

Paid Social Basics

rêveur

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why paid social ads?

- "Push" style marketing
- Paid social ads are a great resource to build brand awareness and run objective-based and conversion-based ads
- Increases consideration to build top of funnel pipeline and bottom of funnel activities in remarketing
- Ability to create lookalike audiences based on those who have showed interest in your services , or interacted with your brand
- Continues to amplify content, achieve maximum reach, post engagement and leads
- Retarget those who have engaged with your business
- Ad formats and capabilities are constantly evolving. High ability to test new content forms out to promote your business
- Paid Social Ads can help you attract and engage audiences simultaneously through naturalized marketing within social feeds

assess your objectives

To understand which objective to optimize for on your ads, you will need to assess what your major goals are. Are you promoting your brand, a website, a product? This will determine what "conversion" your ad will need to optimize for.

<i>brand awareness</i>	<i>consideration</i>	<i>conversion</i>
SELF-BRAND	NEW PRODUCT LAUNCH OR LANDING PAGE	LEAD GENERATION
ENGAGEMENT (LIKES, COMMENTS)	WEBSITES	EMAIL COLLECTION
SHARING COMPANY NEWS/PRESS	CONTENT(BLOG, ARTICLES ETC)	PRODUCT SALES

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store traffic 
	 Video views	
	 Lead generation	
	 Messages	

please install a pixel

THAT'S IT, THAT'S THE PAGE



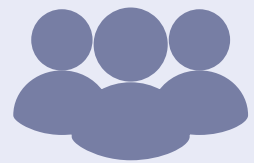
Just kidding. We cannot emphasize enough how important it is to install a pixel on your website.

Correct pixel implementation and ensuring the accurate standard events are key when it comes to optimizing for the correct conversion & retargeting audiences. Speak to your web developer about installing these and test to make sure it is firing properly across appropriate events.

targeting

WHO ARE THEY?

- assess your target demos are based on your best sales
 - age?
 - gender?
 - interests?
 - lifestyle related:
 - do they have a Family?
 - are they married or single?
 - career?
 - education?



WHERE ARE THEY?

- location targeting
 - are they people coming from the suburbs looking to move into the city?
 - how far are they coming from?
 - postal codes/ neighbourhoods



WHAT PLATFORMS?

- are they on: Facebook, Instagram, Snapchat, Twitch, etc?.
- consider how your target demographics use these platforms for discovery



P.S DON'T FORGET

make use of lookalikes &
custom audiences

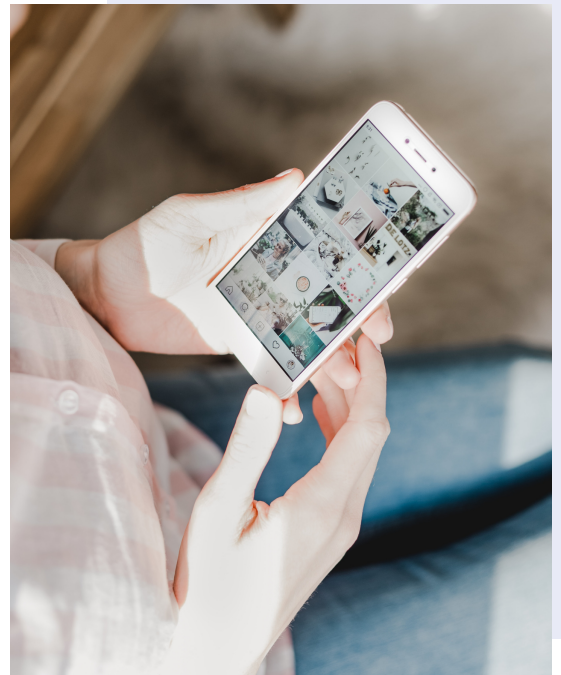
getting nitty gritty...

DEVICES...yup this matters

- Costs can range according to the type of your phone your audience has, consider separating:
 - iOS
 - Android

PLACEMENTS

- where are your audiences most engaged:
 - FB Feeds, FB Stories, Instagram Feeds, Instagram Stories, Messenger, Marketplace (this might be something you may want to look into), audience network



BIDDING TYPES

- bidding types matter to make sure you are being cost effective, CPM? CPC? BID CAP
- consider what are your leads worth to you at this stage of the pipeline and funnel

AD SCHEDULING

- what time, what days

Ad Content

On to the good stuff...Your ads are the first thing that people see. You have a bout 2.7 seconds or less capture your audiences' attention...to do so consider:

FORMAT

- video, carousel, static?

COPY

- create copy that are optimized for mobile - shorter is better (headline 25 characters, post description 125 characters)
- put most important content earlier on in the copy
- make sure all key details and all available copy fields are - post description, headline, link description
- format copy to draw attention (avoid long indiscernible paragraphs)

IMAGERY

- keep the imagery holistic to your brand
- showcase most key & important imagery first
- PLEASE SIZE PROPERLY (full canvas for insta stories, 1:1 for feeds etc.)
- let the algorithm optimize for the best ads
- adhere to platform guidelines on copy placed over imagery (ex. 20% text rule on Facebook)

CTAS

- make sure your CTAs best suits the type of conversion you are looking to accomplish (is it learn more? is it book now?)

test . test. test

run micro experiments :

- ad copy variations
- ad imagery variations
- CTA variations

run macro experiments :

- platform
- audiences
- objective/bidding strategies,
- placements
- landing page optimizations (outbound experience is just as important)

set experimentation periods:

- with algorithms needing up to two weeks to adjust, each experiment will require 4 week sprint to test for effectivity
- isolate your experiments - work one - two campaign variables in any period



success metrics

Measure your success against benchmark metrics of previous or current campaigns in order to assume success or unsuccess of campaigns. If you don't have a benchmark, use industry standards. The goal is to stay within or below existing results of the following metrics:

Conversion based:

- Target CVRs (CONVERSION RATES = impressions/conversions)
- Target CACs (cost per acquisition)

Engagement based

- Ad Engagement (likes, shares)
- Target CPM (cost per 1000 impressions)
- CPC (Cost Per Click)
- CTR (Click through rate)
- CPV (Cost per view)

Holistically

- What is your ROI (return on investment)?
 - Revenue
 - Brand Engagements
- How has your campaign enabled your brand?

the rêveur process

AUDIT

- a. current acquisition sources: to see if there are any optimizations to make
- b. current/previous strategy: see if there are any platforms to we could revisit or general areas for optimizations

IDENTIFY

- a. personas: both current and prospective
- b. optimizations for current platforms, those not yet explored, or platforms to retest
- c. new platforms : any completely new platforms to foray

STRATEGIZE

- a. content, copy, assets, variables within the design, copy, targeting

EXECUTE

- a. micro : isolated a/b testing of creative (limit to testing only a handful of variables at a time)
- b. macro: target comparison, landing page optimizations, objectives etc.

OPTIMIZE/SCALE OR PULL

- a. pull after appropriate time span or scale

ANALYZE RESULTS



*want to learn more
about building ads like
a pro?*

*Rêveur's offers in
depth paid social
bootcamps.*

learn more

*let's
chat*

CONTACT US

irah@reveurmarketing.com

alex@reveurmarketing.com



[@reveur.mktg](https://www.instagram.com/@reveur.mktg)



facebook.com/reveur.mktg



linkedin.com/company/reveur-marketing

Thank you!