

# SOCIAL MEDIA ADVERTISEMENT

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# FUNDAMENTALS

- What is Marketing?
- Social media advertising
- Register

## WHAT IS MARKETING?

Marketing is the activity or business of promoting and selling products or services.

**Outbound marketing** is when you push your products to customers while **Inbound marketing** is when you pull the customers organically to your products and services.

## WHAT IS SOCIAL MEDIA ADVERTISING?

The act of showcasing (marketing) your products and services on social media.

## WHAT IS A SOCIAL PAID AD?

Social Paid ad is the act of paying any of the social media platforms to push your product/service to customers.


## SOCIAL MEDIA PLATFORMS FOR PAID ADS



**Burst Footwear**  
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Our biggest sale yet! Get up to 60% off our classic styles ✨

**Our biggest sale is afoot!**



**BURST**

BURSTFOOTWEAR.COM  
**Big Style. Big Savings.**  
See what we have in store for you. [Shop Now](#)

👍 Like    💬 Comment    ➦ Share


Verizon 2:20 PM

Instagram

VW Sponsored

**0% APR** for 60 months + **\$1,000** APR Bonus  
on new 2017 Jetta or Passat models  
For highly qualified customers through Volkswagen Credit.

Tap below for key offer details



**2017 Jetta**


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65 likes  
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Great deals are worth waiting for. Okay, that's enough waiting.

Paypal Christmas Gifts  
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paypal-christmasgifts.com

log onto your account. verify your details.  
for your chance to be in Paypal's new year draw.




**Gotoclient**  
2,062 followers  
Promoted

5:10 PM · Jan 1, 2019 · Twitter Web Client

Promoted by Paypal Christmas Gifts

The future of sales is here. Embrace it and rocket your B2B lead generation on LinkedIn within 1 week.

1 Retweet    7 Likes



Free 1:1 LinkedIn Ads Lead Gen session of 60 minutes. Only for 20 valid applications.  
gotoclient.com

[Apply Now](#)

## KNOWLEDGE CHECK

Uber pays an influencer for a campaign, is that an example of a social paid ad?

- A. Yes
- B. No (Ans)

# COMMON REGISTERS



## Campaign

A clear and practical strategy to sell, promote a product/service on social media. A social media campaign is time conscious and KPI focused. For you to have a campaign, you have to have a plan that articulates the aims and **objectives** of your campaign while focusing on the **market research, consumer persona, ideal platform to use, budget and results.**

## Consumer Psychology

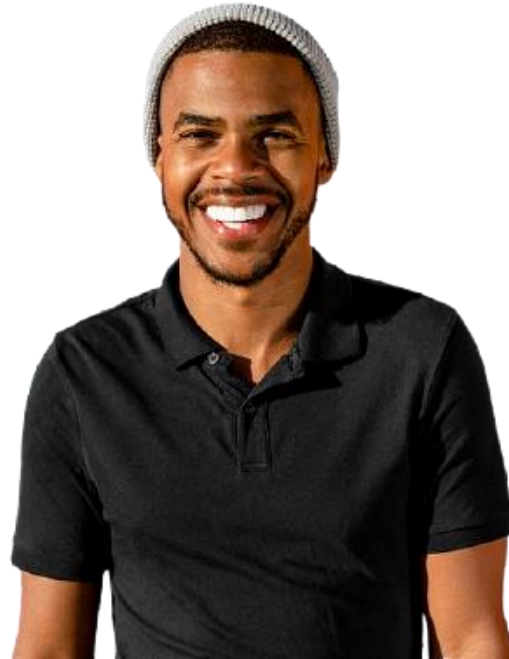
Consumer Psychology is a breakdown of whom your target audience is away from the physical or tangible assets..

## CONSUMER PERSONA

- Who's your ideal target?
- What do they do?
- Demographics: Age & location
- Psychographics
- User story



## SAMPLE PERSONA



- Name: Charles
- Background: He's currently running his bachelor program in University of Lagos.. He's socially active and someone you could call "informed".
- Demography: He's 21 years old and lives in Lagos, Nigeria.
- Interests: Entertainment, Lifestyle, Politics.C

## AD COPY

Any text written to attract views, engagement or actions on an ad such as description, headline, text on graphics etc

## HOW TO WRITE A COMPELLING COPY

### **Tempt - Influence - Persuade - Sell**

Every word in a copy has a purpose. Writing a compelling copy comes from understanding your ideal audience and what triggers them.

### **Bella Boutique**

“Enjoy 50% discount in our ongoing flash sales” **CTA:** Shop now

**CREATIVE:** In social media advertising, creative is the combination of copy, caption and graphics to use for your ad.

**CALL TO ACTION (CTA):** A call to action (CTA) in a paid ad is what tells/informs the audience on what action to take. Some examples are: Shop now, Visit us, Watch more, Learn more, Subscribe, Register etc.

**Ad budget:** The amount of money you're willing to spend on an ad campaign.

**Ad account:** The primary account on specific channels that allows you to run ads, keep a payment method in place and successfully manage your ads.

**Ads manager:** This is a tool across social media ad channels that places in order your various ads and campaigns across the board.

## More registers: Math version

**Cost Per Conversion** = Total ad spend divided by total no of conversions.

$$\$1000/200 = 5$$

**Cost per impression** = Total ad spend/number of views x 1000

**Landing page view** = Total no of people that landed on your website from an ad

**Conversion** = Total no of people that made a purchase from an ad

## KNOWLEDGE CHECK



If the ad spend is 10,000 and the conversion is 300, what is the Cost per conversion ?

- A. 33.33 (Ans)
- B. 10,300


# HOW TO CREATE EFFECTIVE ADS ON SOCIAL MEDIA

- Facebook and Instagram ads



 **Burst Footwear**  
Sponsored · 




Our biggest sale yet! Get up to 60% off our classic styles ✨



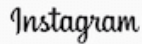
**Our biggest sale is afoot!**


**BURST**

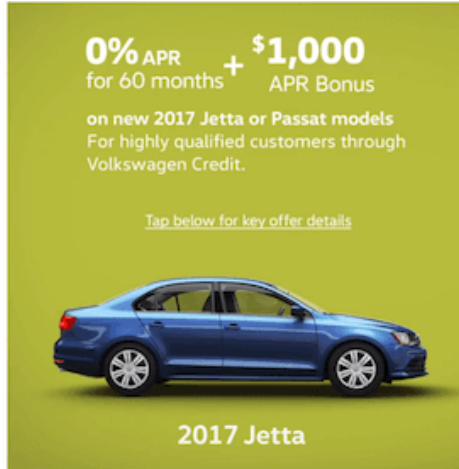
BURSTFOOTWEAR.COM  
**Big Style. Big Savings.** [Shop Now](#)  
See what we have in store for you.

 Like  Comment  Share

Verizon 2:20 PM



 **VW**  
Sponsored








**0% APR** for 60 months + **\$1,000** APR Bonus  
on new 2017 Jetta or Passat models  
For highly qualified customers through Volkswagen Credit.

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**2017 Jetta**


[Learn More](#)


    


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vw Going.  
Great deals are worth waiting for. Okay, that's enough waiting.

Verizon 2:19 PM








 **VW**  
Sponsored



Volkswagen  **2017**  
**Model YearEnd**  
Event

**2017 Passat**

[Learn More](#)

65 likes  
vw Going.  
Great deals are worth waiting for. Okay, that's enough waiting.

## **Ingredients to run a successful FB & IG ad**

Campaign objective – Target audience – Budget – Creative – CTA

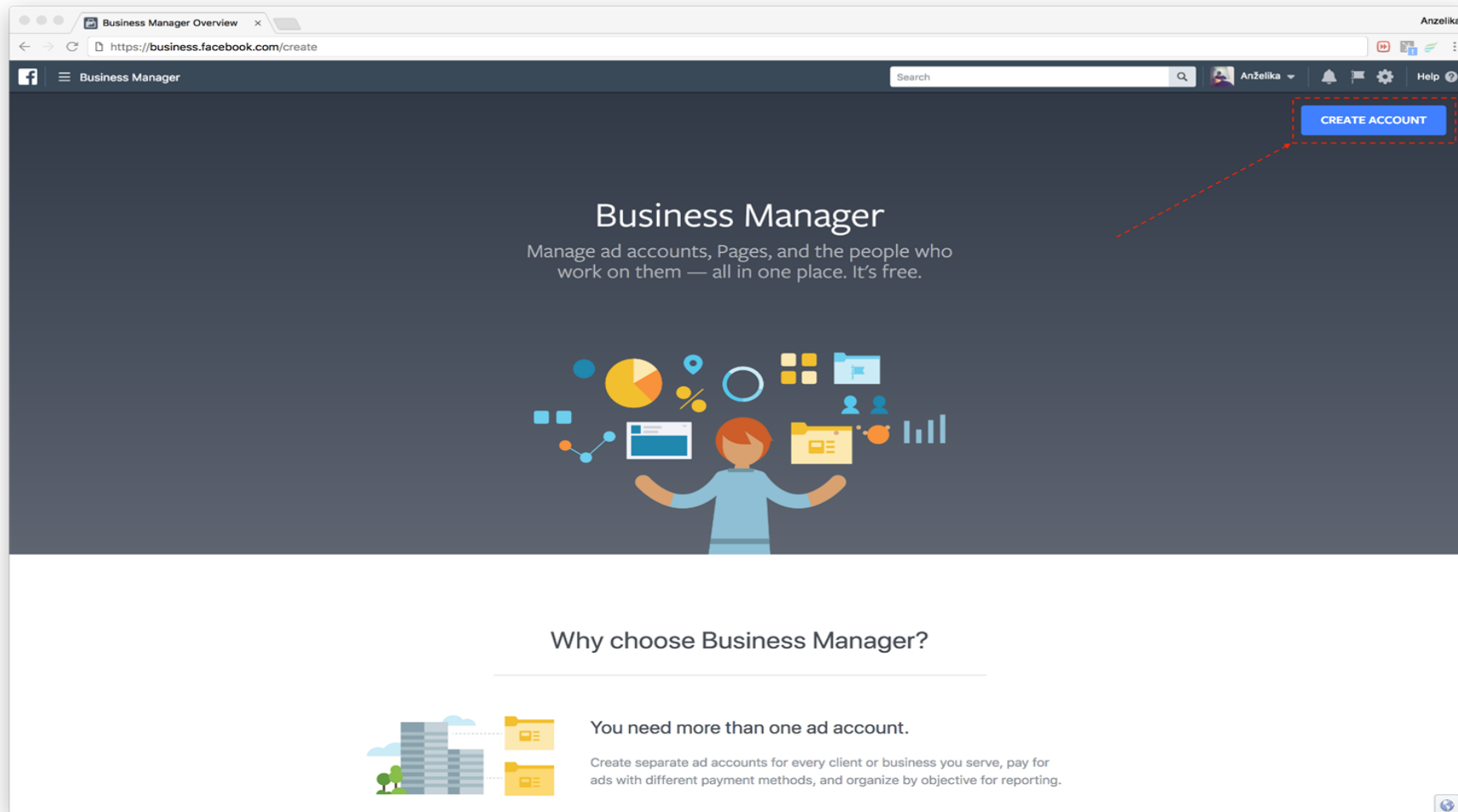
# GETTING STARTED

- **Set up a business account (One time)**
- **Create a business page and ad account**
- **Become an advertiser on the business page (Facebook) directly or make a request yourself**
- **Set billing details for payment**
- **Have your ingredients ready**
- **Visit ads manager to start setting up your ad.**
- **Check campaign manager to check progress/results of ads**

## SET UP BUSINESS ACCOUNT

For you to be able to run ad on Facebook, you need to:

- Log in to your facebook account
- Open a new tab
- Type in [business.facebook.com](https://business.facebook.com)
- Click on **create account**



Business Manager Overview x

https://business.facebook.com/create

Business Manager

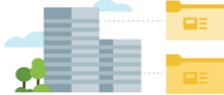
Search Anzelika

**CREATE ACCOUNT**

## Business Manager

Manage ad accounts, Pages, and the people who work on them — all in one place. It's free.

### Why choose Business Manager?

 You need more than one ad account.

Create separate ad accounts for every client or business you serve, pay for ads with different payment methods, and organize by objective for reporting.

## Create Your Business Manager Account

Add your basic business information. Nothing from your personal Facebook profile will be shown to people in your Business Manager account.

**Your Business and Account Name**

This should match the public name of your business since it will be visible across Facebook. It can't contain special characters.

**Your Name**

**Your Business Email**

This should be the one you use to conduct company business. We'll send notifications about your business to this email.

Next

### Add Your Business Details ✕

Add business details for the local office you're operating your business from.

**Country**

**Street Address <sup>?</sup>**

**Street Address 2/Locality**

**City** **State/Province/Region**

**ZIP/Postal Code** **Business Phone Number <sup>?</sup>**

**Website**

**Business Use**

This account primarily uses Facebook tools or data to:

Promote its own goods or services

Provide services to other businesses

## CREATE AN AD ACCOUNT AND A PAGE

- **Create a page**
  1. Go to pages
  2. Click on add
  3. Click on create a new page
  4. Put your details
- **Create an ad account**
  1. Click on ad account
  2. Click on create new ad account
  3. Set your location & currency



## HOW TO BECOME AN ADVERTISER FOR A BUSINESS

- Make a request directly (preferable):
  1. Go to your business settings
  2. Click on pages
  3. Click on add
  4. Search for the business page name
  5. Choose create ad

They will get a request notification and approve. But you must have informed them.

## KNOWLEDGE CHECK

Choose the most appropriate:

- A. Facebook ad is for B2B marketing
- B. Facebook ad is for B2C marketing (Ans)

# SET UP AN AD

## PART 1

- Go to business settings and click on Menu
- Click on ads manager & select create ad
- Choose campaign objective
- Choose campaign name
- Select conversion location
- Choose performance goal

# SET UP AN AD

## PART 2

- Set budget
- Set date
- Location
- Age
- Gender
- Detailed targeting
- Placement

# SET UP AN AD

## PART 3

- Choose the Instagram page
- Upload the creative (image/video)
- Primary Text
- Headline
- Description
- Call to action
- Website URL
- Submit

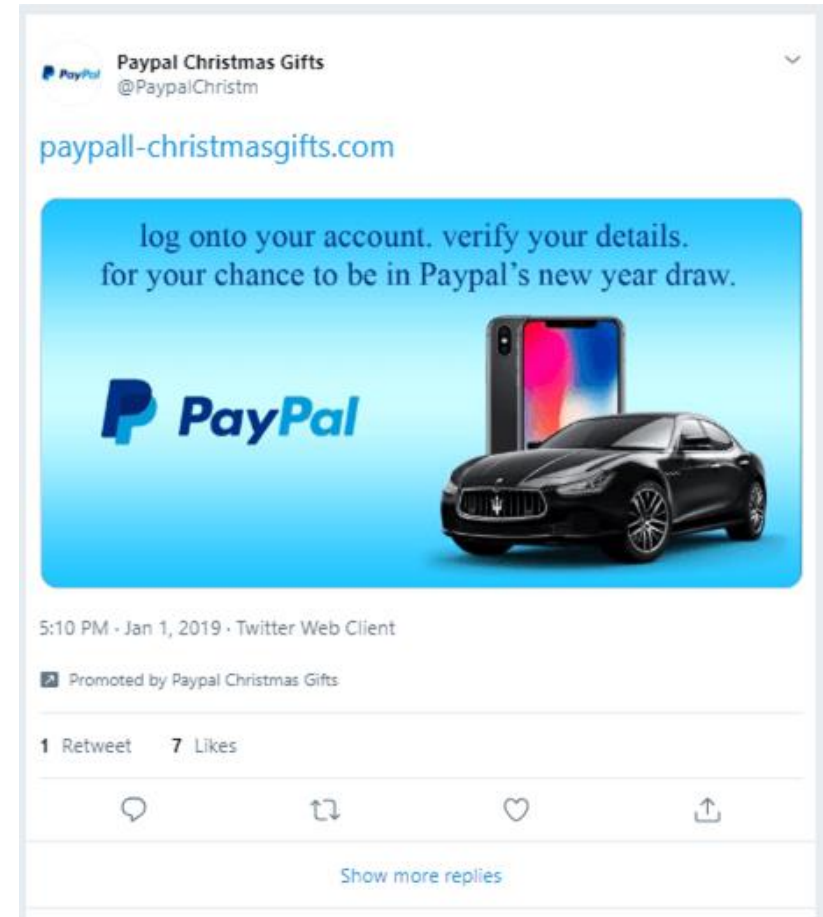
# SET UP AN AD

## PART 4

- Ad manager
- Insights

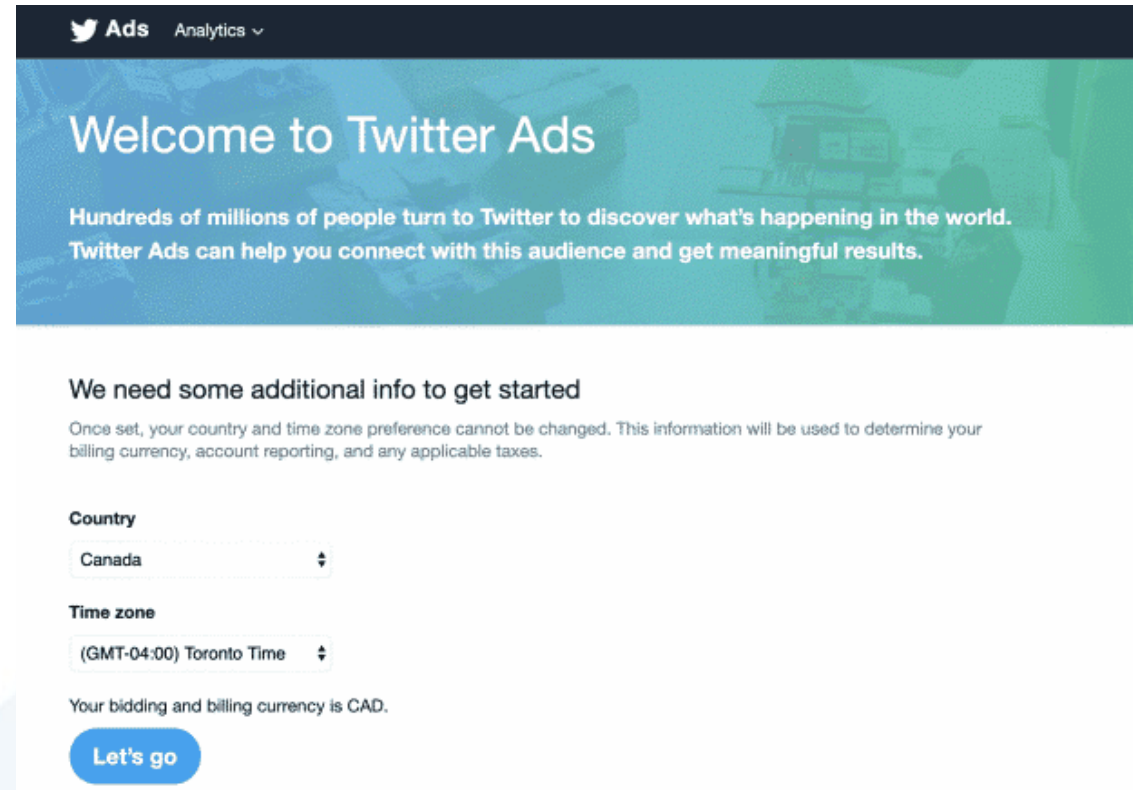
# HOW TO CREATE EFFECTIVE ADS ON SOCIAL MEDIA

- Twitter ads



## GETTING STARTED TWITTER ADS

- Log in to your Twitter account (or could be your client's account)
- Click on more
- Click on professional tools
- Click on ads
  
- Set up account
- Set your billing



The screenshot shows the Twitter Ads setup interface. At the top, there's a dark blue header with the Twitter logo, 'Ads', and 'Analytics' with a dropdown arrow. Below this is a large teal banner with the text 'Welcome to Twitter Ads' and a sub-headline: 'Hundreds of millions of people turn to Twitter to discover what's happening in the world. Twitter Ads can help you connect with this audience and get meaningful results.' Below the banner, there's a section titled 'We need some additional info to get started' with a note: 'Once set, your country and time zone preference cannot be changed. This information will be used to determine your billing currency, account reporting, and any applicable taxes.' There are two dropdown menus: 'Country' set to 'Canada' and 'Time zone' set to '(GMT-04:00) Toronto Time'. Below these, it says 'Your bidding and billing currency is CAD.' and a blue 'Let's go' button.



## SET UP TWITTER ADS: Part 1

- Choose Create Campaign
- Choose advanced
- Choose objective
- Set budget and date
- Set goal
- Set gender, age, location

## Part 2

- Targeting features
- Upload creative details
- Launch campaign
- Check for results in ad manager

## Added as a collaborator

- The other way to run an ad is for your client to ad you as a collaborator
- **Steps:**
- They go to business settings
- Invite people
- Assign role

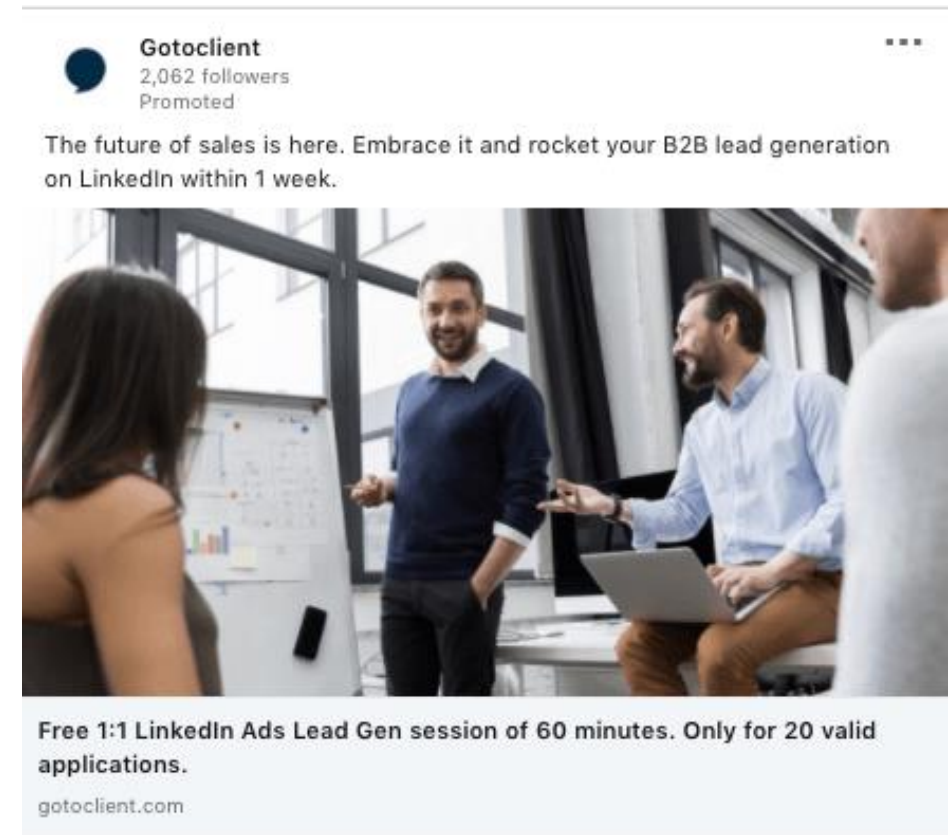
## KNOWLEDGE CHECK

You can connect your twitter ad with your facebook campaign

- A. True
- B. False (Ans)


# HOW TO CREATE EFFECTIVE ADS ON SOCIAL MEDIA

- LinkedIn ads



**Gotoclient**  
2,062 followers  
Promoted

The future of sales is here. Embrace it and rocket your B2B lead generation on LinkedIn within 1 week.



Free 1:1 LinkedIn Ads Lead Gen session of 60 minutes. Only for 20 valid applications.

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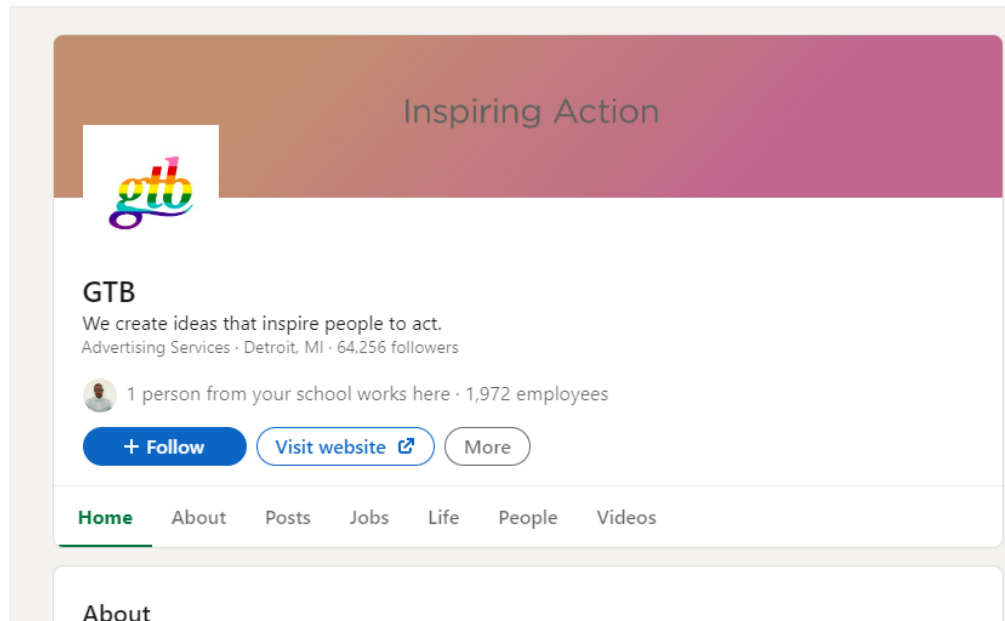
[Apply Now](#)

## NOTE

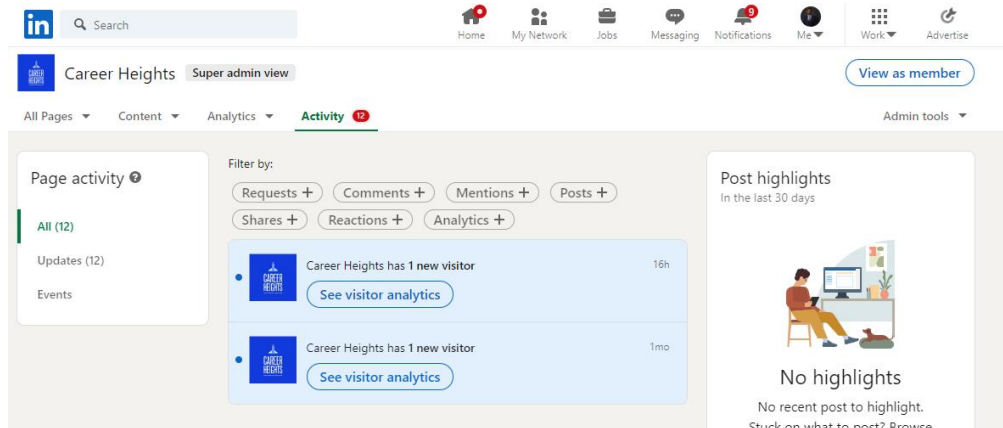
- Advertising service to a targeted audience on LinkedIn which is basically a business to business type of marketing.

## STEPS TO GET STARTED

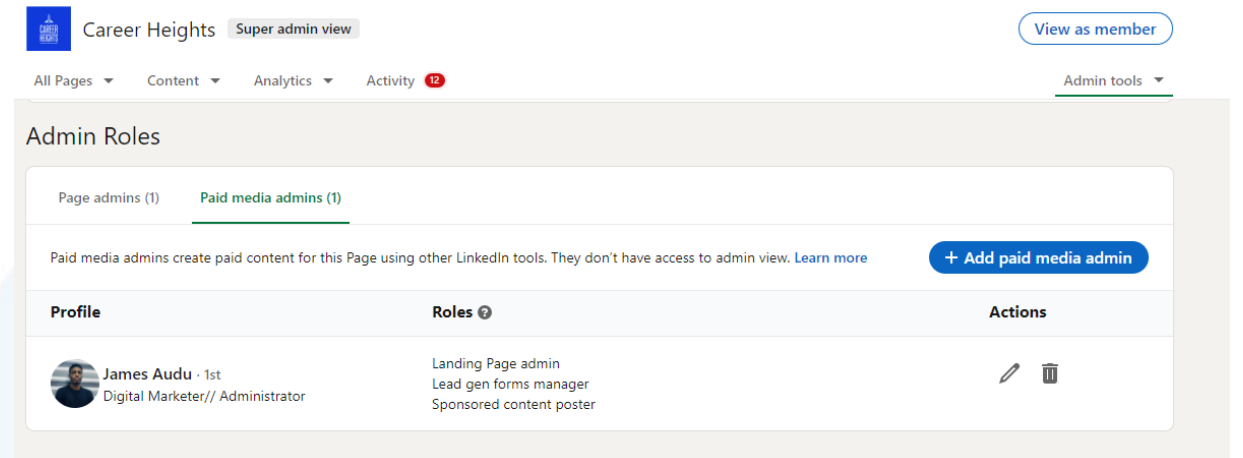
- Log in to your LinkedIn account
- Follow your client's page






- The admin makes you an advertiser by:
- Clicking on admin tools, select manage admins, click on paid media admins and select the member.



The screenshot shows the LinkedIn Admin Tools interface for the 'Career Heights' page. The 'Activity' tab is selected, showing a list of events under 'Page activity'. Two events are visible: 'Career Heights has 1 new visitor' from 16 hours ago and 'Career Heights has 1 new visitor' from 1 month ago. Each event has a 'See visitor analytics' button. The 'Post highlights' section shows 'No highlights' with a message: 'No recent post to highlight. Stuck on what to post? Browse'. The top navigation bar includes Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. The bottom navigation bar includes All Pages, Content, Analytics, Activity (12), and Admin tools.

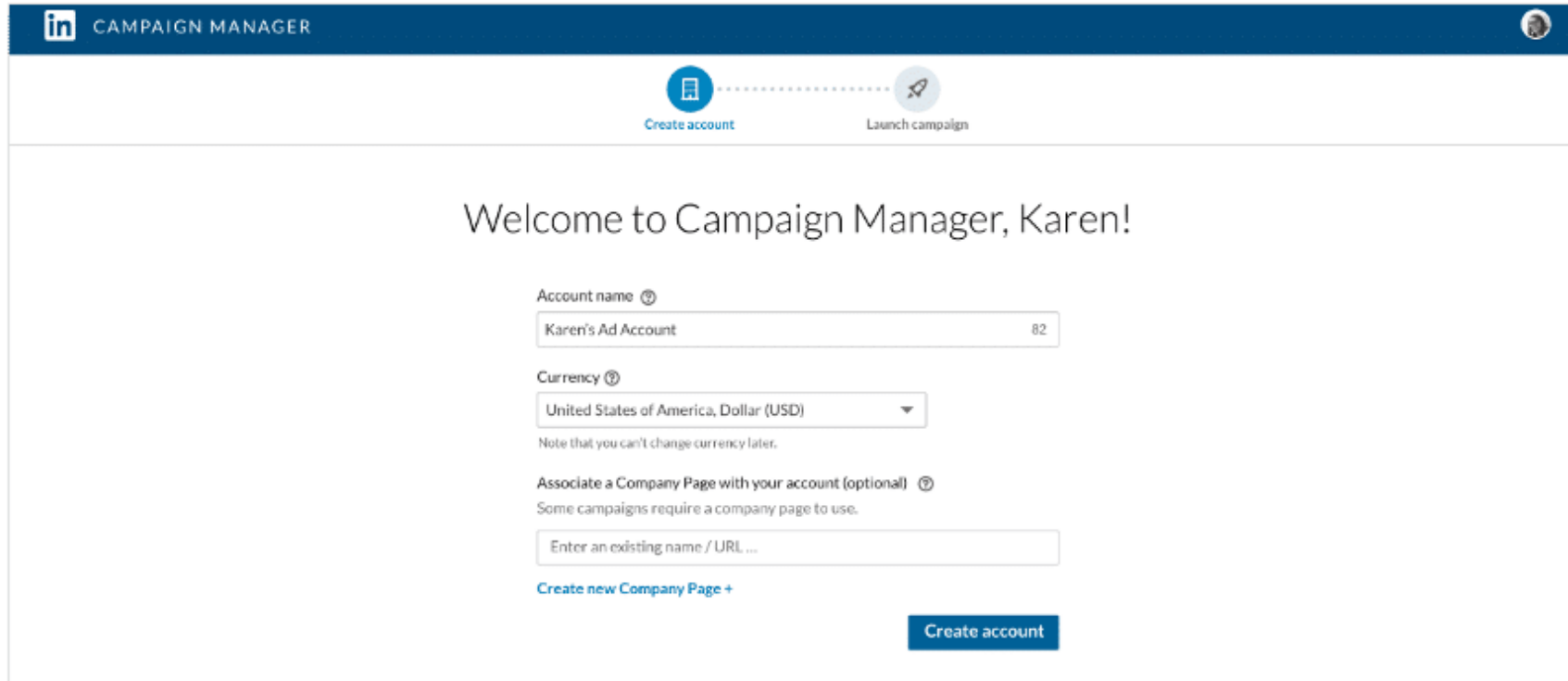


The screenshot shows the LinkedIn Admin Tools interface for the 'Career Heights' page, specifically the 'Admin Roles' section. The 'Paid media admins (1)' tab is selected. A message states: 'Paid media admins create paid content for this Page using other LinkedIn tools. They don't have access to admin view. Learn more'. There is a '+ Add paid media admin' button. Below is a table with columns for Profile, Roles, and Actions.

Profile	Roles	Actions
 <b>James Audu</b> · 1st Digital Marketer// Administrator	Landing Page admin Lead gen forms manager Sponsored content poster	 



- Visit [www.linkedin.com/campaignmanager](https://www.linkedin.com/campaignmanager)
- Set ad account



The screenshot shows the LinkedIn Campaign Manager interface. At the top, there is a dark blue header with the LinkedIn logo and the text 'CAMPAIGN MANAGER'. Below the header, there are two circular icons: 'Create account' (with a document icon) and 'Launch campaign' (with a rocket icon). The main content area is white and features a welcome message: 'Welcome to Campaign Manager, Karen!'. Below this, there are several form fields and options:

- Account name** (with a help icon): A text input field containing 'Karen's Ad Account' and a character count of '82'.
- Currency** (with a help icon): A dropdown menu currently set to 'United States of America, Dollar (USD)'. Below it is a note: 'Note that you can't change currency later.'
- Associate a Company Page with your account (optional)** (with a help icon): A section with the text 'Some campaigns require a company page to use.' and a text input field containing 'Enter an existing name / URL ...'. Below this is a link: 'Create new Company Page +'.
- Create account**: A prominent blue button at the bottom right of the form area.

## STEPS TO SET UP AN AD: PART 1

- Choose ad account
- Click on Create
- Campaign name
- Choose objective
- Choose budget and date
- Set location
- Choose detailed targeting

## STEPS TO SET UP AN AD: PART 2

- Choose ad format
- Placement
- Repeat budget
- Create a new ad
- Introductory text
- Website url
- Headline & Description
- CTA
- Save
- Launch

## Final Touch

Use ad manager for results

## KNOWLEDGE CHECK

Linkedin is a type of which type of marketing?

- A. B2B
- B. B2C
- C. All of the above (Ans)



**THANK YOU**