

**PAY TO PLAY:**

# HOW TO USE SOCIAL ADS FOR LEAD GENERATION



**START**



# INSERT COINS HERE



Over the next few years, it's forecasted **a third of our planet's entire population will use some form of social media.** That's approximately 3 billion consumers who could be engaging with your brand.

Clearly, saying social media is important to modern content marketing is an understatement. The more pressing issue is how it's changing – and how it's already changed.

Posting on social media may have been the best way to build an audience five years ago, but with the way social algorithms have changed, it's now more difficult for businesses to gain a following or see engagement through strictly organic techniques.

● **“They’ve all become pay-to-play platforms.”**

● - Mike Murphy, Brafton's Associate Social Media Manager

● Once you realize how important paid social ad campaigns are to content marketing success, you can formulate your plan of attack.

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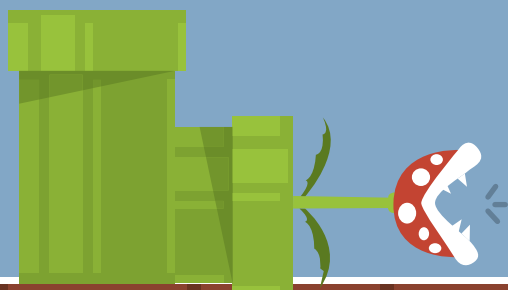


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# WHY ADVERTISE ON FACEBOOK?

Facebook is the clear market leader in terms of user base, approaching **2 billion** monthly active users around the world. It's also the premier social network for businesses operating in the B2C space.

Succeeding with social ads comes down to finding your audience, and for B2C businesses, Facebook is where it's at.

Still, with such a massive user base, it would be foolish for B2B companies to overlook Facebook's power to engage and convert prospective clients.

Thanks to the information Facebook gathers from registered profiles, **you can launch extremely targeted campaigns.** Additionally, when compared to more old-fashioned marketing channels, **investing in Facebook ads is quite affordable.**

# FACEBOOK: HOW?



Consider promoting content marketing assets such as blogs, eBooks and whitepapers on Facebook.

To pay to win on Facebook, you should:



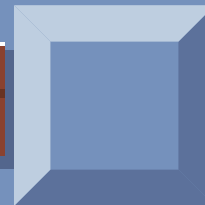
Leverage images of people using your products.



Personalize your ad for the audience.



Keep text included in images to a minimum.



Personalizing ads is simple thanks to Facebook's robust targeting mechanics. Among other demographics, you can target based on:



Age.



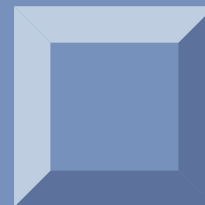
Location.



Gender.



Interests.



Additionally, you can use remarketing through Facebook to target previous visitors. Yet another option is creating a Lookalike Audience, which allows you to market to individuals who share similarities with Facebook users who already engage with your business.

“Brands often struggle with targeting,” Mike said. “**Make sure your audience isn't too broad.** You may have the potential to reach millions of people, which sounds good, but it's not going to work if your audience isn't refined and making sense for your business.”



# FACEBOOK = COST

Different spend levels translate to varying degrees of reach on Facebook. An important performance indicator to keep in mind is **cost per click (CPC), or the total cost of an ad divided by how many clicks it generates.**

The average U.S. CPC for Facebook ads run by a typical business was \$0.30 during 2016. However, your CPC will depend on the size and specificity of your target audience, the popularity of your audience and the overall effectiveness of your ad. In short, ads that perform better with audiences are displayed more frequently, reducing your CPC.

\$15  
\$20  
\$500



**“We recommend you start at \$500 a month, or between \$15 and \$20 a day, and then scale it up once you’ve monitored your campaign results.”** said Allie Stone, Braffton’s Manager of Social Media.

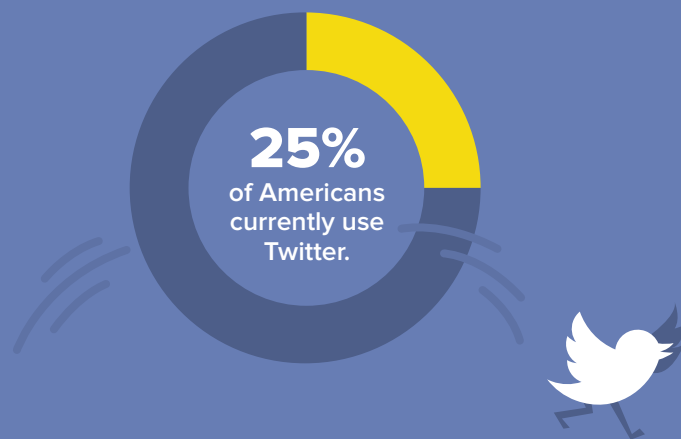
Why not start big?

“We wouldn’t suggest putting a ton of spend into the first month **before you master your audience,** as well as the best copy and imagery for your audience,” Allie suggested.

# WHY ADVERTISE ON TWITTER?

Twitter can claim approximately 319 million monthly active users, with nearly 25 percent of Americans currently using the platform. What may be most desirable to businesses, however, is the platform's unique cross-section of users.

**“Twitter is the best of both worlds because you can easily target consumers and business leaders,”** Mike said.



Also, thanks to being an elder statesman among social media networks like Facebook, Twitter features its own robust ad targeting capabilities.

Even more important are the conversations happening on Twitter. **Simply put, if you want your business to be part of the conversation, Twitter is the place to be.**

Businesses, as well as their employees and consumers, are active on Twitter when it comes to conferences and breaking news. It's where they go to converse.

**“Ads give brands the opportunity to break through and join those conversations.”** - Allie Stone



# TWITTER: HOW?

Twitter is all about brevity, so keep copy short and to the point. Create a sense of urgency. Ask a question. Just don't fumble with distracting hashtags.

You can also drive engagement on Twitter with:



Images.



Videos.



Twitter Cards.



Like with Facebook, you can create custom audiences from contact lists and previous website visitors. You can also target based on demographics like age, gender and location. Additionally, with so many people turning to Twitter to discuss upcoming events and industry news, **using event targeting can be extremely effective.**

To earn leads from Twitter, promote:



Conferences.



New Products.



eBooks.



Infographics.



Blog Posts.







\$500  
\$2,500  
\$5,000



# TWITTER: COST

Twitter CPC can range from **\$0.10 to \$3**, with the majority of brands **spending around \$500 to \$5,000 a month on this platform. Again, it's recommended to begin with a spend of \$500 and scale up from there.**

**You should use three to four Tweets per campaign to test copy.**

“You don’t just want to be throwing money into a platform – you need to test your audience, your design, your copy, etc.,” Allie said. “Your first advertisement, for the most part, won’t be your best performing one. Your first three months of social advertising is about learning and testing the process until you get down what’s best for your brand.”

# WHY ADVERTISE ON LINKEDIN?

With upward of 467 million members, **LinkedIn is the social network of choice for B2B marketers.**

A majority of marketers have also reported plans to increase their use of LinkedIn.

**“If you’re a B2B company, LinkedIn is the best way to target the business you want to work with. You can reach a specific B2B audience that you cannot find anywhere else.”** - Mike Murphy

To home in on the most valuable prospects for your business, you can also target specifically based on:



**Industries.**



**Companies.**



**Job Titles.**

# LINKEDIN: HOW?

With a more hyper-focused audience on LinkedIn, it's important to personalize ads whenever possible. For instance, if you're targeting managers, ensure the word "manager" is found in your copy. You should also consider using a statistic in your text, as this can better drive home your value proposition to a business-minded audience.

**LinkedIn is perfect for advertising eBooks, whitepapers, high-performing blog posts and new product or service landing pages.**

When testing out various ad variables, such as imagery or calls to action, be sure to try only one at a time. Run the trial for a minimum of three weeks to ensure accurate results.

When targeting your audience, take advantage of LinkedIn's ability to get granular. Among others, segments exist for:



**Industry.**



**Job Function.**



**Company.**



**Seniority.**



**Company Size.**



**Alma Maters.**



**Job Title.**



**Degrees.**



**Job Skills.**



**Years of Experience.**



# LINKEDIN: COST

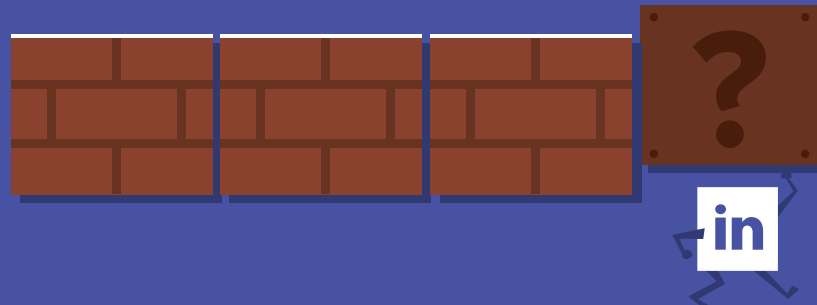
Compared to Facebook and Twitter, LinkedIn is a more expensive platform for ads, with a CPC ranging from **\$5 to \$12**. However, you're also reaching a more qualified audience.

LinkedIn itself recommends you spend \$5,000 a month for the best return on investment in terms of ad spend, but that's not necessarily the best course of action.

"Platforms will give you a baseline, but they'll often give you a higher price than what you need to spend. They're in it for the money" Allie said. "**We recommend starting at \$1,000 and then scaling up.** This allows you to test and nail down your audiences, imagery and copy."

**However, keep in mind that the greater your spend level, the greater the likelihood people will see your ad.**

\$5,000  
\$2,500  
\$1,000  
|||



# SPEND SMART

Regardless of your budget, it pays to spend strategically when promoting your content marketing assets.

“How much you need to spend is different for everybody,” Allie said.

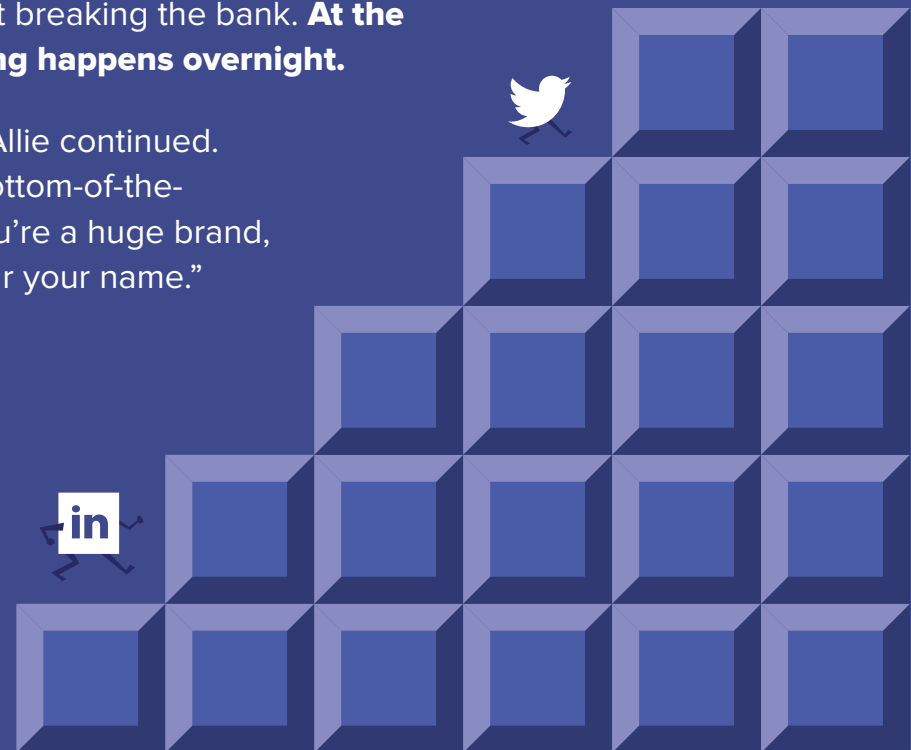
“Benchmarks are important, but it depends on what you’re trying to accomplish.”

Your overall strategy and goals should dictate your spend. With proper testing, it’s possible to maximize return on social ads without breaking the bank. **At the same time, it’s important to remember that nothing happens overnight.**

“A big mistake is to expect conversions right away,” Allie continued.

“With social ads, it’s hard to start right away with a bottom-of-the-funnel asset. You need to nurture people. Unless you’re a huge brand, your social ad may be the first time people even hear your name.”

● **“Always remember: Ads are good for clicks, but the content that you promote must be compelling if you want to nurture those social users and turn them into leads.”** - Allie Stone ●





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# **B** BRAFTON

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