

# How to Win Budget Dollars for Paid Social From C-Suite Skeptics

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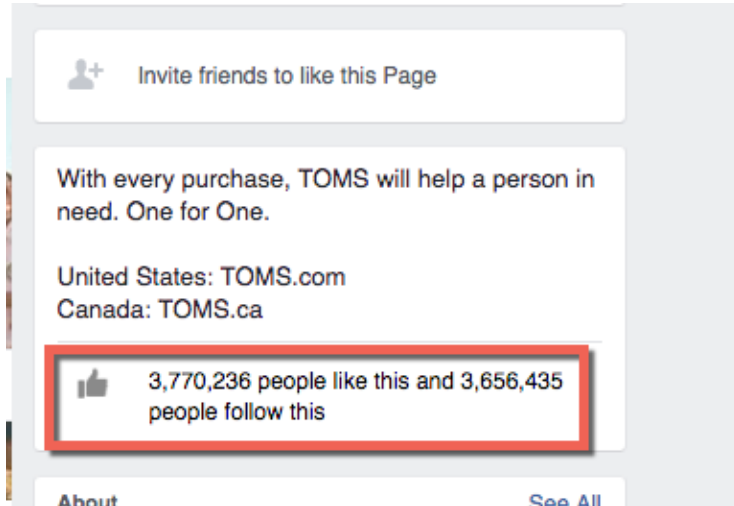
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# You gotta pay to play—even within your own sandbox

Organic reach is dead – paid social is table stakes



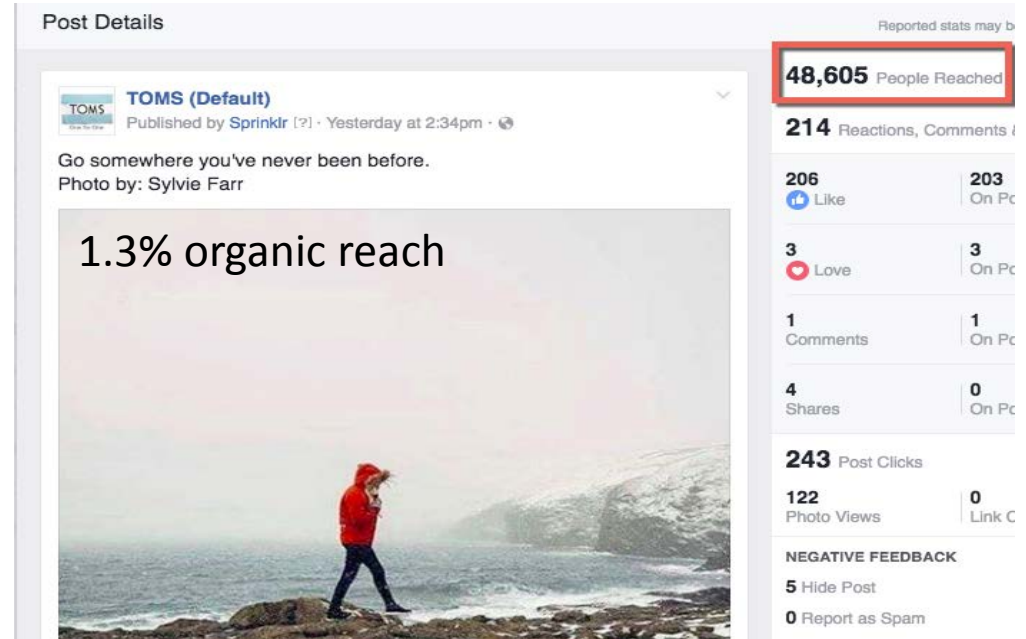
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United States: TOMS.com  
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3,770,236 people like this and 3,656,435 people follow this

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Post Details

Reported stats may be different

**48,605** People Reached

214 Reactions, Comments & Shares

206 Like 203 On Page

3 Love 3 On Page

1 Comments 1 On Page

4 Shares 0 On Page

243 Post Clicks

122 Photo Views 0 Link Clicks

NEGATIVE FEEDBACK

5 Hide Post

0 Report as Spam

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Published by Sprinklr [?] · Yesterday at 2:34pm · 🌐

Go somewhere you've never been before.  
Photo by: Sylvie Farr

1.3% organic reach

Photo: A person in a red hoodie walking on a rocky shore near the ocean.

Brands are increasingly spending on paid social in the battle for attention – global paid social spend has doubled over the past 2 years, from \$16B in 2014 to \$31B in 2016

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# ROI on paid social is both feasible and measureable

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TOMS paid social revenue had double digit Y/Y growth in 2016 on less spend and flat traffic due to optimizations in creative, targeting, testing, measuring and monitoring

## Steps:

- Establish objectives — increase engagement on brand awareness content, increase traffic and revenue on direct response content, etc.
- Assess what's worked and hasn't worked historically to set realistic KPIs and strategies to reach them
- Test out various forms of content, targeting, budgets, timing, etc.
- Monitor closely using native platform tools and third party tools like Google Analytics, and optimize accordingly
- Demonstrate value on the established objectives and metrics

# It's an opportunity to test, listen and learn

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Paid social's extensive real-time data enables robust testing to learn and optimize the who, what, where, when and why of our customers

## Testing checklist:

- Platforms
- Budget
- Campaign objective
- Creative
- Spend
- Targeting
- Location
- Timing



# Paid social can grow your audience

Paid social enables reaching new audiences throughout the marketing funnel

- TOMS brand awareness example



Start broad with Facebook Canvas and Instagram Video to make intro



Move to carousel for additional storytelling with photos that build from one to another



Now that the consumer is comfortable, bring them to the website with a link ad

# Paid social can grow your audience

Paid social enables reaching new audiences throughout the marketing funnel

- TOMS direct response example



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July 12, 2016 · 

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# Paid social can grow your audience

- Paid social influencer outreach can help reach new target audiences





# Takeaways

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- Assess your objectives, what you've done so far and where you want to go
- Set specific goals and strategies to reach them
- Test, learn and optimize as you go
- Demonstrate value and continue to learn and iterate

# Key resources

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- Social Media Managers Facebook Group
- Online publications: L2, Recode, Mashable, TechCrunch

# Thank you!

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