



# PAID SOCIAL STRATEGY WORKBOOK



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## INTRODUCTION

We all know just how big social media is, and the role it plays when it comes to growing businesses online. The effort you put into social is multiplied far more than with other channels and it allows you the opportunity to connect and grow your audience faster than other, more technical, aspects of search and digital marketing.

Understanding the benefits of social media to your business, and devising and executing the perfect strategy could be the difference between success and failure-helping you stand out in a busy market.

Without question, businesses can increase the reach of their paid advertising, or give their social media campaigns a boost, by adding paid social to their strategy.

More brands than ever are leveraging Twitter, Facebook and LinkedIn to promote their attention-grabbing campaigns, share their stories and build a rapport with their customers and prospects.

At the same time as brands choosing this model, Facebook, YouTube, Twitter and LinkedIn are all developing their paid platforms to allow advertisers the chance to better achieve their marketing goals. It goes without saying, therefore, that the perfect time to invest in paid social is now. The market is continually growing and evolving, with better ways to target users and more enticing ways to place ads in front of the right people.

Paid social advertising is ideal for increasing your brand's visibility and winning over users with your brand's voice and personality. The best social strategies require you to make a connection with your target audience, and paid social allows you to further that reach to a new untapped user base, or to strengthen the bond with your current audience.

Brands must review their overall business objectives and marketing strategy to determine the best methods to reach and engage with relevant users, whether it is via B2B, B2C or a combination of both.

Using business and industry data such as Facebook Audience Insight, Twitter Insights and Hootsuite, it is possible to match an audience profile with the targeting options available to increase the relevancy, ensuring that paid social budget is maximised to hit KPIs.

This workbook will look at how you can build your paid social strategy and the factors to consider. So what are you waiting for?

## PICKING THE RIGHT CHANNELS

As always with social media, the first things to consider are your audience and the channels they use. However the considerations that businesses have to make around social media are not only about the correct platform but also on the correct posting strategy.

Regardless of the size of your team, you should be able to build a plan that will communicate directly with those you are targeting and include your existing customers in terms of the latest developments, products, or services that you offer.

With so many different platforms to choose from it can be a real maze, and one of the other considerations you have to make is the size of the team that will be in charge of your social media and how they are going to target customers on a regular basis. Here are some of the questions that you should be asking when it comes to picking channels for your paid social strategy:

- Does this channel already perform well organically?
- Does the channel's demographic match the brand's target?
- Do direct competitors target users on this network?
- Is your target audience consistently engaging on the platform?
- Does your ad format (text, photo, video, GIF, etc.) fit the platform?

It really is all about audience where social media is concerned, and if you are finding a channel with which your customers resonate then success will surely come.

## PICK A PLATFORM BASED ON YOUR GOALS?

A study by the Digital Marketing Institute found that by spending just 6 hours per week on social media, two thirds of them found improved lead generation. This is a figure that highlights not only the importance of using social media but the difference it can make to your business.

One mistake that many businesses make is that they don't realise the difference between the individual platforms, consequently they don't understand the reach these platforms have or indeed the dedication it takes to implement the perfect plan. Some of the most successful businesses on social media are food and drink companies, these businesses target the customers with highly structured posts including image heavy messages that show off particular deals or products.

Each network has its own benefits when it comes to paid social advertising. It is worth saying however, that you don't need to be sucked in by every platform. We recommend that you choose the ones which best align with your goals and objectives.

Here's the type of content and ad which works best on the major platforms:

- Facebook - has multiple ad formats making it perfect for B2C campaigns however, its access and expansive audience means it is also great for B2B.
- Instagram - increasing web traffic sales and driving awareness is ideal for Instagram ads. Highly-visual content gets users to engage with the content and the correlates with increased B2C conversions.
- Twitter - various advertising options let brands work on getting new followers for a product launch or simply starting a new social channel.
- LinkedIn - with a very specific demographic, LinkedIn is more ideal for B2B interactions and campaigns on this platform can help gain visibility, generate leads, and boost traffic to your web pages through thought-leadership.

- Snapchat - this B2C platform works well with engagement-specific metrics. Its sponsored filters and lenses are built to get users to engage and promote products. Visibility and awareness are key metrics for Snapchat ads.
- Pinterest - often used to generate immediate sales of your product or services. Your paid content blends with other pins, allowing your brand to work as another avenue for your web store.

We'll now touch on some real-world examples and campaign ideas that we've seen work on the various platforms.

Food photography is one of the social media trends that have grown enormously over the last few years. If you are able to entice customers both new and old to your business with these types of products and images then it is fair to say that sales will increase. For this reason, Instagram is the go to platform of choice for many in this industry but - that is not the case for all businesses and all industries.

Facebook is one of those platforms that doesn't really have the B2B offering of other platforms, but it is great for sparking conversation between friends on why they would buy a product or use a service from a company. In truth this may be the best platform for building brand reputation.

Twitter, on the other hand, is a fluid social media platform insofar as tweets appear for a very limited - time especially if the person following your business has many different accounts that they follow. People like this can expect to miss your message should you not be posting regularly this is where the strategy is vital for this particular platform.

If, as a company, you can plan to target customers regularly throughout the day or at key business times i.e. your trading or opening hours or, again as a reference, food businesses ahead of mealtimes when potential customers are making their own plans, then social media can be fruitful.

YouTube and Instagram are also considered social media platforms; YouTube in particular is handy if you want to show the creative side of your business by making videos or interactive content with which the customers can relate.

LinkedIn's benefits are that you can communicate directly, on a B2B level, with people that may be able to help. This includes recruiting new staff, or opening up dialogues between other influencers and other businesses that may be able to provide you with the products you need to grow your business.

## TARGETING OPTIONS

### Keyword Targeting

If your users are tweeting about ‘new car’ or ‘going on holiday’, you can use keywords relevant to these topics, to advertise a specific tweet to the people who are most likely to be interested in it.

With the examples given, you can target Tweets around the home insurance or travel insurance to users who are researching to buy a new car, or tweet about countdowns to a beach holiday. There can also be other campaigns targeting tweets to users who post about buying a new house, in which case you can create a Tweet directing users to house insurance. All of these terms should be compiled into your keyword list.

Now you have a raw list of keywords, you’ll need to group these under common themes to form your campaigns. These ad groups will form your specific matches with keywords of these five main types:

#### **Broad match**

Broad match modified keywords by definition will “include misspellings, synonyms, related searches and other relevant variations”.

These keywords are useful to ensure a higher flow of traffic. With more possibilities of matching to other keywords, these are sure to have the highest impression counts in your account. However, you’ll need to carefully review how relevant the traffic is that is attracted, alongside the cost of having so many matches.

#### **Broad match modified**

Broad match modified keywords by definition will “contain the modified term (or close variations, but not synonyms), in any order”.

These modified terms should form the base of your keyword strategy, matching to anything they can in direct relation to the original keyword. They’re important to ensure that you pick up queries that fall outside your generic keyword terms. One thing to note when using generic keywords with broad match modified is that they can be very costly, especially if used over a large target area, they will match with a very broad range of queries, not all of which will be relevant to your business.

## Phrase match

Phrase match keywords by definition “are a phrase, and close variations of that phrase”.

These keywords are important because they match with the most important part of the search query. Phrase match keywords are good for capturing the themes of searches. For example if someone Searches “where can I buy remote control helicopters online?” or “places to buy remote control helicopters on the internet”, surmising that these are not built in then the theme ‘buy remote control helicopters’ will match the same phrase match keyword.

Phrase match keywords are good for capturing the themes of searches. They allow close variations and also additional words before and after the phrase match keyword, for example, the phrase match keyword ‘Remote Helicopters’ would match to both ‘Fast Remote Helicopters’ and ‘Remote Helicopters Sale’ queries. This allows you to target your keywords to longer search queries without covering every potential keyword entry. You also have much more control than with the previous two match types.

## Exact match

Exact match keywords include by definition “exact term and close variations of that exact term”.

These keywords are a must-have because they give you specific control of what you which search terms you want to match. This helps with budgeting within your Account and results in high relevancy. To ensure that your traffic is not too restricted, exact match should be used alongside the previous three match types.

## Negative keywords

Negative keywords can be of any type. They follow the same rules as mentioned above, so ensure you’re fully aware of the restrictions that are associated with these keywords.

Negative keywords are important as they improve nearly all metrics and budget when utilised correctly. Relevancy is key and this is a great way to keep your account as relevant as possible. They can be added at campaign or Account level so you can wisely plan your negatives to work as effectively as they need to.



## Interests & Followers

Allows you to reach people with specific interests or who are similar to followers of specific accounts. To grow your audiences, you could potentially target followers of your competitors. This extra layer of relevancy means you know you are getting your ad in front of the right people. For any competitors targeting similar demographics and audiences to us, you can target their followers and ensure our ads are in front of the relevant users.

## Tailored Audiences

Each audience you collate has to have at least 500 minimum users. However, this audience list can be collated from adding code on your website and creating essentially a remarketing list, or uploading specific data including emails and mobile phone numbers.

## Create an ad

Reach a targeted audience with ads, featuring text and images. This is used to increase the number of visitors to your website or to your page on LinkedIn.

## Sponsored Content

Get the word out about your brand across all platforms and use comprehensive targeting options to reach exactly the audience you choose. Boost existing or new content to increase your reach to new audiences.

An average LinkedIn user will use their profile for professional networking and will try to populate as many relevant fields as possible. This means we have a wealth of precise information available on LinkedIn that is not available via any other social platform.

This can include anything from years of experience, to job seniority and location. This means that it is a perfect opportunity for recruiters, or suppliers to a particular industry.

## Test Ads

The text ads are most similar to traditional paid search ads. These include an image, headline, and up to 75 characters to span 2 lines. Due to the limitation of the image size (50 x 50 pixels), it is vital to ensure the image is clear and as engaging as possible to differentiate your ads and competitors.

## WHAT TO TRACK

Metrics and analytics are not only vital to monitor the performance of your paid search campaigns but can be useful in terms of future learning. Proving the ROI of a campaign can be a challenge, and learning when and where to alter budgets can be the difference in success and failure. Here are the metrics that we feel you should be tracking and what they can teach you.

### Bids

Social platforms have been known to limit their ads to avoid disrupting the user experience (UX). Because of this they use a bidding system for their paid ads where advertisers enter an auction to appear in the newsfeed of users.

As we mentioned in the previous section advertisers often bid on things such as time, location, and audience. The more popular the ad slot, the more expensive the bid. The strategy here is to hit the sweet spot, where you get the most value without overreaching your budget.

### Cost-Per-Thousand (CPM) impressions

CPM, most commonly known as cost per 1,000 impressions, is the cost for every 1,000 unique views your ad receives. CPM is good for brands looking to boost awareness, since you pay purely for reach and not for performance.

This bidding model also works really well for brands with high click-through rates and those where your paid social strategy is focused on building brand awareness around a new product and you just want to get it in front of as many people as possible. With CPM, you get more clicks for less. The main benefit here is that your cost doesn't increase whether one person clicks or all 1,000 people click.

Ultimately, a high volume, high performing CPM ad can save money vs. a CPC ad.

### CPC: Cost-Per-Click

CPC is the cost for each time a user clicks on your ad. The CPC model guarantees that you're paying for ads that generate results. If you have a strong sales funnel, CPC can also drive quality leads to convert.

As bids are determined on a one-by-one basis, depending on a number of factors including competition and quality score, the CPC varies. This is because the cost-per-click is always a discounted price from your maximum CPC, meaning you only pay the least amount required to beat the ad rank of the nearest competitor.

This means that the average CPC is used, which is worked out by dividing the total cost of clicks by the total number of clicks.

## Audience Growth Rate

Another way to track paid social success is by keeping tabs on how your follower size grows. A positive growth rate shows that your content is resonating with your audience.

This engagement metric should be tracked alongside likes, retweets and favourites, which help gauge the success of individual content pieces.

## Social Listening/Sentiment

The two main benefits of social listening in relation to SEM are that you are able to monitor the talk around your brand to identify new content ideas based on what your customers are talking about. This often leads to valuable new optimisation opportunities that your competition may not have realised and where you can steal a march on them.

The second benefit is that you are able to protect the brand and the reputation of the company in terms of any negative posts that are made. By responding to reviews, complaints and queries quickly you can negate the risk of having negative sentiment appear high in SERPs.

You can also use social listening to help them to identify new keywords. Your team can pick up on new trends and products and what the searcher is looking for, and then add these into your keyword planner and content strategy. You can also pick up on terms with negative connotations and remove these from your strategy by adding them to a list of negative keywords.

Paid search teams should utilise the data gathered from social listening to highlight their brand's strengths and their competitors' weaknesses.



## **Click-through-rate (CTR)**

Click-through-rate is the total number of users who click on your ad divided by the total number of times the ad was served. The higher your CTR, the more compelling your content and call-to-action.

However, be cautious of click-through-rates that native analytics dashboards provide within the social platform. Facebook, for example, counts all clicks, not just link clicks. These numbers might make it look like your ad is outperforming other social channels that only count link clicks.

## **ROI Conversion**

Paid social drives 25% more conversions than organic social because the content is more targeted, timely and generally leads to a lead gen landing page.

A conversion is when a user takes an action that you want them to take, like a purchase, a form fill, a download or more. Many social channels will provide tracking pixels to add to your website, which helps track a user's journey from the channel to your site.

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## ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named SEO Agency of the Year 2019, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

## YOUR BESPOKE PAID SEARCH (PPC) ANALYSIS AND REVIEW

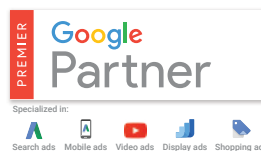
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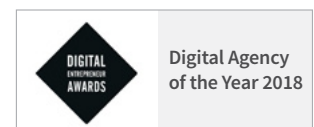
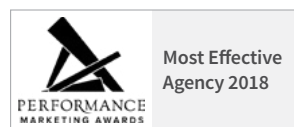
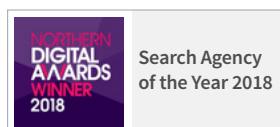
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## OUR ACCREDITATIONS



## OUR AWARDS



## OUR TECHNOLOGIES

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