

Unit 308

Principles of Social Media Advertising and Promotion

SECTION ONE

- 1.0 Be able to plan how to use digital vouchers for marketing purposes
- 1.1 Define the term digital vouchers
- 1.2 Explain the potential uses of digital vouchers
- 1.3 Research the current disadvantages of digital vouchers
- 1.4 Explain how to overcome the barriers of using digital vouchers for acquisition and retention of customers
- 1.5 Plan a SMART digital voucher campaign for a business
- 1.6 Explain methods of managing a digital voucher system
- 1.7 Explain how to measure the effectiveness of a digital voucher campaign

SECTION TWO

- 2.0 Be able to plan the implementation of social networking site advertising campaigns for marketing purposes
- 2.1 Explain the factors to consider when creating social networking site adverts
- 2.2 Justify the use of social networking site advertising campaigns
- 2.3 Explain the importance of identifying the required outcomes from the social networking advertising campaigns
- 2.4 Explain the advantages of creating more than one advertising campaign running in parallel on the same social networking site
- 2.5 Explain why a social networking advertising campaign might fail
- 2.6 Plan parallel social networking site advertising campaigns for a business
- 2.7 Explain methods of monitoring social networking site advertising campaigns
- 2.8 Identify changes that might be required for a social networking advertising campaign based on monitoring results

SECTION THREE

- 3.0 Understand the use of promotional campaigns on social networking sites
- 3.1 Define promotional campaigns on social networking sites

- 3.2 Compare different types of promotional campaigns on social networking sites
- 3.3 Explain why to use promotional campaigns on social networking sites
- 3.4 Explain the limitations imposed by social networking sites on promotional campaigns
- 3.5 Explain how to comply with restrictions on promotional campaigns on social networking sites
- 3.6 Explain the factors which could cause negative PR when running a promotional campaign

SECTION FOUR

- 4.0 Understand current national and international legal and organisational guidelines for a social networking advertising/promotional campaign
- 4.1 Explain the current national and international legal and organisational guidelines relating to the use of social networking site adverts
- 4.2 Explain the importance of following current national and international legal and organisational guidelines for a social networking advertising/promotional campaign