PAY-TO-PLAY:
USING PAID ADS ON SOCIAL TO AMPLIFY YOUR BRAND

PR News Measurement Conference & Social
Media Workshop

MCG Moore
Communications
Group

ABOUT ME

Melissa Wisehart
Director, Social & Digital Strategy
Moore Communications Group

- 10 years of social media experience
- 12 years of international digital marketing experience
- Twitter: @MooreCommGroup or @m_wisehart
- Clients like:

FIRST THINGS FIRST

HOW DID WE EVEN GET HERE?

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OCTOBER 2014:

Facebook was all like....

BUT THEN….

- Massive user analysis leads to big change
  - Facebook surveyed 500,000 customers and looked at millions of user interactions with the platform
  - Findings indicated users wanted less content from brands and more content from friends and family
  - However, content from brands that were *relevant* and *useful*, users identified as positive
- January 2015 (and ongoing)
  - Significant (and continued) diminished organic reach for brands on the platform began
  - Since then, continued analysis and new datapoints constantly emerge to quantify the relationship brands on the platform have with users.
  - Example metrics:
    - Negative feedback (paid and organic)
    - Relevance score (paid)
    - Time spent on story (paid and organic)

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Every Facebook update is due to the relentless obsession with one thing: improving customer experience.

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WHAT IT MEANS FOR BRANDS:

- Paid must be a part of your social strategy

- Relevancy and premium content are more important than ever.

- Tracking and success metrics are paramount to accountability.

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SOCIAL IS BECOMING A LARGER PART OF MARKETING BUDGETS

MARKETING

10% of total company revenue

DIGITAL MARKETING

25% of total marketing budget

SOCIAL MEDIA

9.9% of digital marketing budget

22.4% of budget in next 5 years
(126% increase)

76,000 social media professionals

MARKETING

DIGITAL

SOCIAL

EMAIL

CONTENT   PAID

SEARCH

Sources: Gartner and CMOSurvey.com

Social media budgets are expected to reach 22.4%, on average, of total digital marketing budgets within 5 years.

CHANNEL EFFECTIVENESS SURVEY: IMPACT ON REVENUE

33% gave social media a medium-high to high rating. This is in comparison to display advertising **(19%)** and online PR **(23%)**.

Only **4%** said they didn't use social media. This is in comparison to SEO **(5%)**, online PR **(9%)**, paid search marketing **(13%)**, and display advertising **(16%)**.

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THE PROBLEM?

60% of marketers

showing ROI to leadership is their #1 challenge.

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TODAY, YOU'LL LEARN:

- How to set up tracking and analytics to have an easy conversation about ROI with leadership

- How to launch an effective social advertising campaign

- Optimization strategies to reduce media cost and increase effectiveness of your overall social strategy

- How to uncover massive quantitative and qualitative research data – FOR FREE – to inform your entire business

LAYING THE FOUNDATION

TRACKING BASICS: PIXELS (TAGS)

- Pixels allow you to:
    - Track key data in real-time
    - Attributing conversions to your advertising
    - Send data back to the social platform for automatic optimization
    - Collect and leverage first-party data for custom audiences, lookalike audiences and remarketing

- Important for legacy pixels:
    - If you created and placed your pixel prior to June 9, 2015, you have a legacy pixel and need to update.

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FACEBOOK CREATE PIXEL

- In Business Manager, go to Assets > Pixels

Facebook Pixel
One pixel for conversion tracking, optimization and remarketing.

1. Create and Install Your Pixel
Create your Facebook pixel in seconds, and then simply paste the code into the header of your website to get started.

2. Create Custom Audiences
Easily create audiences based on activity on your website. Remarket to everyone who visits your site, or define rules for people who visit specific pages or take specific actions.

3. Track the Actions that Matter
The pixel automatically tracks visits across your website. You can also add events to track actions like viewing specific content, adding products to a cart or making a purchase.

Create a Pixel

- Hit "Create Pixel"
- You'll be prompted for a pixel name and will need to agree to terms and conditions.
  - NOTE: If your website's privacy policy doesn't currently address data, cookies, etc., now would be a good time to send that over to your legal team for review.
- Send the pixel to yourself, a vendor or your web team

PLACING FACEBOOK PIXELS ON YOUR SITE

- When you email the code, you'll see:
  - Base pixel code
  - Series of "standard event" code snippets
- Place the base pixel code in the header on all pages on the site
- The "standard event" will need to be placed on each conversion point you want to track

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');

fbq('init', '1234567890');
fbq('track', 'PageView');

    fbq('track', 'AddToCart');        Standard event

</script>
<noscript><img height="1" width="1" style="display:none"
src="https://www.facebook.com/tr?id=1234567890&ev=PageView&noscript=1"
/></noscript>
<!-- End Facebook Pixel Code -->
```

Base code

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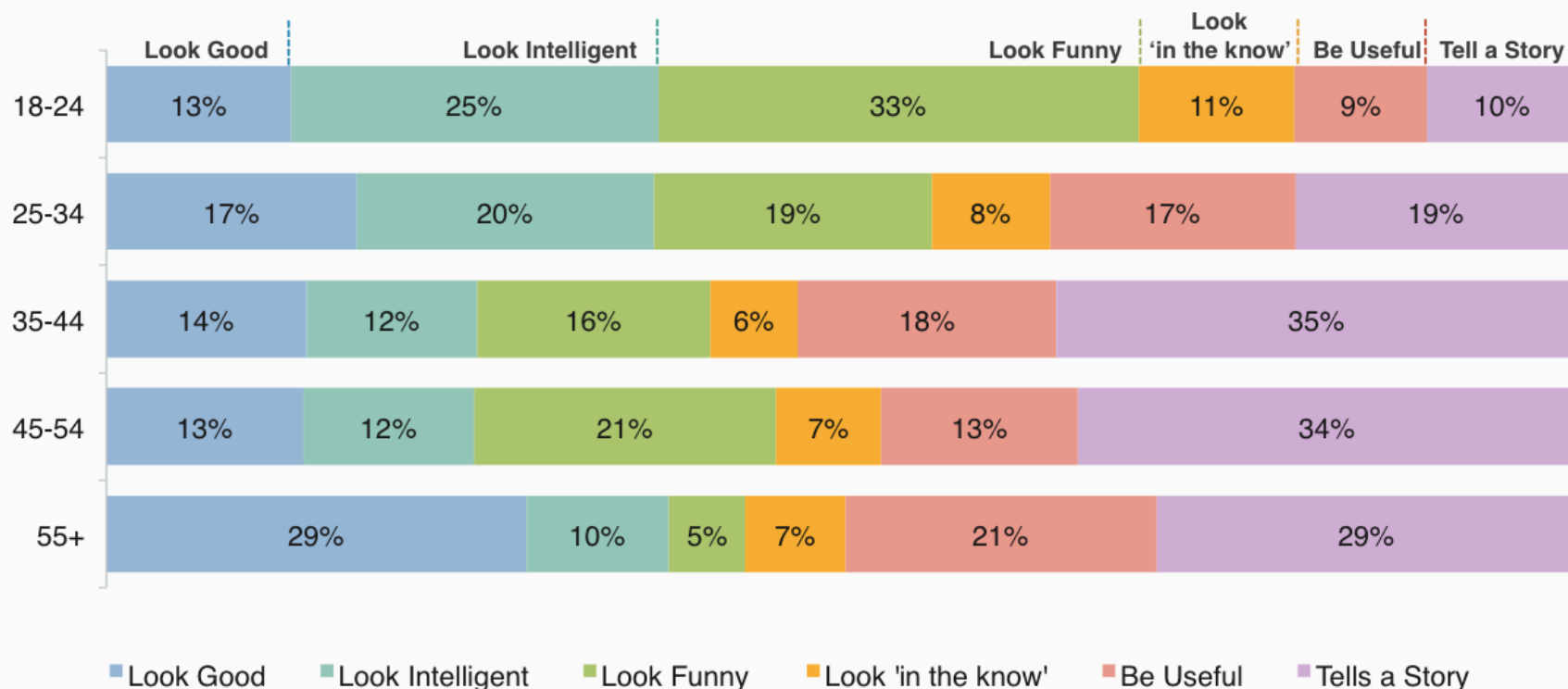Communications
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ADDITIONAL TRACKING POINTERS

- Twitter Pixels:
  - Located in Ads > Tools > Conversion Tracking
  - NEW! Universal Website Tag is now available (more similar to Facebook's pixel setup)
    - Benefit of increased audience information and streamlined ad setup
    - Alternatively, you can still place one pixel for each conversion you would like to track
- Google Analytics:
  - Install custom goal and conversion tracking for a more holistic view of traffic and conversions
  - ADVANCED: Google Tag Manager
- Urchin Tracking Module (UTM) Codes:
  - View traffic channels and sources as dimensions within Google Analytics
  - More detailed view of channels, sources and content and who these users behaved once they leave the social platform and navigate your site
  - To create the URL: Google Analytics URL builder webpage or Chrome plugin
  - To view within Google Analytics:
    - Google Analytics > Acquisition > Campaigns

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WHAT CONTENT TO PROMOTE?

WHAT CONTENT RESONATES WITH EACH DEMOGRAPHIC?

Which attributes do people 'strongly agree' is a driving factor in social sharing?

	Look Good	Look Intelligent	Look Funny	Look 'in the know'	Be Useful	Tell a Story
18-24	13%	25%	33%	11%	9%	10%
25-34	17%	20%	19%	8%	17%	19%
35-44	14%	12%	16%	6%	18%	35%
45-54	13%	12%	21%	7%	13%	34%
55+	29%	10%	5%	7%	21%	29%

■ Look Good ■ Look Intelligent ■ Look Funny ■ Look 'in the know' ■ Be Useful ■ Tells a Story

*Top 1 Box Only
Total survey respondents: 10,083; U.S. nationally representative; 95% confidence level; study conducted Aug 30, 2014-Sep 20, 2014.

Shareablee

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DECIDING WHAT IS IMPORTANT FOR PAID DOLLARS

- What is your primary goal?
  - Ensure proper tracking and compelling content
  - Select the right objective
- Take into account the channel's algorithm
  - Example: Video and editorial content on Facebook; Increased shares
- Test different ad formats compared to different objectives
  - Example: Web conversions vs. Sponsored Posts measured against eCPC

Primary Objective	Consider Promoting
Build Authority	Page Likes, Sponsored Posts
Build Awareness / Start A Conversation	Sponsored Posts
Generate Conversions	Ads, Sponsored Posts
Marketing Automation	Ads with Dynamic Content

LAUNCHING ADVERTISING

PICKING YOUR OBJECTIVE

- The right objective will automatically optimize your ad serving to users most likely to convert & unlock ad features available only for that objective
- Some objectives require assets, such as pixel placements, SDK integrations and custom audiences

Facebook / Instagram Objectives	Twitter Objectives
Boost your posts	Followers
Promote your Page	Tweet engagements
Send people to your website	Website clicks or conversions
Get installs of your app	App installs
Increase engagement in your app	App re-engagements
Reach people near your business	n/a
Raise attendance at your event	n/a
Get people to claim your offer	n/a
Get video views	Video views
Collect leads for your business	Leads on Twitter

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FACEBOOK – ADVERTISING FUNDAMENTALS

- Different Advertising User Interfaces:
  - Beginner: Boost (available on-page as "boost post" or "boost page")
  - Intermediate: Ads Manager
  - Advanced: Power Editor

- Campaign Structure:

AD SETUP - FACEBOOK

- Select objective, specify URL and select associated pixel

AD SETUP – FACEBOOK - AUDIENCES

- Custom Audiences: Targeting specific users based on identifiers
  - Customer List: From an upload, copy and paste into the interface, or directly integrate with MailChimp
  - From an app: Requires prior integration
  - Website Traffic:
    - Requires pixel placement

Parameter Requirements	Ideal for
Anyone who visits your website	General remarketing
People who visit specific pages	Upselling or categorization
People who visit some pages but not others	"Cart" abandonment
People who haven't visit in a certain amount of time	Customer retention

AD SETUP – FACEBOOK – AUDIENCES (CONT'D)

- Lookalike audiences: Identifies similar individuals based on a core group of people
  - Advanced: Create more than one audience based on varying levels of similarity

- Saved audiences:
  - Exact replica of ad create tool audience targeting
  - For use when you go back to utilize the same audience targeting many times to save on time

AD SETUP – FACEBOOK – AUDIENCE TARGETING

- Locations:
  - Include or Exclude by current location, where they live, recently visited or traveling in
  - Drop pins, country, state/region, DMA, city, postal code and address

- Age: 13 – 65+

- Gender: All, Male, Female

- Languages:
  - Only leverage if you are targeting a non-common language to the region

- Connections:
  - Include/Exclude connections and non-connections based on your Pages, Apps or Events

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AD SETUP – FACEBOOK – AUDIENCE TARGETING - DETAILED

- Detailed Targeting:
  - Detailed interests, behaviors and data partner data
  - **Demographics**: Anything to do with home life and/or socioeconomic status
    - Net worth, education, home ownership, parental and marital status, political affiliation, etc.
  - **Interests:** Topics a user has expressed interest in or have liked associated pages
    - Sports, books, industries, hobbies, food, travel, social issues
  - **Behaviors**: Target based on purchase behavior and intent
    - Likely to move, # of lines of credit, likely to purchase a vehicle, charitable donations, etc.
  - **More Categories**: Categories requested from partners and 3rd parties
    - Can utilize a combination of AND, OR and NOT relationships between targeting
    - OR: Default (targets must just meet ONE of the criteria)
    - AND: Hit "narrow audience:
    - NOT: Hit "exclude people"

Audience Definition

Your audience selection is fairly broad.

Specific — Broad

Audience Details:

- Location:
  - United States
- Age:
  - 27 - 65+
- Gender:
  - Female
- Placements:
  - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed
- Exclude:
  - Interests: honest company
- People Who Match:
  - Behaviors: Baby care
  - Income: $125,000 - $150,000, $150,000 - $250,000, $250,000 - $350,000, Over $500,000 or $350,000 - $500,000
- And Must Also Match:
  - Moms: New Moms

Potential Reach: 500,000 people

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AD SETUP – FACEBOOK – BUDGETS & BUYING

- Budget: Daily vs. Lifetime
- Schedule: Start and End dates
- Optimization for Delivery: Link clicks, Impressions or Reach
- Bid Amount: Automatic or Manual
- When You're Charged: CPM or CPC
- Scheduling / Dayparting: Continuous or daypart

Scheduled hours are shaded blue
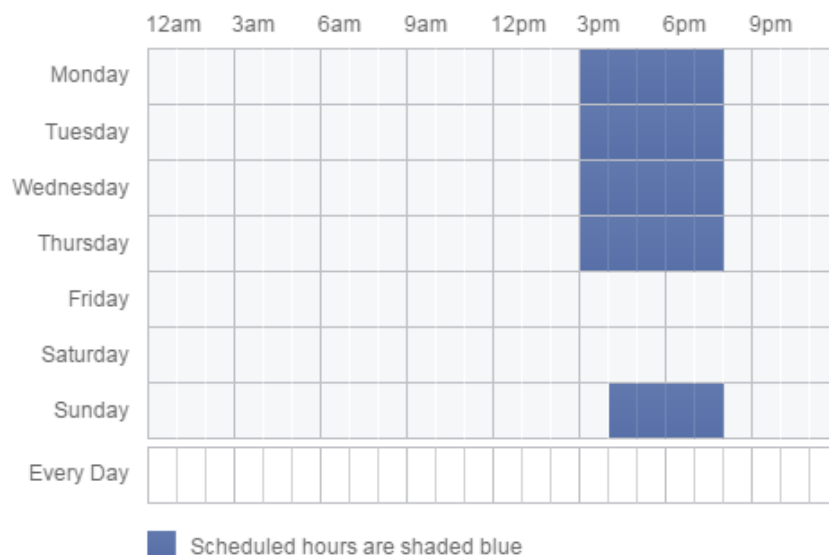
- Delivery Type: Standard or Accelerated

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AD SETUP – FACEBOOK – CREATIVE

- Asset: Create ad or use an existing post?
  - Post: Select the post and connect Instagram account (OPTIONAL)
  - Ad: Single image or video OR carousel images (up to 5)
- Media:
  - Browse library (time saver for previously used images OR manual upload)
  - FREE stock images available
  - HINT: Select up to 5 images to launch into multivariate testing
  - NEW: 20% text rule has been eliminated (but amount of overlaid text affects algorithm and delivery)
- Text:
  - Headline, text and available CTAs (Learn More, Shop Now, etc.)
  - Advanced options:
    - News Feed Link Description: Add more context for certain placements
    - Display Link: Make a shorter, friendlier display URL
    - UTL Tags: Override and/or add UTM codes or additional parameters
- Previews:
  - Don't forget to see what your ad looks like in all placements!!!
    - Desktop & Mobile News Feed, Instagram, Audience Network, Desktop Right Column

AD SETUP – TWITTER – TARGETING PARAMETERS

- Campaign Basics:
  - Timeframe: Continuous or Start and End Dates
  - Tag/Pixel Status + Optional Key Conversion Events
- Audience:
  - Basics: Geo, gender, languages, devices, carriers
  - Keywords
  - Followers
  - Interests
  - Behaviors
  - TV targeting
  - Event targeting
  - Tailored audiences (Similar to Facebook's Custom Audiences)
  - OPTION: Expand reach by targeting similar users – adds lookalike targeting within section
  - LIMIT AUDIENCE:
    - Based on tailored audience
    - Based on behaviors

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AD SETUP – TWITTER – BUDGETS & CREATIVES

- Budget: Daily and lifetime
- Optimization: Link clicks or Website conversions
- Placement: Timelines, Profiles & Tweet Detail Pages
- Bids: Automatic, Target and Maximum
  - Target gives the opportunity to go over maximum bid for high-value users
- Creatives:
  - Compose tweets OR select existing tweets
    - Select: Select 3+ tweets to promote
    - Create: Create new content
- Creating New Tweets & Cards:
  - Compose 140-character tweet
  - OPTIONAL: Add website card (enhanced content)

Image

Link (Headline)

Clicking anywhere on the card goes to your website.

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ADVERTISING OPTIMIZATION

UNDERSTANDING HOW THE SYSTEM WORKS

WHY OPTIMIZE?

- Digital channels are NOT set it and forget it

- Social channels thrive on fresh content – ads are no different

- Control your media cost and improve effectiveness

- Your ads are competing against 3 million other advertisers
  - Give your ads the best chance at winning in auction

- Facebook's auction is based on your ad's bid value, calculated by:
  - Advertiser's bid value for the outcome it's looking for
  - Probability that showing the ad to this person will give the advertiser the desired outcome
  - Quality and relevance of the ad for each intended individual

OPTIMIZATION BEST PRACTICES

- Create an advertising roadmap
  - Parking Lot: A list of ad copy, images and audience variable you want to test
  - Live Tests: Track everything you're testing right now
  - Results: Documentation of winners and key findings

- Check back in frequently
  - Depending on budgets, check back daily or 2x daily at campaign launch
  - Document daily adjustments you make in your roadmap
  - Look at change in key metrics by day. As you start to see CPCs increase, it's probably time to swap out creative!

- Don't forget to think about *where* the traffic is going
  - Don't forget to optimize the landing page!
  - You can track landing page tests in your roadmap too!

- Test, test, test!

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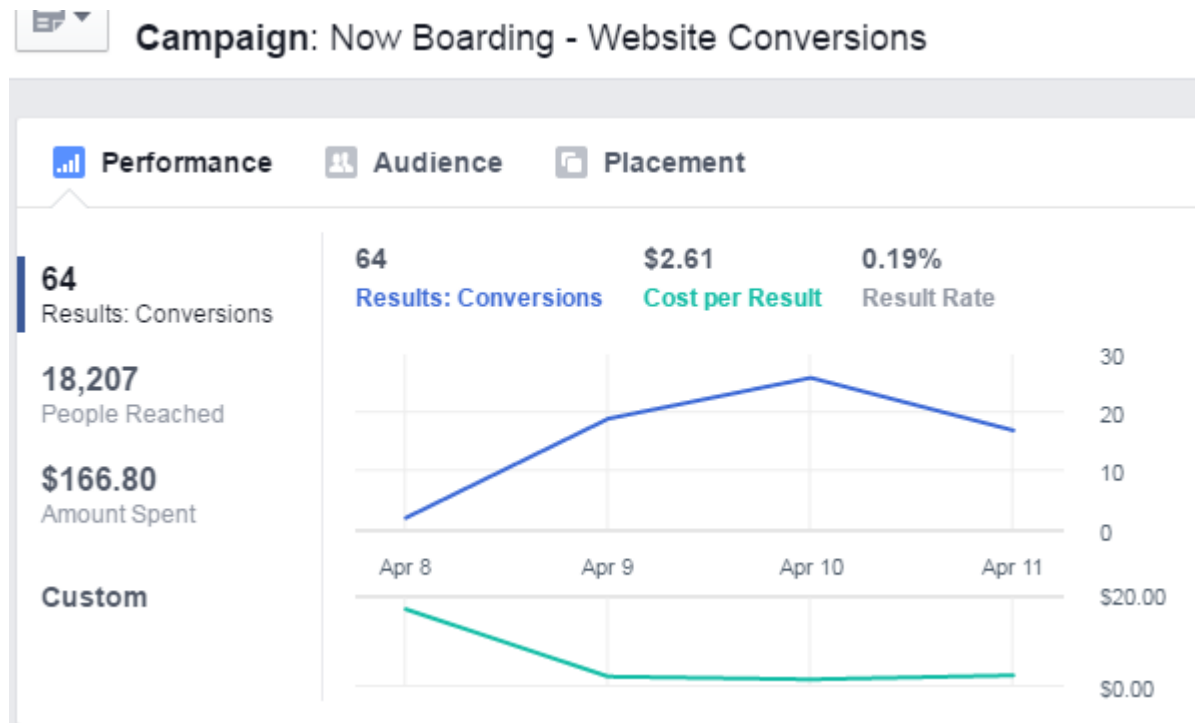Connect.

REPORTING BASICS - FACEBOOK

- Located In Business Manager: Measure & Report > Ads Reporting
- Create a new report or access a saved one
- Default report columns:
  - Columns Dropdown: Performance, Engagement, Video, App, Carousel, Performance & Clicks, Cross-Device
- Customize Columns:
  - Create custom reports and customize order of columns
  - More than 200 different metrics (and continually expanding)
  - Save custom reports as presets
  - ADVANCED: Change Attribution Window
    - Post-view and post-click
    - 1 day, 7 days, 28 days
- Level:
  - Review metrics at account, campaign, ad set and ad level
- Breakdown:
  - Review metrics according to delivery metrics, action types and time
  - Example: Review report by geographic location, destination URL, and by day

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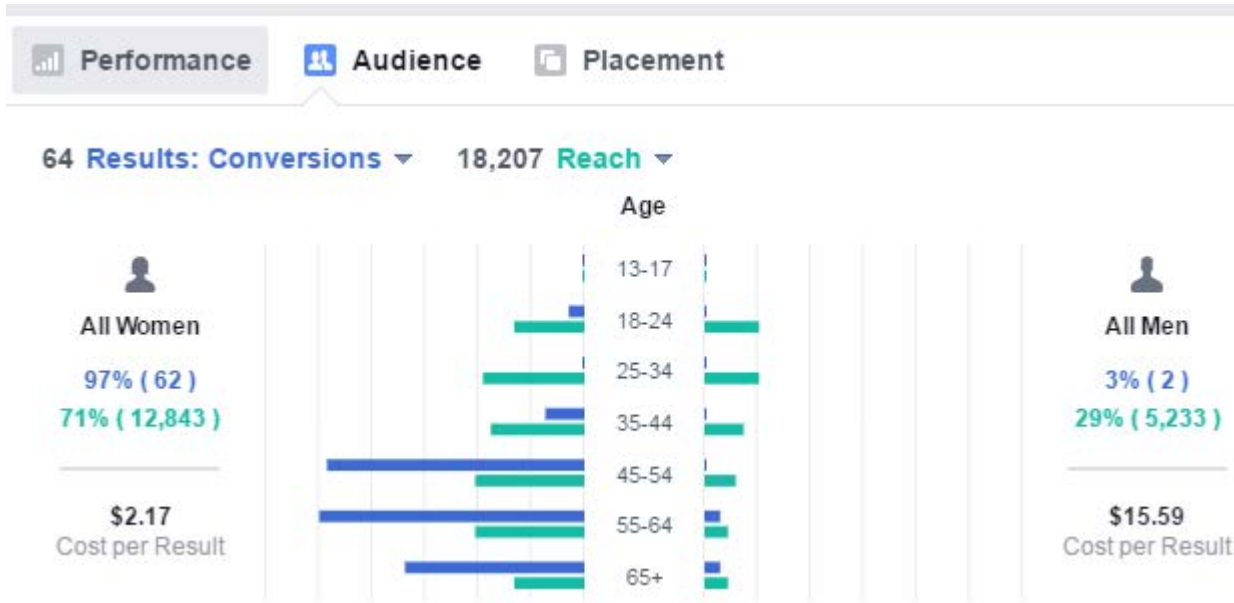Connect.

KEY OPTIMIZATION METRICS - FACEBOOK

- Cost: Cost per result (based on ad objective)
- Frequency: On average, the number of times your target has been served your ad
  - NOTE: A high number could indicate your audience targeting isn't large enough
  - Don't forget to check frequency at the Account level (not just campaign or ad set)
- Link Clicks: Number of times someone has clicked on your ad and been taken to the destination URL (different than "All Clicks")
- CPC (Link Click): Spend / Number of Link Clicks
- Relevance Score: From 1 to 10 (determines ad quality in auction)
- NEW! Facebook Delivery Insights:
  - Designed to take the guesswork out of advertising
  - Designed to highlight potential optimizations on underperforming ads
  - Important: "Underperforming" according to Facebook is an ad set or campaign that does not meet it's daily budget

PERFORMANCE GRAPHS & INSIGHTS

- Diving deeper into Ads Manager, there are additional insights and learnings to discover:
  - Performance graphs
  - Audience delivery
  - Placement performance
- Use these insights to inform future targeting or optimize creative

Campaign: Now Boarding - Website Conversions

PERFORMANCE GRAPHS & INSIGHTS, CONT'D

AUDIENCE INSIGHTS

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AUDIENCE INSIGHTS - FACEBOOK

- One of the most powerful insights tools you (probably) aren't using

- Location: Business Manager > Planning > Audience Insights

- Leverage for:
  - Seeing what additional demographics your general audience targeting creates
  - Analyzing demographic & psychographic data of your Facebook page and custom audiences

Custom Audience ⌄

+ Custom Audience

Location ⌄

UNITED STATES
All United States

+ Country, region, or city

Age and Gender ⌄

Age

18 ⇕ — Any ⇕

Gender

| All | Men | Women |

Interests ⌄

+ Interest

Connections ⚙ ⌄

Pages ⚙ ⌄

People Connected to
PLACE
CareerSource Florida

+ Your Page

People Not Connected to

+ Your Page

Advanced ⌄

Behaviors ⌄

■ **(New Audience)**
9.9K monthly active people

▢ **People on Facebook**
Country: United States of America ⓘ

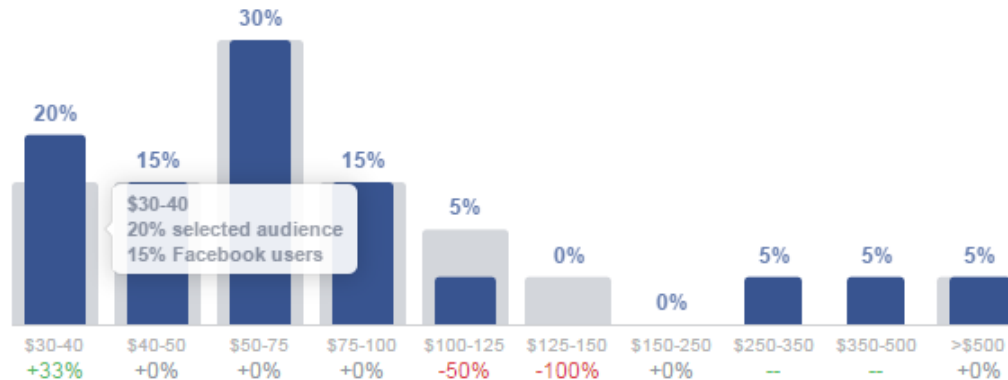| Demographics | Page Likes | Location | Activity | **Household** | Purchase |

Household Income
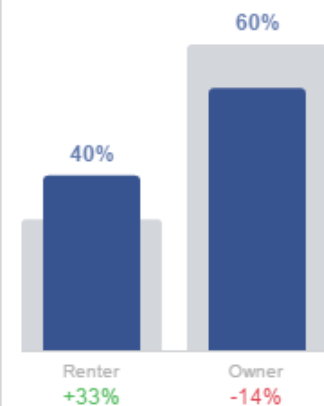Estimated income for US households based on survey responses and estimates using demographic d...

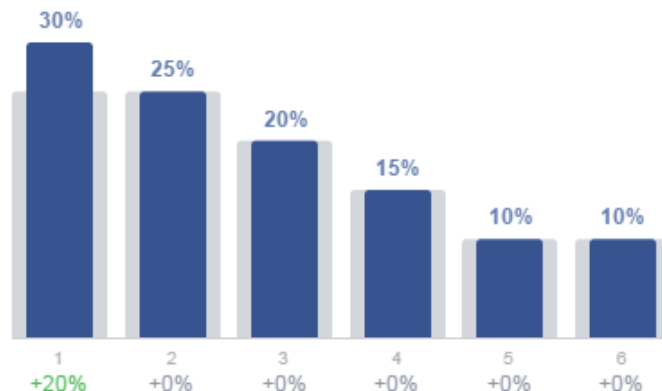In Thousands of US Dollars

$30-40
20% selected audience
15% Facebook users

	$30-40	$40-50	$50-75	$75-100	$100-125	$125-150	$150-250	$250-350	$350-500	>$500
	20%	15%	30%	15%	5%	0%	0%	5%	5%	5%
	+33%	+0%	+0%	+0%	-50%	-100%	+0%	--	--	+0%

◴ '60% of audience matched

Home Ownership
US home ownership based o...

	Renter	Owner
	40%	60%
	+33%	-14%

◴ '81% of audience matched

Household Size
Number of adults and children who live in a single US home, base...

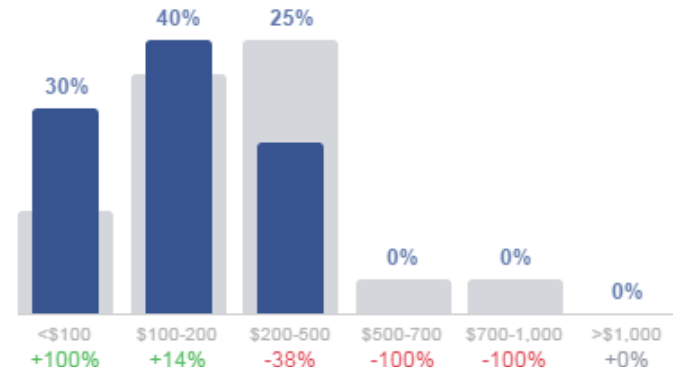|	1	2	3	4	5	6
	30%	25%	20%	15%	10%	10%
	+20%	+0%	+0%	+0%	+0%	+0%

◴ '62% of audience matched

Home Market Value
Estimated US home value based on survey responses and publicl...

In Thousands of US Dollars

	<$100	$100-200	$200-500	$500-700	$700-1,000	>$1,000
	30%	40%	25%	0%	0%	0%
	+100%	+14%	-38%	-100%	-100%	+0%

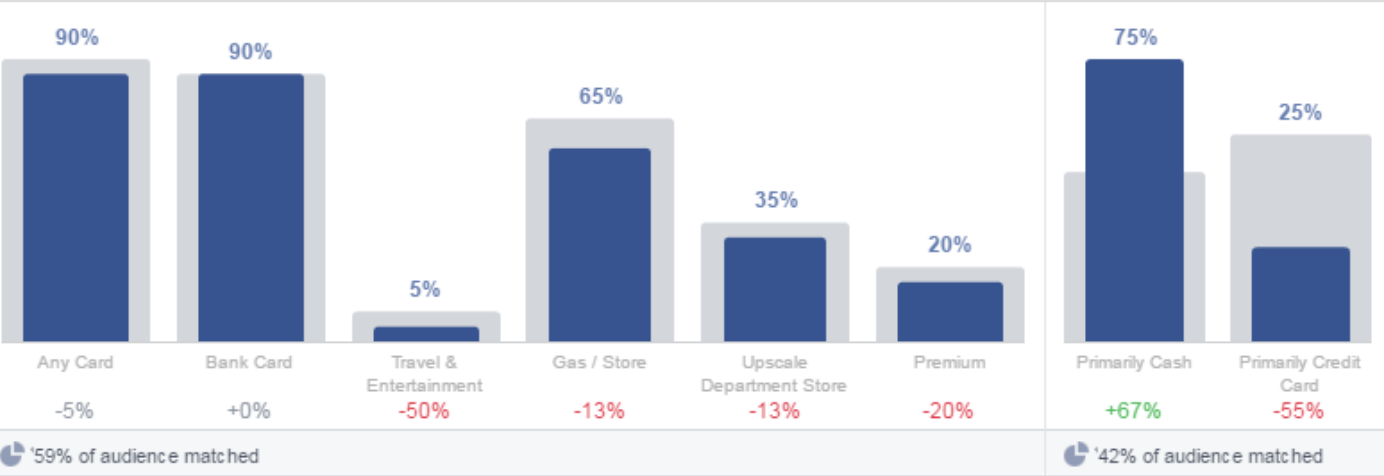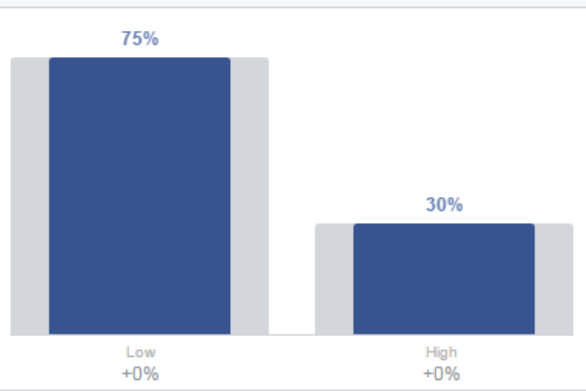◴ '46% of audience matched

Spending Methods

US spending behavior based on survey responses or estimates using purchase activity, occupation and census data. Source: Acxiom

| Category	Value	Change
Any Card	90%	-5%
Bank Card	90%	+0%
Travel & Entertainment	5%	-50%
Gas / Store	65%	-13%
Upscale Department Store	35%	-13%
Premium	20%	-20%
Primarily Cash	75%	+67%
Primarily Credit Card	25%	-55%

'59% of audience matched

'42% of audience matched

Retail Spending

Estimated US retail spending compared to income based on purc...

Low	High
75%	30%
+0%	+0%

'29% of audience matched

Online Purchases

Estimated US online retail spending compared with other consum...

Low	Medium	High	None
30%	40%	25%	10%
-25%	+0%	+25%	+0%
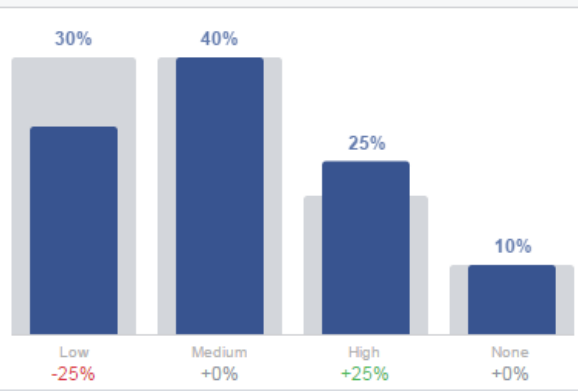
'43% of audience matched

Purchase Behavior

US consumer behavior based on purchase activity. Source: Datalogix, Epsilon and Acxiom

Category	Selected Audience	Compare
Subscription services	70%	+17%
Food and drink	75%	+7%

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TWITTER ANALYTICS – AUDIENCE INSIGHTS

- View insights against followers, campaign targets, tailored audiences, etc.

Consumer buying styles

Consumer style name	% of audience
Ethnic explorers	63%
Premium brands	59%
Fresh & healthy	54%
Quick & easy	47%

Consumer goods purchases

Consumer category	% of audience
Cheese	61%
Salty snacks	59%
Milk	58%

Credit card holders

Credit card type	% of audience
Regular credit cards	76%
Regular Visa or MasterCard	65%
Premium credit cards	54%

Household income categories

Income category	% of audience
$75,000 - $99,999	17%
$100,000 - $124,999	15%
$60,000 - $74,999	11%

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BRINGING IT ALL TOGETHER

KEY TAKEAWAYS

- Competition for social space is fierce
  - Why? Because it works, silly. But that means it's now pay-to-play.

- Paid has to be part of your social strategy
  - Create half as much content and divert those resources to advertising.

- Set up proper tracking and objectives at the beginning
  - You'll clearly tell an ROI story. And be able to clearly attribute success.

- If you fail to plan, you plan to fail
  - Build a testing roadmap and identify what you're trying to learn *before* you launch.

- Social data is extremely immense and powerful
  - Use it to inform all other areas of marketing, not just your social strategy.

TOOLS I LIKE

- **Facebook Blueprint** – free self-paced learning

- **Twitter Flight School** – free self-paced learning

- **Domo** – Reporting dashboard with real-time APIs; normalized data

- **Excel** – PivotTables and PivotCharts; Roadmaps

- **Pixel Plugins** – Facebook Debugger, Google Tag Assistant., Ghostery

- **Smartsheet** – Roadmaps, Content Planning Calendars

There is no replacement for experience.

What are you waiting for?

THANK YOU!

Have more questions?

Tweet them to @MooreCommGroup and include #social16

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