PR NEWS: BIG 4 SOCIAL MEDIA SUMMIT

How-To Clinic: Pay-to-Play

ABOUT ME

Melissa Wisehart
Managing Director, 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:

We get it. Organic is dead.

But we actually think it's great news.

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SAY WHAT?

- IT'S FOR YOUR OWN GOOD
  - Facebook relentlessly pursues user engagement to ensure platform longevity.
  - If Facebook loses users, you lose a great platform to reach them on.

- RELEVANCY
  - Pursuit of organic reach can cause you to engage in gamey tactics.
  - You may reach more people, but are they your best audience?

- FASTER GROWTH
  - In today's market, even a $10 daily budget can sometimes yield more than organic content that took you 10 hours to create.

- LESS CONTENT
  - The focus is on *quality*, not quantity.
  - Publish half the amount of content, and devote those production resources to your paid budget.

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JOIN THE STUDY: SURVEY & WIN

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WHAT YOU'RE ABOUT TO LEARN

- Step-by-step advertising setup

- Capabilities of Facebook, Instagram & Twitter's ad platforms

- How to create data-driven campaigns

- Show your boss return on your investment (with real live numbers to back it up!

CAME BACK FROM PR NEWS

DROPPED KNOWLEDGE FOR DAYS

imgflip.com

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CLINIC: GET OUT YOUR LAPTOPS!

But don't check email. I'll know.

FACEBOOK & INSTAGRAM ADVERTISING

NEVER SAY NEVER, BUT….

- NEVER use "Boost Post" and other advertising prompts visible when managing the page

- Designed for non-sophisticated / beginner users

- Slimmed down targeting and creative capabilities

- Often more expensive

TYPES OF FACEBOOK ADS INTERFACES

Interface Type	Ideal For
"Boost Post" / Ad Prompts	True beginners / Mom & Pops
Native Interface	Average marketing department
Power Editor	Super users, high volume, first access to new / beta features
3rd Party Ads Manager ($$)	More sophisticated automation, cross-platform optimization

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WHAT ARE WE PROMOTING?

- 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 / Page Like vs. Sponsored Post measuring Cost Per Page Like

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

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PIXELS & TAGS ARE YOUR FRIENDS

- Why you need them:
  - Track data & optimize in real time
  - Collect super valuable, FREE(!) audience data for lookalike audiences, retargeting and more
  - Send data back to platform for automatic optimization
  - Be more competitive in the exchange and beat out other advertisers
  - **<u>REQUIRED</u>** for certain ad objectives

- Who places them:
  - Your dev team

- What you need to know:
  - How to access them and tie them to ads

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GETTING YOUR PIXEL

- IN YOUR AD ACCOUNT:

CREATE & SEND

- Hit "Create Pixel"
- You'll be prompted to give the pixel a name
- Then, email the pixel code to your dev team
  - Base code: Goes in the header of your entire website
  - Standard events: Tracks key actions (base code must be present!)
  - Custom events: For when standard just won't do

CAMPAIGN STRUCTURE

Campaign — Each campaign corresponds to a single advertising objective, like driving website traffic.

Ad set — You can set a budget and a schedule for each of your ad sets, and organize each set by audience segment — i.e., people who live near your store.

Ad — Each ad set can feature multiple ads featuring different images, text, links or video. You will still define creative, targeting and bidding for each of your ads.

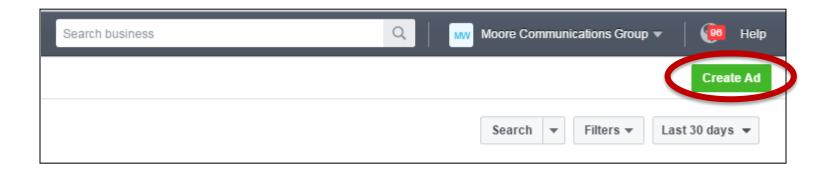Moore Communications Group

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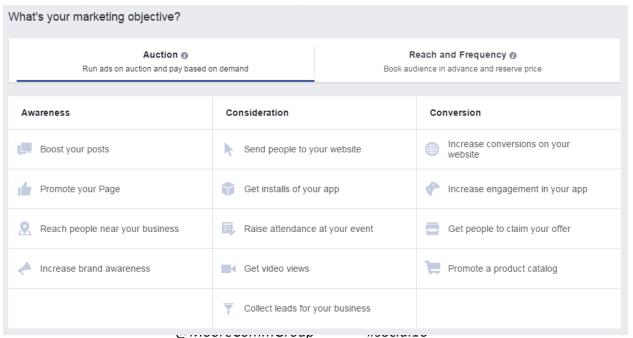# 1. CREATE AD

- In your ad account, click "create ad"

2. SELECT OBJECTIVE & BUYING TYPE

- Auction vs. Reach & Frequency
  - Most flexibility & ad types = Auction
  - Predictability = Reach & Frequency (similar to broadcast)

What's your marketing objective?

| Auction ⓘ | | Reach and Frequency ⓘ | |
| Run ads on auction and pay based on demand | | Book audience in advance and reserve price | |

Awareness	Consideration	Conversion
💬 Boost your posts	↖ Send people to your website	🌐 Increase conversions on your website
👍 Promote your Page	📦 Get installs of your app	🎮 Increase engagement in your app
📍 Reach people near your business	📅 Raise attendance at your event	🏬 Get people to claim your offer
📢 Increase brand awareness	🎥 Get video views	🛒 Promote a product catalog
	📊 Collect leads for your business	

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WHICH OBJECTIVE DO I CHOOSE?

- Objective selection is VERY important!

- Each objective unlocks different:
  - Targeting capabilities
  - Creative
  - URLs / destinations
  - User experiences
  - Optimization types

OBJECTIVES GUIDE

Facebook / Instagram Objectives	You'll Get	Special Requirements / Notes
Boost your posts	Increased reach & engagement of post; Page likes	n/a
Promote your Page	Page likes	n/a
Reach people near your business	Your ad in front of geotargeted locals	Brick and mortar address required
Increase brand awareness	Engagement on a "post"; Page likes	Similar to promoting a post, but doesn't live on your page
Send people to your website	Visitors	Optimized for LINK clicks
Get installs of your app	App installs without leaving Facebook	SDK recommended
Raise attendance at your event	Event RSVPs	MUST have Facebook event page
Get video views	Video views & engagement	Video natively uploaded to Facebook
Collect leads for your business	Collect leads without leaving Facebook	Facebook Business Leads form required
Increase conversions on your website	Offsite clicks and conversions	Conversion pixel required; Optimized for CPA
Increase engagement in your app	Retargeted users who have already installed	SDK integration required; Deep linking recommended
Get people to claim your offer	New customers and offers distributed	Facebook Offer required
Promote product catalog	Dynamic ads optimized for conversion	Facebook Dynamic Product Feed required

3. NAME YOUR CAMPAIGN

Website Conversions

Get people to take valuable actions on your website, such as watching a demo or purchasing a product. Use the Facebook pixel to measure and optimize ads for conversions.

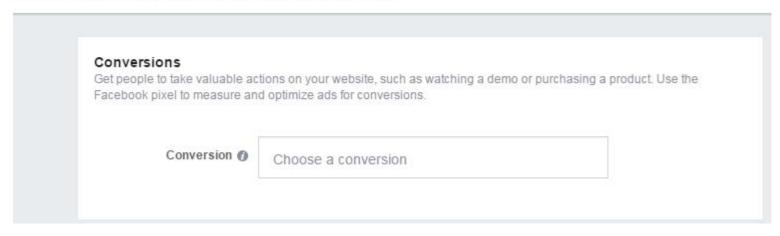**Campaign Name** ℹ️ Test Campaign - Website Conversions

Continue

4. SELECT CONVERSION

- You'll see a drop-down of pixels & standard events
  - Green = Pixel is ready to use
  - Red = Pixel has never fired
  - Grey = Pixel is inactive; Check it is firing properly before utilizing

AD SET: Define your audience, budget and schedule

Conversions

Get people to take valuable actions on your website, such as watching a demo or purchasing a product. Use the Facebook pixel to measure and optimize ads for conversions.

Conversion ⓘ   Choose a conversion

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5. BEGIN TARGETING

- Audience types:
  - New
    - One you'll create now
  - Saved
    - One you've used before
    - One you saved in the Ads Planner tool
  - Custom
    - Unique to your page
    - Remarketing

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 visit your website or view specific web pages

App Activity
Create a list of people who have taken a specific action in your app or game
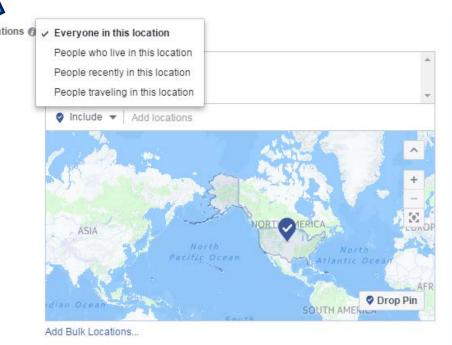
Engagement on Facebook NEW
Create a list of people who have engaged with your content on Facebook

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BASIC DEMOS

- Location
  - Options based on GPS activity
  - Country / State / Region / Address / DMA / Congressional district
  - + 1 – 50 mile radius
  - Bulk upload
- Age
- Gender
- Languages
  - Only necessary if you are targeting a non-native language to the area

DETAILED TARGETING

- Start typing to search OR browse to navigate through options

Detailed Targeting ⓘ   INCLUDE people who match at least ONE of the following ⓘ

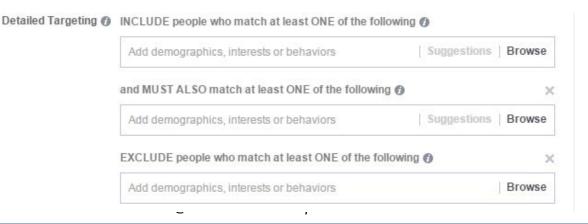   Add demographics, interests or behaviors | Suggestions | Browse

- **Demographics**: Anything to do with home life and/or socioeconomic status
    - Examples: 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
    - Examples: Sports, books, industries, hobbies, food, travel, social issues

- **Behaviors**: Target based on purchase behavior and intent
    - Examples: Likely to move, # of lines of credit, likely to purchase a vehicle, charitable donations, etc.

- **More Categories**: Categories requested from partners and 3rd parties

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DETAILED TARGETING STRUCTURE: AND, OR & NOT

- IMPORTANT NOTE:
  - Facebook's default is "OR" targeting
  - That means demographics just have to meet at least one characteristic in the same category
- Newer Advanced options:
  - EXCLUDE targeting parameters
  - NARROW AUDIENCE must include other demographics
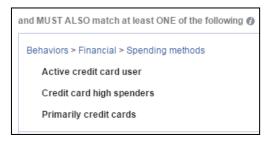
DETAILED TARGETING: EXAMPLE

- Scenario:
  - I'm advertising a credit card that will give you rewards at top DIY home improvement and decor retail stores.
  - Targeting selected:
    - General: Women, 25 - 45

One of these:

Behaviors > Purchase behavior > Buyer profiles

DIYers

Demographics > Home > Home Ownership

Homeowners

Renters

Interests > Hobbies and activities > Home and garden

Home improvement

AND one of these:

and MUST ALSO match at least ONE of the following ⓘ

Behaviors > Financial > Spending methods

Active credit card user

Credit card high spenders

Primarily credit cards

But NOT this:

EXCLUDE people who match at least ONE of the following ⓘ

Behaviors > Financial > Spending methods
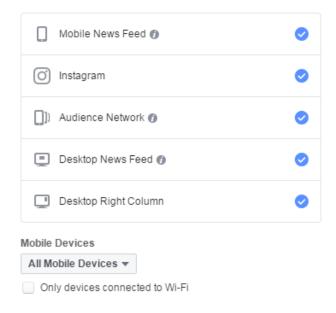
Primarily cash

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6. SELECT CONNECTIONS & PLACEMENTS

- Connections:
  - Include those connected, friends of connected or EXCLUDE connected
  - Based on Page, App and Events

- Placements:
  - Device and network/platform options
  - Specific phones and WiFi options
  - ADVANCED:
    - Block elements of Audience Network

📱	Mobile News Feed ℹ️	✅
📷	Instagram	✅
📱	Audience Network ℹ️	✅
🖥️	Desktop News Feed ℹ️	✅
🖥️	Desktop Right Column	✅

Mobile Devices

All Mobile Devices ▼

☐ Only devices connected to Wi-Fi

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7. BUDGETS & DELIVERY

- Budget: Daily vs. Lifetime
- Schedule: Continuous vs. Start & End Date
- Ad Delivery Type →
- Conversion window: 1 day vs. 7 days
- Bid: Auto vs. Manual
- Ad Scheduling: All Time vs. Daypart

Conversions ▾

✓ **Conversions - Recommended**
We'll deliver your ads to the right people to help you get the most website conversions at the lowest cost.

Impressions
We'll deliver your ads to people as many times as possible.

Link Clicks
We'll deliver your ads to the right people to help you get the most clicks from your ad to your website at the lowest cost.

Daily Unique Reach
We'll deliver your ads to people up to once a day.

Scheduled hours are shaded blue

- Delivery Type: Standard vs. Accelerated
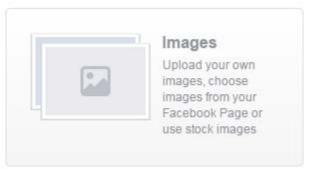
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8. SELECT FORMAT & MEDIA

- Format:
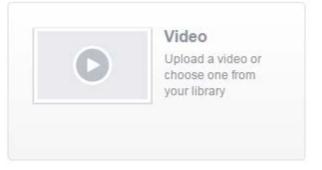 - Single image or video
  - Multiple images in one ad (carousel)
- Media:
  - Images (FREE Shutterstock imagery available within interface)
  - Slideshow
  - Video

Images
Upload your own images, choose images from your Facebook Page or use stock images

Slideshow
Upload or choose 3 to 7 images that will play as a video

Video
Upload a video or choose one from your library

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9. ADD PAGES & CREATIVE ELEMENTS

- Connect Page & Instagram Account
- Website URL / Destination
- Headline, Text & Pre-Determined Call-To-Action Buttons
- ADVANCED:
  - Tracking: View tags, URL Params, Pixels & Mobile App Events
  - Creative: News Feed link description + Display link

TWITTER ADVERTISING

TWITTER ADVERTISING SETUP

- Pixel placement – NEW(ish) Universal Web Tag (similar to Facebook)
- Select Objective:

Twitter Objectives
Followers
Tweet engagements
Website clicks or conversions
App installs or re-engagements
Video views
Leads on Twitter

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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

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)

OPTIMIZATIONS

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

- Actions are based on Advertiser quality scores, 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

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FACEBOOK - ANALYTICS

- Located In Ad Account: 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

FACEBOOK – KEY METRICS TO OPTIMIZE AGAINST

- Cost: Cost per result (based on ad objective)

- Frequency: Average number of times your target has been served your ad
  - NOTE: A high number could indicate your audience targeting isn't large enough

- Link Clicks: Number of website / destination clicks (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 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

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FACEBOOK – PERFORMANCE GRAPHS

- 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

TWITTER - ANALYTICS

- Located in Twitter Ads > Campaigns & Analytics
- View data based on creatives, device, demographic & more
- Use data to optimize current campaigns or inform new ones
- Determine when your ads have reached fatigue by downturn in performance

And if that data isn't enough….

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FACEBOOK – AUDIENCE INSIGHTS & AD PLANNER

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TWITTER – AUDIENCE INSIGHTS

Consumer buying styles

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

Occupation

Occupation type	% of audience
Professional/technical	33%
Homemaker	25%
Self-employed	22%
White collar worker	20%

Interests

Interest name	% of audience
Comedy (Movies and television)	68%
Music	64%
Comedy (Hobbies and interests)	52%

Household income categories

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

Credit card holders

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

TV Genres

Genre name	% of audience
Sports	63%
Drama	50%
Comedy	37%
Reality	32%

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BRINGING IT ALL TOGETHER

KEY TAKEAWAYS

- You're in a post-Organic world. But it will be ok.
  - The rise of Paid & Earned are here.
  - A small paid strategy can still deliver explosive growth.

- Set up proper tracking and objectives at the beginning.
  - You'll tell a clear ROI story and attribute success to the bottom line.
  - Tie your social campaigns to overall business objectives.

- Social data is extremely immense and powerful.
  - Harness it to create your most effective marketing channel.
  - Data empowers you to make the case for resource to leadership.

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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; Testing Roadmaps

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

- **Sysomos** – Social Listening & Conversation Tracking

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THANK YOU!

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Don't forget your chance to win:

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