

anicca

data driven digital marketing

Introducing paid social advertising

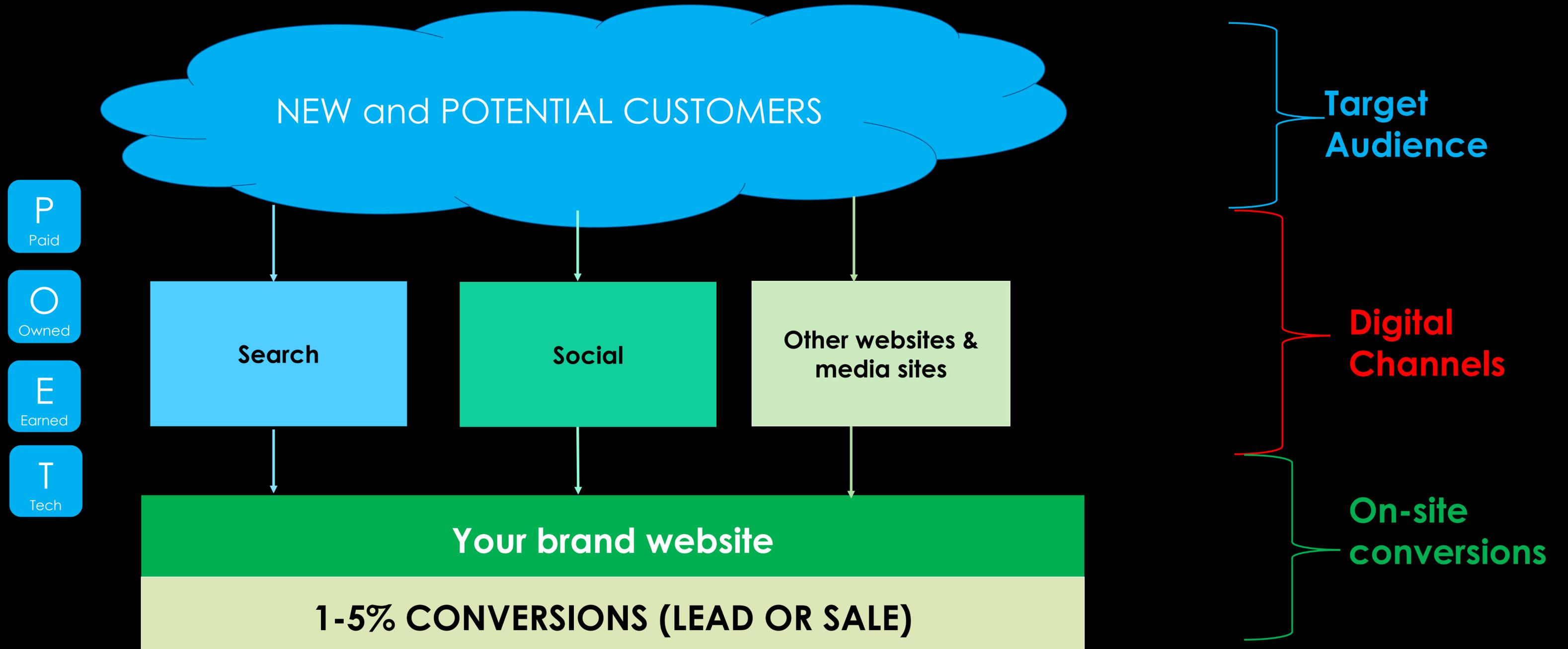
Ann Stanley

February 2019



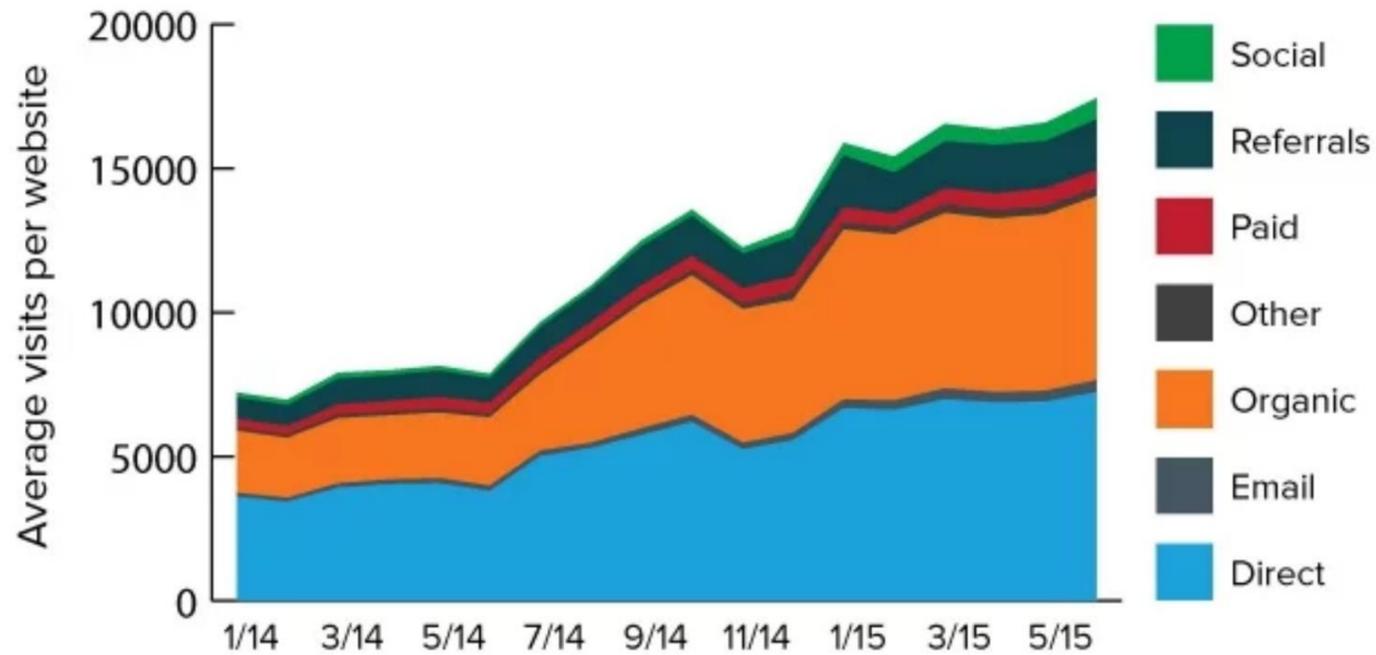
The digital marketing landscape in the UK

Main sources of website traffic



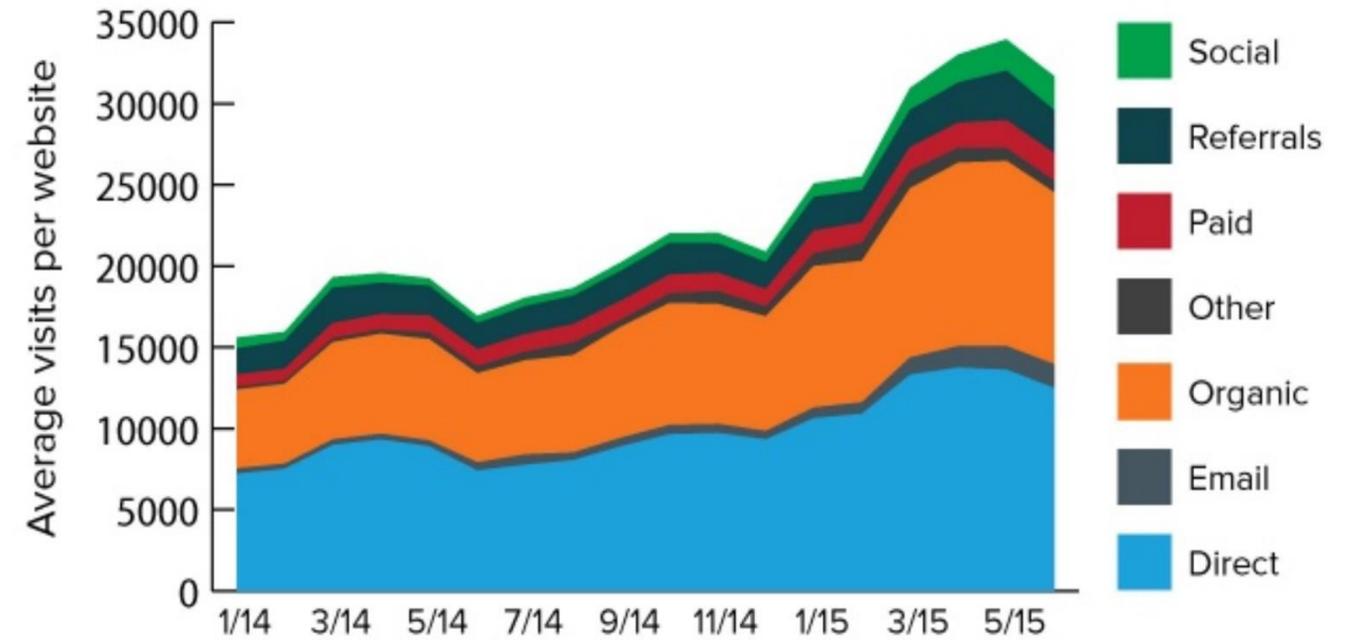
HubSpot data on source of visits

Average sources of visits for B2B companies



Source: Product data from HubSpot

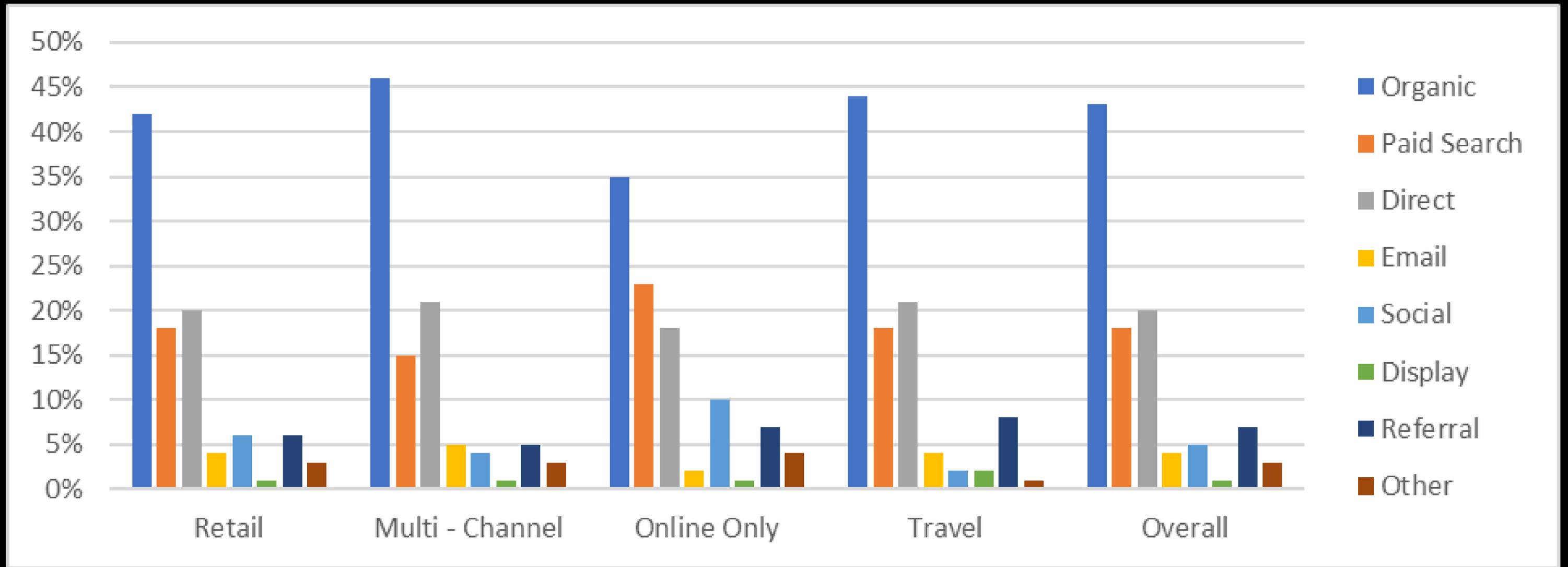
Average sources of visits for B2C companies



Source: Product data from HubSpot

	Direct	Email	Organic	Other	Paid	Referrals	Social
B2B	46%	2%	33%	2%	4%	10%	3%
B2C	44%	3%	33%	3%	5%	9%	4%

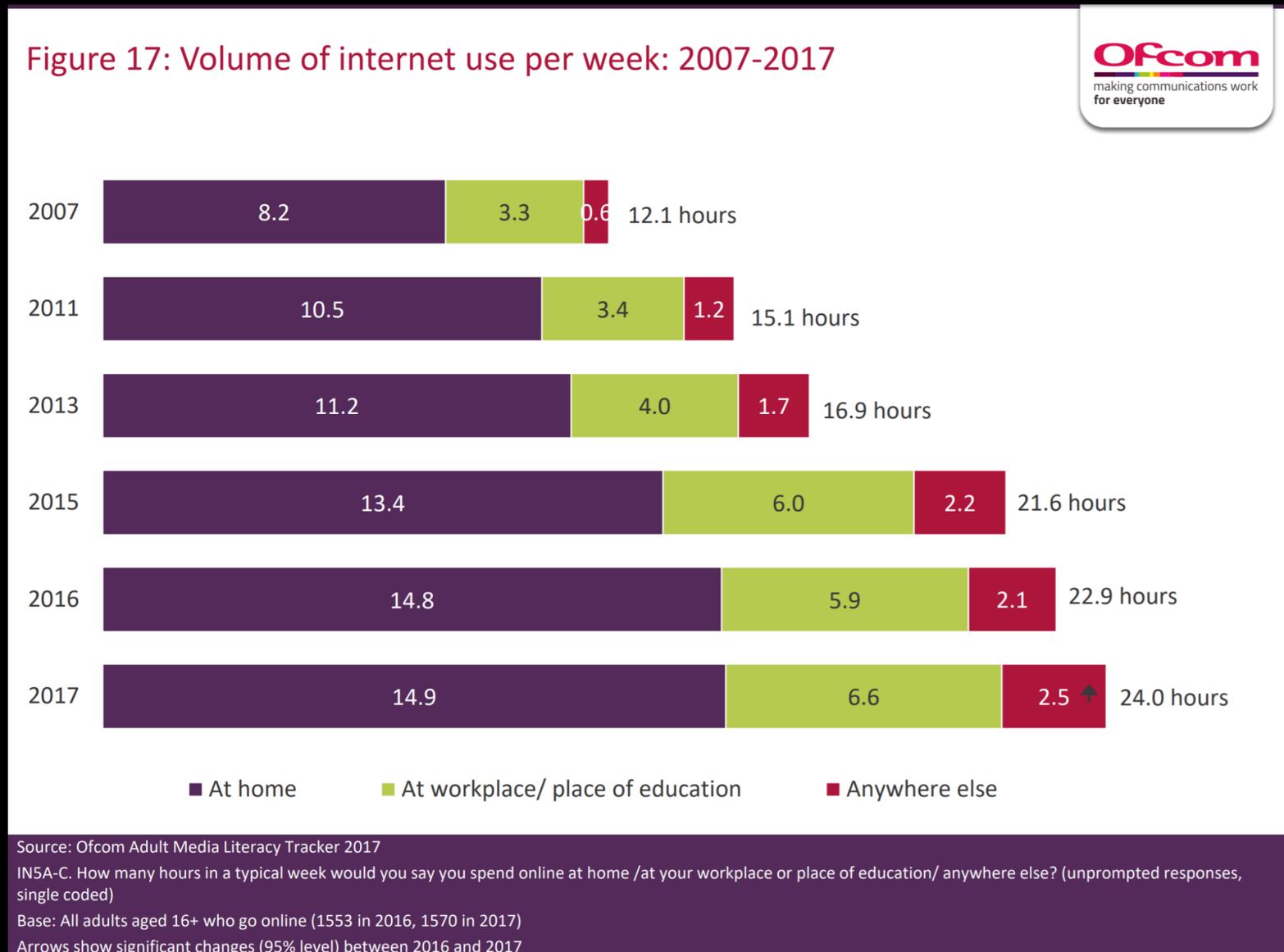
Sources of traffic to transactional sites



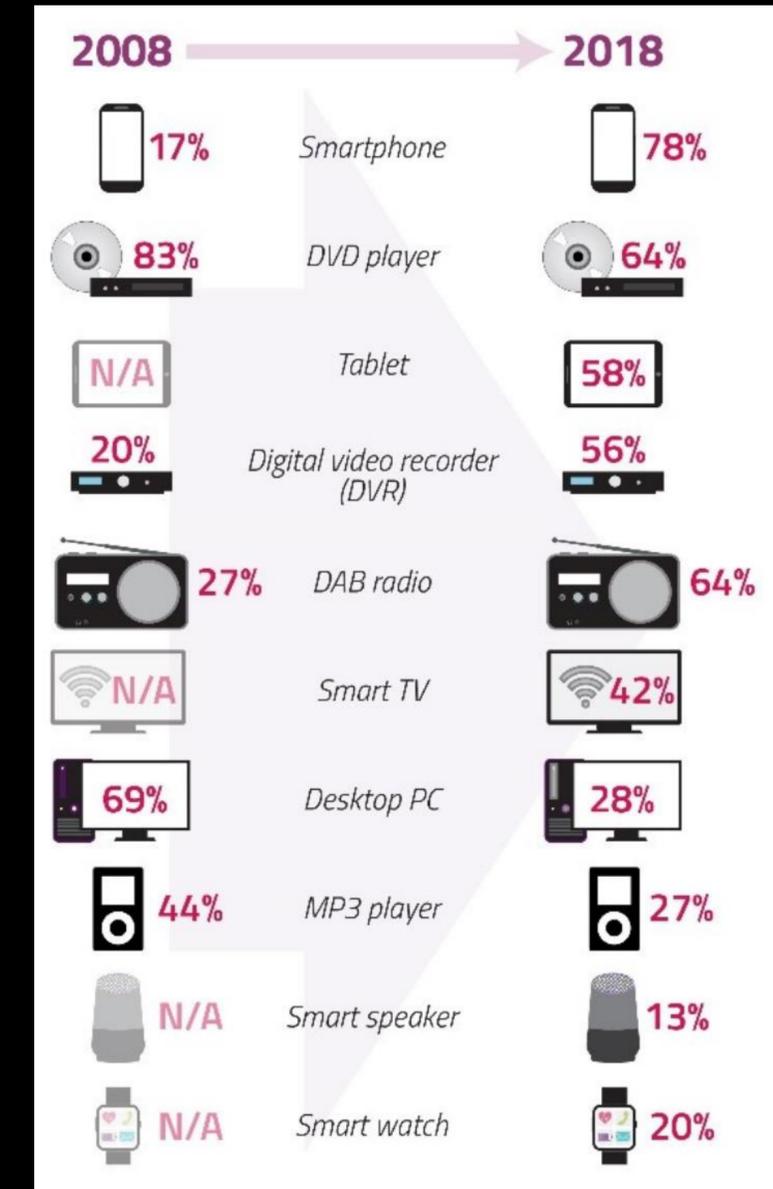
Traffic from **social media (organic and paid)** averages **5%**
Traffic from **search (organic and paid)** averages **63%**

Time spent online

UK minutes spent online

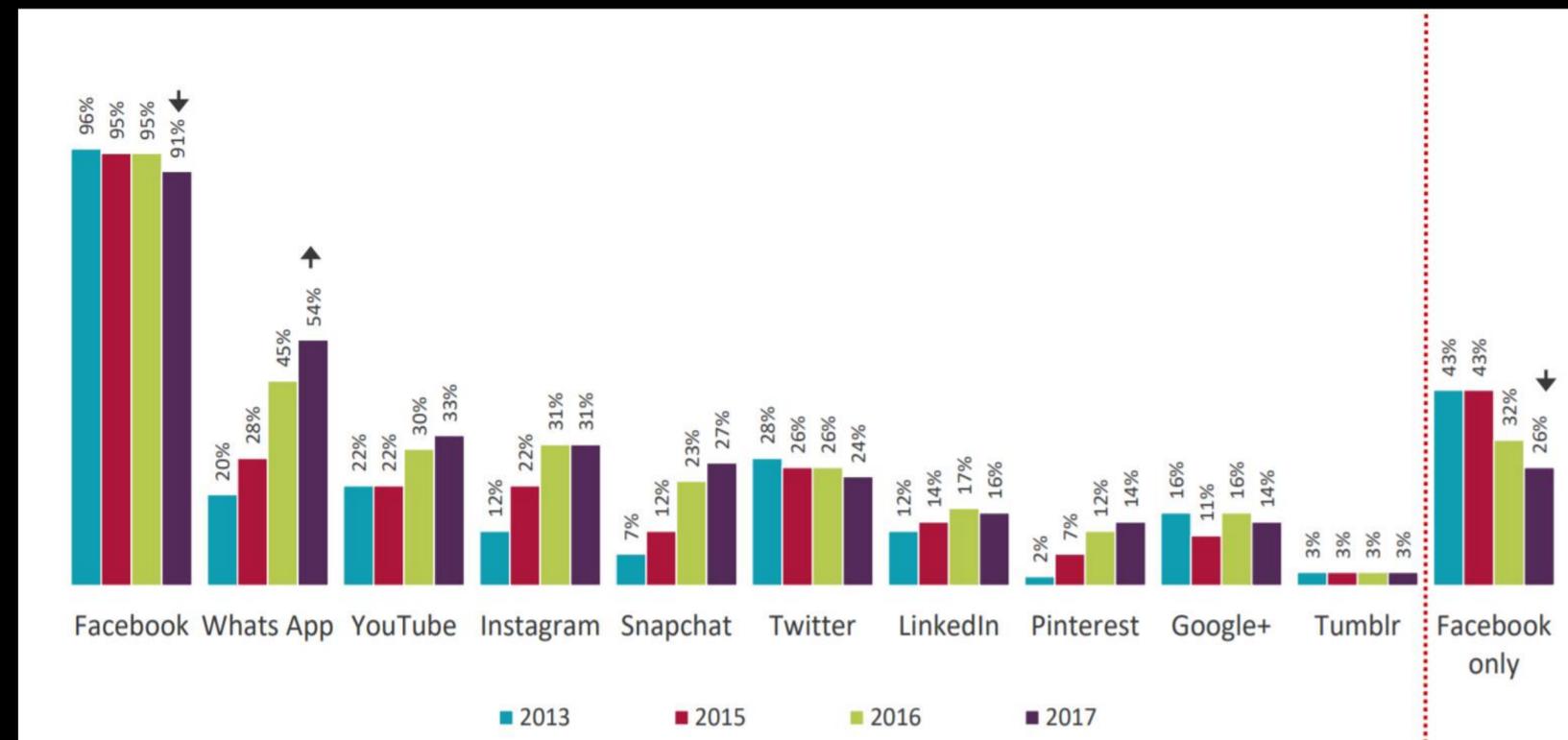
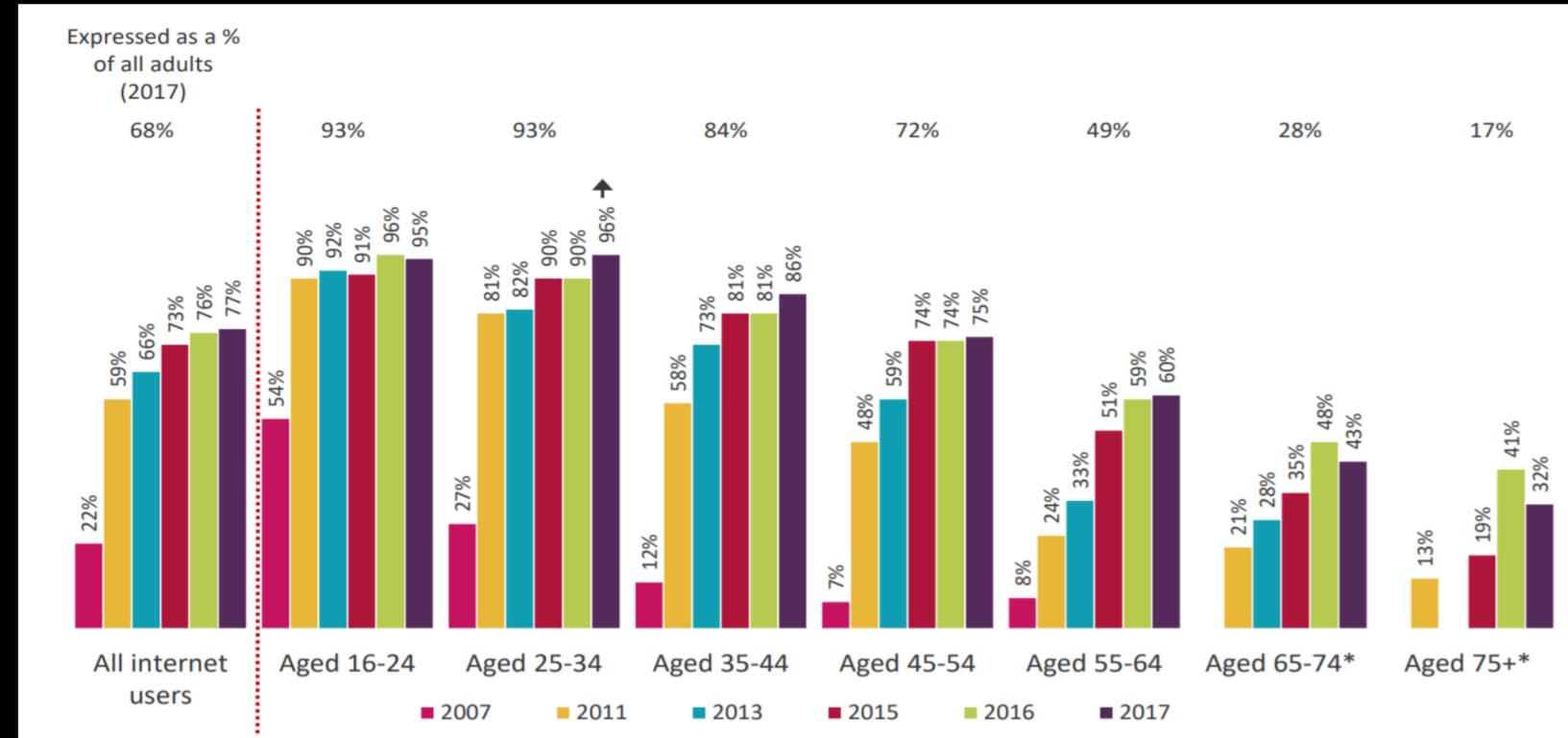


UK media consumption & devices

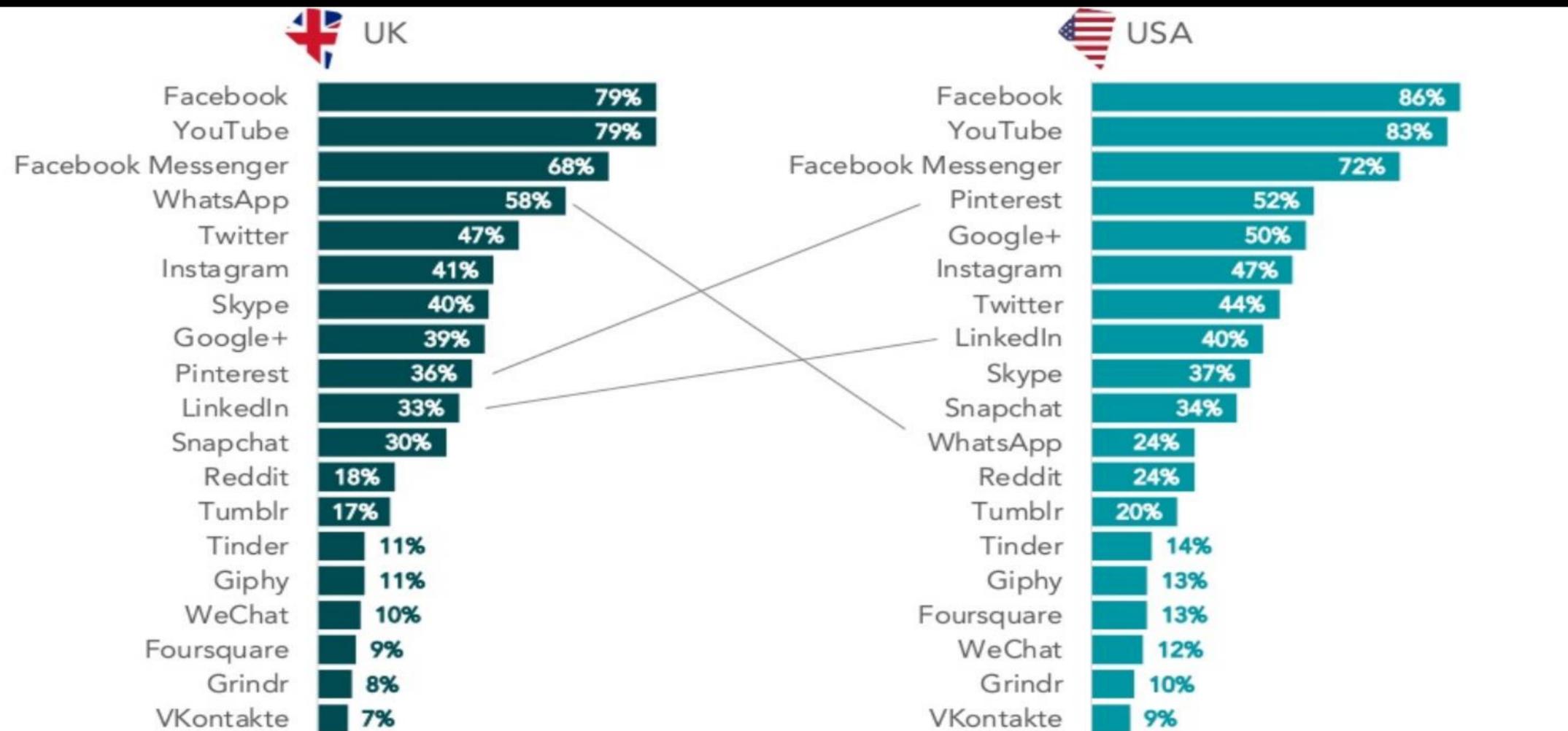


Source Ofcom

Social media accounts by age and platform



Most popular social media channels and messenger apps in the UK (vs USA)



we are Flint Base: All US (n=2,007), All UK (n=2,008)

8

Social usage largely aligned across the pond, key differences: WhatsApp, Pinterest, LinkedIn

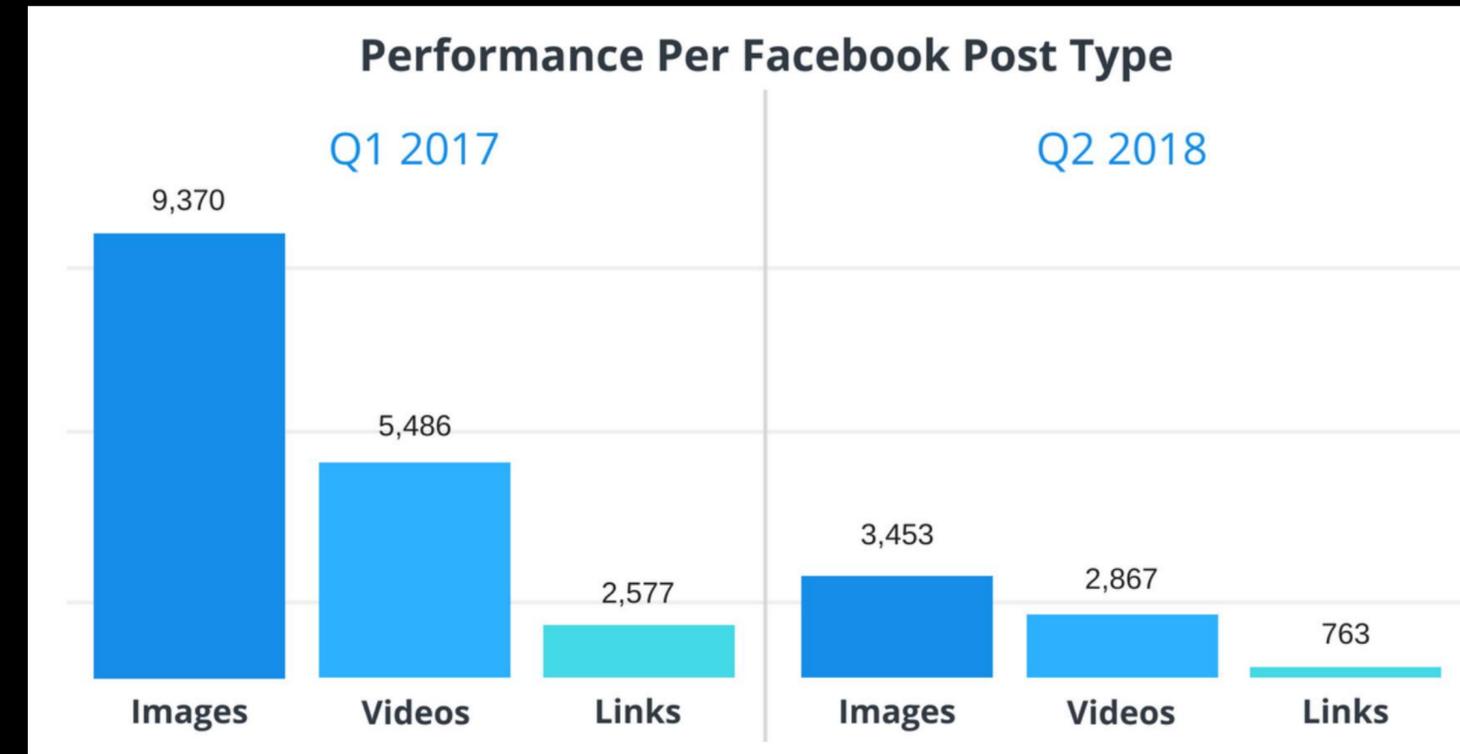
Among online UK and US adults aged 18+, the % who use each network

Facebook news feed changes (January 2018)

The screenshot shows the top of the Telegraph website. The navigation bar includes 'HOME | NEWS | SPORT | BUSINESS | ALL SECTIONS'. The main section is titled 'Technology' with sub-links for 'News | Reviews | Opinion | Internet security | Social media | Apple | Google | Newsletter sign-up'. The featured article is 'Facebook overhauls News Feed to promote 'more meaningful' posts from family and friends - raising questions for businesses'. It includes social sharing icons and a comment count of 33. To the right is an advertisement for 'moneyfarm' with the text 'Expecting your savings to take you further down the fairway?' and an image of a golfer. Below the ad is a 'MORE STORIES' section with three items: 1. Donald Trump walks back on 's--- hole countries' comment as 54 African states demand apology; 2. Warren Buffett predicts 'bad ending' for Bitcoin; 3. Jurgen Klopp: Liverpool sold Philippe Coutinho because club could not be sure of his 100 per cent.

Businesses can't rely on just their organic (free) posts any more

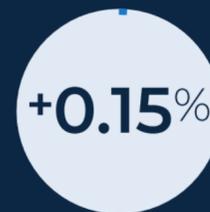
- All social media use some form of **relevancy algorithm** – this means that the platforms' show content to users that they are most likely to interact with (or already has a large level of user engagement)
- Facebook **changed their algorithm** in January 2018 to limit the amount of business posts in the newsfeed
- Facebook **reach has dropped** significantly (-11% from Q1 to Q3)



Average Facebook Page Post Reach

Average monthly growth in page likes ('fans'), average reach of page posts, and the contribution of paid media

AVERAGE MONTHLY CHANGE IN PAGE LIKES



Q-O-Q CHANGE: -6% (-1 BP)

AVERAGE POST REACH vs. PAGE LIKES



Q-O-Q CHANGE: -9% (-80 BPS)

AVERAGE ORGANIC REACH vs. PAGE LIKES



Q-O-Q CHANGE: -11% (-80 BPS)

PERCENTAGE OF PAGES USING PAID MEDIA



Q-O-Q CHANGE: +27% (+510 BPS)

AVERAGE PAID REACH vs. TOTAL REACH



Q-O-Q CHANGE: +13% (+320 BPS)

Source: 2018 Q3 Global Digital Statshot

Q-O-Q (quarter-on-quarter) changes are vs. Q1 2018. Q-O-Q percentage figures reflect relative change; BPS (basis points) figures reflect absolute change.

<https://blog.bufferapp.com/facebook-marketing-strategy>

<https://hootsuite.com/en-gb/resources/social-media-trends-report-2019>

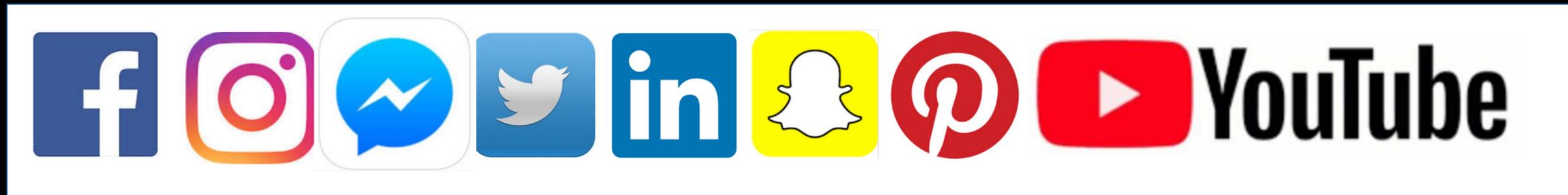
Other changes/shocks

- **Cambridge Analytica** scandal – March 2018
- **GDPR** regulations – May 2018
- Other Facebook **data breach and mis-use** revelations
- Instagram – **harmful content** in the news (Molly Russell case)
- Despite all these – the amount spent on **social media ads keep growing!**

Introducing social media advertising (paid social)

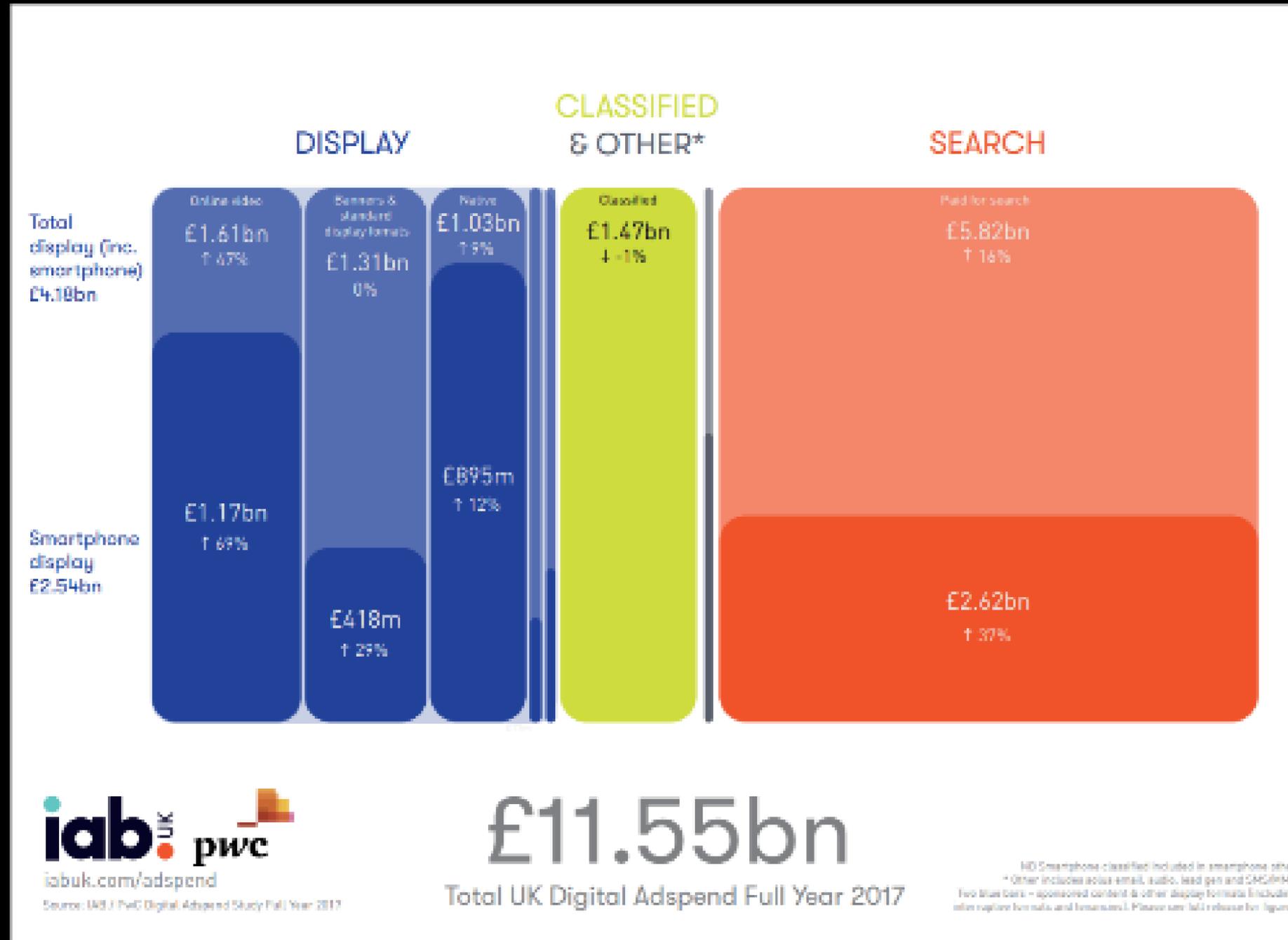
What is “Paid Social Advertising”?

- Paid social media advertising is where businesses (advertisers) pay for an **ad placement on a social media platform**
- Paid social advertising allows you to decide who and where your social media post will be seen i.e. your **target audience**
- This is **different from organic (or free) social media marketing**, where your content/posts are only seen by some of your friends, fans and followers
- Paid social advertising can be executed across the **following platforms**:



- Other social platforms like **Reddit, Quora, Houzz** also offer advertising solutions
- Different approaches include promoted tweets, sponsored updates, lead generation ads, video ads, ads linking to websites etc. Often called **“native advertising”** – as the ad is similar to organic content
- Paid social advertising is the main way of getting your content in front of fans or prospective customers, due to the limited reach of organic/free posts (caused by the platforms’ **relevancy algorithms**)
- Ads can be **paid for in many ways**: cost per click (CPC), cost per impression (CPM), cost per lead or conversion (CPA), cost per view (CPV) and cost per send (CPS)

Digital advertising in the UK – 2017



- UK digital ad spend in 2017 reached record high of **£11.55 billion**, up **14.33%** year-on-year
- Paid search up **16%** on a like for like basis at **£5.82 billion (50.3%)**
- **Social spend is now £2.4 billion (20.1%)**
- At **£5.20 billion**, Smartphone now makes up **45%** of all digital
- Smartphone is accounting for **61%** of all digital display advertising
- Online video is the largest display format, up **47%** year-on-year
- Offline advertising spend in the UK hit a record high of **£22.2bn** in 2017, according to the latest figures from the Advertising Association and Warc Expenditure report (**up 4.6%**)
- **Digital now represents 52% of UK ad spend**

“Many of the social ad types are designed to **get awareness or engagement** with users whilst they are on the social platform; rather than driving them away from the social platform to the advertisers’ site.”

Choosing platforms and ad types

Choosing the correct ad formats

- decision tree

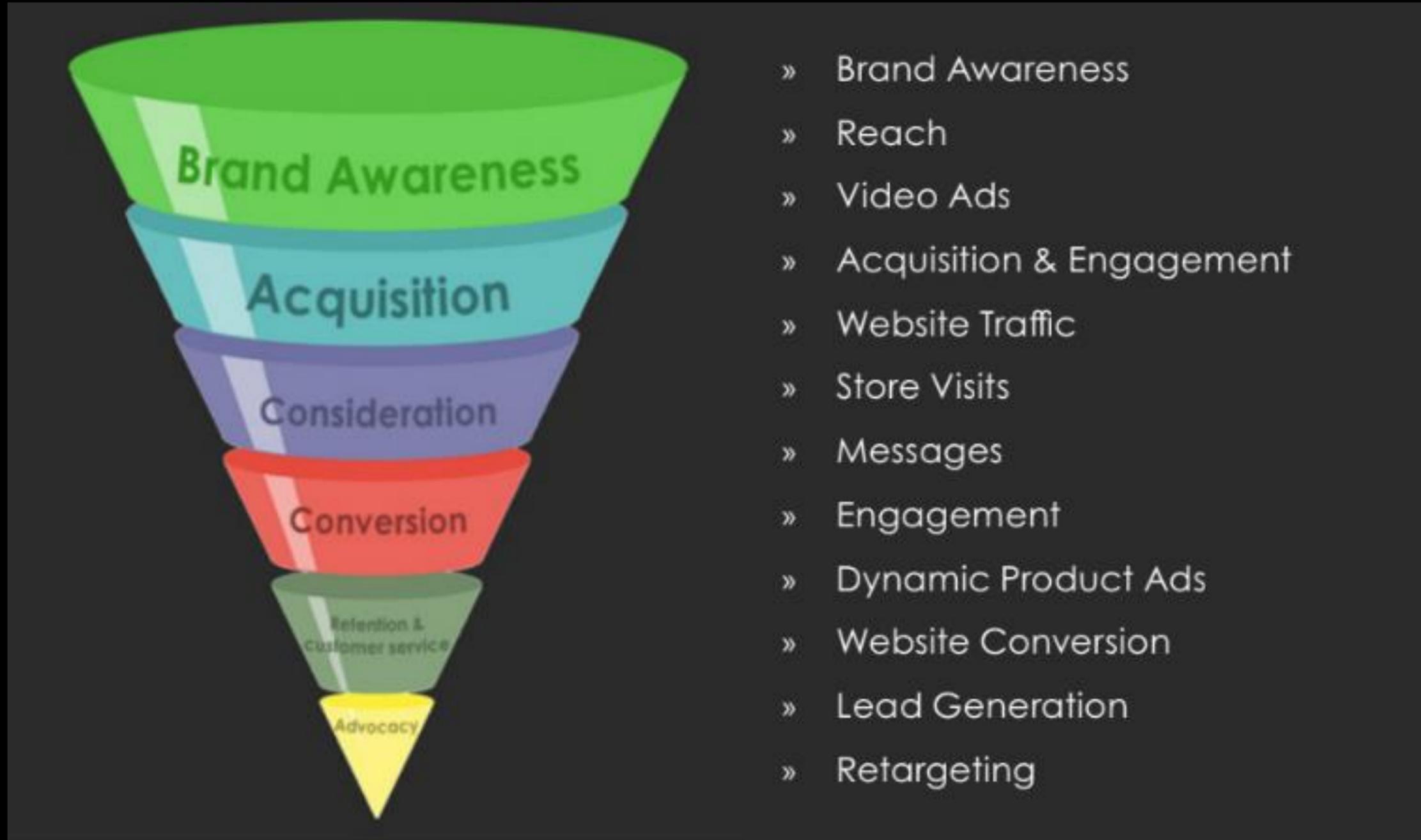
- **Target audience**
 - B2B
 - B2C
 - Location, demographics, interests and behaviours
 - Custom audience - previous engagement (uploaded list or website visitor)
- **What do you want to achieve?**
 - Communicate with existing fans
 - Awareness and visibility to new users
 - Generate leads or sales
- **How does this relate to the sales funnel – i.e. choice of ad objectives?**
 - Awareness
 - Acquisition
 - Conversions
 - Advocacy

Traditional choice of platforms for different business types and outcomes

Sector	Objective	Facebook 	Instagram 	Twitter 	LinkedIn 
Business to Consumer (B2C)	Communicate with existing fans	Organic or Paid	Organic or Paid	Organic or Paid	n/a
	Awareness and visibility to new users	Paid	Paid	Paid	
	Generate leads or sales	Paid	Paid	n/a	
Business to Business (B2B)	Communicate with existing fans	Organic or Paid	n/a	Organic or Paid	Organic or Paid
	Awareness and visibility to new users	Paid		Paid	Paid
	Generate leads or sales	Paid		n/a	Paid

“There are many different types of ads available on social media platforms, so, you need to start by determining **what your objective is?**”

Ad objectives relating to the sales funnels



Social Platform (Ad Manager)

Advertiser's Website

Platform specific pixel and conversion tracking on advertiser's website



See Ad



Like/Follow



Lead Form



Landing Page



Thank You Page & Download



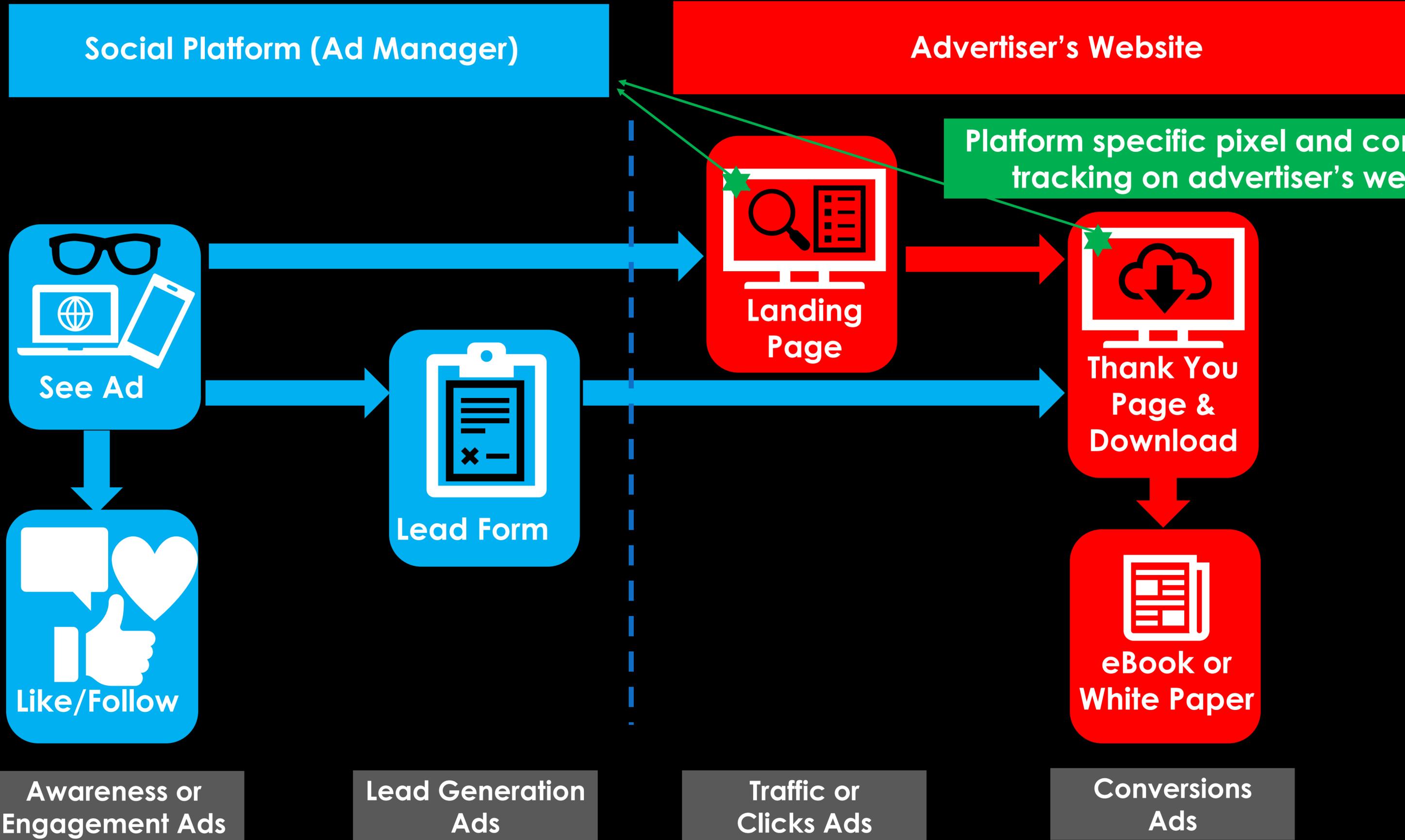
eBook or White Paper

Awareness or Engagement Ads
data driven digital marketing

Lead Generation Ads

Traffic or Clicks Ads

Conversions Ads



Ad objectives – interactions within the platform

Ad objectives	Facebook	Instagram	Messenger	Twitter	LinkedIn	Equivalent in Google Ads	How do you pay
Brand Awareness	Yes	Yes	Yes	Yes	No	Display & YouTube	Impressions
Reach	Yes	Yes	Yes	Yes	No	Display & YouTube	Impressions
Acquisition (of fans)	Yes	Yes	Yes	Yes	Yes	YouTube	Impressions or views
Engagement (with ad/content)	Yes	Yes	Yes	Yes	Yes	YouTube	Impressions or views
Video views	Yes	Yes	Yes	Yes	Yes	YouTube	Views
Lead generation ads	Yes	Yes	Yes	No	Yes	YouTube – TrueView for action	Impressions or clicks
Store Visits	Yes	Yes	Yes	No	No	Local ads (some countries)	Clicks
Messages	No	No	Yes	No	Previously InMail	Gmail ads	Sends

Ad objectives – designed to take the user away from the platforms

Ad objectives	Facebook	Instagram	Messenger	Twitter	LinkedIn	Equivalent in Google Ads	How do you pay
Website Traffic	Yes	Yes	Yes	Yes	Yes	Display or search	Impressions or clicks
Website Conversion ads	Yes	Yes	Yes	Yes	Yes	Display or search	Clicks or conversions
Product (dynamic retargeting/remarketing)	Yes	Yes	Yes	No	No	Dynamic display remarketing	Clicks

Only focus on a few ad objectives

- **Generating enquiries and leads**
 - **Lead generation ads** (Facebook and LinkedIn)
 - **Click or Conversion ads**
 - If you have a low budget then test Facebook (<£1,000)
 - If you have a higher budget then test LinkedIn and Twitter
 - **LinkedIn Message ads** (previously Sponsored InMail)
- **Ecommerce and sales**
 - **Product ads** (dynamic retargeting) – Facebook, Instagram and Messenger
 - **Conversion ads** – Facebook and Instagram
 - **Store visits ads** in Facebook – to drive users to your store pages

Choosing your ad objective
in each platform

Facebook (Instagram and Messenger)

The screenshot displays the Facebook Ads Manager interface. At the top, there's a navigation bar with the Facebook logo, 'Ads Manager', a search bar, and user information for 'Anicca Digital'. The main content area is titled 'Anicca Test (1354890954...)' and shows a sidebar with navigation options: Campaign (checked), Objective, Ad set (Audience, Placements, Budget & schedule), and Ad (Format, Media, Additional creative). The main panel is in the 'Create new campaign' step, with options to 'Create new campaign' (selected) or 'Use existing campaign'. Below this, it prompts the user to 'Choose your objective' and includes a 'Switch to Quick Creation' button. A section titled 'What's your marketing objective?' provides a grid of objective categories: Awareness (Brand Awareness, Reach), Consideration (Traffic, Engagement, App Installs, Video Views, Lead Generation, Messages), and Conversion (Conversions, Catalogue Sales, Store Visits).

Close

Twitter ads

Twitter Ads interface showing campaign objectives.

Navigation: Ads | Campaigns | Creatives | Analytics | Tools | Help? | Ann Stanley | Profile | +

Objective > Details

Welcome to Twitter Ads

Twitter Ads objective based campaigns are designed to help you achieve results that drive action and add value to your business. Create campaigns tailored for a variety of business goals, from driving website traffic to increasing brand awareness. [Learn more](#)

Select the objective for your campaign

- App installs**
You want people to download your app.
- Followers**
You want to build an engaged audience to amplify your message, on and off Twitter.
- Tweet engagements**
You want to maximize engagement of your Tweets and get more people talking about your business.
- Promoted video views**
You want more people to see your GIFs or videos.
- Website clicks or conversions**
You want people to visit and take an action on your website (e.g. download a paper or make a purchase).
- App re-engagements**
You want your existing users to open and use your app.
- In-stream video views (pre-roll)**
You want to pair your videos with premium content.
- Awareness**
You want as many people as possible to see your Tweet.

LinkedIn ads

 CAMPAIGN MANAGER  Anicca Digital Ltd |  Anicca Digital Ltd_1 | 

← Default Campaign Group 
 Untitled Campaign 

BETA Miss the old experience? [Change back](#) | [Leave feedback](#)

Step 1
Set up Campaign

- Objective selection
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 2
Set up Ads

Objective 

Let's get started! Select the objective that best fits your goals below.
Some objectives and ad formats are not yet available in the beta experience.

Awareness	Consideration	Conversions
Brand awareness 	Website visits	Lead generation
	Engagement	Website conversions 
	Video views	Job applicants 

Audience

Ad format

Placement

Forecasted Results

Target audience

Understanding and targeting your ideal audience

- Do you know who your ideal customer is?
 - Are they **B2C, B2B** or other?
 - If you have more than one product or service will your audience be different?
 - Do you know their **location** and what they are **interested** in?
- Have you used **Analytics** or **social media tools** to analysis your website visitors or converting customers; to understand their demographics and interests?
- Each platform has **different targeting options**, but most have location, gender and age

Targeting in Facebook

United Kingdom

United Kingdom

Include | Type to add more locations | Browse

Add locations in bulk

Age 25 - 55

Gender All Men Women

Languages Enter a language...

Detailed targeting INCLUDE people who match at least ONE of the following

Demographics > Work > Industries

Production

Demographics > Work > Job titles

Business Owner/Engineer

Civil engineer

Civil Engineer/Project Manager

Audience definition



Your audience selection is fairly broad.

Potential reach: 4,500,000 people

Estimated daily results

Reach
7,700-35,000

Link clicks
88-350

⚠ Your results are likely to differ from estimates
We have limited data available to calculate this estimate, so estimates may be less accurate.

The accuracy of estimates is based on factors such as

Targeting in LinkedIn

Start building your audience by searching or browsing people who meet one or more of these criteria

[Learn more about targeting criteria](#)

Audience attributes Add targeting criteria like job experience, industry, or skills	>	Company
		Demographics
		Education
		Job Experience
		Interests

Matched audiences
Use your data to retarget website visitors or reach known contacts and accounts

[+ Exclude people](#)

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

Enable Audience Expansion [?](#) [View summary](#) | [Save](#)

Targeting by:

- Company name
- Company industry
- Company size
- Job titles
- Job functions
- Job seniority
- Field of study
- Skills
- Groups

Advertising to your own audience

- Depending on the platform you can **create your own audiences** – these are called:
 - Custom audiences (Facebook)
 - Tailored audiences (Twitter)
 - Matched audiences (LinkedIn)
- They are normally created using one of the following techniques:
 - **Uploaded contact details** (using email address or other personal data) via a CSV file
 - **Previous visitors to your website**, tagged using a platform specific tag or pixel. This is part of a remarketing or retargeting strategy
 - **Activity on Facebook and Instagram** – based on behaviour (often used for sequential advertising)
- Once an audience is created, most platforms now offer the ability to create a **Lookalike audience** of **similar users**

Your own audiences by platform

Targeting	Facebook	Instagram	Messenger	Twitter	LinkedIn	Equivalent in Google Ads
Businesses	Yes	No	Yes	Yes	Yes	Yes
Consumers	Yes	Yes	Yes	Yes	No	Yes
Retargeting – website pixel	Custom audiences			Tailored audiences	Matched audiences	Remarketing in display or search ads
Retargeting – uploaded lists						Customer match (limitations apply)
Lookalike audiences	Lookalike audiences			Expand reach with Similar users	“Enable Audience Expansion”	Similar audiences
Minimum audience size	20			100	300	1000

Ad formats and client examples

Examples of ad types

Video



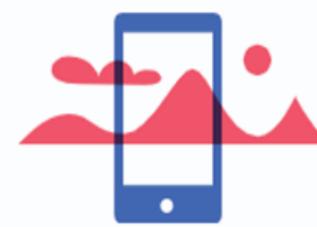
Image



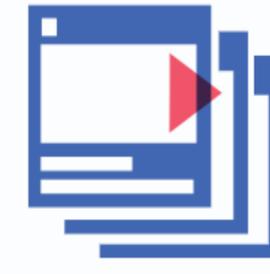
Collection



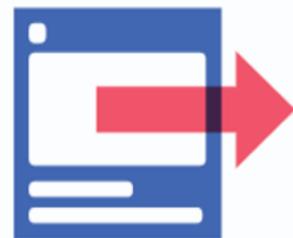
Canvas



Carousel



Slideshow



Offers



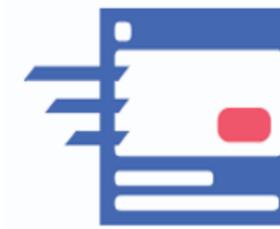
Page likes



Event



Lead generation



Lead generation examples

Experian ID & Fraud
@ID_and_Fraud

Download a copy of our free whitepaper: Data Breach Readiness vs The Reality for vital stats bit.ly/2pWa8Mi



More personal data is being stored online and UK businesses are growing more technologically efficient by the day

Duo Security
Sponsored

How to protect against credential theft, unauthorized access, and data breaches - download our latest eBook, The Trouble with Phishing



Your Guide to the Trouble With Phishing
The anatomy of a phishing attack

[Learn More](#)

48 3 Comments 18 Shares

Suggested Post

Microsoft Dynamics
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Loyal customers spend 67% more than new ones. Find out how to build authentic and profitable relationships.

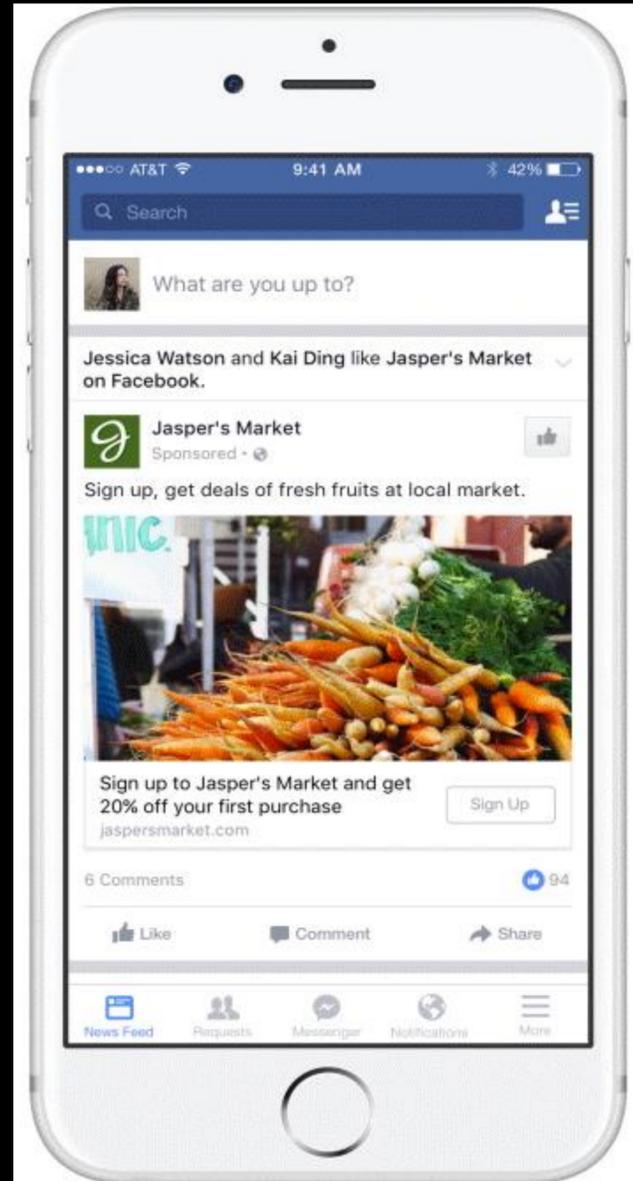


The Savvy Sales Leader Guide
Building Profitable Relationships

DYNAMICS.MICROSOFT.COM
Download the free eBook [Learn More](#)

Build loyalty. Increase sales.

33 2 Comments



AT&T 9:41 AM 42%

Search

What are you up to?

Jessica Watson and Kai Ding like Jasper's Market on Facebook.

Jasper's Market
Sponsored

Sign up, get deals of fresh fruits at local market.



Sign up to Jasper's Market and get 20% off your first purchase [Sign Up](#)

jaspersmarket.com

6 Comments 94

Like Comment Share

News Feed Requests Messenger Notifications More

Adam Scott follows Ocean.io

Ocean.io
323 followers
Promoted

Do you struggle to find new B2B leads? Think of us as your personal lead generator.

Ocean.io finds leads based on your sales conversions

Identify

Company	Label	Country	Postal code	Domain
appserv.com				
Facebook		Denmark	1409	appserv.com
Saaster		Denmark	2000	saaster.com
TechCloud		Denmark	2500	techcloud.com
ShipMTricks		Denmark	2635	shipmtricks.com

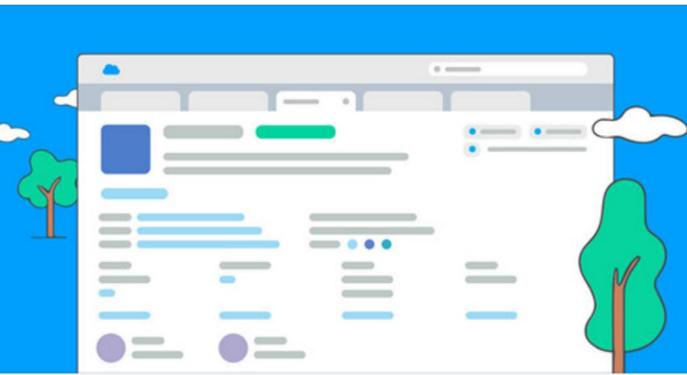
Try it out now

Like Comment Share

Suggested Post

Crunchbase
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Directly integrate your CRM with the most up-to-date company and investor database in the world.



Take prospecting to the next level [Sign Up](#)

WWW.CRUNCHBASE.COM

2

Like Comment

Sponsored Create ad



Sign Up Today to Receive a 25% Off Promo ...
xero.com/SignupOffer
Save 25% for three months when you buy today.

Some of our ecommerce clients

Catalogue ad
(dynamic retargeting)

Traffic ads

Offer ads

Offer ads

BuyDirect4U
Sponsored

We've got garden, home & DIY products at affordable prices. Order online for FREE* delivery to your home (*T&Cs apply)

£49.99
Charles Bentley
30L Retro Kitcher...
£49.99
Shop Now

£79.99
Charles Bentley
Sport Flu
£99.99
Shop Now

LumberJack Bars
Sponsored

Our LumberJack Bars are perfect for keeping you fuelled everyday. Whether you're off an adventure or training hard in the gym

Gluten Free Protein Flapjacks
3 delicious flavours
Shop Now

20% prot every bar
Order onlin

Buck & Hickman shared an offer.
Sponsored

10% off your next order
No exclusions
No minimum spend!
Shop Now!

BE THE FIRST TO GET THIS OF...
10% Off Your Next Order
Expires on 28 Feb 2019
GET OFFER

Buck & Hickman shared an offer.
Sponsored

Do you want 10% off your next order?
Shop Now!

BE THE FIRST TO GET THIS OF...
10% Off Your Next Order
Expires on 28 Feb 2019
GET OFFER

Results:

Cost per sale of
£5 to £10

Results:

Cost per click of 11p

Results:

Cost per sale of £5 to £10

The Phone Coop (conversion ads)

The Phone Co-op
Sponsored · 🌐

Buy the Fairphone 2.
🌱 Ethical, modular smartphone
🌱 Conflict free materials.
Shop online for our pay monthly bundles.

£32.50



THEPHONE.COOP
1GB Unlimited Mins and Text
£32.50/ mth

SHOP NOW

The Phone Co-op
Sponsored · 🌐

Buy the Fairphone 2.
🌱 Ethical, modular smartphone
🌱 Conflict free materials.
Shop online for our pay monthly bundles.

This is not a phone
It's an opportunity
to change the industry



Start making
a difference:
Buy a
Fairphone 2
today!

THEPHONE.COOP
1GB Unlimited Mins and Text
£32.50/ mth

SHOP NOW

The Phone Co-op
Sponsored · 🌐

Superfast, great value broadband.
Free setup.
Unlimited usage.
£28 per month.



WWW.THEPHONE.COOP
Fixed Price For 12 Months
Terms apply

LEARN MORE

The Phone Co-op
Sponsored · 🌐

Hurry and switch to our LIMITED TIME ONLY Superfast Fibre Broadband Plus deal for just £28 per month for 12 months, with FREE setup!



WWW.THEPHONE.COOP
Best Value Fibre Plus Broadband
Free Setup. 12 month contract. Terms apply.

LEARN MORE

The Phone Co-op
Sponsored · 🌐

Switch to Superfast Fibre Broadband Plus for just £28 per month. Self-install. NO set up fee. Just plug in and go! 12 Month contract.
T&Cs Apply



WWW.THEPHONE.COOP
Great Value Fibre Broadband
Free Setup. 12 month contract. Terms apply.

LEARN MORE

The Phone Co-op
Sponsored · 🌐

Our Super Sale is now on with our SIM Only 10GB and 30GB deals. Switch to SIM only from the UK's only telecoms co-operative instead of upgrading your phone and you'll help reduce e-waste as well as saving money. See more details on our website. Offer ends 30.04.2019. T&Cs apply.



WWW.THEPHONE.COOP
SIM Only deals from £17/month
Unlimited minutes and texts. Terms apply

LEARN MORE

Results:

Cost per sale of £2.50 to £5

Results:

Cost per sale of around £10

LazyLawn

Carousel without the price

LazyLawn Artificial Grass
Sponsored · 🌸

From our Which? Best Buy Wonder Yarn®, to Lazy Stripe and Lazy Chic™ - we have a huge range of artificial lawns to choose from. See which one is right for you, and order your free samples.



Wonder Yarn®
Which? Best Buy
Order Your Sample

Lazy Str that just
Order Your

Learn More

Before and after image from local installers

LazyLawn Artificial Grass
Sponsored · 🌸

Our Wonder Yarn® was top scoring in the Which? Best Buy Artificial Grass comparison table.
See it and feel it for yourself!



Order Your Free Sample
Perfect Lawn Rain or Shine
lazylawn.co.uk

Learn More

Carousel featuring a range of products

LazyLawn Artificial Grass
Sponsored · 🌸

From our Which? Best Buy Wonder Yarn®, to Lazy Stripe and Lazy Chic™ - we have a huge range of artificial lawns to choose from. See which one is right for you, and order your free samples.



Wonder Yarn®
Which? Best Buy
Order Your Sample

Lazy Str that just
Order Your

Learn More

Video Views

LazyLawn Artificial Grass
Sponsored · 🌸

Transform your lawn in time for Spring.



Best Buy
Which?
Artificial Grass June 2016
WONDER YARN

www.lazylawn.co.uk
Transform your lawn in time for Spring.

LEARN MORE

Results:

Form completions of around £5

Campaign costs and management

How do you pay?

- How you pay is determined by ad objective (campaign type) and optimisation objective:
 - **Cost per click (CPC)** – for clicks
 - **Cost per 1000 impressions (CPM)** – for impressions
 - **Cost per view (CPV)** - video views
 - **Cost per send (CPS)** for messages
- In most cases the bid is **automated**, occasionally you can add a maximum bid
- **Facebook** is the cheapest platform - the bigger the audience the lower the cost (typically 10p to 50p)
- **Twitter** is slightly more expensive than Facebook
- **LinkedIn** CPC typically £4 - £5 for sponsored content – however **Message Ads** are very cheap at <40p per send
- **Lead generation ads** can be cheap (£5 to £50 per lead) due to high conversion rates on the social platforms
- Typical **ad spend budgets**:
 - **Facebook** - £500 to £5,000 per month depending on volume of leads/sales or engagement required
 - **LinkedIn** – Sponsored content (min. of £25 per day), Message ads min of 1000 sent (costing £200 to £400 per 1000)

Management time

- **Facebook (Instagram and Messenger)**
 - 2 days set-up – including planning and ad creation
 - 2 days per month – optimisation and ad testing
- **Twitter** – as above
- **LinkedIn**
 - In feed ads (e.g. lead generation ads) – as above
 - Message ads – 1.5 days per email campaign – including creation of copy, companion ads, audiences and initial optimisation

Questions & Answers

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