



# PHWDG SOCIAL MARKETING PLAYBOOK

Peel Halton



Workforce  
Development  
Group

# Table of contents

---

<b>Module 1: The Fundamentals of Social Media Marketing</b> .....	3 - 4	<b>Module 5: Marketing Fundamentals</b> .....	21
Introduction .....	3	Launching a Marketing Campaign .....	21
Why is social media important? .....	3	Marketing Funnel .....	21
How does social marketing work? .....	4	<b>Module 6: Facebook Advertising</b> .....	22 - 28
<b>Module 2: Goals &amp; Audience Profiling</b> .....	5 - 8	Setting Ad Goals .....	22
Setting Actionable Goals .....	5	Plan the Content Journey .....	22
Defining your Differentiators/ Unique Selling Proposition .....	5	How to Build a Facebook Ad .....	23
Analyzing Your Competition .....	5	Getting Started .....	23
Establishing the Metrics that Matter .....	6	To Boost a Post .....	24
Defining Your Audience .....	7	How to Promote Your Contact Us Button ....	25 - 27
Buyer Persona .....	8	Measuring .....	28
<b>Module 3: How to Create Content</b> .....	9 - 14	<b>Module 7: LinkedIn Advertising</b> .....	29 - 35
What is Content? .....	9	Getting Started .....	29 - 30
Content Ideation .....	9	Choose your Ad Type .....	31
Step 1: Build a mind map .....	10	Narrow Your Audience .....	31 - 32
Step 2: Establish your narrative .....	11 - 12	Develop Ad Creative .....	33
Step 3: Pick your Content Medium .....	13	Daily Budget .....	33
Step 4: Pick Your Platform .....	14	The Ad Should Include .....	34
<b>Module 4: Social Media Platforms &amp; Posting</b> .....	15 - 20	Measuring .....	35
LinkedIn: Audience, Content, Best Practices .....	16	<b>Module 8: Tools</b> .....	36
Facebook: Audience, Content, Best Practices ....	17	Free Stock Image Sites	
Twitter: Audience, Content, Best Practices .....	18	Tools For Content Ideation	
Instagram: Audience, Content, Best Practices ....	19	Graphic Design	
Hashtags & Geotagging .....	20	Video Editing	
		Photo Editing	
		Audio/Video Tools	
		Outsourcing	
		Scheduling	

## Introduction

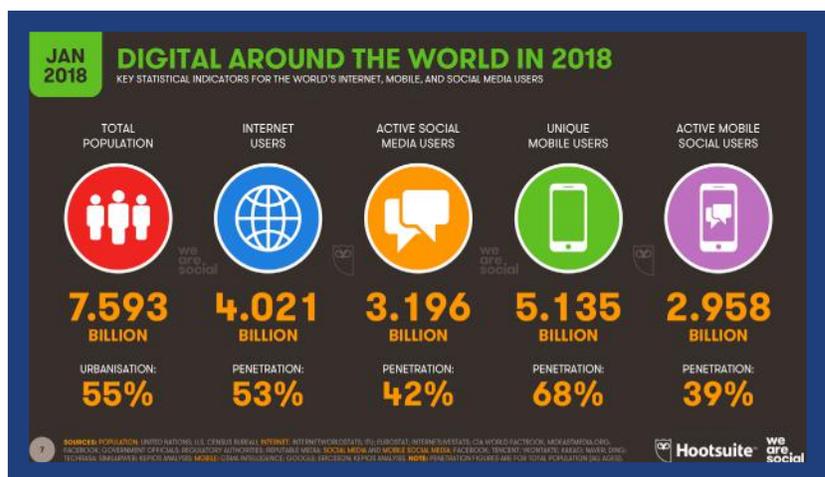
This document has been custom designed for the Peel Halton Workforce Development Group by Social Media House. Its purpose is to assist small and medium sized businesses with their online marketing efforts.

Specifically, the PHWDG Social Marketing Playbook serves as a guide to help local businesses build their brand presence through social media and social media advertising. The Social Marketing Playbook will walk you through the fundamentals of social marketing, finding your audience, creating content, choosing platforms, best practices, Facebook advertising, LinkedIn advertising -- and a list of all the best, easy-to-use tools to get you on your way to growing your business, online.

# Module 1: The Fundamentals of Social Media Marketing

## Why is Social Media important?

Social Media has become one of the greatest marketing tools on the planet, and an unignorable component of marketing for any business in 2019 and 2020. Social Media allows you to access a wider audience, which in turn has a direct impact on sales.



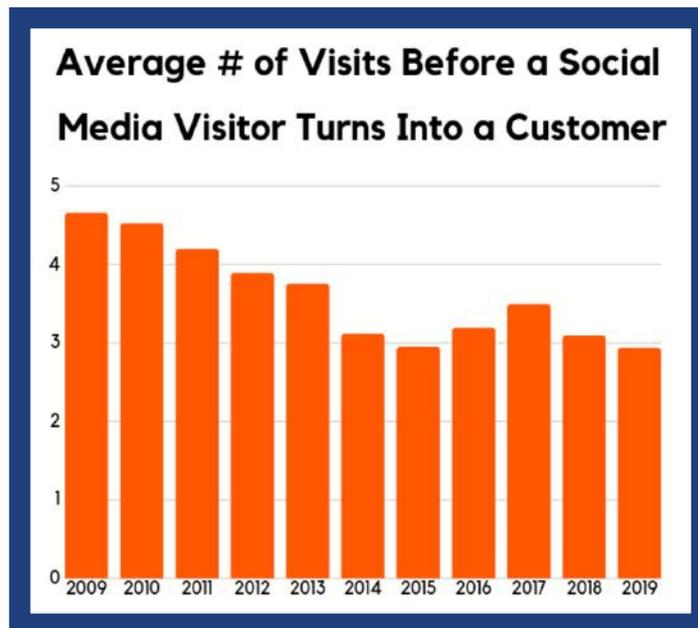
## How does Social Marketing work?

Social media marketing, in its simplest form, is sharing content online. Most brands today use social media marketing to support their digital marketing campaigns and drive more traffic to their website.

Social media marketing involves promoting your content and engaging with your target audience on social media channels like LinkedIn, Facebook, Twitter and Instagram. This tactic is used in digital marketing to help businesses increase brand awareness, generate more leads, and improve customer engagement.

### 3.48 billion people are on social media

If your business is not trying to reach and engage these with consumers on social platforms, then it is certainly missing out on an important opportunity to reach new customers.



#### Additional Resources:

- <https://blog.hubspot.com/marketing/what-is-digital-marketing>
- <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>
- <https://www.smartinsights.com/improve/social-media-marketing-toolkit/>

# Module 2:

## Goals & Audience Profiling

### Setting Actionable Goals

What are your goals with social media? Defining your goals is very important so you can determine what you want from social media, and whether or not your strategy is working. Here are some examples of goals.

1. I want to improve my brand awareness and credibility
2. I want to reach more customers
3. I want to strengthen my community
4. I want to grow my brand's audience (numbers)
5. I want to send more traffic to my website

### Defining your Unique Selling Proposition

What sets your company apart? What is your "distinct value"? This can look like buzzwords such as:

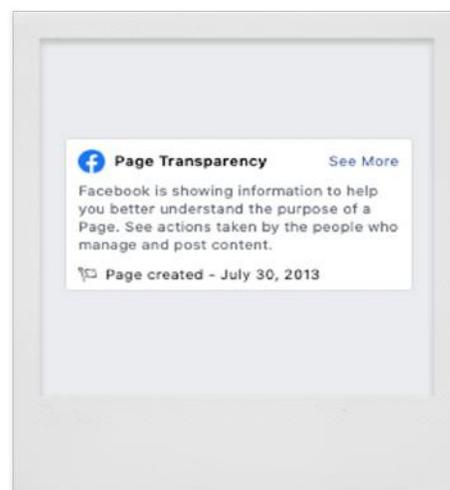
Organic, customized & one-on-one, or it can look like the unique, specific product or service you offer and why it is different than everything else. Breaking this down into its simplest form will help you speak about your company to customers who don't live and breathe your industry.

### Analyzing Your Competition

What is your competition doing?  
Check out their social media pages.  
What kinds of content are they sharing?

Here is how to see what types of ads your competitors are running:

1. Look up a competitor on Facebook
2. On the far right near the bottom under the "About" Section, you'll find "Page Transparency." Click "see more"
3. This will show you all the ads that competitor is running



#### Additional Resources:

- <https://sproutsocial.com/insights/social-media-goals/>
- <https://blog.hubspot.com/sales/the-ultimate-list-of-words-that-sell>

## Establishing the Metrics that Matter

**Impressions** - the number of times your post was seen

**Reach** - the number of unique users who saw your post

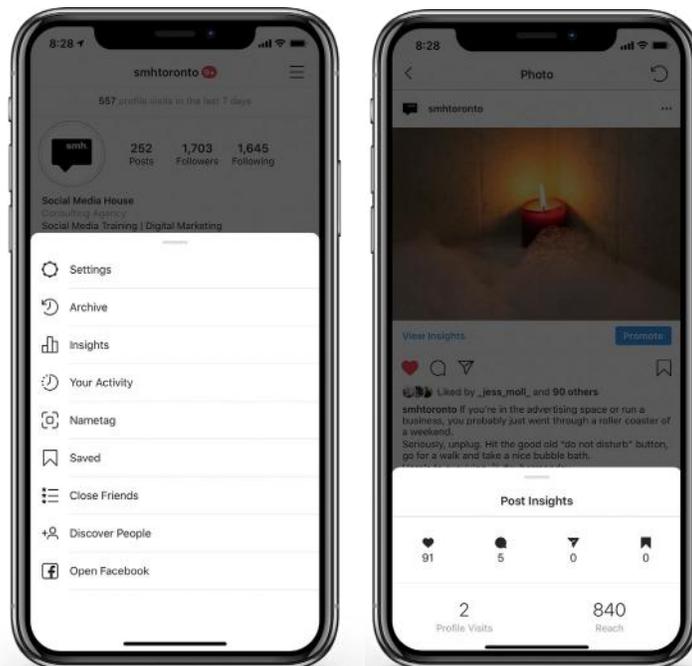
**Clicks** - the number of clicks that went somewhere. This can be separated between clicks to your website or clicks to your contact button.

**Engagement Rate** - the number of interactions divided by the number of impressions. This calculation can help determine whether your audience actually likes the content you're distributing.

**Followers** - Increase in followers helps with social proof but it's important to remember that the quantity of followers is not more important than the quality. Quality followers are much more likely to convert to customers.

For your company, the metrics that matter are the ones that relate to your goals. If you want to get your brand in front of a tone of eyeballs, your reach is the most important thing.

If you're trying to drive traffic to your website so people will buy your product, you're going to want to pay attention to your clicks.



### Additional Resources:

- <https://sproutsocial.com/insights/social-media-metrics/>

## Defining Your Audience

Audience profiling is the process of defining exactly who your desired customer is. Counterintuitively, the narrower you get, the easier it is to sell to.

Basically, when you know exactly who your person is, you can imagine their misgivings, desires and pain point - which then allows you to communicate better. If your audience feels like your message is directed at them, they can see themselves using your product or service more easily.

Consider if your current customer (or customer history) is the same as your ideal customer.

- Who makes you money?
- Who do you provide the most value to?



### Additional Resources:

- <https://blog.hootsuite.com/target-market/>

## Buyer Persona

Choose three ideal current customers that are slightly different from each other, and break them into groups. If you do not have a customer, use a real-life example of a person or company you would want to work with or sell to.

### EXAMPLE:

	Example for Dentist	Example for Accounting Software
<b>Name</b>	Dari	Moe
<b>Location</b>	Lives in Leslieville, Toronto	Lives in Mississauga
<b>Profile Details</b>	Assistant at 9-5 part-time mom Age 35 2 small kids Indian-Canadian	Small business owner Age 42
<b>Needs or Pain Points</b>	Kids hate the dentist Always busy	No time Organizational skills lacking
<b>Values</b>	Affordability Friendliness Make things fun	Simplifying their life
<b>Where they spend their time online</b>	Facebook & Instagram	Facebook, LinkedIn

Once you've built this out, you can start to work on crafting the right messaging for the right audience through the content you create. The message is what is important, not the product or service. **Talk about how the consumer will benefit from purchasing the product or service.** So if your ideal customer is a 35-year-old mom with a couple of kids and no time, your messaging should show her how your product or service will make her life easier.

**NO:** Our cheese shredder has a slicer, shredder, grater and grinder all built-in one.

**YES:** Get dinner on the table faster using our simple, mess-less cheese grater. Spend more time at dinner and less cleaning up!

You are the only one who cares about your product and service. The consumer cares about how it will improve their life. Make sure your messaging reflects that.

# Module 3: How to Create Content

## What is Content?

There are a lot of definitions for what content is, but in its simplest form, content is stuff you create and share. It can be video, audio, photos, written work, posts and so on.

Content marketing is the creation and sharing of valuable online material that does not explicitly promote a brand, but stimulates interest, builds trust and grows your audience. The best performing content across the board, is content that provides value. We'll get into how to do that below.



## Content Ideation

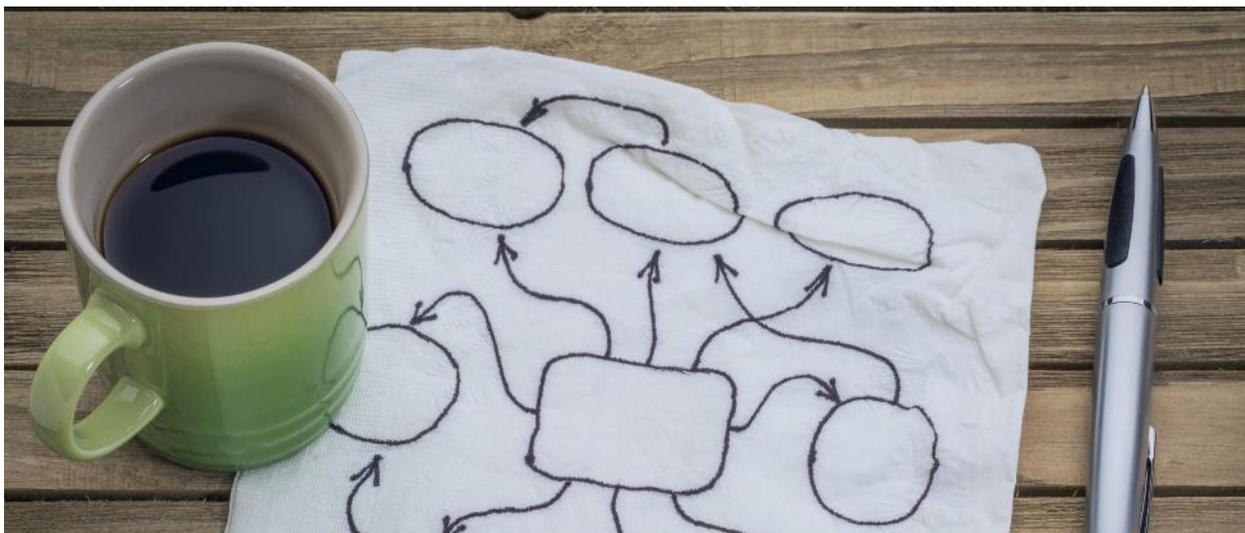
Here's how to generate 100s of valuable content ideas in 4 simple steps.

- 1** Build a mind map
- 2** Establish your narrative
- 3** Select your medium
- 4** Choose your platform

# 1 Build a mind map

Think about the kinds of value you can provide based on the things you ALREADY know about your company, industry and the types of questions you already get asked.

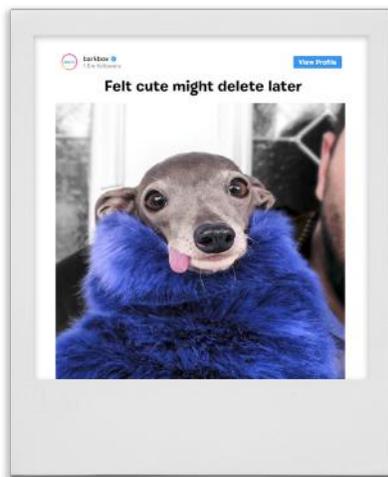
EXAMPLE	FAQ	What you know a lot about?	Resources & Tools	Industry / Brand Specific
Marketing Company	How do I tag companies on Facebook?  How do hashtags work?	Creating content  Instagram  Sale Pages  Creating headlines that sell	Thesaurus.com  Grammarly  Pinterest	Google Alerts  News  Social Media Trends



## 2 Establish your narrative

Brand's provide "value" through the content they share. That content needs a narrative to tell the brand's story. All narratives fall under one or more of the following categories:

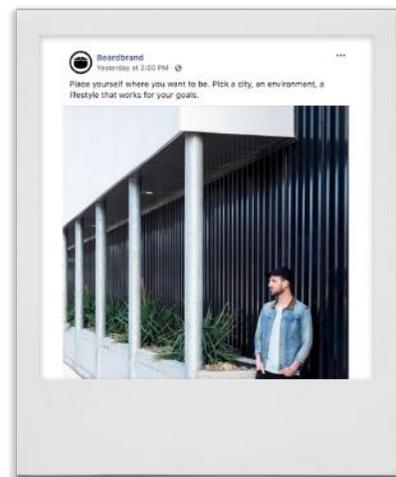
### ENTERTAINMENT



### INFORMATION



### INSPIRATION



Depending on the types of content you want to share, you can mix them up. Not all of your content needs to be inspiring, and not all of it will fit in only one category - but thinking about content as belonging to one of those categories helps brand's organize their thought processes when it comes to creating content.

### What narrative(s) should my brand use?

Some of the things you should consider when creating content are:

- Brand tone
- Company culture
- Messaging
- Product/service
- Audience

Figure out what you can make easily, factor in your brand's tone and measure that against the stuff your audience will be interested in.

## For Example:

- If you run a yoga studio and your primary audience is tired moms with kids, you can:

**Entertain:** Amuse her with funny videos of kids making messes

**Inform:** Share tips on getting the kids to bed

**Inspire:** Post a quote about self-care

- If you run a money management software and you're going after millennials in Toronto, you can:

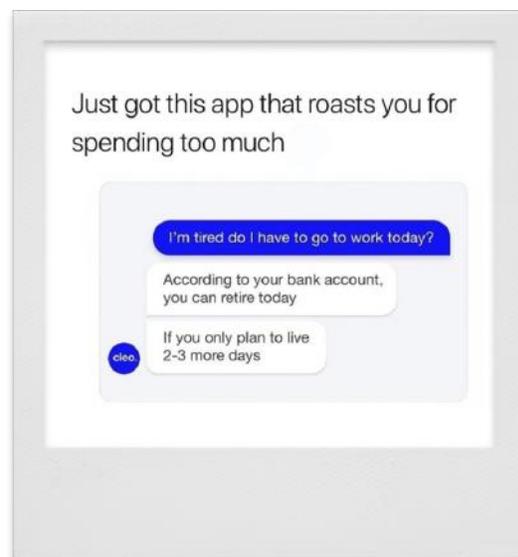
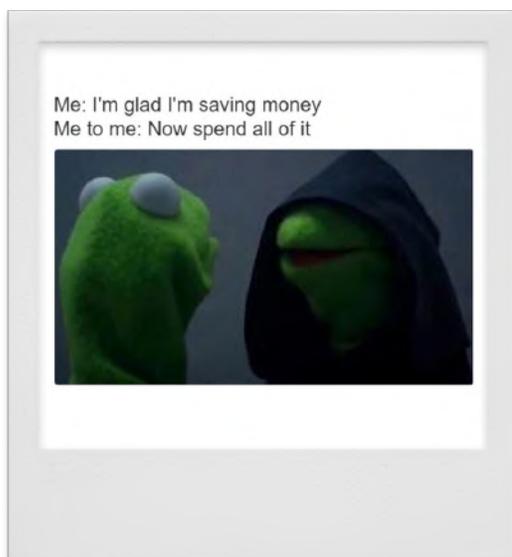
**Entertain:** with relatable memes (example below)

**Inform:** Write an article about budgeting

**Inspire:** Share a video about how someone got out of debt

## What that can look like:

<b>Entertain</b>	<b>Inform</b>	<b>Inspire</b>
Behind the scenes at work Day in the life of "the boss" Industry specific memes Trending topics Comical reviews	How stuff works Facts Statistics Useful quotes DIY	Success stories Motivational quotes Accountability Personal testimonials Promote positivity



# 3 Pick your Content Medium

There are so many different ways you can communicate a story - and with each passing year, there are more and more trending. Video content and podcasts have risen immensely over the last two years, so consider using a mix of written, video, photo and audio content.

Some people communicate best through the written word. Others find it much easier to jump in front of a camera for 5 minutes and talk. Choose a communication style that makes sense for you and the people who will actually be creating content. You can always experiment.

## Here are some content mediums to consider:

WORDS	VIDEO	PICTURE	AUDIO
Captions or Posts	Short Video (-1 min)	Photos	Radio Ads
Poetry	Vlog Video (5-10 min)	Posts	Streaming Ads
Short Form Blog Article	Music Videos	Boomerangs	Music
Long Form Blog Article	Interviews	Carousel Sequence	Spoken Word
Case Studies	Advertisement	Photo Compilation	Interviews
Advertisement	Compilation Video	Portrait Series/ Features	Client Testimonials
E-book	GIFs	Infographic	Reviews
Messages (DM, email)	Reviews	GIFs	Guest Content
Newsletters	UGC	Memes	Short Form (-1 min)
White Papers	Client Testimonials	Reviews	Medium form (5-10 min)
Checklists	Live Stream	UGC	Long form/Podcast (10min-1 hour)
Downloadable	Live Q&A	Client Testimonials	Consultations
Workbook	Giveaways	Client or Partners Features	Conversations
Listography	Contests	Advertisements	
Interviews	Opinions	Shareable Graphics	
Reviews	Vlogs	Comics or Cartoons	
How to Guide	Daily, weekly channels	Giveaways	
Guest Posts/Blogs	Vines	Contests	
Collection of Statistics	Media Mentions	Timelines	
Opinions	Polls/ Questions (Social)	Maps	
News Release		Media Mentions	
Press Release		Polls/ Questions (Social)	
Polls/ Questions (Social)		Flyers	

**Additional Resources:**

- <https://www.convinceandconvert.com/content-marketing/content-to-fill-calendar/>

## 4 Pick Your Platform

This will depend on who your audience is. Go back to your goals and audience profiling to refamiliarize yourself. The next module will help you get familiar with all the individual platforms.

Once you've put together a better idea of what your content is going to look like, building it out doesn't take much time at all.

### Additional Resources:

- <https://blog.hubspot.com/marketing/content-creation>
- <https://socialmediahouse.to/blog-2/content-marketing-101>



## Module 4: Social Media Platforms & Posting

### Best Practices for all Social Media Platforms:

- Make sure you respond to all messages/inquiries in a timely fashion. We suggest building a FAQ list for the person responsible for communication
- Reply to every comment left by users. This generates engagement and also lets those people know you appreciate the effort they made by leaving remarks
- Reply to reviews for the same reason
- Share a few pieces of other brand's content each week
- Establish communication ground rules like what tone you will use (formal, funny, conversational) and things like topics to avoid, swearing, etc

Below, we'll break down how each platform is used for business, the types of audiences you can find on them, what kind of content to post on each and some best practices.



## LinkedIn:

LinkedIn has been alive and well for 17 years. A lot of business owners are already on LinkedIn because it's considered the "professional" social media, but most don't realize that LinkedIn is in the midst of a massive resurgence. The real power of LinkedIn is in its ability to get in touch with existing connections, growing your business's brand through word of mouth.

Right now, posting organically (without paying for ads) on LinkedIn will put your content in front of the most amount of people. Unlike other platforms such as Facebook which limits the amount of people who will see your content, if you post a couple of times a week, you can grow your brand organically on LinkedIn.

### You should use LinkedIn if:

You are a business, period.

### The people you will find on LinkedIn:

Professionals  
Historically, 35-55  
Current, 20-60  
People interested in networking

### The best types of content to post on LinkedIn:

Case Studies  
Video (that links out to YouTube or Vimeo)  
Product Launches  
Blog Posts

### Best Practices for LinkedIn:

Size: 1200x628  
Use 3-5 hashtags per post  
Post: 4+ up to unlimited times a week

### Best Posting Times:

SUN	MON	TUES	WED	THURS	FRI	SAT
6-10pm	9am-1pm	9am-1pm	9am-1pm	9am-1pm	10am -1pm	8am-11am

Encourage your employees to add their position at your company, as it builds credibility and connects their networks to your company.



### Additional Resources:

- <https://business.linkedin.com/content/dam/me/business/en-us/marketing-solutions/cx/2018/pdfs/linkedin-pages-playbook.pdf>
- <https://blog.hootsuite.com/linkedin-company-page-business-guide/>
- <https://www.business2community.com/linkedin/10-linkedin-best-practices-will-accelerate-business-02018010>
- <https://www.smartbugmedia.com/blog/17-linkedin-marketing-best-practices>

## Facebook:

Facebook is the largest social media network in the world, boasting 2.5 billion people users. 93% of all marketers use Facebook advertising regularly.

### A few things about Facebook:

- also owns WhatsApp, Messenger and Instagram
- Facebook users alone watch around 100 million hours of video each day
- It's the second-most popular site worldwide, behind Google
- There are more than 70 million businesses with a Facebook page

Having an active presence on Facebook will help you gain exposure to potential customers. You can drive traffic to your website by posting links to content such as blog posts that bring users onto your site. It also allows open communication between your customers and your business. Once you have a business page set up, Facebook allows you to set up advertising campaigns.

### You should use Facebook if:

You are a business, period.

### The people you will find on Facebook:

Almost everyone has a Facebook page  
See image on right

### The best types of content to post on Facebook:

- Video
- Links to articles
- Content that invites engagement such as questions
- Visual Quotes

### Best Practices for Facebook:

- Size: 940x788 or 1080x1080
- Use 3-5 hashtags per post
- Post 4+ up to unlimited times a week



## Best Posting Times:

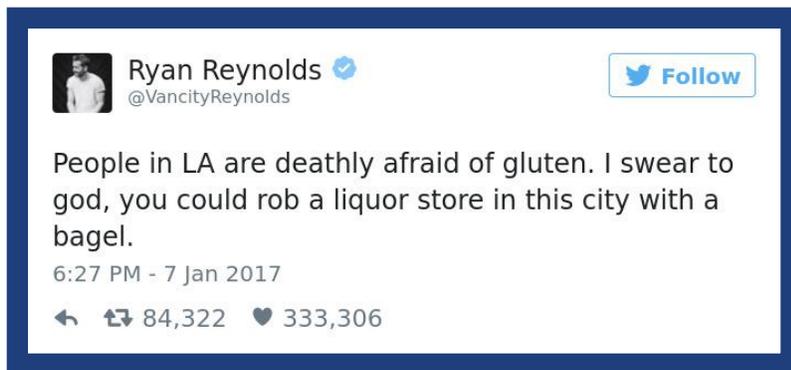
SUN	MON	TUES	WED	THURS	FRI	SAT
6-10pm	4pm-8pm	4pm-8pm	4pm-8pm	4pm-8pm	10am -1pm	8am-11am

### Additional Resources:

- <https://sproutsocial.com/insights/facebook-marketing-strategy/>
- <https://blog.hubspot.com/marketing/anatomy-of-a-facebook-post>
- <https://www.omnicoreagency.com/facebook-statistics/>

## Twitter:

Twitter is still growing, even though it has been around for a while. Depending on your industry, incorporating Twitter into your social marketing strategy could be really important. One drawback is that you need to post a lot to make an impact. Unlike Facebook and LinkedIn, posting 3 or 4 times a week won't cut it. You need to be posting 3 or 4 times a day. However, if your brand does build a presence on Twitter, it could really pay off.



Twitter is basically a platform where users "tweet" short sentences, one-liners, inquiries, and posts that include links to other places. It's a great place for GIFs, Memes, sharing articles and videos, and paying attention to what is trending online. Each day, 139 million tweets are posted.

### You should use Twitter if:

- Your business is service based
- Your business utilizes a community
- Your business is in communications, education, culture etc
- You are a good writer
- You are funny

### The people you will find on Twitter:

- 34% female, 66% male
- 37% age 18-29, 25% 30-49

### The best types of content to post on Twitter:

- Video
- GIFS/Memes
- Links
- News

### Best Practices for Twitter:

- Size: 1024 x 512
- Use: 3-5 hashtags per post Post: 3-10x a day

### Best Posting Times:

SUN	MON	TUES	WED	THURS	FRI	SAT
6-10pm	9am-1pm	9am-1pm	9am-1pm	9am-1pm	10am -1pm	8am-11am

### Additional Resources:

- <https://www.postplanner.com/blog/19-best-examples-of-how-top-brands-use-twitter/>
- <https://blog.hubspot.com/blog/tabid/6307/bid/25084/the-ultimate-cheat-sheet-for-expert-twitter-marketing.aspx>

## Instagram:

Instagram is a photo sharing app which requires a photo or video, which should be accompanied by a caption (text). In 2012, Facebook bought Instagram and since has merged their advertising platforms. That means any ads you want to run on Facebook can be run on Instagram too and vice versa.



There are 1 billion active Instagram users with 500+ active DAILY users. Over 50+ billion photos have been shared. A few cool things about Instagram include their IGTV platform, Instagram “shop” which allows your photos to link directly to items in your ecommerce store, and Instagram Stories.

### You should use Instagram if:

- You have access to nice photos and videos
- Your business sells physical products
- You can make how-to videos
- Some examples of industries that do well on Instagram include: fashion, food, fitness, marketing

### The people you will find on Instagram:

- 52% female, 48% male
- Lots of North Americans
- 31% are age 18-24, 32% are 25-34

### The best types of content to post on Instagram:

- Video (must be less than 60 seconds)
- Beautiful photography

### Best Practices for Instagram:

- Size: 1080x1080 or 1080x1320
- Size for Stories: 1080x1920
- Use: up to 30 hashtags per post
- Post: 4x a week (or more)

### Best Posting Times:

SUN	MON	TUES	WED	THURS	FRI	SAT
6-10pm	4pm-8pm	4pm-8pm	4pm-8pm	4pm-8pm	10am -1pm	8am-11am

### Additional Resources:

- <https://www.omnicoreagency.com/instagram-statistics/>
- <https://www.hubspot.com/instagram-marketing>
- <https://sproutsocial.com/insights/instagram-accounts-to-follow/>



# Module 5: Marketing Fundamentals

Most consumers require more than one touch point with a brand in order to make a buying decision. Creating content on social media can help to build that relationship and keep your brand top of mind with potential customers. Digital marketing can help create the initial awareness that your brand needs in order to make this connection.

## Types of Content:

**Branding and Awareness** - content that elevates your brand and does NOT promote or sell anything. This can include media about your company, some valuable content that you developed, video showcasing an event that you held, etc.

**Sales** - content that promotes and sells. This can include sales announcements, contests/giveaways, new product or service offerings, etc.

## What is a Funnel:

A Marketing Funnel consists of the 3 stages that a potential consumer would go through in order to become a customer. Not every customer goes through the entire funnel but it is important to be aware of the stages and create content for each. As we mentioned above, some people require multiple interactions with a brand before becoming a customer.

**Top of the Funnel** - This is the awareness stage. People entering here were not aware of your company prior to seeing a social media post or ad. These people do not know much about you or your reputation and are very unlikely to do business with you right away. It is important to deliver valuable content to make them feel at ease.

**Middle of the Funnel** - This is the consideration or interest stage. Here, people are now aware of your company and have seen or interacted with some of your content. These people are more receptive to your product offering but may require a bit more of a push. Continuing to deliver valuable content will help push them to the final stage.

**Bottom of the Funnel** - This is the action or purchase stage. People who are now ready to make a purchase from you.

It is impossible to know which person is at which stage within your sales funnel. Most people are not even aware that this funnel exists, but it does. Providing value will always be a more effective way to convert someone to a customer than directly asking for sales over and over. That being said, longer form content should include a call to action (CTA) at the end. That CTA could be "follow us" or "check out our website for more great content." Do not include a CTA on more than 15% of your social media posts.

### Additional Resources:

- <https://neilpatel.com/blog/how-marketing-funnels-work/>

## Module 6: Facebook Advertising

The Facebook Advertising platform includes Instagram since it was purchased in 2012. That means any ads you'd like to run on Instagram go through the Facebook platform. This module will cover how to build ads using the Facebook advertising platform.

### Setting Ad Goals:

- Content and social media goals aside, each ad needs a purpose
- Ads primarily are directed at new customers, which means you can't assume they know who you are.
- All ads must have a purpose, story and context
- Ex: I want people in my area to learn about an event I am hosting. I would like them to go to our website.

### Plan the Content Journey:

- Consider your audience (see page 8). What will get their attention? What action do you want them to take?
- These things will determine your ad type, copy, visuals, and where to position them
- Ex: I want people to see a promotional post on Facebook for my new event, and go to the website to sign up.



## How to Build a Facebook Ad:

Facebook Advertising has a lot of moving parts with a ton of variables, so we're going to stick to walking you through three types of ads:

1. How to boost a Facebook Post
2. How to boost an Instagram Post
3. How to promote your "contact us" button

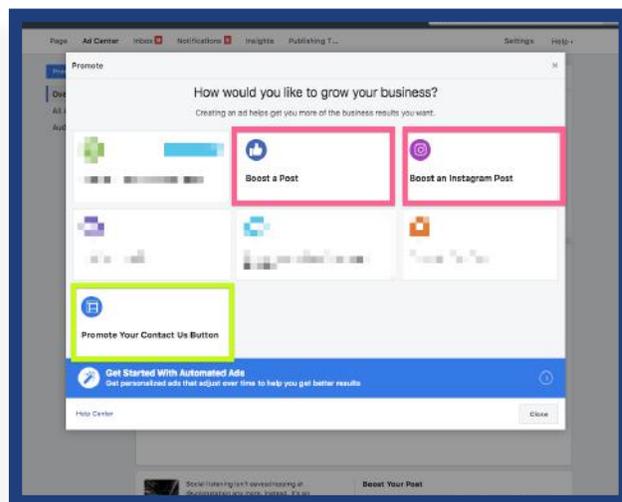
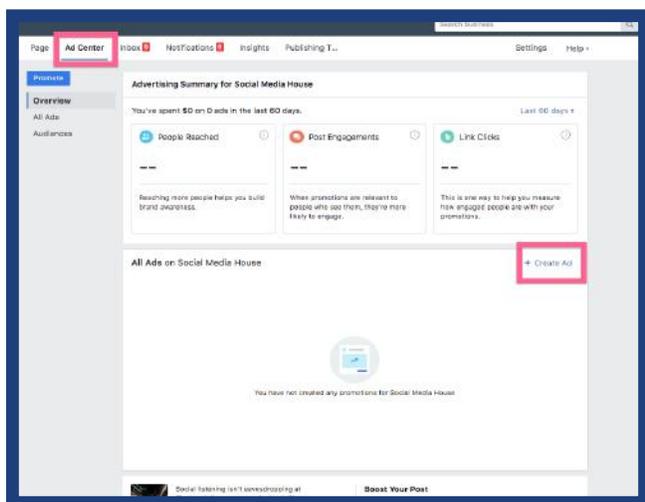
Boosting a Facebook Post involves promoting an existing piece of content you've posted on your business page.

Boosting an Instagram Post involves promoting an existing photo or video you've posted on your Instagram business account.

When it comes to sending traffic to your website, **promoting your "contact us" button is the most effective type of campaign.**

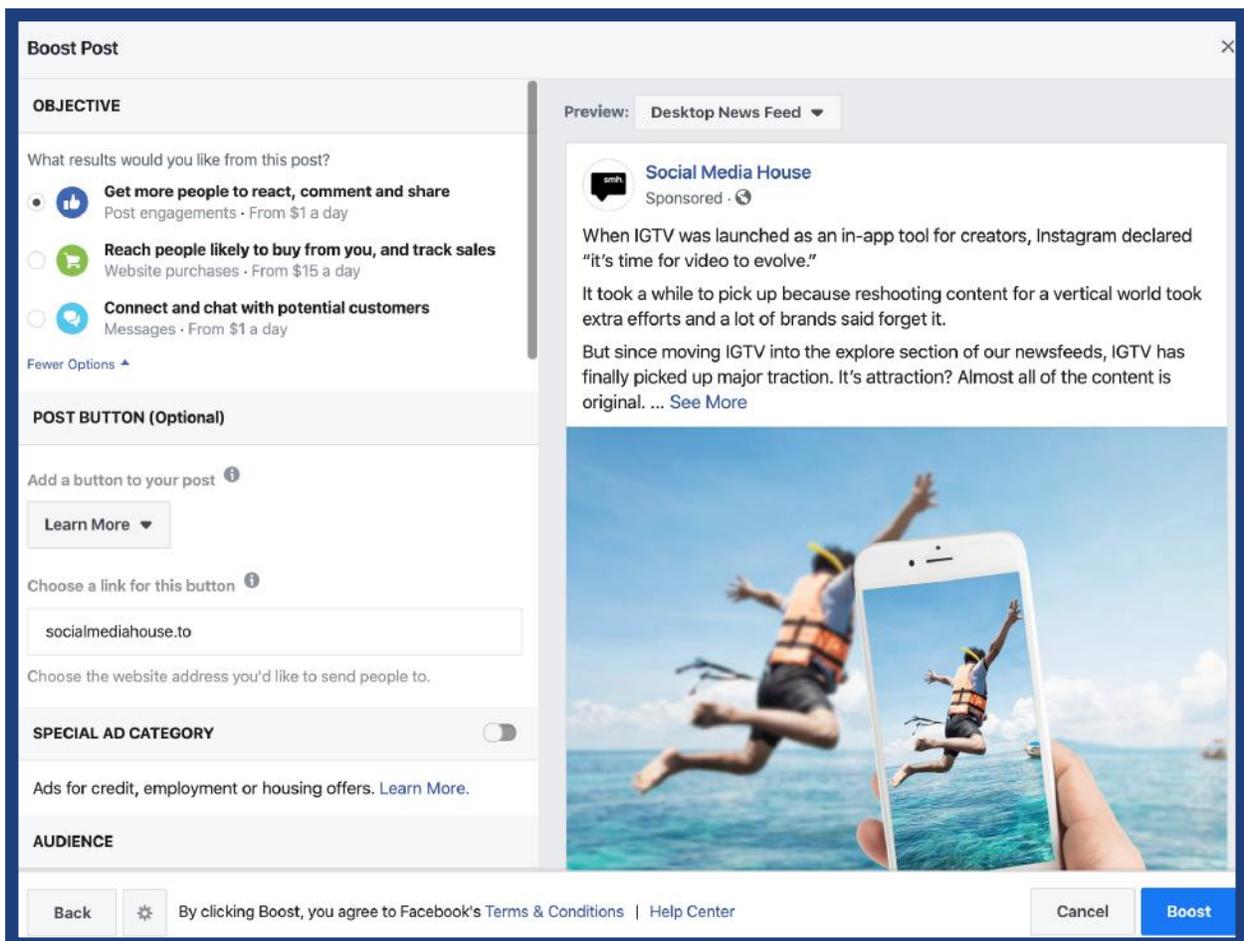
## Getting Started:

1. Go to your Facebook page (facebook.com/[yourfacebookpage here])
2. Click Ad Centre
3. Click Create Ad. Here is where you'll see the options you have for different types of ads



## To Boost a Post:

1. Choose an "Objective" (such as send people to your website)
2. Choose "Post Button" (this is your call to action such as Learn More)
3. Choose an "Audience" (such as people who like your page)
4. Select your "Placements" (you can choose between Instagram, Facebook and Facebook Messenger or all three)
5. Choose your "Duration and Budget." Decide on how long you want to run your ad for, then choose a total budget for that campaign. We recommend \$5/day maximum on all boosted posts. Typically run the ads for either 7 or 14 days. If the ad is drawing a lot of engagement and traffic to the website it can be extended during or after the campaign concludes
6. Follow the steps to add your payment method
7. Click Boost. And you're done!



**Boost Post**

**OBJECTIVE**

What results would you like from this post?

- Get more people to react, comment and share**  
Post engagements · From \$1 a day
- Reach people likely to buy from you, and track sales**  
Website purchases · From \$15 a day
- Connect and chat with potential customers**  
Messages · From \$1 a day

Fewer Options ▾

**POST BUTTON (Optional)**

Add a button to your post ⓘ

Learn More ▾

Choose a link for this button ⓘ

socialmediahouse.to

Choose the website address you'd like to send people to.

**SPECIAL AD CATEGORY**

Ads for credit, employment or housing offers. [Learn More.](#)

**AUDIENCE**

Preview: Desktop News Feed ▾

**Social Media House**  
Sponsored · 🌐

When IGTV was launched as an in-app tool for creators, Instagram declared "it's time for video to evolve."

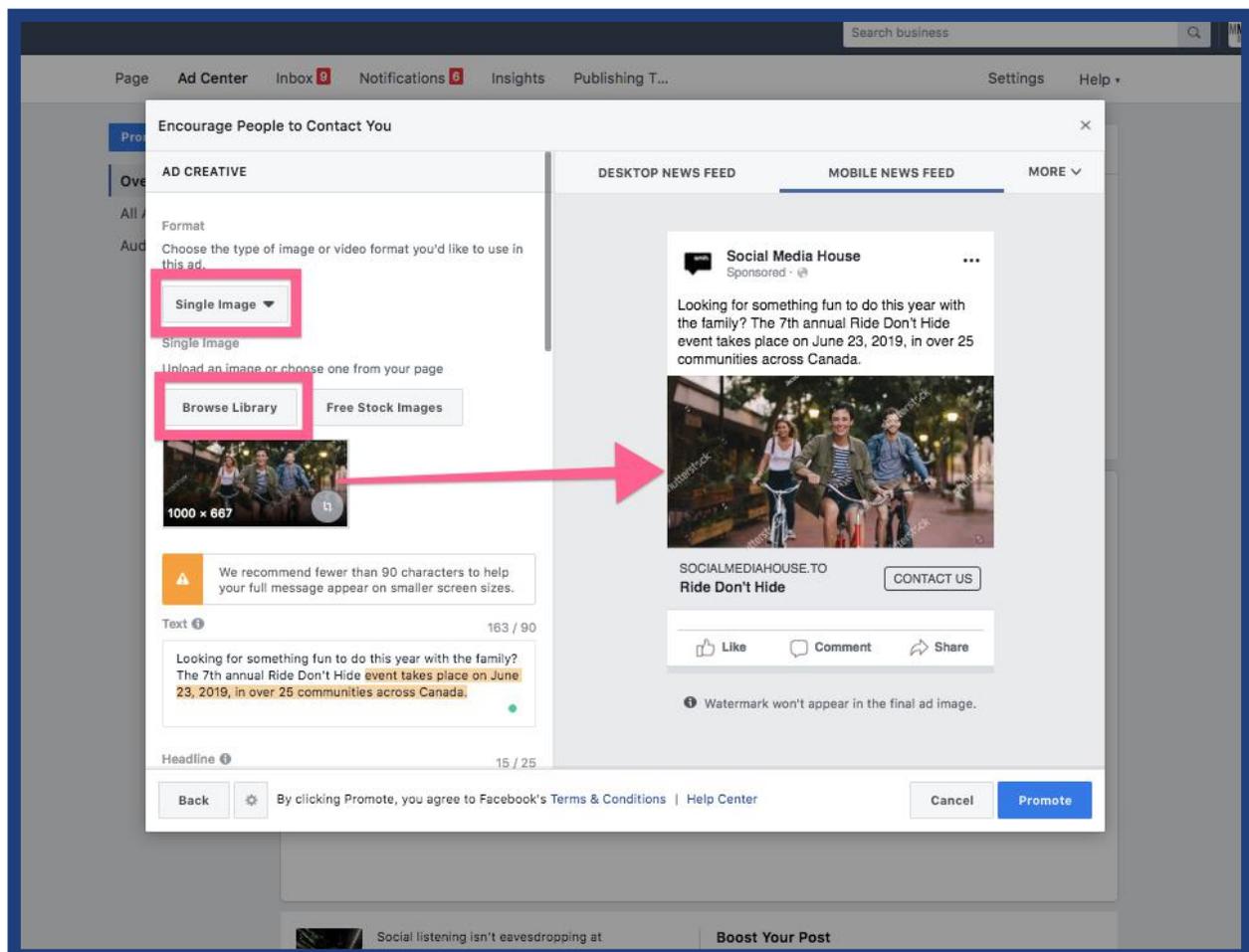
It took a while to pick up because reshooting content for a vertical world took extra efforts and a lot of brands said forget it.

But since moving IGTV into the explore section of our newsfeeds, IGTV has finally picked up major traction. It's attraction? Almost all of the content is original. ... [See More](#)

Back ⓘ ⚙️ By clicking Boost, you agree to Facebook's Terms & Conditions | [Help Center](#) Cancel **Boost**

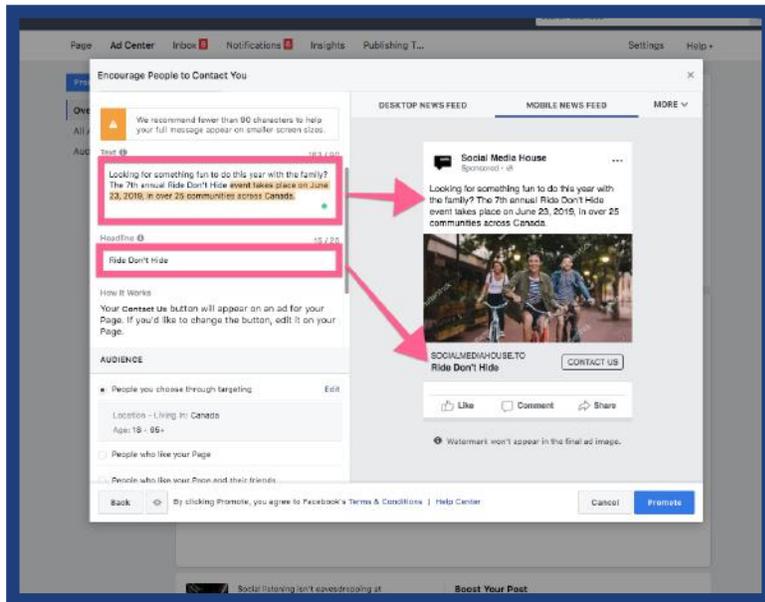
## How to Promote Your Contact Us Button:

1. Choose an Ad Creative
  - Choose an attention grabbing image that will resonate with your target audience
  - Make sure your image size is the following:
    - For Facebook 1200x628 or 1080x1080
    - For Instagram 1080x1080

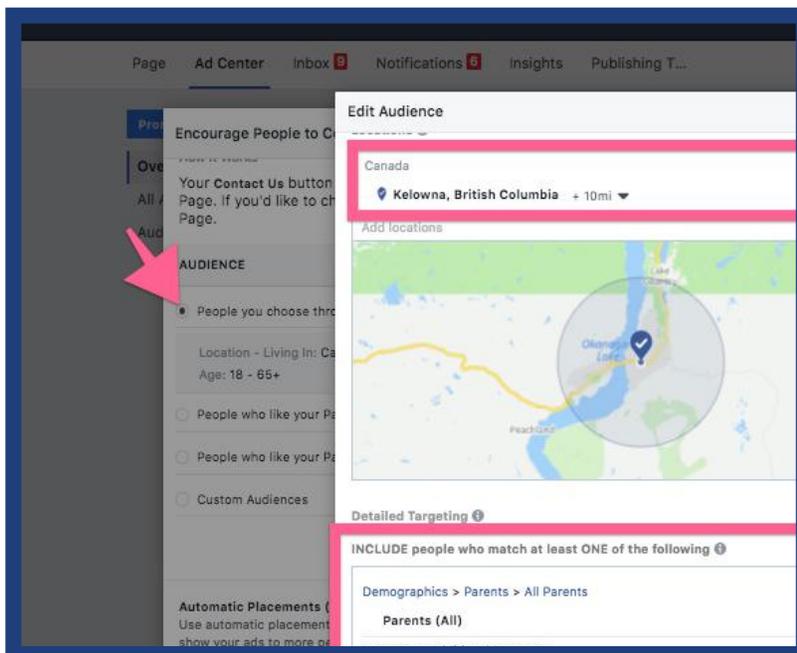


The screenshot shows the Facebook Ad Manager interface for creating an ad. The main window is titled "Encourage People to Contact You". On the left, the "AD CREATIVE" section is active, showing options for "Format" (Single Image selected), "Browse Library", and "Free Stock Images". A red arrow points from the "Browse Library" button to the "Single Image" format. Below the image selection area, the "Text" field is highlighted in yellow and contains the ad copy: "Looking for something fun to do this year with the family? The 7th annual Ride Don't Hide event takes place on June 23, 2019, in over 25 communities across Canada." The "Headline" field contains "SOCIALMEDIAHOUSE.TO Ride Don't Hide". The "Text" field also contains a "CONTACT US" button. The "Text" field is highlighted in yellow. The "Text" field also contains a "CONTACT US" button. The "Text" field also contains a "CONTACT US" button.

2. Create your text. Include an attention grabbing headline.

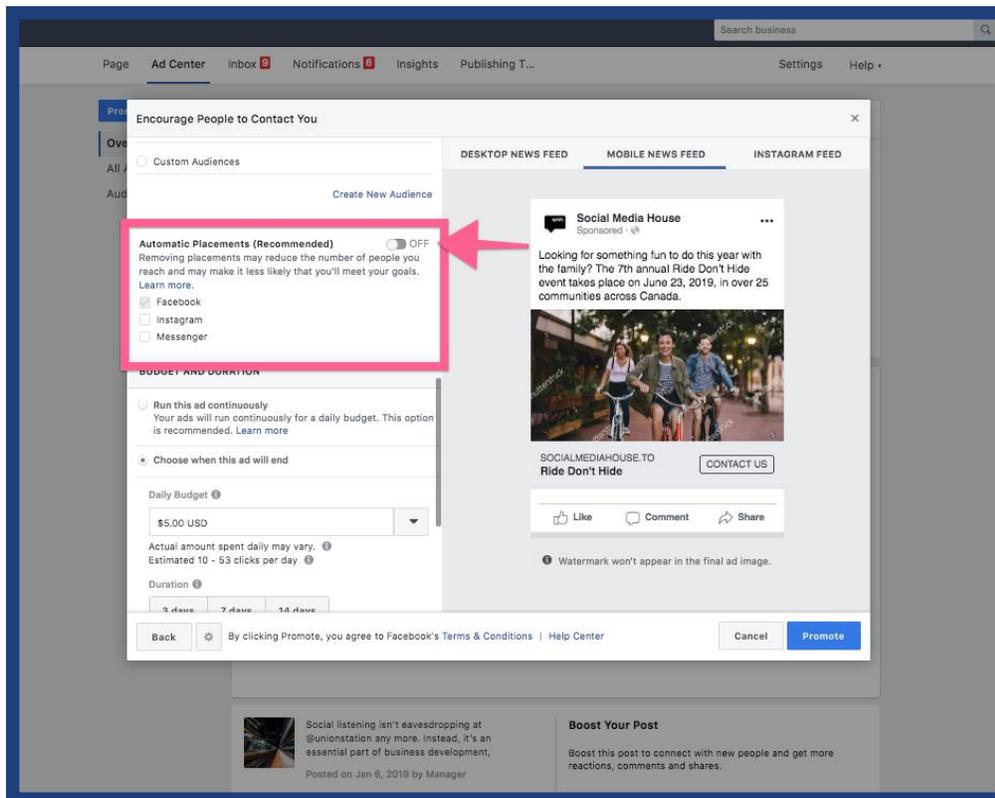


3. Select your Audience. If you'd like to get specific, click on "People you choose through targeting" and press "edit." Select targeting options such as:



- age
- gender
- locations
- demographics (such as work industry, job title, education level, relationship status)
- interests (such as food, music, movies, products, websites, brands)
- behaviors (such as "which mobile device they are on")

4. Select your “Placements”  
(you can choose between Instagram, Facebook and Facebook Messenger or all three)



5. Choose your “Duration and Budget.” Decide on how long you want to run your ad for, then choose a total budget for that campaign.

- We recommend \$5/day maximum to start
- Typically run the ads for either 7 or 14 days
- If the ad is drawing a lot of engagement and traffic to the website it can be extended during or after the campaign concludes

6. Follow the steps to add your payment method

7. Click “Promote” and you’re done!

## Measuring:

Winning ads will have the following metrics:

### Boosting:

Result rate 2% or higher

Cost per engagement \$0.40 or less

Promote your Contact Us Button

Result rate 1% or higher

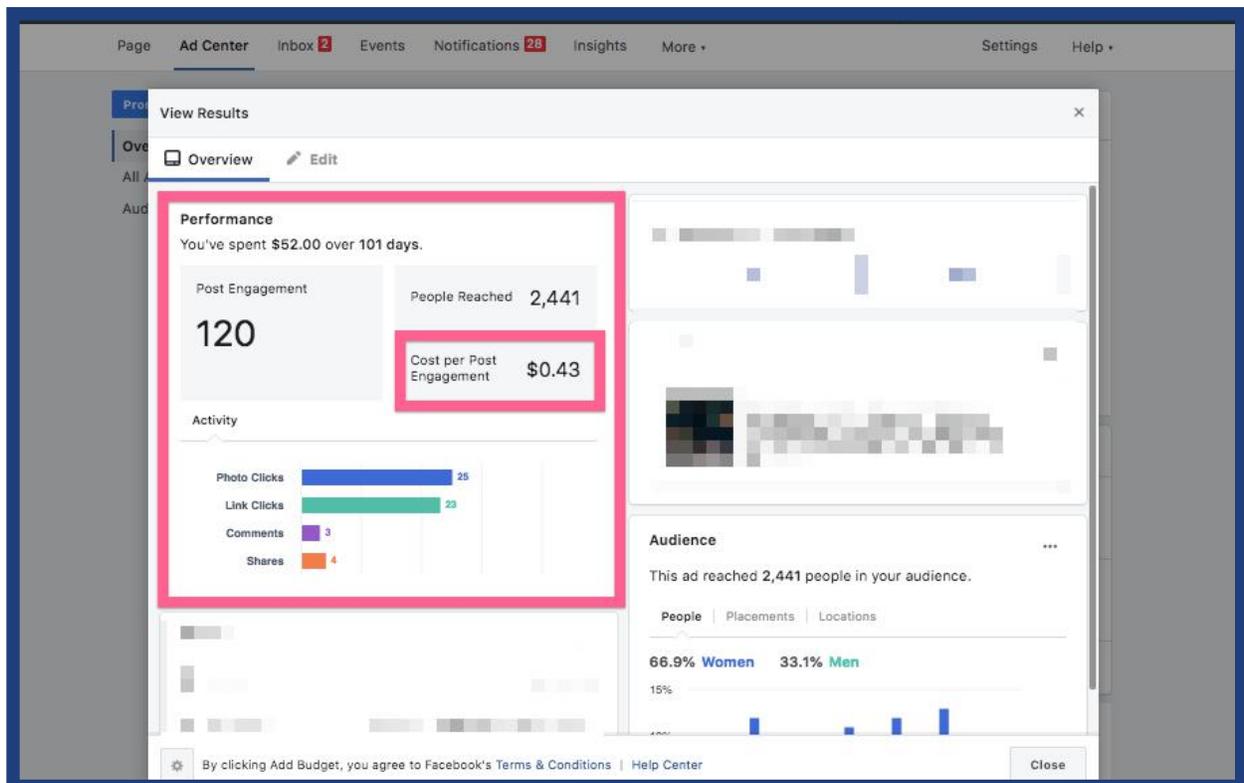
Cost per interaction \$1.00 or less

You can view your results by clicking on the “results” button beside the ad. Lets review an example of an engagement ad:

Result rate is calculated by taking the number of post engagements (120) and dividing it by the people reached (2,441)

$$120/2,441 = 0.049 \quad \text{then } \times 100 \text{ to get the percentage} \quad 0.049 \times 100 = 4.9\% \text{ (check mark)}$$

Cost per engagement is \$0.43. A little higher than the target but within a reasonable range. Anything over \$1.00 is way too high.



### Additional Resources:

- [https://offers.hubspot.com/how-to-attract-customers-with-facebook?hubs\\_post-cta=author&ga=2.247991431.1040956864.1573693449-112326093.1565191565](https://offers.hubspot.com/how-to-attract-customers-with-facebook?hubs_post-cta=author&ga=2.247991431.1040956864.1573693449-112326093.1565191565)

# Module 7:

## Linked In Advertising

LinkedIn ads are almost exclusively used for business to business communications. It is a premium ad service that unlike facebook, is not based on bidding. The pricing starts at a set rate. The LinkedIn ad platform has the ability to be hyper targeted, all the way down to employees of a specific company. It works best to deliver case studies, white papers, and other resources to generate top of the funnel attention.

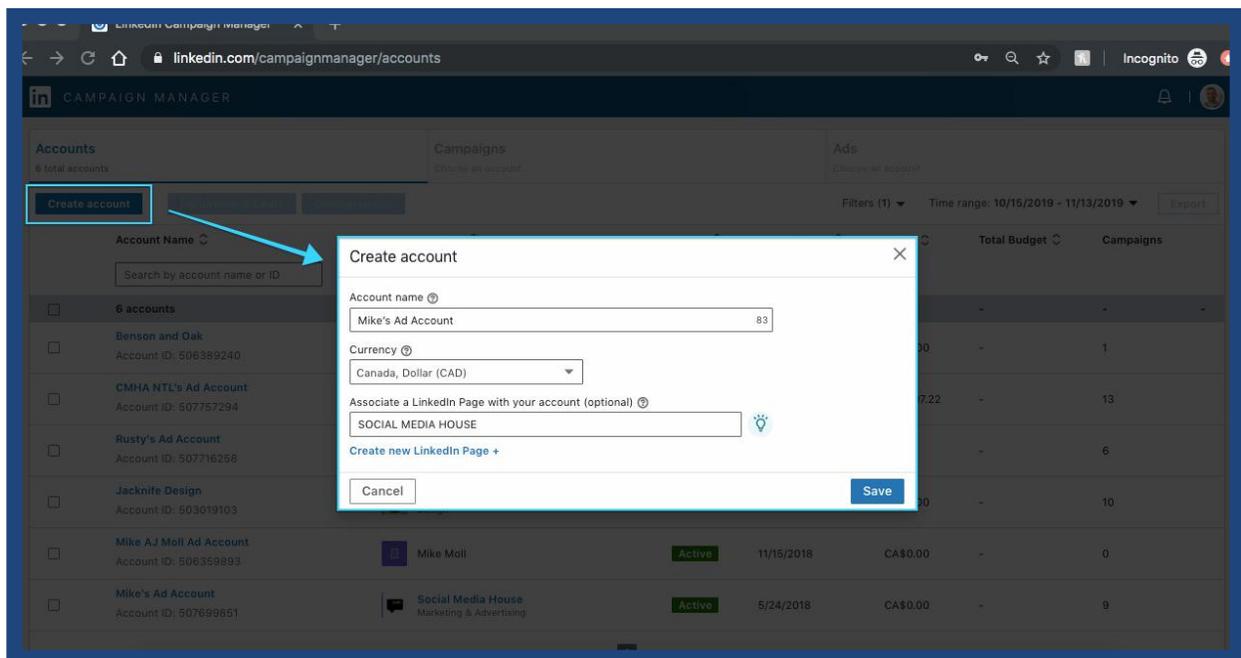
Note: It is important to remember your buyer persona and audience planning from above. You are trying to stop people from scrolling to read your content - be bold.

### Getting Started:

Go to <https://business.linkedin.com/marketing-solutions/ads> to begin and click "Create ad"

#### Now create your account

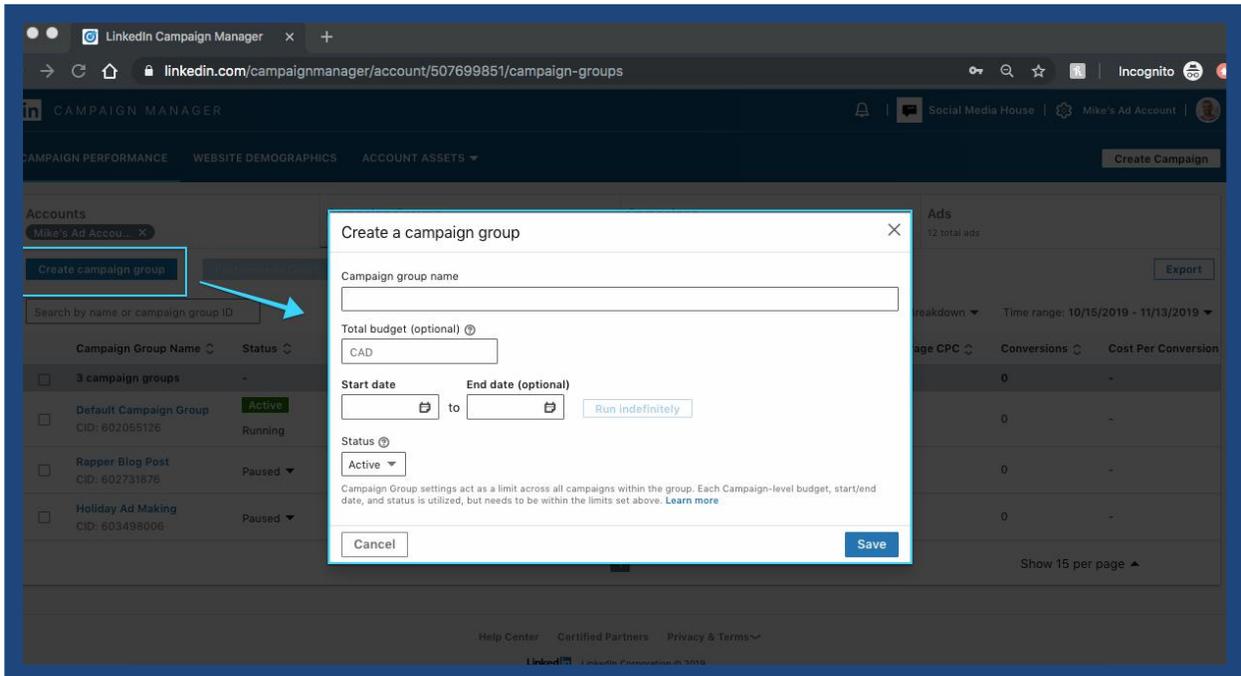
- Enter account name
- Choose currency
- Connect your company LinkedIn page



## Setup for first campaign:

The campaign will be the objective of the ad such as holiday promotion, new product launch, branding and awareness campaign.

- Choose the name of the campaign
- Start and end date
- DO NOT set the budget in this section



The screenshot shows the LinkedIn Campaign Manager interface. A modal dialog box titled "Create a campaign group" is open, allowing users to configure a new campaign group. The dialog includes the following fields and options:

- Campaign group name:** A text input field.
- Total budget (optional):** A dropdown menu currently set to "CAD".
- Start date:** A date picker.
- End date (optional):** A date picker with a "Run indefinitely" button.
- Status:** A dropdown menu currently set to "Active".

Below the form, there is a note: "Campaign Group settings act as a limit across all campaigns within the group. Each Campaign-level budget, start/end date, and status is utilized, but needs to be within the limits set above. [Learn more](#)".

The background interface shows a list of existing campaign groups with columns for "Campaign Group Name" and "Status". A blue arrow points from the "Create campaign group" button in the sidebar to the dialog box.

## Step 1: Choose Your Ad Type

The 3 most common types we recommend -

- Brand awareness - will display to the highest number of people BUT will have less interaction
- Website visits - will get the most traffic to your website BUT will display to less people overall
- Engagement - will generate likes, comments and shares of the content BUT will not get much traffic to the website

### Objective

Let's get started! Select the objective that best fits your goals below.

#### Awareness

Brand awareness

#### Consideration

Website visits

Engagement

## Step 2: Narrow Your Audience

- Location

Audience Saved Audiences  Audiences  

Create a new audience Reset audience

Where is your target audience?

Locations Recent or permanent location 

INCLUDE

Ontario, Canada (Excluding Metro Areas) X

 Political ads, which in Canada include ads about issues associated with a candidate or party, are not allowed.

[Home](#) > [North America](#) > [Canada](#) > [Ontario](#)

<input type="checkbox"/> Newfoundland And Labrador	<input type="checkbox"/> Kitchener, Canada Area
<input type="checkbox"/> Northwest Territories	<input type="checkbox"/> London, Canada Area
<input type="checkbox"/> Nova Scotia	<input checked="" type="checkbox"/> Ontario, Canada (Excluding Metro Areas)
<input type="checkbox"/> Nunavut	<input type="checkbox"/> Ottawa, Canada Area
<input checked="" type="checkbox"/> Ontario	<input type="checkbox"/> Toronto, Canada Area
<input type="checkbox"/> Prince Edward Island	

**Deeper demographics - this is where the magic happens! You can target LinkedIn users by:**

- Company they work for
- Age and gender
- Education level or school attended
- Job function or titles, years of experience
- Interests or groups they belong to

You are able to combine these attributes in any order that you want to reach the perfect target.

**Start building your audience** by searching for attributes of professionals you want to reach

---

Q Search [Learn more about targeting criteria](#)

**Audience attributes**  
Add targeting criteria like job title, industry, or skills

---

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

Company

Demographics

Education

Job Experience

Interests

Once you have chosen all of your targeted attributes, you will see a forecast of how many people are in your target audience (displayed on the right side of the targeting area)

Holiday Ad Making
Website visits - Nov 13, 2019
New Campaign

**Step 1**  
Set up Campaign

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

**Step 2**  
Set up Ads

**Step 3**  
Review & Launch NEW

Back to account

**EXCLUDE** people in other locations

**Profile language** ⓘ  
Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.

English ▾

**Who is your target audience?**

Start building your audience by searching for attributes of professionals you want to reach

Interests

Company

Demographics

Education

Job Experience

Interests

Member Groups

Member Interests

**Forecasted Results** ⓘ

Target audience size  
**1,200,000+**

1-day 7-day **30-day** ⓘ

30-day spend  
**CA\$430.00 - CA\$900.00**

30-day impressions  
**24,000 - 110,000**

CTR  
**0.31% - 0.46%**

30-day clicks Key Result  
**170 - 420**

Forecasted results are estimates and do not guarantee actual performance. [Learn more](#)

Is this information helpful? Yes No

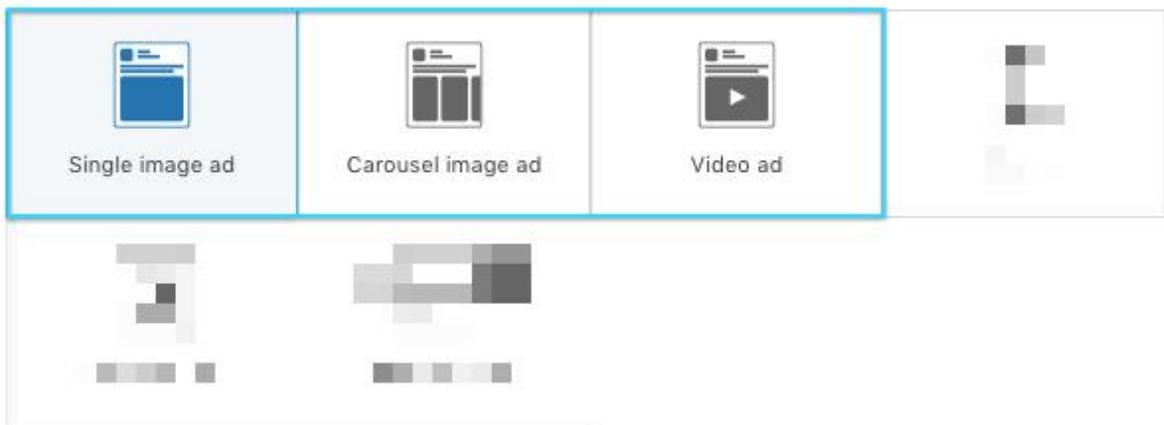
### Step 3: Develop the ad creative

Choose which type of creative asset you will develop

- Single image - image with text and a button
- Carousel - a rotation of multiple images with text and a button
- Video - a single video with text and a button

#### Ad format

Choose your ad format



### Step 4: Choose your daily budget

Your budget will be higher than Facebook ad budgets because LinkedIn ads are more premium.

- Start with \$15/day - clicks on LinkedIn average \$5+
- This can be adjusted at any time

#### Budget & Schedule

##### Budget ⓘ

Set a daily budget

##### Daily Budget

CA\$25.00 Actual daily spend may be up to 20% higher ⓘ

##### Schedule ⓘ

- Run campaign continuously from a start date

##### Start date

11/13/2019 📅

Your campaign will start at 12:00AM UTC on your start date.

- Set a start and end date

##### Bid type ⓘ

Automated bid

Automated bid - Let our system bid to get more clicks for your budget. ⓘ

Optimization goal: we deliver your ads to people most likely to click on the link to your landing page.

## The Ad Should Include:

### Introductory Text

- Address the audience (Hey Marketing Managers)
- What is the post about (We have developed a training program to improve your marketing efforts)
- Key benefits/why they should care (This training has increased ad campaign profitability by 25% for our customers)
- Call to action (book a call with us today)

### Destination URL - website or page you want them to land

Image - 960 x 720

Headline - Short intro to what will be on the website

Description - More details about the website page or your company/offerings

Call to action - Button text which can be: apply, download, view quote, learn more, subscribe, sign up, register, join, attend, and request demo. Choose the one that matches the offer the best.

Name this ad (optional)  
 242

Introductory text ⓘ  
 507  
  
URLs in this field are automatically shortened.

Destination URL  
  
The ad headline and image will be scraped from this URL. Using an AMP URL can improve your loading time significantly.

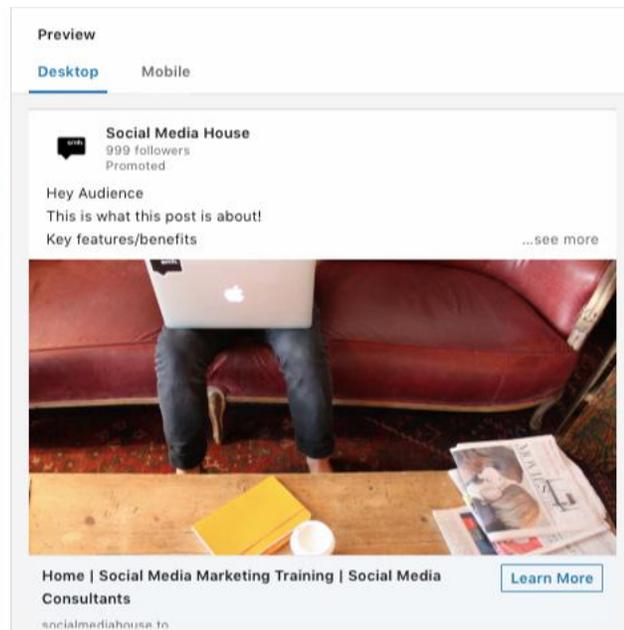
Article share

Ad image  
 Your file  
Upload Complete ×

Headline

Description ⓘ  
 50

Call-to-action ⓘ



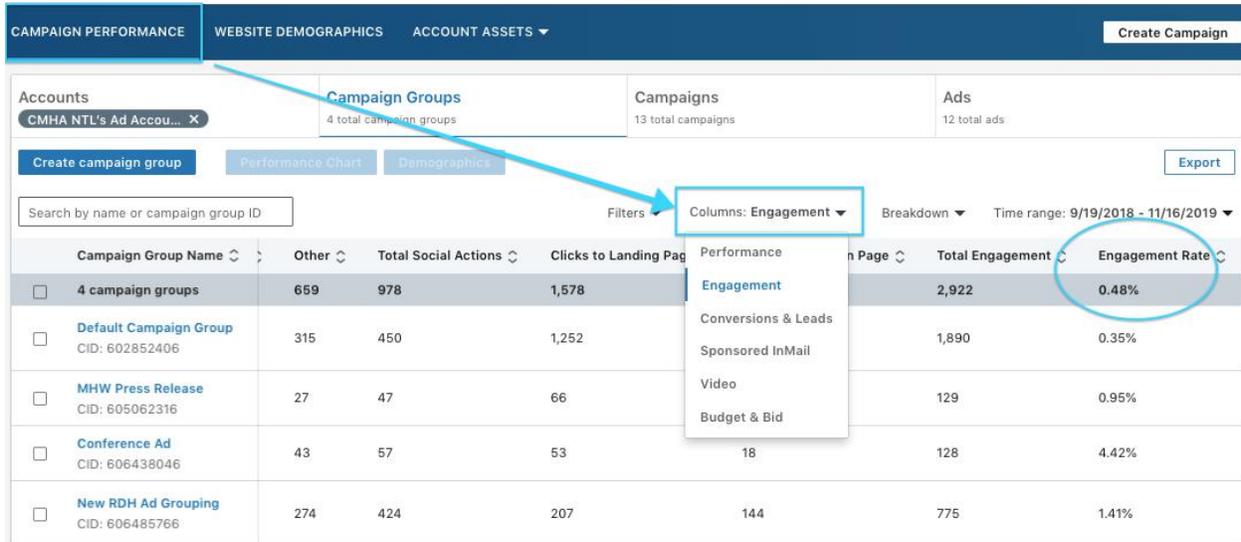
The actual layout of your ad may look slightly different from this preview and the final ad appearance may vary by device.

## Measuring the Success of Your Ads:

Winning ads will have the following metrics:

Click Through Rate - above 0.85%

Engagement Rate - above 1.4%



Campaign Group Name	Other	Total Social Actions	Clicks to Landing Page	Engagement	Total Engagement	Engagement Rate
4 campaign groups	659	978	1,578		2,922	0.48%
Default Campaign Group CID: 602852406	315	450	1,252		1,890	0.35%
MHW Press Release CID: 605062316	27	47	66		129	0.95%
Conference Ad CID: 606438046	43	57	53	18	128	4.42%
New RDH Ad Grouping CID: 606485766	274	424	207	144	775	1.41%

To view your results click campaign overview and choose the “columns” menu option “engagement”. All of the relevant results will display across the table.



## Module 8: Our Favourite Social Media Tools

### Free Stock Image Sites:

- [www.pixabay.com](http://www.pixabay.com)
- [www.pexels.com](http://www.pexels.com)
- [www.reshot.com](http://www.reshot.com)
- [www.burst.shopify.com](http://www.burst.shopify.com)

### Tools for Content Ideation:

- <https://www.pinterest.ca/>
- <https://contentstudio.io/>
- <https://www.google.ca/alerts>
- [socialmediahouse.to/calendar](http://socialmediahouse.to/calendar)

### Graphic Design:

- Canva: <https://www.canva.com/>
- Stencil: <https://getstencil.com/>
- Design Bold: <https://www.designbold.com/>
- Crello: <https://crello.com/home/>

### Video Editing

- Videoshop: <https://apps.apple.com/ca/app/videoshop-video-editor/id615563599>

### Photo Editing:

- Tezza: <https://apps.apple.com/ca/app/tezza/id1393061654>
- Lightroom: <https://www.adobe.com/ca/products/photoshop-lightroom.html>

### Audio/Video Tools:

- <https://wavve.co/>

### Tools for Outsourcing Simple Projects:

- <http://fiverr.com/>
- <https://www.upwork.com/>

### Tools for Scheduling Your Content:

- <https://hootsuite.com/>
- <https://www.agorapulse.com/>

