

Should not mingle design
Should not mingle Photoshop
Should not mingle photography
Should not mingle programming
Put cheap advertising, start USD1/day
Can reach thousands of audience



SOCIAL MEDIA MARKETING

— @SUDARMASTER —





Should not mingle design
Should not mingle to operate
Should not mingle photography
Should not mingle programming
Put cheap advertising, start USD1/day
Can reach thousands of audience

SOCIAL MEDIA MARKETING

for Beginner



  sudarmaster

Social Media Marketing

Should not mingle design
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Put cheap advertising, start USD1/day
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@sudarmaster

Introduction

If I, usually pake cheap, using Facebook Ads. Most High, Facebook page which I manage, around 1.400s. With the help of facebook ads, post highest i able to reach 17,574 people, 2245 engagement, 2,112 click, only with cost of \$1. The more interesting matter post, of course can be more than that.

Practical Guide discussed here. It is very suitable for beginners.

Good luck!

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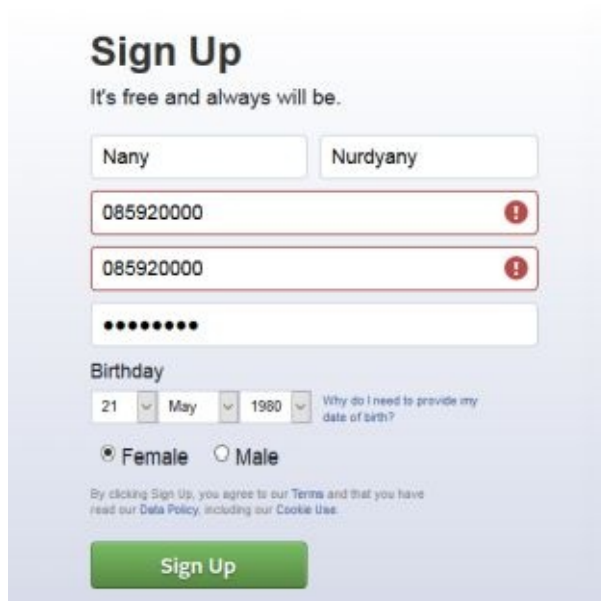
[Writer](#)

Installing the advertisements on Facebook & Instagram

Create a Facebook account


For that already have an account, can pass through this process.

Complete the form and then click Sign Up.



Sign Up
It's free and always will be.



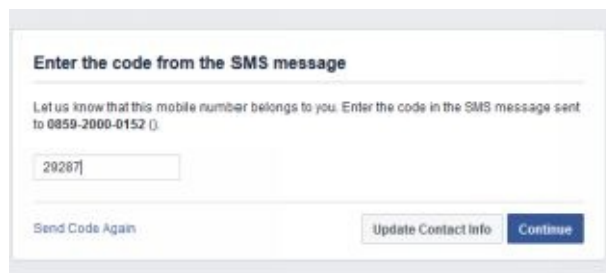


Birthday
 Why do I need to provide my date of birth?

☒ Female ☐ Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Policy](#), including our [Cookie Use](#).

Enter the confirmation code and click Continue.

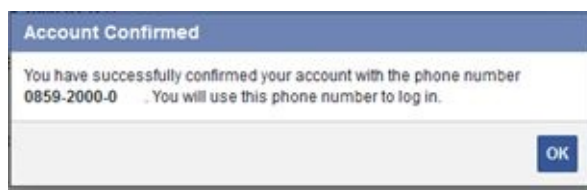


Enter the code from the SMS message

Let us know that this mobile number belongs to you. Enter the code in the SMS message sent to 0859-2000-0152 ().

[Send Code Again](#) [Update Contact Info](#)

Click OK.



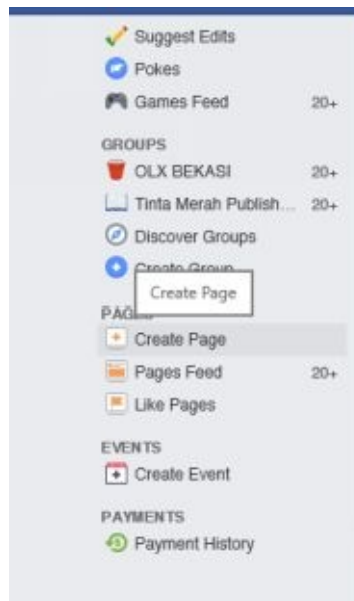
Account Confirmed

You have successfully confirmed your account with the phone number **0859-2000-0**. You will use this phone number to log in.

Create a Facebook Page

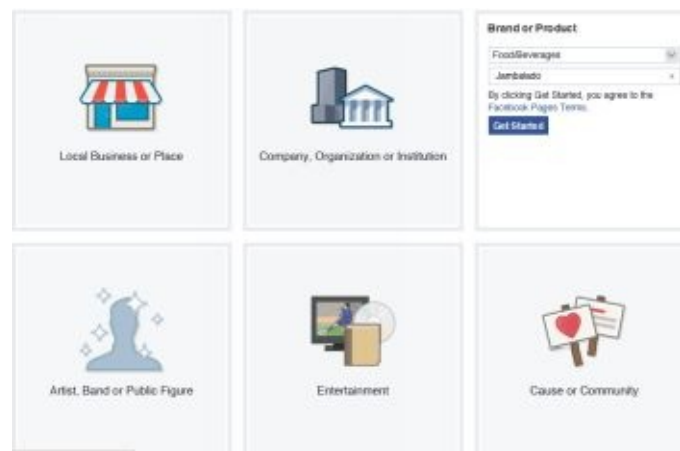
for installing the advertisements on facebook, we must have the page (page) facebook. If you do not already have, can make with the way as follows.

Log in to Facebook and click Create Page in the left menu.



Select the appropriate page category types of your business.

Click Get Started.



The contents of your page information.

Click Save Info.

Set Up Jambalado

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by an asterisk (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

140

Website (or: your website, Instagram, Twitter or other social media links)


Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

Need Help? Skip Save Info

Enter a photo and click Next.

Set Up Jambalado

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience



Upload From Computer Import From Website

Next

Click Skip.

Set Up Jambalado


1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

FAVORITES

- News Feed
- Messages
- Events

3

Add your Page to your favorites to easily access it anytime.

 Jambalado

Add to Favorites

Skip

Click Save.

Set Up Jambalado

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience

Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.

Locations ⓘ Everyone in this location ▼

📍 Include ▼ Add locations

Add Bulk Locations...

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Interests ⓘ Search interests | Suggestions | Browse

Languages ⓘ Enter a language...

hp?page_id=1657137027943068&step=preferred_audience&migration=0

Skip

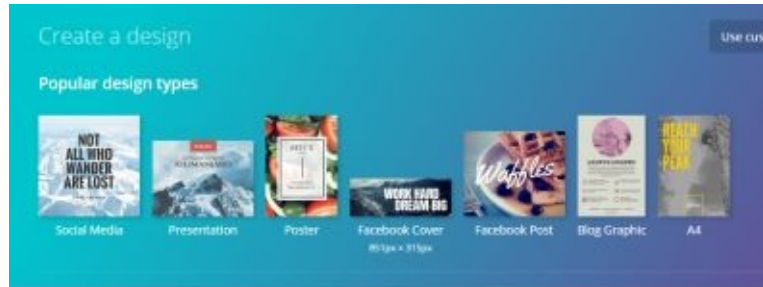
Save

Create Cover

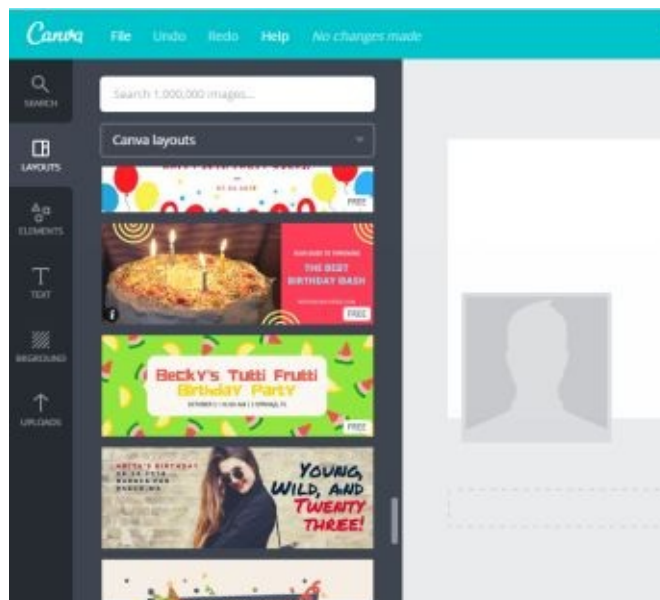
After creating the page, the next step is to make the cover is interesting. You must not mangle or design to operate. With the help of canva.com, can make cover or any design quickly and easily.

Open canva.com and register.

After you log in, select Facebook Cover.



Many free templates that are provided. Select one. We can also choose the paid, after photos we change, usually so free.



Change photos and text to suit your needs.



Drag and drop the picture/photo from your computer.



Drag and drop the photo already is uploaded to the photo will be replaced.



Double click the photo and slide to adjust the position so that more suitable. If already, click ceklis.



To add text, select the menu Text. We can choose the template or plain text that provided in canva.



Type the text that will be displayed.



We can change the font type, size, color, etc..



Slide to the desired position.



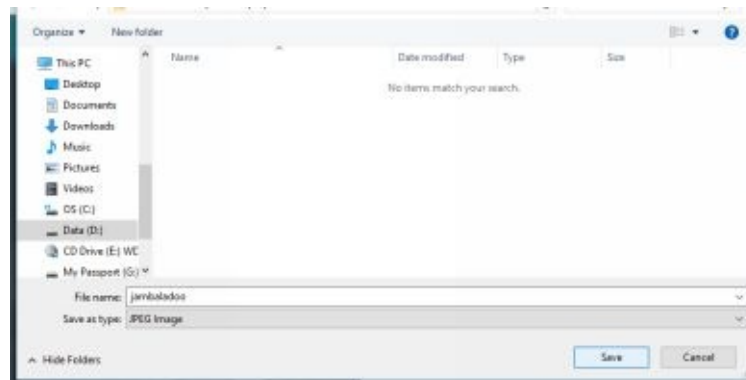
The results like this.



If it sure finished, click Download and select the file types that cool. If for the purpose of the web, select jpeg. If for the purpose of printed, should select png.



Save on your computer.



Return to the Facebook page.

Click Add a Cover > Upload a Photo.



Select pictures that were created and click Open. The result as follows.

Click Save Changes.



Click Add Contact Info.



The contents of a contact and then click Update.

Add Contact Info

Phone: 085920000***
☐ No phone

Website: jambaladoo.xxx
☐ No website

Email: email@jambaladoo.xxx
☐ No email

Address: Jl. Jambal No. 80 (7)
City/Town: Bogor, Indonesia
Postal Code: 16013

Note: If you add a valid address, people will be able to see and check in to your Page using Facebook Places.

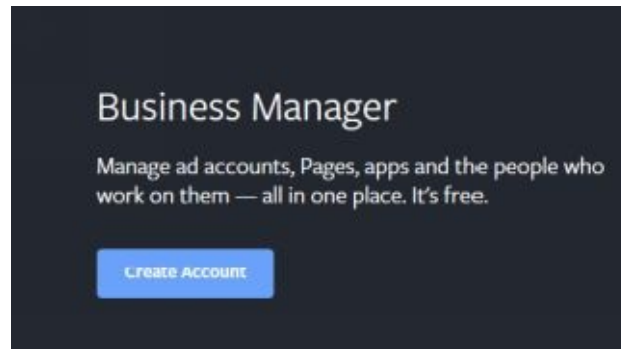
Update

Installing the advertisements on Facebook

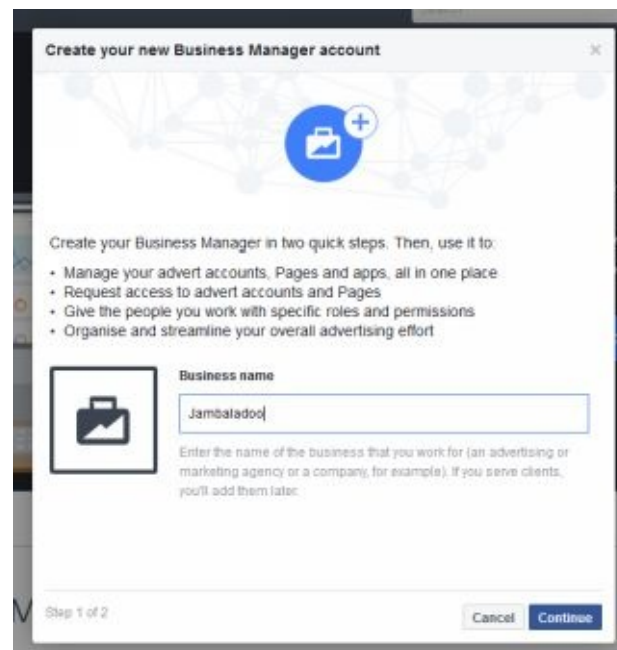
After creating the page, we can install the advertisements on Facebook and Instagram.
The way as follows.

Open <http://business.facebook.com>.

Click Create Account.



Type the name of the business and then click Continue.



The contents of the profile and click Finish.

Create Your Profile

Nothing from your personal Facebook profile will show in Jambaladoo to employees.

SS

First name
Sudarma

Last name
Sopian

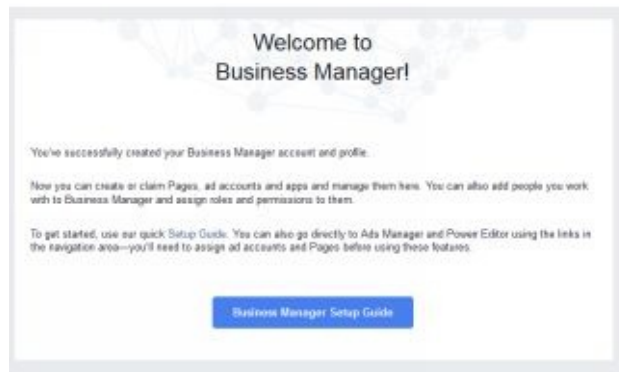
Your business email
sudamaster@gmail.com

This is the email that we use to send you notifications about your business.

Step 2 of 2

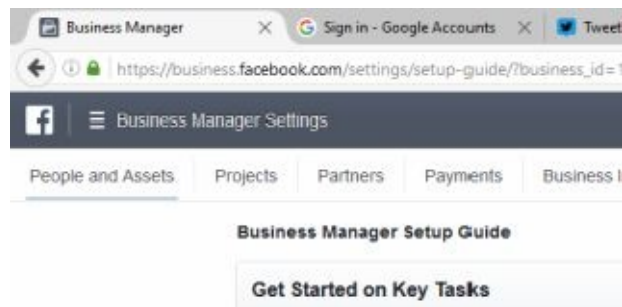
Back Finish

Click Business Manager Setup Guide to read the full guide.

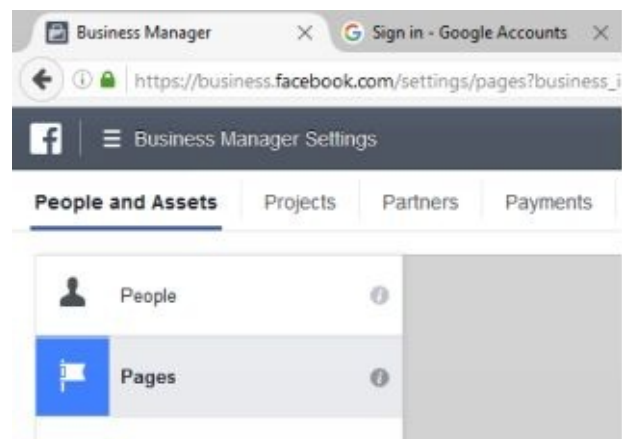


Add Asset

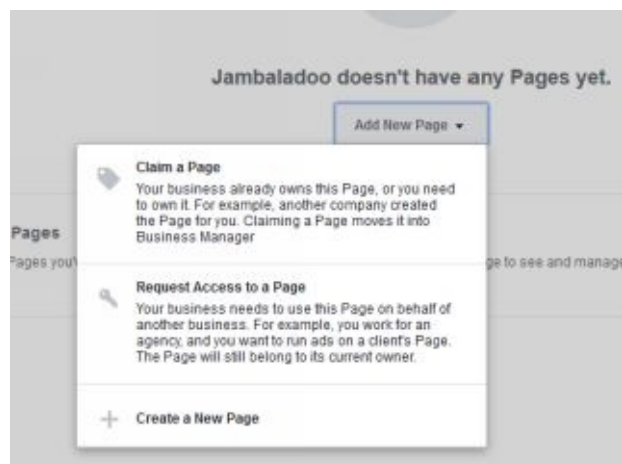
Click People and Asset.



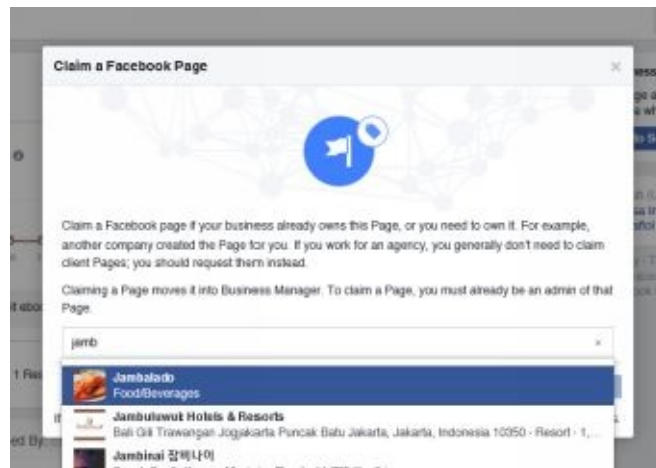
Click Pages.



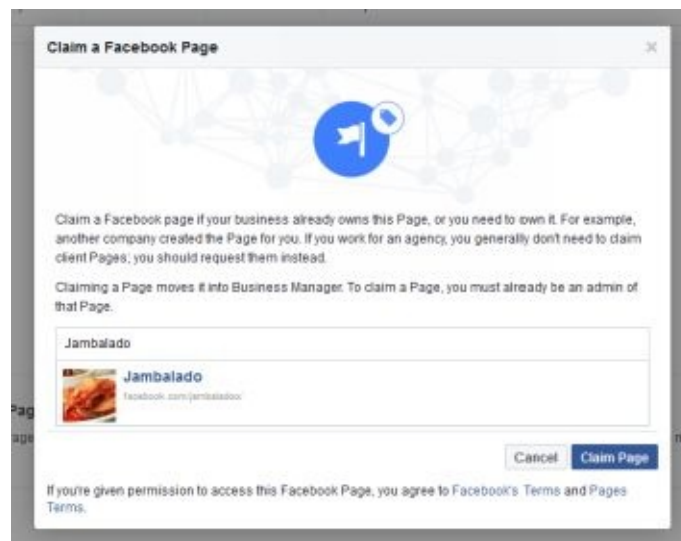
Click Add New Page > Claim a Page.



Type page or the URL of the page that has been created and select Page.



Click Claim Page.

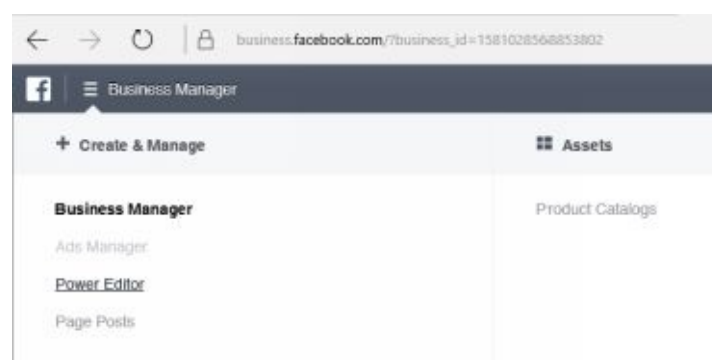


Click OK.

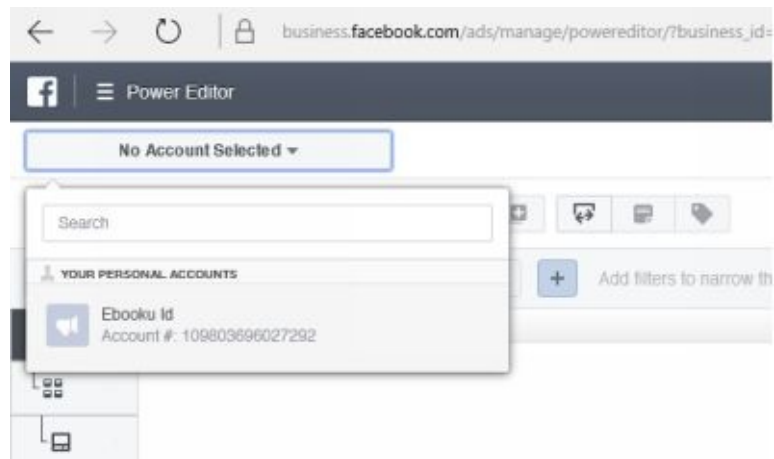


If we are not adminnya, must wait for confirmation from the admin to approve us as advertisers.

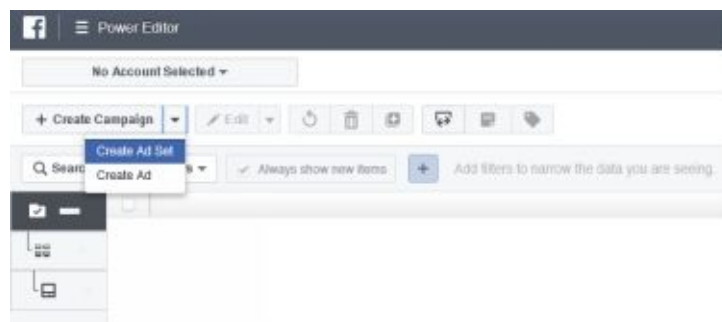
Next, click the menu key Business Manager > Power Editor.



In the Power Editor, select the account that will be used to manage the advertising.

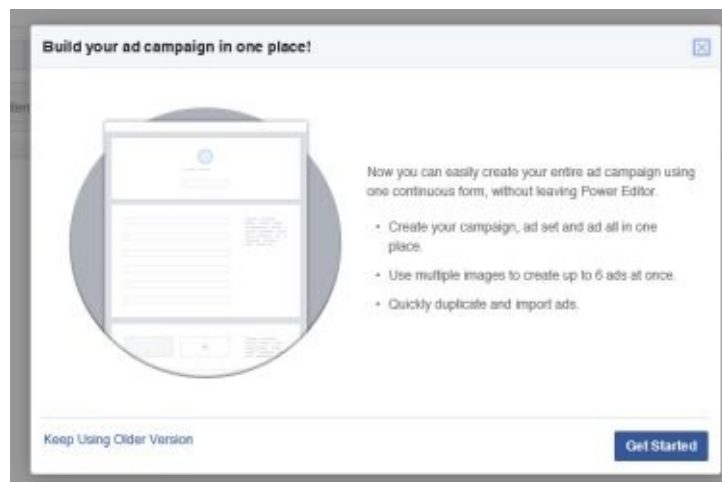


In the Create Campaign, no Ad Seth (to classify target), and Ad (to select advertising object).

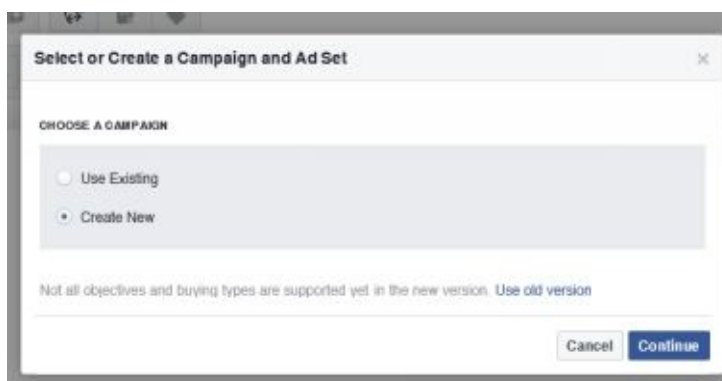


Create a first Ad Seth.

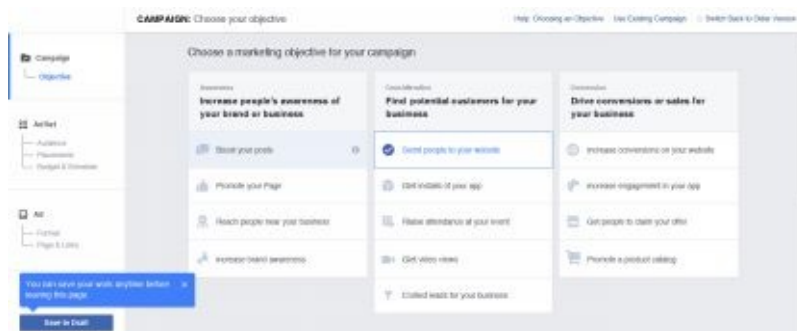
Click Get Started.



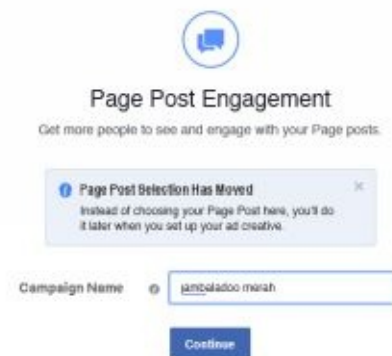
Select Create New and then click Continue.



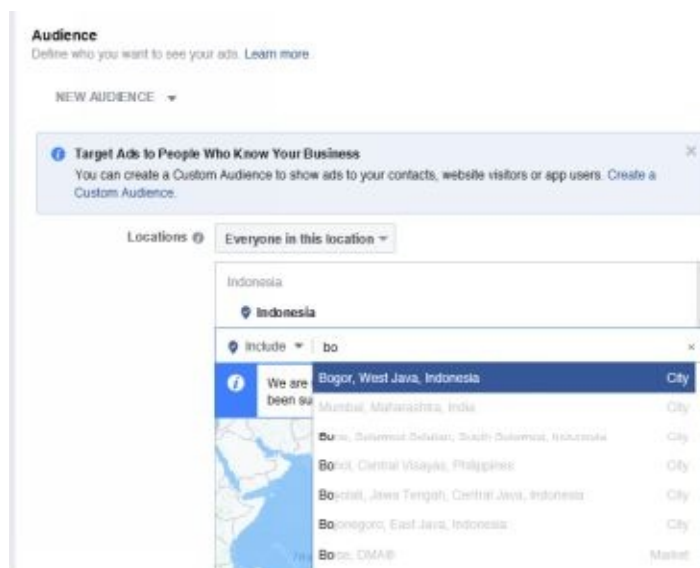
Select the type of advertising. For example, Boost Post.



Type the name of the campaign and then click Continue.



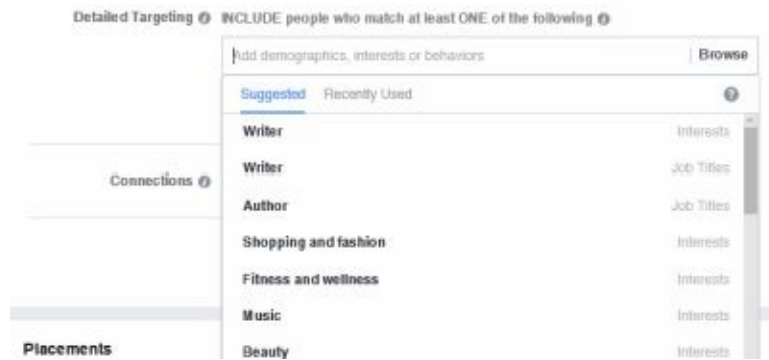
Select target location. Can be more than 1.



Select a range of age, gender and language (be cleared).



Type target more details (for example; the origin of the school, like shopping, vegetarians, enjoyed eat, etc).

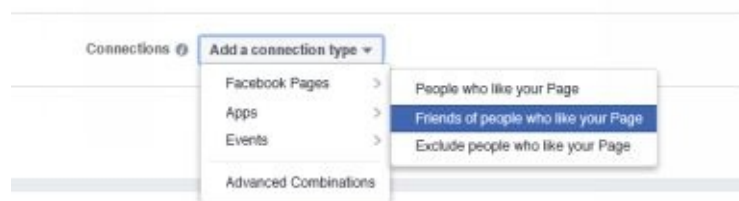


If confused, can click Browse and select the available there in accordance advertisements which we will replace.



Tips: we must often research, user habits displays any information in their profile. We can enter in part Detailed Targeting.

If you want to be more specific, can choose the Connections. For example, advertising is only shown to friends who Like page we. If the page is new, you can ignore this option.







Check Save Audience and give the name.



Select the location of the placement of the advertising.

Placements
Define where you'd like your ads to appear. [Learn more](#)

Placements ⓘ

 Mobile News Feed ⓘ	<input checked="" type="checkbox"/>
 Instagram	<input checked="" type="checkbox"/>
 Desktop News Feed ⓘ	<input checked="" type="checkbox"/>
 Desktop Right Column	<input checked="" type="checkbox"/>

Mobile Devices

☒ All Mobile Devices ▾

☐ Only devices connected to Wi-Fi

Specify the budget and the duration of the advertising.

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more](#)

Budget ⓘ
Rp10000 (IDR)

Schedule ⓘ ☐ Run my ad set continuously starting today

☒ Set a start and end date

Start

End
(Jakarta Time)


Your ad will run until **Saturday, July 16, 2016**

You'll spend up to **Rp20,000** total.

View info sebelah right. Each a change the estimation of coverage will be changed. From the information you can zoom the estimation in accordance with the requirements of the.

[Switch Back to Grid](#)

Audience Definition



Your audience is defined.


Specific Broad

Audience Details:


- Location:
 - Indonesia: Jakarta (+25 mi) Jakarta; Bogor (+25 mi), Depok (+25 mi) West Java
- Age:
 - 25 - 35
- Gender:
 - Female

Potential Reach: 930,000 people

Estimated Daily Reach

 **690 - 1,800 people on Facebook**

0 of 720,000 ⓘ

 **930 - 2,500 people on Instagram**

0 of 230,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Ad set duration: 2 days

Click Show Advanced Options. You can select in the condition of what facebook fee from your advertising. For example, only if there are who give like, share, or comment.

Optimization for Ad Delivery ⓘ Post Engagement ▾

Bid Amount ⓘ

- ☒ Automatic - Let Facebook set the bid that helps you get the most post engagements at the best price.
- ☐ Manual - Enter a bid based on what post engagements are worth to you.

When You Get Charged ⓘ

- ☐ Impression (CPM)
- ☒ Post Engagement

Ad Scheduling ⓘ

- ☒ Run ads all the time
- ☐ Run ads on a schedule

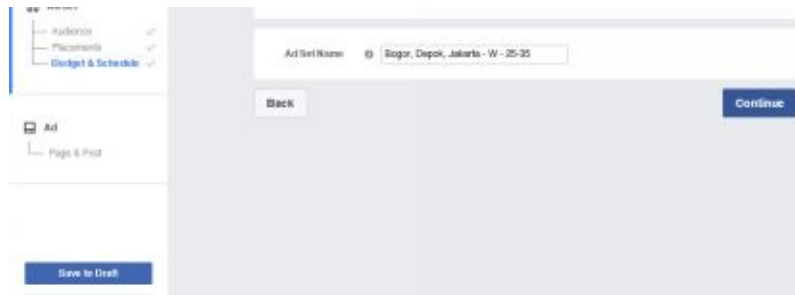
Ad scheduling only works with lifetime budgets.

Delivery Type ⓘ Standard - Show your ads throughout the day - Recommended

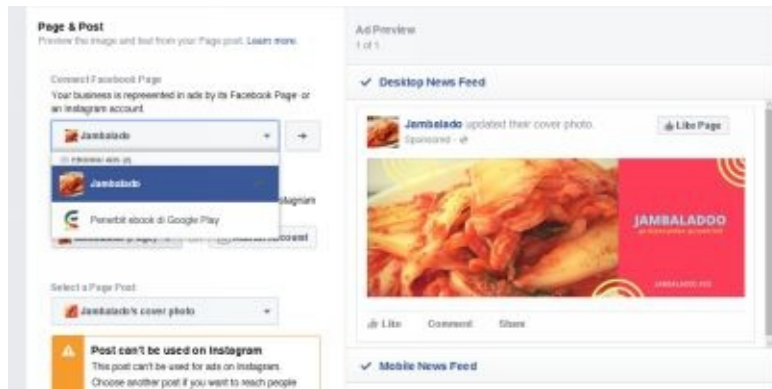
[More Options](#)

[Hide Advanced Options](#)

Type the ad set. Click Continue to continue, or Save to the Draft when will not directly replacing advertisements.



If you choose to Continue, select the page that will be placed advertisements.



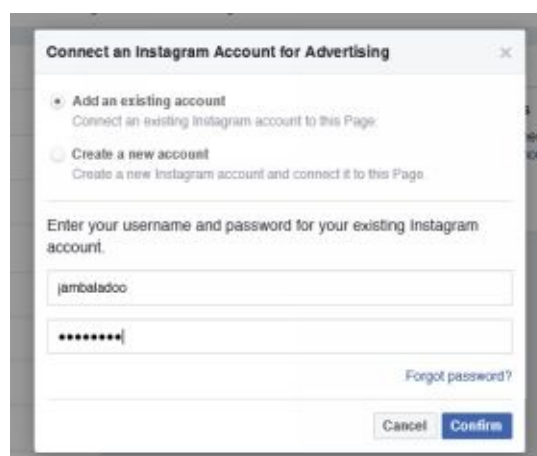
If you already have an account instagram, open

[https://business.facebook.com/\[pagename\]/settings/?tab=instagram_ads](https://business.facebook.com/[pagename]/settings/?tab=instagram_ads)

Click Add Account.



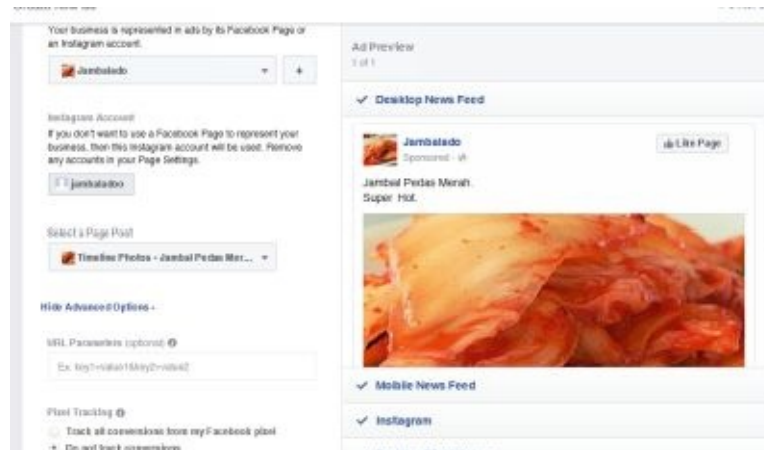
Enter the username and password, click Confirm.



Instagram account has been connected.



Back to Power Editor.



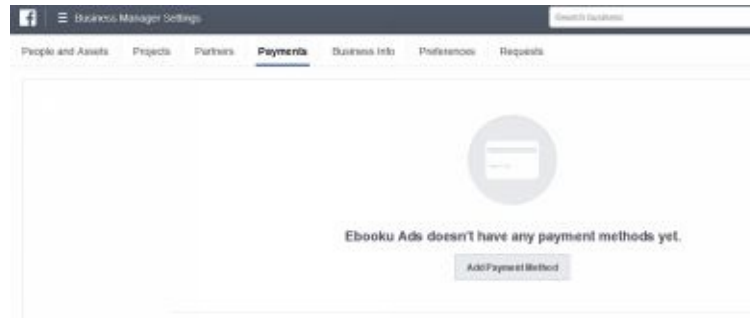
Add Payment

Now, replacing advertisements on Facebook does not have to have credit card. We can use the method of payment by bank transfer.

The way as follows.

In Business Manager, select payments.

Click Payment Method.



Enter the number of credit card/debit cards.

Click Continue.

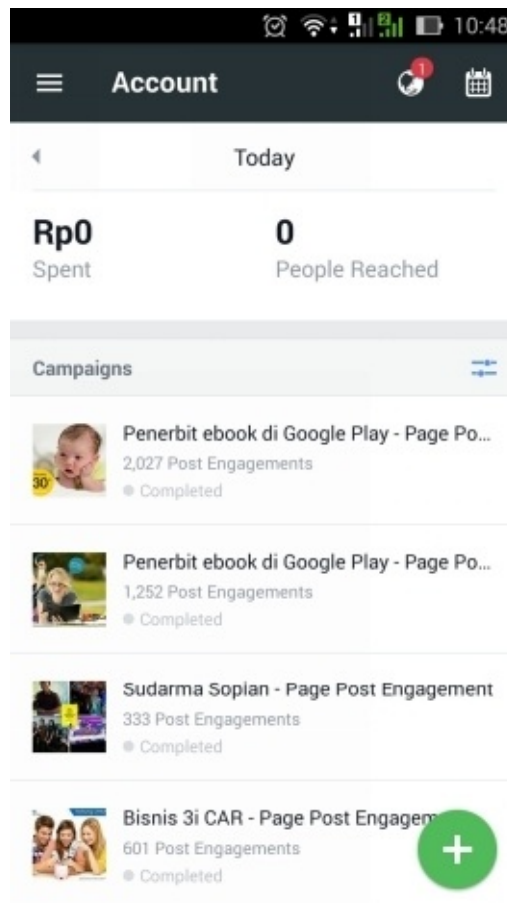
A screenshot of the 'Select a Payment Method' dialog box in Facebook Business Manager. The dialog box has a title bar with 'Business Info', 'Preferences', and 'Requests' tabs. The main content area is titled 'Select a Payment Method' and includes a 'Help' icon. Below the title, it says 'Add a new payment method to Business Manager' with a link to 'Terms Apply'. There are two dropdown menus: 'Billing Country' set to 'Indonesia' and 'Currency' set to 'Indonesian Rupiah'. A section titled 'New Credit or Debit Card' is expanded, showing fields for 'Card Number' (with the value '530072256900'), 'Expiration' (with 'MM' and 'YY' dropdowns), and 'Security Code'. At the bottom, there is a security notice: 'Your payment info is stored securely. Learn More.' and two buttons: 'Cancel' and 'Continue'.

Using Facebook Ads Aps

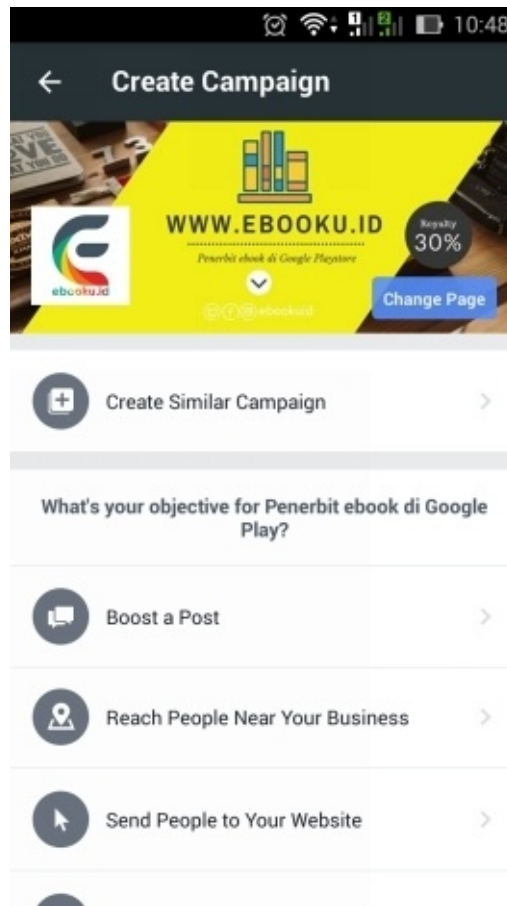
The Facebook Application ads, make it easier for us to install advertising. But until this guide written, not yet there are facilities for connected to instagram. We can connect to instagram advertising with how to edit them in the Ads Manager.

Install the Facebook application ads.

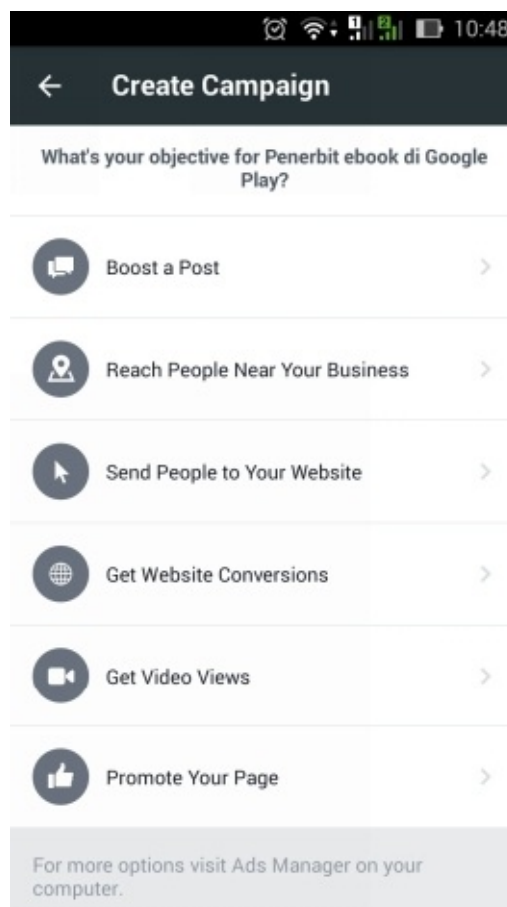
After you log in, tap the Sign +.



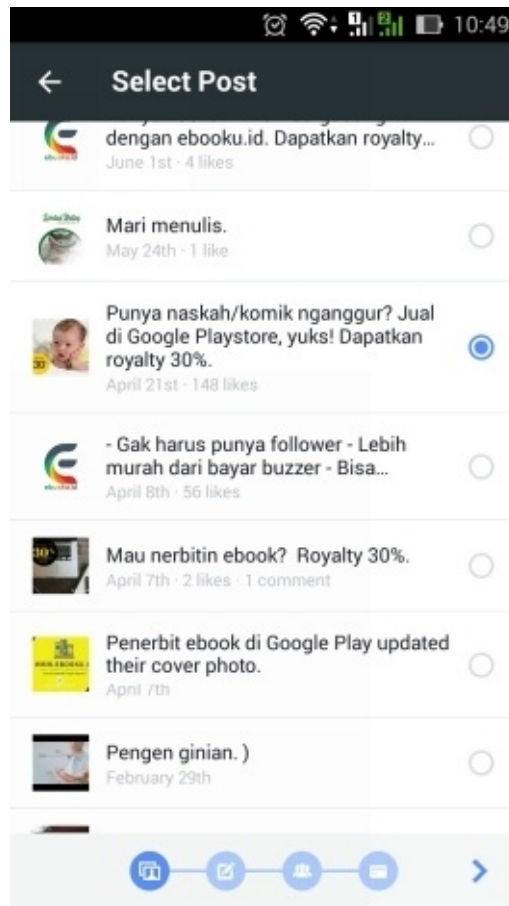
Select the page will be placed advertisements.



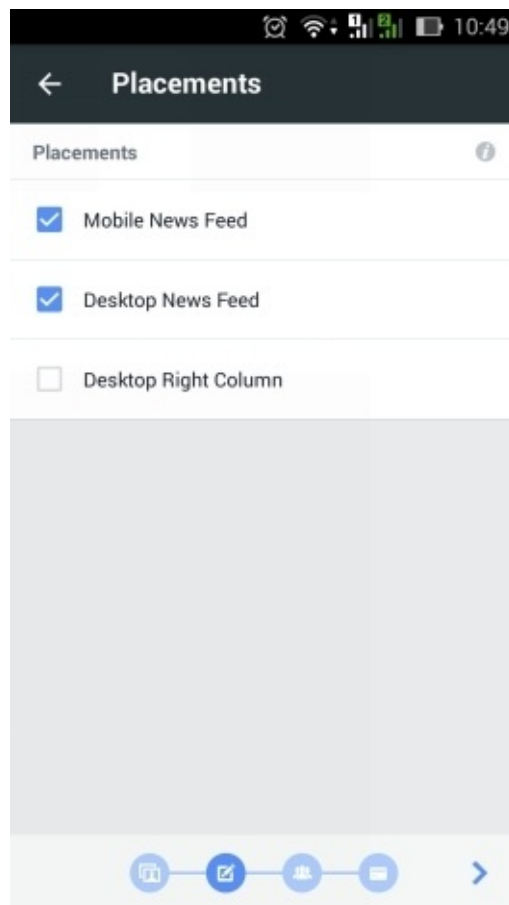
Select the type of advertisement will be installed. For example, Boost a Post.



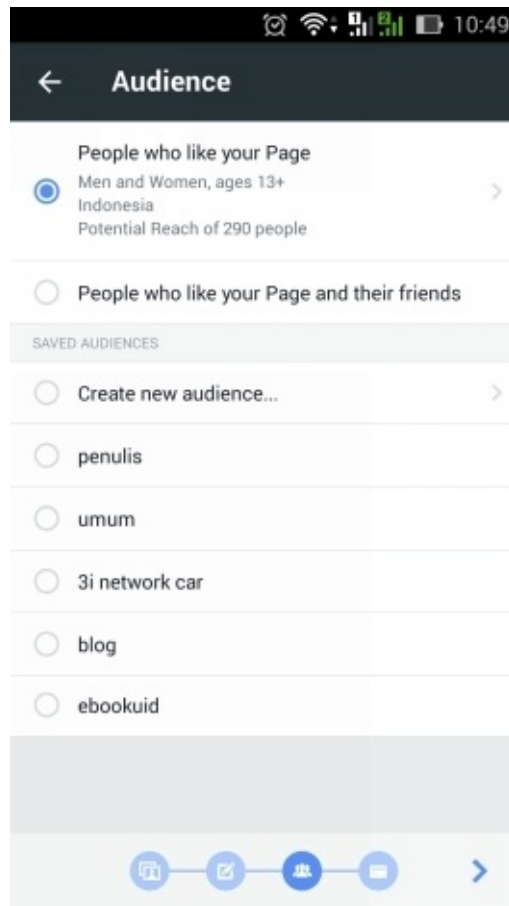
Select the post will be advertised.



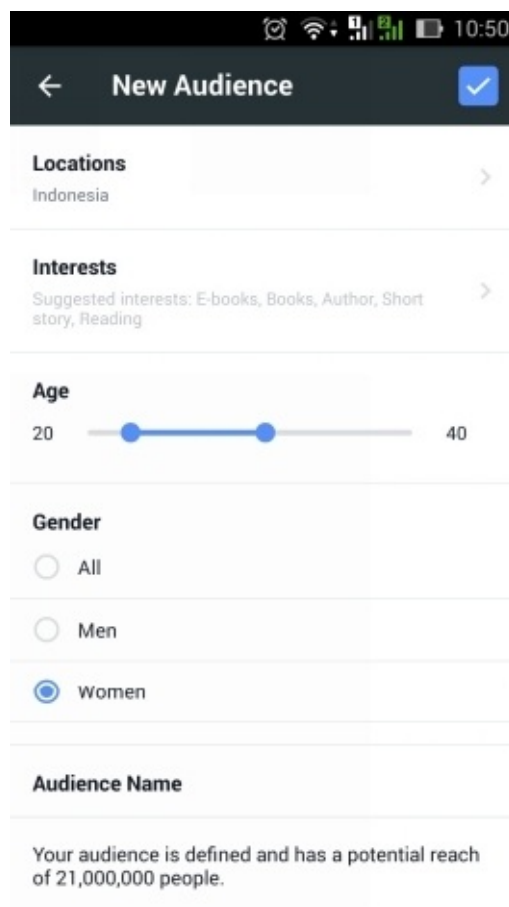
Select the position of the advertisements will be displayed.

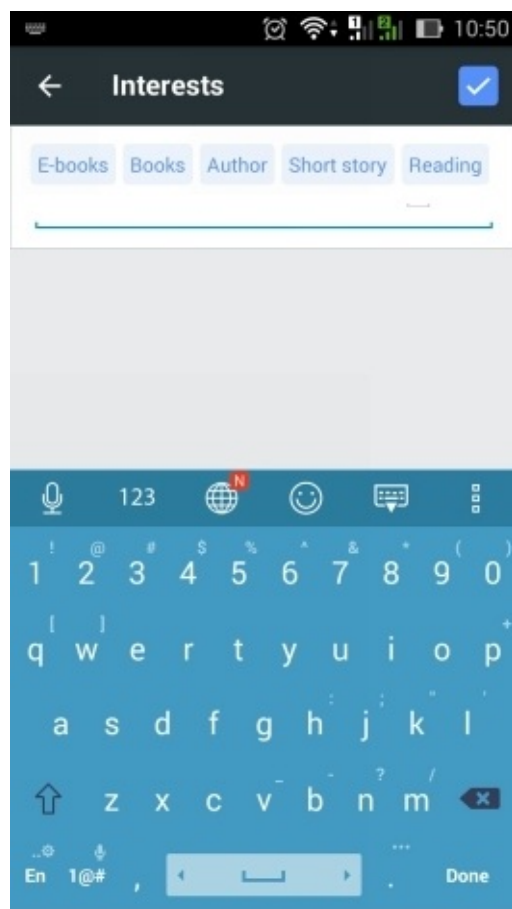
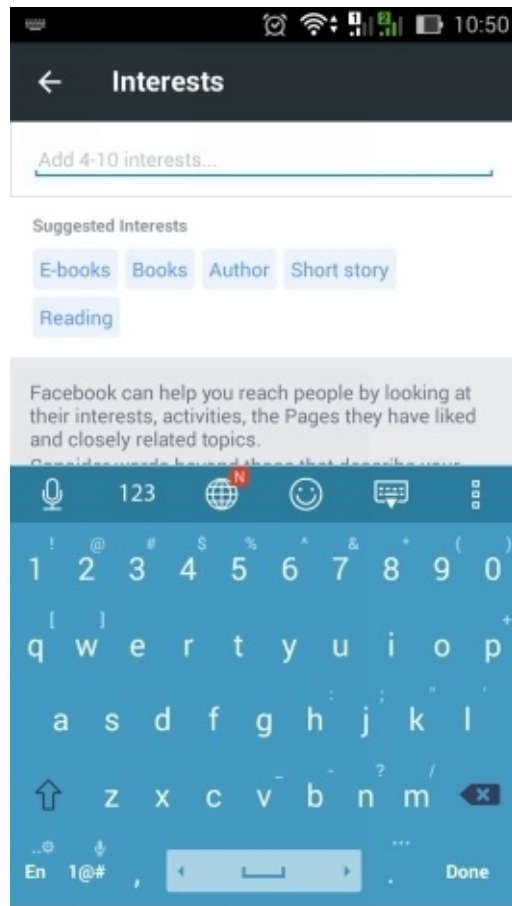


Select the audience. If you have never, select Create new audience.

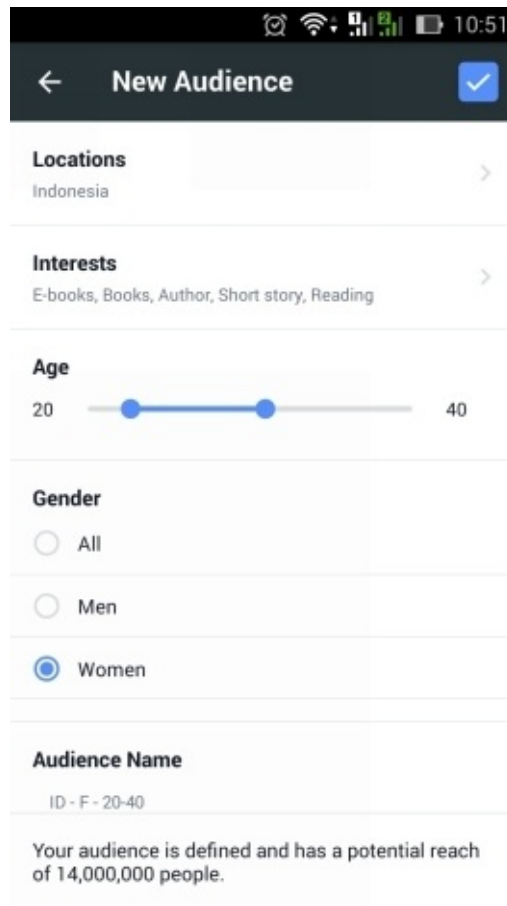


Specify the location of the gladness, age, gender, etc.





If already, Select .



New Audience

Locations
Indonesia

Interests
E-books, Books, Author, Short story, Reading

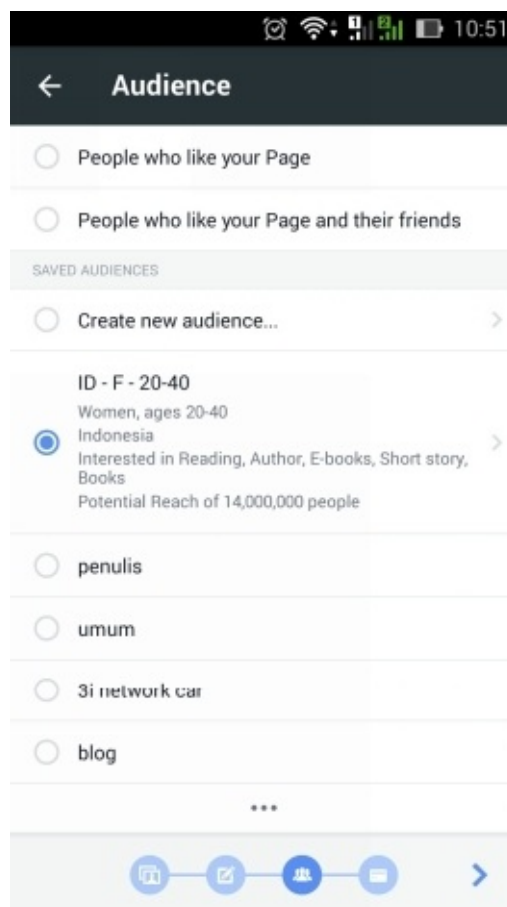
Age
20 ————— 40

Gender
☐ All
☐ Men
☒ Women

Audience Name
ID - F - 20-40

Your audience is defined and has a potential reach of 14,000,000 people.

Select >.



Audience

☐ People who like your Page
☐ People who like your Page and their friends

SAVED AUDIENCES

☐ Create new audience...

☒ **ID - F - 20-40**
 Women, ages 20-40
 Indonesia
 Interested in Reading, Author, E-books, Short story, Books
 Potential Reach of 14,000,000 people

☐ penulis
☐ umum
☐ 3i network car
☐ blog

...

☒ Campaigns
☐ Ad Sets
☐ Ad
☐ Audience

Select the budget and the duration of the advertising.

Budget and Schedule

Rp10000 - +

Duration
Jakarta Time

Run my ad continuously ☐

☒ Start Now
☐ Start Later

1 day - +

Delivery Optimization

Your ad will run until July 14, 2016. You'll spend up to Rp10,000.

1,400 - 3,600 14,000,000
Est. Daily Reach Potential Reach

To view the display advertising, click Preview Ads.

Review Order

Audience
ID - F - 20-40

Total Budget Rp10,000

Schedule 7/13/16 - 7/14/16

Ad

Punya naskah/komik nganggur? Jual di Google Playstore, yuks! Dapatkan royalty...

Placements

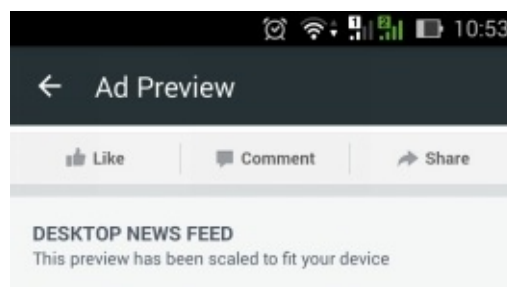
PREVIEW AD

Payment

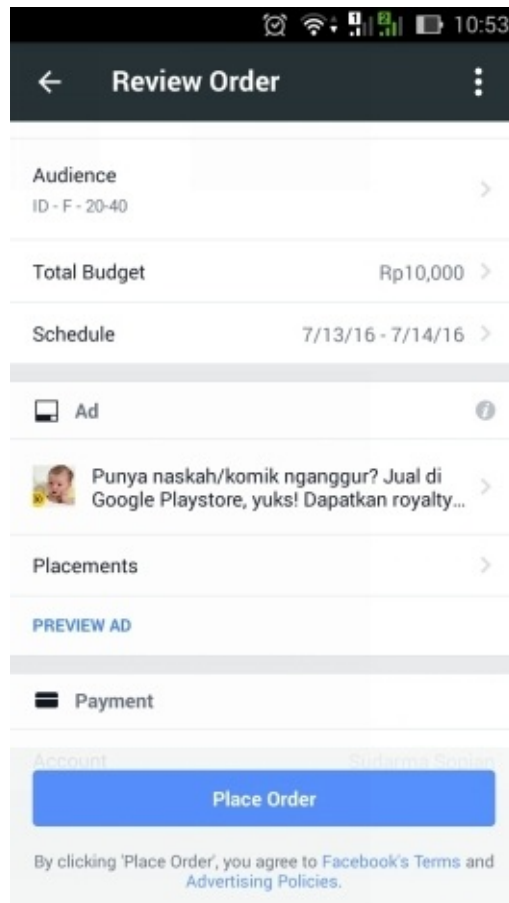
Account **Place Order**

By clicking 'Place Order', you agree to Facebook's Terms and Advertising Policies.

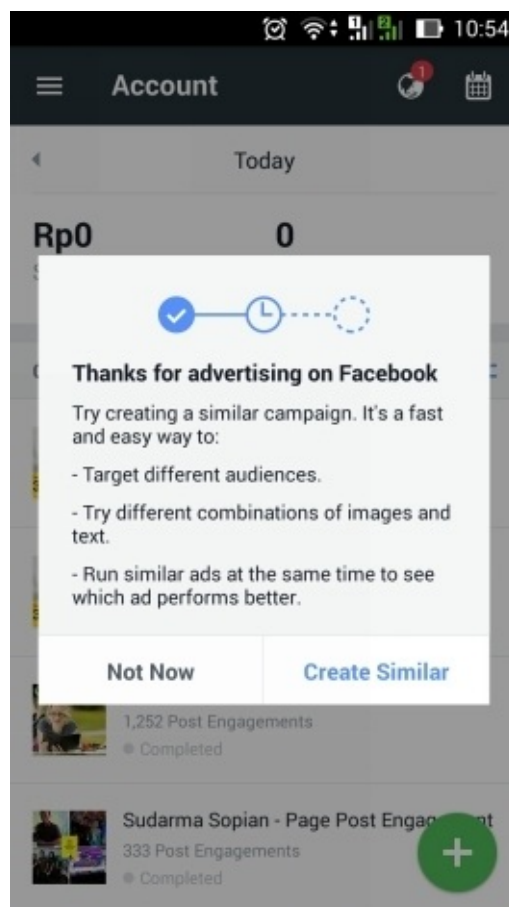
The following, advertising position in various places.



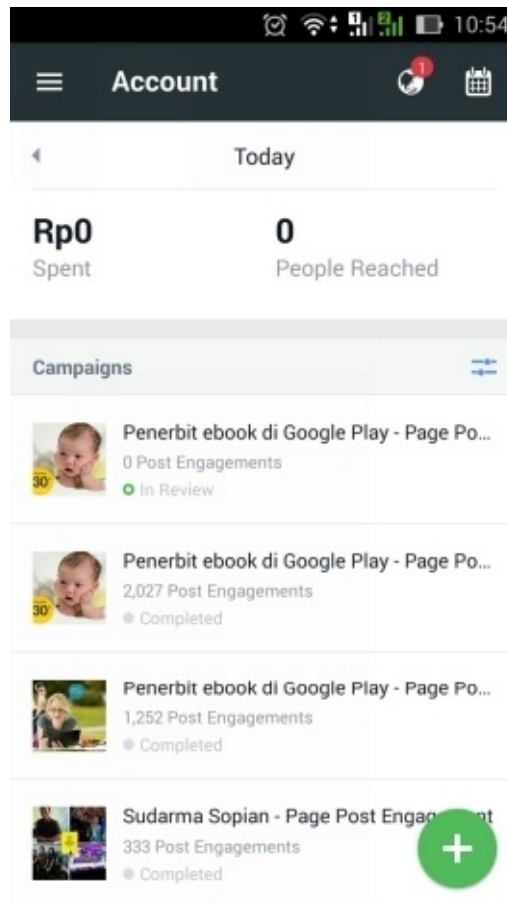
If it is sure, Select Place Order.



Tap Not Now.

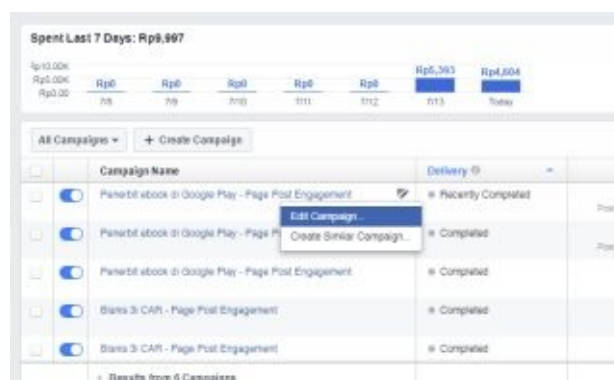


Wait for the Review Process.

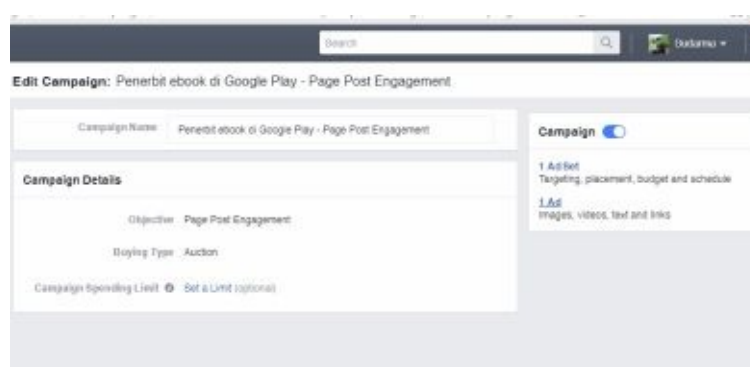


Review process between 15 to 30 minutes. If the first place advertisements, usually directly disapprove. Advertisement rejected when not in accordance with the provisions of facebook.

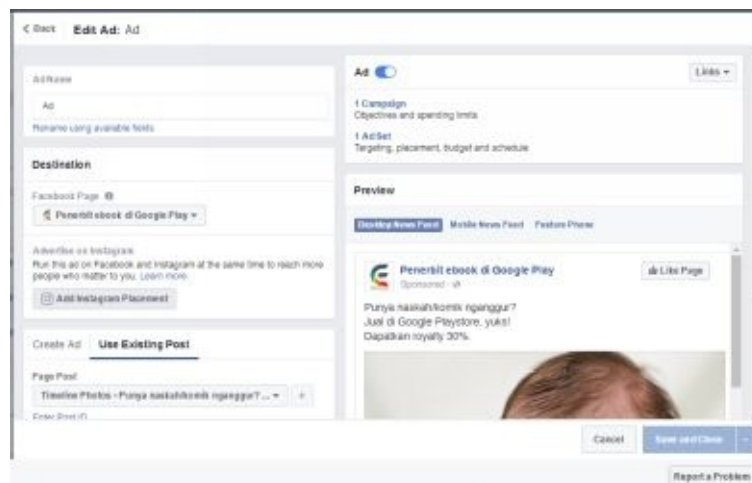
If you want to be connected to the instagram advertising, into the Ads Manager and Edit Campaign.



Click 1 Ad.



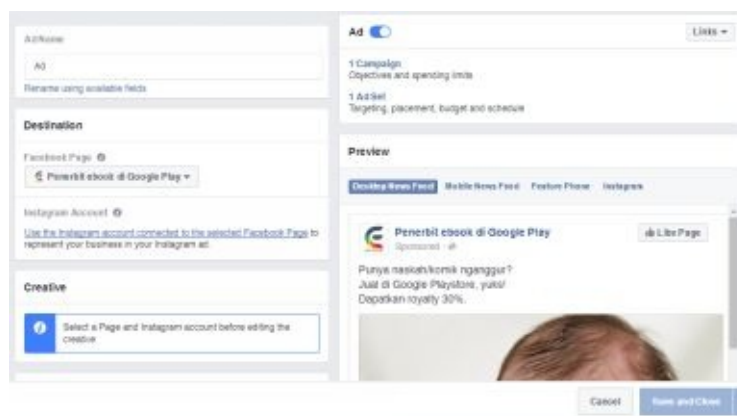
Click Add Instagram Placement.



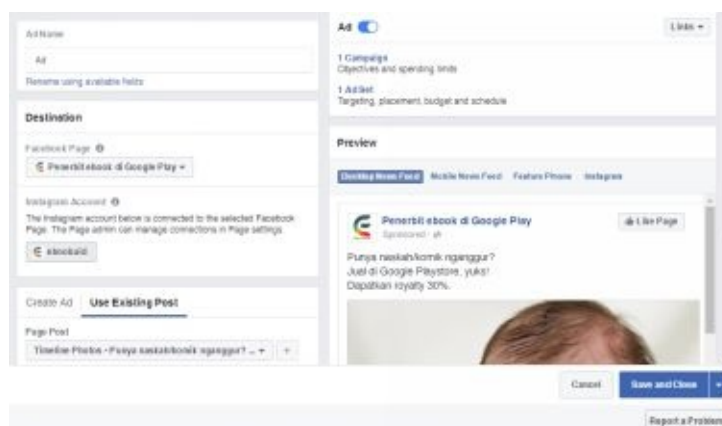
Click Continue.



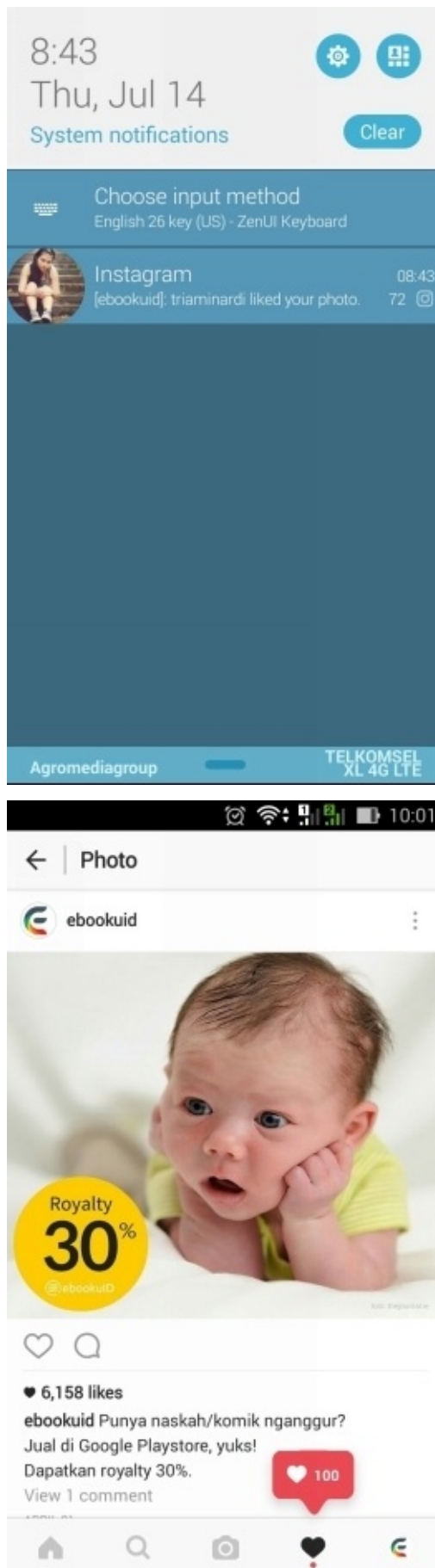
Click the link that appears.



Click instagram account that appears.



Notifications on instagram.





The results of the advertising on Facebook page.

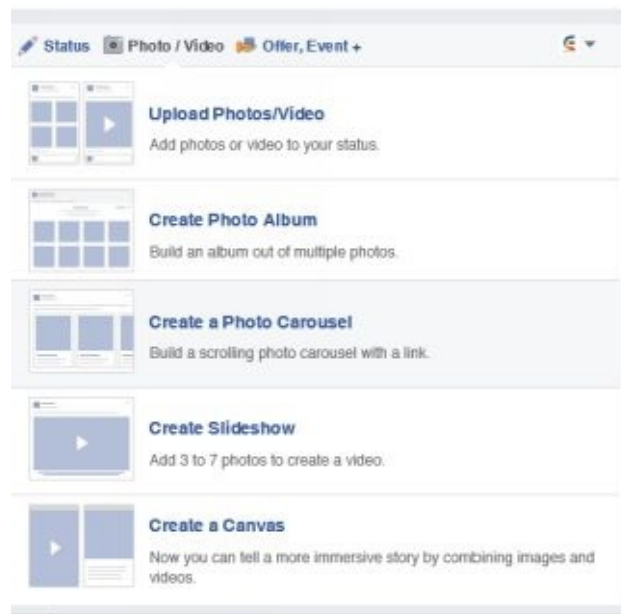


Ads Carousel

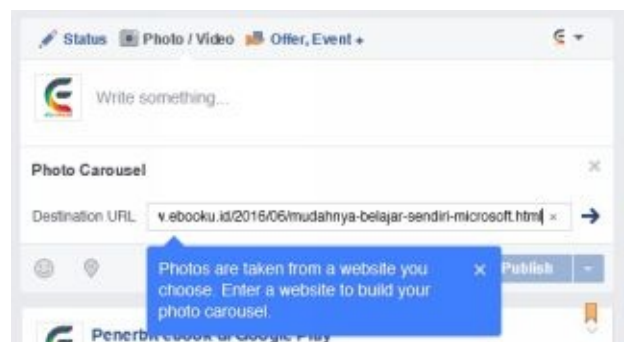
Once Put your ad with more than one object photos or link, usually called the carousel. The budget can be the same with the single object or link.

How to make it as follows.

Click Photo/Video > Create a Photo Carousel.



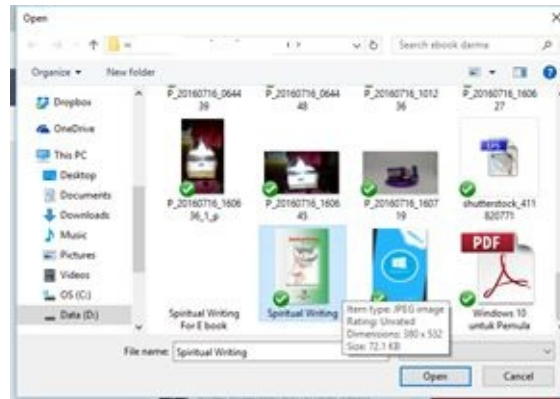
Enter the link and then click .



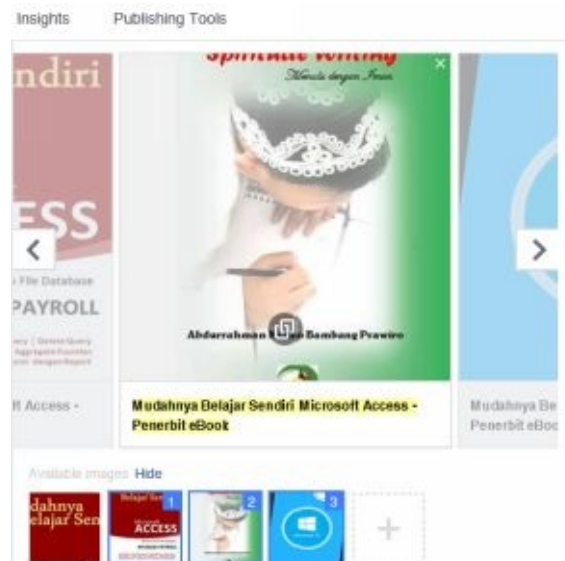
Click the sign + to add photos.



Add photo.



The result as follows.



The link and the title of the photo is still the same with the first. To change the title, click the title of the pose and then type in the title of the appropriate photos.

If you have finished, click in the areas outside the photos.



To change the link, direct pointers to the photo and then click the chain icon.



Enter the appropriate link photos and then click Confirm.



So on as much as the photo will be displayed. If already, click Publish.



The result as follows.



Penerbit ebook di Google Play

June 13 · 98

ebook baru.



It Access -



Spiritual Writing: Menulis dengan Iman -
Books on Google Play



Windows 10: Play

40 people reached

Boost Unavailable

Take a picture of Products

Never see photos of attractive products in the online store or social media? Usually, if the online store professional, they use the services photo studio or provide a photo studio itself.

For residential scale, we can also buy mini studio made by factory.



Want a cheaper? Makin alone. The following is how to create a mini studio use boxes of the former.

Tape cardboard cover using lakban.

Puncture the three sides of the box and close the use of paper hvs. Size adjust the size of the box.



The inside, can use a thicker hvs that arches better. Can also use paper for the background color photos.

For the lighting, using a minimum of 1 the fruit of the light. To get a good lighting conditions, direct the light on the most beautiful position. Can be on the left or right.

To use the left and right side, better again using two lights.



If you are ready, simply place the object photos in it. For the position paper background, should stage so that no visible existence gradation.



If you take a picture using cellphones, should use a tripod and set the timer to reduce the shock when taking.

More practice, photos will be the better.

Good luck!

Design Photos So Interesting

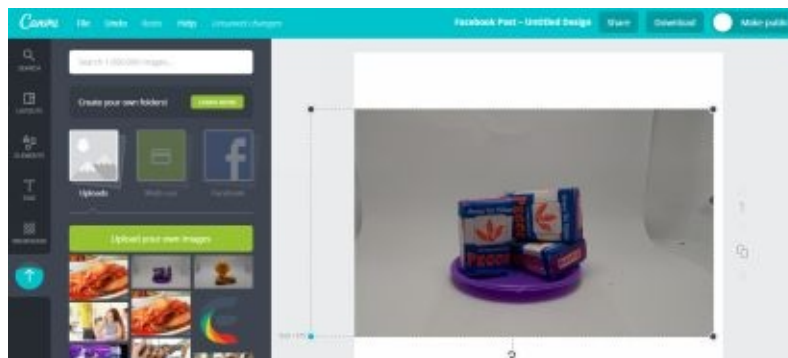
At first glance the already discussed when creating cover facebook. We do not need to mangle to operate to process the photos so that interesting. We can use canva.com.

Upload all photos to be processed into canva.com.

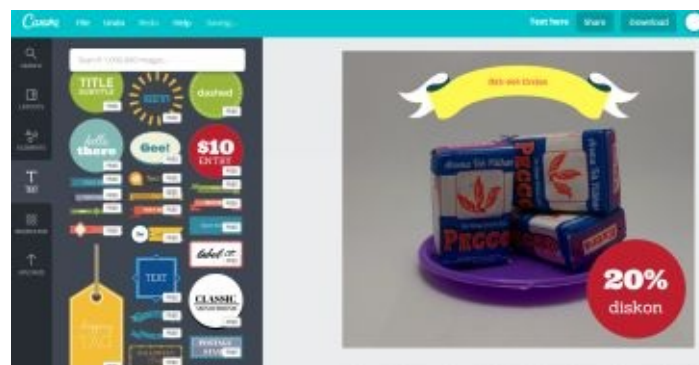
Select the design that will be desired. So that the advertising can be displayed in the instagram, select a suitable design for instagram. Can use the layout of the Social Media, Facebook Post, or Instagram Post.



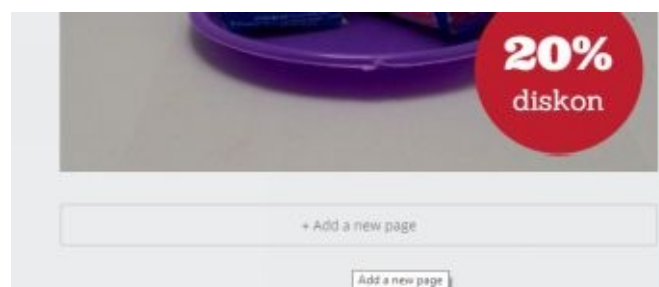
Enter a photo (drag and drop) then adjust with the size of the layout.



Add the accessories. The composition of the photo and the text is 80% photos and 20% text (maximum), in accordance with the provisions of facebook. If the text exceeds 20%, usually advertisements will be rejected. For regular post, can only the text more than 20%.

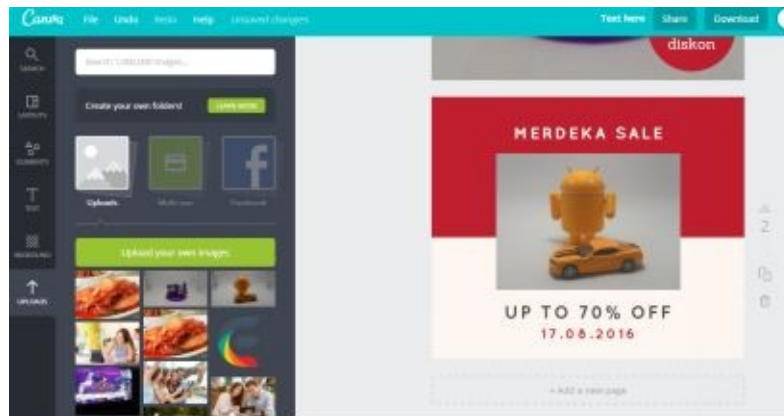


If you want to add photos, click Add New Page.

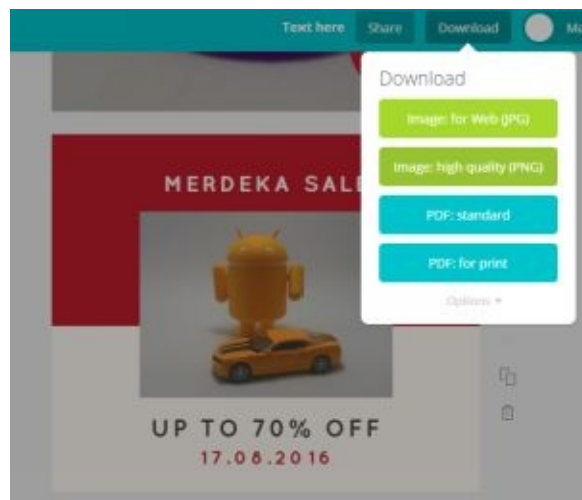


Though more photos as you wish. We also can use existing templates by changing the

photo we have.



If already, click Download > Image for the Web. Then save it on your computer.



If the finished downloaded can directly is uploaded to Facebook.

Add Facebook Pixel on to Blogspot

Will the flood thumbs or floods order but followernya still small? In fact many ways can be done, including by utilizing waste traffic (e.g. hoax info). Can also use the services or buzzer endoser, with the prices vary. More followernya, more expensive (cheap there is also, do).

If I, usually pake cheap, using Facebook Ads. Most High, Facebook page which I manage, around 1.400s. With the help of facebook ads, post highest i able to reach 17,574 people, 2245 engagement, 2,112 click, only with cost of \$1. The more interesting matter post, of course can be more than that.

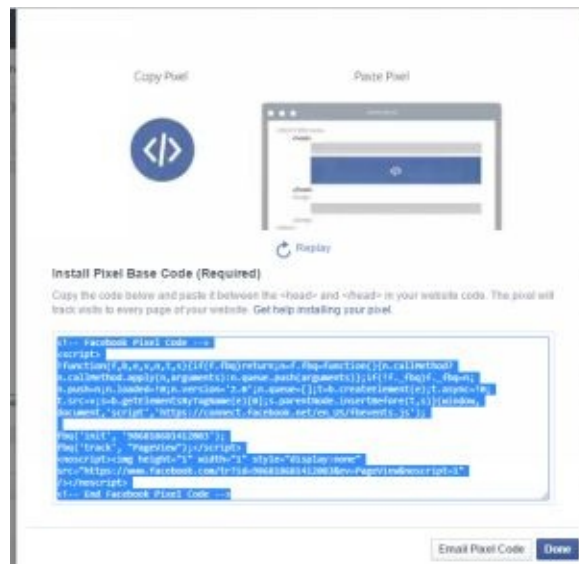


But it must be pake credit card, kan? Of course not. We are now able to pay the advertising on facebook with how to transfer. I pake debit card mastercard. Also can use paypal.

Specific to the advertising salespeople selling, determine the audience is very important. Do not to the origin of the makin audience, money low, order zero.

For those who have been long have blog, we can use to get the audience reference. Of course we must install the first pixel code in our blog. This time I will try installing the pixel in the blogspot code. In other platforms are also the same, the difference in blogspot we need to first parsing code that is not an error.

Copy pixel code obtained in Facebook Ads Manager.



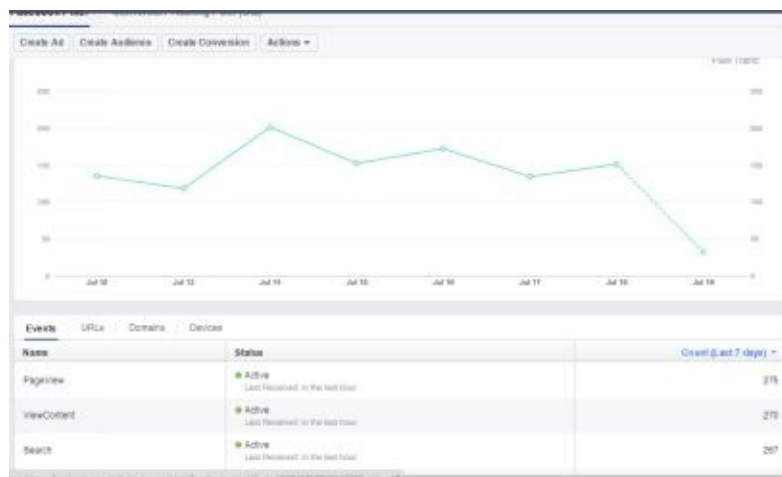
First Parse code using blogcrowds.com.



Paste on tag <head> ... </head>.



Wait a while and refresh Ads Manager. The graph will appear.



If the number of audience are sufficient, we can put the advertisements with the audience .

Audiences						
Create Audience • Filter • Exclude Audiences • Delete Ad Settings Search by name						
	Name	Type	Size	Availability	Open/Invited	Sharing
	US - F (26.4k)	Open Audience	11,000,000	• Ready Last updated 07/13/2018	27/25/2018 2.0 days	—
	Germany	Open Audience	10,000,000	• Ready Last updated 08/02/2018	28/28/2018 0.0 days	—
	Germany	Custom Audience	—	• Ready Last updated 08/02/2018	28/28/2018 0.0 days	—
	US - F	Custom Audience	100	• Ready Last updated 07/13/2018	06/25/2018 1.0 days	—

Competitor

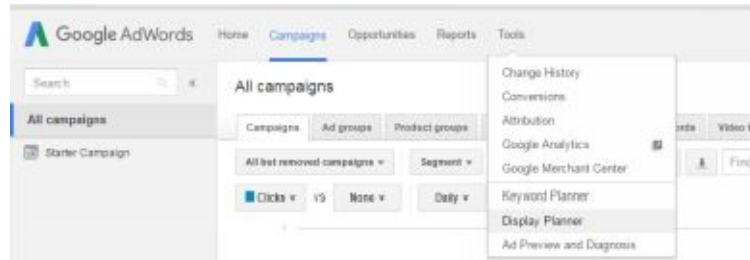
Before installing the advertisements, we can also ‘guru ngintip’ site that sell the same product with us.

One of the tools that we can use is Google Adwords > Display Planner.

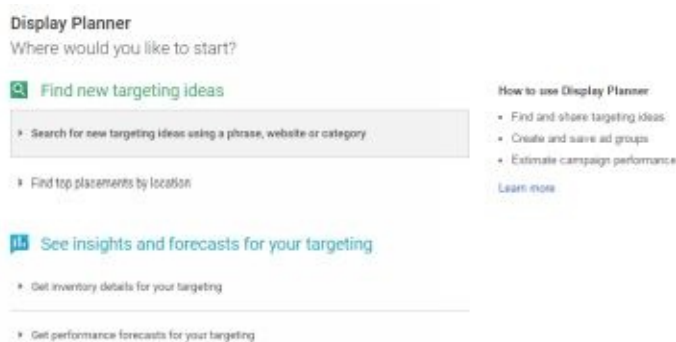
How to use it as follows.

Open adwords.google.com.

Click the Tools > Display Planner.

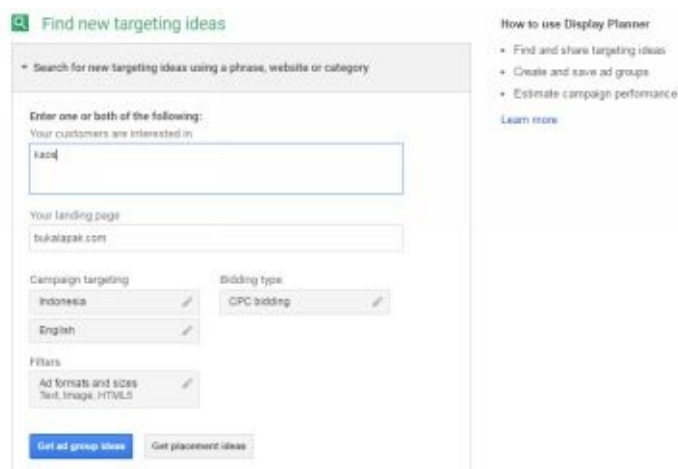


Click Search for new targeting ideas using heading a phrase, website or category.



Type the key words and target website. For example, want to see the t-shirt in bukalapak.com.

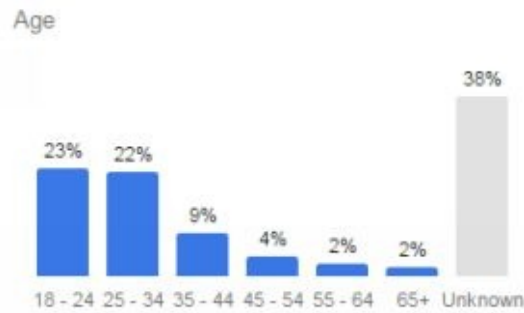
Click Get ad group ideas.



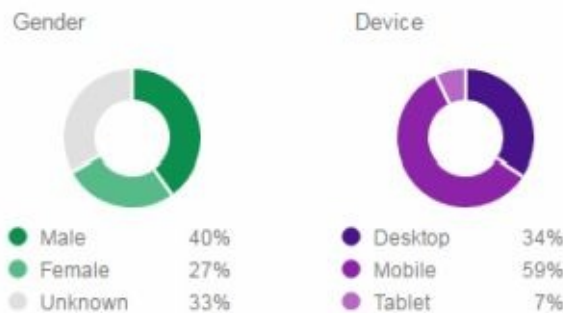
The information we need will appear.



We can see the amount and the percentage of the age.



Gender and the device used.



Key Words related.

The screenshot shows the Facebook Ad Manager interface with the 'Keywords' tab selected. It displays a table of ad groups with columns for Ad group, Cookies / wk, and Imps / wk. The table lists various keywords and their corresponding reach and impressions.

Ad group	Cookies / wk	Imps / wk
Digital print 3 Keywords: digital prints online	0 - 1K	0 - 1K
T shirt print machine Keywords: t shirt printing machine	5K - 10K	1M - 1.5M
T shirt print Keywords: t shirt printing colors	2K - 2.5K	10K - 15K
Kaos murah Keywords: targa kaos murah, kaos murah Keywords: targa kaos murah, kaos murah	1M - 1.5M	300M - 350M
Online photo print Keywords: online photo printing	50K - 100K	3M - 3.5M
Print 2 Keywords: digital photos print, machines printing	--	4.5K - 5K
Print 3 Keywords: printers printing	--	3K - 3.5K

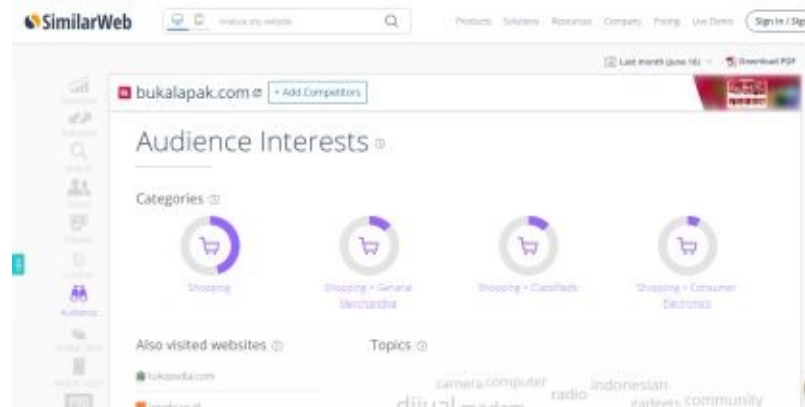
Other information, please click the menu available.

The information can be set as a reference when installing the advertisements on facebook and instagram. But do not believe 100%, because not all recorded. Google only record user that chance to log in to your Google account when accessing the site.

Even though it does not have to believe 100%, remains only that information that is very

valuable to us.

In addition Google, we can also use similarweb.com.



Writer

Sudarma Sopian, born in Sumedang, 5 September 1980. The first of four brothers, start interested in the field of writing, since April 2008. Although already have blogs since 2006, but start writing articles in the blog on April 2008.

This time, already has a wife named Nany Nurdyany. From the marriage, thankfully already from a lady named Nikeisha Ainun Mahya.

Until this time, he wrote dozens of books in mediakita and some of his work has been published in Malaysia.

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Twitter : [@sudarmaster](https://twitter.com/@sudarmaster)