

Secrets of Advanced **SOCIAL MEDIA** Advertising

How to take your social media program to the next level.

PRESENTED BY: MICHAEL REYNOLDS



Michael Reynolds

About Michael:

- President / CEO of SpinWeb
- Cellist
- Sushi connoisseur
- Tennis player
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spinweb.net/radio



Inbound Marketing

Website Design

App Development

Social Media Statistics

According to Edison Research:

- 56% of Americans have a social media profile
- 55% of Americans 45-54 have a social media profile
- 22% of Americans use social media several times/day
- 64% of American say social media influences purchase behavior



Is This Driving Sales?



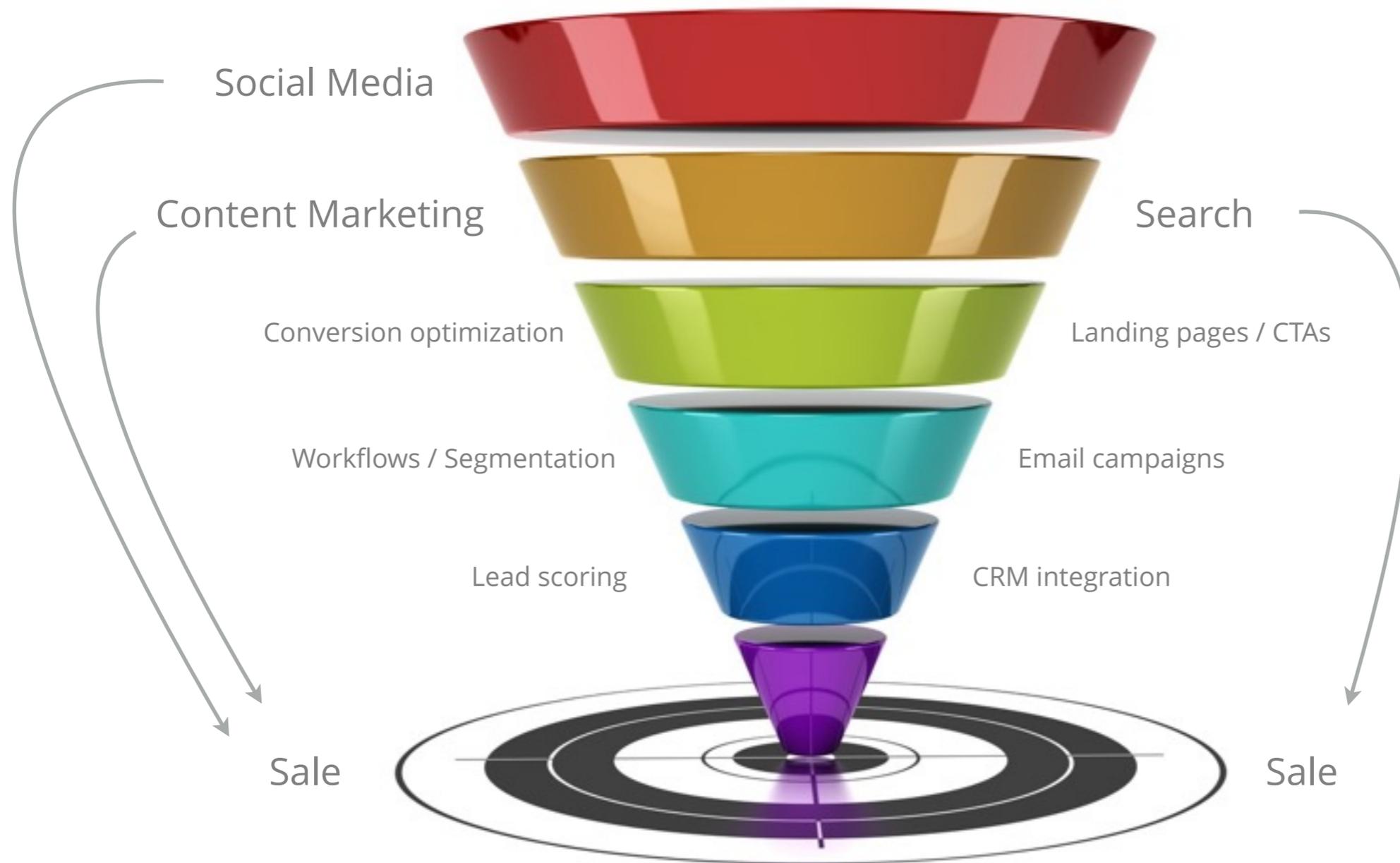
Tactics Focused on Revenue

A Business-centric Strategy:

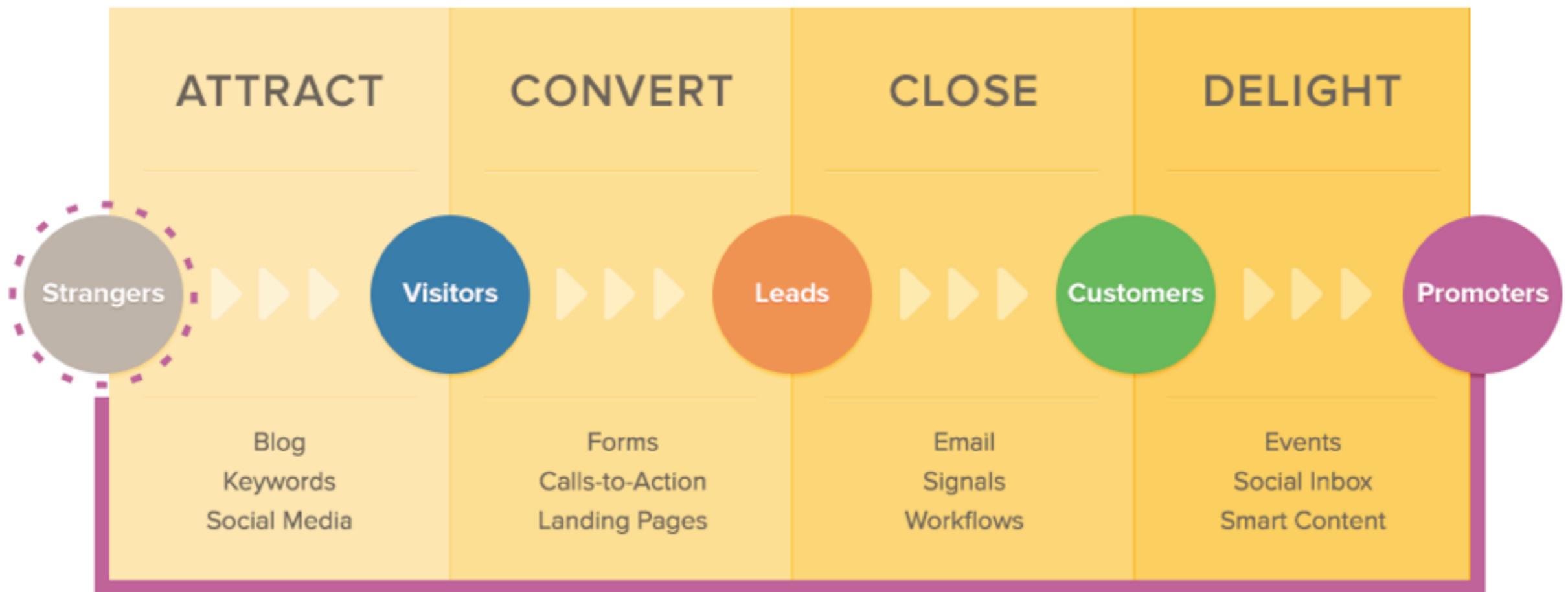
- Understand how to target the right people
- How to tie campaigns to inbound marketing
- Integrate social media with your website traffic
- Track results and lead acquisition cost



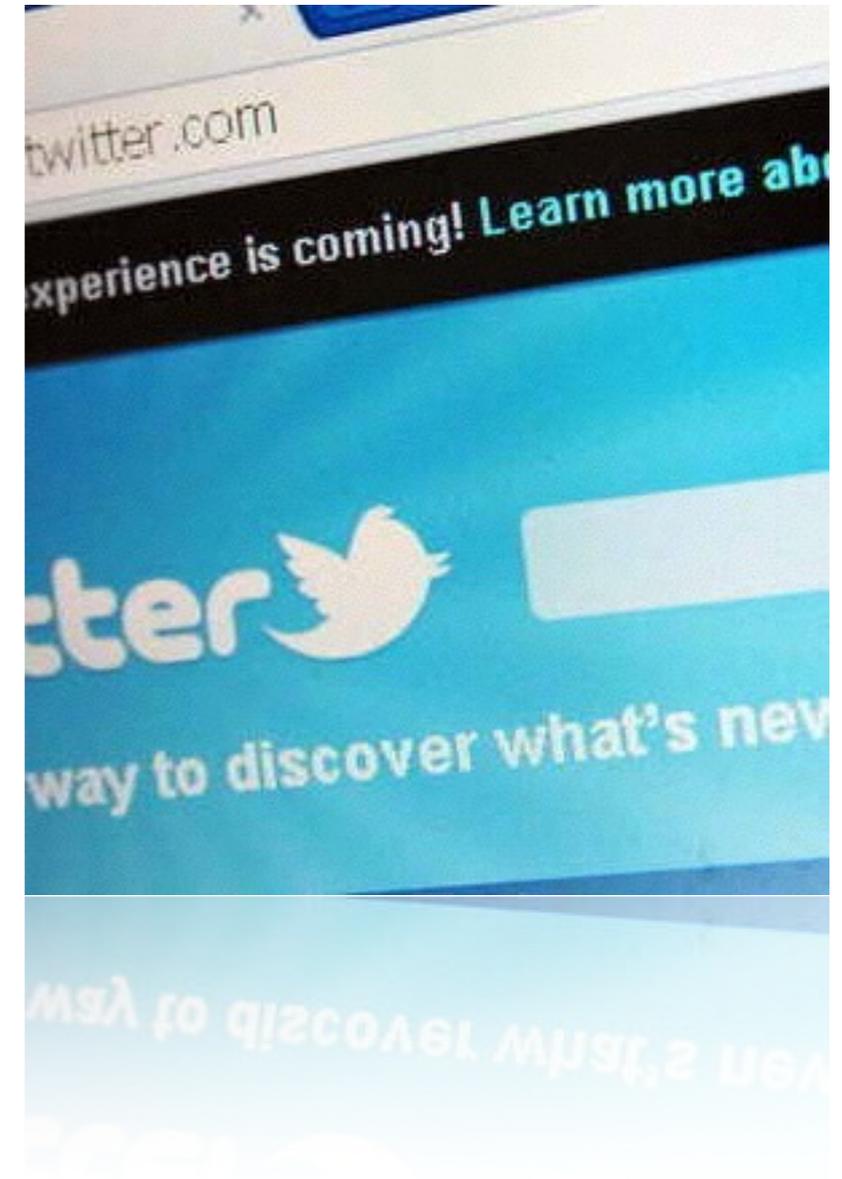
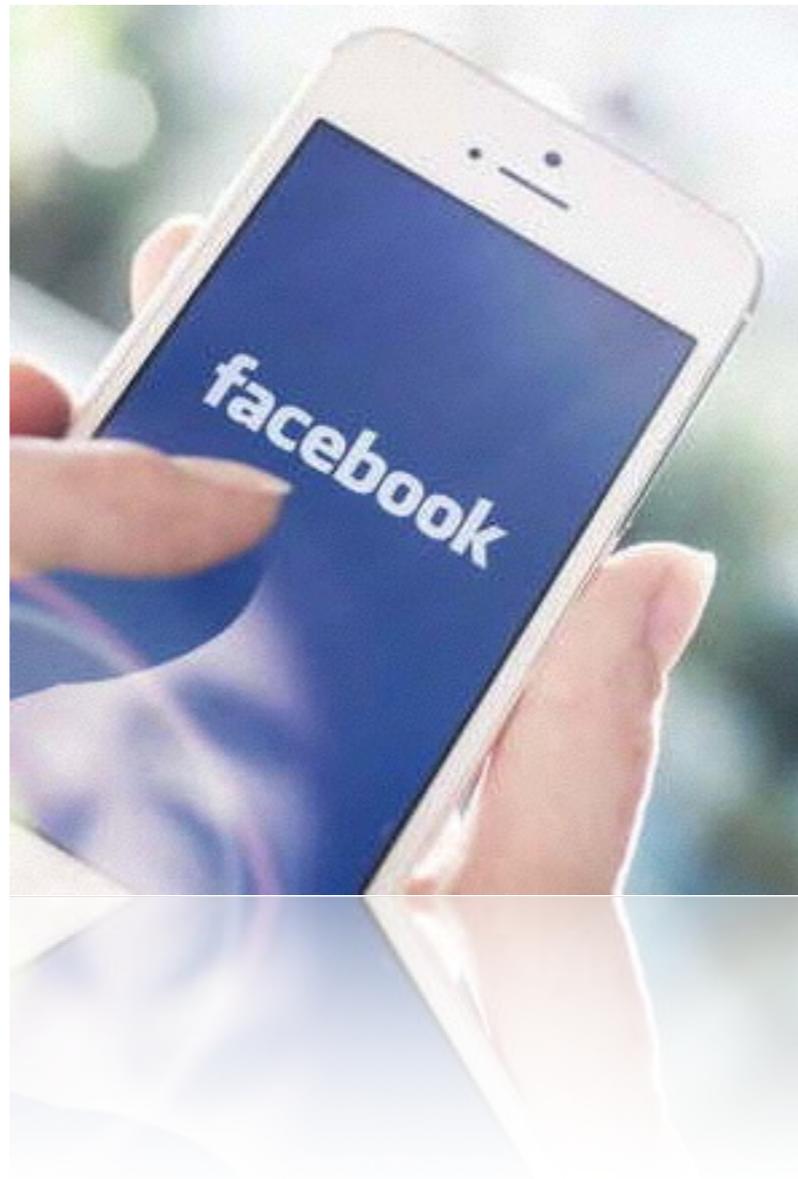
Inbound Marketing



Inbound Marketing



— Social Ad Platforms



LinkedIn Ad Platform

The screenshot displays the LinkedIn Campaign Manager interface. At the top, the breadcrumb navigation shows the current step: **1 Create Ad Campaign**, followed by **2 Targeting**, **3 Campaign Options**, and **4 Checkout**. The user is logged in as **SpinWeb (Admin)**, with links for **LinkedIn Home**, **Contact LinkedIn**, and **Help**.

The main heading asks: **What type of campaign would you like to create?** Below this, it suggests exploring **marketing solutions** products if needed. Two options are presented:

- Create an ad**: Reach a targeted audience with ads featuring text, images, or video.
- Sponsor content**: Sponsor existing or new content to reach a wider audience.

Below the options, there are two input fields:

- Name this campaign**: An empty text input field.
- Select a language for this campaign**: A dropdown menu currently set to **English**.

At the bottom, there is a section for **Which company is this campaign for?** with a note: "You need a Company Page to sponsor updates. If you don't see the right Company Page in the dropdown below, create a new business account for the company you want to sponsor updates with." The dropdown menu is currently set to **SpinWeb Internet Media**.

Sponsor Content



The screenshot shows a sponsored post from AIG. On the left is the AIG logo. The text reads: "AIG • Sponsored" followed by "You asked, we answered: What you need to know about healthcare reform and why it matters." Below this is a thumbnail of a document titled "Healthcare Reform FAQs" with the AIG logo. To the right of the thumbnail, the text says "Healthcare Reform FAQs" and "Document • How will you and your family be affected by the Patient Protection and Affordable Care Act in 2014?". At the bottom of the post, it says "+ Follow AIG • Like (147) • Comment (39) • Share • 28d ago". A black arrow on the right side of the screenshot points to the document title.

Targeting the Right People

1 Create Ad Campaign 2 Targeting 3 Campaign Options

Who's the audience for this campaign?

Location

Companies

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

Job Title

- All
- Executive
- Manager
- Employee

Industry

- Capital Markets
- Commercial Real Estate
- Venture Capital & Private Equity
- Banking
- Insurance
- Accounting

Audience

53,859 LinkedIn Members

Location: United States

Industry: Insurance

Company Size: 51-200 employees, 201-500 employees or 501-1000 employees

Job Seniority: CXO, Director, Owner, Partner or VP

Audience Expansion BETA : Enabled

[More targeting options \(Schools, Groups, Age, etc.\)](#)

LinkedIn Best Practices

Use LinkedIn For:

- Getting articles, videos, reports in front of people
- Test variations to see what works best
- Drive traffic to your website*
- B2B/B2C targeting
- Very detailed buyer persona targeting

**(We will use this later)*

Facebook Business Manager

facebook for business

Email or Phone Password [Log In](#)

Keep me logged in [Forgot your password?](#)

[Overview](#) [How it works](#) [FAQ](#)

Business Manager

Manage your ad accounts, Pages, apps and the people who work on them

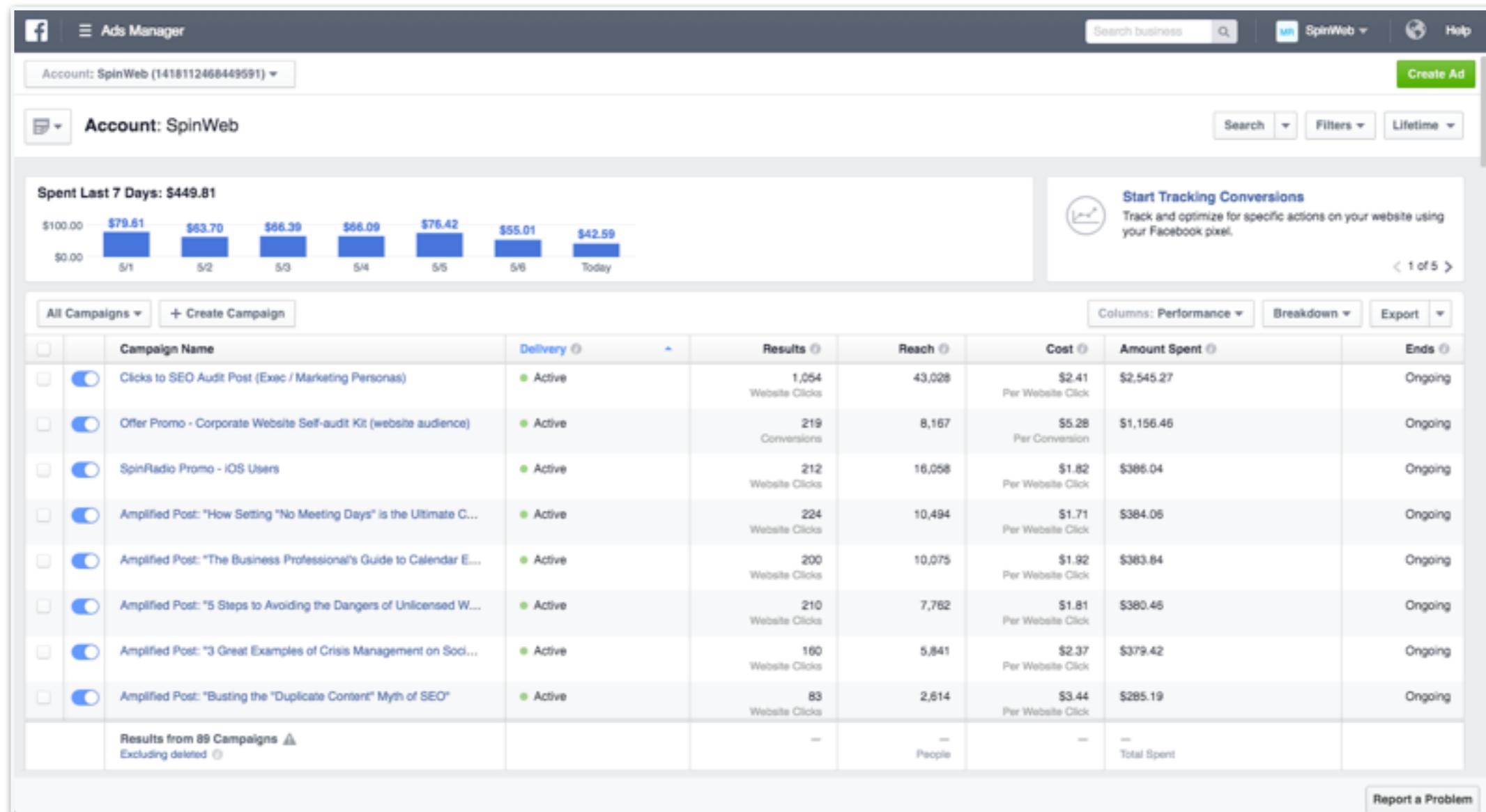


Everything in one place
Manage all of your Facebook business assets like Pages, ad accounts and apps, and let people work on them without sharing login details.

Work faster and better
Reduce the time it takes to set up and manage your assets so you can focus on your business.

Increased control
Clearly see who has access to your business assets, and remove or change their permissions.

Facebook Business Manager



Facebook Sponsored Posts

 **SpinWeb**
Sponsored · 

Learn how to become an email ninja! It will change your life.



Drowning In Email?
Is your email inbox overflowing? Do you feel hopelessly overwhelmed by the amount of email you are dealing with at work? Attend this free webinar to learn how to become an email ninja with Inbox Zero.

GO.SPINWEB.NET | BY SPINWEB [Sign Up](#)

Like · Comment · Share · Hootlet ·  2

 **SpinWeb**
Sponsored · 

Inbound marketing and sales strategy in a format that's not boring.



SpinRadio Every Friday
Every Friday at 10am Eastern LIVE we discuss inbound marketing and sales strategy to help you move the needle in your business. We take questions from listeners via Twitter and email. Listen in!

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Facebook Demographics

Choose Your Audience [Learn More About Targeting](#)

Location: [?]
 Country
 County/Region
 Town/City
 Post code

Age: [?] - Require exact age match [?]

Gender: [?] All
 Men
 Women

Precise Interests: [?]

Broad Categories: [?]

Activities		<input type="checkbox"/> Computer Programming
Business/technology	1	<input type="checkbox"/> Owners of Old Computers
Ethnic		<input type="checkbox"/> Personal Finance
Events		<input type="checkbox"/> Real estate
Family status		<input type="checkbox"/> Science/Technology
Interests		<input type="checkbox"/> Small business owners
Mobile Users (All)		<input checked="" type="checkbox"/> Technology Early Adopters
Mobile Users (Android)		
Mobile Users (iOS)		

Audience
2,000 people

- who live in the United States
- who live in postcode 01501
- who are in the category Technology Early Adopters

Facebook Custom Audiences

Audiences
Ad Account: 1418112468449591 (USD)

Filters Customize Columns Create Ad Actions Search by name

	Name	Type	Source	Size	Availability	Date Created
<input type="checkbox"/>	Anyone Who Has Viewed SpinRadio	Custom Audience	Website	100	Ready Last updated 02/08/2015	01/26/2015 9:27am
<input type="checkbox"/>	People Who Have Registered for Social Media Secrets Webinar	Custom Audience	Website	60	Ready Last updated 02/08/2015	01/26/2015 9:24am
<input type="checkbox"/>	Non-profit Interests But Not Yet Viewed Funding Guide Website visitors who have expressed interest in non-profit content but have not ...	Custom Audience	Website	100	Ready Last updated 02/08/2015	01/12/2015 4:04pm
<input type="checkbox"/>	Viewed App Development Content But Not App Planning Guide Website visitors who have viewed content about app development but have not ...	Custom Audience	Website	100	Ready Last updated 02/06/2015	12/19/2014 8:18am
<input type="checkbox"/>	Viewed App Development Content Website visitors who have viewed content about app development.	Custom Audience	Website	100	Ready Last updated 02/06/2015	12/19/2014 8:16am
<input type="checkbox"/>	All Visitors That Have Not Seen Inbox Zero All website visitors that have not viewed the Inbox Zero webinar landing page.	Custom Audience	Website	15,600	Ready Last updated 02/08/2015	12/18/2014 9:23am
<input type="checkbox"/>	All Visitors That Have Not Seen Website Audit Kit All website visitors that have been to the site but have not yet seen the ...	Custom Audience	Website	15,600	Ready Last updated 02/08/2015	12/10/2014 6:03pm
<input type="checkbox"/>	Viewed Contact Page But Did Not Submit Visitors who view our contact page but did not submit it.	Custom Audience	Website	80	Ready Last updated 02/04/2015	12/06/2014 12:31pm
<input type="checkbox"/>	Viewed Inbound Marketing Content Website visitors who viewed inbound marketing related content	Custom Audience	Website	900	Ready Last updated 02/08/2015	12/06/2014 12:14pm
<input type="checkbox"/>	Viewed SEO Content People who have viewed any SEO-related content on our website	Custom Audience	Website	2,100	Ready Last updated 02/08/2015	12/06/2014 12:12pm
<input type="checkbox"/>	All Visitors to SpinWeb.net	Custom Audience	Website	16,500	Ready Last updated 02/08/2015	10/15/2014 1:33pm

Facebook Custom Audiences

Create a Custom Audience

Choose the type of audience you want to create on Facebook.

This process is secure and the details about your customers will be kept private.

- Customer List**
Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook
- Website Traffic**
Create a list of people who visit your website or view specific web pages
- App Activity**
Create a list of people who have taken a specific action in your app or game

Cancel

	Size	Availability
	100	Ready Last updated 02/08/2015
	60	Ready Last updated 02/08/2015
	100	Ready Last updated 02/08/2015
	100	Ready Last updated 02/06/2015
	100	Ready Last updated 02/06/2015
	15,600	Ready Last updated 02/08/2015
	15,600	Ready Last updated 02/08/2015
	80	Ready Last updated 02/04/2015
	800	Ready

Facebook Custom Audiences

Edit All Visitors to SpinWeb.net

Website traffic *i* Anyone who visits your website ▾

Include people who visit any page on the following domains (optional).
Choose a website domain | Browse

In the last *i* 180 days

Audience Name All Visitors to SpinWeb.net
[Add a description](#)

Cancel Update Audience

			Size	Availability
			100	Ready Last updated 02/08/20
			60	Ready Last updated 02/08/20
			100	Ready Last updated 02/08/20
			100	Ready Last updated 02/06/20
			100	Ready Last updated 02/06/20
			15,600	Ready Last updated 02/08/20
			15,600	Ready Last updated 02/08/20
ot Submit	Custom Audience	Website	80	Ready Last updated 02/04/20
tent	Custom Audience	Website	900	Ready Last updated 02/08/20
lated content on our website	Custom Audience	Website	2,100	Ready Last updated 02/08/20

Facebook Custom Audiences

Edit Viewed SEO Content

Website traffic **People who visit specific web pages**

Include people who visit any web page that meets the following rules.

URL contains **seo** Add URL keywords

In the last **180** days

Audience Name: Viewed SEO Content

Description: People who have viewed any SEO-related content on our website

Cancel Update Audience

	Size	Availability
	100	Ready Last updated 02
	60	Ready Last updated 02
	100	Ready Last updated 02
	100	Ready Last updated 02
	100	Ready Last updated 02
	15,600	Ready Last updated 02
	15,600	Ready Last updated 02
	80	Ready Last updated 02
	900	Ready Last updated 02
	2,100	Ready Last updated 02

Facebook Custom Audiences

Edit All Visitors That Have Not Seen Website Audit Kit

Website traffic: People visiting specific web pages but not others

Include people who visit any web page that meets the following rules.

- URL contains: spinweb

Exclude people who visit any web page that meets the following rules.

- URL contains: corporate-website-self-audit-kit

In the last: 180 days

Audience Name: All Visitors That Have Not Seen Website Audit Kit

Description: All website visitors that have been to the site but have not yet seen the corporate website self-audit kit.

Buttons: Cancel, Update Audience

Size	Availability
100	Ready Last updated 02/08/201
60	Ready Last updated 02/08/201
100	Ready Last updated 02/08/201
100	Ready Last updated 02/06/201
100	Ready Last updated 02/06/201
15,600	Ready Last updated 02/08/201
15,600	Ready Last updated 02/08/201
80	Ready Last updated 02/04/201
900	Ready Last updated 02/08/201
2,100	Ready Last updated 02/08/201
16,500	Ready Last updated 02/08/201

Facebook Custom Audiences

Edit Viewed Contact Page But Did Not Submit

Website traffic *?* People visiting specific web pages but not others ▾

Include people who visit any web page that meets the following rules.

URL contains ▾ work-with-us × | Add URL keywords

Exclude people who visit any web page that meets the following rules.

URL contains ▾ contact-thank-you × | Add URL keywords

In the last *?* 30 days

Audience Name Viewed Contact Page But Did Not Submit

Description Visitors who view our contact page but did not submit it.

Cancel Update Audience

	Size	Availability
	100	Ready Last updated 02/0
	60	Ready Last updated 02/0
	100	Ready Last updated 02/0
	100	Ready Last updated 02/0
	100	Ready Last updated 02/0
	15,600	Ready Last updated 02/0
	15,600	Ready Last updated 02/0
	80	Ready Last updated 02/0
	900	Ready Last updated 02/0
	2,100	Ready Last updated 02/0
Custom Audience	Website	16,500 Ready Last updated 02/0

Lookalike Audiences

Create Lookalike Audience ✕

Reach new people who are similar to an audience you care about. Select a source and a country below, then choose an optimization.

Source

Country

Size 2.1M 21.1M

Size range is based on the total audience in the country you choose. Smaller audiences most closely match your source audience. Creating a larger audience increases your potential reach, but reduces the level of similarity to your source.

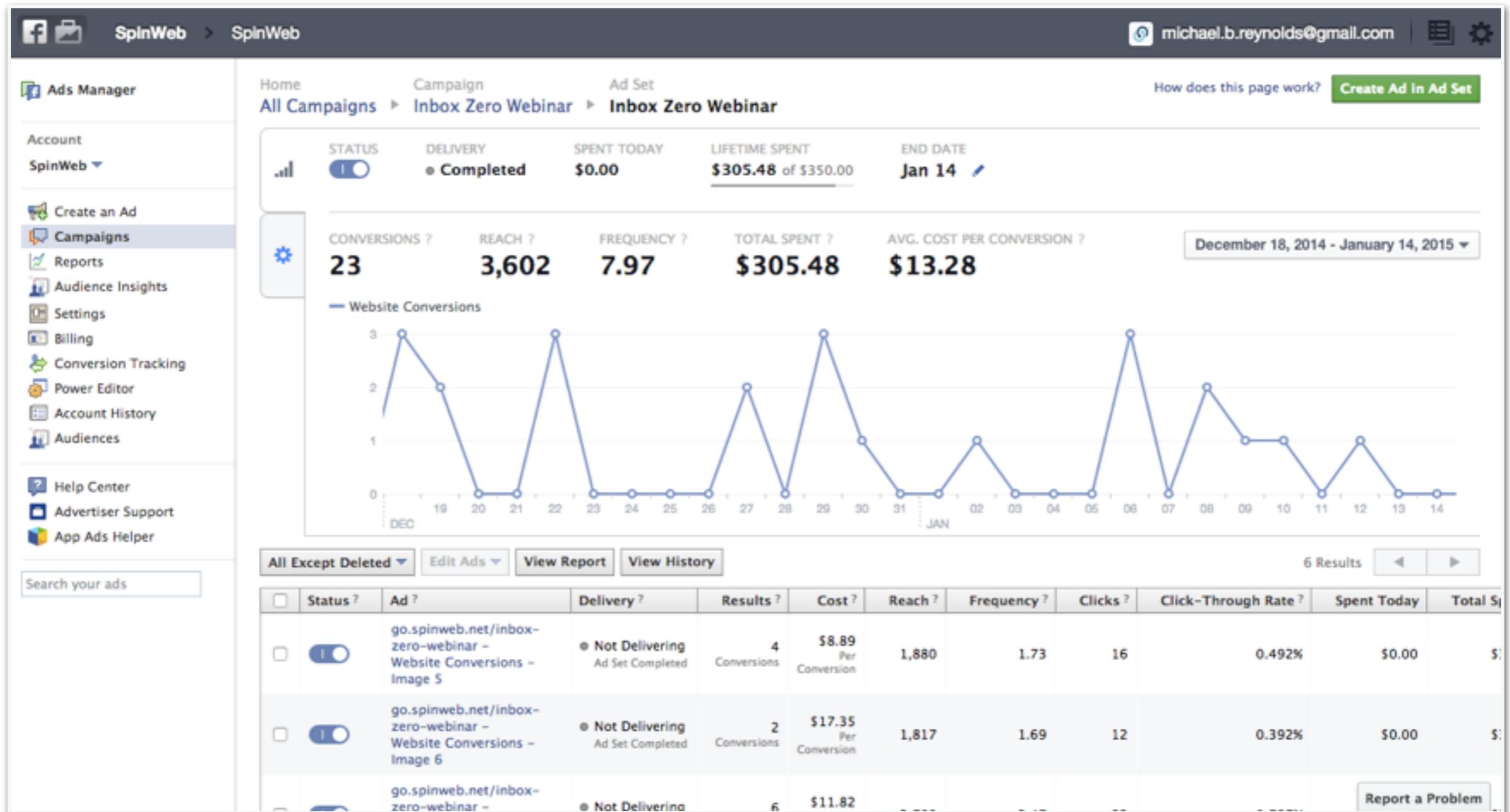
Conversion Tracking

Conversion Tracking [Create Pixel](#)

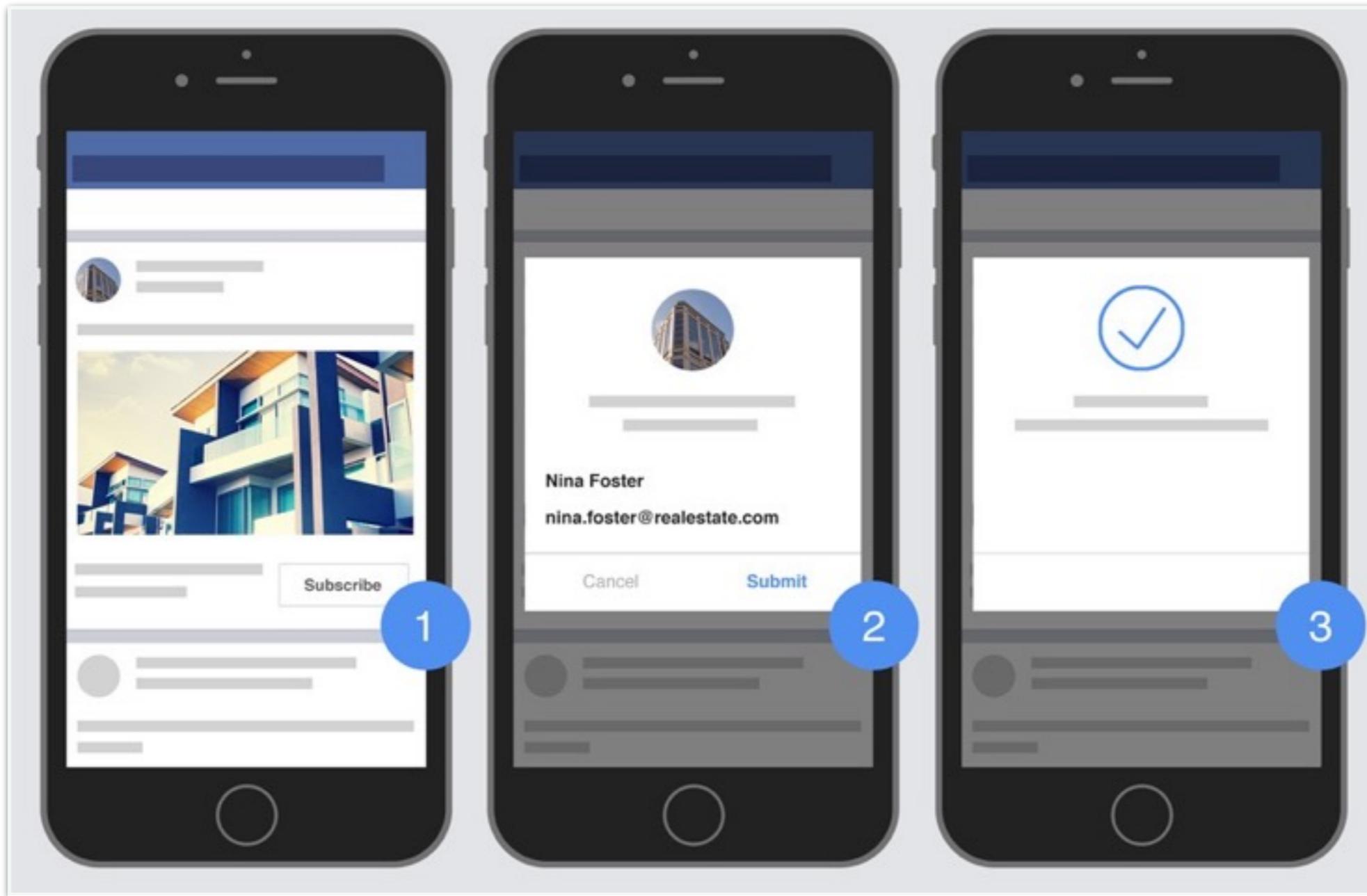
Pixel Name	Category	Sharing	Activity	Status	Last Verified	Actions
Webinar Registrations ID: 6021845294160	Registrations	—		● Active	02/09/2015 10:53am	Actions ▾
Offer Download Leads ID: 6020040949760	Leads	—		● Active	02/09/2015 12:20pm	Actions ▾
Contact Form Leads ID: 6023207240160	Leads	—		● Inactive	02/06/2015 10:20am	Actions ▾

[Report a Problem](#)

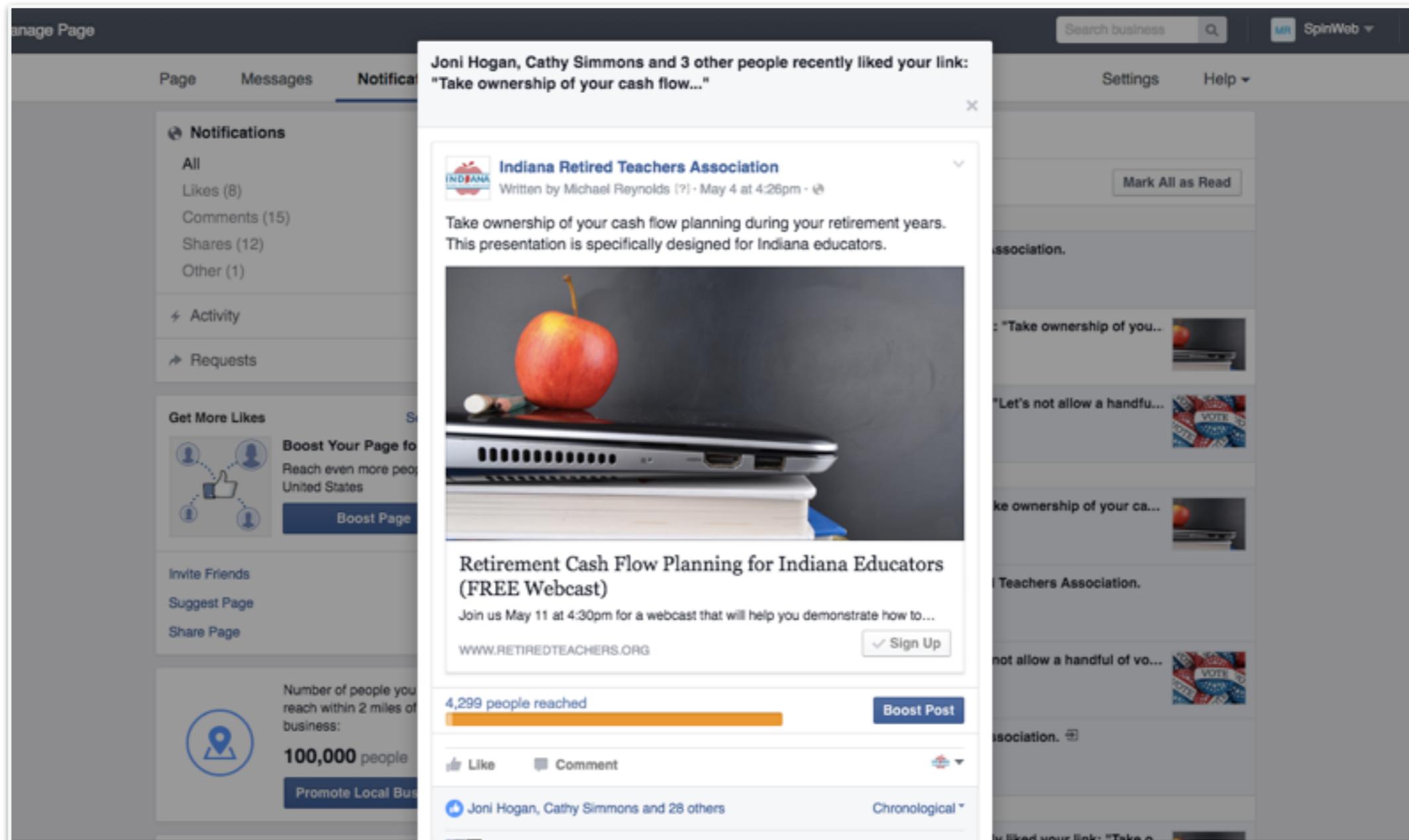
Conversion Tracking



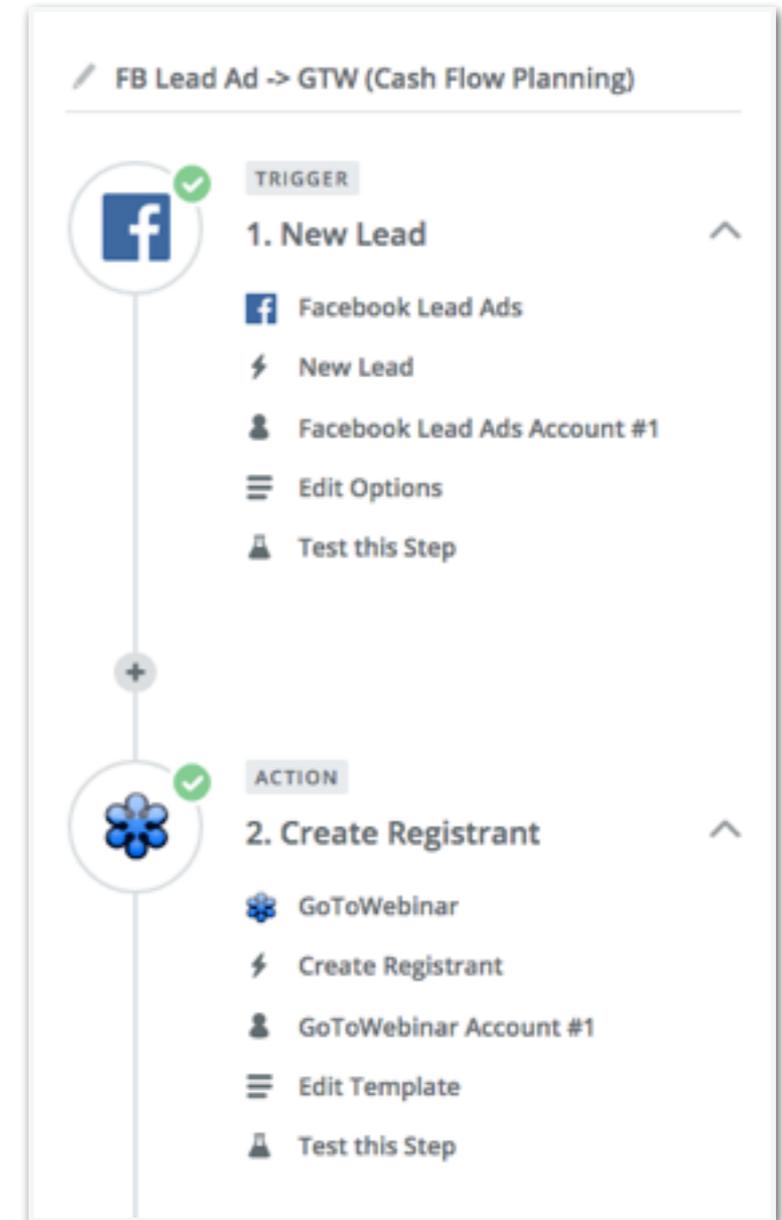
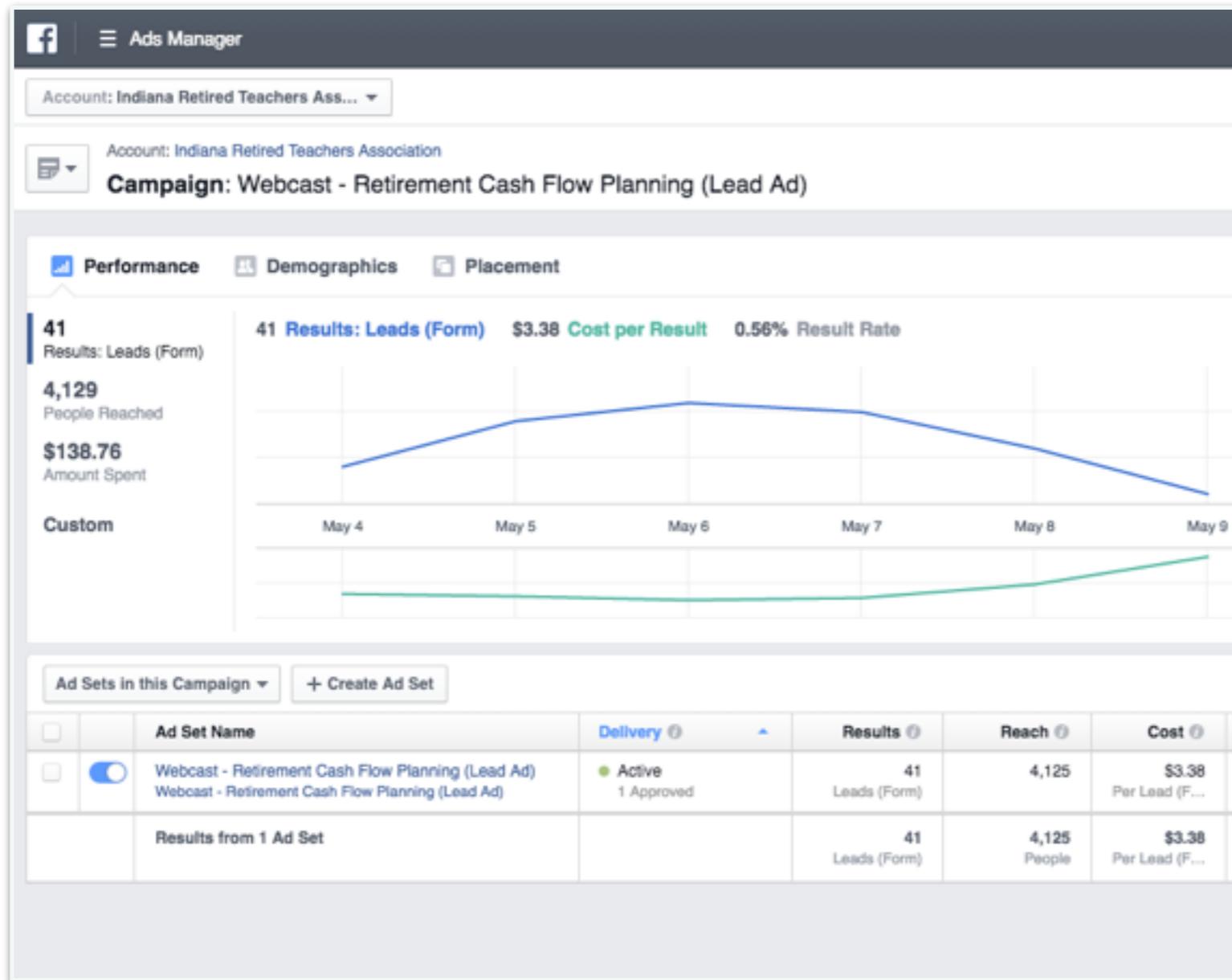
Lead Ads



Lead Ads



Lead Ads

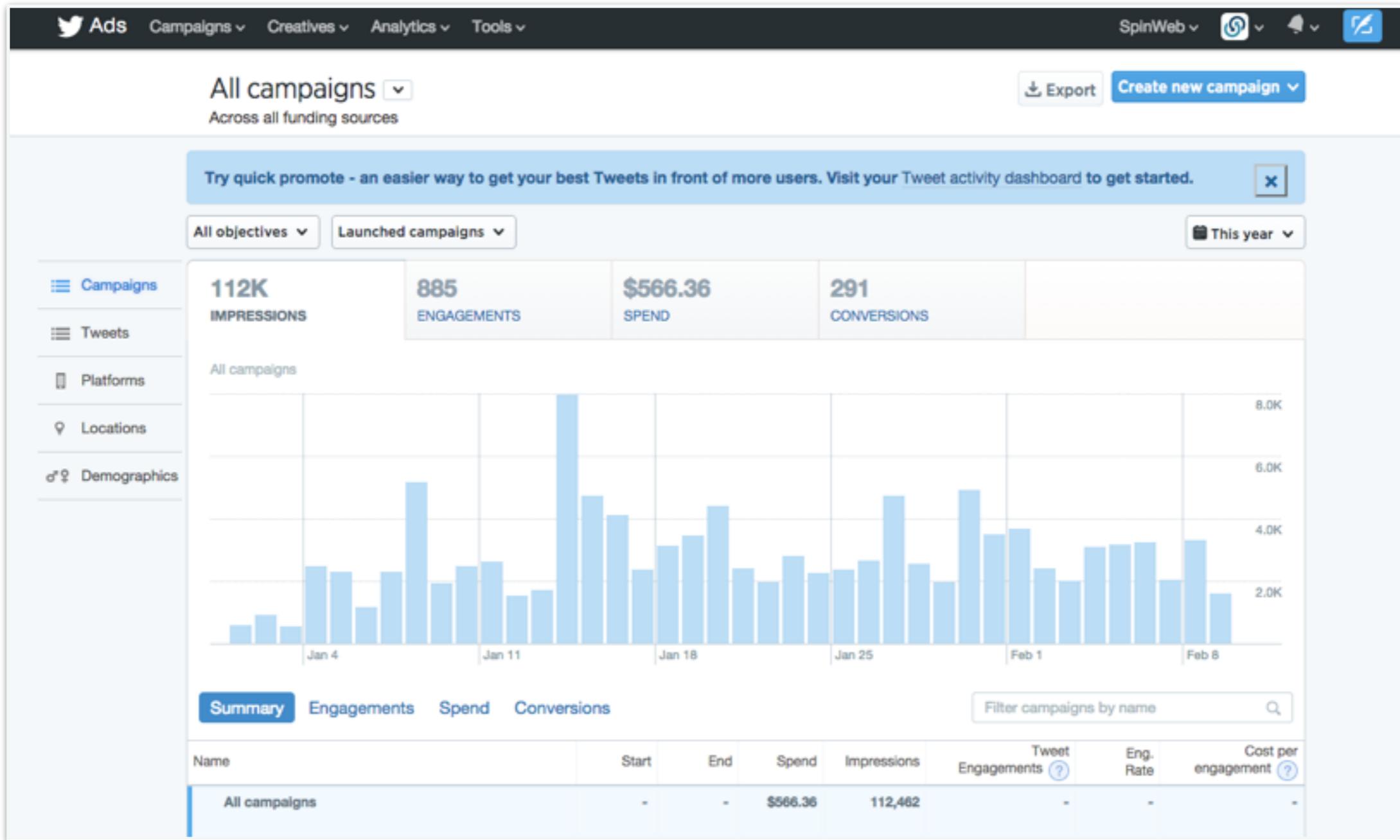


Facebook Best Practices

Use Facebook For:

- Getting articles, videos, reports in front of people
- Test variations to see what works best
- Drive traffic to your website
- B2B and B2C targeting
- Moderately detailed buyer persona targeting (mostly focused on consumer)
- Growing a list or registrations (Lead Ads)
- Very mature re-marketing platform

Twitter Ad Platform



Twitter Ad Creative

The screenshot displays the Twitter Ads interface for a campaign named "Website Self-audit Kit". The interface is divided into several sections:

- Navigation Bar:** Includes "Ads", "Campaigns", "Creatives", "Analytics", and "Tools".
- Header:** Shows the campaign name "Website Self-audit Kit" and the objective "WEBSITE CLICKS OR CONVERSIONS". It also indicates "Starts now, runs continuously".
- Left Sidebar (Creative Editor):**
 - Tweet Text:** "Wish you had a ready-made toolbox to help you audit your organization's website? Look no further."
 - Website Card:** Includes a "Website URL" field with "http://go.spinweb.net/corporate-we", a card image, a "Headline (50 characters remaining)" with "Download the Kit Now", a "Select a call to action" dropdown with "Read more", and a "Card name (not visible to users)" field with "Website Self-audit Kit".
- Right Sidebar (Ad List):** Shows a list of tweets with checkboxes for selection. The tweets are from "SpinWeb @spinweb" and include various promotional messages and links.
- Bottom:** Features "Save and review" and "Cancel" buttons.

Twitter Ad Targeting

The screenshot shows the Twitter Ads targeting configuration page for a campaign named 'Website Self-audit Kit'. The campaign is set to 'Website Clicks or Conversions' and is currently running. The targeting is currently empty, with 'No locations set' and 'No Tweets selected'. Budget settings are also shown: 'TOTAL BUDGET' is 'None', 'DAILY BUDGET' is 'Not set', and 'MAXIMUM BID' is 'Automatic'. The 'Targeting' section is active, showing a search for 'Indianapolis' with a dropdown menu listing 'Metro area' (Indianapolis IN, USA) and 'Postal code' (46221, 46214, 46225, 46216, IN, USA). A 'TARGETING SUMMARY' box on the right indicates the current targeting is 'Any gender AND Any languages AND On all platforms AND On all carriers', with ads shown in 'Users' timelines'. At the bottom, there are buttons for '+ Add keywords', '+ Add followers', 'Save and review', and 'Cancel'.

Twitter Ads Campaigns Creatives Analytics Tools SpinWeb Help?

Website Self-audit Kit
WEBSITE CLICKS OR CONVERSIONS

Starts now, runs continuously

No locations set
No Tweets selected

TOTAL BUDGET: None
DAILY BUDGET: Not set
MAXIMUM BID: Automatic

Targeting

? Select locations

Indianapolis or Import multiple locations

Metro area	Indianapolis IN, USA
Postal code	46221, IN, USA
	46214, IN, USA
	46225, IN, USA
	46216, IN, USA

Select devices, platforms, and carriers

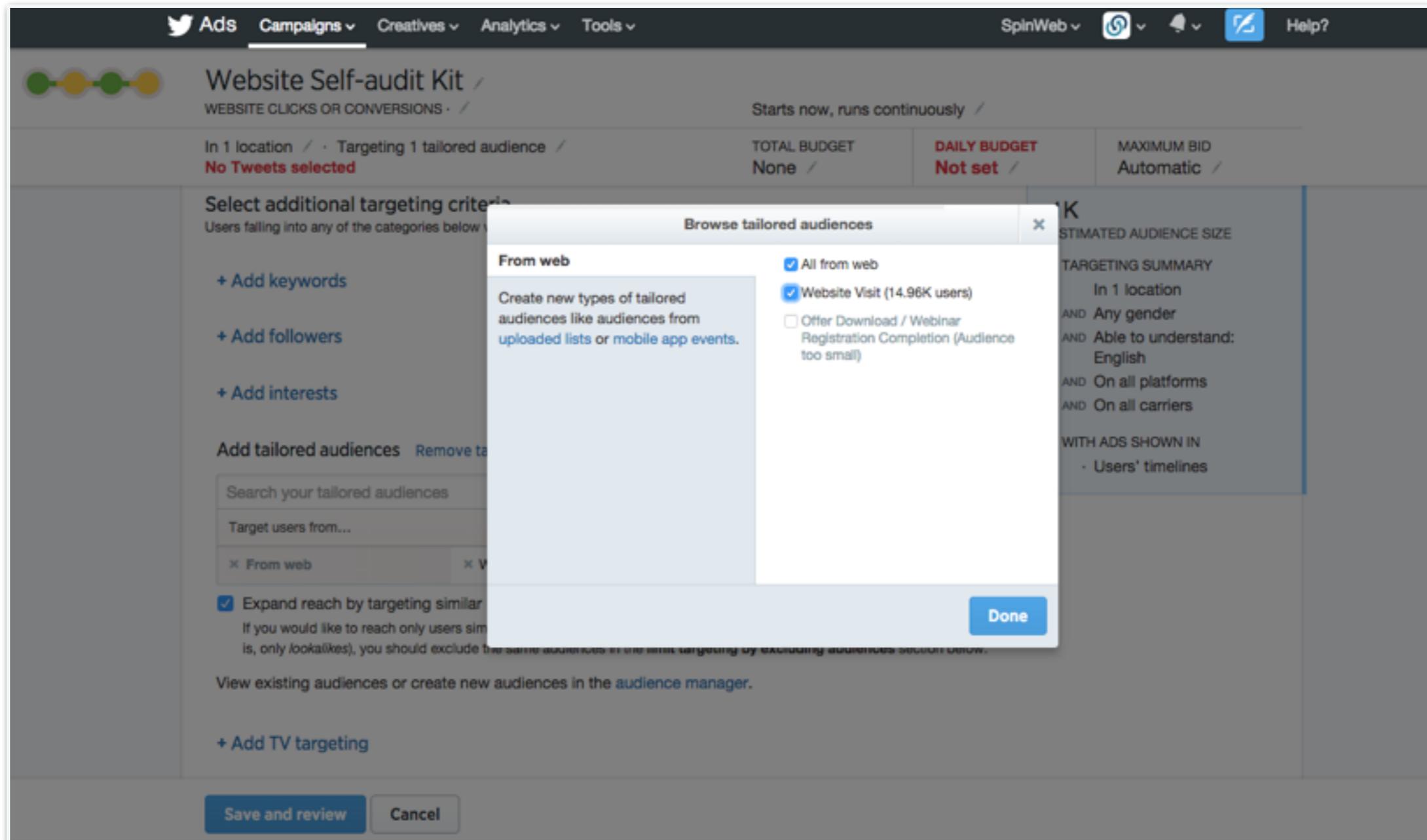
Select additional targeting criteria.
Users falling into any of the categories below will be targeted.

+ Add keywords
+ Add followers

Save and review Cancel

TARGETING SUMMARY
Any gender
AND Any languages
AND On all platforms
AND On all carriers
WITH ADS SHOWN IN
- Users' timelines

Twitter Ad Targeting



Twitter Ad Targeting

Add TV targeting [Remove TV targeting](#)

? Select the TV market you want to target.

United States

? Add shows.

Modern or [Import multiple shows](#)

Continuously

?

- Modern Marvels
- Rocko's Modern Life
- Modern Dads
- Modern Family**
- Marco Polo: A Very Modern Journey

? Add genres.

[Save and review](#) [Cancel](#)

TARGETING SUMMARY

- In 1 location
- AND Any gender
- AND Able to understand English
- AND On all platforms
- AND On all carriers

WITH ADS SHOWN IN

- Users' timelines

Twitter Ad Targeting

Browse and select behaviors ×

No behaviors selected

Auto (DLX Auto powered by Polk)	<input type="checkbox"/> All of Demographics	<input type="checkbox"/> All of Home ownership
CPG brands	Charitable donor	<input type="checkbox"/> Home owner 9.83M <small>provided by Datalogix</small>
CPG BuyStyles	Dwelling type	<input type="checkbox"/> Home renter 611.68K <small>provided by Datalogix</small>
CPG categories	Family position	
Demographics	Generation	
Finance	Home ownership	
Lifestyles	Occupation category	
Retail brands	Pet owner	
Retail categories	Political party affiliation	
Seasonal	Presence in household	
Subscription services	Spanish speaking	
Travel	Veteran in household	

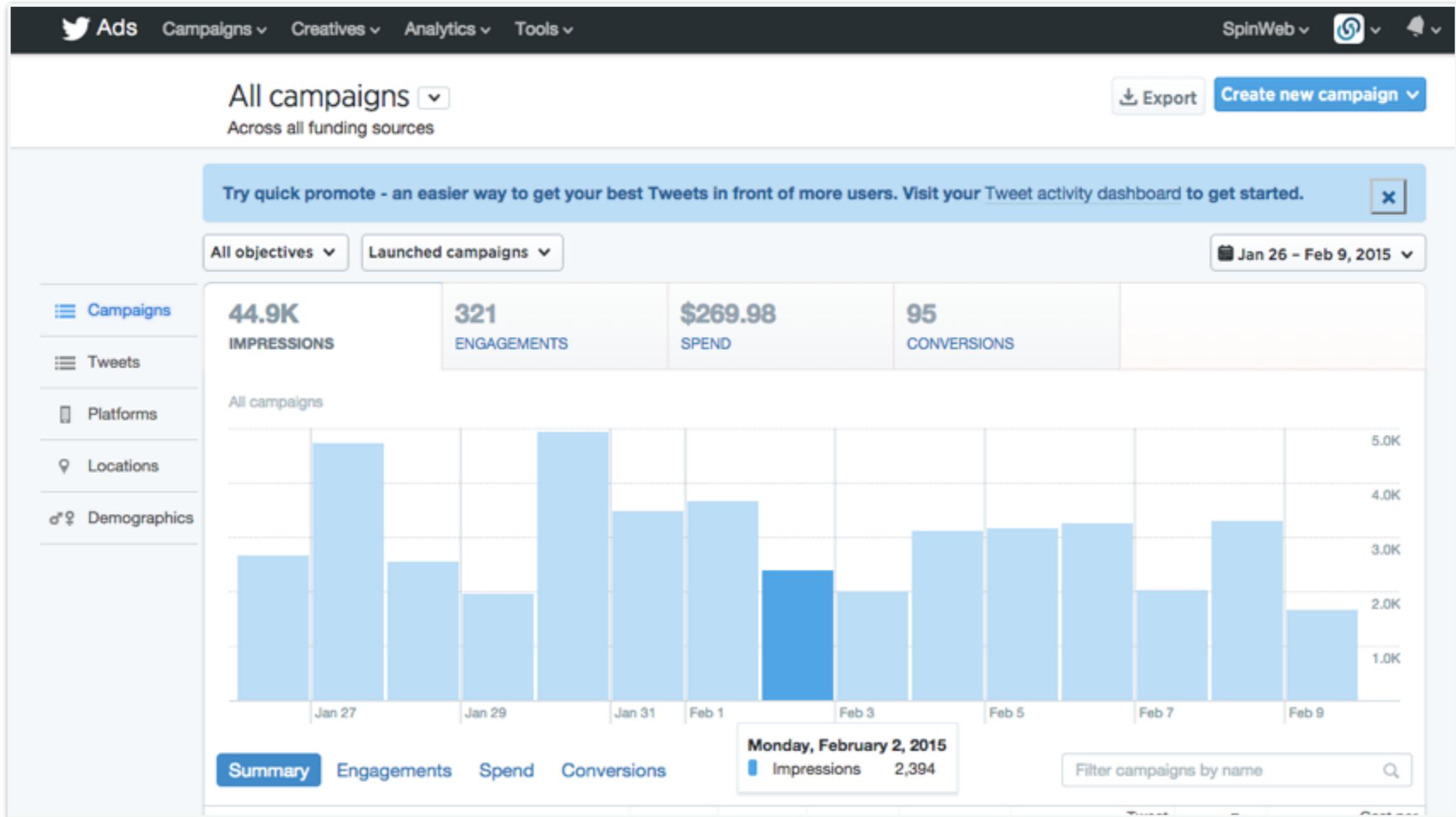
Twitter Ad Targeting

Browse and select behaviors ×

No behaviors selected

Auto (DLX Auto powered by Polk)	<input type="checkbox"/> All of Lifestyles	
CPG brands	<input type="checkbox"/> Affluent baby boomers	4.01M
CPG BuyStyles	<small>provided by Datalogix</small>	
CPG categories	<input type="checkbox"/> Auto enthusiasts	1.72M
Demographics	<small>provided by Datalogix</small>	
Finance	<input type="checkbox"/> Big city moms	2.80M
Lifestyles	<input type="checkbox"/> Business travelers	3.26M
Retail brands	<small>provided by Datalogix</small>	
Retail categories	<input type="checkbox"/> Corporate execs	3.09M
Seasonal	<small>provided by Datalogix</small>	
Subscription services	<input type="checkbox"/> Corporate moms	1.45M
Travel	<small>provided by Datalogix</small>	
	<input type="checkbox"/> Coupon users	1.51M
	<small>provided by Datalogix</small>	
	<input type="checkbox"/> Deal seekers	3.33M
	<small>provided by Datalogix</small>	
	<input type="checkbox"/> DM...	1.00M

Twitter Ad Results Tracking



Twitter Best Practices

Use Twitter For:

- Getting articles, videos, reports in front of people
- Test variations to see what works best
- Drive traffic to your website
- B2B and B2C targeting
- Moderately detailed buyer persona targeting
- Somewhat mature re-marketing platform

Putting it All Together



Developing a Strategy

Build Your Plan:

- Decide who you want to target
- Decide how you want to reach them
- Decide how you want to nurture them
- Decide how you want to convert them
- Decide how you want to encourage them to buy



1

Build traffic by promoting blog posts, videos, etc. to the right people (+SEO)

2

Re-target those people with conversion-based offers (webinars, downloads)

3

Grow your CRM/database and facilitate the sale through sales, e-commerce, etc.



Sample Process

Program Scenario:

1. Publish career articles and promote to personas
2. Build custom audiences based on website visitors
3. Promote introductory informational career info webinars to audiences based on interest
4. Encourage and track registrations with Lead Ads
5. Grow contact database with offers
6. Create email campaigns based on interest
7. Reach out with calls to prompt enrollments

Best Practices

Running Your Campaigns:

- Experiment and test with creative, copy, etc.
- Look at the long game... create a system
- Run both timed and evergreen campaigns



Secrets of Advanced **SOCIAL MEDIA** Advertising

How to take your social media program to the next level.

PRESENTED BY: MICHAEL REYNOLDS

