Social Media Advertising During Challenging Times

Sponsored By: SCORE Indianapolis
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Our Agenda

- Social Media Advertising Statistics
- The Process for Successful Advertising
- Setting Up Ad Campaigns
- Tools to Use
- Case Study
- Next Steps
**Wayne Dyer once said...**

“When you change the way you look at things, the things you look at change.”

*Wayne Dyer  
Author,  
Motivational Speaker and Spiritual Teacher*

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**Social Media Advertising Statistics**
Quiz Question #1:
What is the organic reach of a social media post?

A) Between 5-10%
B) 20% of Total Page Likes or Followers
C) Between 35-40%

Quiz Question #2:
What is the most popular type of content on social media today?

A) Image post with text
B) Video less than 90 seconds
C) Live streaming videos
Quiz Question #3: How much should I spend for my MONTHLY Facebook ad budget?

A) $300
B) $1000
C) It totally depends... I think?
Reasons to Use Social Media Ads

- High quality traffic to your website or your business when you target the right people using “Custom Audiences.”
- Get more exposure like social shares and engaging comments to increase sales.
- Improve your return on investment of time and money.
- Get 3-5x/return on ad spend using FB offers, landing pages and messenger ads.

Digital Advertising Process

- Targeting
- Advertisement
- Landing Page
- Retarget
Tips for Simple Social Media Ad Campaigns

- Target Specific Interests
- Use Your Customer Lists
- Share Promotions or Discounts
- Run Ads on Instagram as well
- Please Scale
- Don't Quit
Let's Setup a FB Ad...

A Cheat Sheet to High-Converting Facebook Ad Creative

- Optimized for Placement
  Takes advantage of larger image and longer copy on Desktop News Feed.

- Strong Value Prop Angle
  Answers the nagging reason ‘why’ someone should click.

- Short & Sweet Headline
  Direct and to-the-point in under five words or less.

- Visceral, Communicative Image
  Bright colors jump out, with realistic view of what this ad is selling.

- Evidence of Social Proof
  If your peers like it, so will you.

- Action-Oriented CTA
  Uses a verb to hint at what you’re going to get when you click.
Boost Post

OBJECTIVE

What results would you like from this post?
- Get more people to react, comment and share
  - Post engagements: From $1 a day
- Connect and chat with potential customers
  - Messages: From $1 a day

WELCOME MESSAGE

Set up the welcome experience people see in Messenger after they click on your ad. Learn more.
Edit Your Welcome Message

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

SPECIAL AD CATEGORY

Ads for credit, employment or housing offers. Learn More.

AUDIENCE

- People you choose through targeting
- Location: Living in United States, New York
- Age 18 - 65+
- People who like your Page
- Your Custom Audiences
- BHI Visitors
- BHI Summer Dreaming Campaign

Website

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center
You will spend $2.00 per day. This ad will run for 5 days, ending on Apr 7, 2020.
Traffic

Send more people to a destination on or off Facebook such as a website, app, or Messenger conversation. Learn More

Campaign Name: Traffic
Campaign Budget Optimization: Optimise budget across ad sets
Campaign Budget: Daily Budget $100.00
Actual amount spent daily may vary

Campaign Bid Strategy: Lowest cost
Show Advanced Options

Create
Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Optimization for Ad Delivery:
- Link Clicks

Cost Control:
- Lowest cost: Facebook will aim to get the most link clicks and spend your entire budget.

Schedule:
- Run my ad set continuously
  - Start and end date:

Ad Set Speed Limits:
- Ad set is part of a campaign that's using campaign budget optimization. If you've opening requirements for this ad set, add them here.

When You Get Charged:
- Impression

More Options:
- Ad spend limit to this ad set

Ad Scheduling:
- Run ad at the time

Delivery Type:
- Standard (Recommended)
  - Get results throughout your selected schedule

Identity:
Choose how you want your business to be represented in your ad.

Facebook Page:
Your Facebook Page or Instagram account represents your business in ad. You can add a Facebook Page

Instagram Account:
Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. To manage available:

I will show my ad on Instagram as well. I will include my IG account. You can also use just IG for ads.
QUESTION: Want less competition and lower ad costs?

You'll create your video ad with Google Ads

In a few easy steps your video ad will be up and running. Although your ad will appear on YouTube, you'll manage your campaign using Google Ads, an advertising platform used by businesses running ads on Google and its advertising network — which includes YouTube.

You'll now be redirected to sign in to or create a Google Ads account.

GET STARTED
**Target locations:**
Where are your customers located?

Think about where you want to reach your customers, and then pick that area to show your ad in. We recommend you choose the region where your customers are and where your business can serve them.

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**Where do you want your ad to appear?**

- On YouTube and on Google video partner sites
- Only on YouTube

After viewers click your ad, where do you want to send them?

URL: www.nextgenerationdigitalmarketing.com
Think about where you want to reach your customers, and then pick that area to show your ad in. We recommend you choose the region where your customers are and where your business can serve them.

Enter a city, zip code, state, or country to target.

Targeted locations (1)
North Carolina, United States state

Languages
What languages do your customers speak? 🌐

Start typing or select a language.

English

Demographics
What is the gender, age, and parental status of the people you want to reach? 🌐

Gender
- Female
- Male
- Unknown 🌐

Age
- 18 - 24
- 25 - 34
- 25 - 44
- 45 - 54
- 55 - 64
- 65+
- Unknown 🌐

Parental status
- Not a parent
- Parent
- Unknown 🌐

Customer Intent
What products do your customers intend to buy? (optional)

Get your ad in front of people who are actively researching products or services like yours. We recommend checking all the categories that are related to your business.

SEARCH BROWSE IDEAS (0) None selected CLEAR ALL
Customer Intent

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<table>
<thead>
<tr>
<th>SEARCH</th>
<th>BROWSE</th>
<th>IDEAS (0)</th>
<th>None selected</th>
<th>CLEAR ALL</th>
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<tbody>
<tr>
<td>Search and filter by term, phrase, or URL</td>
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<td></td>
<td>Select one or more audiences to target.</td>
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Recently selected:
- [ ] In-market audiences
- [ ] Media
- [ ] In-market audiences
- [ ] Education

Budget

Daily Budget

What is your daily budget?

If you change your mind

USD

Change your budget or cancel your ad at anytime. Learn more

per day average ☰