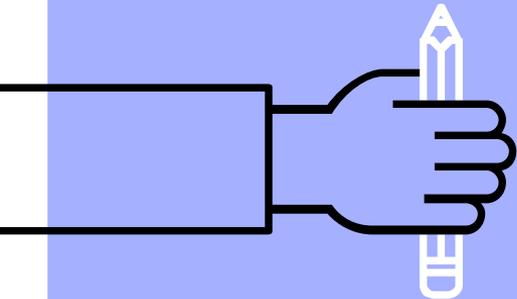
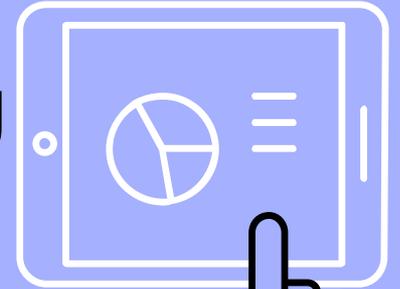


Guide To Social Media Marketing



THE DEFINITIVE GUIDE TO SOCIAL MEDIA MARKETING?

Types of social media ads

(and what they're best for)

As your business embraces social marketing, your media strategy will likely grow to include social media advertising. It can be scary to move from an organic social strategy to putting real money on the table, so it's important to understand all the available options.

In this guide, we explain how to use the various types of social media ads to achieve real business objectives while maximizing your spend.

The major social networks offer advertising options—but not all will be a great fit for every business. **When thinking about which social networks to use for advertising, look at which ones are performing well organically.**

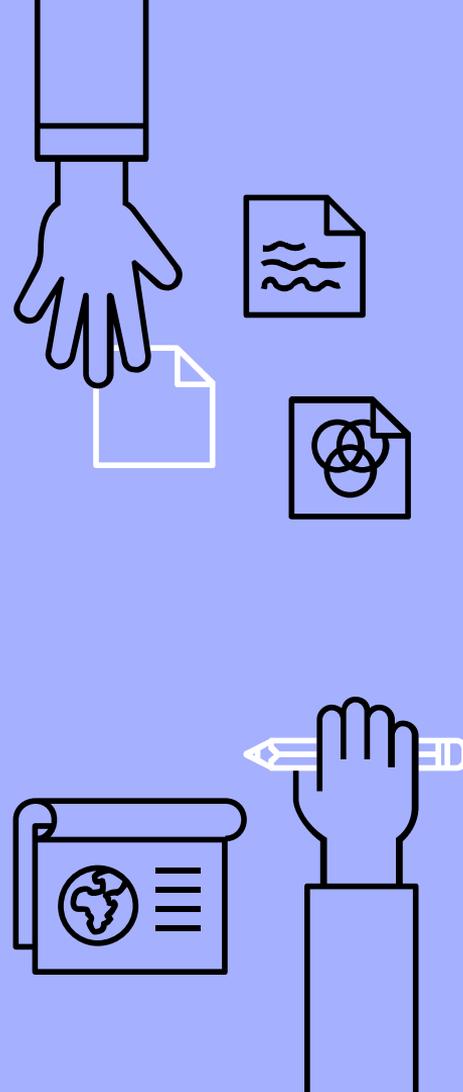
Networks where your content naturally strikes a chord with followers and fans are an obvious choice for your first social ad campaigns.

When choosing where to place your ads, it's also helpful to know which networks are most popular among which types of users. For example, Pinterest has far more female than male users, and Snapchat has massive penetration in the younger audience segments.

On the next page you will find a quick summary from the Pew Research Center showing who's using which social networks in 2018.

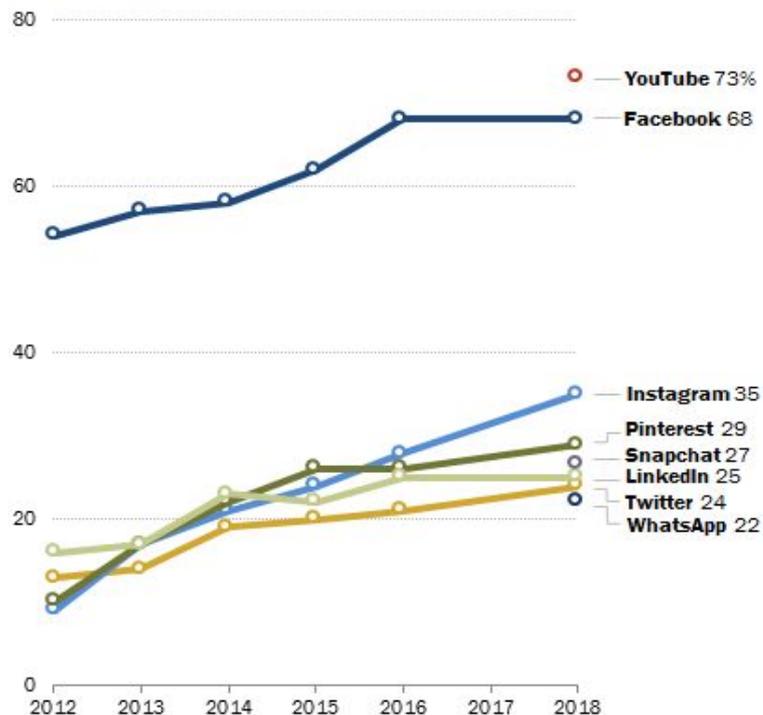
"Social media is becoming a real part of people's everyday lives (all people, not just social media marketers)."

PEG FITZPATRICK



Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER



Facebook Ads

Now that you have a sense of which social networks are a demographic fit for your business, let's look at the types of ads each network has to offer.

Facebook ads are designed to help you achieve one of three broad types of campaign objectives: awareness, consideration, or conversion.

- **Awareness objectives:** Building brand awareness or increasing reach
- **Consideration objectives:** Sending traffic to your website, increasing engagement, encouraging app installs or video views, lead generation, or encouraging people to communicate with you on Facebook Messenger
- **Conversion objectives:** Creating online conversions, making catalog sales, or driving foot traffic to offline stores
- **Audience considerations:** Facebook is popular across demographics and offers detailed targeting options, making it a great platform to get started with social media advertising.

You have several ad formats to choose from.

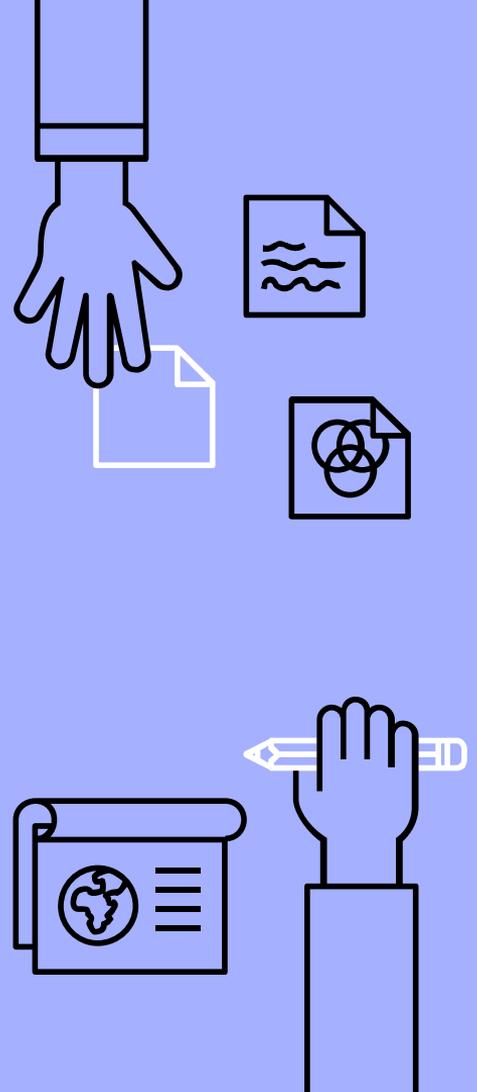


Photo ads

In addition to a photo, Facebook photo ads include 125 characters of text plus a headline and link description. They can also include a call-to-action button like Shop Now or Send Message.

You can create your photo ad in Facebook Business Manager, or simply promote a post with an image from your Facebook Page.

Quick tip: Facebook photo ads work well for showcasing new products or services. Show people using your product, rather than a simple photo of the product itself.

Video ads

Facebook video ad options range from short mobile video ads up to 240-minute promoted videos designed to be watched on desktop. With so many options, it's critical to have solid goals and understand who your target market is and where your video will reach them.

Facebook video ads can work well in conjunction with a TV ad campaign. Even if TV is not part of your marketing mix, video ads can be a great way of drawing people in with compelling visuals that highlight the best parts of your brand.

Quick tip: Short videos have higher completion rates. Stick to 15 seconds or less if you're placing videos in the mobile feed.



Carousel ads

A carousel ad lets you include up to 10 images or videos, each with their own link, all in one ad.

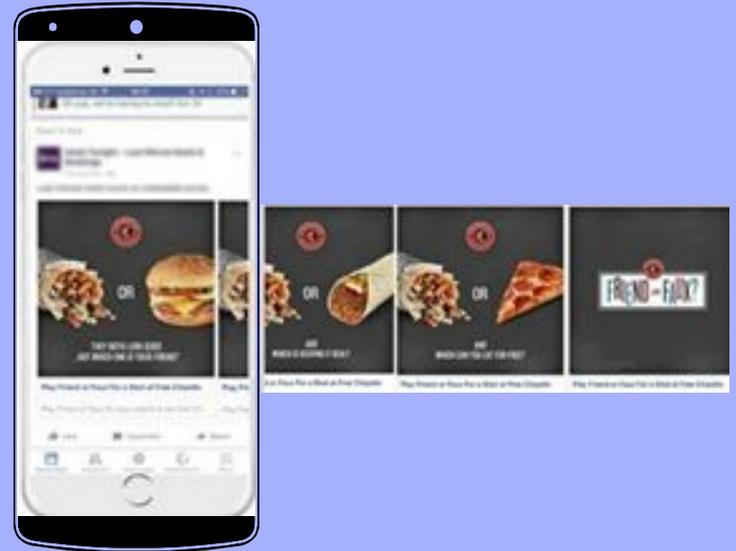
Carousel ads work well to showcase different features of a product, or to explain a step-by-step process. They're also a great way to present multiple products.

Quick tip: *Use the different elements in your carousel ad together to present a compelling, effective story or message.*

Slideshow ads

A slideshow is an ad that creates a video from several static images—your own or stock images that Facebook provides. Slideshows offer the compelling motion of video, but require no video-specific resources to create. If you're not ready to try video ads but want to move beyond static photos, slideshow ads are a great option.

Quick tip: *Slideshow ads load fast even on slow connection speeds, so they can be a particularly great alternative to video if your target market is likely to access Facebook from a slow connection.*



Collection ads

A collection ad highlights your products right in the Facebook feed. The ad includes a cover photo or video plus product images with pricing and other details, and allows people to learn more about your product without leaving Facebook.

Quick tip: *Collection ads work especially well for retail and travel brands. This option allows the recipient to view a variety of product offerings with ease in one location.*

Messenger ads

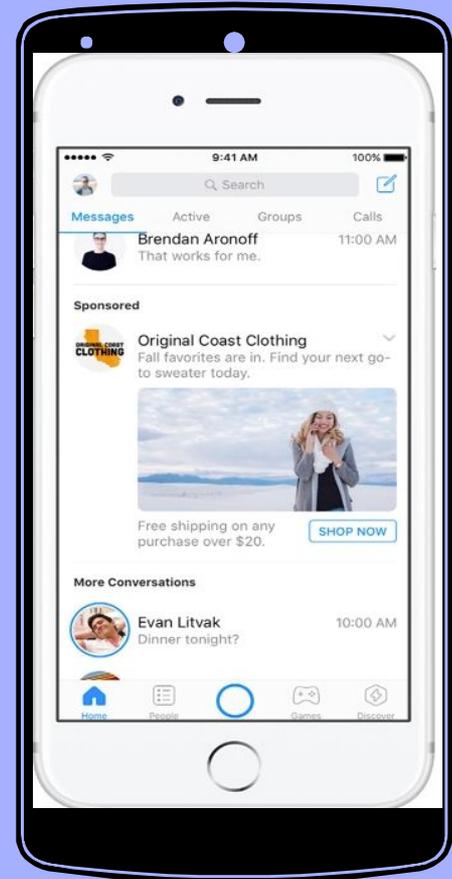
Messenger ads are simply Facebook ads placed on the home screen of the Messenger app. You can use them to encourage people to connect with your business on Messenger, but they can also link to your site.

Quick tip: *Using a custom audience of people who have previously messaged your business, you can use Messenger ads to restart conversations that have trailed off.*

Lead ads

Facebook lead ads are mobile-only that include pre-populated contact forms. This makes it easy for people to sign up for your newsletter, request a free trial, or ask for a quote. They're a great tool if you're looking for leads to pass along to your sales team, or to build your online sales funnel.

Quick tip: *Ask for the minimum amount of information you need to process leads effectively, to maximize completion.*



Instagram ads

Since Facebook owns Instagram, it's not surprising that Instagram ads support the same three broad categories of campaign objectives as Facebook ads: awareness, consideration, and conversion.

Audience considerations: Instagram is most popular with millennials, but plenty of Generation Xers also use the platform. The specific Instagram ad types also mirror three of the Facebook ads types: photo, video, and carousel. You can create each type of ad for either the main Instagram feed, or for Instagram Stories.

Photo and video ads

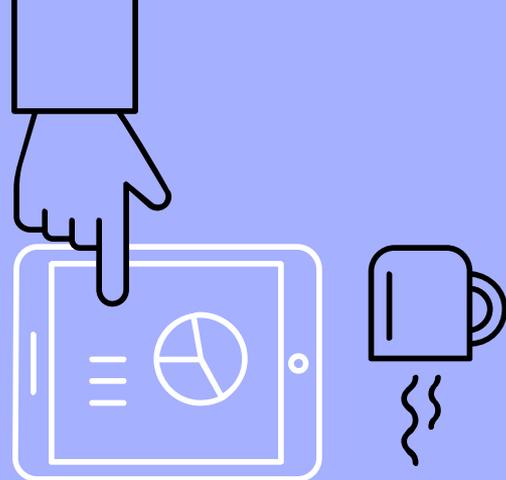
Your Instagram photo or video will look like a regular Instagram post—except that it will say Sponsored in the top right. Depending on your campaign objective, you may also be able to add a call-to-action button.

Quick tip: *Make sure your photo and video ads are consistent in style with the organic posts you share on Instagram so that viewers recognize the ad is from your brand. Videos autoplay with sound off, so optimize your videos to work without audio.*

Carousel ads

In an Instagram carousel ad, viewers tap the arrows or swipe to scroll through different images.

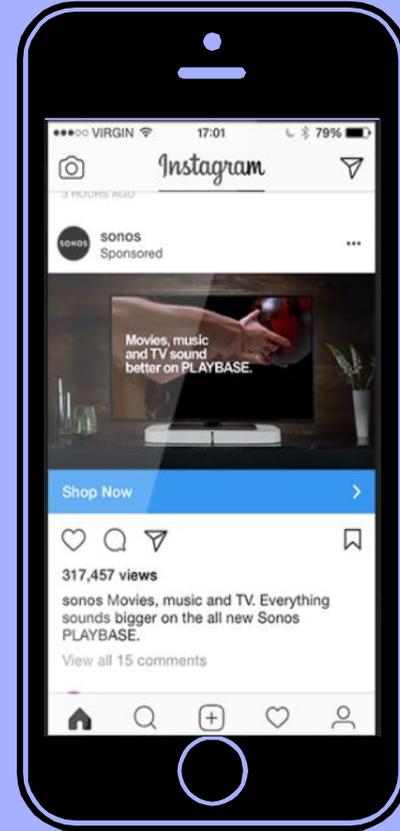
Quick tip: *Make sure the images you use in your carousel ad are visually similar and tied together by a common theme. It shouldn't be jarring to swipe between the different photos in the ad.*



Instagram Stories ads

Instagram Stories ads can use photos or videos up to 15 seconds long. These ads display in full-screen format between people's stories.

Quick tip: Instagram Stories only last for 24 hours, so this is a great format for in-the-moment marketing like limited time offers. Ads that show the product in use perform best.



Twitter ads

Twitter ads work towards six different business objectives:

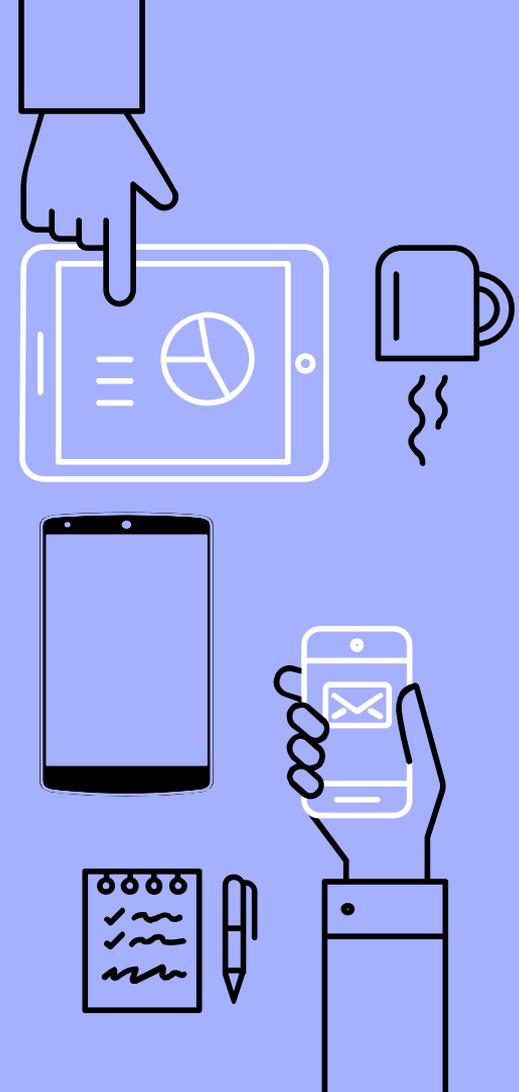
- Website clicks or conversions: Promote Tweets to people who you want to visit and take action on your website. You're charged per click.
- Tweet engagement: Promote Tweets with the goal of starting conversations about your brand. You pay for the initial engagement.
- Gain followers: Promote your Twitter account and pay per follower gained.
- Increase brand awareness: Promote your Tweets to a broad audience and pay for impressions (CPM).
- Video views: Promote your videos to a targeted audience and pay per video view.
- App installs or re-engagement: Promote your Tweets and pay per click to open or install your app.

Twitter offers two ways for brands to create Twitter ads:

Twitter Promote, which automatically promotes Tweets for you, and **Twitter Ads** campaigns, in which you set up campaigns yourself based on your marketing objective.

Twitter Promote

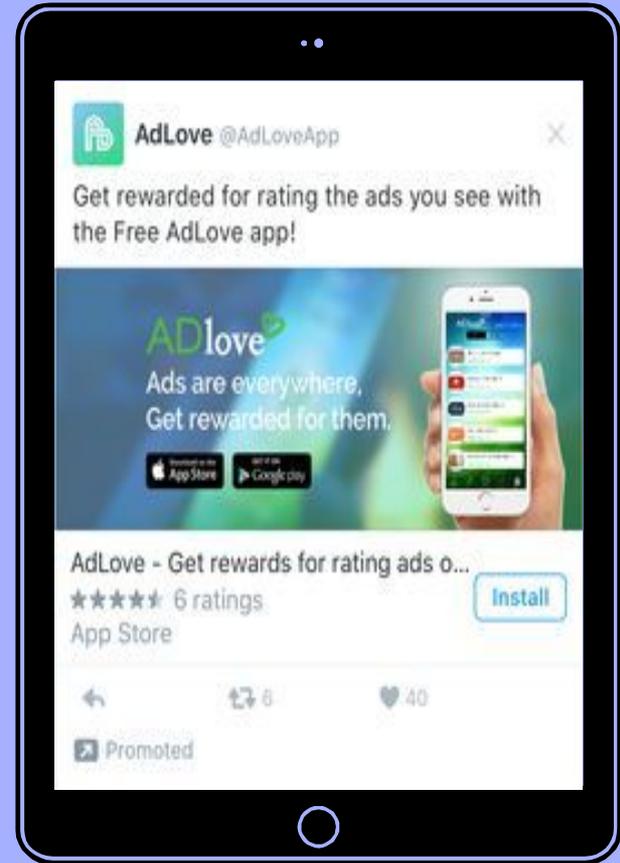
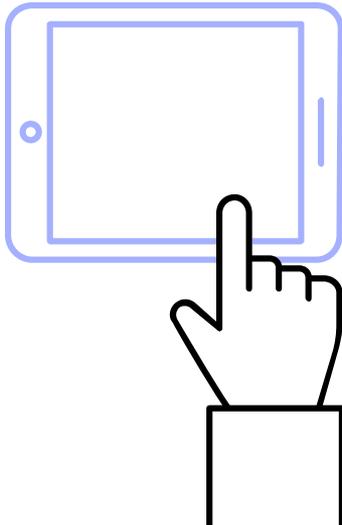
When you enable Twitter Promote, the Twitter algorithm automatically promotes your first 10 daily organic Tweets to your specified audience and promotes your account to attract new followers. You can focus on up to five interests or metro locations, and let Twitter do the rest.



Twitter ad campaigns

When you set up your own Twitter ad campaigns, you start by choosing your business objective, which ensures your ads align with your business goals. You can select existing organic Tweets to promote, or create Tweets specifically as ads.

Quick tip: Run separate campaigns for mobile and desktop users to get the best conversion rates. Twitter recommends you avoid using hashtags and @ mentions in your ads so that your audience does not click away.



Snapchat ads

Snapchat ads can help you achieve three types of marketing objectives:

- **Awareness:** Reach and engage a large audience
- **Consideration:** Drive visits to your website, video or other content
- **Drive action:** Drive newsletter sign-ups, app installs, foot traffic to your offline business, and more concrete actions.

Audience considerations: Snapchat is overwhelmingly popular with younger users: 78 percent of 18-to-24-year olds use the app, compared to only 26 percent of 30-to-49-year-olds.

Snapchat offers three types of advertising tools to help you meet your objectives.

Snapchat Ads Manager

With Ads Manager, you can create photo or video ad campaigns that appear between stories on the app. The ads are full-screen, vertical format, and can include attachments for app installs, lead generation, video views, and website visits.

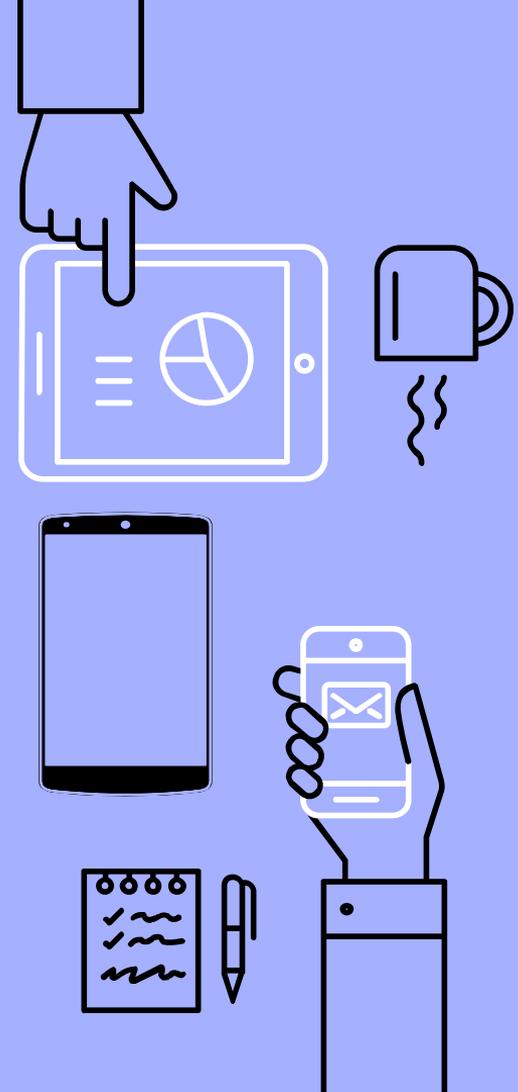
Quick tip: Time moves quickly on Snapchat, so aim to keep your video ad to three to five seconds or less.

Snapchat Filter Tool

Snapchat filters are graphic overlays that users can apply to their Snaps—and Snapchatters use them on average three billion times per day. You can create them for a specific geofenced area near your business using the Snapchat create your own filter tool.

Snap Publisher

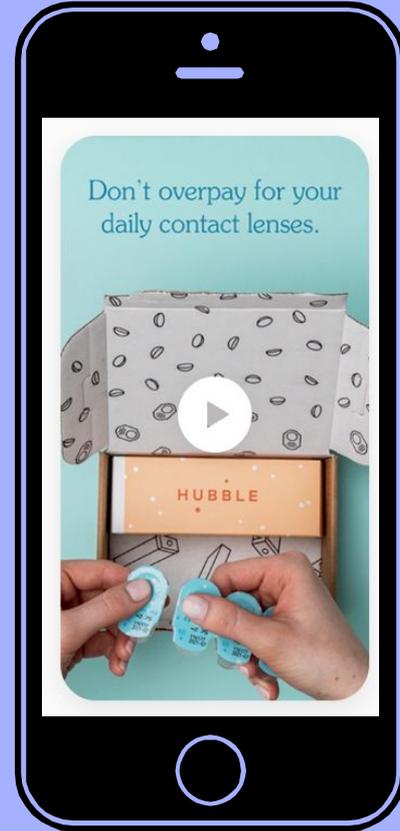
Snap Publisher is a do-it-yourself ad creation tool that lets you build your Snap ad from scratch from your browser. It's a great resource for small businesses that don't have a large marketing team, since the provided templates mean you don't need graphic design skills, and you can create your ads in just a couple of minutes.



Story Ads

This ad format takes the form of a branded tile in users' Discover feed. The tile leads to a collection of 3-20 Snaps, so advertisers can provide a deeper dive into new products, special offers, movie releases, etc. You can also add Attachments with a call-to-action, so that users can swipe up to watch a trailer, install an app, or buy a product.

Quick tip: Create a curiosity gap for users by writing an enticing headline for your tile. Tease what they might learn or how they will benefit if they tap on your Story.



LinkedIn ads

LinkedIn ads help your business with three types of marketing objectives:

- Build brand awareness
- Drive website traffic
- Generate leads and convert prospects

Audience considerations: Marketers have rated LinkedIn as the best platform for B2B lead generation. As a professional networking site, LinkedIn is much more business-oriented than the other social networks in this post, and offers targeting options based on professional qualifications like job title and seniority.

You can choose from several different types of LinkedIn ads.

Sponsored Content

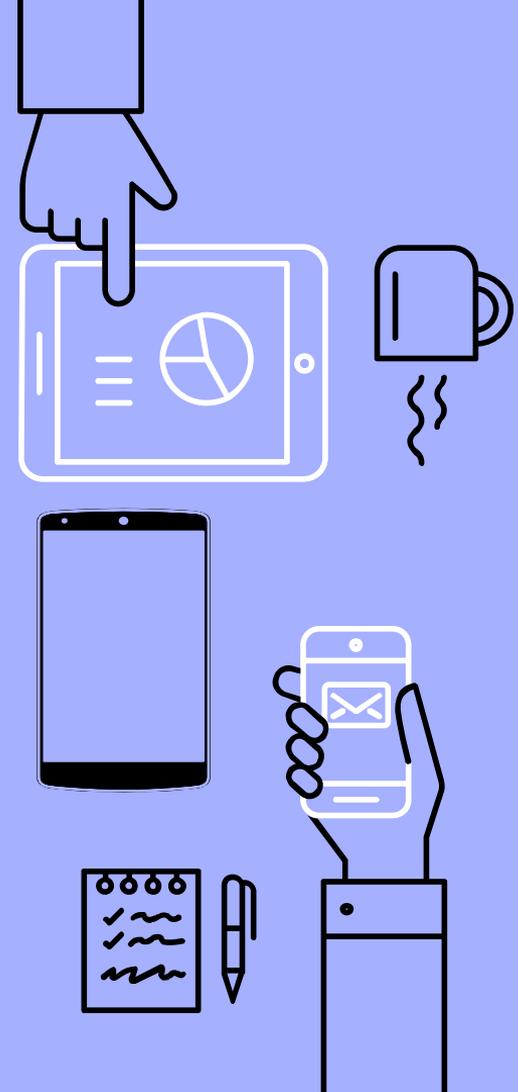
Sponsored Content ads appear in the news feed on both desktop and mobile. They're used to get your content in front of a larger audience and showcase your brand expertise.

Quick tip: Headlines under 150 characters have the best engagement, and larger images get higher click-through rates. LinkedIn recommends an image size of 1200 x 627 pixels.

Sponsored InMail

Sponsored InMail is similar to email marketing, except that the messages go directly to users' LinkedIn inboxes. A unique feature of Sponsored InMail is that users only receive ad messages while they are active on LinkedIn—so messages don't sit around getting stale.

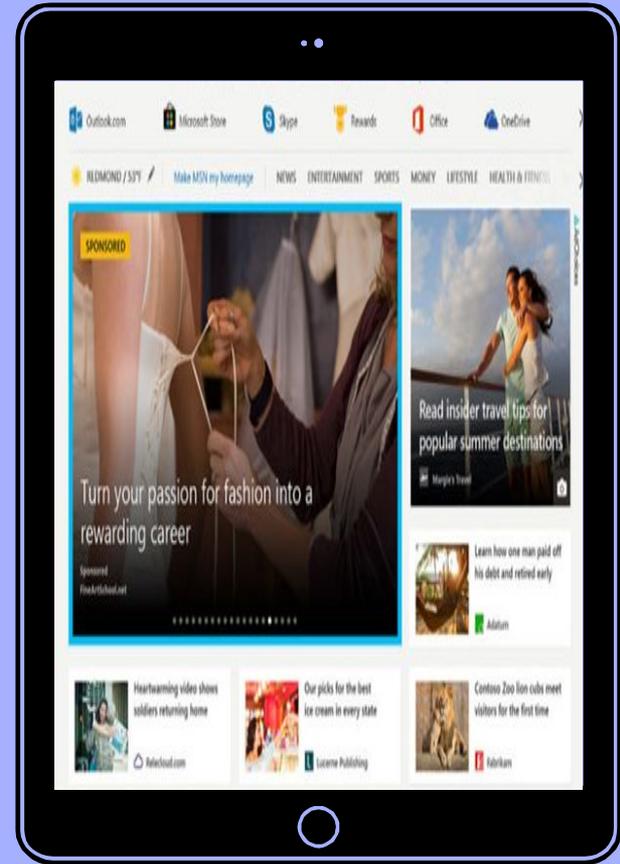
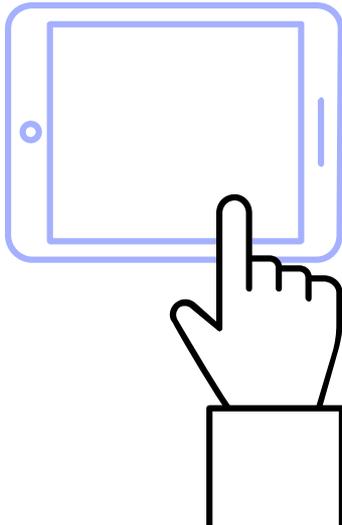
Quick tip: Short body text (under 500 characters) gets the highest click-through rate. The top five performing calls-to-action for Sponsored InMail are: Try, Free, Today, Click, and Apply, in that order.



Text Ads

Text ads are small ad units that appear at the top and the right of the LinkedIn news feed. They only appear to desktop users, not on mobile devices. Despite the name, text ads can actually include a thumbnail image of 50 x 50 pixels.

Quick tip: Show a human face—profile images work better than logos or pictures of objects.



Pinterest ads

Pinterest ads are designed to work with five types of business goals:

- Build brand awareness
- Create audience engagement
- Drive traffic to your website
- Drive app installs
- Drive video impressions

Audience considerations: Pinterest has significantly more female users than males. According to the Pew Research Center, 41 percent of U.S. women use Pinterest, compared to just 16 percent of U.S. men. Because people use Pinterest to save ideas, it's a network that naturally leads to shopping and purchases, but those purchases may not happen right away.

Pinterest ads are called Promoted Pins, and they look and behave just like regular pins—the only difference is that you pay to have them seen by a wider audience.

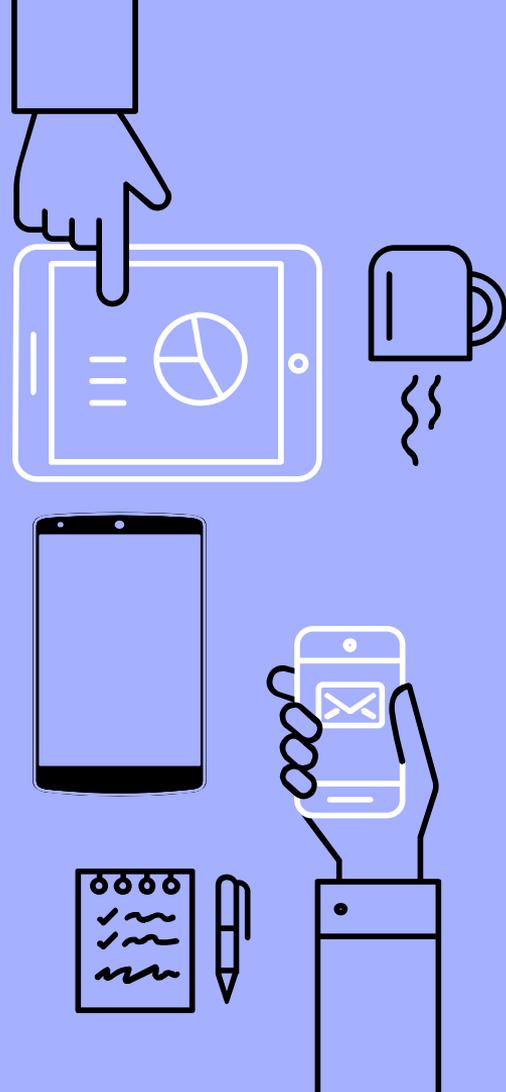
Promoted Pins are identified as ads with a small “Promoted” tag. However, if users save your ads to their Pinterest boards, that promoted label disappears, earning you bonus organic (free) exposure

There are a couple of options for promoting your Pins.

Pinterest Ads Manager

Using the ads manager, you begin by selecting a goal for your Pinterest ads campaign. This means you can target your advertising strategy to align with your business goals, including whether you pay per click or per impression. You also have the option to choose where your ads appear on the network: browse and/or search.

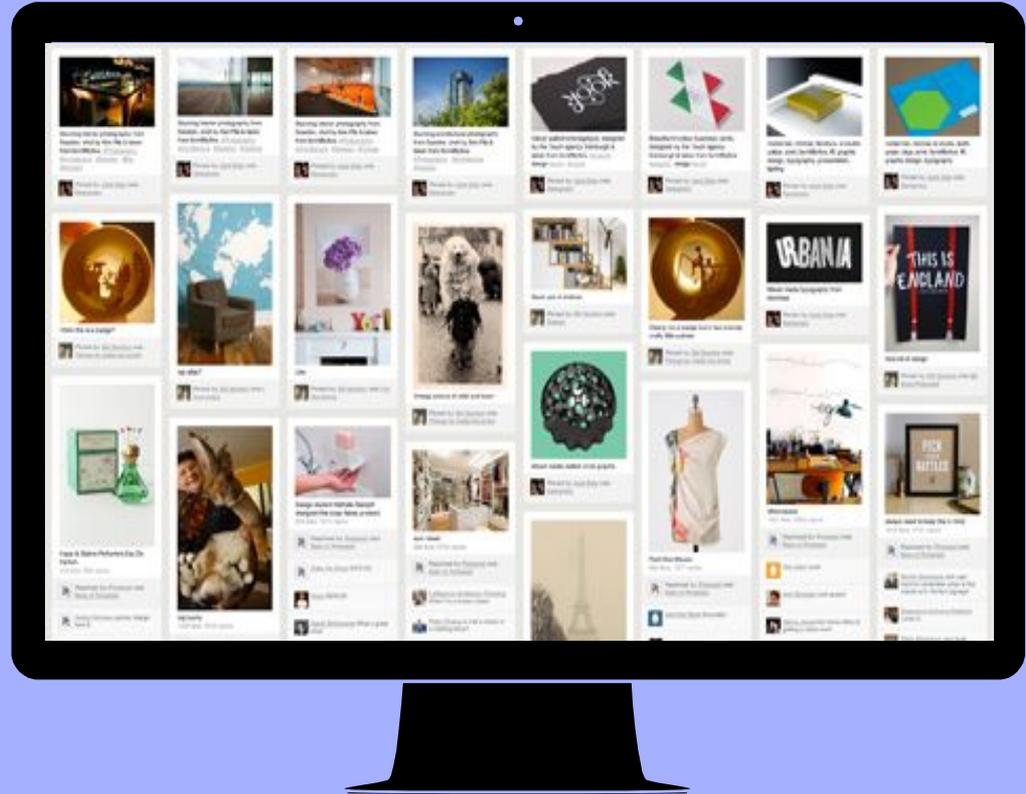
Quick tip: *Since Pinterest is used for planning and generating ideas, it has a longer lead time than some other social networks. Start running Pinterest ads tied to a seasonal or date-specific campaign about 45 days in advance. And try getting creative with the DIY nature of Pinterest as a social network.*



Promote Button

Pinterest claims you can use the promote button to create a Pinterest ad in only nine seconds. All you have to do is go to your profile, select the Pin that you want to promote, click the button, and set your daily budget. Promoted pins are always pay-per-click, so you only pay when someone clicks through to your website. Then, add some keywords, click Promote again, and your ad is up and running.

***Quick tip:** This is a really easy way to get started with Pinterest advertising. Try promoting some of your best-performing Pins to get a sense of the kind of reach you can achieve with your desired budget. Make sure to track results over time to see the effects as people save your Promoted Pins to their own boards, which further expands your reach organically.*



YouTube ads

YouTube ads can help you work towards the following business goals:

- Collect leads
- Drive website traffic
- Build brand awareness and extend your reach
- Increase product and brand consideration
- Attract new viewers
- Grow your subscriber base

Audience considerations: YouTube is the only social network used by more men than women. The difference is not huge: 75 percent of American men use YouTube, and 72 percent of American women. But this may be of interest if you're specifically targeting a male audience. There are a couple of different video ad formats available on YouTube. Since Google owns YouTube, you'll need a Google AdWords account to create YouTube ads.

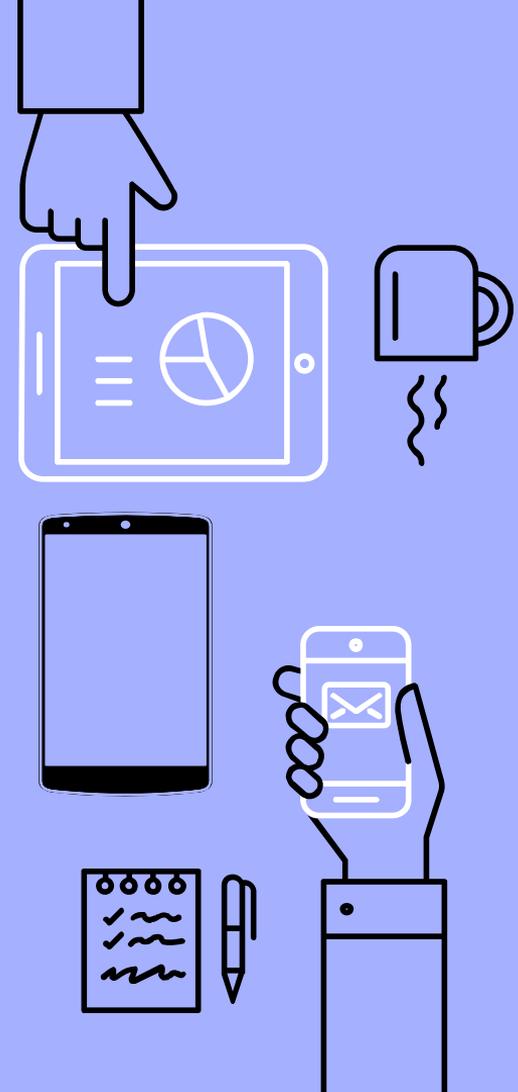
TrueView In-Stream Ads

These ads automatically play before, during, or after other videos on YouTube. Users get the option to skip your ad after five seconds. The recommended video length is 12 seconds to three minutes.

TrueView Discovery Ads

These appear in YouTube search results, on the YouTube homepage, and next to related videos. Users have to click your ad to start watching the video.

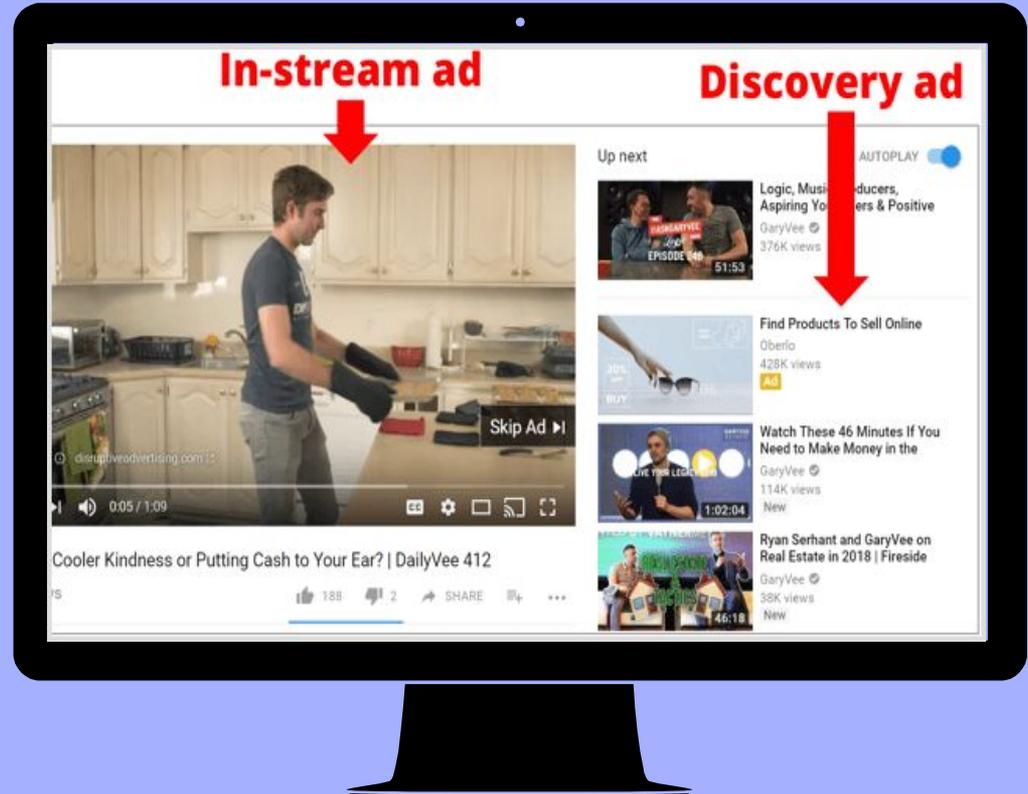
Quick tip: *TrueView discovery ads auto-generate thumbnail images for your video ad. Since this image needs to compel people to click on your video, make sure it clearly shows off what your video has to offer.*



Bumper Ads

These ads are a maximum of six seconds long. Like TrueView In-Stream ads, they play before, during, or after another video, but viewers cannot skip Bumper ads.

Quick Tip: Don't try to do too much in six seconds. Start with a strong visual, stick to one message, and leave enough time for your call to action.



7 social media advertising tips to get the most out of your budget

1. Know what business objective you're trying to achieve

It's no accident that we've started each section of this guide by reviewing the business objectives each type of social media advertising can help you achieve. As in all marketing strategies, it's awfully hard to achieve your goals if you don't know what your goals are in the first place.

Understanding what business objective you're trying to achieve with your ads is critical for ensuring you choose the right social network to advertise on, and the right advertising solution within that platform. It will also guide your creative strategy.

2. Know your target audience

We've listed some audience considerations for each of the social networks, but keep in mind that they all offer quite specific ad targeting.

Knowing exactly who you're trying to reach allows you to take maximum advantage of these targeting options and ensure you get the best bang for your advertising buck. After all, there's no point in advertising to soccer moms in Florida if your audience is young male video gamers in New Jersey. This ability to micro-target your ad campaigns is one of the key benefits of social media advertising. Developing audience personas can help you understand exactly which audience segments you should focus on.

3. Let your organic posts inform your ads

You're likely already posting content on Twitter, Facebook, and Instagram every day—and maybe LinkedIn and SnapChat, too.

Some of these posts will resonate with followers; others won't. Track which ones are being clicked, liked, shared, and commented on. These high-performing messages make the best candidates for social ads. If you're branching out into a new network with your social media advertising, start small. Use what you've learned from your organic posts as a starting point, but know that those lessons will not necessarily translate across social networks.



7 social media advertising tips to get the most out of your budget

4. Pay for what matters:

Impressions or engagement

Keeping your social media advertising budget under control means thinking about whether you're designing an ad campaign based on impressions or engagements. If you're paying every time someone sees your ad (impressions), your message can cast a wide net. But if you're paying for engagement, you only want people who are really interested in doing business with you to engage. Since you don't want to pay for engagements that are not relevant to your business goals, the wording of your ad should help people identify whether it's for them or not.

5. Design your ads with mobile in mind

Ninety percent of active monthly social media users access social networks through a mobile device.

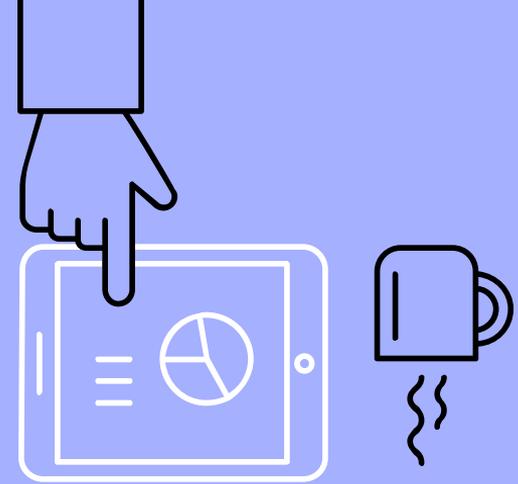
That means most social media ads are being viewed on mobile devices as well. Your mobile ads should be specifically designed for the small screen, incorporating images that are easy to view on a pocket-sized device.

You can also take advantage of "geofencing" to target mobile users when they are in a specific zip code, so they only see your ads when they are close enough to walk in your front door.

6. Test your ads to optimize performance

One of the great virtues of social ads is instant feedback. You can gauge the effectiveness of a sponsored post in minutes and follow up with advanced analytics reports. The best practice is to test several ads with small audiences to determine what works best, then use the winning ad in the primary campaign.

Testing one ad against another to determine what works best and refine your strategy is known as A/B testing. It's a critical part of your social media advertising efforts



7 social media advertising tips to get the most out of your budget

7. Measure results

Just as it's important to know your goals before running an ad campaign, it's important to measure results. This will let you know whether you've hit your targets, and show you what worked and what didn't so that you can improve going forward. Measuring your results and having concrete data about the value your ads bring to the company (purchases, leads, and so on) is a key part of proving ROI. And if you can prove that your ads are paying off, that will ensure you get the budget you need to continue your work.

The major social networks offer analytics to help you measure the results of ads.

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