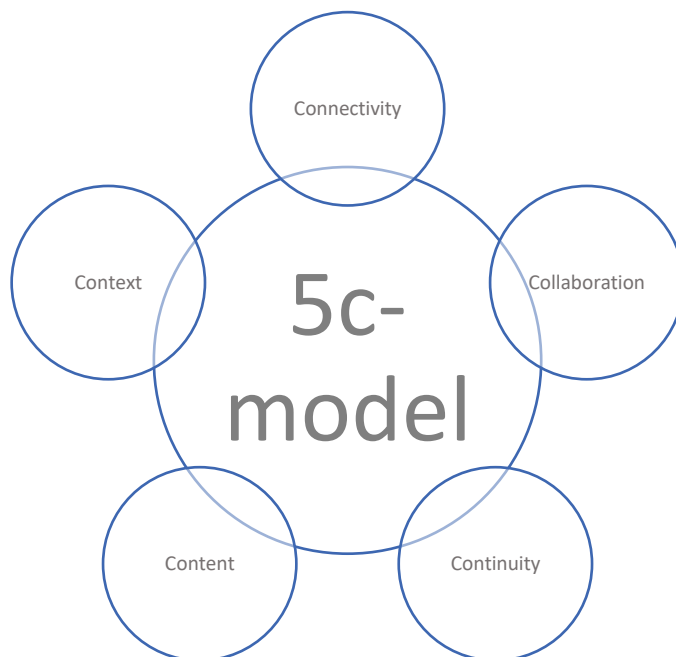
- Speed : you can learn about something before it is reported on the 7 pm news.
- Interaction : you can read reactions from your customers; you can also respond and answer your customers.
- Wide Reach : through social media, you can reach many people; research shows that 65% of the Belgian population is active on social media.

- Community Power : everyone helps each other; if you need to share something to achieve a goal or help people, think about when someone is missing, like little Pia who had a disease, and everyone could donate money to help her.
- Targeting the Audience : for example, on Facebook: I want to reach everyone who is Dutch-speaking and will soon have a birthday; better targeting.
- Search Engine Ranking : if a page has many social signals, it will be shown higher in search engines.

### Disadvantages

- Uncertainty : humor is important, but it is a difficult balance to find. It's hard to predict reactions, making it difficult to salvage your reputation.
- Effectiveness : you have to be very active, and it takes a lot of time before you see results. As a marketer, you have to fight for a budget because you don't see immediate results or revenue.
- Time : time takes time; you have to invest a lot of time. You need a strategy, so it takes more time than one might think. Responding to all comments also takes a lot of time.

### 5C Model for Success



#### 1) Collaboration

- Factors that can contribute to a post's success include collaborating with your customers to improve your company/product.

- Crowdsourcing: Collaborating with customers or other partners to pool knowledge for the betterment of your company.
  - Co-creation: Collaboration between the company and customers to develop a product.
- 2) Content
- What you post on social media, the content, must be relevant, and your target audience should be interested in it.
  - Originality: You must stand out.
  - Applicability: It should be immediately applicable for your customer (e.g., Brico/Hubo has blogs explaining how to use their products).
- 3) Connectivity/Reach
- Reach of posts: Is there sufficient reach? Can you reach enough potential customers, and are you choosing the right platforms? Are they clicking on your website? Can this lead to increased profits?
  - Posting once a month is not enough! Be actively present.
- 4) Context
- Offer content that aligns with specific, special moments (e.g., World Animal Day).
  - Event-driven marketing: Respond to special moments with your posts, offering content that aligns with the occasion.
- 5) Continuity
- The right quantity of posts.
  - Proper spreading of posts.
  - Leave enough space between posts, not too many but not too few. Find a good balance.

## Social media channels : Facebook and Instagram

### Facebook

#### Communication Tool

- Sharing content/spreading.
- Connecting with friends.
- What you can create:
  - Profile

- Page
- Groups
- Events
- Ads

### **News Feed Algorithm**

Algorithm or mathematical calculation with various criteria that determine, as an individual or a company, whether a post will be shown or not. You won't always be able to see all posts; Facebook decides when and how often something is shown.

- Focus on native content (posts, content uploaded directly to FB, no external links like a YouTube link).
- Focus on video (FB values video; displaying video is better than just text).
- Focus on live (Emphasizing live videos for interaction).
- Focus on interaction.
- Focus on friends and family (bringing the social aspect to the forefront).

### **Target Audience**

- Equal representation of men and women.
- Age is fairly distributed.

### **Successful Formats**

- Games.
- Facebook Live.
- Reactions to the post "Do you see it?" -> to create interaction.
- Polls ("What do you prefer?").
- Memes.
- GIFs.
- Fill in the blank ("Finish this sentence...").

## **Instagram**

### **Communication tool**

- The visual aspect is even more important here than on Facebook.

- Sharing photos & videos (On FB, you can also see and read an article).
- Filters for photos.
- Companies collaborate with influencers.
- Instagram is under the umbrella of Facebook, and native content has also been used for it.

There are different types of accounts:

- 1) Personal account
- 2) Business account for companies
- 3) Creator account for public figures, influencers, ...

#### **Insights include:**

- Demographic data
- Follows/unfollows
- Inbox (dividing your mail into private and request mails)
  - Primary - general – requests

#### **Target Audience**

- Slightly more women than men.
- Primarily 16 to 24 years and 25 to 34 years.

#### **Successful Formats**

- Instagram Feed
  - 'Choice' format
  - Permanent unless you delete it.
  - Expect polished images; it should look nice, and all your posts should be cohesive.
  - The layout should be roughly the same for each post.
- Instagram Stories
  - Vertical format.
  - Lasts 24 hours unless you add them to your highlights, then you can make them somewhat permanent.
  - Abundant creative possibilities; it should be loose and relaxing.
  - No need for polished images.
- Instagram Reels, IGTV
  - Short videos, imitating TikTok.

## Frequently used

- Boomerang.
- Hyperlapse, accelerated display of your video.
- UGC (User-Generated Content): If an account posts one of your products and tags your company, you can repost that photo (creating a connection).
- Contests & giveaways.
- Instagram Shopping posts -> Highlight your products.
- Take a photo, tag the products in that photo, link to your website, and show the product with the price.
- Link 8 products per post.
- Carousel posts = Swiping and working with a preview and an after-image, interaction to keep the customer interested.
- Q&A: Ask me a question; the customer can ask you a question.

## Source

Adamo, N., & Buskes, G. (2017). Online marketing: de essentie. Pearson.