



Scopic

SOCIAL MEDIA ADS






Guide



What makes social media ads so popular?

While advertising has always worked for all types of businesses, more and more marketing professionals – especially small businesses, enterprises and SMB's (Small and Medium-sized Businesses) – are adapting to the changes in advertising strategies.

Social Media Ads are paid content on any social media channel, in which there are many advertising options:

 Promotional Tweets	 Instagram stories by an influencer
  Sponsored Facebook and Instagram post	 YouTube video ads

Social media marketing presents a huge opportunity to reach more consumers at lower costs. Not only will a business be able to reach more consumers, but they will also be able to target the right ones.

By making the shift from traditional advertising methods to social media, businesses and entrepreneurs can generate a higher return on investment, as well as more in-depth reporting on their target markets. That's not to say that traditional advertising isn't effective, but social media advertising can lead to **more customers, more sales, and more profit.**

☆ **FUN FACT:** It is predicted that the amount of money spent on social media advertising is set to catch up with newspaper ad revenues by 2020.

Why every business needs social media ads?

Every business can benefit from different types of advertising in order to garner more sales and revenue. A key to successful advertising and returns is to choose the channels that are the most effective for your product or service, and also the most cost efficient. Depending on the nature of your business, it is important to **select advertising channels that will help you reach out to your target audience**, when and where they are present.

Social media ads are a perfect blend of two things: precise targeting of the buyer persona and cost effectiveness. Running a social media ad campaign is a fantastic way to reach new users.

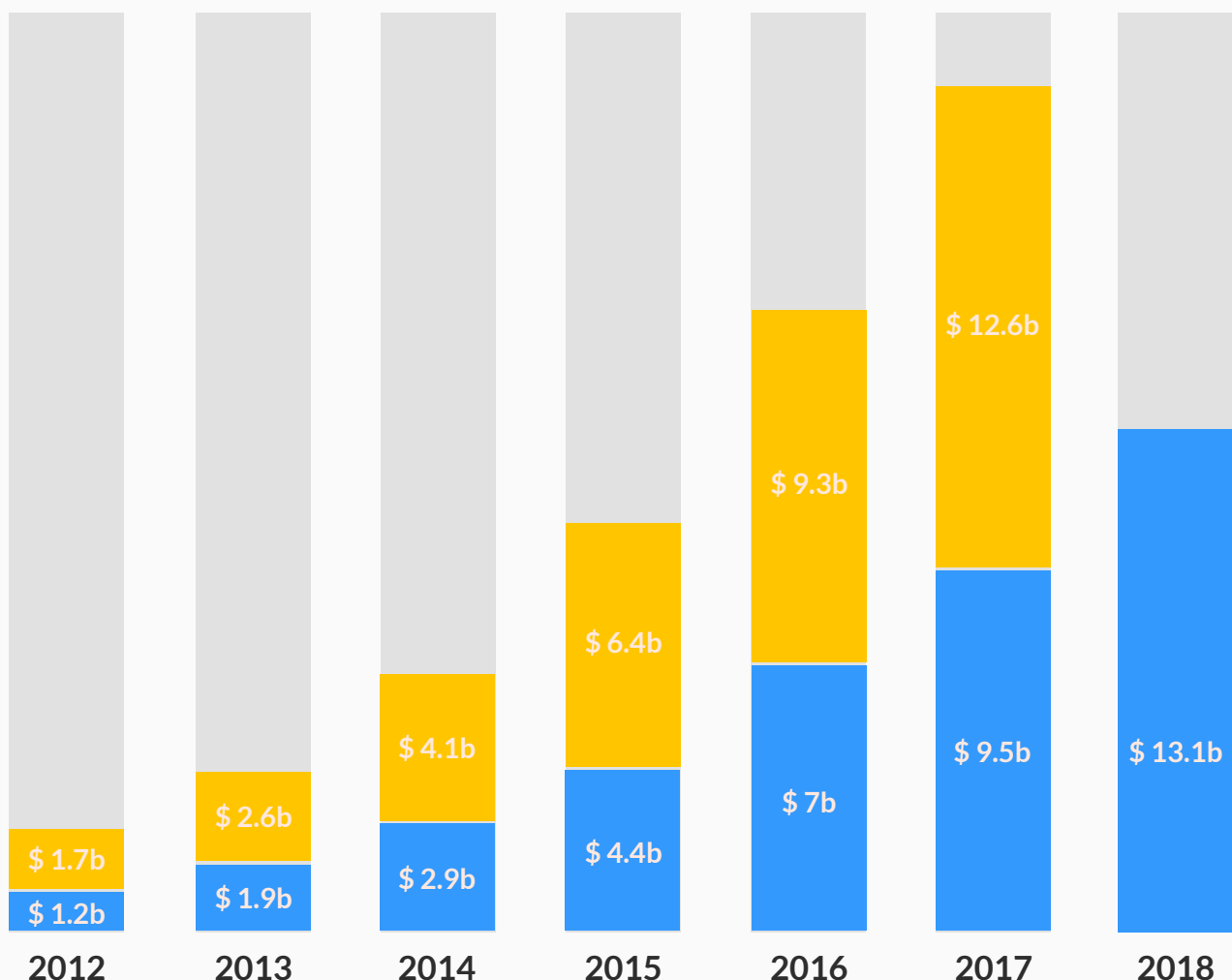
When you create an ad, you can determine exactly what type of user you want to target and place your content directly in their news feeds. Even with very specific targeting, the cost of running social media advertising campaigns are much lower compared to other well-known advertising methods, such as radio or television advertising, for example.

Compared to traditional advertising, advertisers have full control over the costs, as they are able to choose a daily budget and easily manage overall costs. Social media ads are available even to advertisers on tight or smaller budgets.

C-1: Social media advertising revenue in the U.S.

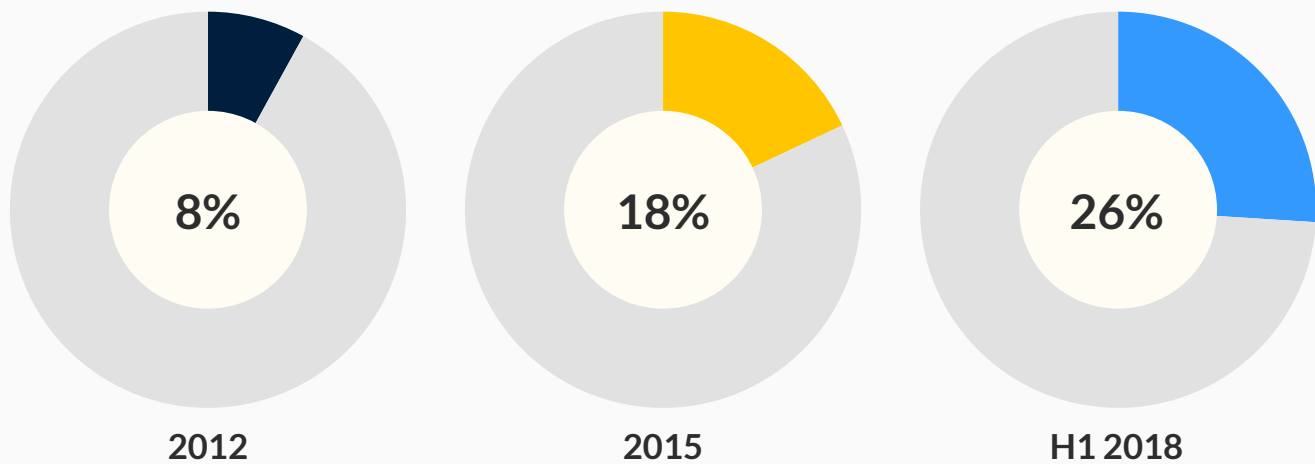
Source: IAB/PwC Internet Ad Revenue Report

■ First Half ■ Second Half



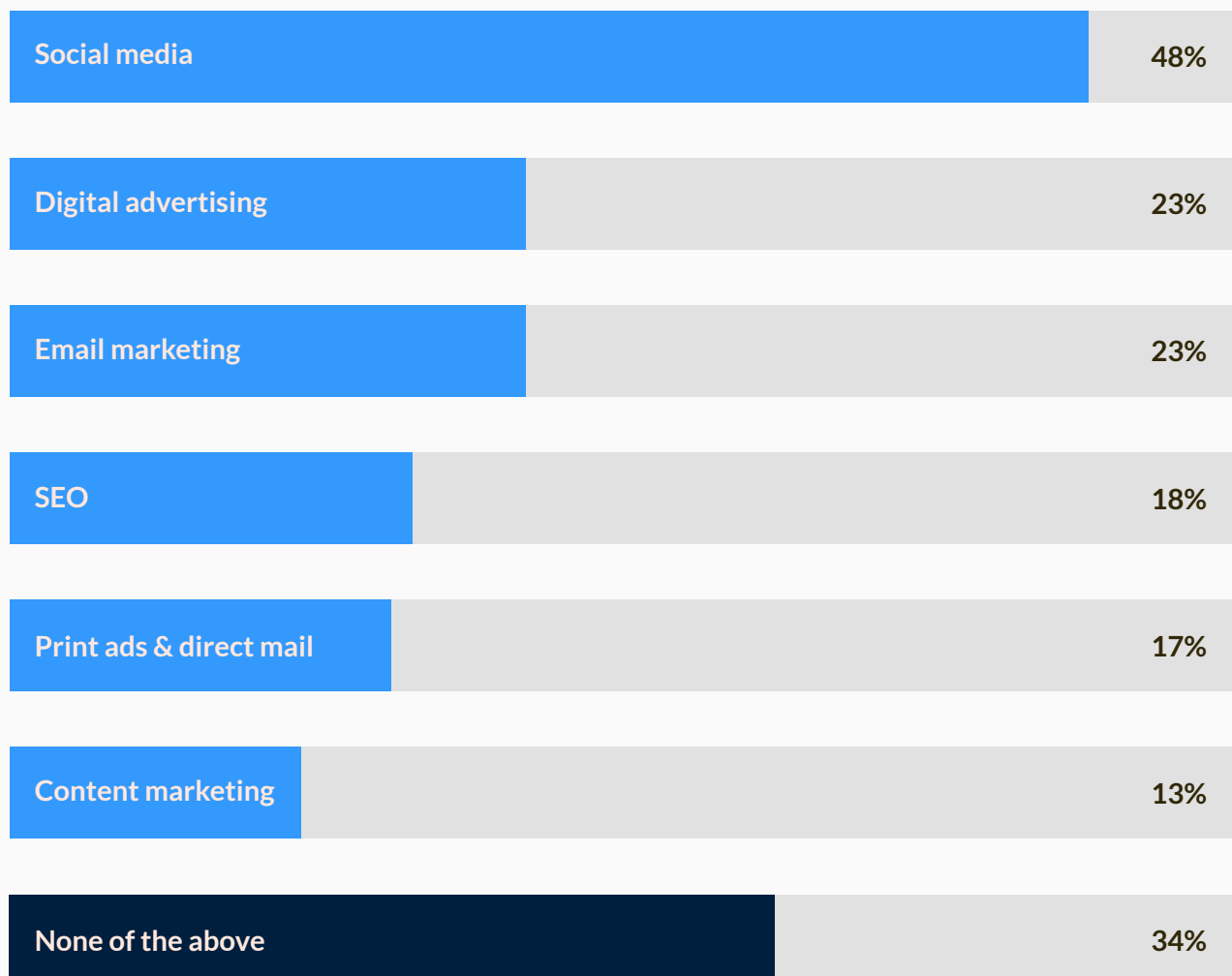
C-2: Social media as a % of total online ad revenue

Source: IAB/PwC Internet Ad Revenue Report



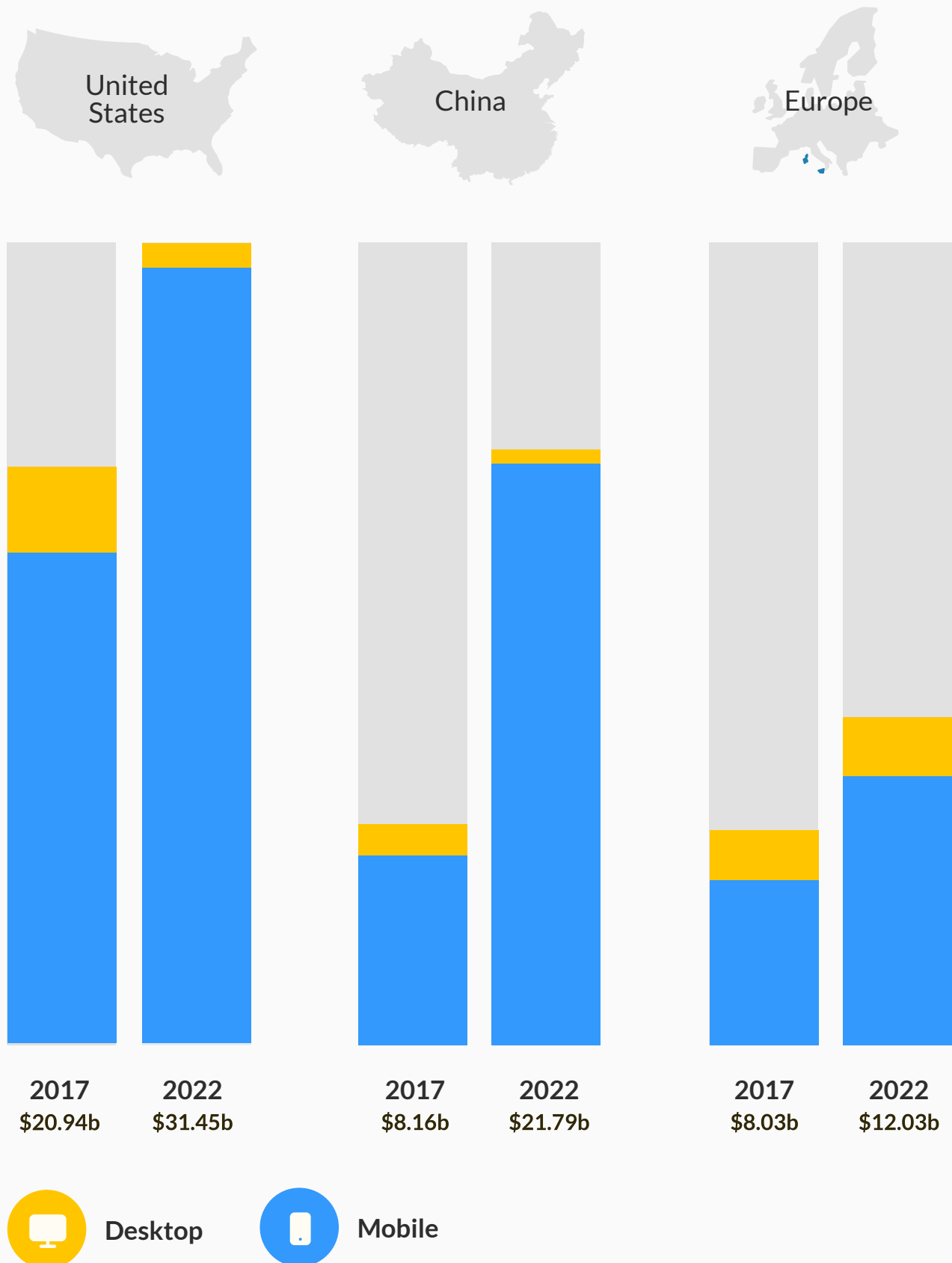
C-3: Top 2019 small business marketing tactics in the U.S.

Sources: Infusionsoft, Keap



C-4: The potential of social media advertising (revenue)

Source: Statista Digital Advertising Report 2017





How to Get Started

Before launching ad campaigns, there are several questions that every business owner or entrepreneur should use as a guideline to ensure that their efforts get off to a smooth start:

What are your goals?

Make sure you have SMART goals in mind! They should be Specific, Measurable, Attainable, Relevant and Timely.

Social media marketing can help businesses or brands with a number of goals, such as: increasing website traffic, building conversions, raising brand awareness, creating a brand identity and positive brand association, and improving communication and interaction with key audiences. The bigger and more engaged your audience is on social media networks, the easier it will be for you to achieve the other marketing goals on your list.

Where is your target audience?

Which social media platforms do they use? Facebook continues to be a popular choice, but it is also really important that you make the decision based on the users you're trying to reach. If you're trying to reach millennials, for example, you may want to invest in Instagram ads; if you're targeting the design-savvy, affluent members of the public, Pinterest may be a better fit.

What is your budget?

How much can you invest in social media advertising? While all of the social media platforms allow you to set your own budget and the advertising fees are based on cost per click (CPC) or impressions, there is a pricing difference between the actual social media networks, as well as the types of ads options they offer. Statistically speaking, Facebook has the cheapest cost per click, whereas LinkedIn fares on the more expensive side.

What type of content do you have?

Will you need to invest in professional photos or videos? This is important to think about up-front, as it may have an impact on your overall budget. Here's a useful tip: using free stock images, such as Unsplash or Pexels, can help you cut back on costs and still have the stylish photos you need.





WHEN DRAFTING YOUR GOAL, TRY TO ANSWER THE FIVE “W” QUESTIONS: What do I want to accomplish? Why is this goal important? Who is involved? Where is it located? Which resources or limits are involved?



A MEASURABLE GOAL SHOULD ADDRESS QUESTIONS SUCH AS: How much? How many? How will I know when it is accomplished?



AN ACHIEVEABLE GOAL WILL USUALLY ANSWER QUESTIONS SUCH AS: How can I accomplish the goal? How realistic is the goal, based on other constraints, such as financial factors?



A RELEVANT GOAL CAN ANSWER “YES” TO THESE QUESTIONS: Does this seem worthwhile? Is this the right time? Does this match our other efforts/needs? Am I the right person to reach this goal? Is it applicable in the current socio-economic environment?



A TIME-BOUND GOAL WILL USUALLY ANSWER THESE QUESTIONS: When? What can I do six months from now? What can I do six weeks from now? What can I do today?

Steps to a successful campaign

- ✓ Define your goals
- ✓ Define your target audience or create a buying persona
- ✓ Choose the right platform and ad type
- ✓ Prepare the images and texts
- ✓ Set up the ad
- ✓ Test everything and try different variations
- ✓ Monitor daily and fine-tune



How to define your goal?

The question is, how do you set the right social media goals? Are you always thinking too broadly if your goal is simply to “sell more” or “get more followers”? You should commit to setting goals for social media with achievable attributes that include:

- The ability to be measured.
- A clearly defined objective.
- A timeframe by which they should be achieved.

For example:

A WEAK goal: Sell 10 products to Facebook fans.

A STRONG goal: Convert 10 sales within 30 days by posting once a day on Facebook with clear CTA (call to action) and a click-to-site advertisement with a \$50 budget.

We can clearly see that the “weak” goal is vague, and quite frankly, it lacks in direction, which can be demotivating. On the other hand, the “strong” goal is highly measurable, very specific and associated with an end date. This type of goal helps guide every decision you make in an effort to achieve optimal results. You could also break this down into the What and the How.

Goal > THE WHAT

Convert 10 sales within 30 days on Facebook.

Actions > THE HOW

Post content once a day, use a clear CTA, and implement a \$50 “clicks-to-site” ad.

How to create a buyer persona?

Buyer personas should be based on real-world information and not gut instinct. **Define the people who would actually want to buy from you, not the people you wish would buy from you.** The way to build precise buyer personas is to start with some in-depth research. Gather the information as you work through these steps and use it to fill in the buyer persona template when you get to step five.



1. Conduct a thorough audience research

Learn who is already buying from you. Dig into your website and social analytics, and have a peek at what your competition is up to.

2. Identify customer pain points

These refer to specific problems that prospective customers of your business are experiencing. Put simply, you can think of pain points as problems that you will present solutions to.

3. Identify customer goals

While pain points are problems your potential customers are trying to solve, goals or aspirations are positive things they want to achieve. Those goals might be personal or professional, depending on the kinds of products and services you sell. **What motivates your customers?** What's their end game?

4. Understand the benefits of your brand

It is imperative that your brand identity immediately tells the customer how it can help to solve the problems or “pain points” that they face. For example, a company that sells luxury cars provides its customers with a sense of belonging to the elite and a company that sells winter tires assures the customer that they won't get in an accident during the winter months.

5. Turn your research into buyer personas

Gather all of your research and start looking for **common characteristics**. As you group those characteristics together, you'll have the basis of your unique customer personas.

Buyer Persona - Example



Michael

Lives in: Canada, United States, UK

Age: 20-45

Gender: Male

Interests: Sports nutrition, Workout, Technology, Sports

Education level: College graduate

Job title: Manager, General Manager, Operations Manager

Income: 60k - 95k

Relationship: Single, Divorced

Interested in: Women

Languages: English, French

Buying motivation: Wants to achieve more comfort. Likes technical innovations.

Buying concerns: Michael tends to be very detailed and informed. Knowledgeable seller may be the deciding factor.

Think about your buyer personas every time you make a decision about your business and your marketing strategy. Do right by those personas and you'll build a bond with the real customers they represent, and boost your sales all the while creating brand loyalty and trust.

How to choose the right platform and ad type?

1. Think about your objective(s)

Before you strategize, come up with some goals or objectives that you want to achieve through social media, whether it is getting more traffic to your website, increasing engagement, or generating leads.

2. Identify your audience and their habits

After outlining your objectives, have a think about the type of audience you want to reach. Majority of target audiences tend to be present on more than on social media platform, but it is also likely that some audiences may have different preferences when it comes to the social media they use. For example, you probably won't see your grandmother on Instagram stories, unless she's an influencer. Although, we think this is very unlikely.

3. Evaluate each platform and its focus

Each platform has a main intent or focus. Twitter is all about consuming small pieces of information (like news) quickly, while Instagram and Pinterest are both focused on visual content. LinkedIn is for networking and managing your professional profiles, while Facebook is about sharing life events with friends and family. Setting goals and knowing your audience will help in selecting the best platforms to reach them with.

4. Decide on how much you're willing to spend

Social platforms tend to be flexible in the amount of money you can budget for ad campaigns, but some require a pre-set amount to get started. In most cases, you can spend as little or as much as you want, but it is always good to start more conservatively and then make the necessary adjustments based on the ads results.

5. The choice of ad type falls directly under your objective

If your objective is awareness, then you can consider using Carousel ads that showcase up to 10 images and links within a single ad unit to direct people to specific locations on your website. A Collection ad format, where you can pair video or imagery with relevant products, also helps businesses to drive mobile shopping through a more visual and immersive experience.





How to prepare?

1. Show people using your product

For ads that feel like a familiar part of someone's social fabric, show images of people benefiting from using your product or service, rather than just the product itself.

2. Remember less text is more

Too much copy is distracting and can lead to your ad being shown to fewer people. Images that are uncluttered by text have greater impact, so stick to the most important details. Under Facebook's new guidelines, an ad won't be outright rejected if it contains more than 20% text, but it will have its reach limited.

3. Have a single focal point

Ensure that you're only asking people to look at one thing. If you're trying to include too many things in one image, consider using carousel ads or video ads to accommodate more than one focus.

4. Maintain visual consistency

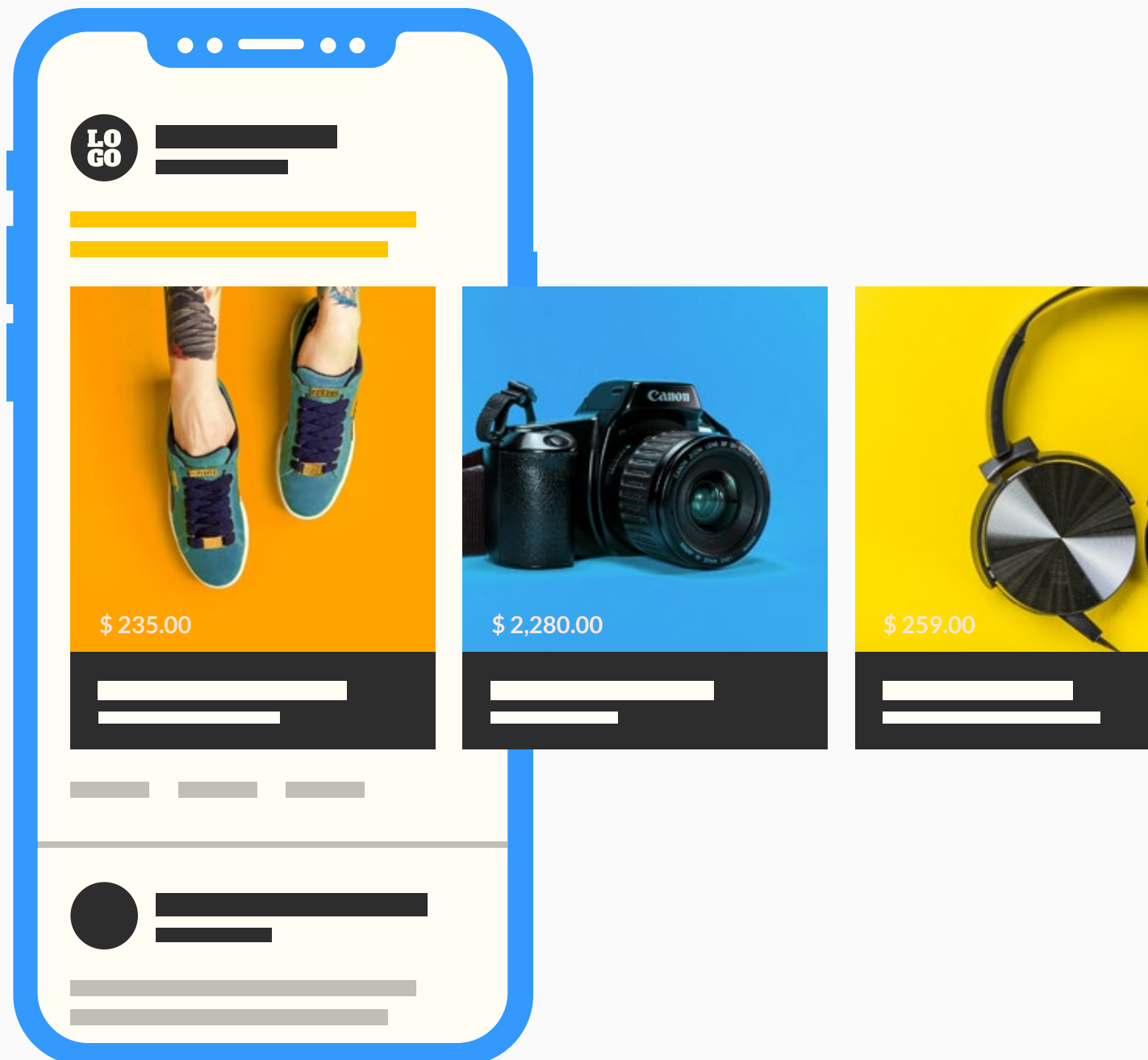
If you're running multiple ad groups within a single campaign, make sure that all of your images have a consistent theme and tie together visually. People will recognize your ad more easily and stop to see what else you have to say.

5. Use high resolution images

You don't have to be a professional photographer to create stunning ads – just pay attention to the size and quality of the media files that you're working with.

6. Experiment with visuals

Play with different images and formats before you commit to a particular ad, and always preview how your ad will look in the wild before you launch it.





How to set up an ad?

Step 1:

Install a pixel

The pixel is an analytics tool that allows you to measure the effectiveness of your advertising by understanding the actions that people take on your website. You can create it fairly easily on the platform of choice, and then you're ready to insert the pixel code into your website.

Step 2:

Proper tracking

After you've placed the pixel on your website, set up events on your website. Adding events will help to track specific actions that people take on your website. If you'd like your pixel to fire on specific button clicks, you'll have to update the code to tie an event to its relevant action.

Step 3:

Select Your Campaign Objective

Brand awareness, Local awareness, Reach Traffic, Engagement, etc)

Step 4:

Give Your Ad Campaign a Name

You should always include the date range the campaign will be running in your campaign name, as well as extra details, such as Target Audience/ Location, Custom Audiences, or Creative Type (Video or Carousel) to keep track of which campaign is which.

Step 5:**Set Up the Audience Targeting**

Custom or lookalike audiences are another extremely powerful targeting option for you. In a nutshell, with custom audiences, you can create audiences based on your website traffic with the pixel. The pixel allows you to build audiences in addition to tracking events.

Step 6:**Set Up Your Ad Placement**

This is where your ads want to show up on your platform of choice. If you're setting up your first campaign on Facebook, we recommend that you use the Automatic Placements. However, if you're trying to get people to convert on your website and it is difficult to navigate on mobile, deselect the Mobile Newsfeed, Instagram and Audience Network placements.

Step 7:**Set Up Your Campaign Budget and Bidding**

You can set up a daily or a lifetime budget. If you use a lifetime budget, the ad will divide the total campaign budget more or less evenly across the campaign dates. You can't change an ad set's budget type after the ad set has been created. Make sure you make the right selection during the campaign setup.

Step 8:**Set Up Your Ads**

The actual ads are what users will see and you want them to look good. This is the final step of your campaign creation process – moving forward, you can select your preferred ad type and then insert your ad images and copy.



What to look out for?

For any ad campaign cycle, it is essential to continuously refresh, alter and test your content to get the most out of it. One of the most common mistakes that marketers make when they first start off is letting the variations of social ads get stale and overused.

Refreshing ads keeps your audience engaged and catches the attention of those you're retargeting. Here are some ways to keep your ads interesting and fresh:

- **CHECK THE AD COPY:** Always see what your words, phrases and calls to action are doing for your audience. Be creative and confident in your copy and ensure it's the best text that could go with your campaigns, and make sure the message resonates with your audience.
- **CHANGE THE CREATIVE:** Do you use photos or illustrations for your ad image? Have you tested both variations to see what your audience responds to the most? The simplest design changes could mean the difference.
- **UPDATE THE LANDING PAGE:** Lastly, you should check your landing page to ensure your ads are successfully pushed through the funnel. Be careful not to bottleneck your funnel with a landing page that doesn't match up to the claims on your ads.

Social media

Worldwide

Facebook's social media dominance

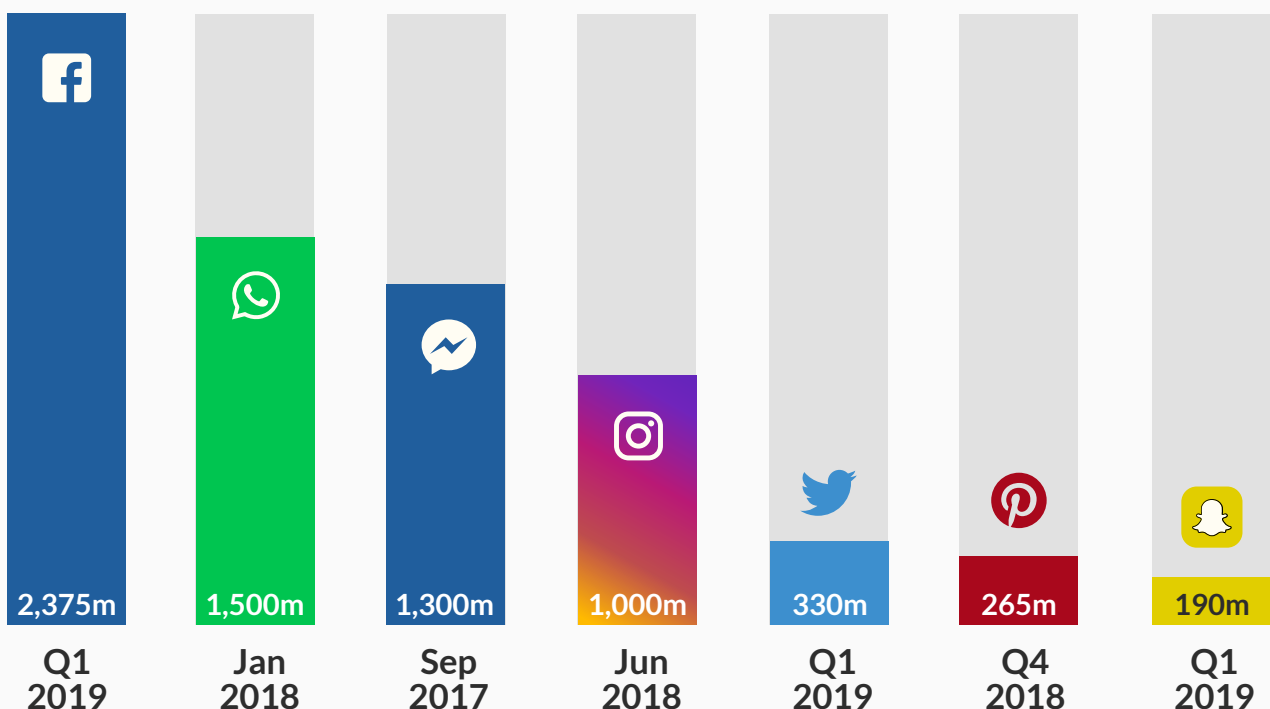
As of Q1 2019, 2.7 billion people used Facebook, WhatsApp, Messenger or Instagram (Companies owned by Facebook) each month and more than 2.1 billion people use at least one every day.

C-5: Worldwide monthly active users*

Source: Company reports

*Latest available information as of May 15, 2019

■ Owned by Facebook





Facebook ads

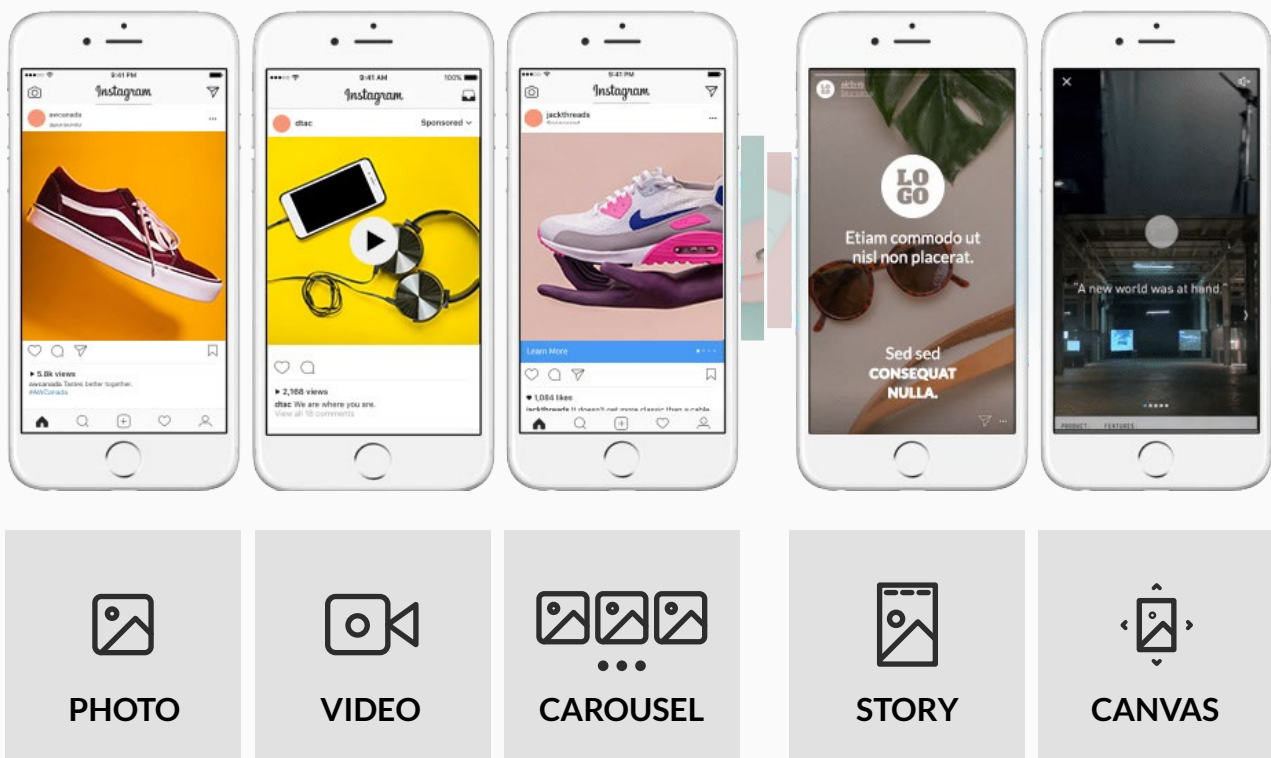
Facebook's casual, friendly environment requires an active social media marketing strategy. It is recommended to start by creating a Facebook Business Fan Page, then making sure your page is informative, represents your brand in the best light and offers key information and calls to action.

Organic reach on Facebook can be extremely limited, so a cost-effective Facebook ad strategy should be considered at all times. Facebook ads are designed to help you achieve one of three broad types of campaign objectives:

- **Awareness** – Build brand awareness or increase reach.
- **Consideration** – Send traffic to your website, increase engagement, encourage app installs or video views, generate leads, or encourage people to communicate with you on Facebook Messenger.
- **Conversion** – Create online conversions, make catalog sales, or drive in-person traffic to retail stores. Facebook is popular across different demographics and offers detailed targeting options. This makes it a great platform to get started with when it comes to social media advertising.

The plethora of Facebook ad formats make it perfect for business-to-consumer campaigns, but its ability to make scalable audiences is also great for B2B campaigns. These formats are ideal for getting deeper into your audience's behaviors and uncovering potential customers through awareness and social reach.

Different Facebook ad types:



WHAT TO DO TO STAND OUT

- Always try to use vivid background colors for your ads.
- Ensure that other details do not distract your audience from your product. Remember, the focal point of your ads is always your product.
- Test out CTA buttons.
- Try to avoid using text on the Facebook ad image (logo excluded).
- Show the value of your product in the main ad text, but don't oversell it.
- Keep your headline short and concise.



Twitter ads

A big plus for Twitter Ads is the flexibility they provide in terms of targeting your audience – the different features available to target users include: location, gender, language, devices and platforms, keyword targeting, interests, followers, installed apps, and more.

The combination of these different options means you can get granular to reach the audience that is most likely to engage. These different targeting factors are almost on par with Facebook when it comes to finding the right audience, but lacks the valuable option of targeting by age. Compared to Facebook, the reach of Twitter Ads is weaker, but **if you know your target audience and have a strong message**, then 310 million active users on Twitter is still very much a large and untapped audience to explore. We recommend running a few small-budget Twitter ad trials as part of any digital campaign, increasing spends where you see positive results and integrating it with other platforms to develop a well-rounded multi-channel approach.

☆ **FUN FACT:** Nearly two-thirds of Twitter advertising's addressable audience is male.

WHAT TO DO TO STAND OUT

- Customize and brand your profile
- Create Twitter Lists
- Host a Twitter Chat
- Use Twitter Moments
- Get verified on Twitter
- Focus on building your follower count





LinkedIn ads

LinkedIn ads help your business with three types of marketing objectives:

- **Awareness** - Create more awareness of your company or brand
- **Consideration** - Drive website visits, increase engagement, or encourage video views
- **Conversion** - Generate leads and drive website conversions

LinkedIn is much more business-oriented than the other social networks. It offers targeting options based on professional qualifications like job title and seniority. Oftentimes, if you're lucky, you will see that LinkedIn offers a free \$100 coupon for new advertisers in the US. When on LinkedIn, don't forget to do a double take and make sure you don't miss out on free advertising credits!

LinkedIn ads are also more costly but the platform in general is the most professional one in comparison to others. This is a good thing, if you need to reach other businesses, as well as if your goal is to find employees. It is recommended not to add more than two to three targeting facets and a good rule of thumb when starting out is to keep the target audience over 50,000 for Sponsored Content and Text Ads, and over 15,000 for Sponsored InMail.

Keep in mind that the **Campaign Manager** will show you an estimated reach and suggested range while you're building your audience, which will help you cast a wider net initially. Through use-testing, you can learn which content and targeting strategies are most effective for your business.

WHAT TO DO TO STAND OUT

When your ad tells a story, it captures your audience's attention, because it's easier for them to absorb, understand, and remember your message. It's also more relatable, which humanizes your brand and helps you build better connections with your audience. That's why it is worth trying Carousel ads – a way to add texture to your campaigns through a series of eye-catching visuals that grab your audience's attention in the LinkedIn newsfeed.





Pinterest ads

Pinterest is one of the fastest growing social media marketing trends. Their image-centered platform is ideal for retail, but anyone can benefit from using Pinterest for social media purposes or sales-driving ads. This platform allows businesses to showcase their product offerings while also developing brand personality with eye-catching, unique pinboards.

Pinterest ads work with six types of business goals: Building brand awareness, driving traffic to your website, driving app installs, driving traffic to specific products, encouraging specific actions on your website, and driving video impressions.

An interesting fact to keep in mind while setting up your Pinterest ads is that this social media platform has **significantly more female users than males**.

According to the Pew Research Center, 42% of U.S. women use Pinterest, compared to just 15% of U.S. men. People use Pinterest to save ideas. This means that the network naturally leads to shopping and purchases. Pinterest ads are called Promoted Pins and the only difference between regular and promoted is that you pay to have them seen by a wider audience.

Promoted Pins are identified as ads with a small “Promoted” tag. However, if users save your ads to their Pinterest boards, that promoted label disappears. These saved Pins earn you bonus organic (free) exposure.

WHAT TO DO TO STAND OUT

- Maximize your description
- Specific landing pages Increases the conversion rate
- Get your visuals and colors right
- Use a portrait orientation ratio of 2:3 with the image sized at 1000 x 1500 pixels
- Consider video ads





How much do I need to spend?

On average, businesses spend around 10 to 13 percent of their annual revenue on marketing. About 25 percent of this budget gets invested in paid media, which can include several advertising channels, like search and social media. When your company begins budgeting for social media advertising, try using these percentages as a benchmark. Depending on your past return on investment (ROI) from social media, as well as your digital marketing goals, you may wish to invest more or less into social media, versus other advertising channels.

Ad sales on each of the social platforms are based on auctions and targeting options, and there are a ton of factors that determine exactly what an ad will cost you. To give you a sense, here are a few of the variables that can raise or lower the price of your ads on Facebook, Instagram, Twitter, and LinkedIn business accounts:

- What season it is
- What day of the week it is
- What time of day it is
- How many users you're targeting





- What locations you're targeting
- What demographics you're targeting
- How relevant your ad is to your target audience
- Overall quality of your ad
- What industry you're in














For example, if you are advertising for a high-street finance and loans firm, you can expect to pay a higher cost per click (CPC) on Facebook than if you're an independent label selling handmade clothes.

C-6: Average cost per click (CPC) / Facebook

Source: Facebook

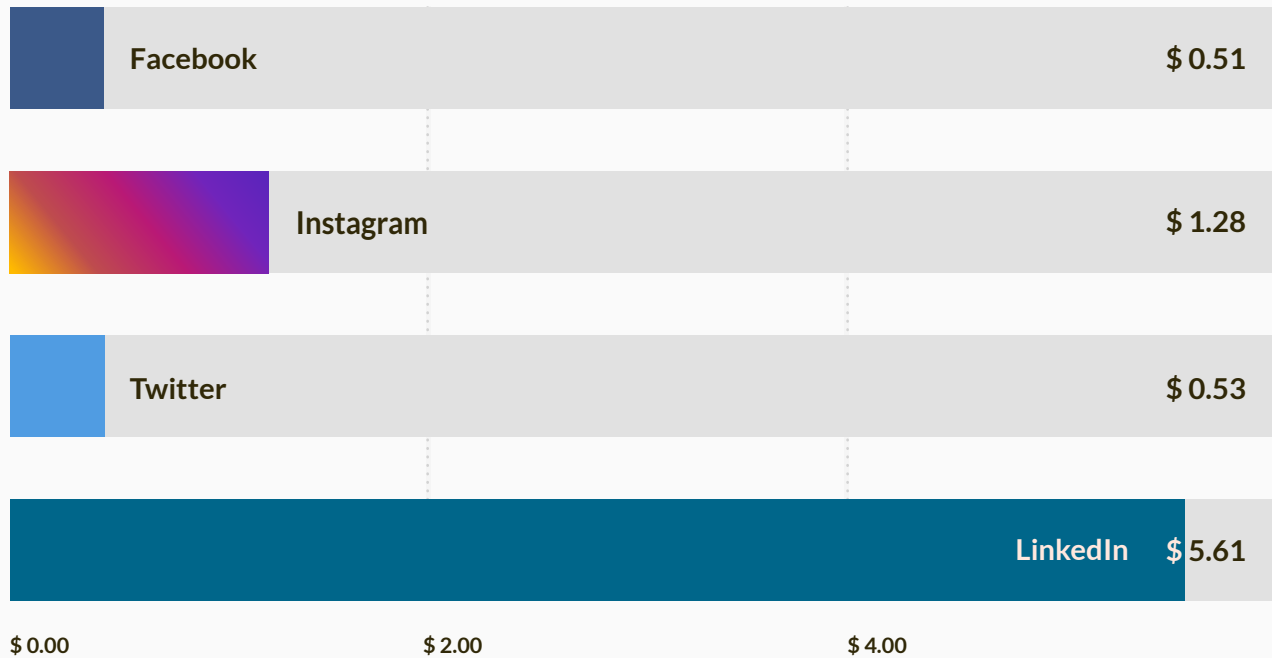
The value of a click is higher to brands advertising loans than to brands selling T-shirts, but at the end of the day, what matters is that you're seeing positive ROI from your ad campaigns. Still, it never hurts to get an idea of what other marketers are paying for their advertising efforts.

 Apparel	\$ 0.45
 Auto	\$ 2.24
 B2B	\$ 2.52
 Beauty	\$ 1.81

 Customer services	\$ 3.08
 Education	\$ 1.06
 Employment & job training	\$ 2.72
 Finance & insurance	\$ 3.77
 Fitness	\$ 1.90
 Home improvement	\$ 2.93
 Healthcare	\$ 1.32
 Industrial services	\$ 2.14
 Legal	\$ 1.32
 Real estate	\$ 1.81
 Retail	\$ 0.70
 Technology	\$ 1.27
 Travel & hospitality	\$ 0.63

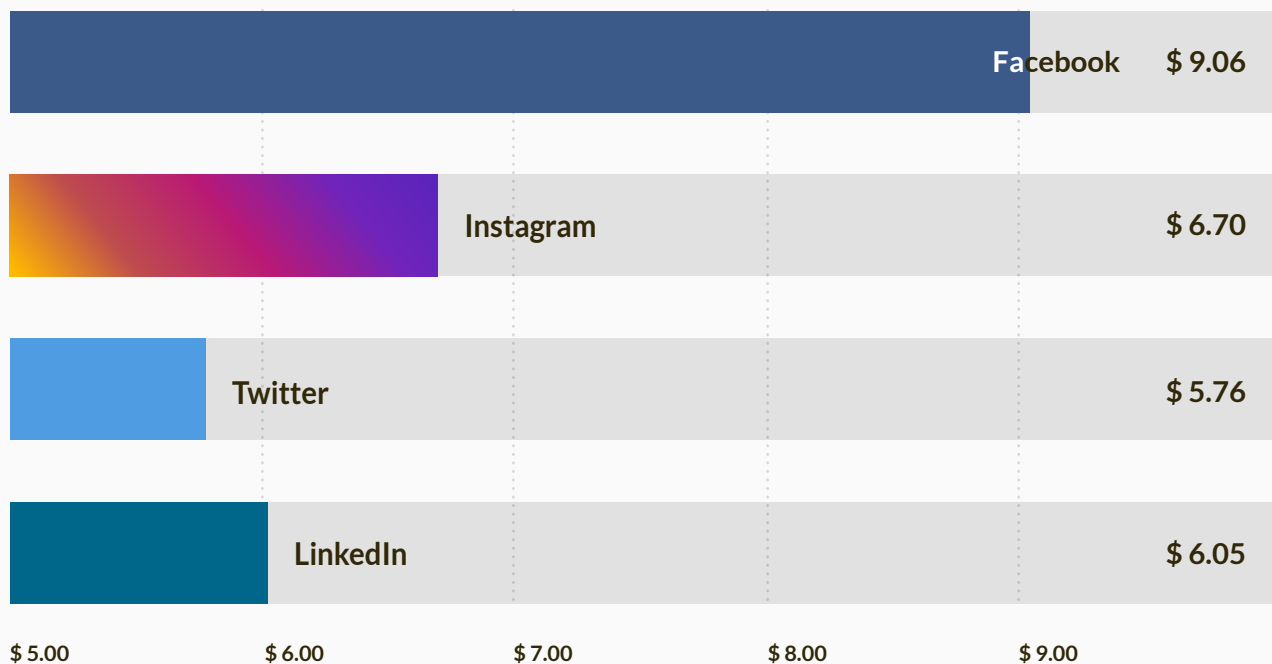
C-7: How much does a click coast on each social network?*

*Median CPM



C-8: 1000 impressions cost on each social network**

**Median CPM





How to reduce ad costs?

1 / **facebook**

Cap your bids. Facebook has no idea what a click or an impression is worth to your brand—that evaluation is up to you, so don't bid so high that you end up getting a negative ROI. Try lowering your maximum CPC or CPM bid and Facebook will attempt to find cheaper clicks and impressions for you, so that it can keep delivering your ad.

2 / Instagram

Set a lifetime budget instead of a daily budget for your ad campaign. This will let Instagram's ad engine find the cheapest times and days to show your ads, ultimately lowering your CPC/CPM.

3 / Twitter

Set a manual bid. If you choose automatic bidding, Twitter will definitely help you win ad auctions, but potentially at a higher price than you'd like to pay. Try starting with a low maximum bid like \$0.50 per click, then raise it gradually if your ads aren't being delivered – though this figure will vary depending on who you are and what you are advertising.

4 / LinkedIn

Use Matched Audiences. This feature lets you target users in your contact lists, as well as those who have visited your website or work for a specific company. Targeting with Matched Audiences raises CTR 30 to 40% on average compared to standard targeting and, thus, makes your ads more cost-efficient.






Paid social is continuing to grow on all platforms and yes, paid social works. But getting the most out of your social media advertising budget requires an understanding of a lot of factors: Where do you place your ads? How do you reach people on social media? What types of ads will work best for your business, customers and goals? And why are you running your social media ad campaigns in the first place? You need goal-setting and time. However, if you are struggling to get paid social to work for you, **talk to a professional.**

We are ready to help businesses across a wide range of industries to apply the right social media strategies and see exponential growth.

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