Social Media Paid **Advertising**





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Facebook Ad Campaign



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Why Advertise on Facebook?



- Largest Online Display Advertising Network
- Most Popular Social Media Site
- 845 million monthly users and this number is Growing

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Facebook Benefits



- ✓Connect with People
- ✓Engage your Audience
- ✓Share Content

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Goals Set up & FB Ads

- Page Likes
- Page Post Engagement
- Clicks to Websites
- Website Conversions
- App Engagement
- Event Responses
- Offer Rewards



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Ads Set up Guidelines

-Title (25 characters)
-Picture (.jpg)
-Text (135 characters)
-Web Address



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Targeted Marketing in FB Ads

- Location (within ___ miles of a certain city)
- Age
- Gender
- Interests
- Connections
- Behaviors
- Relationship status
- Language
- Education
- Workplace



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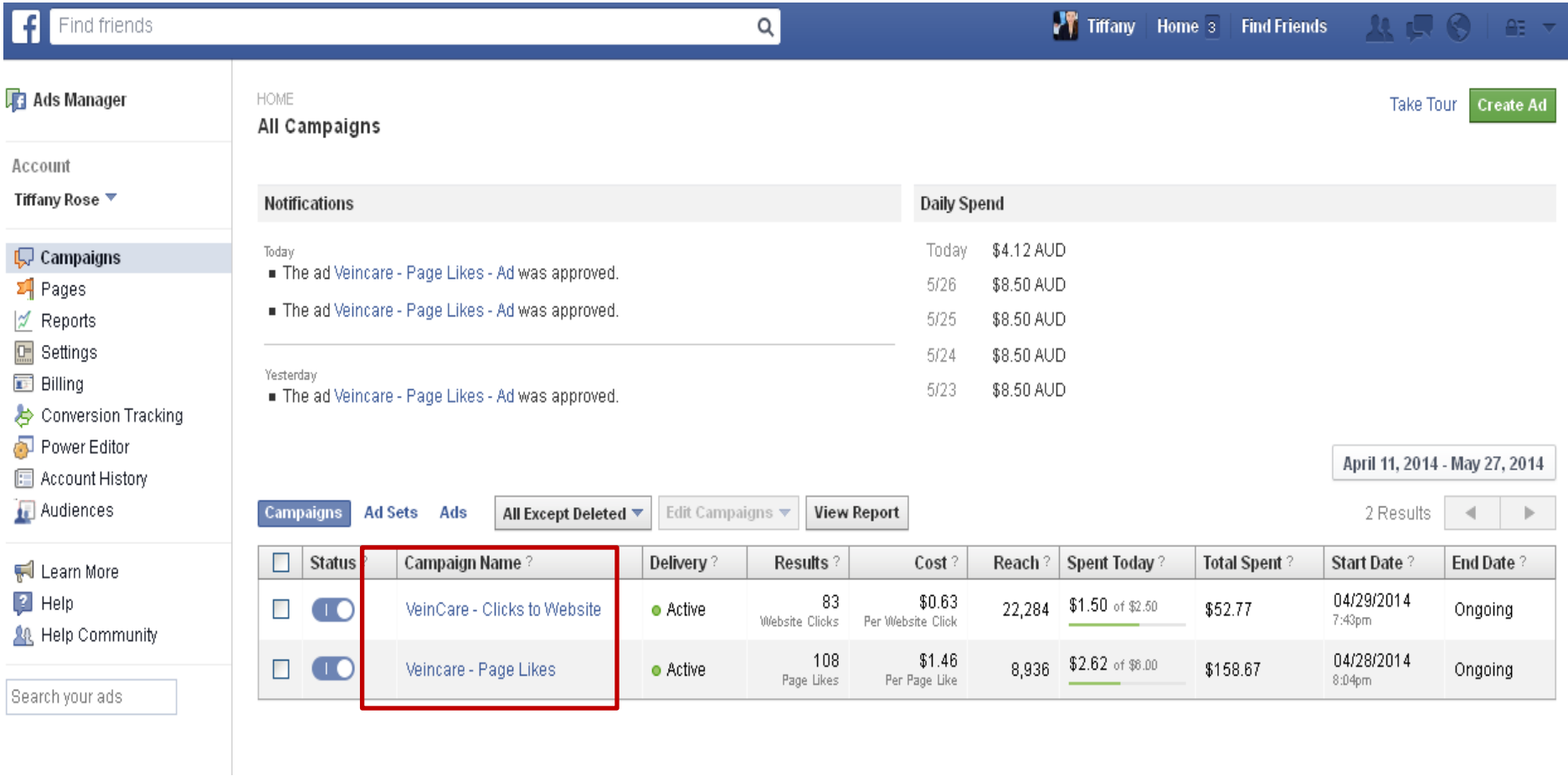
FB Ads Campaign 5



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Facebook Dash Board

HOME: All Campaigns ▸ CAMPAIGN: VeinCare - Clicks to Website ▸ AD SET: Vein care (Clicks To Website)

How does this page work? | Create Ad in Ad Set

STATUS	DELIVERY	SCHEDULE	BUDGET	SPENT TODAY	LIFETIME SPENT
On	Active	Apr 29, 2014 – Ongoing 7:43pm	$2.50 Daily	$1.50 of $2.50	$52.77

WEBSITE CLICKS ?	REACH ?	FREQUENCY ?	TOTAL SPENT ?	AVG. COST PER WEBSITE CLICK ?
83	22,281	2.81	$52.77	$0.64

April 29, 2014 - May 27, 2014



All Except Deleted | Edit Ads | View Report

1 Result

Status ?	Ad ?	Delivery ?	Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Total Spent ?	Max. Bid ?	Avg. Price ?
On	Veincare - Clicks to websites - Ad	Active	83 Website Clicks	$0.63 Per Website Click	22,328	2.81	117	0.187%	$1.53	$52.80	Auto Optimized CPM	$0.84 Optimized CPM

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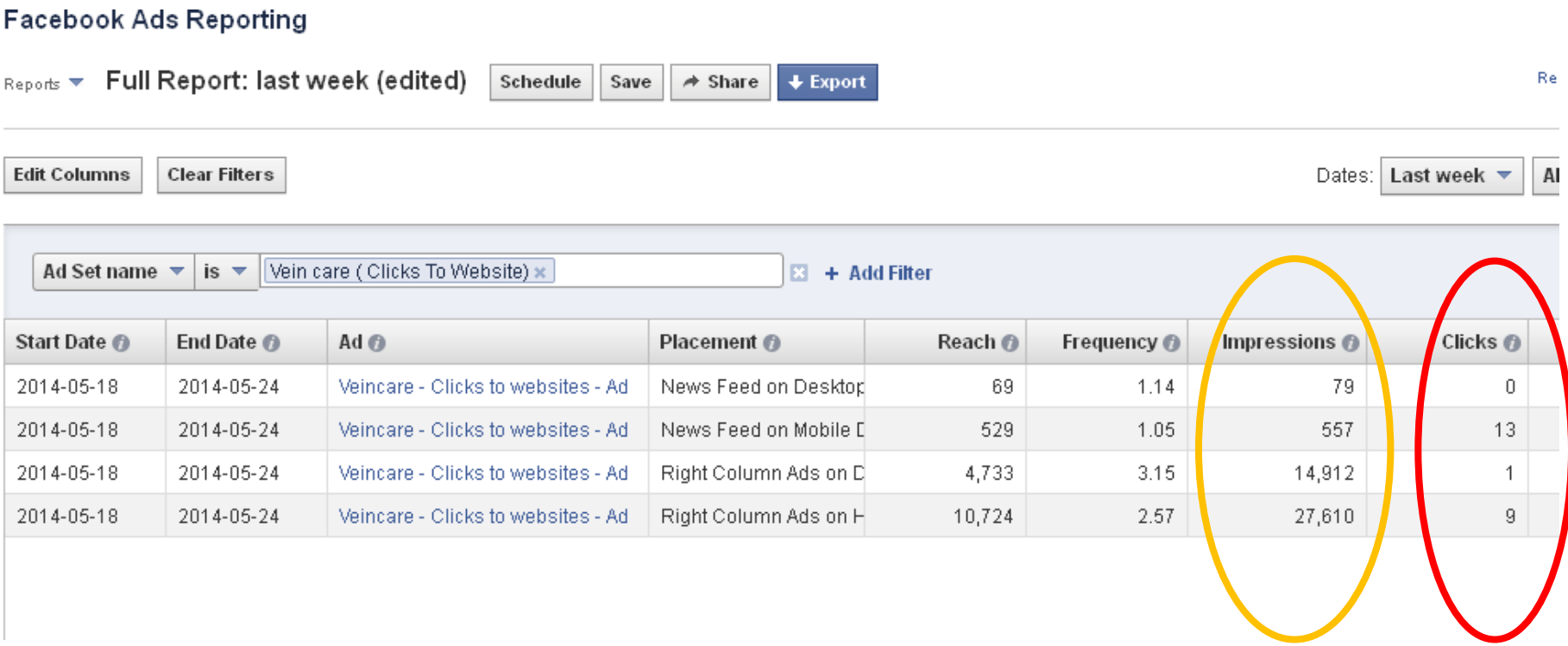
Performance Metrics

Track Results?

Impressions (views)

Clicks (sends user to your website)



Start Date	End Date	Ad	Placement	Reach	Frequency	Impressions	Clicks
2014-05-18	2014-05-24	Veincare - Clicks to websites - Ad	News Feed on Desktop	69	1.14	79	0
2014-05-18	2014-05-24	Veincare - Clicks to websites - Ad	News Feed on Mobile D	529	1.05	557	13
2014-05-18	2014-05-24	Veincare - Clicks to websites - Ad	Right Column Ads on D	4,733	3.15	14,912	1
2014-05-18	2014-05-24	Veincare - Clicks to websites - Ad	Right Column Ads on H	10,724	2.57	27,610	9

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Tips on Facebook Advertising

- Cost Per Thousand Impressions
  - Goal: Broad, brand name promotion
- Cost Per Click
  - Goal: Make the “sale” from your site
- Bid Setting
  - Easy! Just use what they suggest
  - Often pay less than your bid
  - Change your bid at any time
- Ad Schedule
  - Set an End Date
  - Run the Ad Continuously



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Budget & Payment

- Budget
  - Set a daily budget
    - Say $2.50 (you can change it)
  - Set a campaign budget
    - Say $100.00 (you can change it)
- Payment
  - Credit Card
  - PayPal



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A New Tool - Power Editor

- Free Browser plugin created by Facebook
- Lets you Bulk-Edit your Ads
- Control Ad Placement
- Optimize your Ad Bidding
- Save Time with Bulk Editing
- Create a Campaign with Power Editor
- Create an Ad with Power Editor

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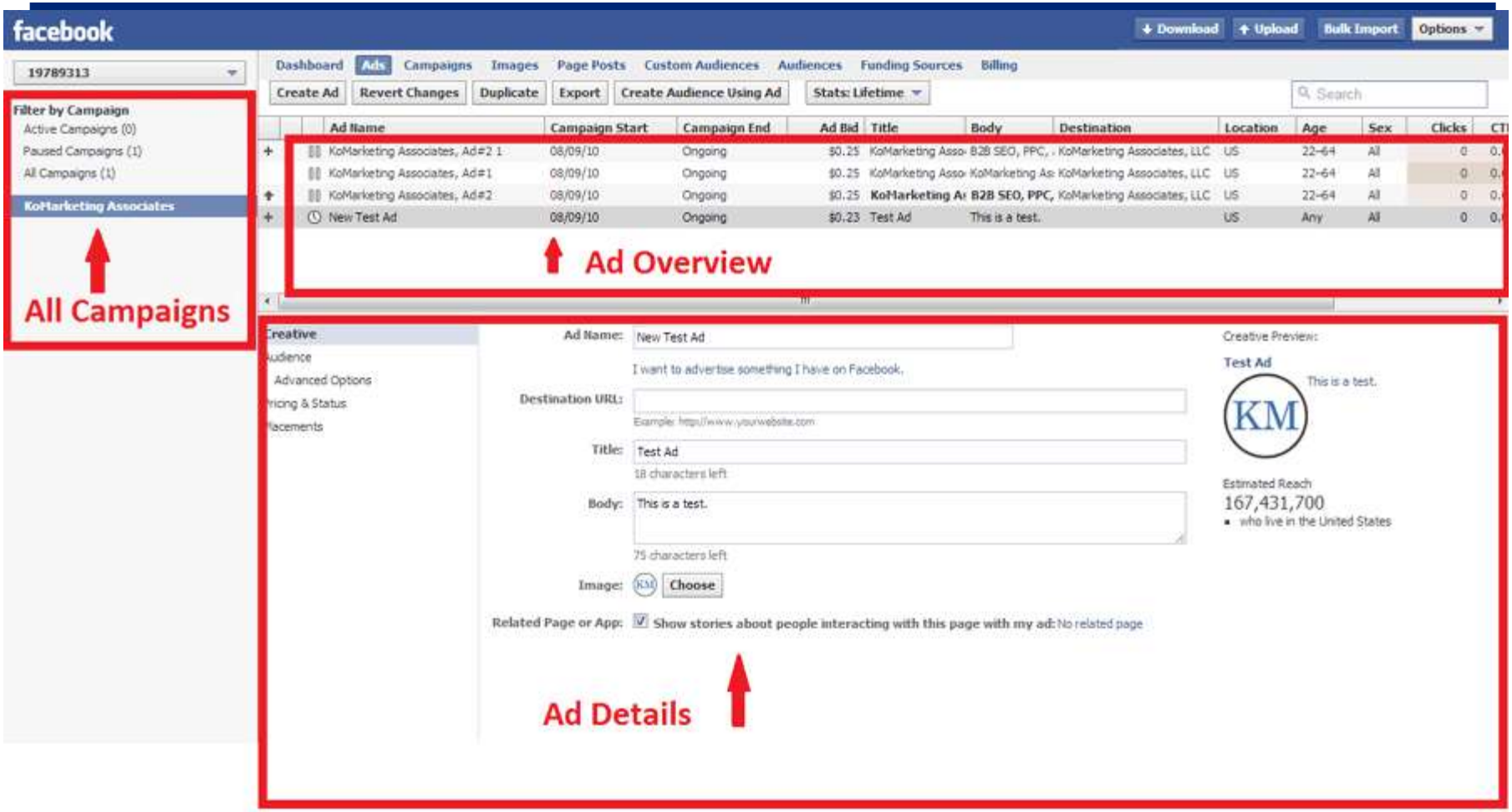
Power Editor Over View



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LinkedIn Paid Ad Campaign



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LinkedIn Ads - Highlights

- CPM or CPC ads
- Focus on Demography/Company/Country
- Easy Tracking of ads
- Option to collect leads and engage them later
- Target specific job title to match with your products/services
- Video ads or Text ads

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5 set up required for LinkedIn Ads

STEP 1 : Create a New Ad Campaign

- **Go to https://www.linkedin.com/ads/.**
- **Once in the ad platform, select New Ad Campaign and Start New**



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Campaign Name

- Ad Campaign Name
- Create a Campaign Name that are only visible to the creator.
- Create one based on demographic targeting.

Ad Campaign Name:

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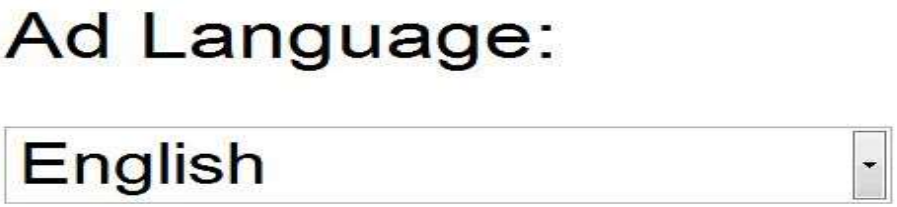
Which Language?

STEP 2 : Select Your Language

- Choose the Language you want your ad to be in.
- LinkedIn supports Spanish, French and German



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Media Type

STEP 3 : Choose your Media Type

- **Select between LinkedIn's two media type, which includes a basic text ad, and a video ad.**
- **The Video ad must be 30 seconds or less.**



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Ad Copy

STEP 4 : Write Your Ad Copy



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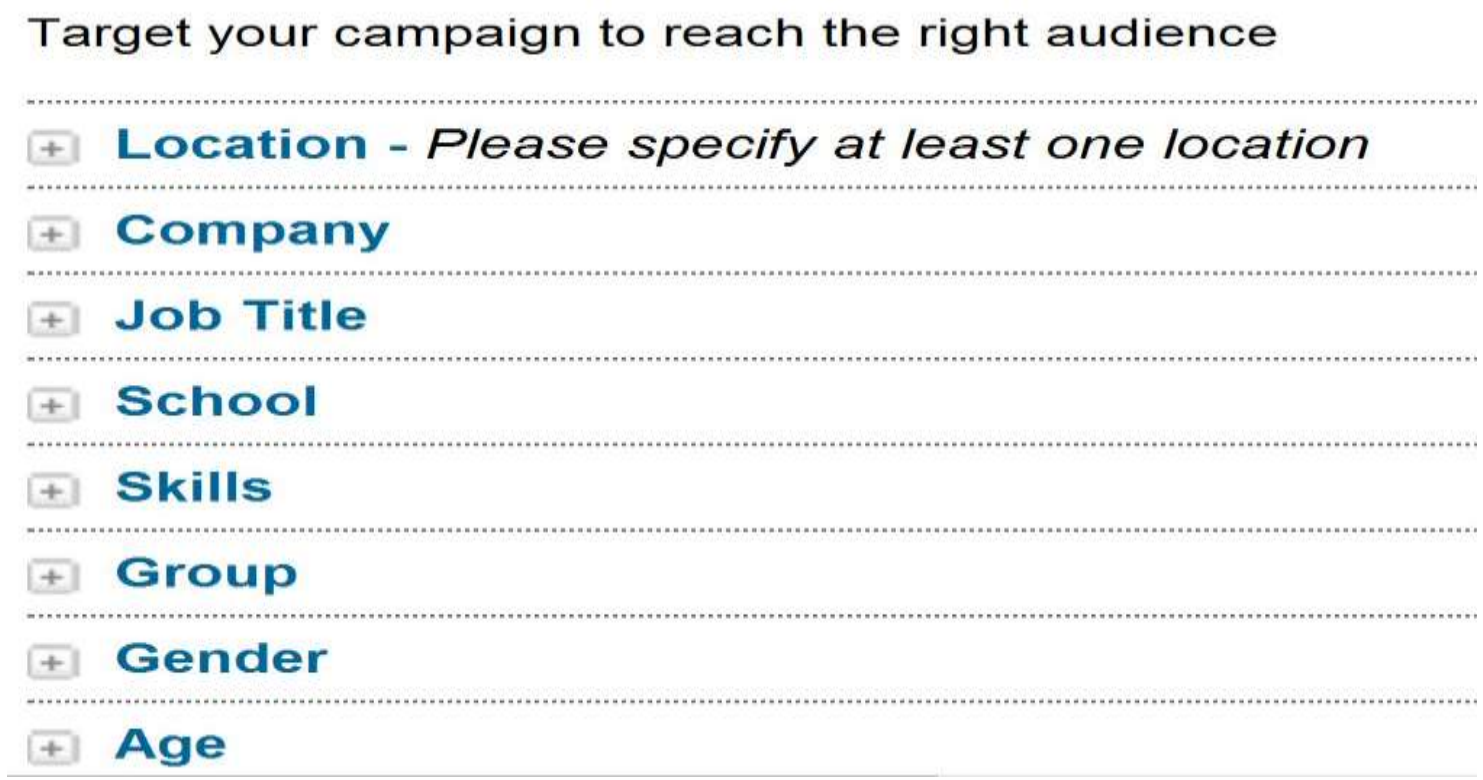
Target Now

STEP 5 : Targeting Your Ad



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Payment Method

STEP 6 : Payment Method

- CPC or CPM?
- Know the End Goal of the Company – Launch a Branding Campaign – CPM may be the way to go.
- Trying to get more people to click on your Ads to increase the traffic to your website – CPC may be better for you.



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Daily Budget

STEP 7 : Set a Daily Budget



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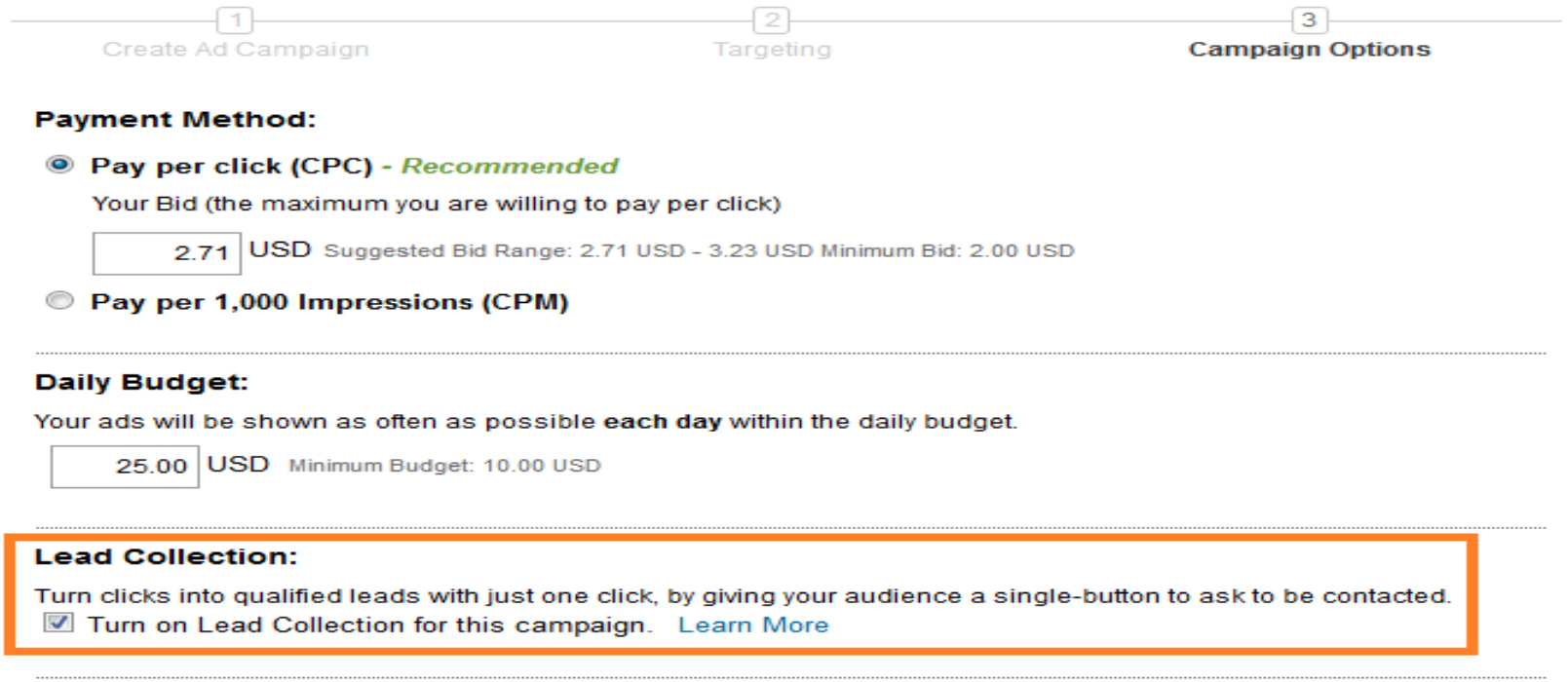
Lead Collection

STEP 8 : Decide on Lead Collection

- This new feature allows people to ask for more info or to be contacted by your company via a checkbox at the end of your ad.



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Performance Reporting

LinkedIn Ad Reporting



Marketing Manager Tips Get Tips on the Use of LinkedIn Company Pages for More Marketing Success! From: HubSpot Go To URL: http://offers.hubspot.com/step-by-step-guide-to-linkedir Edit | Duplicate	**Active** Deactivate Hide	22	43,741	0.050%
ompany Page Marketing Managers - Learn how to Utilize New LinkedIn Company Pages! From: HubSpot Go To URL: http://offers.hubspot.com/step-by-step-guide-to-linkedir	**Active** Deactivate Hide	16	25,012	0.064%

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