



YouLEAD

SDGs & Social Media



Co-funded by the
Erasmus+ Programme
of the European Union

Marketing
Gate

YOU  **LEAD**

Skopje, 2018



YOUTH HAS NO AGE

PABLO PICASSO

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1. YouLEAD: Introduction

This Guide is developed in the framework of realization of the Erasmus+ Capacity building project “mYouth in Shaping the Future [YouLEAD]”, supported and co-funded by the European Commission programme “Erasmus+”.

The core aim of the YouLEAD project is to develop the capacity of consortia members [NGOs; Universities and Business sector] for increasing public awareness for implementation of Sustainable Development Goals through using Digital marketing tools, especially mobile application.

Respecting the project aim and objectives, this Guide has two main parts focused on:

- (1) Sustainable Development Goals [SDGs] and,
- (2) Digital marketing tools, especially Social media.

Previous experiences from preceding individual and common activities realized from consortium members, primarily based on achieved outcomes in former Youth in Action projects encouraged consortium members to develop the idea of Capacity Building in the field of Youth around the world in order to learn the best practices and promotion tools for creating policies and implementing imaginative marketing campaigns for SDGs through using social media.

The future has always been uncertain. But it is more than ever now because of the speed at which we live. In the past, developments would take decades or centuries. This applied both to technology transfer – e.g., that of the printing press from China to Europe – as well as to the rise and fall of empires. But now in our lifetimes, the speed of change is approaching unfathomable rates. The last decade has witnessed some hallucinating changes in every domain – economics, geopolitics, social customs, and of course technology.

Poverty reduction, social justice and environmental sustainability are the great moral and political imperative of our age. This imperative can only be fulfilled if there is a radical shift. At the heart of this shift in the global innovation agenda is a greater respect for cultural variety, regional diversity and democratic accountability.



..... ●

“2015 is a year of historic opportunity. We are the first generation that can end poverty, and the last one that can take steps to avoid the worst impacts of climate change. With the adoption of a new development agenda, sustainable development goals and climate change agreement, we can set the world on course for a better future.”



Ban Ki-moon,
UN Secretary-General

PART I: Sustainable Development Goals



**“IT’S NOT ABOUT
THE WORLD OF
DESIGN.
IT’S ABOUT THE
DESIGN OF
THE WORLD”**

Bruce Mau

Sustainable development goals

The sustainable development goals (SDGs) are a universal set of goals, targets and indicators that UN member states will be expected to use to frame their agendas and political policies in the period 2015 –2030.

The SDGs follow and expand on the millennium development goals (MDGs), which were agreed by governments in 2001 and are due to expire at the end of this year.

Why do we need another set of goals?

There is broad agreement that, while the MDGs provided a focal point for governments – a framework around which they could develop policies and overseas aid programmes designed to end poverty and improve the lives of poor people – as well as a rallying point for NGOs to hold them to account, they were too narrow.

The eight MDGs – reduce poverty and hunger; achieve universal education; promote gender equality; reduce child and maternal deaths; combat HIV, malaria and other diseases; ensure environmental sustainability; develop global partnerships – failed to consider the root causes of poverty and overlooked gender inequality as well as the holistic nature of development. The goals made no mention of human rights and did not specifically address economic development. While the MDGs, in theory, applied to all countries, in reality they were considered targets for poor countries to achieve, with finance from wealthy states. Conversely, every country will be expected to work towards achieving the SDGs.

As the MDG deadline approaches, about 1 billion people still live on less than \$1.25 a day – the World Bank measure on poverty – and more than 800 million people do not have enough food to eat. Women are still fighting hard for their rights, and millions of women still die in childbirth.



IF YOU HAVE

food in your fridge, clothes on your back, a roof over your head and a place to sleep

**YOU ARE
RICHER
THAN
75%
OF THE WORLD.**

IF YOU HAVE

money in the bank, your wallet, and some spare change

**YOU ARE AMONG THE TOP
8% OF THE
WORLD'S
WEALTHY.**

**IF YOU WOKE UP THIS MORNING
WITH MORE HEALTH THAN ILLNESS
YOU ARE MORE BLESSED
THAN THE MILLION PEOPLE WHO WILL NOT SURVIVE THIS WEEK.**

if you have never experienced the danger of battle, the agony of imprisonment or torture, or the horrible pangs of starvation

**YOU ARE LUCKIER
THAN 500 MILLION PEOPLE
ALIVE AND SUFFERING.**

**IF YOU CAN READ THIS MESSAGE
YOU ARE MORE FORTUNATE
THAN 3 BILLION PEOPLE IN THE WORLD WHO CANNOT READ IT AT ALL.**

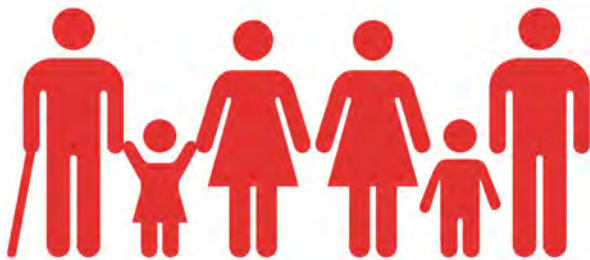
Sustainable Development Goals

Goal 1	End poverty in all its forms everywhere
Goal 2	End hunger, achieve food security and improved nutrition and promote sustainable agriculture
Goal 3	Ensure healthy lives and promote well-being for all at all ages
Goal 4	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
Goal 5	Achieve gender equality and empower all women and girls
Goal 6	Ensure availability and sustainable management of water and sanitation for all
Goal 7	Ensure access to affordable, reliable, sustainable and modern energy for all
Goal 8	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
Goal 9	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
Goal 10	Reduce inequality within and among countries
Goal 11	Make cities and human settlements inclusive, safe, resilient and sustainable
Goal 12	Ensure sustainable consumption and production patterns
Goal 13	Take urgent action to combat climate change and its impacts*
Goal 14	Conserve and sustainably use the oceans, seas and marine resources for sustainable development
Goal 15	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
Goal 16	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
Goal 17	Strengthen the means of implementation and revitalize the global partnership for sustainable development



Sustainable Development Goal:

**1 NO
POVERTY**



STAND UP

TAKE ACTION

End Poverty Now!

WORLD POVERTY STATISTICS



50%

3 BILLION PEOPLE

OF THE WORLD'S POPULATION LIVES ON **LESS THAN \$2.50 A DAY** (80% LIVES ON LESS THAN \$10 A DAY)



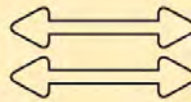
75%

OF THE TOTAL WORLD INCOME IS ACCOUNTED FOR BY THE **RICHEST 20% OF THE POPULATION**



22,000

CHILDREN **DIE EACH DAY** DUE TO POVERTY



80%

OF THE WORLD'S POPULATION LIVES WHERE **INCOME DIFFERENTIALS ARE WIDENING**



1.1 bil

PEOPLE IN DEVELOPING COUNTRIES WITH **INADEQUATE ACCESS TO WATER**



443 mil

SCHOOL DAYS LOST TO **WATER RELATED ILLNESS**

CHILD WORLD POVERTY STATISTICS

2.2 BILLION CHILDREN IN THE WORLD

1 bil

CHILDREN LIVE IN **POVERTY**



1 IN 3

640 MILLION

CHILDREN LIVE **WITHOUT ADEQUATE SHELTER**



1 IN 5

400 MILLION

CHILDREN LIVE **WITHOUT ACCESS TO SAFE WATER**



1 IN 7

270 MILLION

CHILDREN LIVE WITH **NO ACCESS TO HEALTH SERVICES**

1.4 mil

CHILDREN **DIE ANNUALLY** FROM **LACK OF ACCESS TO SAFE DRINKING WATER AND ADEQUATE SANITATION**

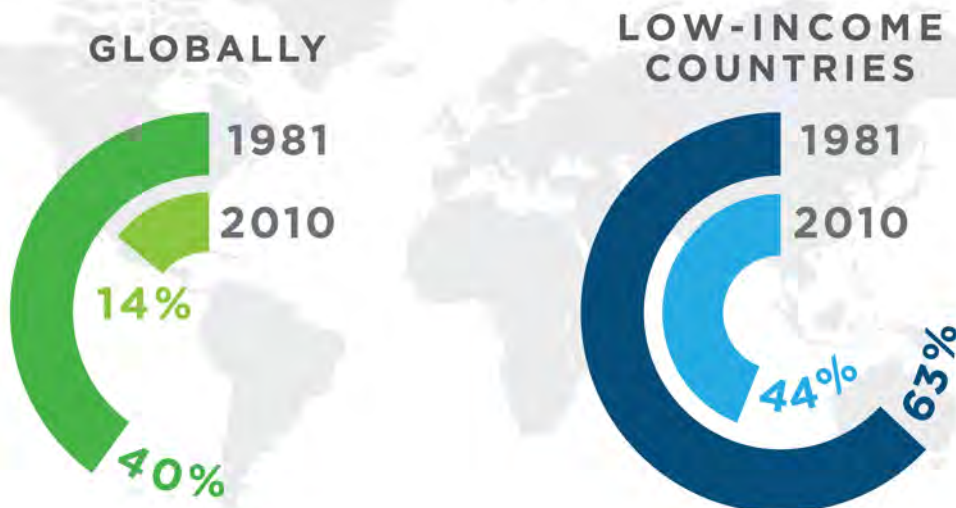


Sustainable Development Goal:

2 ZERO HUNGER



PERCENT OF THE POPULATION THAT LIVES ON LESS THAN \$1.25 A DAY



THE PROBLEM

Right now, 842 million people, more than the population of Europe, do not have enough to eat. Though this number has fallen by 17 percent since 1990, it's still too many. Children are especially vulnerable to the effects of hunger and malnourishment. Without proper nutrition during the first years of life, children can suffer long-lasting physical and cognitive damage, thereby affecting their ability to learn, grow and contribute to society.

Each day,

6,200

children die from malnutrition.

1 out of 6

children—roughly 100 million—in developing countries is **underweight**.

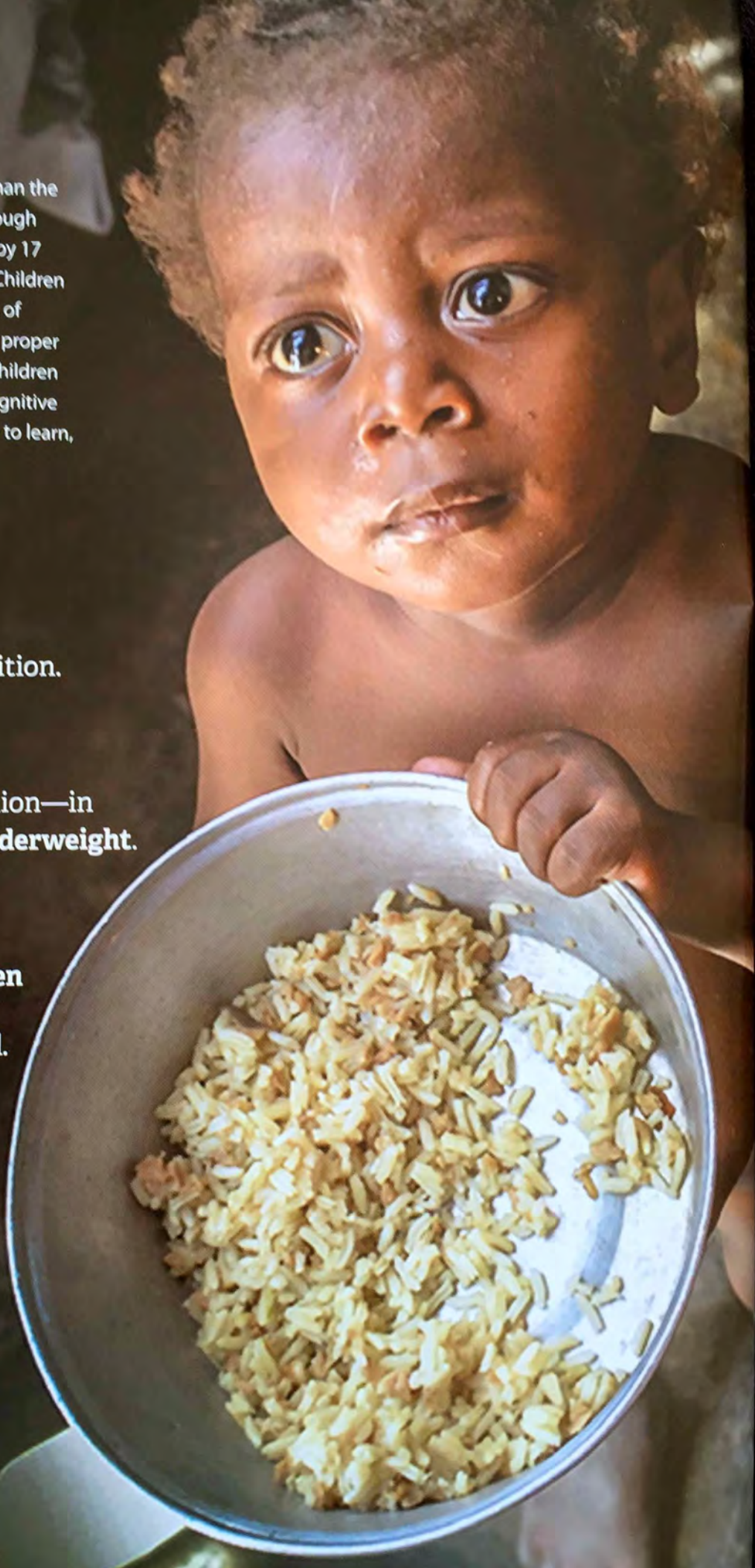
66 million

primary school-age **children attend classes hungry** across the developing world.

1 in 4

of the world's **children are stunted**. In developing countries the proportion can rise to one in three.

Source: World Food Programme



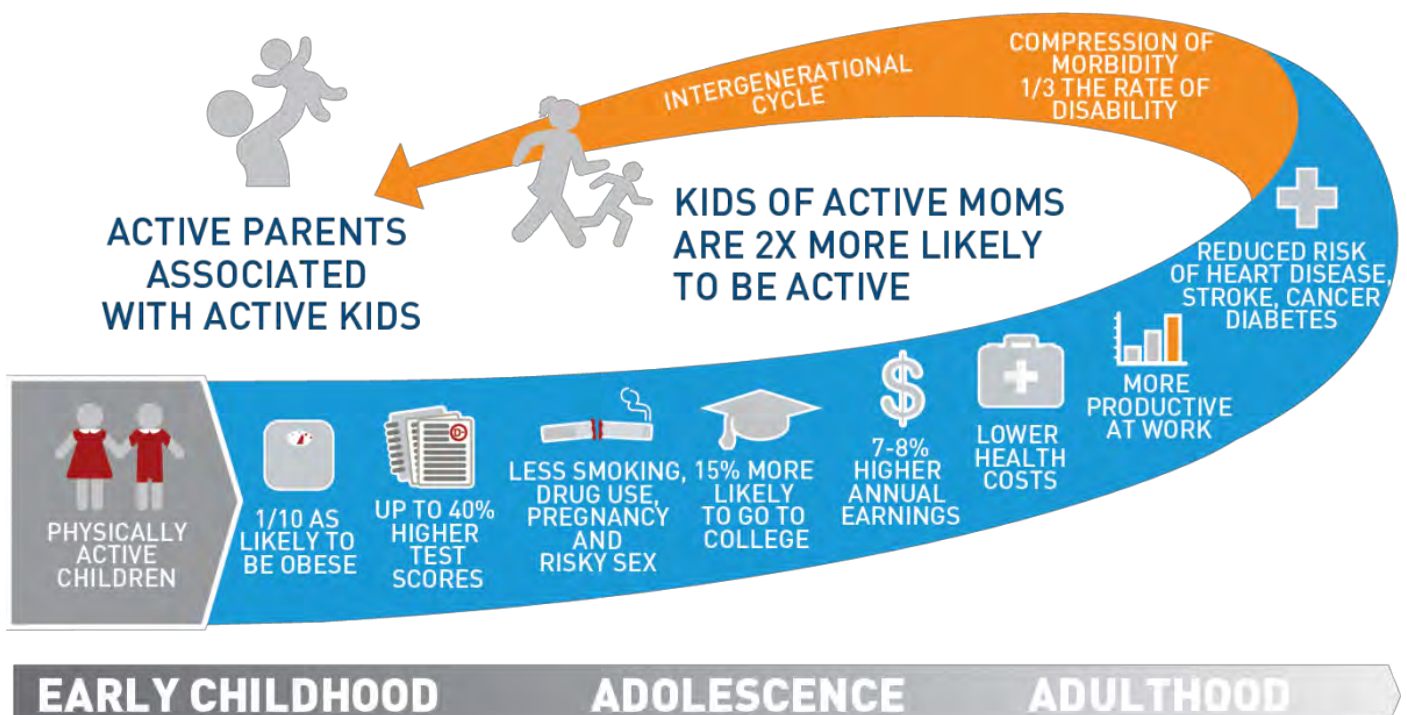
Sustainable Development Goal:

3 GOOD HEALTH AND WELL-BEING



ACTIVE KIDS DO BETTER IN LIFE

WHAT THE RESEARCH SHOWS ON THE COMPOUNDING BENEFITS



UPCOMING CHALLENGES



Chronic Disabilities

80%

of seniors have atleast one chronic disease and 50% have atleast two chronic diseases.



Physician Shortages

116,000

nurse positions are currently unoccupied and 136K additional doctors will be required by 2025.



Health Care Inflation

3.6%

Health care prices continues to increase and outpace general inflation by 2% in 2010.



Treatment Approaches

“Doctors and patients will have to have an ongoing relationship designed to help patient cope with multiple illnesses rather than curing them.”

~ Dr. Eberstadt N

IMPLICATIONS FOR SOCIETY



Preventive Services

75%

of adults (50 to 64 years) aren't aware of chronic preventive measures. Community strategies to raise awareness would significantly reduce the disability burden.



Flexible Workplaces

80%

of seniors are interested in working in some capacity. Offers like working for 1,000 hours in a year over retirement would ease their financial stress and make them active participants in the society.



Health Spending

\$2.6 trillion

or 17.9% of US 2010's GDP was spent on health care and it's poised to reach 20% of US economy by 2021. Social security and Medicare currently is and should remain as a popular and favored program.



Mental Health

“Reaching 100 years is more about attitude and adaptation than health history.”

~ Prof. Leonard Poon

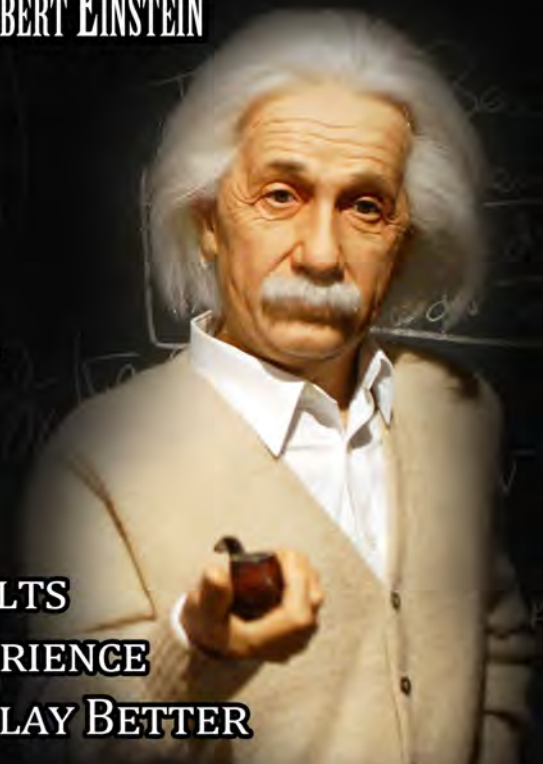
Sustainable Development Goal:

4 QUALITY EDUCATION



10. AMAZING LIFE LESSONS YOU CAN LEARN FROM ALBERT EINSTEIN

1. FOLLOW YOUR CURIOSITY
2. PERSEVERANCE IS PRICELESS
3. FOCUS ON THE PRESENT
4. THE IMAGINATION IS POWERFUL
5. MAKE MISTAKES
6. LIVE IN THE MOMENT
7. CREATE VALUE
8. DON'T EXPECT DIFFERENT RESULTS
9. KNOWLEDGE COMES FROM EXPERIENCE
10. LEARN THE RULES AND THEN PLAY BETTER



EDUCATION AROUND THE WORLD

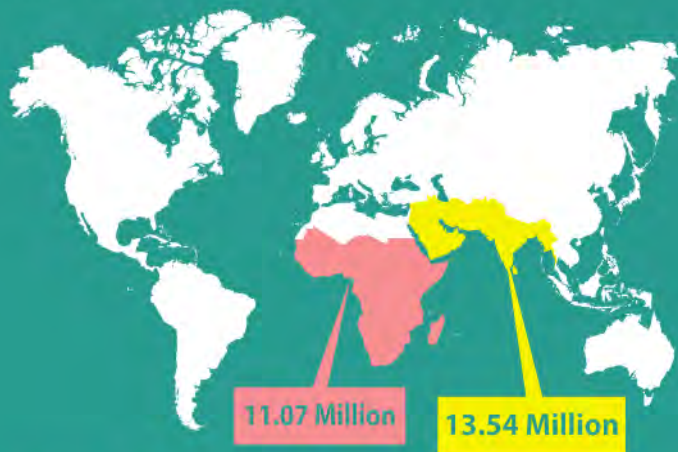
There are **1.4 Billion** students on Earth.



Only **65.2 Million** educators Globally.

THE CHALLENGE: *Too many children remain out of school, and those who are in school aren't learning the skills they need for life and work.*

Children leaving school before completing their Primary Education



In the Sub-Saharan, 11.07 million children leave school before completing their primary education. In South and West Asia, that number reaches 13.54 million.

Children out of primary school



61 Million

children are still out of primary school.



32 Million

of these children are Girls.



1 in 5

15 to 24 years old has not completed primary school and lacks skills for work.

An estimated

250

million children are not able to read or write.



The poorest and most marginalized are the most affected.



In some emerging economies,

3 in 10

youths cannot do basic arithmetic.



Fragile and conflict-affected countries account for more than

30%

of all children not completing primary school

In some developing countries, one quarter to one-half of youth who have graduated from primary school cannot read a single sentence.



OF THE 775 MILLION ILLITERATE ADULTS


TWO-THIRDS ARE WOMEN



Sustainable Development Goal:


5 GENDER EQUALITY






SDG 5: GENDER EQUALITY


The goal of SDG 5 is to achieve gender equality and empower all women and girls




WHAT?




1 End discrimination against all women and girls




2 Eliminate violence against all women and girls




3 Eliminate all harmful practices such as child marriage



4 Recognize and value unpaid care and domestic work



5 Ensure women's participation and leadership in decision-making



6 Ensure universal access to sexual and reproductive health and rights

➤ INVEST IN EQUALITY



WOMEN MAKE UP **HALF** OF
THE WORLD'S POPULATION
AND YET REPRESENT

70%

OF THE WORLD'S POOR.

64%

OF ILLITERATE
ADULTS ARE
WOMEN.



{ THAT'S
**2 OUT
OF 3** }

Women work **2/3** of the world's hours
yet earn **1/10** of the world's income.



VIOLENCE



ONE IN FOUR WOMEN

is physically or
sexually abused
during pregnancy.

Globally, **NEARLY
40%** of murders
of women are
committed by an
intimate partner.

EVERY DAY, **39,000 GIRLS**
ARE FORCED INTO EARLY MARRIAGE.

THAT'S
**27 GIRLS
A MINUTE**

INCLUSION & PARTICIPATION

Women make up only **21.9%**
of Parliamentary seats, and
8% of the world's executives.

95% of countries
have a male head
of state.



More than **100** countries have
laws on the books that
restrict women's participation
in the economy.



**WOMEN IN POWER = GREATER OPPORTUNITIES
FOR GIRLS' EDUCATION, HEALTH, AND EQUALITY**

WHO WINS? **EVERYBODY.**

Sustainable Development Goal:

6 CLEAN WATER AND SANITATION



No water, no life.
No blue, no green.

Sylvia A. Earle

OUR WORLD, OUR WATER



FOR **40%** OF PEOPLE IN THE WORLD, **WATER IS SCARCE**

EARTH'S SURFACE
71% WATER



SALTWATER
97.5%



FRESHWATER
2.5%



STORED IN ICE CAPS
68.9%

UNDERGROUND
30.8%

Only 0.3%
easy for humans
to get from
LAKES AND RIVERS!



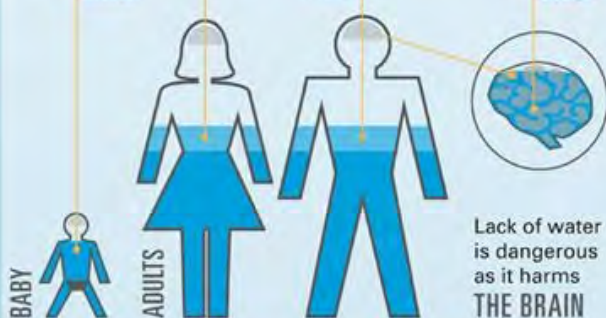
PHYSICAL WATER SCARCITY = physical access to water is limited
ECONOMIC WATER SCARCITY = population does not have the money or resources to source enough water

WATER IS LIFE

74% WATER

55-75% WATER

85% WATER



NEED 50-100 LITRES DAILY

FOR:



2010
UNITED NATIONS
DECLARED WATER A
HUMAN RIGHT



GOVERNMENTS MUST
SUPPLY WATER THAT IS:

SAFE
SUFFICIENT
ACCESSIBLE TO ALL

In a **HUMANITARIAN DISASTER**, a person must:

Have **NO LESS** than **15 LTRS** of water daily

for **DRINKING, COOKING & HYGIENE**



WALK NO further than **500 MTRS** from

HOUSEHOLD to water **SOURCE**



QUEUE NO LONGER than **30 MINS** for **WATER**



HOW WE USE WATER

IN LOW-INCOME COUNTRIES
E.G. **MALAWI**

DOMESTIC
8%



AGRICULTURAL
82%



INDUSTRY
10%



IN HIGH-INCOME COUNTRIES
E.G. **IRELAND**

DOMESTIC
11%



AGRICULTURAL
30%



INDUSTRY
59%



WATER WE DON'T SEE

WE DON'T JUST **DRINK** WATER;
WE **EAT** WATER; WE **WEAR** WATER;
WE **CONSUME** WATER. THIS IS OUR
WATER FOOTPRINT. TO MAKE:

1 x **= 2,500 LITRES OF WATER**

1 x **= 208 LITRES OF WATER**

1 x **= 2,500 LITRES OF WATER**

1 x **= 10 LITRES OF WATER**

1 x **= 9,842 LITRES OF WATER**

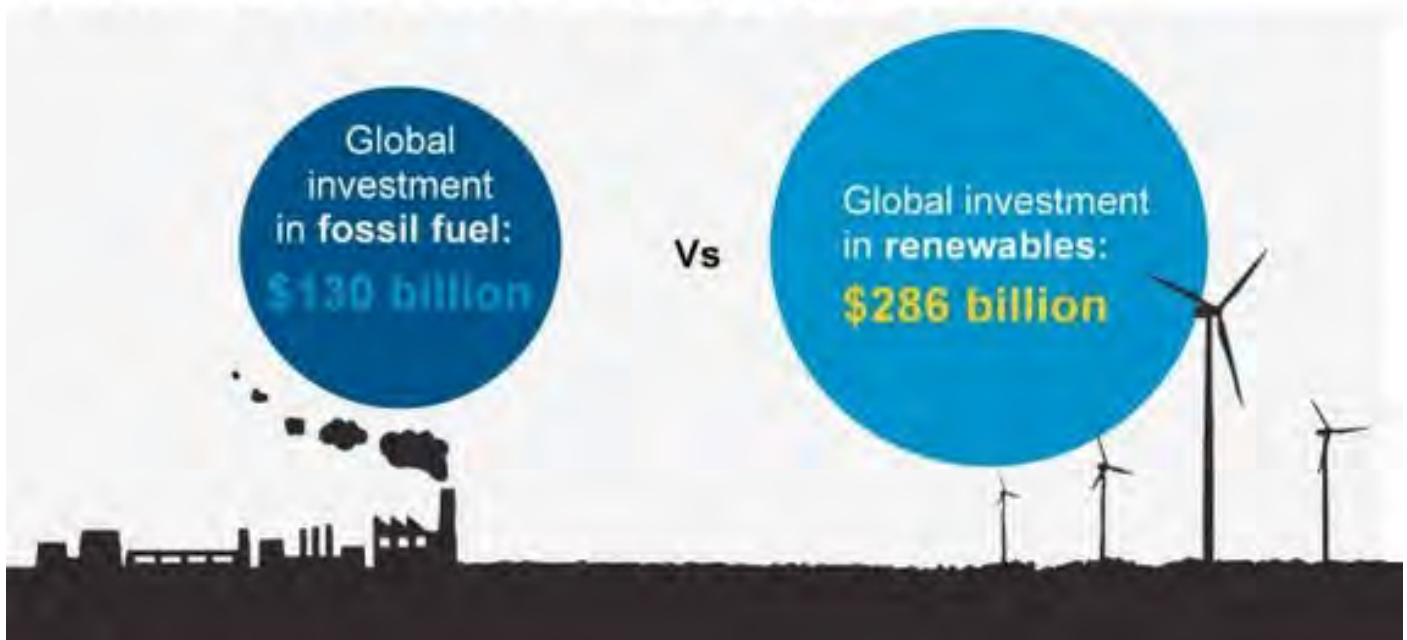


Sustainable Development Goal:

7 AFFORDABLE AND CLEAN ENERGY



Renewables attracted more than double the \$130 billion committed to new coal and gas generation



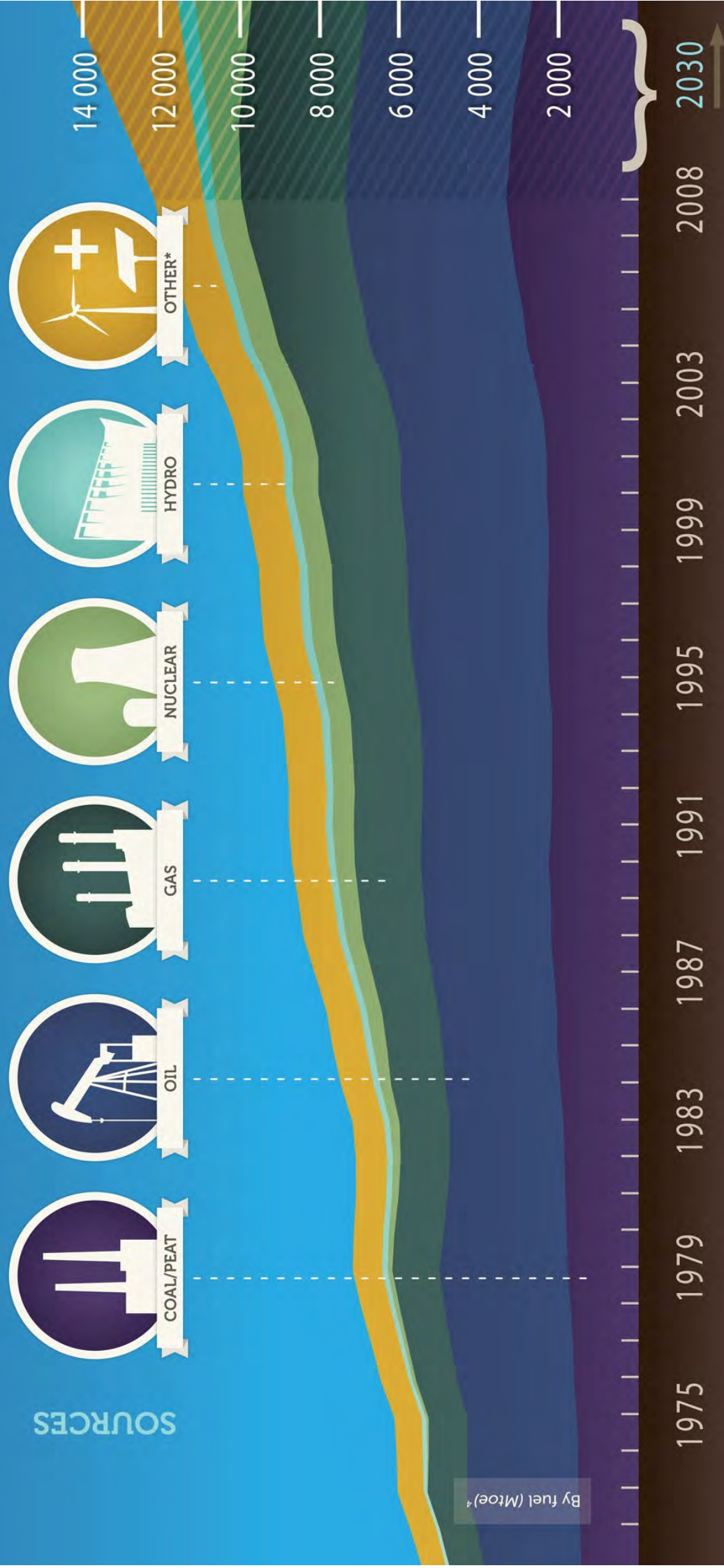
OUR PAST

Burning fossil fuels such as coal, gas and oil have dramatically increased the amount of carbon dioxide in the Earth's atmosphere and temperatures are rising.¹ As the world's need for energy will grow, the dependency on non-renewable energy sources must decline.

World ENERGY SUPPLY 1971 - 2030

OUR FUTURE

Clean energy (any source of energy that causes little or no harm to the environment)² needs to be the main source of energy in the future. If policies that are currently under consideration³ take effect, we can begin to increase the supply of clean energy by 2030.



Sustainable Development Goal:

8 DECENT WORK AND ECONOMIC GROWTH



As labor markets become more competitive, the need to provide young people with productive jobs becomes more acute.



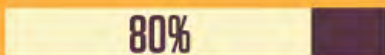
Each month, nearly 1 million people enter the labor market in India alone.



Globally, 600 million jobs will be needed over the next 15 years to keep employment rates constant.



1 in 4 young people can't find work for more than \$1.25 a day.



In the Middle East and North Africa, more than 80% of young workers work in the informal sector.



In sub-Saharan Africa, more than 40% of young workers are unpaid.



WORK SMARTER - NOT HARDER

Getting ahead in your career doesn't always mean sucking up to the boss or putting in

60 hours
a week.

**Some simple mental tricks
can improve your efficiency
and the quality of your work
-without keeping you in the
office all night.**

If you don't need to respond to an email or speak up in a meeting this very second, **wait five minutes.**

This period can help you form a response, and the added time may make you rethink your position entirely.

Prime the pump;
keep your mind
sharp by reading
things that challenge
your assumptions
or beliefs. Read
something new and
challenging every day.

47%



Percentage of workers who report being completely satisfied with the **recognition** they receive on the job

Work in **20-minute chunks**, followed by a few minutes of **physical activity** such as walking to the water cooler or going to the restroom and taking a longer route back to your desk.

If you've got a particularly **challenging issue or project** you always seem to put off, devote **30 to 60 minutes a day** to that problem and that problem only. If you find yourself with an excuse not to do it, simply repeat, **"Do it now."**

Got a job with a million little tasks? Break them into chunks; **set a timer** and get as many of the tasks done as you can within that time.



OUT
TO LUNCH

GOOD JOB!

Keep a file of positive feedback and revisit it when you are feeling particularly stumped or less than appreciated.

Don't let roadblocks put you in a funk. **Pick some smaller tasks** you know you can truly complete. Use that momentum to create a snowball effect.

Don't allow your **communication methods** to dictate what you get done in a day. Set certain periods of time throughout the day (say, **three 30-minute periods**) to tackle your email, cellphone and instant messaging.

Sometimes you just need to **punt and try it again tomorrow**. Take a half day or a day off to clear your head (and get some rest) and come back fresh the next day.

Sustainable Development Goal:

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



**It's not just about being better.
It's about being different.
YOu need to give people a reason
to choose your business.**

- Tom Abbott

THE EVOLUTION OF TECHNOLOGY &

Its Impact on the Development of Social Businesses

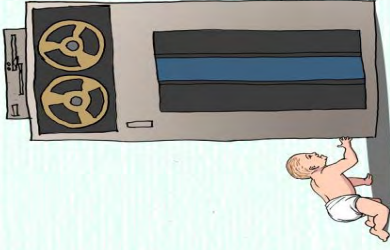


We are babies.

1960s

Technology has **little impact**.
It is a curiosity.

The company is king, but a benevolent king. Good focus on customer satisfaction, but customers have few options. Communications makes global business difficult so customers make geographic-based decisions.



We are still children.

1970s

Technology is for academics and has **little impact**.

Greater focus on margins and revenue. Customers become concerned about monopolies as customer satisfaction has less importance.



We are still children, but we can pout to get what we want.

1980s

Technology invades the home and starts to **change behaviors**.

Customers become increasingly concerned about company practices and lack of customer satisfaction. Communications have improved to help customers make more informed decisions and to have better choices.



Like teenagers, we now have some control but don't know what to do with it yet.

1990s

Technology is now everywhere. A great leap forward. It begins to **connect us** around the globe.

e-Commerce helps give customers a greater - and more informed - range of decisions. Companies use the web to make themselves more accessible but haven't begun truly focusing on customer relationships.



We are growing up, and feeling pretty cool about it.

2000s

Technology enables more seamless communications across the globe. Growth is **explosive**, but like "explosions" is uncontrolled - all over the place.

Social Media allows customers to articulate their satisfaction with companies and make decisions based on the company's behavior, not just on price alone. Companies begin to react and change.



Welcome to adulthood!

2010s

Technology becomes **fully integrated** into our daily lives. We live more fully in a digital world.

Social Businesses are the evolution of companies now keenly aware that how they act and how they engage with customers can be more important than price, that the relationship is part of the value. Companies allow greater transparency into all aspects of the company and use social media channels to effectively engage with customers, but with a focus on **WHAT** the customer wants and **HOW** best to deliver it to the customer.

Sustainable Development Goal:

10 REDUCED
INEQUALITIES



YOU CAN'T STATE
DIFFERENCE

AND ALSO STATE
EQUALITY.

WE HAVE TO STATE
SAMENESS

TO UNDERSTAND
EQUALITY.

There has been class warfare going on for the last 20 years, and my class has won.

Warren Buffett, Chairman & CEO, Berkshire Hathaway

THE GLOBAL 0.001%

WORLD
POPULATION
7 BILLION

EXTREME WEALTH



10.9
million

investable assets
of **US\$1 million**
or more

0.1%

of the population

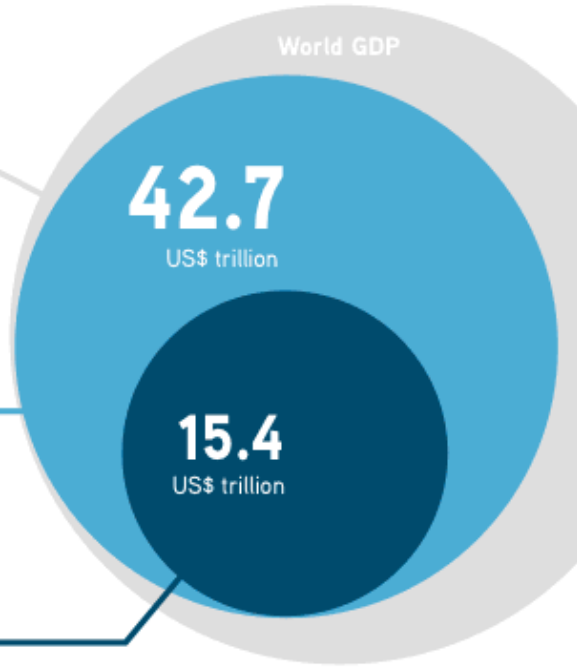
investable assets
of **US\$30 million**
or more

0.001%

of the population

♂ **73**
percent
are men

53
percent
are from US,
Japan and
Germany



AN UNEQUAL WORLD



PERCENT OF WORLD'S
INCOME IN 2007

82.8

9.9

4.2

2.1

1

Top 20% of world
population

Second
20%

Third
20%

Fourth
20%

Bottom
20%

2\$

2.5 billion
people live
on less than
\$2 a day.

53

US-Iraq
wars



WHAT WOULD
\$42.7 TRILLION
PAY FOR?



250 years
Climate adaptation
costs



190 years
Universal primary &
secondary education



1423
years
UN Millennium goal
for clean water



854 thousand
Gulfstream
executive jets

2247 years
US space
programme

GEOGRAPHY OF THE RICH

NUMBER OF PEOPLE WITH
INVESTABLE ASSETS
OF US\$1 MILLION
OR MORE (2010)

USA
3,104

BRAZIL
155

SWITZERLAND
243

ITALY
170

FRANCE
395

CANADA
282

UK
454

GERMANY
824

INDIA
153

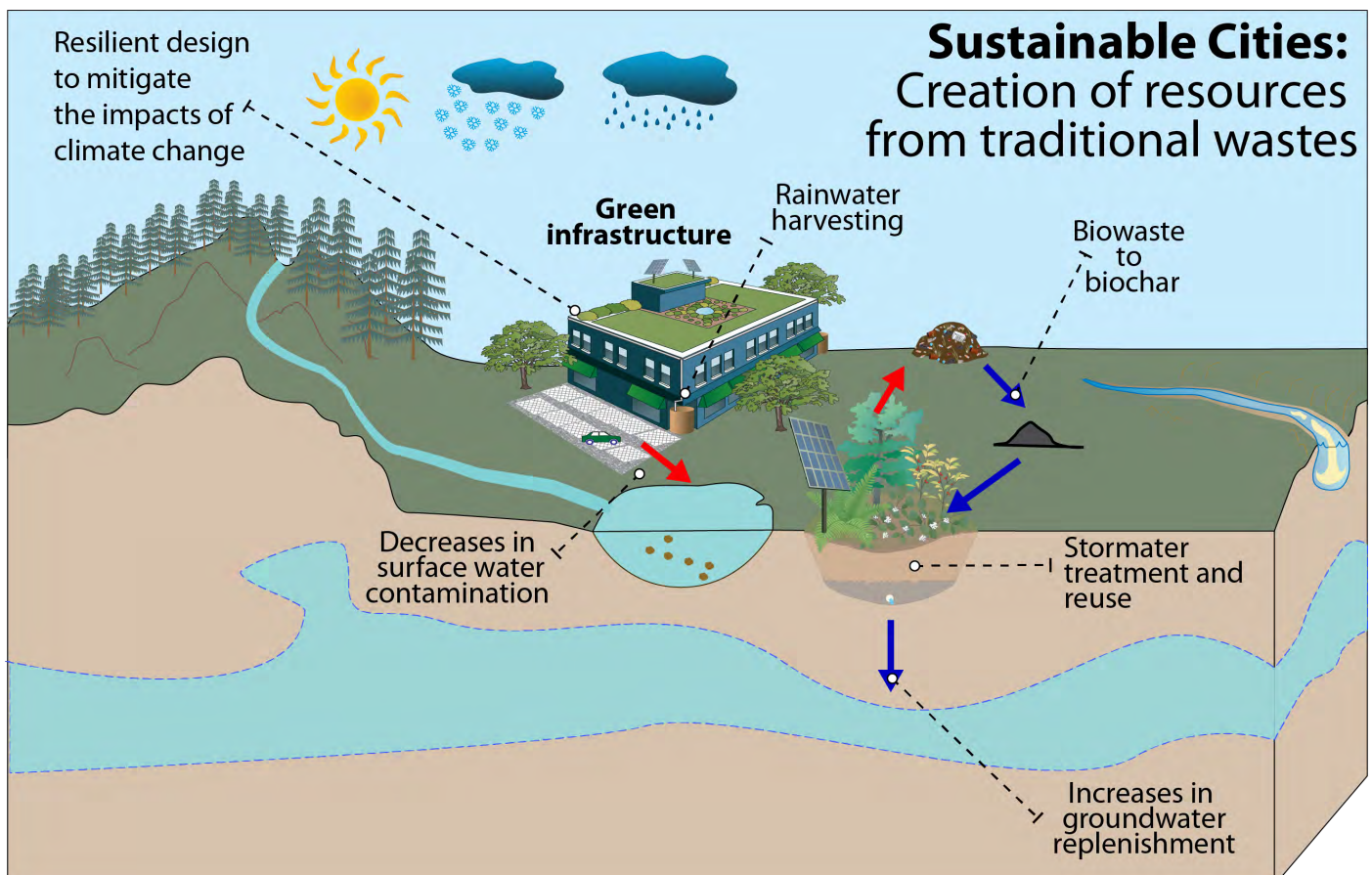
JAPAN
1,739

CHINA
535

AUSTRALIA
183

Sustainable Development Goal:

11 SUSTAINABLE CITIES AND COMMUNITIES

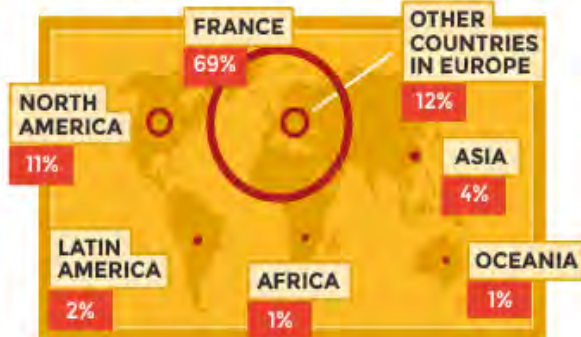


City & Digital Life

HOW FRENCH STUDENTS
SEE THEIR LIVES IN THE CITY
OF TOMORROW.

WHERE DO THEY WANT TO LIVE?

The majority wishes to remain in France.

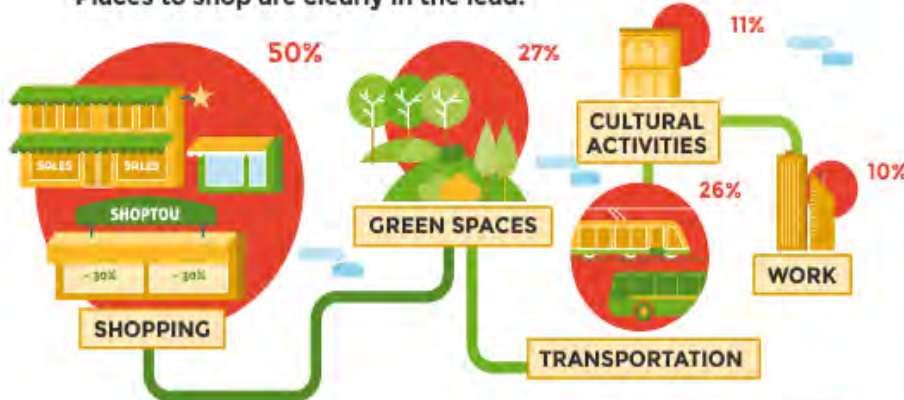


More than a third wants to live in a medium-size town.



WHAT DO THEY EXPECT FROM THEIR CITY? *

Places to shop are clearly in the lead.



59%

want the presence of companies specializing in digital services.



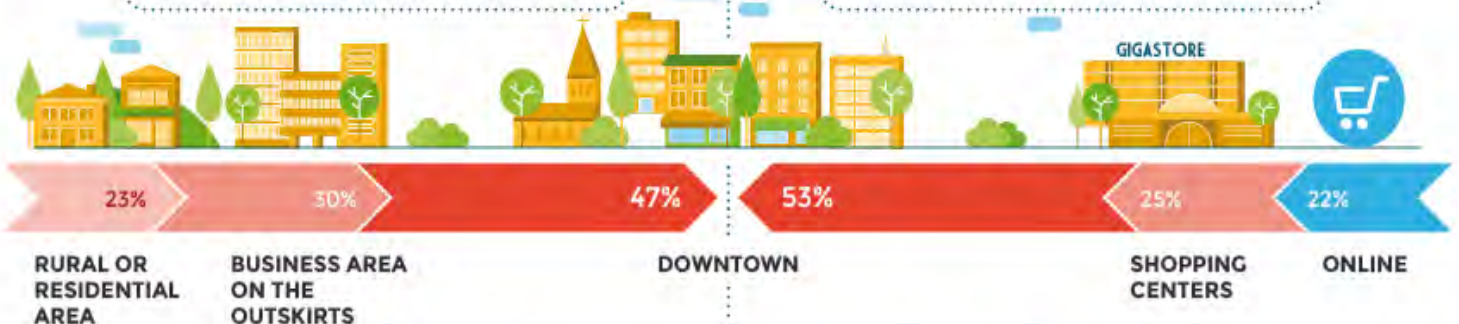
47%

want their city to be active on social networks.

BACK DOWNTOWN

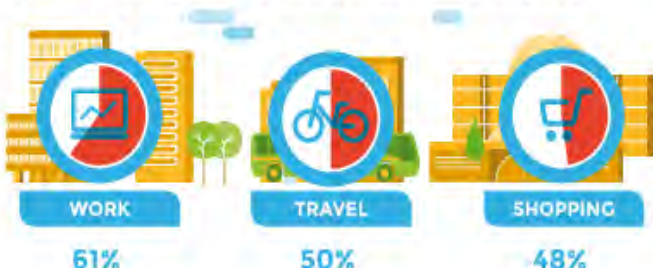
WHERE DO THEY WANT TO WORK?

WHERE DO THEY WANT TO SHOP?



HOW IMPORTANT IS THE DIGITAL WORLD?

For them, digital services will primarily impact:



But they have their reservations about the digital world:



Sustainable Development Goal:

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



The world's population is expanding & food production **must** rise



By 2050 we will need to **increase** food production by 70%

7.1 BILLION

PEOPLE LIVE ON EARTH

BY 2050 THERE WILL BE
2 BILLION
MORE PEOPLE



805 MILLION
people go hungry

2 BILLION
people have a
micronutrient
deficiency

\$400

billion worth of
food is wasted
by consumers
every year



This waste
could jump to

\$600

billion **by 2050**



80%
arable (plantable)
land is already in use



70%
more food needed
by 2050

30%

of **all crops** are
lost every year



Reasons for
crop loss



DISEASES



INSECTS



WEEDS



80%
will be living
in a city **by 2050**

50%
of people
live in a city

GLOBAL FOOD LOSS AND WASTE

By 2050, the world will need about 60 percent more calories per year in order to feed a projected 9 billion people.
Cutting the rate of global food loss and waste could help close this food gap
while creating environmental and economic benefits.

FOOD WASTE



24%

Calories produced
for people that are
never consumed

ENVIRONMENTAL WASTE



198m

Hectares used to
produce food we
don't eat (about
the size of Mexico)

FINANCIAL WASTE

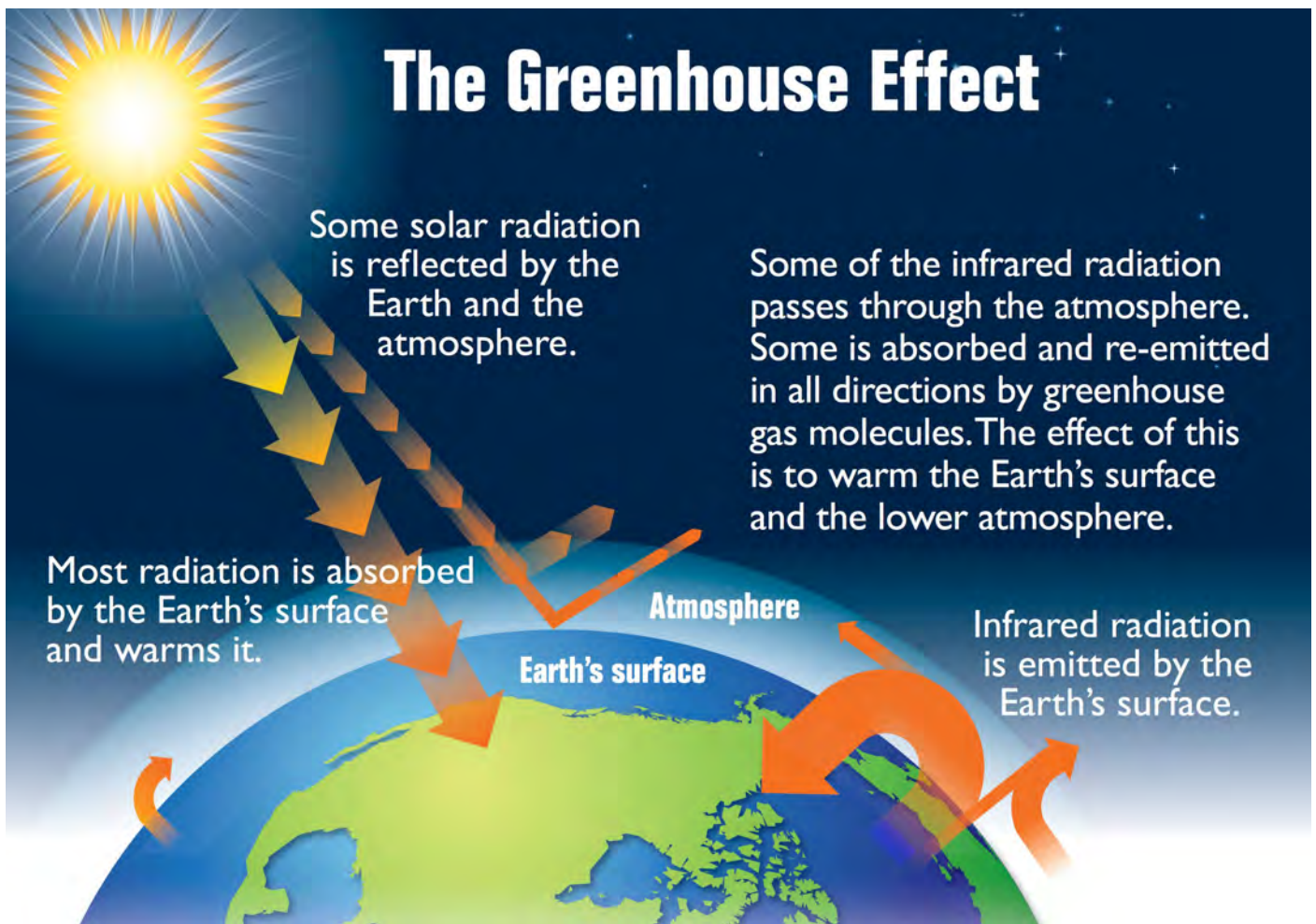


\$1600

Value of food thrown out by the
average U.S. family per year

Sustainable Development Goal:

13 CLIMATE ACTION



HEALTH CARE AND CLIMATE CHANGE

CLIMATE CHANGE IMPACTS EVERYONE'S HEALTH



Around the world, climate change is one of the greatest threats to our health today.



Climate change can lead to temperature-related illness and death, infectious diseases, injuries and illnesses due to extreme weather events, and water borne diseases.



Children, the elderly, the poor, and people with underlying health conditions face the greatest risks from climate change.

WHILE SEEKING TO DO GOOD, HEALTH CARE HAS A RESPONSIBILITY TO AVOID DOING HARM



Health care represents 20% of the U.S. and 10% of the global economies.



Health care is the second largest energy consumer in the U.S. and a major contributor to greenhouse gases.

HEALTH CARE IS IN A UNIQUE POSITION TO ADDRESS CLIMATE CHANGE



Hospitals need to prepare for extreme weather events and be anchors of resilience in their communities.



Health systems should reduce their own carbon footprint and make the transition to renewable energy and low carbon supply chains.

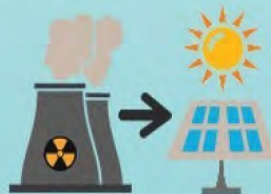


Just as they did with tobacco, health professionals can play a critical role as messengers for energy and climate policies that protect health.

HEALTH CARE'S ECONOMIC, POLITICAL, AND MORAL INFLUENCE CAN REBRAND CLIMATE CHANGE AS A PUBLIC HEALTH ISSUE



Health benefits and climate mitigation cost savings can drive public policy and investment decisions.



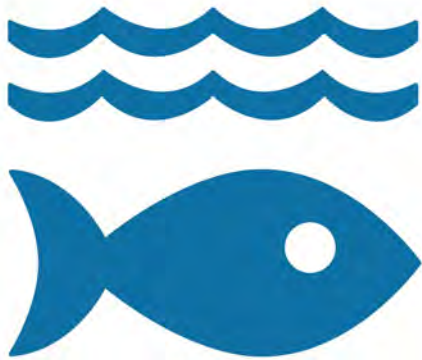
Health care can validate the transition to a renewable energy economy.



Everyone can join in efforts to reduce the threat of climate change and help build more resilient and healthier communities.

Sustainable Development Goal:

14 LIFE
BELOW WATER



**WE FORGET THAT
THE WATER CYCLE
AND THE LIFE CYCLE
ARE ONE.**

Jacques Cousteau



Oceans: Benefits and threats to living organisms

60% of the world's major marine ecosystems – that sustain the world's populations – have been significantly degraded or are unsustainably used

The ocean holds an estimated **80%** of the Earth's mineral resources

Around **90%** of the energy from warming of the Earth system has been stored in the ocean over recent decades

Warm ocean **temperatures** are the driving force behind tropical cyclones and monsoons

Mean sea surface temperatures have risen by about **0.7°C** over the past 100 years, and are likely to increase by over **3°C** in some ocean regions by the end of this century

The ocean carries **90%** of world trade

The ocean covers **71%** of the Earth

It contains...

96% of the Earth's living space

80% of living organisms

99% of the biosphere

Fisheries support more than **170 million** jobs

The ocean provides **60%** of dietary protein in tropical developing countries

Marine and coastal tourism, aquaculture and other uses of marine environments (excluding fisheries) provide livelihoods for **millions** of people

Ocean plants produce almost **half** of the oxygen we breathe

Under a 'business-as-usual' scenario, by 2100, emissions could result in the ocean becoming up to **2x** more acidic (compared to pre-industrial levels) leading to the further loss of marine ecosystems

Models estimate that the oxygen content of the ocean will **decline** over the next century

An estimated **90%** of coral reefs will be threatened by 2030

Sustainable Development Goal:

15 LIFE ON LAND



If the Earth is polluted,
rainforests cut down
and biodiversity lost.
Our future will **sting**!

We must **BEE**
Smart and
cause a **buzz**
to Go Green!



A DANGEROUS GAME



There are **1,7 million** different species on earth

together, they form our **ecosystems**



ECOSYSTEMS POSSES QUALITIES ESSENTIAL TO MANKIND



Regulate local climate



Decompose waste



Storage of carbon



Buffer against natural hazards



Maintain soil fertility



Regulate pests and diseases



Pollination of plants & crops

THE BUILDING BRICKS OF ECOSYSTEMS ARE BEING THREATENED



only **52,000** of all species are assessed



80% of all the species contribute to the effective functioning of an ecosystem



20% Off those **52,000** is endangered

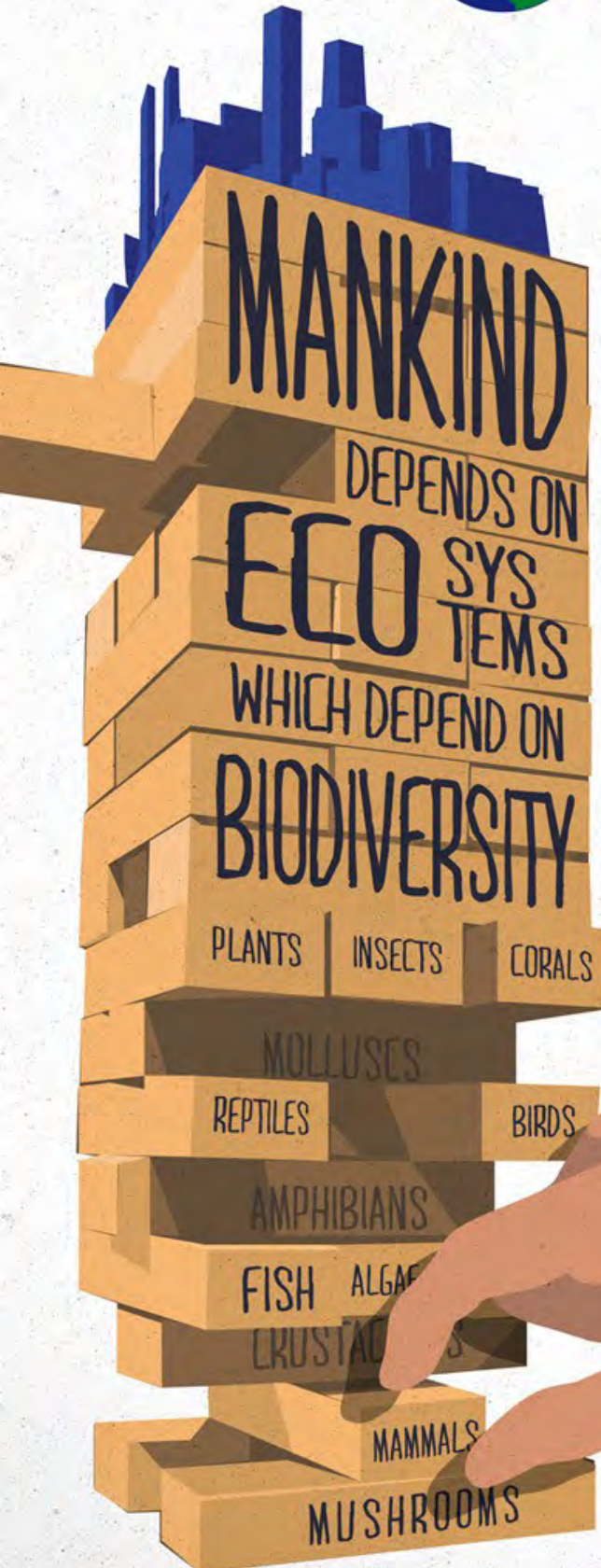
while mankind is on track to lose **75%** of all species in just a few centuries



that equals **325,000** species on earth

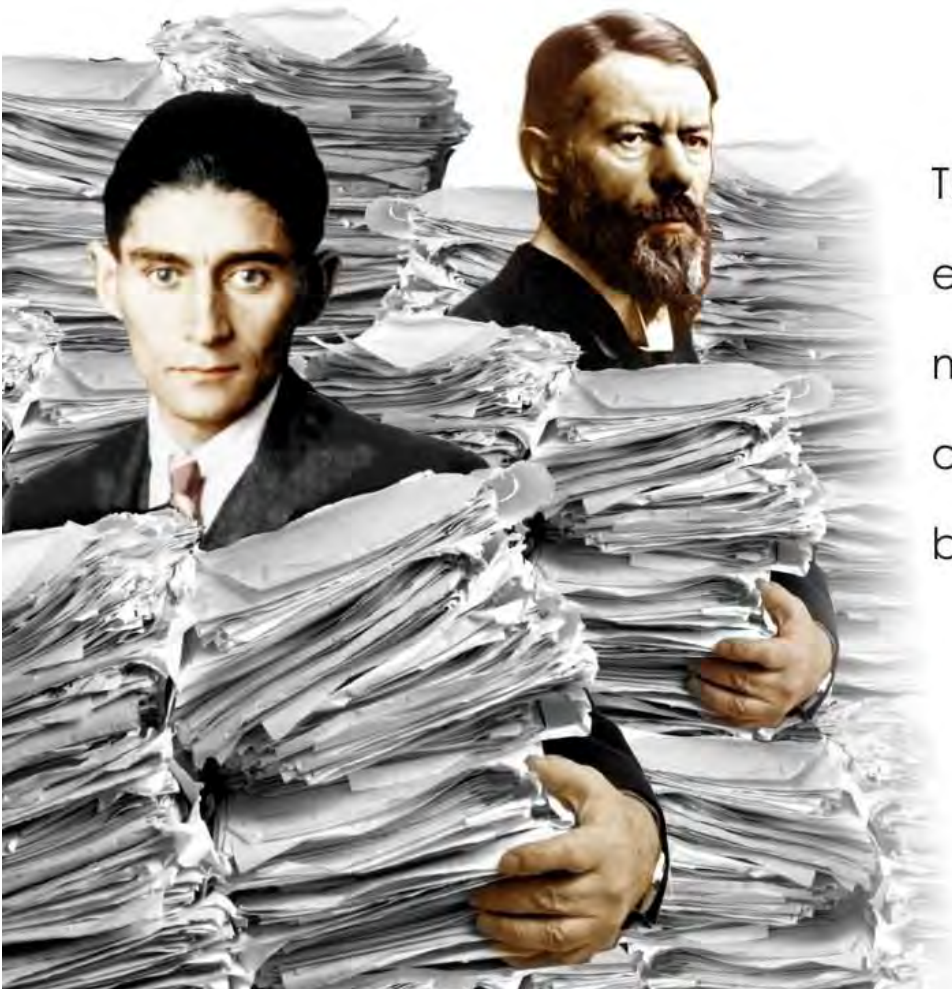


THE LOSS OF BIODIVERSITY WILL BE THE DOWNFALL OF MANKIND



Sustainable Development Goals

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



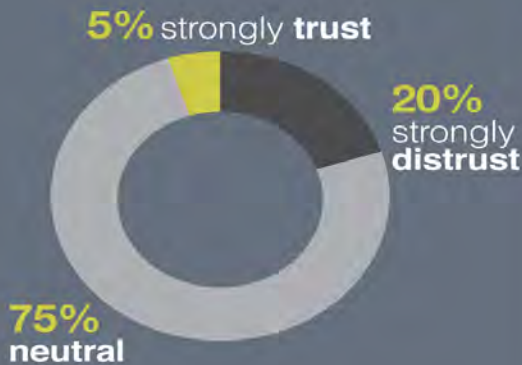
The bureaucracy is expanding to meet the needs of the expanding bureaucracy.

HOW MILLENNIALS “👍” THEIR POLITICS

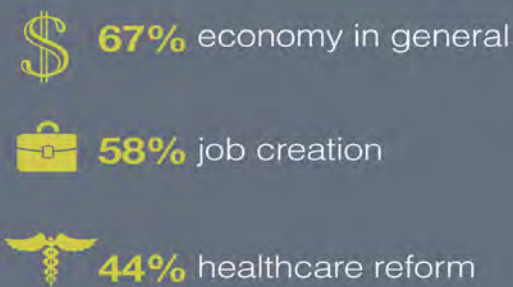
Millennials are very different than their predecessors – in terms of how they view the government, as well as how they arm themselves with information as voters

wary of

GOVERNMENT

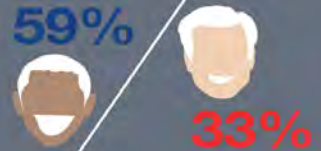


WHAT MATTERS MOST?



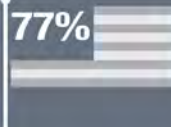
THE MILLENNIAL VOTER

80% PLAN TO VOTE



WHY THEY VOTE:

I care about the future of the US



it is my duty as a US citizen



WHERE TO REACH THEM:

television news coverage



most watched political shows



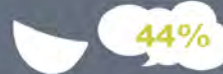
Daily Show



Colbert Report

HOW TO MOBILIZE THEM:

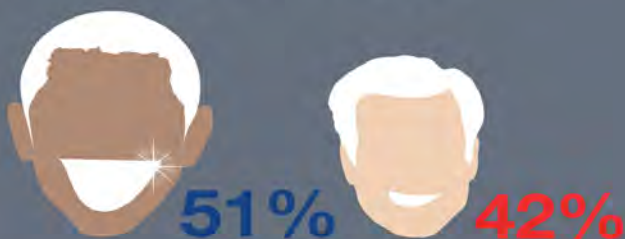
word of mouth



social media like Facebook, Twitter or YouTube



WHICH CANDIDATE IS BETTER LOOKING?



the x-factor

HOW MUCH DOES PERSONALITY MATTER IN POLITICS?

A CANDIDATE'S PERSONALITY IS...

VERY IMPORTANT



IMPORTANT



NOT IMPORTANT



NOT AT ALL IMPORTANT



MR. PRESIDENT or MR. POPULAR? WHO WOULD YOU RATHER...

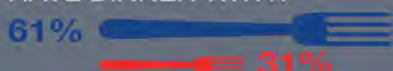
Obama crowned Homecoming King

OBAMA
ROMNEY

PLAY SPORTS WITH?



HAVE DINNER WITH?



BE STRANDED ON AN ISLAND WITH?



HAVE AS YOUR BOSS?



START A BUSINESS WITH?



Sustainable Development Goal:

17 PARTNERSHIPS FOR THE GOALS



4 OUT OF **10**

people on Earth are under 25 and the vast majority live in developing countries.ⁱ



Globally, nearly 4 out of 10 **UNEMPLOYED PEOPLE** are between the ages of 15 and 24.ⁱⁱ

Historically, **democratic governments are much less likely** in countries with young populations.^{iv}



Between 1970 and 2000, **86% OF NEW CIVIL CONFLICTS** occurred in countries with young populations.ⁱⁱⁱ



At least **222 MILLION WOMEN**,

most in fast-growing, youthful countries, want access to modern contraception but do not have it.^v



MIND, SOCIETY, AND BEHAVIOR

ECONOMISTS TYPICALLY ASSUME PEOPLE MAKE RATIONAL CHOICES



THESE ASSUMPTIONS ARE SOMETIMES NOT ENOUGH

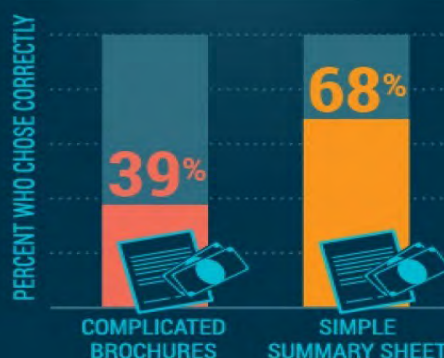
A richer understanding of how people actually think and behave shows that we:



FOR EXAMPLE:

IDENTIFYING A CHEAP LOAN IN MEXICO

Simplified information led to a dramatic increase in picking the cheapest loan

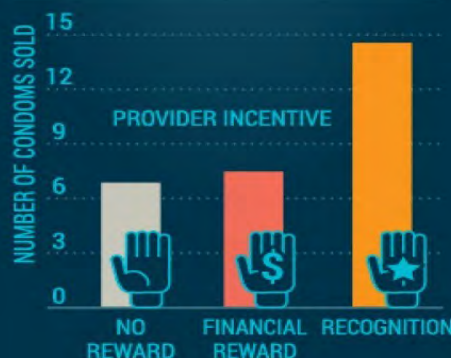


LEARN MORE: PG. 16

FOR EXAMPLE:

SELLING FEMALE CONDOMS IN ZAMBIA

Public recognition was more important than money to boost condom sales

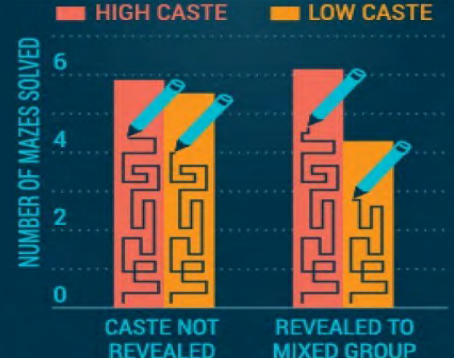


LEARN MORE: PG. 133

FOR EXAMPLE:

SUCCUMBING TO STEREOTYPES IN INDIA

In an experiment, lower caste boys solved fewer puzzles when caste identity was emphasized



LEARN MORE: PG. 12



**MARKETING IS EVERYTHING
AND EVERYTHING
IS MARKETING**

PART II: Marketing & Social Media



**GOOD
MARKETING**

*Makes the company
look smart*

**GREAT
MARKETING**

*Makes the customer
feel smart*

JOE CHERNOV

Kinvey

What is marketing?

Marketing is communicating the value of a product or service to customers, for the purpose of selling that product or service. Marketing techniques include choosing target markets through market analysis and market segmentation, as well as understanding consumer behavior and advertising a product's value to the customer.

From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response.

Marketing satisfies these needs and wants through exchange processes and building long-term relationships. Marketing blends art and applied science (such as behavioural sciences) and makes use of information technology.

Management process through which goods and services move from concept to the customer.

It includes the coordination of four elements called the 4 P's of marketing.



Marketing: The customer is king!

A corporate cliché meaning that the direction of a business is ultimately determined by its customers. The business is compelled to sell products and services that customers want/need, at a price they are willing to pay, and provide an acceptable level of service, otherwise customers will look elsewhere and they will not make money.

It does not, as many people believe, mean that individual customers are always right, or that the business should be compelled to pander towards the whims of these individual customers.

It is only the aggregate needs of all potential customers that need to be fulfilled.

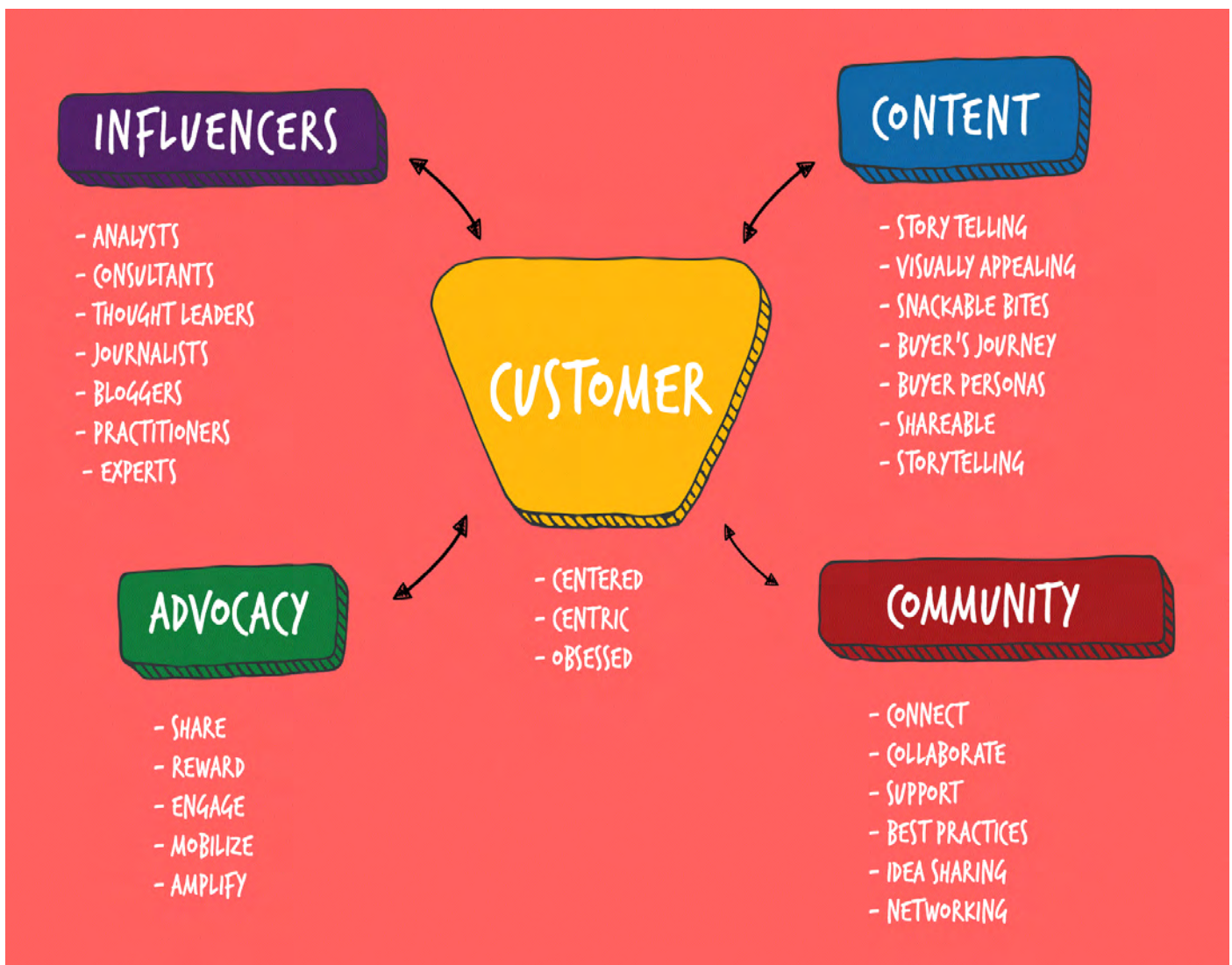
If you don't think that sandwich is worth 5€ then buy lunch elsewhere.

The customer is king.

Consumers face two simple facts of life: They have to pay for the goods and services they buy, and they have limited incomes to spend.

These facts are summarized in the consumer's budget constraint.

Given their preferences, consumers decide which goods to consume by choosing the combination along their budget constraint that yields the greatest utility, or satisfaction.



MARKETING STRATEGY

The Current Scene

Brand attributes, digital presence. What is positive and what is negative for the brand. What improvements can be made.

STEP
01



STEP
02

The Research

Market & consumer research. Competitor analysis.

Digital Assets

Full digital asset analysis, website, social media, other online presence.

STEP
03



STEP
04

The Production

Review of all aspects of digital marketing from SEO to content creation.

The Delivery

Recommendations for best marketing practices for ROI.

STEP
05



THE 4 AREAS OF FOCUS

WHERE TO LOOK FOR PLANNING AND IDEAS GENERATION



PEST analysis

As a young worker or entrepreneur, you can try to predict how your projects, products or services will resonate with the public. However, there will always be factors outside of your control affecting how your business operates.

One method for discovering and quantifying those factors is the PEST analysis.

PEST is an acronym for political, economic, social and technological.

It's a way of understanding how external forces impact your business.

It should be included in every business plan, in addition to a SWOT analysis: Strengths, Weaknesses, Opportunities, and Threats, as it is part of risk management and strategy design.

PEST Analysis

Political

- Political stability
- Regulation and de-regulation
- Statutes, laws, codes of conduct
- Government funding, subsidies, support for specific industries
- Fiscal/ monetary policy
- Tax rates
- Trade agreements

Economic

- Economic trends
- Economic stability – inflation, wages growth, GDP, GNP
- Exchange rates
- Trade agreements
- Seasonality and economic cycles
- Consumer confidence
- Consumer purchasing power- discretionary incomes

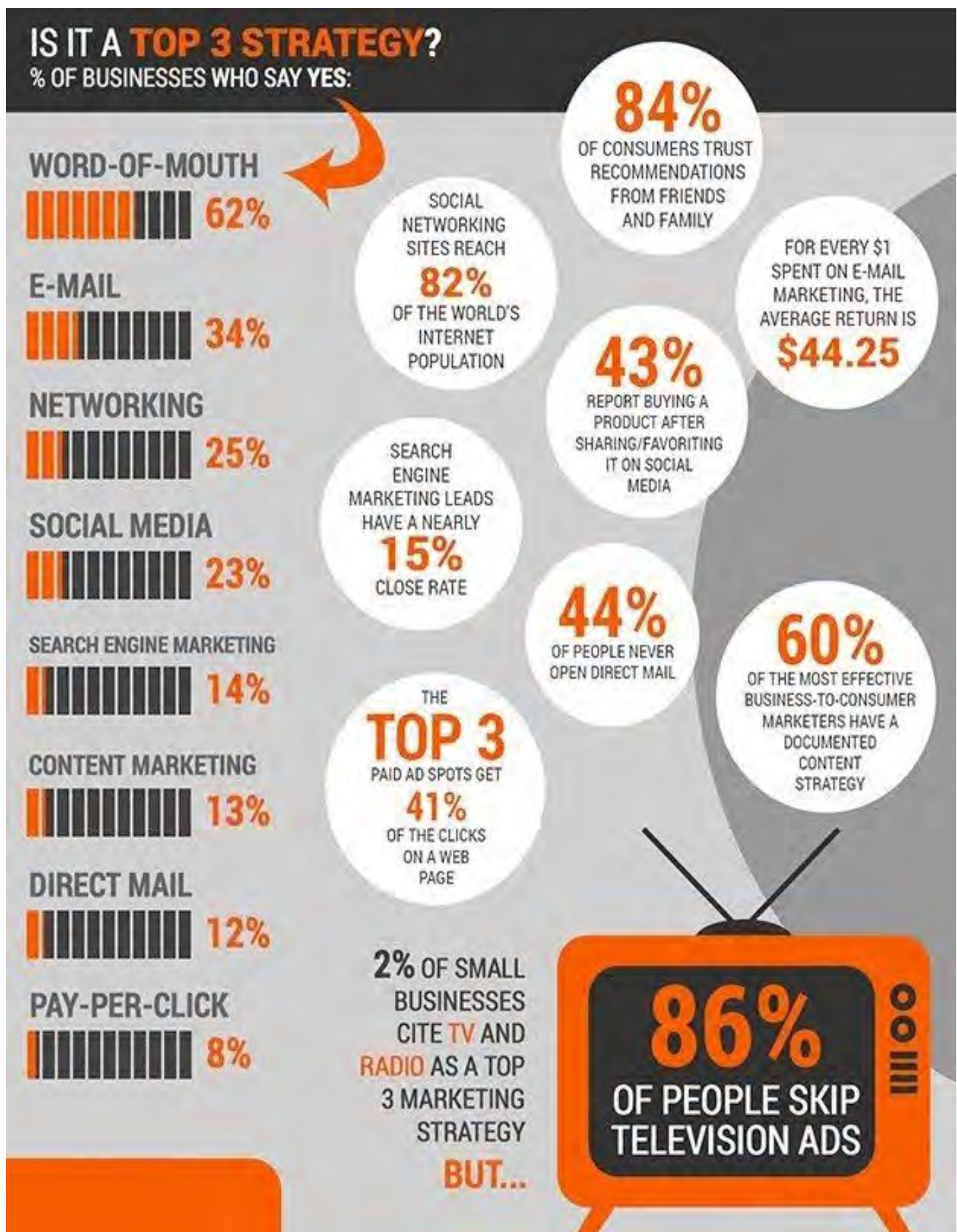
Social

- Demographic changes – population growth, age distribution, population density, geographic distribution
- Consumer attitudes - tastes and preferences
- Social influencers- role models, opinion leaders
- Shopping habits –preferred channels, channel switching, online & offline shopping

Technological

- Innovation, breakthroughs or technological developments
- New product materials or ingredients, new packaging solutions
- Improved production processes or business models
- New ways of transacting business
- New machinery or software

Most Effective Marketing Strategies



Social Media Marketing Plan

So now you need to create a **social media marketing plan**. No easy task, right?

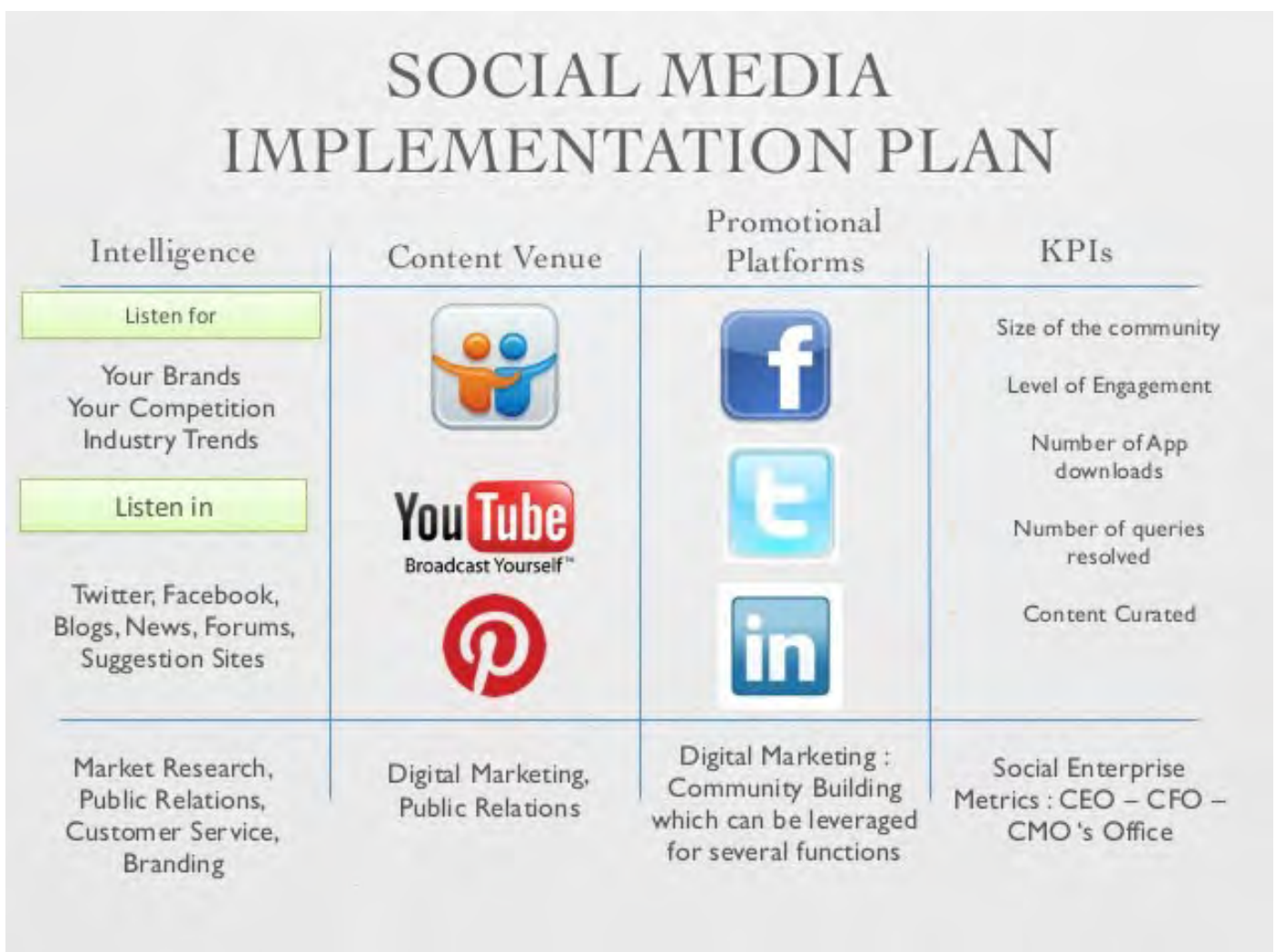
Many of us struggle to iron out exactly what that is, let alone how to build one from scratch.

Put simply, every action you take on social networks should be a part of a larger social media marketing strategy. That means every Facebook post, Tweet, reply, like and comment should all be guided by a plan and driving towards pre-determined goals. It might sound complicated, but if you take the time to create a comprehensive social media plan, the rest of your social efforts should follow naturally.

Everyone can do this if they approach it correctly.

Social media marketing plan should include a 6-step plan for creating your own : Social Media Marketing Plan.

1. Create social media objectives and goals;
2. Conduct a social media audit;
3. Create or improve your social accounts;
4. Get social media inspiration from industry leaders, competitors, clients;
5. Create a content plan and editorial calendar, and
6. Test, evaluate and adjust your social media marketing plan.



2017 Social Media Strategy

HOW WILL YOU BE DIFFERENT?

- Stand Out
- Ask For Testimonials
- Share Your Story
- Be Your Brand

WHEN WILL YOU COMMUNICATE?

- Times
- Days
- How Often Will You Post?
- Share Across All Social Media

WHO IS YOUR CUSTOMER?

- Gender
- Age
- Interests
- Employment Status
- Relationships

WHAT ARE YOUR GOALS?

- Increase Engagement
- Generate More Traffic
- Advertise Smarter
- Grow Sales Thru Social Media/Mobile

WHERE IS YOUR CUSTOMER?

- Online
- Locality
- Marketing Preferences
- Mobile or Desktop

Carrie On Marketing

Social media

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

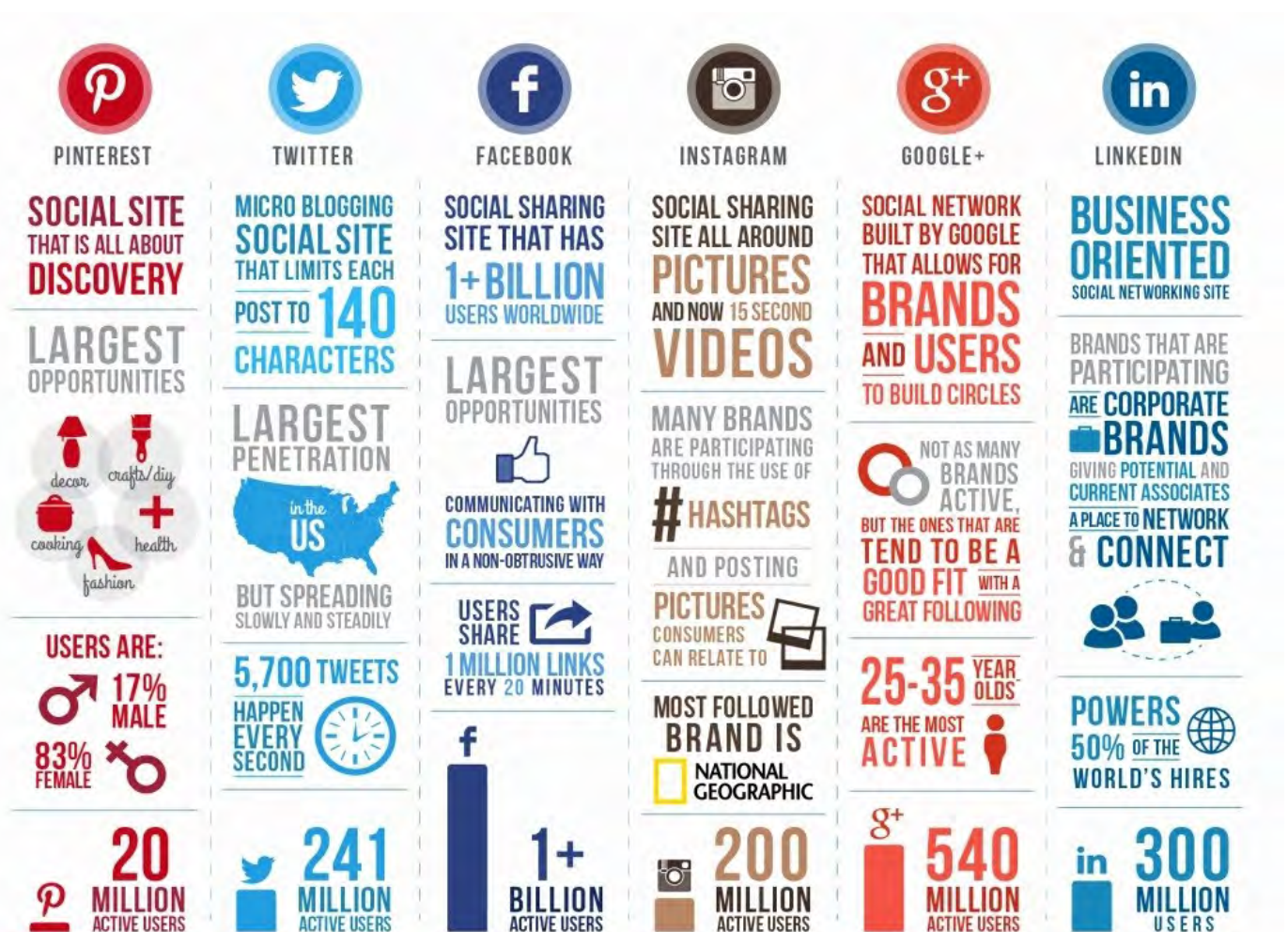
Social media have a history dating back to the 1970s.

Some social media sites have potential for content posted there to spread virally over social networks. In a social media context, content or websites that are "viral" (or which "go viral") are those with a greater likelihood that users will reshare content posted (by another user) to their social network, leading to further sharing.

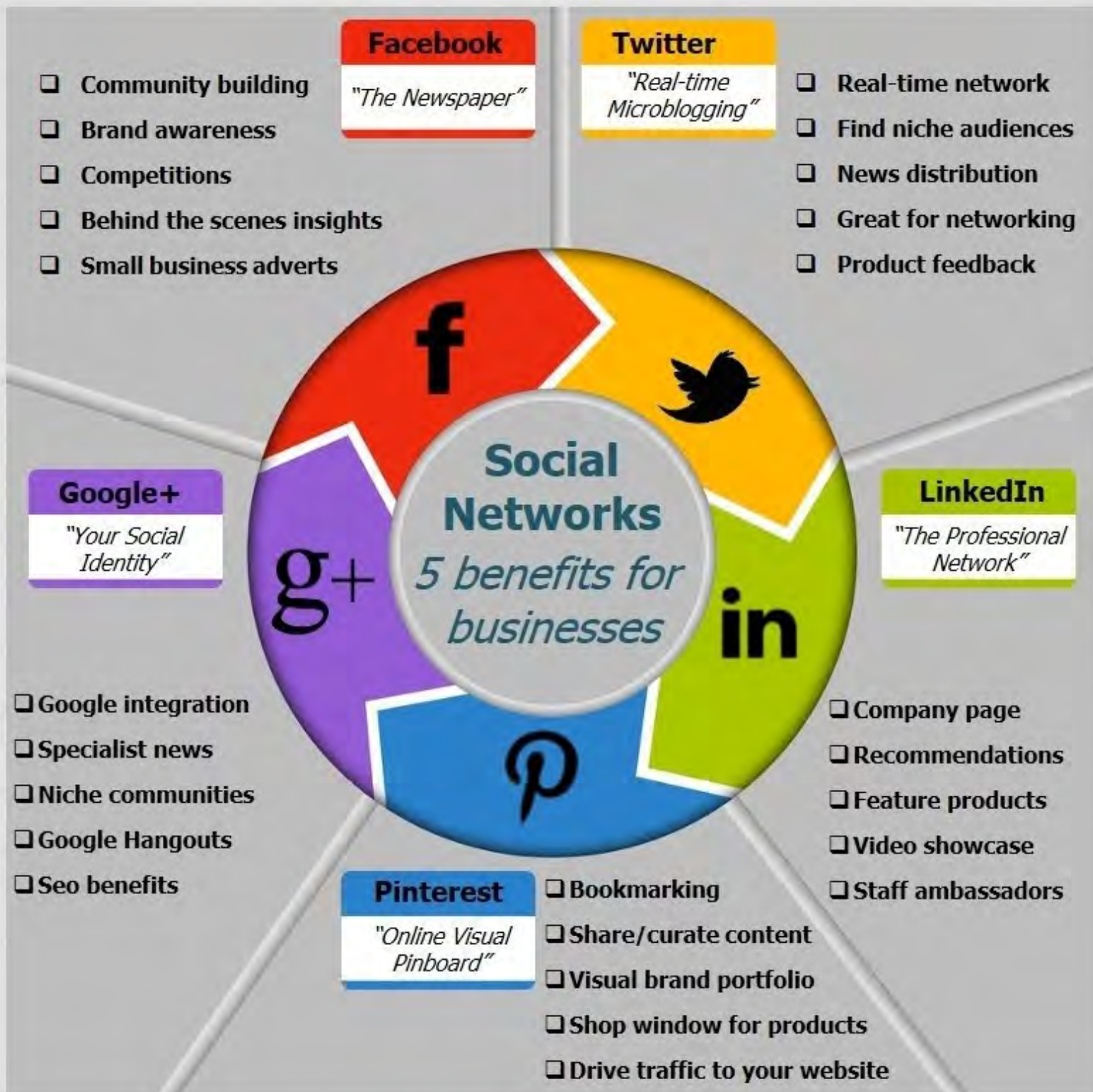
Many social media sites provide a specific functionality to help users reshare content, such as **Twitter's retweet button**, **Pinterest's pin function** or Facebook's share option function.

Businesses have a particular interest in viral marketing tactics because a viral campaign can achieve widespread advertising coverage (particularly if the viral reposting itself makes the news) for a fraction of the cost of a traditional marketing campaign, which typically uses printed materials, like newspapers, magazines, mailings, and billboards, and television and radio commercials.

Nonprofit organizations and activists may have similar interests in posting content on social media sites with the aim of it going viral.



Five ways to use Social Networks



Facebook

Facebook was launched on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes.

The founders initially limited the website's membership to Harvard students.

Facebook can be accessed from a large range of devices with Internet connectivity, such as desktop computers, laptops and tablet computers, and smartphones.

After registering, users can create a customized profile indicating their name, occupation, schools attended and so on. Users can add other users as "friends", exchange messages, post status updates, share photos, videos and links, use various software applications ("apps"), and receive notifications of other users' activity. Additionally, users may join common-interest user groups organized by workplace, school, hobbies or other topics, and categorize their friends into lists such as "People From Work" or "Close Friends". Additionally, users can report or block unpleasant people.

ts popularity has led to prominent media coverage for the company, including significant scrutiny over privacy and the psychological effects it has on users. In recent years, the company has faced intense pressure over the amount of fake news, hate speech and depictions of violence prevalent on its services, all of which it is attempting to counteract.

Facebook has more than 2.2 billion monthly active users as of January 2018.



facebook Marketing Strategies

FANS

- 1 Attract targeted fans ONLY
- 2 Fans who share expand reach
- 3 Engage w/fans - WOW them!
- 4 Speak your fans' language
- 5 Ask fans to Share your post
- 6 Boost posts for best reach
- 7 Mine Insights for fan data
- 8 Experiment w/ posts

ENGAGEMENT

- 9 Reward fans who tag your biz
- 10 Broadcast FB Live video
- 11 Tag brands in posts
- 12 Fan contest for sharing
- 13 Post compelling photo
- 14 Tag friends in comments
- 15 Keep text short, to the point
- 16 Add Like button to website

TIMELINE

- 17 851x315 Timeline dimension
- 18 180x180 Profile photo size
- 19 Add call-to-action button
- 20 Announce promotions here
- 21 Changes appear in newsfeed
- 22 Pinned posts = visibility
- 23 Capture contact info w/app
- 24 3 sec to tell people essentials

ADS

- 57 A MUST for 2017 to reach audience
- 58 Identify ad goal: traffic, lead, sale?
- 59 Boost Post is simplest way to start
- 60 Target people who know your brand
- 61 Local? Target geographically
- 62 Analyze ad reports to find best ROI
- 63 Adapt ads based on report analysis
- 64 Persistence: go from fan, to lead, to sale



INSIGHTS

- 25 Rank top posts by Reach/Shares
- 26 Note time of posts w/greatest Reach
- 27 Identify where Page Likes came from
- 28 "People Engaged" fans most valuable
- 29 Where are #28 located geographically?
- 30 Sched posts for best reach to #28
- 31 Identify most viewed Sections
- 32 Actions on Page tells you where people clicked

VISUAL CONTENT

- 49 Images, videos work best
- 50 Video gets HUGE reach
- 51 Livestream with FB Live
- 52 Use Canva.com for images
- 52 20% of image can be text
- 53 Add GIFs to attract attention
- 54 Meme images go viral
- 55 Post image: 400px square
- 56 Ad image: 1200x600 px

MONETIZATION

- 41 Get a targeted fan base
- 42 Display CTA on cover
- 43 Offer freebie as lead gen
- 44 Capture email for freebie
- 45 Integrate email marketing
- 46 Use targeted ads wisely
- 47 Review Insights monthly
- 48 Lead-to-sale takes time

LIVE VIDEO

- 33 Broadcast from any device
- 34 FB records, stores & posts video
- 35 Simplest way to do video
- 36 No editing, uploading necessary
- 37 Minimum video length = 4 minutes
- 38 FB automatically saves to Video page
- 39 Create video playlists
- 40 Repurpose live video to YouTube

facebook®

FOR BUSINESS

👍 WHY YOU NEED TO BE ON FACEBOOK!



facebook REACH!

Like · Comment

- 60%** OF FORTUNE 500 COMPANIES HAVE A FACEBOOK PAGE.
- 62%** OF MARKETERS SAID SOCIAL MEDIA BECAME MORE IMPORTANT IN THE LAST 6 MONTHS.
- 77%** OF B2C COMPANIES SAY THEY ACQUIRED NEW CUSTOMERS THROUGH FACEBOOK.
- 43%** OF B2B COMPANIES SAY THEY ACQUIRED NEW CUSTOMERS THROUGH FACEBOOK.



“LIKES” LEAD TO PURCHASES!

👍 6 Comment

- 👍 CONSUMERS WHO FOLLOWED A LINK TO A RETAIL SITE FROM FACEBOOK SPENT AN AVERAGE OF \$102.59.
- 👍 **56%** OF CUSTOMERS SAID THEY WERE MORE LIKELY TO RECOMMEND A BRAND.
- 👍 **51%** SAID THEY ARE MORE LIKELY TO PURCHASE A PRODUCT AFTER LIKING THE BRAND'S PAGE.



WOMEN & MOMS

DOMINATE!

Like · Comment

- 55% WOMEN / 45% MEN**
- 44%** OF MOMS PURCHASE MORE FROM BRANDS THEY “LIKE” ON FACEBOOK.
- 42%** OF MOMS HAVE MADE A PURCHASING DECISION FROM A RECOMMENDATION MADE ON A SOCIAL NETWORKING SITE.

2



Like · Comment

- ✓ INTERACT WITH CONSUMERS ON THEIR BRAND PAGE BY ANSWERING WALL POSTS & COMMENTS.
- ✓ POST ENGAGING CONTENT SUCH AS VIDEOS, PICTURES, EXCLUSIVE OFFERS & QUESTIONS.



4

AUDIENCE ENGAGEMENT ON facebook®

Like · Comment

- ➡ BRAND INTERACTION INCREASED BY **176%** THIS PAST YEAR!
- ➡ THE AVERAGE FACEBOOK USER HAS **130** FRIENDS AND “LIKE” **80** PAGES.
- 80%** OF SOCIAL MEDIA USERS IN THE U.S. PREFER TO CONNECT WITH BRANDS THROUGH FACEBOOK.

SOURCES:

Like · Comment

THESOCIALSKINNY.COM
SOCIALMEDIATODAY.COM
MASHABLE.COM
DIGITALBUZZBLOG.COM
SOCIALMEDIAEXAMINER.COM



Be Brief

The most engaging posts were less than 50 characters. Interactions dropped sharply when posts were longer.

Facebook dominates social media



Link to long articles

Posts sharing links got more engagement if the links were to posts of 1000-3000 words.



Use off-peak times

Posting when there is less competition in the newsfeed creates more engagement.

Many more than the % who use other networks.



Be visual

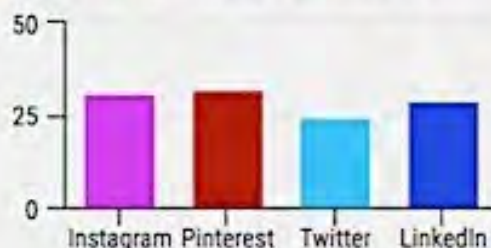
Video got more shares than all other post types



Ask questions

Questions got more Likes than all other post types

Percentage of online Americans using each social network in 2016*



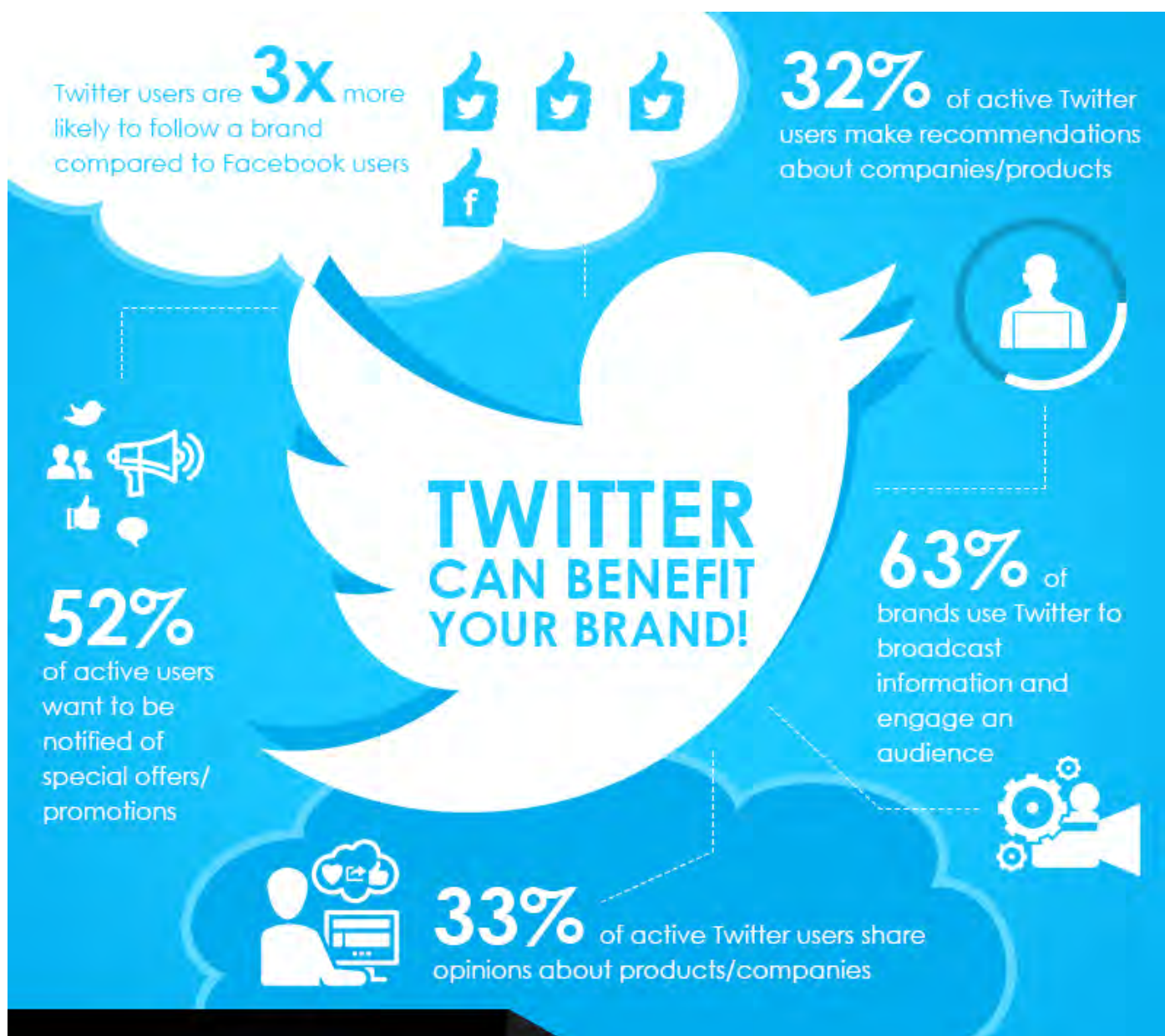
Twitter

Twitter is an American online news and social networking service on which users post and interact with messages known as "tweets". Tweets were originally restricted to 140 characters, but on November 7, 2017, this limit was doubled for all languages except Chinese, Japanese, and Korean.

Registered users can post tweets, but those who are unregistered can only read them.

Users access Twitter through its website interface, through Short Message Service (SMS) or mobile-device application software ("app"). Twitter, Inc. is based in San Francisco, California, and has more than 25 offices around the world.

Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams and launched in July of that year.





STEPS TO BUILDING A WINNING TWITTER MARKETING STRATEGY



CONSTRUCT A DETAILED TWITTER MARKETING STRATEGY

By planning out what you will tweet everyday, it becomes easier to gage what's working in your Twitter marketing strategy and what isn't.



TREAT PEOPLE LIKE PEOPLE WHEN MARKETING ON TWITTER

Reach out. Spend a little time each day, a few times a day, to read through your Twitter feed and answer questions, make comments on tweets, or share content.

SET UP LISTS TO USE IN YOUR TWITTER MARKETING STRATEGY

Twitter Lists can be extremely powerful to developing a successful Twitter marketing strategy that is hitting it's goals.



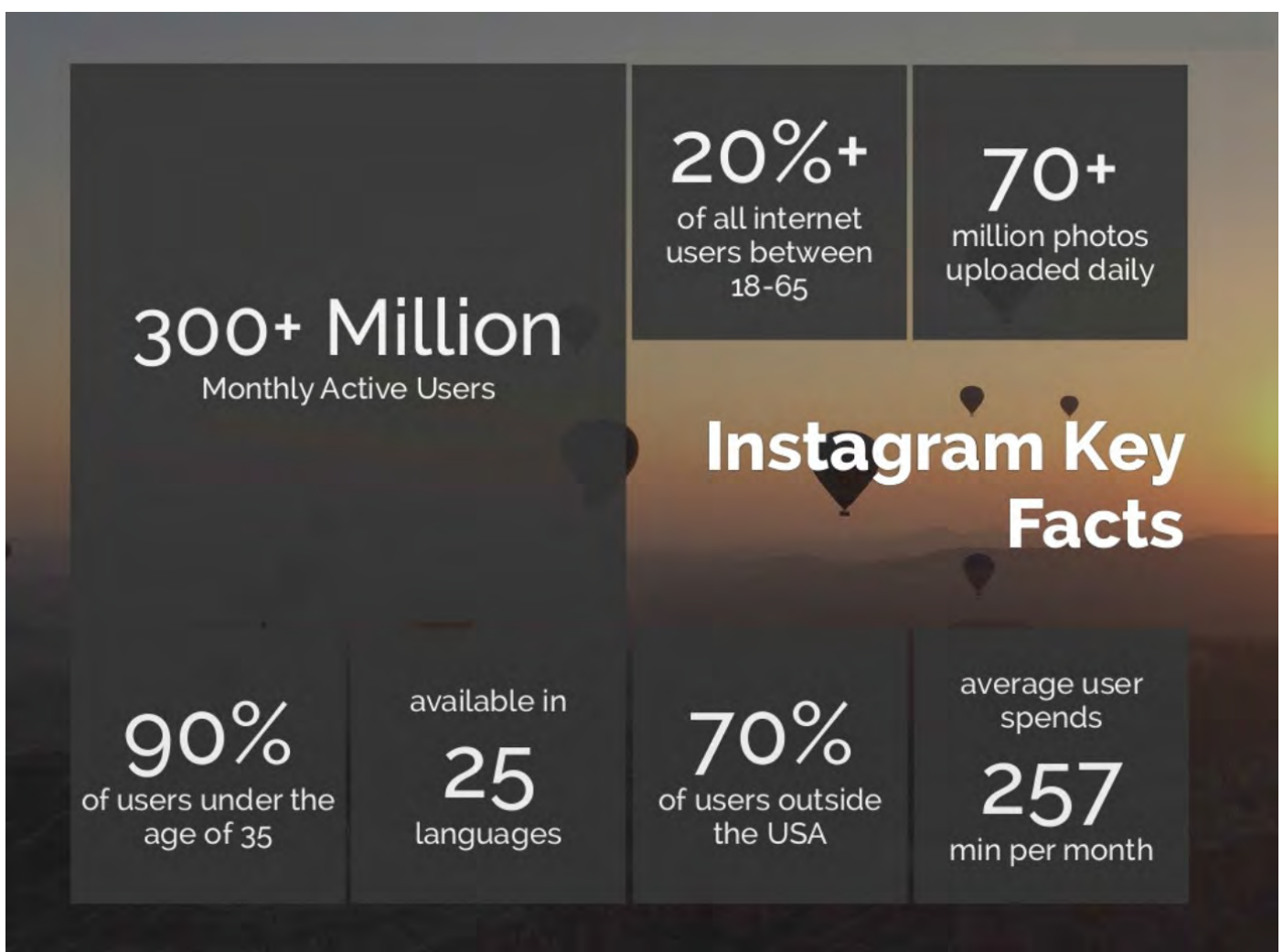
Instagram

Instagram (also known as IG) is a photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010 exclusively on iOS. A version for Android devices was released a year and 6 months later, in April 2012, followed by a feature-limited website interface in November 2012, and apps for Windows 10 Mobile and Windows 10 in April 2016 and October 2016 respectively.

The app allows users to upload photos and videos to the service, which can be edited with various filters, and organized with tags and location information. An account's posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content. Users can "like" photos, and follow other users to add their content to a feed.

The service was originally distinguished by only allowing content to be framed in a square (1:1) aspect ratio, but these restrictions were eased in 2015. The service also added messaging features, the ability to include multiple images or videos in a single post, as well as "Stories"—similar to its main competitor Snapchat—which allows users to post photos and videos to a sequential feed, with each post accessible by others for 24 hours each.

After its launch in 2010, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and ultimately 800 million as of September 2017.



Does Instagram Mean Insta-Results?



Instagram has exploded on the social media scene - should businesses market with Instagram?

Look at the facts...

More than 50 million users in the last 2 years

It's Extremely Interactive...

There are 575 likes and 81 comments by Instagram users every second.

300 million photos uploaded to Facebook every day via Instagram

Instagram Users Like to Share...

Over one billion photos have been uploaded to the social network

Interact with Consumers

Engagement Is High & Users Are Active, Even On the Go...

22%

of users share photos fairly often

3%

of users share photos daily.

22%

of users use a mobile phone to upload their photos



What is your business doing to interact with the 50 million users on Instagram?

Pinterest

Pinterest is a web and mobile application company that operates a software system designed to discover information on the World Wide Web, mainly using images and, on a smaller scale, GIFs and videos. The site was founded by Ben Silbermann, Paul Sciarra and Evan Sharp. Pinterest has reached 250 million monthly active users as of October 2018.

Pinterest CEO Ben Silbermann summarized the company as a "catalogue of ideas" that inspires users to "go out and do that thing," rather than as an image-based social network.

In one case study of a fashion website, users visiting from Pinterest spent \$180 compared to \$85 spent from users coming from Facebook. These users spent less time on the company's website, choosing instead to browse from the company's pinboard.

Further brand studies have continued to show Pinterest is more effective at driving sales than other forms of social media.



Top Reasons to use PINTEREST!

- 1 Fastest growing social network
- 2 The best visual tool for customers
- 3 Killer way to host a contest
- 4 SEO Benefits - Keywords + Hashtags
- 5 Allows you to enhance your Brand image
- 6 Pins created from your site, link back to that page.
- 7 Ability to pin videos and vlog posts.
- 8 Tell your Brand's story with boards and pins.
- 9 Users are ACTIVE!
- 10 Allows for you to crowdsource and do market research
- 11 Display your products and drive more sales
- 12 A new way to connect, comment, like, and network
- 13 Integrates with other social networks and your website!
- 14 INSPIRATION

Youtube

YouTube, LLC is an American video-sharing website headquartered in San Bruno, California. Three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—created the service in February 2005. Google bought the site in November 2006 for US\$1.65 billion; YouTube now operates as one of Google's subsidiaries.

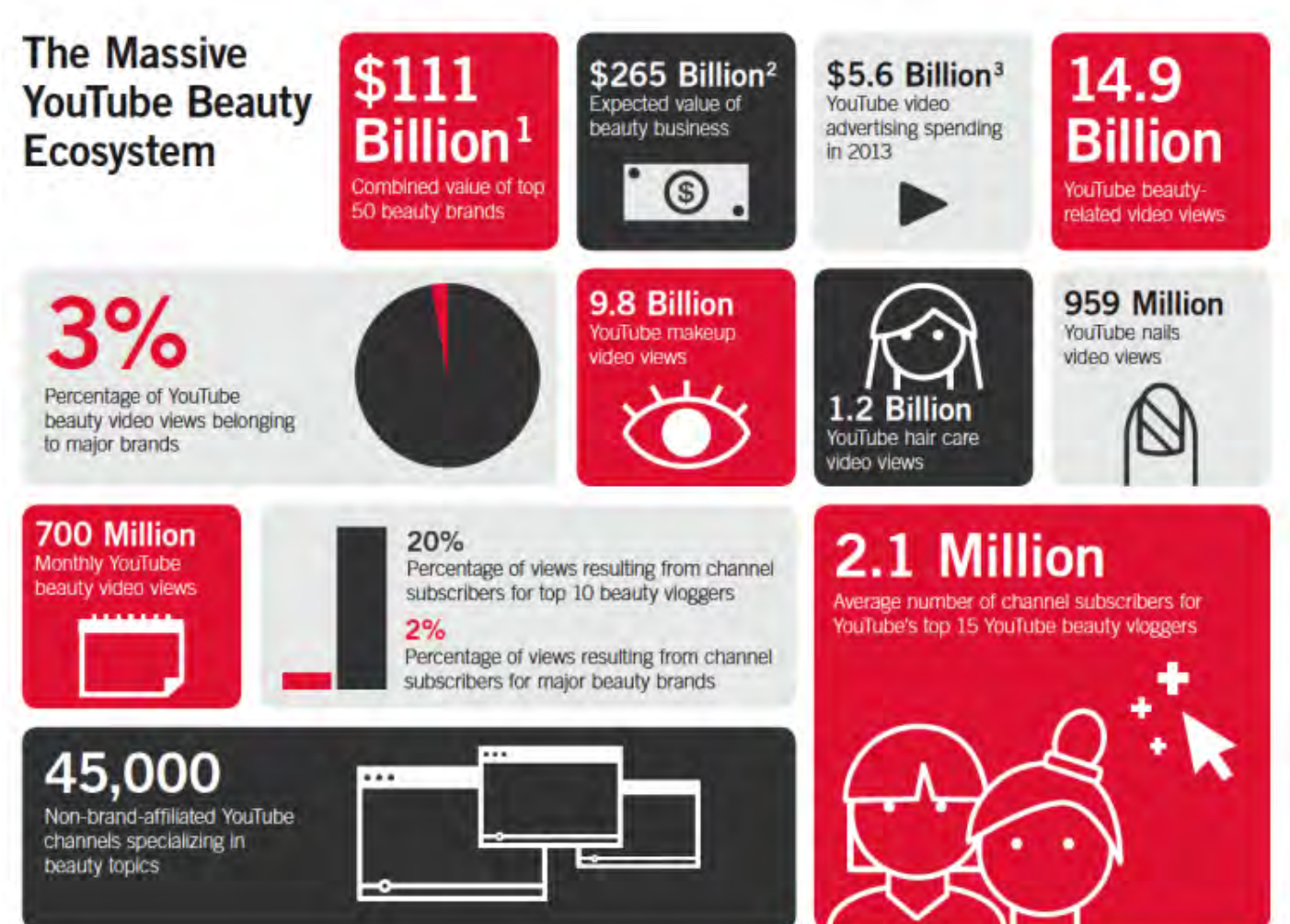
YouTube allows users to upload, view, rate, share, add to favorites, report, comment on videos, and subscribe to other users.

It offers a wide variety of user-generated and corporate media videos.

YouTube earns advertising revenue from Google AdSense, a program which targets ads according to site content and audience. The vast majority of its videos are free to view, but there are exceptions, including subscription-based premium channels, film rentals, as well as YouTube Premium, a subscription service offering ad-free access to the website and access to exclusive content made in partnership with existing users.

As of February 2017, there were more than 400 hours of content uploaded to YouTube each minute, and one billion hours of content being watched on YouTube every day.

As of August 2018, the website is ranked as the second-most popular site in the world, according to Alexa Internet.



You **Tube** BY THE NUMBERS

AUSTRALIAN EDITION



30% of online content is video content.
that figure will soon increase to **90%**

10.5 million Australians watch video content online.



48

hour's worth of video is uploaded to YouTube **EVERY MINUTE.**



MOST TRAFFIC OCCURS AT:

6-8pm weekdays

8-11pm weekends

150

year's worth of YouTube video has been watched through Facebook.

1 in 4

YouTube videos are shared with friends



400

tweets each minute contain a YouTube link.

Google+

Google Plus (stylized as Google+) is an Internet-based social network that is owned and operated by Google. The service, Google's fourth foray into social networking, experienced strong growth in its initial years, although usage statistics have varied, depending on how the service is defined. Three Google executives have overseen the service, which has undergone substantial changes leading to a redesign in November 2015.

On October 8, 2018, Google announced that it was shutting down Google+ for consumers, citing low user engagement and a software error, first reported by *The Wall Street Journal*, that potentially exposed the data of hundreds of thousands of users.

Google indicated that Google+ would operate until August 2019, allowing users to download and migrate their information.

Google+ is the company's fourth foray into social networking, following Google Buzz (launched 2010, retired in 2011), Google Friend Connect (launched 2008, retired by March 1, 2012), and Orkut (launched in 2004, as of 2013 operated entirely by subsidiary Google Brazil – retired in September 2014).

Google+ launched in June 2011. Features included the ability to post photos and status updates to the stream or interest-based communities, group different types of relationships (rather than simply "friends") into Circles, a multi-person instant messaging, text and video chat called Hangouts, events, location tagging, and the ability to edit and upload photos to private cloud-based albums.

THE 5 MUST HAVE COMPONENTS OF YOUR GOOGLE+ LISTING

Google+

HAVING A COMPLETE, ACCURATE, AND OPTIMIZED GOOGLE + LISTING CAN MEAN THE DIFFERENCE BETWEEN REAPING SOME MAJOR REWARDS FROM YOUR INTERNET MARKETING EFFORTS AND GOING COMPLETELY UNNOTICED.

HERE ARE FIVE MOST IMPORTANT COMPONENTS OF YOUR GOOGLE+ LISTING:

- 1. KEYWORD-RICH BUSINESS DESCRIPTION**
 YOUR BUSINESS DESCRIPTION SHOULD BE CONCISE, INFORMATIVE, AND EASY TO READ AND UNDERSTAND.
- 2. PRODUCT AND SERVICE KEYWORDS**
 BE SPECIFIC ABOUT PRODUCTS AND SERVICES YOU OFFER, AND USE STRONG KEYWORDS WHEN DESCRIBING THEM.
- 3. ACCURATE AND THOROUGH BUSINESS INFORMATION**
 YOU SHOULD TAKE THE TIME TO FILL IN EVERY SINGLE SPACE WHEN IT COMES TO COMPLETING YOUR BUSINESS LISTING.

 DON NOT LEAVE ANYTHING BLANK, AND BE AS CONCISE AND ACCURATE AS POSSIBLE.
- 4. PHOTOS AND VIDEOS**
 GOOGLE+ ALLOWS YOU TO UPLOAD A NUMBER OF PHOTOS AND VIDEOS.

 WEB SURFERS ARE MORE RESPONSIVE TO IMAGES.
- 5. POSITIVE CUSTOMER REVIEWS**
 YOUR GOOGLE + LISTING INCLUDES A CUSTOMER REVIEW SECTION.

 ENCOURAGE YOUR CUSTOMERS TO LEAVE A POSITIVE ONE.

Marketing Success with Google+

Google+ isn't just for tech geeks and Google darlings anymore. It has an active user base that rivals YouTube and surpasses Twitter¹, and it's increasing rapidly. If you're not already on the newest social network, it's time to be introduced.

20 MILLION
people use Google+ mobile monthly

More than 4.7 million people have City Kawasaki in one of their circles.

RECOMMENDATIONS
Recommendations ("+1") from Google+ contacts will appear in your Google search results, on Google Maps or in Google's Play store for apps, music and books.

Active user base grew by 33% between June 2012 and March 2013.

CIRCLES
Contacts are grouped in Circles, which are similar to groups in Gmail. Information and media can be shared with specific Circles with clear parameters for privacy.

IMAGES

Your Google+ profile includes a tight integration with Google's photo service, Picasa, and offers substantial photo and video storage.

HANGOUTS

Google+ chat and live video are called Hangouts. Up to ten people can 'hang out' at one time via high-quality video. Hangouts On Air can be broadcast live via YouTube to an audience internet-wide.

COMMUNITIES

Communities is a platform for discussion groups, public or private, and is already home to a growing list of industry and customer groups.

80:20

The golden rule of content is to share 80% about the customer and 20% about sales.

CONTENT

Build and share relevant, interesting content that benefits your page visitors.

Engage Effectively on Google+

HANGOUTS

Broadcast Hangouts on Air to promote video content and cross-post between Google+ and YouTube.

COMMUNITY

Find and participate in Communities that already have fans or power users.

OFFERS

Use Offers to provide email or in-store discounts via the Google Offers app.

Anatomy of a Google+ Business Page



COVER PHOTO
Visually represent your business.

TAGLINE

A one-sentence description of your business.



INTRODUCTION

Tell your story in a few paragraphs.

NAP

Enter your Name, Address and Phone exactly as it appears on your website.

CONTACT

Email address, links to your website and any additional links or information.



Google+ is the second largest social network.

35% of business marketers in the U.S. used Google+ to drive sales in the last month.

38% of Google+ users have used the platform daily.

FIRST LEARN
THEN REMOVE "L"

Recommendation

Let's face it, it's 2018 and we all have a pretty good understanding of social media and how it works, right?

But what if we told you that Twitter has 6 different forms of communication networks or that Facebook is most active on Fridays, do you still think that you're a social media guru?

Allow us to illustrate the true importance of social media marketing and the online marketing services we offer to ensure you to stay on top of your game.

Let's go back to the drawing board. What is marketing?

As highlighted by the AMA, Marketing is the activity and process for creating; communicating and delivering offerings that have value to customers.

Now look at social media marketing. Social Media Today argue that the purpose of social media marketing **is to build a brand and increase a brand's visibility, through building relationships and communicating with potential customers.**

The two seem to go hand-in-hand. But you may still be wondering, why social media?

"Social networks are one of the fastest growing industries in the world".

This statement does seem to be thrown around quite frequently with anything internet marketing related these days. However with a projected 25.0% annual growth over the next 5 years, it is definitely be time to start investing in social media **if you haven't already.**

This is so important we've added a fancy tweet-this box **below....** partly to show off, partly to make it easy for you to share it!





SOCIAL MEDIA MARKETING

is a form of online marketing that brings social networking websites into service as a marketing tool.



SOCIAL MEDIA

for Youth workers



OF ALL INTERNET USERS
ARE NOW ACTIVE ON
SOCIAL MEDIA.

VISUAL DATA
IS PROCESSED

60,000

TIMES FASTER
BY THE BRAIN
THAN TEXT.



OF CONSUMERS
SEARCH FOR
LOCAL BUSINESSES
ONLINE.



TIMING IS EVERYTHING

THE BEST TIME TO POST IS:



6-8 AM
2-5 PM



1-3 PM



2-4 PM
8-11 PM



5-6 PM



9-1 AM



7-9 AM
5-6 PM

WHO ARE THEY?



OF INTERNET USERS
AGE 65+
USE FACEBOOK



WOMEN ARE
4 TIMES MORE
LIKELY TO BE
PINTEREST USERS
THAN MEN.



OF INTERNET USERS
AGE 50+
USE PINTEREST



OVER 90%
OF PEOPLE WHO
USE INSTAGRAM
ARE UNDER THE
AGE OF 35.



OF LINKEDIN USERS
ARE AGE 35
OR OLDER



1. IF ALL YOU DO IS RESPOND TO COMPLAINTS, THAT'S ALL PEOPLE WILL SEND YOU.

2. **STOP & ASK**
Would an **ACTUAL** person talk that way?

3. **EVERYONE SAYS THEY DON'T WANT TO BE MARKETING TO.**
REALLY, THEY JUST DON'T WANT TO BE TALKED DOWN TO.

4. THE CONSUMER IS OUT FOR HIMSELF, NOT FOR YOU.

5. AS MONETIZATION ATTEMPTS GO UP, CONSUMER EXPERIENCE GOES DOWN.

6. DON'T TRY TO BE CLEVER. **BE CLEVER.**

7. **SOCIAL IS 24/7.**
NOT A ONE-TIME STUNT.

8. **Always WRITE BACK.**

9. **HAVE AN ROI. HAVE AN ROI. HAVE AN ROI.**

10. **PEOPLE WOULD RATHER TALK TO**
"Comcast Melissa"
THAN
"COMCAST"

11. SOLVE PROBLEMS FOR PEOPLE WHO **TALK ABOUT YOU**, EVEN IF THEY DON'T **ADDRESS YOU.**

12. Not everything will work, and **THAT'S FINE.**

13. EMBRACE **NEGATIVE CONTENT** ABOUT YOUR BRAND.

14. **EVERYONE'S AN INFLUENCER.**

15. If fans distribute your content without your permission, **OFFER TO HELP.**

16. IT'S OKAY TO **DRIVE PEOPLE TO YOUR SITE** INSTEAD OF FACEBOOK'S.

17. **UPDATE YOUR PAGE OR DELETE IT.**

18. **Don't make people do X, Y, then Z. STICK WITH X.**

19. **LAST YEAR: Pump out content. THIS YEAR: Optimize content.**

20. **BECOME BFFS** with your **FACEBOOK REPS.**

21. **SOCIAL MEDIA DOESN'T EXIST IN A VACUUM. MAKE TRADITIONAL MEDIA AND SOCIAL WORK TOGETHER.**

22. Desktop is conquered territory. **MOBILE IS THE BATTLEFIELD.**

23. IF YOU DON'T SEE **FINANCIAL RESULTS**, **YOU WASTED YOUR MONEY.**

24. **PEOPLE FIGHT FOR THEIR PRIVACY.**

25. THE ONLY WAY TO SCALE WORD OF MOUTH: **PAID ADVERTISING.**

26. **HAVE A CRISIS PLAN.**

27. **DON'T USE ADS TO PROP UP BORING CONTENT. USE ADS TO ACCELERATE SUCCESSFUL CONTENT.**

28. **FORGET INDIVIDUALS. YOU'RE CREATING CONTENT THAT ENCOURAGES GROUPS TO FORM.**

29. *People don't want to shop where they socialize.*

30. **CONTESTS AND SWEEPSTAKES ARE FINE, IF YOU WANT TO ENCOURAGE SHORT RELATIONSHIPS.**

31. People care what you had for breakfast—*if you're a food brand.*

32. **PINTEREST WORKS.**

33. **YOUR FANS OWN YOUR BRAND.**

34. IF YOU'RE BORED BY SOCIAL MEDIA, IT'S BECAUSE YOU'RE TRYING TO GET MORE VALUE THAN YOU CREATE.

35. Think past vanity metrics like **FOLLOWERS.**

36. **IT'S AN ORGANISM, NOT A PROCESS.**

TO RAISE THE BAR

Note:

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself." ~ Peter F. Drucker

"The sole purpose of marketing is to sell more to more people, more often and at higher prices. There is no other reason to do it." ~ Sergio Zyman

"The aim of marketing is to make selling superfluous." ~ Peter Drucker

"What really decides consumers to buy or not to buy is the content of your ad-vertising, not its form." ~ David Ogilvy

"Instead of one-way interruption, web marketing is about delivering useful content at precisely the right moment when a buyer needs it." ~ David Meerman Scott, Author, *The New Rules of Marketing and PR*

"Business has only two functions – marketing and innovation." ~ Milan Kun-dera (Most people attribute this to Peter Drucker who clearly borrowed from the author of *The Unbearable Lightness of Being* when he said:)

"Because it is its purpose to create a customer, any business enterprise has two – and only these two – basic functions: marketing and innovation." ~ Peter Drucker

"Don't find customers for your products, find products for your custom-ers." ~ Seth Godin

"Either write something worth reading or do something worth writing." ~ Benjamin Franklin

"Marketing is too important to be left to the marketing department." ~ David Packard

"Content is King!" ~ Bill Gates

"If you have more money than brains you should focus on outbound marketing. If you have more brains than money, you should focus on inbound marketing." ~ Guy Kawasaki

"Marketing wants 'Mr. Right' but Sales but wants 'Mr. Right Now'" ~ Un-known

"Markets are conversations." ~ Levine, Locke, Searls and Weinberger in *The Cluetrain Manifesto*

"What helps people, helps business." ~ Leo Burnett

"The aim of marketing is to get customers to know, like and trust you." ~ Un-known

"Advertising in the final analysis should be news. If it is not news it is worth-less." ~ Adolph Ochs

"The purest treasure mortal times can afford is a spotless reputation." ~ Wil-liam Shakespeare

"Man's mind, once stretched by a new idea, never regains its original dimen-sions" ~ Oliver Wen-dell Holmes



"Marketing takes a day to learn. Unfortunately it takes a lifetime to master."

- Phil Kolter

Note:

Note:



If a nation values anything more than freedom, it will lose its freedom: and the irony of it is that if it is comfort or money that it values more, it will lose that, too.
– *W. Somerset Maugham*

Note:

Note:



I have not failed. I've just found 10,000 ways that won't work.
— *Thomas Edison*

Note:

Note:



The poetry of the earth is never dead.
- *John Keats*

Note:

Note:



There are dark shadows on the earth, but its lights are stronger in the contrast.

- *Charles Dickens*

Note:

Note:



Success is not the key to happiness. Happiness is the key to success.
If you love what you are doing, you will be successful.
– *Albert Schweitzer*

8. Conclusion

Note:



Things do not change; we change.
– Henry David Thoreau

Note:

This project is being implemented by Association for research, education and development „Marketing Gate” - Skopje.



Project coordinator: Panche Jovanovski

Contact Email:

marketingporta@gmail.com

contact@marketinggate.org



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YOU LEAD



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Marketing
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