Social Media Marketing

Presented by Derek Schmidt

Welcome!

I am a Wilmington, NC native and for over a decade I have worked with helping business owners build websites that convert and digital marketing such as SEO, PPC and Social Media Marketing. DesignLoud is a company that takes pride in offering a personalized approach to web design and digital marketing.

**Devin Skipper** reviewed DesignLoud — 5★
June 7 · 🌐

Derek and his team have done a great job addressing all of our pain points that caused us to leave our previous web/seo/ppc provider. Love the transparency and communication.

For more information about the services we provide check out, www.designloud.com and follow us on social media.

DesignLoud AGENCY

ENTREPRENEUR BOOTCAMP PODCAST

What are the highlights?

→ Overview of terms and social media channels

→ Different Stages of a Funnel

→ Creating & Researching Audiences

→ Creating Ads

→ Measuring Ad Performance & KPI's
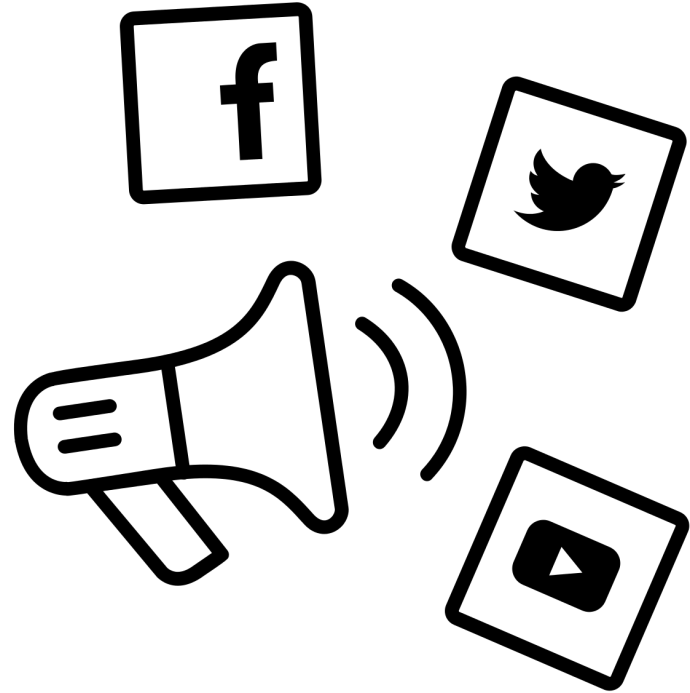
Terms to Be Familiar With

Clicks: How many people clicked on your ads

Impressions: How many people saw your ads

Cost Per Click (CPC): The average amount of money you're spending based on how many people click on your ads

Cost Per Acquisition (CPA): The average amount of money you're paying for a "conversion" based on impressions/clicks/conversions

Conversions: How many people reached your desired outcome

Click Through Rate (CTR): How many people clicked on your ad based on the number of impressions.

Campaigns: A hierarchy used to group your ads and ad groups.   Campaigns are the top-level hierarchy

Ad groups: Several ad groups can belong to a campaign. Ad groups are the second-level hierarchy

Ads: Several Ads can belong to an ad group. Ads are the third-level hierarchy.

Pixels: A tracking script used to track events (conversions) on your website

Events: Custom or pre-defined conversions, used to measure the success of an ad, ad group and/or campaign.

TOFU

A Web Design Agency Creates a Blog Post About
"10 Ways a Small Business Can Beat Their Competitors In Search Engines"

- The post will be gear toward business owners who are looking for SEO tips to outrank their competitors on search engines.
- This post will be educational and valuable to the reader to encourage sharing for organic growth and trust with our audience and not be sales driven.
- Without speaking over their heads we will provide 10 resourceful tips on how a company can better optimize their website to outrank competitors. STAY RELEVANT TO YOUR TOPIC!
- Ask the user for a share when they are done reading .
- Make sure some reporting software like Google Analytics is installed to measure how long users spend on this page and how much traffic it receives.
- Using a remarketing tag from Google or similar service and a custom audience for something like Facebook we can serve new ads to the users who read this post, driving them further down our funnel.

This does not have to be in the form of a blog post, it can easily be some white papers, and ebook or page on your website. The point is to do offer something that will drive users further down your funnel.
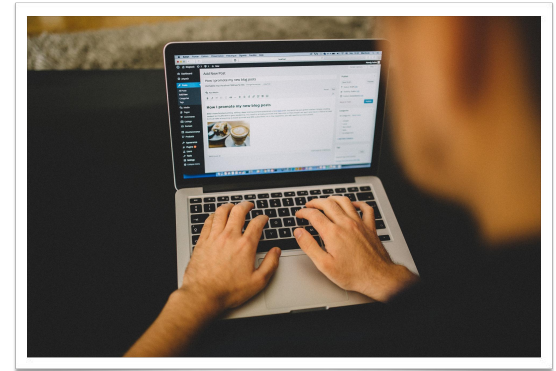
MOFU

We advertise to those who visited our blog post and offer a free webinar course
"Free Webinar: How to create an amazing page that engages search engines and converts users"

- This page can be short and to the point, do not distract them with a lot of information.
- Create a heading that reminds them why they came and what they are getting.
- Have a lead gen form on the website, the less information they have to give the more likely it will convert. Such as just name and email.
- The goal here is to get their information and provide them with what you promised to provide value.
- Users who visit this page can be added to another remarketing list or new custom audience.

This does not have to be in the form of a blog post, it can easily be some white papers, and ebook or page on your website. The point is to do offer something that will drive users further down your funnel.

Photo credit leadpages.com

Example Landing Page

BOFU

We educate them showing further value in our webinar before leading into the pitch
"We will only take on 3 new clients in this industry, act now to find those searching for your business"

- Tell those are interested to follow the sign up link to close the deal.
- This would link to a landing page with basic information about their business and a signup form.
- We can create a remarketing list or custom audience to up-sell or cross-sell these customers later.
- Create a sense of urgency so they feel the need to act now.

Photo credit http://www.webopedia.com/TERM/W/Webinar.html

Know Your Audience

Where to Invest Your Marketing Dollars

Facebook has 1.65 billion monthly active users and 1.09 billion daily active users, on average.

Instagram has more than 400 million active monthly users

Twitter has 310 million monthly active users

Pinterest has 100 million active monthly users

Linked in Over 1 billion users. in more than 200 countries and territories.

Snapchat has over 100 million daily active users and growing. This is the fastest growing network

Examples of How Defining an Audience Can Help Give You Laser Focus Marketing

- 56% Women — 56% All Facebook
- 44% Men — 45% All Facebook

Age	Women	Men
18 - 24	20%	17%
25 - 34	33%	33%
35 - 44	20%	25%
45 - 54	13%	17%
55 - 64	7%	8%
65 +	7%	0%

Relationship	%	Change
Single	30%	+4%
In a Relationship	20%	+25%
Engaged	10%	+163%
Married	40%	-22%

Education	%	Change
High School	24%	-22%
College	71%	+16%
Grad School	5%	-36%

1	Laser Tag Center	Battle House Tactical Laser Tag Wilmington NC
2	Food Delivery Service	Cape Fear Delivery
3	Movie Theater	The Pointe 14 - Stone Theatres
4	American Restaurant	Eternal Sunshine Cafe • Sweet n Savory Cafe
5	Public School	New Hanover County Schools
6	Thrift & Consignment Store	Plato's Closet - Wilmington, NC
7	Sports Bar	Might as Well Wilmington
8	Tour Agency	Trolley Pub Wilmington
9	Magazine	Wilma magazine
10	Advertising/Marketing	encore magazine

Page	Relevance *i* ▾	Audience	Facebook *i*	Affinity *i*	
City of Wilmingt0n	1	147	5.3K	2016...	
Battle House Tactical Laser Tag Wilmington NC	2	139	5.5K	1832...	
Cape Fear Delivery	3	123	4.9K	18201x	
The Pointe 14 - Stone Theatres	4	163	6.6K	18151x	
Eternal Sunshine Cafe	5	164	6.9K	17313x	
New Hanover County Schools	6	231	10.3K	1639...	
City of Wilmington Parks & Recreation	7	199	9K	16114x	
Cucalorus Festival	8	174	8K	1588...	

Examples (cont)
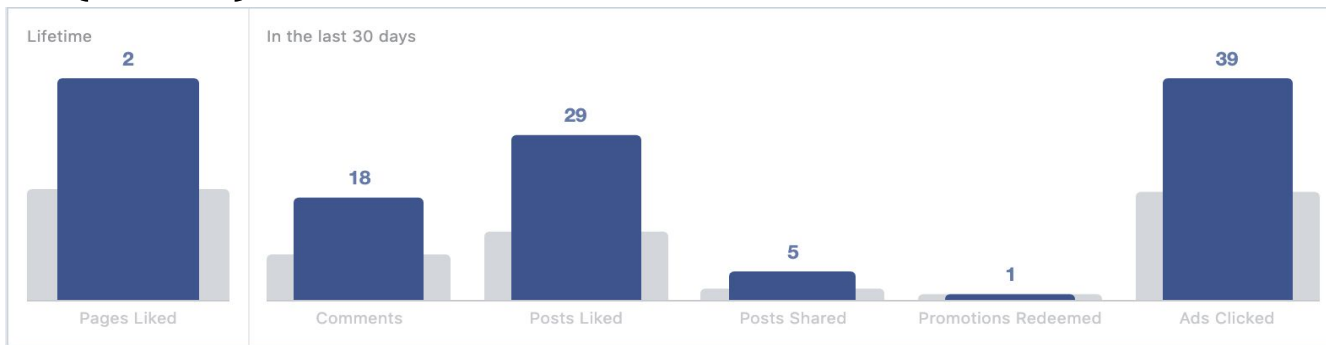
Examples (cont.)

What we gathered based on Videography & Video Production interests in Wilmington include:

- Demographics are primarily 56% Women and 44% Men, ages 18 - 44 (Primarily 25- 34)
- 40% are married
- 71% are College Educated
- The have interests in the following other local businesses:
    - Battle House Laser Tag
    - Cape Fear Delivery
    - Plato's Closet
    - Thalian Hall
    - Cucalorus Festival
    - Wilma Magazine
    - Encore Magazine
    - And more (pictured above)
- Audience primarily uses Desktop & Mobile devices; Mobile devices are majority iOS devices (60%), followed by Android devices (40%)

What We Can Do With This Data:

- Create custom and saved audiences
- Potential partnerships with other businesses
- Use for content strategy
- Landing pages specific to audiences
- Make informed decisions on where and how to advertise

Audience Insights Tool:
https://www.facebook.com/ads/audience-insights/

Creating Your Audience

Custom Saved Audiences

Custom saved audiences are a way for you to create an save audiences and targeting information for later use.

Pros:

- Detailed targeting
- Best for split testing audiences

Cons:

- More of a "general approach"
- Potentially shows ads to people who might not be interested in your services/products.
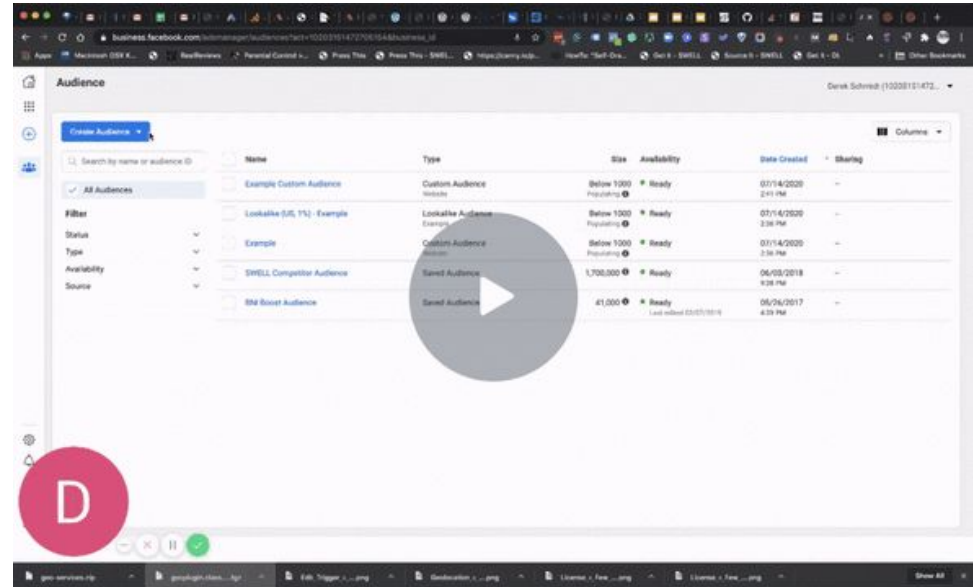
Look-A-Like Audiences

This type of audience uses your customer list (emails) and/or pixel to create a look-a-like audience based on other social media users that match the demographics, geographics and psychographics of your customers.

Pros:

- More effective targeting
- Cheaper CPC
- Better return

Cons:

- Requires web traffic
- Requires a customer list

https://business.facebook.com/adsmanager/audiences
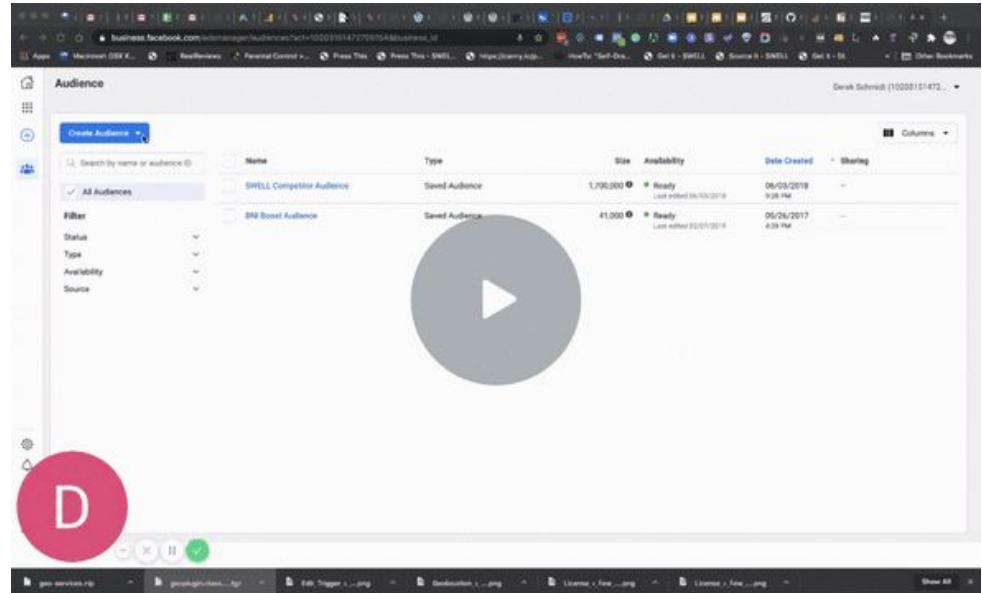
Retargeting Audience

To retarget to users who have already shown an interest in your company you will need to create a "Custom Audience".

Pros:

- More effective targeting
- Cheaper CPC
- Better return
- Segmentation

Cons:

- Requires web traffic

https://business.facebook.com/adsmanager/audiences
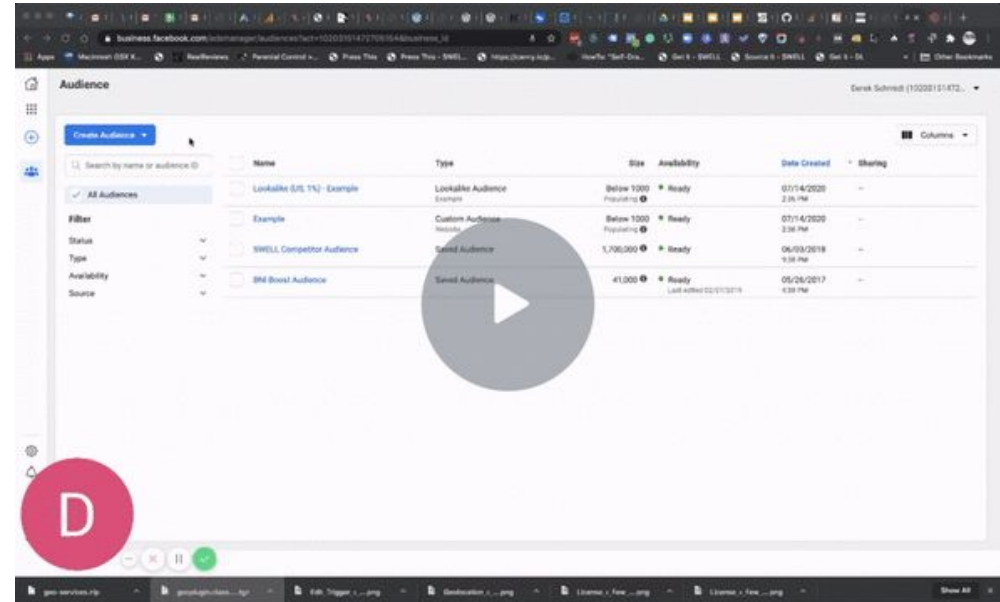
Creating Your Ads

Benefit

People

What they get

Who's this for?

Jason Swenk
Sponsored · 🌐

Do you convert 80% of your MARKETING PROPOSALS? Would you like to?

HOW TO
CONVERT 80%
OF YOUR PROPOSALS

for Digital & Marketing Agency Owners

In this video I will reveal the "8 Steps to Creating A Proposal that won me clients like AT&T, Legal Zoom and Hitachi." You will see the exact "marketing proposal...

HTTP://JASONSWENK.COM/

Learn More

The Rise To The Top
Sponsored

Does this sound familiar? "I'm worried that I'm going to spend a ton of time/money to create an online program (workshop/bootcamp/course) and it won't sell!" If that thought has EVER crossed your mind (even for just 1 second), then this webinar is for you... Continue Reading

FREE WEBINAR!

7 STEPS TO SELLING AN ONLINE PRODUCT BEFORE YOU CREATE IT

Free Webinar: 7 Steps to Selling an Online Product...
www.createawesomeonlinework...

Sign Up

Social Triggers
Sponsored

"People will forget what you said, people will forget what you did, but people will never forget how you made them feel." - **Maya Angelou**

And that's the TRUTH.
... Continue Reading

How you may lose loyal customers... accidentally
socialtriggers.com

Amy Porterfield
Sponsored ·

I'm running a free training all about building your business with Facebook Marketing. We'll be covering:

1. Easy strategies to help you quickly attract your first 1,000 fans.
2. How to get more likes, comments and shares with your posts.
3. Strategies to tie together everything into a proven strategy that really works!

Want to join me? (It's FREE!) Here's the link to grab your spot.

Free Training!

HOW TO USE FACEBOOK FOR BUSINESS

How to Finally Attract Leads and Make Money with Facebook

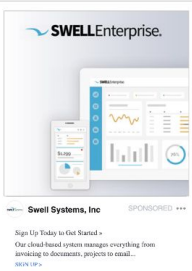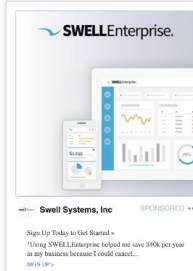If you are a small business owner, entrepreneur, consultant, coach, service provider...
WWW.AMYPORTERFIELD.COM

A Word of Advice

Always remember to "split test". This means you should try running different versions of your ads and test it against different audiences to see which ones perform better.

Ideas on what to split test:

- Images
- Videos
- Audiences
- Call to Actions
- Descriptions
- Landing pages.

CTR	0.284%		CTR	0.521%
CPC	$1.878		CPC	$2.608
CPA	$2.600		CPA	$2.956
Impressions	19,001		Impressions	9,791
Clicks	54		Clicks	51
Conversions	39		Conversions	45
Main Revenue	$0.39		Main Revenue	$0.45
ROI	0.58		ROI	-0.09

https://www.facebook.com/adsmanager

Tracking & Measuring

Set up Your Pixel & Events

Almost all ad platforms provide you with a "pixel" which allows you to track "events" like how many people "converted" from your ads.

You can track one event or multiple events.

Examples include:

- Users who reached a thank you page
- Users that 1) added a product to cart 2) Went to Checkout and 3) Reached a Thank you for your order page
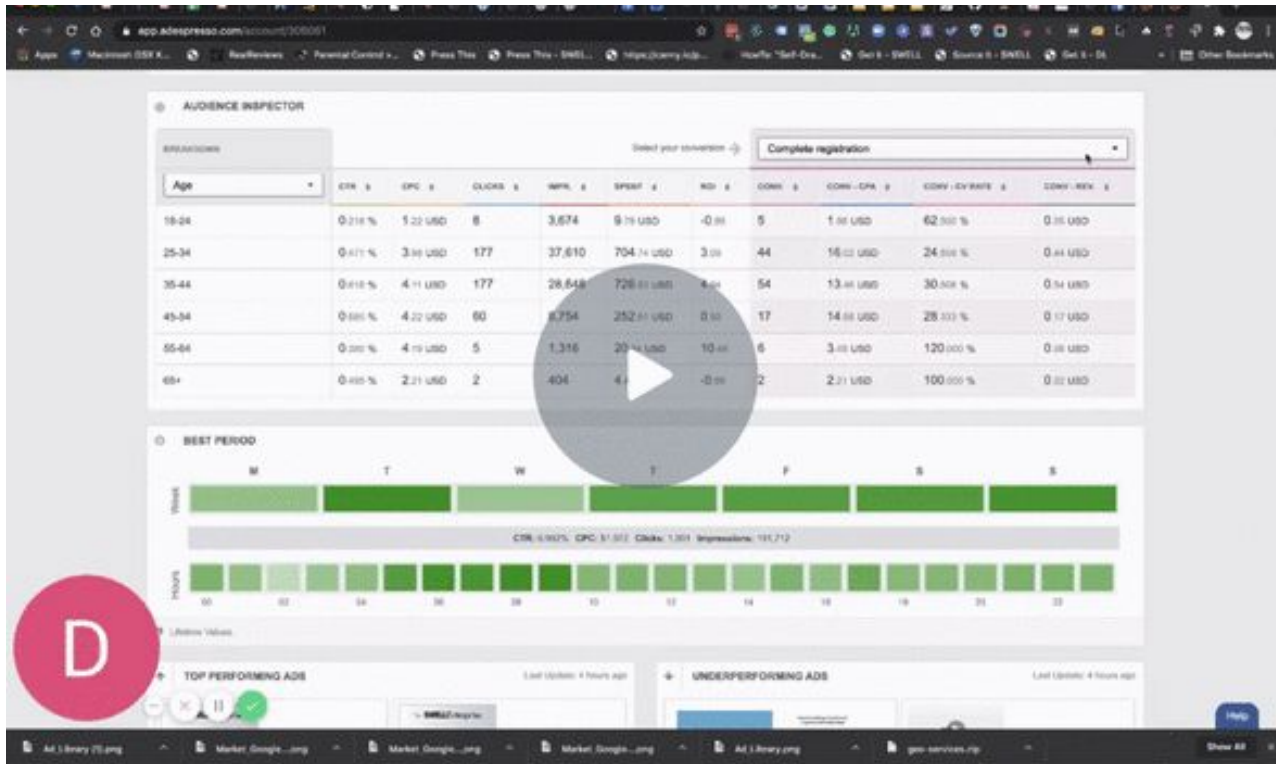
https://business.facebook.com/settings/pixels
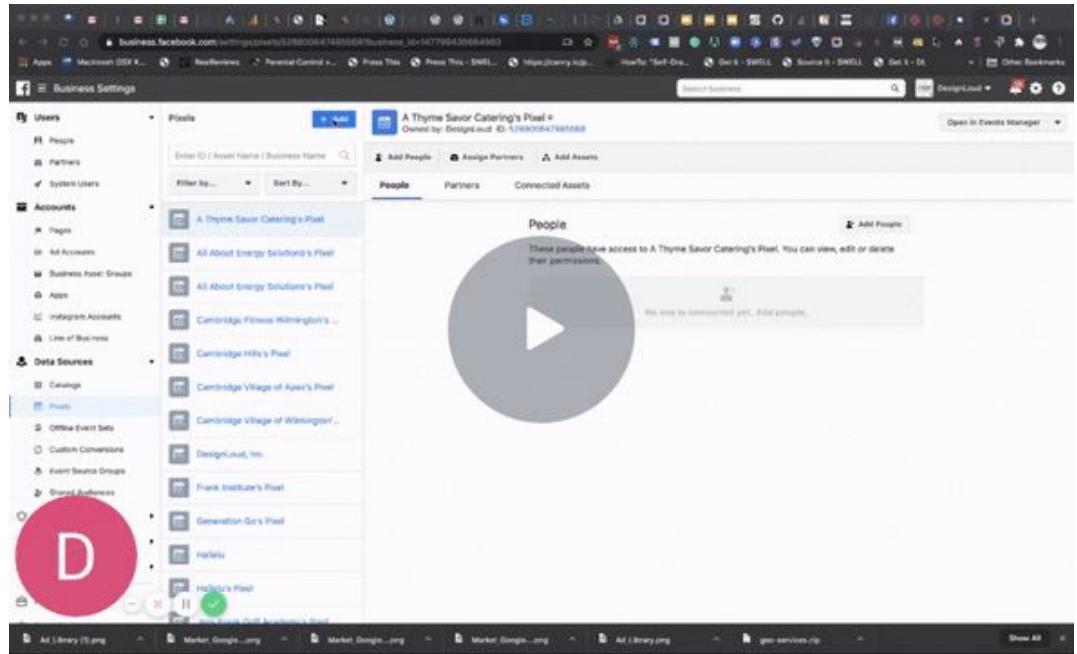
Measuring

Example showing how we're tracking different conversion at each stage of our funnel for a software company.

KPI's to measure & track

- Conversions
- Clicks
- Click Through Rate
- Cost Per Click

Measuring (example)

CAMPAIGN NAME	START DATE	END DATE	BUDGET	CTR	CPC	CLICK	IMPR.	SPENT	CONV	CPA
▶ SWELL Website Remarketing Copy	7/2/20	-	$20.00 daily	0.365%	$2.233	105	28,792	$234.43	84	$2.791
▶ SWELL - Solopreneurs	9/8/18	-	$20.00 daily	0.407%	$5.369	109	26,759	$585.17	20	$29.258
⏸ SWELLEnterprise Jan 2020 Agencies	12/29/19	-	$40.00 daily	0.889%	$4.150	215	24,190	$892.30	7	$127.471
⏸ SWELL 2.0 15 Sec Demo Video	11/8/19	-	$20.00 daily	0.000%	$0.000	0	0	$0.00	0	$0.000
⏸ SWELL Website Remarketing	8/8/19	-	$20.00 daily	0.000%	$0.000	0	0	$0.00	0	$0.000
⏸ SWELL - Digital Agencies	7/18/19	-	$40.00 daily	0.000%	$0.000	0	0	$0.00	0	$0.000
⏸ SWELL - Digital Agencies	7/16/19	-	$30.00 daily	0.000%	$0.000	0	0	$0.00	0	$0.000
⏸ SWELL - BOF Pay For SWELL	5/12/19	-	$5.00 daily	0.000%	$0.000	0	0	$0.00	0	$0.000
⏸ SWELL MOF - Demo Lead Form	5/12/19	-	$20.00 daily	0.000%	$0.000	0	0	$0.00	0	$0.000
⏸ SWELL MOF - Register	5/12/19	-	$20.00 daily	0.000%	$0.000	0	0	$0.00	0	$0.000

Closing Notes

- A majority of this presentation used Facebook/Instagram as an example, however this can method can and should be applied to most of your digital marketing channels.
- Always split test your ads, what works for one audience may not work for another. A simple image change or call to action could make all of the difference.
- Make sure to give your ads plenty of time to test. I'd suggest a minimum of 2 weeks to determine if an ad is working or not.
- Most digital marketing channels have algorithms that learn as users start "converting".
- Use free tools like Google Analytics, Google Optimize and Hotjar to evaluate, test changes and measure results from your landing pages.

https://business.facebook.com/settings/pixels

Questions?

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