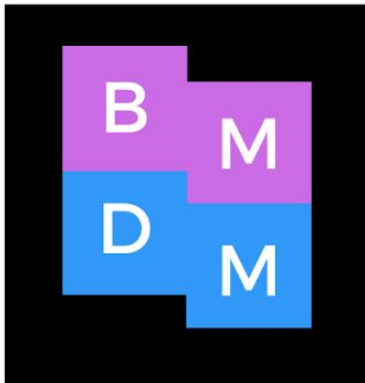


SOCIAL MEDIA

Introduction



COMPILED BY BMDM DIGITAL MARKETING



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INTRODUCTION TO SOCIAL MEDIA MARKETING

What is social media?

Definition of social media

Forms of electronic communication (such as websites for **social networking** and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual **networks** and communities. By design, **social media** is internet-based and gives users quick electronic communication of content.

Social media basically means any human communication or sharing information on the internet that occurs through the medium of computer, tablet or mobile. There are numerous websites and apps that make it possible. Social media is now becoming one of the largest means of communication and is gaining popularity rapidly. Social media enables you to share ideas, content, information and news etc. at a much faster speed.

In the last few years social media has grown tremendously at an unexpectedly fast rate and has captured millions of users around the world.

What is the use of social media?

In business, **social media** is used to market products, promote brands, connect to current customers and foster new business. **Social media** analytics is the practice of gathering data from blogs and **social media** websites and analyzing that data to make business decisions.



Social media platforms help its users to connect, share and give information and content to millions of others. The **importance** of **social media** cannot be ignored since it plays a very crucial role in **our lives** today. ... **Social media** also helps you connect with friends, relatives and helps you make new friends as well.

Overview of the most popular social channels

Facebook



This is easily the largest social networking site in the world and one of the most widely used. And, Facebook was perhaps the first that surpassed the landmark of 1 billion user accounts.

Apart from the ability to network with friends and relatives, you can also access different Facebook apps to sell online and you can even market or promote your business, brand and products by using paid Facebook ads.

Number of active users per month: 1.59 billion approximately

Instagram



Instagram was launched as a unique social networking platform that was completely based on sharing photos and videos. This photo sharing social networking app thus enables you to capture the best moments of your life, with your phone's camera or any other camera, and convert them into works of art.

This is possible because Instagram allows you to apply multiple filters to your photos and you can easily post them to other popular social networking sites, such as Facebook and Twitter. It is now part of the Facebook empire.

Number of active users per month: 400 million approximately

Twitter



This social networking site enables you to post short text messages (called tweets), containing a limited number of characters (up to 280), to convey your message to the world. With the growing craze for online shopping, Twitter also makes it possible to promote your businesses and even shop directly through tweets.

Number of active users per month: 320 million approximately

LinkedIn



LinkedIn is easily one of the most popular professional social networking sites or apps and is available in over 20 languages. It is used across the globe by all types of professionals and serves as an ideal platform to connect with different businesses, locate and hire ideal candidates, and more. It boasts over 400 million members.

Number of active users per month: 100 million approximately

YouTube



YouTube is the world's largest video-sharing social networking site that enables users to upload and share videos, view them, comment on them and like them. This social network is accessible across the globe and even enables users to create a YouTube channel where they can upload all their personally recorded videos to showcase to their friends and followers.

Build Awareness.

If people don't know about your business, they can't become your customers.



How businesses use social media

Engaging with your customers and leads on **social media** helps you build stronger customer relationships. This can set you apart from your competition by showing your audience how your brand is different and reinforcing that your **business** cares about its customers.

Social platforms help you connect with your customers, increase awareness about your brand, and boost your leads and sales.

Social media is one of the most cost-efficient digital marketing methods used to syndicate content and increase your **business'** visibility. ... Simply having people interact with your content **will** increase brand awareness and begin building your reputation as a **business**.

Six reasons why investing in social media is a wise business move:

1. Increased brand awareness

Social media is one of the most cost-efficient digital marketing methods used to syndicate content and increase your business' visibility. Implementing a social media strategy will greatly increase your brand recognition since you will be engaging with a broad audience of consumers.

To get started, create social media profiles for your business and begin interacting with others. Get employees, business partners, and sponsors to "like" and "share" your page. Simply having people interact with your content will increase brand awareness and begin building your reputation as a business.

Each post that is shared will be introduced to a new network of individuals, which can lead them to becoming potential customers, and the more people who know about your business, the better. By investing only a few hours per week, over 91% of marketers claimed that their social marketing efforts greatly increased their exposure. There is no doubt that by simply having a social media page your brand will benefit, and with regular use it can generate a wide audience for your business.



2. More inbound traffic

Without marketing your business on social media, your inbound traffic is limited to your usual customers. The people familiar with your brand are likely searching for the same keywords you already rank for.

Without utilizing social media as part of your marketing strategy, you'll have much more difficulty reaching anyone outside of your loyal customer circle. Every social media profile you add to your marketing mix is a gateway to your website, and every piece of content you post is another opportunity to acquire a new customer.

Social media is a melting pot of different types of people with varying backgrounds and behaviours. With different people come different needs and different ways of thinking. Syndicating your content on as many platforms as possible allows these individuals to organically reach your business. For instance, perhaps someone in an older demographic of consumers will search for your website using a particular keyword on Facebook, but a millennial could begin their search by using a different social media platform entirely, because they search for products totally differently. By marketing on social media, you can effectively open your business to a wider variety of versatile consumers all over the world.

3. Improved search engine rankings

Although posting on social media might get your business some site traffic, more effort than that is required to see significant success. **Search engine optimization** is very important for achieving higher page rankings and obtaining traffic to your business website.

While social media doesn't directly increase search engine rankings, Social Media Examiner states that more than 58% of marketers who have been using social media for one year or longer still see improved search engine rankings. Being able to rank in the top positions for your keywords will revolutionize your traffic and continue to generate positive results for your business.

Let's face it, everyone uses Google to find information, and they likely won't navigate past page 1 because their answer normally is on the first page of results. If your business website isn't ranked towards the top of search engine results, you should probably adjust your search engine optimization strategy. To give yourself the best chance of ranking better through social media, **create high quality content that integrates your targeted keywords**. Content such as blogs, infographics, case studies, business information, and employee photos will make your business's social media profile intriguing and credible.



Once you begin posting quality content, you'll begin to build a social media community where followers will "like" and "share" your content. Most importantly, it gives you more opportunities to get in front of industry influencers who will write about your business and provide links back - which will help to directly increase search engine rankings.

4. Higher conversion rates

With increased visibility, your business gains more opportunities for conversion. Every blog post, image, video, or comment may lead viewers to your company's website and increase traffic.

Social media marketing allows your business to give a positive impression through a humanization factor. When brands are interactive by sharing content, commenting, and posting statuses on social media, it personifies a brand.

People prefer to do business with other people, rather than companies.

Over 51% of marketers claimed that taking the time to develop relationships with consumers showed positive results in sales. The better impression you make on a visitor, the more likely they are to think of your business when the need for your product or services arises.

Studies have also shown that social media has a 100% higher lead-to-close rate than outbound marketing. When a brand is interactive online, consumers who follow your brand's accounts often begin to more completely trust the credibility of your business.

People use social media platforms to stay connected to their friends, family, and communities. Since people are already talking, why not throw your brand into the mix? More likely than not, they'll mention your brand to a friend when your products or services are needed, overall providing your business with social proof of its quality.

As reported by Social Media Examiner, about 66% of marketers saw lead generation benefits by using social media platforms at least 6 hours per week. Putting your brand in an atmosphere where people are sharing, liking, and talking, can only improve the conversion rates on your existing traffic.

5. Better customer satisfaction

Social media is a networking and communication platform. Creating a voice for your company through these platforms is important in humanizing your company. Customers appreciate knowing that when they post comments on your pages, they will receive a personalized response rather than an automated message. Being able to acknowledge each comment shows that you are attentive of your visitors' needs and aim to provide the best experience.

“When you interact with customers on a one-to-one basis on social media, it makes them more loyal. Loyal customers spend more with you, stay with you longer and tell their friends about you.”
- Dan Gingiss, Marketing & Customer Experience Executive

Every customer interaction on your business's social media accounts is an opportunity to publicly demonstrate your compassion for your customers. Whether an individual has a question or a complaint, social media allows you to address the matter using interpersonal dialogue.

A brand devoted to customer satisfaction that takes the time to compose personal messages will inherently be viewed in a positive light, even if responding to a customer complaint.

6. Improved brand loyalty

One of the main goals of almost all businesses is developing a loyal customer base. Considering that customer satisfaction and brand loyalty typically go hand in hand, it is important to regularly engage with consumers and begin developing a bond with them.

Social media is not just limited to introducing your brand's products and promotional campaigns. Customers see these platforms as a service channel where they can communicate directly with the business. The millennial generation is known for being the most brand loyal customers of all.

Born between the early 1980's and the early 2000's, millennials are the largest generation in US history -- and will soon completely consume the market. Studies show that this segment of customers is 62% more loyal to brands that directly engage with them on social media. Since these technology natives require



communication with their brands, businesses must implement social media marketing to get the attention of their most influential consumers.

7. More brand authority

Customer satisfaction and brand loyalty both play a part in making your business more authoritative, but it all comes down to communication.

When consumers see your company posting on social media, especially replying to customers and posting original content, it makes you appear more credible. Regularly interacting with customers demonstrates that your business cares about customer satisfaction and is available to answer any questions that they might have.

Satisfied customers are eager to spread the word about a great product or service and they usually turn to social media to express their opinion. Having customers mention your business on social media will advertise your business and show new visitors your value and brand authority. Once you obtain a few satisfied customers who are vocal about their positive purchase experience, you can let the advertising be done for you by actual customers who enjoyed your product or service.

8. Cost-effective

Social media marketing is possibly the most cost-efficient part of an advertising strategy. Signing up and creating a profile is free for almost all social networking platforms, and any paid promotions you decide to invest in are a relatively low cost compared to other marketing tactics.

Being cost-effective is such an advantage because you can see a greater return on investment and retain a bigger budget for other marketing and business expenses. If you decide to use paid advertising on social media, always start small to see what you should expect. As you become more comfortable, fine tune your strategy and try increasing your budget. Just by spending a small amount of time and money you can significantly increase your conversion rates and eventually get return on investment on the money you initially invested.

9. Gain marketplace insights

One of the most valuable advantages of social media is marketplace insight. What better way to know the thoughts and needs of your consumers than by directly talking to them? By monitoring the activity on your profiles, you can see customers'



interests and opinions that you might not otherwise be aware of if your business didn't have a social media presence.

Using social media as a complementary research tool can help gain information that will aid you in understanding your industry. Once you gain a large following, you can use additional tools to analyse the demographics of your consumers.

Another insightful aspect of social media marketing is the ability to segment your content syndication lists based on topic and identify which types of content generate the most impressions.

These tools give you the ability to measure conversions based on posts on various social media platforms to find the perfect combination for generating revenue.

10. Thought leadership

Posting insightful and well-written content on your social media is a great way to become an expert and leader in your field. There is no one way to become a thought leader - it requires work that can be supported by online networking tools. To establish yourself as an expert, be sure to utilize social media platforms and build your presence. Be communicative, connect with your audience, share content, and promote your authority.

When your social media campaign is aligned with other marketing efforts, your skills will be highlighted, and followers will look up to you. Being able to directly connect with your customers creates a relationship that they will value, allowing you to become a notable influencer in your field.

Get started!

It's clear that social media marketing has its advantages, so if your business doesn't already have the appropriate profiles, create them! Fill out your business' information and post some engaging content to begin gaining followers. As mentioned, ask people relevant to your business to "like" and "share" your page to help build your profile.

With consistent updating, the right social media marketing strategy will lead to increased traffic, better SEO, higher conversion rates, improved brand loyalty, and much more. There are virtually no reasons not to implement social media into your marketing strategy. Since it is so cost-effective, there is hardly anything to lose. Your competition is most likely already on social media, so don't let them take your potential customers. The sooner you start, the sooner you'll see growth in your business.

How to build out effective campaigns for different social media channels including; Facebook, LinkedIn, Instagram and Pinterest

Facebook

When it comes to social media advertising, Facebook reigns supreme. That’s why running successful Facebook ads is vital to the success of any business. Facebook ads are generally the cheapest and most easily trackable form of online advertising. Plus, they’re totally optimizable! This gives you a lot of control over your ads, but you have to know what you’re doing if you want successful Facebook ads. Otherwise, you may be wasting your money.

In fact, small businesses are using Facebook to increase sales. Below is a screenshot of a Facebook advertising campaign for an ecommerce store that generated 152 purchases through Facebook ads. And, the best part is, they spent very little to acquire each new customer.



Here's a screenshot from another client who made \$24,804.73 in revenue:

Account Overview	Campaigns	Ad Sets for 1 Campaign	Ads for 1 Campaign	
+ Create Campaign Edit Duplicate Campaigns... Create Rule More 4				
Campaign Name	Amount Sp...	Website Purchases	Cost per Website Purchase	Website Purchases Conversion Value
Re target top 25% website visitors	\$3,242.32	49	\$66.17	\$7,942.03
Purchase Conversion_1 day click	\$3,967.79	45	\$88.17	\$10,072.60
Testimonial Conversions_ Lookalike ...	\$3,903.10	35	\$111.52	\$6,790.10

Here are 10 must-know essentials for running successful Facebook ads:

1. Have a goal in mind

In order to run successful Facebook ads, you must first answer this question: What do you want your ads to **do**?

Do you want more followers? More sales? More engagement? No matter what your goal is, Facebook has a marketing objective for you!

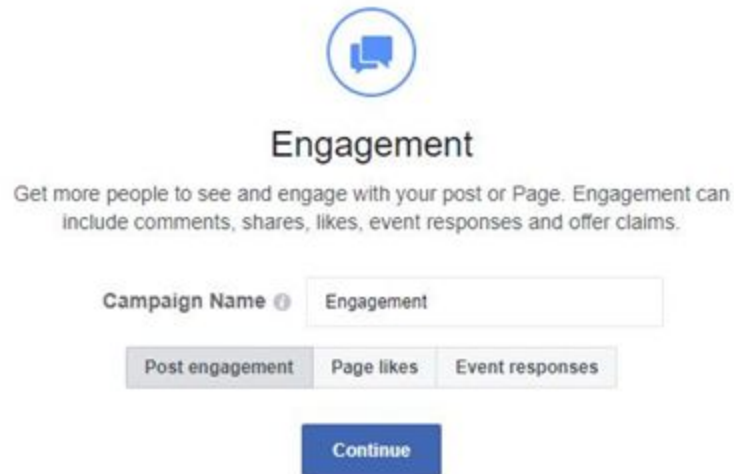
The first page you see when to start to set up a Facebook ad is this:

What's your marketing objective?

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

These are the different marketing objectives you can choose from. They each correspond to different end goals. If you want more people to click on your website, you'll run a traffic campaign. Likewise, if you want to generate sales, you'll run a conversion campaign.

Some objectives contain sub-objectives. For example, when you click on the engagement objective, here's what you'll see next:



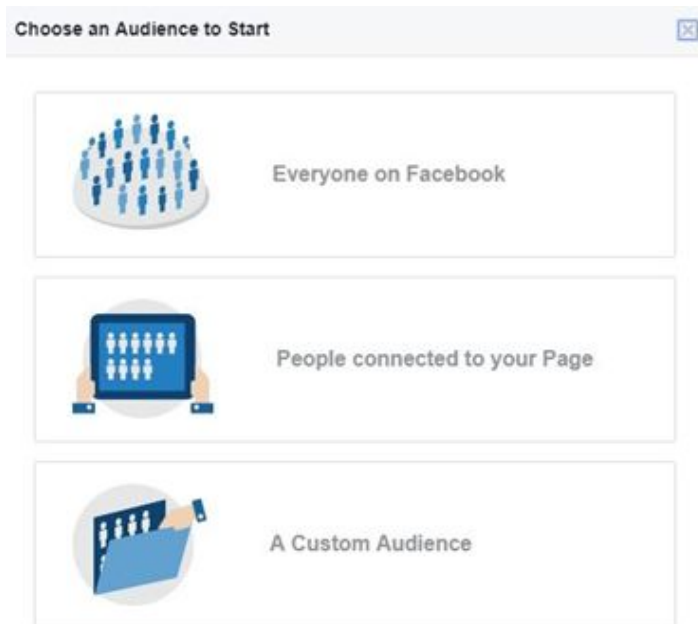
There are three different types of engagement campaigns. The one you choose will depend on your overarching goal.

- If you want more followers, run a page like an ad.
- If you want more likes, comments, and shares on your posts, run a post engagement ad.
- If you want more people to go to an event you're promoting, run an event response ad.

Even if you have a specific goal in mind, Facebook likely has an objective perfect for you. You can run Facebook ads that optimize for everything from conference registrations to app downloads!

Having a particular goal in mind will help you determine the success of your ads.

2. Target your audience



According to the latest statistics released by Facebook, this social media giant now has 1.59 billion daily users who you could be converting into customers! Everyone is on Facebook, whether they're a CEO or a high schooler.

So, no matter who your ideal audience is, they're on Facebook! However, merely posting on Facebook won't be enough to convert users into customers.

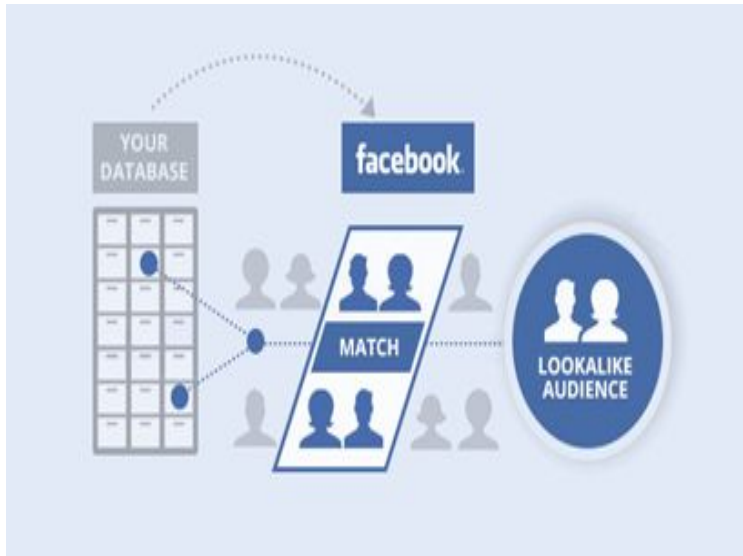
What if you're not sure who your target audience is? There are a few different places you can start!

Your three most basic audience options are:

- a cold audience of everyone on Facebook (which you can narrow down from there);
- warmer audiences of either people connected to your page;
- a custom audience.

If you already have a decent number of page likes and you want to turn your followers into customers, you can select people already connected to your page as a target audience. This ensures the people you advertise to are familiar with your company and interested in what you're selling.

If you don't have that many followers, but you do have a customer list, a custom audience may be a good option. You can upload your customer list directly to Facebook and Facebook can generate a lookalike audience consisting of users similar to the ones you've provided.



But what **if you don't have a lot of followers or a customer list?** This is a common problem for many start-ups and small businesses. To start building your audience from scratch, you'll want to click the "Everyone on Facebook" option.

Narrowing a useful audience out of everyone on Facebook can be daunting, but Facebook's Audience Insights is a phenomenal tool to help you out. First, you'll want to set any specific parameters you know you want. For example, you may want to advertise only to people in the U.S. or people eighteen or older. You can set these parameters first before you start delving into data from Audience Insights.

Once your parameters are set, you can begin searching for data about the followers of your competitors. This will give you a great starting point to form your own target audience. For example, let's say you own a convenience store.

Under the "Interests" parameter, you can select people who like the pages of your competitors.

For a convenience store, a potential competitor might be 7-Eleven.

Once you've selected these interests, the Audience Insights tool will provide you with demographic information for the followers of those companies.

Here is what some of the demographic information for people who like 7-Eleven:



From this information, you can deduce that most of 7-Eleven's Facebook fans are married, college-educated women. If need be, you can make different ads for different segments of your audience. Just make sure your target audience is decently large but as specific as possible.

3. Use eye-catching images

A picture is worth a thousand words. When you're confined to a limited number of characters, a thousand words is a lot!



A potential customer might scroll right past your ad without reading it if the image doesn't catch their eye.

To prevent losing valuable customers, you need to select bright, clean, high-quality images for successful Facebook ads.

Just make sure the image contains less than 20% text, or else Facebook will show your ad to fewer people.

 **Image Text: High**
Your ad may not run.

You may not reach your audience because there's too much text in the ad image. Facebook prefers ad images with little or no text. Unless you qualify for an exception, change your image before placing your order.



The best type of image is one that's relevant to your business as well as to your target audience. For example, let's say you sell kitchen supplies to married couples living in the suburbs. A photo of a cute baby may grab the attention of the right people, but it won't do anything to make them want to buy your kitchen supplies. A photo of a precious baby playing with pots and pans might do the trick though!

Better yet, use a video! Videos can convey a lot more information than a single image. Plus, with Facebook's autoplay feature, you may be able to snag the attention of someone who otherwise would have scrolled right past your ad. Just make sure your video doesn't rely on sound. 85% of Facebook videos are watched on mute!

This is because most users watch these videos with their mobile phones. And when they are out in the public, disturbing the people around them with video sounds is the last thing they want to do. So, if you will create video ads for Facebook, be sure to optimize it for silence.

Now, will you go for static content or a video? To help you decide in this matter, according to Facebook, users tend to gaze at videos they see on their News Feed 5x longer than they do with static images.

So, to sum it up, whether you opt for an image or a video, the most successful Facebook ads include bright, clear colours and people's faces. People's brains are hardwired to recognize faces, so including a face will make your ad more eye catching. Plus, depicting people using your products can make them seem more relatable!

4. Know what to say (and what not to say)

Now you know what kinds of images are necessary for successful Facebook ads, but what about the copy? The most successful Facebook ads have copy that includes three elements: **an attention grabber, a phrase or sentence to add value, and a call to action.**

LYFE Marketing
Sponsored (demo) · 🌐

Facebook spending amongst small businesses is expected to reach \$106 billion this year.

Why? Because it is the best way to use the Internet to grow your business. It is 5x cheaper and 10x more targeted than traditional forms of advertising.

Click here to learn EVERY reason why you need to invest in Facebook Ads.
<https://goo.gl/3U8DQh>

Top 25 Benefits of Facebook Advertising & Why You Should Be Using Facebook Advertising

Want to know all of the benefits of Facebook Advertising. This comprehensive list will blow your mind. Learn the benefits of social media advertising here.

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The attention grabbed is the hook that generates interest in your ad. If the first phrase or sentence of your copy doesn't spark the reader's interest, they'll stop reading. Some examples of attention grabbers are questions and surprising statistics. The attention grabber in the above example is effective because it lists a stat that's relevant to the target audience.

Once you've gotten their attention, you need to add value to your copy. Explain to the user why they benefit from clicking on your ad. This sentence also serves to link your attention grabber and call to action.

LYFE Marketing
Sponsored (demo) · 🌐

SEO spending amongst small businesses is expected to reach \$65 billion. Why? Because it is the best way to use the Internet to grow your business. There are literally people searching for your products and services right now on Google!

Click here to learn EVERY reason why you need to invest into SEO.



45 Benefits Of SEO & Why Every Business Needs SEO
Learn all 45 benefits of SEO. This comprehensive list of SEO benefits will blow your mind! Read them now.

LYFEMARKETING.COM [Learn More](#)

The call to action is what you want the reader to do. Do you want them to purchase your product? Click onto your website? Sign up for your newsletter? Be sure to make your call to action clear, or your add will not be effective. The most popular calls to action are “learn more,” and “shop now”.

This ad is designed to send people to a company blog. The call to action is effective because it lets the reader know they need to click onto the blog to learn all the reasons they should invest in SEO. It’s clear, succinct, and generates interest.

Whether or not you use the three-sentence model, be sure to keep your text short and clear. People won’t read a large block of text that looks overwhelming or time-consuming to read.

Successful Facebook ads often contain buzzwords like “promo code,” “free,” or “sale”. When running deals, always create a sense of urgency by using phrases like “act fast,” or “this deal won’t last long!” People are more likely to react in the moment when they’re afraid they might miss out on something. If you’re not running a deal, action verbs like “test,” “see,” and “try” work well to create some urgency as well.

Now that you know what to say, you need to know what NOT to say. Facebook isn’t too keen on running ads with the word “you” in them and often will not allow those ads to run. However, you can circumvent this rule by using “your,” “you’re,” or “yourself” instead. There are also certain types of products that cannot be advertised on Facebook like firearms and supplements. Any copy that seems like it could be advertising those products will be flagged.

5. Don't sound like an ad

People don't like being advertised to. Study after study has proven that people reject what they perceive as an attempt to persuade them. This may sound counter-intuitive, but the most successful Facebook ads don't sound like ads.

The goal is to make users understand that it benefits them to click on your ad rather than just telling them to. This is why adding value is such a vital step to copywriting. Successful Facebook ads make consumers aware of why they should follow the call to action. That being said, people don't like being told what to do. You have to make them understand why it's beneficial for them to follow your call to action.

Here's a good example of an ad that is persuasive without sounding too much like an ad:

LYFE Marketing
Sponsored (demo)

Sign-up for a free marketing consultation... No strings attached! Learn from an experienced marketing expert on how to use online tactics to grow your business.

You must fit the following requirements:

- 1) Have a real business
- 2) Have a website
- 3) Be the owner or marketing director

If you fit these requirements, sign-up today and schedule your free 30-minute consultation.

GET A FREE CONSULTATION

Learn short-term and long-term strategies to grow your business

[CLICK HERE](#)

www.lyfemarketing.com

Schedule a FREE Marketing Consultation

We want to help small business owners create a winning marketing strategy. We are offering free 30-minute consultations for small business owners with a website.

[Sign Up](#)

This copy sets a great example for successful Facebook ads.

It advertises the company's services in a way that makes it seem beneficial to the user through the use of buzzwords like "free" and "no strings attached".







It doesn't feel like the ad is trying to sell you something, it just looks like a free offer.

6. Leverage A/B split testing

It's rare to get something right on the first try. That's why A/B split testing is vital to running successful Facebook ads!

A/B split testing is when you run several slightly different variations of the same ads to find out what works and what doesn't. It's used to single out the most effective elements which can then be combined into one optimal ad.

To start, figure out which elements you want to test for. The two most common things to test are images and copy. Once enough people have seen the ads (100 people is a good rule of thumb), you can begin turning off the ads that have high costs per click. Continue this process until the single most effective ad is the only one remaining.

<input type="checkbox"/>	Ad Name	Delivery [?]	Results [?]	Reach [?]
<input checked="" type="checkbox"/>	 BLOG TRAFFIC - Copy	● Active	5 Link Clicks	386
<input type="checkbox"/>	 SOCIAL MEDIA - Copy	● Inactive	— Link Click	—
<input type="checkbox"/>	 Default name - Traffic - Copy	● Inactive	— Link Click	—
<input type="checkbox"/>	 2 - Copy	● Inactive	— Link Click	—
<input type="checkbox"/>	 Default name - Traffic - Copy 2	● Inactive	— Link Click	—
<input type="checkbox"/>	 1 - Copy	● Inactive	— Link Click	—

In the above example, you can see how different variations of the same ad have been created in a single ad set. These ads have already been optimized, so only the most successful one remains running.

A good recommendation is to start with three images and three copies, every variation of which should create 9 ads total to test against one another. Once you've determined the best image/copy combo, you can begin testing other features like headlines, audiences, placements, and buttons.

Ads won't be optimized overnight. You should let your ads run for at least a few days before you begin the optimization process. A/B split testing can be a time-consuming process, but it's worth it in the end!

7. Install conversion pixels

One of the most useful tools for running successful Facebook ads is a tracking pixel.

A pixel is a piece of code that you can embed on your website. It allows you to track conversions and re-market your leads. The data it collects can also be used to fine-tune your target audience and optimize your ads.

Configure Conversion Pixel Code

Copy the code below and paste it between <head> and </head> in the webpage where you want to track conversions. Learn how to change the value for your conversions in the Help Center.

```

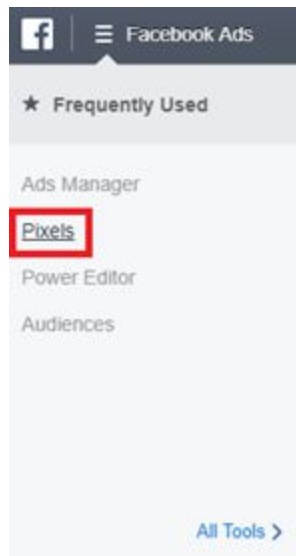
<script type="text/javascript">
var fb_param = {};
fb_param.pixel_id = '6011116184084';
fb_param.value = '0.00';
fb_param.currency = 'USD';
(function(){
  var fpw = document.createElement('script');
  fpw.async = true;
  fpw.src = '//connect.facebook.net/en_US/fp.js';
  var ref = document.getElementsByTagName('script')[0];
  ref.parentNode.insertBefore(fpw, ref);
})();
</script>
<noscript></noscript>

```

[Learn More](#)
Close

Facebook pixels allow you to track how people interact with your ads and your website. You can see which ads people clicked on to get to your website, which pages of the website they clicked on, and even what type of device they were using. This can help you learn which of your ads are the most effective and whether mobile or desktop users click on your ads more. They also allow you to get a clear picture of the types of people who click onto your website, so you know who else to include in your target audience.

So how do you create a Facebook pixel? It's simple! Start by clicking the ≡ icon in Ads Manager and choosing "Pixels" on the drop-down list.



Next, click the green button that says, "create a pixel."

Create a Facebook Pixel

Set up a single Facebook pixel to unlock powerful tools in Facebook advertising.

Tracking
Measure real-world outcomes from your Facebook ads.


Optimization
Deliver your ads to the right people to get more of the conversions you want.

Audience Targeting
Build audiences from people who converted, or from similar audiences to reach new people.

[Create a Pixel](#)

Then name your pixel, accept the terms, and click the “Next” button.

Create a Facebook Pixel ✕



Create a Facebook pixel to track website actions, measure results from your advertising, optimize ads for conversions, and target audiences for remarketing. [Learn More.](#)

Pixel Name

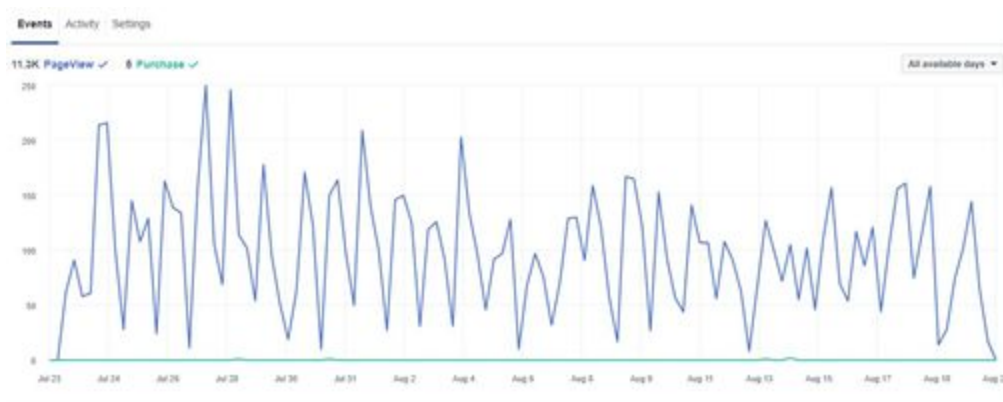
You can create 1 pixel per ad account.

By clicking next, I agree to the Facebook pixel terms

Cancel Next

Once your pixel code has been generated, you can copy and paste it into the header of the page you want to track. If you are unfamiliar with coding language, you may want to enlist the help of a web developer.

The best pages to track are shopping cart, check out, and purchase confirmation pages. This way you can track which people are turning into conversions and which people should be re-targeted.



8. Start retargeting



Retargeting is when you use the data from your tracking pixel to run special ads for the people who clicked onto your website but didn't make a purchase.

Have you ever clicked on a website and then seen ads for that same website the following day? If so, you've been re-targeted! It's a fantastic strategy for successful Facebook ads.

Only 2% of shoppers make a purchase on their first visit to an online store. Re-targeting allows you to generate specific ads for the 98% who showed an interest in your website but haven't converted yet.

Re-targeting creates a warm audience of people who are already aware of your brand and have interacted with it. You can entice them to purchase a product they almost passed up by running a special sale or promotion. This is extra effective since you don't have to run the promotion for your full audience, just a specific warm audience.

It may seem creepy, but retargeting ads should make the user aware you know they're interested in the product already. Be straightforward and you may be able to turn valuable leads into conversions.



Retargeting example

9. Develop landing pages



Broken Gizmos is Atlanta's most affordable and highest quality repair shop. Our technicians are pros when it comes to repairing phones, tablets, and computers. You name the device and we will fix it. We handle all iPhone repairs, Samsung Galaxy repairs, LG phone repairs, Nexus phone repairs, and more. Need a laptop repair or tablet repair? We'll repair it at the lowest price in the city. Don't believe us? Bring in any competitor's price and we'll promise to beat it.

Get \$10 off your repair today by filling out the form to the right and getting your device repaired within two weeks of filling it out.

Get Your Device Fixed Now!

We will repair your device in less than 1hr. We promise to beat any price in the city!

Get started now! Fill out the form below and **receive \$10 off** your next phone, tablet, or computer repair with us.

Name

Email

Phone

When can you come in?

Please specify what you need repaired.

Send

Landing pages are one of the most underutilized marketing strategies for lead campaigns. This is a shame because they're a necessity for successful Facebook ads!

A landing page is a web page with a lead capture form that collects visitors' information. This allows you to convert more of your visitors into leads while simultaneously capturing information about who your target audience is. When someone clicks on your Facebook ad, it's better to have it send them to a landing page than directly to your website.



How do you get people to click onto your landing page? If your ad copy is tempting on its own, a simple “learn more” call to action may be enough. Otherwise, a special offer may be necessary to make people decide it’s worth it to provide their information in your lead capture form. Some examples of effective offers are discounts, free e-book downloads, or free consultations.

By offering your audience something of value, you have a better chance of converting visitors into leads. Plus, even if those leads don’t turn into conversions, you’ve gathered valuable information about your target audience from them.

What types of information should you request on a lead capture form? You shouldn’t ask too many questions, because it turns potential leads off when they feel like they’re being interrogated. The more questions that are asked on a landing page, the higher the cost per lead tends to be.

Common pieces of information to request include name, phone number, email, and job title. At least one piece of contact information is necessary to ensure you can follow up with your leads.

When people personally supply you with their contact information, they’re more likely to be qualified leads. They’ve already expressed a clear interest in your product or service and want to learn more.

Landing pages should always lead to a thank you page. This page serves as a confirmation that the information has been received and can provide an offer if one was promised. The offer can also be sent in the form of an automated email.

Make sure your landing page is mobile friendly. Over half the people who click onto your landing page will do so from a mobile device. Also, remember that consistency is key! Similar design elements should be used in your ad and landing page.

10. Have a healthy budget

Facebook is a very money-motivated platform. In other words, the more ad dollars you’re willing to spend, the more people will see your ads. If you want successful Facebook ads, you have to put a healthy budget behind them.

Budget & Schedule

Daily Budget

\$5.00 USD

Actual amount spent daily may vary. ⓘ

Graph not available ⓘ

Schedule Start
Eastern Time

Schedule End Don't schedule end date, run as ongoing

End run on:

It's impossible to say what an average budget is. Your budget will depend on a lot of variables including how big your company is, how expensive your products are, how big your target audience is, and what your ROI goals are. Small businesses usually have smaller budgets than large corporations and a furniture company cannot expect the same cost per click as a candy store. Likewise, when it comes to page like ads, local campaigns will have a higher cost per like than national ones.

A good budget recommendation is at least \$5 a day if you want successful Facebook ads. The more you spend; the more people will see your ads.



If you are going to advertise on LinkedIn, your company needs to have a LinkedIn company page to publish content. Once you have that all set up, you can dive into the specifics of LinkedIn Ads.

LinkedIn ad types

Like other social advertising platforms, LinkedIn advertising offers you a variety of ad types and formats to play with. And, like other platforms, you should be selecting your ad format based on the overall action you want to drive. Across all



their offerings, LinkedIn advertising supports brand awareness, website visits, engagement, video views, lead generation, site conversions, and job applications.

- **LinkedIn sponsored content ads:** These are the ads that appear to be “boosted” posts from a company’s own feed.
- **LinkedIn text ads:** LinkedIn text ads operate on a familiar pay-per-click or impression basis, and they’re featured in the sidebar.
- **LinkedIn Sponsored InMail:** Marketers or sales teams can curate a list of contacts to send personalized messages to. The content of the messages is largely up to you – you want to invite prospects to events or even attempt to generate an inbound call.
- **LinkedIn programmatic display ads:** In terms of ad creative, it’s your run-of-the-mill display ads.
- **LinkedIn dynamic ads:** Advertisers can choose to promote job postings, content downloads, their own company page, or drive traffic to a website via spotlight ads, which also appear on the newsfeed.
- **Bonus:** Elevate: Elevate is a platform that a company can pay for their employees to become brand advocates.

LinkedIn advertising costs

As on other platforms, LinkedIn advertising costs are determined by your bids and budgets. This means that your overall ad spend will vary depending on your business and your goals, because this determines the types of ads that you choose for your campaigns and the budgets that you set.

LinkedIn advertising targeting options

This is where LinkedIn advertising gets exciting. The targeting on this social platform is better than most. It’s regularly updated and thorough, because professionals like to brag about all of their promotions and achievements.

Members contribute their own job titles, company names, seniority, professional interests, and more.

Matched audiences

To get started, you should place a tag on your website to be able to retarget your visitors on LinkedIn, just as you would set up for Facebook or Google. LinkedIn calls



their tag an “Insight Tag,” and it can also be used to create lookalike audiences. In addition to targeting your website visitors, you can also upload or integrate email lists and run account-based targeting through LinkedIn.

Don’t have enough website visitors or sales prospects to build out a viable campaign audience? No problem! LinkedIn advertising features an audience option that expands your reach through their network of publishers. This is generally brand-safe, but beware – it can make your audience large.

Aside from the basic Insight Tag, you can also place conversion tracking on your LinkedIn advertising campaigns. These triggers are great to track unique purchases or other actions on your site, especially if you do not use a marketing automation system to create unique landing pages and forms.

Audience options

LinkedIn ads come with exhaustive options for targeting, which means that you’re able to make sure your ads are getting served to the right people. If you are interested in testing the effectiveness of an ad against different audiences, you can save your audience as a template to layer on later.

To set up your LinkedIn advertising targeting, start with the basics first: language and location. You can choose a permanent geolocation as specified in user profiles, i.e., “The Greater New York Area,” or shorter-term location based on IP address.

Once you’ve determined the language and location, you can narrow down your audience based on these targeting options available.

Company

Targeting by company is especially useful if your sales team has defined verticals. An added bonus, LinkedIn advertising offers the best targeting by company option compared to other platforms (ahem, Facebook or Twitter), because members are far more likely to keep their employment info up to date.

If targeting a specific company isn’t right for your strategy, you can still use this targeting option to narrow down your audience.

- **Company connections:** LinkedIn allows you to target first-degree connections of selected companies – if they have over 500 employees.
- **Company followers:** This selection will let you reach your company page followers.
- **Industries:** Based on the primary industry listed on company pages, you can reach LinkedIn members employed in those industries.



- **Names:** Reach employees based on the company name listed on their profiles.
- **Size:** Based on the number of employees listed on a company profile, you can reach employees who work at companies of a certain size.
- **Demographic:** This is much simpler: Add members to your audience that are of a certain age or gender, which is inferred from their profile.
- **Education:** LinkedIn Ads lets you reach members based on their degrees, fields of study (e.g., "Marketing," or "Journalism"), and the institution they attended.
- **Job experience:** Like targeting by company, building an audience based on jobs is done best on LinkedIn.
- **Functions or skills:** You can build an audience composed of tasks in their job positions or skills listed in their profiles. The skills can also be gleaned from endorsements from connections.
- **Seniorities, titles, or experience:** Reach LinkedIn members with a certain level of seniority, a job title, or years of experience listed on their page. Heads up: If there are gaps or overlaps on someone's jobs, those are not counted!
- **Interests:** LinkedIn introduced interest-based targeting just recently. Now, you can include users who have joined groups around certain interests – like brand marketing or digital advertising – and people with interests that align with your business.

If you target certain job titles, companies of a specific size, and followers of your company page, remember that LinkedIn creates the audience based on an "AND" statement, which can easily shrink your audience to an unrealistic size. Don't worry! You can also elect to exclude certain criteria as well.

Choose one grouping to focus on: Create an audience that targets by job function and a different one targeting by groups. Then you can easily measure how your ads resonate and adjust bidding accordingly. LinkedIn Ads do not have you compete against yourself, so if there is overlap – a member who exists in more than one of your audiences – you won't pay double to reach them.

LinkedIn advertising best practices

1. Think carefully about the customer journey

Let's return to those ad types we talked about earlier. When you're just getting started with LinkedIn advertising, it may be tempting to try all the different products the platform has to offer. Here's why that's a mistake: **Different**

LinkedIn ad types are appropriate for different stages of the customer journey.

Take Sponsored InMail, for example—the ad type that allows you to contact your LinkedIn prospects directly through their personal inboxes. I feel strongly about this, so I'll be frank: Using Sponsored InMail as the first touchpoint between you and your LinkedIn prospects is a **bad idea**. Why? Because people, generally speaking, don't enjoy getting message notifications from strangers who work at companies they've never heard of. As a marketing tactic, that's about as invasive, pushy, and counterproductive as it gets.



We're not saying you should drop Sponsored InMail from your LinkedIn advertising strategy overall. What we *are* saying is that you should use Sponsored InMail **sparingly** as a way to re-engage prospects who've already interacted with your business in meaningful ways. A mid-funnel prospect will be far more open to sales messages than a high-funnel prospect.

2. Layer your targeting options (but not too much)

As we saw earlier, there's no shortage of LinkedIn advertising targeting options. As a digital marketer, you should be thrilled about this—more targeting options means more valuable opportunities! Allow me to explain.

No matter which digital advertising platform you're looking at, the whole point of targeting options is to enable advertisers to reach the people most likely to become their customers. LinkedIn, of course, is no exception. The closer you can get to reaching your ideal customer, the less money you'll waste on impressions and clicks from users who present no value to your business. **Layering multiple LinkedIn targeting options is the only way to do this.**

Let's say you're using LinkedIn advertising to promote a software solution that helps small restaurants optimize their online presence. If targeting users who work in the food service industry is the only parameter you set, you're going to waste a ton of money. Alternatively, if you layer a variety of parameters in order to target owners of small restaurants, you'd drive substantially better results!

A word of warning: Don't layer your LinkedIn advertising targeting options **too much**. If you go too far, you'll target an extremely narrow audience and miss some valuable opportunities.

3. Glean insights from other advertising platforms

Our apologies to anyone advertising *exclusively* on LinkedIn—this final best practice is for those of you who are also leveraging platforms like Google Ads, Bing Ads, and Facebook Ads.

Although every digital advertising platform is unique—people use Google actively and Facebook passively, for example—it's generally a good idea to give your prospects a fairly cohesive experience across all the places they're interacting with your business. From a tactical standpoint, that means **repurposing the ad copy and targeting parameters that work really well on other platforms.**

Take a look at the handful of Google ads that drive your best click-through rates and conversion rates. From a copy perspective, are there any themes that carry across these ads? Any particular words, phrases, or tones that seem to resonate really well with your prospects? If so, try implementing those copy elements into your LinkedIn ads.

Now, take a look at the handful of *Facebook* ads that drive your best click-through rates and conversion rates. Focus on the targeting parameters. Are there any custom audiences that respond especially well to your marketing messages? Does it seem like past website visitors are particularly open to remarketing?

Once again, you may find that these insights are applicable to your LinkedIn advertising campaigns as well.

Instagram

Instagram is an exciting platform, and it's one of the fastest growing out there. It has more than 300 million active users *each day*, according to recent data published by Branex.

Instagram's user base and engagement rate is massive

 More than
500 Million
Active Users per Month

More than
4.2 Billion
Users Likes Daily 

 More than
300 Million
Active Users Daily

Every platform is unique, and Instagram is no exception. To land a campaign successfully, you're going to need to understand what factors Instagram's users are looking for.

Decide the 4 T's

Whatever you do, don't start an Instagram campaign without a goal-driven strategy. You can waste a lot of time and money if you don't know where to focus your efforts.

Target. First and foremost, you need to understand exactly what you hope to accomplish with your Instagram campaign. If your goal is to drive people offline to an event or your local store, you need to choose your campaign strategy wisely. Certain tactics, like running contests or hashtags, will work best. If your goal is pure brand awareness, your options are more open.

Large brands like Starbucks use Instagram every day to increase awareness without concerning themselves with direct sales.



Most (if not all) of your posts should include a call to action of some sort. This is usually a direct link to a sales page, but it doesn't have to be.

Adidas did this well in their Instagram campaign to build pre-launch hype for their new shoe line designed by Kanye West. The image included an easy-to-remember URL.

Even without anything to sell, Adidas' post acquired over 100,000 likes the day before the product went live.



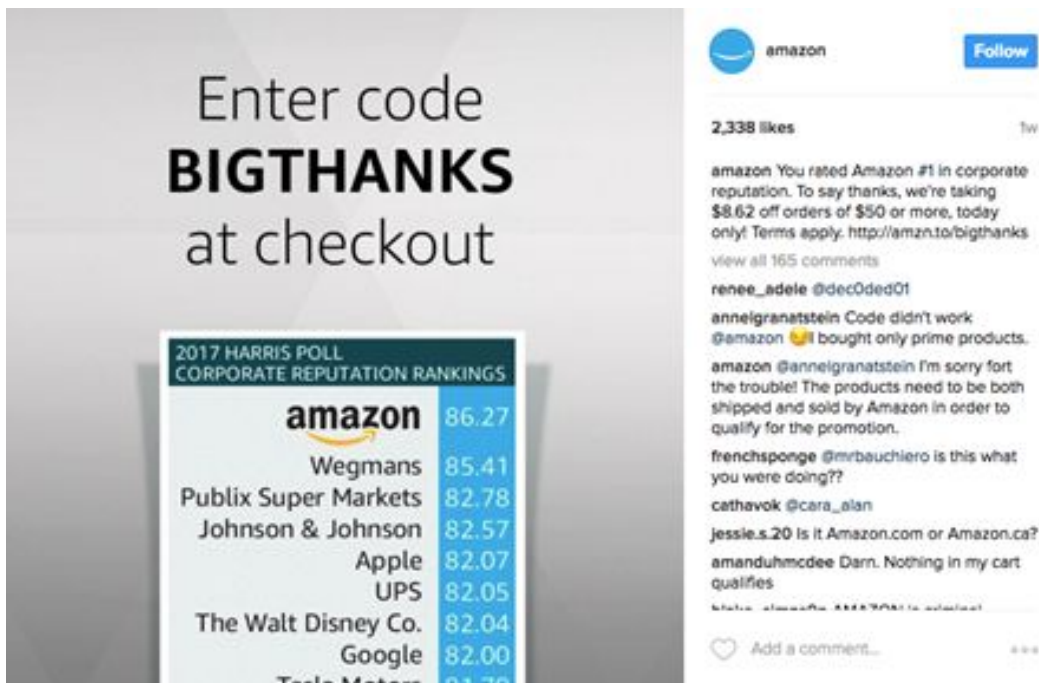
Finally, your goal may simply be to grow your Instagram following. If that's your plan, you'll need to use a few techniques in addition to the basics I've explained before.

Tactics. Once you know the target audience you're trying to reach, it's time to decide on the tactics you want to use. It's smart to have a general idea of what you want to use to achieve your target.

If you want to run a contest, have a budget set aside for prizes, legal fees, and general management. Get ready to review a lot of posts and to communicate with followers.

If you sell digital or physical products, you could consider sharing promotional coupons with your Instagram followers. When Amazon received an 86.27% corporate reputation rating, they announced a discount of \$8.62 on every purchase over \$50.

They shared the promotion on Instagram and received thousands of likes.



Timeline. Usually, you'll run a few regular campaigns to build your Instagram following and to engage potential customers with your brand, then supplement those with a few short-term strategies.

If you're going to run a contest, influencer marketing campaign, or product launch, decide when the campaign will end.

It provides a sense of finality to the project and gives your team the motivation to pull everything off in time.

Total spend. You don't have an unlimited budget, so decide what makes sense to invest in your campaign. If you have a product to sell, it helps predicting the sales you'll receive from the campaign and basing your strategy on that number.

If you're not sure what you need to spend, start with a low amount, testing the success of your campaign, and increase if need be.

Whatever your total spend, it's a good idea to plan ahead and not end up with surprises when the final bill arrives.

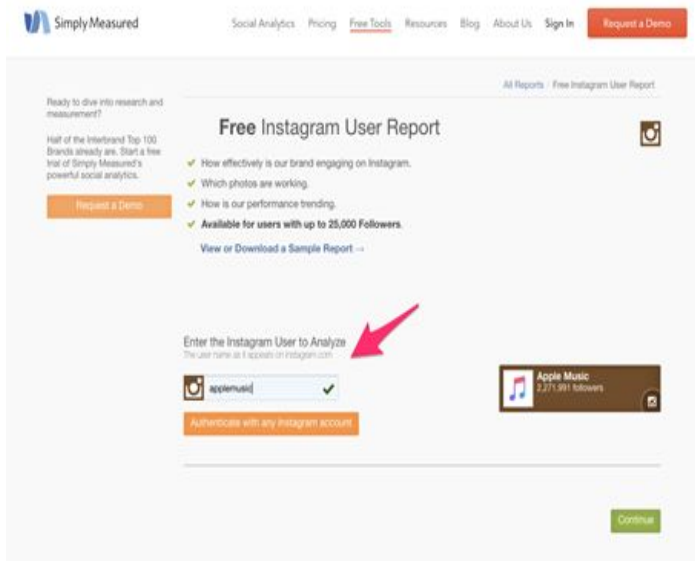
Learn about your audience

The first step to creating a successful Instagram campaign is having a deep and intimate knowledge of your audience.

You need to understand exactly what they're looking for, how they interact, and who they trust. Chances are, you already know a lot of this from previous experience. But to really tap into the ultimate success you can have with your campaign, you need to understand the depth of interaction on a much deeper level

There are a few tools that will make this easier:

Simply Measured is one of the most comprehensive tools to track how well your campaign is doing on Instagram.



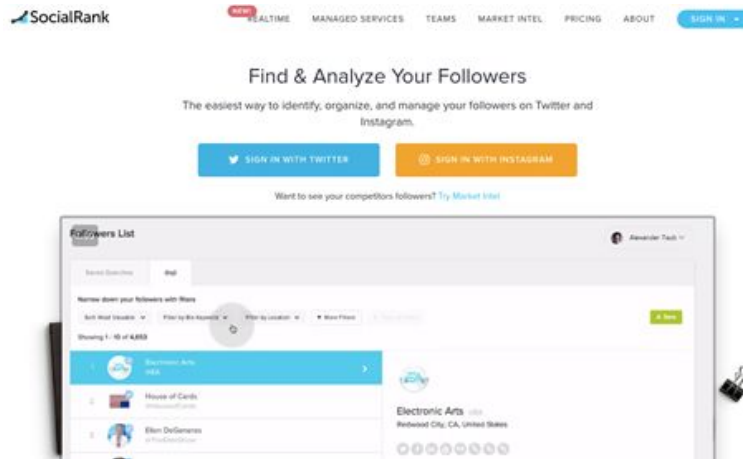
You'll be able to see what strategies your competitors are using and how well they're doing. You can track engagement from your previous posts and understand exactly what your followers are engaging with and enjoying.

This allows you to get a much deeper sense of who your customers are engaging with and how you can reach out to them more effectively. As you continue to run the campaign, Simply Measured will also give you feedback on what's working and what isn't.



Find connected influencers with SocialRank

If you want to find the most valuable followers your brand has, SocialRank is very good.



You'll be able to easily track the engagement of those followers and learn who's adding value to your campaign. You can also keep track of where your followers are located and get a good feel for general trends. By filtering followers by interest, you can see common topics and discover new types of content that would help engage them.

Find more followers with Crowdfire

Crowdfire does a lot more than just analyse your followers, but that's what we're going to use it for in this step.

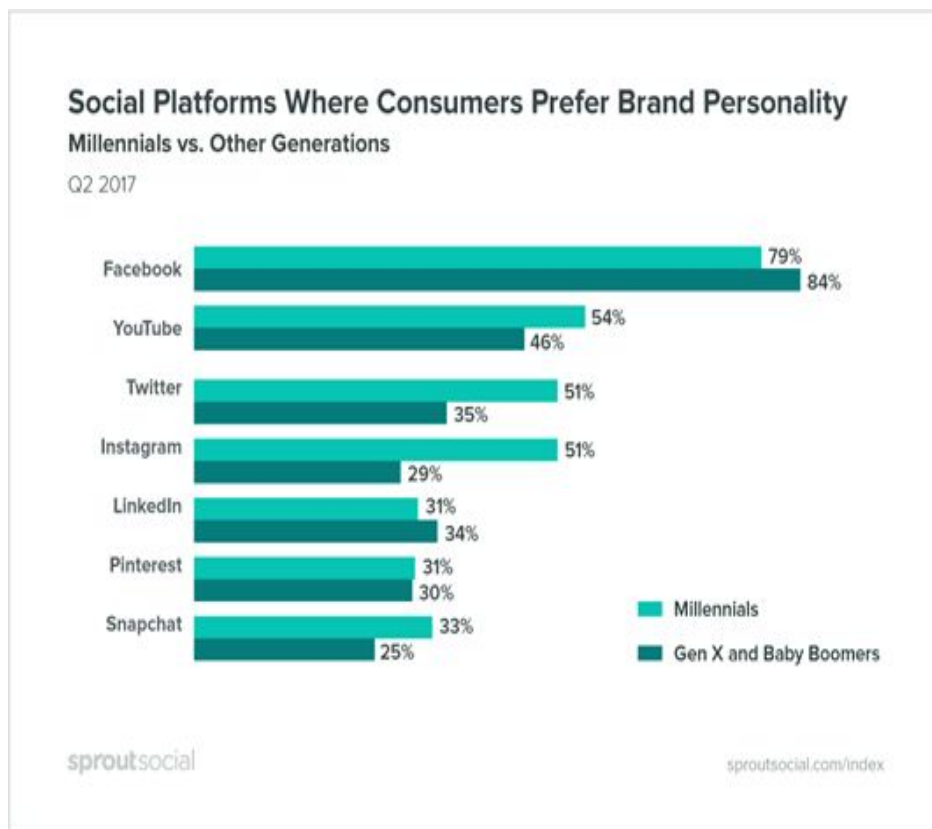
The app will allow you to find new users with similar interests to your existing network of followers and promote to them, as well.

By noticing the similarities in its recommendations and the current followers you have, you can easily begin to understand what exactly your audience hopes to find.

Create a message

Once you understand the makeup of your audience, it's time to craft a message that will appeal to them specifically. A lot of brands skip this step, but it's critical to your success. While you can let your brand personality take shape as you post, it's better to decide ahead of time.

This is particularly important on Instagram, where 51% of millennials want to see your brand personality, according to Sprout Social.



Have a voice

The first and most important part of your campaign is how you talk to your followers. Unless you're an established company with a need for a formal style, like an accounting firm or law group, you should build a voice that's casual. Deciding on the tone of the message is important as well. Most companies go for a friendly style, but the opposite can work well.

Have an angle

From the audience research you conducted earlier, look to find the deeper needs and desires of your followers. What do they really want? How do they perceive themselves?

This should be the basis for your campaign angle. Appeal to your followers in a way that inspires them to achieve their biggest goals or live out their dreams. Look for the deeper wishes of your customers, and appeal to them on this level in your campaign.

Have a bigger reason

Few people want to promote a company for the company's sake but would be more than happy to promote for a cause they believe in. As a result, the best campaigns use a reason bigger than just promoting their brand. To understand what would work well with your campaign, look for common interests among your followers. What inner characteristic does your brand help them act on?

Don't only exist on Instagram

Instagram is a wonderful platform, but to be truly successful with your campaign, you need to promote elsewhere, as well. Promote the campaign on all your channels. Here's how to do that.

Build a custom landing page

In order to effectively reach your target audience, it's a good idea to build a landing page for the campaign itself. Make sure it carefully represents the branding and style you're going for on your Instagram campaign. The closer it is in branding and feel, the more effective the campaign will be.

Your followers will see the clear and direct link to the Instagram campaign and be more likely to follow through with what you're offering and take action. While you don't need to match your Instagram feed to your landing page precisely, it's a good idea to have a clear connection between the two.

Include your Instagram feed on your website

Several of your followers aren't on Instagram but would benefit from the content you share there. This is especially true if you're an e-commerce site with products to sell. Linking Instagram with your website is important to drive sales from your Instagram campaign.

If you do a lot of product promotion on Instagram, you can increase engagement on your website with these photos. It also adds a feeling of fresh content to your website even if you don't update the site frequently.

To get this started, use an app like SnapWidget, which will include your Instagram feed on your other web properties.



The image is a promotional graphic for SnapWidget. At the top left is the SnapWidget logo, a blue square with a white grid pattern. To its right are navigation links: "Widgets", "Pricing", "Support", "Blog", "Sign Up", and "Log In". The central part of the graphic features a diagram where four camera icons (representing social media) are connected by lines to a central laptop. The laptop screen displays a grid of social media posts. To the left of the laptop is a smartphone, and to the right is a tablet, both also displaying the grid. Below the diagram, the text reads: "Stream your photos and videos to your website". At the bottom, it says: "SnapWidget is the best Instagram, Twitter and Facebook widget for automatically displaying your content."

Promote on all your channels

If you're running a contest or other specific campaign, you need to promote the content on your website, as well. This isn't the same as creating a landing page or including your Instagram feed. Your website itself needs to show your focus on the Instagram campaign.

It is a good idea to link the campaign in the main menu of your website. When the campaign launches, or during the whole promotion period if it's short, you can even include a reference to it on the main page of the website.

Develop a hashtag

Every Instagram campaign needs a hashtag. Of course, it's easy to create a hashtag, but more difficult to create one that drives new customers and increases your brand's awareness.

There are lots of strategies for deciding what type of hashtag will work best to promote your campaign:

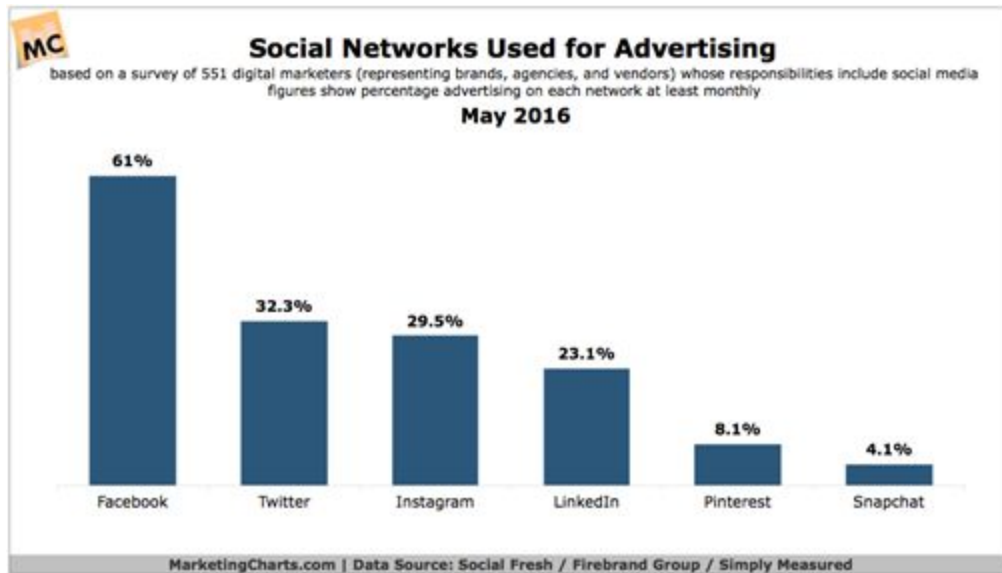
- **Keep it short and simple.** Nobody likes a long hashtag. It's hard to type on a tiny smartphone keyboard and more susceptible to spelling errors. The best hashtag campaigns use a hashtag that's short and simple: preferably three words or fewer.
- **Memorable.** To ensure that your followers remember your hashtag (and use it), make the phrasing memorable. Be very clear about what it represents and set the tone with examples you've created. Followers will generally take the lead of what's trending, so set the trend yourself.
- **Uncommon.** One of the biggest frustrations with a campaign is having your hashtag used for another cause. This is most common with broad, single-word hashtags that can be applied to a variety of contexts.
- **Related to your brand.** No matter what hashtag you choose, make sure it represents your message and brand. Nobody did this better than Coca-Cola's #ShareACoke promotion. The brand name was in the hashtag itself! While you may not need (or want) to include your brand name in each hashtag, make sure the relationship is clear.
- **Don't just include your own tag.** Finally, include multiple hashtags. Posts with a number of tags perform the best, according to Marketo. Include 5-10 related hashtags about the content of the image to gain traction. As people find your posts with these hashtags, they'll encounter your branded hashtag and may begin using it as well.

Run a contest

Contests can easily go viral on Instagram, especially if you run them effectively. Perhaps the biggest benefit of a contest on Instagram is user-generated content, or UGC. This branded promotional content created by your followers expands your reach exponentially and can lead to much better engagement with your message.

Criteria for good contests:

- **Get the legal requirements right.** Depending on the country or state you're based in, the requirements for running a drawing or giveaway may be different. Check up on the specific details and consider having a lawyer look over the fine print of your campaign before you begin. Whatever you do, make sure to communicate clearly to your audience how the contest will work. Clearly indicate what the prize is, how the winner will be chosen, and how and when the prize will be delivered.
- **Offer a tempting and related prize.** The first part of a successful campaign is creating a compelling prize. It isn't enough to give away something big and exciting, though. A brand-new car or iPhone may draw thousands of shares, but if it's not related to your brand, it won't help. Make sure your prize includes your brand's Instagram message. Oftentimes, the easiest and most popular prize is simply a free product.
- **Get entries.** Most contests on Instagram encourage followers to enter by following the brand, liking a photo, and tagging friends. This is a good way to build brand awareness and increase the spread of the message, but it isn't the only way to promote your brand. You can also require users to post something on their own or even sign up with their email address on your website. But remember: The more you require of users to enter a contest, the less likely they are to do so.
- **Decide the winners.** There are three common ways to decide the winner of your contest: by votes, by jury, or by chance. Whichever you choose, make it clear how you'll decide who wins. If you run a campaign that encourages users to post their own photos, you can award prizes based on the image with the most likes or comments. If you use a jury, let your followers know the criterion beforehand. You also need to explain how and when you'll contact the winners. It's best to give these details at the start of the contest.
- **Consider ads** If you really want to expand your campaign quickly and have money to spend, consider Instagram ads. Instagram is quickly growing as an ad platform, according to research conducted by Social Fresh. While many feared that ads would ruin the platform, Instagram ads are proving to be highly effective and have met with little resistance from users.



To run a successful Instagram campaign, you need to understand how your audience interacts on Instagram.

With compelling images and a well-rounded strategy, you can easily produce the kind of campaign that brings you results for years to come.

twitter

Twitter Marketers love engaging with people through Twitter, and what they want to find out is how to turn those conversations into profits. Do you know how to run a successful Twitter campaign?



The limited characters can be used to turn your current Twitter followers into paying clients. Imagine what it means for your business if all the followers in your Twitter account were to buy from your business today. Well, whereas this is possible, the dilemma for marketers is how to make the dream true.

Twitter has a potential of doubling your clients and consequently doubling your revenues through more profits. But this is possible if only used strategically. Social media marketing campaigns require a strategic guide so as to maximize the potential of the social media platform you are using.

Choose Campaigns That Match Your Goals

Every business marketer has a goal that he/she wants to achieve through the campaign that will run on Twitter. Each goal has the best campaign type that suits it. Before you begin running a campaign, you need to pause and ask yourself one basic question: What do I want to achieve from this campaign?

The different goals in Twitter can be:

- **More followers**– to grow your Twitter community
- **More website clicks or conversions**– send people to your website to purchase/signup
- **Tweet engagements**– drive conversations to reach more people
- **Apps install or increase app re-engagements**
- **Video views**

If you want to get more followers, it is important that you choose a clear campaign that will specify that you want people to follow you. Let people know whatever benefit it is you are offering them so that they can follow you. For more website clicks or to increase conversions, you have to serve ads that drive people to your landing page. Through Twitter website cards, you can increase the chances of getting more traffic. Add a call-to-action that matches the expectation of the followers. Be sure to check that when they click on the link, they are taken to the right landing page.

For Tweet engagements, the aim is to make sure the audience feels excited and therefore they are re-tweeting your tweets and liking what you tweet. Apps installs are campaigns that drive people to download your apps from the app store while re-engagement campaigns focus on making people continue using your apps. Lastly, video views are campaigns that will drive more viewers to your channel so that they can get the important message.

How to Choose the Right Campaign Type

For a business Twitter campaign, follow the following steps to choose the right campaign.

1. Sign into your Business twitter account
2. Click "Twitter Ads"
3. Select "Create campaign"
4. Choose the appropriate campaign depending on the goal as mentioned
5. Name the Campaign
6. Set the specifications for your campaign (budget, time frame etc)
7. Compose your campaign tweet
8. Save and get started.

Ensure Your Campaign Reaches the Right Audience

Statistics conducted by Twitter show that audience targeting allows your ads to generate double more sales and higher lifts. Targeting has to be done while you are setting up the campaign. According to [Kissmetrics](#), by targeting the industry influencers, amplifiers and the right audience you achieve an active following that has a potential to share your content and get you more leads.

There are different ways in which you can target audience on Twitter. These include the following specifications.

- **Demographics targeting**-this targeting based on age/gender.
- **Geographic targeting**- allows you to serve ads to people in certain locations.
- **Username targeting**- allows you to connect with people based on who they follow and the brands they are following.
- **Device targeting**- people are using different devices to read tweets and campaigns based on device types can increase engagements.
- **Interest targeting**- this allows you to target users based on what they enjoy. People use Twitter to read about different topics. Targeting them based on their interest increases chances of getting responses.
- **Tailored audience**- If your business has CRM data, you can target the specific people based on the information they give. Also, you can select to target specific web audience.
- **TV targeting**- You can reach out to people watching certain shows on TV after, during or before the show is aired.
- **Event targeting**- Twitter has events calendar through which you can discover or plan for and activate events.

Craft Your Twitter Ads Creatively

How you craft your tweets for your campaigns will greatly influence your success rate. Before you begin crafting the message, be aware of the Twitter character limit (280 characters). To attain a meaningful ROI, you have to employ creativity at its best. Tips to achieving creative tweet that will generate a high return:

- **Involve your audience.** In your campaign, it is essential that you make the audience feel part of the brand campaign and this is best achieved by craft a tweet that makes them feel involved. For instance, you can take advantage of a live event where your majority followers are interested and run a campaign that targets the event. Or if you are a company that sells sporting gear, you can choose a favourite live match and target the clients who are in attendance. Post tweets that mention the fans attending the live match and involve them in the conversation.
- **Ensure you know what clients want.** Instead of posting your campaign tweets blindly, first discover what exactly will make your audience feel moved. Take advantage of the current issues and create an opportunity out of the situation by creating a Twitter campaign that seeks to solve the issue. However, in doing this you have to cater to specific needs and hence targeting is necessary. Remember the main objective is to take advantage of the situation to build brand awareness or achieve the specific goal.
- **Humanize the experience.** Allow your audience to drive the conversation as well. This can be through followers asking questions or being able to air their views. Let customers interact with the other customers as this makes the conversation more interesting, as well as engaging and brings a more human side to your brand. Did you know that clients are likely to believe what they hear from other clients than what you say as the business owner?

Optimize Your Twitter Campaign

Once you have set up the campaign, the next assignment is to make sure you optimize it the best way possible. Twitter offers you important tools that you can use to track the performance of the campaign to ensure everything is running the right way. Basic Twitter tools for campaign optimization?

Tweet activity dashboard. The Twitter activity dashboard gives you important insights on how your campaign is performing and how the tweets are resonating with your audience. To access the tweet dashboard, log in to analytics.twitter.com using your business twitter username and password. Note that your account has to have been active for a minimum of 14 days to make use of the dashboard.

Through the dashboard you will get insights on:

1. How your audience engage with the tweets in real time
2. Compare your tweet activity and the followers to understand how they trend over time
3. Get number of retweets, likes, follows or clicks for specific tweets
4. Understand who your audience is
5. Download a copy of metrics report for future reference

Based on the above insights, you can determine whether to restructure or continue with the current campaigns for maximum returns on investment.

Conversion tracking. Through tracking the conversions, you can be able to tell the effectiveness of your Twitter campaigns. Basically, when people click on the links you have shared, or re-tweet and go to your website, you will be able to know which campaign they followed to get to your website. Further, you can know what exactly they are able to do on your website and then you can re-target them if they didn't complete the action. Even those who take the right action, you can re-target them in future when you have similar promotions. Therefore, it is important to ensure you have set up Twitter conversion targeting. So how can you do this?

Step 1. Log on to Twitter ads and on the Tools drop-down menu, select "Conversion Tracking".

Step 2. Click on "Create New Website Tag"

Step 3. Describe the website tag using the campaign name for easy remembrance. Then select the conversion type which can be a website visit, purchase, Download, subscribe, etc.

Step 4. Check "Create a Tailored Audience" so that you can have a record of those people who engage in the campaign to retarget them in future

Step 5. Set the time frame for your conversion tracking

Step 6. Click on "Save tag and Generate Code Snippet". Place the website tag on the page to be tracked

After following the above guide, whenever someone clicks on your Twitter campaign and ends up on your landing page, their data will be recorded, and you can refer to this in future to evaluate the effectiveness of your campaign.

Always follow Twitter's Best Practices

Hashtags, replying to your followers' comments and following people back are some of the commonly known best practices. However, for a successful campaign on Twitter, you need to follow additional best practices to get maximum Return on Investment.

- **Twitter lists.** A Twitter list is one of the best practices for a successful campaign. This allows you to be able to easily track and respond to important actions by clients. Create a Twitter list for your most vocal and loyal customers to avoid missing the important messages.
- **Host or participate in twitter chats.** Through Twitter chats, you can get valuable feedback for your business. Therefore, have a Hashtag that is used along your campaigns to host Twitter chats and increase engagements with your campaigns. As the chats go on, you should bring in the adverts so that you take advantage of the participating audience to increase the conversion rate.
- **A video is resourceful in your campaigns.** Posting a video on Twitter has been proven to be an effective way of increasing engagements. Why should you limit yourself to characters whereas you have video seconds to take advantage of? According to Twitter, people love watching video on Twitter. The video on Twitter drives more engagements, especially on mobile.

Other best practices include tagging people and taking advantage of Twitter polls. Through these best practices, you can always be able to get more conversions and engagements with your Twitter campaigns.

Those are some of the best tips to drive a successful Twitter campaign for your business. As a marketer focusing on taking advantage of Twitter, you want to make sure you get a maximum return on the investment. Therefore, it is inevitable to follow these best tips that will ensure your goal is reached. Whether you want more followers, aim at increasing conversion rate, increasing engagement, more app downloads or re-engagement, and also if you want to have more video views, then you now have the right tips to enable you to reach the goal.

Businesses that have achieved success through similar initiatives will attest that these are some of the best tips they have followed. Further, you want to be able to ensure you do this the right way. Therefore, why not consider hiring an expert who can drive your Twitter campaigns for higher chances of success? This can be the best commitment every business person can make for their business.



Conclusion

You can gather information on your brand using Mentionlytics. Just head to <https://www.mentionlytics.com/free-brand-monitoring/> and enter your brand's name to get started for free. You will be amazed by what you could find out about your brand that you never knew existed.

Seeing this data is possible by performing simple search on Google or Social Media, but it's really hard to make sense of it, by looking it sparingly in this way. This is where Social Media Monitoring tools come into play. You can use a tool like this to automatically gather all this data for you every day, analyse it, and give you useful insights that you can extremely helpful for your brand.

What's more, you can also get access to the same data for your competitors. Also, you can monitor keywords and phrases related to your industry, and this way you can get very useful consumer insights in real-time.

We trust you have enjoyed this comprehensive introduction to Social Media for Business. Should you need some help for your business to get the most out of your Digital Marketing efforts, **BMDM** Digital Marketing has devised a comprehensive 90 day Social Media course.

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As an exclusive bonus for customers who enroll for our 90 day comprehensive course, we have created a concurrent 90 day **Digital and Social Exposure Package.**

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