Part 2: Best Practices for Social Media Ads and Promotions

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
Part 2

1. Choosing a Platform
2. Start with a End Goal
3. Choose a Budget
4. Be Realistic
5. Setting Up Business Manager
6. Image Dimensions
7. Ad Copy
Campaign Structure
Campaign Structure

- **Campaign**
  - Objective
    - Audience
    - Placements
    - Budget & Schedule
    - Format
    - Media
    - Additional Creative
  - Ad set
    - Ad
    - Ad
  - Ad set
    - Ad
    - Ad
Campaign Objective
Campaign Settings

The two most important decisions you will make at this level:

**BUDGET**

This is also where you decided on your budget. (Daily vs Total)

**OBJECTIVE**

Each campaign will have its own goal. You can not choose more than one goal per campaign.
Budget

Most companies spend about 5% to 15% of annual revenue on marketing.

If this is a stretch for you, START SMALLER!

You will have to decide between a daily budget, or setting a lifetime budget to be allocated over the amount of time you choose.
Campaign Goals, also called Campaign Objectives, can be broken down into three categories:

- Awareness
- Consideration
- Conversions
Awareness

**Brand Awareness** - Increase people's awareness of your business, brand or service.

**Reach** - Show your ad to as many people as possible in your target audience.
Consideration

**Traffic**- Send people to any URL you choose, such as your website's landing page, a blog post, app etc.

**Engagement**- Reach people more likely to engage with your post. Engagement includes likes, comments and shares but can also include offers claimed from your page.

**App Installs**- Send people to the store where they can download your business's app.

**Video Views**- Share videos of your business with people on Facebook most likely to watch it.

**Lead Generation**- Collect leads for your business. Create ads that collect info from people interested in your product, such as sign-ups for newsletters.

**Message**- Connect with people on Messenger, Instagram Direct, and WhatsApp. Communicate with potential or existing customers to encourage interest in your business.
Conversion

**Purchases/ Conversions** - Encourage people to take a specific action on your business's site, such as having them add items to a cart, download your app, register for your site, or make a purchase.

**Catalog Sales** - Show products from your ecommerce store's catalog to generate sales.

**Store Traffic** - Promote your brick-and-mortar business locations to people that are nearby.
Ad Set
Campaign

- Objective
  - Audience
  - Placements
  - Budget & Schedule
    - Format
    - Media
    - Additional Creative

Ad set

- Ad
- Ad
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Placements

**Automatic** - you leave it to the ad platform to optimize your ad delivery across its platform and its partners.

**Selected / Manual Placements** - tailor your ads to be shown only aligned with how you want your audience to engage with your content.
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Ad Copy

Short Form vs Long Form

How long does it take you to finish your assessment reports?
1 day? 1 week? 1 month? How about with a click of a button?
Learn how ReportR automatically generates amazing looking assessment reports.

Questionnaires that return personalized PDF reports

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**Ad Copy**

- Match your ad copy and imagery to your audience targeting. A 25-year-old who's interested in entrepreneurship and Alex Charfen should probably see a different ad than a 55-year-old who's into journalism and the New Yorker.

- Use the Dynamic Creative ad type. This lets you include different versions of each part of your ad. The platform will take those raw materials and find the best performing combination for you. It’s like split-testing, on autopilot.

- There are limitations for each platform. Be mindful that each platform is different.
Video vs Static

Whether you choose video or static, your image should be compelling and all components must be aligned:

Make sure your image and ad text/copy aligns with your targeting.

Tools:

Canva

Creative Market

Promo
Go Live and Track
Don’t Touch

Don’t touch your ads for 72 hours!

Resist making any edits- this is why it is important to triple check you have everything right the first time.

The system needs time to train your pixel to optimize for the goal you selected.
Audit

Metrics to Track:

**Primary**
- Cost per lead (CPL)
- Cost per view (CPV)
- Cost per acquisition (CPA)
- Website Clicks
- Click through Rate (CTR)
- Time on Site
- Pages Viewed

**Secondary**
- Reach
- Impressions
Testing
A/B Testing

Things to be tested:

Ad Copy
Ad Image
Call to Action
Audiences
Placements
Time of Day
Conclusion
Plan and Execute

Social Media Advertising is the fastest and cheapest way to connect with your target audience. You can get started with a very small budget and get insights into how your audience interacts with your business.

The biggest lift is in the planning of each campaign. Take your time to be thoughtful on each phase of the ads creation process.

Don’t be afraid to pivot if you need to and always be willing to try new audiences, new ad copy, new ad images and new placements.
Resources:

- Manual vs Automatic Placements
- Setting a realistic ad budget
- Digital Marketing Template Library
- Campaign Planning Worksheet
Questions?

Type your question to the chat box

Contact Us:

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