

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.



What are Social Media Ads

Social network advertising, also social media targeting, is a group of terms that are used to describe forms of online advertising that focus on social networking services. One of the major benefits of this type of advertising is that advertisers can take advantage of the users' demographic information and target their ads appropriately.

Social media targeting combines current targeting options (such as geotargeting, behavioral targeting, socio-psychographic targeting, etc.), to make detailed target group identification possible. With social media targeting, advertisements are distributed to users based on information gathered from target group profiles.

Why Social Media Ads

1. Your ideal clients are on Social Media
2. Organic reach is declining
3. You can get specific with targeting through audience and platform choices
4. Cost to acquire a customer is often lower than traditional marketing
5. Quickly build a relationship with your customer
6. See what is working in real time
7. Create campaign objectives specific to your business
8. You can start with a small budget
9. Each platform has educational trainings to get you going
10. You can quickly pivot when something doesn't work

Choosing a Platform

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All or Nothing?

Every social media platform offers paid advertisements. This does not mean you should use them all.

To help decide where to allocate your marketing dollars, look to see where is your ideal audience is:

1. **Most engaged** - where are you performing well organically? Where does your audience interact the most with brands similar to your?
2. **Most concentrated** - while there are outliers for each audiences, you want to target platforms where the majority of your ideal audience spends time.
3. **Most accessible**- where is your ideal audience hanging out for joy and is most open to receiving your messages. (LinkedIn is the exception)

% of U.S. adults in each demographic group who say they ever use ...



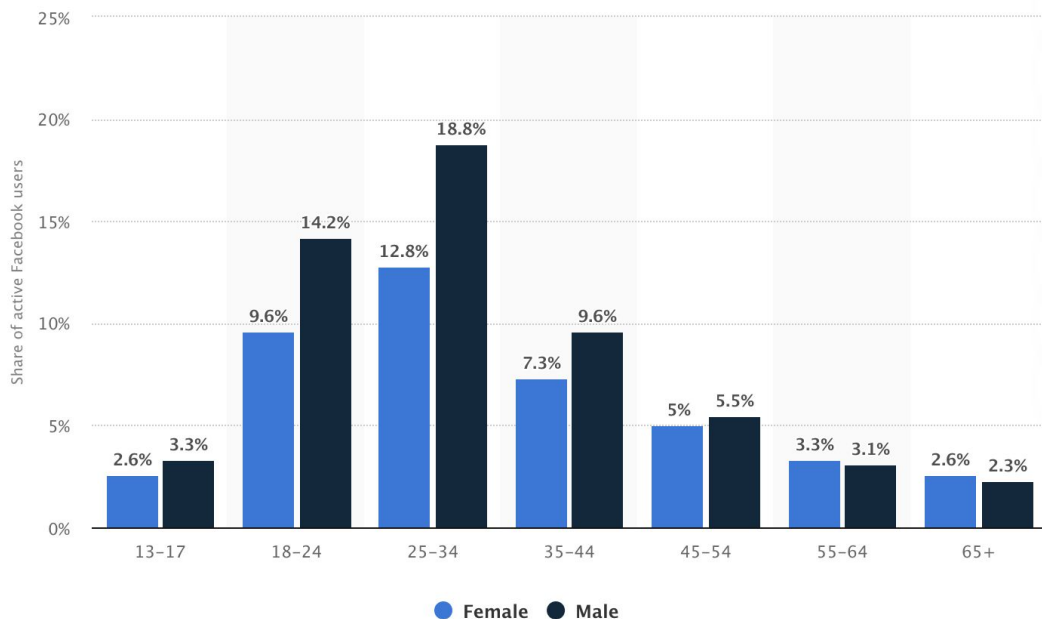
	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	TikTok	Reddit	Nextdoor
Total	81	69	40	31	28	25	23	23	21	18	13
Men	82	61	36	16	31	22	25	26	17	23	10
Women	80	77	44	46	26	28	22	21	24	12	16
White	79	67	35	34	29	23	22	16	18	17	15
Black	84	74	49	35	27	26	29	23	30	17	10
Hispanic	85	72	52	18	19	31	23	46	31	14	8
Ages 18-29	95	70	71	32	30	65	42	24	48	36	5
30-49	91	77	48	34	36	24	27	30	22	22	17
50-64	83	73	29	38	33	12	18	23	14	10	16
65+	49	50	13	18	11	2	7	10	4	3	8
<\$30K	75	70	35	21	12	25	12	23	22	10	6
\$30K-\$49,999	83	76	45	33	21	27	29	20	29	17	11
\$50K-\$74,999	79	61	39	29	21	29	22	19	20	20	12
\$75K+	90	70	47	40	50	28	34	29	20	26	20
HS or less	70	64	30	22	10	21	14	20	21	9	4
Some college	86	71	44	36	28	32	26	16	24	20	12
College+	89	73	49	37	51	23	33	33	19	26	24
Urban	84	70	45	30	30	28	27	28	24	18	17
Suburban	81	70	41	32	33	25	23	23	20	21	14
Rural	74	67	25	34	15	18	18	9	16	10	2

Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

Facebook



© Statista 2021

[Show source](#)

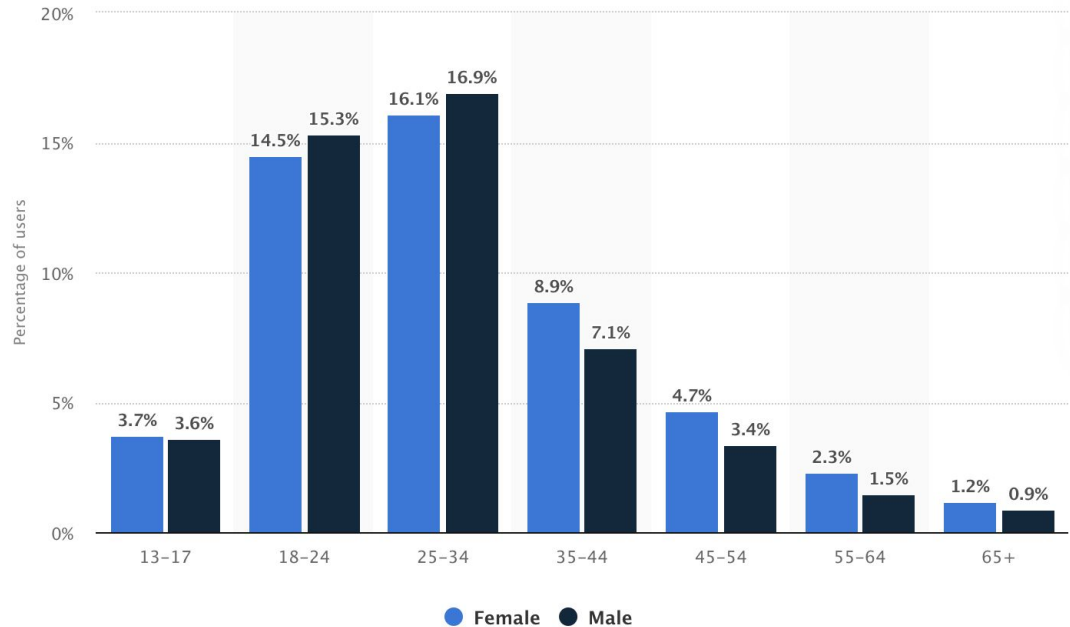
Users ages 25–34 years are the largest demographic. In the distribution of global Facebook users, 19.3% were male users between 25 and 34 years old and 13.1% were female users in the same age range. While Facebook users can be found at all ages, 72.8% are within the 18–44 years old range.

[Statista](#)

Instagram

14.5 percent of global active Instagram users are women between the ages of 18 and 24 years. More than half of the global Instagram population worldwide is aged 34 years or younger.

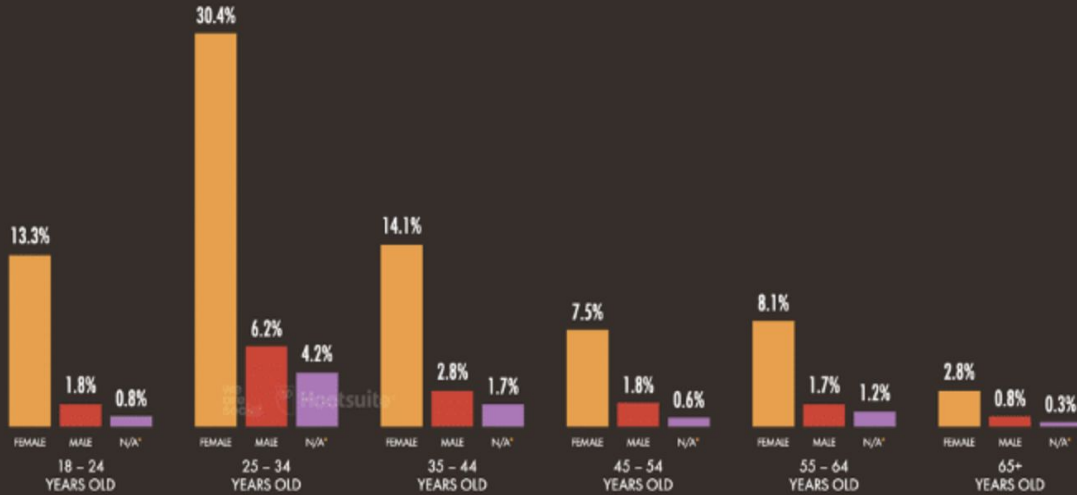
The photo-sharing app ranked third in terms of preferred social network among teenagers in the United States, second to Snapchat and TikTok. Teenagers are highly engaged social media audiences.



Pinterest

JAN 2021 PROFILE OF PINTEREST'S ADVERTISING AUDIENCE

SHARE OF PINTEREST'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*



SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN PINTEREST'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). *NOTES: "N/A" CORRESPONDS TO "UNSPECIFIED" GENDER, AS REPORTED BY PINTEREST'S TOOLS. DATA BASED ON THE SELECTION OF COUNTRIES AVAILABLE IN PINTEREST'S SELF-SERVICE TOOLS. *ADVISORY: DATA ON THIS CHART REPRESENT PINTEREST'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL ACTIVE USERS. † COMPARABILITY ADVISORY: BASE CHANGES.

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- Gender: 78% female, 22% male
- Time spent per day: 14.2 minutes
- 82% of people use Pinterest on mobile
- People watch close to one billion videos a day on Pinterest

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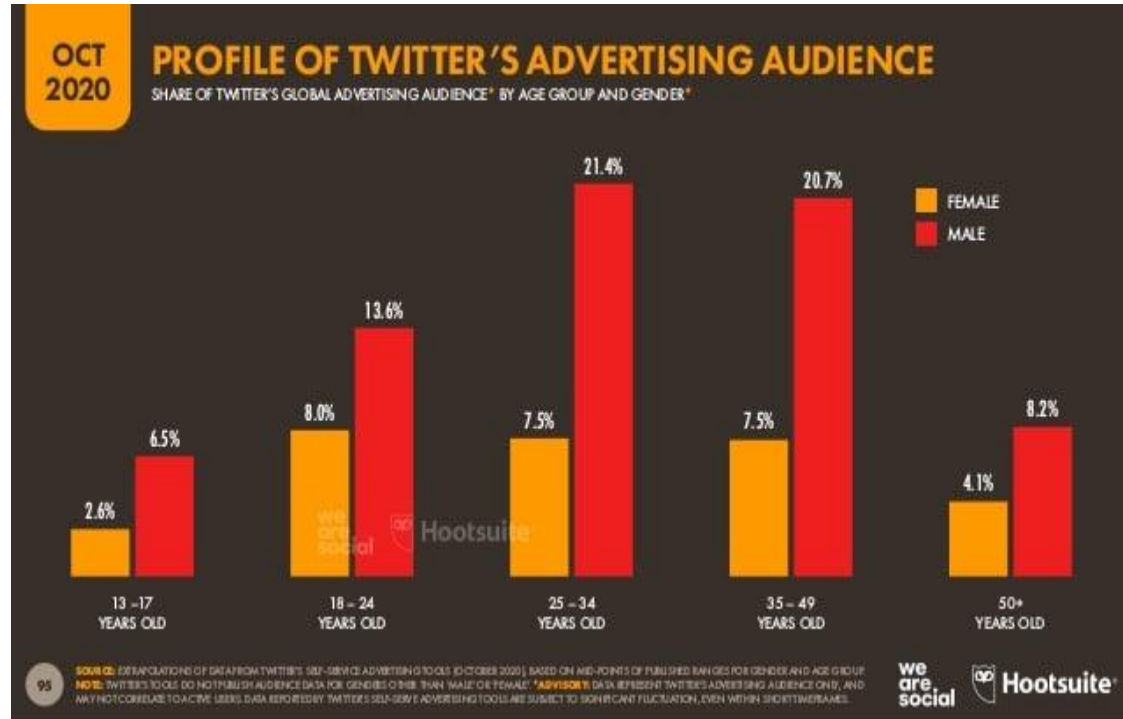
Twitter

28.9% of Twitter's audience is 25- to 34-years old

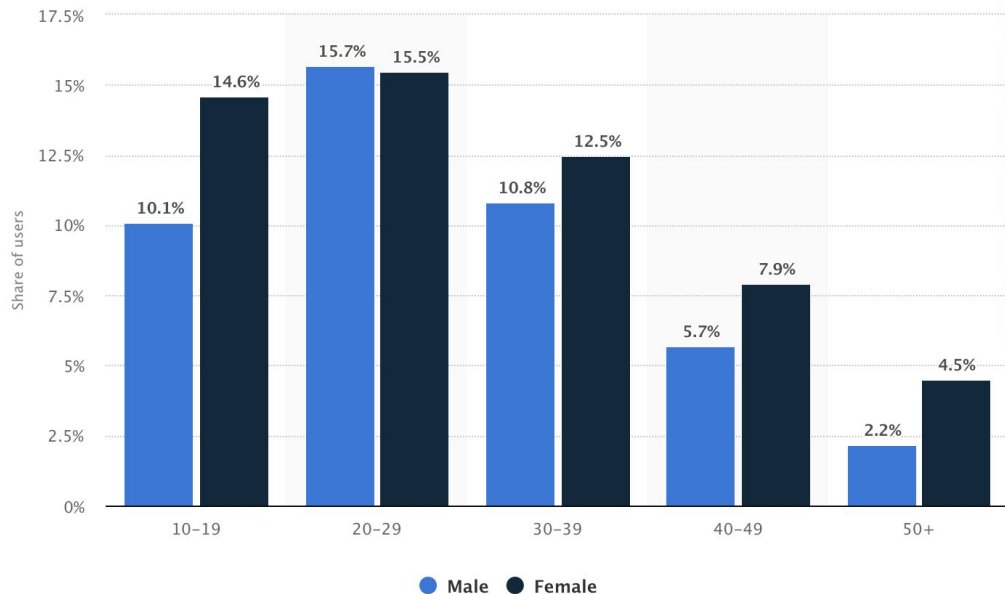
That's the largest age segment, closely followed by the 35- to 49-year-olds at 28.2%.

Men outnumber women in all age categories, but especially in these two largest cohorts.

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SnapChat



Roughly 61% of Snapchat users are female and 38% are male. 69% of U.S. teens say they use Snapchat.

20% of male and 24% of female U.S. internet users use Snapchat.

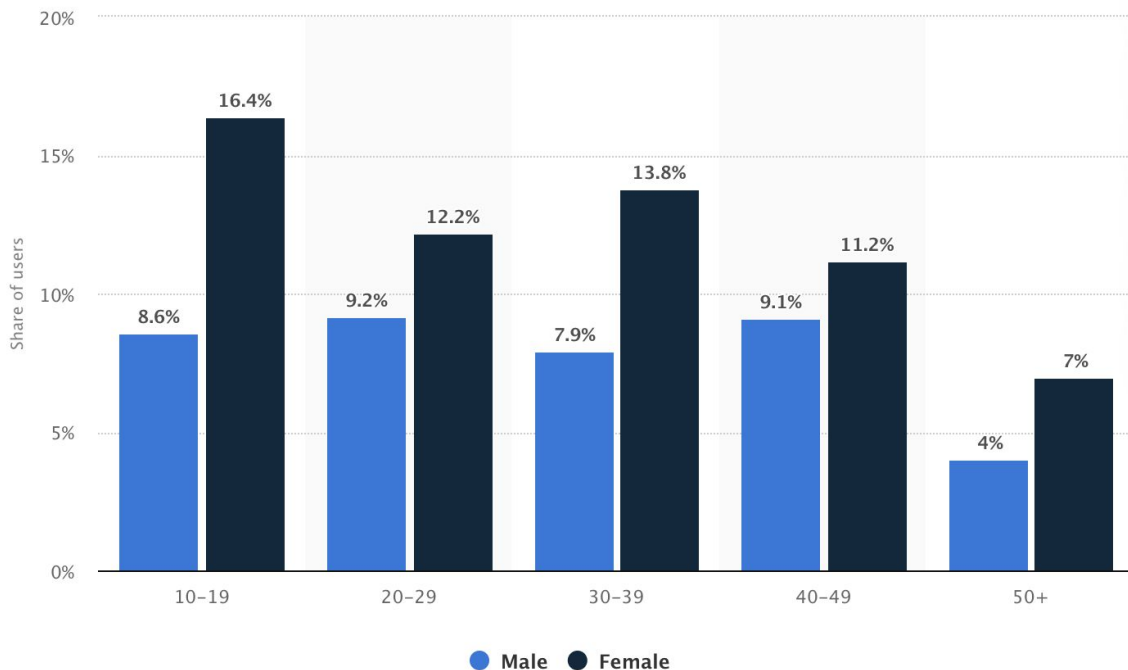
61% of female users and 38% of male users worldwide use Snapchat.

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TikTok

As of March 2021, female users in their teens accounted for 16.4 percent of TikTok's active user accounts in the United States. Female users aged 30 to 39 years were the second largest user group, accounting for 13.8 percent of the video sharing app's user base.

[Statista](#)



YouTube

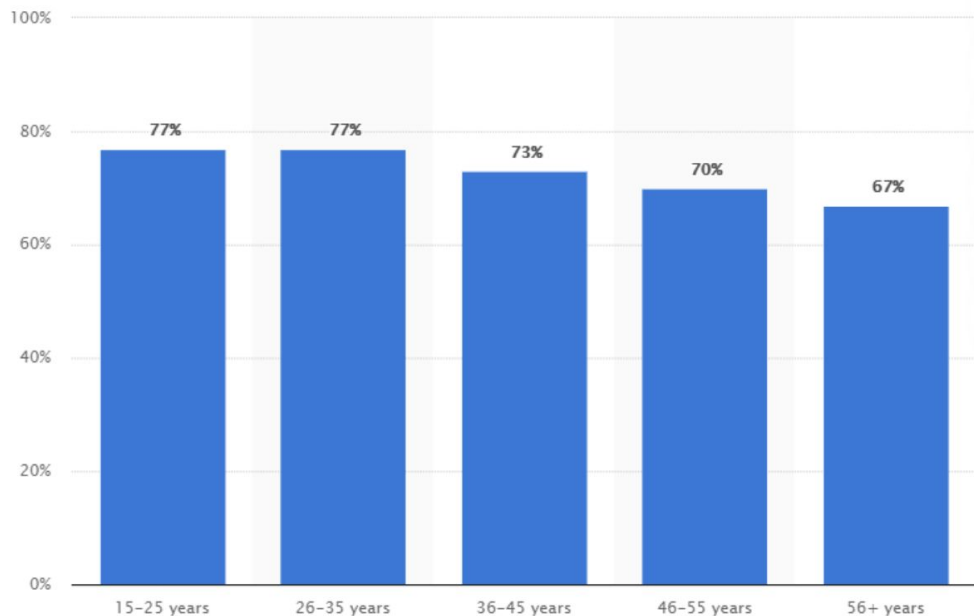
74% of adults in the U.S. use YouTube

That's more than Facebook (68%).

56% of users are male.

21% of YouTube watchers are between the ages of 25 and 34.

YouTube is the world's 2nd most visited site, after Google.



LinkedIn

24% of LinkedIn Users are 18-24 years old
31% of LinkedIn users are between 30-49
21% of LinkedIn users are over 65

50% of internet users with a college degree or higher use LinkedIn.

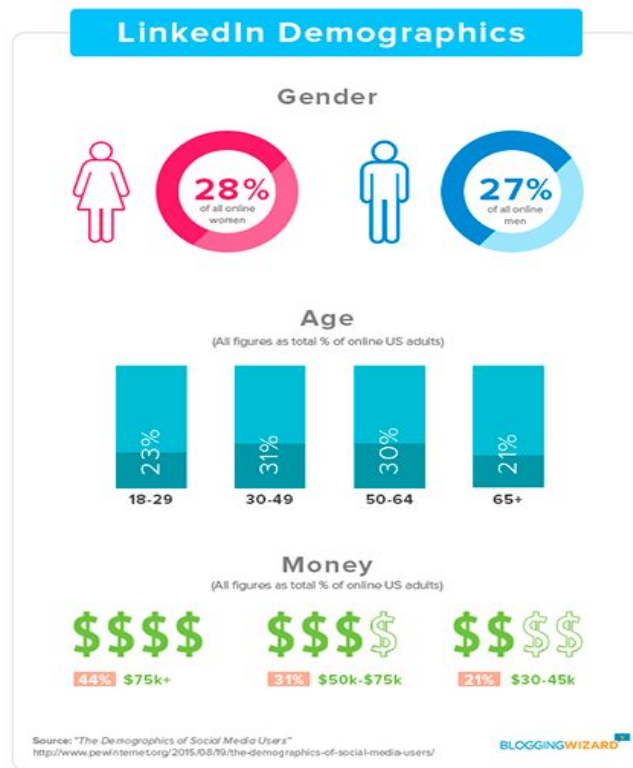
90 million LinkedIn users are senior-level influencers.

63 million are in decision-making positions.

6 out of 10 users actively look for industry insights on LinkedIn.

41% of millionaires use LinkedIn.

[Omni Core Agency](#)



[Blogging Wizard](#)

Start With an End Goal

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Start with the Objective

What is the primary goal of your campaign?

Lead Generation?

Website Traffic?

Download a form?

Watch a video?

Sign up for an event?

Increase brand awareness?

Targeting

This is when the work you've done with your avatar comes into play.

With Social Media Ads and Promotions, you are able to target very specific audiences. Is your product for women aged 35-42, who live in New York City, and buy home meal kits and follow Sephora? Send an ad only to that audience.

Do you have a list of past-purchasers and you want to find people who look exactly like that audience?

Upload your list and allow the social media platform create a 'look-a-like' audience.

Choose a Budget

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How much to spend?

If your main objective is traffic or brand awareness, you can start with a tiny budget around \$5/day.

If your goal is conversions or purchases, you can expect to spend more per day.

The more conversions you get, the smarter the system gets. You need roughly 40 conversions on your site for the social media platforms to fully optimize.

If you have NO IDEA who your ideal client is and where they spend time, you will likely lose money on ads. Random targeting rarely works.

Be Realistic

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How Quickly Will You Get Sales?

You can't expect to spend \$5/day and immediately begin selling products worth hundreds. Smaller budgets take longer to build up the brand awareness.

Higher end products usually have a longer paths to conversions. This is due to the research phase for higher end products being longer than purchases that can be an impulse buy.

If you aren't dialed in with your targeting, you will need to test multiple audiences to see what is working.

Smaller budgets require lots of A/B testing and PATIENCE.

Business Manager

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Create an Ads Manager Account

[Facebook](#)

[Instagram](#)- You will need Facebook Business Manager to run Instagram ads

[Twitter](#)

[TikTok](#)

[SnapChat](#)

[YouTube](#)- You will need Google Ads to run YouTube Ads

[LinkedIn](#)

[Pinterest](#)

Install Your Pixel

In order to track user behavior on your site, you will need to place what is called a 'pixel' on your site.

A pixel, aka tracking pixels, are tiny snippets of code that allow you to gather information about visitors on a website—how they browse, what type of ads they click on, what they buy.

This behavior data helps you, as a marketer, send the user paid ads that are likely to be most interesting to them.

At a larger scale, each social media site will use the pixel of ALL sites to gather information about its users to 'read' the user and determine what ads would be most relevant to the user. At the microlevel, your individual pixel will help you optimize and scale your ads.

Share Access

Also known as 'permissions', you will need to link your business page and ad account.

In order to run ads on Facebook and Instagram, you will NEED a personal account and a Business Page.





Each social media platform has its own rules. In general, you need a business page on each platform to run ads. YouTube does not require you to have a brand or business account.

Image Dimensions

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By Platform

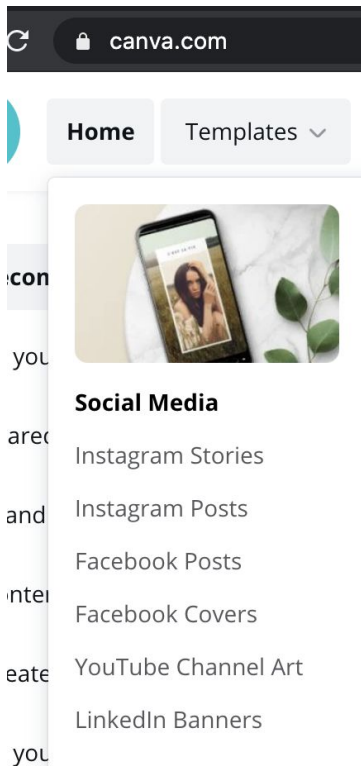
Social Media Image Sizes 2021

				
Profile photo:	320 x 320	170 x 170	400 x 400	400 x 400
Landscape:	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait:	1080 x 1350	630 x 1200	N/A	627 x 1200
Square:	1080 x 1080	1200 x 1200	N/A	N/A
Stories:	1080 x 1920	1080 x 1920	1080 x 1920	1080 x 1920
Cover photo:	N/A	851 x 315	1500 x 1500	1128 x 191

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See full list [here](#).

Tools (Free and Paid)



[Canva](#) is a FREE design tool that has templates for nearly every social media platform.

[Promo](#) is a video design software with thousands of templates. The also offer multiple aspect ratios to make creating videos for each platform as simple as possible.

[Pexels](#) is a free image database to find images for your ads.

What Makes a Great Ad?

1. A clearly defined goal.
2. A small target audience. This keeps budget in check and increases your conversions.
3. A high-quality, relevant and eye-catching image or video.
4. A short description of the offer.
5. One call-to-action.
6. A link that goes directly to a relevant landing page. If people have to search for the product you show in your ad, people will click away.

Choosing an Image

When creating your ad, do so from the perspective of your ideal client. Pick an image that is eye-catching and clearly represents your product. Your ad should speak to your demographic. If your ideal client is stay at home moms who are looking for healthy meal options, and you are a meal delivery service, which image makes more sense?



Ad Copy

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Speak to Your Client

When writing ad copy, imagine you are on a sales floor and you are speaking to someone who walked in to buy your product or service.

What does your client need? What need or want does your product or service solve?

What pain point does your product or service eliminate?

What call to action do you want the person reading the ad to take?



Susan Hyatt

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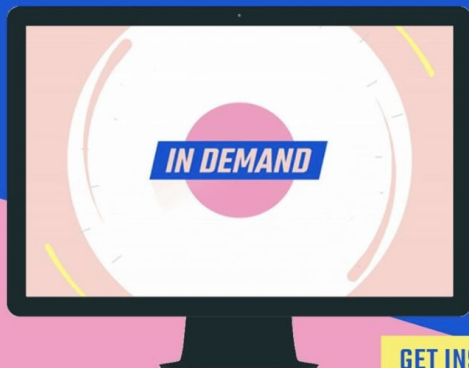
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More Examples



Publish Promote Profit by Rob Kosberg

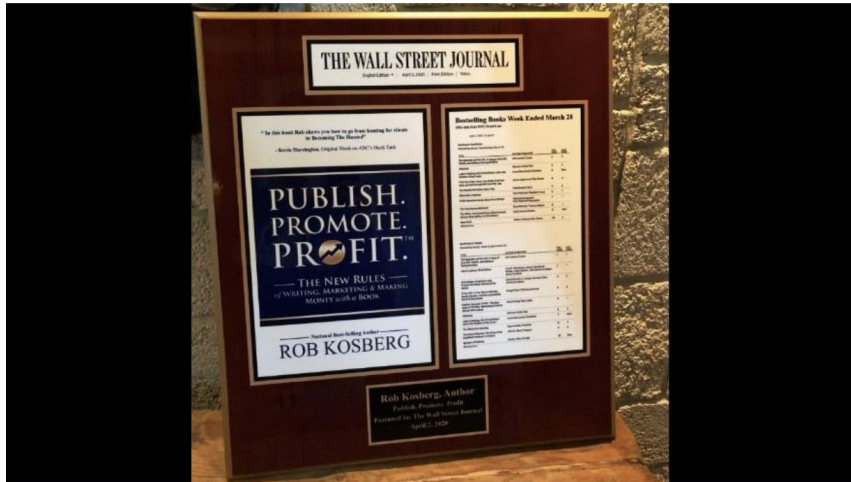
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Conclusion

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Go in with a clear goal. The more clear you are about your objective and business goals, creating your campaigns and its assets is much easier.

Plan ahead. Have all your image and video assets ready to go. This means edited into the correct size. Have all your ad copy, headlines and call to actions written and edited.

Take your time uploading each aspect to avoid mistakes. Don't rush!

Resources:

[Social Media Ads Strategy](#)

[Resources for Paid Ads](#)

[Ad Sizes Cheat Sheet](#)

[Facebook Blueprint](#)- learning platform

[How to Run TikTok Ads](#)

[How to Run Facebook Ads](#)

[How to Run Instagram Ads](#)

[Canva](#)

[How to Write Ad Copy](#)

Questions?

Type your question to the chat box

Contact Us:

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<https://bit.ly/regRISBDC>

aecapasso@uri.edu

