

Social Media Ad Buying in 2023





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Integrate | June 3, 2023

Senior Social Media Manager at Impakt Results



Instagram



Objectives

Roles and responsibilities of a Senior Social Media Manager in today's world



Innovative ad strategies that are currently working for Facebook and Instagram



How to create an ad using Facebook ads manager



A glimpse into working with various e-commerce brands



Social Media Manager Role

- ▶ Hold monthly strategy calls with clients to create a plan and to hear about any new product releases, sales, promotions, etc.
- ▶ Come up with ideas for creative for the ads
 - Both static image and video concepts
- ▶ Write the ad copy
 - This includes headings and the primary text


Social Media Manager Role

- ▶ Launch ads and campaigns
- ▶ Run optimizations
- ▶ Create and schedule weekly promotional emails for clients

Ad Creative Strategies

Creative Strategies

How to fine-tune creative for Facebook/Instagram

- Choose eye-catching visuals  *Content is king*
- ◆ Social media has made attention spans shorter than ever
 - Grab attention
- Keep videos under 30 seconds or less
- Tell a story - short form videos with text are trending right now
- Use proper dimensions
 - ◆ Stories and feed placements
- If using content from an influencer/social page - get permission



Facebook/Instagram Ad Examples

**GEAR UP
FOR SPRING RIDING**



FREE U.S. SHIPPING

ALL NEW
SP23 COLLECTION
NOW AVAILABLE



SHOP NOW



MOJO
MOJO.MOTORSPORT.COM

**LIFETIME
WARRANTY**

ON ALL MOJO BRAND PRODUCTS



SHOP NOW

Facebook/Instagram Ad Examples

The image shows three stacked social media ad banners for FLOW products. Each banner features a different background color and a product image. The top banner is orange and features a slice of orange. The middle banner is pink and features a strawberry. The bottom banner is green and features a slice of lime. Each banner includes the text 'UNMATCHED FLAVOR', 'LONG LASTING ENDURANCE', and 'SCIENCE BACKED DRINK MIX' respectively, along with the website 'FLOWFORMULAS.COM' and a product image of a FLOW 60 TRAIN 90 RACE 90 packet.

UNMATCHED FLAVOR
FLOWFORMULAS.COM

LONG LASTING ENDURANCE
FLOWFORMULAS.COM

SCIENCE BACKED DRINK MIX
FLOWFORMULAS.COM

The image is a Black Friday Sale advertisement for FLOW products. It features a dark green background with the text 'BLACK FRIDAY SALE' at the top. Below this, '25% OFF' is written in large, white, bold letters. Underneath, 'WITH CODE: BFCM2022' is written in white. At the bottom, there are images of several FLOW product packets: 'Electrolyte Replacement Mix', '60 TRAIN 90 RACE 90' (Orange), '60 TRAIN 90 RACE 90' (Recovery), '60 TRAIN 90 RACE 90' (Vanilla), and 'Recovery Drink Mix VANILLA'. Each packet has its own color-coded label.

BLACK FRIDAY SALE

25% OFF

WITH CODE: **BFCM2022**

Electrolyte Replacement Mix
60 TRAIN 90 RACE 90
60 TRAIN 90 RACE 90
60 TRAIN 90 RACE 90
Recovery Drink Mix VANILLA




Creative Strategies

How to fine-tune ad copy for Facebook/Instagram

- For headings and body/primary text
 - ◆ Keep clear and concise
 - Headings should be shorter than a sentence
 - ◆ Sometimes include emojis to break up text/add flare 😊

Heading Example: Get glowing with Tonique's ✨

Body Text Example: Enhance your natural beauty with our hydrafacial.  Hydrodermabrasion is an enhanced form of microdermabrasion with added serum infusion and cleansing suction of pores with special vortex tips. Click to book now!

Creative Strategies

TikTok ads

- The creative should be native to the platform
- Ads that include trends or humor are deemed more effective
 - The less it seems like an ad the better
 - *Blend in*

Creative Strategies

Questions to consider before launching content:

Is the content unique?

Does it correlate with the brand?


Does it **stand out** to generate clicks/engagement?

Would it capture your own attention?



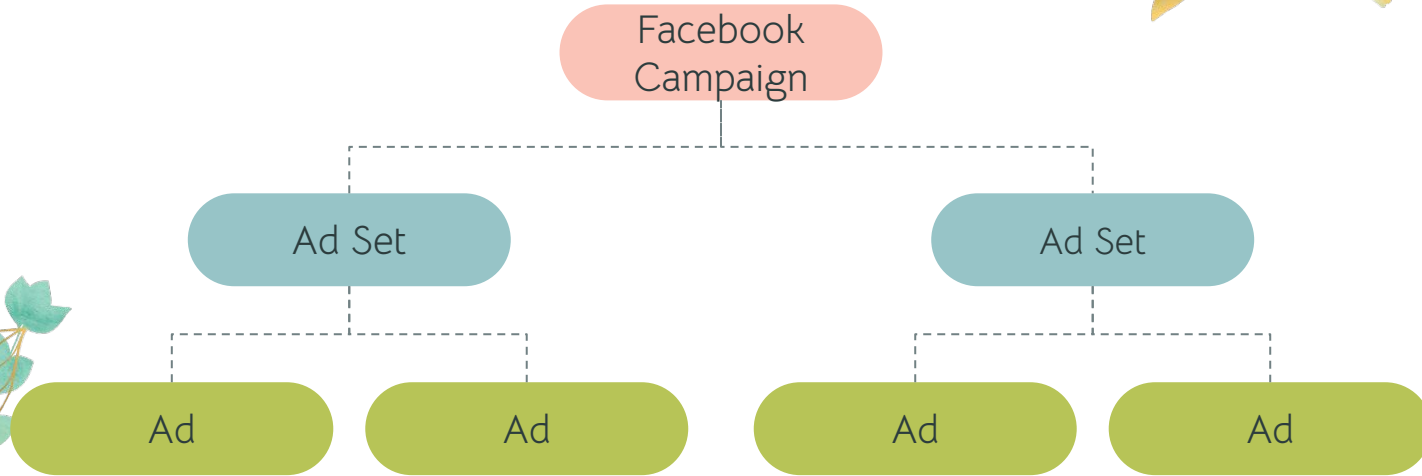
Facebook & Instagram Campaign Structure

Facebook/Instagram Campaign

- Facebook Ads Manager- also connects to the Instagram account if applicable
 - ◆ On the ad account you create a new campaign and select your objective
 - What is your goal? 
 - More purchases, web traffic, leads, etc.
- *(For the sake of this presentation we will go with leads)

Facebook/IG Campaign Set up

→ Three Campaign levels



Campaign Objective

✔ Campaign name

Impakt Lead Gen

[Create template](#)

✔ Special Ad Categories

Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country.

[Learn more](#)

Categories

No categories declared

✔ Campaign details

Buying type

Auction

Campaign objective ⓘ

Leads

Set Budget

Advantage campaign budget

On 

Advantage campaign budget will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Campaign budget

Daily Budget  \$20.00 USD

You'll spend up to \$25.00 on some days, and less on others. You'll spend an average of \$20.00 per day and no more than \$140.00 per calendar week. [Learn more](#)

Bid strategy options have changed

We renamed our bid strategy options to make them easier to understand and compare.

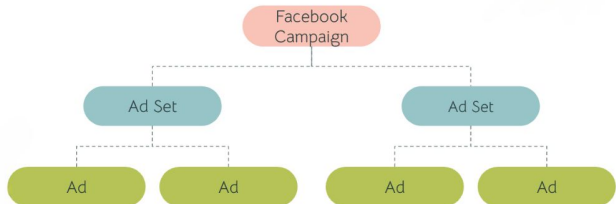
[Learn more](#)

Campaign bid strategy

Highest volume or value

[Show more options](#) 

Ad Set Level



✓ Ad set name

Instant Form (Higher Intent)

The destination cannot be changed once an ad set has been published. Create a new ad set to choose another destination.

Choose where you want to generate leads. [Learn more](#)

- Website
Generate leads through your website.

Targeting Selection

- Location
- Age
- Gender
- Detailed Targeting

Audience
Define who you want to see your ads. [Learn more](#)

New audience ▾

New audience
Use or create a new custom audience or lookalike audience

Saved audience
Use a saved audience

🔍 Search existing audiences

Exclude

*** Locations**
Location:
• United States

Age
18 - 65+

Gender
All genders

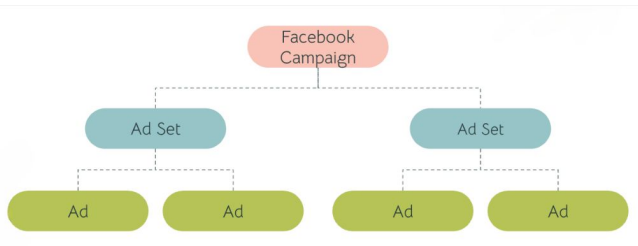
Detailed targeting
Include people who match ⓘ

🔍 Add demographics, interests or behaviors Suggestions Browse

💡 We may deliver ads beyond your audiences for your selected objective, if it's likely to improve performance. [Learn more.](#)

Exclude

Ad Creation



Ad name

Image 1

[Create template](#)

Identity

Branded content ad ⓘ

* Facebook Page

 Impakt Results ▼

Instagram account ⓘ

 impakt_results ▼

Ad setup

Create ad ▼

Creative source

Choose how you'd like to provide the media for your ad.

Manual upload
Manually upload images or videos.

Catalog ⚡
Automatically use media from your catalog. We'll show each person the catalog items they're most likely to engage with.

Types of ads

- Image
- Video
- Carousel
- Instant Experience
- Collection
- Lead
- Slideshow
- Stories
- Messenger

Ad Format

- Single Image or Video
- Carousel
- Collection

Ad setup

Create ad 

Format

Choose how you'd like to structure your ad.

- Single image or video
One image or video, or a slideshow with multiple images
- Carousel
2 or more scrollable images or videos

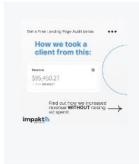
✓ Ad creative

Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

Carousel cards ⓘ

5 of 10 cards added

Drive More Sales
Enter description and URL



1.png
1080 × 1080

Edit image Change image

Headline Apply to all cards

Drive More Sales

Description ⓘ

Include additional details

Remove

Ad preview

Share ▾

Advanced preview



Impakt Results
Sponsored · 🌱

Don't leave money on the table! 🌱

Claim your FREE website ...See more

Get a Free Landing Page Audit below

How we took a client from this:

Revenue	\$95,450.27
→ From	\$95,450.27

Find out how we increased revenue **WITHOUT** raising ad spend →

Drive More Sales **Get offer**

FORM ON FACE...

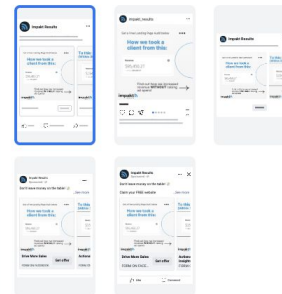
To this (Within 15 days)

Revenue	\$15
↑ From	\$2.2

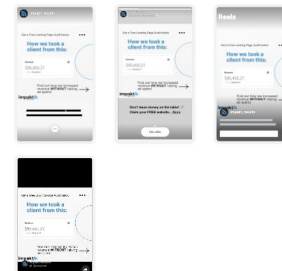
Actions
Insights
FORM C

Like Comment

Feeds



Stories and Reels



- Add primary text
- Select the call-to-action

Primary text

Don't leave money on the table! 🍀

Claim your FREE website profitability audit below and see how we can help you grow your business.

Call to action ⓘ

Get offer ▼

- Subscribe
- Apply now
- Book now
- Download
- Get offer
- Get quote
- Learn more
- Sign up

Ad Placements for Facebook/Instagram

- Feeds
- Stories
- In-Stream
- Search
- Messenger
- In-Article
- Apps

Destination

*Website URL

Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)



Website and shop

Ad destination will be automated based on who's viewing the ad. [Learn more](#)



Website

Send people to your website.

* Website URL

Enter the website URL field for your ad.



❖ Website + UTM Code (Urchin Tracking Module)

➤ Importance of UTM code?

- UTMs are snippets of code attached to the end of a URL
 - Used to pinpoint specific sources of traffic to a website
 - Add in phrases like “spring sale” and “image one” to track the exact ad the conversions came from
 - Our way around the IOS 14 update
 - ◆ (allowed users to opt out of tracking)


Domain = website

Tracking

Track event datasets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

Website events

Select a domain

 You haven't selected a domain that prioritizes your event for iOS 14.5. Your ad may not deliver to people who have opted out of tracking on iOS 14.5 or later devices.

App events ⓘ

Set Up

Publish your work!

By clicking "Publish," you agree to Facebook's [Terms and Advertising Guidelines](#).

Close

✓ All edits saved

Back

Publish

Facebook & Instagram Strategies

Facebook/Instagram Optimization Strategies

- You should **always** continue to **run optimizations** once ads are live
- These help to ensure that your ads are performing well
 - ◆ Testing different interests for targeting within the ad set levels
 - Interests are keywords that you can search for within a specific niché
 - Are based upon Pages people have liked, things people have put in their profile, etc.



Facebook/IG Optimization Strategies

→ How to choose keywords:

- ◆ Think like a customer and what they would like that is in the same niché
- ◆ Study the competition
- ◆ Use words that describe the product/service and even branch out to similar options within the industry

Facebook/IG Optimization Strategies

◆ Split testing different creatives

- Launch a variation of ads to see which achieves the most results
 - Launch new ones on a bi-weekly basis but keep the ones live that are generating results
 - Test running a static image vs. a carousel
- Videos are engaging so testing different styles such as:
 - User generated content, informative, vlog, etc.



Facebook/IG Optimization Strategies

- ◆ What is UGC and why does it work?
 - UGC - “user generated content”
 - Visual proof that the product/service is worth buying
 - Type of PR because **consumers** are promoting the product



Facebook/IG Optimization Strategies

❖ Why use UGC as an ad?

- Your audience will see someone just like them using the product or service which will influence them
 - Making the content more relatable and less “sales-y”
 - Provides more diversity in the content that you are running

Working with e-commerce clients



Work for Impakt Results

- Local Morgantown agency
 - ◆ E-commerce clients across the country
- Services we provide include:
 - ◆ Search engine optimization (for websites)
 - ◆ Facebook/Instagram, TikTok, Google paid advertising
 - ◆ Promotional emails
 - ◆ SMS (short messaging services)



TONIQUE'S
TRILOGY



Recent real client results examples

14 Day Report - Client 1

Campaign	Amount spent	Purchases conversion value
Impakt Cold Product Sets	\$3,008.45	\$18,001.47 [2]
Dynamic Remarketing	\$1,504.17	\$38,238.45 [2]

14 Day Report- Client 2

Campaign	Amount spent	Purchases conversion value
Impakt Conversions	\$1,584.04	<u>\$20,552.74</u> [2]
Impakt Retargeting	\$294.16	<u>\$5,153.10</u> [2]

**\$25,705 Return on Ad
Spend (ROAS)**

Divided by:

\$1,878 Ad Spend

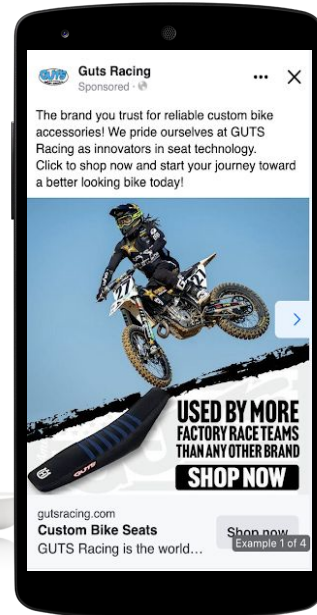
Equals:

13.7x ROAS

*3-5 ROAS is good

Total success!

Facebook/Instagram Ad Examples



Facebook/Instagram Ad Example



- Animated video for one of our previous clients promoting their “Christmas Vacation” inspired fitness graphic tee



TikTok Ad Example



- Another video for the same brand to show a different variation of what type of content is narrative to the TikTok platform



Instagram Reels Example

**Voiceover text is a big trend right now



Facebook/Instagram Ad Example



Personal Influencer Marketing

➤ Instagram: @allieann__

Brands I have worked with:

- Ralph Lauren, McDonalds, Lindt Chocolate, Activia, Tanger Outlets, various beauty brands, etc.
- Boutiques- PinkLily, Good American, Nanamacs, RedDress, Gameday Couture, United Monograms, and many more


Monthly partnerships:

- Fabletics, BruMate, and Beachwaver

Personal Influencer Marketing




Tips to know when working with content creators:

- Difference between user generated content creators and influencer content creators
 - Whether or not the content that the influencer shares is relevant to your brand
 - Reposting their content will help make your business more credible
 - Provide the content creator with posting due dates
- 

Personal Influencer Marketing



Types of collaborations

- Event coverage
 - Product gifting
 - Paid image/video footage
 - Giveaway
 - Channel takeover
- 

Conclusion

- ▶ Social media is ever-changing so a few key points to remember for successful paid ads include:
 - Conduct research on the brand and its competitors
 - Select the most suitable platform/s
 - Set goals and objectives for the ads
 - Stay on top of trends
 - Produce high-quality content
 - Continuously run optimizations to improve results

Thanks for attending 🍷

Any questions?

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