

EASY

Social Media Advertising



Easy Social Media Advertising Report

Most businesses start using social media as a way to get in front of their customers. They believe customers will flock to them and they will see a huge growth in revenue and traffic. This is rarely what happens though. In fact, it's been shown that the more followers or fans a company has, the less they see your updates and posts.

With social media advertising, though, customers and clients can be quickly and repeatedly exposed to your brand, remember your brand and be exposed to your deals. Adding social media advertising to your marketing strategy along with your regular interaction on social media can make a big difference in your brand's growth.

Check out these facts compiled by <http://barnraisersllc.com/2013/06/surprising-facts-and-charts-social-media-advertising/> on social media's impact:

- At a 22% growth rate in terms of impressions, advertising on social networks is the fastest growing of all online display advertising (Source: eMarketer)
- Facebook has 500 unique customer groups. For example, you can target "cereal buyers," "hot cereal buyers" or "fiber cereal buyers." (Internet Retailer) (<http://www.internetretailer.com/2013/04/12/social-media-ad-spending-will-reach-11-billion-2017>)
- 27 different ad options are offered by Facebook to tie ads to business objectives that marketers care about like in-store sales, online conversions and app installs (Social Media Examiner)
- 92% of marketers indicated, with as little as 6 hours a week, they saw an increased exposure for their business from their social media efforts (Top Web Design Schools) (<http://www.topwebdesignschools.org/selling-social/>)
- 55% increase in recall is seen in Social vs. Non-Social online ads (Social Media Today) (<http://www.socialmediaexaminer.com/facebook-streamlines-ad-offering/>)
- 53% increase in recall of Twitter ads is seen from Twitter mobile users vs. regular Twitter users (Social Media Today)
- 45% of companies using social media advertising use it for branding; 16% for direct response 25% for both (Go)

Social media advertising is expected to equal or overtake TV ad spending in the U.S. by 2017. In 2012 online ad spending surpassed print media ad spending. It's no wonder brands are clamoring to find their space in social media advertising.

In this report, we'll explore the benefits and advantages of advertising on social media sites like Facebook, Twitter and LinkedIn and how they compare to traditional forms of marketing.

The benefits of advertising on social media

There are many reasons you should be advertising on sites like Facebook, YouTube or LinkedIn. With millions of people visiting these sites every day, you can get your message to the people who matter the most. And advertising is a cheap and measurable form of marketing.

1. Targeted audience

When you advertise on the social media platforms, you can target your ads by geography, education, interests, age, sex marital status and so much more. This way you are targeting those who are most likely to be interested in your company. Targeted advertising is more efficient than other types of advertising since you can spend your budget on the right group of consumers.

2. Budget

You can set a daily budget that you feel comfortable with. You can always increase or decrease your budget at any time. For a first time advertiser, start small by testing your ad's performance by paying only when people click or see your ad.

3. Word of Mouth

Each time someone interacts with your Facebook ad, it's shared with their followers. This means your ad is spread quickly.

4. Find out what works and what doesn't

You have to understand what works in order to move your business forward. Social media advertising lets you keep informed on what customers are clicking on.

5. Control of your ads

Self-service social media ads are images or copy and a link. They are quick and easy to design. You have control of your advertising budget by monitoring it daily and changing it if needed. You have control over the copy, your reach and much more with this type of ads.

6. Online campaigns

Social media ads can be used to get engagement and interaction about your traditional campaigns. For example, if you run ads on Facebook, you can entice viewers to enter a contest or competition by clicking a link, joining an event or clicking on like for your Business page.

7. Build a community

Social media is one of the best ways to build an online community for your brand. You already, hopefully, use social media to interact with your potential customers. Advertising on social media gives you the opportunity to target customers who in turn will act as your advertiser by recommending your product or services. This eventually, builds your community.

If you had doubts about the benefits of social media advertising, hopefully these advantages will help convince you how powerful it can be. It's an inexpensive and effective way to get in front of where your customers are.

How Social Media Advertising Differs From Other Advertising

Social media has quickly become a staple in our everyday lives, personally and professionally. It's had a great impact on how we market and how consumers and brands are both benefitting from the changes.

Social media marketing is different from traditional marketing in many ways.

Businesses are finding the advantages of social media advertising are great.

Cost

For one thing it's a lot cheaper than traditional forms of advertising. For example, you can reach 1,000 people at a fraction of the cost as through television or email.

Engagement

Social media marketing is interactive and engaging. Brands can interact with consumers creating a true relationship marketing campaign. This ability to engage one-on-one your audience lets you deliver customized campaigns and messages directly to your customers.

The results with social media are measurable and brands can take immediate action when they spot trends. Traditional advertising, on the other hand, depends on the number of impressions they receive. It takes months before results can be measured.

Interactivity

Social media advertising gives you the chance to get an immediate response to your ad. In traditional advertising – radio, newspaper ads, TV- it's more difficult to interact immediately with your audience. In traditional advertising your audience has to take some further step such as memorizing a website they will have to visit.

Let's face it; people want things to be easy and uncomplicated. With social media, they can get all the information they need without any extra effort. All they have to do is click on your ad and immediately they are watching your video or reading the information you provide.

Consistent

Advertising on social media lets you be in front of your customers constantly, changing and adapting quickly to buyer input. Traditional advertising is often planned months in advance.

Communication Model

Social media advertising is a multi-directional communication model. Social media's ability to see a message go viral as it's passed from user to user or website to website is more influential than ever in marketing. It allows both your business and the consumer to be able to talk and listen to each other quickly.

Dynamic

When you advertise on social media, your original message not only goes to those using your original site, but it gets passed from user to user throughout other social media sites as well. This is the best of how the ripple effect of word of mouth can turn a message quickly into a viral message all over the internet.



Reputation management

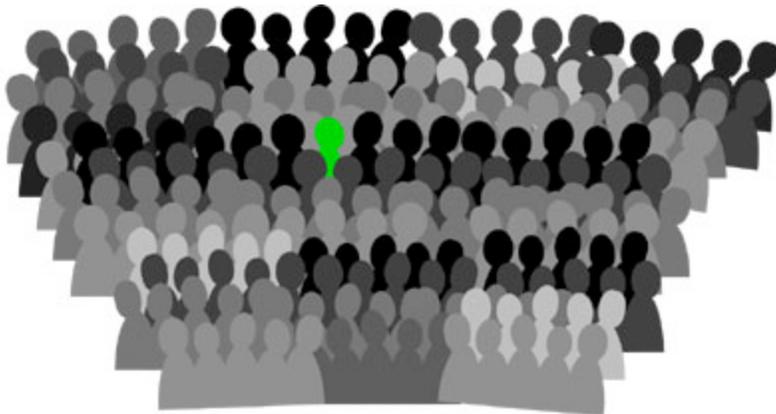
With social media, you can keep track of what people are saying about your business. You can see instantly whether the message you posted is well received or a flop. With traditional marketing, it takes time and resources to find out if your message is being well received.

Technology

Social media advertising allows you to tap into the latest technologies such as smartphones tablets and other mobile devices whereas traditional advertising is limited to static sources like newspapers, television or radio spots.

There are many differences between traditional advertising and social media advertising. Engagement and relationship building are big differences in how social media marketing is changing the way you market to your customers.

Tips for Success: How to Stand Out



As more companies use social media advertising it will become necessary to create ads that stand out among the crowd. It's true that many people you are advertising to will not have heard of your business or product. You will need to lure them in with a bigger incentive and eye-catching ads. The incentive can be anything from a contest to a free product. Giving them something free is often the incentive they need to continue following you.

Social media isn't just for posting content but for funneling potential buyers from these networks to your marketing funnel. Begin by creating and sharing valuable blog posts or eBooks. Watch to see which ones are popular by the likes, shares or retweets they receive. Create and promote

your popular content using the ad units like Facebook Promoted Posts, LinkedIn Sponsored Updates, and Twitter Promoted Tweets.

Tip # 1 Try to include a contest or competition in your ad. Incentives are good even for small companies and repeated contests or competitions can make your users realize there are multiple chances of winning a prize. That means they will be more likely to follow.

Tip #2 Stand out with colors in your ad that catches the eye. You don't need to use several contrasting colors (although you can if it promotes your product well). Just use ones that make your ad shine.

Tip #3 Use well-known images. This could include your logo if people will recognize it easily or some other image easily recognizable. It's impossible to know which images will appeal to your users though. So the best advice is to run three separate images under one campaign. Within a day or two you will know which images work. Then just stop the ones that don't work.

Tip # 4 Offer something for free. You can give away an eBook or coupon that leads customers to an email sign up page or a paid product. The ad should promote a free item, though, to get people to click on it.

Tip # 5 Be time specific with what's going on in the world around you. Take into account what your audience cares about. The ad you create needs to create a connection between you and your audience and current events.

Tip # 6 Start with a clear objective of what you want your ad to achieve. You need to define your objectives and know what you want to gain from your ad. Is it to gain awareness of your brand or are you wanting to drive customers to make a purchase?

Tip #7 Know your audience. Set very specific target criteria based on your user's interests, their activities, who their friends are, the magazines and TV shows they watch and any other demographics you can think of. Segment down to the tiniest of increments when possible.

Tip #8 Get to the point immediately. Don't leave the audience guessing what you mean or want. For example, if you want them to like your page, ask them to.

It's easy to get lost among all the other businesses advertising on social media. You have to create campaigns in a way that makes them stand out. Use specific colors, images and demographics to target certain users. Learn what works and what doesn't by experimenting.

Advertising on Facebook, Twitter and LinkedIn.

Have you considered advertising on your favorite social media network? Are they cost effective advertising platform? Facebook, Twitter and LinkedIn all offer a good opportunity for advertising and each one has a different demographic profile that can fit with your brand.

In fact, 62% of small companies say social media actually reduced their marketing expenses and 25% say they were able to measure their return on investment. Up to 80 percent of Facebook users connect with brands on Facebook. LinkedIn has the highest visitor to lead conversion rates.

All three of the major platforms are creating new and advanced ways for you to create target messages. One platform will most likely be more useful than others, depending on your business objective.

Facebook

Facebook allows advertisers to target messages through different criteria that come from the user's profile.

Facebook's recent changes to their paid advertising program are good for small businesses, especially B2C markets. The Facebook ad process has been simplified by objective-based ad buying.

The most common objectives on Facebook advertising are Clicks to Website, Website Conversions, Page Post Engagement, Page Likes, App Installs, App Engagement, In-store Offer claims and Event Responses.

Their ad creation dashboard starts with your marketing objectives. Then Facebook will recommend the right ad format for you.

Your first task in setting up an ad is to identify your marketing objective. Do you want Facebook users to buy something from you? You should optimize for website conversions.

If what you want are more "Likes" on your Facebook page, then you need to optimize your ad for page Likes.

Once you've identified your objective, Facebook guides you to the ad type that is most appropriate for you. You can decide where you want the ad to appear for example in your News Feed. Facebook can also help you determine where your ad will most likely perform the best.

Choose a headline, and image and text you want on your ad. Facebook allows you to upload up to five images to rotate. Facebook recommends your copy be friendly and conversational but brief.

Now you need to decide who you want to see it. This is where you can target by demographics like age, gender, interests or education. You can target people who are or are not already connected to your page. Or you can target the friends of those who already like your page.

This is the kind of targeting that is unique to Facebook. Do some careful thought before deciding. For example, a gift shop may want to target local women in the 20-to-35 age range who have children in the same play group.

The final piece is your budget. You can go for a daily or lifetime budget. The daily budget gives you the option to space out your ads over a wider timeframe. Decide how you want to pay as well, either for specific actions the user takes such as a website purchase or a Like or per thousand impressions. Pricing will vary among the demographics you target.

You can track your ad campaign through Facebook's analytics dashboard. You can quickly see which ads and images are working best and modify your spending according to what you find.

Promoted posts are another form of Facebook advertising. Basically it is paying to promote a specific post. Promoted posts occupy up to a third of your news feed making them highly visible.

Promoted posts can be purchased for as little as \$5. With the lower budget, though fewer people are likely to see it. The post is labelled a sponsored post and it is limited to the people who like your page and their friends.

Linked in

LinkedIn paid advertising is a good option for business-to-business sales or services. Your ads might appear on LinkedIn.com as well as on other sites that belong to the LinkedIn Audience Network. Your on-site ads can appear on profile pages, on your home page, a user's LinkedIn inbox, within search results page or on group pages.

What is the LinkedIn Audience Network? This is a group of websites that partner with LinkedIn in order to display ads on their pages. Your ads in the network sites will appear to the same LinkedIn users who fit your LinkedIn-specific targeting. Some of these network sites include The New York Times, BusinessWeek and CNBC.

LinkedIn gives you the ability to pay for promotion of your company updates in content feeds a lot like Facebook's promoted posts. These are called Sponsored Updates.

Your targeting options relate mostly to career details like the company or industry, the job function or skills. You can also target location, gender and age.

The lead collection feature enables users who click on your ad to request you contact them. The lead is then collected with their name, profile and email address.

Make sure there are relevant groups you can use for targeting when you are setting up your LinkedIn campaign. LinkedIn groups are what draw users back for longer sessions. It's a great way to reach targeted individuals.

Twitter

Twitter's ad formats are much simpler than Facebook's numerous offerings. Twitter's paid ads consist of Promoted Tweets, Promoted Accounts and Promoted Trends. These are exactly what they say.

Promoted Tweets show up in a user's timeline or in their search results. The Promoted Accounts and the Promoted Trends appear in the left sidebar on Twitter.

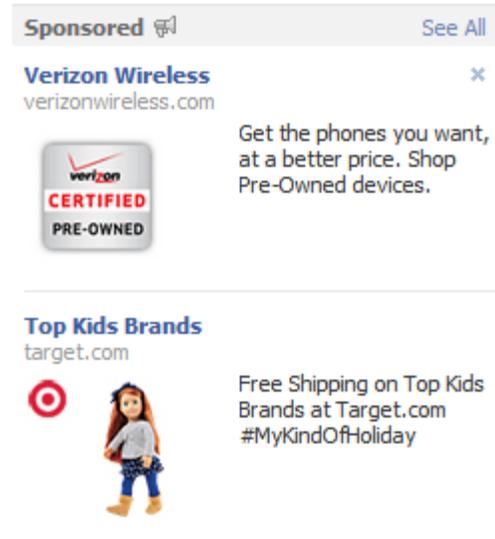
You pay for your Twitter ads only when a user retweets, replies or favorites a Promoted Tweet.

Twitter's ad suite is divided into two categories: the Promoted Tweets and Promoted Accounts group. Promoted Trends is not available to small businesses.

Promoted Tweets are perfect for advertising a specific product or message. Promote your account for new followers. With this method you pay only when you add new followers to your account.

It's difficult to target Twitter. Gender and age information aren't collected in the profile set-up phase. When targeting Twitter ads, though, you can target using keyword used by users that are like the ones already following you.

There are two kinds of targeting, keyword and interests. Targeting by keyword allows you to target people who search, tweet about or engage somehow with a specific word or term.



The image shows a screenshot of LinkedIn's 'Sponsored' section. At the top, it says 'Sponsored' with a small icon and a 'See All' link. Below this, there are two sponsored update cards. The first card is for Verizon Wireless, with the URL 'verizonwireless.com'. It features a 'Verizon CERTIFIED PRE-OWNED' logo and the text 'Get the phones you want, at a better price. Shop Pre-Owned devices.' The second card is for Top Kids Brands, with the URL 'target.com'. It features a Target bullseye logo, a cartoon girl character, and the text 'Free Shipping on Top Kids Brands at Target.com #MyKindOfHoliday'.

The second, targeting by interests and followers lets you reach people who are in a certain broad interest groups, For example categories like puzzle seekers or pro baseball. You can target those who follow certain accounts. For instance a health care brand might target users who follow tweets about natural health care or healthy living advice. You could also limit the target to certain devices or gender.

You need to set your budget. This can be set to lifetime and daily maximum budgets. In Promoted tweet campaigns you set the amount you will pay each time someone retweets, favorites, replies, follows or clicks on your tweet. The recommended bidding is \$1.50 to \$2.20 per engagement. For Promoted Account campaigns, you pay for each follower with a recommends bidding of \$2.50 to \$3.50.

Twitter has recently introduced tailored audiences. According to Twitter it's "a new way for advertisers to define your own groups of existing and potential customers, and connect with them on Twitter with relevant messages."

There are a few other social media platforms experimenting with ads. These include Tumblr and Pinterest.

Pinterest

Pinterest's new Promoted Pins allows businesses to pay to have their pins placed into search results.

These ads are different from the regular organic pins by a subtle "Promoted Pin" tag and information icon. Promoted pins are seen on both the web and Pinterest's mobile app in the search results and category feeds. Ads show up based on content relevancy.

Tumblr

Tumblr doesn't use traditional ad units. They use Sponsored Posts which are Tumblr posts that give you exposure throughout the platform.

Sponsored Mobile Posts run in-stream on smart phones and tablet devices. Placements of these ads are sold on a unique impressions basis.

Sponsored Web Posts run on the Dashboard. These are also sold on a unique impressions basis.

Radar ads are an above-the-fold static unit shown on the right side of the Dashboard. These are sold on a total impressions basis.

Ads You May Be Interested In



Female Business Owners

Apply now to see if you're eligible to be included >



Are You a Business Owner?

Apply Now to the National Association of Professional Women. Register Free >



Own a Small Business?

Get email, documents & more with Google Apps for Business. Free Trial. >

Search results for starbucks

[+ Save this search](#)



Starbucks On 4/15 bring in a reusable tumbler and we'll fill it with brewed coffee for free. Let's all switch from paper cups.

<http://bit.ly/9ZDP6N>

about 8 hours ago via CoTweet by [bradnelson](#)

Promoted by Starbucks Coffee 100+ Retweets

Final Thoughts

Each of the social media advertising options has self-serve dashboards. This makes it fairly easy for small businesses to create, manage and monitor their ad campaigns. They all have some type of budget setting options based on cost-per-click, cost-per-impression, which is how many times the ad appears on the site not whether anyone clicks on it, or a combination of the two. They use the bidding process which is a lot like the Google AdWords program.

In conclusion, social media advertising offers many benefits to your business. Deciding on which one, Facebook, Twitter or LinkedIn, is often ruled by the purpose of your ad and who you are targeting. Dip your toes into some of the newer social media platforms starting to utilize advertising as well. Tumblr, Instagram and Pinterest are just a few.

You want to have your ads stand out in a good way so they aren't lost among the masses. This is done with good to the point content, images and colors. Know what your goal is and your demographics before you place your ad.

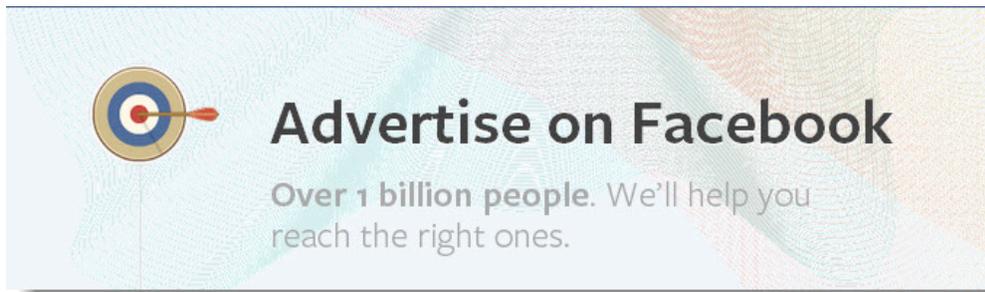
Start small with a few test ads and a limited budget. This can help you refine your focus.

Take advantage of the monitoring and analytics provided on some of the platforms as well as your own analytics program to see how well your ads are performing. Tweak your ads and campaigns for better performance.

If you have an ad that's working well, consider adding more money to your budget or even expanding the campaign for more exposure. And for ones not working like expected, don't be afraid to pull it and try something else.

In the end, engage with your followers along with your ad campaigns. Don't just put up the ads. Interact with those who comment to learn what they like or don't like about your campaign.

Advertising on Facebook



You probably already use Facebook to connect personally and professionally through posts. But have you thought about advertising on Facebook? The average online advertising campaign reaches only 27% of its anticipated audience. Facebook on the other hand has an average of 91%. And with Facebook hosting over a billion people, your business gets in front of the right people.

In this report, you'll discover how easy it is to begin advertising on Facebook.

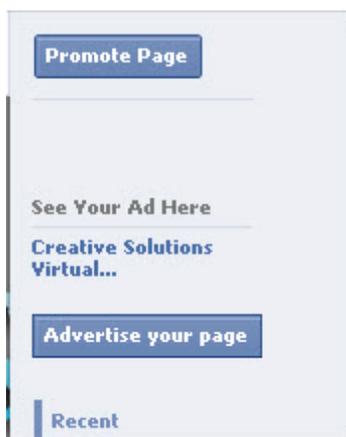
Getting Started

Sign in to your Facebook account. If you don't have a business page, go ahead and set one up now. At the bottom of your home page, click on the Create Ad icon.

Or from your page, click on the Advertise your page icon on the right side of the screen.

The Ads Create Tool

The easiest way to create an ad campaign is with Facebook's ads create tool. You can also create sponsored stories that follow your advertising objective.



Begin by choosing your advertising objective.

Go to www.facebook.com/ads/create to choose your advertising objective. You then need to choose your advertising objective.

What is an advertising objective? This is what you want the person to do when they see your ad. Facebook helps you create ads that meet each specific objective.

What objectives can I choose from?

Clicks to website: Use if you want to create ads to encourage people to visit your website.

Website conversions: The ads promote a specific action for people to take on your website. For this one you need to use a conversion-tracking pixel to measure results.

Page post engagement: Create this type of ad to boost your posts and increase likes, comments, shares, etc.

Page likes: This type of ad builds your Facebook audience.

App installs: This ad encourages people to install your app.

App engagement: Create this ad to get more activity on your app.

Offer claims: Use this type to promote offers you create. The offer needs to be created on Facebook.

Event responses: This one promotes your event.

You should have your objective clearly in mind before starting your ad.

Create your ad

Begin by choosing the image and writing the text for it. You can see a preview of your ad on the right side.

Choose images for your ad. You can use up to 6 images to create several ads in your campaign. These are at no cost. The more images you choose gives Facebook the option to test different ones to figure out which one is delivering best for your objective.

Selecting an image:

Select which images you want. You can Upload Images to use images from your desktop by clicking on the upload image button or Select Images from Library to use images from your Page photos or previous ads. These might already be populated in your select images pane if you have previously created an ad.

Use the Reposition button to change how images appear in your ad.

SELECT IMAGES



The recommended image size to appear in the News Feed is 600 pixels x 225 pixels. The best size for uploading is 1200 x 627 pixels.

The image should not include more than 20% text within the image.

Text and Links

Next you need to add text and links to your ad. You'll be able to see a preview of your ad on the right side of your editing screen.

Fill in your ad headline and text.

Your ad must include a headline and text. It is limited to 25 characters for the headline and 90 characters for the body text.

Your headline will automatically be the name you're advertising if it is a Page, app or event ad.

Tip: Text in your ad must be on target and straight to the point. Tell them exactly what you want them to do.

Choose your Audience

Now that you have your ad created, you need to identify your target audience.

Choose the options in each section to narrow your audience down to specifics.

CREATE YOUR AUDIENCE

Location Country
 State/Province
 City
 Zip Code

Age: -

Gender: All
 Men
 Women

Precise Interests

Broad Categories

- > Custom Categories
- > Business / Finance
- > Demographics
- > Entertainment
- > Interests / Activities
- > Mobile Device Owners
- > Retail/Shopping

Connections: All
 Only people connected to Comfort Food Mama
 Only people not connected to Comfort Food Mama
 Advanced connection targeting

Interested In All
 Men
 Women

Relationship Status All
 Single
 In a Relationship
 Married

Audience: This is the audience size estimation to the right of your selections that indicate the total number in your target audience. This is the number of people you ad has the opportunity to reach if your bid and budget are large enough.

Location, Age and Gender: Select the basic demographics you want to reach.

Precise Interests: Select the specific interests your audience has. These are determined by people's connections such as Pages or apps.

Broad Categories: Select the broader groups of people, based on their Activities, Family Status or Music genres.

Connections: Choose whether or not your audience is connected to any of your Pages, apps or events. If someone has a friend who is connected to what you advertise they can see your ad.

Remember, though, that having several options selected can limit your audience to people with those parameters.

It's very important to target your audience. Segment your audience down to the smallest increments.

Name your Campaign and Schedule

Give your campaign a name, select your budget and set the schedule for your campaign.

Your campaign name will be pre-populated with identifiable details. You can change this if you like, but make sure it's something you can easily identify it from other ads later on.

Choose your campaign schedule. Choose either Run my campaign continuously starting today or select Set a start and end date to select a specific start and end time.

Campaign Budget

The cost for your Facebook advertising depends on the size of your audience and your budget.

If you choose to run your campaign continuously, you should choose a per day budget. Choose a lifetime budget if you know how long your campaign will last.

AMPAIGN

Campaign and Budget

Name ⓘ

Budget ⓘ Per day ▾

Schedule ⓘ Per day continuously starting today
 Lifetime Budget and date

Unless you've chosen Advanced Options in the goals section, the amount you pay is for impressions (CPM) that are optimized so your ad shows to the best targeted audience for your goal.

The last step is to review your ad by clicking the Review order. Once you have reviewed your ad, place your order.

Advertising on Facebook is a cost effective way to connect with your audience. And setting up an ad is quick and easy.

Advertising on Twitter



People use Twitter to bring them closer to the things they care about, find out the news that affects them and learn about the business they visit. Every day there are over 400 million Tweets and 200 million active users. When you advertise on Twitter, your ad is promoted to users with the same interests

In this report, you will find out how to set up your own Twitter ads.

Getting Started

Begin by logging in to ads.twitter.com to start advertising on Twitter.

Login to your account or set up an account if you aren't already on Twitter.

Next you'll need to choose your country and time zone settings. These are used for the type of currency you'll be billed in, taxes and your account reports. Please note: you won't be able to change the settings later; these are permanent.

Another option is to go to business.twitter.com and click the sign up for Twitter ads. Choose your location and monthly budget range.

Determine whether you want a Promoted Account or Promoted Tweets



What are Promoted Accounts?

Promoted Accounts help businesses quickly grow relevant followers. These accounts are suggested to users that don't currently follow you but may find interesting. The suggestions are labeled promoted to distinguish them from normal accounts.

How to set up a Promoted Account

Click on the New Promoted Account campaign button.

Give your campaign a title you can easily remember.

Determine how long you want the campaign to run. The default is to run continuously which means you ad runs until you stop it or your budget limit runs out.

Give your campaign a name.

PROMOTED ACCOUNT CAMPAIGN – [SWITCH](#)

▸ **When do you want to run this campaign?**

[Learn more about setting campaign timeframes.](#)

Start immediately, run continuously Customize start and end dates

10 Dec 2013	3:51 PM	–	None	None	America/Chica
-------------	---------	---	------	------	---------------

Targeting

▸ **Add @usernames to target people similar to that user's followers.**

Targeting @usernames allows you to reach users with interests similar to followers of **any** of those accounts. For example, enter @TwitterAds to target people likely to be interested in advertising on Twitter. [Search Twitter for @handles to include.](#)

<input type="text" value="Search for @usernames"/>	or	<input type="button" value="Import multiple @usernames"/>
--	----	---

The other option is to run your campaign for a set period of time. Use this option if you are running your ad along with a sale or limited time offer, a conference or other event or a specific season. Select Customize start and end dates in this case.

Choose your targeting options. Here you can add @usernames to reach users with similar interests. Twitter gives you more recommendations to use.

Add categories of interest to use for targeting in addition to the usernames.

Choose all the locations you are trying to reach.

Finally choose whether you want to limit your target by gender or not.

Set up your budget, discussed below and then click save campaign. You can choose from three options: Launch campaign, Save as draft and exit, or Modify details.

Tips for Success

Use a recognizable image in your profile that clearly represents your brand.

Be authentic. Your bio should be clear and informative.

Post engaging Tweets.

Keep the interests you target relevant.

How to Set up Promoted Tweets

Promoted tweets let you get your message out to the right people. You pay only when a user clicks on a tweet, retweet, reply, favorites or follows your tweet.

Click the New promoted tweets campaign button.

Give your campaign a name.

Choose how long you want to run the campaign, either start immediately and run continuously or customize start and end dates.

Choose who you want to target. Use keywords to target certain interests and followers of specific keywords. You'll want to target interests and followers to reach people who have specific interests. Or you might target Television to reach people who engage with specific television programs.

Select what devices or platforms you want to target. Choose IOS devices, Android devices, desktop and laptop computers, blackberry phones and tablets or mobile web on other devices.

Tweets can be set to manually select tweets to promote or create tweets to add. To promote existing tweets, select the Manually select Tweets option. Check the Hide@replies box. Click the box on the Tweet you want to promote. Try to select a variety of around 4 to 6 Tweets each week.

To automatically promote tweets, select the Automatically promote recent Tweets option. Twitter will promote up to five of your most engaging Tweets. You don't have to write an ad, you just continue to post Tweets in your timeline like you normally would.

Set your budget and click save campaign. You can choose to Launch campaign, Save as draft and exit, or Modify details.

Tips for success

Create campaigns for different customer segments.

Include 10 or more @usernames and interests that are tightly grouped. Use the People search function on Twitter to find more @usernames.

The Estimated audience size box on the right of your page gives you an idea of how many users are in your target area.

Budget

Now you need to enter your budget.

Set the total budget. This is optional. Once this maximum limit is reached your ad campaign stops.

Set the maximum daily budget. Set this according your goals. Your ads will stop appearing once that limit is reached. The minimum bid is \$.01 per follow for Promoted Accounts and \$.01 per engagement for Promoted Tweets.

Budget · All amounts in USD \$

▾ **Set a total budget (optional).**

If set, this campaign will stop running once this budget has been reached at the end of the life of the campaign. [Learn more](#)

\$ None

▾ **Set a daily maximum (required).**

Cap the amount you will spend each day. The maximum resets every 24 hours. [Learn more](#)

\$ Required

Daily budget is required.

Pacing options

▾ **Enter the maximum amount you are willing to spend per engagement.**

An “engagement” is when a user retweets, replies, favorites or clicks on a **Promoted Tweet**. You only pay for the first engagement a user makes with your promoted tweet, and you usually pay less. [Learn more](#)

\$ 1.85 Suggested bid: \$1.50 – 2.20

Under your daily budget, you can select one of the two options on how you want your daily budget spend:

Standard delivery uses your budget equally throughout the day. This is the default setting that most Twitter advertisers use.

Accelerated delivery uses the budget as quickly as possible. This setting is good for running time sensitive Promoted Tweets such as during live events.

Enter the maximum amount you want to spend. Your maximum bid is the highest amount you will pay per engagement.

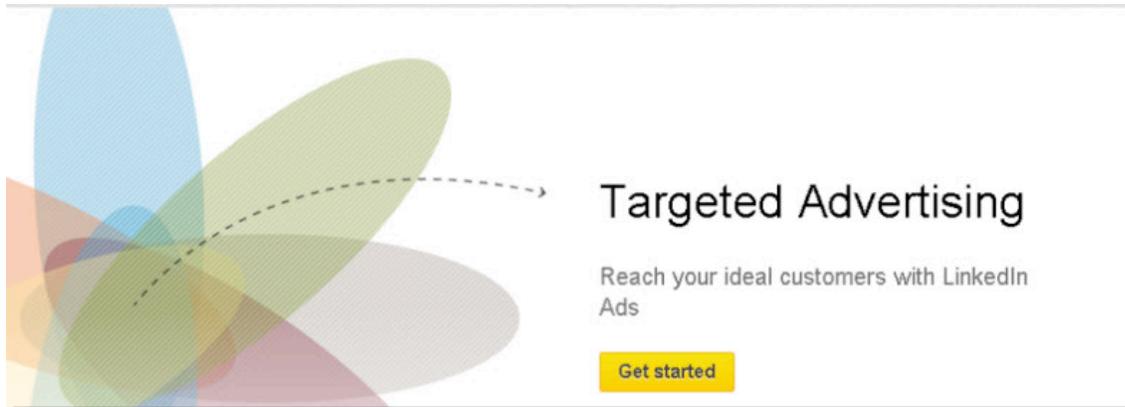
On Promoted Tweets you pay per engagement or for Retweet, reply, favorite or click anywhere on your promoted tweet.

You will only pay when someone follows your Promoted Account.

Click save campaign

Advertising on Twitter puts your tweets and brand in front of targeted users. Setting up a campaign to promote your account or promote your tweets is a simple and easy process.

Advertising on LinkedIn



LinkedIn is the social media site for businesses. With over 100 million users it's a flourishing platform for professionals all over the world. If you are trying to reach other businesses then advertising on LinkedIn is a good place to begin. LinkedIn has very specific targeting options.

In this report we're going to show you how to quickly set up your LinkedIn Ad Campaign.

Before you Begin

You need to know a few things before you start setting up your account.

You'll need a LinkedIn account to use LinkedIn advertising. At the very least you will need to be registered on LinkedIn. Having a complete profile or company page is best though.

You need to know who your ideal customer for ad targeting purposes is.

A landing page customized for the product or service you are advertising targeted to your ideal customer should be in place.

You should have some idea of how you want your ad to look. Research how other ads look on LinkedIn.

Create several strong headlines, good descriptions, and compelling images for your LinkedIn ad variations.

Create Your Ad

Now you are ready to begin creating your ad.

To get started go to <http://www.linkedin.com/advertising> and sign in with your LinkedIn account. Click on start a now. If you've advertised on LinkedIn before you'll be taken to your dashboard. In here, click the +New ad campaign on the right. Select Start new.

There are two options on the Create Ad Campaign. Choose the type you want either, create an ad or sponsor an update. With the Create an ad option you reach a targeted audience using ads

featuring text, images or videos. The Sponsor an update lets you sponsor your existing updates so you can reach a broader audience.

The screenshot shows a four-step process: 1. Create Ad Campaign, 2. Targeting, 3. Campaign Options, and 4. Checkout. The current step is 'Create Ad Campaign', which asks 'What type of campaign would you like to create?'. Below this question are two options: 'Create an ad' (with a cursor icon) and 'Sponsor an update' (with a speech bubble icon). The 'Create an ad' option includes the text 'Reach a targeted audience with ads featuring text, images, or video.' The 'Sponsor an update' option includes the text 'Sponsor your existing updates to reach a wider audience.' At the bottom right, there are 'Cancel' and 'Next' buttons.

Click on Create an Ad. Name your Campaign. Choose something you can remember. Only you will be able to see it.

Choose your language and media type. Basic is for text and image ads and video is for promoting a video.

You can create up to 15 ad variations in each campaign. Begin with Ad variation 1.

Choose your web page or a page on LinkedIn. With the “Your web page” you send members to your destination URL on your own website. For best results send them to a URL with a specific product or service your advertising instead of your homepage.

Name this campaign

Ad language

Media type

Ads in this campaign

Create up to 15 ad variations to see which combination of text and image works best.

Ad variation 1

Ad destination

Your web page

<http://www.example.com>

A page on LinkedIn

Add
Image

Click to enter a headline

Click to enter a description of up to 75 characters to span 2 lines

From: Appen

[+ Add a variation](#) (Optional)

Add an image and headline.

Click on Add image. Here you can upload an image in PNG, JPEG, or GIF. The maximum size is 2 MB but will be resized to fit a 50 X 50 pixel square.

Click to enter a headline text. Create a clear, concise but attention grabbing headline. It should relate to your target audience.

Enter a short 75 character, 2-line description. Your description should communicate the benefits of your service or product. Don't forget a clear call to action.

Click on the ad variation to open a new variation. You can use different images or text to test which ads performs best. You can have up to 15 ad variations.

Target Your Ad

Once you have entered your ad variations, you need to set a target audience. You have the option to target your ad to people based on their location, company industry and size, job title and seniority, school they attended, skills, groups they belong to, their gender, or their age.

Choose at least one location to target.

The screenshot shows the 'Targeting' step of the 'Create Ad Campaign' process. It is divided into three main sections: Location, Companies, and Job Title. The Location section has a text input field with the placeholder 'Please specify at least one location'. The Companies section has three radio button options: 'All' (selected), 'By name', and 'By category (industry, company size)'. The Job Title section has three radio button options: 'All' (selected), 'By title', and 'By category (job function, seniority)'. Below these sections is a link for 'More targeting options (Schools, Groups, Age, etc.)'. At the bottom, there is a checked checkbox for 'Also reach LinkedIn members on other websites through the LinkedIn Audience Network'.

Under Companies, select all, by name or by category. Category is by industry and company size. Under by name, enter a specific company name to target members of that company.

Under Job Title, select all, by title or by category. Under by title enter specific job title to target LinkedIn members that match. Under by category choose job function or seniority.

To narrow down even more, click on the more targeting options. Here you have School, Skills, Group, Gender and age range.

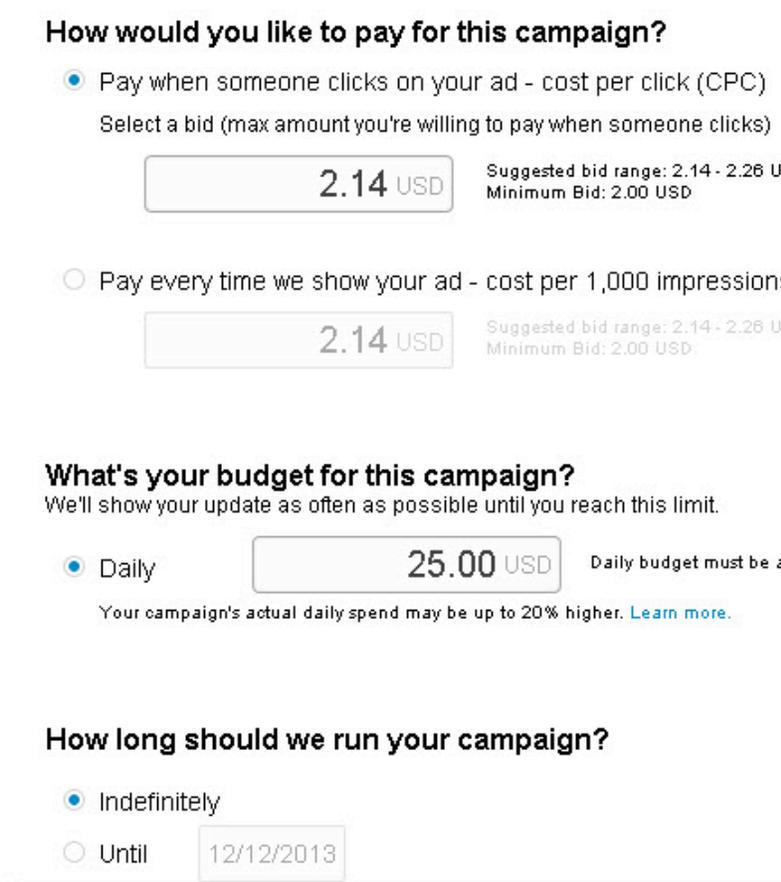
Click Next.

Campaign Options

Now you need to set your budget and length of time to run your campaign.

Choose Pay when someone clicks on your ad. This is Cost per click (CPC). You can select a bid amount your willing to pay. The suggested range is 2.14 to 2.26 USD. The minimum bid is 2.00 USD.

Choose Pay every time we show your ad. Cost per 1,000 impressions. The suggested bid range is the same as CPC.



How would you like to pay for this campaign?

Pay when someone clicks on your ad - cost per click (CPC)
Select a bid (max amount you're willing to pay when someone clicks)

Suggested bid range: 2.14 - 2.26 USD
Minimum Bid: 2.00 USD

Pay every time we show your ad - cost per 1,000 impressions

Suggested bid range: 2.14 - 2.26 USD
Minimum Bid: 2.00 USD

What's your budget for this campaign?
We'll show your update as often as possible until you reach this limit.

Daily Daily budget must be at least 10.00 USD

Your campaign's actual daily spend may be up to 20% higher. [Learn more.](#)

Monthly Monthly budget must be at least 100.00 USD

Total Total budget must be at least 1000.00 USD

How long should we run your campaign?

Indefinitely

Until

Determine your budget for this campaign. Your daily budget is the total amount you are willing to spend on each campaign per day. Once the daily budget is reached your ads won't show any more that day. Your daily budget must be at least 10.00 USD.

Decided how long your campaign will run. Choose indefinitely or Until and set a specific date.

Turn on Lead Collection for this campaign if you want to turn clicks into qualified leads with just one click. This gives your audience a single button to ask to be contacted.

Click Save changes.

Enter your payment details.

Click Review order.

Tips for Success

Linked in ads appear in two places on their site, in the sidebar and as a text only version at the top.

LinkedIn ads can include an image, 25-character headline and 75-character description.

Use powerful copy and relevant images for great ads.

Narrow down your target audience to the most relevant options.

Always split-test several different variations of your ad campaign to see which works best. LinkedIn recommends at least three ad variations per campaign. Change the headlines, call-to-action phrase and the images.

In conclusion, advertising on LinkedIn is a viable option for business to business marketers. Easy to set up and manage these ads are highly targeted. With over 100 million users, your ad can be seen across the globe.