

Putting Paid Social to Work to Amplify Your Messages - And How to Win Budget from C-Suite Skeptics

#PRNews

October 20, 2016

Melissa Baratta

Senior Vice President, Affect

mbaratta@affect.com

techaffect.com

[@mlbaratta](https://twitter.com/mlbaratta)



- Sr. Vice President, Affect
 - Public Relations and Social Media Firm
 - Serving Technology, Healthcare and Professional Services Clients
- Social Programs Across B2B and B2C Brands

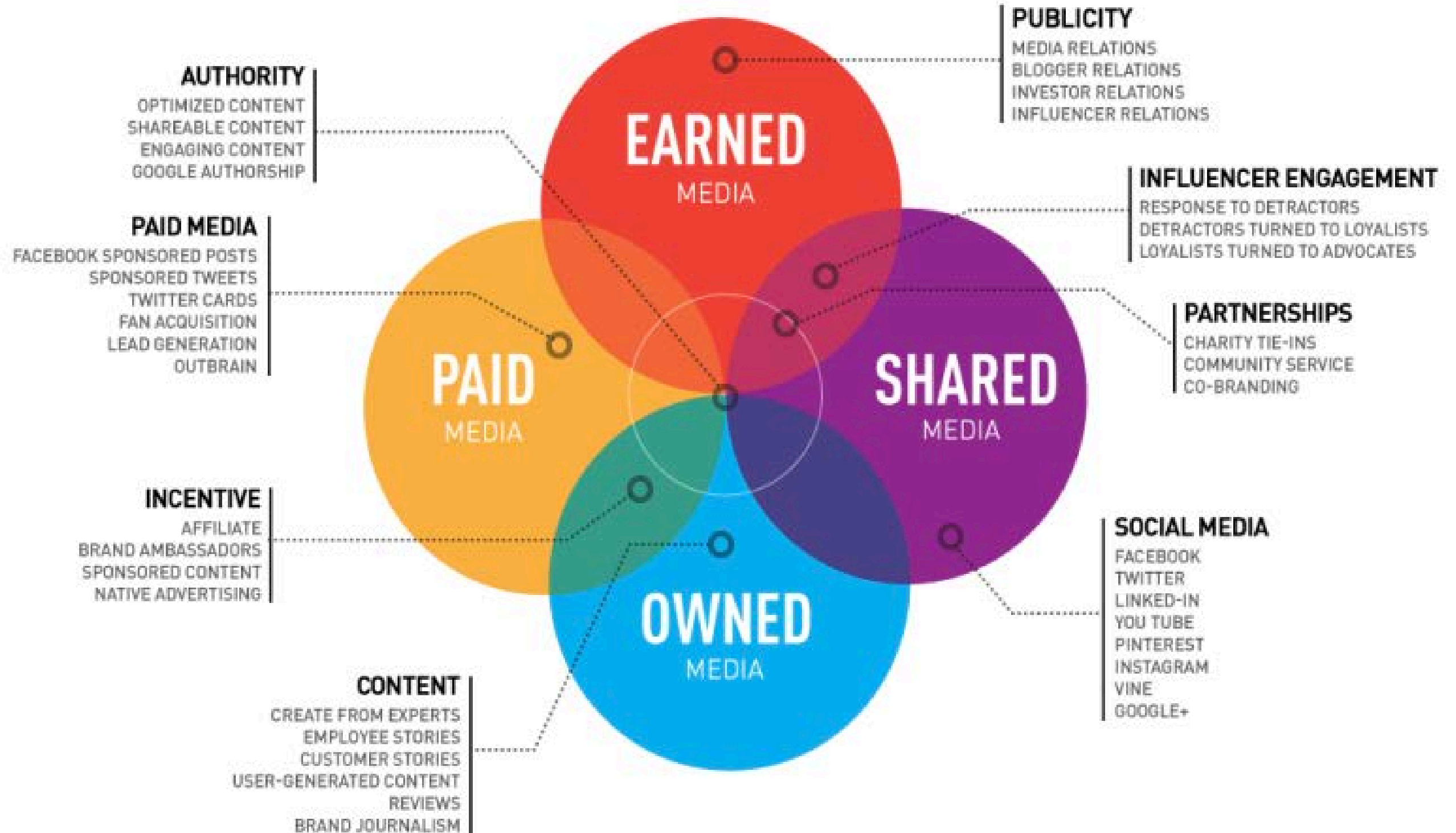


ROI for Earned Social Doesn't Come Easy

- Social Media is too Noisy
- Time Investment Is Not Equal to Payoff
- Lack of Targeting
- Platforms Favor Advertisers



Hit the Bull's Eye



Grow Platform & Engagement
Among Target Audience

Increase Website
Traffic

Product
Adoption

Interest or
Action on a
Topic

Build/
Demonstrate
Consumer Trust

Third Party
Credibility

But First, Let Me Pick a Platform



- B2C; 18-29 (through 65+)
- Target by location, demographic, interests, behaviors
- Multiple ad formats and goals to choose from
- Huge range of interests

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	

Facebook Ads

Suggested Post

F Forbes
Sponsored · 🌐

Like Page

If you're looking to buy an affordable home, you should steer clear of these 20 locations.



The 20 Least Affordable Places To Live In The U.S.

If you are looking to buy an affordable home, you should steer clear of these 20 counties on the East and West coasts. RealtyTrac found the least affordable markets based on the percentage of average wages needed to make monthly house...

FORBES.COM

👍👎👤 1.7K

957 Comments 2.1K Shares

#PRNews

LE TOTE
Sponsored · 🌐

Like Page

Fashion rental for work, weekend and everything in between. Use code FBSUMR50 for 50% off your first month!



Wear. Return. Repeat!


Only \$59/month


LETOTE.COM



Sign Up

@mlbaratta

Instagram Ads

 eatsprig Sponsored




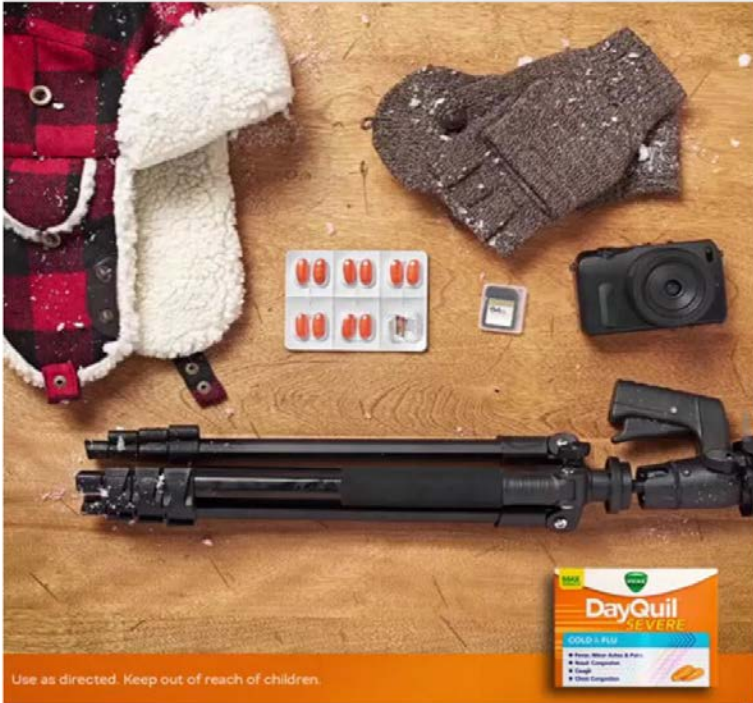
  [INSTALL NOW](#)



♥ 1.822 likes

eatsprig The simplest way to eat well. Healthy & low-calorie meals delivered to your door in 15 minutes!


#PRNews


 nyquildayquil Sponsored





  ♥ 103,346 likes

nyquildayquil Take DayQuil Severe, because snow doesn't take a rain check. #NoSickDays
[View all 518 comments](#)

 Fossil Sponsored



  [SHOP NOW](#)

♥ 5.622 likes

High fashion. High quality. High quirk. Shop the Fossil x Opening Ceremony watches, bags and accessories for a limited time. #FossilxOC

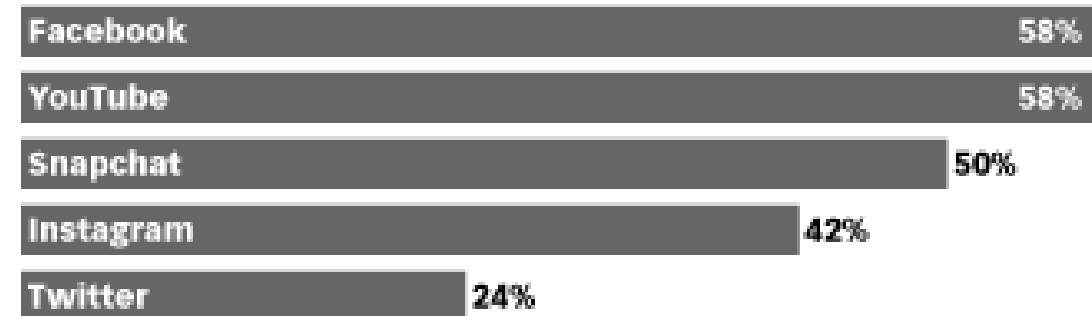
@mlbaratta

Video is Hot

- Short: 1-3 minutes
- Compelling story
 - Fun / comical
 - Emotional
- Captions
- Call to action

Social Media Platforms Used by US Young Adult* Mobile Video Viewers to View Mobile Video Content, June 2016

% of respondents



Note: daily; *ages 18-20

Source: Sharethrough, "The Audition for Attention: Reaching the Uninterruptible Gen Z With Native Video," Aug 31, 2016

215926

www.eMarketer.com

Example: Video Storytelling



29,419,839 Views

Mic

September 26 at 1:50pm · New York, NY · 🌐

👍 Like Page

After replacing detention with meditation, a school has had zero suspensions last year.

#PRNews

Suggested Post



PlanetBox

Sponsored · 🌐

Smart, eco and easy! Packing lunch doesn't need to rocket science. Get the best tools to get the job done right. High quality stainless steel. Dishwasher safe. Intelligently designed.



You need to check out this awesome lunchbox!

Learn More

👍❤️😲 1.6K

93 Comments 244 Shares 78K Views 🌐

👍 Like 💬 Comment ➦ Share

@mlbaratta





PLANETBOX MAKES PACKING LUNCH EASY AND FUN

Example: Brand Awareness



Axon Health Associates

October 1 at 3:49pm · 🌐

Whatever your fitness goals might be—physical strength, weight loss, balance, that stubborn pistol squat—every one of us hits that point when it feels like you're not getting there fast enough.



What To Do When Your Workout Stops Working

Six smart ways to push past that fitness plateau.

MINDBODYGREEN.COM | BY KETTLEBELL KICKBOXING



Axon Health Associates

September 17 at 5:46pm · 🌐

A little movement goes a long way when it comes to preventing Alzheimer's disease, new research is showing.



The Habit That Can Cut Your Alzheimer's Risk By 50%

Research shows these physical activities can help alzheimer's prevention.

PREVENTION.COM

Example: Brand Awareness



Axon Health Associates

3 reviews [Details](#) [Write a Review](#) [Add Photo](#) [Share](#) [Bookmark](#)

Physical Therapy, Acupuncture, Chiropractors [Edit](#)

120 E 42nd St
New York, NY 10017
b/t De Pew Pl & Lexington Ave in Midtown East, Murray Hill
[Get Directions](#)
Grand Central - 42 St. and 2 more stations
(212) 370-5551
[axonhealthassociates.com](#)

Jason M. Feinstein, D.C. [See all 5 photos](#)

Same Day Appointments Available. Call Us Today! [Contact Us](#)

Today 9:00 am - 4:00 pm [Open now](#)

Recommended Reviews

Search reviews [English 3](#)

Yelp Sort [Date](#) [Rating](#) [Elites](#)

Your trust is our top concern, so businesses can't pay to alter or remove their reviews. [Learn more.](#)

Hayley A.
Brooklyn, NY
242 friends
172 reviews
Elite '15

1/15/2013
1 check-in

I see the accupuncturist Ailin Kojima at 42 St Physical. I have had a wonderful experience as her patient. After previously working with a chiropractor in the area who did not seem to help my tense back, and then dealing with wending double billings and chedy insurance charges...

Hours

Mon	9:00 am - 6:00 pm
Tue	9:00 am - 7:00 pm
Wed	9:00 am - 6:00 pm
Thu	9:00 am - 7:00 pm
Fri	9:00 am - 4:00 pm Open now
Sat	Closed
Sun	Closed

[Edit business info](#)

More business info

By Appointment Only **Yes**

This business is a Yelp advertiser.

5 Month Program

Results: Facebook

- 3,000 ad clicks (content + website)
- 3,100 page Likes

Results: Yelp

- 539 clicks to website
- 1,251 profile views
- 156 new customer leads

Results: Business


- 524 new patients
- Total # of patient visits grew every month for 5 months

Example: Brand / Product Adoption



PointSearch
Written by Melissa Whitney Baratta [?] · June 30 · 🌐

We take the time and frustration out of trip planning. Build an itinerary now (it's free!)



Plan the Perfect Trip!
Going somewhere? Let us handle all the research. Tell us what you like and your budget, and we'll give you the best recommendations - tailored specifically for you. Now serving Miami, Austin, Houston, Atlanta and New Orleans!


[HTTP://POINTSEARCH.COM/](http://pointsearch.com/) [Learn More](#)

214,334 people reached

Suggested Page

PointSearch
Sponsored


We take the time and frustration out of trip planning. Build an itinerary now (it's free!)



PointSearch
Travel/Leisure
2,302 people like this.

PointSearch
Published by Malinda D. Singh [?] · September 29 at 12:26pm · 🌐

Check out this article for some good pointers on what to think about when trying to plan an active vacation: <http://bit.ly/2dgJSKI>



Travel Tips: How to plan an active vacation
Forget the standard hangout by the beach or sightseeing through a city vacation.
MYPALMBEACHPOST.COM | BY SHIVANI VORA - THE NEW YORK TIMES

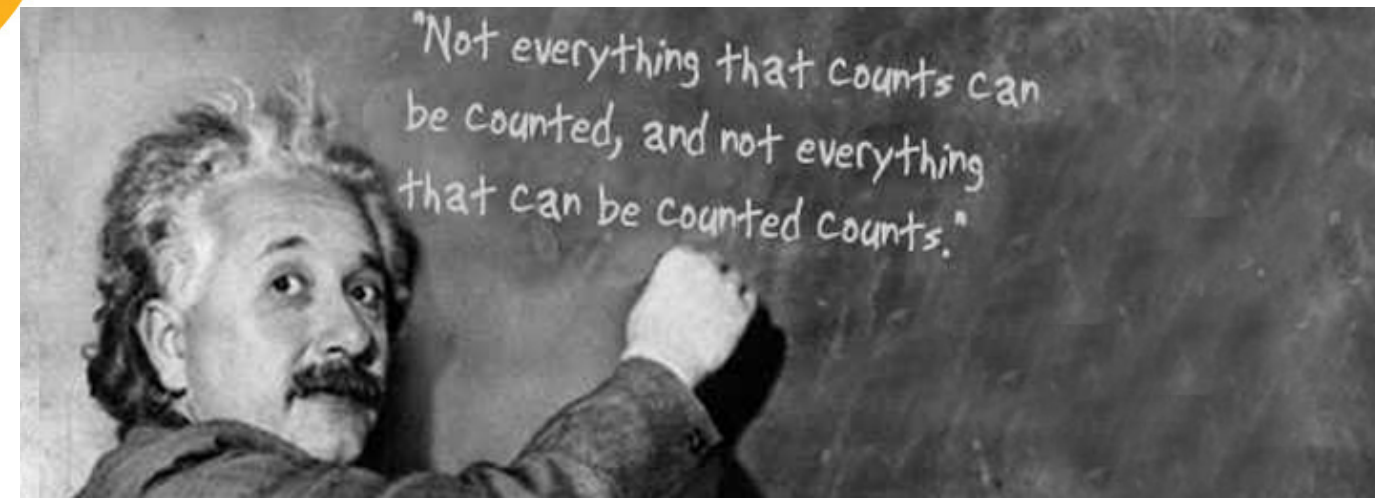
3 Month Program

Results: Social

- 5,373 clicks to the website – avg. \$0.08 per click
- 2,413 Facebook page Likes
- Over 2,000 Instagram content Likes

Results: Business

- Immediate product adoption within first 30 days of launch
- Brand awareness among very targeted audience
- Intel on audience likes/dislikes – product adjustments



- Do Twitter impressions = sales?
- Will 1,000 Facebook shares raise the CEO's eyebrows?
- Will Instagram likes be shared on an earnings call?

Make your metrics business goal-oriented, your dashboard readable, and your results tell a story.

Small Can Still Be Impactful

- Know when to keep it in-house vs. outsource
- Prioritize goals – don't put \$1 in every bucket
- Evaluate often – don't be afraid to change course if needed

Takeaways

Paid social is a MUST if you want:

- A well-followed, well-engaged profile
- To be seen/heard by the masses
- To reach social goals quickly

To do it well, and to get that money:

- Do your research, pick your platform, build your goals, then back in a budget
- Create tangible, **business-oriented** metrics
- Have a strategic conversation with C-suite (not, “if we want more friends, we have to pay for them”)
- Remember: You don’t have to spend a ton to get good results
- *Measure results – and report back*

Thank You

Stay in Touch!

Melissa Baratta

Email: mbaratta@affect.com

Web: affect.com

Blog: techaffect.com

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