Social Media Advertising

For the beginner

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Director Dynamisers Solutions (Website | Android | SMM | SEO)

Why Social Media Ads? Objective

5 Most Common Paid Social Goals

- 👍 Increase Traffic
- 👍 Increase Visibility
- 👍 Increase Engagement
- 👍 Increase Lead Generation
- 👍 Increase Sales

Selecting Platform

Questions to ask first!!!

- Is this channel performing **well organically** for me?
- Does this channel's demographics **match my brand**?
- Do our **competitors target users** on this network?
- Does my target audience **consistently engage** here?
- Does my **ad format** (multi-photo, video, GIF, etc.) fit the platform?

Benefits of Each Social Network

What type of content and ad play works best

Facebook

- Best For B2C
- Scalable To B2B
- Awareness
- Potential Customers

Instagram

- B2C
- Web Traffic Sales
- Awareness
- Show Off Products

Twitter

- B2C
- New Followers
- Awareness
- Product Launch
- New Social Channel
- Website Clicks

LinkedIn

- B2B
- Visibility
- generate leads
- boost traffic

Snapchat

- B2C
- promote the product
- Awareness
- Visibility

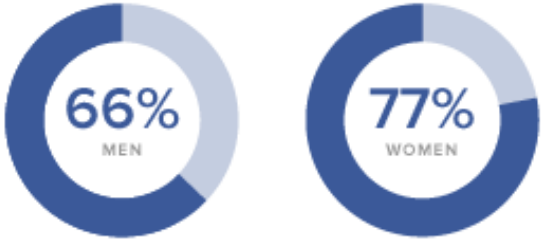
Pinterest

- B2C
- Immediate Sales
- Branding
- Ecommerce

Facebook

Demographics

GENDER



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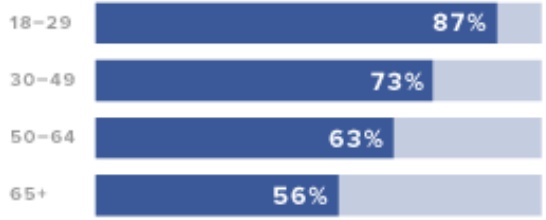

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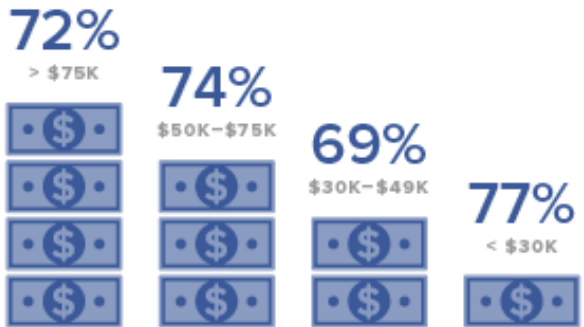

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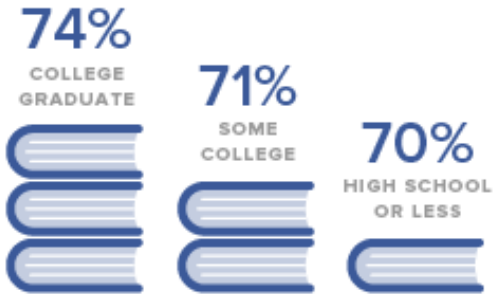

Twitter

Demographics

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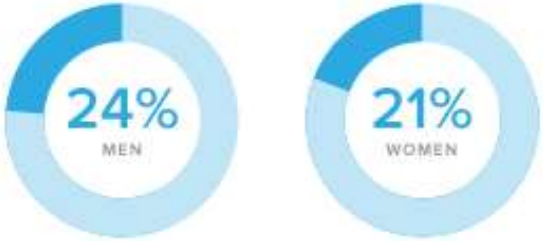

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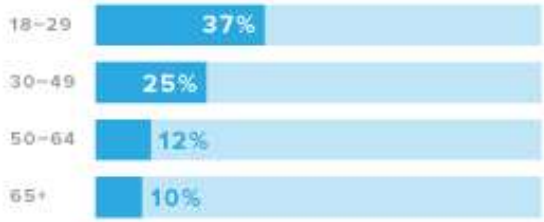

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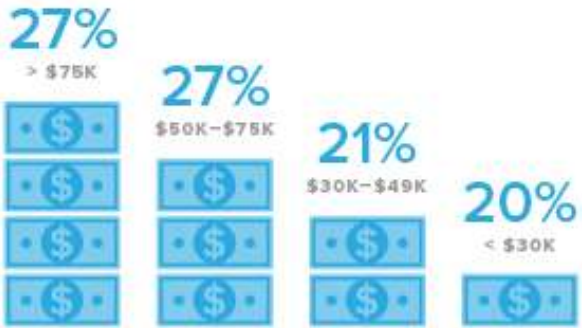

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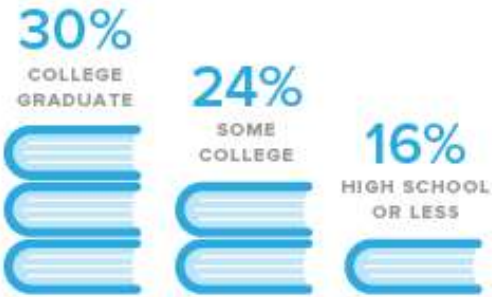

LinkedIn

Demographics

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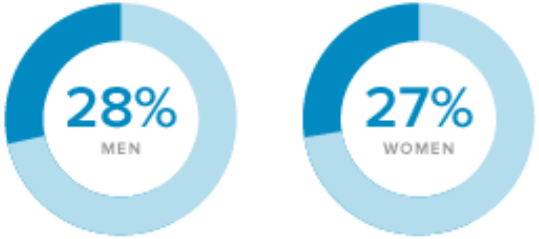

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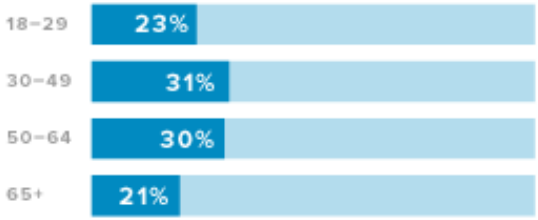

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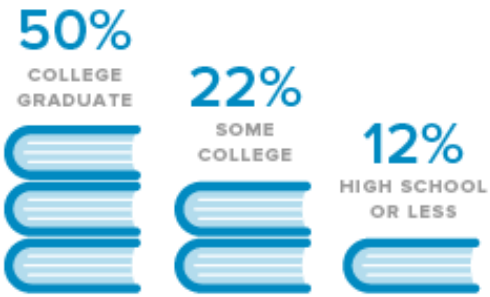

Pinterest

Demographics

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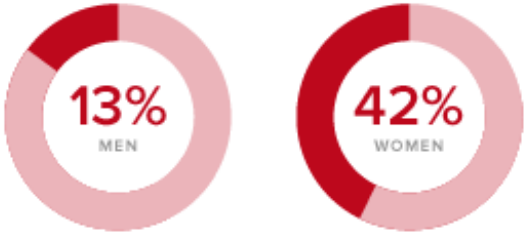

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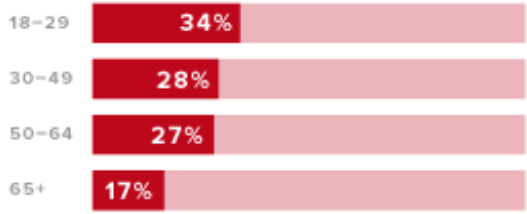

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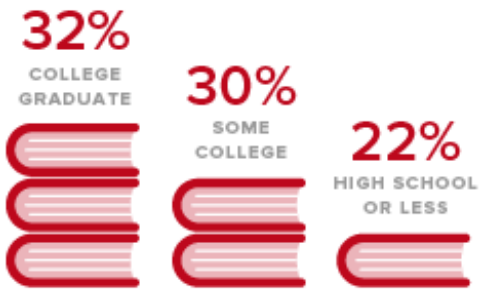

Instagram

Demographics

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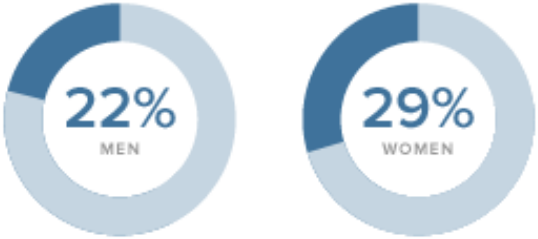

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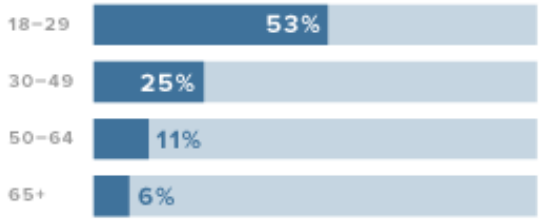

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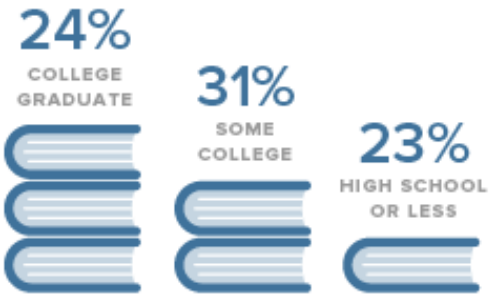

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