SOCIAL MEDIA

Class 5 – Online Ads
Javier Plaza

Students Introduction

Social Media Course - Guidelines

- Class 1 – Social Media (17th October).

- Class 2 – Communication Strategy and Social Media Tools (19th October)

- Class 3 – Copy and Advertising Slogan (20th October)

- Class 4 – Graphic Design – Tools and Tips (24th October)

- Class 5 – Online Ads (26th October)

- Class 6 – Other Digital Marketing Actions and Data Analytics (27th October)

Case Study

Company 1
Car Dealership

Company 4
Fashion E-Com

Company 2
Kindergarden

Company 5
Gym

Company 3
Restaurant

• Check and maybe edit the Poster with your slogan
• Prepare and design the images for your editorial calendar copies

Online vs Offline Ads

Online vs Offline Ads

Online Ads	Offline Ads
Users needs to be online	They can see in their day to day activity.
You can decide who see your ads.	You cannot decide who see your ads
Data Analysis is easier	Difficulties to analyze performance
Cost is lower than offline ads	Cost are much higher
Allows you to change 'life'	Difficulties to make changes on the campaign.

Online Ads

Social Ads

Google Ads

Type of Campaigns

Create New Campaign   New ad set or ad   ✕

⭐ **Now you can choose from six simplified objectives**   ✕

We made an update to the campaign objectives to make it easier to find one that aligns with your business goals. Here's what you can expect:
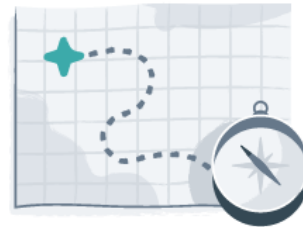- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

[Find Your Objective]

Choose a campaign objective

○ 📢 Awareness

○ ↖ Traffic

○ 💬 Engagement

○ ▽ Leads

○ 👥 App promotion

○ 💼 Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

Learn more   Cancel   Continue

Type of Campaigns - Awareness

Show your ads to people who are most likely to remember them.

✔ **Reach → To impact the maximum people as possible**

✔ **Brand Awareness → To get people to know and interact with your company**

✔ **Video Views → Ideal to expand your video reproductions**

✔ **Store Location Awareness → Local Business - Interesting**

Type of Campaigns - Awareness
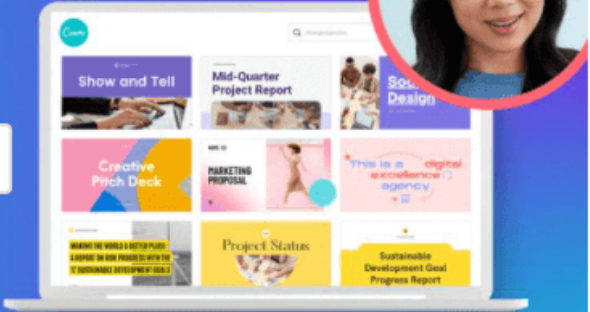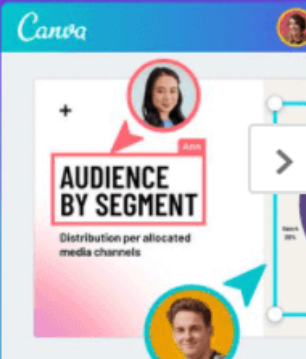
Type of Campaigns - Traffic

Send people to a destination, such as your website, call or whatsapp.

✓ **Link Clicks → Send traffic to your website to get the conversion (lead)**

✓ **Messenger and Whatsapp → Guide the user to contact you there.**

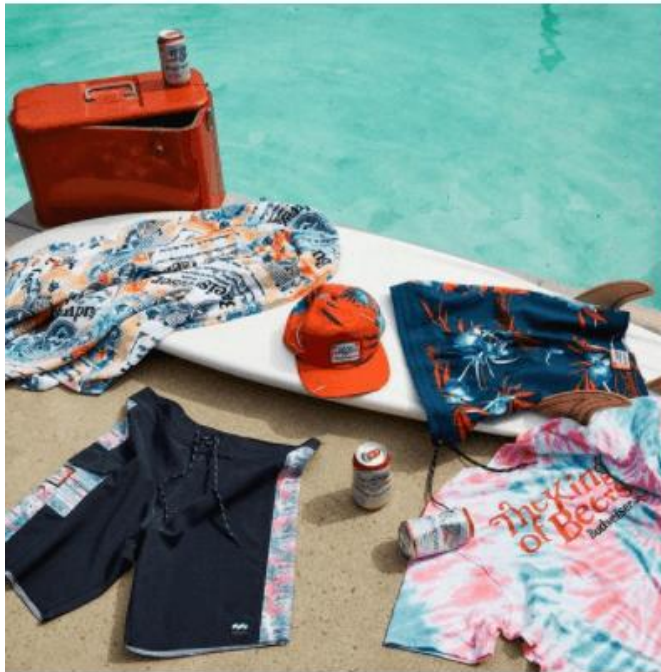✓ **Calls → Your Call to Action is that the users calls you.**

Type of Campaigns - Traffic

Type of Campaigns - Engagement

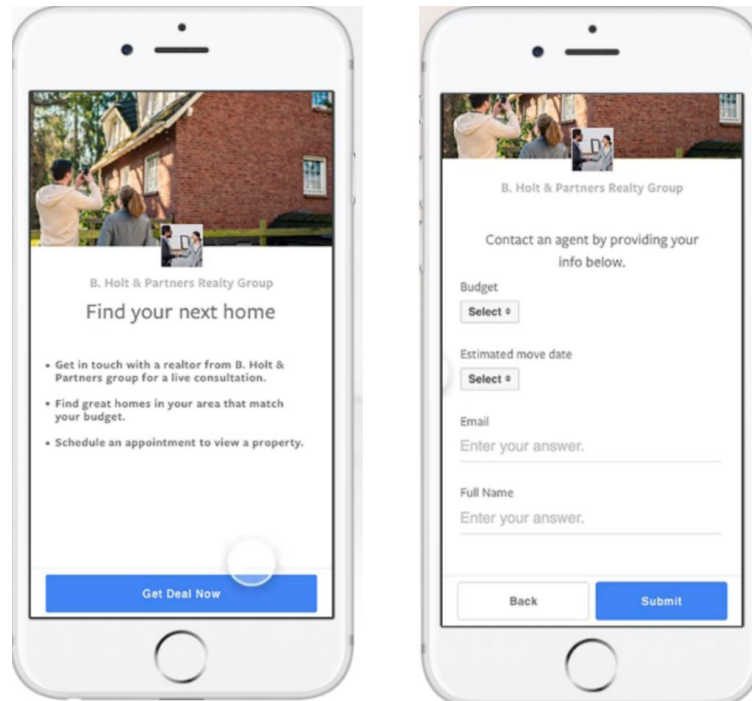**Same as Awareness but focused on user engagement (followers, likes, comments…)**

Type of Campaigns - Leads

Get the conversion directly on the social media plataform.
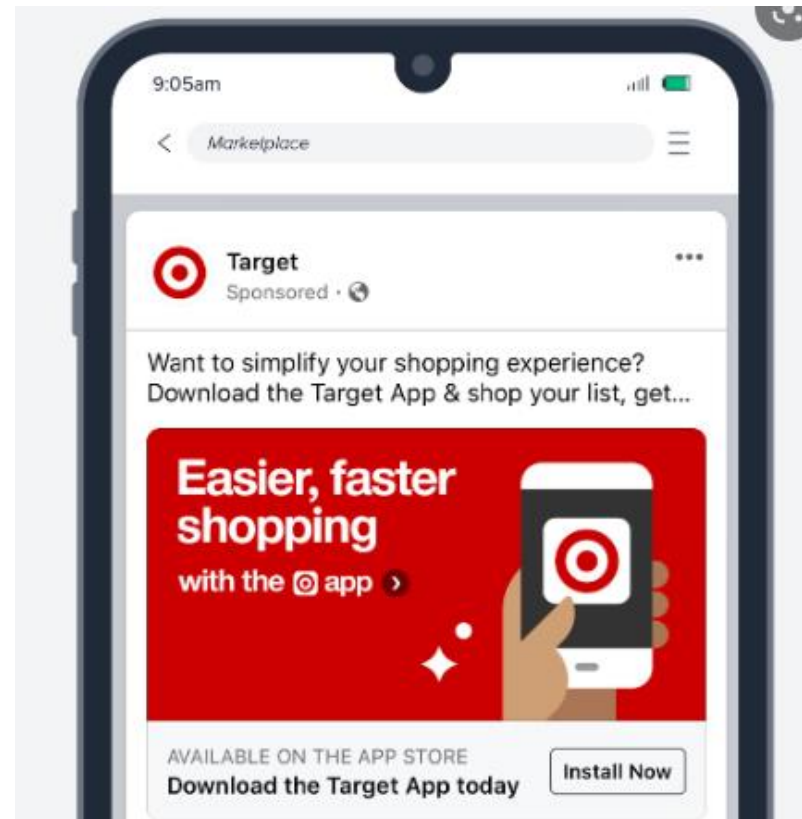
✔ **Instant Form → Create a contact form in your social media.**

Type of Campaigns – App Promotion

To find new people to install your app and continue using it.
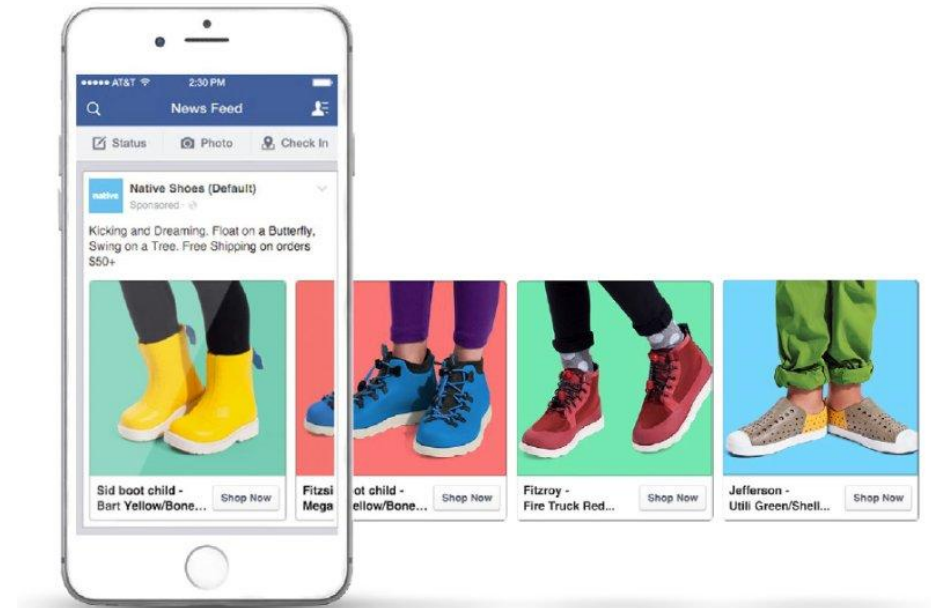
Type of Campaigns – Sales

To find new people up to buy your product or services.

✓ **Conversions → Need to be installed Pixel from Facebook**

✓ **Catalogue Sales→ Online shops can upload its products to Meta**

Social Ads

Social Ads

Meta

Ad Library   Ad Library report   Ad Library

South Afri...   All ads   🔍 McDonald's

Similar regional ads

McDonald's ✓ Burger restaurant	View Ads
McDonald's ✓ Burger restaurant Qatar	View Ads
McDonald's ✓ Burger restaurant United Arab Emirates	View Ads
ماكدونالدز ✓ Burger restaurant Bahrain	View Ads
McDonald's ✓ Burger restaurant Egypt	View Ads
ماكدونالدز ✓ Burger restaurant Saudi Arabia	Vi...

Keyword 🔍

Launched in October 2022

● Active	● Active	● Active	● Active	● Active
Started running on 20 Oct 2022	Started running on 20 Oct 2022	Started running on 20 Oct 2022	Started running on 20 Oct 2022	Started running on 19 Oct 2022
Platforms 📘 📷	Platforms 📘 📷 🔵	Platforms 📘 📷 🔵	Platforms 📘 📷 💬	Platforms 📘 📷 🔵
ID: 637550771291884	ID: 803026794344695	ID: 1172396140288569	ID: 505633387860212	ID: 473497921425324
See ad details	See ad details	See ad details	See ad details	See ad details
McDonald's Sponsored	**McDonald's** Sponsored	**McDonald's** Sponsored	**McDonald's** Sponsored	**McDonald's** Sponsored
Shadrack has been giving us nothing but awesome smart spending content. 🤙 Now it's time you guys ask him some questions, are ya'll ready? 😄 #McDeezNazoMeals	Introducing the ALL-NEW feisty McShaker Habanero Fries. 🍟🍟 TRY them today. 😋	The tangy McShaker Habanero Fries have landed. 🍟🍟🍟🍟 What better way to shake things up then trying out the news BBQ seasoning on your fries. 🍟🔥	Download and sign up on the McDonald's App to get the coolest welcome offer in town! Imagine redeeming your classic favs for half the price 🍔	Ensure that every South African has clean drinking by donating towards the water shortage crisis in E Cape.💧🤝 Visit your nearest McDonald's for more. #TogetherMzansi

Segmentation

Segmentation

✓ **Interests and Behaviour**

✓ **Demographic Data**

✓ **Customized Audiences → Previously interact with your company**

✓ **Similar Audiences → Create similar audiences to your customer database**

Demographic Data

BUYER PERSONA 1

NAME

AGE

LOCATION

Marital Status	
Kids	
Annual Income	
Job	

Job	
Needs	
Sources of Info (Social media, newspapers..)	
Additional Info	

Interests

✓ **Fitness and Wellness → Does they like sport? Which ones?**

✓ **Food and Drinks → Which ones?**

✓ **Fashion and Purchases → What do you think they buy? Which kind of clothes do they like?**

✓ **Spare Time → Which are their hobbies?**

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- Which type of campaign will you do?
- Which segmentation will you do? Buyer Persona + Interest

Google Ads

SEARCH AND DISPLAY   **LOCAL ADS**   **GOOGLE SHOPPING**   YOUTUBE ADS
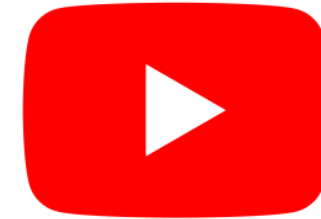
Google Search Ads

- **There are more than 3,5 billion searches on Google every day**

- **Paid ads get 65% more clicks to website than organic research**

- **Works better with people that already know their purchasing options and needs.**

- **People can see your ads in other platforms and goes directly to Google.**

Ad · https://www.freshworks.com/ ▾
Freshchat Vs Intercom - In-app Campaigns
Greet Your Website Visitors With A Customized, And User-Friendly Messenger. Engage With Your Customers Real-time. Start Your 30 Day Trial Now! Social Integrations. CSAT Scores. CRM Synchronization. Event Triggers. Multilingual Support. Chat Bots.
Freshchat - Sprout - US$0.00/mo - Mobile Push Notifications · More ▾

Demo
Schedule a customised demo
Register today

Features
Bots, Insights, Intelligent Routing
Self Service, FAQs, Multi-Lingual

These are search ads

Ad · https://www.frontapp.com/ ▾
Smarter, Better, Faster, Inbox - All-in-One: Email, Chat, SMS,
See why Front® is a better option for your team and your business than other solutions.
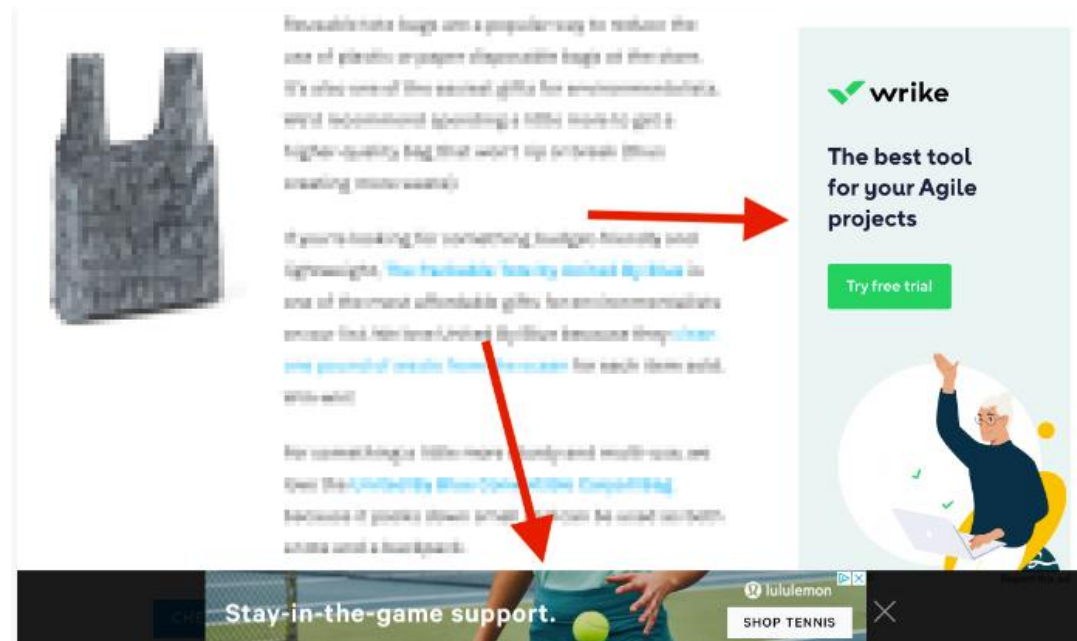
Ad · https://www.helpcrunch.com/ ▾ +1 408-214-3537
Tired of Inter Com High Price? - Try HelpCrunch - from $15/mo
Great customer communication doesn't have to be that expensive. Try HelpCrunch for free...

Google Display Ads

• **Banners, images and video that appears across websites.**

• **It can be segmented to impact your targeted audience.**

• **Works better for brand awareness. Cheap and high visibility.**

Google Shopping

• Shopping ads show your products directly in Google search results.

• Visitors have self-selected and use it to compare and take final decision.
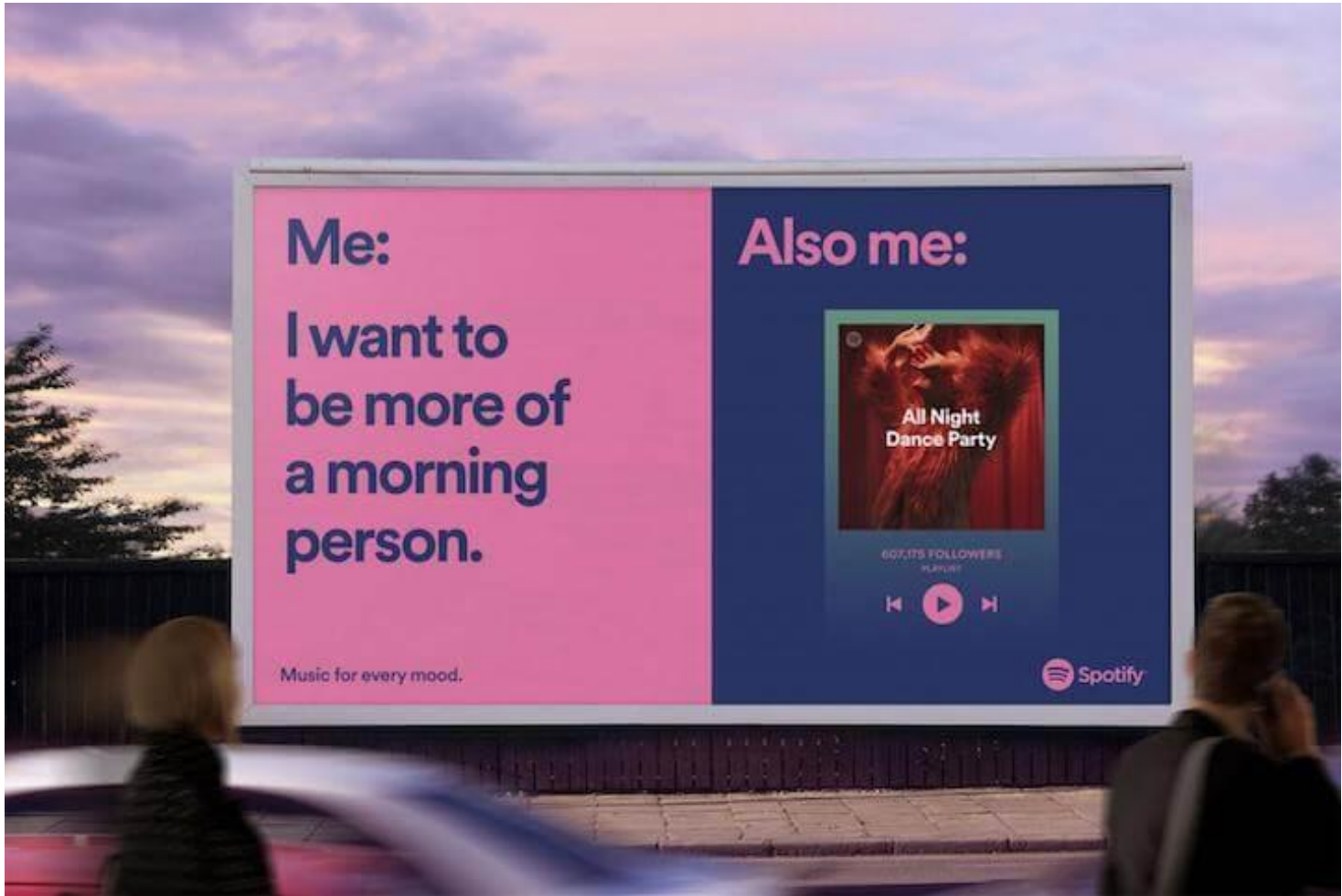
• Works for e-commerce.

Youtube Ads

• **Users will see your ads before watching their content. NOT ALWAYS can be skipped.**

• **Brand Awareness – Interesting for spots.**

• **High visibility and low costs as Display.**

Brand Ads vs Promotion/Offer

Promotion/Offer

Other Online Ads - Platforms

Traditional Ads - Platforms

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- Prepare an Advertising Strategy for your company (3 months)
  - Actions
  - Platforms
  - Types of campaings
  - Create a Promotion (in case you choose to do it)

THANKS!

Class 5 – Online Ads
Javier Plaza

Social media crash course

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the European Union

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