



MEDIA MANAGEMENT

OCTOBER 20, 2023

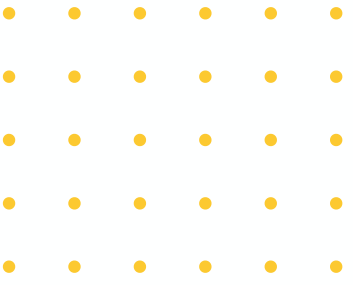


Content in Media Management



Content in media management refers to the collection of information, materials and contents that are produced, prepared and published by the media. This includes articles, news, television and radio programs, movies, photos, videos, blogs and other media content.

Content management in the media refers to the set of activities and methods that are carried out in order to produce, prepare, manage and publish content in the media.



Content Production and Preparation

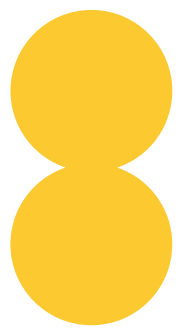
In content management, content is produced and prepared first. This includes research, writing, photography, video recording, audio recording or podcasting, and other related activities. Content production must be done in compliance with media standards and criteria, media ethics and audience needs.





Content Management

After the content is produced and prepared, it must be managed. This includes organizing, categorizing, storing and managing content. Content management in media management should be done in a way that helps to improve access to content, fast and accurate search, and at the same time maintain intellectual property rights and optimal management of resources.



Content Publication

Once created and managed, the content should be published. This includes publishing in various media such as radio, television, online media and other publishable channels. Publishing content should be done in compliance with media laws and regulations, media standards and criteria, and audience needs.

Evaluation and feedback

In content management, content performance should be evaluated. This includes observing and analyzing audience feedback, measuring content success and impact, and evaluating content quality and effectiveness. Evaluation and feedback can help improve content and determine future strategies.

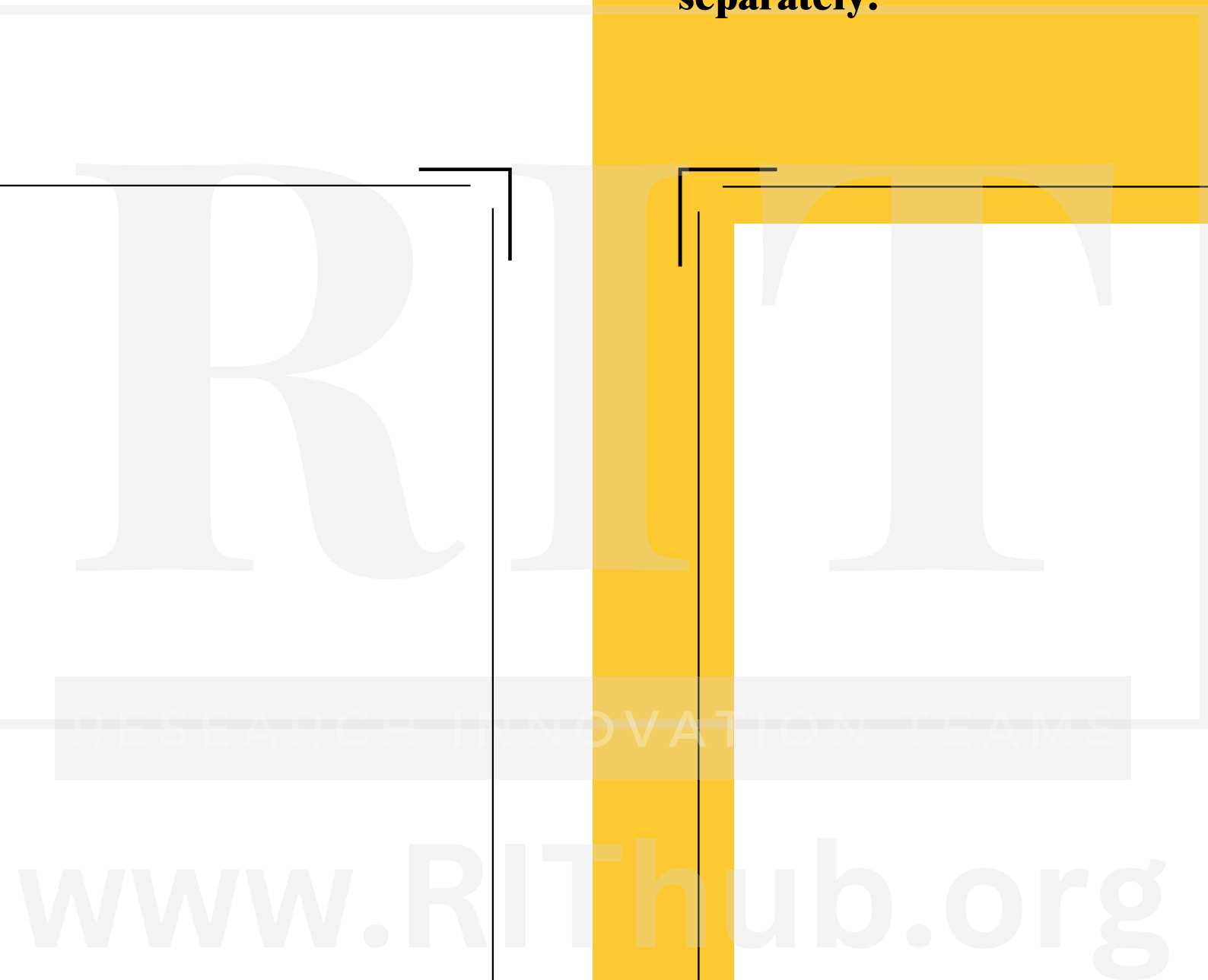


WHERE VISIONARY
IDEAS
ARE BORN.

What cyberspace, i.e. social network do you use for your activities? Please provide the reasons.



What advantages do you think being present in social networks can have and how can it help you achieve your goals? Specify your goals for each social network separately.



How can you keep your audience always interacting with you? Write down the ways you have in mind.

According to the work processes you have, please prioritize the social network for each of your activities and determine in which you can get better feedback?



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ANALYZE THE CONTACTS YOU CURRENTLY HAVE IN YOUR SOCIAL MEDIA AND WRITE THE RESULTS DOWN HERE.

ANSWERING THIS QUESTION WILL HELP YOU UNDERSTAND WHETHER THE CONTACTS YOU HAVE IN THE SOCIAL MEDIA SPACE ARE ALIGNED WITH YOUR BUSINESS OBJECTIVES OR NOT.

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1

DO YOU HAVE A PLAN OR STRATEGY FOR YOUR ONLINE CONTACTS COMMUNITY?

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2

**HOW DO YOU EVALUATE YOUR CONTACTS IN SOCIAL MEDIA SPACE?
WHAT ARE YOUR SPECIAL METHODS?**

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3

ARE YOUR CONTACTS IN LINE WITH YOUR GOALS?

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4

TO WHAT EXTENT DO YOU HAVE FACE-TO-FACE CONTACT WITH YOUR ONLINE CONTACTS? DO YOU MEET THEM?



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DOES YOUR ONLINE AUDIENCE MATCH YOUR BRAND?

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6

IN YOUR OPINION, WHAT PERCENTAGE OF YOUR CONTACTS ARE INVOLVED WITH THE PROCESSES THAT YOU PUT IN THE SOCIAL MEDIA SPACE AND CARE ABOUT IT? (IN TERMS OF LIKES, COMMENTS, SHARES, ETC.)

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HOW MUCH TIME DO YOU SPEND ON INCREASING YOUR CONTACTS ONLINE?

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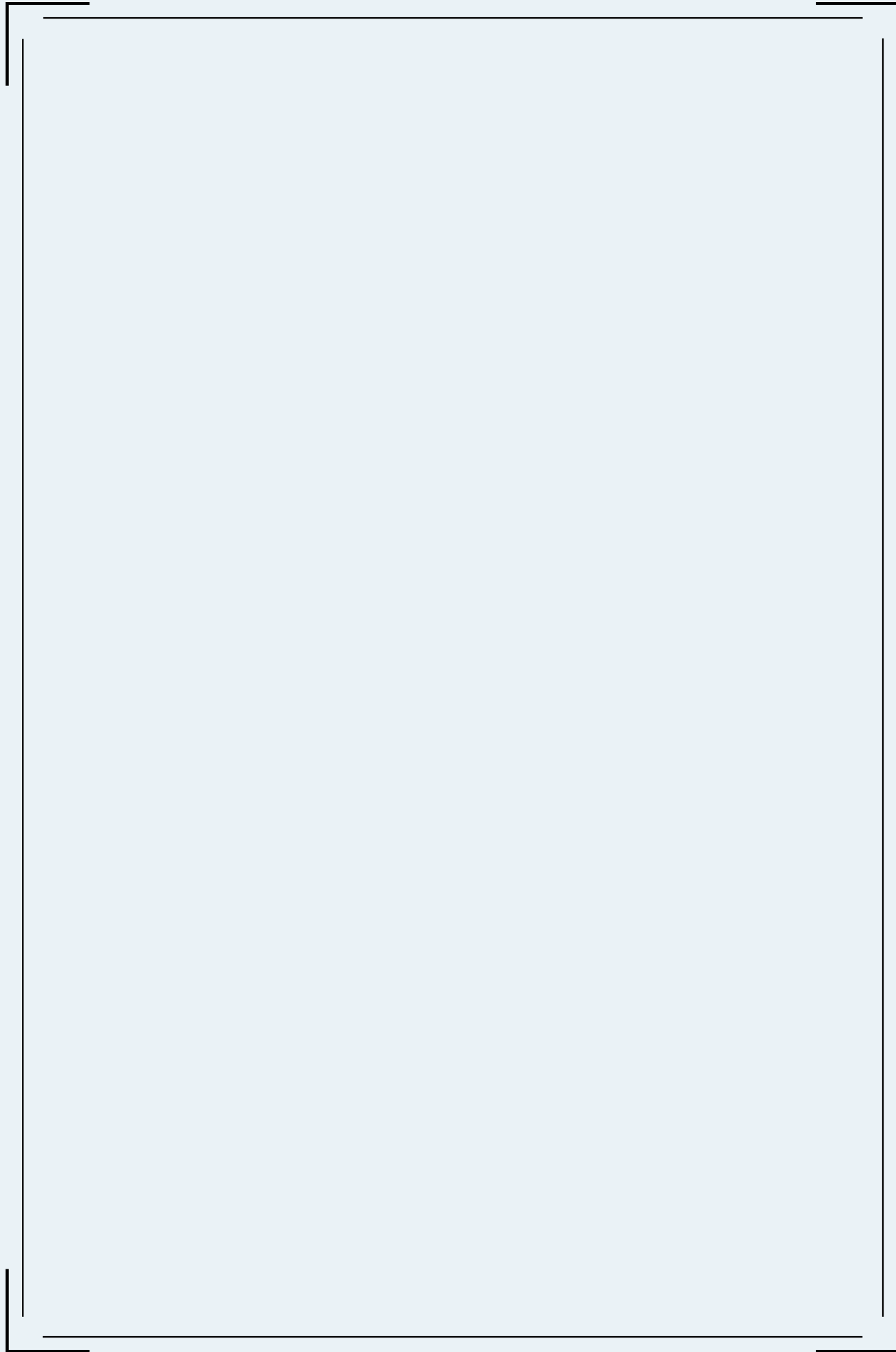


What contacts are you looking to attract?

What average age range do you consider you would like to engage as your audience/follower?

Where will your contacts search to access the content model produced by you?

Why is your audience looking for these contents?



Being in social media can have its own disadvantages; according to your presence in social media space, write down the negative points that can have an impact on you and write down how you can reduce the existence of these negative points and its impact.



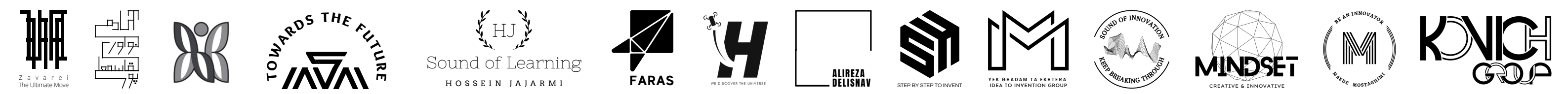
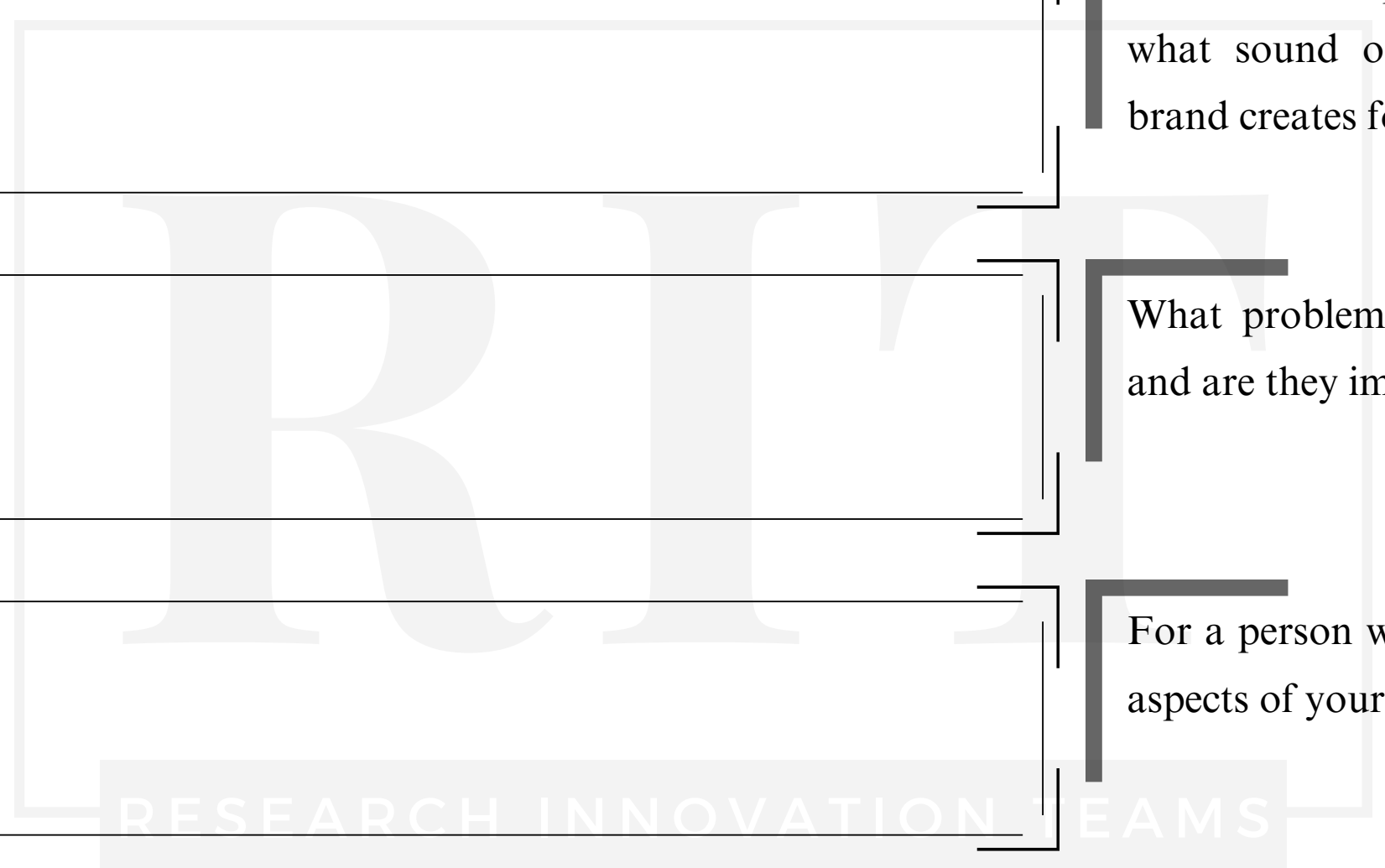
It is very important to have a proper content development strategy.

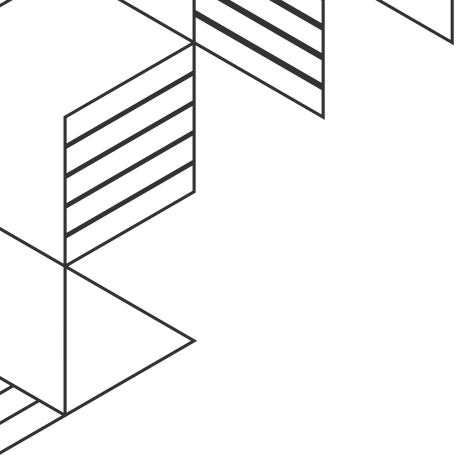
Where is the position of your brand and what sound or effect do you think your brand creates for the audience?

What problems are there for your brand and are they important to you?

For a person who has never met you, what aspects of your brand could be attractive?

What style of content do you choose according to your brand?





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According to the questions you answered, prepare a content calendar for yourself and specify the day and time of publishing your content.

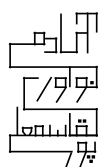
Determine your goals for publishing content and what tools do you have in mind to evaluate and measure the achievement of these goals?

Answer the following questions about publishing the contents of your social media spaces:

After publishing the contents, what scenario do you have to respond to your contacts?

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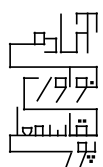
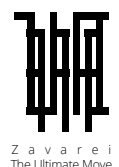


Answer the following questions about publishing your social media content:

What percentage do you think will be the percentage of contacts who will pay attention to your brand?

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It's time to update your social media.

Update your social media bios and use links related to your work space, such as your site, LinkedIn, etc.

Pay attention to your profile picture on social media. What changes do you need to make?

Update your LinkedIn page.

Put a signature at the bottom of your emails.

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Think about the type of content you want to share on your social media.

The content you post on Instagram, Twitter or LinkedIn or other social networks is different.

Write for each one, what kind of contents do you intend to share?

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It is necessary to establish rules for your social media space so that you can have a proper management of your social media. Write down the rules you want.

For example: allowing access to shared content, how to deal with negative comments you receive, the tools you use, etc.



A large white rectangular box intended for writing down social media rules.



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Digital Marketing in the Media

@IFIARITDepartment



Digital Marketing in the Media

Creating and updating a dedicated website

A website is one of the main tools in digital marketing. You need to create a professional and attractive website for your media. This website must provide complete and up-to-date information about available media, services and content. Also, you should consider updating the website regularly so that the audience is always aware of the latest media news.

Some businesses may settle for the next step, which is to have social media, and ignore the first step, which is to have a dedicated website, but not having a website for a business questions and damages the identity and credibility of that brand. Having a website in media management is always necessary and is the first step.





Use of Social Media

Social media such as Facebook, Twitter, Instagram and LinkedIn are powerful tools to connect with your audience. You should create media accounts on these platforms and share engaging and relevant content. Also, you should track and respond to audience feedback and comments on these media.

Use of Video Content

Video content is considered as one of the effective methods in digital marketing.

You can create promotional videos, interviews, TV shows and other relevant content and share them on your website and social media. Also, you can use video platforms like YouTube and Vimeo.

Video content is the most complete type of content, leveraging audio, video, and even text (if subtitled), and is the most engaging of all content types for today's audience. Therefore, in media management, it is recommended that where you can provide video content, do not use any other types of content except video.



Use of Online Advertising

Online advertising is a powerful tool in digital marketing. You can use banner ads, click ads or pay-per-click (PPC) ads, and social media ads to promote your media and attract new audiences. Digital marketing in media management can help improve audience access, increase brand awareness, attract new audiences, and increase engagement with audiences. Optimum utilization of digital marketing in the media can be achieved by using proper methods in building and updating the website, using social media, video content, search engine optimization and online advertising.

The art of persuading audiences in media management

The art of persuasion in the media is considered as one of the basic principles in effective marketing and communication. Persuasion means persuading others to accept and act on your point of view, opinion or suggestion. In managing and guiding the media, the art of persuasion is used to influence the audience and attract them to media contents and services.



Using Logical Reasoning



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Logical argument means using logic and strong reasons to convince the audience. In this way, you must provide reliable information and reasons to justify and explain the media content and services. For example, you can use statistics, research, and hard evidence to convince your audience that your media content or service is valuable and useful.

A simple and classic example of logical reasoning in advertising is "discount". For example, you see somewhere that an item was 200 USD and the previous price was crossed out and now its price is 150 USD. Your logical reasoning says that the price of that product is affordable and you can buy it now.

Another classic method of logical reasoning in media management is to compare your product or service with a competitor's product or service; You've probably seen this one a lot in washing machine powder commercials on TV.

Use of Emotions

Emotions are one of the powerful factors in the persuasion process. By using stories, images, music, and other artistic elements, you can stir the emotions of your audience and encourage them to connect and empathize with your medium. For example, by using powerful images and motivational stories, you can motivate your audience to think and act.

Use of Reputation and Credit

Using reputation and credibility in media management can help you convince your audience. If your media has a strong reputation and credibility, your audience will trust you more and pay more attention to your content and services. To increase your reputation and credibility, you can use positive reviews and recommendations from previous customers, as well as strengthen your credibility by working with reputable individuals and organizations in the media industry.



Use Authenticity and Trust

Authenticity and trust means honesty and sincerity in communication with the audience. By providing honest and transparent information about media, content and services, you can gain the trust of your audience and convince them that your media is the best option for their needs and problems.

Using Psychological Techniques

Psychological techniques can be effective when persuading an audience. For example, using the avoidance technique and the emotional appeal technique can help you motivate your audience to take reactive action.

The art of persuasion in media management makes the audience pay more attention to your media content and services and communicate with your media. By using logical reasoning, emotion, reputation, authenticity and trust, and psychological techniques, you can master the art of persuasion in the media.

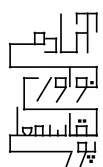
Answer the following questions to carry out advertising processes:

Will you participate in advertising campaigns?

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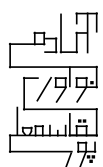
Answer the following questions to carry out advertising processes:

How much are you planning to spend on advertising?

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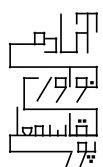
Answer the following questions to carry out advertising processes:

Normally, the amount you considered is enough for how long is the advertising period?

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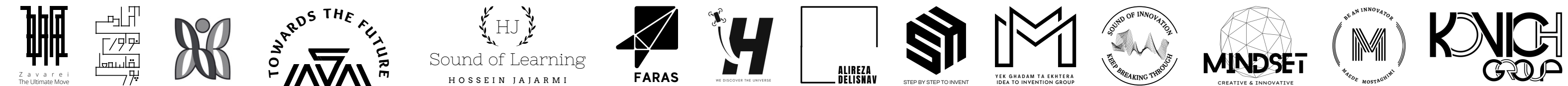
Answer the following questions to carry out advertising processes:

What platforms will you advertise on?

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Answer the following questions to carry out advertising processes:

**Is the way you advertise during the holidays
different from the non-holidays?**

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