

VIDEO 1: WHY INBOUND ADS

Hi There,

I'm Markiesha from HubSpot Academy. Welcome to the paid social media class. If you're familiar with Inbound, you know that social media is a critical component to your inbound strategy. In this class, we're going to discuss Why Inbound Ads should be a part of your social media strategy.

While social media can be used at every stage of the inbound methodology Inbound Ads is best used in the attract and convert stages. Inbound ads can be used to attract new visitors to your website and convert those new visitors into valuable leads.

You may be thinking, "Why should paid advertising be part of my inbound social media strategy?"

Well, a simple answer to that is the organic reach of posts on social media are declining. In 2015, it was reported that organic posts from advertisers reach only 11% of fans. (SLIDE) This means that today, less and less people are able to see your updates. As social media has evolved, platforms, such as Facebook, LinkedIn, and Twitter, have modified their algorithms to ensure that only the most relevant content is appearing in the newsfeeds of users and the less relevant content is kept out. So what does that mean for your ads strategy? It means that now, more than ever before, it's essential for you to apply the fundamentals of inbound.

Content and Context.

The most important component of an Inbound Ad is the content that is being delivered and the audience member who receives it. When building Inbound ad campaigns, it's critical to promote quality content that delivers valuable information and is tailored to the interests of the audience members who you are trying to reach.

By failing to do this, you risk missing an opportunity to grow your audience and connect with a potential new customer. Not to mention the ad dollars you could lose.

Amplifying your content by creating Inbound ads is a way to enhance the results of your campaigns and increase the ROI of your social media efforts. In fact, in 2015 social media advertisers increased their social media marketing spend from \$17.7 billion in 2014 to \$23.6 billion, which was a 33.5% jump! This demonstrates that paid social media advertising is growing, which means, it's important for you to keep up.

In the next class you're going to learn how to create high-performing inbound ad as well as how to amplify your content and target the right audience members for your business.

VIDEO 2: HOW TO AMPLIFY YOUR CONTENT WITH INBOUND ADS

Hi there,

I'm Markiesha from HubSpot Academy.

In this video, you are going to learn how to amplify your Inbound content using paid ads on social media. To get started, we are going to cover a handful of best practices that will help you be successful as you build your inbound ad campaigns.

The first best practice is to determine smart campaign goals. Then, set a budget that is right for your business, then you'll use segmentation to create your audiences, and promote well-performing content. Next you'll look for ways to optimize every campaign and finally calculate ROI for your campaigns.

So if you're ready, let's get started.

When setting goals for social media it's important to have a clear understanding of what you would like to achieve. Do you want followers, clicks, conversions, engagements, or maybe you want leads? No matter what you are seeking to achieve be sure that your goal is a SMART one. A way to evaluate if your goal is SMART is to do the SMART goal check. To do this you have to assess your goal based on 5 important criteria:

Specific, Measureable, Attainable, Relevant, Timely.

For example, let's say a company set the following SMART goal for social media, increase leads from social media by 20 percent from 1000 leads to 1200 leads by November 30th, 2016.

This goal is specific because it clearly defines the type of growth that is expected from social media efforts. In this example, this company would like to see lead growth.

It is measurable because they have quantified results with numbers. This goal is attainable if the company has achieved similar results in the past and is able to allocate resources to help achieve this new goal.

This goal is relevant to the social media team and the entire company because having more leads will help the company achieve more growth. And finally. This goal is timely because it has an end date, for when progress towards this goal can be evaluated.

SMART goals can help you evaluate your efforts and identify areas of improvement for future campaigns.

Now before you get started building a paid campaign, it's important that you follow the next best practice, which is to set a budget that is right for you.

A clear and defined budget is essential to every paid social media campaign. Some social media platforms will have a recommended budget for advertisers. This can be very helpful, especially when you are new to paid promotion. You also have the option to set a daily budget, which can be helpful when you are running a short campaign or testing a new ad.

You may want to start out with a daily budget in order to test your ad's performance. However, you can modify these amounts to ensure you don't exceed your total budget or spend money on ads that aren't converting. If you find that the ad is performing well, you may want to increase your budget in order to boost the results. Keep in mind, that when you first start testing your ads, it may take a sometime to understand your audience and the content that resonates best with them. This is okay, and expected. In order to combat this, try experimenting with the visual, the copy, or the audience.

Another key thing to note when setting a budget for your campaign, is how your money is being spent. As an advertiser, you can spend money many ways on social media. The three most common are impressions, clicks, or bidding. Impressions is calculated using CPM, which is cost per 1,000 impressions. Impressions on an ad are similar to views to your website. Impression campaigns charge advertisers for every 1,000 impressions their ad receives. Running a impressions based campaign is great for businesses who are looking to boost brand awareness.

Clicks, on the other hand, are calculated using CPC, cost per link click. This means that each time someone clicks on your ad and is redirected to your site, or offer, you will be charged. This type of campaign is great for advertisers who are seeking to drive traffic to a landing page or their website.

Finally, there's bidding, which is offered by many social networking platforms. A bid is a price that you offer up to pay for an action caused by your ad. Whether it's an impression or a click, bidding allows you to set an amount that you would like to spend for that action. Typically, you will have an option to set a maximum bid, which is the most you are willing to pay for an action. For example, if you set a maximum bid of \$5 per click, you may never spend the full amount of \$5 and instead, you may end up only paying \$3.50.

Once you decide on the budget for your campaign, you'll then want to move on to building the audience for your ads, which brings us to the next best practice, use segmentation.

Segmentation is used to divide large audiences or target markets into smaller segments based on specific criteria. Traditional segmentation strategies are based on demographics, geographic, behavioral, and psychographic characteristics.

Today, segmentation campaigns on social media allow users to segment audiences based on additional information such as, interests, people in their social network, education, job role, company, and so much more. Which is why segmentation is a critical component of any paid inbound social media advertising campaign. When done well, segmentation can help you identify new audience members and prospects that you didn't know existed. It can also help you discover if a budding segment is a good fit for your business.

Segmentation in paid social media is often done in two ways. Targeting and Retargeting. Targeting is the initial method of segmentation and would require you to create the audience of people you would like to see your ads. Retargeting takes place after you have launched your initial campaign. Typically, retargeting allows you to show your ads to audience members after they have seen your ad and taken an action on your website. There are two methods of retargeting. Pixel-based and list-based.

Pixel-based retargeting, is the most common retargeting strategy. It requires you to embed a unobtrusive snippet of JavaScript on your website, that will enable you to measure, optimize, and create audiences for your ads. Then, when a stranger visits your site, a pixel is placed on their browser, making their browser cookie. When they leave your site to surf the web, that cookie notifies retargeting platforms to serve specific ads based on the specific pages they visited on your website. As a result, you can begin serving your ads to these visits almost instantly. Pixel based targeting is good for targeting anonymous visitors who have not yet converted or become a contact in your database.

List-based retargeting is a method that allows you to upload a list of contacts from your database to your retargeting campaign, and the social media platform will serve ads to just the people on that list. List-based retargeting enables you to create highly customized ads that will resonate with specific prospects. You can leverage this type of retargeting strategy in many ways. For example, you can retarget to anyone who has converted on an offer, interacted with your brand, purchased from you, or even abandoned a shopping cart.

The next best practice is to promote well-performing content. Content is the driving force of inbound, which is why it is critical to your paid inbound social media advertising strategy. It's important to keep in mind that you are investing money into the success of each campaign, so you want to do your best to ensure you achieve your goals.

By promoting a piece of content that has performed well organically, you are optimizing for the success of your campaign, as well as, building on its previous results because you can leverage a paid campaign to amplify it to new audience members. While it may be tempting to promote new content that has not been tested organically, doing so could affect the impact of your ads to new audience members.

For any form of content, it's important to have an integrated promotion strategy. You can share any form of content - eBooks, webinars, blog, or your website.

Using paid promotion tactics for your content can offer you a high level of targeting and control. It can be especially useful for generating immediate returns, whether through impressions or traffic. Most importantly, be sure to synchronize this with your existing content promotion efforts. Paid and organic should complement each other and not work against each other.

This brings you to the next best practice. Optimize every campaign. Optimization is part of all things inbound. It helps you discover ways to enhance your efforts in order to achieve the best results. With inbound ads, it's no different. You'll want to track the performance of each campaign you build to avoid risks such as exceeding your budget, missed goals, or poor targeting. In order to avoid these risks, you'll want to do the following

First, you'll want to follow performance on a regular basis. This could be daily, weekly, or even bi-weekly. In any event, you'll want to check the key metrics of each campaign and how they are tracking against your goal. For example, you are running a campaign to get to gain 100 new leads by the end of the month, then you'll want to follow your campaign's performance on a regular basis to ensure you reach or exceed your goal of 100 new followers. Next, you'll want to identify areas of your campaign that could boost its performance, such as adjusting the target audience, changing the visual, or even creating new copy. Sometimes, a small adjustment can significantly boost performance.

Lastly, you'll want to pay close attention to conversion metrics. Conversions are critical when assessing the performance of a paid social media campaign. Conversions track the number of people who have completed the action specified by your campaign.

For example, if you are running an ad that encourages audience members to download a template offer. A conversion on that campaign would take place after someone has clicked on the ad and proceeded to download that template.

Tracking conversion metrics will help you determine if your optimization is working well enough to attract new audience members, website visitors, leads, and even customers.

This brings you to the final best practice, which is to calculate ROI.

Using Inbound Ads as part of your social media strategy is a tactic worth trying... or is it. In order to determine the value of your inbound ad campaigns it's important to calculate return on investment. Use the results from your organic campaigns as a benchmark for your paid campaigns.

Start by measuring the organic performance of your ad content. How many visitors, leads, or impressions did it gain? Next, quantify the results of your paid campaign. How many new visitors, leads, impressions, or engagements did you get and how did they compare to your organic efforts?

Once this is done, review how much you spent on your paid efforts. How did this cost compare to your organic efforts? Did the results you gain from your paid campaigns outperform those of your organic efforts? If so, by how much?

Lastly, you'll want to calculate the lifetime value of leads who become customers from your paid campaigns, and compare this to the overall cost to acquire these customers. Generally, you'd like to aim for an LTV to CAC ratio greater than 2:1. This will ensure that you are earning double the cost of acquisition throughout the lifetime of each customer.

Take a look at this example. This Inbound company uses ads to promote a content offer. Last month they earned 50 new leads from their paid efforts on social media compared to the 30 leads the offer gained organically. This is a 66% increase. The cost of each paid new leads was \$2.50 which is \$.50 more than each organic lead, costing them \$125 total for the paid campaign, compared to \$60 organically.

Each customer acquired from a paid social media campaign delivers a lifetime value of \$5 compared to the \$2 lifetime value of a customer from organic. This means that the LTV to CAC ratio for customers from paid campaigns is 2:1 while it is only 1:1 for organic campaigns.

This shows that paid ads could produce great results for their company.

Now that you know how to calculate ROI, you'll be ready to get started building your very own inbound ads! But before you do, remember to apply these best practices.

First, determine SMART campaign goals, then set a budget that is right for your business. Next, use segmentation to reach your target audience, and promote well-performing content. After allowing run time for your campaigns, be sure to go back and use optimization and finally calculate ROI.

If you're ready, go ahead start building your Inbound ads!

VIDEO 3: HOW TO BUILD A SUCCESSFUL LINKEDIN CAMPAIGN?

HubSpot Ads is an easy way to create paid Inbound campaigns for LinkedIn and amplify your content to new audience members and prospective customers. Here's how you can get started building and managing a LinkedIn campaign in the HubSpot Ads Product.

To build your first campaign, navigate to the Ads product by selecting ads, from the reports menu. If you don't have the ads product, you can purchase it by navigating to HubSpot products in your account settings, and activating it from the add-ons section.

Once you're connected, you can get started building LinkedIn Campaigns for your audience.

Once you've arrived in the ads dashboard, click 'create new campaign' located in the upper right corner.

The HubSpot ads product allows you to create a LinkedIn and Adwords campaigns. We're going to create a LinkedIn sponsored content campaign.

First provide a campaign name that is relevant and easy to search for from a list. Maybe something like, the Content Offer Name, the month that you will promote it, and the region you will promote it to.

Once you've completed this. You'll see a section labeled, "HubSpot Campaign." This allows you to add your new sponsored content campaign to a marketing campaign you've created in HubSpot.

Next, you'll need to select a company page to publish this update from and a language for the campaign to be displayed in.

Please note that your company must belong to a LinkedIn Advertising Account in order for your Company Page to be available for selection.

After you select a page, HubSpot Ads will show a list of the company updates and direct sponsored content that you have promoted on your page. If you haven't published any updates, this section will be blank.

As an Inbound Ads best practice, you should only promote content that has performed well in the past. This will help you earn the most success for your paid campaigns. In order to do this, select one of the updates or pieces of content from the list to promote.

If you would like to create a new ad, you can do so by clicking the tab titled "Direct sponsored content" and clicking, "create direct sponsored content."

In the box that appears, add a message that you would like to share with your followers. Be sure that the message relevant to audience and clearly presents the value of the offer that you are promoting.

Next add the link to the landing page that contains your offer and select save.

Then, check the box next to that new sponsored content and select next. Please note that your company must belong to a LinkedIn Advertising Account in order for your Company Page to be available for selection.

Now it's time to use segmentation to target your audience. The audience that you choose for your campaign should be based on the Buyer Persona(s) that your Ad is expected to impact. Targeting by the Location allows you to target your most valuable regions or areas that will have the most impact. This can greatly increase or reduce your audience size. So, be specific.

Targeting by Company can be helpful too. Start by excluding companies you don't want to advertise to. Such as your own company or your competitors. Here you can also choose by category (targeting an entire industry) or specific companies. If you use industry targeting narrow things down by adjusting the size of the business you want to reach.

You can also target by job title. So ask yourself what is the role of the person inside of the organization that you want to reach? It pays to be specific. Also, you can reduce your CPC by excluding job titles of people you don't want to reach.

You can also target by Skills. This can be a creative way to target customers with specific skills listed on LinkedIn. Be careful here, you don't want to over-target.

Additionally, you can target by Groups. Use Groups to target the LinkedIn groups your persona may be a member of, but remember not to over-target. There's so many options, so it could be easy to get carried away.

When you're finished click next.

Now you'll need to select your payment method. If your goal is to drive leads, select Pay for Clicks (CPC). You will pay each time that someone clicks on your ad. If your goal is to increase brand awareness, select Pay for Impressions (CPM). You will pay for every 1,000 people who view your ad.

Once you've selected a payment method, you'll then need to choose a daily budget. You will need to set a daily budget of at least 10.00 US dollars in order to begin running your campaign, however, you also have the option of setting a total budget to account for the entire cost of the campaign. Lastly, if your ad is time sensitive, you should consider adding end date to this campaign to ensure that it does not run when the content offer or ad is expired.

Please note that there may be a short period of time after your budget is reached when your ads continue to display. You will be charged for clicks or impressions that are delivered during that time up to 20% beyond your daily budget, so multiply your daily set budget by 1.2 in order to account for this.

When you have set your budget, you'll be ready to review your campaign. Be sure to double check each component to avoid error in display, targeting, and costs.

When you've done that you'll be ready to publish your first inbound ad, congratulations!

VIDEO 4: HOW TO ANALYZE YOUR LINKEDIN CAMPAIGN?

Now that you've launched your inbound ad campaign on LinkedIn and have allowed time for it to run, let's take a look to see how your campaign has performed.

Start by navigating to the Ads dashboard by selecting Ads from the reporting drop down menu of the marketing dashboard. Once you have arrived, select, "Paid Campaigns" located at the top of your dashboard.

Next, you'll want to select your campaign. You can do this by using the filtering menus above your campaign table.

Once you select your campaign you'll notice two tabs located at the top of your dashboard. Analyze and Optimize. The Analyze tab allows you to see how your campaigns are performing, while the optimize tab provides recommendations on how you can optimize your campaign.

Get started in the analyze tab. What you'll see at the top of the analyze dashboard, is a funnel that displays impressions, clicks, conversions, and customers. This funnel allows you to see not only the raw numbers for these metrics, but also the conversion rates between each metric. For example, here you'll see an impressions-to-clicks conversion rate of .4%.

While the raw numbers are important, what you want to pay close attention to is the conversion rates. The conversion rates allow you to see how well someone is moving through your funnel.

Please keep in mind that there is no magical conversion rate for your paid funnel. You'll want to use your organic campaign performance to set benchmarks for your paid campaign performance. For example, if your organic visits to lead rate is 5%, you may suspect that the clicks to conversion rate for your paid campaign should be greater than 5% as well. If your campaign is performing well, the conversion rates should increase as you get further down your funnel.

You'll want to be sure to keep your paid conversion rates equal to or greater than the conversion rates of your organic campaign performance. Ways to do this may include, optimizing campaign copy, images, and landing pages.

This funnel will also show you the average cost for each click, conversion, and customer. This is an area you'll need to pay close attention to. You do not want your campaign costs to significantly exceed the average costs of your organic campaigns. Be sure to check these numbers on a weekly basis. If you find that the costs are significantly greater than your organic approach, you should go back into your campaign and edit the target audience or the ad visual and copy.

Underneath your funnel, you'll see a complete breakdown of each ad. You'll see the number of social actions, click-through rate, cost per click or impression, number of impressions, clicks, conversions, customer, and total ROI.

This data table will show you how each ad is performing individually. As you analyze each of these ads, it's important to keep in mind your previously set benchmarks. If you find that one ad is performing poorly, be sure to evaluate the visual, the copy, and the landing page. How do these parts compare with the other ads in the campaign? What should be changed and what can stay the same?

If you're having trouble, jump over to the optimize tab and review the suggestions provided. You may see a suggestion to modify your post title, run an A/B test, or optimize your landing page. Use these suggestions as guidelines on how to improve your campaigns.

Once you've completed your campaign optimization, be sure to save your edits by clicking save and allow your campaign to run for a while longer to see if your new updates enhanced your campaign performance.