

It seems like 2019 passed all of us quickly. The fourth quarter of the year is about to end, and everyone might be busy preparing for the holidays. However, as entrepreneurs, you're likely trying to figure out which areas your business could improve on. This month's newsletter includes aspects of your business you can start focusing on for the year 2020 to give your business a boost. From Marketing to Human Resources, we've covered metrics, hiring new employees, and more. Let's all start 2020 with a vision to keep following our aspirations. Happy Holidays!

MONITOR SOCIAL MEDIA GROWTH WITH UTM PARAMETERS



When trying to build up one's social media presence, it is infinitely easier if there is any information about who is actually engaging and reacting to the campaigns. Simply knowing how many are interested in one's post can go a long way in deciding online marketing decisions. One easy way to know a post's traffic and analytics is by using UTMs.

What Are UTM Parameters

UTM or Urchin Tracking Module parameters were first developed by Urchin Software Corporation and used like a statistics program to track web visitor data. When the company was acquired by Google in 2005,

its Urchin program's basic framework was adapted, and Google Analytics was born.

UTM parameters are specifically the pieces of code that can be attached to a URL. The way it works is when a link with a UTM is clicked; the UTM sends the data to your Google Analytics. It basically collects and keeps track of that link's traffic and engagement statistics.

Why You Need UTM Parameters

Aside from being convenient, UTMs are also very informative. As mentioned, they keep track of traffic

data from the URL, but they can also be much more specific with that information. After tracking the number of clicks, when the data is carried over to the analytics page, it can also show the marketers where and when the URL was clicked.

Most analytics pages have world maps that show which country and city the clicks originated from. This gives the campaign manager a better idea of how popular their posts are to people in certain parts of the world and where in the world are their posts being more successful. UTM's also track down what time of the day the URL was clicked. This tells marketers when it is the best time to post; given their campaigns will have more clicks during specific hours over others.

UTM parameters Used for Data Specifications

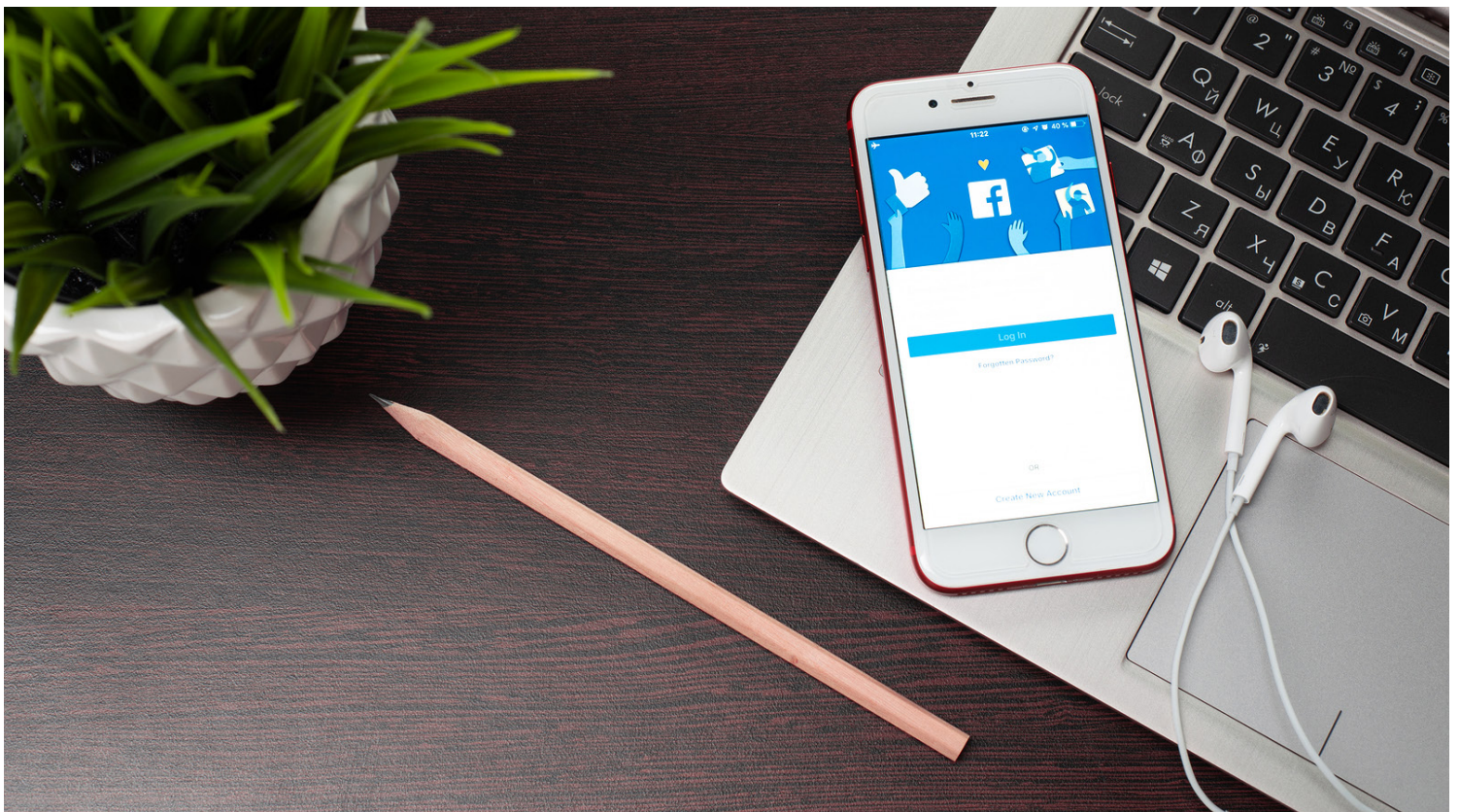
Aside from all this, UTM's can go even further in terms of data specification. It can also tell if the URL was clicked from a third-party website, like Facebook, or from the original site itself. Websites can also have UTM's coded into them to keep track of visitors, what pages the visitors went to and whether they came to the site on their own or from directed from a third-party site. Such metrics can help determine a site's popularity and help give ideas on how to make it more popular in the future.

Most analytics also measure how one post compares to another. If, for example, last week's post is doing better than the latest one, the analytics page will show that, complete with a percentage computation. UTM's can also compile how much engagement each post has received during a selected period of time. Managers can then more quickly pinpoint what and how a post and or campaign did better in comparison to another.

Using UTM Parameters For Social Media

Most social media websites' analytics, like Facebook and LinkedIn, have features that allow users to see their competition's analytics. Only little details are shown, like number of current followers, how much engagement their competition had for the week and so on. But it is enough information to help marketers decide on how they could do their future campaigns in comparison to their competition.

To conclude, UTM's are very useful web-tracking tools. More people should definitely take advantage of them, especially for monitoring social media and marketing campaigns. Despite being small things in a URL, UTM's make data gathering for market research much more convenient and precise. From that data, confident and better thought out decisions can be made, resulting in better social media growth and more successful campaigns.



3 WAYS YOU CAN START GAINING READERS FOR YOUR BLOG



Blogging is one of the best ways a business can engage with their consumers online. While the internet is a vast library of content, writing the right content can help increase your online presence. In return, the increase in your traffic potentially drives more sales for your business. However, with billions of articles available online, strengthening your online presence could prove to be a bit difficult. So, let's explore the 3 most effective ways you can exercise to gain new readers for your blog.

1. Make use of Social Media Platforms

In 2017, Hootsuite reported a total of 3.77 billion internet users, with 2.80 billion using social media platforms. When these platforms reigned over the attention of the world's vast population in 2010, the culture of business has since changed. Today, surviving the competition without the use of these platforms would leave a substandard mark on your graphs.

On average, a person spends around 1 hour and 40 minutes on social media. Rather than letting readers find your content, let your content find new readers for your blog. Use Facebook ads to narrow down your target market and bridge the gap between the idea you're selling and your readers. Facebook alone has 2.07 billion monthly active users, share your content and gain new readers for your blog!

2. Use Killer Images

BBC News debunked the myth that the average individual's attention span is down to 8 seconds. The bad news is that writers will still need to fight to keep their reader's attention on their content.

Powerful titles might do a great job of getting those click throughs, but that won't matter if the readers quickly bounce off of your content. Unfortunately, words are no longer powerful in this digital era. Using images to continuously gain the interests of your readers while they read your blog is not just

recommended, but highly effective as well. Images enhance your posts by giving your readers a visual point of interest. Grab their attention by illustrating examples or engaging their senses with aesthetic infographics that are relevant to your content.

When readers find themselves stimulated by your posts, they're more likely to subscribe and follow your content!

3. Understand your readers

It's all about understanding your reader profiles. Who exactly are you writing for? What are the problems they need to solve? What kind of solutions do you have?

Writing with your ideal readers in mind will help you create more targeted content that resonates with your target audience. This will allow you to be more persuasive and engaging. In return, readers will take action and share your posts. In the end, having your content shared organically will dramatically increase new readers for your blog.

Moreover, knowing which keywords they're more likely to use can help you increase your presence in search engines. Once you've properly optimized your blog posts with the correct keywords, SEO web crawlers will boost your post to be seen by many people.

You'll find hundreds of ways to gain new readers for your blog in every nook and cranny of the internet. However, these three are the most effective ways to reach those readers and gain subscribers as you start your blog. Always make sure to keep your content compelling and unique. People love reading about new things and are always open to share that information with others.

What techniques are you using and how are you driving more traffic to your blog?

WHAT TO INCLUDE IN EVERY DIGITAL MARKETER'S SOCIAL MEDIA PLAN



You know how a lot of things could go wrong if you don't plan well for a trip? Imagine how terrible your trip would be if you don't book for hotel accommodation ahead of time or plan the itinerary. Once you get to your destination, you'd be left scrambling for hours, wasting away precious time you could've used to relax and enjoy yourself.

Well, the same thing goes for social media marketing. Digital marketers need to be able to check off a certain list of must-haves in their social media plan. Otherwise, things might go haywire and you'd be left picking up the pieces, when you could be moving forward to the next step – enjoying the results and collecting the data.

First of all, there's a few things you need to keep in mind.

- Social media marketing can vary from brand to brand
- Always look at your customer base – what do they need from you?
- Schedule a certain part of your day to look at marketing trends

- Determine now which tone of voice you want to use
- Prepare to humanize your content

These are essential when creating your social media plan. Your brand is not the same as the brands out there. Sure, some of the brands you see on Twitter thrived on posting witty tweets, but does your brand have to have the same personality? You need to be able to determine what keeps you different from other brands to be able to project your brand's individuality.

It's important that you know if your brand was a person, what would they be like? Identifying its personality early on will help you be able to communicate your services, products, and objectives better.

Then there's the marketing trends. Remember when the Harlem Shake became viral? A lot of the brands followed the trend and posted each of their company's own version of the dance. Post it in 2018 and be prepared to bomb the results! Each and every month, there's going to be a new marketing trend. And you need to keep a lookout for these trends. It could be

in the form of video, topic, or even a hashtag. What's important is you're able to adjust your marketing plan for these trends so your brand can have more exposure. Yep, you read that right. You need to piggyback on these trends. Of course, you need to choose the trend wisely. Ask yourself, does the trend go against any of your brand's objectives?

Or does it align with your brand's vision?

Everything you do from here on out, can build or destroy your brand's image. In order to avoid any fallout, make sure you know your brand more than anyone else.

What You Need to Include in Your Social Media Marketing Plan

Customer Profiles

It's time to learn everything about your target market! Knowing your audience by heart is the key to a successful social media campaign. Identify what kind of content they'd react to on social media and what kind of content they wouldn't care for. Customer profiles are essential to creating content that will turn your followers into paying customers.

Competitive Analysis

During the digital age we live in, it's hard to come up with an idea and have no competitors, since all the tools and information we have now leads to one innovation or another. Some companies might come up or have already come up with the same ideas and solutions we have.

This is where a competitive analysis comes in. Your brand will fare better in the social media world if it knows exactly who it's up against. This section of your social media marketing plan will help you identify techniques that your competitors have used, learn from them, and build better ones.

Evaluation Area

The evaluation area of your social marketing plan is where you can track all of your social media campaign's results. This is where you can identify which aspects of your campaign doesn't work and learn how you can adjust them. During the beginning, your social media marketing efforts might not live up to your expectations. But don't fret! It's common to make mistakes during the beginning of your campaigns. Just make sure to track all of your results and reports, so you can look at them and pinpoint

where your campaign went wrong.

Social Media Calendar

Okay, this part is extremely important! It's essential that you plan at least a month ahead for your social media posts. This is so you can avoid scrambling for what to publish next every single day. After you've done all of the three marketing plan aspects above, the very next thing you need to do is build your calendar.

What to include in the calendar:

- Identify upcoming holidays and plan posts, giveaways, or content about them.
- Create weekly posts about the same topic or trend. For example, a #throwback post every Thursday, so you won't have to run out of ideas quickly.
- Repurpose content on different social media platforms, so you can fill in the calendar without wasting too much time.
- Plan your posts daily for a month, so you never have to worry about them every single working day.

Your Goals & Objectives

Before you start creating a social media plan, you have to be able to determine the goals and objectives, so you don't stray away from the bigger picture. Without goals, objectives, or Key Performance Indicators (KPIs), you won't be able to track your return on investments (ROIs). Make sure to list down what you want your social media profiles, posts, and efforts to achieve, because it's easy to get lost in the process.

At first glance, creating a social media plan might be extremely difficult to do, especially if you're a beginner. But if you accept that it's a learning curve as early as now, then you'll be able to improve on areas you weren't extremely well-versed in before. If you're planning on starting your social media plan from scratch, then make sure to follow the guide above. All of these things are essential if you want your first bout at social media marketing to be a success.

Every entrepreneur will hit a challenge. So, if creating a social media marketing plan scares you, don't worry! We've all been there. Remember, as an entrepreneur, you're going to have to rely on your own skills, a lot. And if it's still troubling you, then don't hesitate to check out other guides here.

GRADUATE INTERNSHIPS: WHY INVEST IN HIRING THEM



Graduate internships are employment opportunities that are open to graduates for a fixed duration. It may or may not eventually translate into a permanent job with the company. This is a popular option for graduates who are fresh out of university. The only prerequisite for a prospective graduate intern is a degree. Generally, there is no prior employment experience required for a graduate internship.

Candidates often scour through job advertisements to find graduate internship opportunities. Alternatively, they may approach an employer and voice their interest to be hired as an intern. Many tertiary institutions also have an established protocol to conduct placement for their graduates as interns in certain companies.

Graduate internships have grown common across industries. Traditionally, popular sectors like law, finance, and medicine have always placed an emphasis on graduate internship. Modern industries linked to the technical sector have caught up as well.

The differentiating factor between a graduate internship and a job are the terms of employment. With a graduate internship, the duration of the employment is fixed at the outset, although the time period itself may differ. Commonly, internships can last 3 months, 6 months, or a year.

Graduate interns can expect to do junior level work. This could be basic administrative tasks like filing paperwork or sorting the mail. Some may even find

themselves running errands or making tea. Interns are rarely hired for mid-level positions or above. Companies, as well as their interns, both understand that the emphasis in internship is on training.

Many employers invest in hiring graduate interns because they are considered affordable labour. The issue of a paid internship is grey – some employers may pay interns, and some may not. Regardless, graduate internships remain an attractive option because it provides fresh graduates the chance to work in an environment that they would have had little opportunity to be employed in with no prior professional experience.

There are pros and cons that surround graduate internships. It is important for a person to make an informed choice, so below is a comprehensive list of the advantages and disadvantages of becoming a graduate intern.

Why Consider Opening Opportunities For Graduate Internships

1. They're Eager For Work Experience

Fresh graduates are not very employable because they cannot demonstrate that their educational qualifications convert into professional output. Hiring is a liability for any employer. Given a choice between a candidate with work experience and without, employers are far more likely to appoint the one with professional work experience.

By pursuing a graduate internship, a fresh graduate acquires the professional experience that is almost always demanded for graduate jobs. A graduate intern who can boast of having interned for a year will stand out from peers with the same educational qualifications but without work experience. Not to mention, the professional references that are added to the resume.

An internship and a job-hunt are not mutually exclusive. Bearing in mind that a fresh graduate will take some time to get graduate job offers, it makes sense to pursue an internship in the meanwhile.

2. They Are Open To Professional Networking

One of the most valuable opportunities that come with a graduate internship is that of professional networking. With the professional interaction which accompanies being a part of the workforce, a graduate intern gets to network with established members at the workplace.

Professional networking increases the visibility and prospective opportunities of a graduate intern. It allows the intern to build connections with influential professionals that can help guide one's career forward in the future through various means, such as a job recommendation or offer.

3. They Are Developing Skills You Can Employ

Fresh graduates are often well-acquainted with theoretical knowledge. While this is certainly necessary, working in the industry requires a whole set of skills that are not taught in university. Graduate interns can hone these skills by making use of the opportunity to shadow mentors, observe, ask and

learn from experienced professionals.

This could be hard skills related to industrial practices, such as technical know-how that can only be obtained by on-the-job experience. It would also include soft skills, such as time management, teamwork, managing office politics, and understanding the business and its related practices.

Developing these skills add to the employability of a graduate intern and improves their future career prospects.

4. They're Willing To Undergo A Trial Run

A graduate internship is a great way for fresh graduates to dip their feet in the working world. This concept applies in multiple ways. It allows graduates to explore the professional avenues open to them and consider options that they may have not thought of before.

It provides an opportunity for graduates to experiment working in industries that may not necessarily be the de-facto option. A graduate intern does not necessarily have to join the most conventional sector for their qualifications. For instance, a graduate in finance may find that they enjoy working in the tourism industry that with the banking sector.

If the graduate intern enjoys their job, it is a signal that they are working in a sector that suits them. In this situation, the internship plays a role in getting their foot in the door. The graduate intern is ensured presence in a professional setting that they aspire to be a part of permanently. This increases their chances to be hired as a permanent employee.



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