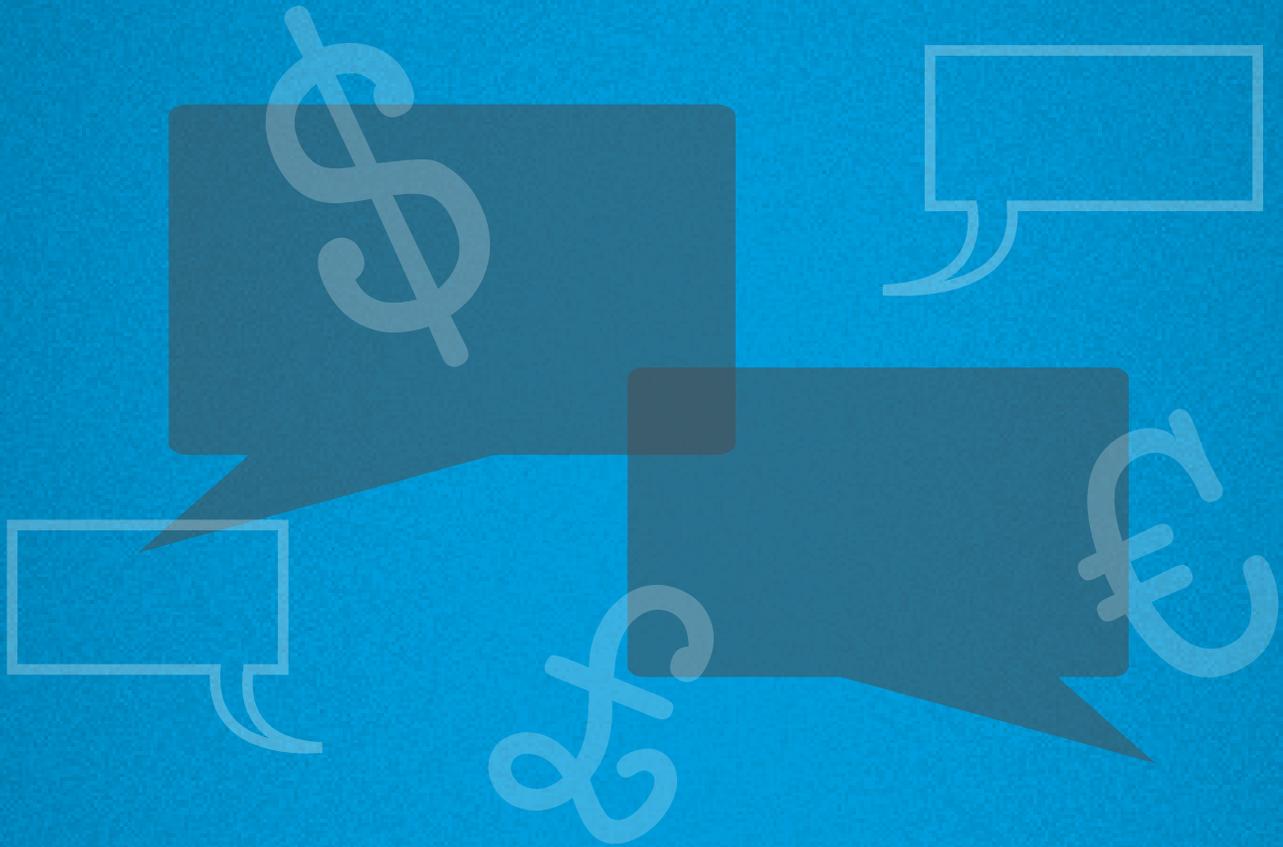




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## Everything You Need to Know About Social Media Ads

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## Introduction

The combination of social media and advertising reveals opportunities that go far beyond traditional advertising. With the social web, your ad value will increase, you'll have a deeper level of tracking and measurement and your message will be more targeted. All of this leads to increased ad effectiveness.

There's more. With social ads, you can:

- Tailor your message to the best target audience
- Reach new people
- Get feedback and incoming data in real time
- Scale your ads as needed

"Social ads reach the audience in which you've invested a lot of money and time into nurturing. You can see which audiences are engaging the most, so you can ensure that your ads are being bought correctly and you're actually growing your fan base based on true data."

*Peter Goodman, VP, Salesforce Marketing Cloud*



Let's take a deeper look at the nuts and bolts behind what makes great social ads. We'll also learn about metrics, automation, reporting, case studies and more.

## Chapter 1/ What is Social Advertising

For the same reasons that social media provides a powerful marketing opportunity, social advertising is a powerful tool for you to use. Ads are considered social if they appear on a social network, but what makes them particularly powerful is using social recommendations and social actions, along with targeting, to create highly relevant and engaging messaging.

Why is social advertising so powerful? Take a look at these stats:

- Social ads have 55% higher recall than non-social ads
- Friends of fans were 27% more likely to shop at Target after seeing an ad on Facebook
- 90% of purchases are subject to social influence (Wired Magazine)

As more and more social advertising opportunities arise on Facebook, Twitter, LinkedIn and other sites, you might find that these social, engaging ads are sharing an ad budget with traditional web banners or paid search advertising.

Each type of ad has its place, and can be tracked and measured, but social advertising has more impact on the bottom line. The ability to shift an ad campaign in response to data about its response rate — in real time — is unparalleled. This can reduce budget spend and make your ads more successful.

Let's break down the drivers of social ads that make them useful to you:

**Action:** An action is a like, a thumbs up, a Tweet, forwarding an email, a video view, a comment or recommendation, a rating, a Pin, a click to purchase, or clicking through to fill out a form or request more information. All of these actions bring an ad viewer to a point of action.

**Targeting:** People are interacting in a lot of different ways on social networks; indicating who they're friends with, what they like, where they go, what language they speak, and more. With social advertising, you can harness this information to create and present tailored messaging that will resonate more strongly with users than blanket marketing speak.

**Metrics:** Metrics and analytics put massive amounts of data at your fingertips. You'll learn how your audience is engaging with your ad and you can then analyze the data to make more effective ad choices. Social media and website metrics allow you to say, "I know what works" rather than, "I hope this works."



**Storytelling:** Your social ad is your chance to tell portable, engaging pieces of your brand story, and to connect it to your customers. If you can master telling a story in a Tweet, you can master the art of creating compelling and share-worthy social ads.

Whether your social ad comes in the form of video (think [Old Spice](#)), a crossover commercial (such as Dos Equis' [The Most Interesting Man in the World](#)), shareable images ([Oreo's DailyTwist](#)), or compelling ad copy on Facebook, if it tells your story well, people will share it and engage with your brand.

If you take the information that you're given, and turn actions into insight, then actually what you're doing is turning advocates into connections to create customers for life. That's kind of what social is. That's where the evolution of advertising has gone and what it will continue to be."

*Peter Goodman, VP, Salesforce Marketing Cloud*

**Discovery:** The amount of discovery that comes with social ads is new territory for many brands. The trade off of interacting with social content, including ads, is an exchange of information. The customer trades a little knowledge about their habits, location, devices, preferences, search terms, etc. when they interact with your ad. You trade information about your company or product, ideally in a way that is valuable to the person consuming the ad. This gives you insights into what makes your customer tick and how you can serve more of their needs effectively.

## Chapter 2/ Types of Social Ads

Social networks have different types of advertising offerings that allow you to take advantage of the unique features of their platforms. These offerings are constantly evolving as social networks find more effective ways for you to target users. Here are some of the advertising options currently available to you on the major social channels:

### Facebook

Facebook has the most evolved [advertising offering](#) in the space, complete with an API that allows your brand to manage social ads through third-party management tools. Facebook advertising breaks down into two main categories: Marketplace Ads and Premium Ads.

Marketplace ads often appear on the right-hand side of the desktop version of Facebook. They are not necessarily targeted to a specific Page, and are the most common types of ads found on the site. There are several types of marketplace ads that your brand can purchase:

- **Sponsored Stories**- Ads that use social context to increase their effectiveness. These ads will display along with an action a friend may have taken on the Page or a Page's post. The idea behind a sponsored story is to draw in users to engage with an ad by placing a picture and the friend's name directly in the ad. These can appear in both the right-hand rail or directly in the News Feed. Actions within ads are genuine actions that friends have taken while interacting with a brand.



- Page Post- Taking a part of the Facebook Page, such as a News Feed post, and turning it into an ad. There are a number of ways that brands can utilize Page posts; one of the simplest ways to do so is to take an ad that has performed well and has garnered a great deal of engagement and simply pay for additional reach for that post.



- External Website- Using an ad on Facebook to drive traffic to an external website. There are issues with using this type of ad; for one, many users have a quick “bounce” time from an external site if you take them off Facebook. They may not be expecting to leave the social network, and that surprise may cause them to quickly close their browser, wasting both your money (it counts as a click) and their time (they won’t stay to engage with your site). However, if you provide compelling copy to set expectations, this can drive significant traffic elsewhere.



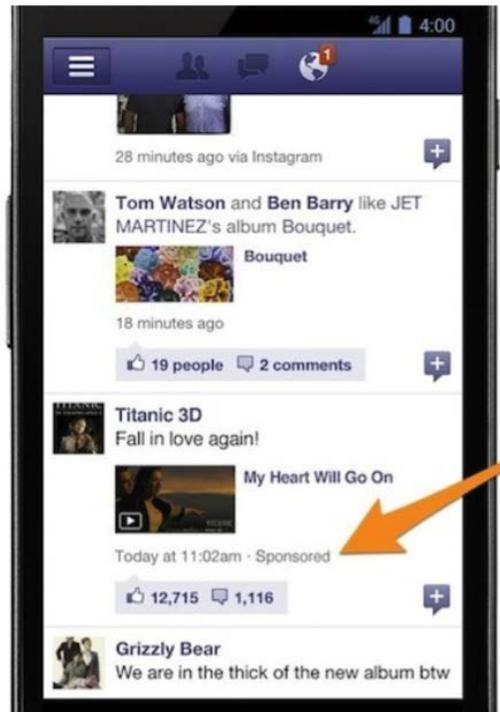
- Facebook Object- Driving traffic somewhere else on Facebook with an ad, such as a Page or a Facebook app. This is a great way to attract new users to a particular app or game. You can use a social hook with this, by showing friends who have played the game or used the app, or you can simply show the number of users who have played. Make sure to use compelling imagery to drive interest in your app or game.



Premium Ads cost more money, but expand the areas within Facebook on which you can advertise. The prime real estate available with premium ads provides an even greater chance for interaction and engagement with your ad. Potential options for premium ads include spots in the desktop News Feed, the mobile News Feed, the right-hand side (with larger ads) or the log-out screen.

## Twitter

Advertising on Twitter presents different opportunities and challenges for you than Facebook. Because most users read their timeline across devices in chronological order, you may reach a greater percentage of your followers than on Facebook without ads, but the shelf life of your regular Tweets is shorter. That's why Twitter offers three basic ways to advertise on the site:



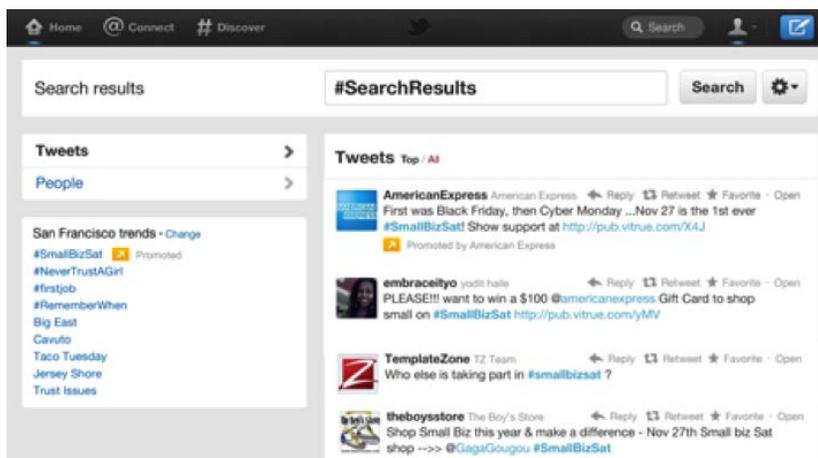
- Promoted Tweets- Allow your brand to amplify content across both the desktop and mobile platform. Your Tweets will display either directly in users' timelines or targeted toward particular search terms. There are also several targeting options available, such as location and gender.



- Promoted Accounts- Find and add new followers by promoting your Twitter account in both search results and the “Who to Follow” section. Your account will appear to the users whose interests seem to match your account.



- Promoted Trends- If you’re looking to start a conversation around a topic for your brand, promoted trends allow you to choose a hashtag topic and place it at the top of the list of trending topics.



## LinkedIn

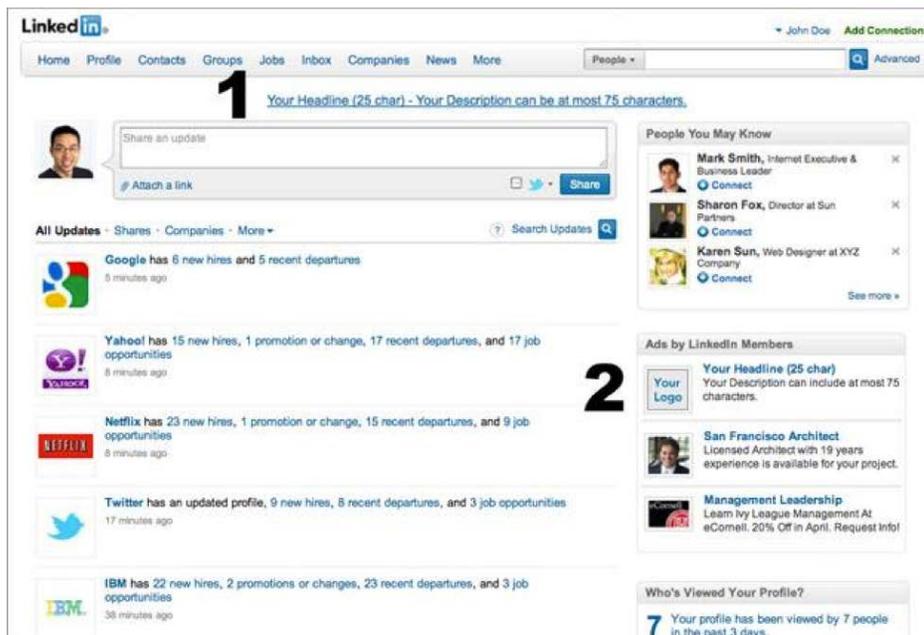
The LinkedIn [self-service advertising platform](#) allows you to promote services, jobs or your company as a whole to career-focused users. LinkedIn ads can appear on the home page, the profile page, the search page, the inbox or in groups. One of the strongest components of

LinkedIn ads is the targeting capabilities. You can target LinkedIn ads by:

- Job Title
- Job Function
- Industry
- Geography
- Company Size
- Company Name
- Seniority
- Age
- Gender
- LinkedIn Group

“It’s going to be interesting to see how Twitter evolves their targeting as well. I think Pinterest will be interesting, mostly in the U.S. at the moment, and Facebook mobile will really start coming into its own in 2013. People will really start to see the value of mobile full stock. LinkedIn is a very interesting one if it’s being used in the right business case. The good thing about LinkedIn is it has its own purpose, its own audience and own sort of brand profiles that would really benefit.”

*Peter Goodman, VP, Salesforce Marketing Cloud*



## Chapter 3/ Why You Should Run Social Ads

Here are 10 reasons why social ads should be part of your advertising plan.

1. Social ads shine light on the needs and personas of your customer and potential customer.
2. They deliver a useful level of control over your ad campaign.
3. You're able to measure reach and analyze effectiveness in real time.
4. The monitoring opportunities of your campaign ensure you never waste a dollar.
5. If something isn't working, you can take action today to improve your ad.
6. Even better, if something is working, you can automate its amplification.
7. In an age where social media takes much of the message control out of your hands, social ads give some control back to you.
8. You're able to make a compelling ad that tells the story you want to tell.
9. Social ads lead your audience directly to the point of contact you want.
10. You can quickly and easily change anything and everything about them including color, placement, copy, images, size and more.

"If you can see which audiences are engaging, and you build your ad around that, then it's a really powerful thing."

*Peter Goodman, VP, Salesforce Marketing Cloud*

## Chapter 4/ Scaling Social Ads

We talk about “scale” a lot in marketing. What does that mean? Scale is a term that simply refers to how your organization handles resources related to growth. The larger the scale (more eyeballs reached, more metrics, more users for an app, etc.) the more drain there is on your resources.

“Using data to drive decisions is ultimately where we want to get, but people are still involved in the decisions and setting parameters for them.”

*Peter Goodman, VP, Salesforce Marketing Cloud*

A well-planned social ad campaign uses a balance of metrics, design, automation, hands-on marketing, sharing and budget tracking to succeed. Being able to balance all of these aspects will reduce your costs and resources.

To help with scale and resources, it’s important to have someone taking ownership of your social ad process. This includes:

- Directing the team
- Handling the metrics
- Allocating your ad budget
- Orchestrating ad design and any changes
- Leveraging ad engagement
- Reaching a balance between automation and manual updates

This ensures someone is accountable for your social ad campaign as well as covers all the aspects needed for success.

## Chapter 5/ Targeting

For as long as you've advertised, you have always looked for ways to target your message to the right groups of people. Whether it is demographic research on magazine subscriptions and television stations or age and gender-oriented focus groups, the more you can tailor your advertisement to the right people, the more effective you will be in spreading your message. With social networks, the information available on users is exponentially greater than any other medium. And because social networks provide access to a great wealth of information, you now have the power to granularly target your ads to the people who will respond to your ads best.

How many different ways can you target users? With Facebook alone, you can count the options on more than two hands. Here are some of the targeting options provided by the social networks:

- Age
- Location
- Language
- Gender
- Education
- Interest
- Friends
- Friends of friends
- Relationship status
- Actions taken
- Occupation
- Job title

It's important to strategically decide how to target users with your advertisements. Just because you have the capability to target in a number of different ways, and with multiple demographics at the same time, doesn't mean you should do it. In fact, it is possible that you can overdo it when it comes to targeting and severely limit the reach of your ads. So it's critical to balance the possibilities available with targeting to certain groups with the number of people who will actually see the targeted advertisement.

Still, with social ads, you won't have to worry about sending blanketed, non-relevant marketing statements to large groups of people anymore.

## Chapter 6/ Automation

Automation works with your CRM, engagement platform, social ad campaigns and metrics to set rules around your ad budget. It can assist with publishing, allowing you to run your ads on multiple platforms in multiple formats. Based on all the information it collects, your automation engine can suggest and implement ad changes.

The simple idea behind advertising automation is not to replace the human element of buying ads; instead, automation allows your brand to use data to strategically determine how you want the system to purchase ads. By combining your media-buying teams with technology that allows you to automate decision-making without having to sit by a computer, you can efficiently purchase ads, spending more money on those that are working while scaling back on those that are not, all without having to check your metrics at 2 a.m. on a Saturday night.

Additionally, combining social ads with your CRM system provides an extra layer of sophistication to your strategy. To best explain it, here's an example from Peter Goodman, VP at Salesforce Marketing Cloud:

*"If you take a mobile phone company, you have people that are in the CRM system that know exactly which accounts are up for renewal, in a certain period of time. They know exactly which handsets people are using, which data terrace they're on, how close they get to the data bundle every month, and whether it's worth up-selling them. What they can actually create then is a tailored message via their email addresses or their telephone numbers to those individuals. What it will allow you to do is place people in buckets and target them with a message. All the people that use over their data bundle every month, ultimately what you should be looking to do from a cell phone company standpoint is actually sell them a bigger plan, or an unlimited data plan. It's actually a benefit to them, as the individual, because they're not going to spend as much money each month, and it's actually a benefit to the cell phone companies because it's in their business interest.*

*So if you think about the power of that, when you've got 10 million people in the U.S. on AT&T and they're actually overrunning their data bundle each month, that's a huge opportunity to market. But you can only find that information out if you've got the CRM system understanding about the customers and individual and then finding clever ways to group those people together to then use the advertising channels that custom audiences give."*

That saves time and money.

It also frees your hands to create more content and focus on planning for your next campaign.

You can focus on engagement with your customers and drive conversion.

Here are something things to consider when it comes to automation:

- How much control to give to an automation system versus media-buying control
- How much money to devote to a budget for automated ad-purchasing
- The engagement threshold level for purchasing social ads automatically
- Who receives alerts when an automation level is triggered
- The type of ads that can be purchased automatically, versus manual purchasing

*"Look at the term always-on. I think this is what it becomes. The real key is to mine data to understand when content should be amplified and when it shouldn't. And I think there's more money to know when it shouldn't as much as to know when it should. Agencies and clients and CMOs will actually assign and start to build an "always-on" budget, and the budget will be used to for fluid deployment of content."*

*Peter Goodman, VP, Salesforce Marketing Cloud*

## Chapter 7/ Reporting and Measurement

Social ad reporting and measurement is key to keeping your ad campaign on budget and on track. Many social ad tools have a social ad reporting mechanism.

Here's how to get your measuring and reporting in motion.

1. Create a list of the metrics you need to measure. Metrics may vary across different social networks, but there are some metrics that are important across all social ads. The key is to look beyond simple cost per fan or cost per follower metrics. If you stop at these metrics, you'll have a bunch of users associated with your page who will not interact or engage with anything you say. Instead, you want to pair these metrics with those that focus on cost per engaged fan to determine the quality connections your ads are creating. Among some of the top social ads metrics:

- Cost per fan
- Cost per impression
- Click-through rate
- Reach
- Unique clicks
- Actions
- Cost per action
- Cost per engaged fan
- Cost per conversion
- Cost per install (when dealing with apps)
- Total social spend (money spent on ads with social context)

"If you're looking at a true content and brand play, then how do you judge if it works? Do you look at brand sentiment online? Does it enhance people's buying intentions? How do you track what a share is valued at, how do you track what a fan is worth? The answers are there if you know what you're looking for."

*Peter Goodman, VP, Salesforce Marketing Cloud*

2. Determine the tools you'll use to gather this data. You can use larger, robust platforms like Salesforce Marketing Cloud and/or individual social channel tools, like [Facebook Insights](#) and [LinkedIn Group Analytics](#).
3. Create targeted landing pages for each social ad campaign. Include strong call-to-actions to generate purchases or leads, from ecommerce to free ebook downloads with email capture.
4. Create analytics reports around your social ad campaigns. Using your pre-determined list of metrics, show goals vs results in a visual and engaging way. Include key takeaways and next steps.
5. Share your reports on a weekly basis. Then, share it across departments. Make public-facing versions in the form of case studies. Sharing information takes your success beyond your boss' desk and can serve as a helpful and motivational piece of content internally and externally.

## Chapter 8 Social Ads in Action: Case Studies

A recent report by research company L2 placed Nike and Adidas at the top for their vertical. These companies stood out because of their commitment to a social ad engine and integrated social media strategy and approach.



Nike reflects its loyal fan base in all of its social ad campaigns and social marketing. Their “Find Your Greatness” campaign launched on YouTube, Pinterest, Instagram, Twitter, Facebook, television and other channels during the Summer 2012 Olympics under the hashtag #findyourgreatness. The successful campaign garnered more than **five million** views on YouTube alone and has had a definite, measurable impact on Nike’s bottom line and customer loyalty.



Adidas has miCoach, an app that lets customers keep track of their fitness performance as well as encourages healthy social competition and sharing. By bringing social ads to the mobile app environment, Adidas is positioning itself to continue to grow and reach new markets.

Foxwoods Resort & Casino leveraged Facebook in a social ad campaign called “Anything But Ordinary” in February 2012, celebrating its 20th anniversary. The social ad campaign used a combination of television, social Facebook ads, Facebook sweepstakes and a game that allowed users to level up to one of five packages at the resort. The promotion reached more than 10,000 unique entries, grew their Facebook fan base 46% and gave them **143 million Facebook impressions.**



## Conclusion

It's time to embark on a well-run, well-monitored social ad campaign. Getting familiar with the social ad world now will help you stay informed as social ads change. The social business is the winning company in this fast-paced business world.

"If you look at the Sponsored Story for Facebook, and the promoted Tweet for Twitter, ultimately what you're doing is distributing the content that you know works. I think that's ultimately what the social networks are about. It's actually just marketing, word-of-mouth marketing at scale now, plus a billion people now on Facebook. That is a hell of a lot of people to start sharing with, so this is only going to get bigger and better."

*Peter Goodman, VP, Salesforce Marketing Cloud*