



Advertising on Social Media

Genny Smith

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Genny Smith – Who Am I?



Hi, I'm Genny Smith and for more than twenty years, I have each been working in the fields of Business and Economic Development, Business Coaching, Marketing, Communications and Social Media. I am a connector, relationship builder and strategic marketing professional.

I coach start-ups, entrepreneurs, and small to medium enterprises to help them reach their goals and to build their successful business.

Agenda

- What is Advertising? How far have we come?
- 2021 Trending Social Media Advertising
- What Social Media Platforms Should You Advertise On?
- Types of Paid Advertising
- Cost



Advertising

What IS advertising?

- messages that persuade and motivate someone to take action.**



Good advertising is designed to be extremely influential, memorable, and, at times, *risqué*.

1904: The Campbell's Kids are created, piloting the change in advertisement focus from a single ad to an entire campaign.

1904

Serve by serving—wisely

Campbell's Vegetable Soup

The Mainspring of Health

When your food problem looks like a stone wall—let us help you over

Campbell's Vegetable Soup

21 kinds 12c a can

Campbell's SOUPS

1925: Advertisers start to **appeal to emotions**, focusing on what pleasure customers would receive from their product or service. This old Ford ad exemplifies this perfectly.

Cancel distance & conquer weather

The woman who drives her own Ford Car is completely independent of road and weather conditions in any season.

It enables her to carry on all these activities of the winter months that necessitate travel to and from—

as out of town. Her time and energy are conserved, her health is protected, no matter how bitterly cold the day, or how wet and slushy it is uncertain.

A Ford today is always comfortable—warm and snug in winter, and as cool and airy as an open car.

This seasonal comfort is combined with fine looks and Ford dependability; the wonder there is for this car so wide and ever growing in demand.

FORD MOTOR COMPANY, DETROIT, MICHIGAN

TUOHY, SEAN, 1911 / FORTY, SEAN, 1916

CONY, 1910 / ALL PRICES 1.00 & UP

Ford

CLOSED CARS

Cancel distance & conquer weather, 1925

Advertising

In 2005, YouTube and Facebook launch.

In 2008: Brands start to realize the importance of having an online presence for their potential customers. Procter and Gamble pilot the concept of the content hub with BeingGirl.com.



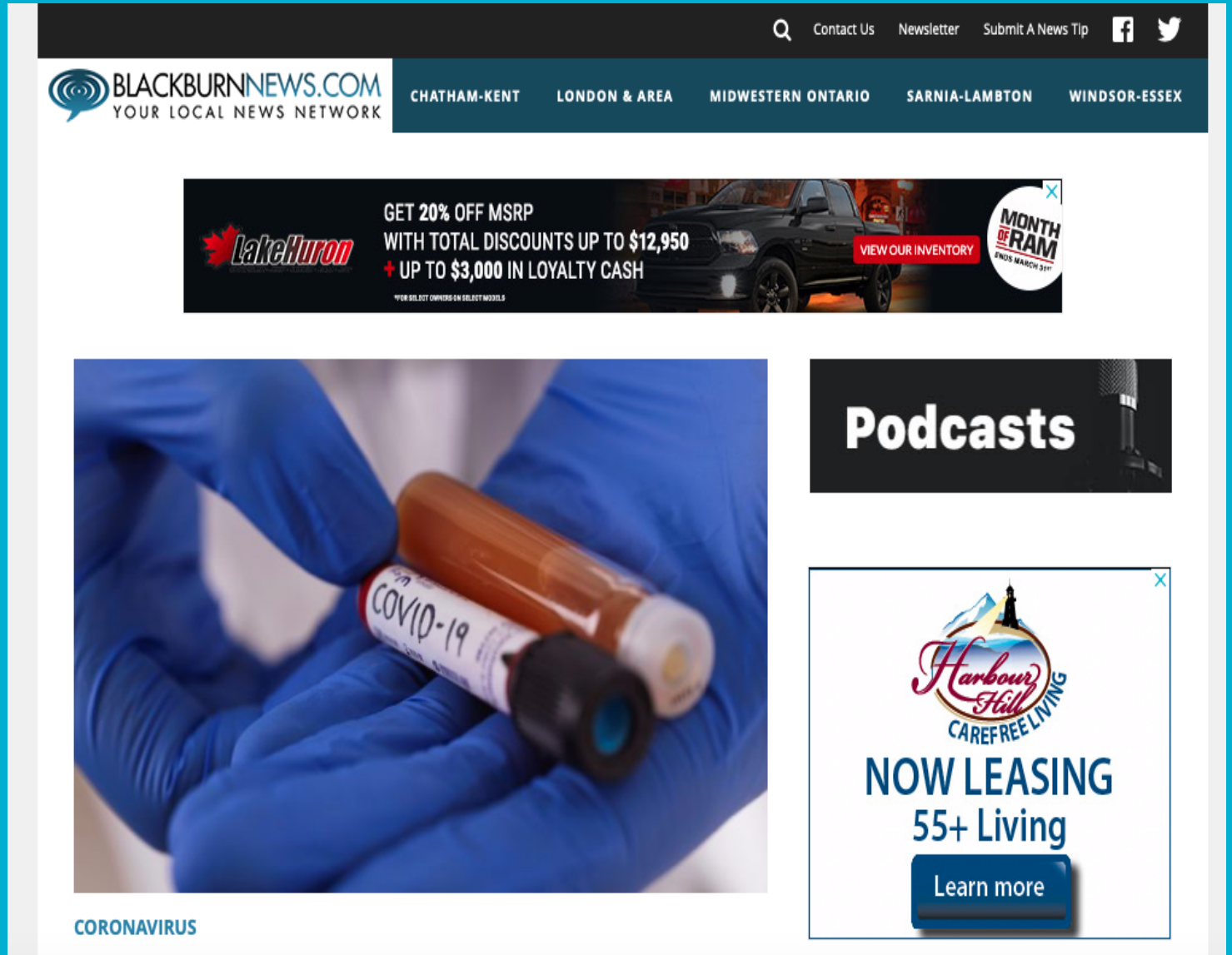
Banner ads

. typically the horizontal boxes on top of a web page, whereas

Display ads

. smaller in nature and shown on the right side

These have traditionally been the most common form of advertising on websites.



The screenshot shows the Blackburn News website. At the top is a dark navigation bar with a search icon, links for 'Contact Us', 'Newsletter', and 'Submit A News Tip', and social media icons for Facebook and Twitter. Below this is a light blue header with the 'BLACKBURNNEWS.COM' logo and the tagline 'YOUR LOCAL NEWS NETWORK'. To the right of the logo are five location-based links: 'CHATHAM-KENT', 'LONDON & AREA', 'MIDWESTERN ONTARIO', 'SARNIA-LAMBTON', and 'WINDSOR-ESSEX'.

The main content area features a large horizontal banner ad for Lake Huron. The ad has a dark background with a black pickup truck. Text on the ad includes 'GET 20% OFF MSRP WITH TOTAL DISCOUNTS UP TO \$12,950 + UP TO \$3,000 IN LOYALTY CASH', a 'VIEW OUR INVENTORY' button, and a circular badge that says 'MONTH OF RAM' with 'ENDS MARCH 31ST'. The Lake Huron logo is on the left.

Below the banner, on the left, is a large image of a person in blue gloves holding a test tube labeled 'COVID-19'. Below this image is the word 'CORONAVIRUS' in blue capital letters.

On the right side of the page, there is a 'Podcasts' section with a black background and white text, featuring a microphone icon. Below that is a display ad for 'Harbour Hill CAREFREE LIVING'. The ad has a logo with a lighthouse and the text 'NOW LEASING 55+ Living' and a 'Learn more' button.

Advertising Soars

In 2020 - Advertising soars on digital platforms including social media, podcasts, pay per click (PPC) and more.



2021 Trending Social Media Advertising

Organic Social Media Relationship Funnel

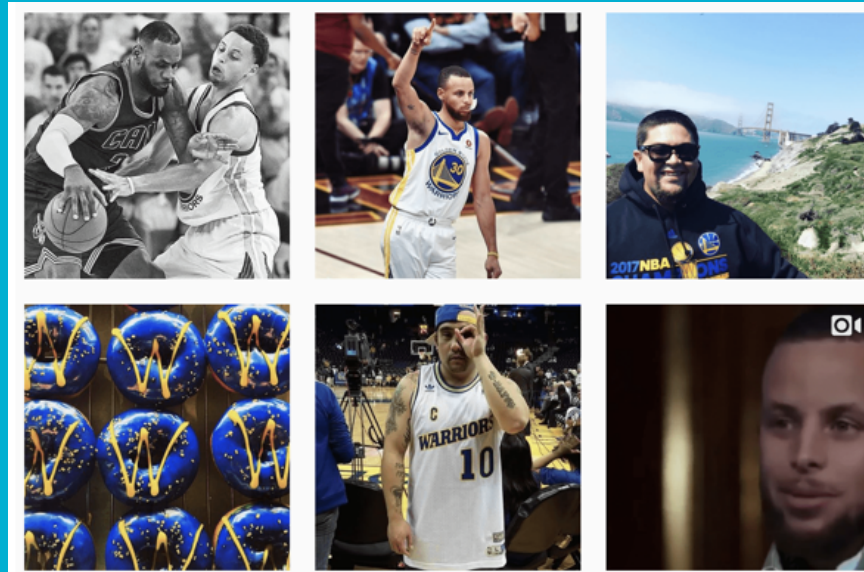
- Your social media must invest in your relationships with employees, customers and influencers, to ensure your key brand messages are backed up by the voice your customers value the most
- Who do your customers trust the most? With rising concerns over privacy and fake-news, forming a trust relationship with your customers in 2021 is going to be harder than ever



2021 Trending Social Media Advertising

People-first Social Media

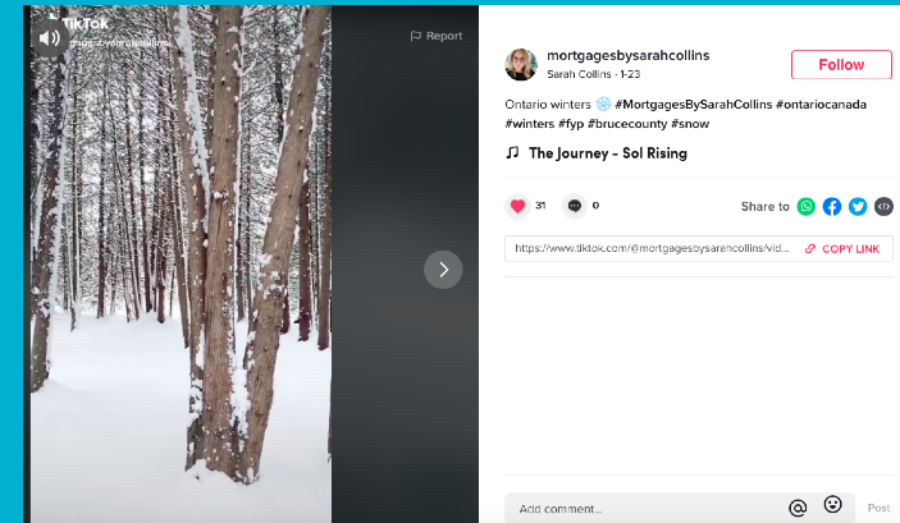
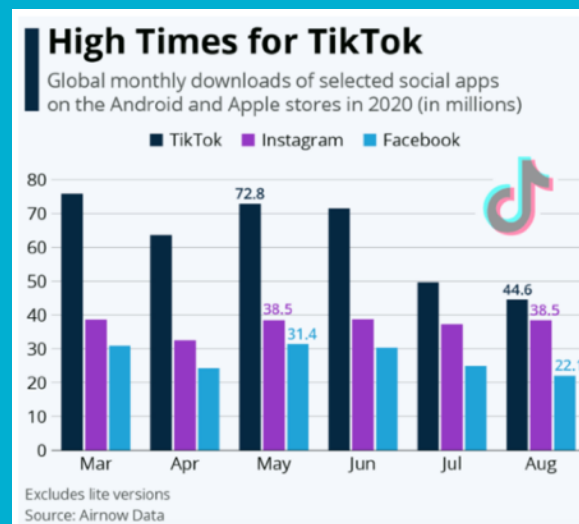
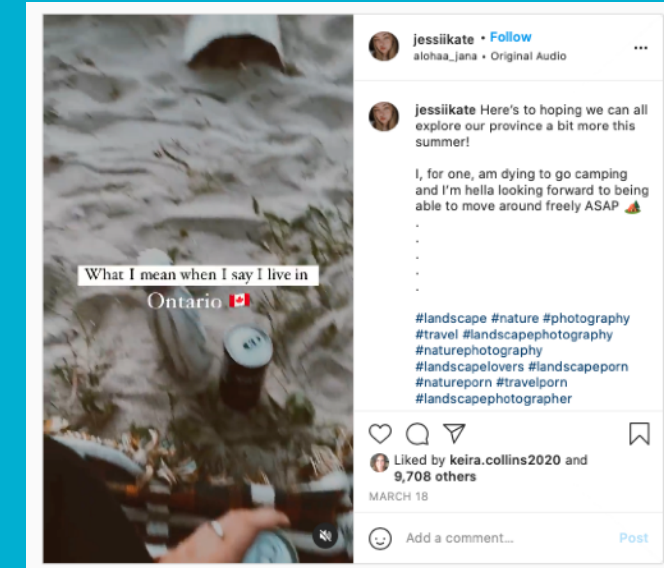
- Social Media algorithms favour people. Crafting a people-first social media strategy that is driven by the voice of your employees, customers and influencers will be key in 2021



2021 Trending Social Media Advertising

Social Media Diversification

- 2020 saw a huge shake up of social platforms, especially with platforms like TikTok reaching almost 76 million downloads in March 2020
- TikTok's like Mortgages by Sarah Collins showcases her area and her business
- Instagram's roll out of its Reels offered influencers, brands and fans alike the opportunity to create short 15 second videos



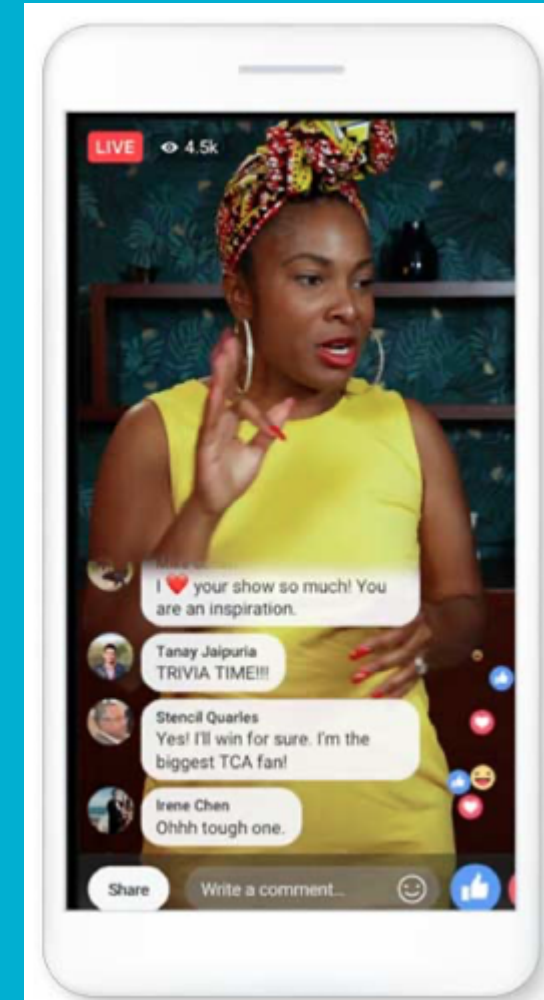
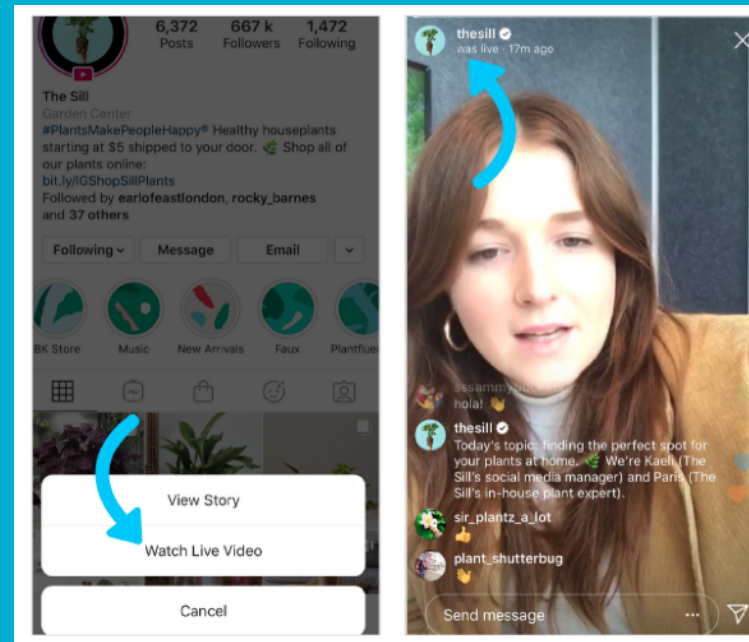
2021 Trending Social Media Advertising

Live Social Media

- Using live streaming to fill the physical void has become the new normal for so many consumers
- Go live on Facebook to broadcast a conversation, performance, Q&A or virtual event

5 Ideas for Live Content

- Office hours / Q&A sessions
- Launches and announcements
- Take people behind-the-scenes
- Interviews, collaborations and takeovers
- Experimental content

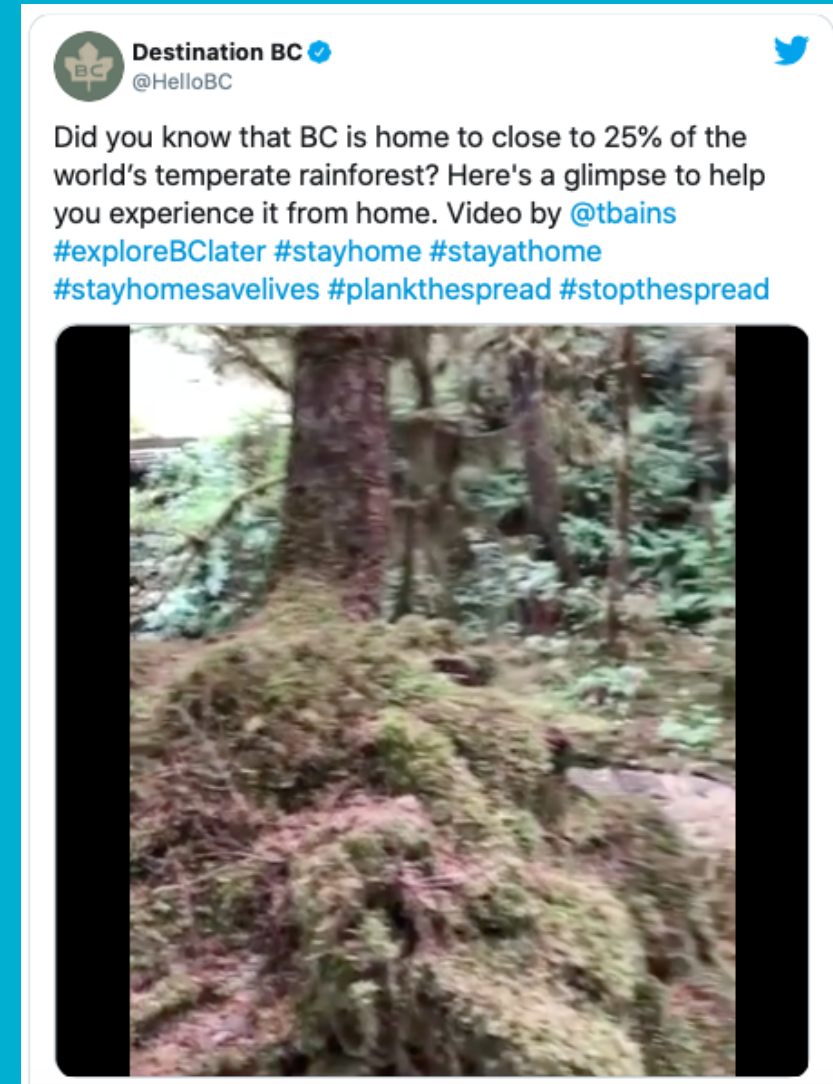
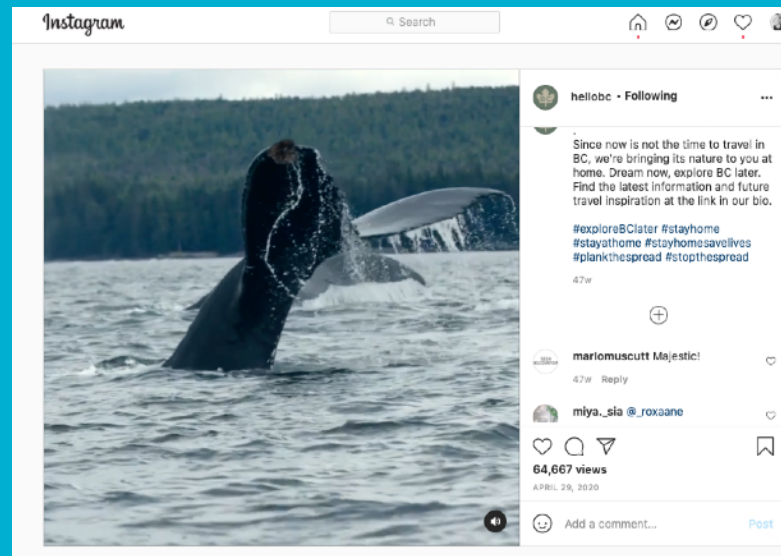


2021 Trending Social Media Advertising

Social Media for Good

- In 2021, consumers will be looking for more meaningful content that they can share to educate others, drawing greater engagement for you and your business

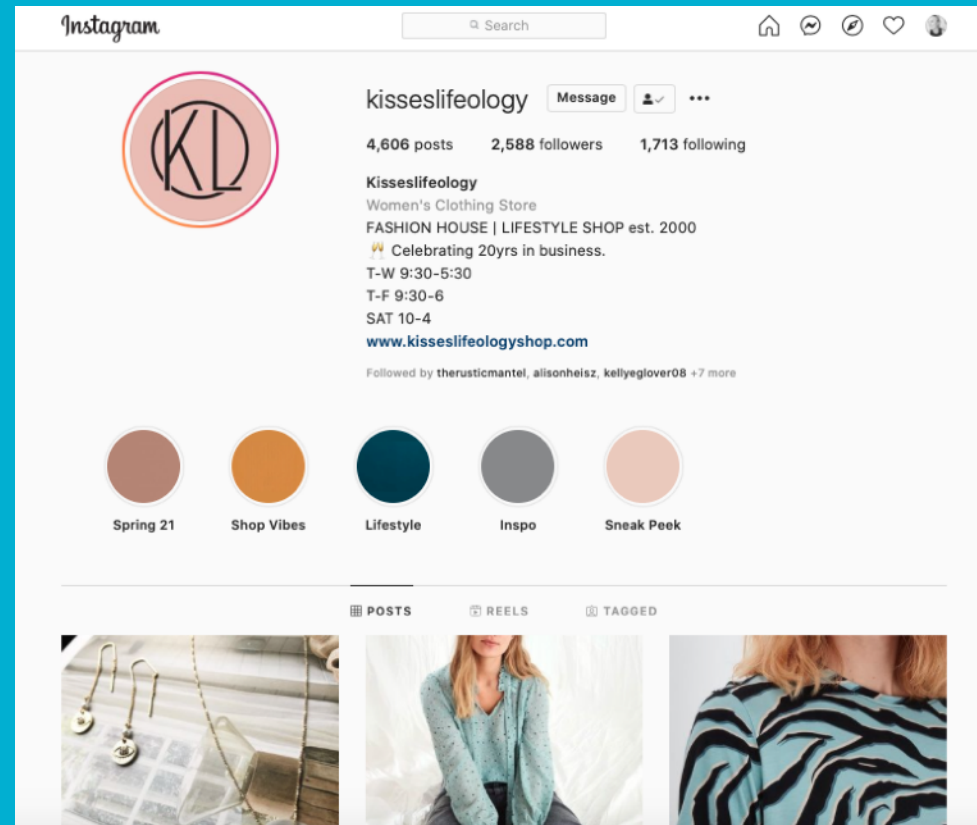
Hello BC's #ExploreBCLater



2021 Trending Social Media Advertising

Social Commerce

- 87% of e-commerce shoppers believe social media helps them make a shopping decision and with half the world's population on social media, social commerce is the next logical step for online shopping



What Social Media Platforms Should You Advertise On?

As of today, there are over [4 billion people using the internet](#). This number is up 300% from 2005. Point being, internet usage is skyrocketing, and it's not stopping.

If you're not [advertising online](#), you're behind the curve. Not only does the internet offer you direct access to more than half the global population — including more than half of your target audience — but it also provides so many different channels on which to advertise.

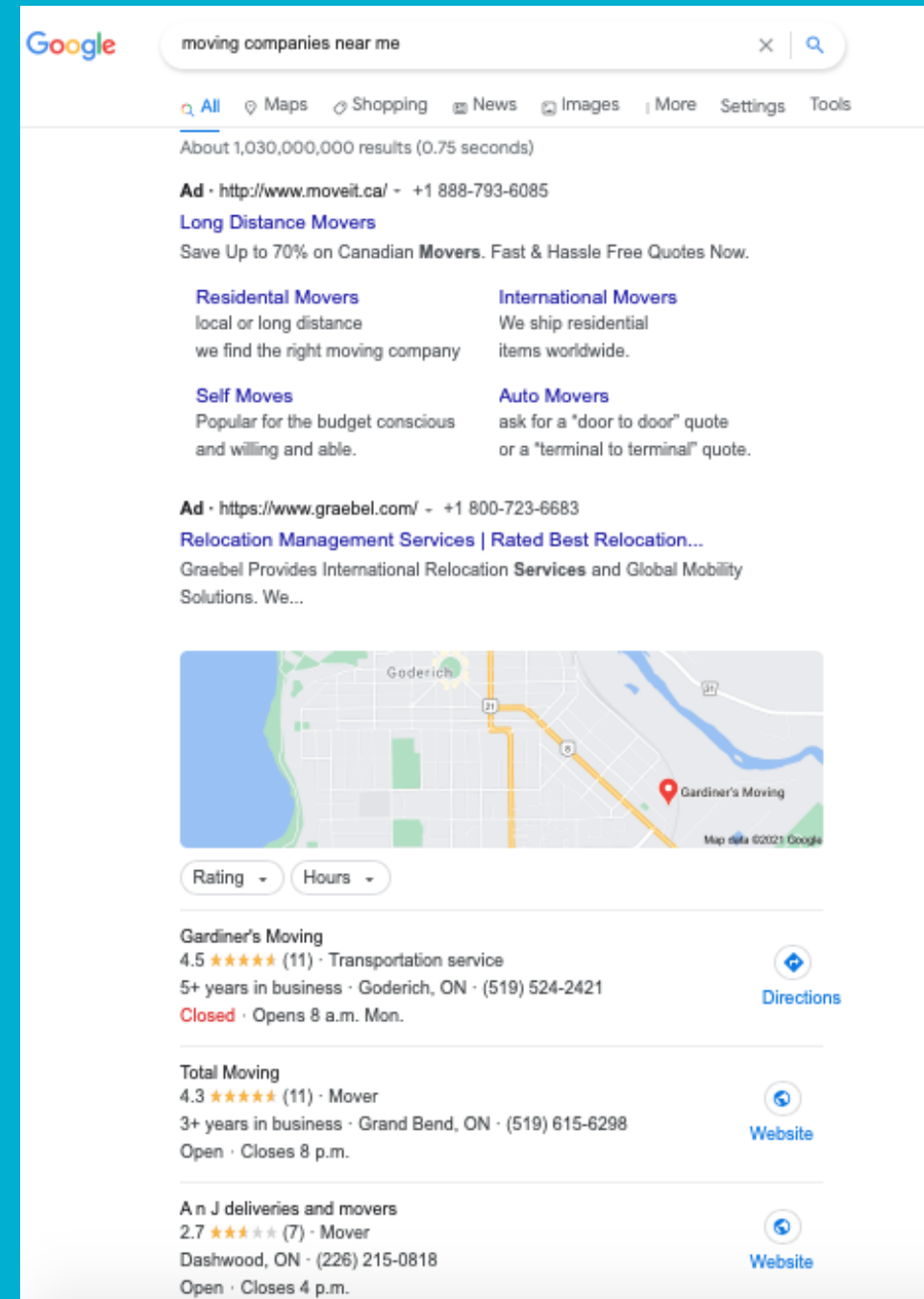
Advertisers now have the flexibility to reach their target audiences on multiple fronts, in multiple ways, for multiple budgets. There are also a number of tools (many of which are free) that can [help you execute your advertising strategy](#).

Paid Search Advertising

Here's an example on Google -

The top listings are advertisements. Organic search results, those that came up as a result of SEO, were below the map snippet.

Whether Google, Yahoo, or Bing, all search engines have their own paid advertising. This is referred to as pay-per-click, or PPC, and involves bidding on keywords and placing ads at the top or sides of search results.



Social Media Platform Advertising

Social Media platforms know how valuable their content is, and that's why they offer the option to sponsor or boost posts.

Social Media ads put your message in front of your target audience and encourage them to engage, click-through and buy.

Platforms like Facebook, Instagram, LinkedIn and Twitter each have their own version of ads like these.

Advertising on Facebook

Facebook 'Sponsored' Ads are quite common and often can fill up your timeline.

Be objective when sponsoring an ad.

You want to ensure your ads are relevant, speak to your audience and the demographic in which you are looking to target.

WHAT DETERMINES FACEBOOK AD COSTS?

1. Audience

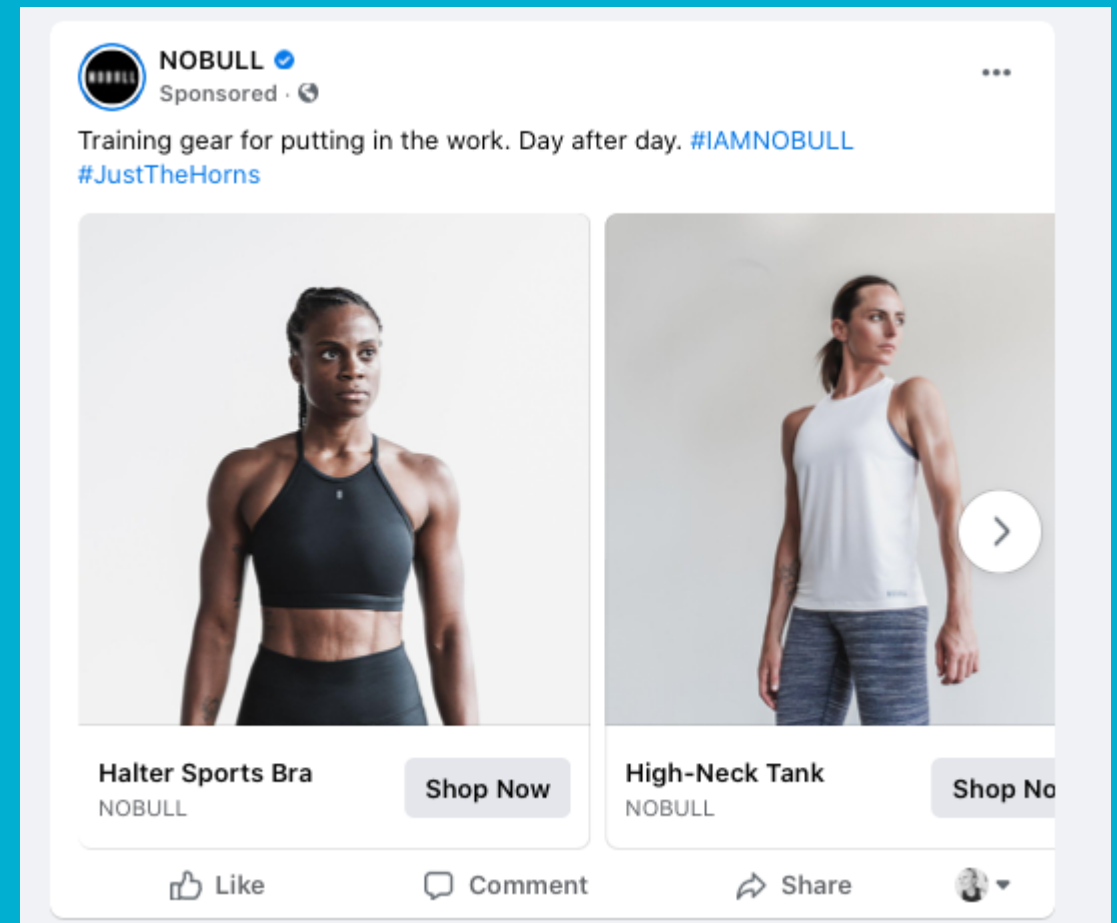
2. Ad Budget

3. Ad Bid

4. Ad Objective

5. Ad Placement

6. Ad Quality



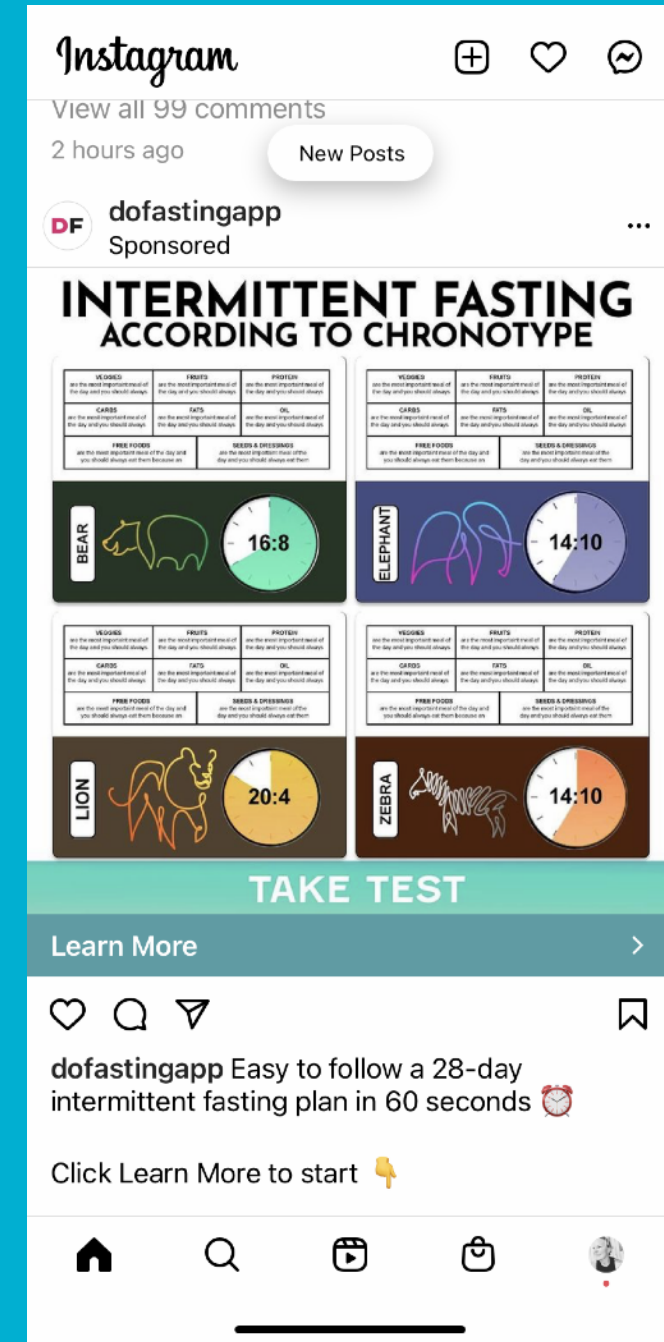
Advertising on Instagram

Within the App

The easiest way to run ads is by promoting posts you've shared on Instagram. Just select the post you want to promote, and then track how many people are seeing and interacting with your promoted post by tapping.

This will:

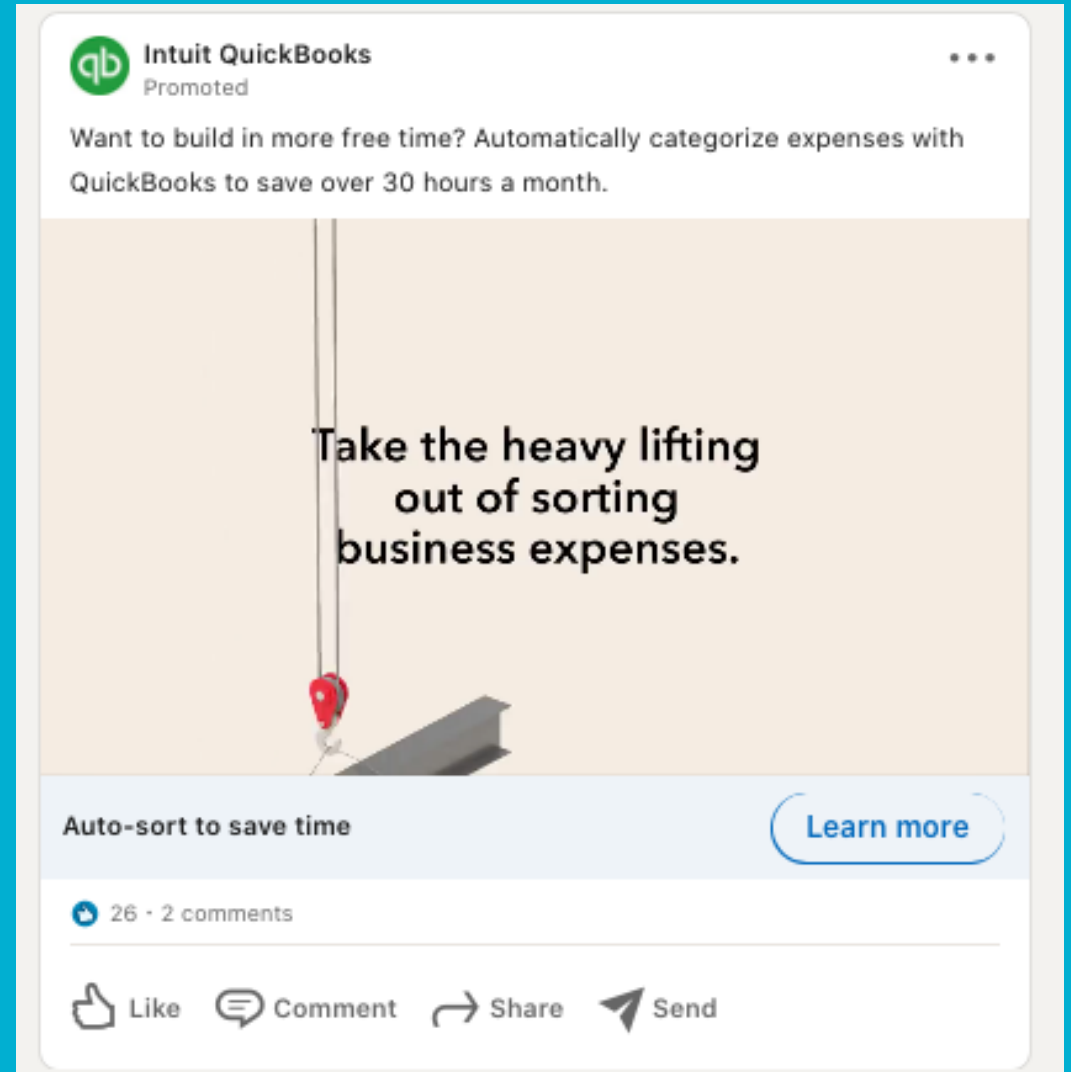
- Reach people who matter most to you
- Target people based in specific locations
- Narrow your audience based on information like age, gender, languages
- Reach people based on interests like apps they use, ads they click and accounts they follow
- Define your audience
- Custom Audiences for future posts
- Help you reach your business goals
- Build awareness



Advertising on LinkedIn

Generate leads,
drive website traffic, and
build brand and personal awareness

Marketing on LinkedIn helps you
engage a community of professionals
to drive actions that are relevant to
your business.



Advertising on Twitter

Business can advertise on Twitter using paid ads, promoted tweets, or co-marketing efforts such as working with influencers.

With an attractive visual, who wouldn't want to try this Cadbury Dairy Milk Oreo chocolate! Right in time for Easter.



Ready to Advertise

1. Choose your objective
2. Select your audience
3. Decide where you want to run your ad
4. Set Your Budget
5. Pick a Format
6. Place your Order
7. Measure and Manage Your Ad





Advertise on Facebook

The content that works best on Facebook:

- The more interesting, engaging or even polarizing your content is, the more likely it is to go viral on Facebook
- Lean heavily on short videos, interesting content and information
- Eye-catching images
- Attention-grabbing headlines

For Facebook Pages and Groups,

- Interactive content
- Conversation-starters are the way to go.
- Consider live streams and polls





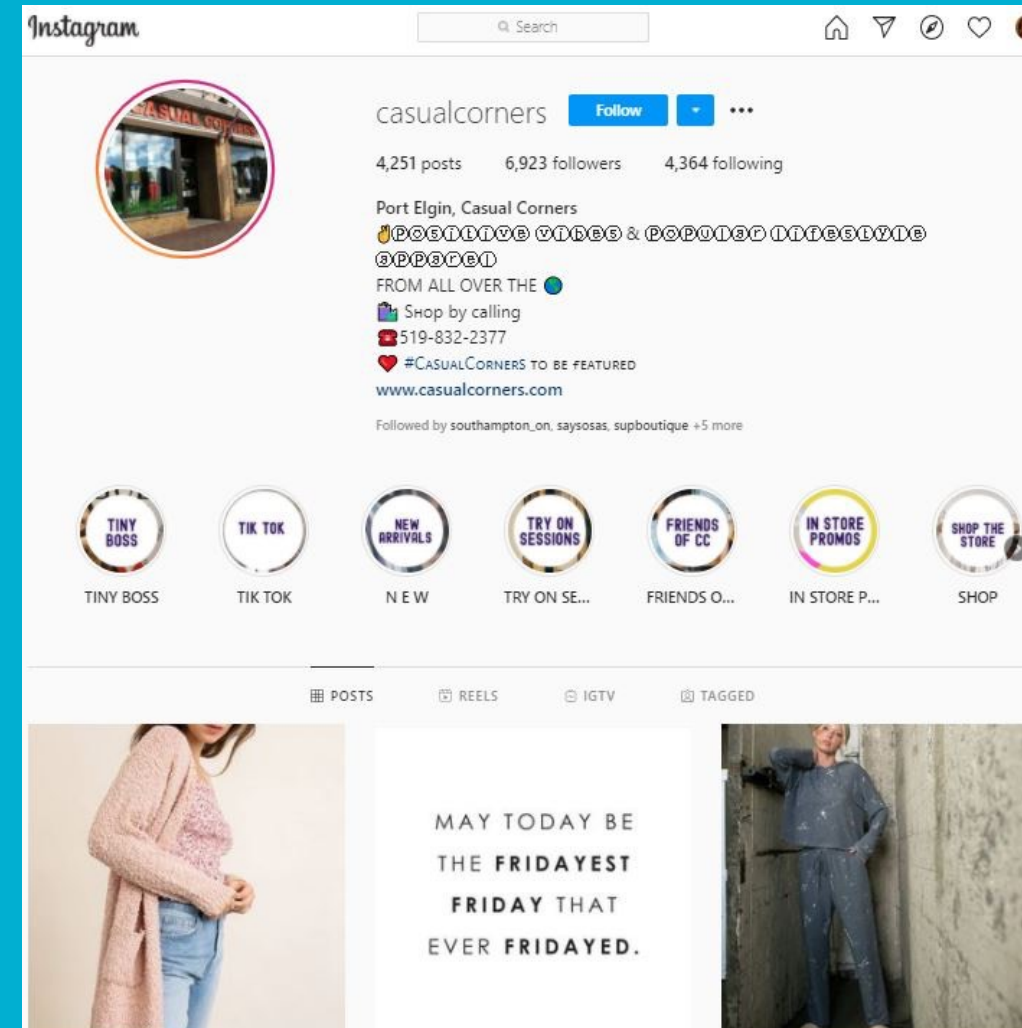
Advertising on Instagram

The content that works best on Instagram:

- Beautiful photography,
- Stunning visuals,
- Unique designs,
- Selfie-style video that speaks directly to your audience
- Cohesive themes will help you stand out on Instagram.

You Should Prioritize Instagram if :

- Your target audience is under the age of 40,
- You run a lifestyle business
- Social commerce or e-commerce platform
- Photography business.





Advertising on Twitter

The content that works best on Twitter:

- Communicate breaking news,
- Digest bite-sized content,
- Communicate directly with your users in real-time.
- Videos and images tend to stand out best, but
- A well-timed written tweet still works wonders if you're hopping on trending topics and are particularly witty.

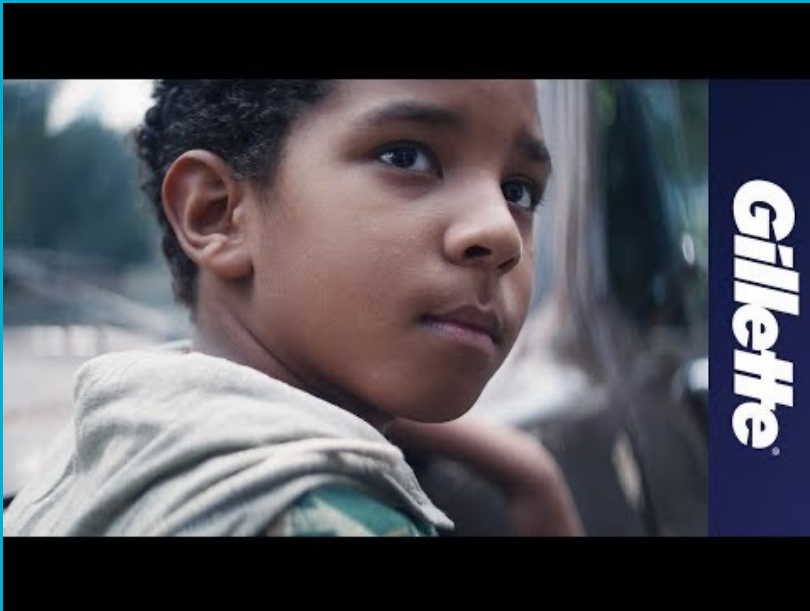
You should prioritize Twitter if:

- Your audience skews toward the demographic of mature males between the ages of 30 and 60.
- Experiment with a combination of content types ranging from educational videos to gripping visuals and discussion threads that offer advice & opinions.





Advertising on YouTube



The content that works best on YouTube:

- Video only!
- Long-form and short-form video content can work very well on this platform.
- Viewers tune in for a combination of education and entertainment
- Popular YouTube trends like unboxing videos
- Partnering with YouTube influencers who are excited about your mission could help you test the waters before you dive in.

You Should Prioritize YouTube if:

- Your audience is below the age of 50 and consumes video content as a means of either education or entertainment.
- Or you need a platform to host your videos to embed, link or connect your other social media platforms.



Advertising on TikTok

The content that works best on TikTok:

Entertaining, interesting, comedic and sometimes nonsensical short-form video content, usually set to the tune of popular songs.

Think fun, engaging, catchy music-video style content.

You Should Prioritize TikTok if:

You want to reach (and entertain) a young audience with fun video-based content that doesn't often have a direct connection to your products or services.



Advertising on Pinterest

The content that works best on Pinterest:

- Vertically-formatted images do best on this platform, due largely to the browsing experience users are presented with.
- Polished imagery with clear copy that conveys what the Pinner will see if they click through performs best.
- Numbers, lists, and quotes should be a big part of your strategy here.
- Don't forget to consider keywords and search terms in your imagery.

You Should Prioritize Pinterest if :

- Your audience consists predominantly of adult women,
- Your business is related to lifestyle, fashion, decorating, or DIY.



Advertising on LinkedIn

The content that works best on LinkedIn:

- Business-oriented, professional content to connect you, your business and/ products with existing and new networks.
- Articles
- Informative Posts
- Reposting someone else's content

You Should Prioritize LinkedIn:

- If you are looking to grow your professional networks both personally and professionally.
- Want to appear to be an authority on a particular topic
- Looking to attract job seekers or employment/contracts.

Average Cost of Social Media Advertising by Platform

The cost of advertising on Social Media should be set by your social media strategy and business plan.

Knowing your budget and objectives before advertising will be key to evaluating your advertising success.

Average Cost of Social Media Advertising by Platform

	Average CPC	Minimum Daily Ad Spend
Facebook	\$1.86	\$5 per day for clicks \$1 per day for impressions
Instagram	\$3.56	\$5 per day for clicks \$1 per day for impressions
Twitter	\$1.35	No minimum
Pinterest	\$1.50	\$0.10 for clicks \$2 for impressions
YouTube	\$3.21	No minimum
LinkedIn	\$5.26	\$10 per day
Reddit	\$0.75	\$5 per day

(Source: Data is available from WebFX & [Moz](#))

Social Media Advertising

You can make a small social media advertising budget stretch a long way if you go about it the right way. By being picky about where and how you spend, and by being resourceful with what you already have, you can accomplish more than you ever thought you could with your social ads.



BUSINESS  **BRUCE**

Questions?

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Many Thanks!



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