Digital Masterclass Series

The Importance of Going Digital in a Post COVID World

Paid Social Media Marketing

Collaboration, Respect, Service Excellence, Integrity, Innovation

City of **GLEN EIRA**

GLEN EIRA CITY COUNCIL

BENTLEIGH • BENTLEIGH EAST • BRIGHTON EAST
CARNEGIE • CAULFIELD • ELSTERNWICK
GARDENVALE • GLEN HUNTLY • MCKINNON
MURRUMBEENA • ORMOND • ST KILDA EAST

Today's topic

Paid Social Media

Agenda

1. Social media

2. Paid social media marketing

3. Benefits of paid social media marketing

4. Social media terms

5. Targeting with social media marketing

6. Case study

Australians and social media

Almost **8 in 10** Australians use social media

Source: https://www.sensis.com.au/about/our-reports/sensis-social-media-report

What is social media?

The creation, sharing and exchange of ideas, thoughts and information through virtual networks and communities.

- Social media networks

- Media sharing networks

- Community and discussion forums

- Social/community blogs

- Bookmarking and content curation networks

- Consumer review networks

- Sharing economy networks

Social media marketing

- Connect with your audience
- Build your brand

- Increase sales
- Drive traffic to your website

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Australians and social media

Almost **8 in 10 Australians use social media**.

More than a third of these users **check social media more than 5 times per day**.

Brands can expect their posts to be **seen by only about 5.5% of their followers**.

Only about a **quarter of Australian small businesses advertise on social media** with Facebook being the most popular platform.

Sources: https://www.sensis.com.au/about/our-reports/sensis-social-media-report
https://blog.hootsuite.com/facebook-algorithm

Why pay for social media marketing?

- Target your audience by age, gender, country, behaviour, interests etc.
- Create purpose driven ads to create awareness or to increase sales etc.
- Test different ads to decide which ones are more effective
- Set a budget for the ad or campaign
- Measure the performance of ads
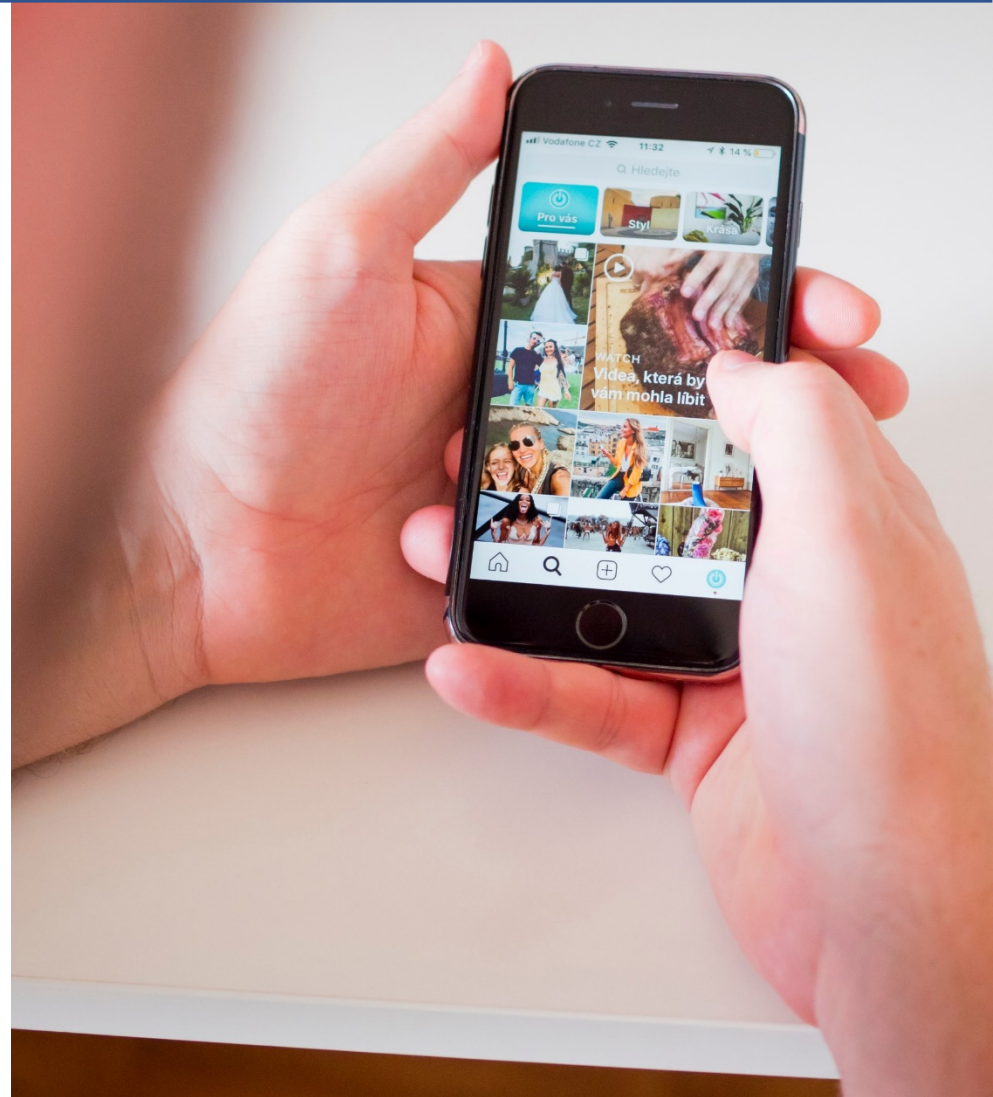
Glossary

Target audience

Reach

Impressions

Click-through rate (CTR)

Pay per click (PPC)

Cost-per-click (CPC)

Cost per mille (CPM)

Conversion rate (CVR)

Bid

Call to action (CTA)

A/B Testing

Metric
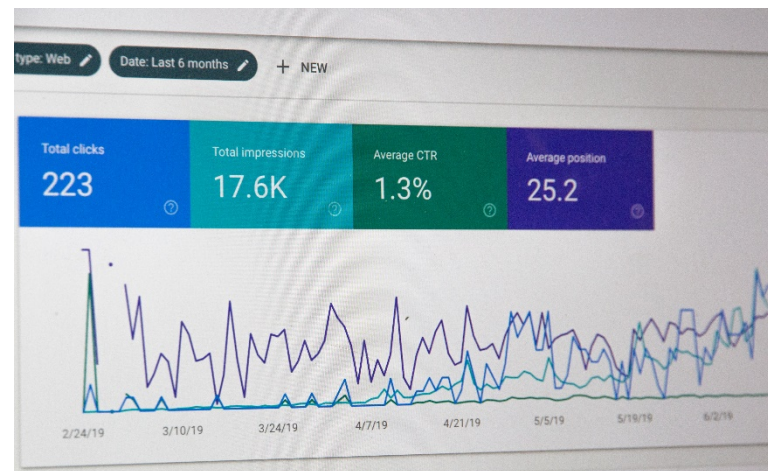
Target audience

- Have a strong idea of what you want to achieve from the ad and focus on it

- Understand which platform your target audience uses and where they engage with your brand

- Research which type of advertising is likely to best suit your product or service

- Know who your target audience is (and is not) and use the platform's filtering options to target and exclude certain demographics

Case study

Jane is a self-employed carpenter who services the Glen Eira area. Business has been good and she's now hired a couple of apprentices, hoping to expand to areas outside Glen Eira. She took advantage of Council's BusEd program and has a website built by one of the university students. She's also a recipient of Council's small business grant. How can Jane use the $2,500 to expand her clientele?

Jane's social media ad strategy

Instagram

- target the younger generation of female homeowners in various suburbs in Melbourne
- photos of kitchen cabinets, picket fences and backyard decking
- pay per click ad with budget

LinkedIn

- target middle to senior level professionals in Melbourne.

YouTube

- post video ads where people are watching DIY tutorials

- implement all three campaigns at the same time up until total budget of $2,500 is used up to maximise reach.

Additional resources

Become your own content marketing expert **webinar** showing how to create ads that inform, engage or agitate.

Choosing the right social media platform for your business **webinar**.

https://www.facebook.com/business/learn/lessons/top-steps-to-creating-a-facebook-ad

https://business.instagram.com/advertising/

https://www.youtube.com/ads/

https://business.linkedin.com/marketing-solutions/cx/17/06/advertise-on-linkedin