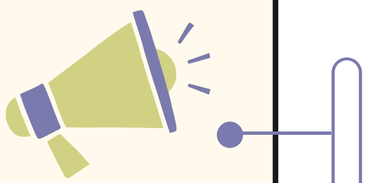
INTRODUCTION TO:

SOCIAL MEDIA MARKETING

Digital Literacy Lab

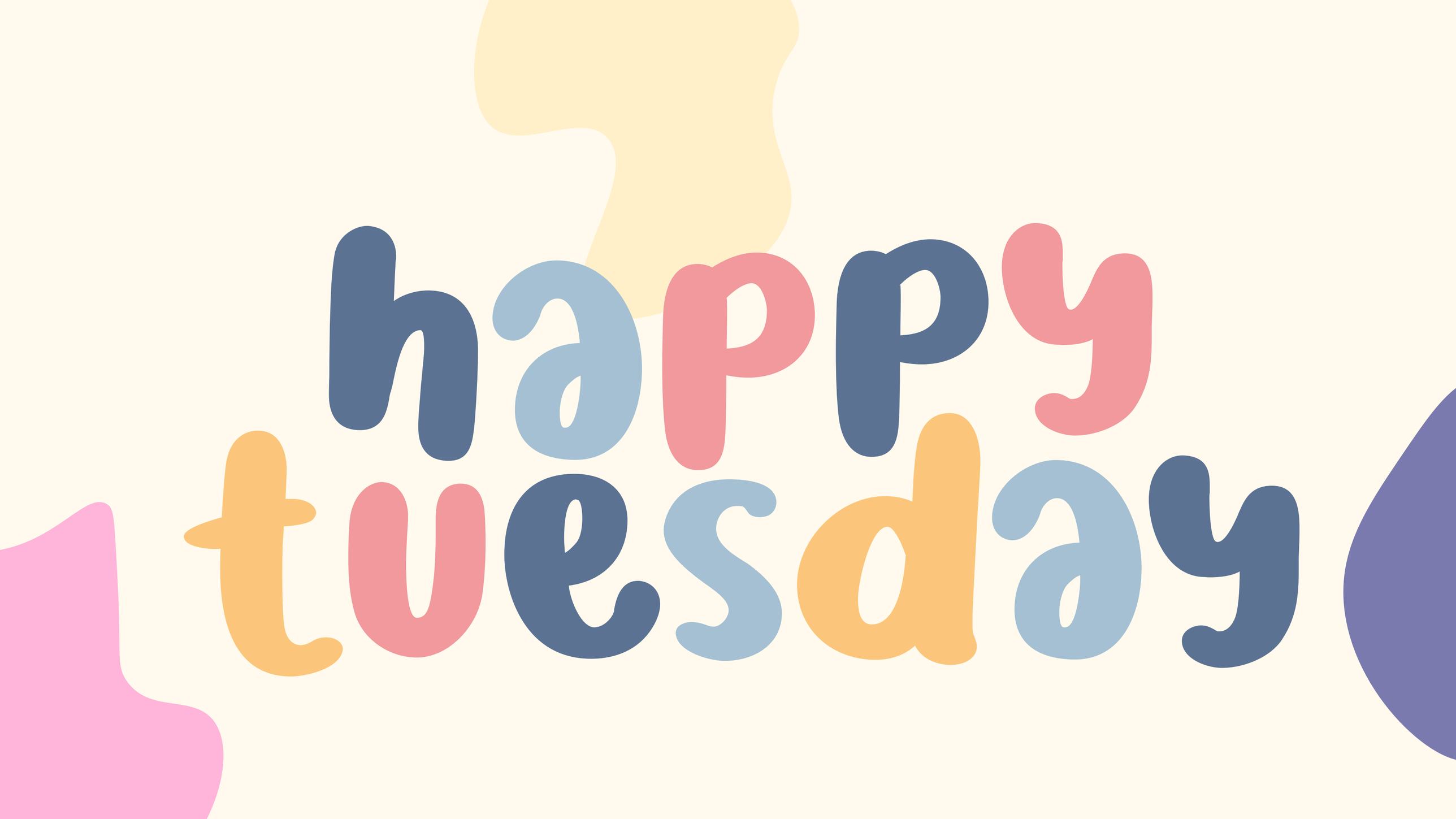
Market

Trends



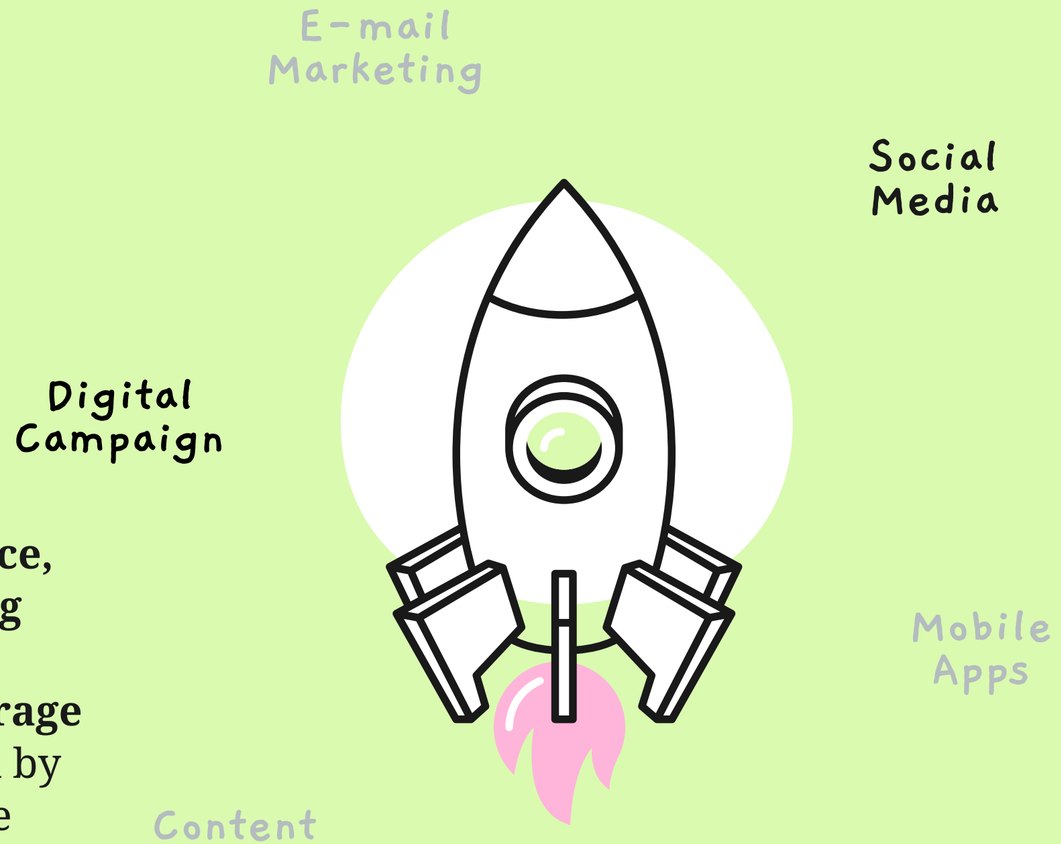
Ads

Feedback


happy
tuesday

PAID SOCIAL MEDIA

SOCIAL MEDIA PAID STRATEGIES



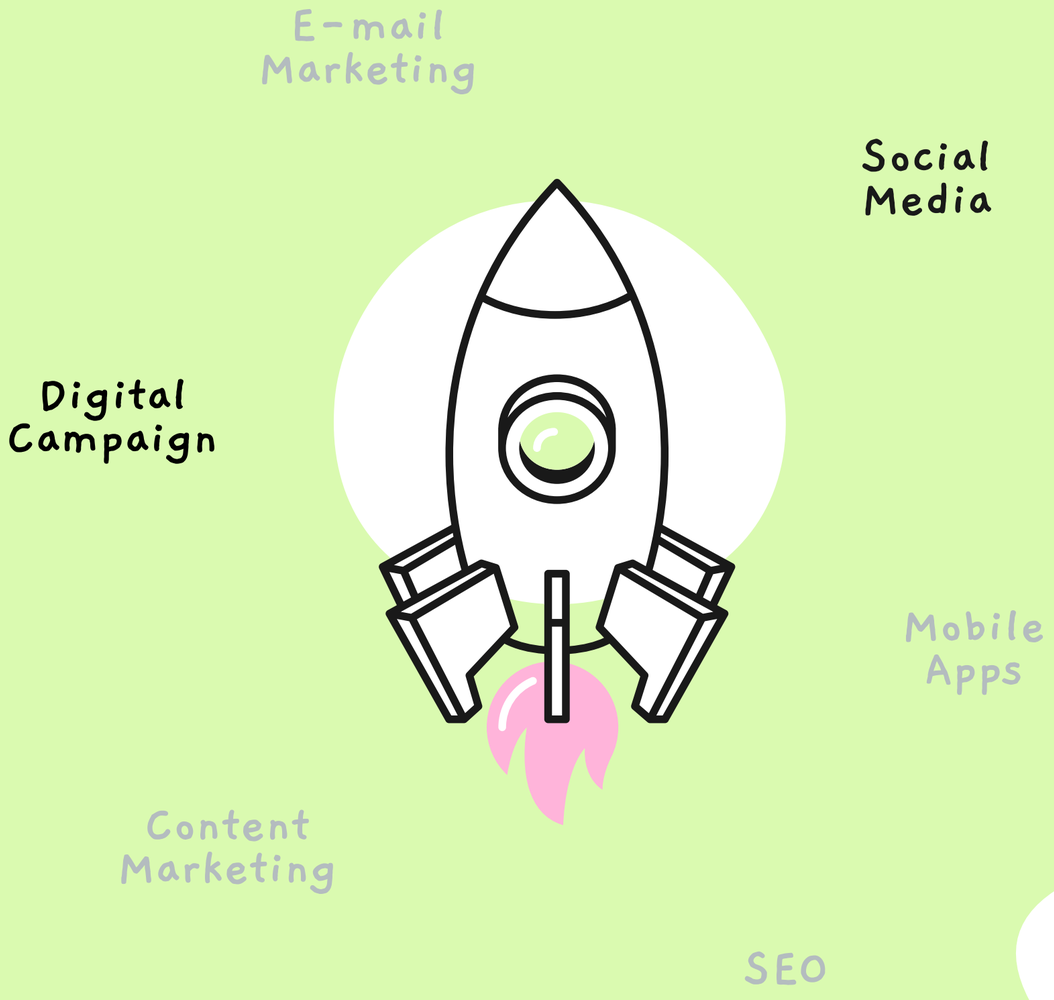
It refers to the use of **paid advertising and promotional tactics** on social media platforms to **reach a wider audience, increase brand visibility, and achieve specific marketing objectives**. Instead of relying solely on organic reach, businesses and individuals invest in paid strategies to **leverage the targeting capabilities and advanced features** offered by social media advertising platforms. These strategies involve **setting budgets, defining target audiences, selecting ad formats** (such as image ads, video ads, and carousel ads), **and optimizing campaigns** to maximize return on investment (ROI). Paid strategies enable businesses to **amplify their reach, drive website traffic, generate leads, promote products or services, and engage with their target audience effectively** on social media.

THE ROLE OF PAID ADS

ADVANTAGES OF PAID PROMOTIONS

PAID SOCIAL MEDIA ROLE

The role of paid promotions in social media marketing is to amplify reach, enhance targeting capabilities, and achieve specific marketing goals through strategic investments depending on the target audience, budget, and objectives.
Paid promotions in social media marketing play a vital role in maximizing brand visibility, reaching target audiences, driving engagement, and achieving marketing objectives. By leveraging the advantages of paid promotions, businesses can enhance their overall social media marketing efforts and drive measurable results.
Let's analyze some advantages of running paid social media ads.

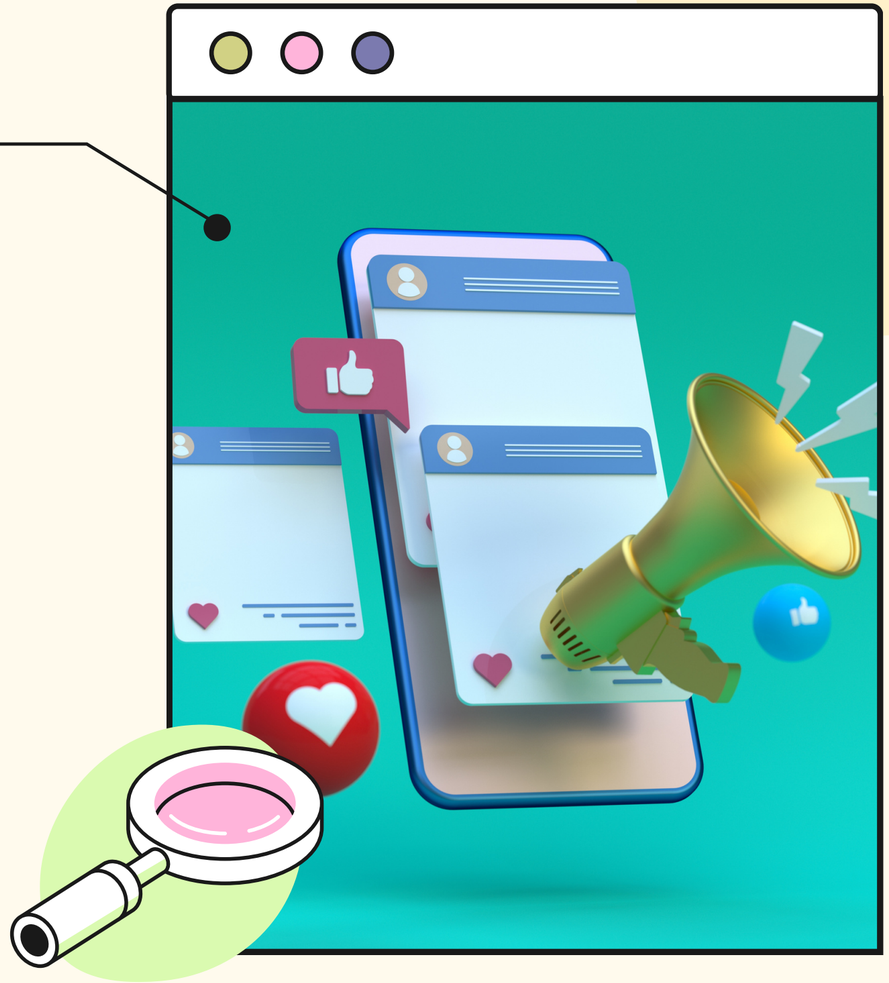


EXPANDED REACH

Paid promotions allow businesses to extend their reach beyond organic methods. With social media platforms' vast user bases, paid promotions ensure that content is seen by a wider audience, increasing brand exposure and potential customer acquisition.

PRECISE TARGETING

Paid promotions enable precise targeting options based on demographics, interests, behaviors, and other criteria. This level of targeting ensures that advertisements are shown to the most relevant audience, increasing the likelihood of engagement and conversion.

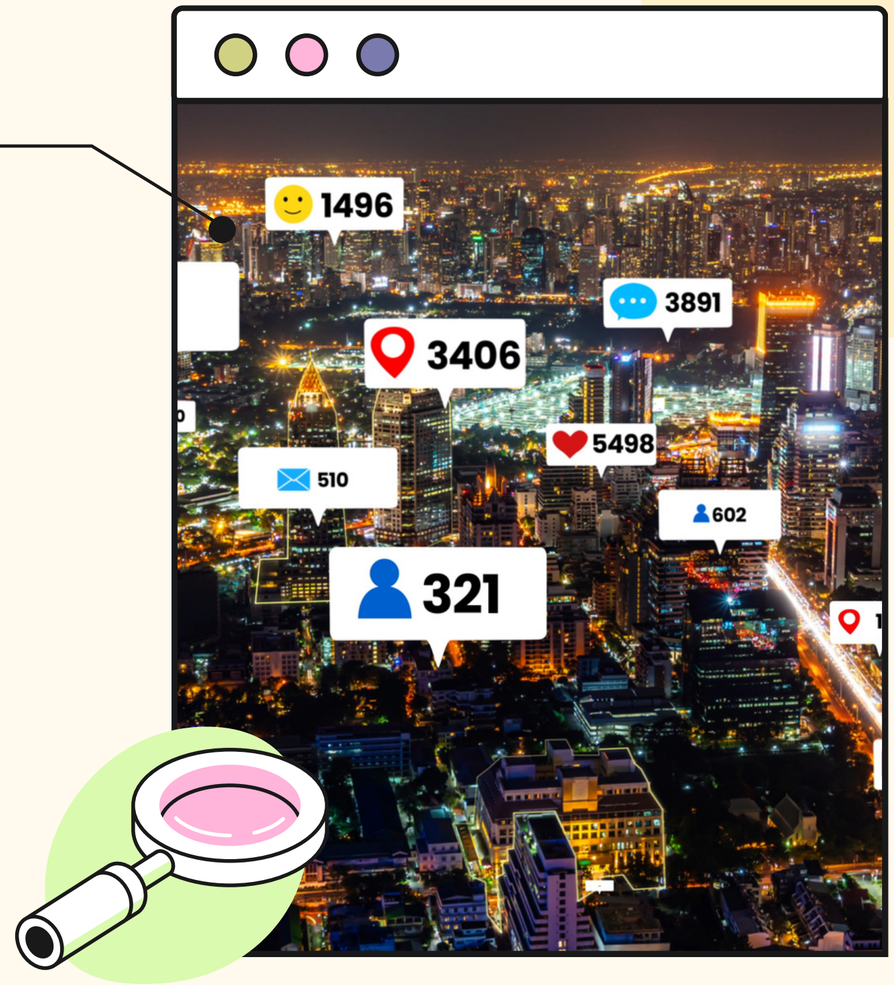


IMPROVED BRAND AWARENESS

By leveraging paid promotions, businesses can increase brand visibility and awareness among their target audience. Consistent exposure to targeted advertisements helps build brand recognition and recall, establishing trust and familiarity with potential customers.

ENHANCED ENGAGEMENT

Paid promotions often offer engagement-focused features such as likes, comments, shares, and clicks. This encourages audience interaction and boosts engagement metrics, allowing businesses to foster meaningful connections and increase brand engagement.



CONVERSION OPPORTUNITIES

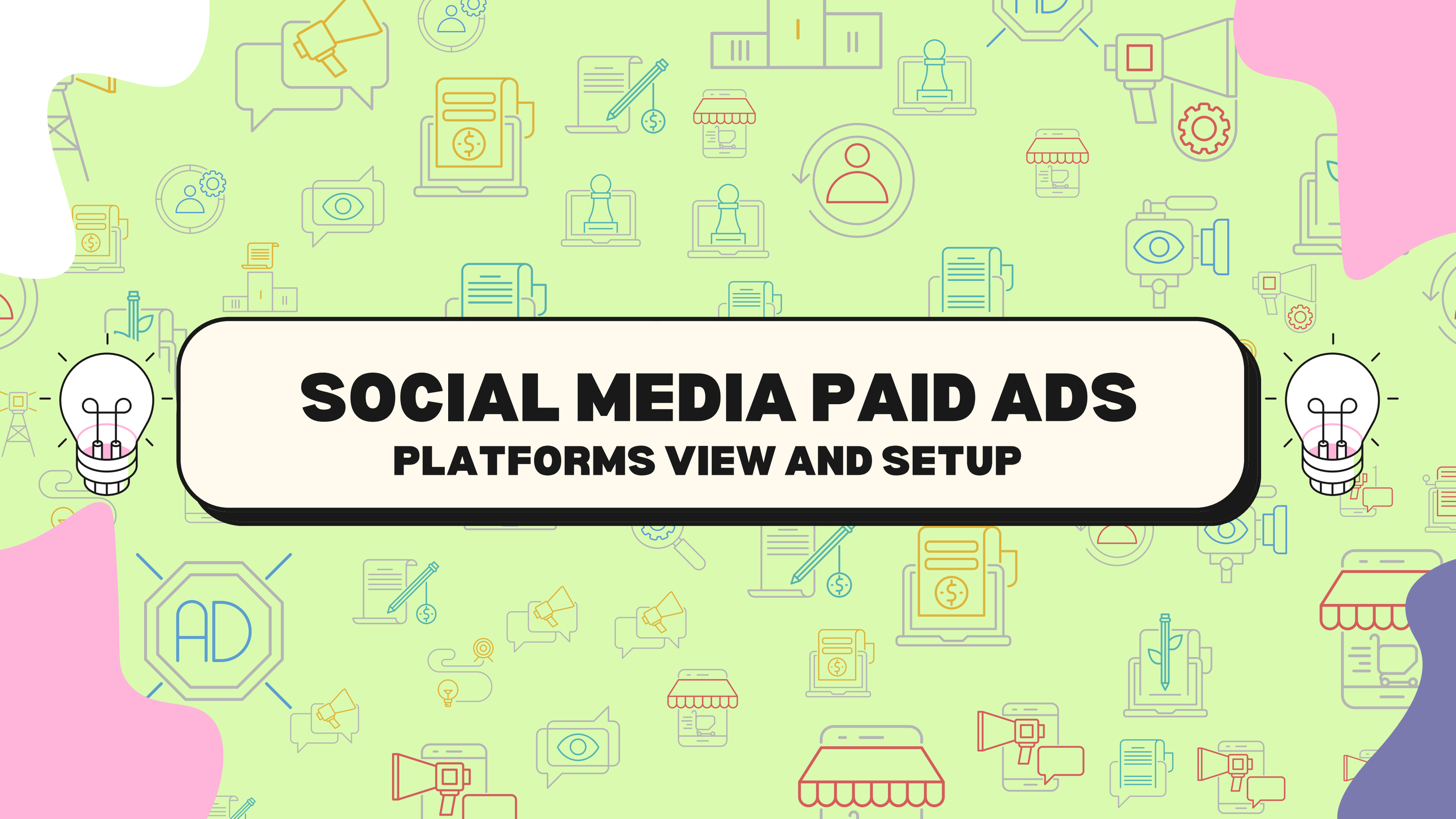
Paid promotions provide opportunities for driving conversions by directing users to specific landing pages, product pages, or call-to-action buttons. This helps businesses increase lead generation, website traffic, and ultimately, sales and conversions.

A/B TESTING AND OPTIMIZATION

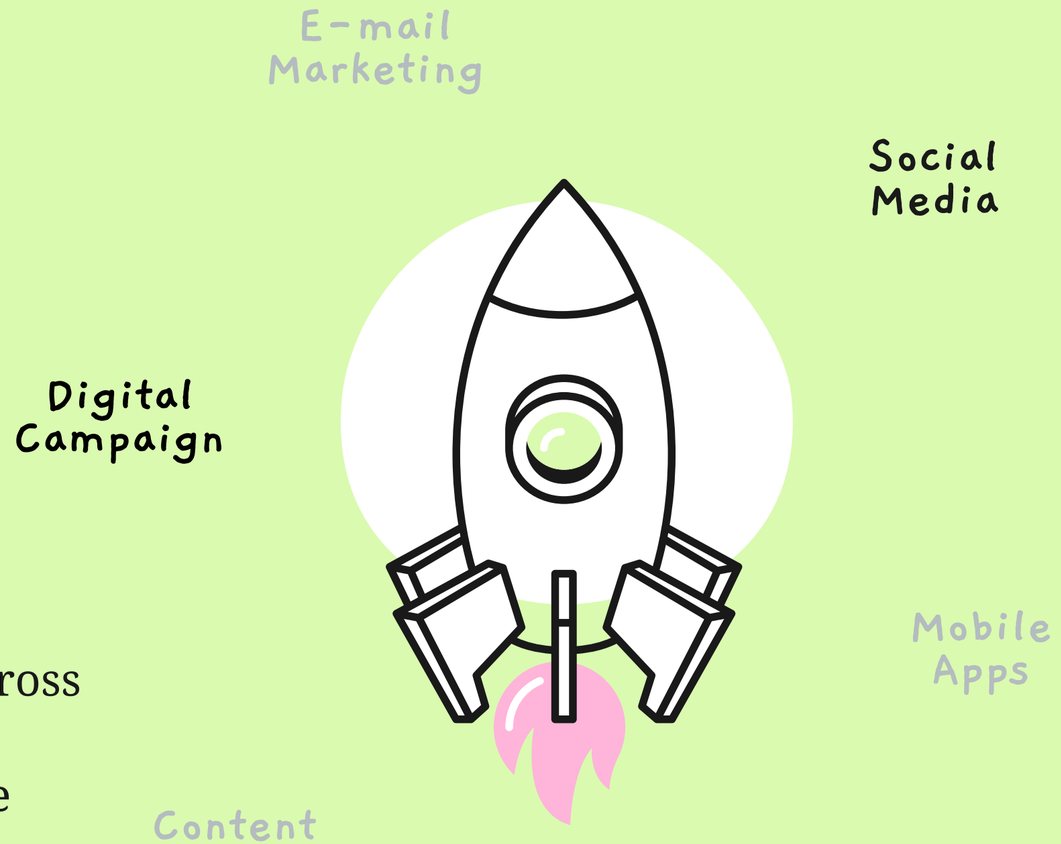
Paid promotions allow businesses to test different ad variations, targeting options, and messaging to identify the most effective strategies. This data-driven approach enables optimization and the refinement of campaigns for better results and a higher return on investment.

TRACKING AND MEASUREMENT

Social media advertising platforms offer robust analytics and tracking capabilities. Businesses can monitor key performance indicators (KPIs) such as reach, engagement, click-through rates, conversions, and return on ad spend (ROAS). These insights provide valuable data to assess campaign effectiveness and make informed decisions.


SOCIAL MEDIA PAID ADS
PLATFORMS VIEW AND SETUP

HOW TO RUN SOCIAL MEDIA PROMOTIONS

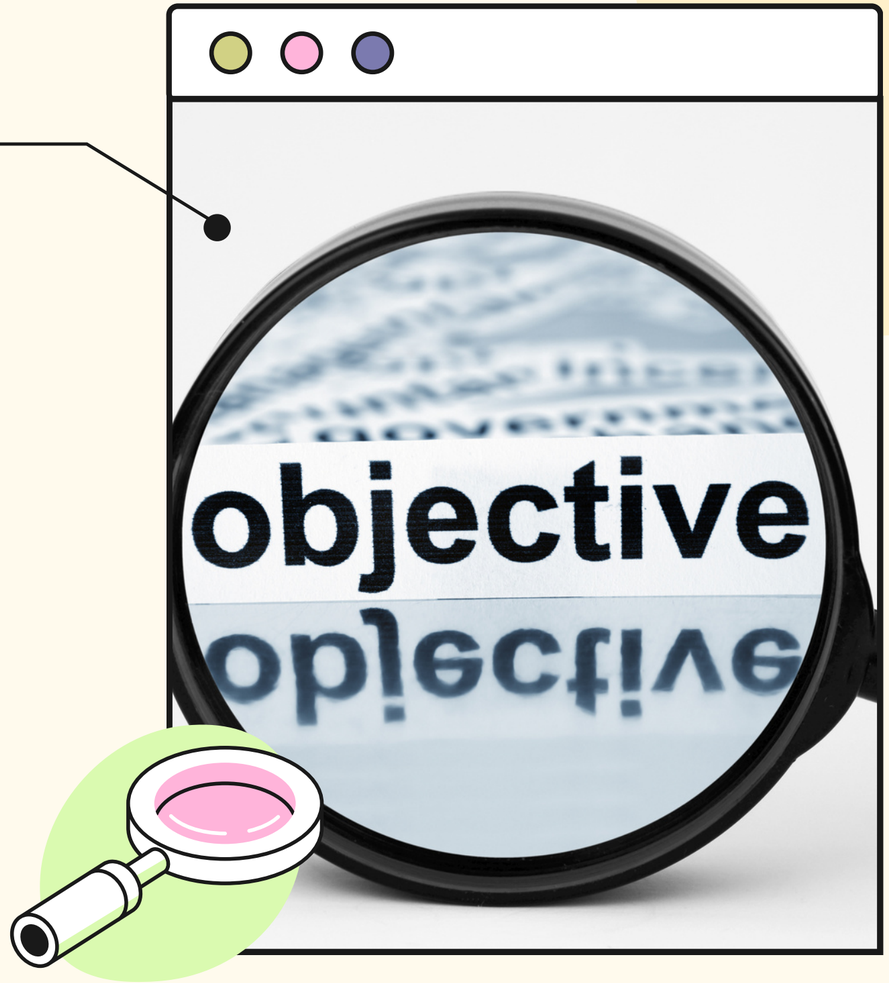


Tailoring your social media strategy to different platforms does not mean duplicating content across all platforms. Instead, it involves adapting your approach to optimize for each platform's unique strengths, audience preferences, and content formats. By doing so, you can effectively engage with your target audience and achieve better results on each social media platform.

YOU WILL WANT TO TAKE NOTES OF THE STEPS!

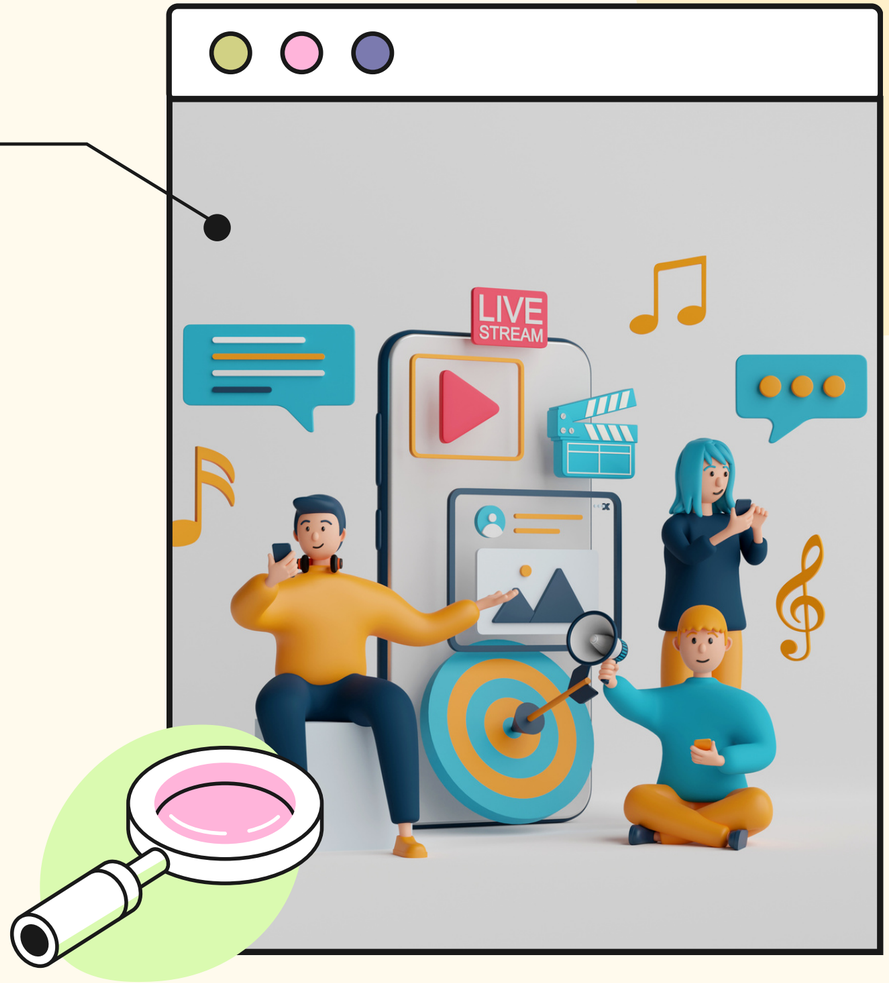
DEFINE OBJECTIVES

Clearly identify the objectives and goals of your social media promotion. Determine what you want to achieve, such as increasing brand awareness, driving website traffic, generating leads, or promoting a specific product or service.



SELECT THE RIGHT PLATFORM

Choose the social media platform(s) that align with your target audience and campaign objectives. Consider factors such as user demographics, engagement levels, and ad formats offered by each platform.

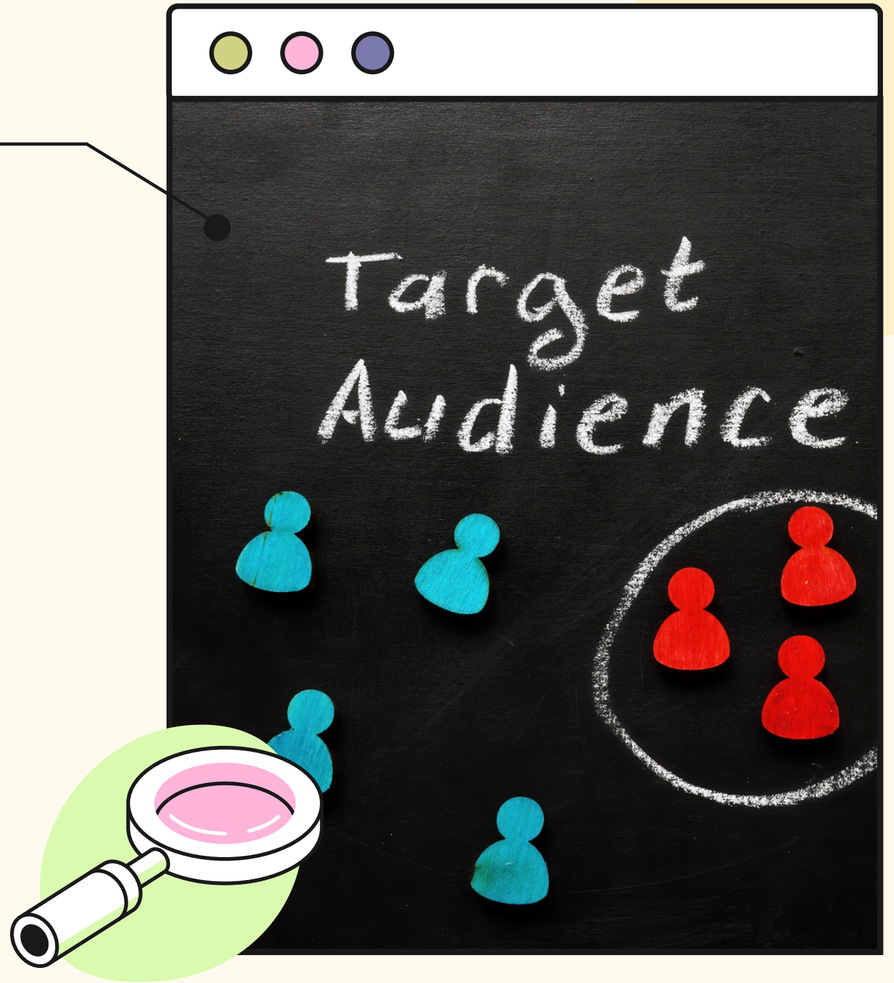


SET A BUDGET

Establish a budget for your social media promotion. Determine how much you're willing to spend on advertising and allocate the budget accordingly across platforms and ad campaigns.

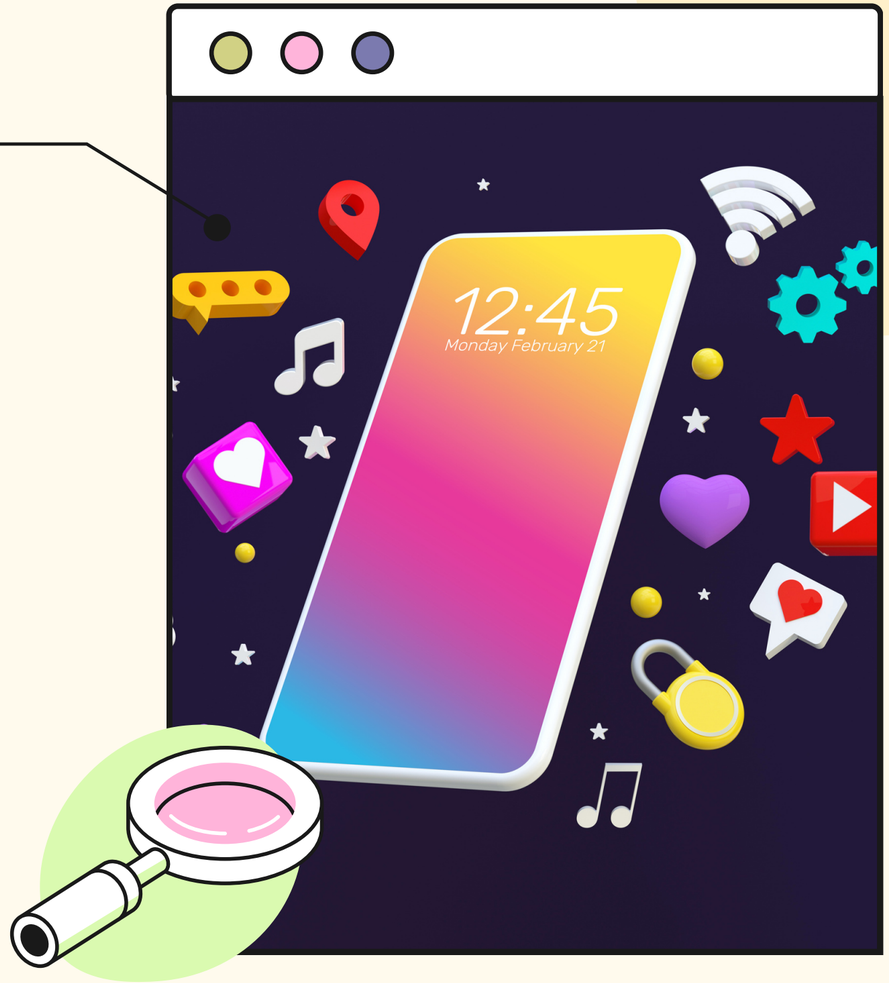
DEFINE TARGET AUDIENCE

Identify and define your target audience based on demographics, interests, behaviors, and other relevant criteria. This will help you optimize your ad targeting and reach the most relevant audience.



CRAFT COMPELLING AD

Create eye-catching, engaging, and persuasive advertisements that align with your campaign goals and resonate with your target audience. Consider using compelling visuals, persuasive copy, and strong calls-to-action (CTAs).



SET CAMPAIGN PARAMETERS

Set campaign parameters, including duration, daily or lifetime budget, ad placements, and targeting options. Define the key metrics you will track to measure the success of your campaign, such as impressions, click-through rates (CTRs), conversions, or return on ad spend (ROAS).

MONITOR AND OPTIMIZE

Continuously monitor the performance of your social media promotion. Analyze the metrics and data provided by the advertising platform to gauge effectiveness and make data-driven optimizations. Adjust your targeting, ad creative, or bidding strategy based on insights gained from the data.

ENGAGE WITH THE AUDIENCE

Actively engage with the audience that interacts with your social media promotion. Respond to comments, messages, and inquiries promptly and in a professional manner. Foster meaningful conversations and build relationships with potential customers.

TRACK AND MEASURE

Use analytics tools provided by the social media platform to track and measure the results of your promotion. Monitor key performance indicators (KPIs) such as impressions, engagement, click-through rates, conversions, and return on investment (ROI). Evaluate the success of your promotion against your predefined objectives.

LET'S WORK

STARTING YOUR OWN CAMPAIGN

SELECT YOUR PRODUCT

Define the type of product you will want to sell:

- Physical goods
- Digital goods
- Services

SELECT YOUR INDUSTRY

- Influencers
- Pharma
- Automobil
- Personal care
- Home goods
- etc.

SET TARGET AUDIENCE

Define who would be interested in buying your product:

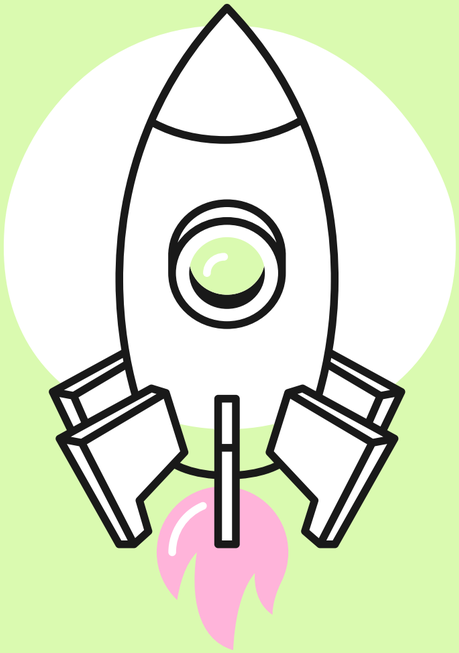
- Age
- Gender
- Interests

ADS PLATFORMS

FOR THE MOST POPULAR SOCIAL CHANNELS

ADS MANAGEMENT PLATFORMS

Social Media advertising platforms provide comprehensive tools and features to create, target, and optimize campaigns. They offer sophisticated analytics and reporting to measure campaign performance and provide insights for ongoing optimization. Advertisers can leverage these platforms to connect with their target audience, increase brand visibility, drive engagement, and achieve their marketing goals on these popular social media channels.



https://adsmanager.facebook.com

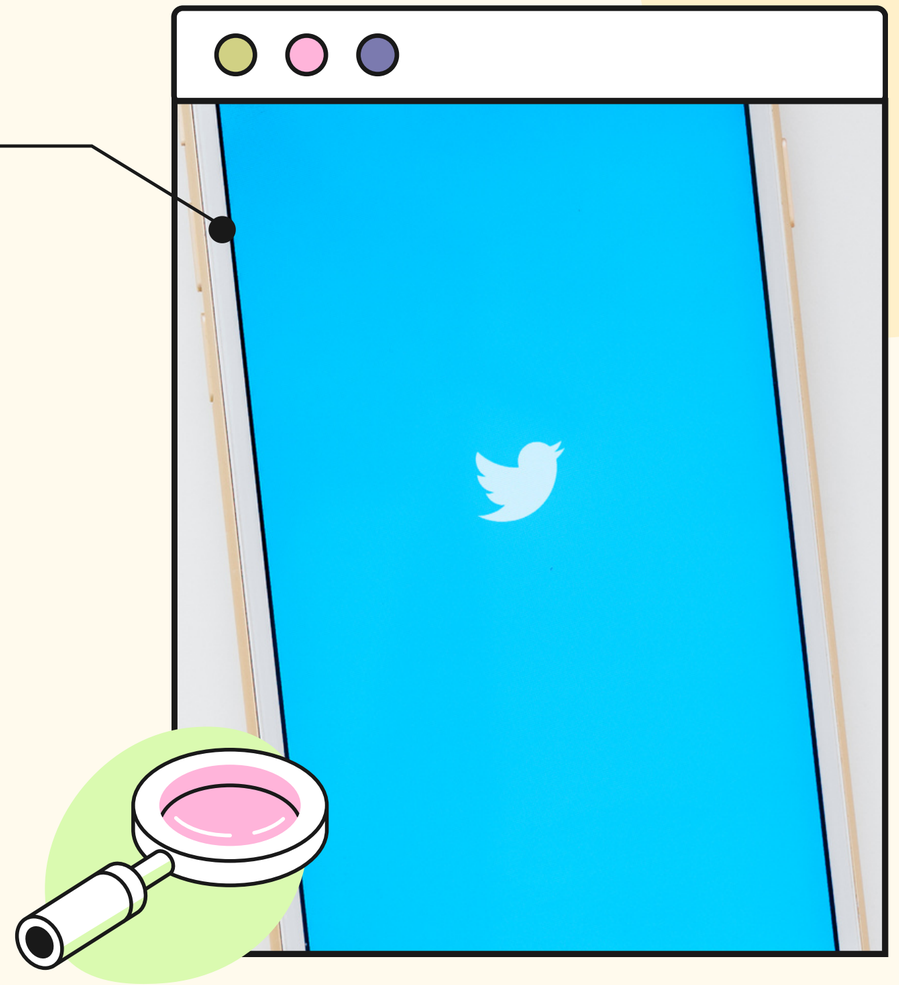
META: FACEBOOK AND INSTAGRAM

The Meta advertising platform combines the power of Facebook and Instagram to offer robust advertising capabilities. Advertisers can create highly targeted campaigns based on user demographics, interests, behaviors, and more. It provides various ad formats, including image ads, video ads, carousel ads, and Stories ads, allowing businesses to effectively reach their target audience across both platforms.

https://ads.twitter.com

TWITTER ADS PLATFORM

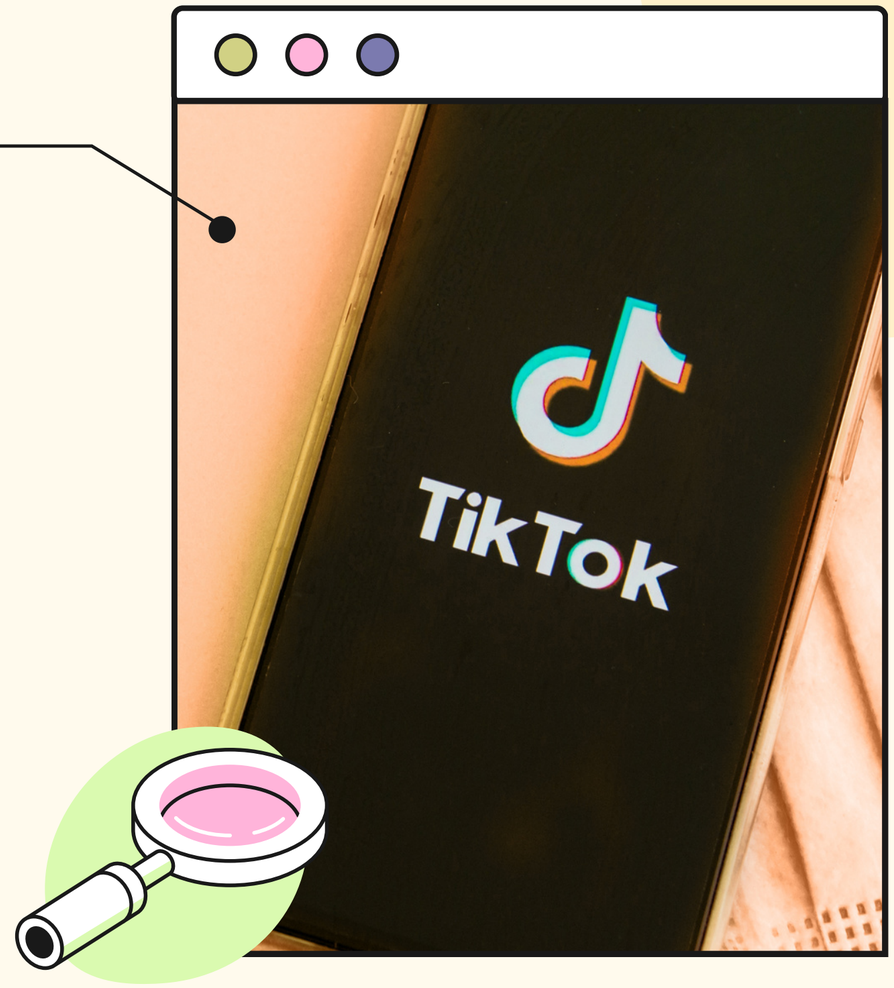
Twitter's advertising platform enables businesses to promote their content, products, or services to a global audience. Advertisers can target specific keywords, demographics, and locations, or even engage with users who follow specific accounts. Twitter offers various ad formats such as promoted tweets, promoted accounts, and promoted trends to increase brand visibility, drive engagement, and reach a targeted audience.



https://ads.tiktok.com/

TIKTOK ADS PLATFORM

TikTok's advertising platform allows businesses to tap into the popularity of short-form video content. Advertisers can create engaging ads that align with the platform's creative and authentic nature. TikTok offers various ad formats, including in-feed ads, branded effects, and branded hashtags, to drive brand awareness, engagement, and conversions among its predominantly younger user base.



https://youtube.com/ads

YOUTUBE ADS PLATFORM

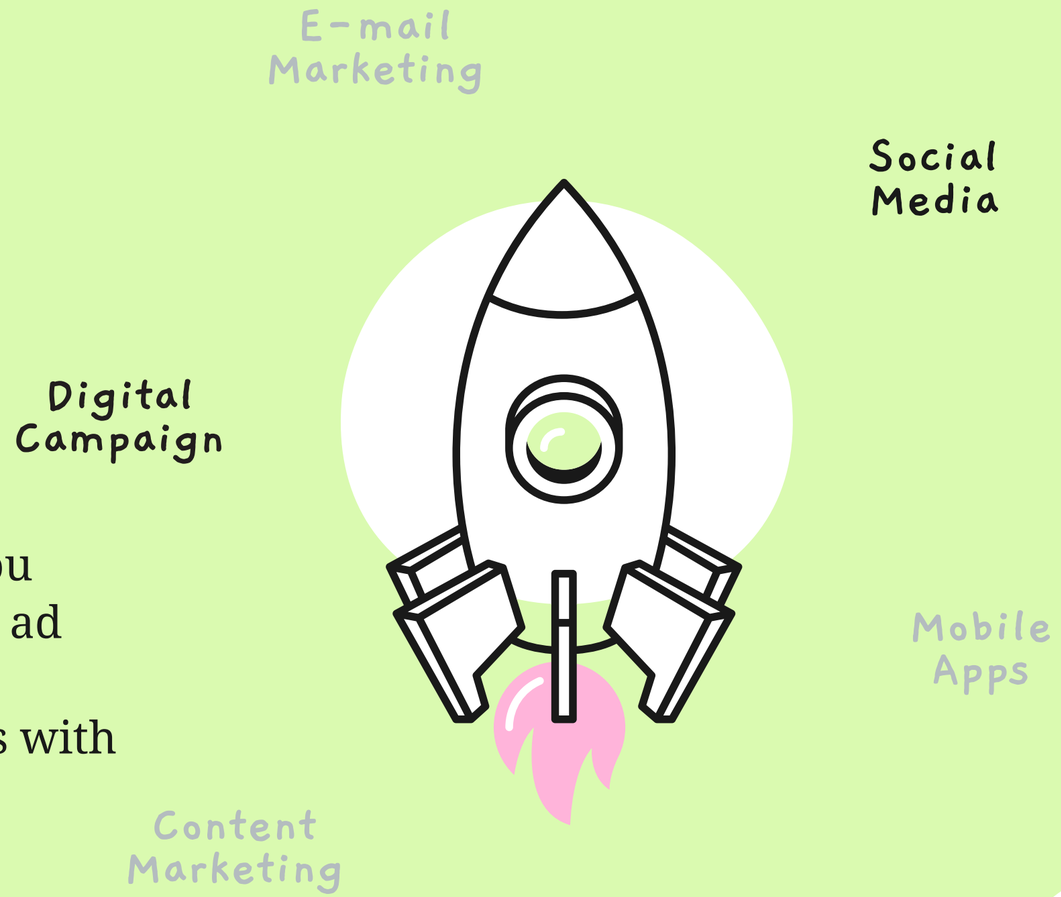
YouTube's advertising platform offers businesses the opportunity to reach a vast audience through video advertisements. Advertisers can run ads before, during, or after videos or even within the YouTube search results. With precise targeting options based on user behavior and interests, businesses can effectively showcase their brand, products, or services and engage viewers on the world's largest video-sharing platform.

ADS STRUCTURE

WHAT DOES IT MEAN

THIS IS HOW WE BUILD CAMPAIGNS: YOU WANT TO TAKE NOTES!

BUILDING ADS FOR ALL PLATFORMS



When creating a social media advertising campaign, you start by defining your overall objective and then set up ad sets within the campaign to target specific audience segments. Within each ad set, you create individual ads with different creative elements to test and optimize your messaging and visuals.

The hierarchy of campaign > ad set > ad provides a structured framework for organizing and managing your social media advertising efforts, allowing you to effectively reach and engage your target audience.

CAMPAIGN

A campaign is the overarching objective or goal you want to achieve through your social media advertising efforts. It could be increasing brand awareness, driving website traffic, generating leads, or promoting a specific product or service. A campaign allows you to organize and track your ads with a common objective.

AD SET

An ad set is a subset of a campaign and represents a specific audience segment and targeting parameters. Within an ad set, you define **the targeting options**, such as demographics, interests, behaviors, locations, or custom audiences, to reach a specific group of people.

Ad sets enable you to tailor your ads to different audience segments based on their characteristics or interests.

AD

An ad is the individual creative unit within an ad set. It includes the visual and textual elements that are displayed to the target audience. Ads can take various formats, including images, videos, carousels, or slideshows, depending on the platform and ad objectives.

They are designed to capture attention, convey your message, and prompt action from the viewer.

ADS STRUCTURE

CAMPAIGN
(clothing brand)

AD SETS women	AD SETS men	AD SETS kids
ad ad ad	ad ad ad	ad ad ad
1. shoes 2. purse 3. earrings	1. shoes 2. ties 3. shirts	1. backpack 2. cap 3. shirts

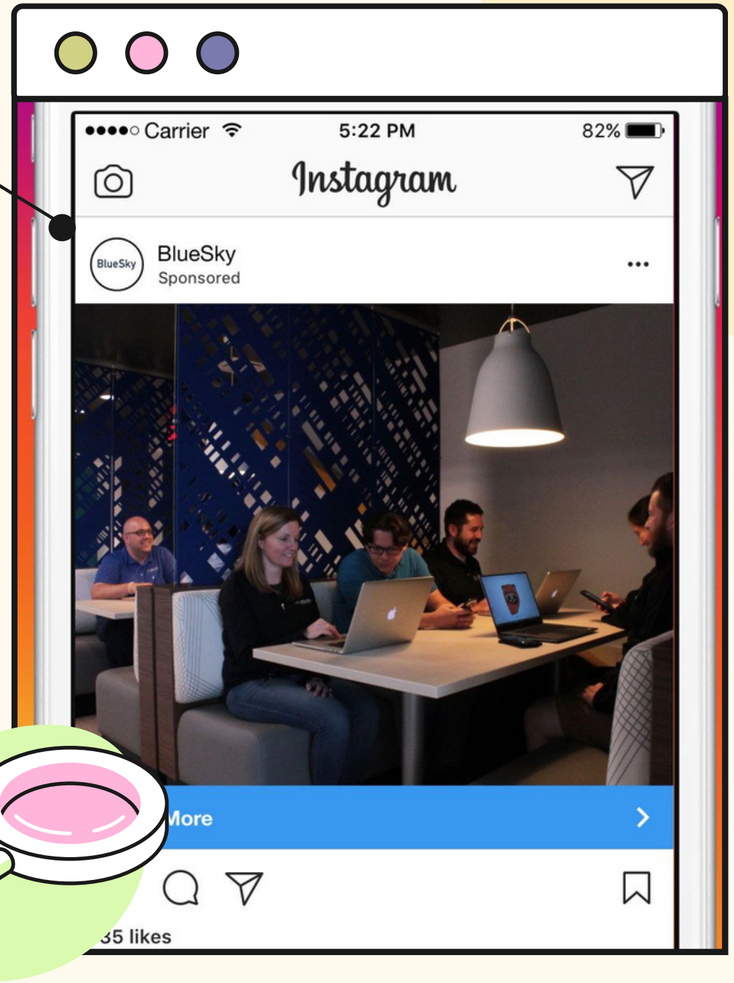
FACEBOOK & INSTAGRAM

New Sales Campaign

New Sales Ad Set

New Sales Ad

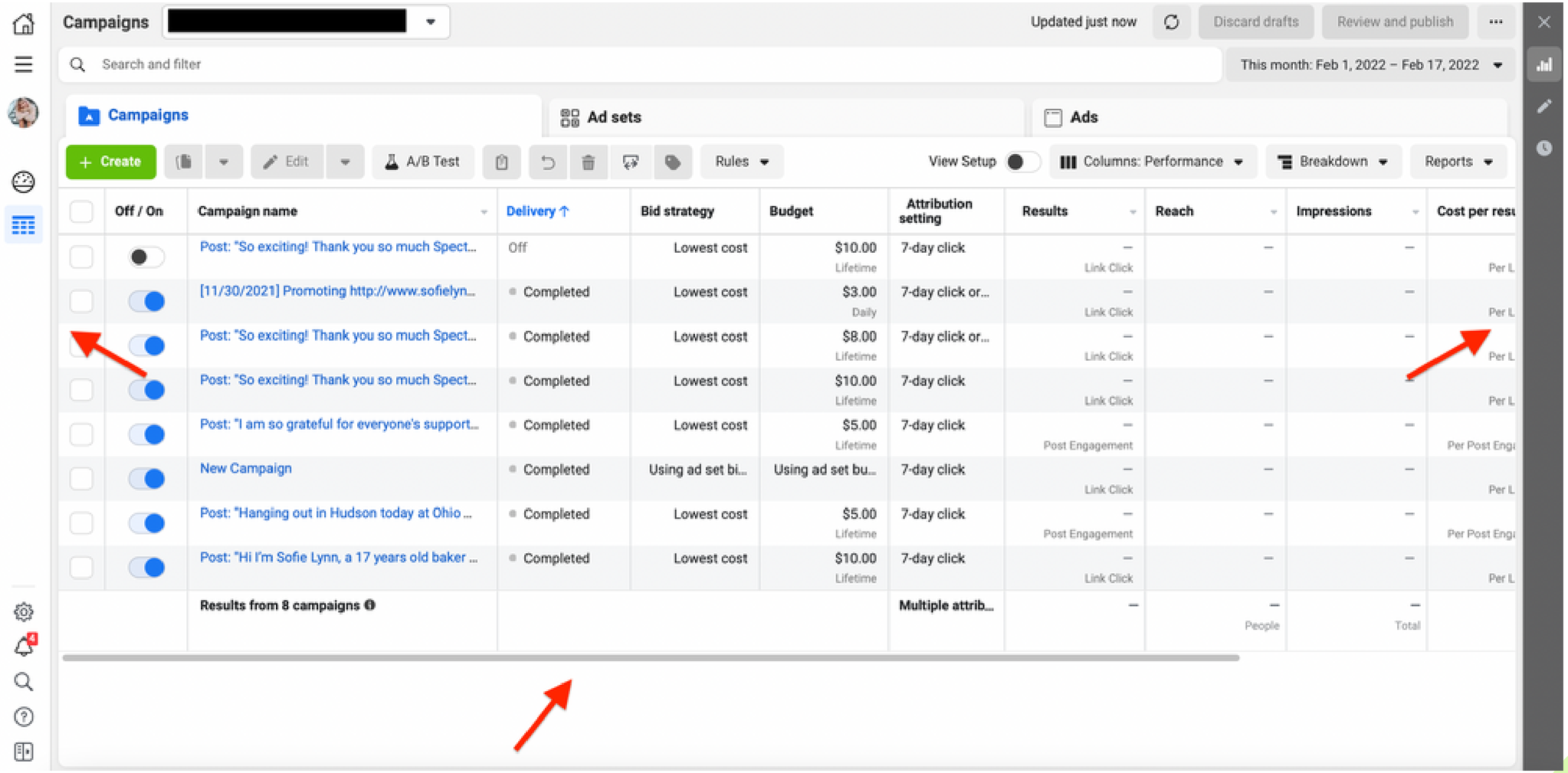
EXAMPLE



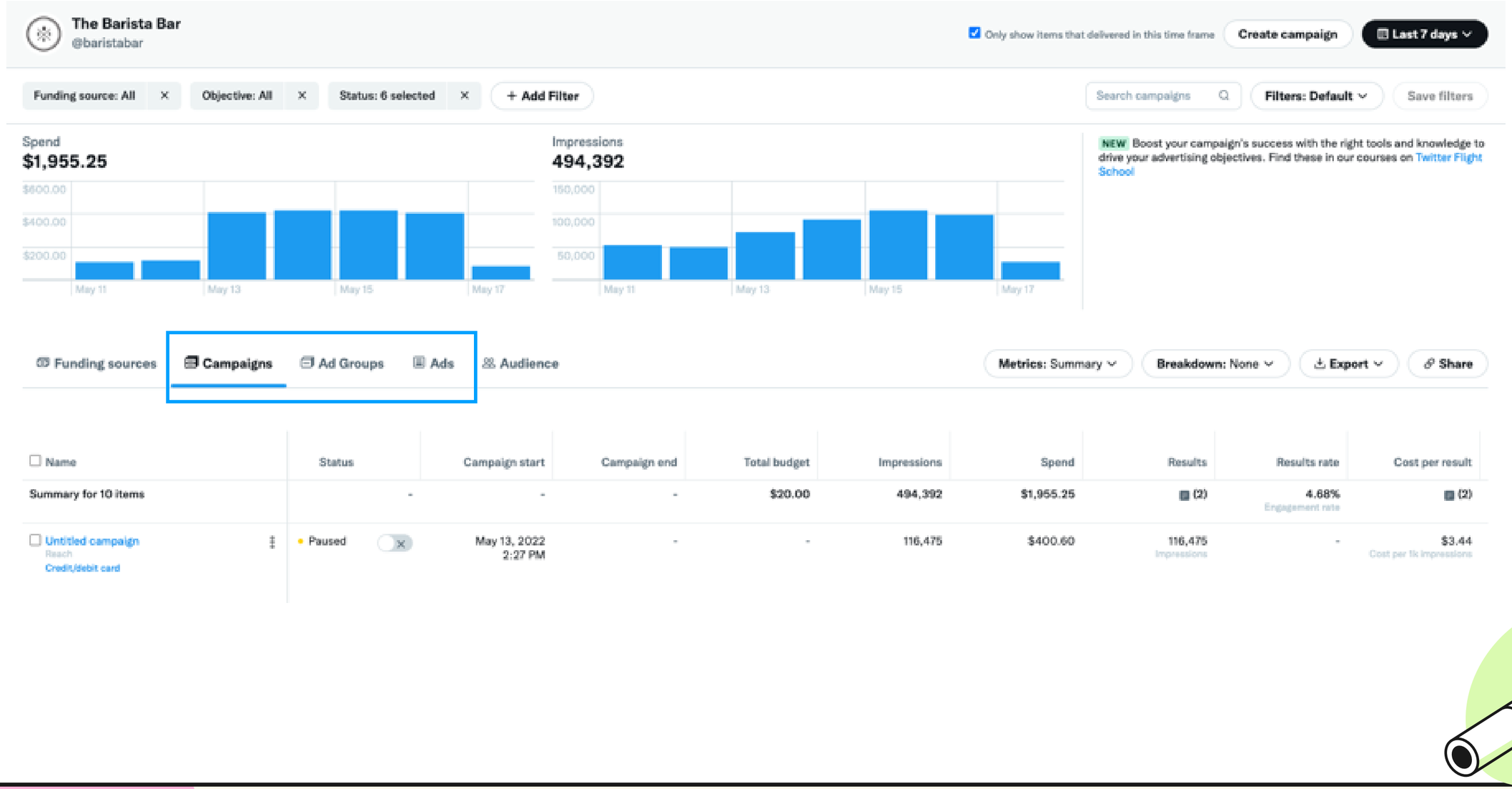
LET SEE HOW IT WORKS

REAL LIFE VIEW

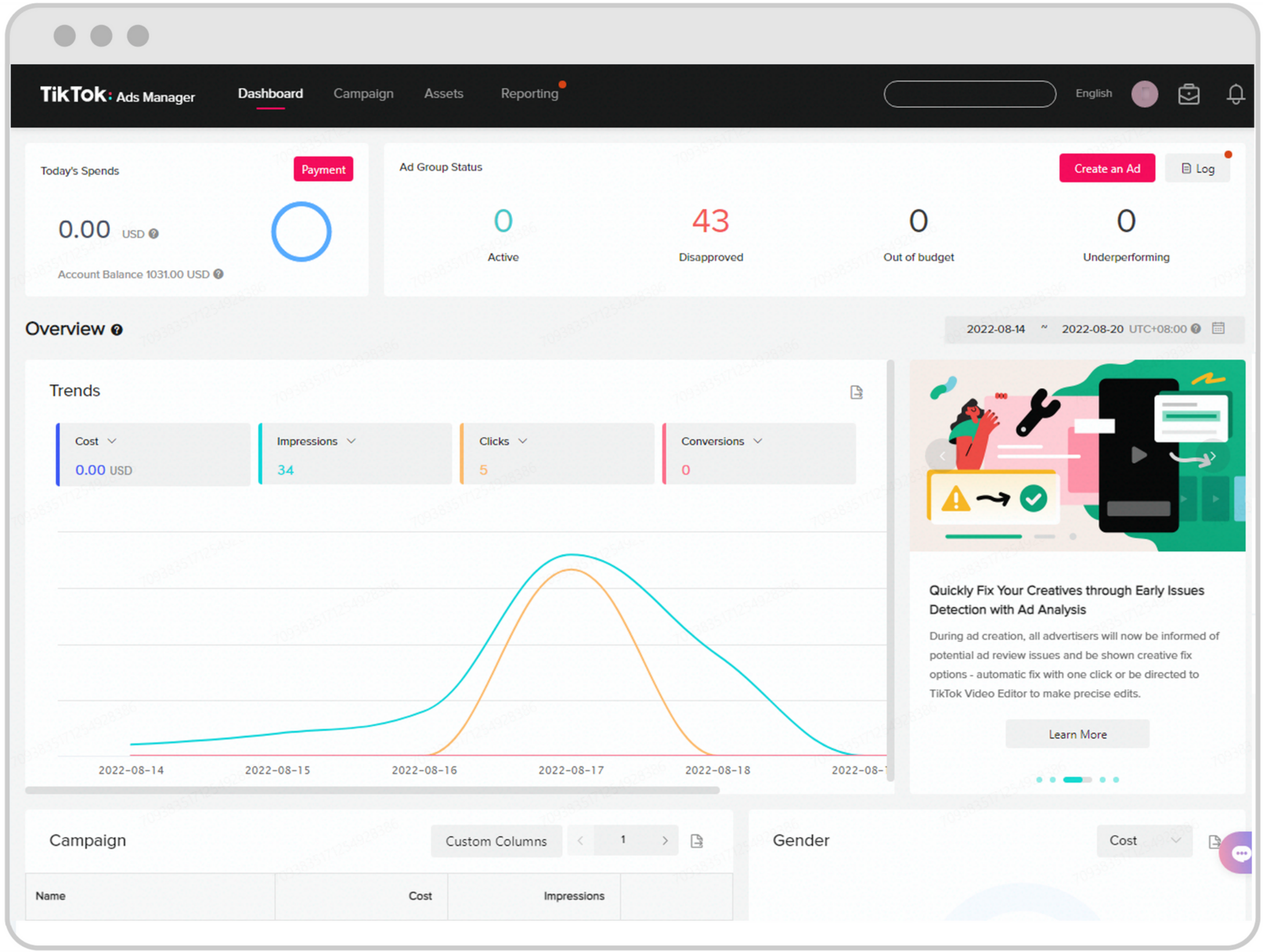
FACEBOOK & INSTAGRAM DASHBOARD



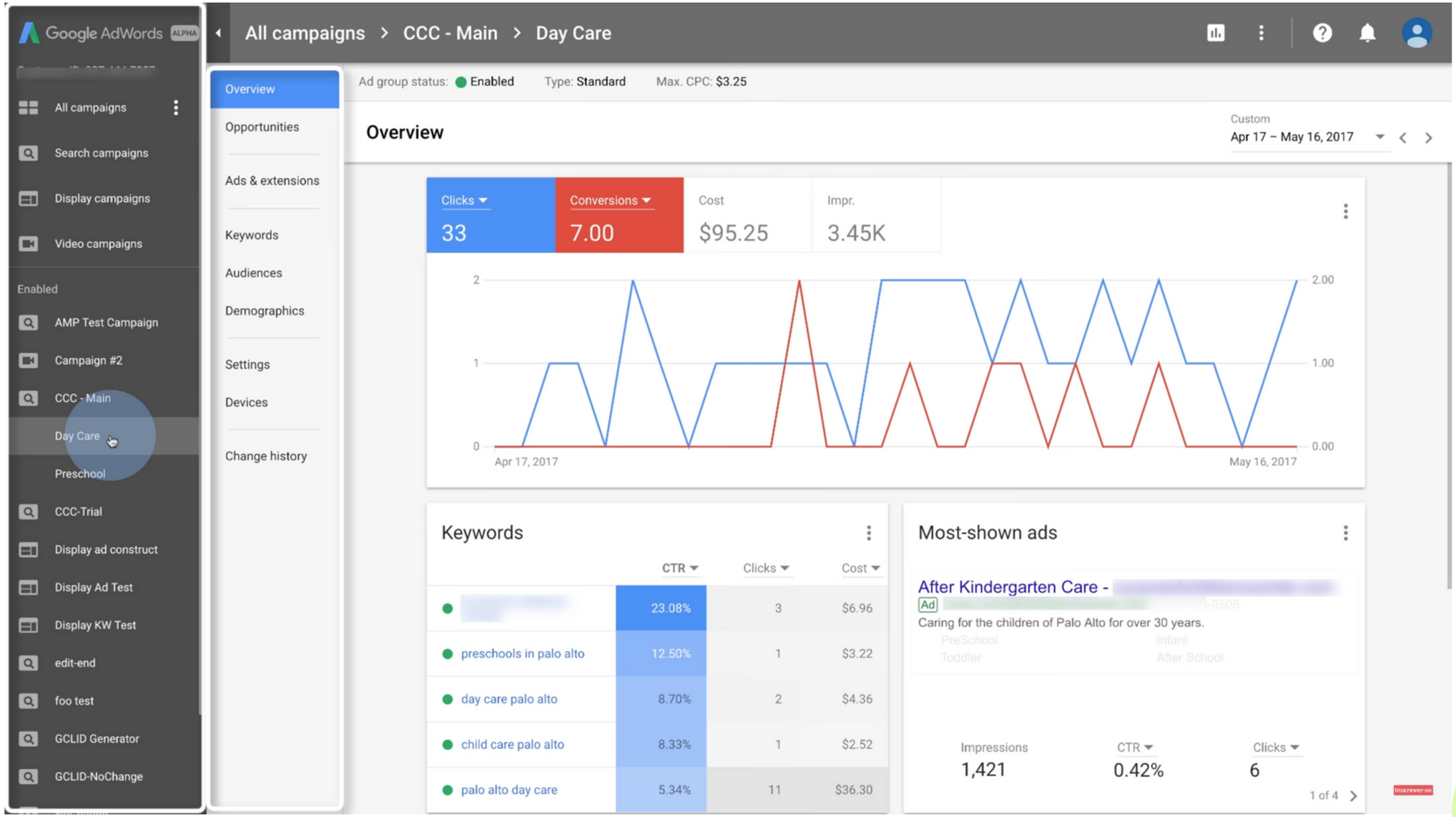
TWITTER DASHBOARD

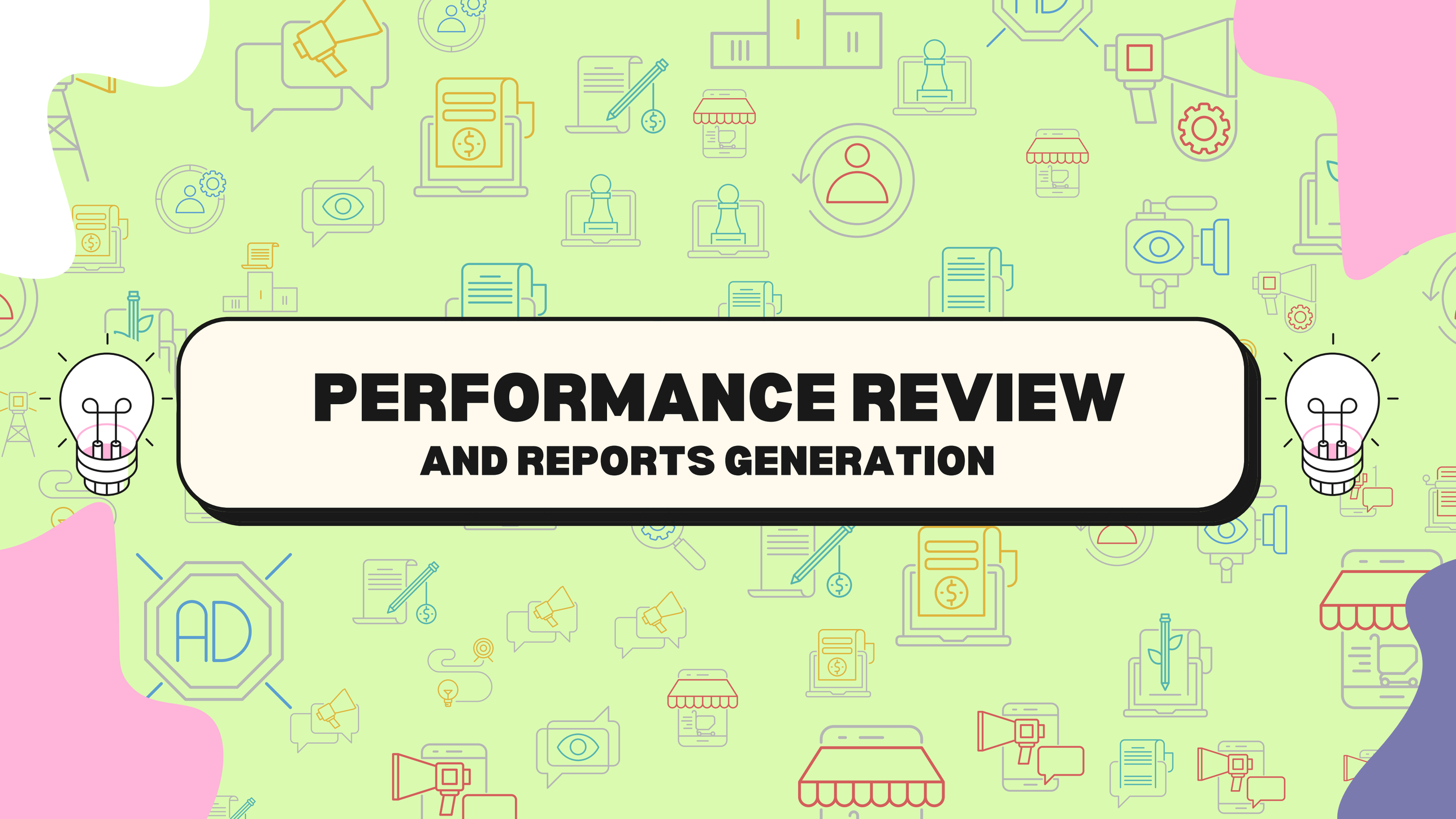


TIKTOK DASHBOARD

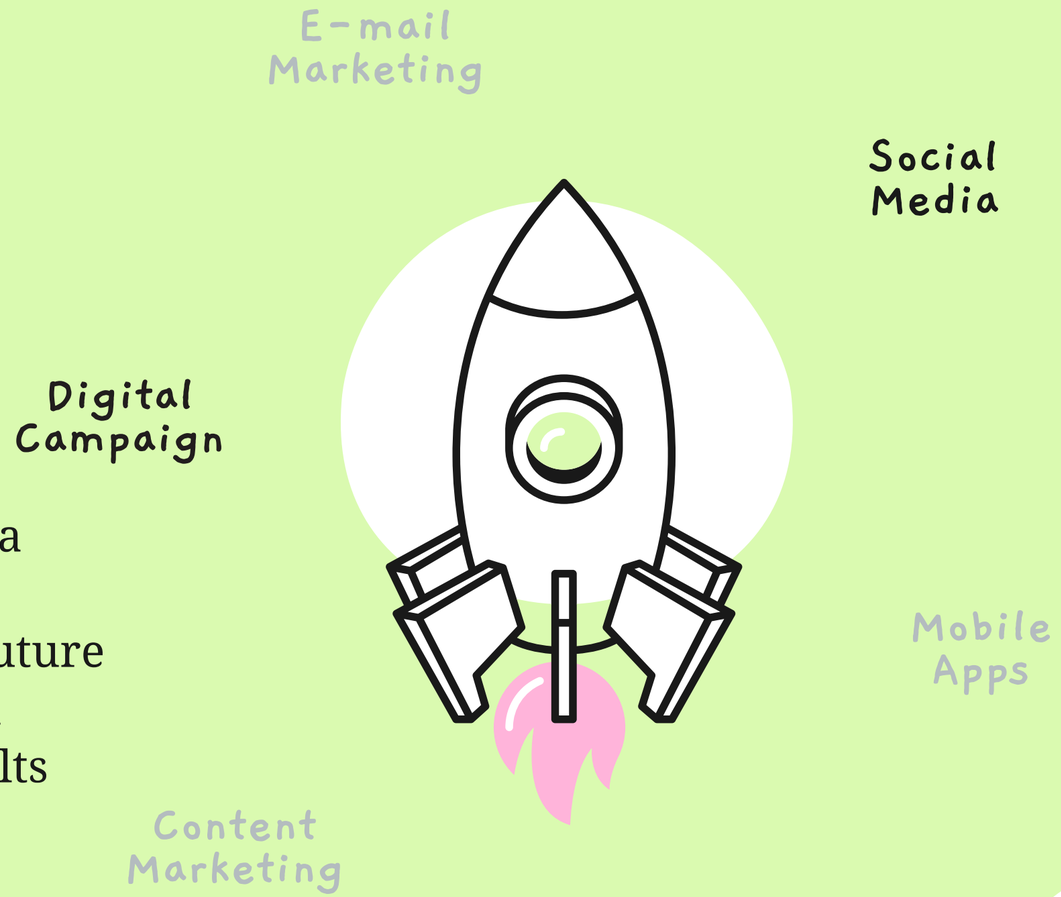


GOOGLE/YOUTUBE DASHBOARD




PERFORMANCE REVIEW
AND REPORTS GENERATION

WHAT ARE WE LOOKING FOR

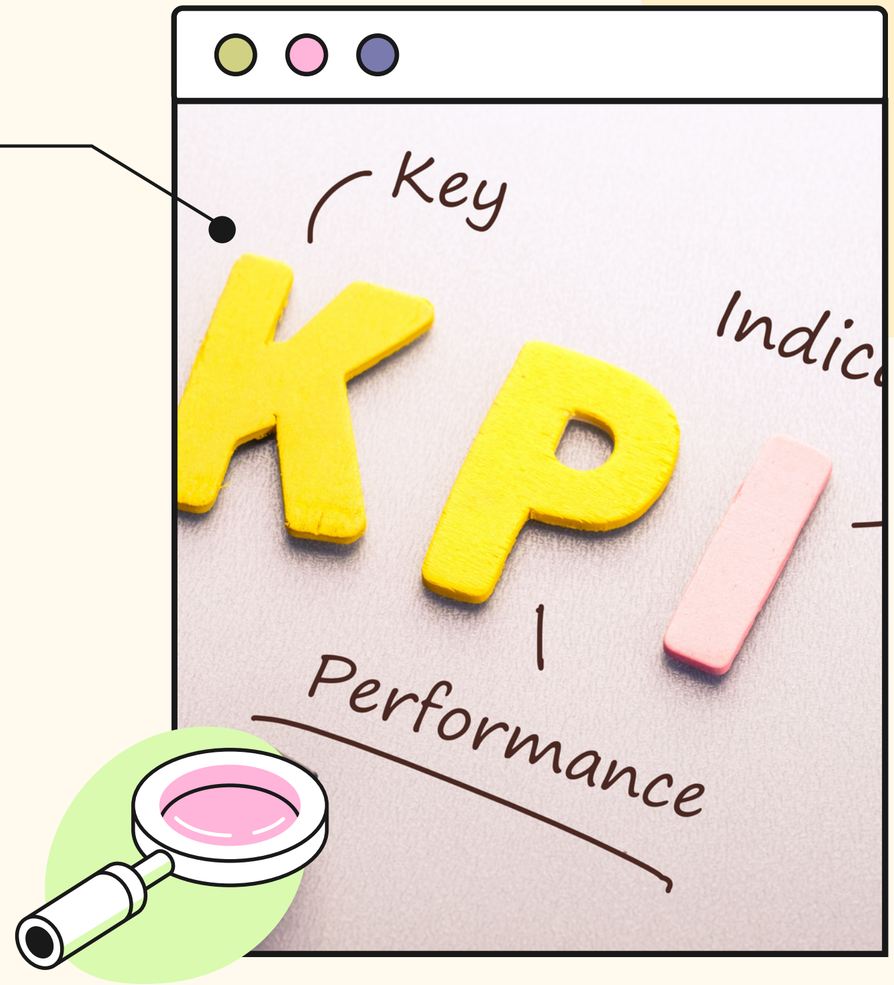


Regularly reviewing and reporting on your social media paid campaigns allows you to understand their impact, optimize strategies, and make informed decisions for future campaigns. By analyzing the data and insights, you can continually refine your approach and drive better results from your social media advertising efforts.

Let's review the steps for creating a successful review and report.

DEFINE KPI'S

KPIs = Key Performance Indicators.
Determine the metrics that align with your campaign objectives. These may include impressions, reach, engagement, click-through rates (CTR), conversions, return on ad spend (ROAS), cost per click (CPC), or cost per acquisition (CPA).



USE ANALYTICS TOOLS

Utilize the analytics tools provided by the social media advertising platforms (such as Facebook Ads Manager, Twitter Ads, TikTok Ads Manager) or third-party analytics platforms. These tools offer detailed insights into campaign performance and audience behavior.

MONITOR CAMPAIGN METRICS

Regularly track and monitor your campaign metrics to evaluate performance. Look at data such as impressions, clicks, engagement, conversions, and cost data. Compare these metrics against your predefined KPIs to assess the effectiveness of your campaigns.

AUDIENCE ISNIGHTS

Dive into audience insights to understand the demographics, interests, and behaviors of your campaign's viewers or engagers. Identify patterns, trends, or opportunities that can inform your future targeting strategies or content optimization efforts.

COMPARE AND TEST

Analyze different variations of your ads, such as different visuals, ad copies, or targeting options, to identify what performs best. Use A/B testing or split testing to compare performance and gather insights to optimize your future campaigns.

TRACK CONVERSIONS

If you have conversion tracking set up, analyze the conversion data to understand how your ads are driving desired actions, such as purchases, sign-ups, or downloads. Evaluate the conversion rates, cost per conversion, and overall conversion value to assess campaign effectiveness.

MEASURE ROI

ROI = Return on Investment
Calculate the ROI by comparing the revenue or value generated from your campaign against the costs incurred. Determine whether your campaign is delivering a positive ROI or if adjustments are needed to improve results.

GENERATE PERFORMANCE REPORTS

Create comprehensive reports that highlight the key metrics, insights, and learnings from your campaigns. Include visual representations, such as graphs or charts, to make the data more digestible and accessible to stakeholders.

MAKE DATA-DRIVEN ADJUSTMENTS

Also known as "optimizations" - Based on your performance analysis, make data-driven adjustments to your campaigns. Optimize targeting options, ad creatives, bidding strategies, or budget allocations to improve performance and align with your campaign goals.

SUCCESSFUL CAMPAIGNS

PAID SOCIAL MEDIA ANALYSIS

LETS KEEP USING "SHARE A COKE" AS EXAMPLE

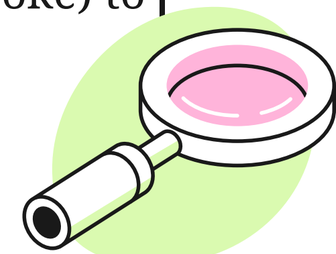
This campaign aimed to personalize their product by replacing the Coca-Cola logo on their cans and bottles with popular names and phrases.

Objective: The objective of the campaign was to increase brand engagement and encourage consumers to share their Coca-Cola experiences.

Target Audience: The campaign targeted millennials and young adults who were active on social media platforms, as they were more likely to engage with personalized content and share it with their friends.

Creative Approach: The campaign leveraged the power of personalization and the desire for social connection. By printing individual names on the cans, Coca-Cola created a sense of uniqueness and encouraged people to find and share their own names or those of their loved ones.

Social Media Presence: The campaign utilized various social media platforms, including Facebook, Instagram, and Twitter, to reach a wider audience. They created dedicated hashtags (#ShareACoke) to encourage users to share their experiences and engage with the brand.



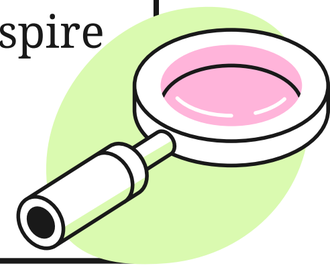
LETS KEEP USING "SHARE A COKE" AS EXAMPLE

Influencer Collaborations: Coca-Cola partnered with popular influencers and celebrities to further amplify the campaign. These influencers shared their personalized Coke cans and encouraged their followers to participate in the campaign, creating a ripple effect of user-generated content and engagement.

User-Generated Content: The campaign successfully encouraged users to share their personalized Coke experiences by uploading pictures, using the campaign hashtag, and tagging friends. This generated a significant amount of user-generated content, which further boosted brand visibility and engagement.

Measurable Results: The campaign achieved remarkable success. It generated millions of social media mentions, increased Coca-Cola's social media followers, and created a strong buzz around the brand. The campaign also led to increased sales and brand loyalty, as consumers felt a personal connection to the product.

Lessons Learned: The "Share a Coke" campaign exemplifies the power of personalization, user-generated content, and social sharing in driving brand engagement. It showcases how a well-executed social media paid campaign can create a sense of personal connection with the audience and inspire them to actively participate and share their experiences.



HOMEWORK

FOR TOMORROW 7/19

CREATE YOUR OWN CAMPAIGN

USE YOUR PREVIOUSLY SELECTED PRODUCT, INDUSTRY AND AUDIENCE

- Define your channel based on your product.
- Justify the selection of that channel based on usage and target audience.
- Create the structure of the ad: Campaign - Ad Group. -Ad
- Set the details for Campaign - type (awareness, engagement, downloads, etc) and justify your selection.
- Set the details for your Ad Set - what is the audience segmentation?
- Create an Ad and include:
  - Primary text - tell people what your ad is about
  - Headline - grab the attention of the audience
  - Desctiption of the Ad - include a call to action

DIGITAL MARKETING

SEE YOU TOMORROW

We will talk about PPC and Content Marketing