

Paid Social Where Borders Blur Between PR & Marketing



Speaker



ABDUL MUHAMMAD II

VP of Digital Development
rbb Communications
@abdulmuhammad



Abdul opens doors to a new world of ROI for clients through rbb's Digital Park team. He puts his keen intellect and creativity to work by orchestrating strategic programs involving social media, web development and mobile technology in sync with traditional advertising and public relations.



#social16



**PUBLIC
RELATIO
NS**

Optimizing User
Data

Using Video

Social Advertising



**MARKETI
NG**

A computer monitor with a black bezel and a grey base. The screen is white and displays the text "Digital marketing provides the ability to skillfully intrude in people's lives" in a bold, red, sans-serif font. The monitor is centered on a white background with grey geometric shapes in the corners.

**Digital marketing provides
the ability to skillfully intrude
in people's lives**

Optimizing User Data

Google listens to:

- Search tendencies
- YouTube activity
- Precise location
- Google profile criteria
- Devices used



Optimizing User Data

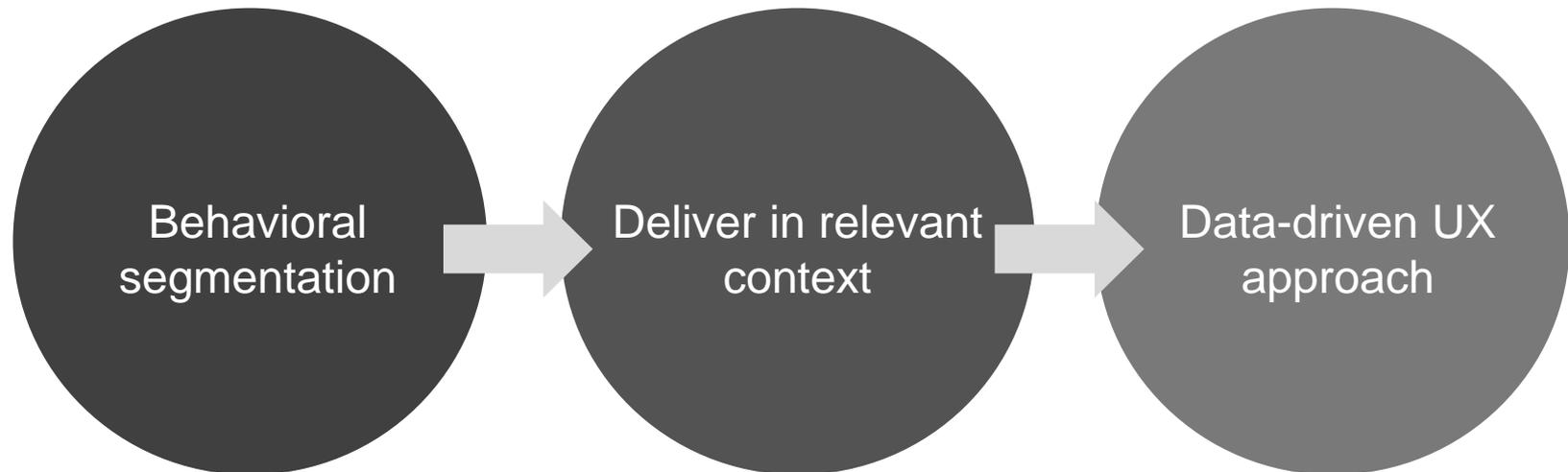
Control your Google ads

You can control the ads that are delivered to you based on your Google Account, across devices, by editing these settings. These ads are more likely to be useful and relevant to you.



Optimizing User Data for Improved UX

- It's all about personalization and the ability to deliver hypertargeted content to persons in real-time
- This provides better contextual experiences, marrying offline, online and mobile consumer data to achieve better results!
 - Automate (Google Analytics + marketing automation software)
 - Integrate with CRM system
 - On and offline synergy
 - Sync channels (email and social)





“Your customers aren’t looking to be engaged. They’re looking to be entertained.”

- Matthew Sweezey,
Salesforce.com

Why Video Is Now King of Content

52%

of marketers believe that
video marketing is effective
for:



Brand awareness

52%



Lead generation

45%

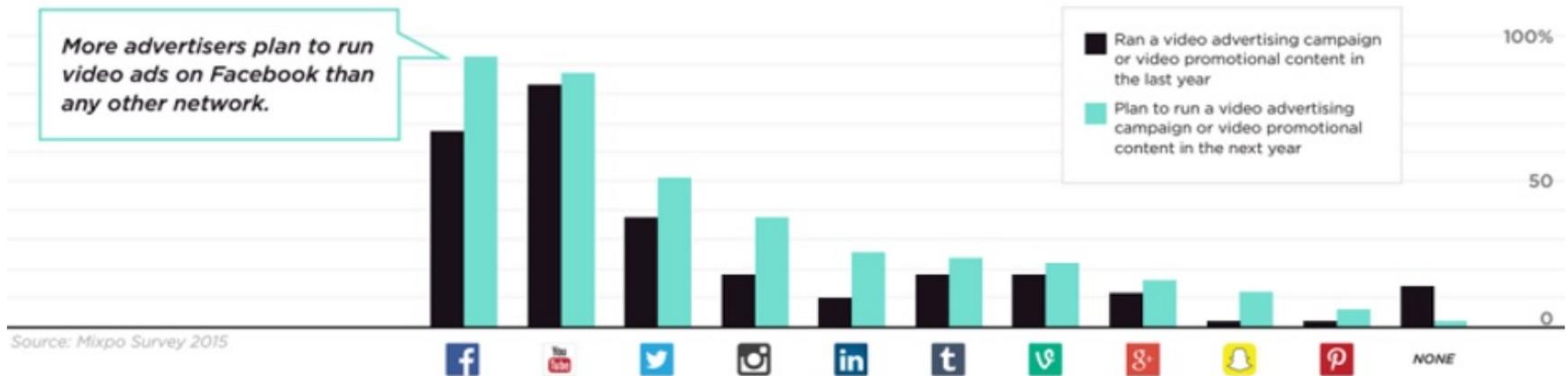


Online engagement

42%

Using Video Ads

How Advertisers And Agencies Are Using And Plan To Use Video



Video ads are expected to be among the biggest drivers of Facebook's revenue growth in 2016

Considering Video?

3 essential factors of effective video ads on Facebook, Instagram and Twitter



Mobile optimization



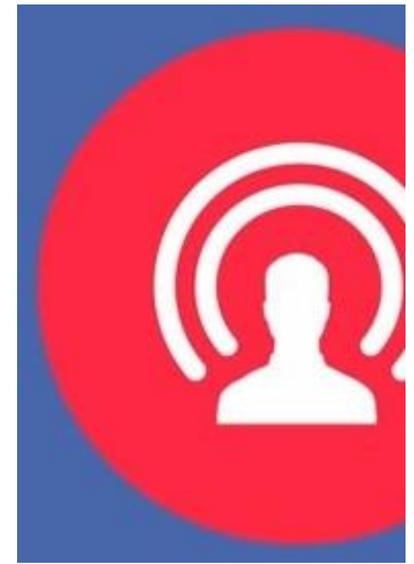
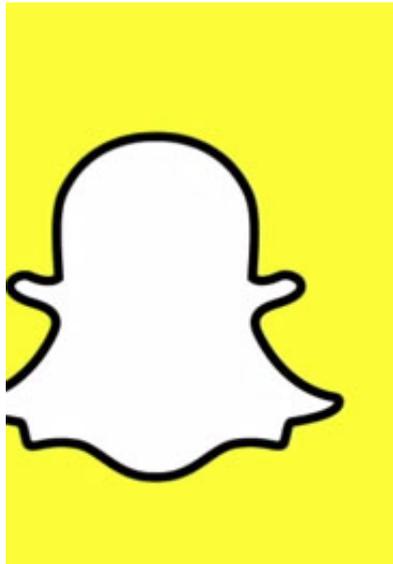
Video length and clarity



Visuals RULE!

The Future is #Vertical

We hold our phones vertically 94% of the time





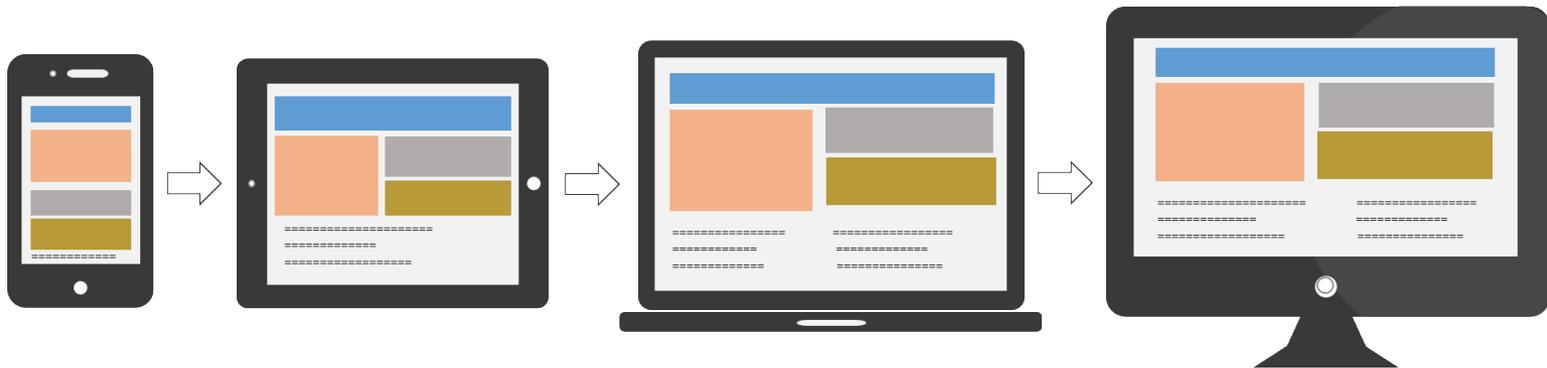
#social16 @abdulmuhammad

Mobile First

Shoot for mobile, with mobile

Improve experience and performance

- Watch time
- Click-through
- Shares



Facebook Video Ads

- Facebook serves 8 billion video views per day
- A view is counted after 3 seconds on Facebook compared to 30 seconds on YouTube
- Video posts have 135% greater organic reach than photo posts



Creating Facebook Videos that Convert

Increase conversions:

1. Educate and inspire
2. Include calls-to-action
3. Segmented targeting
4. Utilize conversion tracking
5. Try streaming live
6. Test and optimize



The image shows a Facebook post from Target. At the top left is the Target logo and the name 'Target'. Below it is the date and time: 'February 14 at 1:00am'. The post text reads: 'Shot through the heart! Get the recipe for this easy DIY Pin and make your own this Valentine's Day. <http://tgt.biz/g5tp>'. Below the text is a video thumbnail showing a red Target shopping basket filled with various candies like Spritz and Kit Kat. The basket has a large white play button icon and the text '#targetrun' on it. Below the video are the engagement metrics: '49,362 Views', 'Like · Comment · Share', and '523 10 15'.

Target
February 14 at 1:00am · 🌐

Shot through the heart! Get the recipe for this easy DIY Pin and make your own this Valentine's Day. <http://tgt.biz/g5tp>

49,362 Views
Like · Comment · Share · 🍊 523 💬 10 ➦ 15

The Art of Facebook Video

EXAMPLE: Hotels.com

- GOAL: Reach and engage audiences with Facebook video
- ASL interpreter 'speaks' to those who can understand ASL and offers a surprise
- Hotels.com capitalized on the nature of video play, giving viewers a silent call to action



Video On Twitter



82% of Twitter users watch video content on Twitter

- Twitter users say they want to see more videos from three top sources: celebrities (45%), other users (40%) and brands (37%)
- 41% of users think that Twitter is a great place to discover video
- Native video on Twitter drives more engagement than third party players

Getting the Most from Twitter Videos

Use videos to encourage user engagement

- Start conversations
- Create themes
- Cross promote channels
- Be real-time and relevant
- Try different lengths



Coca-Cola @CocaCola · May 19

Any win is the perfect time to #ShareaCoke with "All I do is win" on it. Share your squad's winning lyrics now.



Coca-Cola: Share A Coke And A Song- Win

Any win is the perfect time to #ShareaCoke with "All I do is win" on it. Share your squad's winning lyrics now.

← ↻ 187 ❤️ 764 ⋮

Video On Instagram



- 88% of brands on Instagram have shared at least one video
- Videos account for only 6% of all posts

Tell Your Story with Instagram Video

Add dynamic content to your feed with a focus on creating relationships

What works best:

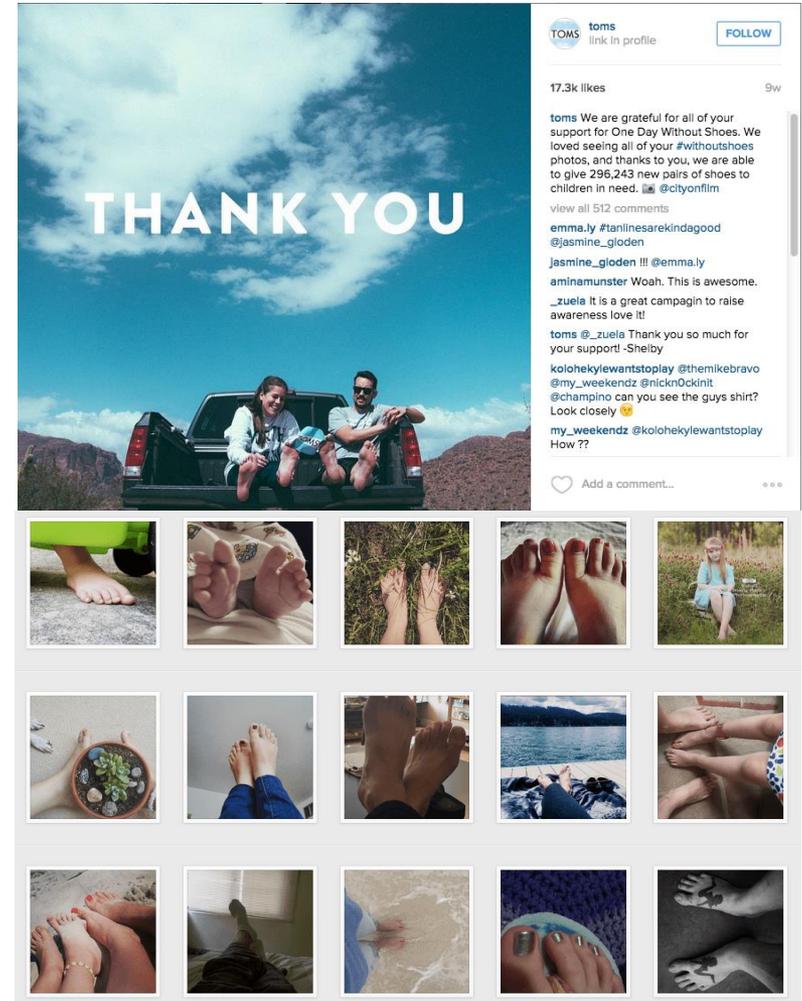
- Animation
- Slow motion
- Behind-the-scenes
- How-to's
- Humor
- User generated content (UGC)
- Leverage hashtags



Paid Post Example – Increase Engagement

EXAMPLE: Toms
#withoutshoes campaign

- Goal: Give away 1 million shoes to children in need by asking people to share a pic of their feet and tag - #WithoutShoes
- For every pic posted TOMS gives one pair of shoes to a child in need
- Users posted 358,599 pics using #WithoutShoes on Instagram



Social Advertising

- Define clear goals
- Create strategy
- Precise targeting
- Testing 1, 2, 3...
- Optimize
- Track and measure results

The image displays several screenshots from Facebook's social advertising interface. The top left shows a post creation window with a "Promote" button highlighted. Below it is the "Choose Your Audience" dialog box, showing targeting options like "United States" and "San Francisco, CA". To the right is a post about "Jasper's Market" with a "Promote" button highlighted. Below that is a "Promote" dialog box for the same post, showing a budget of "\$10.00" and a reach of "3,500". At the bottom are two identical screenshots of the "Promote" dialog box, showing the "Activity" section with "1 Page Post Likes", "1 Page Post Shares", and "1 Question Answers".

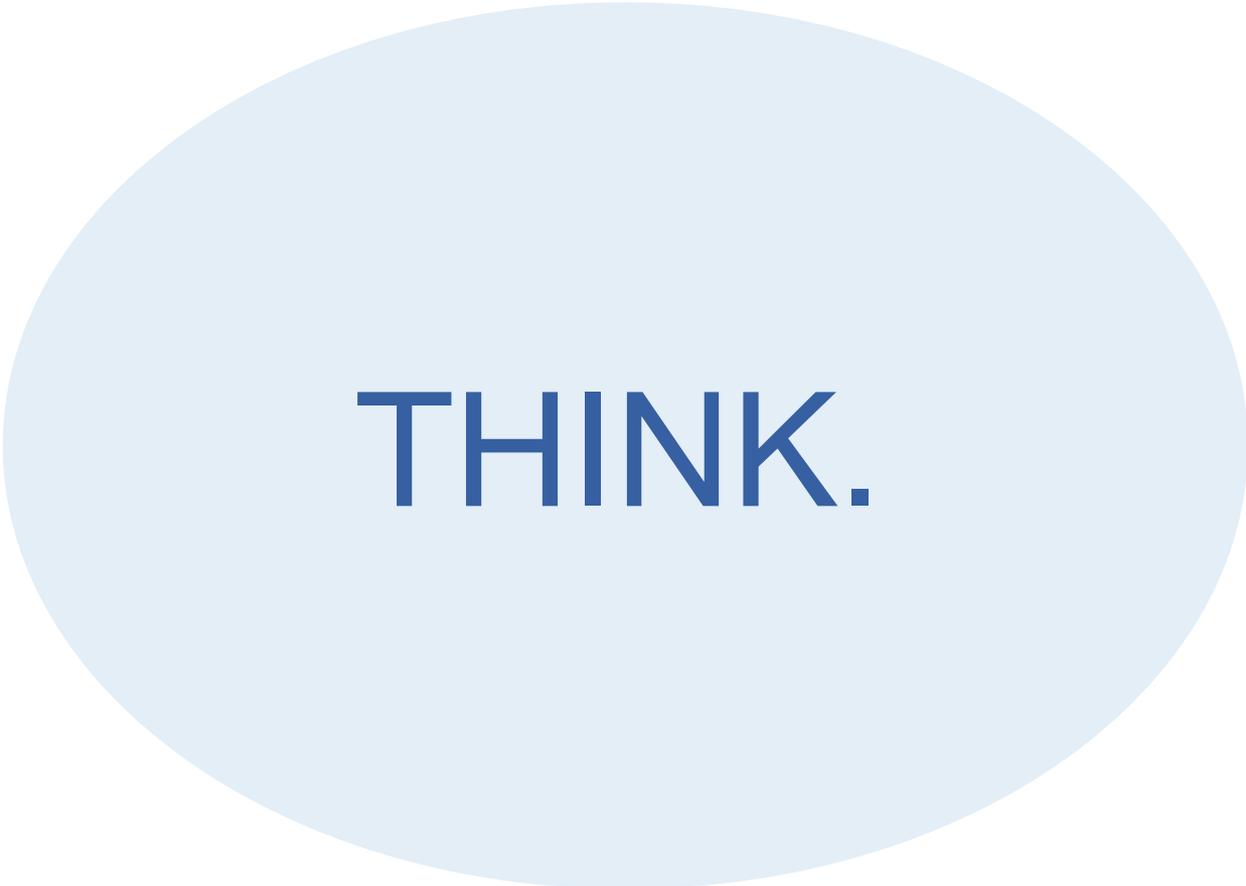
Facebook Paid Media

facebook.



- Most powerful social ad platform
 - Most diverse ad types
 - Most flexibility
- 3 steps for a successful campaign:

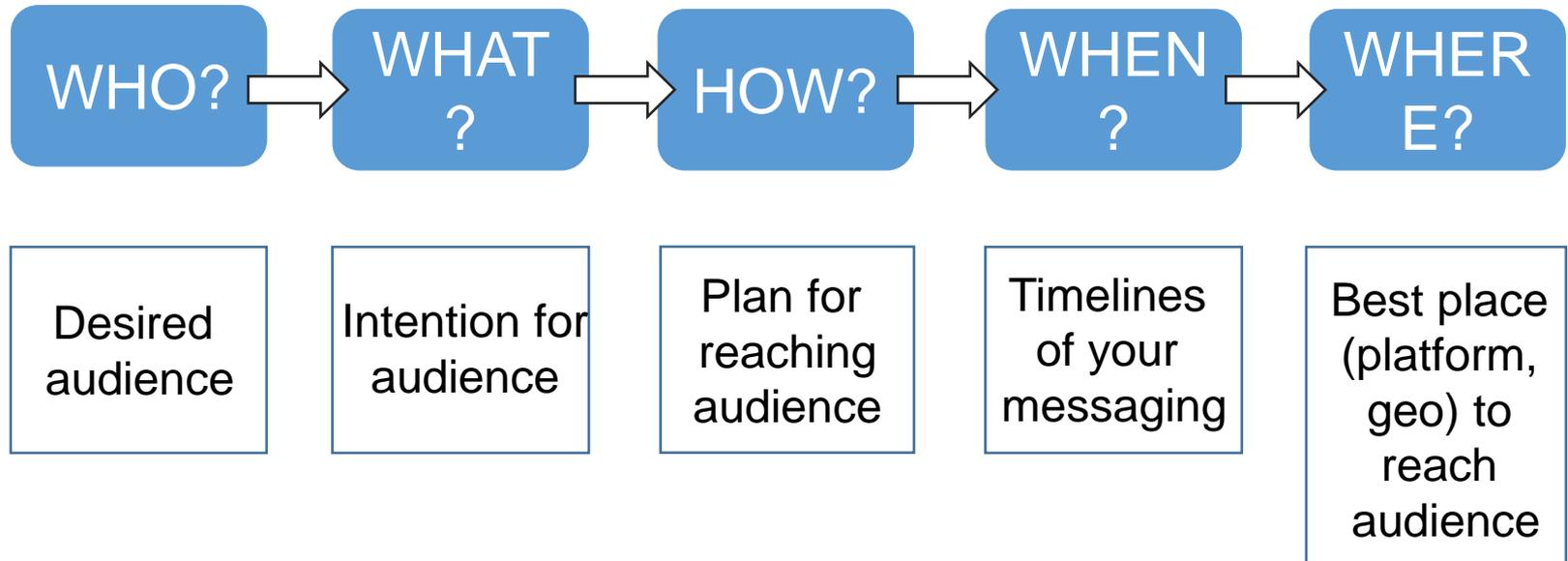




THINK.

1. Start SMART

Ask the right questions



1. Start SMART

Set the right goals



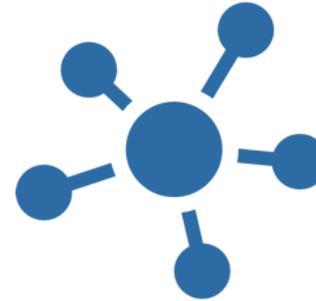
Social

(e.g., grow
community)



Mobile

(e.g., app
downloads)



Digital

(e.g., website
visits)



Business

S

(e.g., make a
purchase)

2. Select Tactics

- Identify best platform(s)
- Select ad unit(s)
- Define target audience(s) / segments



Pro Tip:
[facebook.com/business/ads-guide](https://www.facebook.com/business/ads-guide) is your best friend

3. Setup Production

- **Assess the current situation**
 - Inventory of creative assets
 - Understand existing infrastructure
- **Identify production needs**
 - Creative
 - Tracking



4. Set Expectations

- Determine KPIs (goal > ad unit)
- Results-driven campaign or educational (A/B)?
- Take digital/social snapshot for benchmarking
- Define team roles & responsibilities





DO.

Facebook Ad Hierarchy

1. CAMPAIGN

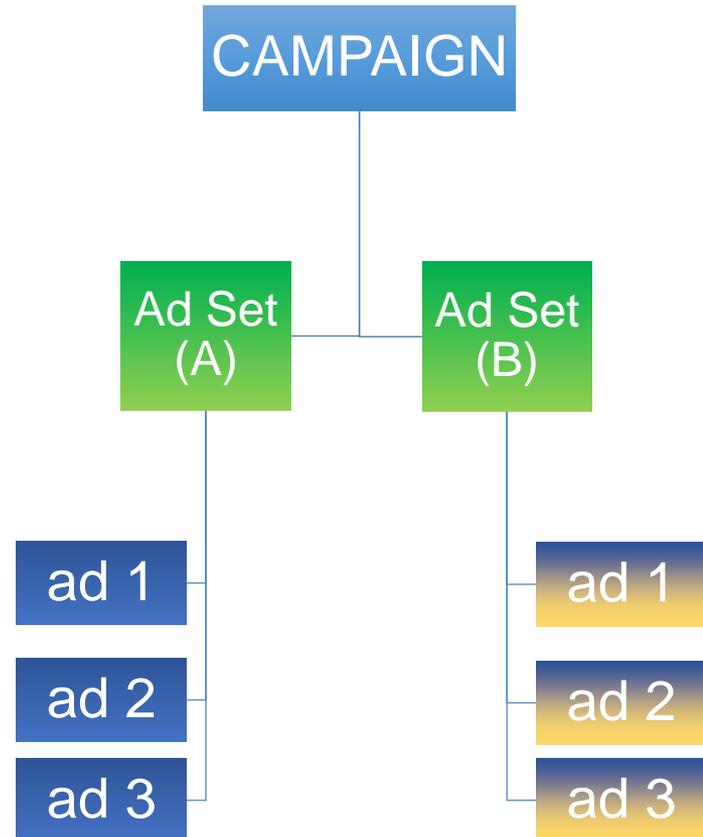
- Objective-based

2. AD SET

- Build target audience
- Allocate budget parameters
- Define flighting

3. AD

- Select ad creative/message
- Select ad placement



Plan for A/B Testing

Crawl (test) > Walk (prove) > Run (scale)

- Keep in mind:
 - What are intended outcomes of A/B test?
 - Be consistent (i.e., controlled A/B test)
 - Where will the test occur?
 - At what cost will you A/B test?
 - Don't overdo it

Ad Set Name
Conquesting - CPM December Video Views
Healthy Parents - CPM December Video Views
Healthy Parents - CPV December Video Views
Conquesting - CPV December Video Views

Pro Tip:

Use organized naming convention for campaign, ad sets, and ads

Create the Ad

1. Stay focused on desired action
2. Guide interest
3. Eye catching visuals – 20% rule
4. No clickbaiting
5. Ask: “Would I stop scrolling?”



Build Audience Segments

Targeting Methods

- Demographics
- Interests
- Real-time location (local awareness)
- Online Behavior (3rd party)
- Custom Audience (e-mail)
- Website Conversion Audience (WCA)
- Lookalike Modeling



Budget & Schedule

A word about Facebook's auction system



Budget & Schedule

Flight Dates

Automated
vs. Manual

Lifetime vs.
Daily Budget

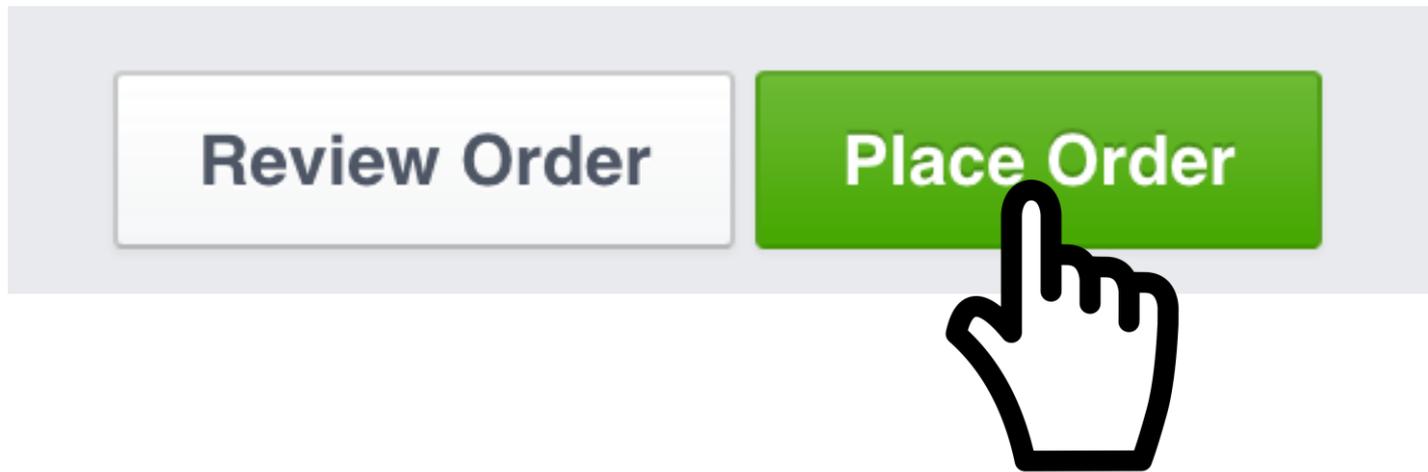
Ad
Scheduling &
Day Parting

Standard vs.
Accelerated

CPM vs.
CPC

Launch!

Make sure to QA your ads, and then...





REVIEW.

Monitor

Health of campaign

- Were all ads approved?
- How are they pacing?
- QA campaign structure, budget parameters, flighting

The screenshot displays the Facebook Ads Manager interface for the 'Girafas' account. At the top, there are navigation tabs for 'Manage Ads', 'Account Settings', 'Billing', 'Power Editor', and 'Tools'. Below this, the account name 'Girafas' is shown along with search, filter, and date range options (set to 'Last 30 days'). A summary bar indicates 'Spent Last 7 Days: \$0.00' with a bar chart showing zero spending across the last seven days. The main table lists various campaigns with columns for Campaign Name, Delivery, Results, Reach, Cost, Amount Spent, and Ends. The table includes a total row for 'Results from 24 Campaigns' showing 381,380 people reached and \$7,628.45 total spent.

Campaign Name	Delivery	Results	Reach	Cost	Amount Spent	Ends
Feb 1 Value Prop Promo FB	+ Not Delivering Ad Sets Completed	26,658 Post Engagem...	305,577	\$0.15 Per Post Enga...	\$4,000.00	Feb 29, 2016
Feb 1 FB Check-in Offer	+ Not Delivering Ad Sets Completed	381 Offer Claims	109,441	\$5.25 Per Offer Claim	\$1,998.64	Feb 28, 2016
Feb 1 Value Prop Promo IG	+ Not Delivering Ad Set Completed	1,491 Post Engagem...	6,519	\$0.67 Per Post Enga...	\$999.13	Feb 29, 2016
Feb 1 FB Engagements	+ Inactive	594 Post Engagem...	11,226	\$0.75 Per Post Enga...	\$446.77	Feb 14, 2016
Feb 1 Instagram Engagements	+ Inactive	186 Post Engagem...	4,375	\$0.99 Per Post Enga...	\$183.91	Feb 14, 2016
January Video Views	+ Inactive	—	—	— Per Result	\$0.00	Feb 1, 2016
Jan/Feb FB Check-in Offer: Brigadeiros	+ Inactive	—	—	— Per Result	\$0.00	Jan 31, 2016
Jan 1 Website Clicks	+ Inactive	—	—	— Per Result	\$0.00	Jan 31, 2016
January INSTAGRAM CLICKS	+ Inactive	—	—	— Per Result	\$0.00	Jan 31, 2016
January INSTAGRAM ENGAGEMENTS	+ Inactive	—	—	— Per Result	\$0.00	Jan 31, 2016
Dec 1 Promoted Posts (ALL)	+ Inactive	—	—	— Per Result	\$0.00	Dec 28, 2015
INSTAGRAM December Engagements	+ Inactive	—	—	— Per Result	\$0.00	Dec 28, 2015
December Video Views	+ Inactive	—	—	— Per Result	\$0.00	Dec 25, 2015
Dec 1 Website Clicks (Home)	+ Inactive	—	—	— Per Result	\$0.00	Dec 24, 2015
Dec - FB Offer (Tres Lechas)	+ Inactive	—	—	— Per Result	\$0.00	Dec 17, 2015
12/10 Promoted Post [Dec]	+ Inactive	—	—	— Per Result	\$0.00	Dec 17, 2015
11/28 Promoted Post [Dec]	+ Inactive	—	—	— Per Result	\$0.00	Dec 15, 2015
12/9 Promoted Post [Dec]	+ Inactive	—	—	— Per Result	\$0.00	Dec 15, 2015
Nov 1 Website Clicks (Home)	+ Inactive	—	—	— Per Result	\$0.00	Nov 30, 2015
11/5 Promoted Post [Nov]	+ Inactive	—	—	— Per Result	\$0.00	Nov 30, 2015
11/24 Promoted Post [Nov]	+ Inactive	—	—	— Per Result	\$0.00	Nov 30, 2015
11/20 Dark Posts (Taste Appeal) [Nov]	+ Inactive	—	—	— Per Result	\$0.00	Nov 29, 2015
11/18 Promoted Post [Nov]	+ Inactive	—	—	— Per Result	\$0.00	Nov 29, 2015
11/20 Dark Posts (The Destination)	+ Inactive	—	—	— Per Result	\$0.00	Nov 29, 2015
Results from 24 Campaigns			381,380 People		\$7,628.45 Total Spent	

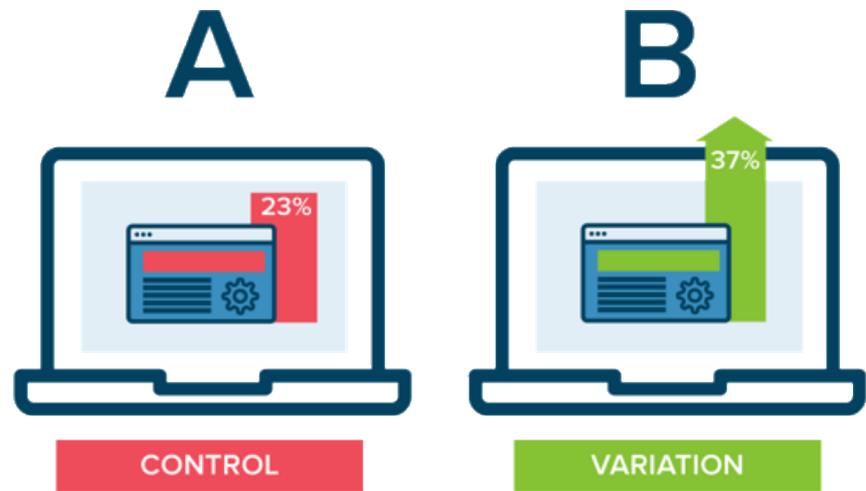
Analyze

Performance of campaign

- Measure against campaign KPIs

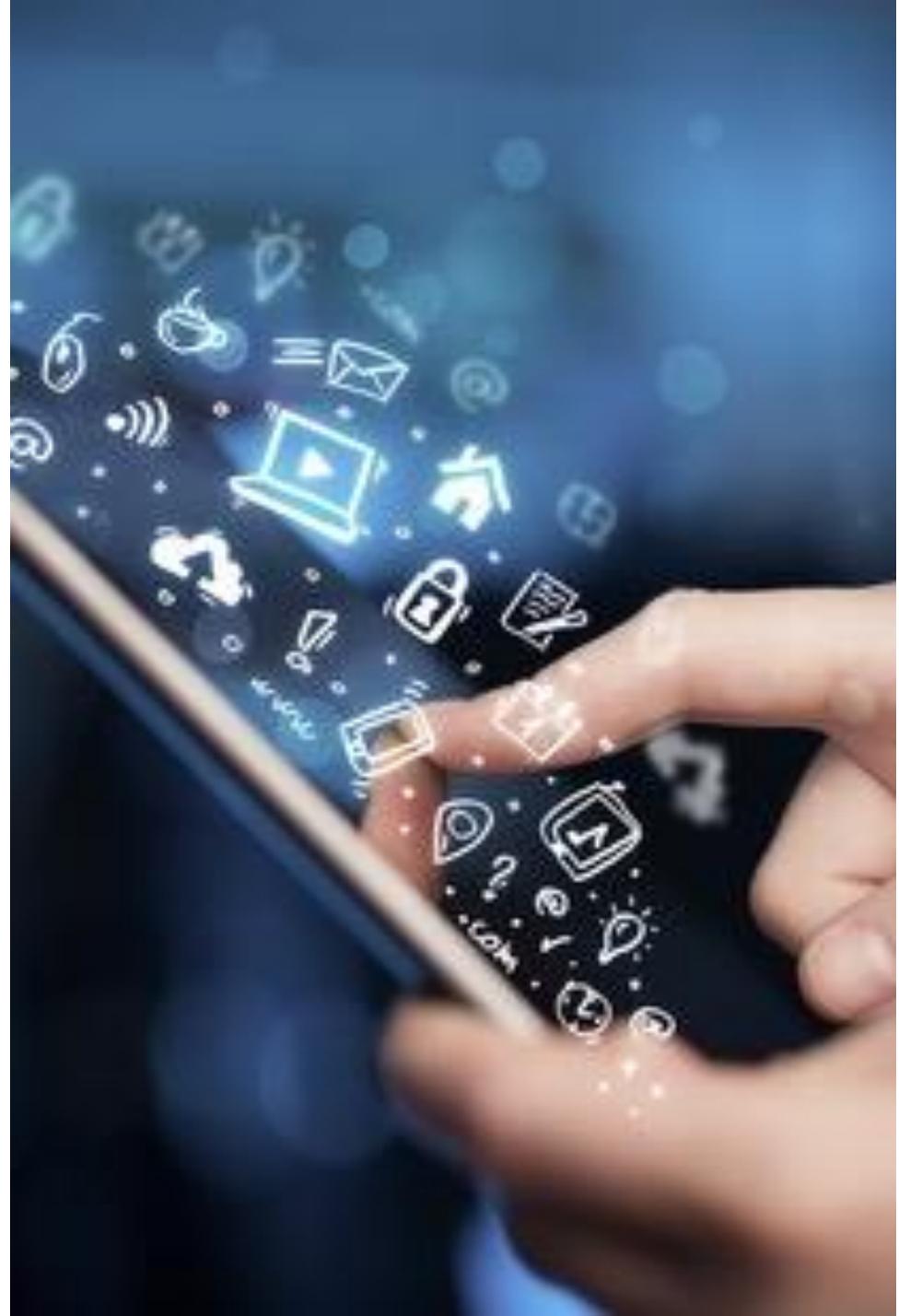
Identify Opportunities for Optimization

- Check-in on A/B test learnings during crawl phase
- Looking at performance trends within ad sets and ads



Optimize

- Optimize toward end-goal
- Depending on luxury of time/budget, compress or stretch testing phases (crawl, walk, run)



Evaluate

- Check performance against KPIs
- Try to tell a complete story – to get to ROI
- What are you doing with A/B test learnings?
- How can learnings apply to other decisions?



Key Takeaways

- Now more than ever user data is available to use for precise targeting and to increase conversion
- Video is a must – use it wisely across all platforms and devices
- Balance both earned and paid social marketing tactics

Thank you!

Abdul Muhammad II

Email: abdul.muhammad@rbbcommunications.com

Website: rbbcommunications.com

Phone: (305) 448-7450



Follow me to continue the conversation and help shape future communication strategy!

Twitter:
[@abdulmuhammad](https://twitter.com/abdulmuhammad)