



EAST SHORE
MARKETING

PAID SOCIAL ADS

*How to expand your
audience and reach your
business goals*

- ▶ Increase your reach
- ▶ Maximize content marketing effectiveness
- ▶ Get your content in front of a new audience
- ▶ Easy to start with a small budget
- ▶ Grow engagement
- ▶ Grow your followers or subscribers

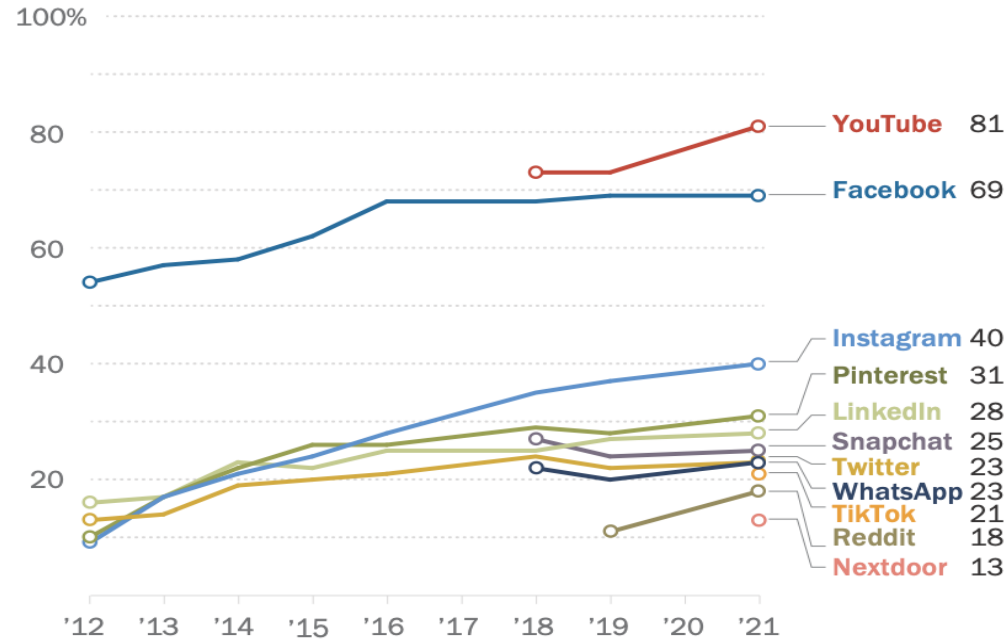
BENEFITS

Create a hybrid Organic & Paid Strategy

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, located in the lower right quadrant of the slide.

Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

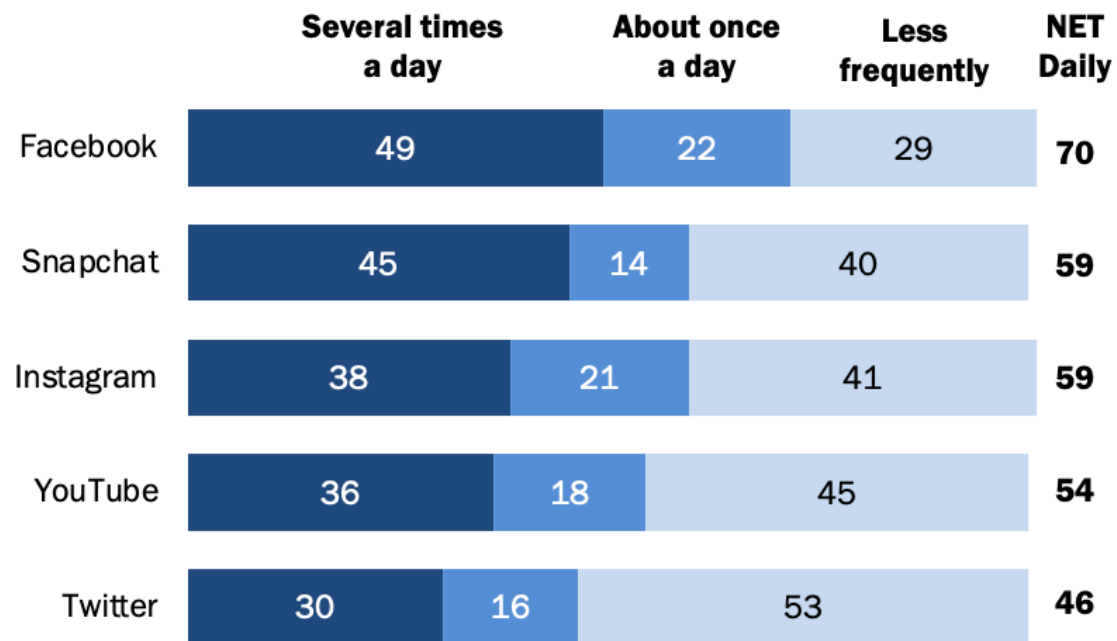
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

Seven-in-ten Facebook users say they visit site daily

Among U.S. adults who say they use ____, % who use that site ...



Note: Respondents who did not give an answer are not shown. “Less frequently” category includes users who visit these sites a few times a week, every few weeks or less often.

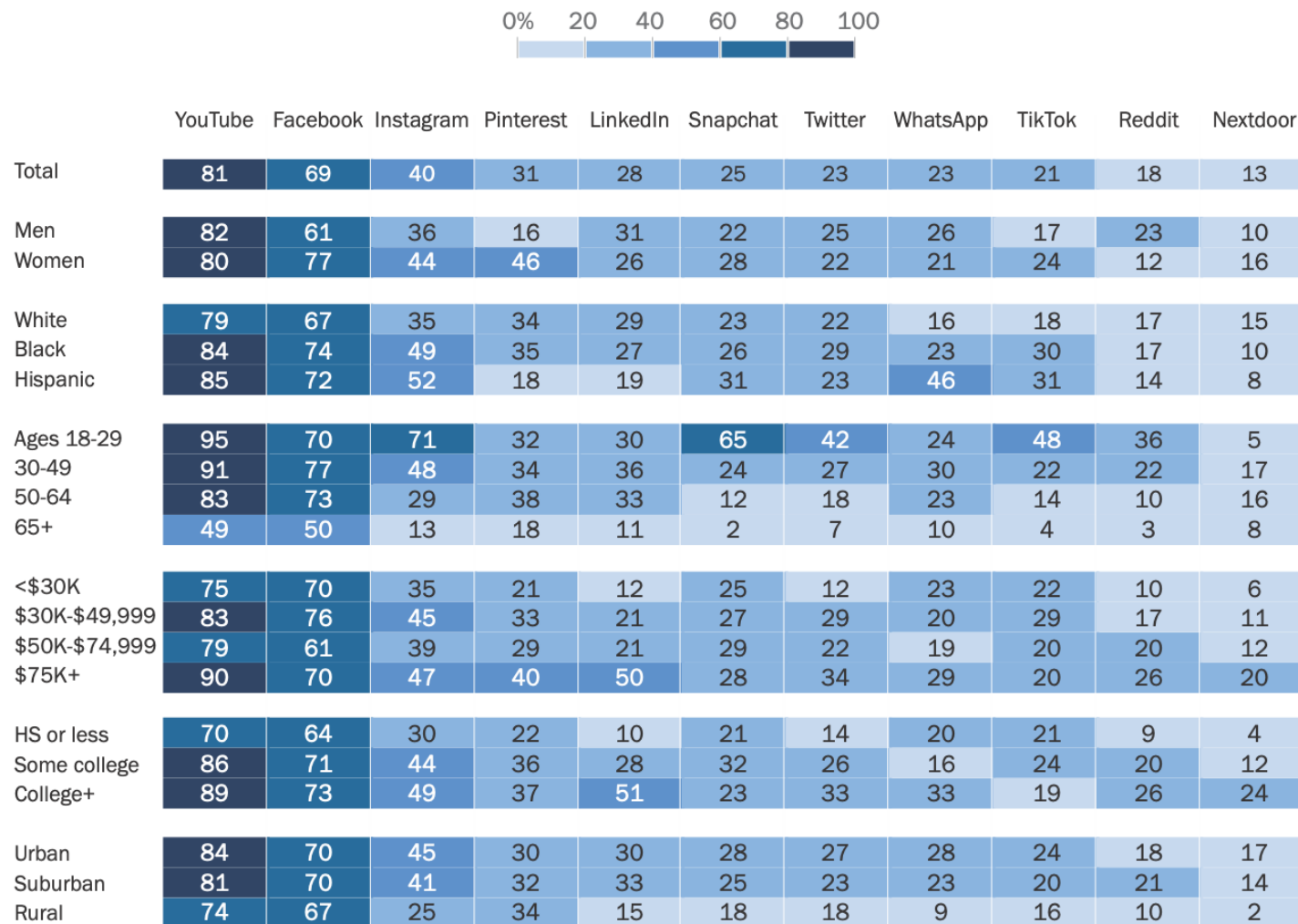
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

“Social Media Use in 2021”

PEW RESEARCH CENTER

Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

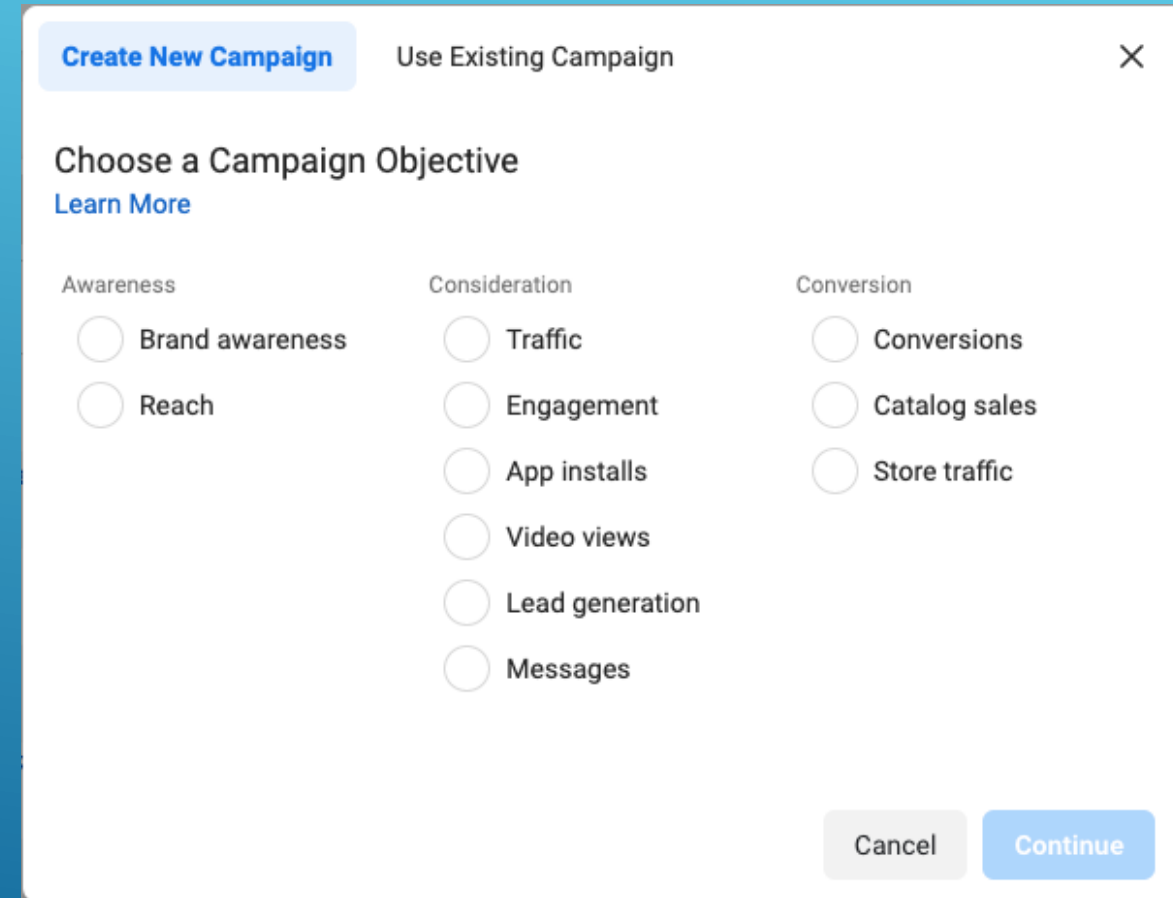
- ▶ Brand Awareness
- ▶ Lead generation/drive website traffic
- ▶ Drive direct sales



HOW TO GET STARTED WITH FACEBOOK ADS

7 STEP PROCESS

1. Create a Campaign Objective
2. Choose a Budget
3. Select Targeting – Location & Demographics
4. Narrow Your Audience with Interest Targeting
5. Select Placements
6. Create Ad – Image, Carousel, GIF/Video
7. Analyze Results, Optimize, & Test

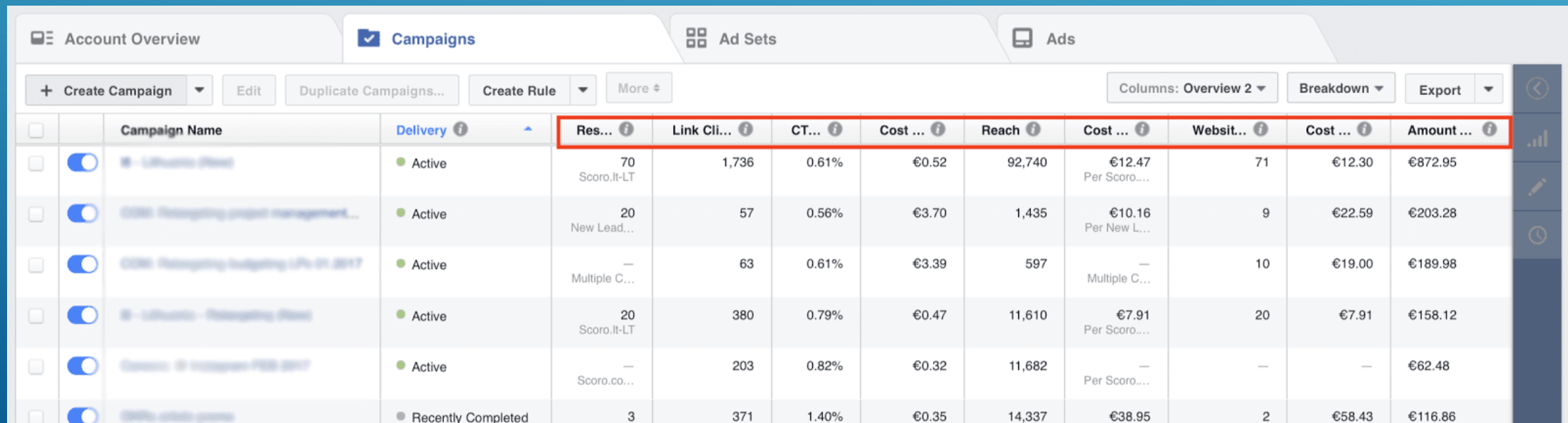


The screenshot shows the 'Choose a Campaign Objective' dialog box in the Facebook Ads interface. At the top, there are two tabs: 'Create New Campaign' (selected) and 'Use Existing Campaign'. Below the tabs, the title 'Choose a Campaign Objective' is displayed with a 'Learn More' link. The objectives are organized into three columns: Awareness, Consideration, and Conversion. Each objective is represented by a radio button and a text label. At the bottom right, there are 'Cancel' and 'Continue' buttons.

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input type="radio"/> Video views	
	<input type="radio"/> Lead generation	
	<input type="radio"/> Messages	

ANALYZE & IMPROVE ADS

- Let the campaign accumulate data for 3 days before making updates
- Metrics to look out for:
 - CTR (low – change creatives, targeting)
 - CPM (<\$30)
 - Cost Per Result
 - Relevance Score & Frequency
- Top performing ad sets – break out the data by demographic, geography, placement, and audience targeting



The screenshot displays the Facebook Ads Manager interface, specifically the 'Campaigns' tab. The table below shows a list of campaigns with various performance metrics. The columns are: Campaign Name, Delivery, Res... (Results), Link Cli... (Link Clicks), CT... (Click Through Rate), Cost ... (Cost), Reach, Cost ... (Cost), Websit... (Website Conversions), Cost ... (Cost), and Amount ... (Amount). The first row is highlighted with a red border.

	Campaign Name	Delivery	Res...	Link Cli...	CT...	Cost ...	Reach	Cost ...	Websit...	Cost ...	Amount ...
<input type="checkbox"/>	↳ Lifestyle (Lead)	Active	70 Scoro.lt-LT	1,736	0.61%	€0.52	92,740	€12.47 Per Scoro...	71	€12.30	€872.95
<input type="checkbox"/>	↳ Lifestyle - Retargeting (Lead)	Active	20 New Lead...	57	0.56%	€3.70	1,435	€10.16 Per New L...	9	€22.59	€203.28
<input type="checkbox"/>	↳ Lifestyle - Retargeting (Lead)	Active	— Multiple C...	63	0.61%	€3.39	597	— Multiple C...	10	€19.00	€189.98
<input type="checkbox"/>	↳ Lifestyle - Retargeting (Lead)	Active	20 Scoro.lt-LT	380	0.79%	€0.47	11,610	€7.91 Per Scoro...	20	€7.91	€158.12
<input type="checkbox"/>	↳ Lifestyle - Retargeting (Lead)	Active	— Scoro.co...	203	0.82%	€0.32	11,682	— Per Scoro...	—	—	€62.48
<input type="checkbox"/>	↳ Lifestyle - Retargeting (Lead)	Recently Completed	3	371	1.40%	€0.35	14,337	€38.95	2	€58.43	€116.86

SCALING ADS HORIZONTALLY & VERTICALLY

- Let the campaign accumulate data for 3 days before making any updates
- Horizontal Vs Vertical Scaling
- Custom Audience
 - Website, Email List, App, Video Creatives
- Lookalike Audience
 - 1% to 10%
- Duplicate top performing ad sets into a CBO campaign

The screenshot shows the 'Create a Lookalike Audience' interface with three main steps:

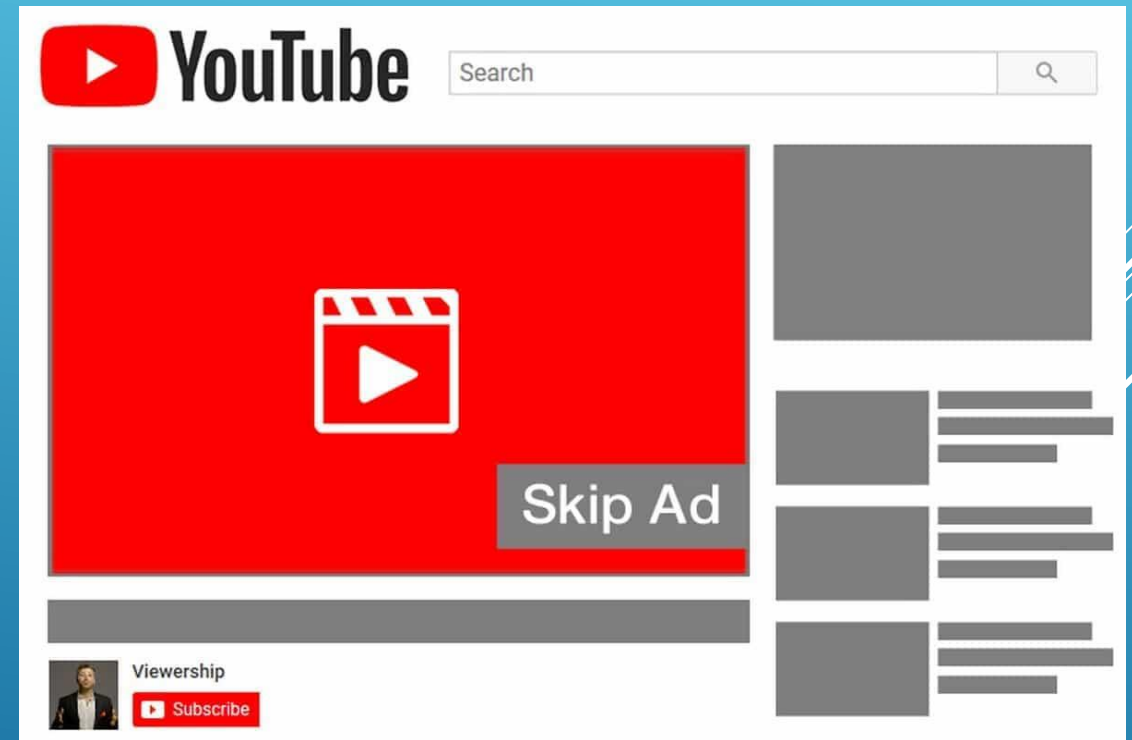
- 1 Select Your Lookalike Source**: A text input field with the placeholder 'Select an existing audience or data source' and a 'Create New Source' dropdown menu. A 'Show Tips' link is in the top right.
- 2 Select Audience Location**: A search input field with the placeholder 'Search for regions or countries' and a 'Browse' button.
- 3 Select Audience Size**: A dropdown menu for 'Number of lookalike audiences' set to '1'. Below it is a slider ranging from 0% to 10%, with the current selection at 1%. A descriptive text below the slider reads: 'Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.'

At the bottom, there are 'Cancel' and 'Create Audience' buttons.

HOW TO GET STARTED WITH YOUTUBE ADS

8 STEP PROCESS

1. Link Google Ads Account to YouTube
2. Upload Video Ad To Your YouTube Channel
3. Select a Campaign Objective and Select Video as the Campaign Type
4. Choose a YouTube Ad Format: Non-Skippable In-Stream, Bumper or Discovery Ads
5. Set a Budget, Schedule, and Bidding Strategy
6. Define the Demographics & Target Audience.
 - a) Recommendation: Test With Content Targeting
7. Select Bid
8. Paste URL of your YouTube Ad
 - a) Embed with a UTM Code

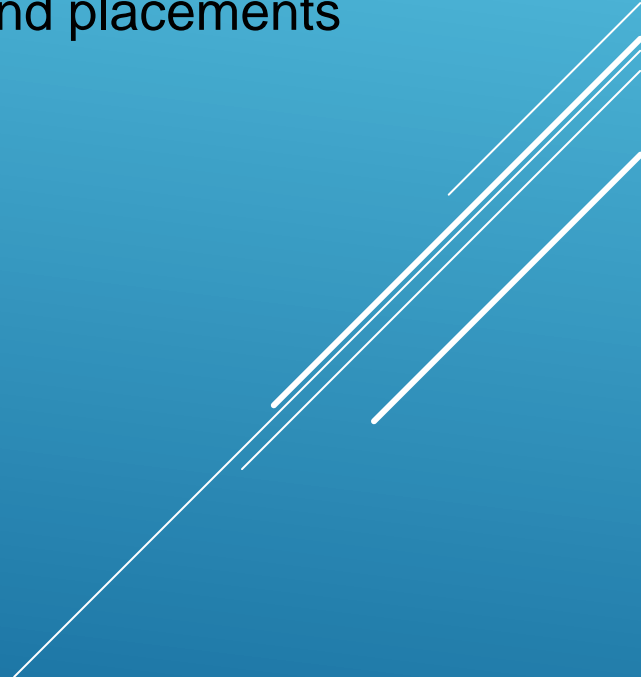


TOP TIPS FOR CAMPAIGN SUCCESS

Facebook/Instagram

- Research & Analyze Competitors ads via Facebook's Ads Library
- Test new creatives, copy, and targeting
- Breakdown the data and create new ad sets on top performing targeting and placements
- Set up Retargeting

YouTube

- Create new ad sets on different targeting
 - Set up Retargeting
 - Create compelling and emotional video ads that tell stories
- 



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THANK YOU!

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