Social Media Advertising

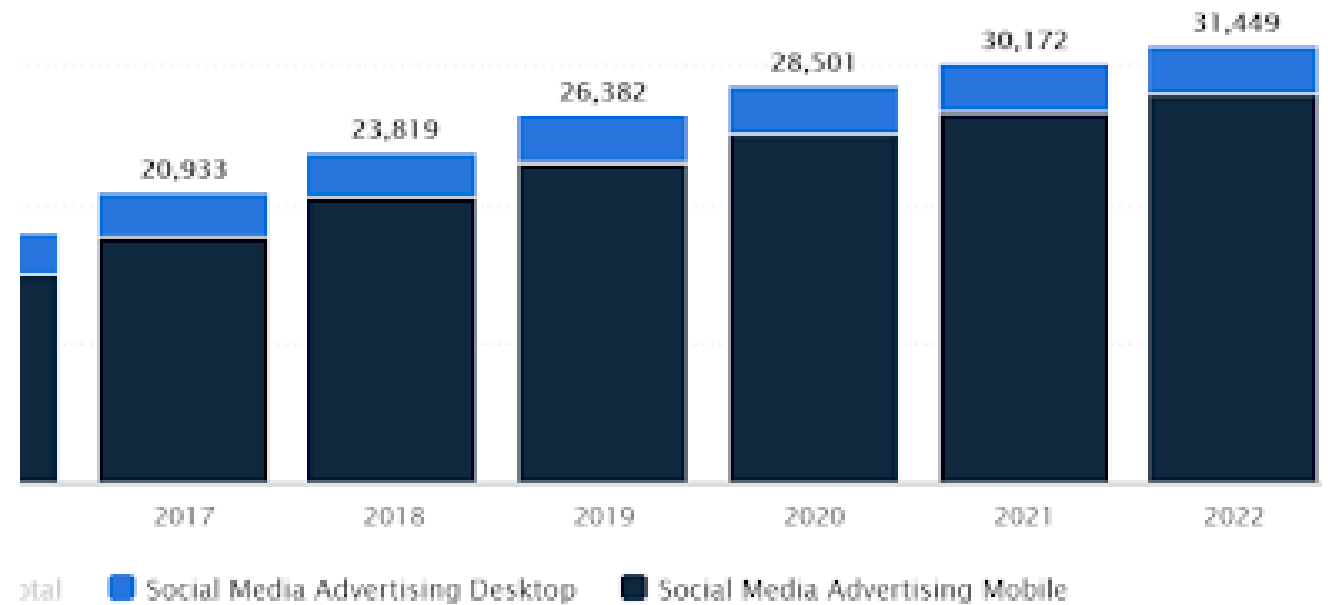Chapter 16

Learning Objectives

After reading this chapter, you should

- Understand what social media advertising is

- Understand how cost-effective social media advertising is

- Be able to identify the benefits of social media advertising

- Understand how to create a social media advertising strategy

- Comprehend targeting options, ad objectives, types of ads, how bidding works, and how to measure ads on each of the following social media platforms: Facebook, Instagram, Twitter, Snapchat, Pinterest and YouTube

- Be familiar with best practices for social media advertising

Introduction to Social Media Advertising

- **Social media advertising** involves advertisements served to users on social media platforms.

- Social media advertising is a highly effective way to target audiences on a wealth of demographic and lifestyle information.

- When done right, social media advertising can be highly effective.

- Let's face it: due to ever-changing algorithms and competition for consumer attention, organic content on social media is not getting the same reach it used to.
  - Today, more than ever, many organizations rely on social media advertising to reach their target markets.
 - In fact, in the United States alone, social media ad revenue is expected to reach $31 billion by 2022 (Statista).

The average social media advertising revenue per internet user in 2018 amounted to US $86.66

20,933   23,819   26,382   28,501   30,172   31,449

2017   2018   2019   2020   2021   2022

■ Social Media Advertising Desktop   ■ Social Media Advertising Mobile

- To put this in perspective, Facebook's US ad revenues in 2018 were forecasted to be twice the amount spent on newspaper advertising and almost as much as advertisers spent on the entire print category (eMarketer).

- In 2019, advertising on Facebook was expected to account for 11.3% of all US ad spending, compared with 10.0% for print

US Facebook Net Ad Revenue* Share vs. Print Ad Spending Share, 2016-2019**
*% of total media ad spending*

13.3%   11.9%   10.8%   10.0%

11.3%

6.3%   8.5%   10.0%

2016   2017   2018   2019

■ Facebook net ad revenues*   ■ Print ad spending**
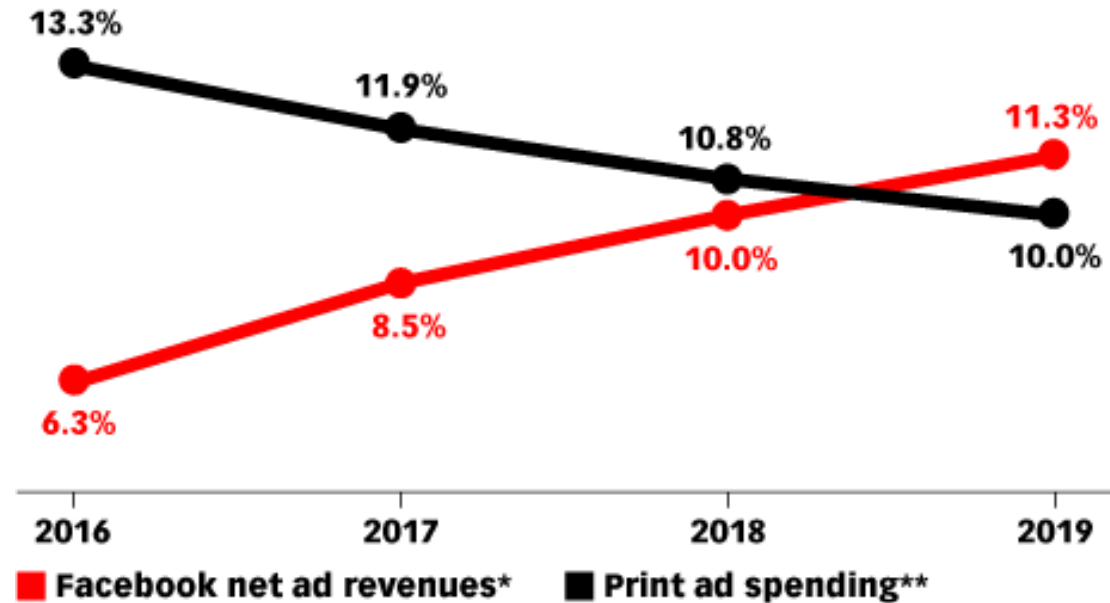
*Note: *includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; **excludes digital*
Source: eMarketer, Sep 2017

232803   www.eMarketer.com

Why are marketers turning to social media advertising over traditional advertising like print, television and radio?
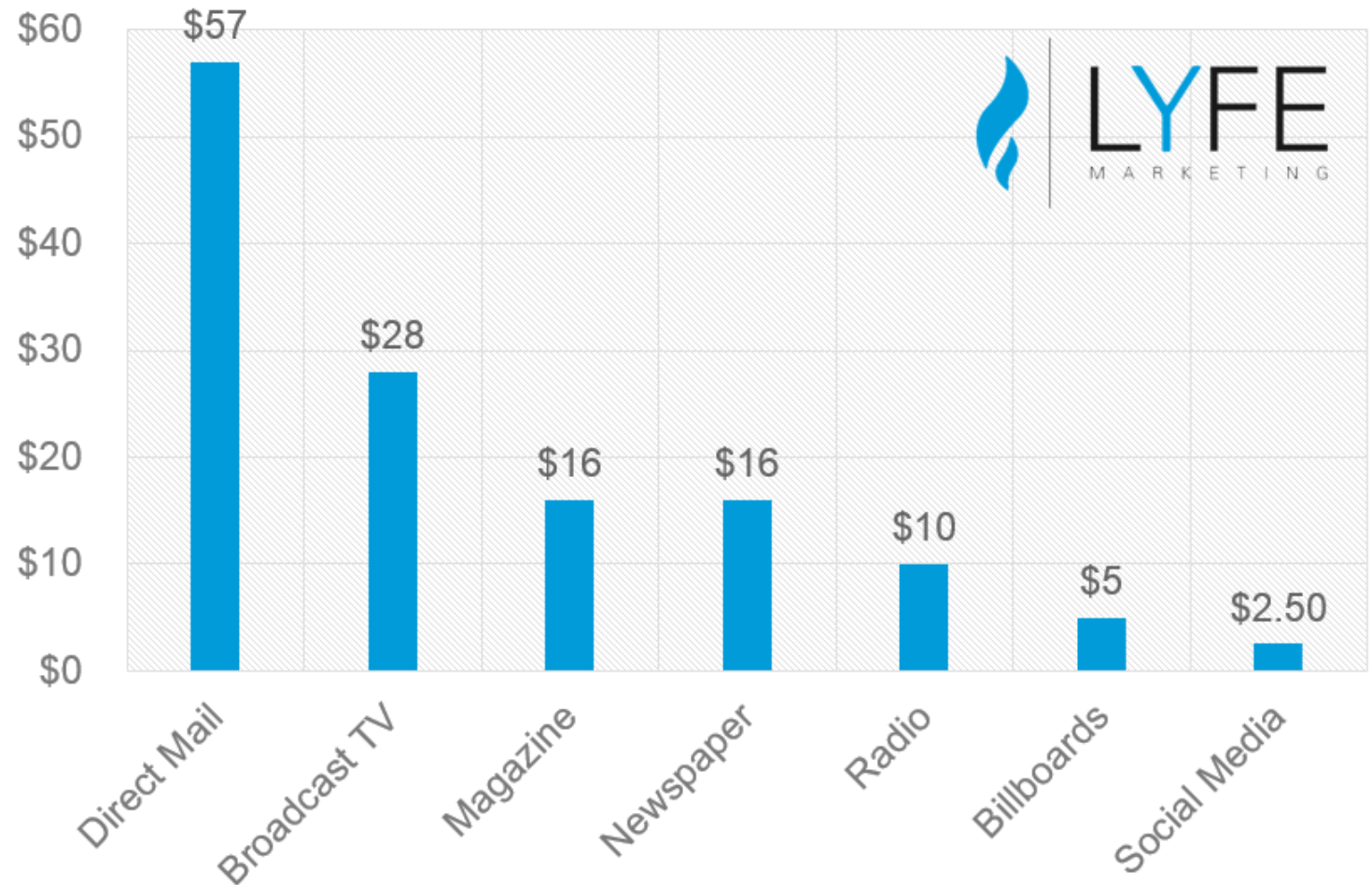
1. Social media is where their audiences spend a majority of their time.
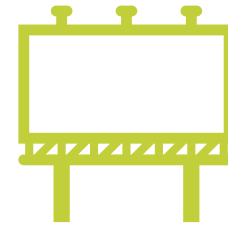
2. Social media advertising is the most cost-effective form of advertising available today.

Direct mail costs on average $57 to reach 1,000 people, while television costs $28, followed by magazine and newspapers at $16, radio at $10, billboards at $5 and social media at $2.50

Let's say you have a budget of $500.

- How many people could you reach with traditional advertising methods versus social media?

- Direct Mail: 8,772 people

- Television: 17,857 people

- Magazine: 31,250

- Newspaper: 31,250

- Radio: 50,000

- Billboards: 100,000

- Social Media: 200,000

Marketers must decide which channels to use

- Not only are you reaching more people with the same budget through social media marketing, social media marketing allows for marketers to track return on investment in real time.

- If you wanted to track the ROI on a billboard, how would you do it? How do you know if a potential customer flipped through a magazine and saw your ad on page 176 and then visited your website? You don't.

Benefits of Social Media Advertising have to offer

- Increased brand awareness
- Greater reach
- Increased social and website traffic
- Improved search engine rankings
- Increased leads and higher conversion rates
- Cost-effective
- Highly measurable
- Audience targeting
- Marketplace and customer insights
- Increased brand loyalty
- Increased revenue

BENEFITS OF SOCIAL MEDIA FOR YOUR BUSINESS

Increased Awareness

More Inbound Traffic

Improved Search Engine Rankings

Share Content Faster & Easier

More Opportunities to Convert

Higher Conversion Rate

Better Customer Satisfaction

Improved Brand Loyalty

More Brand Authority

Cost Effective

Gain Marketplace Insight

Thought Leadership

80% Of internet users prefer to get online discount and coupons

43% Of all online customers are social media fans and followers

20% Of facebook users have been influenced to purchase by seeing ads

85% Of internet users have facebook accounts

42% Of internet users have twitter accounts

42% Of internet users have endorsed a brand at least once in their status update

85% Of twitter users are likely to buy brands they follow

Social Media Advertising Strategy

Developing and pushing social media advertisements in front of a random social media audience is not an effective advertising strategy.

Brands must have a social media advertising strategy in place in order to ensure that they are effectively targeting the right customers, using the right content, deploying the right ad type and spending the right amount of money.

Brands must have a social media advertising strategy similar to the social media marketing strategy outlined in Chapter 4

Steps to creating a SMM strategy
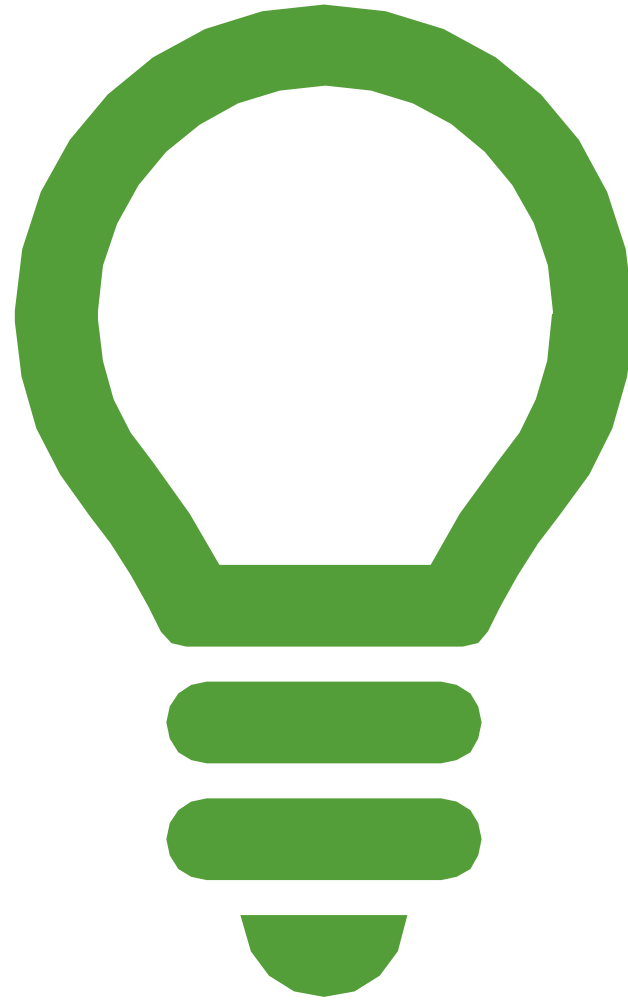
1. Select Goals

- Whether its increased web traffic, clicks, views, engagement, leads or sales, every social media ad campaign must have proper goals in the place.

- These goals should be tied to the overall social media goals of the company and will dictate the campaign objective used when placing social media ads.

Earth Mother Millennial Mom

Lifestyle
- 25-35
- lives in suburbs
- high school and some college
- stay at home mom
- swaps childcare with friends
- married
- 2-3 kids
- income -$75K

Habits and Hobbies
- basic cell phone
- addicted to NPR
- politically active
- Tuesday morning book club
- family soccer games and bike rides
- drinks green tea made at home
- crochets
- bakes from scratch

Digital Life
- old TV that the kids aren't allowed to watch
- doesn't need social media
- has a Facebook account
- loves to receive mail
- sends handwritten Christmas cards

Priorities
- active parent volunteer
- works weekly at the grocery co-op
- annual family road trip
- education is a priority
- family first
- people are more important than things

- Age
- Income
- Interests
- Job Title
- Location
- Most used social network
- Pain Points
- Values
- Where time is spent online
- Behaviors
- Company
- Company Size
- Education
- Family Life
- Gender
- Goals
- Hobbies
- How They Purchase

2. Select the Target Market

- You will want to select ahead of time the target market you will want to target with social media ads.

- This is likely the same target market you identified in the social media marketing strategy, although each ad may target a different customer **persona** depending on what is being promoted.

- Consider if you want to target people that follow you already or if you want to attract a new audience.

- Include as much of demographic, interest and behavior data for the target market, as you will need this when creating the ad

Before deploying social ads, brands will need to select the platforms their ads will run on.

Consider the target market and the way the target market interacts on each platform.

If you are a clothing retailer targeting teenagers, Instagram or Snapchat may be the best platform

Refer to the demographic information for each platform in chapters 6 - 12

3. Select Platforms

4. Select the Budget

- Select a budget for your social media advertising.
    - If a proper social media marketing strategy is in place, you may already have budget allocated for paid social media activities.
    - However, if this is a new campaign to promote a product launch, for example, you may be able to allocate a percentage of the campaign budget toward social media marketing.
- Consider how much money you would like to spend on each ad.
- The cost for social media ads will vary by platform and by the ad campaign objectives selected, so make sure to conduct research to ensure you are allocating the right budget for each platform.

Budgeting Strategies

5. Select the Ad Format

- Consider the type of ad you want to run and if the selected platform supports that ad type. You may have a great new video you want to promote through a video ad, or maybe you want to feature a new line of handbags through a carousel ad.

- Take the time to research and understand the benefits of each ad format before deploying an ad. Note: the different types of ads offered on each platform will be presented later in this chapter.

6. Consider the Ad Funnel

- One thing that marketers must not forget to plan for is how they will move customers along the buying journey from the attention stage, to the action stage by retargeting customers with new content based on an action they took on a previous ad.

- (Recall the AIDA (Attention, Interest, Desire, Action) model for marketing promotions
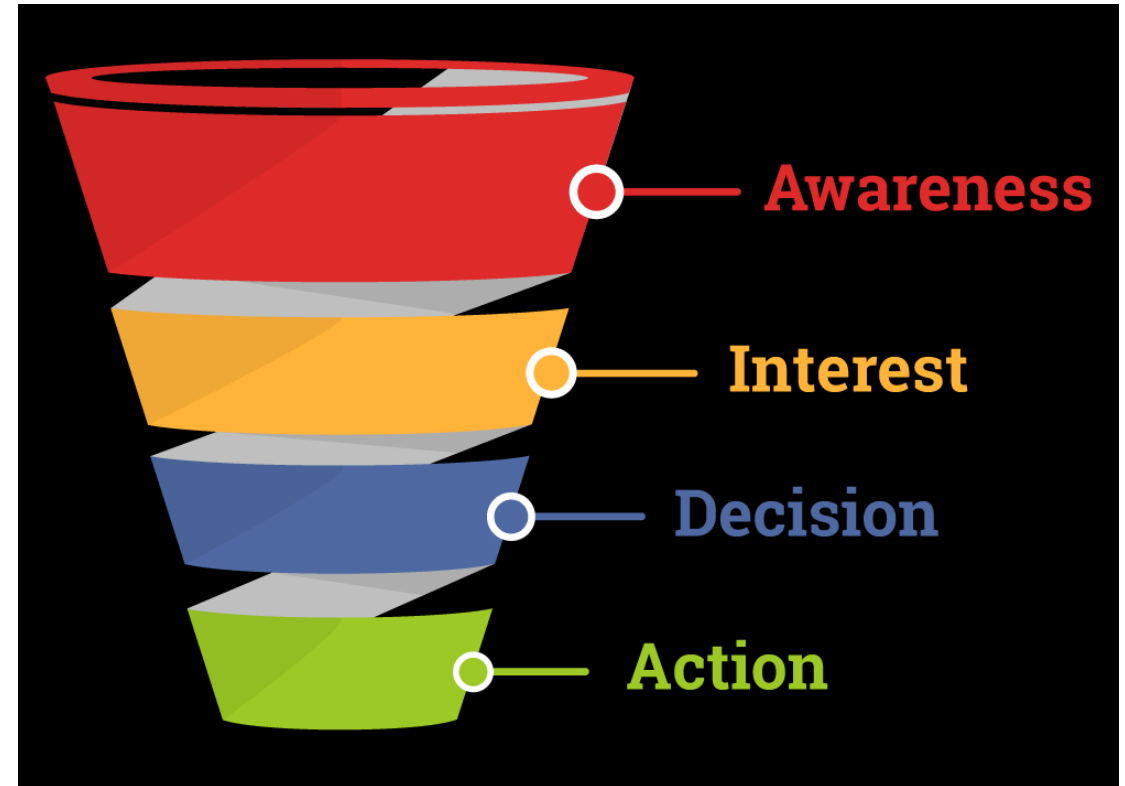
In the awareness stage, for example, a brand may place an ad featuring a video or offer a whitepaper with expert content. During the interest stage, the brand will retarget the people who watched the video or clicked to access the whitepaper with another piece of content.

This may include a more advanced follow-up whitepaper or a customer testimonial.

Lastly, during the desire and action stages, the brand will want to retarget with a free trial or coupon those who clicked to download the whitepaper or customer testimonial.

Awarness
videos, blog posts, tip sheet, inforgraphic, articles, guide, tutorial, interview, podcast, educational content, whitepaper, expert content

Interest & Desire
customer testimonial, advanced e-book, case study, demo video, product spec sheet, expert guide, webinar

Action
Free consultation, free trial, pricing page, live demo, estimate or quote, coupon
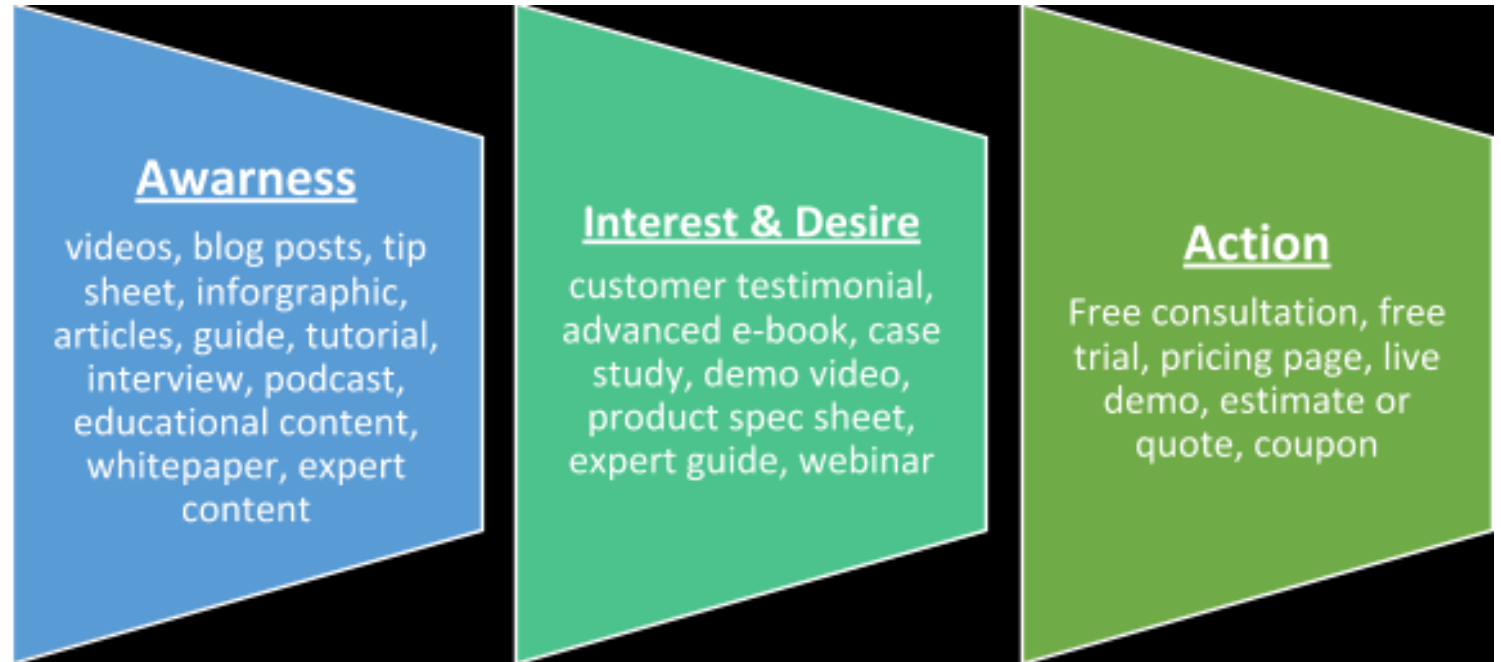
7. Develop the Content

Once all of the above has been considered, it's time to develop the creative assets that will be used for the advertisements, including the ad itself (images, videos, etc.), as well as the assets that will be used as the call-to-action with each ad (whitepaper, e-book, product spec sheet etc.).

Note that many social media platforms prefer little to no text to be placed over images used for ads, so consider placing most of the text in the post text area of the ad. In addition, since the majority of time spent on social media is on mobile devices, make sure that the images and content are optimized for mobile. Also, develop the post text and call-to-action text and links that will be used with each ad. Consider A/B testing various creative assets and text options before deploying (as previously described in the LinkedIn chapter and seen in the image below.)

Version A: Image featuring device

LinkedIn Marketing Solutions shared: Following · 21d

Win Big With Content Marketing: Introducing your One-Stop-Shop https://lnkd.in/dVFCJyi

Linked**in**

THE
Sophisticated
MARKETER'S
Guide to
CONTENT
MARKETING
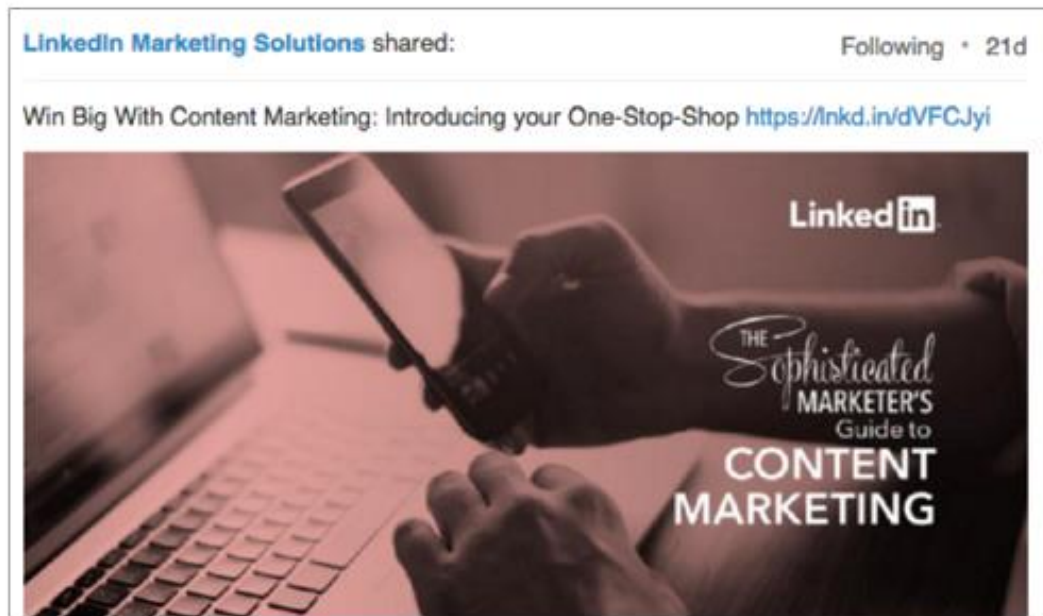
Version B: Image featuring person

LinkedIn Marketing Solutions shared: Following · 21d

Win Big With Content Marketing: Introducing your One-Stop-Shop https://lnkd.in/dG9_MXz

Linked**in**

THE
Sophisticated
MARKETER'S
Guide to
CONTENT
MARKETING
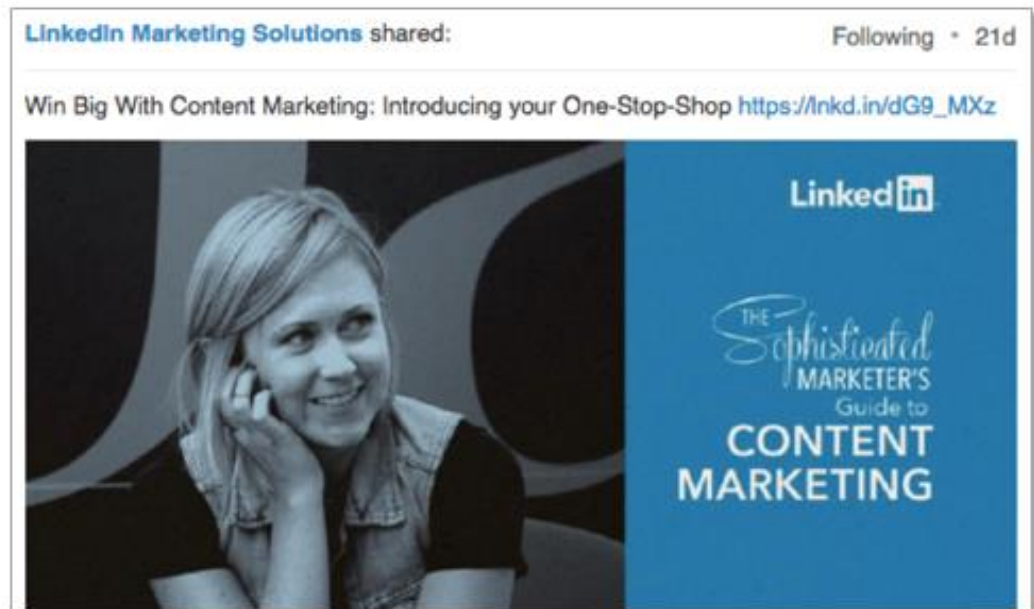
Facebook Advertising
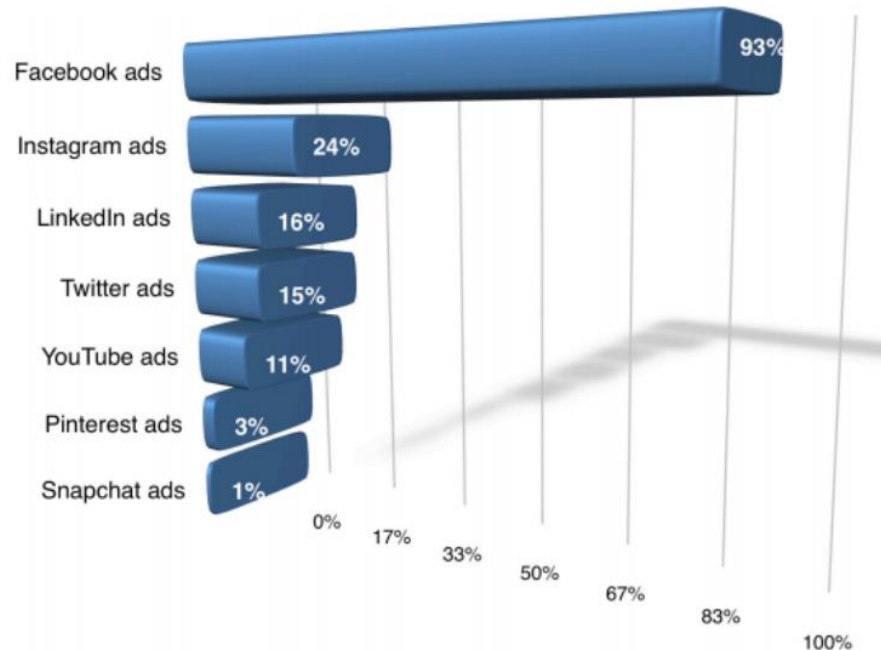
- Facebook advertising is a big and growing business. And with many brands seeing lower organic reach due to Facebook's algorithm change, they are turning to Facebook ads to connect with their audiences more than ever before.

- Nearly 96 percent of social media marketers state that Facebook provides the best ROI of all social platforms

- Additionally, Facebook is the most popular social media advertising platform today, with 93% of marketers using Facebook advertising regularly.

- The next closest network is Instagram with 24% of marketers using the platform.

- However, keep in mind, that Facebook also owns Instagram, so when it comes to social media advertising, Facebook has the lion's share.

Facebook Ad Manager

- **Facebook Ads Manager** is a tool to create and manage Facebook and Instagram ads. Here brands can create and run ads, target ads, set ad budgets and measure how ads are performing. The ads manager is accessible at by clicking here.
  - Link will take you to your FB page

Facebook Targeting Options

Create a custom audience

- Custom Audiences

- Advertisers can create a custom audiences or lookalike audiences based on customer data the advertiser already has such as email addresses, phone numbers, website visitors, app users and more.

Create a Custom Audience

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

Customer File
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

Website Traffic
Create a list of people who visited your website or took specific actions using Facebook Pixel.

App Activity
Create a list of people who launched your app or game, or took specific actions.

Offline Activity [UPDATED]
Create a list of people who interacted with your business in-store, by phone, or through other offline channels.

Engagement [UPDATED]
Create a list of people who engaged with your content on Facebook or Instagram.

A word about Privacy

- Due to increasing privacy concerns among Facebook users and in an effort to improve transparency, in 2018 Facebook announced they were shutting down partner categories which enables third-party data providers to offer targeting options to advertisers on Facebook.

- Facebook now also requires advertisers to specify the origin of the audience's information when creating a custom audience. Advertisers must indicate if the information was collected directly from the customers themselves, from a combination of customers and third party partners, or directly from partners.

- Advertisers must have permission to use and share people's data when using custom audiences, and accept a terms of service agreement before placing the ad. When ads are delivered to Facebook users, users are able to click on "Why am I seeing this?" to show the source of the information, and if the advertiser is reaching them through their phone number or email address. Facebook users can now also choose to opt out of seeing ads, and update the information that is shared with advertisers through Facebook's Ad Preferences.

Facebook Ad Objectives

- Facebook offers many advertising objectives for brands to help them reach their business goals. An advertising objective is what a brand wants people to do when they see the brand's ad.

- For example, a brand can create an ad to encourage people to visit its website, fill out a lead generation form or watch a video. Choosing the right objective is critical to an ad's success. Objectives should always align with the overall advertising and social media marketing goals of the organization.

- Facebook offers marketers the following advertising objectives to choose from when placing an ad:

  - Awareness
  - Generate interest in a product or service.
  - Consideration
  - Get people to start thinking about the business and look for more information. This includes increasing website traffic, app downloads, video views, collect leads or engagements on posts.
  - Conversions
  - Encourage people to purchase or use a product or service.

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Types of Facebook Ads

Whether you want to promote a video, photo or text, Facebook offers a variety of ad formats: photo, video, slideshow, collection, carousel and messenger.
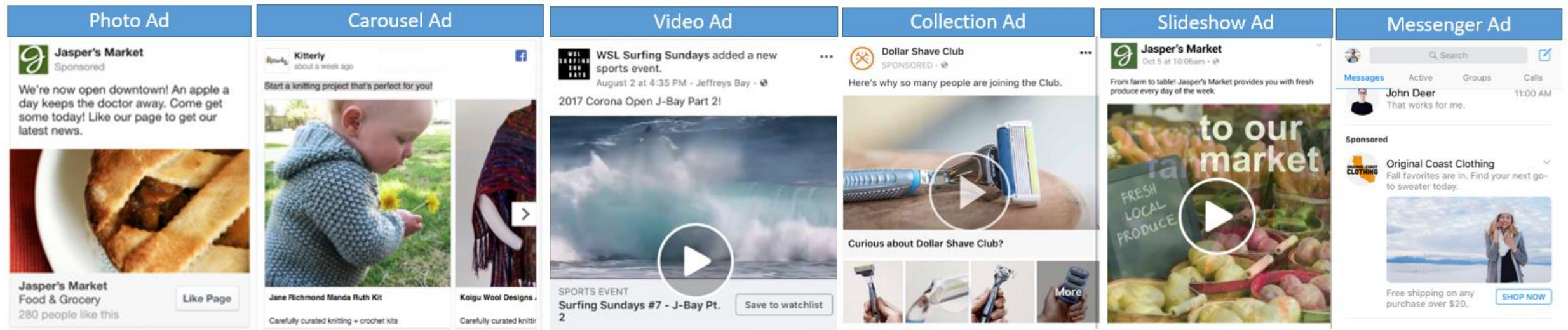
Types of Facebook Ads
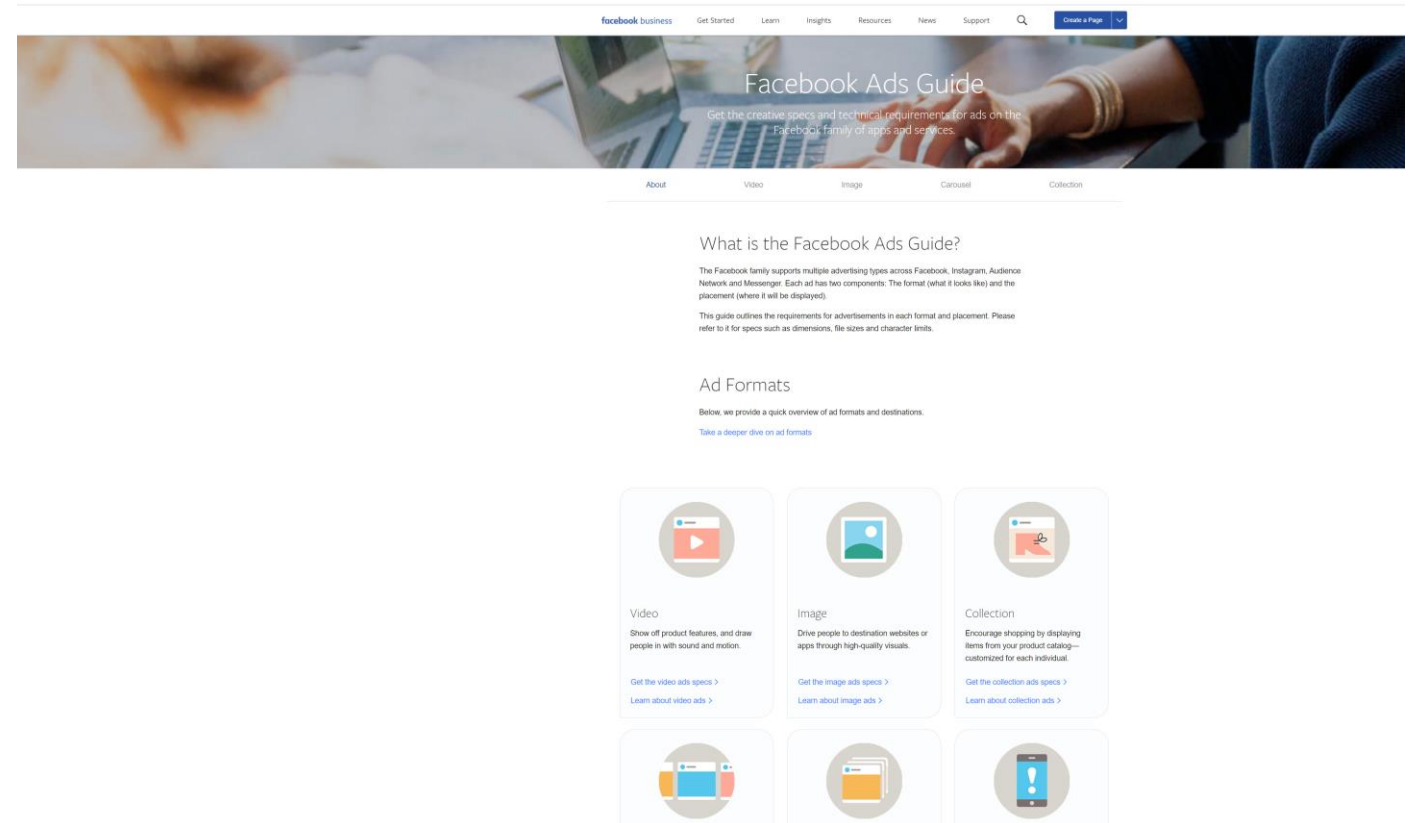
Facebook Stories

- In 2018 Facebook introduced a new type of ad: Stories ads. Facebook stories ads appear in the Facebook stories section of the app, often times between other users' stories, and disappear after 24 hours. The full-screen, vertical format allows businesses to create immersive experiences for viewers.

Facebook Ads Guide

https://www.facebook.com/business/ads-guide/?ref=fbb_header

Facebook Bidding

- When placing an ad, brands can set daily or lifetime budgets for an ad and a bid, your bid being the maximum amount you are willing to pay when someone sees your ad or takes a desired action. Today, the average cost per click for Facebook Ads Is $1.72 (Osman, 2018) —much less expensive than traditional marketing tactics. Facebook will never spend more than your maximum bid.

- The Facebook ad auction determines which ads should be shown to which people using information you provided in the ads creation process. Facebook will automatically show ads to the people most likely to be interested in them.

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Auction | Predictable Reach and Frequency

Budget ⓘ   Daily Budget ⬍ $20.00
$20.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ   ◉ Run my ad set continuously starting today
○ Set a start and end date

You'll spend no more than **$140.00** per week.

Show Advanced Options ▾

Measuring Facebook Ads

- Within the Facebook ad manage, business have the ability to measure ad success through detailed results and analytics. Here brands can measure things like reach, engagements, clicks, click through rate, cost per click, conversions and more. They can also see which creative elements and placements are working best, tracking the overall performance of ads and determining which perform best will help shape the future advertising strategy.

Instagram Advertising

Instagram is the second most popular social media network for advertisers today.

It's a great platform to reach a younger demographic and to tell stories in a more visual way.

Since Instagram is owned by Facebook, the platforms offer a lot of the same ad types, targeting options and ad objectives.

Brands wishing to advertise on Instagram must have a Facebook Page and create an Instagram Business Profile.

Instagram ads can be created and purchased in the Facebook ad manager or within the Instagram app. Businesses have the ability to connect their Instagram accounts within the ads manager, as seen in the image next page.

Instagram Targeting and Ad Objectives

- Since Instagram ads are built within the same platform as Facebook ads, Instagram offers all of the same targeting and ad objectives as Facebook.

- Keep in mind, however, that Instagram has a **different** demographic of users, so if you want to target ages 65+, Instagram may not be the best place to advertise.

Location
Target people based in specific locations like states, provinces, cities or countries.

Demographics
Narrow your audience based on information like age, gender and languages.

Custom Audiences
Run ads to customers you already know based on their email addresses or phone numbers.

Lookalike Audiences
Find new people who are similar to your existing customers.

Interests
Reach people based on interests like apps they use, ads they click and accounts they follow.

Behaviors
Define your audience by activities they do on and off of Instagram and Facebook.

Automated Targeting
We help you quickly create an audience who might be interested in your business using a variety of signals including location, demographics and interests.

Instagram Advertising Goals

Meet your business goals.

From sparking inspiration to driving action, get the business results and customers you care about.

Awareness

Drive awareness of your business, product, app or service.

- Reach
- Reach & Frequency
- Brand Awareness
- Local Awareness

Consideration

Have potential customers learn more about your products or services.

- Website Clicks
- Video Views
- Reach & Frequency

Conversion

Increase product sales, mobile app downloads, even visitors to your store.

- Website Conversions
- Dynamic Ads on Instagram
- Mobile App Installs
- Mobile App Engagement

Type of Instagram Ads
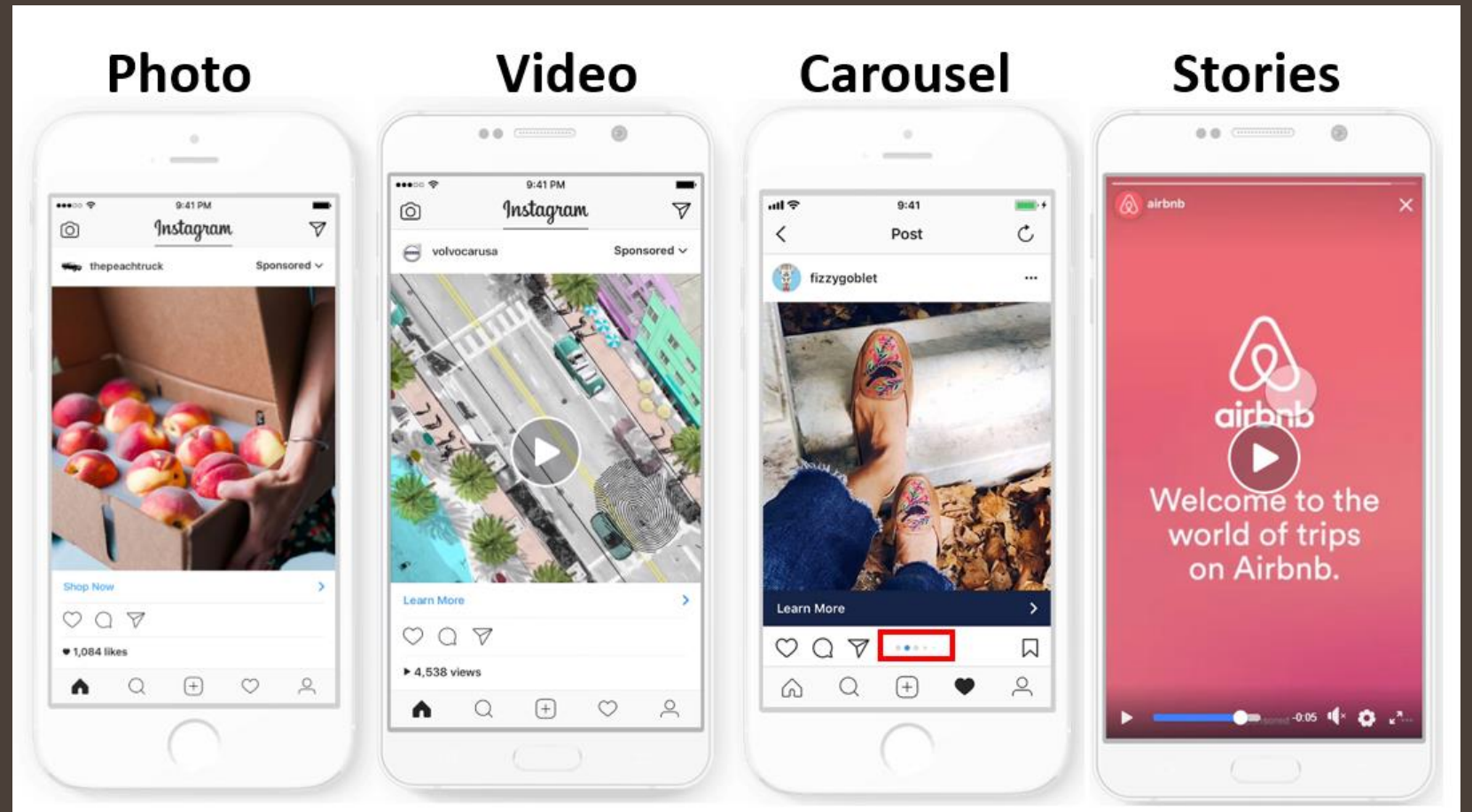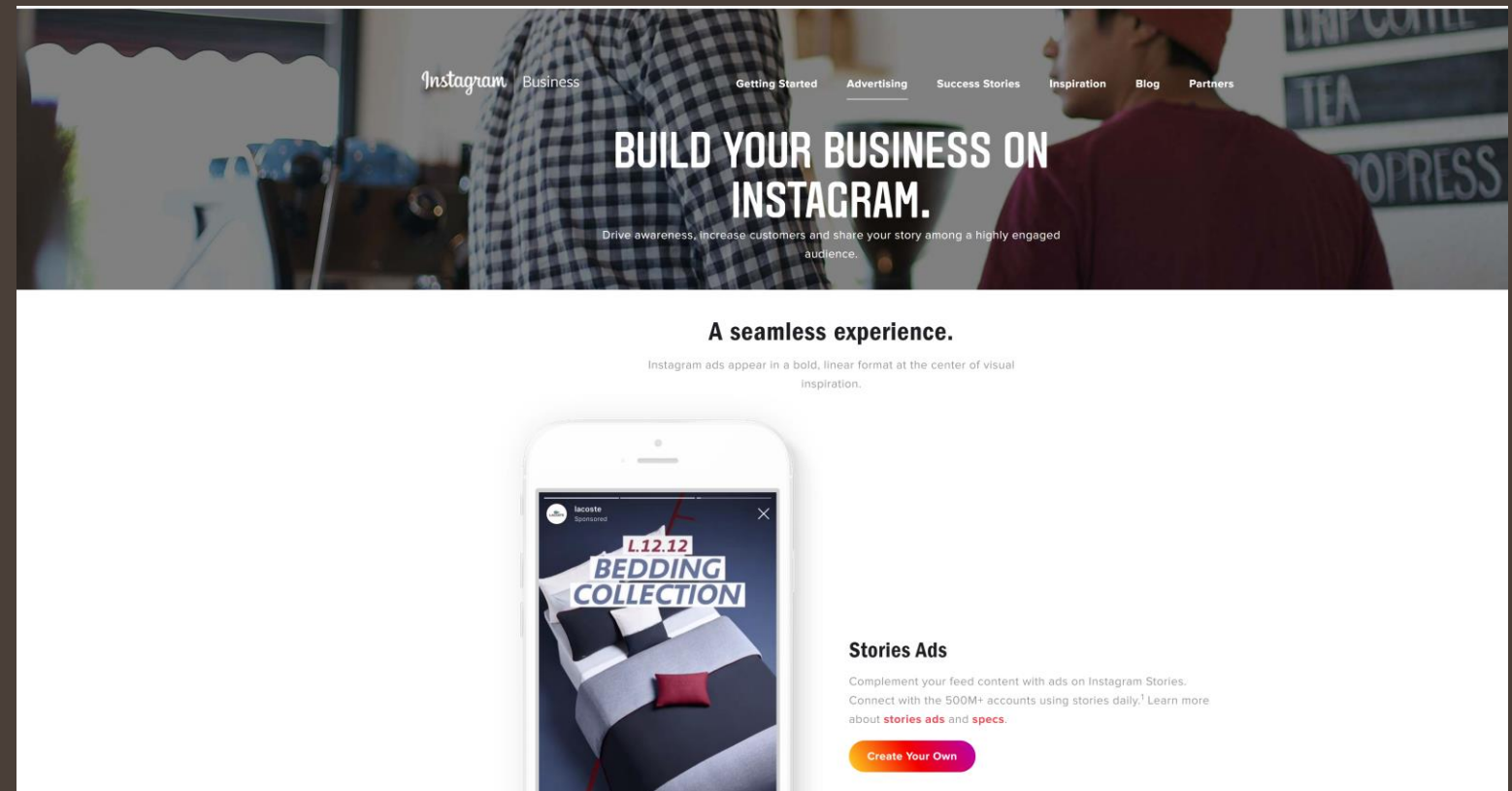
Instagram offers photo ads, video ads, carousel ads, stories ads and collection ads.

Instagram requires slightly different image and video specs then Facebook, so it's best to check the specs on the Instagram website before creating any ads.

Let's try this together...

https://business.instagram.com/advertising/#types

Instagram Bidding and Measuring Ads

- Instagram ad budgets and bids work the same as with Facebook. Facebook does recommend that brands run ads on both Facebook and Instagram because the delivery system will ensure that it targets the right people at the lowest cost, no matter which platform used.

- If Facebook sees Instagram is performing better among the target audience, it will automatically allocate more of the total daily or lifetime budget toward Instagram over Facebook, and vice versa.

- Also, because Instagram ads are built within the Facebook ad manager, the same reporting metrics are available to marketers.

Twitter Advertising

Twitter

- Twitter, like its competitors, offers objective-based campaigns designed to help brands achieve results and add business value.

- Twitter ads can help brands expand influence and connect with new audiences. Twitter ad campaigns are built within its ad campaign site http://ads.twitter.com.

Twitter Targeting

- Twitter's targeting features allow brands to choose the audience they want to reach, from geographic areas to interest to even followers of popular Twitter accounts.

- The below image features the various targeting options that Twitter offers, but as with Facebook, Twitter's targeting options are very detailed, allowing brands to narrow their audiences with hundreds of selections.

TARGETING OPTIONS

Followers	Look-a-likes	Interests	Keywords	Location
Target your Followers	Target users who are similar to your followers	Target users based on their interests	Target users talking about & searching precise keywords	Target users by country, region or metro area
Leverage brand advocates	Increase potential reach	Resonate with users	Target real-time context & intention	Narrow in on key markets

Device	Gender	Tailored Audiences	TV
Target users by device & platform	Target users by gender	Target users who have shown interest in your brand away from Twitter	Target users watching particular TV shows
Reach user at point-of-purchase	Increase relevance	Reach your website visitors	Leverage dual-screen relationship

Twitter Ad Objectives

- Twitter allows business to create campaigns for a variety of business goals, from driving website traffic to increasing brand awareness. The below image features all of the ad objectives Twitter offers:

App installs
You want people to download your app.

Followers
You want to build an engaged audience to amplify your message, on and off Twitter.

Tweet engagements
You want to maximize engagement of your Tweets and get more people talking about your business.

Promoted video views
You want more people to see your GIFs, Vines, or videos.

Website clicks or conversions
You want people to visit and take an action on your website (e.g. download a paper or make a purchase).

App re-engagements
You want your existing users to open and use your app.

Awareness
You want as many people as possible to see your Tweet.

Types of Twitter Ads

There are three kinds of Twitter ads: Promoted Accounts, Promoted Trends and Promoted Tweets.

A Promoted Account is an ad that invites Twitter users to follow a brand on Twitter.

Promoted Trends are the most talked about subjects on Twitter. Promoted Trends appear on the left side of the page, on the discover tab and in the mobile app. With promoted trends, a brands hashtag will be promoted for 24 hours. Promoted trends have been reported to cost upward of $200,000 a day.

Promoted Tweets appear directly in the timelines of those a brand targets and at a specific time that has been bid on. They are clearly labeled as promoted so Twitter users can see when an advertiser is paying for the ad placement.

British Airways @British_Airways
Our ad shows our plane in London. But it can go all over the UK. Enter FY14BJ & see where we are now taxi.ba.com #HomeAdvantage
Promoted by British Airways
Expand ← Reply ⇄ Retweet ← Favorite

United States trends • Change
#ILoveCoffee Promoted
#DailyCoffeeDrink
#CoffeeAroundTheWorld

Twitter Bidding

- Twitter ads are priced using an auction model. The social media network allows brands to set up a maximum daily or lifetime budget for ads. The cost of an ad will depend on the campaign type and on how much other advertisers who are targeting the same demographic bid.

- **Automatic bidding** will ensure that a bid will be optimized to get the best results at the lowest price within your budget. More advanced marketers use **maximum bidding**, which allows advertisers to manually select how much a click or engagement is worth to their businesses. Twitter also allows for **target bidding**, which allows brands set a target for cost-per-link clicks, and Twitter will optimize the bids to achieve a daily average cost that meets or beats this target. Brands will pay the actual average cost for all link clicks in a day.

- [Twitter's bidding FAQ section provides](#) detailed information on how the auction works and even recommends bids for each type of campaign.

Measuring Twitter Ads

- Twitter provides detailed analytics on the performance of ads in the campaign dashboard.

- Here brands can track impressions, results tied to the ad objective such as website visits or link clicks, engagement rates and cost per results (how much you're paying for each user action taken).
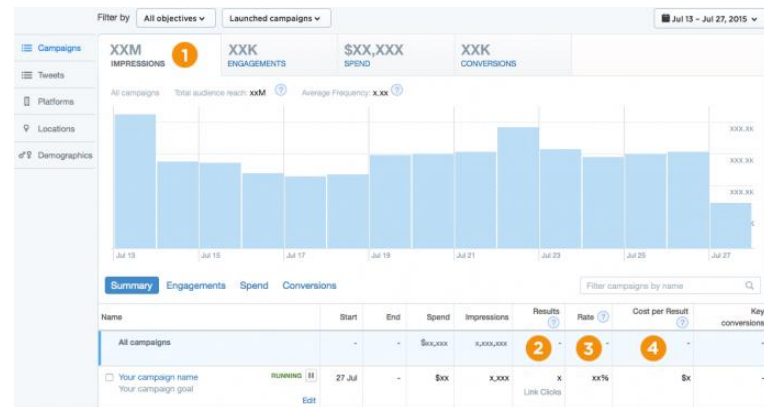
Snapchat Advertising

- Snap Ads offer a variety of creative freedom for brands to communicate their messages.

- They can take the form of video, live, cinemagraph, gif style and still images.

- Brands deciding if Snapchat is the best platform for them should must consider the younger demographic of Snapchat users and the ways that demographic likes to consumer content.
  - Ads must be very interactive and engaging for this audience to take notice.

- Snapchat ads can be placed across all of Snapchat (Publisher Stories, Our Stories, Shows and User Stories), or brands can limit the placement of their ads by excluding certain content. For example, they can choose to run their ads on user stories only.

- https://www.youtube.com/watch?time_continue=5&v=42hrP33z8cY – About Snapchat advertising

Snapchat Targeting

- Snapchat allows advertisers to choose from over 300 audiences based on what Snapchatters care about, what they buy, what they watch and where they go:

- Demographics Age, location, device type, lifestyle and advanced demographics like household income and parental status

- Audience Match Find and build custom audiences by uploading existing customer data

- Lookalike Expansions Build lookalike audiences similar to a brand's customer
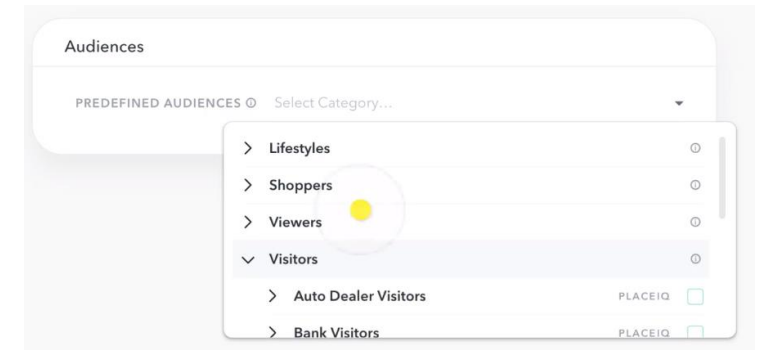
https://forbusiness.snapchat.com/ - let's do it together
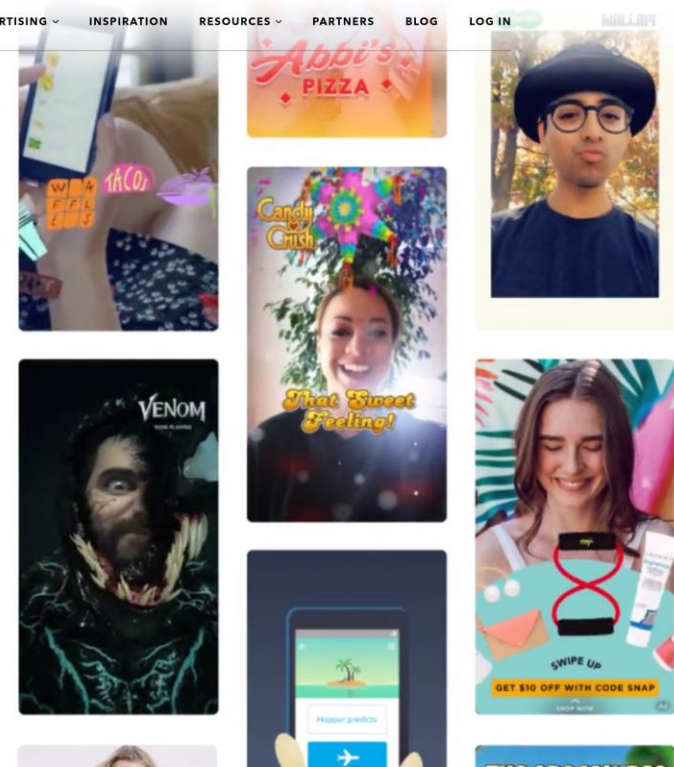
Snapchat Ad Objectives

Snapchat offers a variety of campaign objectives that fall into three categories: awareness, consideration, and conversions. In picking an objective, brands decide what they want a user to do when they see a Snap Ad.

AWARENESS

Branding

CONSIDERATION

App Installs

App Traffic

Website Traffic

Engagement

Video Views

Lead Generation

CONVERSIONS

App Conversions

Website Conversions

Catalog Sales

Types of Snap Ads

- Snapchat offers advertisers three ad types: Snap ads, filters and lenses. Filters and lenses were discussed; however, additional information on sponsored filters and lenses for advertising is below:

- **AR Lenses** appear when Snapchatters take a photo within app. Lenses are a playful and memorable way to increase awareness, on a large scale.

- These are very expensive and can cost a brand upward of a few hundred thousand dollars a day as they often cover a large target market over huge areas, receiving a lot of impressions.

- They are great for movie releases or for large brands with big marketing budgets.

Snapchat Filters, as seen in the Disney example allow brands to advertise at a physical location, such as where their product is purchased.

Snapchat Ads

- Snap Ads are full-screen, 100% viewable, and have audio on by default. They can drive:

- Web Views (drive traffic to a pre-loaded website)

- App Installs (drive installs for an app with a swipe and a tap)

- Long Form Videos (drive views for a trailer, short film, how-to or any other video)

- **Collection Ads** showcase a series of products and give Snapchatters quick to purchase with a tap.

- **Story Ads** are a series of Snaps with a sponsored Discover tile that lives alongside popular content tailored to Snapchatters preferences.
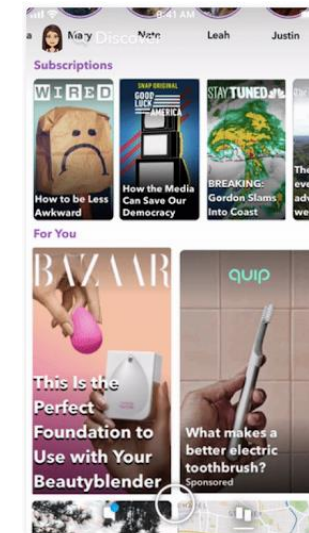
Snap Bidding

- As do Twitter ads, Snapchat ads work on a bidding strategy.

- Snap Ads allow brands to input a daily budget and bid based on the brand's goal.

- **Goal-based bidding** allows brands to bid on a goal relative to total impressions, video views, swipe ups, shares or installs.

- When setting a bid, Snapchat will automatically suggest a bid amount based on average platform performance.

- The Snap Ad will be delivered at the lowest cost by showing ads to Snapchatters who are most likely to take the action chosen.

- [Click here for more information](#) on how Snapchat bids work.

Budget & Goal

DAILY BUDGET ⓘ   **$50.00**

BID & GOAL ⓘ $5.77   per 1,000 Impressions   Impressions   ⌄

Suggested bid $4.27 - $7.27

Back   ▶ Build Your Ads

Measuring Snap Ads

The Snap Ad reporting dashboard allows brands to monitor their ads in real-time, identify performance trends and optimize toward their goals.

Metrics such as total impressions, video views, video view duration, total spend, website visits, number of swipe ups, swipe up rate, app installs and more are provided in the dashboard.

Click here for a list of all metrics available.
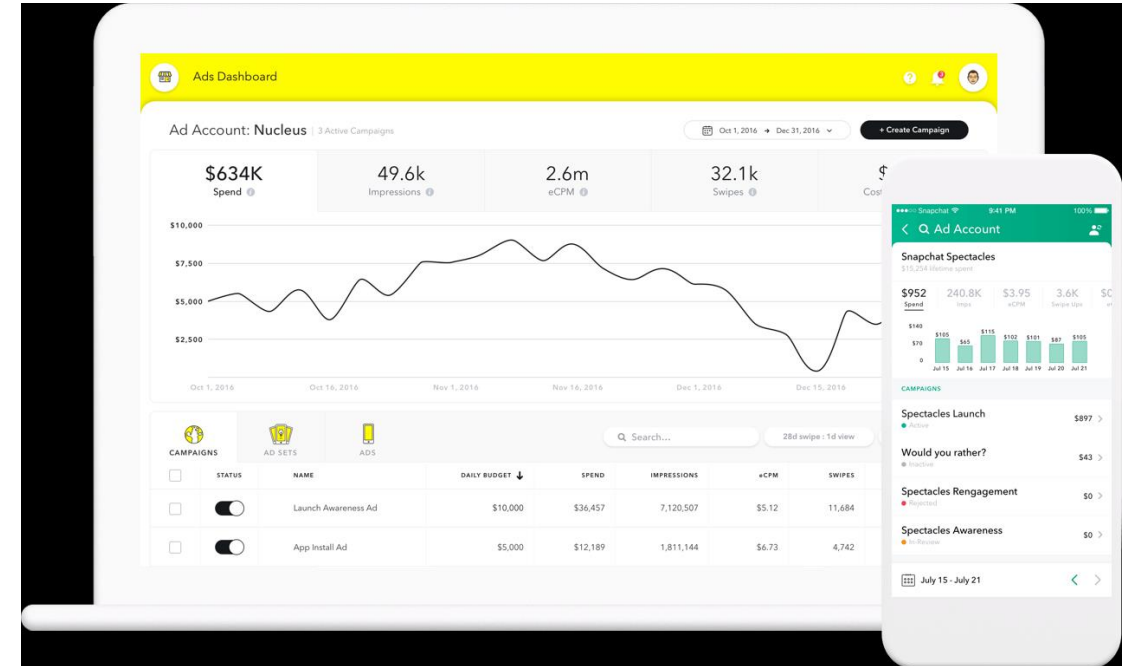
Pinterest Advertising

Pinterest ads help people decide what to do or buy next. Since people use Pinterest to find new ideas and products it's a great platform for B2C brands to leverage for advertising. With the Pinterest Ads Manager, brands can create, edit and manage Promoted Pins.

Pinterest Targeting

    Pinterest offers advertisers the following targeting options:

Interest Targeting

    Getting Promoted Pins in front of people based on what they like (such as recipes and home decor) as they browse their category and home feeds

Keyword Targeting

    Reaching people with Promoted Pins targeted to appear in search results and as related Pins

Audience Targeting

    Targeting based on social demographics (millennials, getting married), what they're interested in (foodies, beauty mavens, and more), where they're located (country, state, city) and more
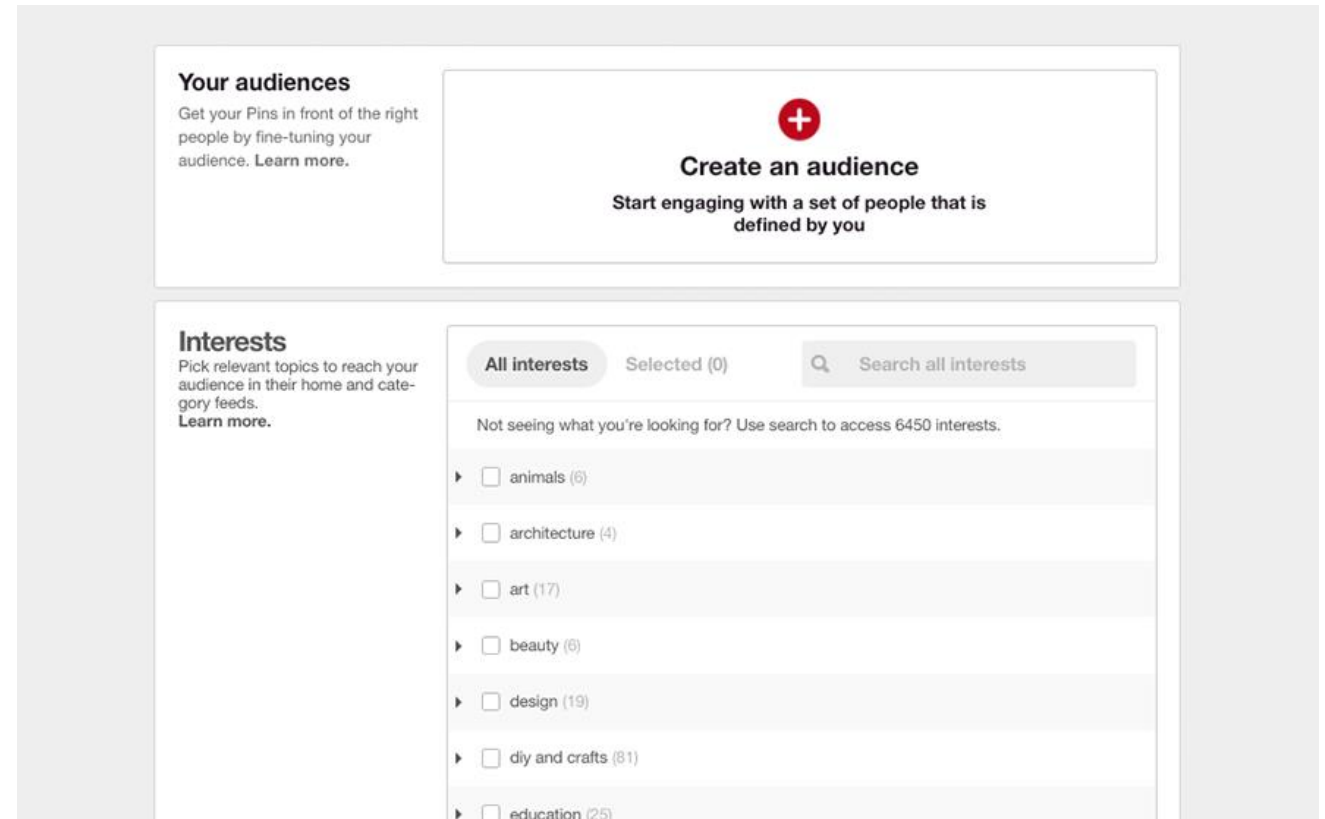
Pinterest Ad Objectives

- Pinterest's campaign objectives determine how advertisers bid in the auction and what ad formats are available to promote. Advertisers have the ability to choose from the following objectives: build brand awareness, boost engagement, get website traffic and increase app installs.

- The goal selected determines how Pins get delivered and what brands pay.

Pinterest Objectives

Build brand awareness

Be seen by people on the most visible parts of Pinterest. You get charged per 1,000 impressions of your Pins.

Boost engagement with your Pins

Track your audience's signals of intent. You get charged for each engagement (closeup, repin, click) on your Pin.

Get traffic to your website

Send a motivated audience to your content. You get charged for clicks to your website.

Increase installs for your app

Drive downloads directly from Pinterest with Promoted App Pins.

Build brand awareness through video

Show autoplay videos to people to raise awareness of your brand. You get charged on impression.

Types of Pinterest Ads

- **Promoted Pins** Brands can pay to promote any Pin to appear in the target audiences' timelines.

- **Promoted Video** Pins Eye-catching videos help brands catch the attention of audiences.

- **Promoted Carousels** use up to five images for Pinners to swipe through.

- **One-tap Pins** With one tap, take people straight to the source where the content originated.

- **Promoted App** Pins iOS apps can be downloaded directly from the Pin.
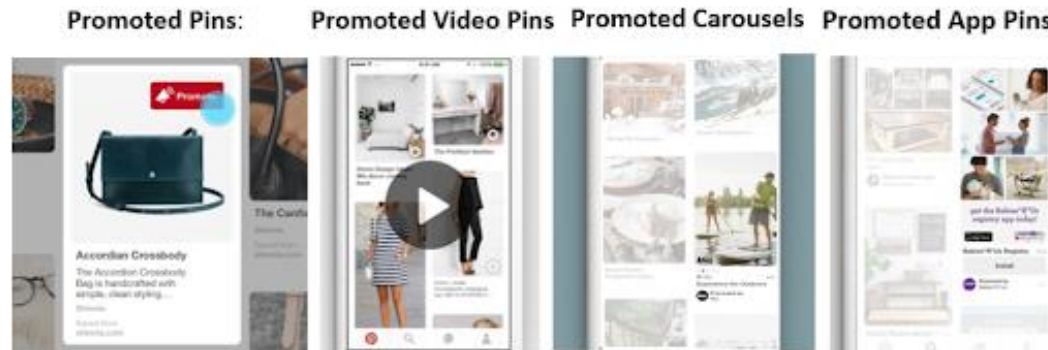
Pinterest Bidding

- Pinterest advertising works on a bidding system. Bids include what a brand is willing to pay for a desired action such as a click or impression. Brands place bids based on the following:

- Traffic campaigns Brands set a maximum CPC (cost per click) bid for someone to click on the promoted pin. For example, if your maximum CPC is $1.00, then the brand is willing to pay $1 for someone to click on the pin.

- Awareness campaigns and Video Awareness Campaigns A maximum CPM (cost per thousand impressions) is what an advertiser is willing to pay for every 1,000 impressions the Promoted Pin serves.

- Promoted App Pin Campaigns Brands set a target CPI (cost per install) for promoted app Pin campaigns. Pinterest automatically optimizes for people most likely to install the app.

- Keyword Level Bidding Advertisers apply a keyword level bid for when ads show in search results. Each campaign type has a different minimum bid, which can be found here.

Measuring Pinterest Ads

- The [Pinterest ads manager](#) allows advertisers to track and measure ad viewability, audience verification, impressions, engagements, brand loyalty and consideration and more.
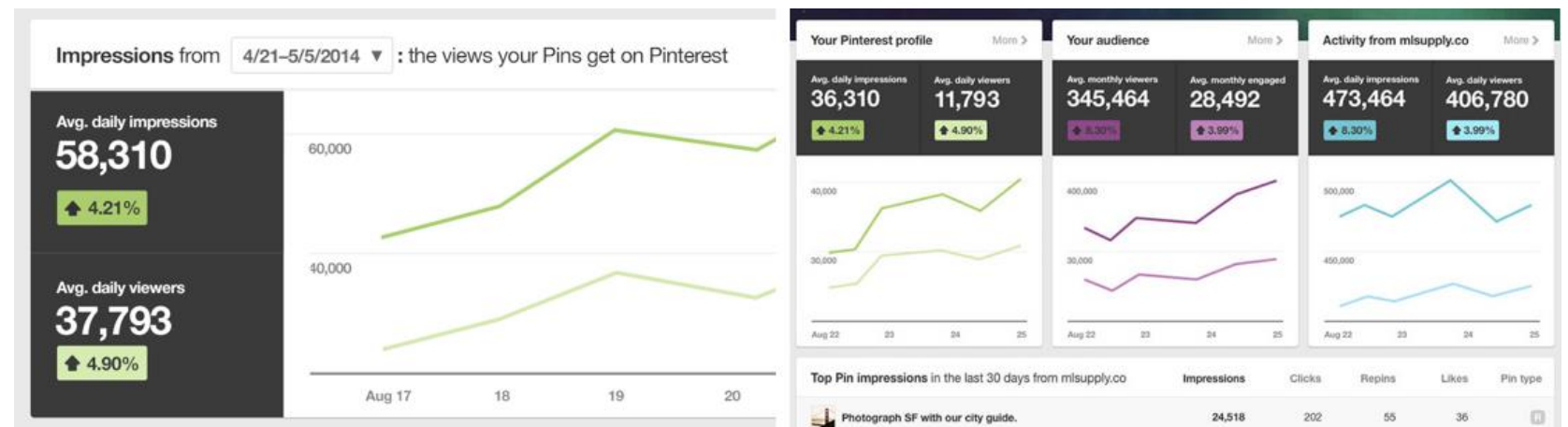
Youtube Advertising

- Unlike the advertising on other social media sites, YouTube advertising is all about video. As the number two search engine in the world, YouTube is a great place to target audiences of all shapes and sizes. And the best part: advertisers only pay when customers show interest.

- Advertisers can reach people when they are on the YouTube homepage or searching for specific topics. YouTube also provides the ability to show a brand's video before a video that customers are watching, similar to the way a TV commercial works.

- Watch the below video to see how LSTN Headphones used video advertising to give the gift of hearing to over 20,000 people globally.

- YouTube Video ads run on YouTube and across the web through the Google Display Network, reaching over 90% of internet users worldwide through 2 million sites and apps (comScore).

- The Google Display Network offers a variety of targeting options, such as demographics, interests, placements and remarketing lists. Below are the available targeting methods for video ads:

- **Demographics**

- Identify an audience by age, gender, parental status or household income.

- **Interests**

- There are many audience categories available to reach people interested in certain topics.

- **Affinity Audiences**
Reach people who already have an interest in relevant topics.

- **Custom Affinity Audiences**

- Create audiences that are more tailored to brands, like "Avid Marathon Runners" for a shoe company.

- **Life Events**

- Reach customers when purchase behavior shifts and brand preferences change during life milestones such as moving, graduating from college or getting married.

- **In-market Audiences**

- Find customers who are researching and considering purchasing products and services similar to those a brand offers.

- **Video Remarketing**

- Reach viewers based on their past interactions with a brand's videos, ads or YouTube channel.

Types of YouTube Ads

- YouTube offers the following types of ads:

- **TrueView Video Ads**

- With TrueView ads, advertisers don't pay unless the viewer watched or interact with elements of the video. There are two types of TrueView ads:

- **In-stream**: The video ad plays before, during or after other videos. After five seconds, the viewer has an option to skip the ad.

- **Video discovery**: Videos are promoted in places of discovery, such as next to related YouTube videos, as part of a YouTube search result or on the YouTube mobile homepage. The ad consists of a thumbnail image from the video with some text.

- **Bumper Ads**

- Bumper ads are short video ads (six seconds or shorter) that play before, during or after another video. Viewers do not have the option to skip the ad.

- **Outstream Ads**

- Outstream ads are mobile-only video ads that play on partner websites and within apps. Outstream ads begin playing with the sound off and users tap the ad to unmute it. Advertisers are only charged when more than half of the ad screen space is shown for two seconds or more.

- **Sponsored cards**

- These are small rectangular ads that appear within the video on the right while a video is playing.

- **Overlay Ads**

- Overlay ads are 480x70 image ads that appear overlaid on the bottom of the YouTube video player on the YouTube watch pages.

- **Display Ads**
  These appear only on the desktop to the right of a video player in the corner of the screen.

Display ads

Overlay ads

Skippable video ads

Non-skippable video ads

Bumper ads

Sponsored cards

- YouTube Bidding

- As mentioned above, many of the YouTube ad options allow advertisers to pay only when someone views or interacts with the ad. Advertisers pay on a cost-per-view (CPV) basis, with the average CPV ranging from $0.10 to $0.30.

- Advertisers will need to determine how much they are willing to pay every time someone watches their video by setting a daily budget or total campaign budget.

- Most businesses start with at least $6 per day for local campaigns (YouTube).

- Advertisers will compete against other advertisers bidding for the same target market and will always be charged one penny above the second lowest price.
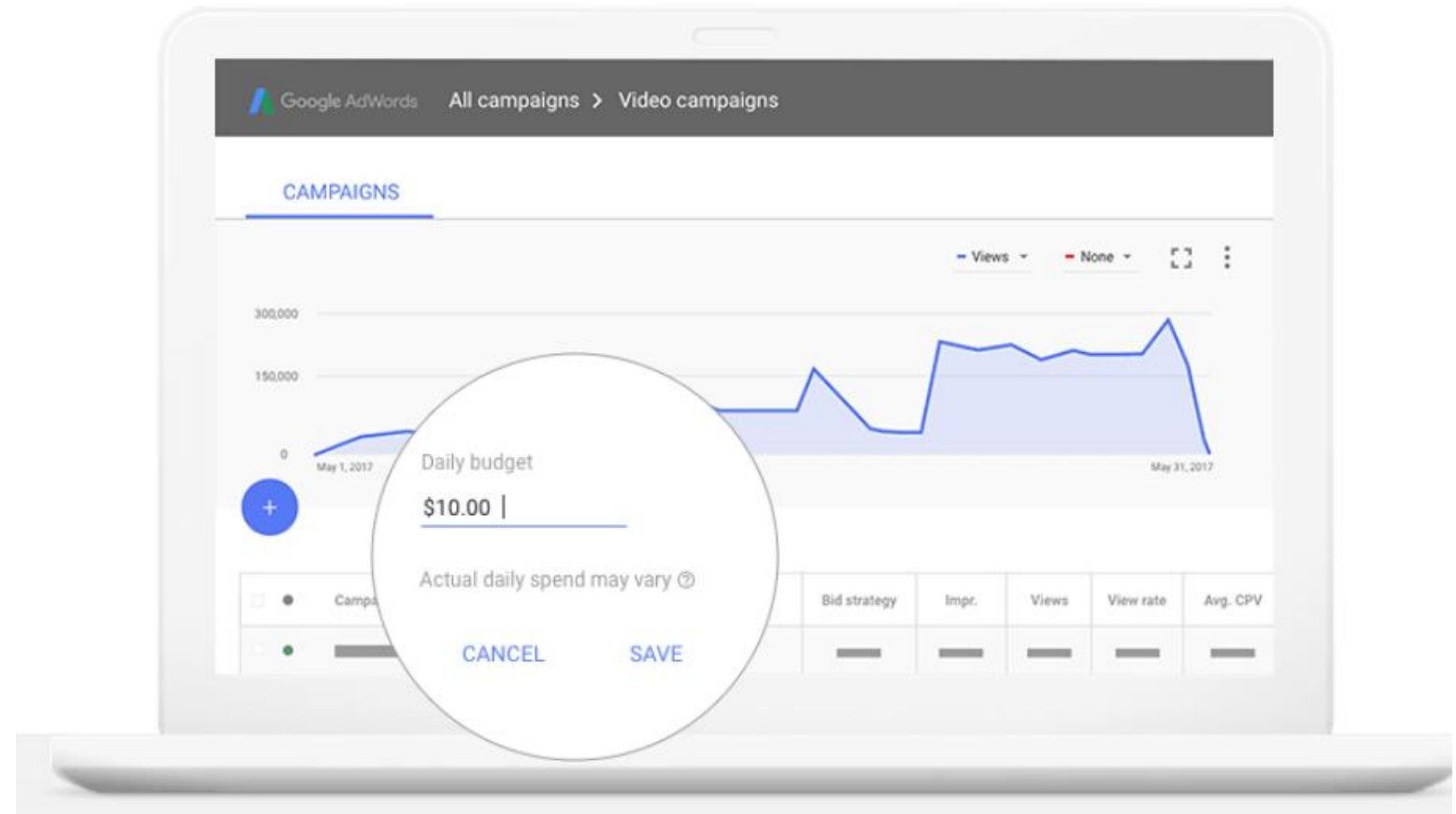
Measuring YouTube Ads

- Advertisers manage YouTube TrueView ads through Google Ads for Video. Key metrics reported on include views, view rate, avg. CPV, clicks, click through rate, engagements, engagement rate, reach, video viewership and more. YouTube Analytics provides additional data on how a brand's audience is reacting to and interacting with videos.

Best Practices for Social Media

- By now you should be equipped with all of the tools needed to launch a social media advertising strategy on any social media network. However, social media advertising is very complex. It requires in-depth planning, research, testing and measuring.

- No matter which social media platform marketers are advertising on, consider following these social media advertising best practices:
  - Select the right goals, platforms and ad formats.
  - Target the right people.
  - Consider the ad funnel and buyer's journey.
  - Use high-quality and engaging videos and images.
  - Include clear call to actions and corresponding call-to-action links.
  - Embed tracking pixels in company webpages and use UTM parameters for social media links.
  - A/B test everything.
  - Automate wherever possible.
  - Consider the most optimal days and times to promote ads.
  - Continually monitor performance and make adjustments as needed.
  - Refresh poor performing ads or older ads to prevent ad fatigue.
  - Monitor, report and analyze metrics to direct future strategies.