Social Media
Paid Advertising

• • • **Introduction**

Technology has no doubt taken control of our lives, and social media is among the biggest contributors to this trend. Social media has become a critical asset businesses actively use to grow. This is the case whether you are doing Business to Customer (B2C) or Business to Business (B2B) work. Social networking has only just begun, and we are learning each day how to drive results more efficiently. Although everyone is not using social networking as a main tool, eventually they will. This isn't to say that facetoface communication won't exist, rather that bringing social media into those real life conversations is key.

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• • • Introduction

The Big 4: Facebook, Twitter, LinkedIn and Pinterest
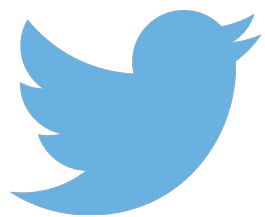
These four social media platforms share a wealth of information intermittently, and connect people all over the world. Harvard Business Review states that 79% of companies surveyed are using or planning on using social media, including 58% currently using companies, and 21% that are preparing to.

Social networking increases awareness and traffic to your business, while allowing easier understanding of customer insights. Businesses in every industry, and in worldwide locations have seen growth through social media in views, sales, ROI and much more. Even more importantly than using social media, however, is using social media correctly.

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Learn How to Advertise on The Big 4

Step by Step Guide
with Case Studies to Prove it.

Facebook

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Considering that over a billion people are already on Facebook, advertising to that huge portion of the population just makes sense. Facebook for Business allows you to create ads to optimize your marketing. Facebook states, "based on their location, age and more, ads can introduce you to the people who'll love your business." Facebook is one of the best tools to use in order to help your business grow.

Ads on Facebook are shown to specific groups of people in order to get the most likes, comments and (most importantly) shares. Facebook uses people's location, demographics, interests, behaviors and connections in order to make those specific target audiences reachable.

The fact that Facebook's average is significantly higher than general online advertising proves that its very personal approach to targeting works. This is great news for not only businesses, but average users as well. As the viewer, you'll want to see ads that are interesting and relatable to your day-to-day activities, instead of ads that are randomized. The Facebook Ad tool is designed to help businesses reach that target audience, and meet their marketing goals.

"Advertising on Facebook helps businesses meet new customers and stay in touch. Most online advertising reaches only 38% of its intended audience. Facebook's average is 89%."

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Starting With The Basics:

Creating an advertisement with Facebook is not only simple, but vital. When deciding your business goals, focus on what results you would like to see from these ads (this is the first thing Facebook will ask you). Whether you're looking for more website visits, increased audience base or visitor interaction, a well-made Facebook Ad can do just that.

A Facebook Ad for your website can even be made without having a Facebook Page. It's as easy as entering the URL of the website, and your ad is on its way. These ads made without a page are shown on the right column of Facebook. However, in order to have an advertisement come up on the Newsfeed, a page must be made.

In order to create an ad you can follow these steps (which can also be found [here](#))

    1. Go to the 'Create Ads' tool.

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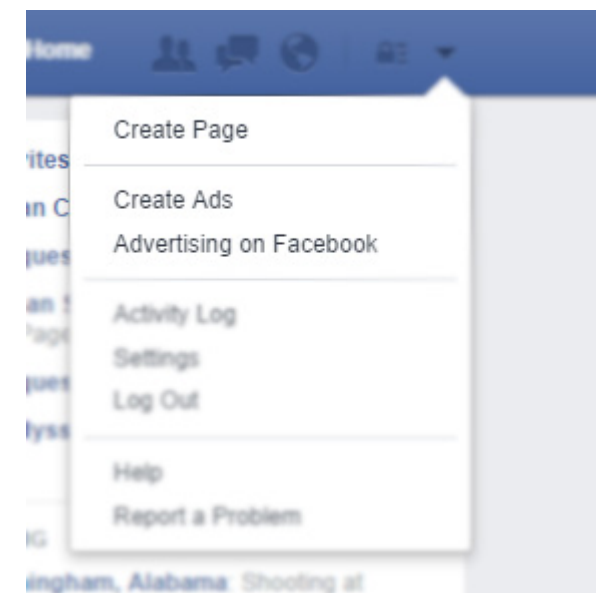
2. Select an objective that best suits your company

- Clicks to Website: Get people to visit your website.

- Website Conversions: Promote specific conversions for your website. You'll need a conversion pixel for your website before you can create this ad.

- Page Post Engagement: Promote your Page posts.

- Page Likes: Get Page likes to grow your audience and build your brand.

- App Installs: Get people to install your mobile or desktop app.

- App Engagement: Get people to use your desktop app.

- Offer Claims: Create offers for people to redeem in your store.

- Event Responses: Increase attendance at your event.

Advertise on Facebook   Help: Choosing an Objective

What kind of results do you want for your ads?

| Clicks to Website |
| Website Conversions |
| Page Post Engagement |
| Page Likes |
| App Installs |
| App Engagement |
| Event Responses |
| Offer Claims |
| Video Views |

Clicks to Website
Get people to visit your website.

Enter URL to promote

Continue

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3. Enter the URL of the website you wish to advertise into your chosen Objective.

- From here one of two things will happen:

- A new page will come up prompting more information about your site and business plans

- An error will appear stating that the website cannot work with that objective and/or suggesting a better objective it will work for.

If you are unsure of your objectives, or leaning towards the wrong objective for your website, Facebook can guide you to the right one.

• • • • • ▶ Help: Choosing an Objective

Clicks to Website

http://bluleadz.com ✕
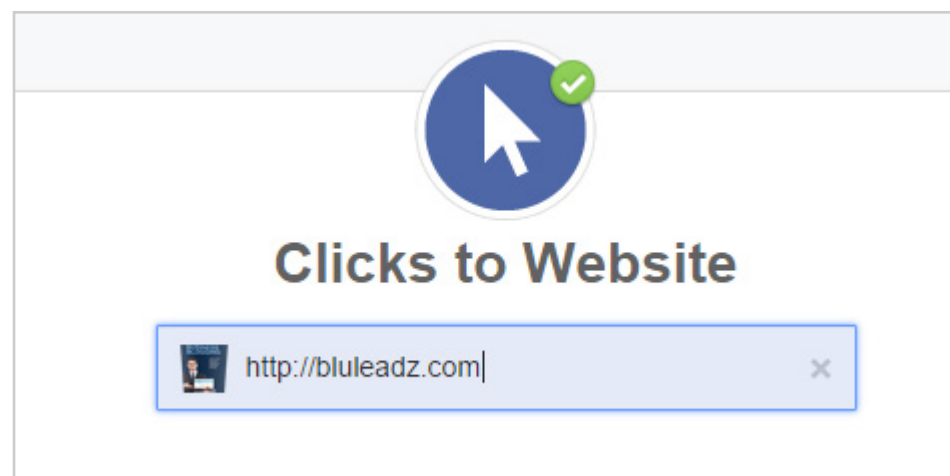
Note: Each objective will result in a different process after it is chosen. Clicks to Website is not only the most basic but also the most important component, as you need people to see what you're all about in order to generate leads. The following steps are going to be done in the 'Clicks to Website' objective format.
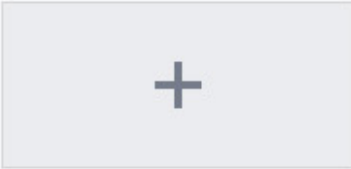
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4. Now the content part of the ad comes into play. **Image selection** allows up to 6 images to convey your ad, in addition to the **Text and Links** section. This is where adding or creating a Business Facebook Page comes in handy, along with the Headline and text you wish to use. The **Ad Preview and Placements** section is also located here, which allows you to see what would show on a user's Desktop Newsfeed, as well as a Mobile Newsfeed.

Images   Help: Selecting Images

Add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock.

| BUSINESS BLOGGING | + |

500 × 694

Creating Multiple Ads

Each image you add will create a different ad in your ad set. After your campaign starts, you can monitor how audiences respond to the different images.

Recommended Image Size

1200 x 628 pixels

If you want to learn more about different ad formats and sizes then visit the Ads Product Guide.

⬆ Upload Images   📷 Browse Library   🗐 Find Images   ⊟ Reposition Images

Text and Links   Help: Editing Ads

Connect Facebook Page

Create a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

+ Create a Facebook Page

or Turn Off News Feed Ads

AD PREVIEW AND PLACEMENTS

⚠ Desktop News Feed   Remove

Create a Facebook Page to show your ads in News Feed
or
Turn Off News Feed Ads

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5. A Call to Action is optional but highly recommended. Choose the action you want people to take when they see your ad; this is a crucial step in generating customers.

6. Deciding your target audience. Answer questions including the locations, ages, interests and behaviors you're looking to reach for Facebook to search. **How broad you would like your audience to be will correlate with your budget.** The more information that is filled out, the more specific the audience can get. Knowing as much information as possible on your target is critical to increasing leads and learning how to target them specifically.

In High-Growth Countries, Reaching People Based on How they Connect is necessary. Facebook is on 3 of every 4 smartphones, and more than half of people on Facebook visit every day." Make advertisements mobile friendly in order to reach the largest audience.

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Facebook's Audience Definition feature helps to visualize with a 'Specific-Broad' scale. For example, if the only information entered is "people in the United States ages 18+," you are at a very broad audience (as well as a large budget), reaching around 176 million people. Whereas if the location is set specifically to all people in Tampa, Florida, the audience is defined and reaches around 1.32 million people.

Audience

Help: Choose Your Audience

Locations ❓
United States
All United States
Add a country, state/province, city or ZIP

Age ❓ 18 ▾ - -- ▾

Gender ❓ **All** Men Women

Languages ❓ Enter a language...

More Demographics ▾

Relationship >
Education >
Work >
Financial >
Home >
Ethnic Affinity
Generation
Parents >
Politics (US)
Life Events

Interests ❓ | Suggestions | Browse

Behaviors ❓ | Browse

More Categories ❓ | Browse

Connections ❓
○ Advanced connection targeting

Audience Definition

Your audience selection is fairly broad.

Specific   Broad

Audience Details:

- Location - Living In:
  ○ United States
- Age:
  ○ 18 and older
- Placements:
  ○ on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps
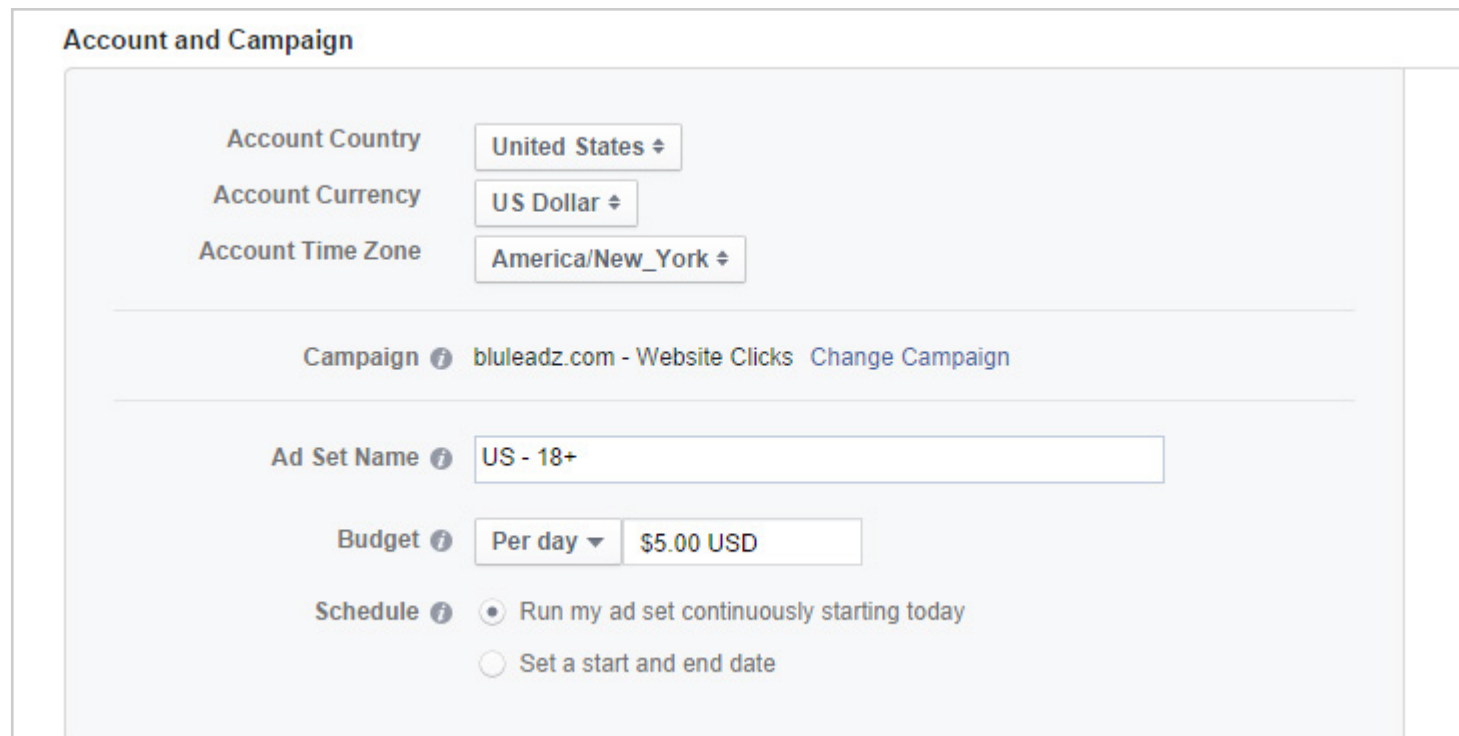
Potential Reach: 176,000,000 people

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7. Define the Account and Campaign. A campaign can include multiple ad sets or just this one you're creating. The 'Budget Selection' allows a choice of a lifetime budget or a daily budget. This translates into the maximum you are willing to pay either over the lifetime of the ad or per day. Schedule the ad set to run continuously, starting as soon as now; if you're not quite ready yet, you can also have a manually-set start date.

Account and Campaign

Account Country	United States ⬍
Account Currency	US Dollar ⬍
Account Time Zone	America/New_York ⬍

Campaign ⓘ bluleadz.com - Website Clicks Change Campaign

Ad Set Name ⓘ US - 18+

Budget ⓘ Per day ▼ $5.00 USD

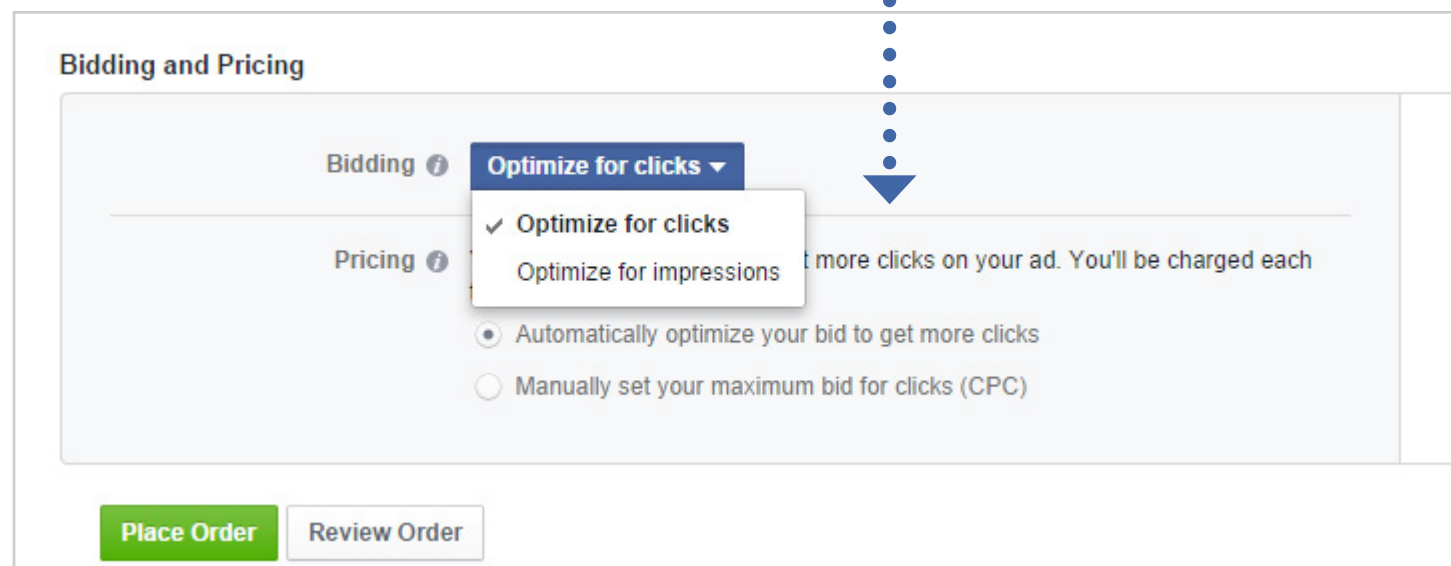Schedule ⓘ ⦿ Run my ad set continuously starting today
◯ Set a start and end date

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8. Finally, the cost. You essentially choose how much you're going to pay for the ad through **Bidding and Pricing**. Bidding includes optimizing for clicks, or impressions.

- Impressions are based on a cost per 1,000 impressions. An impression occurs when the ad is served to the target audience, in order to increase value and visits.

- Cost per click is the amount charged every time someone clicks on the ad.

The amount you are charged will never exceed your set budget.

Bidding and Pricing

Bidding 🛈   **Optimize for clicks ▾**

✓ Optimize for clicks
Optimize for impressions

Pricing 🛈   t more clicks on your ad. You'll be charged each

◉ Automatically optimize your bid to get more clicks
○ Manually set your maximum bid for clicks (CPC)

Place Order   Review Order

In the future: Use the Ads Manager to keep track of your campaign's billing activity, performance reports, notifications, conversion tracking and more.

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Case Studies

Facebook has an extensive list of successful marketing stories, filled with both large, well-known companies and smaller startup companies.

Hyundai and Motor America began using Facebook for business and only gained from it. Hyundai used Facebook's target audience parameters to find their primary buyer personas for advertising; notably, those in the market for a car. More specifically, "Hyundai wanted to reach consumers that are likely to be in market for a compact or mid-size vehicle to deliver marketing messages for the Hyundai Sonata and Hyundai Elantra."

Hyundai saw:

- 2.1 times more Hyundai cars sold to this new audience.
- 55% lower cost per site conversion than their original goal.

"After seeing success with targeting auto intenders through third-party data sources off Facebook, the collective team at Initiative, Innocean and Hyundai wanted to apply this approach with data to further expand the reach of in-market efforts on Facebook. The sales data demonstrates that we were able to reach people in market for a new vehicle on Facebook prior to purchase."

~ Jon Budd, Senior Group Manager of New Media
Hyundai Motor America

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Case Studies

A smaller company, **Diamond Candles**, did not get smaller results. Diamond Candles is an American candle manufacturer, who puts a twist on the average candle by leaving a surprise ring inside with a worth ranging from $10-$5,000. Although a cool concept, Diamond Candles wasn't reaching as many people as they wanted to. They began using Facebook ads in order to not only bring attention to their company and drive sales, but also to keep loyal customers.

Diamond Candles found:

- 50% lower monthly sales conversion costs using Facebook versus other channels

- 47% reduction in cost/per using the Custom Audiences for website targeting

- 15% overall sales coming directly from their Facebook ad

"We have found tremendous success with Facebook Ads. The sharable nature of our products makes them perfect for News Feed placements on desktop and mobile. We leverage Facebook's advanced targeting features like Custom Audiences from your website to get our story in front of the right people. Our growth over the last few months is a testament to the quality of our products and the sophistication of Facebook's marketing platform."
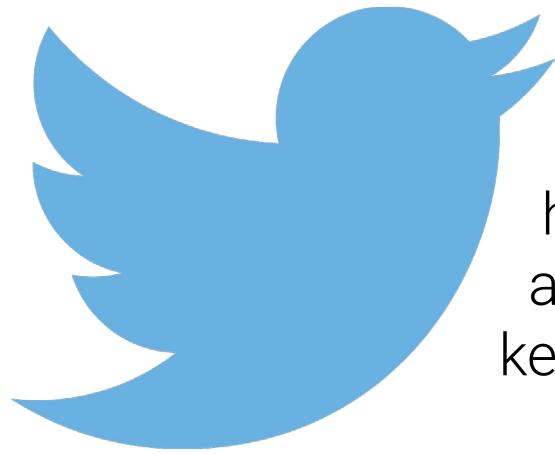
~ Justin Winter, co-founder and CEO, Diamond Candles

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Twitter

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Twitter isn't as popular as Facebook…**yet**. Twitter now has over 271 million monthly active users. The advantage that Twitter has over Facebook is its frequency of information. Users post on average 500 million tweets every day. Twitter offers the means to keep people continuously connected.

In a recent study over Twitter and business relations, it was found that Twitter users follow six or more brands on their accounts for varying reasons including for discounts and promos (94%), and for access to exclusive content (79%).

The most unique factor about Twitter is definitely the #hashtag. Hashtags not only allow users to search for certain content, but also create trends. The same hashtags get grouped together form trends that are easily followed. Trends appear on the left side of the homepage based on location. Promoted trends are automatically brought to the top of the list for 24 hours. Creating a hashtag for your business or a specific event/topic will allows the tweets to be collected in a focused location. Another awesome feature of the hashtag is that it allows users to feel more connected with your company. If users have a question or comment regarding your business, a common hashtag word will allow for fast responses, fostering business to customer relationships.
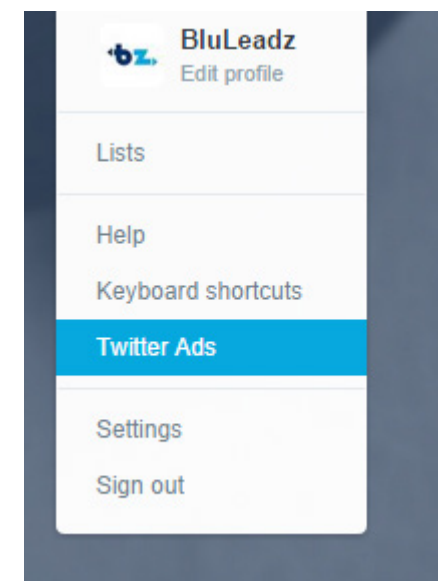
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Before getting started creating Twitter ads, make sure you are eligible. Advertisement eligibility takes into consideration a number of things:

- **Account location and language:** Accounts can be made in most countries, including the U.S.
- **Account activity:** If your account is new, complete your profile and spend time familiarizing.
- **Account status:** Your Twitter account cannot be protected, deactivated or suspended.

Once you are eligible to advertise on Twitter, follow these steps:

1. Visit ads.twitter.com or log into your Twitter account, go to settings and select Twitter ads.

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2. Create a new Campaign

We'll use the Followers Campaign (Promoted Accounts) option for our new campaign: **A Followers Campaign is the best way to promote your account and expand**. Follower Campaigns are used to drive leads, increase brand awareness and drive traffic to your site. Follower Campaigns are displayed on Home Timelines and search results, and are marked as Promoted Accounts.

Another option, **Promoted Tweets** are for advertisers who want to reach new users or engage existing followers by targeting tweets by relevancy.
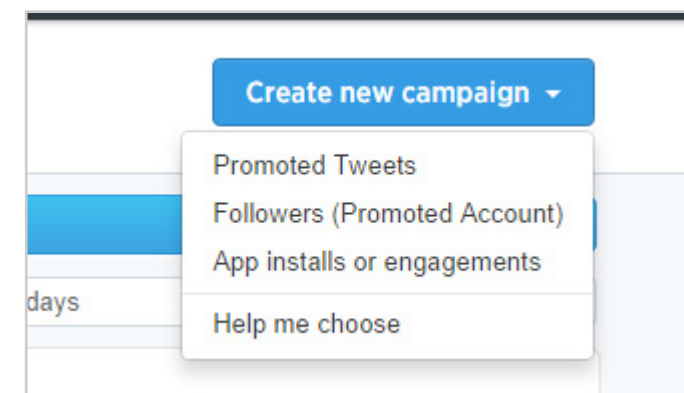
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3. Name your campaign and set dates.

Choose a campaign name that is catchy and relatable. When it comes to setting dates, you can choose to start now and run continuously, or manually pick start time and end dates.

4. Choose a targeting method

Choose a campaign name that is catchy and relatable. When it comes to setting dates, you can choose to start now and run continuously, or manually pick start time and end dates. We'll use the Interests and Followers method of targeting:

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You will now be able to:

- Add @usernames to target users similar to your followers - include 10-20 usernames in specifically grouped categories.

- Add interest categories to target a broader audience - don't limit selections; think about all interests that can be related to your audience base.

- Choose locations you want to reach: countries, states and postal codes

- Limit Targeting by excluding tailored audiences - create the target audience by uploading your own list of emails or website visitors

- Limit Targeting by Gender: any, male or female

- Limit targeting by language - reach users who understand specific languages

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5. Tell users why they should follow your account

Tips and Best Practices:
- Do: include "follow us" in your Tweet
- Do: let the user know why they should follow you
- Don't: add extra links that distract from the Follow button

This is shown on both web and mobile timelines.

6. Set Budgets: setting a **total budget** for the campaign is optional, while setting a **daily maximum** amount is required. Your bid will determine how many users you are able to contact, and at what cost.
- For the total budget, enter the maximum amount that you're willing to spend on that campaign; your campaign will stop after it reaches that dollar amount.
- For the daily maximum, enter the amount you intend to spend each day; this resets at midnight.
- Set a maximum bid per new follower. This is essentially how much that follower is worth. You will never be charged more than this amount, and you are typically charged less overall.

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Visit Tips to optimize a Followers Campaign to increase the value of your Campaign.

7. Launch your campaign or save it for a future launch!

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Case Studies

HubSpot works with over 7,500 companies in 46 countries, **Bluleadz** being one of them. Hubspot specializes in inbound marketing techniques, and provides B2B companies an all-inclusive software platform to use these techniques in their own business. Their goal is to increase B2B sales by generating leads, engaging existing followers, increasing conversion rates and improving ROI. HubSpot provides solutions in the form of promoted accounts, specifically designed to build a solid follower base. For existing followers, promoted Tweets are put on their timelines. In doing this, HubSpot saw a major increase in results through both sales and ROI.

"Not only are we driving new business at a 46% lower cost per lead, but our lead conversion rate is also 48% higher on Twitter compared to other platforms."

- Dan Slagen

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Case Studies

BuzzStream creates software to help marketers build and manage relationships in order to drive positive brand mentions, social sharing, inbound links and traffic to their business. Buzzstream wanted to promote their new guide and drive content downloads. This was accomplished using promoted Tweets to target the right audience. Twitter ended up being the #1 source of downloads and social shares with 24.6% of downloads. Twitter was also the lowest costing, among the other paid marketing platforms.

"Of all the channels we used to promote our marketing guide, Twitter's Promoted Tweets were far and away the winner in terms of driving the most downloads at an affordable cost."

- Matthew Gratt

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LinkedIn

• • • LINKEDIN

LinkedIn is often overlooked as a social media tool because it is based on a business atmosphere. **LinkedIn is, in fact, the world's largest base of active professionals (with over 300 million members).** For this reason alone, targeted advertising for B2B through LinkedIn is huge. LinkedIn's business savvy site makes it easy for companies to reach the right audience and gain new customers; much simpler than comparable platforms, Facebook and Twitter. The professional audience, along with sponsored updates and precise B2B targeting, make LinkedIn ads common success stories.

Sign into your LinkedIn account and visit 'Business Services' to advertise. • ▶
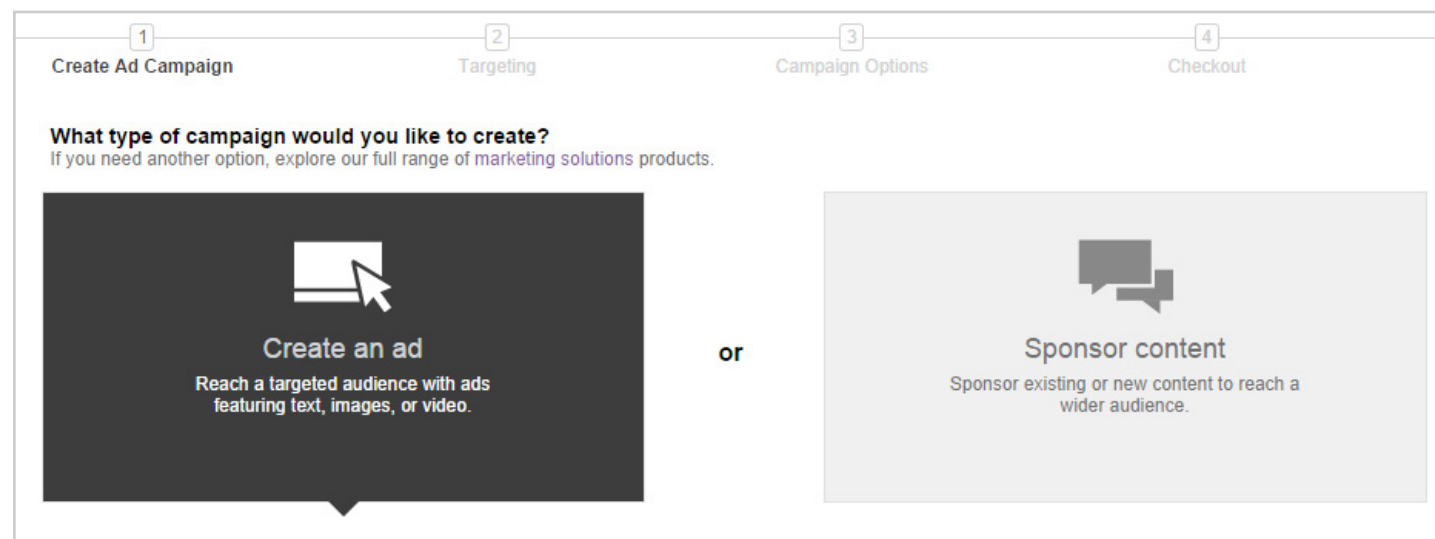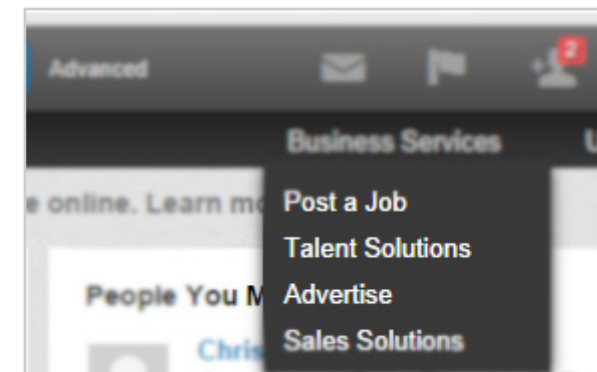
Get Started and Create an Ad ◀ •

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1. Name the campaign, and add up to 15 variations of the campaign's ads, in order to see what combinations work the best. Considering ads with images get at least 20% more clicks, **make sure to include an image with related text.**

2. Choosing an audience for a campaign can be very specific. You can choose to target an audience using location, company, job title, school, skills, groups, gender and age. The more information you provide, the smaller and more concentrated the audience is.

Who's the audience for this campaign?

Location — Florida ×

Companies
- All
- By name
- By category (industry, company size)

▸ Enter the companies you'd like to exclude

Job Title
- All
- By title
- By category (job function, seniority)

▸ Enter job titles you'd like to exclude

⌄ More targeting options (Schools, Groups, Age, etc.)

Audience

5,428,890 LinkedIn Members

Location: Florida

Name this campaign

Ad language

English

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: Bluleadz

Duplicate | Delete

✚ Add a variation (Optional)

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3. Options for campaign payment, similar to the other social media platforms, can be cost-per-click or per 1,000 impressions. LinkedIn gives you a suggested bid range for both.

- Cost per Click bid range being from $4.00-6.93 with a minimum of $2.
- Cost per impression range $3.70-5.63 also with a minimum of $2
- The daily budget must be at least $10v

4. Choose to run the campaign indefinitely, or give an exact date.

• ▶

5. After the Campaign is made, the ads are placed on profile pages, homepage, inbox page, search results page and groups, with reports made for the campaign and ad performance. Cost-per-click ads can be shown at the top of the home page. The amount of times the ad will be shown is based on the bid values, compared to competitors.

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)

4.85 USD   Suggested bid range: 4.85 - 9.56 USD.
Minimum Bid: 2.00 USD

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

3.26 USD   Suggested bid range: 3.26 - 5.15 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   **10.00** USD   Daily budget must be at least 10.00 USD.

Your campaign's actual daily spend may be up to 20% higher. Learn more.

How long should we run your campaign?

● Indefinitely
○ Until   9/24/2014

Need Help?
Talk to one of our dedicated LinkedIn Ads Specialists

Back to Protip | **Start Chat »**

Audience

5,428,904 LinkedIn Members

📍 Location: Florida

Campaign Details

- You pay when someone clicks on (CPC)
- Your bid: **4.85** USD
- Minimum bid: **2.00** USD
- Daily budget: **10.00** USD
- Campaign runs: Indefinitely

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Case Studies

Intelliworks connects with decision makers online to provide the best practices for student enrollment, engagement and technology selection. Intelliworks sought to target higher enrollment and admission rates, and reach potential customers earl; to increase qualified leads in a cost effective manner. Intelliworks was already a member of LinkedIn before they fully comprehended its potential.

Intelliworks also used paid search ads before discovering LinkedIn's Ad tool. LinkedIn ads were exposed to potential customers even earlier than usual, reaching those people at the very beginning of the buyer's journey. LinkedIn provided 22% of Intelliworks qualified leads.

"We'd been active in LinkedIn Groups for higher education… As we learned more about the LinkedIn platform, we decided to experiment with LinkedIn Ads. We ran some test campaigns and what caught our attention was the quality of leads."

"LinkedIn Ads should be considered an essential tool for any B2B marketer."

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Pinterest

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Advertising through Pinterest differs from the rest of the big 4 media platforms, as it uses a variety of tools to drive traffic for businesses. Go to business.pinterest.com to get started.

Pin It tool: the 'Pin It' button allows viewers to pin things from a commercial website (or mobile app) onto their profile. Create a 'Pin It' button and add it next to posts you want to share. This will send much more traffic to your site, and give more people have the option of viewing.

Pin it

Pin it

Pin It Button

Pindiana Jones

Follow Button

Pin Widget

Profile Widget

Board Widget

Pin It button: Invite people to Pin things from your website.

| Button Type: | | One Image | Any Image | Image Hover |

| Appearance: | Small ▼ | Rectangular ▼ | Gray ▼ | English ▼ |

| Show Pin Count: | Above the Button ▼ |

URL:

http://www.flickr.com/photos/kentbrew/6851755809/

Image:

http://farm8.staticflickr.com/7027/6851755809_df5b2051c9_z.jpg

Description:

Next stop: Pinterest

Build It!

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Widget Builder: along with the Pin It button, you can also add a Pinterest widget to your website. Build and customize the pin widget, profile widget and board widget.

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Pinterest Analytics: see daily impressions and viewers, along with how much traffic is being generated. Analytics also let you learn more about your audience, setting Pinterest apart from other platforms, which require you to set target parameters. After seeing what your audience is all about, make changes that will influence them in a positive way. Pinterest works differently for everyone because of its very interest-based and open setup. Analytics let you see how Pinterest will work best for you and your company.

Pin it

Pin It Button

Pindiana Jones

Follow Button

Pin Widget

Profile Widget

Board Widget

Profile widget: Show up to 30 of your latest Pins on your site.

Pinterest User URL:

http://www.pinterest.com/pinterest/

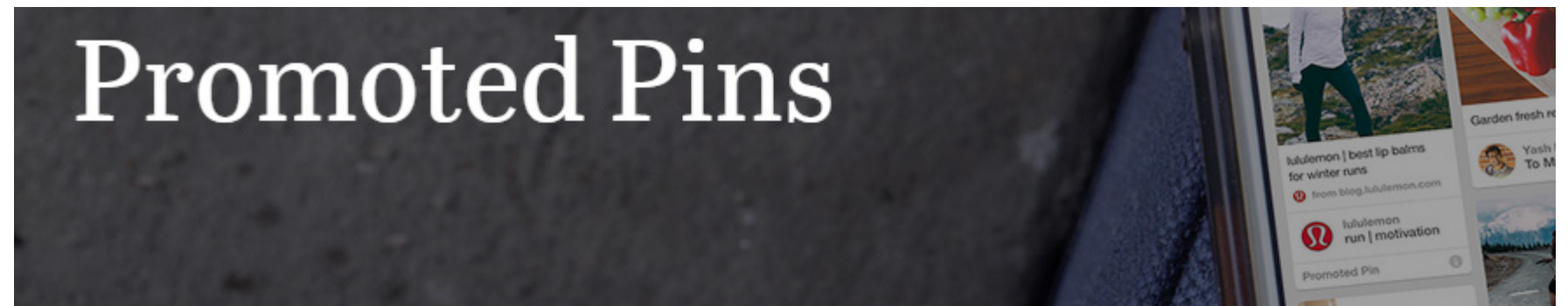Custom Sizes: Square   Sidebar   Header   Roll Your Own

Build It!

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Promoted Pins:
promoted Pins have not even launched yet!

Get priority access by filling out this form.

We're getting closer to launching Promoted Pins, which will help you reach more people on Pinterest.

If you'd like to get priority access to Promoted Pins, please fill out this form. We'll reach out when we're ready to get you started. Please note: Promoted Pins is only available to U.S.-based businesses at this time.

First name *

Last name *

Job title

Email *

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Case Studies

Etsy, an online shop base with over 15 million items, used Pinterest to increase average weekly views by 22% and sales per week by 20%. Etsy saw that their customers were pinning items onto their Pinterest accounts, so Etsy added the 'Pin It' button to each listing page. The 'Pin It' button now allows viewers pin easily while shopping.

"Managing our boards is an ongoing collaboration between our editorial, merchandising and international community managers. We look at which pins are liked and re-pinned to inform our content strategy. We know if it's hot on Pinterest it will probably resonate with our community."

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Bluleadz Inboud Marketing helps small businesses increase their online visibility, get more leads, and increase their number of clients using inbound marketing processes. We partner with HubSpot, a provider of inbound marketing software, to help our clients create, implement, manage, and measure successful inbound marketing plans that enable them to meet their business objectives.

CONNECT WITH US:

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http://twitter.com/bluleadz

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