

A close-up photograph of a person's hands cupped together, holding a small green plant with dark soil. The background is a blurred natural setting with green foliage. A semi-transparent grey banner is overlaid across the middle of the image, containing the word 'TOOLKIT' in large, colorful, block letters. The letters are: 'T' (purple), 'O' (teal), 'O' (blue), 'L' (yellow), 'K' (white), 'I' (purple), and 'T' (yellow). There are also green geometric shapes (hexagons and pentagons) scattered around the text.

TOOLKIT

**SOCIAL MARKETING
OF SOCIAL ENTERPRISES
FOR A SUSTAINABLE FUTURE
WITH LESS CONFLICT**





TITLE:

Toolkit “Social marketing of social enterprises for a sustainable future with less conflict”

PROJECT:

“Social entrepreneurship for a sustainable future with less conflict”, funded by the Netherlands Jeugdinstuut, the Netherlands National Agency for the Erasmus+ Youth programme.

Project partners are:

- STICHTING MASTERPEACE, Netherlands
- Youth Power Germany e.V., Germany
- Association for improvement of modern living skills “Realization”, Croatia
 - UNG KRAFT / Youth Power Sweden
- Centre for Non-formal education and Lifelong learning (CNELL), Serbia
 - Wizard, obrt za savjetovanje, Croatia

PUBLISHER:

Centre for Non-formal education and Lifelong learning (CNELL), Serbia

EDITOR:

Milica Milović Kinoli

AUTHORS:

Milica Milović Kinoli

Danijela Matorčević

Natalia Van Der Wee

Maja Katinić Vidović

Armin Cerkez

Nedim Micijevic

GRAPHIC DESIGN:

Milica Milović Kinoli

2021



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PROJECT SUMMARY

Project title: “Social entrepreneurship for a sustainable future with less conflict”

In the field of youth work, an ideal society could be described as a fully inclusive community of active citizens and full with social justice. Important aspect of peace-building is prevention of conflicts, that is also being achieved by creating local perspectives. We find social entrepreneurship as the key approach to it. As proven through our activities, young people are increasingly aware of their roles and responsibilities in society, and have become eager to earn money while doing something good for “the world”.

Developing educational approaches on entrepreneurship, and particularly social entrepreneurship among young people is the core of this project. Using their past experiences with entrepreneurship education, the project partners are planning to develop new methods to address the needs and constraints of their target group – NEET youngsters, young women, the target group characterised by high level of unemployment, low degree of financial independence and social power, and very low involvement in managerial and entrepreneurship positions.

The project aims to change the situation described above by equipping youth organisations and youth workers with tools and approaches they can use to support entrepreneurship of young women in a way that is socially and culturally appropriate. The project gathers organisations that already have experiences of supporting young women to be socially and economically active and allows them to develop new ways of dealing with the challenges they have identified. When implemented, it will result in a strengthened support system for NEET / young girls, particularly from rural, more traditional and disadvantaged communities.

Project objectives:

- Empower our youth workers and improve knowledge management of youth work organisations in theory and practice for building competences of youth workers in social entrepreneurship for sustainable future with less conflict, for NEET youngsters, young women - through LTTA and innovative curriculum and online course for youth workers’ training.
- Empower NEET youngsters, young women for social entrepreneurship start-up and quality social marketing of theirs, through development of inspiring, innovative and up-to-date handbook, toolkit, as well as the online courses.
- Exchange good practices and further develop quality strategic partnership among partners from 5 European countries with different realities in regards to youth social entrepreneurship for a sustainable future with less conflict.

Project activities are:

- A1 Project Management
- M1 Kick-off meeting
- O1 Curriculum “Social entrepreneurship youth work for a sustainable future with less conflict”
- M2 Second meeting
- O2 E-learning course for youth workers “Social entrepreneurship youth work for a sustainable future with less conflict”
- O3 Handbook “How to start-up the social enterprises for a sustainable future with less conflict”
- M3 Third meeting
- O4 E-learning course for youngsters “How to start-up the social enterprises for a sustainable future with less conflict”
- O5 Toolkit “Social marketing of social enterprises for a sustainable future with less conflict”
- M4 Fourth meeting
- O6 E-learning course for youngsters “Social marketing of social enterprises for a sustainable future with less conflict”
- M5 Fifth meeting



- C1 LTTA - Training of trainers
- E1, E2, E3, E4, E5 – Open conferences in HR, SE, RS, DE, NL
- M6 Final Evaluation meeting
- At the end of this project, the project partners, as well as other organisations and stakeholders, will have at their disposal more effective tools and more competent staff to engage in entrepreneurship education young women who come from the most disadvantaged backgrounds.

Project partners are:

- STICHTING MASTERPEACE, Netherlands
- Youth Power Germany e.V., Germany
- Association for improvement of modern living skills “Realization”, Croatia
- UNG KRAFT / Youth Power Sweden
- Centre for Non-formal education and Lifelong learning (CNELL), Serbia
- Wizard, obrt za savjetovanje, Croatia



PART 1

THEORETICAL AND

CONCEPTUAL

BACKGROUND TOPICS





DIFFERENT FORMS OF ADVERTISING OF SOCIAL ENTREPRENEURS (TRADITIONAL AND DIGITAL) IN OUR COMMUNITIES

Marketing is the process of advertising a product, brand, or service through various channels in order to grow a customer base for a business or firm. With the emergence of the internet, two main forms of marketing, traditional and digital marketing, have dominated consumer-company interactions. Despite the fact that both strategies are effective at driving customers to their business, each type of marketing appeals to a different group of consumers.

Traditional marketing includes any form of marketing that doesn't take place online. Digital marketing, on the other hand, is every form of marketing that takes place online¹.

Specifically, traditional marketing includes: Print (magazines, newspapers), Broadcast (television, radio), Direct mail, Telemarketing and digital marketing includes: SEO, PPC, Content marketing, Email marketing, Social media marketing².

The use of certain online platforms such as websites and social media to advertise a brand, product, or service is known as digital marketing. This style of marketing can be found on social media (Facebook, Instagram, Twitter, Snapchat, and other platforms), websites, and emails. Many chances for involvement, such as liking, sharing, or clicking the marketed brand, are included in digital marketing. Because of this link between the consumer and the marketer, firms can determine whether their advertisements were successful in attracting customers to their website or service. Unlike traditional marketing, digital marketing is less expensive since it allows you to have an online presence rather than paying to advertise in a popular magazine, which is more difficult and expensive to do.

Traditional marketing refers to the usage of channels that were widely used before to the development of online platforms. Billboards, posters, television, magazines, and newspapers are all examples of this marketing technique. Traditional marketing is effective because it is simple to understand for customers, as it frequently includes eye-catching events or acts to draw people to a brand, product, or service. Traditional marketing means are more permanent than digital marketing channels, allowing a target audience to form directly around the product or brand. Furthermore, traditional marketing methods are typically easier.

Companies and businesses have prioritized digital marketing over traditional marketing in the last five years. This shift in focus, however, does not imply that one style of marketing is superior to another. Both digital and conventional marketing have advantages and disadvantages; nevertheless, combining the two tactics allows businesses and brands to reach a larger audience. Traditional marketing methods like mail and periodicals are efficient at reaching older generations, whereas digital marketing attracts millennial and Generation Z consumers to a brand, product, or service.

The combination of traditional and digital marketing results in a cohesive marketing strategy that develops a unified consumer population.

¹ Zook, B. C. (n.d.). How Traditional and Digital Marketing Work Together. WebFX Blog. Retrieved 2021, from <https://www.webfx.com/blog/marketing/how-traditional-and-digital-marketing-work-together/>

² Zook, B. C. (n.d.). How Traditional and Digital Marketing Work Together. WebFX Blog. Retrieved 2021, from <https://www.webfx.com/blog/marketing/how-traditional-and-digital-marketing-work-together/>



Both methods of marketing can be effective for any company; however, the company's leadership must understand the age range of their customers and use their marketing plan to their advantage in order to obtain the most number of customers.

Forms of traditional advertising

TV and Radio Ads

Advertisers found a new way to pitch their wares with the introduction of radio and television. These ads were more expensive than print because of the cost of making them, and they were frequently out of reach for small firms. They also only lasted 30 seconds, with marketers thinking that the ad's heightened impact would compensate for its short duration. Broadcast channels now provide advertising at more cheap rates, and they frequently include creative services as part of your contract or for a modest cost. You can either pay a premium to have your commercials air at a certain time, or opt for the less expensive run-of-schedule option, which allows the station to determine when your advertising air.

Print Advertising (Flyers, Posters, Newspaper Ads, etc.)

Print advertising is one of the oldest forms of advertising, as people have relied on newspapers and periodicals for much of their information for decades. There were two types of print adverts in the past: display and classifieds. Text, photographs, graphics, and your company logo can all be included in display adverts. The usage of graphics grabs people's attention and aids in the telling of your tale. Although some classified postings may enable modest photos, most classified advertising consists of words alone, interspersed among other text-only ads. You have no control over the typography, and all classifieds on a page seem similar. In most cases, these ads are the most cost-effective option to advertise in print. When buying display advertising, inquire about and try to negotiate where they will show in order to get the most out of them.

Outdoor

Outdoor advertising, which sends messages where people will see them on a daily basis, is another long-standing advertising method. Advertisements on billboards, buses, taxis, benches, and buildings are examples. You often get more people to see your message than with print or broadcast ads, but you have less control over who sees it.

Forms of digital advertising

Paid search advertising

Paid search advertising entails placing bids on keywords so that ads relating to those keywords appear at the top of the search engine results page (SERP). Advertisers only pay when their ads are clicked in sponsored search, giving rise to the pay-per-click moniker (PPC). Look for a little label next to the link that indicates that the result is an advertisement to distinguish between sponsored and organic search. Paid search is efficient, measurable, straightforward, and cost-effective since it is focused.



Social media advertising

Social media advertising is used to promote products and services on social media networks. Because everything on social is done in real-time, advertising on social media gives you a speedy return on investment. When you use UTM codes to identify your social media adverts, you can see exactly where your sales are coming from. Because social media is a more relaxed platform than a sponsored search advertisement or a television commercial, social media advertising provides for a little more leeway to express a brand's personality. When it comes to social media advertising, it's critical to pick your platforms carefully and keep in mind that not everyone in your target audience utilizes all of them. Your Instagram audience, for example, is likely to be different from your LinkedIn audience.

Who are you attempting to contact? If your following is loyal and vast, you can perform social media advertising organically and successfully, but if you're just getting started or want to reach a new audience, paying for commercials will help you realize your full potential. There's an added benefit to social ads: their impact can be tracked in real time. Every piece of social media material that a company shares is trackable, allowing advertisers to see how much traffic an ad receives, how many conversions it generates, and even who interacts with it.

Native advertising

Advertisements that are in the form of banners and pop-ups make it clear that they're attempting to sell you something. Native advertising blends seamlessly with its surroundings. Native adverts appear in the form of articles or videos on websites that already house similar materials because they appear to be a near-perfect match to the information that surrounds them. Great native advertisements supply consumers with useful information while making the commercial part of the message secondary. Native advertising is non-disruptive since they follow the natural flow of the website, so viewers won't feel like they're engaged with an ad. Native ad placement should be strategic and match the habits and interests of a company's target audience. Native advertising is labelled to inform readers that the content is sponsored, but the label is so subtle that it has caused controversy between advertisers and readers.

Display advertising

Display advertisements are plainly offering you something due to their style and format. Because ads are often done discretely, the visible character of display ads is a unique aspect within the field of digital advertising. Display adverts are often placed along the top or sides of web pages and can be dynamic or static. Because search engines may match an ad with millions of websites depending on keyword and targeting preferences, display advertising aim for speedy conversions and have a huge potential reach. On the internet, display advertisements are highly common, which can reduce their efficiency. Users have learnt to ignore display ads because they offer no value other than a call to action, and click through rates have decreased. While display advertising aren't as popular as they once were, they should still be included in a company's ad campaign strategy. Display ads that are direct and visually engaging can capture an audience's attention.



SOCIAL MARKETING - DEFINITION AND BASIC CONCEPTS

The basic purpose of social marketing is to achieve "common good." Traditional commercial marketing goals are generally pecuniary in nature, though they can also have positive societal consequences. Social marketing would create awareness and induce behavioural changes. Social marketing has been a big business for a while, and it started with newspapers and billboards. But, like commercial marketing, it's evolved to fit the current environment. In today's world, the most frequent method of social marketing is through social media. However, to see social marketing as only the use of standard commercial marketing practices to achieve non-commercial goals is an oversimplified view.

The goal of social marketing is to combine marketing concepts with other approaches to social change. For the greater good, social marketing attempts to encourage behaviours that benefit (or "impact") individuals and communities. The goal is to create effective, efficient, equitable, and long-term social change programs that are competitively responsive and segmented. Social marketing uses the benefits of doing social good to secure and maintain customer engagement. In social marketing the distinguishing feature is therefore its "primary focus on social good, and it is not a secondary outcome. Not all public sector and not-for-profit marketing is social marketing³.

Standard marketing tactics can be used by public sector organizations to boost the promotion of their relevant services and organizational goals. This is significant, but not to be confused with social marketing, which focuses on accomplishing specific behavioural goals with specific audiences in relation to social good subjects (e.g., health, sustainability, recycling, etc.). Commercial marketing and social marketing are sometimes confused. A commercial marketer's sole goal may be to persuade a buyer to buy a product. The objectives of social marketers are more challenging to achieve. They want to influence target demographics to undertake potentially difficult and long-term behavioural changes, which may or may not include purchasing a product.

Social marketing is a relatively young profession that emerged in the 1970s when marketing scholars *Philip Kotler and Gerald Zaltman* realized that the same marketing techniques that were used to sell items to consumers could also be used to "sell" ideas, attitudes, and behaviors. Social marketing is defined as a type of marketing that differs from other types of marketing only in terms of the marketer's and his or her organization's goals. Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general public⁴.

Social marketing is advertising that aims to affect social change rather than directly benefiting a company. It promotes awareness of a problem or cause using standard marketing strategies, with the goal of persuading an audience to change their behavior.

In order to achieve the intended transformation, social marketing "sells" a habit or lifestyle that benefits society, rather than a commodity. The primary focus is always on the benefit to the public good. Instead of demonstrating how a product is superior to competitors, social marketing engages in "competition" with undesired beliefs, behaviors, or acts.

Social marketing is also used for causes like: **Health and safety** (Anti-smoking, Anti-drug, promoting exercise and healthy eating, Safe driving, Railroad station safety, etc.), **Environmental causes** (Anti-

³ Hameed, M. (2014). Social Marketing: Obstacles and Opportunities. *Social Marketing: Obstacles and Opportunities*, 4(4). <http://www.ijsrp.org/research-paper-0414/ijsrp-p2879.pdf>

⁴ U., & Profile, V. M. C. (n.d.). My articles. *Business Anthropology*. <https://businessanthropology.blogspot.com/p/my-artilces.html>

deforestation, Anti-littering, endangered species awareness, etc.), **Social activism** (Illuminating struggles that people of color, people with disabilities, etc. face, then inspiring people to fight against mechanisms that create inequality, Anti-bullying⁵, Fighting gender stereotypes, etc.)



Picture: World Wildlife Fund

Social marketing allows customers to spend a certain amount of money without receiving a specific service; proposes specific actions, but does not offer a product or service and does not expect a specific type of payment from the target group of customers; suggests that people stop certain activities, but does not offer products or services in exchange for these activities or lack of action, and in return does not expect a specific type of payment from the target group of customers; suggests that people stop certain activities, but does not offer products and services for these activities or absence of Customers, sales, and profits are the goal of commercial marketing, while human behavior, volunteers, and corporate support and development are the focus of social marketing.

Social marketing is considered as one of the most effective ways to influence anything for society since it requires understanding that the community requires change and that it is critical to make people aware of good things while also giving a first behavioural shift. Social media marketing can generate a lot of positive feedback, especially from an informed audience. Through social marketing, one can attain one's ultimate business goals rapidly and for a longer length of time. However, changing people's behavioural patterns is a difficult undertaking, and Social Marketers must be knowledgeable of the systematic application of marketing, as well as the concepts and their implementation, in order to achieve certain behavioural goals.

⁵ Cable, H. (2021, May 12). Change Can Happen. LinkedIn. <https://www.linkedin.com/pulse/change-can-happen-haley-cable>



MARKETING MIX STRATEGY IN SOCIAL MARKETING – WHAT MAKES IT DIFFERENT FROM TRADITIONAL MARKETING MIX

Social marketing is a new cross-disciplinary field of social science that looks into how marketing tactics and skills can be used to improve people's overall quality of life without aiming for profit. Social marketing principles differ from commercial marketing principles in a number of ways, despite the fact that the fundamental concepts are the same. It's vital for social marketers to understand the differences and implement different social marketing methods as a result.

The effectiveness of social marketing is primarily reliant on marketing tactics for persuading customers to buy goods and services. Other techniques, like as market segmentation, product design, and so on, might be useful in addition to various types of advertising. The major focus of social marketing, like much mainstream marketing, is on the consumer. The aspects of the "marketing mix," which relates to the idea of a Product, Price, Place, and Promotion, are used in the planning process of social marketing, just as they are in mainstream marketing. The marketing mix is often known as the four Ps of marketing.

Product

The product in social marketing does not always have to be physical. A spectrum of social marketing products exists, ranging from real, physical products to services, practices, and even more intangible ideas. Individuals who are being targeted must first believe that they have a genuine problem that needs to be solved, and that the goods offered is a viable solution to that problem.

Price

The term "price" in social marketing refers to what the buyer must give up in order to gain advantage. This cost could be monetary, or it could be intangible, such as time or effort, the abandonment of a favorite activity, or the danger of embarrassment and rejection. If an individual's costs outweigh their benefits, the offering's perceived value will be low, and it will be unlikely to be adopted. However, if the benefits are judged to be larger than the expenses, the product's chances of being tried and adopted are substantially higher. Many factors must be considered by a social marketer when determining a price, especially for a tangible product. In case that a product is priced too low or given away for free, the customer may believe it is of poor quality. However, if the price is too high, some people will be unable to purchase it. As a result, social marketers must examine all factors, and they frequently charge at least a minimal price to improve impressions of quality and give the transaction a sense of "dignity." In contrast to conventional marketing, in social marketing, cost and benefit perceptions can be evaluated through research and employed in product positioning.

Place

Social marketing of products and services, like mainstream marketing, must reach the consumer in some way. Some form of distribution must be used for a tangible product. Place is less evident when it comes to intangible products, but it speaks to judgments on how consumers are reached with knowledge or training. Another aspect of place is determining how to ensure that the offering is accessible and that the service is of high quality.



Promotion

The fourth “P” in the social marketing mix is the most dynamic. Promotion is frequently misunderstood as encompassing all of social marketing because of its prominence, yet it is simply one of the four Ps. Advertising, public relations, promotions, media advocacy, personal selling, and entertainment vehicles are all examples of promotion. The emphasis is on generating and maintaining product demand. It is critical to do research in order to identify the most effective and efficient methods for reaching the target audience and increasing demand. To be successful, promotion must be culturally acceptable.

Social marketing adds another set of Ps to the standard marketing mix, including public, partnerships, and policies. External and internal groups engaged in the social marketing programmes are referred to as the public. In order to be effective, social marketers must often deal with a wide range of audiences. The target audience, secondary audiences, and policymakers are examples of external public, whereas internal public are individuals who are involved in the program's approval or implementation in some way. Partnership refers to cooperation between certain participants because social issues are often so complex that one agency cannot succeed alone and needs to collaborate to be effective. As a result, social marketers must form alliances with like-minded organizations. The fact that social marketing campaigns promote policies is referred to as policy. In order for programs to be effective, policy changes are frequently required.

To guarantee that the message goes to the intended audience, an integrated marketing communications strategy must be developed, which is a way of viewing the entire marketing process from the perspective of the recipient. Several communication channels must convey information about the company and its goods that is clear, consistent, and interesting. Consumer behaviour elements such as attitudes, confidence, and attention to a given product are maintained through marketing communication.

THE MARKETING MIX





SOCIAL CONTENT MARKETING – BRAND AWARENESS

Increasing brand recognition is considered critical for a company for different reasons. The amount to which people are familiar with your company and its attributes is referred to as brand awareness. For internet businesses, recognition entails more than just recognizing your logo; it also entails recognizing your brand and what it stands for, whether it's technology, women's fashion, or health, for example⁶. Individuals are more likely to buy from a brand that they recognise and trust if they are aware of it beforehand. Content marketing and branding go hand-in-hand together and when it comes to digital marketing, the importance of content is vital aspect to have in mind. There are a number of ways you can build brand awareness through marketing but we're going to focus specifically on the importance of content marketing.

There are a variety of strategies to increase brand awareness through marketing, but we'll concentrate on the value of content marketing.

Quality content allows you to show customers who you are as a company and what your brand stands for. It's about how well people understand the traits that distinguish your brand from the competition in your business, not just name recognition. Unlike revenue-generating content (such as adverts and product descriptions), your brand's content should be centered on intriguing, relevant, and meaningful information about your firm. Content marketing for brand awareness focuses on selling your company's ideals rather than selling its products.

Content marketing takes time and work, but it's critical to reaching your brand's long-term objectives. Here are some pointers on how to use content marketing to raise brand recognition.

1. Know who you're trying to reach.

Understanding the target audience is the first step in developing a content marketing plan. You must tailor your material to the people in your target audience if you want to engage with them. First, one must determine who their target audience is. Almost every marketing strategy requires this stage. To define the layout of your material, think about demographics, locality, online trends, and more. To demonstrate that you're committed to delivering them with an excellent product or experience, appeal to their interests and values. Finally, to keep customers coming back to your website, you must address their wants and requirements.

2. Improving Content Performance by Analysing Audience Data

According to Press Release Network (2021), Google Analytics and Google's Search Console are two of the most common ways to analyse data. Both are free programs that enable business owners watch traffic on their site and collect data on metrics like visits, transactions, and revenues, among other things. They also assist organizations in optimizing their content marketing for brand exposure by providing data on time on site, search traffic, click-through-rate (CTR), and other metrics⁷.

⁶ Press Release Network, A Cyber Gear Initiative. (2021, May 31). Content Marketing Strategies To Promote A Brand. Press Release Network. Retrieved 2021, from <https://pressreleasenetwork.com/site/2021/05/31/content-marketing-strategies-to-promote-a-brand/>

⁷ Press Release Network, A Cyber Gear Initiative. (2021, May 31). Content Marketing Strategies To Promote A Brand. Press Release Network. Retrieved 2021, from <https://pressreleasenetwork.com/site/2021/05/31/content-marketing-strategies-to-promote-a-brand/>



It is advisable to use the Landing Pages report in Analytics in order to examine how critical segments like paid ads and search engines are driving traffic to your site. Marketers may also access audience data via the Analytics platform, which includes demographics, interests, geographic location, device usage, and more.

While Search Console is limited to only giving information on how websites perform in Google's search results, it does provide businesses with a way to better understand which search queries are important for their brand identity, as well as ways to track brand awareness by analyzing CTR for both brand specific and generic keywords. The Search Console Performance report is an essential tool for enhancing your content marketing brand awareness plan. Organic traffic may be increased by tweaking your SEO approach with data-driven input, which can also help brand awareness increase.

3. Make a content strategy

You may start developing a strategy for reaching out to your audience now that you know who they are and what they like to do. Begin by telling customers about your company's history. Create a "About" or "Our Story" page where you may tell your target group about yourself and your work (and why you stand out). Tell them about your company's history, its ideals, and how you got started. To clearly establish who you are as a company, it's critical to keep these at the forefront of your campaign. Your story gives you the opportunity to get involved with your customers in ways that go beyond your products and services. This can aid in the creation of trust and encourage repeat business.

There are various methods to leverage content marketing for brand exposure in addition to sharing your story. Consider creating content for other pages on your site, such as:

- Blogs and inbound marketing materials that target audiences that are already interested in your products or services.
- How-to guides, how-to material, and instructional pages that aid readers in their purchasing trip while also making your business appear more authoritative.
- Videos and other multi-media elements for content marketing to raise brand exposure on image search, YouTube, social media, and other platforms.

Depending on your business, your site pages will feature pages about your brand's history or story, as well as pages about your mission and work environment. These pages are an excellent opportunity for you to demonstrate why you are special to your audience. Your company's bread and butter will be your blog posts. Blogs are one of the most successful ways to attract search traffic to your site, as well as one of the greatest content marketing platforms.

Video is an excellent way to visually express your narrative. Create production behind-the-scenes films or an interview with your founder. You can also give a video version of user instructions and other material in addition to your brand.

When it comes to content creation, attempt to do it on a regular basis. Whether it's once a week or once a month, strive to bring something new to your site on a regular basis. Consistency is also vital for your plan, whether it's in terms of frequency or tone.

4. Be Authentic

How you position yourself in your content is another crucial part of content marketing for brand awareness. Keep in mind that your online identity and presence should reflect who you are as a



company, and your content should reflect that. Your content is similar to your voice, and the way you promote it will help you raise brand awareness.

Be consistent in your style and personality across your website and linked business accounts, so be genuine and show them who you are as a company.

5. Make use of your blog

As previously stated, blog articles will be critical to your content marketing and brand recognition strategies. Creating a company blog page has a lot of advantages, one of which is increased brand awareness. It's also critical that you publish new and original information on a frequent basis. Despite the time commitment, producing a new blog every two weeks or once a month might help you establish your brand. Audience is always seeking for new knowledge, so keeping up with industry trends and writing about them is a good place to start. Don't be scared to experiment with fresh themes and perspectives in your blog postings. Find a novel approach to discuss a topic, or break it down into digestible listicles. Blog entries that are at least a few paragraphs long are more likely to be effective since they provide the most useful information to the reader.

Make an effort to make those posts stand out, and make sure the material you provide is correct and up to date. If the trends in your sector are constantly changing, it will be necessary to update those blog entries or follow up with further information in the future.

6. Use social media to spread the word about your brand's content.

Social media platforms are vital not only for creating your brand, but also for promoting your brand-building material. You're not just distributing information to your own followers, but you're also distributing it to their friends. Users can share your new material with their friends and followers on social media, allowing you to reach out to additional potential buyers. Through comments and messages, social media is also a terrific opportunity to become more connected with your online community. This is an important component of an inbound marketing approach – an increasingly popular method of generating high-quality leads from consumers who are already interested in your products, services, and content!

7. Branding and PPC Content Marketing

There are a few other strategies that firms who utilize sponsored search advertisements as part of their SEM can employ to increase brand awareness and income. According to some study, organic searchers are 5X more likely to convert to consumers based on branded keywords, and PPC search results are 4X more likely, because these keywords can put the content visible to people who are already interested in your brand. Although it may seem contradictory to put so much emphasis on branded search marketing (as many people think of these keywords as “free”), putting your brand name in your meta title-tags or PPC search advertisements might help you get more value out of your existing content.

8. Other brand recognition advantages of content marketing

Content marketing may benefit your company in a variety of ways, including enhancing your SEO and EAT reputation in addition to brand recognition. Creating quality content is beneficial not just to your brand, but also to your SEO. Quality content is valued by search engines, thus offering high-quality, well-researched information to your customers will benefit you in the long run.



The more information you supply, whether it's through products, informational pages, or blog entries, the more value you provide. Your EAT rating, which stands for expertise, authority, and trustworthiness, is linked to SEO; sites that make an effort to develop high EAT content have an SEO edge and are more likely to enhance their algorithmic ranks through higher shares and backlinks. Creating useful content for your website might help you position yourself as a subject matter expert. Take your information and present it in a way that engages your customers and exceeds their expectations to integrate your brand awareness plan. With all of that useful content on your website, you can find yourself cited as a source of information by other websites in your field. When you establish yourself as a source of information, you're also building your authority.

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SOCIAL NETWORKS/MEDIA TOOLS – HOW TO UTILIZE THEM IN SOCIAL ENTREPRENEURSHIP AND SOCIAL MARKETING

These days, everyone uses social media, and some people do it better than others. Social entrepreneurs, in particular, are taking advantage of the huge array of channels' audience, reach, and potential virality to spread the word, resulting in better results and longer-lasting initiatives. What is a social entrepreneur, exactly? Social entrepreneurship is a set of realistic, inventive, and long-term approaches to benefiting society as a whole, with a focus on the underserved. People who are dedicated to discovering these methods typically notice problems and launch entrepreneurial ventures to fix them. The term "entrepreneur" is used because, rather than merely running a modest business, these individuals create full-fledged businesses with the goal of transforming society. They usually have an impact on areas such as education and health, as well as the environment and business development. Entrepreneurs transform the face of business, and "social" entrepreneurs transform the face of society. So, why should social entrepreneurs use social media in the first place?

- I. At its foundation, social media is a conversation medium that allows people, brands, and businesses to engage with their target audiences in meaningful, personalized, and helpful ways. No firm can thrive today without a strong internet presence, and social entrepreneurs understand this. They're using social media for a variety of reasons, including raising awareness and motivating their audience to change and join in their efforts to make a difference.
- II. Social media is a low-cost instrument that allows people to communicate with a huge number of people at the same time. Social entrepreneurs disseminate important tales and reports about their activities through a variety of networks and venues. Many people have started blogging, which is a terrific way to share ideas and information. They upload photos of themselves or their employees in action on social media channels like Facebook, Instagram, and Twitter, allowing their audience to engage with them while learning about what they do in the field. This is an important issue for these organizations to remember because talking about a topic isn't the same as actually doing anything about it.
- III. Maintaining a balance between promoting your cause and communicating your action is one problem. If you talk too much about your cause, it will appear as if you aren't doing much, and if you talk too much about your activities, your endeavour will lose perspective. Social entrepreneurs utilize social media to collect funding and recruit supporters for their cause. To that purpose, they launch campaigns with innovative ideas aimed at increasing both awareness and funding.

Even if a company is in the business of transforming society, social media has become an indispensable tool. Not just by taking action, but also by leveraging social media to educate the general public and attract extra funds, social entrepreneurs are actively making the world a better place.

New technology is always worth a shot, and incorporating social media into your overall communication strategy is a smart move. The truth is that online sharing and collaboration is changing, and those who do not participate will be left behind.



Integrating social media into a social enterprise strategy is a win-win situation. Enterprise will gain from increased awareness and strengthening of their presence, which could result in a large return on a variety of levels (e.g., volunteer acts, various types of support). However, in order to reap the benefits, social enterprise must be willing to try new things. Creating an online dialogue can appear to be hazardous and unsettling, but if the company is responsive and devoted, it will help to improve its image. The first step in entering the world of social media is identifying a social media team and the individual who will have overall responsibility for this area of enterprise communication.

Social media team

The social media strategy should be a part of the broader communication strategy for the social enterprise. Strategies should be designed for the social company based on its own unique community or goal (e.g., enterprise kind, history, mission...) rather than what other businesses are doing. Posts, comments, frequency of sharing information, updating news, photographs or video, events, individuals subscribed, fans, group members, and all other enter act with any news or updates should all be measured using a number of technologies. It is vital to have the support of the executive team and to devote the necessary resources to administering the company's social media plan for a successful conclusion. Determine a social media team and the person who will be in charge of it all. Creating online etiquette rules and social media policies will also assist the community in adjusting to this new approach.

Strategy

Going viral isn't always a good thing, and it's also not always feasible. Adapting a method that generates a large following provides a lot of advantages. One of key the benefits of using social media tools is that the user is the "publisher," and the cost of publishing on a regular basis is inexpensive when compared to traditional marketing and communication tools (e.g., print and radio advertising). On the other hand, social enterprises must be aware that as the social era progresses, the stakes of responsibility for social enterprises rise significantly, as education of social acts, social responsibility, and cultural awareness that come with using new media tools is not an easy task, and understanding the impact and risk of social media is critical for both social enterprises and individuals. With social enterprise being a largely unregulated term, organizations in the cause space must work even more to be transparent and build loyalty and trust.

Clear mission and message

It is important to explain the reasons your company does what it does to your audience. Take them back to your organization's founding mission, which outlined what they intended to see in the world. This can be quite intimate, transporting your fans back to your founder's life. Share the facts that inspire you at work and the goals you want to achieve. Personalize your message so that individuals who read it are inspired.

Engage in communication with your online community

In today's digital era, social proofing takes the shape of an authentic review more than ever before. Having a well-balanced library of reviews on your social media from people who utilize your services, volunteers, donors, and staff is a useful marketing tool since it is perceived as an objective perspective of your business. Even though you have no influence over what people write, if it sounds appropriate,



you can invite active volunteers or a really pleased recipient of your services to submit a review. Then, as part of your content plan, you may distribute these reviews as blogs on a regular basis, say every couple of months. It reaffirms the worth of the work you do from an objective standpoint.

Your team

Make sure to introduce your employees on social media if they are comfortable doing so. Putting a happy face on the company allows people to see a human side to the company that they can relate to. Include details on why they joined the team, a staff member's favourite project, or how they feel about the social good their organization is accomplishing.

Few basic tips for some of the major social networks

1. Facebook

Great “About” pages and cover photos, as well as smart use of Facebook Insights, are essential.

With more than 2 billion users (monthly), Facebook is by far the most popular online site. People frequently spend a few hours every day on this network due to its nature, which increases its potential and strength. Many various forms of material are good for Facebook, but the key is content that reveals a different side of your business, such as human aspects, customer interactions, and converting leads into loyal followers and customers (DMI blog). You can quickly submit images, videos, stories, and even do Facebook live on Facebook. Facebook advertisements also provide you the ability to target a certain audience depending on your choices.

One may target the audience depending on their age, gender, geography, work, interests, and other factors, making it considerably easier for you to reach out to potential customers and their needs based on the products or services you offer.

2. LinkedIn

This step-by-step guide on creating a LinkedIn corporate page was published by Social Media Examiner. It teaches how to make the most of LinkedIn's analytics and showcase pages in order to stand out on the professional networking site.

LinkedIn is a great place to share editorial material since it can help you position your organization as a leader in your industry, build brand authority, and engage leads through conversations (DMI blog). LinkedIn is a professional network with a community of educated and working professionals that is one of the largest in the world. Unlike Facebook or Instagram, LinkedIn is solely for professional purposes. As a result, the audience, as well as the writing style and content, are somewhat different. People use LinkedIn to learn more about companies, their workers, job openings, routine activities, and other topics.

LinkedIn is the greatest and most successful marketing channel available. It's not only useful for locating leads, but also for contacting them and developing strong relationships with them, which can lead to more sales and customers for your company.



3. Instagram

Instagram is a "critically vital social network," according to Hootsuite. Their account creation guide walks you through all you need to know to get started. They also suggest some fun photo-editing apps.

It has about one billion monthly users, with at least half of them using it on a daily basis. Instagram is mostly used to share photos and videos. Another useful feature is "hashtags," which allow you to keep stuff in one place and reach out to people who are specifically interested in a particular field in a pretty simple manner. Keep track of whatever hashtags are trending in your field and include them into your postings. In addition to being the most popular social media platform for influencer marketing, Instagram is also one of the most used social media platform for influencer marketing. Because Instagram is such a visual platform, it has the most influencer marketing programs.

For businesses, this is another excellent opportunity to market products and services through influencers who have already established relationships and connections with people, as well as their loyalty and trust. These are people/profiles with a large number of Instagram followers. These can include celebrities from the entertainment industry or well-known athletes, as well as persons who are not well-known but have an impact on their followers for various reasons.

Instagram, on the other hand, is primarily used for engagement. It also allows you to sell and offer your products directly, but assuring audience engagement and brand promotion is a much safer option.



VISUAL PRESENTATION IN SOCIAL MARKETING – EXPLORING WEB AND GRAPHIC DESIGN

Visual marketing is a powerful tool that may help you get the most out of your strategy by utilizing the greatest types of content in new ways. Visual media such as images, videos, infographics, and even memes are examples of visual media that may be used by enterprises. All you have to do is to figure out which works best for your brand, target audience, and objectives.

Humans are visual creatures, therefore using visual marketing to promote your business is a natural fit. However, just like any other resource, you must understand how to use it to get the best results.

However, how does a well-designed advertisement grab your attention? It either takes an unexpectedly innovative turn or makes you laugh, cry, or ponder. Although not every advertisement persuades you to try the product or service it promotes, the finest ones use creativity or emotion to motivate people to do so.

The same may be said for social media marketing. People dislike being told what they should do. News regarding a certain social issue may not persuade them. Alternatively, they may be unaware of the problem or its scope. Some people may also find it difficult to engage in a socially good behaviour or believe they are incapable of resolving a problem on their own.

However, well-executed social marketing uses creativity and emotion to captivate attention and raise awareness of a social issue. Most importantly, it gives a compelling, uncomplicated way to make the world a better place, and it elevates this positive conduct above any “competing” action. Social marketing enables a successful selling of a desirable behaviour using these elements.

What is visual presentation in marketing?

The use of photos, videos, and other forms of multimedia material to develop your brand and communicate with your target audience is known as visual marketing. It aids you in depicting certain issues and concepts that would otherwise be difficult to approach with only text as part of a bigger marketing strategy. Because of the advancements in digital media over the last few years, there are numerous opportunities for multimedia content and visual marketing. To effectively engage with their audience, a brand can invest resources in infographics, interactive films, animated GIFs, data visualization, and other sorts of content.

You've probably heard the expression "a picture is worth a thousand words." Its cornerstone is the fundamental foundation of visual marketing, as it refers to how visuals can be a more effective approach to express what you need at times. Visual marketing is based on the fact that humans are very visual beings. When people look at pictures instead of text, they remember more knowledge. In fact, studies show that we can digest visuals 60 thousand times faster than we can write. This is a fascinating truth about graphic marketing.

The use of images has a significant impact on performance marketing. Posts containing images on social media receive more than twice as much attention as those without.

Whichever business you might do and whatever it is that you want to place, it is inevitable that you will need a visual presentation. It is your visual identity what the customers will base their first impression on.

As a web and graphic designer, there is a wealth of open-source tools that may help you tremendously. Open source is valuable since it is free and has a large community of supporters all around the world. Open-source tools are a fantastic location to start looking in the current economic climate. Many enhanced open-source tools are likely to be offered to assist you in being a great graphic and web designer. The word "open source" refers to software that is freely available and accessible to anybody.

1. KRITA



Website: <https://krita.org/>

Krita is a free and open-source raster graphics editor designed initially for digital painting and 2D animation. It runs on Windows, macOS, Linux, Android and Chrome OS. It features an OpenGL-accelerated canvas, colour management support, an advanced brush engine, non-destructive layers and masks, group-based layer management, vector artwork support and switchable customisation profiles⁸. It is written in C++ using Qt.

2. CANVA.COM



Website: <https://canva.com/>

This platform is an online program, meant for users who need a simple way to design photos, create publications for printing or the web and which will help you to create the perfect visual solutions for your business. People do not need a prior knowledge of design to use Canva, the platform allows everyone to make images, digital postcards, posters, website graphics, social media backgrounds or *memes*. This program is very popular among entrepreneurs who want to present their brand on their own.

⁸ Rempt, H. (2021, September 3). WARNING: scam mails about krita and youtube coming from krita.io. Krita. Retrieved 2021, from <https://krita.org/en/item/warning-scam-mails-about-krita-and-youtube-coming-from-krita-io/>

To get started on Canva you need to create your own account. Users can sign in with existing Google or Facebook account. After you've logged in, using the program will be very easy. To create your image, you can choose one of the image types from a very diverse variety of already existing formats - from Facebook covers, through Infographics, to Pinterest and Instagram posts, etc. Canva offers more than 60,000 templates with which you will create interesting Instagram and Facebook posts and stories; you can design your logo, blog banner, advertising template, flyer, memo, event invitations, brochures, business cards as well as create advertising for your product.

You will be able to do all of the above on your own, because the program is above all practical and user-friendly. Whichever style you choose for your presentation, Canva will make you stand out.

3. GIMP



Website: <https://gimp.org/>

Gimp is a widely used open-source graphics design and photo editing program. It's a graphic design suite and image editor with a lot of features. This program is identical to Adobe Photoshop Layout. A terrific tool for any designer who mostly works with images, whether they are a newbie or a seasoned pro. GIMP is a high-quality framework for controlled image direction that may be used with languages such as C, Perl, C++, Python, and others.

It's the opposite of Adobe Photoshop. It's wonderful for producing digital paintings or editing photographs and mixing diverse parts. Of course, it doesn't have all of the functionality of Photoshop, but whoever designed it has a huge army of volunteers from all over the world.

4. INKSCAPE



Website: <https://inkscape.org/>



Inkscape is similar to Adobe Illustrator and Corel Draw in terms of functionality. It is one of the most useful tools that's provided for free to everybody. It is also known as the vector graphics maker adobe illustrator's equivalent. Scalable Vector Graphics is Inkscape's basic and default file format (SVG). Inkscape is a free program that can run on Linux, Mac OS X, and Windows.

5. PIKTOCHART



Website: <https://piktochart.org/>

Infographics are very effective ways to graphically communicate information to your audience. Infographics, social media graphics, presentations, reports, flyers, and posters can all be created with Piktochart. It's perfect for marketing, human resources, healthcare, and accounting. Infographics can be used to communicate tales about yourself or your company. Thanks to all of the available templates for every purpose, you can design unique presentations and print posters. As a result, you'll be able to create designs more quickly and efficiently. You may include interactive charts, photos, animated icons, videos, and alter fonts to make your designs even more unique and appealing.

6. DESIGN WIZARD



Website: <https://designwizard.org/>

Design Wizard allows you to create original image and video designs in minutes. It's perfect for events and marketing. Gift cards, loyalty cards, Facebook posts, sales posters, LinkedIn advertisements, birthday cards, and invites are all possible. You may personalize your designs by uploading fonts, photographs, and logos, as well as creating custom colour palettes. A library of over one million photos, as well as thousands of illustrations, films, and graphics, is included in Design Wizard. All of the photographs and movies in Design Wizard are commercially licensed, so you won't have to worry about copyright issues.

7. VENNGAGE



Website: <https://venngage.com/>

Venngage assists you in creating the greatest infographics to engage your audience, convey your stories, and effectively communicate data. Venngage has the advantage of not limiting you to just producing infographics. Additionally, you may create posters, resumes, brochures, flyers, business plans, eBooks, proposals, banners, white papers, and more. Simply log in to the existing account and choose a template, then add charts and visualizations before customizing the design. You can share your design with customers, friends, or family members once you've done it.

8. ANIMOTO



Website: <https://animoto.com/>

One of our favorite social media tools for easily making great marketing videos is Animoto. In only a few minutes, their video maker transforms your images and video clips into professional material. It's described as "shockingly easy" and "quick." Being able to swiftly generate captivating marketing films has numerous advantages. We recognize that video is a content medium that many people struggle with, but Animoto can assist. We've used it to make brief social media summaries of recent blog pieces, videos promoting major announcements, and videos for product launches.

9. UNSPLASH



Website: <https://unsplash.com/>

Unsplash is one of my favorite design, photography, and video resources. Unsplash is a huge collection of free professional photographs that you can use - for free! Many social media marketers utilize Unsplash photographs because they may help give your content a professional, polished look.



PHOTOGRAPHY IN “GREEN” SOCIAL ENTREPRENEURSHIP – USING PHOTOGRAPHY AS A TOOL FOR ONLINE CAMPAIGNING

The power of still photography has diminished during the digital age, but make no mistake that images, particularly of climate change, can bring the issue to life in a way that can capture people's imaginations, present vital and often unknown facts and statistics, and particularly for younger generations, make a very powerful impression. Photography can capture the unseen and with factual captions and words to accompany such images, can give people pause, change their minds, prompt them to get involved and engage with the issue. Any one of these impacts is vitally important and serves the larger cause of saving our planet while creating new jobs and improving our Mother Earth and our economies at the same time. - Ed Kashi, VII Photo Agency⁹

Photography is the perfect tool for encouragement because many social enterprises do not have much funding to begin with, but photographs are easy to send over the internet, and it doesn't require funds. Photography is a universal language in itself: you don't need to speak certain language to understand the meaning of a photo.

Let's look at some notable examples of campaigns that used photography as a main tool.

Example 1 - World Wildlife Fund WWF



⁹ Hermand-Grisel, S. (2021, October 18). Photography and Climate Change Awareness - Part 1. Photo Article. <https://www.all-about-photo.com/photo-articles/photo-article/621/photography-and-climate-change-awareness-part-1>



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THIS PROJECT IS CO-FUNDED BY THE EUROPEAN UNION 

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RHINO HORN IS MADE OF THE SAME STUFF AS HUMAN NAILS. STILL WANT SOME?



Rhino horn does not cure illnesses. If this fact is new to you, consider that rhino horn is largely made of keratin, the same stuff that makes up your finger nails, and toe nails. Don't use rhino horn, it's as useless as swatting your own finger nail.
For more information visit: wwf.rhinohorn.org

SAVE A RHINO, SAY NO TO RHINO HORN

 **WORKING TOGETHER TO MAKE ILLEGAL AND UNSUSTAINABLE WILDLIFE TRADE**

TRAFFIC
The wildlife trade monitoring network





Example 2 – Other campaigns that used photography

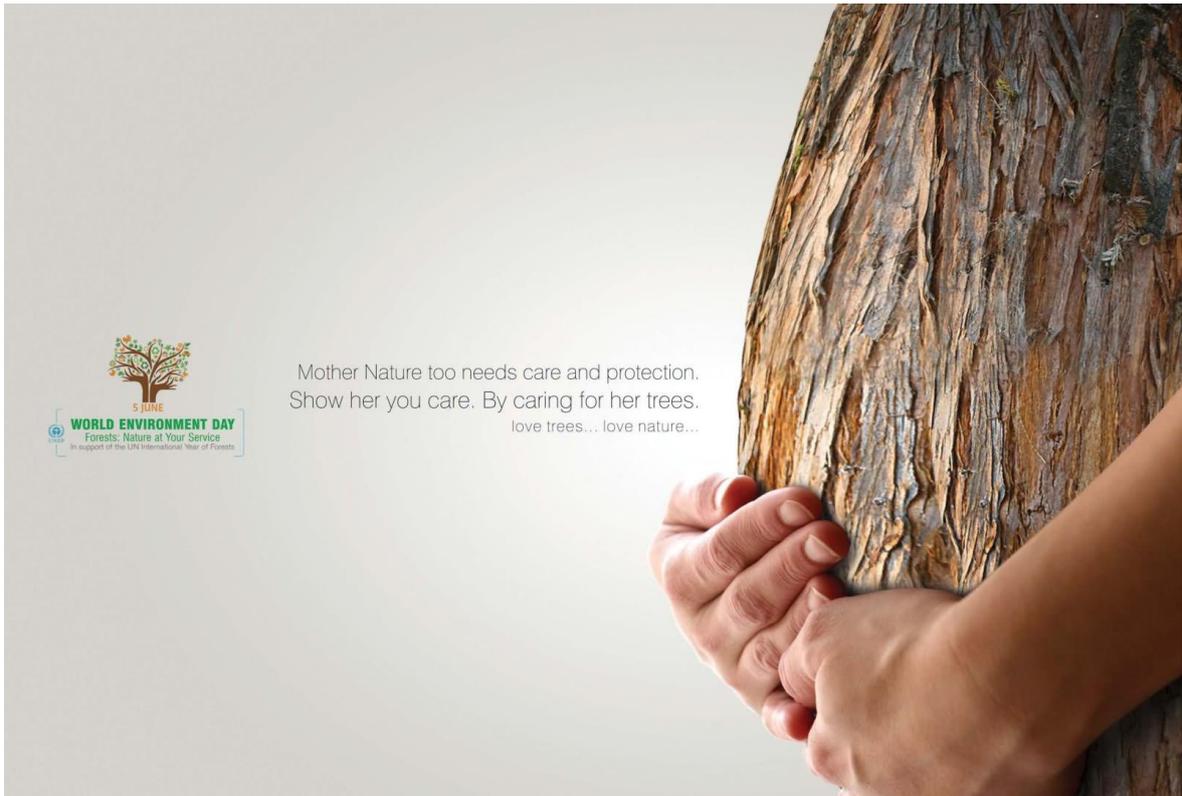


© Sarayut Thaneerat



A small step to save the earth is in your hands.
Do just one small thing today!

<https://www.askideas.com/40-best-world-environment-day-wish-pictures-and-photos/>



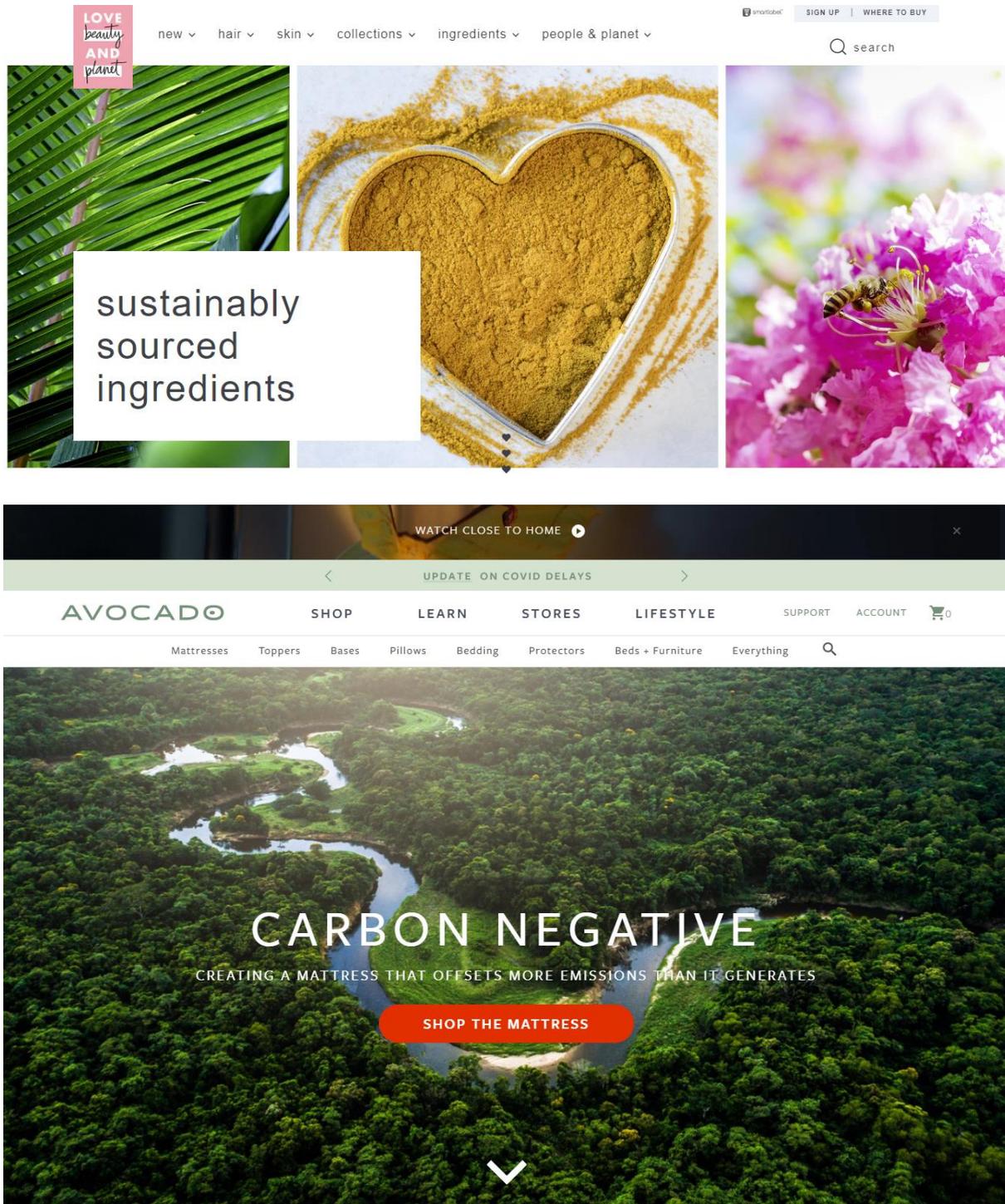
<https://www.askideas.com/40-best-world-environment-day-wish-pictures-and-photos/>



<https://www.heads.it>

Examples 3 - Brands

Examples of socially responsible brands that defend the pureness of our planet, oppose animal testing, produce recyclable goods, and advocate sustainable ways of production.



<https://sendpulse.com/support/glossary/green-marketing>

PHOTOGRAPHY TOOLS AND NEW MEDIA FOR PROMOTING AND DEVELOPING A “GREEN” SOCIAL ENTERPRISE

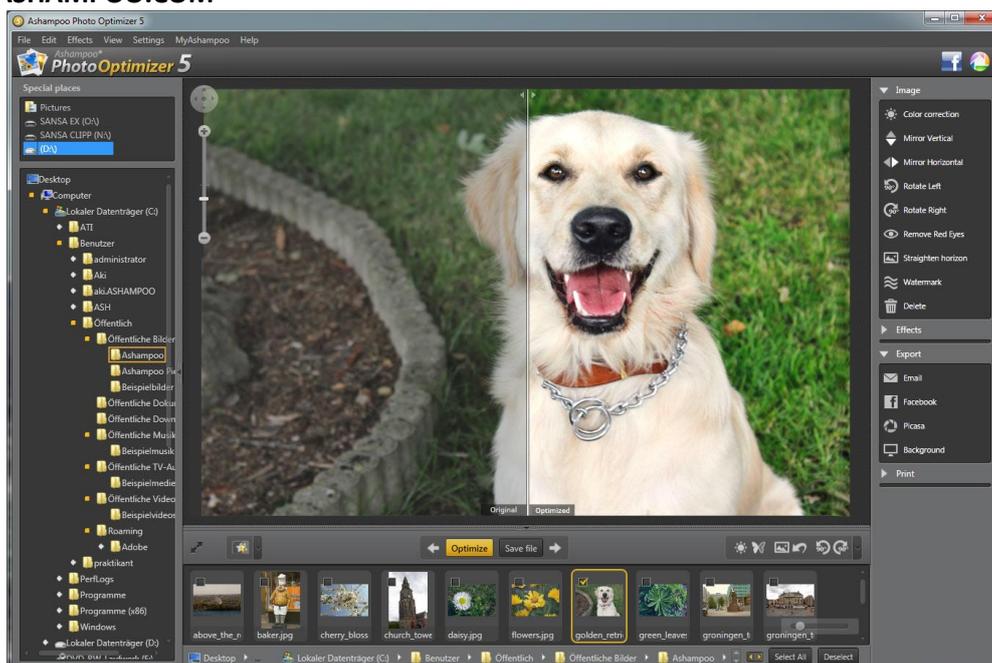
Photography tools

Free photo editors make it simple to edit your photos - from color correction to blemish removal and much more. GIMP, a robust and feature-rich open source tool that comes closest to a free version of Adobe Photoshop, is currently the greatest free picture editor. It has more features than some paid photo editors, including layers, masks, and plugins, as well as the ability to work with Photoshop PSD files. However, for simple operations like cropping or straightening a photo, that may be overkill.

The first thing to have in mind when selecting a free photo editor is your degree of confidence and experience. If you only need to make a few changes (such as erasing imperfections and improving colors), a simple web tool may be ideal, as it will perform the job well without overloading you with alternatives. If you want to do a more advanced editing, though, you'll want to look into desktop software that includes features like layers and masks, giving you complete control over the process. If you have a lot of images to edit, desktop software is a smart option, and some free photo editors can even edit photos in batches, which can save you a lot of time. It's also good thinking about how you'll use the photos you've exported. Online photo editors frequently only allow you to export photographs in JPG format, and typically at low resolutions. That's good for photographs you want to share online (several of these photo editors have options for exporting images directly to Facebook or Twitter), but if you want to print your work, you'll need a program like GIMP or Paint.NET, which will let you export in almost any format and at high quality.

Here are some great free photo editors to choose from, so you can find the ideal tool for the job and your skill level. Free photo tools will help you transform your photos, adjust colors, erase stains, and much more – in order to be prepared for publishing.

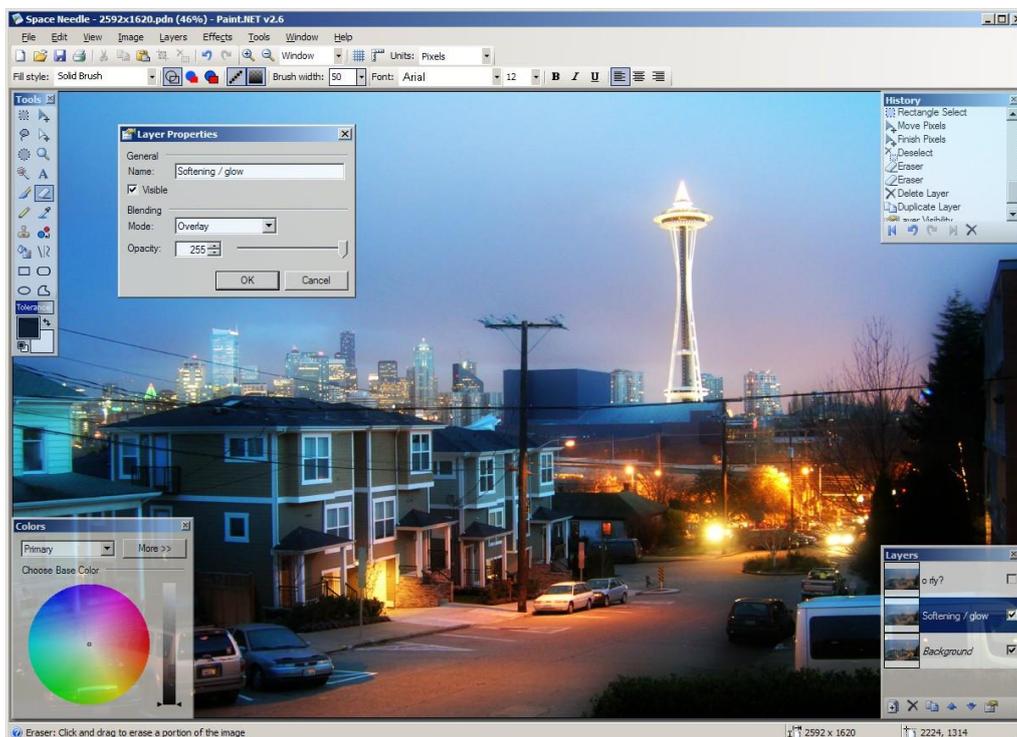
1. ASHAMPOO.COM



<https://www.ashampoo.com>

If you have a large number of images to edit quickly, Ashampoo Photo Optimizer could be the application for you. Its UI is simple and uncluttered, with no advertisements (but you will need to provide an email address before you can use it). Importing photos is simple, and once they're in the pool, you can select multiples to rotate or mirror at once, saving you time. You may also use the software's one-click optimization feature to enhance specific photographs. This performed particularly well on landscapes in our experiments, but not usually for other themes. There are a half-dozen sliders that help you make manual color and exposure corrections. It's a shame you can't apply the same color adjustments to a whole group of photos at once, but this is a fantastic free photo editor for quick fixes.

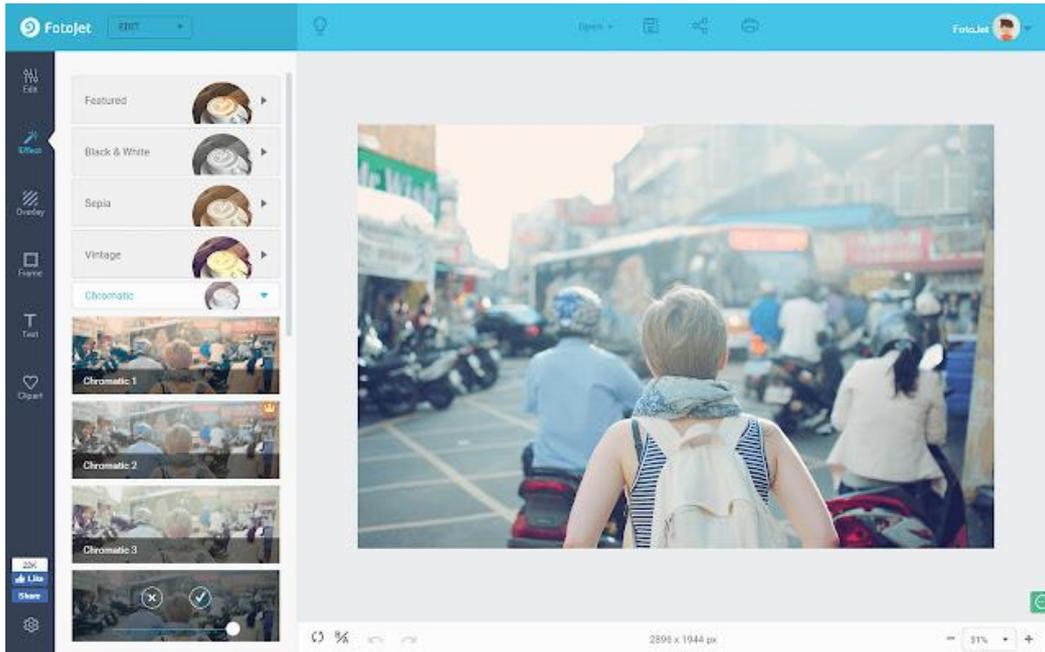
2. Paint.NET



https://www.getpaint.net/screenshots/pdn26_seattle.jpg

Paint.NET is an example of an apprentice becoming a master. The software was created as a free alternative to Microsoft Paint, which comes preinstalled with Windows. Paint.NET outperforms Microsoft Paint in terms of functionality and offers more advanced capabilities. Paint.NET has a straightforward user interface that supports layers, as well as a "infinite undo" function that allows you to undo any mistake, no matter how serious, as well as a variety of special effects and other utilities. While Microsoft Paint could simply resize photos, Paint.NET can perform advanced photo editing that would normally require Photoshop or other costly software.

3. FOTOJET.COM



<https://chrome.google.com/webstore/detail/fotojet/medejhbgmfcehgfpinhgnhlnljpghge>

FotoJet is an excellent photo editing program for making photo collages and custom designs. It includes a variety of stylish and interesting collage arrangement concepts as well as several customization options. You may upload your own or stock photographs, adjust the collage layouts and backgrounds, and utilize fun and unique text fonts. After you've completed editing, you can post the project to Facebook automatically. Although FotoJet lacks Canva's popularity and visibility, some people find it easier to use. In the end, the outcomes of both programs are remarkably similar. You can compare these two editing programs and pick which one best suits your needs.

4. PIZAP.COM



<https://www.pinterest.com/pin/397231629625363271/>

PiZap, a free online picture editing tool, is accessible in HTML5 and Flash versions, making it compatible with any device. You can work with photographs from your computer, Facebook, Google Images, Google Drive, and Google Search, or just utilize the program's built-in photo library. Although some photo sources are only available to premium customers, the selection is really outstanding. If you utilize photographs directly from Google Images, be sure to pay heed to copyrights.

The PiZap interface is simple to use and has a modern style with dark backgrounds. PiZap's advantages include easy-to-use navigation choices.

Once you've done your project, you can share it immediately on Facebook, Twitter, Pinterest, Tumblr, or Dropbox, or save it to Google Drive. You can either save it as a file to a computer, send it via email, or simply copy the code encoded in it. PiZap also has a paid Pro edition, however the free version can handle most of the basic processing and editing.

5. ADOBE LIGHTROOM MOBILE APP



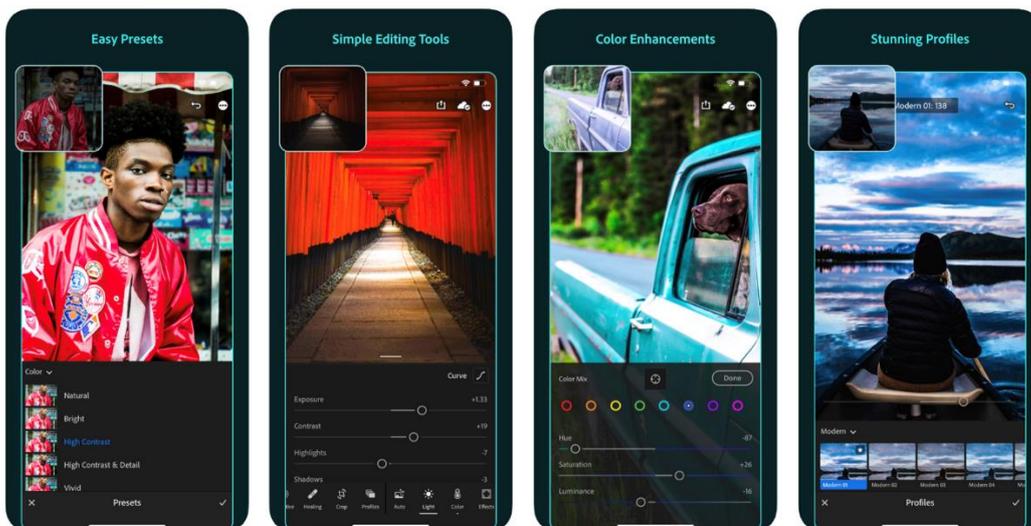
Adobe Lightroom 4+

The complete photo editor
Adobe Inc.

#29 in Photo & Video
★★★★★ 4.4, 5.5K Ratings

Free - Offers In-App Purchases

Screenshots iPhone Apple TV

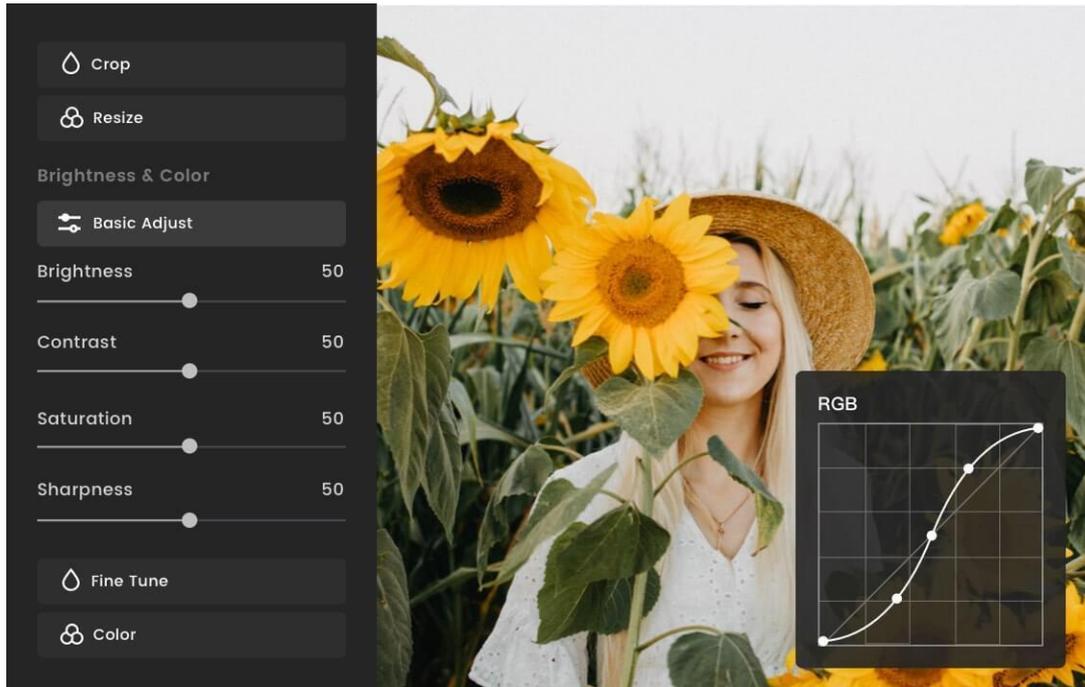


<https://villephoto.files.wordpress.com/2019/07/screen-shot-2019-07-02-at-10.24.34-am.png>

Adobe Photoshop Lightroom is a free, powerful photo editor and camera app that empowers your photography, helping you capture and edit stunning images. Easy-to-use image editing tools like sliders and filters for pictures make photo editing simple. Retouch full-resolution photos, apply photo filters, or start photo editing wherever you are¹⁰.

¹⁰ Adobe Lightroom for iPad. (2014, April 7). App Store. <https://apps.apple.com/us/app/adobe-lightroom-for-ipad/id804177739>

6. FOTOR.COM



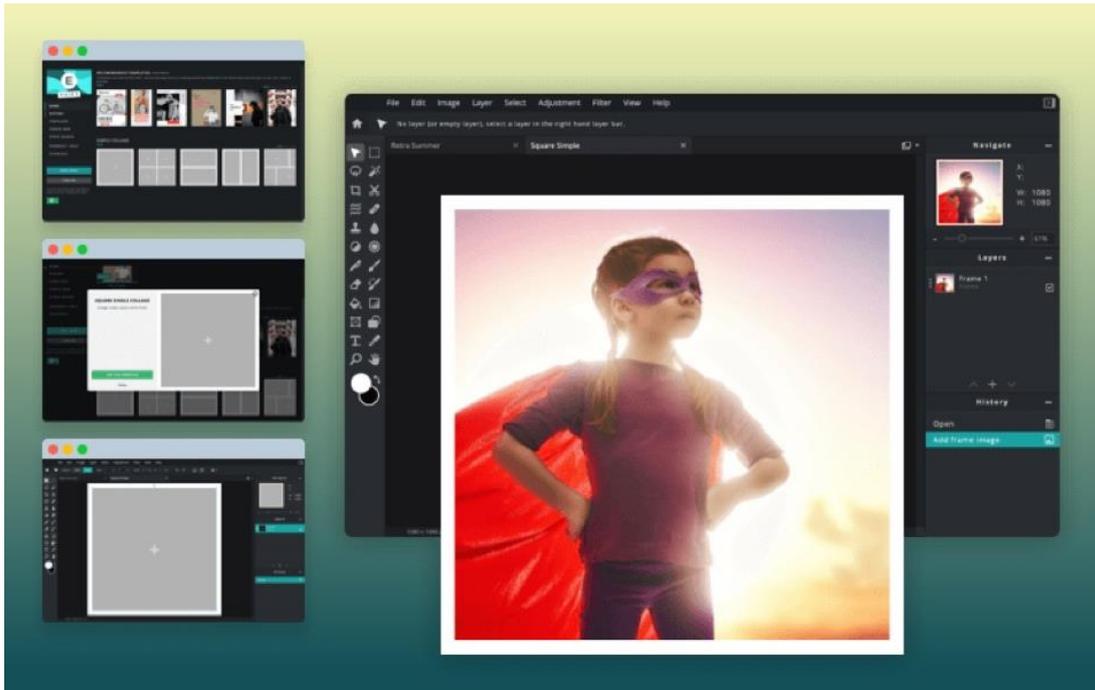
<https://www.fotor.com/features/one-tap-enhance>

Fotor is a program which contains all the necessary tools for fast, efficient photo editing and processing, as well as creating collages. It is supported on all platforms. It's a great app for your Android or iOS, but it also serves as a great addition to your PC (Windows or Mac OS). With slightly fewer options, Fotor can also be used online i.e. you can access it directly from your web browser.

Fotor offers a variety of filters, which makes it easy for beginners to find their way around the program quickly and achieve the desired results. It provides a large number of options for technical improvement of the photo, such as 13 different filters used for automatic adjustment of the photo parameters according to predefined conditions; contrast, brightness, saturation, focus, colour levels, etc. can also be adjusted manually.

For those who want to be a bit more creative, there are also: more than 50 different effects (Cinematic, Mono, Analog, Art, B&W, Lomo, Vintage), numerous frames, stickers, as well as the option to add text on to photos. On Fotor you can also use the option to focus on a certain part of the image in different shapes, blurring everything outside of the frame. Another option among many is to create collages. This program allows you to combine your favourite photos into a collage with a large number of offered templates. Processed and edited photo can be saved in the following formats: JPG, PNG, TIFF. You can download the final product on your computer or share it directly on social networks - Fotor is easy to use and brings great results.

7. PIXLR.COM



<https://pixlr.com/images/best-photo-editor-cover.jpg>

Pixlr X is the successor of Pixlr Editor, which was for many years one of our favorite free online photo editors. Pixlr X improves on its predecessor in a number of ways. For starters, it's built with HTML5, not Flash, so it'll work in any modern browser. It's also snappy and well-designed, with a Photoshop Express-like interface and a choice of dark or light color palettes. Colors and saturation can be fine-tuned, photographs can be sharpened and blurred, vignette effects and frames may be applied, and many images can be combined using Pixlr X. There's also layer support, which you won't find in many other free online photo editors, as well as a variety of painting and drawing tools. Even for complicated work, this is a fantastic option.



New media for sustainable green initiatives

There are various constructive contributions that could be made by social media to get the green message(s) out with the desired result. Having in mind that the use of social media for green initiatives has indeed many positive benefits, it is definitely in the organization's best interest to be visible on social media.

- Extend and strengthen your green brand (personal and corporate) by allowing partners, prospects, and consumers to know more about the person and professional personality behind the idea of the green business.
- Find out where your green customers hang out.
- Get to know your green clients' requirements and problems faster, which allows you to respond more quickly and shorten the sales cycle.
- Create stronger green customer relationships based on trust and knowledge - you may participate in dialogues to add value.
- It's easy to use social media, and even the tiniest of things may go viral.
- Respond to consumer complaints and concerns in real time, and solicit feedback.
- Learn what others speak about you on the internet and keep an eye on your competition.
- Social media may be integrated with smartphones and other mobile devices, allowing for real-time connection and conversation from anywhere at any time. This is, without a doubt, the wave of the future.
- People may now rapidly interact, chat, create, and collaborate with one another via social networks, thanks to the constant stream of new technology.
- The initial investment is modest.
- In your industry, thought leadership can be formed.

Despite the fact that most major corporations use social media, smaller and mid-sized businesses are better prospects for it since they are more adaptable than larger corporations. In terms of being able to target niche markets, larger organizations may gain more. Individuals, organizations, and causes can connect with people who share their passions. Use social media to engage your stakeholders and communicate your broader social responsibility agenda. Social media may be used to build a brand and advertise anything.

Social media can provide many useful benefits to the individual or organization growing and evolving its sustainable green identity and actions. In a positive, supportive spirit of sustainability and green initiatives, the following ideas are offered to ensure that the use of social media is increasingly successful and useful, in that, it contributes to strategic innovation and management including planning, implementation, and control¹¹:

You must be present and actively engaged on social media to effectively promote your business. Despite the fact that different platforms are established on the same premise (creating a community with whom to exchange material), each employs a different medium: photography, text and photos, or sharing content, text in the form of a larger tale.

There are several broad unwritten principles that you should be aware of, regardless of which social media channel you use:

¹¹ Izhar, T., Shoid, M., Baharuddin, M., & Mazlan, M. (2018). A PROPOSITIONAL LOGIC WITH SUBJUNCTIVE CONDITIONALS FOR SOCIAL MEDIA FRAMEWORK TO EMPOWER THE ENDOWMENT OF GREEN LIBRARY TECHNOLOGY SUSTAINABILITY. JATIT & LLS. <http://www.jatit.org/volumes/Vol96No21/3Vol96No21.pdf>

- 
- I. Post on a regular basis, but don't bombard your fans with too many posts in a single day. It's enough to post on Facebook and Instagram once or twice a day.
 - II. Always include a description with your shot to boost your followers' reach and interaction.
 - III. Use hashtags to have higher visibility of your content.

Another way to put it is that new media marketing is promoting products, services, and brands through a variety of rapidly evolving online channels.

Display advertising, content marketing, and social media promotions are just a few examples of new media marketing. As the name suggests, it is a relatively recent notion established in conjunction with technological advancement and the digital revolution. As more people use social media and other online platforms, businesses have a better chance of reaching out to them and selling their products or services.

The following are some of the most essential and cutting-edge new media channels to use:

- **Social media:** Facebook, Instagram, LinkedIn, Twitter, Tik Tok...
- **Websites and blogs:** WordPress, Wix...
- **Video platforms:** YouTube, Vimeo...
- **Messaging applications:** WhatsApp, Viber, Messenger...
- **Internet forums and discussion platforms:** Reddit, Quora...

Not every company will benefit from every new media outlet. The best new media platform to employ depends on your regular audience, customer attributes (such as age, gender, country, income, internet use), which media platforms your existing customers use, which media platform would best satisfy their needs, and other factors. Furthermore, depending on their sorts, features, and characteristics, different items and services can be advertised better or worse on different platforms.



PART 2

TOOLS, METHODS, SERVICES AND DIGITAL FORMS OF ADVERTISING IN SOCIAL MARKETING





TOOLBOX FOR REACHING YOUR AUDIENCE

“The Green web is growing. Rapidly. And it’s a good thing. Online communities, blogs, and social sites aimed at connecting well-meaning people with great causes (and each other) have mushroomed. Nowadays, all it takes to rally around issues like climate change, clean energy, or health care reform is an Internet connection. At the same time, with all the Green social networks out there, it’s hard to know which online community is worth the time and investment. Because, face it, social networking takes time. Whether you are an individual activist seeking to meet other like-minded people or a social change organization trying to build community around your cause, choosing the right online community can ensure that you get the most impact for your efforts.” (Li, 2013)

Social media describes a set of tools that fosters interaction, discussion, and community, i.e., it allows people to build relationships and share information in virtual communities and networks. Some of the various tools of social media include social networks, bookmarking sites, social news, media sharing, microblogging, blog comments and forums, personalized homepages, personalized rich profiles, communities of action, photo sharing, video, wall postings, email, instant messaging, music sharing, wikis, location sharing, podcasts, and virtual worlds¹².

EMAIL

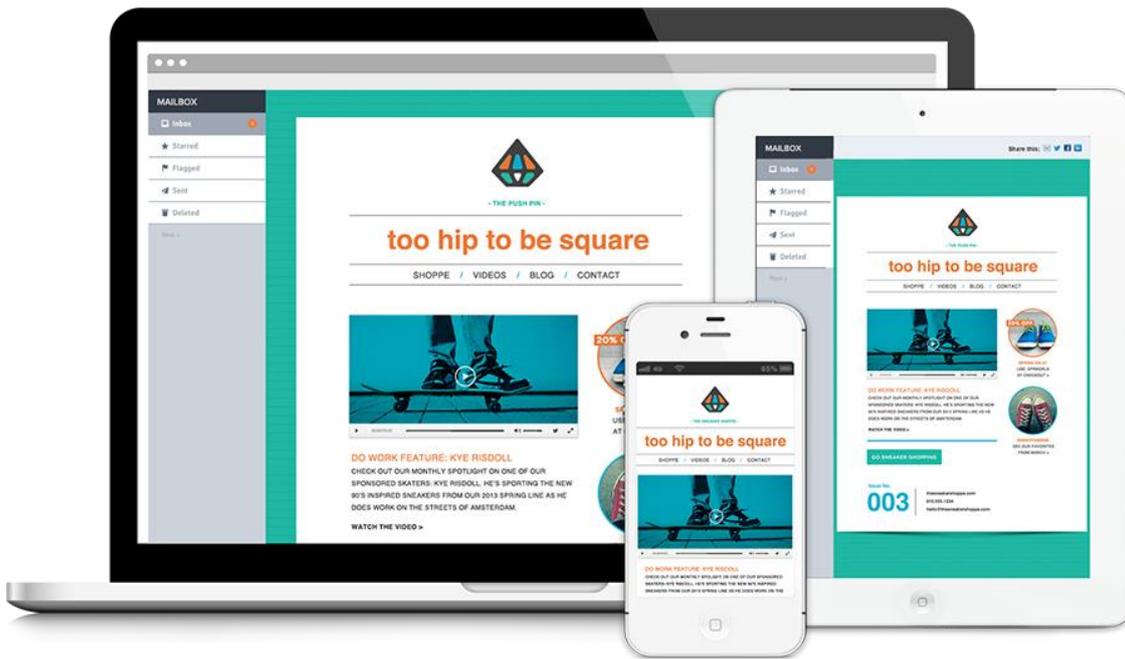
The following elements are just a few of the many advantages of implementing email advertising in your business:

- Sending clients targeted and customized content.
- Increasing your company's brand recognition.
- Increasing your audience's trustworthiness.
- In marketing efforts, optimizing time and budgeting is critical.

1. Emma

Emma, short for Email Marketing, is a platform that will assist you in not just reaching out to clients but also providing superior customer service. It has a set of tools that may help businesses build and test email marketing campaigns, but it really shines when helping marketers better understand their consumers' behaviour. It not only offers A/B Content Testing, but it also includes tools like Dynamic Content Blocks, which may be utilized to send various messages to different segments of your audience. These blocks make it simple to produce several designs in a short amount of time, and they're ideal for kicking off large campaigns. Emma has its own app, Metric, as an extra bonus. It will be easy to observe how campaigns are performing no matter where you are if you use it on your phone.

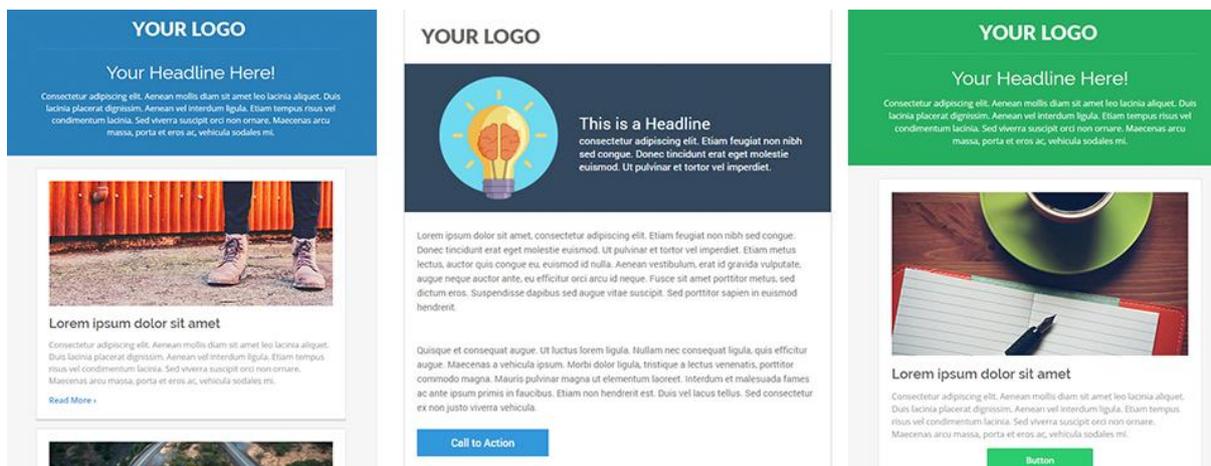
¹² Izhar, T., Shoid, M., Baharuddin, M., & Mazlan, M. (2018). A PROPOSITIONAL LOGIC WITH SUBJUNCTIVE CONDITIONALS FOR SOCIAL MEDIA FRAMEWORK TO EMPOWER THE ENDOWMENT OF GREEN LIBRARY TECHNOLOGY SUSTAINABILITY. JATIT & LLS. <http://www.jatit.org/volumes/Vol96No21/3Vol96No21.pdf>



Emma: <https://myemma.com/email-marketing-templates/responsive-email-templates>

2. Marketo

Marketo is a full-featured digital marketing platform that claims to assist customers "from acquisition to advocacy." Marketo allows you to construct comprehensive email marketing, lead management, and customer base marketing plans. Marketo's platform is designed for interaction and includes features such as: Integration of channels, resources to help you create more effective buyer journeys and email marketing solutions that may be customized at scale to assist your organization in learning as it develops email marketing campaigns.

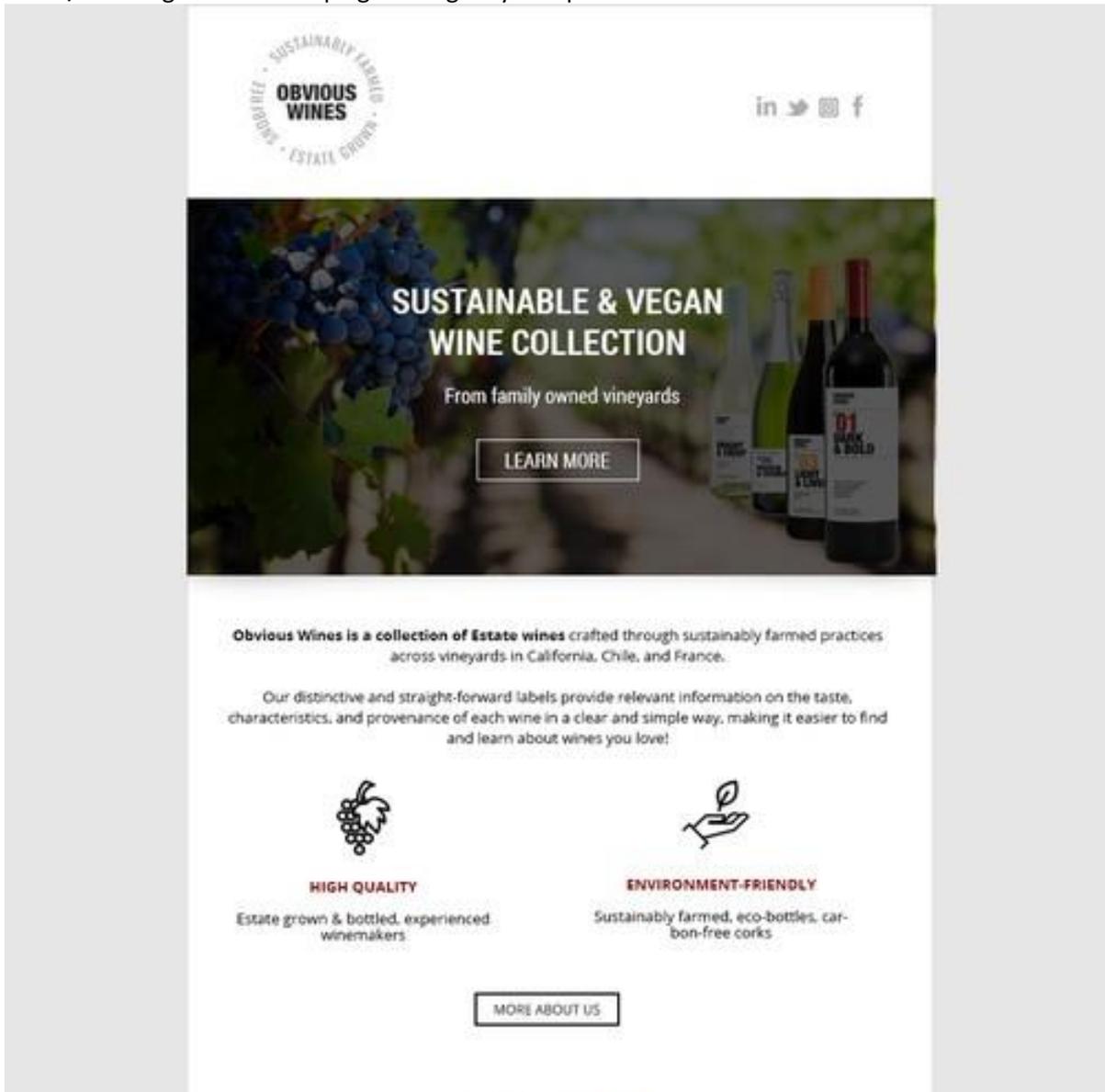


Marketo: <https://jennamolby.com/6-free-responsive-marketo-email-templates/>

3. Mailchimp

In the Digital Marketing tool ecosystem, Mailchimp is one of the top-rated email marketing software. The program can offer free and paid versions, with costs tailored to your company's size and demands. This tool not only sends emails to your customers at the most convenient times, but it also provides thorough analytics that can be used to improve your company's Digital Marketing efforts in the future.

When marketers use Mailchimp, they can create entire emails with photos, gifs, personalized fonts, and A/B testing for their campaigns using only one platform.



Mailchimp Newsletter template - <https://99designs.com.au/email-design/contests/newsletter-template-mailchimp-892232>

4. Benchmark Email

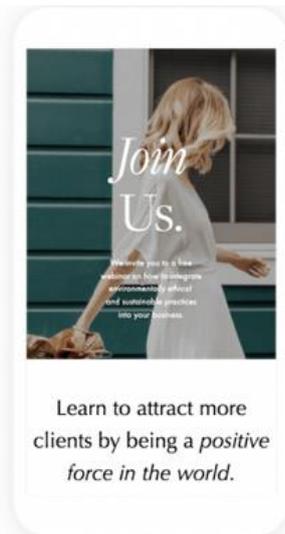
Benchmark Email is a wonderful Digital Marketing tool to add to your strategy and is one of Mailchimp's primary competitors. It includes content blocks and ready-to-roll layouts, which are comparable to those seen on other platforms, but it also uses a company's data to help your campaigns perform even better. Benchmark includes a number of trigger-based automation solutions to help you get more out of your sales funnel. Abandoned cart automation is one of the automation solutions available in this platform, and it is used to help e-commerce businesses close more sales. Benchmark Email offers both free and paid versions to better meet your Digital Marketing needs, as well as statistics to better understand how customers react to your company's emails.



Benchmark: <https://www.benchmarkemail.com/blog/great-tips-and-templates-for-april-22-earth-day/>

5. Flodesk

Flodesk is an email marketing software that assists small businesses and creative entrepreneurs in creating visually appealing emails. You may work with a series of templates to swiftly customize emails and forms using a simple drag-and-drop email builder. Flodesk also has workflows that allow you to automate the delivery of lead magnets, allowing you to expand your list more effectively. There's also no need to use third-party tools like Canva or Illustrator because you can easily generate bespoke graphics and design collages. All of this equates to increased reader engagement, conversion, and a better overall experience.



Flodesk: <https://www.frombritainwithlove.com/save-50-on-the-most-beautiful-email-template-designs-with-flodesk/>

SOCIAL MEDIA

One of the most fertile ground for digital advertising innovation is social media, and having the correct tools to handle it may make all the difference. Though some platforms, such as Facebook, already have features geared at marketers, such as post scheduling, they can only do so much. You may use the tools below to develop remarketing campaigns or even synchronize your company's message across all social media platforms.

1. Buffer

Buffer is a fantastic tool for scheduling your social media posts ahead of time to get the best results. With its own inbuilt image editor, it makes it simple to publish and create campaigns from the ground up. Buffer makes planning, coordinating, and generating content a breeze, and you can schedule articles for later publication on all of the major social media platforms, including Instagram, Facebook, Twitter, LinkedIn, and Pinterest. Also buffer now has direct Canva integration!

2. Nanigans

Nanigans is a Facebook marketing platform and multichannel advertising solution that focuses on doing it correctly. As a result, it leveraged the Facebook Exchange (FBX) to provide customers with retargeting capabilities to help them sell more. This platform is mostly focused on Facebook remarketing, but it also includes tools for Twitter and Instagram that can help to collect better and specific data about user behaviour.

The screenshot displays the Nanigans advertising platform interface. At the top, there's a navigation bar with the Nanigans logo and user information. The main area is divided into several sections:

- Summary Table:** A table with columns for Ad Co., Spend, Impressions, Clicks, CTR, CPC, Effect., Ad-ID, CPA1, CPA2, CRP, and Purch. It shows data for a specific ad campaign.
- Ad Preview:** A section showing a preview of an advertisement with a red dress, along with targeting details like Location (United States), Gender (Female), and Age (40-49).
- Targeting Diagram:** A circular diagram illustrating the targeted reach of 68,850, broken down by location, gender, age, and other targeting criteria.
- Available Filters:** A sidebar on the right listing various filters such as Ad Stage, Ad Plan, Ad Type, Budget Pool, Current Bid, Current Bid Type, Delivery Location, FB Ad Set Budget, and Image/Video (small).
- Selected Filters:** A section at the bottom right showing the current filter settings, including CPA2 (Add to Cart) and a bid of \$5.00 on Ad Type, Delivery Location.

Nanigans: <https://segment.com/catalog/integrations/nanigans/>

3. Instasize

This all-in-one photo editor allows you to easily resize your photos, create creative collages, experiment with borders, and overlay text using some of the best-looking free fonts available. They keep their features up to date, so you'll never get weary of utilizing them. With the latest iOS update, you can now access Unsplash's vast library of creative photos created by designers all over the world. This function alone gives you a significant advantage, as professional photos are provided directly to your app, eliminating the need to search the internet for free images. Smart tools such as recommended filters and beautification tools are also available. That's all there is to the free and basic version.



Instasize: <https://img.launchberg.com/resizing-tool/1x/instasize-1040.jpg>

4. AdEspresso

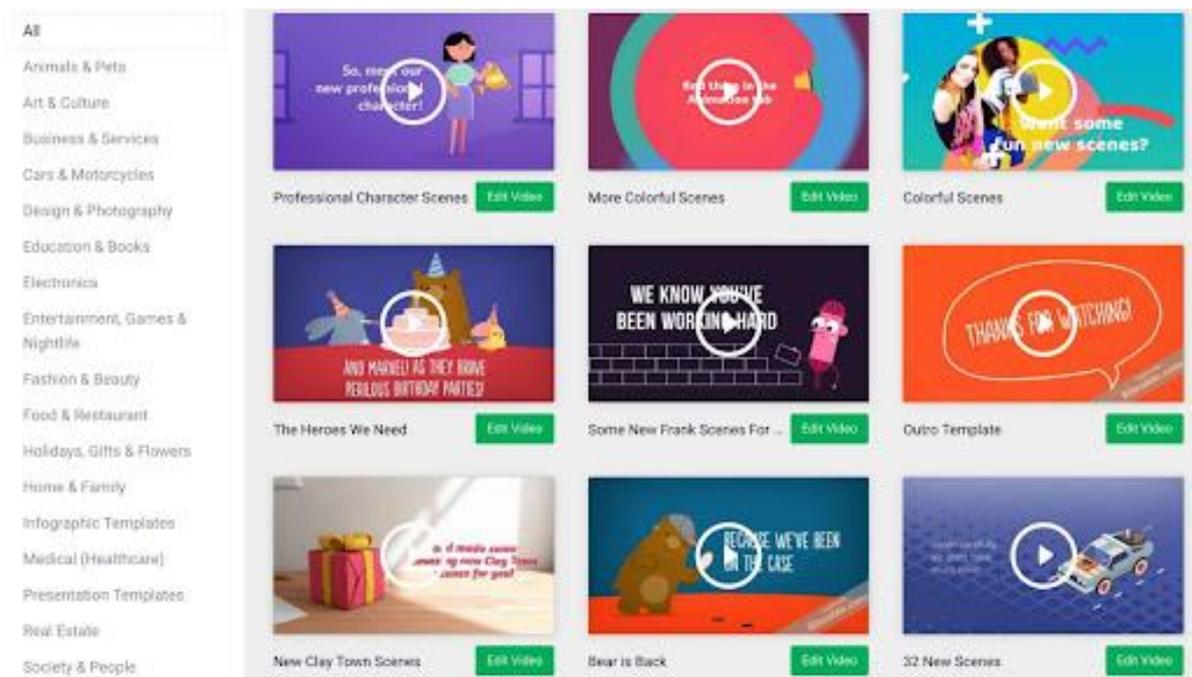
You'll be able to access real-time data from all of your social media advertising with AdEspresso, whether they're on Instagram, Facebook, or Google. The tool also assists you in creating better-targeted adverts and adjusting your strategy as needed, ensuring that you understand what motivates customers to engage.

5. SocialPilot

SocialPilot is a social media management solution that ensures that all of your social media marketing activities resonate with your target demographic. You can use SocialPilot to create a seamless team and client integration, evaluate your social media accounts to see what's working and what's not, download reports, curate content, and design graphics instantly with the Canva integration. You can link to Facebook, Twitter, LinkedIn, Instagram (Direct Posting), Pinterest, Google My Business, Tumblr, Tiktok, and VK, among other major social media platforms.

6. Biteable

What are the advantages of video content for your company? Videos are an excellent method to engage your audience and produce some of the most effective outcomes in digital advertising. However, developing and managing video content is difficult. Biteable is a platform that makes it simple to make short videos that are both enjoyable and informative. It provides online-friendly templates, film, and music. Even someone who isn't familiar with video will be able to figure out how to use the platform quickly.



Biteable: <http://supertools.fr/portfolio-items/biteable?lang=us>

7. Sendible

Sendible is another popular and must have social media platform since it provides both posting and analytics tools to help you expand your business. To provide the best content experience for your company, the tool integrates with the most widely used marketing applications as well as cloud platforms such as Google Drive. It also provides personalized reporting so that businesses may assess their progress and learn from their mistakes.

CONTENT TOOLS

1. Ion Interactive

Ion Interactive is a fantastic tool for creating interactive material. Calculators, quizzes, ebooks, landing pages, infographics, exams, and more are all available as templates in this platform. You can also use ion interactive to track how people interact with your material. This allows you to optimize your parts on a regular basis to provide better user experiences.

Aside from that, the platform includes its own dashboard, where you can see where your persona is in the buyer's journey, giving your sales team more information about possible prospects.



Ion Interactive (made by): <https://kornferry.postclickmarketing.com>

2. Visme

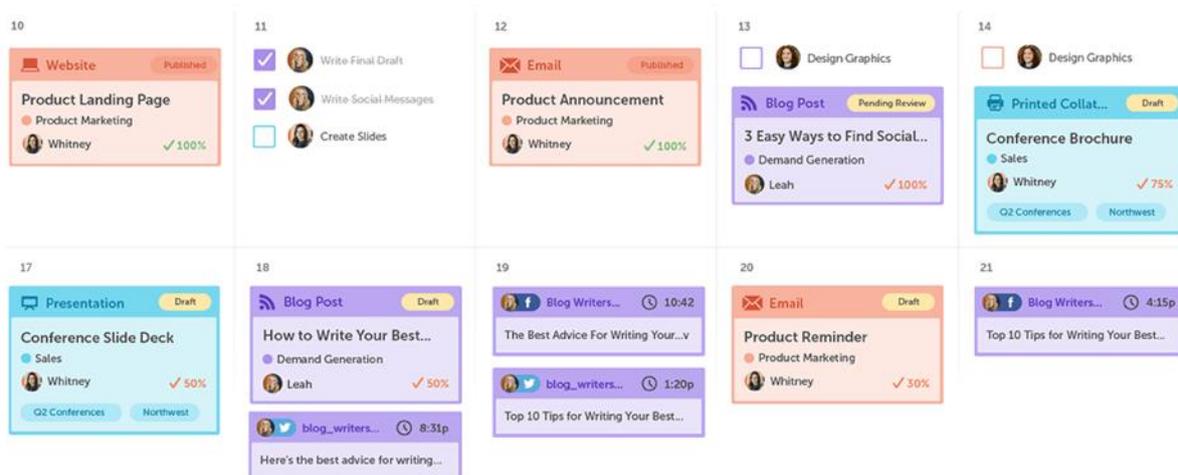
Infographics are an effective way to communicate information. After all, they cram a lot of information into small, digestible chunks. As a result, incorporating infographics into your marketing approach is a wise choice. Visme can help you turn your infographics into a standout interactive content approach. The program comes with a number of templates that you can use to create stunning interactive infographics. They can be viewed online, integrated on your website, emailed as an encrypted link, or downloaded.

3. Xtensio

Xtensio is a cloud-based collaboration platform that excels in creating eye-catching marketing collateral that can be shared in real-time. The tool is quite versatile, with a large number of modifiable templates to pick from. Xtensio is an excellent tool for teams that need to quickly generate and present professional-looking products.

4. CoSchedule

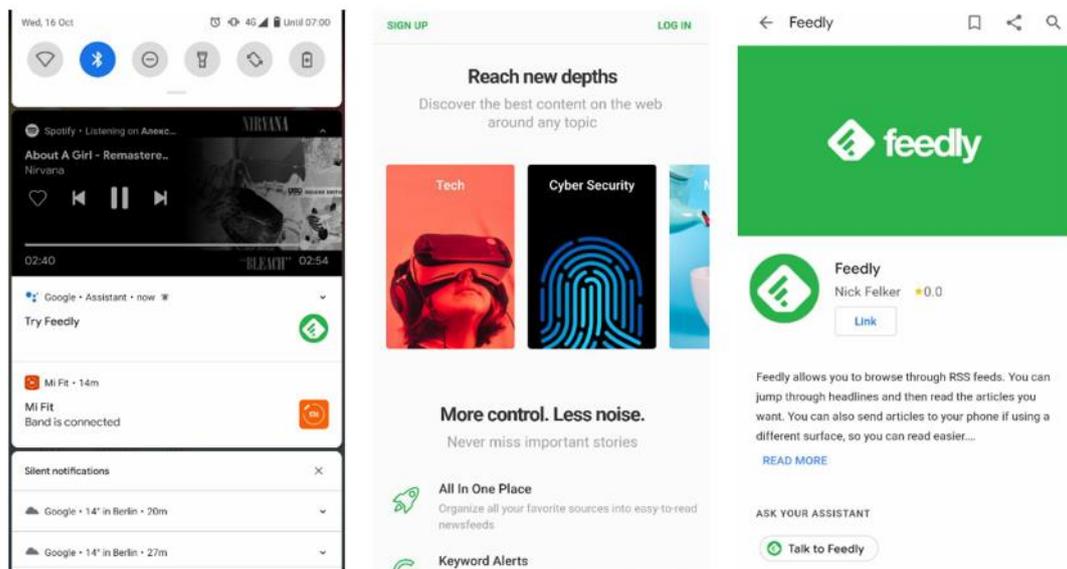
CoSchedule is a content tool for marketers seeking for a way to keep their marketing efforts organized. This marketing project management tool will assist you in creating and implementing an editorial calendar across all of your digital marketing channels. You can use it to: Create tasks with other members of your team, assign these responsibilities to other experts, use the built-in text editor to collaborate on your posts so you don't miss a beat etc.



CoShedule: <https://coschedule.com/img/home/h-full-cal.png>

5. Feedly

Feedly is an excellent place to start figuring out what kind of content your competitors are using to get results. The application lets you arrange articles from blogs, newspapers, and online magazines by consolidating recent content in an easy-to-use dashboard. Its use will undoubtedly make your life easier if your task is to locate references in order to create excellent content in the future.



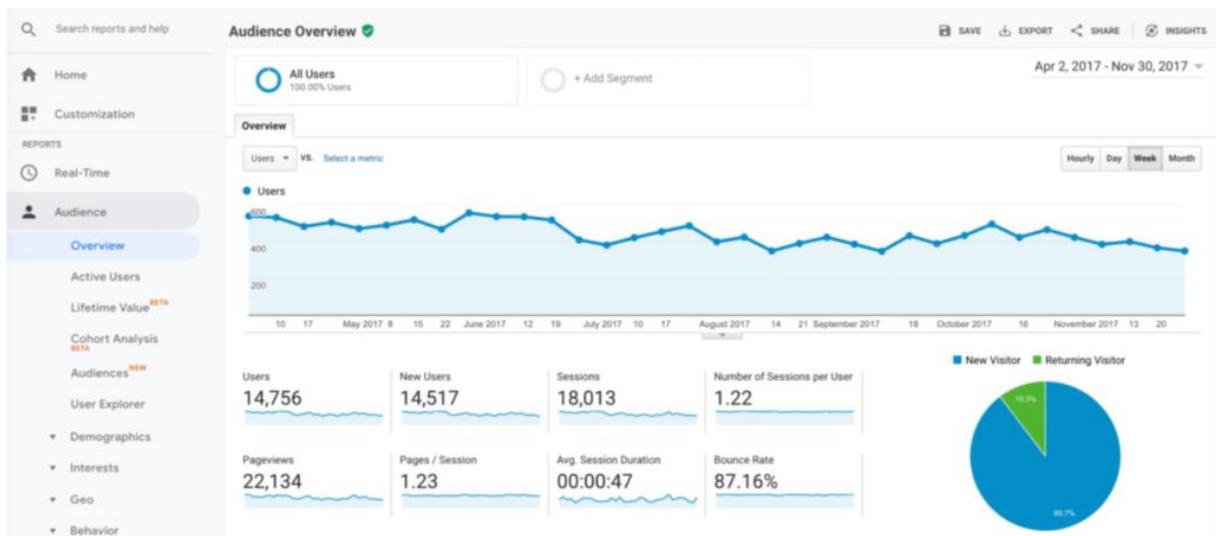
Feedly: <https://www.testingcatalog.com/feedly-is-working-on-the-integration-with-google-assistant-and-looking-for-50-beta-testers/>

ANALITICS

After all, it is the only marketing endeavour that can truly measure data with precision, hence digital marketing is built on analytics. Most technologies provide some type of analytics to help your firm realize what benefits they are bringing to the table, as you've seen in other articles, but professional analytics systems will help you compile this data and obtain valuable information from it.

1. Google Analytics

Google Analytics is considered as a well-known analytics tool in the world. This free resource is beneficial to digital marketers because it enables them to see not only how much consumers consume their information, but also how they react to it. You may use Google Analytics to figure out what types of communications your audience responds to best, where they come from, and what your company's digital strategy should be, from keyword definition to brand messaging.



Google Analytics: <https://www.crazyegg.com/blog/google-analytics/>

2. Google Data Studio

To reach that outcome, you'll need to use Google Data Studio. The platform was designed specifically for business analytics and connects seamlessly with other Google technologies that your company uses on a daily basis. It's a fantastic tool for gaining insight into your digital marketing activities. Simply upload your Google Analytics reports and utilize the platform's capabilities to visualize data and provide it to your clients.

Better marketing necessitates the use of better instruments. The right platforms and tools will allow your company to gain valuable insight into how customers act, which will help it build better "green" and sustainable solutions.



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- Cover photography: Photo by [Noah Buscher](#) on [Unsplash](#)



PUBLISHER:

Centre for Non-formal education and Lifelong learning (CNELL), Serbia

ЦЕНТАР ЗА НЕФОРМАЛНО ОБРАЗОВАЊЕ
И ЦЕЛОЖИВОТНО УЧЕЊЕ



CENTRE FOR NON-FORMAL EDUCATION AND
LIFELONG LEARNING

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