

SOCIAL MEDIA ADVERTISING



#MKTOGuide


Marketo®

SOCIAL MEDIA ADVERTISING

Social media advertising, like organic social media marketing, has become ubiquitous for marketers because of the size and quality of audiences on the leading social networks. This section will examine how to think about your paid advertising campaigns across the various social media platforms you use.

Through social advertising, you can target specific audiences and buyers and deliver your message on the platforms that your buyers spend time on—like Facebook, Twitter, LinkedIn, YouTube, and Instagram to name a few.

Advertising on social media platforms has changed tremendously. Recent updates to many social networks' algorithms give users a better experience—one with less promotional content and more relevant content that they want to see. This means that, as a marketer, you need to supplement your organic posts with paid promotion to get your posts seen by your audience.

This has led to an explosion in digital advertising on social media platforms. In fact, eMarketer reports that in 2017, social network ad spending will reach \$35.98 billion worldwide. As marketers increasingly spend more on social platforms, it's more important than ever to have the right strategy in place, track all of your paid social campaigns, and gain insights into what's working and what's not. Only then can you understand the return on ad spend (ROAS) from your campaigns.

So, where are marketers spending the majority of their advertising dollars? In a recent SocialBakers study, marketers revealed that they are looking towards Facebook as their main advertising platform—92% of marketers surveyed use Facebook as their primary social advertising platform.



Social Advertising Power Tips:

1. Don't take yourself too seriously.
2. Focus on valuable content and solid offers.
3. Utilize platform targeting for the biggest impact.
4. Always add value.
5. Always test your ads and content on each platform.

WHAT PLATFORMS DO MARKETERS USE TO ADVERTISE?



92%



35%



24%



23%

Source: SocialBakers

Defining Your Social Advertising Strategy

Although Facebook was the dominant response in the SocialBakers study, how do you determine whether it is the best platform for your brand to advertise on? That depends on your objectives. Let's explore how to think about and structure your paid social campaigns from start to finish for optimum results.

DEFINE YOUR GOALS

It's important to understand your goals for each paid social campaign upfront because your strategy and key performance metrics will vary depending on the goals you're aiming to achieve. Your goals will help you map out the most relevant offers and content for your objectives—whether that's brand awareness, engagement, lead generation, customer acquisition, retention, advocacy, or a combination of these. For instance, if your goal is to acquire more leads/contacts, you will probably want to share whitepapers or other gated content, like a social media contest, that requires people to fill out a form, allowing you to collect their contact information. But if your goal is brand awareness, you might want to share ungated content such as an infographic or a fun video.

IDENTIFY YOUR AUDIENCE

Just as you would with any marketing campaign, you need to know whom you are trying to reach with each of your paid social ads. Use the personas that you developed [earlier in the guide](#) to identify whom you should be targeting. Once you understand this, you will need to decide who your exact audience for your social campaigns will be. There are a lot of great ways to target specific audiences on various social platforms, but if you don't know whom you're targeting, you won't be able to take advantage of the targeting options.

PICK THE RIGHT SOCIAL MEDIA PLATFORM AND CONTENT

The audiences on each social media platform are different, and while some overlap across channels, their expectations of the type of content they'll see on each channel differ. So, you not only need to understand the networks your audiences are on and how to reach them there, but also engage them with the right content. Your understanding of your audience and the nuances of the audience expectations on each platform is a critical component of your success. Try testing different types of content on your social media platforms to see what resonates well with the audiences on each. For example, if there's an industry event coming up, you can promote it on both LinkedIn and Facebook and track the engagement for each platform.

"Social media is speeding toward a 'pay if you want to play' model. With the introduction of algorithms across most major social networks, it's very hard for businesses to stand out without bringing money to the table." **MICHAEL STELZNER** Founder and CEO, Social Media Examiner.

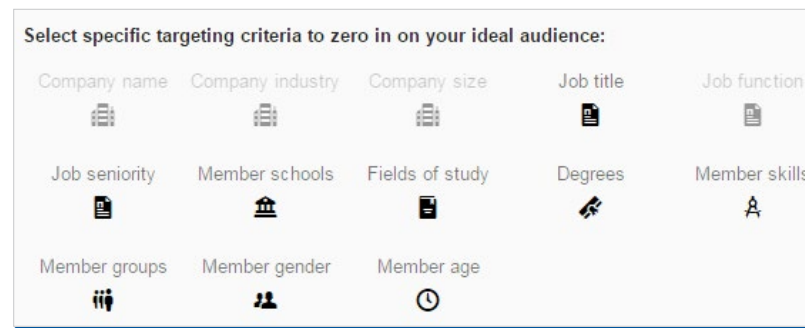
Defining Your Social Advertising Strategy

SELECT TARGETING OPTIONS

Once you have determined which social media platforms you will advertise on, it's time to get familiar with the targeting options on each of those channels. With today's advancements in digital advertising, marketers can now target the exact audience that's most likely to purchase your product.

Social networks are getting more sophisticated with their targeting options, and you can target based on different attributes: interests, skills, titles, company names, and even lists from your marketing automation platform—for example, people in your database with certain characteristics. LinkedIn, for example, lets you target people based on their titles, skill sets, company, and even degree, while Facebook allows you to target people based on their demographics, behaviors, and interest levels in certain topics or products.

Aside from targeting specific groups, you can also exclude certain audiences that you don't want to serve specific content or ads. These people might not be the right fit for your ads, so excluding them will help you make the most of your marketing dollars by only putting your ads in front of the right audience. You can exclude people based on their email address, interests, actions they have taken, and more. This comes in handy when you don't want to advertise a product or service to a customer who's already purchased it or to your competitors.



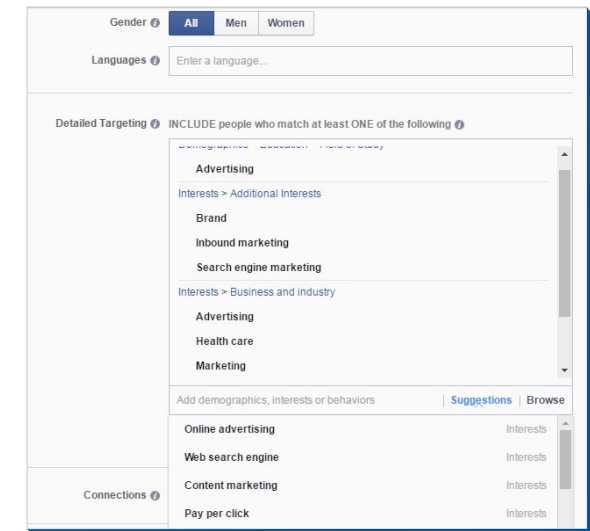
LinkedIn's ad targeting options



Consider "Dark Posts"

Both Facebook and LinkedIn offer you the ability to do dark posts. Facebook calls these dark posts and LinkedIn refers to them as Direct Sponsored Content. These are ads you can create and promote without publishing directly to your News Feed. Using dark posts has the following benefits:

- Create dark posts for promoting a product or service to a specific audience.
- Adjust the messaging on your ad based on the segment you are targeting.
- Promote local events that will only apply to a select audience within a region.
- Avoid alienating hard-won followers by sharing too many broad messages on your timeline.
- A/B test different ads without having to post it multiple times.



Facebook's ad targeting options

"The social networks increasingly have become publishing platforms, which means the 'Age of Free Social' comes to a close for all but the lucky, viral few..."Hi Kohls, Love, Chewbacca Mom!"

Defining Your Social Advertising Strategy

FULL LIFECYCLE ADVERTISING WITH MARKETO AD BRIDGE

Using Marketo's Ad Bridge integrations and capabilities, you can associate offline conversions with the paid search ads that initiated them. Rather than optimize ads based on landing page conversions, marketers can focus their bids on keywords that generate the most qualified leads, sales opportunities, pipeline, or revenue. Optimizing your PPC campaigns with this type of data boosts ROI, particularly for companies where part of the sales process takes place outside the website (i.e. "offline").

As your marketing system of record, Marketo has unique audience data on some of your highest value prospects and customers, such as an engagement or lead score, stage of the buyer journey, product or topic interests, products owned, cross-channel activity, and more.

By connecting the audience data in Marketo with Facebook, LinkedIn, and other ad platforms, you can target the right potential customers with meaningful, relevant ads at each stage of the buyer journey.

Marketo Ad Bridge lets you send lists of your best prospects or customers to social media platforms that can identify people who are similar to them. Once you drive these targeted prospects to your website and landing pages, you can even retarget these anonymous visitors with personalized ads after they leave your site. Marketo can identify the

industry, company size, revenue, company name, location, and other attributes of your anonymous visitors and send those details back to the social media platform.

After a prospect provides their contact details and becomes known, you can continue to target to these high-value prospects with ads on social media to accelerate the nurture process. For example, target qualified leads with a live demo offer to bring them into the sales process. Or target trial members of a product with a white paper on the benefits of the paid version of that product. You can even support the bottom of the funnel by targeting contacts at early-stage sales opportunities with messages and content that best position your organization and offerings.



Defining Your Social Advertising Strategy

CREATE AND MEASURE YOUR CAMPAIGNS

A good campaign structure will help you measure and report on different initiatives that are going on. You can build separate campaigns around all the products and services you want to measure and report, which will help you identify the audience that is most likely to respond to a certain product and serve relevant content or ads that resonate with them the most. This is a lot harder to accomplish if you have everyone grouped together in the same campaign. However, in some cases, it might be wise to start with a broader audience. For example, if you're launching a new product or service and are not sure who will be most responsive or if you have a niche audience, you might not want to get too specific so you can achieve a broader reach. Then, you can track the campaign data to identify which personas responded the most.

There are a few different ways to track the performance of your social campaigns. Clicks and form fills are standard metrics, but if you are using a marketing automation platform, you can go beyond those and also track qualified leads, sales opportunities, and pipeline and revenue generated per channel or campaign. This gives you a considerable advantage for optimizing your campaigns and budgets for better ROI.

To do this, tag your URLs with unique query string parameters for each campaign. Depending on how granular you want to get, you can track your activity at a channel level, a campaign level, or across campaigns at a product or asset level. For instance, if you host an event to generate more pipeline, you can run three ad campaigns for the different audiences that you invite. By creating unique query strings for your registration URL, you can track which campaigns drove the most registrations and attendance for

the event, and afterwards, you can measure how much pipeline each campaign contributed to. This will help you understand what's really working to drive your business, and what's not, so you can shift your budget away from lower-performing channels, assets, and campaigns towards the ones with the best return on investment.



Bonus tip:

As you create and measure your paid ad campaigns, A/B test different versions using dark posts to select audiences. Analyze your results to understand which version drove the most conversions—such as clicks or form fills. And then track which posts drove conversions that ultimately matured into opportunities and eventually customers—all without disrupting your hard-won followers.



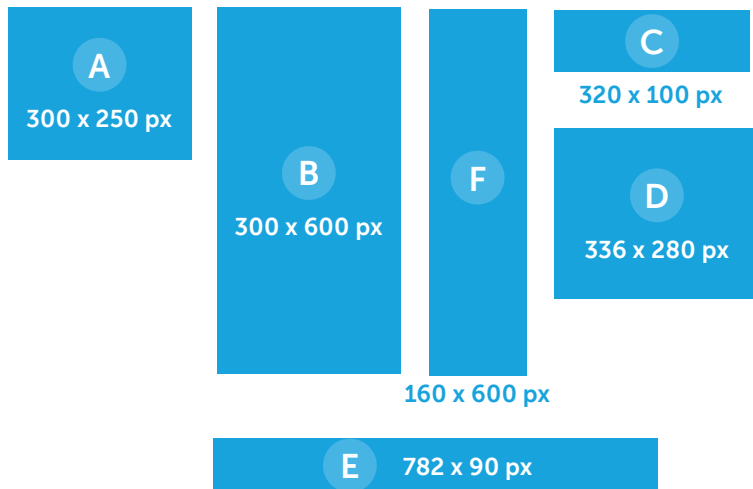
Defining Your Social Advertising Strategy

AD NETWORK SPECIFICATIONS FOR DESIGN

Whether you want to place your ad on social media or another ad network, you need to be familiar with the specs:

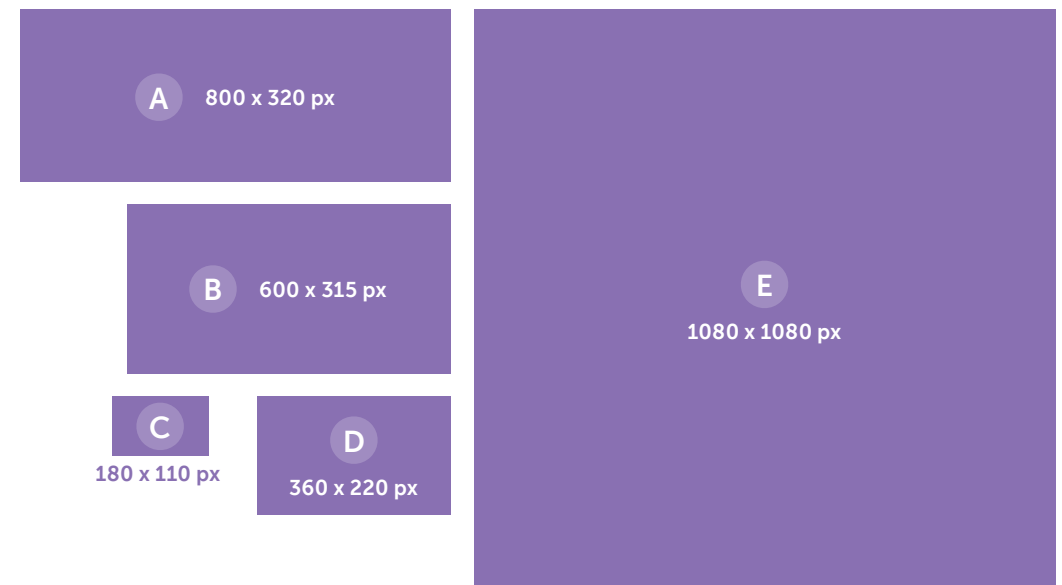
Here are common sizes for PPC ads mandated by Google, a dominant ad network in the online space:

- A** Medium rectangle
- B** Half page
- C** Large mobile banner
- D** Large rectangle
- E** Leaderboard
- F** 160 x 600 px



Social Media Ad Networks:

- A** Twitter – Paid promotion banners (for website cards)
- B** Facebook – For paid ads, only up to 20% of the ads can be text
- C** LinkedIn banners
- D** LinkedIn Lead Accelerator
- E** Instagram advertisements





Marketo provides the leading engagement marketing software and solutions designed to help marketers develop long-term relationships with their customers - from acquisition to advocacy. Marketo is built for marketers, by marketers and is setting the innovation agenda for marketing technology. Marketo puts Marketing First. Headquartered in San Mateo, CA, with offices around the world, Marketo serves as a strategic partner to large enterprise and fast-growing small companies across a wide variety of industries. To learn more about Marketo's Engagement Marketing Platform, LaunchPoint® partner ecosystem, and the vast community that is the Marketo Marketing Nation®,

visit www.marketo.com.

