

# 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.



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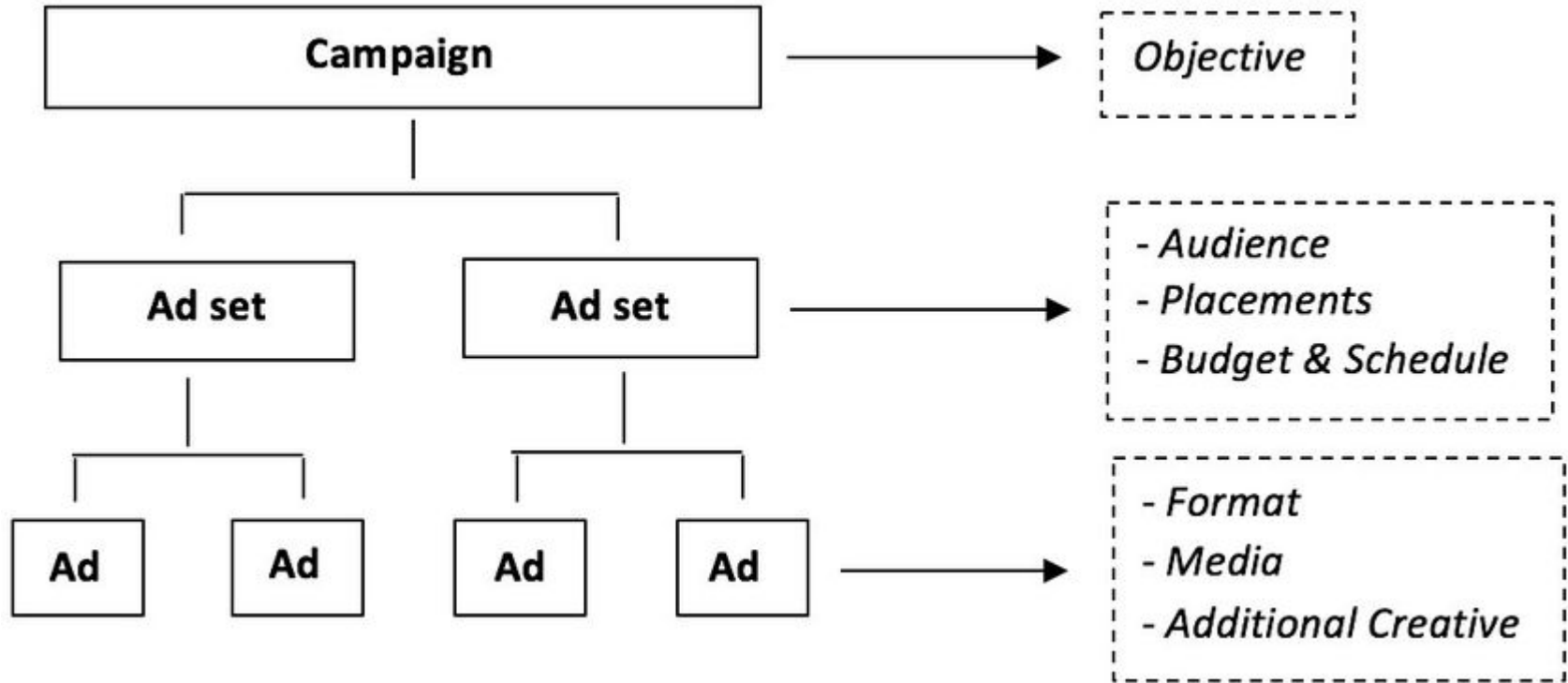
# Part 2

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

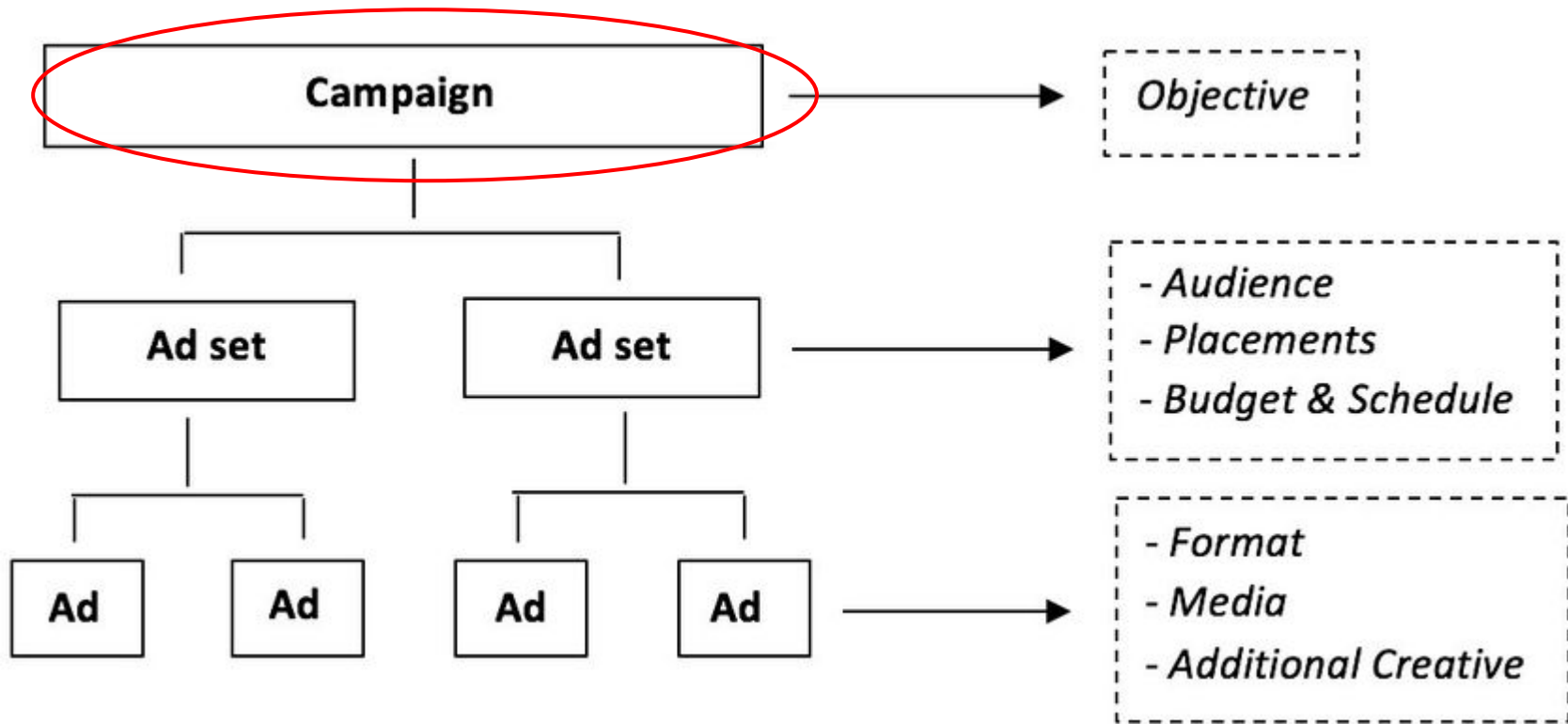
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# Campaign Structure



# Campaign Objective

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# 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.

# Choosing the Right Goal

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

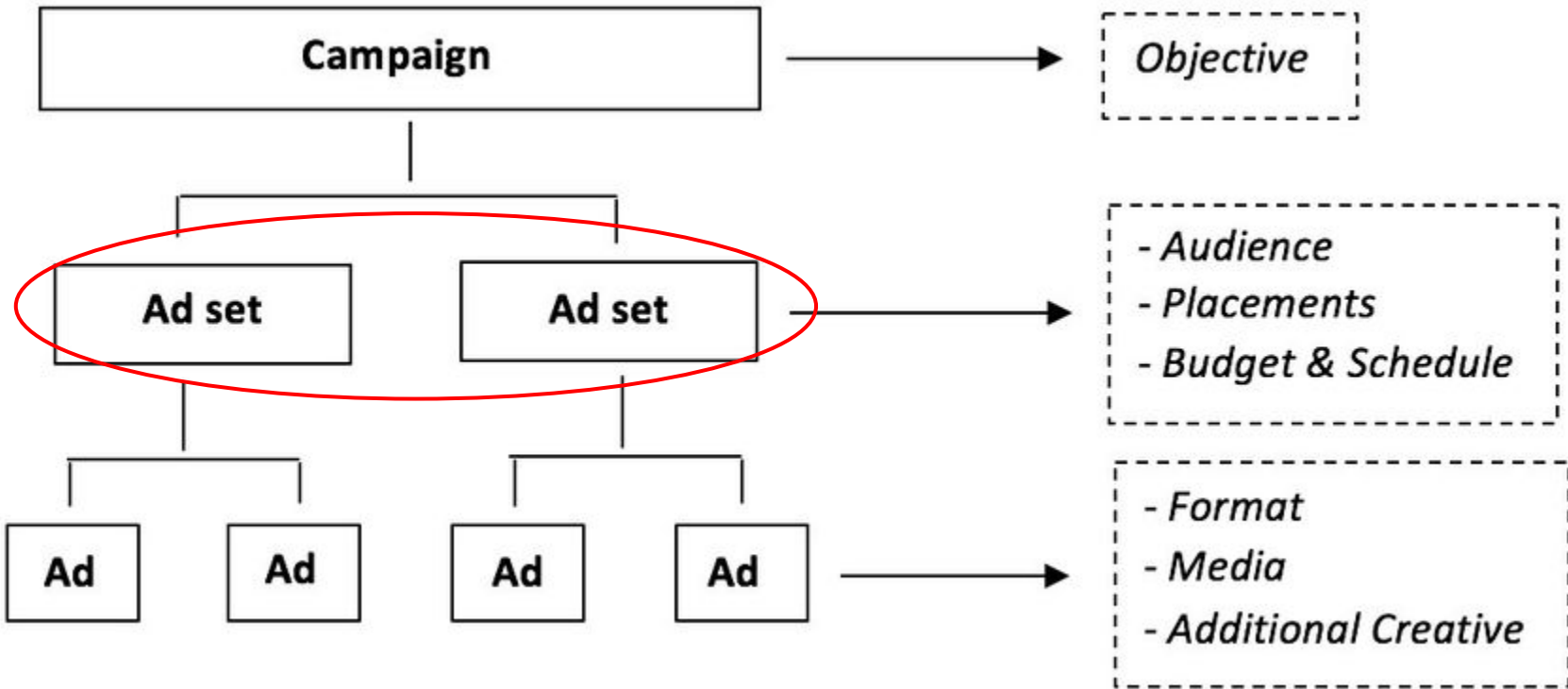
**Purchases/ Conversions-** Encourage people to take a specific action on your business's site, such as having them add items to a cart, download your app, register for your site, or make a purchase.

**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

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# Audiences

Age	Custom Audiences	Interests
Location	Lookalike Audiences	Behaviors
Languages	Connections to a page	Education
Gender	Behaviors on your website	



# 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.

# Schedule

Start date

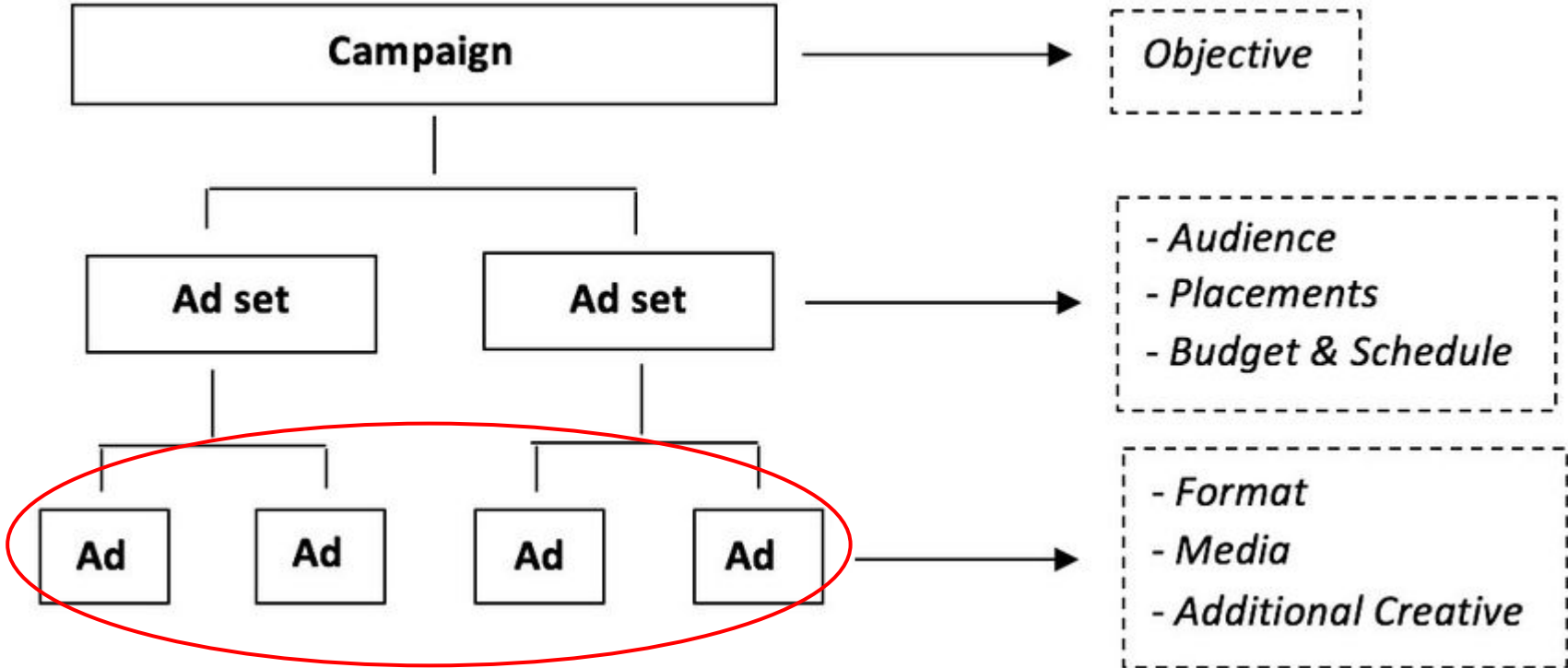
End Date

Time of Day

Days of week

Ads

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# Ad Copy

## Short Form vs Long Form



Survey Anyplace

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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



Reena: The Witch Of Marketing

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Ready to earn more and work less?

If your Coaching / Consulting / Service-based business isn't generating leads and sales online Every. Single. Day...

Then I want to help you create this essential missing piece of your business.

With the power of the internet and some fine-tuned marketing strategies (like the one I want to give you), there should be no reason to ever stress about getting customers.

There's an unlimited supply of them all over the internet, you just need to know how to find them and profitably turn them into customers.

And when you have a predictable way to get customers, then you can focus on providing a better experience for your clients...

... And you'll have more time to spend with your family.

...And go on vacation.

And Blah-Blah-Blah whatever your heart desires!

And that's all true.

You can have all that, but I know you've heard all that cute stuff before.

So real quick...

How much time do you want to spend working every week?

If you're like me, you started your biz to make your life easier, more fulfilling, and be able to do what you want, when you want.

So with that in mind, is your current business being built in a way to give you the time and lifestyle you desire?

If not, I'd like to help you create your very own "Everyday Magic Machine".

In other words... one perfectly automated online system designed to capture quality leads and turn them into paying customers, as quickly as possible.

Now I don't want to trick you into thinking this is something it isn't.

It's a type of marketing funnel.

You've probably heard of "funnels" a lot by now and maybe you even have your own... but why I like to call this one the "Everyday Magic Machine" is that this very specific type of funnel has been able to get complete strangers to not just give their contact information, but also buy \$1 - \$1000 offers in as little as 15 minutes!

And it's worked many times, over and over again. (Results are NOT guaranteed)

So how can you get my help with this?

Well, I'm launching a brand new, small-group coaching program: Reena's Marketing Coven.

In my Coven, you'll not only get help with ads and funnels, but you'll get LIVE coaching sessions and support from me no matter what your questions are.

While this ad is still active, you're able to lock in a 20% Off Founding-Members Discount, 14-Day Happiness Guarantee (get a full refund for any reason), and 2 FREE Bonus Trainings (\$694 value), that will make this a total no-brainer!

With limited spots, you may not get this opportunity again. So, if you want to hop on a quick call to learn more and see if it's a good fit, tap the "Learn More" button below the video!

Looking forward to working some magic on your business,

Reena ♦ The Witch Of Marketing

P.S. Why trust me? Over the last 7 years, I've managed over \$15 million in social media ad campaigns resulting in nearly \$50 million in sales. And I did all that as the Chief Marketing Officer for Billy Gene Is Marketing - one of the largest and most trusted brands in the Advertising Education space.

# 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.

# Creative

## **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

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# 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

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# A/B Testing

## **Things to be tested:**

Ad Copy

Ad Image

Call to Action

Audiences

Placements

Time of Day

# Conclusion

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# 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

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