Paid Social Media Best Practices

Paid social media ads are a great tool to help boost your impression share, increase your brand awareness/following, and can help with your conversions. Most of your customers use social media on a daily basis. Some platforms are used for leisure, some are used for business, and some are used for both. When deciding to run paid social media ads it's important to understand where your audience spends their time and what type of messaging you should be using on that platform.

To help you with your social media ads on LinkedIn and Facebook, we've put together a list of "Paid Social Media Best Practices". Below you'll find what works best on each platform.

Choose Objective

- **Campaign Objective**
  - Both LinkedIn and Facebook ask you to pick a campaign objective when creating a campaign. These objectives will help with your CTA. For example, if you want to increase your leads, your campaign will come with a lead form for users to fill out. Make sure to pick the best objective for your needs so you're able to optimize your overall campaign.

- **Call to Action (CTA)**
  - Your campaign objective will directly impact your CTA and what CTA you're able to use. You will only be able to use one CTA so make sure your ads are specific and geared towards one objective. The CTA will almost always come in the form of a "button". These buttons will range from "Download" to "Shop Now" depending on what campaign objective you initially pick.

Target Audience

- **Picking Your Audience**
  - The great thing about social media advertising is that you can be very specific when picking your target audience. During this stage of the campaign process, you're able to decide who you want to see your ads. You'll be able to pick things like location, audience age, their interests, and more. Each platform has its own unique targeting features, so make sure to check out both to see which one will be the most beneficial for your campaign.

- **Retargeting**
  - Retargeting is an important part of your campaign's success. Both platforms allow you to target users that have already been on your website. Typically, retargeting ads have a better ROI because the user has already landed on your website and is familiar with your brand and course offerings. These retargeting ads could be the reminder the customer needs to complete their purchase.

Ad Formats

- **Ad Formats**
  - Deciding on what ad format to use will depend on your campaign goals, your audience, and what platform you chose to advertise on. The typical ad formats that are always available are single image ads, multiple image/carousal ads, and video ads. The single image or video ads are some of the best formats because they focus on one objective and keep the ad simple.

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- **Ad Copy**
  - Your ad copy is extremely important to your campaign's success. Like with most marketing, less is more. When creating your ad copy and headlines make sure to be specific because you only have a short amount of time to pique someone's interest and grab their attention.

- **Quality Visuals**
  - The visuals in your ads do make a difference, so make sure you're using high quality images and videos. If your images are too busy or your video is lower quality your clicks and conversions could take a hit.

A/B Testing & Ad Optimizing

- **Ad Testing**
  - Incorporating different variations of your ads is a great way gage an ads performance. An image, video, or text that you think is perfect, might not go over so well with your target. Including A/B testing with all of your campaigns can help with conversions and your cost per click (CPC).

- **CTA Updates**
  - Experimenting with your CTA will help you understand what action is driving more clicks/conversions. The ad testing time is perfect for CTA updates.

Cost & Bid Strategy

- **Automated/Manual Bid Strategy**
  - Both platforms allow you to pick an automated or manual bid strategy. If you're new to social media advertising, the automated bid strategy is a great starting point which will help you understand budgeting more. Once you collect data about your ads, switching to a manual budget could be beneficial. With both the manual and automated budget you can set your maximum spend, so make sure to include the amount you're comfortable spending.

Analytics

- **Track Campaign Metrics**
  - After placing your ads, make sure to come back and check your analytics. You'll be able to see things like CPC, CTR, and conversion rates. You'll also be able to have a better understanding of who has seen your ads.

- **Optimize**
  - Once you've launched your ads, tested your ad sets, and checked your analytics it's time to start the process all over again. Optimizing your ad sets, targeting, and budgets will help you reach your conversion goals.

Other Social Media Advertising Alternative

- **Boosting Your Posts**
  - If you don’t want to go through the whole ad process, both LinkedIn and Facebook allow you to “boost” your social posts. You won’t have any customization options like the regular ads do, but if you want to improve engagement and visibility boosting is a great tool. All you have to do is create a post and then LinkedIn/Facebook will give you the option to boost your post. You’ll be able to set your budget and then your post will be promoted.

