THE Overflow

A ©PISHON DESIGN STUDIO PUBLICATION. 3RD EDITION. RE-ISSUE, OCTOBER 2025.

UP TO 20% OFF

HANDLING SOCIAL MEDIA IN 2026

TIPS TO HELP YOU GROW AND SCALE

THE RULES OF AFFILIATE MARKETING

HOW MUCH MONEY IS TOO MUCH?

ARE WEBSITES STILL RELEVANT?

WHY YOU STILL VERY MUCH NEED A WEBSITE GOING FORWARD.

THE RISE OF CONTENT CREATORS

IT'S AN ART, BUT NOT AS HARD AS YOU MIGHT THINK.

THE FUTURE IS A.I

A LIST OF ALL THE A.I. TOOLS SO FAR, AND HOW TO USE THEM.

ONLINE MARKETING

THE SECRETS TO A SUCCESSFUL BUSINESS ONLINE.

CYBERSECURITY

WAYS TO STAY SAFE ON THE INTERNET.

Instantly Showcase your Brand.

www.pishondesigns.org

editor's note.

40 Pages of raw tech worth every minute.

So here we are again - 3 years later, and I finally gave in to the urge to design a 3rd edition of The Overflow, which seems to have a mind of its own.

If you're new here - welcome. We are Pishon Design Studio, a web design & branding firm with global clients, and **The Overflow is our very own tech-themed magazine,** designed for geeks, newbies and even the casual, not-so interested tiktok user who wants to take that first step in understanding tech and what makes this huge industry succeed.

The internet has changed since we launched the first edition in 2011 and second edition in 2021 - and so have I. The original idea was that this magazine go to our clients internally, but over 1000 organic downloads later, i realize that we had so much more to share.

Have fun reading, take notes. and cheers to new growth.

Stay excellent, stay intentional.

Zainab Sule
CEO, Pishon Design Studio

www.pishondesigns.org
www.zainabsule.com

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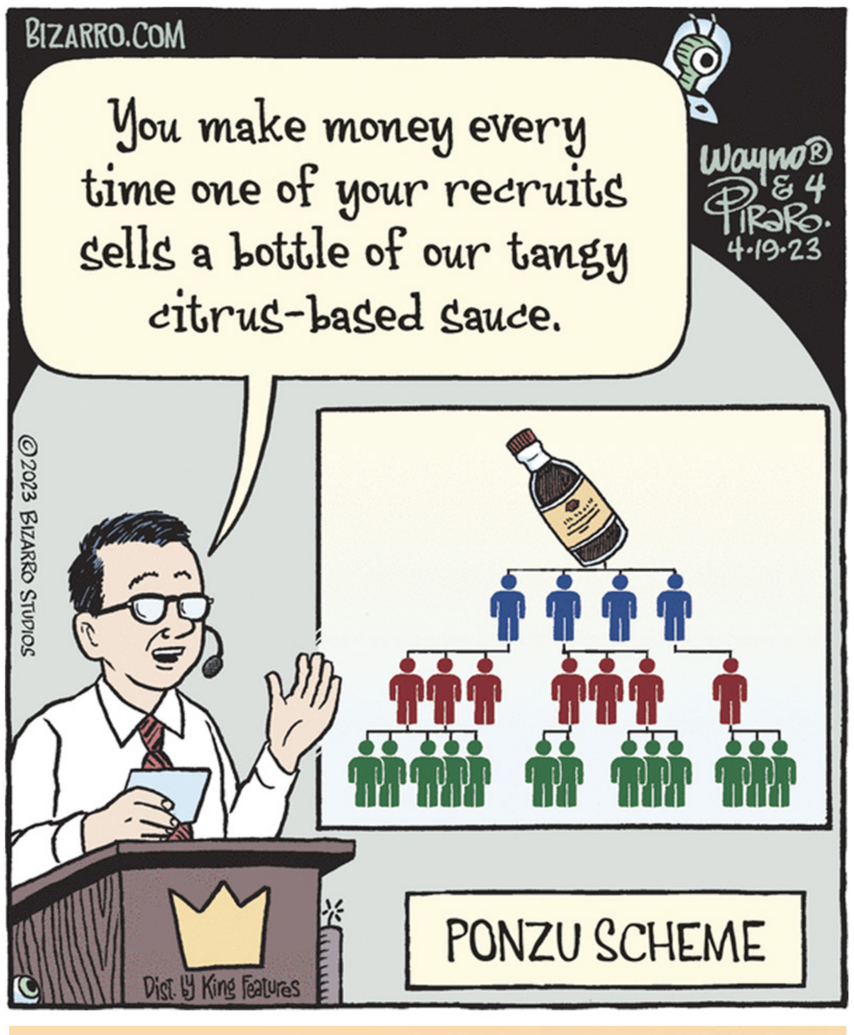
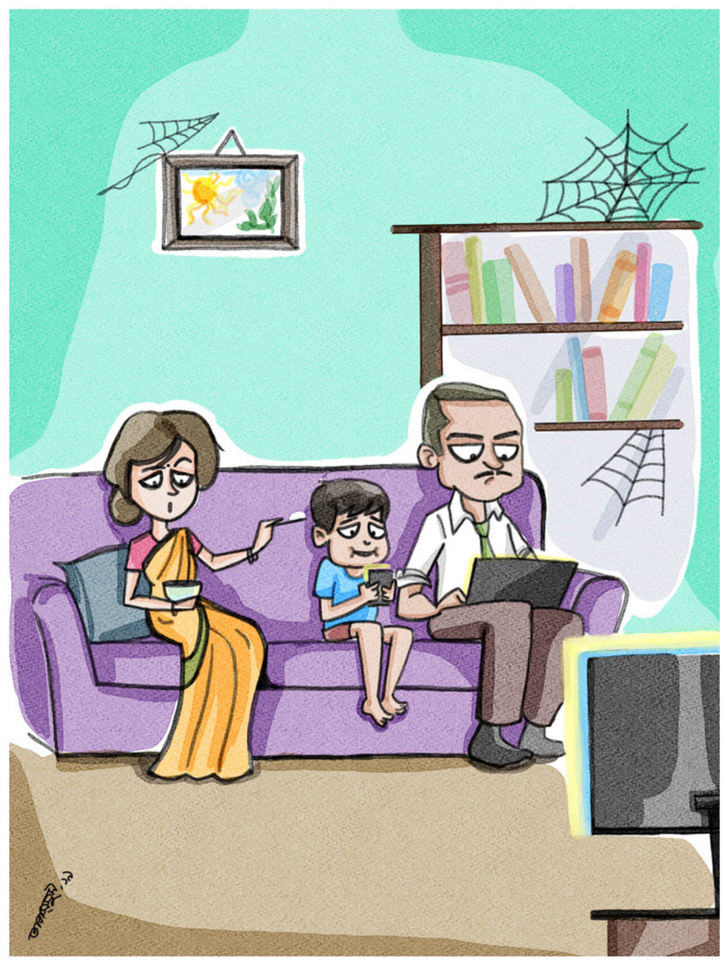
"Even after applying the filter the numbers still look awful."

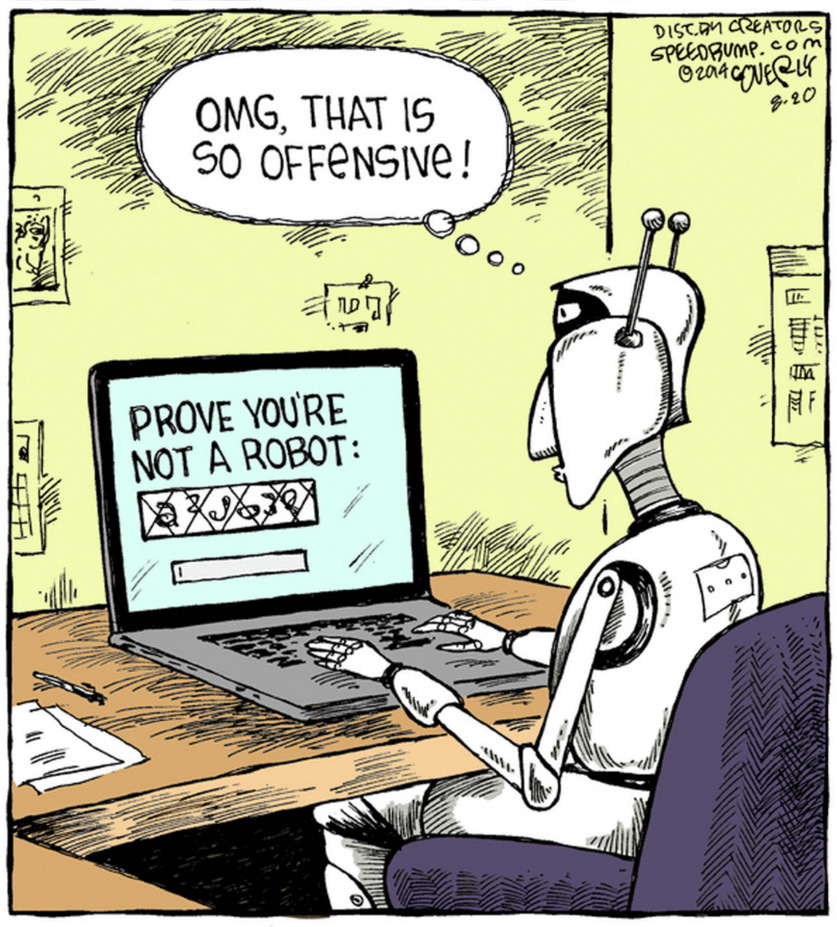
"Don't look now, but someone has written a caption directly underneath us."

WWW.ANDERTOONS.COM

"OK, password checks out. Now which photos show a traffic light?"







CONTENT MARKETING STATISTICS

43% of all marketers found a customer via LinkedIn

50% of companies have content marketing strategies

52% of all marketers have found a customer via Facebook

67% of B2B content marketers consider event marketing essential

78% of CMO's think custom content is the future of marketing

65% of your audience is visual learners

25% of the entire ad spend will comprise of Internet advertising by 2015

55% of marketers worldwide increased digital marketing budgets in 2013

Email with social sharing buttons increase click through rates by **158%**

$135 billion will be spent on new digital marketing content in 2014

The success of your content marketing strategy depends on the nature of your content. If your content is good and by good I mean straight out of the top drawer, it will bolster your content marketing efforts. On the other hand, if it is fairly ordinary, your inbound marketing campaign will fall apart faster than you realize.

If you are a part of the 77% B2C or 86% B2B organizations using content marketing to boost brand growth, you must make a concerted attempt to come up with high quality content that not only disseminates useful information but also does so in a manner that is engaging and arresting.

A type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services. - dictionary

Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell. - Mailchimp

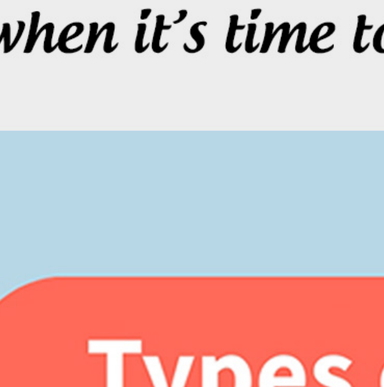
Types of Content

Video Content

64%

of marketers are creating more **webinars, live streaming, videos, etc.**

Written Content



61%

of marketers are **creating more blogs, eBooks, articles, etc.**

Visual Content

56%

of marketers are creating more **infographics, photos, charts, etc.**

Audio Content

38%

of marketers are creating more **podcasts, audiobooks, etc.**

Why is content marketing important?

Content marketing is a go-to tactic that's proven to work. Also, it provides a competitive advantage. Take a look at what the data says about content marketing:

Businesses with blogs get 67% more leads than other companies.

72% of business to business (B2B) marketers say content marketing increases engagement and the number of leads they generate.

88% of people credit branded videos for convincing them to purchase a product or service.

Which Content Format is Suitable as Per Your Goal?

B2B content marketers vote for the following content format for each stage in the buyer's journey:

To grow brand awareness: *blog posts, social media content and in-person events.*

To secure leads: *in-person events, webinars/online events and eBooks/guides.*

To nurture leads: *Email newsletters, blog posts, case studies and in-person events*

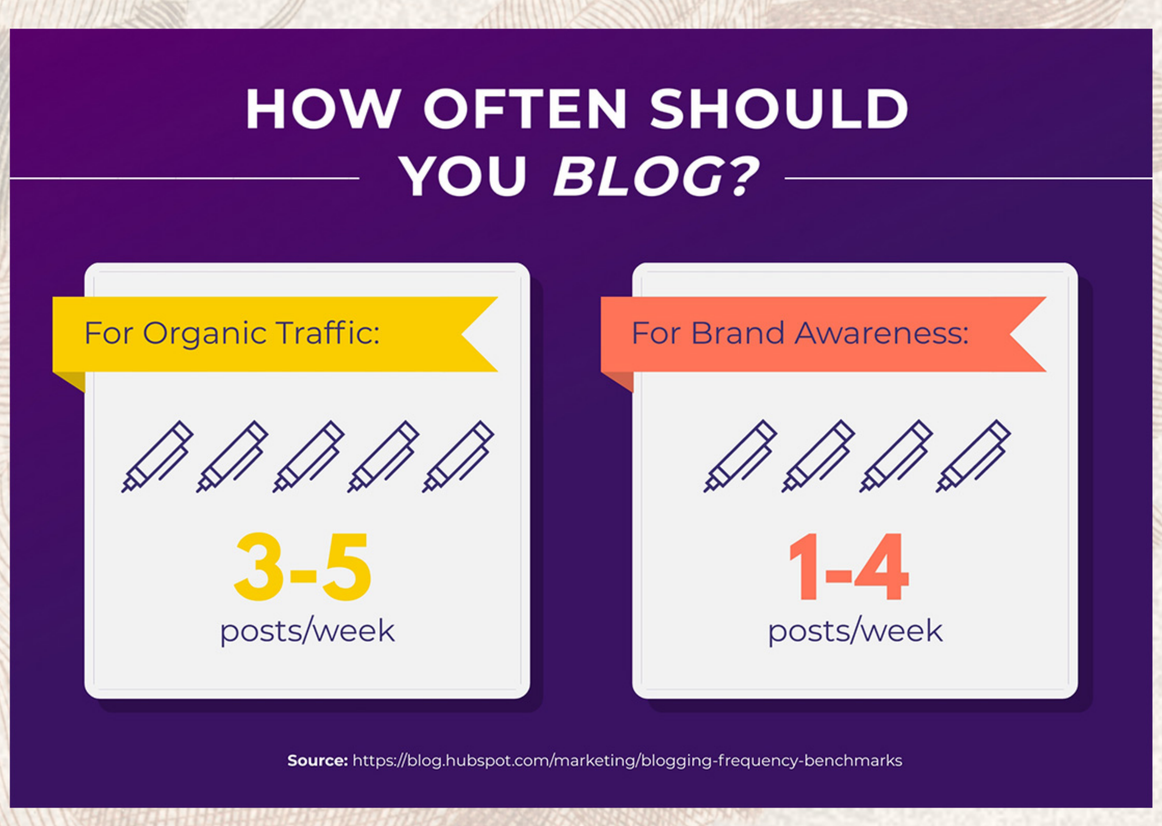
To convert leads: *In-person events, case studies and webinars/online events.*

Blogging Statistics

According to Hubspot, the publishing frequency depends on your goal and team size.

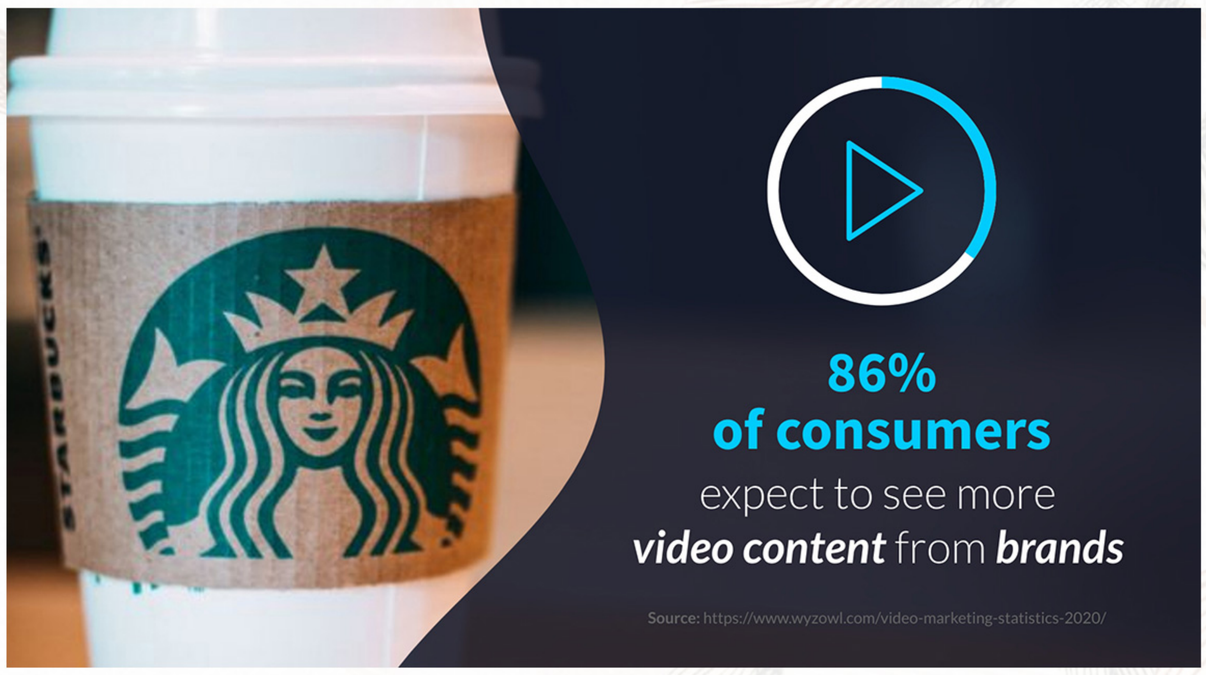
For organic traffic: *small blogs should post new 3-4 pieces weekly and large blogs should aim for 4-5 pieces every week including new and updated posts.*

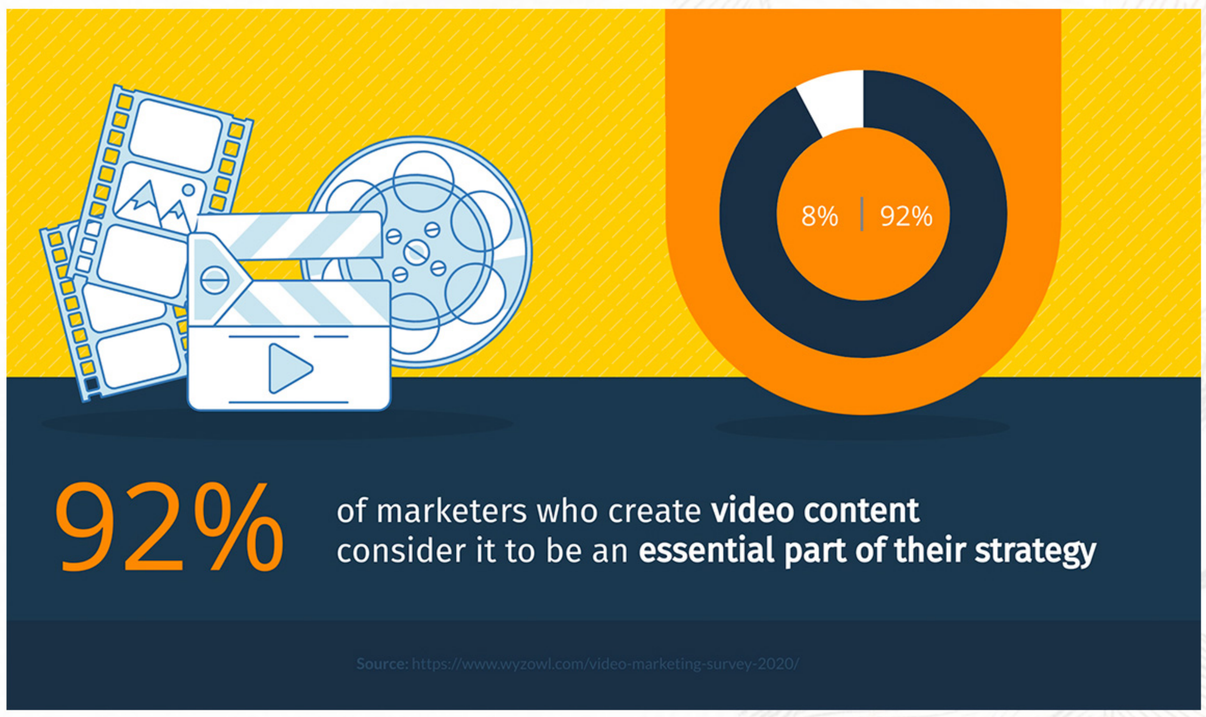
For brand awareness: *small blogs should publish 1-2 new posts. As for large publications, they should post 3-4 times weekly including both updated and new posts.*



Video Content Marketing Statistics

Video is another content format that's been doing pretty well. Statistically speaking, viewers consume 6 hours and 48 minutes of online videos each week.





How content marketing works

Your business can use content marketing to attract leads, make a case for your product or service when someone is researching what to buy, and close sales.

To use it effectively, you'll need to deliver the right content at each stage of the sales cycle—from awareness through consider-ation to purchase.

Awareness stage

Content at the awareness stage should be educational, how-to advice.

The best content for this stage includes articles, blog posts, e-books, videos, and newsletters.

Examples:
A restaurant writes a blog post about how to plan a menu for a graduation party in the spring.
A bike touring company creates a short video on the topic "3 Ways to Choose the Right Bike Trip."
An architecture firm creates an e-book called "Questions to Ask Before Hiring an Architect."

Consideration stage

In the consideration stage, content should offer a hybrid of helpful information and marketing.

Once your ideal customers reach this funnel, they're no longer looking for surface-level, introductory content.

You'll instead want to look towards creating content that nurtures prospective customers further down the funnel. They might be looking for customer stories, product reviews, or a how-to video/articles or worksheets.

Looking at the results from a Semrush study, the following types of content work best when attracting traffic.

"How-to" guide (44%).
Product overview (40%).
Case study (34%).
Landing page (31%).
Webinar (31%).
Success story (30%)

Consider these potential customers were likely already introduced to your brand during the discovery stage, and therefore should not be presented with discovery stage content.

An effective content strategy entails personalizing content for your audience.

The content you present during the consideration phase can make the difference between a conversion and a lost sale. The top-performing content types in this stage include:

Product overview.
Customer review.
Success story.

Consider sharing success stories of current customers that are similar to your prospect at this stage of the funnel.

Conclusion

Having a comprehensive and cohesive content strategy is critical for creating a rewarding buying experience. Keep your audience in mind with each piece of content you create.

You'll also want to have a thorough understanding of your target customer, how they think, what they are looking for, and how you can solve their problem.

An effective content marketing funnel takes time, testing, and patience to perfect, but it's absolutely necessary to outshine your competitors and come out on top.

Closing stage

Content marketing plays an important role when a prospect is close to buying. At this stage, you can focus on sales, as long as you continue to drive home why you're the best choice rather than just how great your services or products are.

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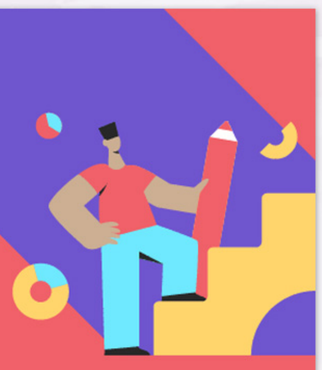
Anatomy of a Powerful Content Marketing Funnel [SEMrush Survey Stats]

ImpactHero
Powered by SEMrush

Top Content Marketing Funnel Characteristics



Survey conducted by SEMrush

87% of marketers create content for different customer journey stages. But how do you ensure that content brings results at every stage?

With the goal of discovering how to create an effective content funnel and write content that works, SEMrush conducted a survey among **350** marketers around the globe.

How Marketers Map Their Content to the Marketing Funnel

95% of marketers create TOFU content

86% of marketers create MOFU content

76% of marketers create BOFU content

Middle-of-the-Funnel Content

Generating leads

TOP-PERFORMING CONTENT TYPES

"How-to" Guide	44%
Product Overview	40%
Case Study	34%

MOST EFFICIENT CHANNELS

Organic Search	69%
Email Marketing	54%
Social Media Marketing	52%

Nurturing leads

TOP-PERFORMING CONTENT TYPES

Success Story	43%
Product Overview	38%
Case Study	36%

MOST EFFICIENT CHANNELS

Email Marketing	72%
Social Media Marketing	44%
Organic Search	28%

Generating & Nurturing leads

TOP CONTENT EFFICIENCY METRICS

Conversion Rate	75%
Number of Leads	54%
Number of Visitors	44%

Survey conducted by semrush

Top-of-the-Funnel Content

Attracting traffic

TOP-PERFORMING CONTENT TYPES

"How-to" Guide	72%
Landing Page	35%
Infographic	28%
Checklist	27%
Ebook / White Paper	26%

TOP CONTENT EFFICIENCY METRICS

Number of Visitors	73%
Conversion Rate	54%
Time on Page	52%

MOST EFFICIENT CHANNELS

Organic Search	70%
Social Media Marketing	60%
Email Marketing	54%

Survey conducted by semrush

Bottom-of-the-Funnel Content

Driving payments

TOP-PERFORMING CONTENT TYPES

Product Overview	51%
Customer Review	49%
Success Story	43%

MOST EFFICIENT CHANNELS

Email Marketing	73%
Organic Search	61%
PPC / Paid Advertising	47%

TOP CONTENT EFFICIENCY METRICS

Conversion Rate	73%
Number of Payments	53%
ROI / ROMI	43%

Survey conducted by semrush

How Marketers Connect Content Through the Funnel

TOP RESEARCH TYPES conducted to decide what content they will create

Keyword Research	88%
Competitor Analysis	73%
Content Audit	49%
Interview with sales / customer support team	49%

TOP TACTICS used to ensure their audience moves to the next stage of the funnel

Sending email follow ups	71%
Improving internal linking	67%
Suggesting related content	56%

MAIN CHALLENGES faced while building the marketing funnel

Creating content that generates quality leads	52%
Encouraging users to move through the funnel	50%
Creating content that attracts more traffic	48%

MOST IMPORTANT METRIC that shows the effectiveness of a marketing funnel

Conversion Rate	36%
Number of Payments	23%
ROI / ROMI	15%
Number of leads	15%

Survey conducted by semrush

Social Media Marketing Tips For 2026

1. Audit Your Current Social Media Platforms

Before you begin to plan or schedule any of your content for next month, do an inventory of the platforms you are using.

Many companies think they need to make accounts on every social platform, giving them all equal attention. If that sounds like your company, take stock of performance on each platform over the last year. For example, if you've been posting tweets on the company's X account consistently but have seen no indication of growth, engagement, or sales from X, it may be time to phase that out and redirect that energy and attention to a platform that is actually working for you like Threads. It's okay not to be everywhere all at once, all of the time.

Prioritizing the best platforms for your business can help you free up the time and energy to make content that will actually convert.

When it comes to social media marketing, you must have a concrete strategy (as opposed to posting anything, everywhere, just to see what works). So how else can you be intentional about the platforms you utilize most? Go where your customers are.

If you know generally the demographics your customers fall into, you can find out which social platforms they are spending the most time on, and you can meet them where they are.

2. Prioritize Video Content

It's an entire new world of social media with AI and everything taking over. You have to do your research because video is here to stay. So stock of which platforms are working best for your business, you can begin to push out your content for 2026.

At the forefront of your content planning should be video content, short-form, or long-form. It's time to start dancing on IG once more!

On Instagram and Facebook, Reels are being pushed to users above all other types of content, and in 2026 we can expect to see this continue. This year, brands overall earned nearly 40% more engagement using Reels on Instagram than they did with other types of posts.

3. Use Social Media Personally

Many businesses are missing the mark when it comes to successful social media, and the key reason is that they are approaching it like traditional marketing and not from the viewpoint of the user.

You would never sell a product that you yourself haven't used and can attest to its value; why would you create content if you're not a content consumer as well?

In using social media apps, you will not only keep up with trends that your company could follow, but you will also be able to gain priceless insights from your customer base by seeing how they interact with competitors or even other businesses in different industries.

The best way to "win" at social media marketing is to embrace it as an average daily user would.

4. Define Your Metrics For Success

Now that you're ready to strategize how to make your social media marketing stand out in 2026, how will you do so? It's pivotal that you define what success looks like for you.

Start by recognizing any roadblocks within your company/brand as a whole and ask, "How can social media help us navigate this?"

For example, perhaps a roadblock you frequently hit is customer confusion, and you are always educating customers on your product or service.

How can social media marketing help?

Maybe by creating short- and long-form video content on social media that addresses common questions and educates people on the product or service.

So how would we measure the success of that effort?

Probably through metrics *like the number of videos posted, the amount of engagement those posts receive, and a decrease in the number of questions coming your way.*

Assign some specific numbers to those metrics to create your goals, and now you've got somewhere to go.

FEB 2025

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW

NUMBER OF SOCIAL MEDIA USER IDENTITIES

5.24
BILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES

+0.5%
+24 MILLION

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES

+4.1%
+206 MILLION

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA

2H 21M
YOY: -1.3% (-2 MINS)

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH

6.8
YOY: +2.3% (+0.2)

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION

63.9%

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+

86.6%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET

94.2%

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES

45.4%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES

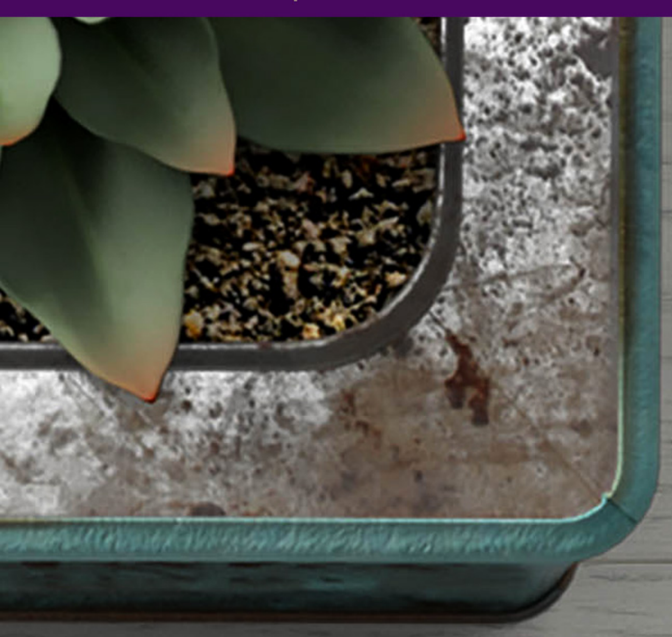
54.6%

342

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2024). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES, BASE REVISIONS. SEE NOTES ON DATA.

Inspiring Desk Setups

λ | autonomous.ai
Unsplash



PISHON DESIGN STUDIO
SECOND TO NONE

We are known for our amazing custom website designs, social media management and merchandizing design for promotional materials.

Whatever you need, we are the perfect fit. In over 12 years of service, Pishon has designed over 200 websites, worked on mobile apps and helped establish really cool startups.

WHY YOU SHOULD CHOOSE PISHON.

Pishon Design Studio (pronounced ***pie-shun,*** formerly Havillahez Concepts) started in 2007 & is Nigerian based ICT Agency specialized in website designs and digital trainings.

We craft brands, manage social profiles and build quality websites and applications that make user experience much easier.

Pishon Design Studio has established a reputation for its attention to detail, and are known for building exquisite and functional web projects.

IMPOSSIBLE DOESN'T EXIST.
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What is Affiliate Marketing?

Affiliate marketing is a way for you (the affiliate) to earn a commission for recommending products or services to your friends or readers.

To simplify it, here's the 5 step process for how to start affiliate marketing:

You find a product you want to promote
Do a search for "product name" affiliate program. If it's on Amazon, you can also promote it

Sign up for their affiliate program

You get a special link that allows the merchant to track the people who clicked your link.

If they buy the product, you get a commission.

How Does Affiliate Marketing Work?

There are a lot of different ways to track affiliates these days, but nearly all of them are based on someone clicking your special tracking link.

The most common and basic type of tracking is via a cookie.

When an affiliate link is clicked, a small file called a cookie is stored on the user's computer. Then they buy a product, the merchant can see that they were referred by you.

Affiliate Marketing

[ə-'fi-lē-,āt 'mär-kə-tiŋ]

An advertising model in which a company compensates third-party partners for promoting products and services and generating business.

Investopedia

How Much Money Can You Make With Affiliate Marketing?

The amount you can make falls somewhere between zero and millions.

Your income will be directly related to the type of offers you promote, how much traffic you get to the site, and your grasp of other online marketing skills like email marketing and SEO.

How Do You Become an Affiliate Marketer?

You can pick just about any product that you can buy online, and there will be an affiliate program that will pay you a finders fee for referring a sale.

However, just because you can promote anything, doesn't mean you should.

The most important thing to consider when selecting a product to market is, "is it relevant to your audience?"

Types of Affiliate Products: Physical vs. Information vs. Services

There are three different types of affiliate products you can promote as a marketer

Physical Products
Information Products
Services

Physical products are probably the easiest thing to promote for one reason, and one reason only: Amazon.

Amazon has the world's largest affiliate program, and once you sign up, you can get a link for any product on the site, earn a (small) commission on it!

As it sits currently, you can earn between 1 and 4.5% on any product you promote through the Amazon affiliate program. What that percentage is depends on the category it falls into.

Click here: https://affiliate-program.amazon.com/help/node/topic/GRX-PHT8U84RAYDXZ

One of the nice things about promoting via Amazon is that you get a commission on everything the buyer purchases – not just the specific product link they clicked on.

Example:

So let's say that I'm promoting some golf balls on my golf website.

The balls cost $50, so I'll only earn $1.50. But, what if that same person also buys a set of golf clubs for $1,000, and a new golf rangefinder for $300?

Then all of a sudden that $1.50 turns into $41.50.

Amazon has a 24 hour cookie. So what that means is that if someone clicks on your link, they then have 24 hours to make a purchase in order for you to get credit.

It also doesn't have to be for the product they clicked on. If they click on your golf ball link and then buy a new TV? You still get credit!

Other Affiliate Networks to Consider

Most larger companies will use what's called an affiliate network to host their products.

These are sites you sign up for that might represent dozens of brands, and it's how you get your special links and marketing materials.

But the major affiliate networks are:

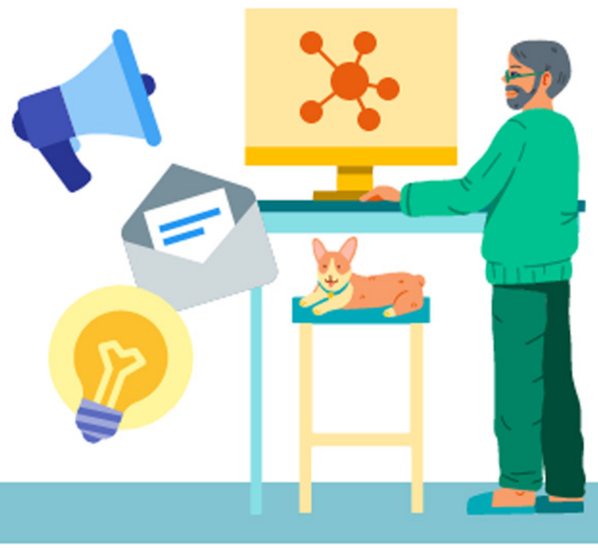
Flex Offers
Commission Junction
Share-a-Sale
Rakuten Advertising
Impact Radius

Affiliate Marketing for Information Products

What is an information product?

It's a digital product, course, or community that is created by an expert in their field.

(Cont'd on Page 22)

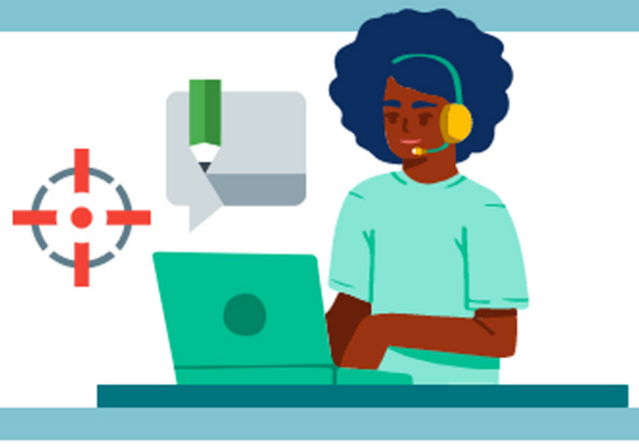


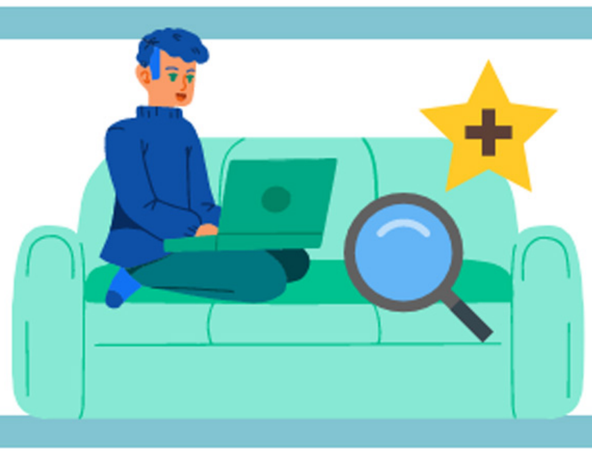
SATURN MARKETING

How To Do Affiliate Marketing - Step by Step

STEP 1: Create an online presence and niche.

Before promoting products, you must have a platform and create online content, such as social media posts and/or a blog. Selecting a niche allows you to focus on one specific market and better target your audience.



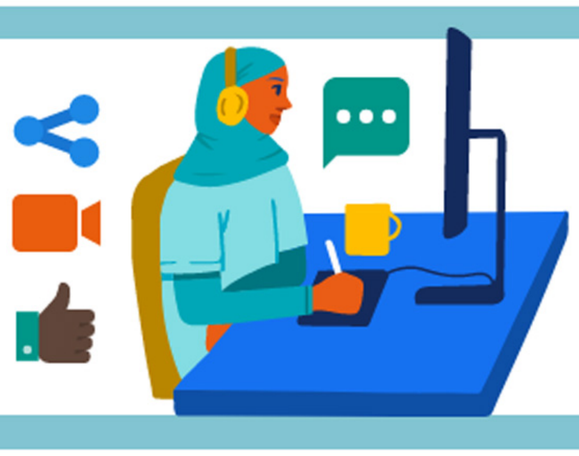


STEP 2: Research how you stand out from your competitors.

This process will help you figure out what your competitors are doing and how you can stand out. It can also help you determine which products to promote and which niche to work with.

STEP 3: Find the best platform.

Platforms such as websites and YouTube channels are ideal for growing an audience and promoting your brand. However, if you're looking to grow your business, you should consider using a variety of platforms.

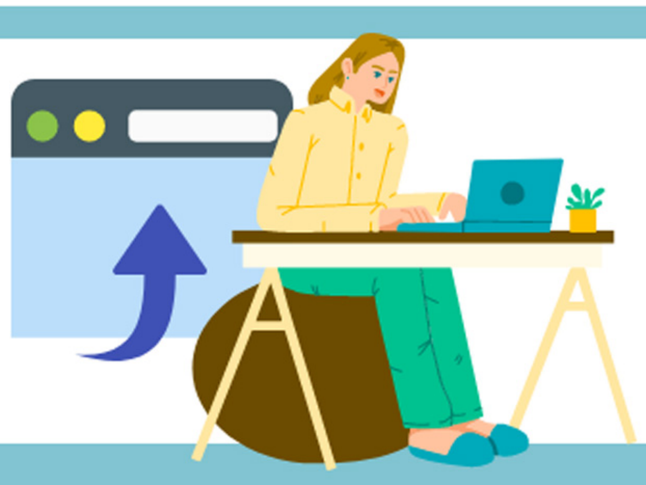


STEP 4: Discover which affiliate network gives you the most returns.

Assess these factors before choosing an affiliate network: cookie duration, competition, the network and the merchant's reputation, brand alignment, fees, and the level of support.

STEP 5: Decide on what to promote.

The products you choose must align with your brand and values. Promoting a product you're already using and one you would highly recommend to others is best if you're just starting.



STEP 6: Optimize your site's content.

When you create valuable and informative content, you help your audience and position yourself as an authority in your field. High-quality content can help you rank higher on search engine results pages (SERPs). The more traffic you get, the more chances you have of making a sale.

Reasons that information products are so great to promote:

Often they are higher priced, which means higher commissions

They can have a personality behind them, which builds trust and makes them easier to sell

There are often full marketing funnels behind them aiding in sales

They solve a problem or provide a solution that your readers are looking for.

Generally, it can be a little bit more work to become an affiliate for these products because often the creator is a bit more protective of who they let market the products.

There's also no central place you can go to join like you could with Amazon. Usually, you'll need to talk to the author directly or look for an "affiliates" page on their product site.

Affiliate Marketing for Service Products

The third type of product you can promote is a service.

Think about which services you use and if it makes sense to promote them on your site.

You can usually expect commissions between 15-30% on service products - sometimes higher or lower depending on what it is. Or if it's a single payment, you can expect it to be equivalent to 2 months of payments.

If you have a website related to online marketing, blogging, or business, there are fortunately a lot of really solid affiliate programs out there for different services.

How to Promote an Affiliate Offer

By now you should have a good sense of what affiliate marketing is, have an idea of what products you want to promote and know how to get your affiliate links for them.

But if you don't know how to properly promote them, it doesn't really matter now, does it? Nope.

The easiest thing you can do right now to bring in a few sales over the coming weeks: create a resource page.

Regardless of what your business is, there are tools, products, and services that you use to run your blog or business.

By putting together a page of all of your tools and resources, you're creating something that's shareable, as well as useful.

Get Started with affiliate marketing today. Good luck!

facebook vs Google

Facebook Is About Brand Awareness

Ad Targeting Options

Psychographics
Facebook's target ads on users' education, workplace, and likes, among others.

Geo-Targeting
Facebook geo-targeting is same as Google

Custom Audience
Target users who have already visited your website

Demographic
Unlike Google, Facebook demographic targeting are extensive and accurate

Retargeting
Facebook gives more result on retargeting ads than Google.

Google Is About Instant Results As You Type

Ad Targeting Options

Keywords
Keyword based targeting helps Advertiser to get audience based on keyword

Geo-Targeting
Google geo-targeting is same as Facebook

Customer Match
Target user with batch of email addresses that we upload to Google

Demographic
Google demographic targeting are limited as compare to facebook

Retargeting
Some agencies report that Facebook gives more result on retargeting ads than Google.

Which Campaign Is Better For You

Page & Post Engagement

Retargeting

Video Ad

Facebook is ok to reach exact audience but it is not cost-efficient

Forms Fill Out Lead

Sales

Search Ad

Video Ad

Display Ad
Google Display ad gives less result on retargeting compare to Facebook . But you can use it to run for branding ad etc

Infographic brought to you by : ThinkDigi

Google Ads Vs Facebook Ads: How Do They Work?

Both Facebook Ads and Google Ads are pay-per-click (PPC) advertising platforms, but there are differences in how they work.

Facebook Ads are known as paid social (ads are displayed in users' social media feeds). Google Ads, on the other hand, are paid search ads that are displayed in Google's search results.

What distinguishes Facebook Ads from Google Ads?

It's audience targeting. Since Facebook users aren't actively looking for a product or service, the platform gives advertisers comprehensive targeting options such as factors like age, gender, income, and interests.

You can easily create ads in Facebook Ads Manager by following the steps given below:

Click the "Create" button on your account dashboard.
Choose your ad format.
Select your audience
Edit ad settings
Create an ad copy and images.

However, you should be aware that it takes more time to convert Facebook leads to customers as they are not actively seeking your product or service.

Google processes more than 40,000 search queries every second, more than 3 billion per day and a little over a trillion every year so imagine the reach of your business when you promote it using Google Ads.

Google Ads

To create ads on Google, you have to Sign up for a Google Ads account, and then add text-only ad copies and keyword targeting information.

Ads are built in the Google Ad Manager interface, which is a bit complicated for inexperienced people.

Audience intent is the USP of Google Ads.

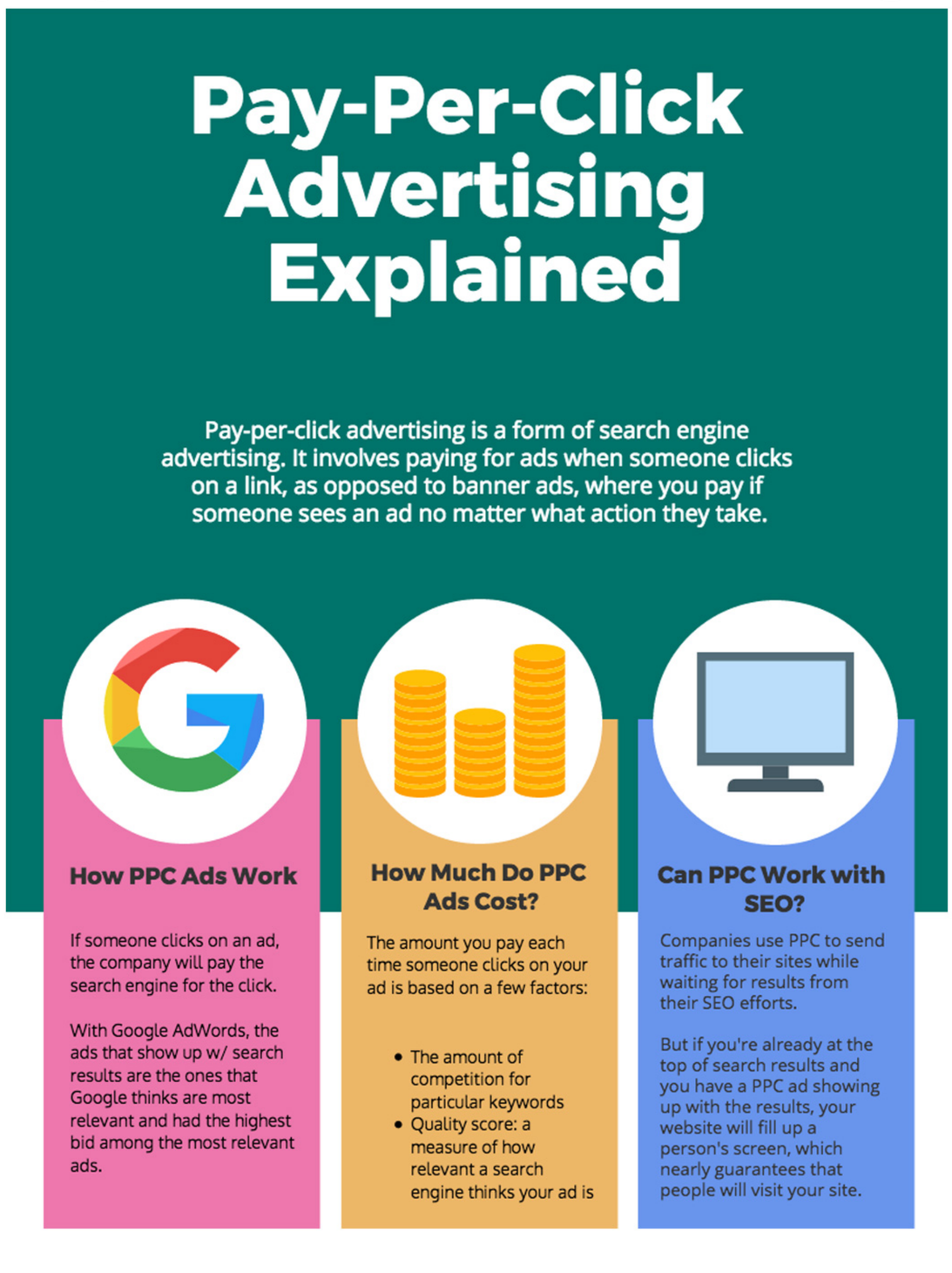
On Google, users are actively searching for a specific product or service, or the answer to a specific question. ***If you can provide them with what they're looking for, it increases the chances of conversion.*** *Unlike Facebook Ads, Google Ads are largely triggered by keywords and search terms.*

When to Use?

Use Facebook Ads to build brand awareness of products or services that people want but do not need, such as a new high-tech espresso machine , as part of the brand marketing. Google Ads can be used to increase the sales of products or services that people need and actively search for, such as a plumber or carpenter.

If you own a business you should be advertising on Google.

Pay Per Click Advertising



How Does Pay-Per-Click Advertising Work?

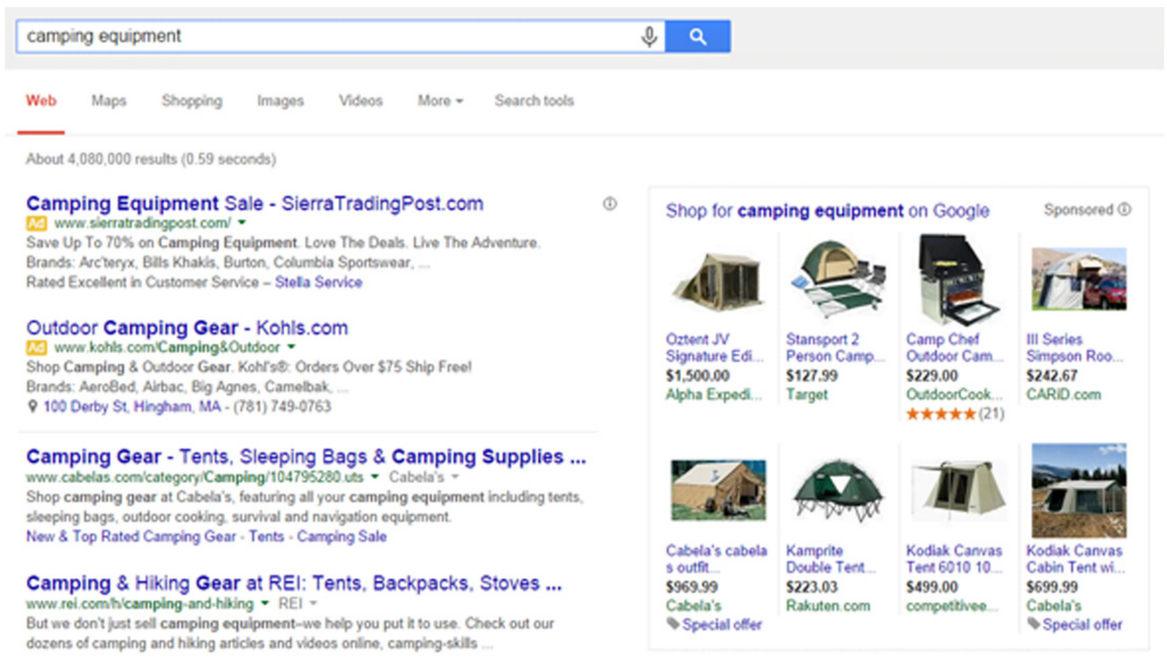
In order for ads to appear alongside the results on a search engine (commonly referred to as a Search Engine Results Page, or SERP), advertisers cannot simply pay more to ensure that their ads appear more prominently than their competitor's ads.

Instead, ads are subject to what is known as the Ad Auction, an entirely automated process that Google and other major search engines use to determine the relevance and validity of advertisements that appear on their SERPs.

How Keywords Work in Pay-Per-Click Advertising

As its name implies, the Ad Auction is a bidding system. This means that advertisers must bid on the terms they want to "trigger," or display, their ads. These terms are known as keywords.

Say, for example, that your business specializes in camping equipment. A user wanting to purchase a new tent, sleeping bag, or portable stove might enter the keyword "camping equipment" into a search engine to find retailers offering these items.



At the moment the user submits their search query, the search engine performs the complex algorithmic calculations that the Ad Auction is based upon. This determines which ads are displayed, in which order, and by which advertiser.

Since you have to pay for each click on your ads, it's imperative to only bid on keywords that are relevant to your business, so you can be sure to get ROI from your ad spend.

A keyword tool can help you find the right keywords to bid on that are both likely to drive sales or conversions, and are not prohibitively expensive.

How to Optimize Your Pay-Per-Click Ads

Pay-per-click marketing can be a very cost-effective way to drive traffic to your website and grow your business. But it takes time and effort to do it right.

A number of factors can affect your PPC costs, including:

The relevance of the keywords you choose to bid on – Are they the search terms your best audience is really using to find products they want to buy, or solutions to their problems?

The quality of your ads and landing pages – Google awards the best ad placements and the lowest costs to businesses that provide a good consumer experience. Your click-through rate, or CTR, is a good indication of whether or not your ad creative is resonating with people.

A solid account structure – Your PPC account is like a house. Everything needs to be built on a strong foundation.

Facebook Advertising Costs

With an average CPC of $1.72, Facebook Ads have a required minimum daily ad spend equal to two clicks per day. For example, if a business has a CPC of $1, based on factors like audience targeting and time of day an ad runs, then its minimum daily ad spend is $2. Facebook Ads are an affordable PPC platform, with average CPCs below Google Ads.

The targeting options offered by Facebook include demographic information, interests, browsing behaviour, location, political affiliations, life events, and dozens of other parameters.

Average Conversion Rate

The conversion rate of an ad indicates how often it successfully achieved the action you wanted users to take. It could be signing up for a newsletter or completing a purchase.

The average conversion rate on Facebook ads is a high 9.21%, which means that for every 100 clicks on an ad, just over nine users click on an ad and complete the desired action on the connected landing page.

Ad Types

Facebook currently offers six different options for ad types or ad formats. These include the image, video, slideshow, carousel, collection, and instant experience (formerly canvas) ads.

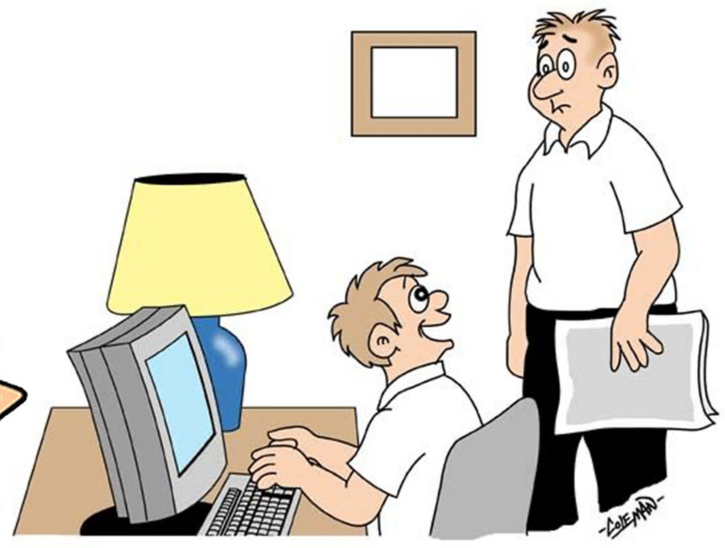
These ads give advertisers the opportunity to use their creativity and encourage audience engagement. But this is not possible in Google Ads as they are text-based ads.

END

© Randy Glasbergen / glasbergen.com

"I'd like to get a smartphone, but not an intellectual snob."

"Dear Andy — How are you? Your mother and I are fine. We both miss you and hope you are doing well. We look forward to seeing you again the next time your computer crashes and you come downstairs for something to eat. Love, Mom and Dad."



"Frankly, we're stumped. So, we'd like to try turning you off and then on again."

"Your X-ray showed a broken rib, but we fixed it with Photoshop."

"You caught a virus from your computer and we had to erase your brain. I hope you've got a back-up copy!"

"Username and password, please."

FEATURE PIECE

THE FUTURE IS A.I

KEEPING YOU UP TO DATE WITH THE AI TOOLS AVAILABLE

Yes, the consensus is that Artificial Intelligence (AI) is the future, poised to fundamentally transform industries, work, and daily life by automating cognitive functions, enhancing productivity, and enabling unprecedented innovation.

While AI offers vast opportunities for progress in areas like healthcare, education, and the economy, it also presents significant challenges, including potential job displacement, ethical concerns, and the need for careful management of the transition to ensure equitable outcomes.

AI Tools as at October 2025

Generative AI models and chatbots

ChatGPT (OpenAI):
Dominant for general text generation, creative writing, and coding assistance. The latest GPT-5o model provides more accurate reasoning and is used for advanced customer service automation and content generation.

Google Gemini:
A multimodal AI integrated into Google's ecosystem, including Google Workspace. It offers real-time internet data and advanced data analysis through the Google AI Premium plan.

Microsoft Copilot:
Integrated into Microsoft 365 apps like Word, Excel, and Outlook. It also includes specialized versions for security and development, like GitHub Copilot.

Claude AI (Anthropic):
An AI assistant known for its precision and safety, making it a trusted tool for enterprises. Its API is used for complex tasks, like analyzing large security datasets or conducting automated interviews.

Perplexity AI:
An accuracy-focused AI search engine for researchers and writers who need reliable, sourced information.

Music and audio tools

Udio:
Generates full songs with vocals and lyrics from simple text prompts. It is considered a top competitor to Suno and offers stem downloads for commercial use.

Suno:
An AI music generator that can create instrumentals and vocals from basic text prompts.

Mubert:
Provides customization options and royalty-free music suitable for content creators, artists, and businesses. Its AI-powered engine uses a vast library of human-created samples.

SOUNDRAW:
An AI music composition tool for video creators and indie artists, offering extensive customization and royalty-free music generation.

ElevenLabs:
Generates realistic, high-quality AI voices and offers multilingual support. It is commonly used for audiobooks, podcasts, and video narration.

MOST POPULAR AI TOOLS

Highest number of visits in February 2025

© Civixplorer

1 **ChatGPT**
Chatbot
5.2 B

2 **Canva**
Design generator
996.1 M

3 **DeepSeek**
Chatbot
792.6 M

4 **Google T.**
Translator
623.3 M

5 **Character.ai**
Character chat
223.2 M

6 **JanitorAI**
Character chat
173.7 M

7 **Perplexity**
Search engine
165.9 M

8 **Gemini**
Chatbot
139.4 M

9 **Remove.bg**
Background remover
121.7 M

10 **Claude**
Chatbot
111.9 M

11 **M. Copilot**
Chatbot
98.9 M

12 **Grammarly**
Grammar checker
94.8 M

Aitools.xyz (February 2025)

AI Generated Images

Clockwise: AI-generated images of a Delhi woman, UP man & Haryana woman, based on stereotypes

Lol, an AI generated photo of me (Zainab Sule)

View more on Instagram

69,407 likes

jyo_john_mulloor

Upon retrieving my old hard drive, I discovered a treasure trove of selfies sent to me by friends from the past

Midjourney Ai assisted with photoshop

FUTURE SKILLS | TOP 10 USES OF AI IN DAY-TO-DAY LIFE

DIGITAL ASSISTANTS

AI-driven tools like Siri, Alexa, or Google Assistant help manage daily tasks, provide answers to queries, and control smart home devices, making everyday life more convenient.

SOCIAL MEDIA

AI curates personalized content feeds, moderates user-generated content, and suggests friends or interest groups based on behavior, enhancing social connectivity.

DRIVING

AI powered self-driving cars and real-time traffic predictions improves road safety and enables efficient transportation.

FACIAL RECOGNITION

AI secures devices, verifies identities, and enables seamless user access through face-based authentication.

FRAUD DETECTION

AI detects suspicious transactions and patterns in real-time, protecting users from financial fraud and cyber threats.

SPAM DETECTION

AI filters out unwanted emails or messages, ensuring a cleaner inbox and protecting against phishing scams.

RECOMMEDATION SYSTEMS

AI suggests products, shows, or music tailored to individual preferences, enhancing user engagement.

CONTENT STREAMING

AI optimizes streaming quality, recommends content, and personalizes viewing experiences on platforms like Netflix.

SMART KEYBOARDS

AI predicts and autocorrects text as users type, improving typing speed, accuracy, and overall communication efficiency on smartphones and computers.

SEARCH ENGINES

AI enhances search engines by ranking and delivering the most relevant search results quickly, making it easier to find accurate information online.

CREATED BY **FUTURESKILLSACADEMY.COM** ©

AI is the future.
And the future is NOW.

travellerzee
explore beautiful places.

travellerzee.com helps you make the

Best holiday

PLANS!

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SUBSCRIBE

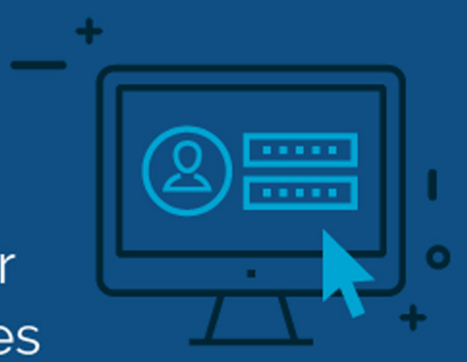
TRENDS IN U.S. WORKER CYBER RISK-AVERSION AND THREAT PREPAREDNESS

Survey of 400 U.S. workers by Spanning Cloud Apps reveals a risk of enterprise data loss due to gap between cybersecurity risk awareness and daily behaviors.

WORKERS WOULD RATHER BE "NICE" THAN SAFE

1 in 5
share passwords over text or email

45%
would share their computer with colleagues



EMPLOYEES DEMONSTRATE RISKY BEHAVIORS

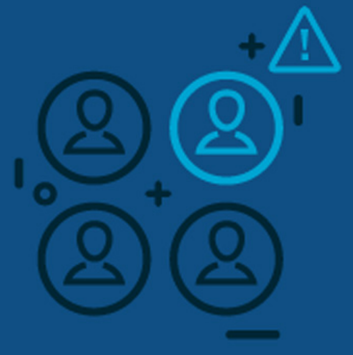
55%
admitted to clicking on links they didn't recognize

49%
have downloaded a web extension to their work device

DATA LOSS IS A REAL PROBLEM

7 in 10
respondents have accidentally deleted files

25%
have lost data in G Suite or Microsoft Office 365



SPANNING

SPANNING.COM

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What is cybersecurity, and why is it important?

Cybersecurity is all about managing the confidentiality, integrity, and availability of information (known as the "CIA Triangle") by protecting digital assets such as networks, applications, and databases against attackers.

Corporations regularly handle all sorts of sensitive data, such as personally identifiable information (PII), financial data, and trade secrets. Cybersecurity professionals are essential for protecting this data from increasingly sophisticated cyber threats.

The means used to defend and attack assets are continually evolving. It's up to cybersecurity talent to adapt to new technologies and potential attack vectors as the threat landscape evolves.

Top Cybersecurity Tips for everyday users

1. Keep software up-to-date

Software companies provide software updates to add new features, fix known bugs, and upgrade security.

Always update to the latest version of your software to protect yourself from security vulnerabilities.

2. Back up your data

Backing up the data on your devices — by copying it to another, separate location — is one of the most important things you can do. If you're targeted by a cyber attack you may not be able to access or use your computer, phone, or any of your other devices. But, if you've backed your data up you won't lose any of it, regardless of what ends up happening to your device.

Get an external hard drive and do an 'offline' or 'cold' backup, or sign up to a cloud based service like Dropbox and do a cloud backup. Back up your data regularly — for example, every week.

3. Choose unique passwords

We all have so many online accounts now that it's become hard to keep track of all of the passwords we need for them.

To combat this, many of us use the same password for all of our accounts, or stick to two or three different ones that we use over and over.

The problem with this is that if an attacker gets access to one of your account passwords, it often gives them access to many of your other accounts as well.

4. Use Two-Factor or Multi-Factor Authentication

Two-factor adds additional layers of security to the standard password method of online identification.

With two-factor, you would be prompted to enter one additional authentication method such as a PIN Code, or even fingerprint.

5. Avoid sensitive transactions on free wifi

It’s good to be careful about what you do online when you’re using a hotspot or free wifi — if you’re logging on at a cafe, for example — as these networks are often unsecure & anyone can access it and get hold of your data. So while it’s ok to check the news or the weather, try to keep more sensitive transaction use to a minimum.

Avoid doing online shopping or internet banking on free wifi or an unsecure network.

If you need to check your email, make sure you have two-factor authentication set up first.

Use your own device where possible, not someone else’s.

6. Be careful what you click

Avoid visiting unknown websites or downloading software from untrusted sources. These sites often host malware that will automatically install (often silently) and compromise your computer.

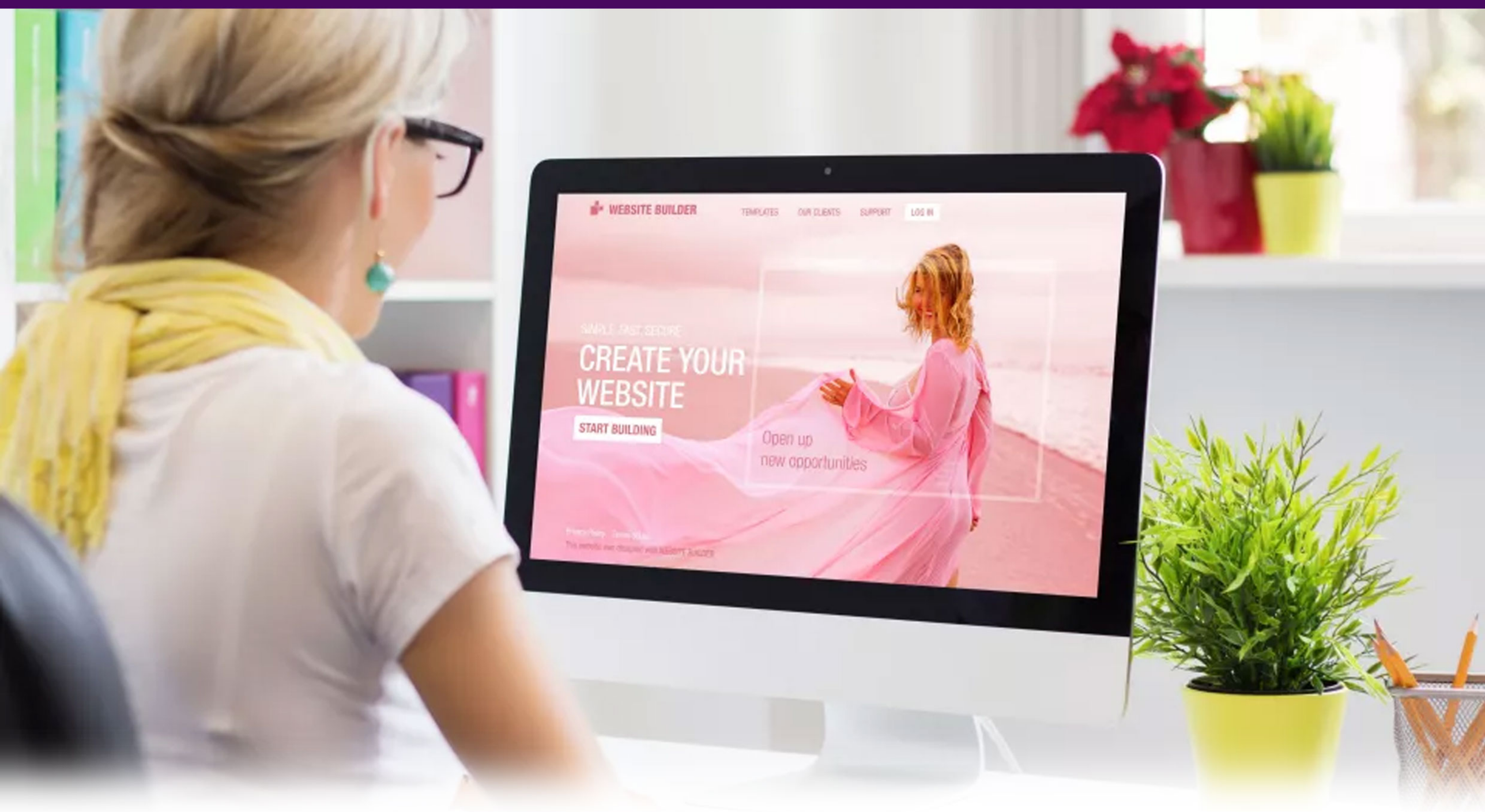
If attachments or links in the email are unexpected or suspicious for any reason, don't click on it.

7. Be smart about social media

Did you know that the information you post to your Facebook, Twitter or IG could be used to steal your identity or hack into your online accounts?

We’re so used to sharing things online that we don’t really think about it anymore. Everyone knows your pet's name, where you went to school, where you work, and even when you’re away on holiday.

Unfortunately, this gives cyber criminals information that they can use to access your data or steal your identity.



ARE WEBSITES STILL RELEVANT IN 2026?

While social media is a powerful tool for promotion, it doesn't replace the need for a website. Social platforms are subject to algorithms and policy changes, whereas your website offers you complete autonomy over your online presence.

Do you actually need a website in 2026?

Yes, in 2026 you absolutely still need a website. A website is a professional 24/7 hub for your business, building credibility, increasing revenue, and expanding brand awareness beyond what social media alone can achieve. It offers full control over content, branding, and monetization, provides a centralized place to share detailed information, and improves search engine visibility for customers actively seeking your products or services.

Customers expect a professional business to have a website, and its absence can make a business appear unprofessional or inactive.

In 2026, the question isn't whether you need a website—it's whether you can afford not to have one. From building trust to improving local search visibility, generating leads, and integrating with the tools that run your business, a website remains central to growth and professionalism.

So, YES!

Can you use social media instead of a website?

Sure. An advantage of relying on social media instead of having your own website is that it's much easier to setup and maintain.

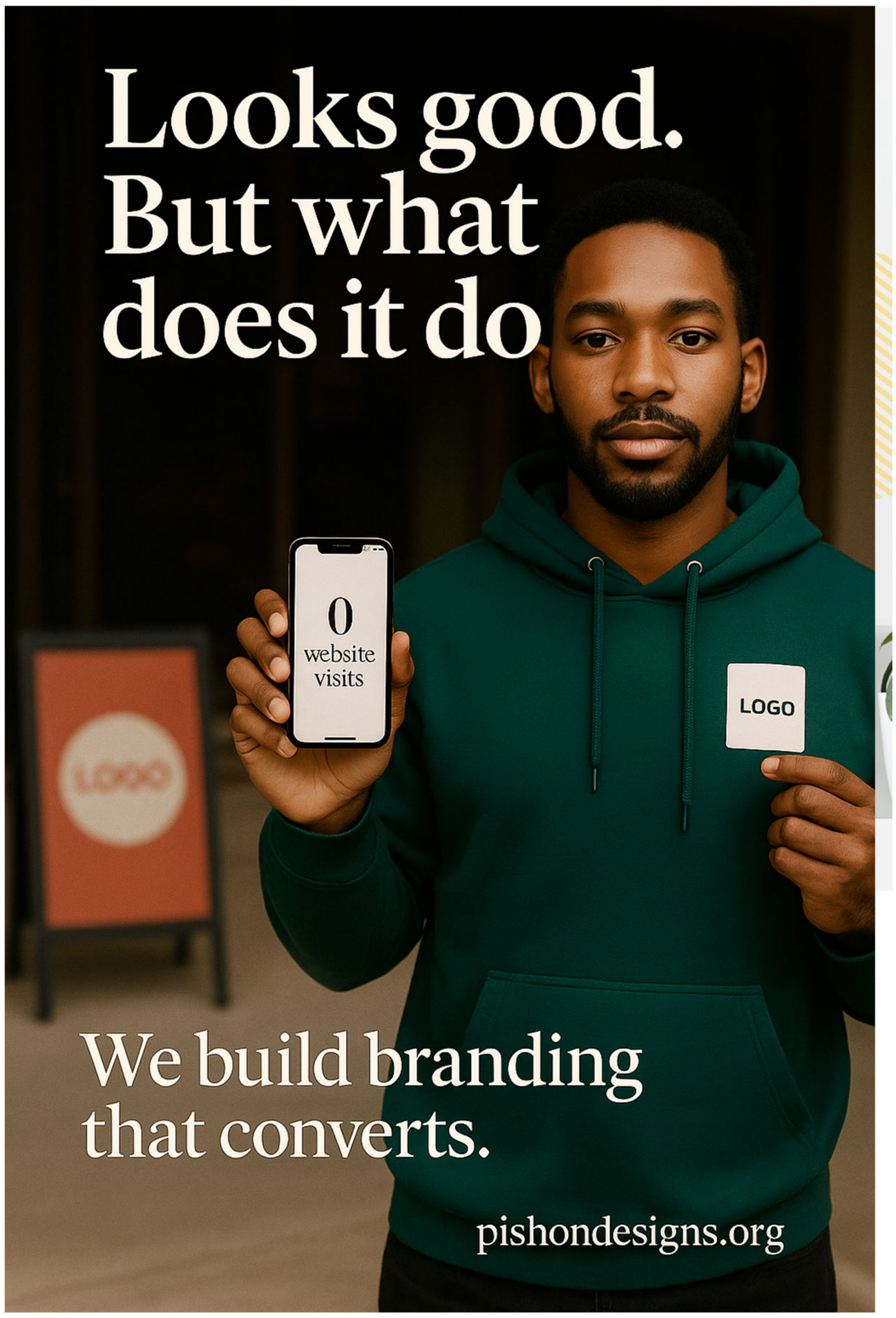
One major issue that many people overlook is the fact that you don't actually own your content when you post it on someone else's platform. This means if the platform goes down or decides to stop offering its services, then all your content—and hard earned followers—will be lost forever!

Another con is visibility issues - even though millions of people use various social media platforms every day, you are subject to the mercy of the ALGORITHM.

What are the benefits of having a website?

Unlike social media platforms, a website gives you complete ownership and control over your content and branding.

A well-optimized website improves your discoverability on search engines and AI platforms, reaching people actively looking for what you offer.



You can sell products, offer memberships, or use affiliate marketing to generate income, making the website a direct profit center.

A website provides a reliable platform to share detailed information about services, pricing, schedules, and company profiles

Customers no longer need to physically visit stores or wait in long lines; they can simply make purchases from the comfort of their own homes.

This is a biased post, because we do offer website services, i guess! So visit us on pishondesigns.org and get started!

DRIVING SEO

All the parts needed for a successful SEO Strategy

FRAME

the outside structure

Alt attributes, site speed, mobile responsive, meta tags, schema markup, XML sitemap, robots.txt, user-friendly

LOCAL

the wheels to keep moving

Locations pages,
claim locations on Google,
optimize for local

USABILITY

steering users in the right direction

Accessible for those of all abilities on all devices

CONTENT

putting everything in place

Quality, relevant, engaging, answer questions, use images and video

AUTHORITY

the key to start the engine

Domain authority, backlinks, keyword rankings, social presence

SECURITY

the door to get in

HTTPS certificate, speedbumps for external sites

Work for free
or for full price.
Never for cheap.

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