



# How to Avoid Marketing Heartbreak

## A Guide to the Pay-To-Play Approach of Social Media Giants

WEBINAR PRESENTED BY: ROSS BUCHOLC | FEBRUARY 15<sup>th</sup>, 2018

PERFORMANCE MARKETING

DIGITAL AGENCY

MARKETING TECHNOLOGY



Digital Media Solutions

Targeted Display



Paid Search



Affiliate Marketing



Social Media Management



Data Visualizations & Analytics



WE DO IT ALL



PR & Content Generation



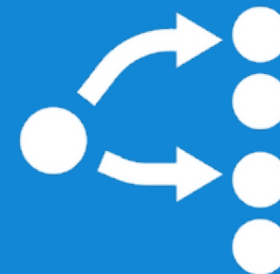
Conversion Optimization



Mobile Strategy



Organic Search



Lead Generation

# ROSS BUCHOLC

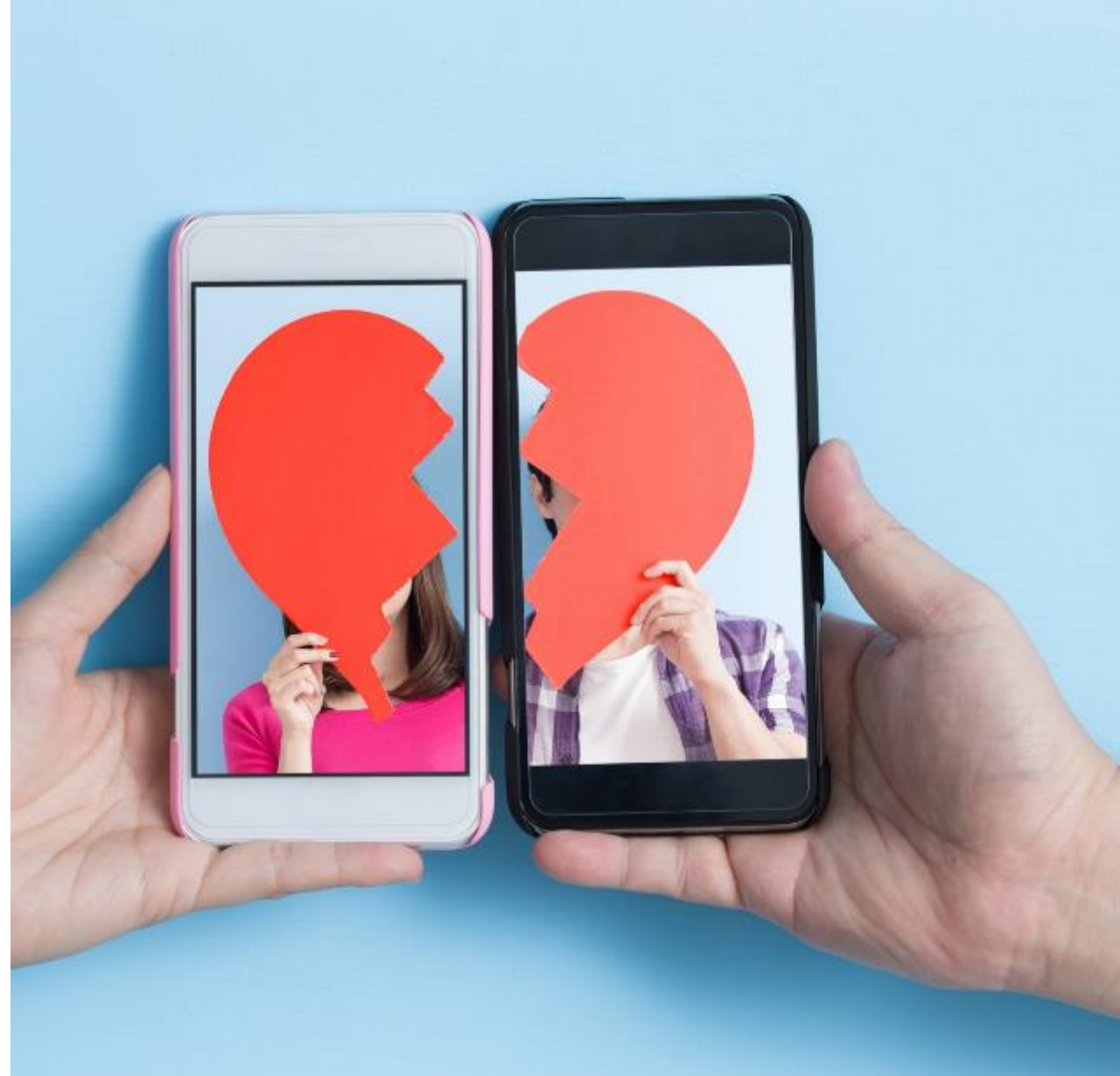
## Director of Paid Media

- Oversees paid media planning, execution and optimization.
- Focus on customer-centric, real-time marketing using robust data



# MEET THE ELIGIBLE PLATFORMS

- THE KING
- THE RISING STAR
- THE CAREER FOCUSED
- THE FRIEND



# MYTH

## Companies Use Either Organic or Paid Social Media, But Not Both



## FACT

Approximately 86% of marketers use both organic and paid tactics as part of their social media marketing strategy.

# MYTH

## Paid Social Charges You to Do What You Can Do for Free with Organic Posts



# FACT

Approximately 2% of a page's Facebook audience is reached via organic posts, regardless of the number of total page likes.

# MYTH

## Audience Growth Is the Most Important Method to Track



# FACT

There are other key metrics. More importantly, you should track everything and follow a user through their journey from top of the funnel down through conversion.



# PAID SOCIAL FACTS

- Paid Social ad spending in the US is projected to exceed \$15 billion in 2018
- Globally, social media ad spending may reach \$37 billion by 2022
- 45% of marketers planned to increase social ad spend budgets in 2018





## WHAT TO KNOW TO PLAN YOUR PAID SOCIAL STRATEGY

- WHAT YOU WANT
- WHO YOU ARE LOOKING FOR
- POPULAR ≠ PERFECT MATCH



# WHO IS USING SOCIAL MEDIA IN 2018?

	Facebook	Instagram	LinkedIn	Twitter
Total % US Adults Using Platform	<b>68%</b>	35%	25%	24%
Men	<b>62%</b>	30%	25%	23%
Women	<b>74%</b>	39%	25%	24%
Age 18-29	<b>81%</b>	64%	29%	40%
Age 30-49	<b>78%</b>	40%	33%	27%
Age 50 -64	<b>65%</b>	21%	24%	19%
Age 65+	<b>41%</b>	10%	9%	8%

# THE KING: FACEBOOK

- Facebook is expected to account for 23% of the total US digital ad spending in 2018
- Allows marketers to use boosted posts and paid ads
- If you want email addresses, you want Facebook



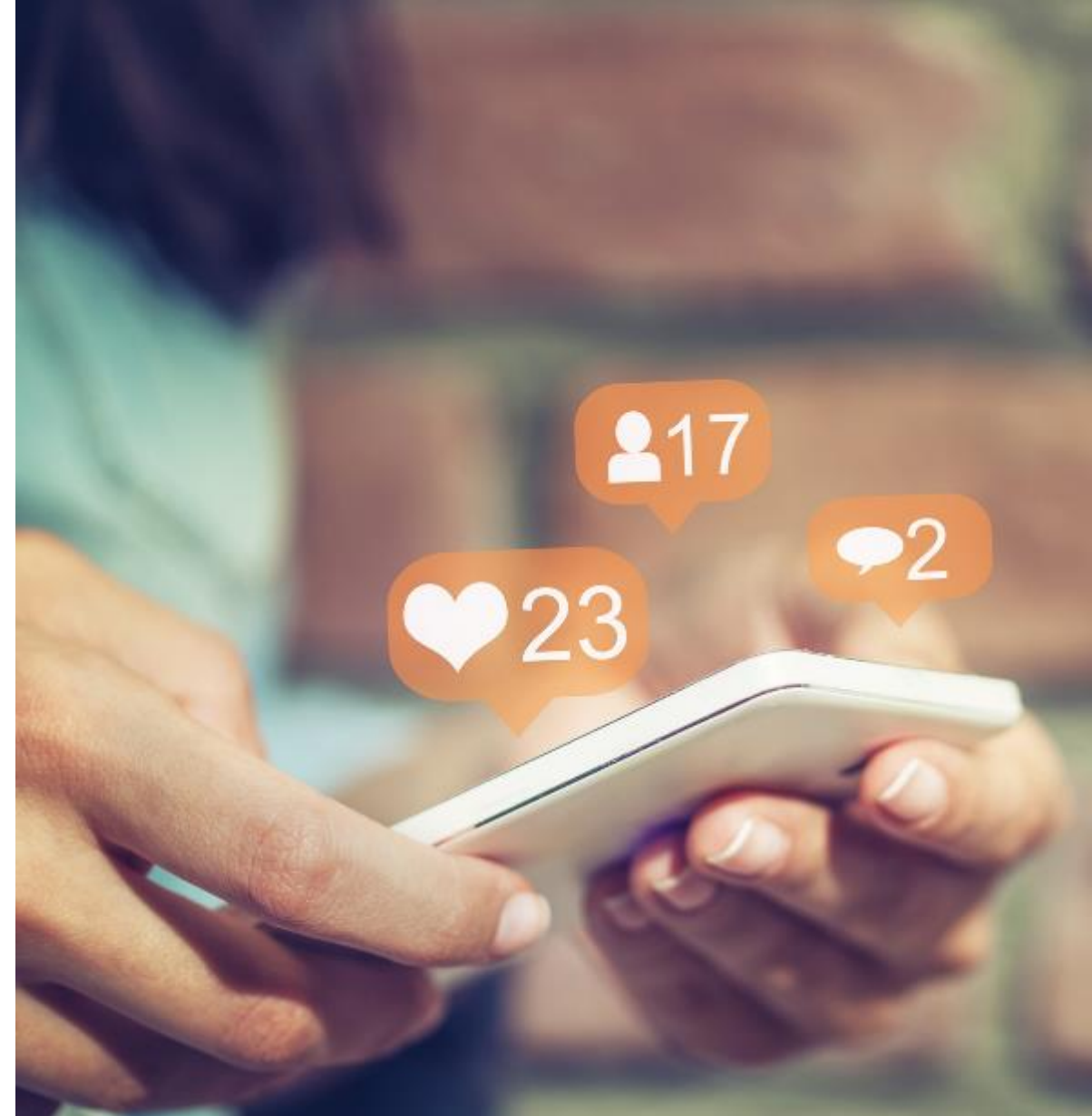
# WHAT'S NEW ALGORITHM UPDATE

- Users seeing more updates from their friends and family
- Less likely to see organic posts from brands and businesses
- Only organic posts with “very high” engagement will remain easily visible



# THE RISING STAR: INSTAGRAM

- Instagram has 500 million+ MAUs
- Commands one of the highest audience engagement rates in social media
- Advertising costs in the same ballpark as Facebook



# WHAT'S NEW ADS INSIDE STORIES

- In 2017, Instagram showed off the first ads inside its Stories
- Videos run for 15 seconds and sponsored photos linger



Instagram



# THE CAREER FOCUSED: LINKEDIN

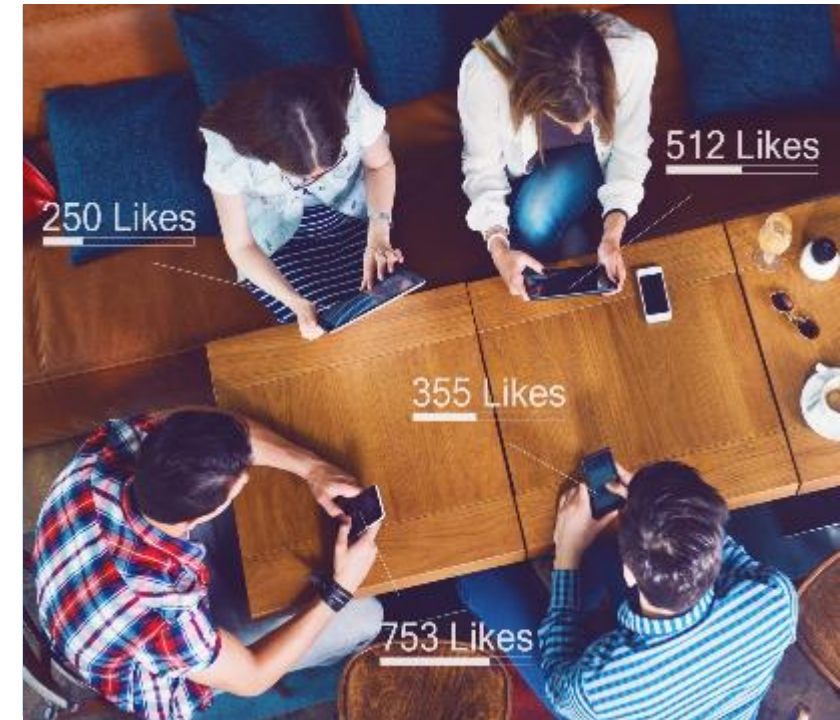
- LinkedIn revolves primarily around the B2B market
- 45% of US adult internet users with an HHI \$75,000+
- Provides similar ad offerings to Facebook and Instagram





# WHAT'S NEW VIDEOS ADS IN 2018

- LinkedIn's native video used for organic content became very popular among users in 2017
- Video Ads will be fully available end of Q2 2018 to all users



# THE FRIEND: TWITTER

- As of Q3 2017, the microblogging service averaged 330 million MAUs
- 33% of marketers cite Twitter as their preferred social network
- Twitter ad cost has been steadily increasing over the last 2 years



# WHAT'S NEW PROMOTE MODE

- Launched November 2017
- Help grow your influence by automatically amplifying your message to a larger, interested audience, for a flat monthly fee.
- Promote Mode is an always-on solution for \$99/ Month



# DMS TOP RECOMMENDATIONS FOR PAID SOCIAL

- Clearly define your marketing objectives & conversion goals
- Proper targeting is key
- Pay attention to all the elements and test your ads
- Deploy a retargeting strategy
- Know when to hire an expert





Digital Media  
Solutions

# IT'S YOUR JOURNEY. VISUALIZE YOUR VICTORY.

Send your questions to [Webinars@thedmsgroup.com](mailto:Webinars@thedmsgroup.com)