

A vertical splash of red smoke or ink against a dark grey background, with a diagonal red band cutting through it.

TBWAWANG

KILL BORING BY DISRUPTION



# DROGA

**TBWA \ ANG**



Victim Support Malta



**DROGA**

Stowarzyszenie Wspierania Działalności  
na Rzecz Osób Potrzebujących Pomocy DROGA w Okręgu



**Erasmus+**

**DIGITAL OVERLOOK**

# **SOCIAL MEDIA PLATFORMS**

# FACEBOOK

Some key aspects of using Facebook for business:

- **Share various content types (text, images, videos)** to engage with followers
- **Use Facebook Stories to engage with followers** using stickers (poll, countdown, location)
- **Promote events** and run **special offers** to boost customer engagement
- **Establish Facebook Shop** to sell products instantly from the platform
- **Messenger for Business** to provide **personalized customer support**
- **Utilize targeted advertising** to reach specific audiences
- **Gain insights and analytics** to track performance and make data-driven decisions

# FACEBOOK EXAMPLES

## Awareness Post

**Victim Support Malta**  
Published by Michaela Cassar · 2 d ·

You are stronger than you know!  
If you have been affected by domestic violence, reach out to us on 21228333.  
- The Protection of women's rights:empowering survivors of domestic violence (POW-R) benefits from a grant under the Active Citizens Fund from Iceland, Liechtenstein and Norway, through the EEA Grants.

**BREAK THE CHAINS**

**YOU ARE STRONGER THAN YOU KNOW**

+356 2122 8333  
victimsupportmalta.org.mt

Helping Regular People Who Experience Extraordinary Traumatic Events

**See Insights and Ads** **Boost post**

1 share

## Fundraising Post

**Victim Support Malta**  
Published by Dominik Dajka · 9 November 2022 ·

Between October 2021 and October 2022, Care for Victims of Sexual Assault (CVSA) provided service to **122 clients**, whilst Suicide Prevention Outreach and Therapeutic Service (SPOT) provided service to **93 service users**. **These are the largest number of clients which we have provided service to date within each respective service.**

Due to an exorbitant amount of clients which we provided our services to, **we do not have enough funds to take on new clients** until January 2023.

If you want to support our work and **give more people a chance to recover**, please donate even a small amount at the link below. We are also very grateful to each and every sharer on behalf of our current and future customers.

[bit.ly/vsm\\_donations](https://bit.ly/vsm_donations)

[#vsm](#) [#victimsupport](#) [#victimsupportmalta](#) [#donations](#) [#recovery](#) [#support](#)

Helping Regular People Who Experience Extraordinary Traumatic Events

**HELP US TO PROVIDE SERVICES TO VICTIMS OF CRIME**

Make a donation today and help us keep our doors open.

If you would like to donate, you can do so through our website [www.victimsupport.org.mt](https://www.victimsupport.org.mt) or alternatively through your mobile by sending a blank text to the following numbers:

**| 50619246 = €11.65**  
**| 50617916 = €4.66**

[#donations](#) [#recovery](#) [#support](#)

5 shares

## Facebook Event

**A Crisis Intervention Workshop.**  
A Professionals' Guide to Working with Critical Incidents

Responding during and after critical incidents, when lives are at risk or lost

9th and 10th March **Workshop** 9am to 4pm  
11th March **Masterclass** 9am to 1pm

**Venue:** Dar Kenn Ghal Sahhtek, L-Imtarfa.

9 MAR AT 09:00 – 11 MAR AT 13:00

**Crisis Intervention Workshop - A Professionals Guide to Working with Critical Incidents**  
Kenn Ghal Sahhtek

**About** Discussion **Invite as Dominik Dajka** **Edit**

**Details**

- 116 people responded
- Event by **Victim Support Malta**
- Kenn Ghal Sahhtek**
- Duration: 3 days
- Public - Anyone on or off Facebook

A two-day workshop will be driven by the Author Andrea Walraven-Thissen on an in-depth look at how professionals, including first responders, can manage situations of Accidents, Su...  
**See more**

Mtarfa, Malta

**Meet your host**

**Victim Support Malta**  
27 past events · Page · Charity organisation

Malta's support and information centre for victims of crime

**Kenn Ghal Sahhtek**  
Triq Dar il Kaptan, Mtarfa  
Dar Kenn Ghal Sahhtek - Centre for the treatment of Eating Disorders and Obesity.

**Guests** **See All**

**15** WENT **101** INTERESTED

**Share to groups** **See all**

# INSTAGRAM

Some key aspects of using Instagram for business:

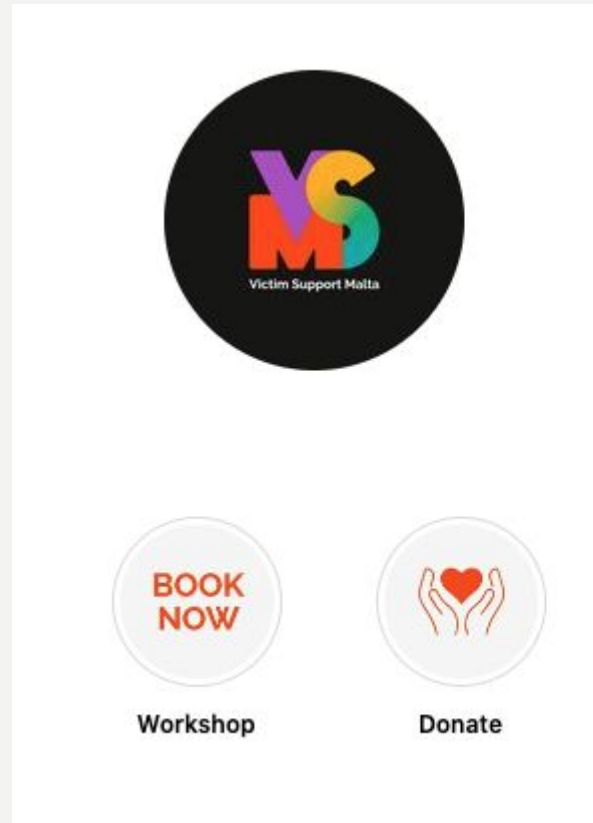
- **Share visually appealing images** to engage with followers
- **Share interesting short videos (Reels)** to engage with followers and reach unfollowers
- **Use Instagram Stories to engage with followers** using stickers (poll, countdown, location)
- **Use Instagram Highlights** to categorize your stories
- Use **hashtags to reach unfollowers**
- Collaborate with **Influencers to reach new audiences**
- **Establish Instagram Shop** to sell products instantly from the platform
- **Utilize targeted advertising** to reach specific audiences
- **Gain insights and analytics** to track performance and make data-driven decisions

# INSTAGRAM EXAMPLES

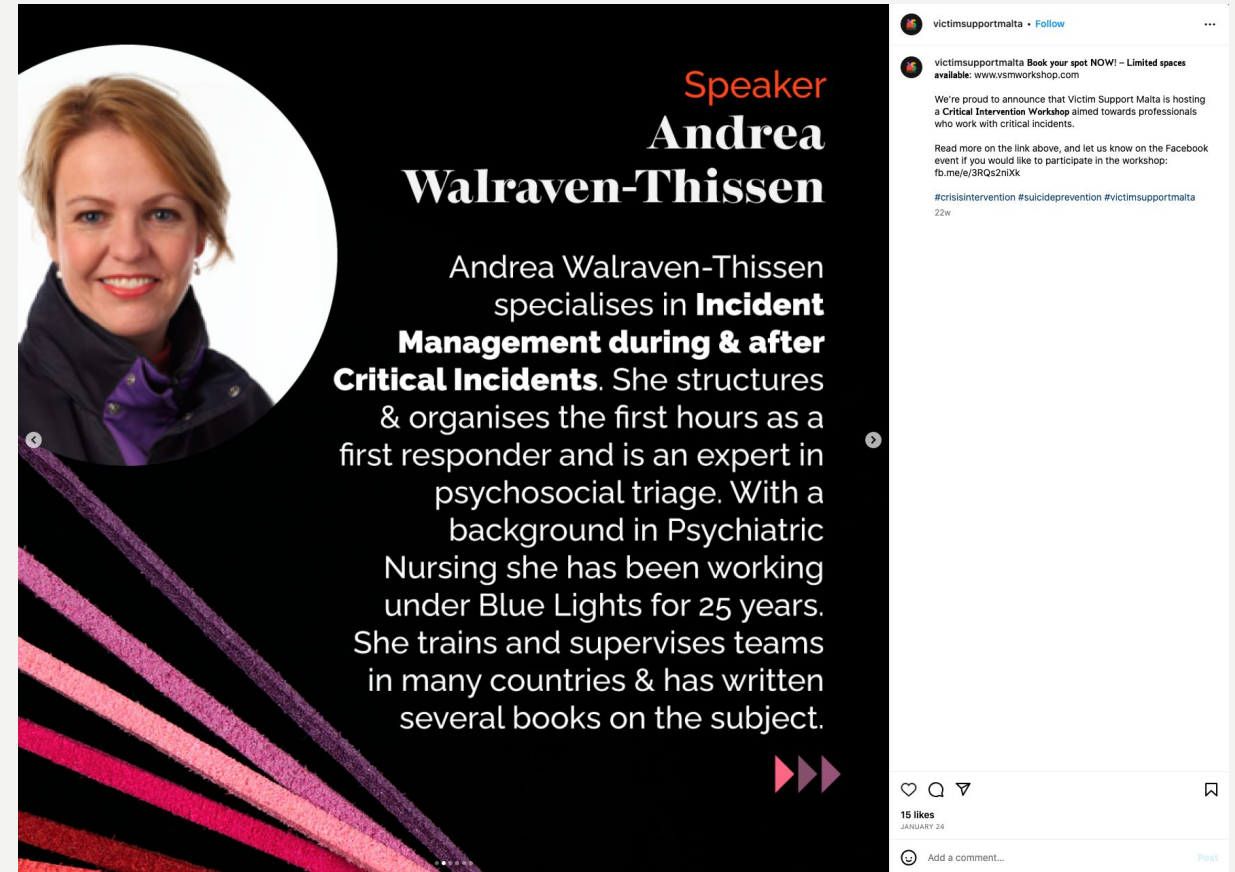
## Reels



## Instagram Highlights



## Event Post (redirecting to Facebook Event)



# LINKEDIN

Some key aspects of using LinkedIn for business:

- **Share various content types (text, images, videos)** to engage with followers
- **Use LinkedIn articles** for longer, detailed message, case studies
- **Share CSR content**, company updates
- **Connect with professionals**, industry leaders, and potential partners
- **Collaborate with other NGOs** to empower your message
- **Promote events** to boost customer engagement
- **Post jobs** and use **recruitment features** for talent acquisition
- **Utilize targeted advertising** to reach specific audiences
- **Gain insights and analytics** to track performance and make data-driven decisions



# LINKEDIN EXAMPLES

## LinkedIn Article

To switch things up and add a new dimension to our ideation process, we opted for a different object than the usual brick - a **bottle**. This simple change helped to stimulate fresh perspectives and innovative thinking among participants.



### Our Key Takeaways

These were our key takeaways:

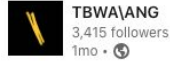


- **Structure brings clarity and a safe space for ideas** - *Send out a clear agenda prior to the session*
- **Ideation should be fun** - *Bring inspiration from outside and show some videos*
- **Valuable insights and ideas can come from unexpected sources** - *Try to involve your outsider colleagues*
- **Constraints fuel creativity** -

Insightful Comment Share

14

## CSR Post



### Mother's Day Fundraising

In support of vulnerable pregnant women, we organized an unconventional office auction for different tasks to raise funds for Life Line Malta - Women's Support Pregnancy Centre. 🥰🥰

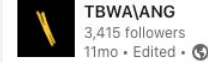
With everyone's cooperation, we managed to raise more than €300 and we encourage you too to help Life Line's work even with a small amount of money. 🙏  
<https://buff.ly/3pvz2Wy>

#tbwa #tbwaang #disruption #mothersday #mothers #bidding #office #fundraising #lifeline #lifelinemalta



Júlia Pászthory and 14 others

## Job Post



We are calling you out, only if you know for a fact that you'd ace the role of a **FREELANCE COPYWRITER** that is.

Yes, we are looking for someone who is naturally gifted with hypnotising writing skills and is bold enough to team up with us on a project basis.

SEND YOUR RESUME on [careers@tbwa-ang.com](mailto:careers@tbwa-ang.com)!

#vacancy #freelance #copywriter

FREELANCE COPYWRITER



TBWA\ANG

1

# YOUTUBE

Some key aspects of using YouTube for business:

- **Share high-quality videos** to engage with followers
- **Share interesting short videos (YouTube Shorts)** to engage with followers and reach unfollowers
- **Promote your videos** through social media, website embeds, and email marketing
- **Sponsor Content Creators** to reach new audiences
- **Utilize targeted advertising** to reach specific audiences
- **Gain insights and analytics** to track performance and make data-driven decisions

# YOUTUBE EXAMPLES

## YouTube Video



Victim Support Malta presents POW-R.

 **Victim Support Malta**  
18 subscribers [Subscribe](#)

[6](#) [Share](#) [Download](#) [Clip](#) [Save](#) [...](#)

53,633 views Jul 19, 2021  
VSM presents the POW-R - a project funded by the Active Citizens Fund.

Once domestic violence takes over, an individual can no longer exercise their human rights, the most basic of which are often prevented by the abuser (commonly by physical, sexual or psychological harm, with the most extreme cases including deprivation of liberty).

If you, or anyone that you know, is a victim of domestic violence, please contact VSM to seek support. We are here to help you. Visit VSM's website today on [www.victimsupport.org.mt](http://www.victimsupport.org.mt).

## YouTube Shorts



# DIGITAL TOOLS

# META BUSINESS SUITE

A comprehensive platform for businesses to manage their presence on Facebook, Instagram, and WhatsApp

Some key features of META Business Suite:

- **Unified Dashboard:** Manage multiple accounts and pages in one place
- **Content Management:** Create, schedule, and publish posts on Facebook and Instagram simultaneously
- **Messaging Integration:** Handle customer communications from Facebook Messenger and Instagram Direct. Create automated messages on both platforms.
- **Insights and Analytics:** Access performance metrics and audience demographics for informed decision-making

# META BUSINESS SUITE

**Meta Business Suite**

Victim Support M...

Home

Notifications

Planner

Content

Insights

Inbox

Monetisation

Ads

All tools

---

**Franso Paul**  
View profile

About

Add details about people, such as contact information.

Add Details

Facebook profile

Liked since Apr 19, 2023

Labels

Add Label

Suggested labels

New customer Important

Today's date (6/30)

### Planner

Plan your marketing calendar by creating, scheduling and managing your content.

Week Month Today

Jun - Jul 2023

| Sun 25                  | Mon 26                  | Tues 27                   | Wed 28                  | Thurs 29              | Fri 30  |
|-------------------------|-------------------------|---------------------------|-------------------------|-----------------------|---|
| <p>10:30</p> <p>1 2</p> | <p>10:30</p> <p>3 2</p> | <p>10:30</p> <p>4 1 2</p> | <p>10:30</p> <p>1 1</p> | <p>10:30</p> <p>1</p> | <p>Create a post or a story.</p> <p>Share with your audience today.</p> <p>Create</p> |
| <p>10:30</p> <p>6</p>   | <p>10:30</p> <p>6</p>   | <p>14:00</p>              | <p>10:30</p>            | <p>10:30</p>          |   |

**Reactions (70)**

Invite people who reacted to your posts last week to follow your Page.

Send invites

### Inbox

Respond to messages, set up automations and more.

Automations Away

All messages 2 Messenger Instagram 2 Facebook comments 17 Instagram comments 2

Search Manage

Unread Follow up Labels

**Franso Paul** Assign conversation

Please

Waiting thanks

We just tried to call now and it's going to voicemail, could you please call us yourself on 21228333. Thanks.

Sent by Michaela Cassar

10 May 2023, 13:22

Tues 08:39

Good morning

### Audience

Current audience Potential audience Export

**Grow your Instagram audience for more insights**

You can learn more about your audience when more people follow your account. Take action now to be discovered and build your community.

See tips Create Post

Facebook followers

10,583

Age & gender

20% 0% 18-24 25-34 35-44 45-54 55-64 65+

Women 76.3% Men 23.7%

Top towns/cities

|   |      |
|---|------|
| Mosta, Northern Region, Malta             | 5.5% |
| Birkirkara, Central Region, Malta         | 4.7% |
| San Pawl il-Bahar, Northern Region, Malta | 3.6% |
| Sliema, Central Region, Malta             | 3.1% |
| Zabbar, South Eastern Region, Malta       | 3.1% |
| Attard, Central Region, Malta             |      |

Instagram followers

905

Age & gender

20% 0% 18-24 25-34 35-44 45-54 55-64 65+

Women 81.2% Men 18.8%

Top towns/cities

|   |      |
|---|------|
| Birkirkara, Central Region, Malta         | 9.5% |
| Mosta, Northern Region, Malta             | 5%   |
| San Pawl il-Bahar, Northern Region, Malta | 4.6% |
| Sliema, Central Region, Malta             | 3.3% |
| San Gwann, Central Region, Malta          | 3.1% |

# META BUSINESS MANAGER

A centralized platform for businesses to manage and organize their advertising activities across Facebook, Instagram, Messenger, and Audience Network

Some key features of META Business Manager:

- **Ad Account Management:** Create, monitor, and optimize campaigns on Facebook and Instagram
- **Asset Organization:** Organize ad creatives and marketing assets for efficient campaign management
- **Access Control:** Assign roles and permissions to team members for proper account management
- **Collaboration:** Facilitate teamwork and coordination among team members within the platform
- **Reporting and Analytics:** Track campaign performance and gain insights for optimization
- **Audience Management:** Create and manage custom audiences for precise targeting
- **Cross-Platform Insights:** Obtain comprehensive analytics across Meta platforms

# META BUSINESS MANAGER

- Meta
- Business settings**
- Victim Support Malta
- Users
  - People
  - Partners
  - System users
- Accounts
  - Pages
  - Ad accounts
  - Business asset groups
  - Apps
  - Instagram accounts
  - WhatsApp accounts
- Data sources
  - Catalogues
  - Pixels
  - Offline event sets
  - Datasets
  - Custom conversions
  - Event source groups
  - Shared audiences
  - Business creative folders
- Brand safety and suitability
- Registrations
- Integrations
- Billing and payments
- Security Centre
- Requests
- Notifications
- Business info

- All tools
- Meta Business Suite
- Shortcuts
- Ads Manager
  - Business settings**
  - Account Quality
  - Ad account settings
  - Shop locations
  - Audiences
- Manage business
- Account Quality
  - Apps
  - Billing
  - Brand safety and suitability
  - Business settings**
  - Collaboration Centre
  - Events Manager
  - Media Library
  - Shop locations
- Protect rights
- Brand Rights Protection
- Advertise
- Ad account settings
  - Ad limits per Page
  - Ads Manager
  - Audiences
  - Automated rules
  - Campaign Planner
  - Creative Hub
- Analyse and report
- Ads reporting

**Victim Support Malta**  
Owned by: Victim Support Malta ID: 135084726701358

**Additional options on Facebook**  
Some Page access settings may not be available here. For more options, go to **Page settings** on Facebook.  
[Learn more](#)

Add People Assign Partners

**People** Partners

**People** Add People

These people have access to Victim Support Malta. You can view, edit or delete their permissions.

Search by ID or name

- Dominik Dajka
- Michaela Cassar

**Audience**

**Changes to location targeting**  
Understand changes to location targeting  
One or more of your saved audiences contains a location targeting option that has been removed. You need to edit these saved audiences before you can use them with any new ad sets.  
[Learn more](#)

**Some detailed targeting options have been discontinued**  
This has affected the reach of some of your audiences. You can remove these unavailable detailed targeting options.  
[See affected audiences](#)

Create Audience

Search by name or audience ID

|                                     | Name                                | Estimated audience size |
|-------------------------------------|-------------------------------------|-------------------------|
| <input checked="" type="checkbox"/> | All Audiences                       | 76,300 - 89,800         |
| <input type="checkbox"/>            | Expiring audiences                  |                         |
| <input type="checkbox"/>            | Logo Design                         |                         |
| <input type="checkbox"/>            | Students<br>Created with Instagram  | 8,700 - 10,200          |
| <input type="checkbox"/>            | Bizzilla Sales                      | 243,100 - 286,000       |
| <input type="checkbox"/>            | Malta all<br>Created with Instagram | 196,600 - 231,200       |
| <input type="checkbox"/>            | TBWA<br>Created with Instagram      | 8,800,000 - 10,300,000  |
| <input type="checkbox"/>            | Lexus li<br>Created with Instagram  | 139,100 - 163,700       |
| <input type="checkbox"/>            | WotoMoto<br>Created with Instagram  | 128,400 - 151,000       |
| <input type="checkbox"/>            | lexus<br>Created with Instagram     | 133,900 - 157,500       |

Overview Test Events Diagnostics History Settings

| Events                      | Used by    | Total Events                         |
|-----------------------------|------------|--------------------------------------|
| PageView<br>Active          |            | 14.4K<br>Last received 3 minutes ago |
| View Content<br>Active      | 13 Ad Sets | 2.8K<br>Last received 3 minutes ago  |
| Add to Cart<br>Active       | 6 Ad Sets  | 437<br>Last received 2 hours ago     |
| Initiate Checkout<br>Active | 6 Ad Sets  | 97<br>Last received 3 hours ago      |
| Search<br>Active            | 5 Ad Sets  | 23<br>Last received 5 hours ago      |
| Purchase<br>Active          | 10 Ad Sets | 14<br>Last received 3 hours ago      |
| Add Payment Info<br>Active  |            | 9<br>Last received 3 hours ago       |

**Security Centre**

**Two-factor authentication**

As your business has heightened security needs, everyone with access is required to use two-factor authentication. This makes it harder for others to gain access to your business and take control of your assets.

0 out of 5 people need to turn on two-factor authentication before they access this business.

[Review People's Access](#)

**Verification for TBWA \ ANG**

Your organisation does not need to be verified. To learn more about business verification eligibility, visit the [Help Centre](#).

**Ineligible for verification**



# META ADS MANAGER

Empowers businesses to effectively manage their advertising campaigns, optimize targeting strategies, and track performance

Some key features of META Ads Manager:

- **Campaign Creation:** Set up advertising campaigns easily
- **Advanced Targeting:** Reach specific audiences based on demographics, interests, behaviours and connections
- **Ad Creation:** Design and customize ad creatives within Ads Manager
- **Budget Optimization:** Maximize campaign performance with budget controls and optimization goals
- **Real-time Performance Tracking:** Monitor ad performance and make data-driven decisions
- **Ad Placement Control:** Choose where your ads appear within the Meta ecosystem
- **A/B Testing:** Experiment with different ad variations to optimize results
- **Reporting and Insights:** Access comprehensive analytics to measure campaign performance



# GOOGLE MY BUSINESS

A free platform that helps businesses manage their online presence on Google

Some key features of Google My Business:

- **Create a detailed profile with essential information**
- **Customer Reviews:** Encourage and respond to customer reviews
- **Photos and Videos:** Showcase your business visually
- **Google Maps Integration:** Ensure accurate location and directions
- **Google Posts:** Share updates, promotions, and events
- **Insights and Analytics:** Gain valuable data on customer interactions
- **Messaging:** Enable direct messaging with customers

# GOOGLE MY BUSINESS

About 761,000 results (0.36 seconds)

 [tbwa-ang.com](https://www.tbwa-ang.com)  
<https://www.tbwa-ang.com>

## tbwa-ang.com

We don't think in a gradual, incremental linear way. We make strategic leaps and jump-start change. We stay ahead of cultural trends so that we can position our ...  
 You've visited this page many times. Last visit: 19/06/2023

### About

+356 2131 0608 [info@tbwa-ang.com](mailto:info@tbwa-ang.com) · New Business · Careers ...

### TBWAANG MALTA

Professional Building, 3rd Floor, Sliema Road, Gzira, GZR 1633 ...

### Contact

Grab the mic and drop us a line... Submit. To navigate, press the ...

### Work

+356 2131 0608 [info@tbwa-ang.com](mailto:info@tbwa-ang.com) · New Business · Careers ...

[More results from tbwa-ang.com »](#)

 Facebook  
<https://www.facebook.com> > ... > TBWAANG

## TBWAANG | Gzira

**TBWAANG**, Gzira. 6605 likes · 63 talking about this · 456 were here. We are rule breakers. Creatives. We don't follow trends. We create them. The...

★★★★★ Rating: 4.6 · 37 votes

You've visited this page 5 times. Last visit: 10/11/2022

 LinkedIn  
<https://mt.linkedin.com> > company > tbwa-ang

## TBWAANG

**TBWAANG** | 3414 followers on LinkedIn. The Disruption Company | Proud Legacy. Bold Fut Starting from a work force of one and manually creating artwork, ...

You've visited this page many times. Last visit: 10/11/2022



## TBWAANG

[Website](#) [Directions](#) [Save](#) [Call](#)

4.4 ★★★★★ 8 Google reviews ⓘ

Advertising agency in Gzira

**Address:** Professional Building, 3rd Floor Sliema Road Gzira, GZR 1633

**Hours:** Closed · Opens 8:30 am Mon ▾


**Phone:** 2131 0608

[Suggest an edit](#) · [Own this business?](#)

### Questions & answers

Be the first to ask a question

[Ask a question](#)

 [Send to your phone](#)

[Send](#)

### Reviews from the web ⓘ

4.6/5 Facebook · 37 votes

### Reviews

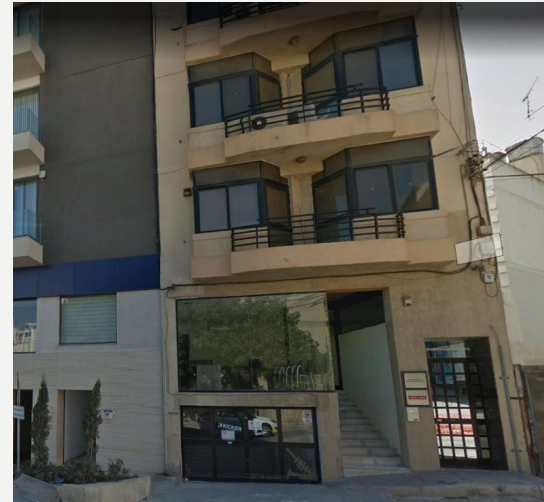
[Write a review](#)

[Add a photo](#)

8 Google reviews

Reviews aren't verified ⓘ

### Profiles



**TBWAANG**  
 Professional Building, 3rd Floor Sliema Road Gzira

[Write a review](#)

4.4 ★★★★★ 8 reviews  
 Reviews aren't verified ⓘ

 **Antonio Peretto**  
 2 reviews · 24 photos  
 ★★★★★ 5 years ago

 **balla dembele**  
 Local Guide · 2 reviews · 44 photos  
 ★★★★★ 4 years ago

 **Sarah Galea**  
 1 review  
 ★★★★★ 5 years ago

 **Lucrecia Dufao**  
 1 review  
 ★★★★★ 3 years ago

### Ask a question

TBWAANG

 **Dominik Dajka**  
 Posting publicly ⓘ

1

Ask a question or get advice from the owner and broader community.



No suggestions yet

[CANCEL](#)

[POST](#)

# GOOGLE SEARCH CONSOLE

A free service that helps website owners monitor and optimize their site's visibility in Google search results

Some key features of Google Search Console:

- **Search Performance:** Track how your site performs in search results
- **Indexing Status:** Ensure your pages are properly indexed by Google
- **Sitemaps:** Submit XML sitemaps to help Google crawl your site
- **Mobile Usability:** Check if your site is mobile-friendly
- **URL Inspection:** Test how Google crawls and renders specific pages
- **Security Issues:** Get notified about any security or manual action issues
- **Performance Enhancements:** Receive suggestions to improve site speed and more

# GOOGLE SEARCH CONSOLE

## Welcome to Google Search Console

To start, select property type



### Domain new

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

Enter domain or subdomain

CONTINUE

OR



### URL prefix

- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

Enter URL

CONTINUE

The screenshot shows the Google Search Console interface for the property 'town-news.com'. The top navigation bar includes the Google Search Console logo, a search bar with the text 'Inspect any URL in "town-news.com"', and utility icons for help, user profile, notifications, and a grid menu. The left sidebar contains a navigation menu with categories: Overview (selected), Performance, URL inspection, Index (Coverage, Sitemaps, Removals), Experience (Page Experience, Core Web Vitals, Mobile Usability), and Enhancements (Breadcrumbs, Events, Logos, Videos). The main content area is titled 'Overview' and features a light blue banner with a lightbulb icon and the text 'Get an overview of how your content is performing', with a link to 'Search Console Insights'. Below this is a 'Performance' section with a line chart showing '8,210,871 total clicks' over time from 8/22/21 to 11/22/21. The chart shows a fluctuating blue line with a peak near 150K and a low near 50K. A 'Full report' link is visible. The 'Coverage' section below shows '771,217 Indexed pages'. A blue notification bubble in the bottom right corner reads 'Search Console has a new look! We're refreshing our design towards a new look and feel for Search Console' with a 'Got it' button.

# GOOGLE ADS

An online advertising platform that helps businesses reach their target audience

Some key features of Google Ads:

- **Campaign Creation:** Create customized advertising campaigns
- **Ad Formats:** Choose from various ad formats, such as text, display, video, shopping, and app promotion ads
- **Ad Extensions:** Enhance your ads with additional information
- **Targeting Options:** Define your audience based on demographics, interests, location, intentions, device models, keywords etc.
- **Remarketing:** Target users who have interacted with your website or app
- **Bidding and Budgeting:** Set your budget and bidding strategy
- **Performance Tracking:** Monitor ad performance in real-time

# GOOGLE ADS



Create



Campaigns



Goals



Tools



Billing



Admin



Create



Campaigns



Goals



Tools

Overview

Recommendations

Insights and reports

Campaigns

Assets

Audiences, keywords and content

Change history

Planning

Keyword Planner

Performance Planner

Reach Planner

App advertising hub

Shared library

Content suitability

View (2 filters)

All campaigns

Campaigns (18)

Select a campaign

Filters

Campaign status: All

Ad group status: All

Add filter



Save

Overview

Custom

1 - 31 May 2023



Show last 30 days

+ New campaign



Download



Feedback

Clicks

3.05K

Impressions

2.62M

Avg. CPC

€0.47

Cost

€1.43K



Level: Campaign



Segment



Columns



Download



Expand



| <input type="checkbox"/> | Device        | Level    | Bid adj. | Ad group bid adj. | ↓ Impr.   | Views | View rate | Avg. CPM | Cost    | Conv. rate | Conversions | Cost / conv. |
|--------------------------|---------------|----------|----------|-------------------|-----------|-------|-----------|----------|---------|------------|-------------|--------------|
| <input type="checkbox"/> | Mobile Phones | Campaign | -        | None              | 514,051   | 0     | -         | €0.86    | €439.93 | 0.00%      | 0.00        | €0.00        |
| <input type="checkbox"/> | TV screens    | Campaign | -        | None              | 253,918   | 0     | -         | €1.16    | €294.05 | 0.00%      | 0.00        | €0.00        |
| <input type="checkbox"/> | Tablets       | Campaign | -        | None              | 133,338   | 0     | -         | €0.87    | €116.44 | 0.00%      | 0.00        | €0.00        |
| <input type="checkbox"/> | Computers     | Campaign | -        | None              | 120,244   | 0     | -         | €0.96    | €115.98 | 0.00%      | 0.00        | €0.00        |
|                          | Total: Ca...  |          |          |                   | 1,021,551 | 0     | -         | €0.95    | €966.40 | 0.00%      | 0.00        | €0.00        |



# GOOGLE ADS KEYWORD PLANNER

Helps you research effective keywords for your Search campaigns

Some key features of Google Ads Keyword Planner:

- **Keyword research:** Find relevant keywords for your campaigns
- **Search volume insights:** Estimate how often keywords are searched
- **Competition analysis:** Assess keyword competitiveness
- **Bid estimates:** Get suggested bid amounts for keywords
- **Campaign planning:** Organize keywords and estimate campaign performance
- **Historical data:** Access trends and insights for keyword planning

# GOOGLE ADS KEYWORD PLANNER



## Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service



## Get search volume and forecasts

Get search volume and other historical metrics, plus forecasts for how they could perform

## Get search volume and forecasts



Enter or paste your keywords, one word or phrase per line, or separated by commas



[Upload a file](#)

Get started

## Discover new keywords

Start with keywords

Start with a website

Enter products or services closely related to your business

Try "meal delivery" or "leather boots"

English (default) Malta

Enter a site to filter unrelated keywords

https://

## Discover new keywords

Start with keywords

Start with a website

Enter a website or a page to find keywords that match your site

https://

For example, domain.com (website) or domain.com/page (webpage)

English (default) Malta

Use the entire site

Use only this page

[Keyword Planner](#)

Plan from Jul 2, 2023, 2 pm, GMT+02:00

Not applicable

Keyword ideas Forecast **Saved keywords** Negative keywords

[Edit plan name](#)

Just saved



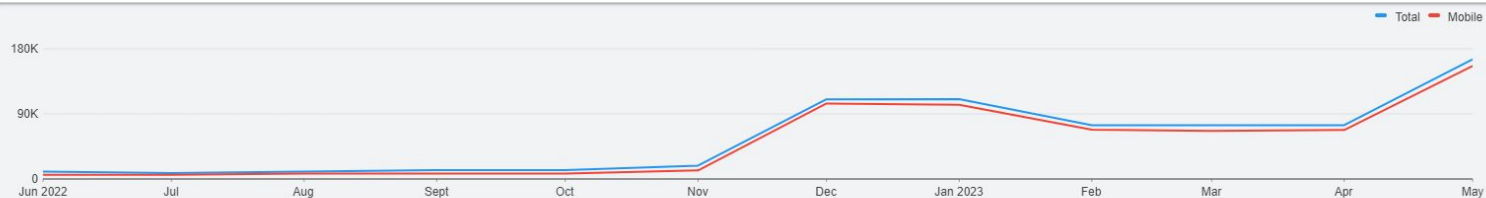
Create campaign

Poland

All languages

Google

Jun 2022 - May 2023



Columns

| Keyword ↑          | Avg. monthly searches | YoY change | Competition |
|--------------------|-----------------------|------------|-------------|
| cyber crime        | 320                   | 0%         | Low         |
| droga              | 60,500                | +1,015%    | Low         |
| gender based cryme | -                     | -          | -           |

# GOOGLE ADS SEARCH

A specific advertising format within the Google Ads platform that focuses on displaying text ads in Google search results

Some key features of Google Ads Search:

- **Keyword Targeting:** Select relevant keywords to trigger ad display
- **Ad Rank:** Position of ads based on bid, ad quality, and expected click-through rate
- **Ad Copy:** Create persuasive text ads to encourage clicks
- **Ad Extensions:** Enhance ads with additional information
- **Ad Scheduling:** Show ads during specific days and times
- **Remarketing:** Show search ads to users who have previously interacted with your website or app
- **Budget Control:** Set and manage your ad spend
- **Conversion Tracking:** Measure and optimize for desired actions
- **Performance Monitoring:** Track metrics to evaluate campaign success

# GOOGLE ADS SEARCH

The image shows a Google search interface. At the top, the search bar contains the text "social media templates". Below the search bar, there are navigation tabs for "All", "Images", "Shopping", "Videos", "News", "More", and "Tools". The search results show "About 4,200,000,000 results (0.56 seconds)". The first result is an advertisement from "https://www.leadtemps.com/" titled "Instagram Post Templates - Social Media Template". Below the title is a description: "Post unique content every day in the form of social media templates. Avail through us now. Educate your audience with valuable content with our templates posted through your feed." Below the ad are three organic search results: "500 Bundle Packs" (Canva Templates Social Media Bundle Packs @ \$29), "30 Story Template Packs" (Instagram Story Templates @ \$9 Editable in Canva for Social Media), and "Instagram Puzzle Feed" (Instagram Puzzle Feed Templates \$4 Instagram Puzzle Feed Made In Canva).

Searched Keyword  
by the user

Search/Text Ad

Ad Extension

# GOOGLE ADS GDN

Google Display Network is a feature within the Google Ads platform that focuses on displaying visually appealing ads across a wide network of websites, apps, and video platforms

Some key features of Google Ads GDN:

- **Ad Formats:** Utilize various formats, including static images, GIFs, HTML5 banners and videos
- **Audience Targeting:** Reach specific audiences based on demographics and interests and keywords
- **Placement Targeting:** Display ads on relevant websites or pages
- **Placement Exclusions:** Exclude specific websites or categories
- **Remarketing:** Target users who have interacted with your website
- **Budget Control:** Set and manage your ad spend
- **Conversion Tracking:** Measure and optimize for desired actions
- **Performance Monitoring:** Track metrics to evaluate campaign success

# GOOGLE ADS GDN

BROWNS+YOU

OUR ANNIVERSARY BRINGS YOU GREAT DISCOUNTS

27<sup>TH</sup> MAY

VIRIDIAN NUTRITION

25% DISCOUNT\*



\*AVAILABLE IN ALL BROWN'S OUTLETS

BROWNS+YOU

OUR ANNIVERSARY BRINGS YOU GREAT DISCOUNTS

\*AVAILABLE IN ALL BROWN'S OUTLETS

25% DISCOUNT\*

BROWNS+YOU

OUR ANNIVERSARY BRINGS YOU GREAT DISCOUNTS

27<sup>TH</sup> MAY

VIRIDIAN NUTRITION



\*AVAILABLE IN ALL BROWN'S OUTLETS

BROWNS+YOU

OUR ANNIVERSARY BRINGS YOU GREAT DISCOUNTS

20TH ALL BROWN'S OUTLETS AND 21ST ONLY FROM BROWN'S VILLAGE OUTLET



XBOX LIVE GOLD 6 Months € 18,45

Xbox Live Gold 12 months Xbox Live Key TURKEY € 59,99

7 Days to Die Steam Key GLOBAL € 22,99

2023, Júlíus 2., vasárnap ☀️ 29°C

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**TIMES MALTA** Latest National World Opinion Fact-check X2 Sport Motoring Business Community Entertainment

National Film Government

Film stars' lavish Malta trips funded by taxpayers: 'Total cost at least €1m'

From business class seats to five-star resorts and chauffeur service, the Mediterranean Film Festival was an extravagant event

Inquiry absolves former tax chief Marvin Gaerty over Yorgen Fenech chats

National Court Yorgen Fenech

Grech calls out public funding on lavish film festival as 'clear abuse'

National Bernard Grech PN



Microsoft

XBOX LIVE GOLD

6 Months

Play with friends online and get exclusive member benefits on console.

DIGITAL CODE

# GOOGLE ADS YOUTUBE

A feature within the Google Ads platform that allows businesses to advertise their products or services on YouTube


Some key features of Google Ads YouTube:


- **Ad Formats:** Videos with Call To Action buttons (CTA)
- **Audience Targeting:** Reach specific audiences based on demographics, interests and keywords
- **Placement Targeting:** Display ads on specific YouTube channels or on specific YouTube videos
- **Placement Exclusions:** Exclude specific channels and videos
- **Remarketing:** Target users who have interacted with your website
- **Budget Control:** Set and manage your ad spend
- **Conversion Tracking:** Measure and optimize for desired actions
- **Performance Monitoring:** Track metrics to evaluate campaign success

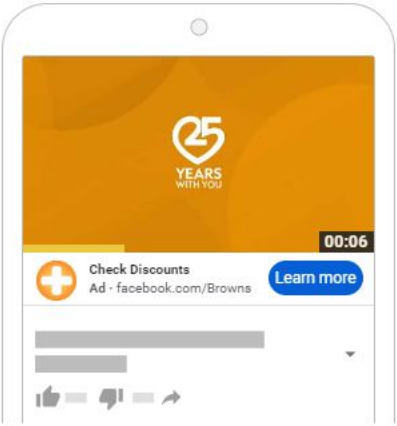
# GOOGLE ADS YOUTUBE


## Mobile


Preview ad ×



 Example of your bumper ad on YouTube




[Preview ad on YouTube](#) 


[Copy link](#) 

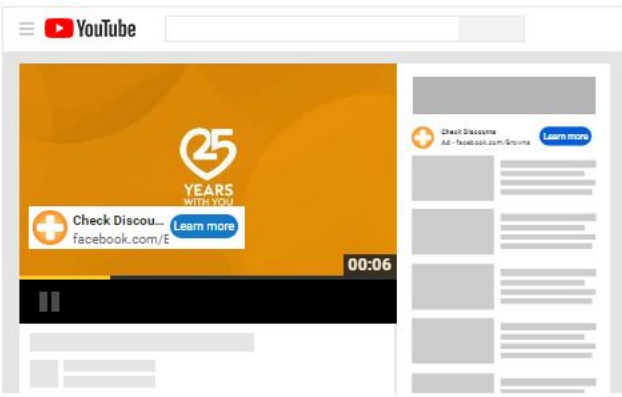
To preview your ad on YouTube mobile, copy the link and share it to a mobile device.


## Desktop


Preview ad ×



 Example of your bumper ad on YouTube




[Preview ad on YouTube](#) 


[Copy link](#) 


To preview your ad on YouTube mobile, copy the link and share it to a mobile device.


## TV

Preview ad ×



 Example of your bumper ad on YouTube



[Preview ad on YouTube](#) 

[Copy link](#)



# GOOGLE ANALYTICS

Helps businesses track and analyze website traffic and user behavior, providing valuable insights to optimize their online presence

Some key features of Google Analytics:

- **Tracking Implementation:** Install a tracking code on your website
- **Traffic Analysis:** Monitor visitor demographics, sources, and behavior
- **User Behavior Analysis:** Understand how visitors navigate your site
- **Conversion Tracking:** Track specific actions and goals
- **E-commerce Tracking:** Measure revenue and transaction data
- **Campaign Tracking:** Evaluate the effectiveness of marketing campaigns
- **Data Visualization:** Visualize data through charts and reports
- **Customization and Insights:** Create custom reports and segments

# GOOGLE ANALYTICS

Analytics | All accounts > TBWA ANG | <https://www.tbwa-ang.com/> | Try searching "add user"

Reports snapshot | All Users | Add comparison + | Last 28 days | 4 Jun - 1 Jul 2023

Real-time

Life cycle

Acquisition

- Overview
- User acquisition
- Traffic acquisition

Engagement

- Overview
- Events
- Conversions
- Pages and screens
- Landing page

Monetisation

- Retention

User

- User Attributes
  - Overview
  - Demographic details
- Tech
- Library

Reports snapshot

| Users | New users | Average engagement time | Total revenue |
|-------|-----------|-------------------------|---------------|
| 0     | 0         | 0m 00s                  | €0.00         |

USERS IN LAST 30 MINUTES: 0

USERS PER MINUTE: No data available

TOP COUNTRIES: No data available

Insights: Your insights will appear here soon. In the meantime, you can create new custom insights to monitor your most important metrics. [Learn more](#)

Click Landing page. Jun 11 18 25

WHERE DO YOUR NEW USERS COME FROM? No data available

WHAT ARE YOUR TOP CAMPAIGNS? No data available

Analytics | All accounts > Demo Account | GA4 - Google Merchandise ... | Try searching "how to activate Google signals"

Home

- Reports
- Explore
- Advertising
- Configure**
- Admin

Home

| Users   | New users | Average engagement time | Total revenue |
|---------|-----------|-------------------------|---------------|
| 19K     | 16K       | 1m 39s                  | \$34K         |
| ↑ 27.5% | ↑ 30.2%   | ↑ 14.1%                 | ↑ 22.9%       |

Line chart showing user trends from Jul 13 to Jul 19. Legend: Last 7 days (solid line), Preceding period (dashed line).

Last 7 days | View reports snapshot →

# **SOCIAL MEDIA MARKET**



# SOCIAL MEDIA TRENDS WORLDWIDE

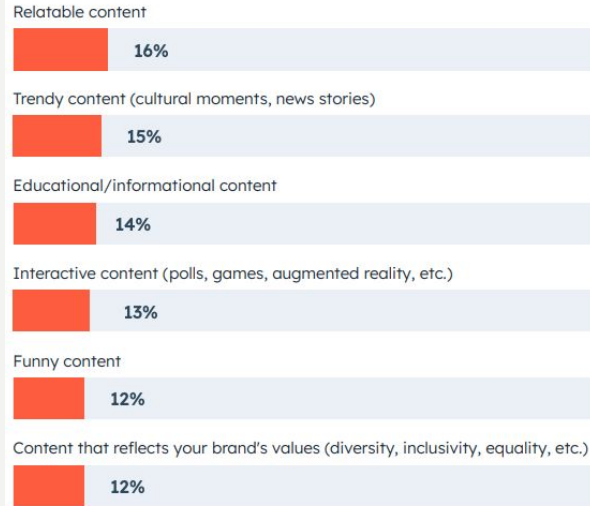
- **90% of social media marketers say building an active online community is critical to success in 2023**
- **Social media is the future of ecommerce.** Instagram and Facebook offer the highest ROI when selling products directly in the app
- **Consumers are using social media for customer service**
- **Consumers are searching for brands on social media more than search engines (Google, Bing...)**
- **Influencers are the primary product discovery channel for Gen Z.** Performance-focused marketers often work with mid-sized creators and emerging talent rather than traditional celebrities and macro-influencers
- **Short-form video is driving business results and will continue to grow in 2023.** Instagram Reels, TikToks, and YouTube Shorts are the most-used content format and generate the highest ROI

# SOCIAL MEDIA TRENDS WORLDWIDE

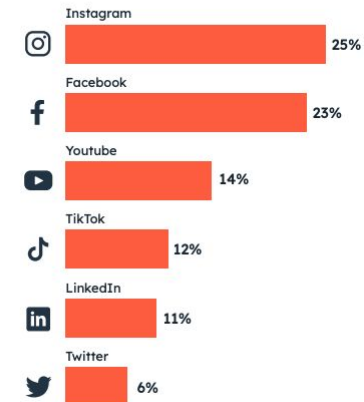
- **Funny, trendy, and relatable content** will stand out
- **Instagram has proven to be the best source of ROI, engagement, and quality leads (tied with Facebook)**. Marketers also feel that the **Instagram** algorithm **is the** most accurate, and that it's the **best place to grow a brand audience**
- **Re-sharing the same content across platforms won't fly in 2023**. If you are posting the exact same content in the same format on every network, there'll be no need to follow you on all your active channels
- **AI has reached the masses and is changing how we create. ChatGPT, Dall-E, and other tools** like Canva's Magic Write quickly joined the marketing toolkit and will change the content creation process

# SOCIAL MEDIA TRENDS WORDLWIDE

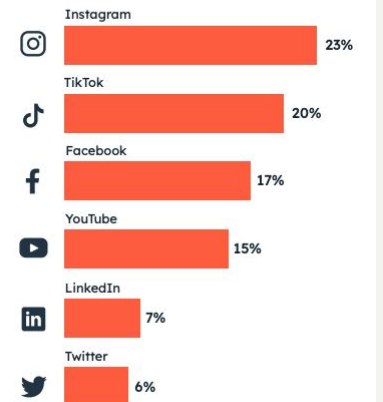
## Which type of content offers the biggest ROI on social media (top 6)?



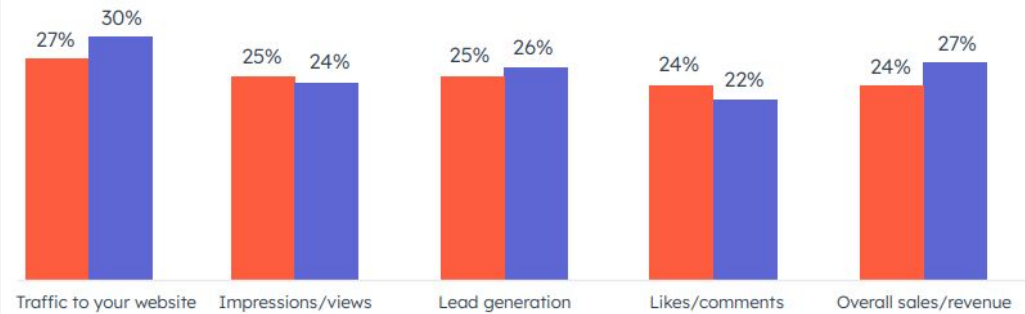
## Which platform offers social media marketers the highest ROI (top 6)?



## Which platform offers brands the biggest potential to grow their audience in 2023?



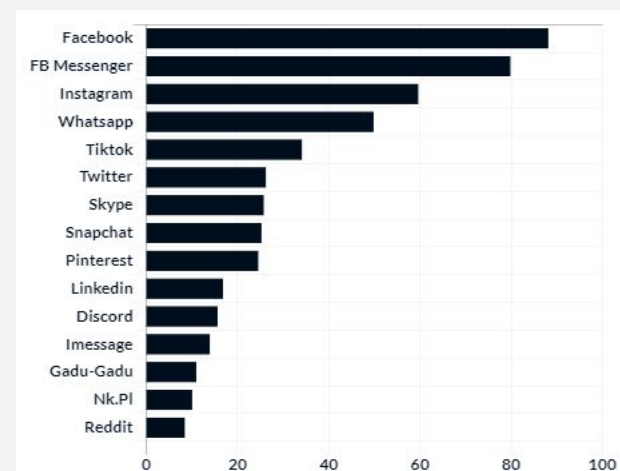
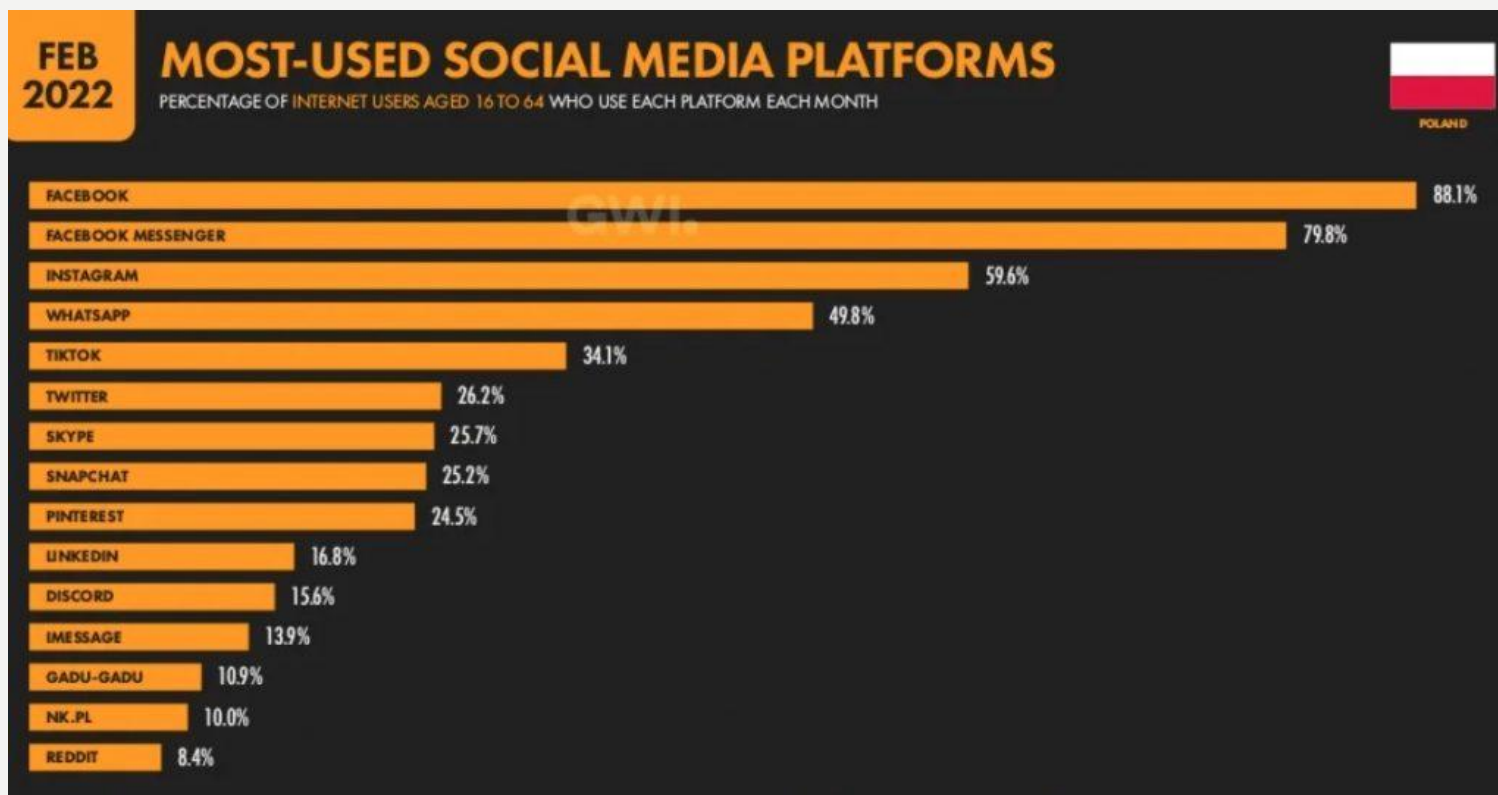
## What are the primary metrics social media marketers use to measure the success of organic/paid campaigns?



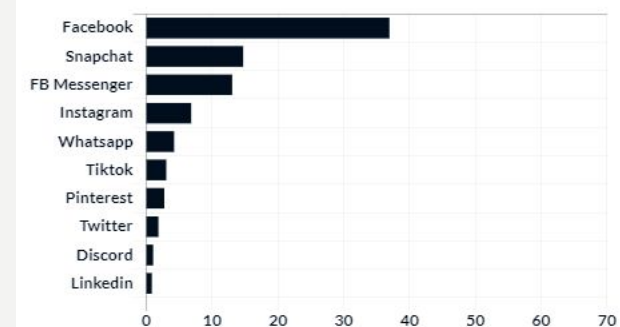
# SOCIAL MEDIA TRENDS IN POLAND (2022)

- **Active Polish social media users increased** from 68.5% to 72% in 2022
- **Facebook is the most popular social media platform**, used by 88.1% of Polish Internet users in 2022. **Instagram is the second (59.5%) and TikTok is the third (34.1%)**
- **LinkedIn users increased** from 4.1 million to 4.6 million (+12%). **Twitter users decreased** from 37.5% to 26.2% of the population as active users
- **Polish users primarily use social media in the evening, between 18:00 and 20:00 (60%). The second most popular time to browse feeds is in the afternoon (37%)**
- **The most popular social commerce (selling on social media) platform in Poland is Facebook**, through which 82% of sales are made. In **second** place is **Instagram (19%)**, and in **third** place is **YouTube (16%)**
- **Main Drivers Behind Using Social Media:** Keeping in touch with family/friends, reading news, filling free time.
- **The most frequently chosen social media platform for cooperation with influencers is Instagram.** 80.4% of Polish advertisers declare that this is the platform they reach for the most.

# SOCIAL MEDIA TRENDS IN POLAND (2022)



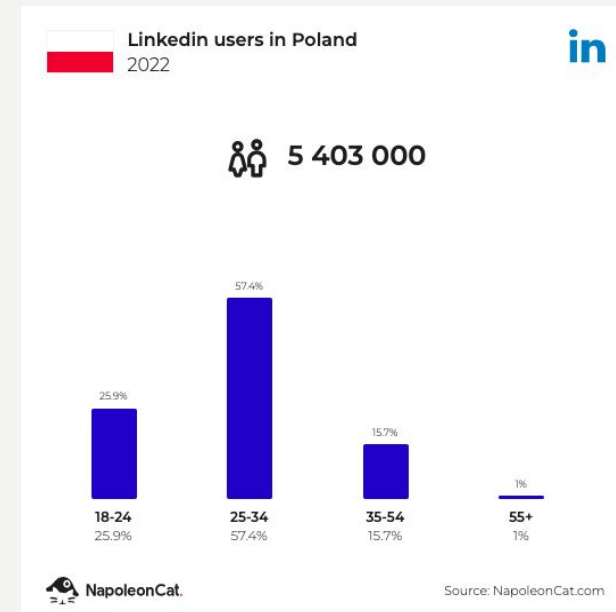
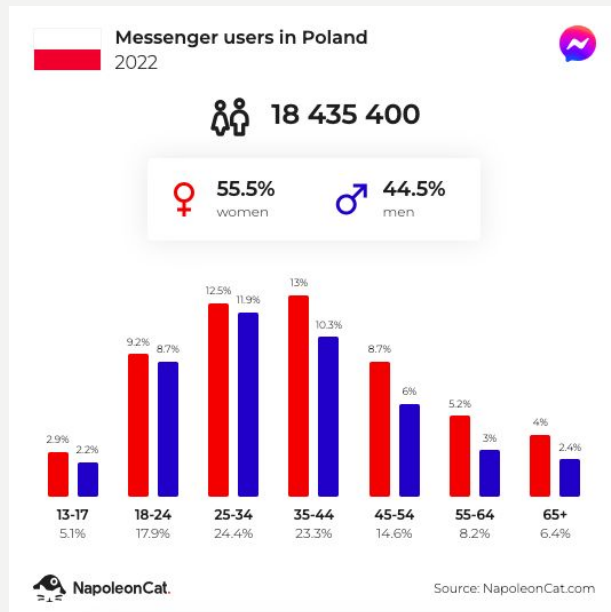
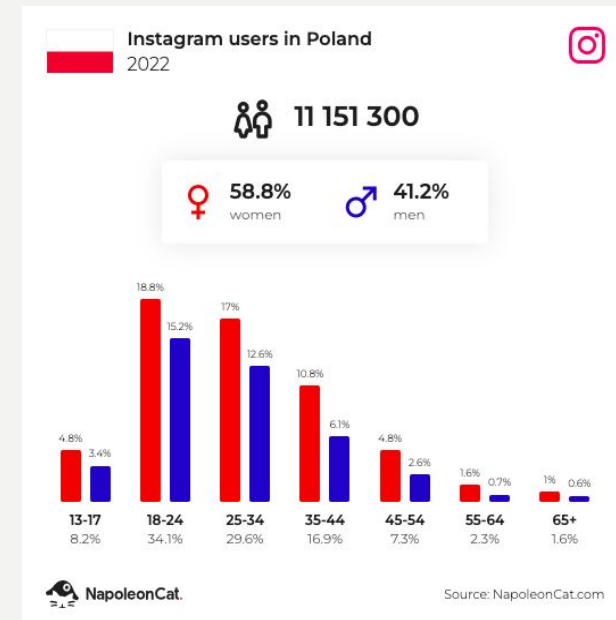
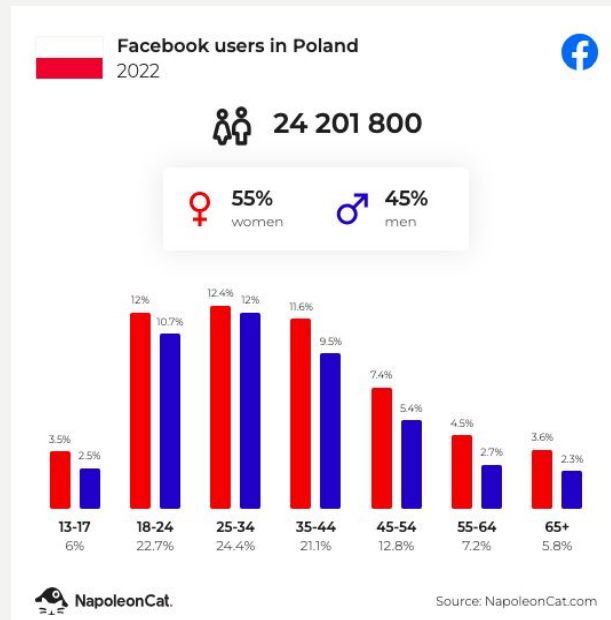
Most Used Platforms (% of Internet Users) | Note: 2022



Most Loved Platforms (% of Internet Users) | Note: 2022



# SOCIAL MEDIA USERS IN POLAND (2022)



# **SOCIAL MEDIA OVERLOOK**

**DROGA**



# FACEBOOK

**Followers: 128 followers (really low)**

**Engagement rates: 5-10% (not bad)**

**Content: Call for volunteers, Project-related, Workshop-related, Informational posts**

**Creatives: single images, videos, carousels**

# Recommendations

- **Social media activity is important for customer communication, brand awareness** and as a marketing channel to **bring visitors to your website**
- **Build a following on Facebook** to increase engagement and reach a wide audience
- **Content should resonate with your target audience** for higher engagement rates. In your case this could include; **eye-catching images, or thought-provoking questions** (include short videos, real stories to trigger emotions)
- **Maintain a consistent posting schedule** to keep your audience engaged and aware of your presence (**post 2x a week**)
- **Ask questions, run polls, or initiate discussions to encourage your followers to interact with your posts. Respond to comments and messages promptly** to foster a sense of community and build relationships with your audience
- **Check artificial intelligence (AI) programs** like Discord's **Midjourney** (Image generator), or **ChatGPT** (chat program, copywriting and ideation tool)
- For picture designing use **Canva** for video designing use **CapCut**

# GOOGLE OVERLOOK

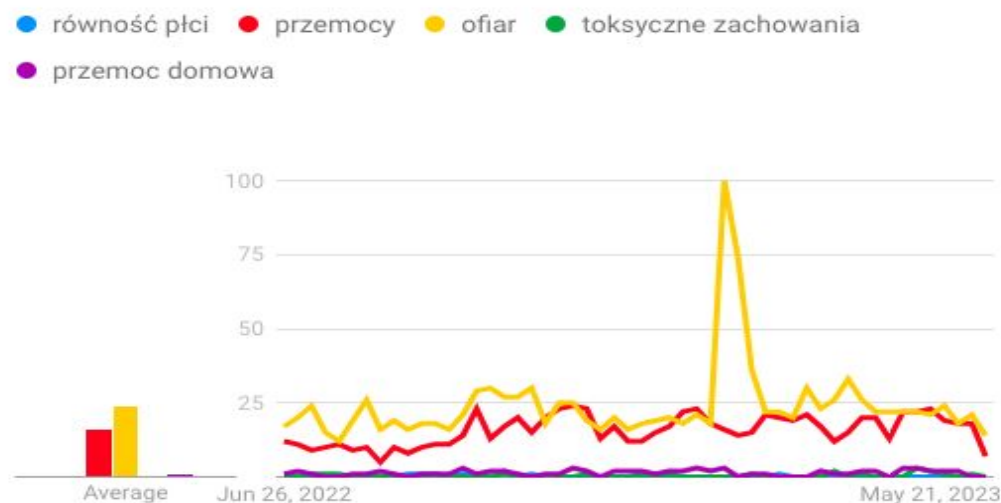
DROGA

# GOOGLE TRENDS

- According to Google Trends in terms of keywords searches **'ofiar' (victims)** and **'przemocy' (violence)** were the most searched terms in the past 12 months, when compared to terms like 'równość płci' (gender equality), 'toksyczne zachowania' (toxic behaviour) and 'przemoc domowa' (domestic violence)
- **'Terapia' (therapy)** is also commonly searched when compared to 'przestępczość' (crime), 'Praca społeczna' (social work), 'wsparcie emocjonalne' (emotional support) and Wykluczenie społeczne (social exclusion)

Interest over time

Google Trends



Poland. Past 12 months. Web Search.

Interest over time

Google Trends



Poland. Past 12 months. Web Search.

# SEO AUDIT

- Your page is mostly optimized for On-Page SEO performance
- Some of your link URLs do not appear friendly to humans or search engines
- Your page has usability issues across devices
- Your page's performance has some issues which need to be improved to reduce bounce rates
- Weak social presence



Your page could be better



**183**  
Monthly Traffic  
Volume



On-Page SEO



Links



Usability



Performance



Social

# Recommendations

- **Make URLs as readable as possible by reducing length, file names, code strings and special characters**
- **Use your main keywords across the important HTML tags**
- **Link Facebook page to the website**
- **Optimize your page to reduce file size and loading speed**
- **Optimize your website for mobile and tablet experiences as today the majority of web traffic comes from these sources and just a little from desktop**



# **AWARENESS CAMPAIGN**

**DROGA**



## PLATFORMS AND CONTENTS

- **Create an Instagram page, LinkedIn page and a YouTube channel**
- **Join relevant Facebook Groups with your Facebook Page** (not personal account) related to your campaign's theme. Post valuable insights, express your opinion about the topic, raise awareness with comments and promote your services
- **Collaborate with NGOs, people and businesses on all social media platforms**
- **Advertise on META** (Facebook Page Like or Awareness aim) **and Google** (Search, Display and Video ads)
- **Increase your following** through consistent and engaging content, collaborations, paid advertising
- **Create compelling and informative videos that convey your campaign's message effectively.** Optimize your video titles, descriptions, and hashtags to increase visibility in search results

# **META ADS /SOCIAL ISSUES**

**If you are talking about social issues, you may need to select a special ad category to run your ads. In your case it will be Social Issues, Elections or Politics.**

Meta Ads offers special ad categories to promote fair and inclusive advertising practices. These categories are designed to prevent discrimination and ensure equal opportunities for all users.

Categories include the following:

- **Housing**
- **Employment**
- **Credit**
- **Social Issues, Elections or Politics**

It's important to note that the availability and specific requirements of special ad categories may vary based on your location and the platform's policies. Therefore, it's recommended to review the latest guidelines and policies provided by Meta Ads to ensure compliance when creating ads in these categories.

# TARGET AUDIENCE

When it comes to targeting your audience in advertising campaigns, it's essential to define and understand your target audience to ensure your message reaches the right people.

- **Define Segments:** Identify specific segments based on demographics, interests, and behaviors
- **Demographics:** Consider factors like age, gender, location, language, education, and income
- **Interests:** Target individuals based on their hobbies, activities, and affiliations
- **Behavior:** Reach users based on their online behaviors, such as past purchases or website interactions
- **Custom Audiences:** Engage with existing customers, website visitors, or email subscribers
- **Lookalike Audiences:** Expand reach by targeting users similar to your existing audience
- **Device and Platform:** Target users based on their devices or preferred platforms
- **Test and Optimize:** Continuously analyze data and refine your targeting strategies

# CREATIVES

- **Single images**
- **Carousel images**
- **Infographics**
- **Short videos (Reels)**
- **Stickers on stories (Poll, Countdown, Location)**
- **Articles (write on LinkedIn and reshare on Facebook)**
- **Youtube videos (landscape format)**

# TIMING

Timing plays a crucial role in the success of an awareness campaign:

- **Research Peak Engagement Times:** Analyze your Facebook Page Insights to identify when your target audience is most active on the platform
- **Campaign Duration:** Determine the optimal duration for your awareness campaign. Depending on your goals and budget, you may choose to run the campaign for a few days, weeks, or even months. Longer campaigns can be optimized better, and a good awareness campaign reaches people on multiple platforms more than 2 times.
- **Ad Scheduling:** Utilize Facebook's ad scheduling feature (on Meta Business Suite) to control the specific days and times your ads are shown.
- **Ongoing Monitoring:** Continuously monitor the performance of your campaign throughout its duration

# BUDGET

- **Campaign Duration:** Consider the duration of your campaign. Longer campaigns typically require larger budgets to maintain consistent exposure and engagement over an extended period. Shorter campaigns may allow for more concentrated spending.
- **Set a Daily or Lifetime Budget:** Decide whether you want to set a daily budget, which limits spending per day, or a lifetime budget, which caps spending for the entire campaign duration.
- Different pricing models:
  - **CPC** (cost per click)

Example: if you expect 1,000 clicks and are willing to pay €0.50 per click, your budget would be €500.

- **CPV** (cost per view)

Example: if you expect 10,000 views and the average cost per view is €0.10, your budget would be €1,000.

- **CPM** (cost per thousand impressions)

Example: if you aim for 500,000 impressions and the average CPM is €2.50, your budget would be €1,250.

## RECOMMENDED DIGITAL TOOLS

- **Social Media Management:** Meta Business Suite
- **Social Media Advertising:** Meta Business Manager, Meta Ads Manager
- **Website Auditing:** SEMrush, SEOptimer
- **Search trends:** Google Trends, Google Keyword Planner
- **Design tools:** Canva (easier), Adobe Photoshop, Adobe Illustrator
- **Video editing:** CapCut (easier), Adobe Premiere Pro
- **AI tools:** Midjourney (Discord's Tool) for image/logo generation, for backgrounds, ChatGPT for research, new ideas, copywriting for posts



**THANK YOU**  
**DROGA**

# DISCUSSION