

Paid options & approaches

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Planning



Objectives



Tactics & Targeting



Implementation



Testing & Optimization



Policies & Restrictions



PLANNING

Let's Plan For Instagram (or any paid social platform)...

Goals/Objectives

Markets to Cover

Footprint

Start/End Date

Flighting Requirements

Duration/Seasonality

Target Audience

Competitors

Past Media Results?

Call to Action

Budget

OBJECTIVES

Different Funnel Phase = Different Goals

Awareness: Impressions, Engagements

Consideration: Clicks, Views, App Installs, Video Views, Lead Generation

Conversion: Conversions, Catalog Sales

TARGETING & TACTICS

Locations i

Everyone in this location ▼

✓ Everyone in this location i

People who live in this location i

People recently in this location i

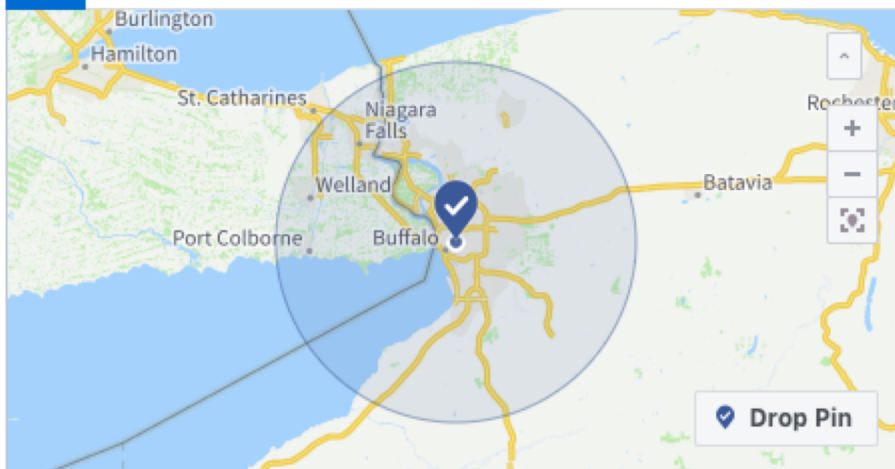
People traveling in this location i

ions

Browse



Your audience location has been changed from United States to Buffalo. [Undo Change](#)



Add Locations in Bulk

Age i

25 ▼

-

44 ▼

Gender i

All

Men

Women

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Hip hop fashion

Shopping and fashion

Sneaker collecting

Sneaker Freaker

Sneakers (footwear)

Interests > Shopping and fashion > Shopping

Online shopping

Add demographics, interests or behaviors

Suggestions

Browse

and MUST ALSO match at least ONE of the following ⓘ

Behaviors > Purchase behavior

Engaged Shoppers

Add demographics, interests or behaviors

Suggestions

Browse

Exclude People or Narrow Further

- Expand interests when it may improve performance at a lower cost per result. ⓘ

Audience Size



Your audience is defined.

Potential Reach: 140,000 people ⓘ

Estimated Daily Results

Reach ⓘ

1.3K - 7.9K

Link Clicks ⓘ

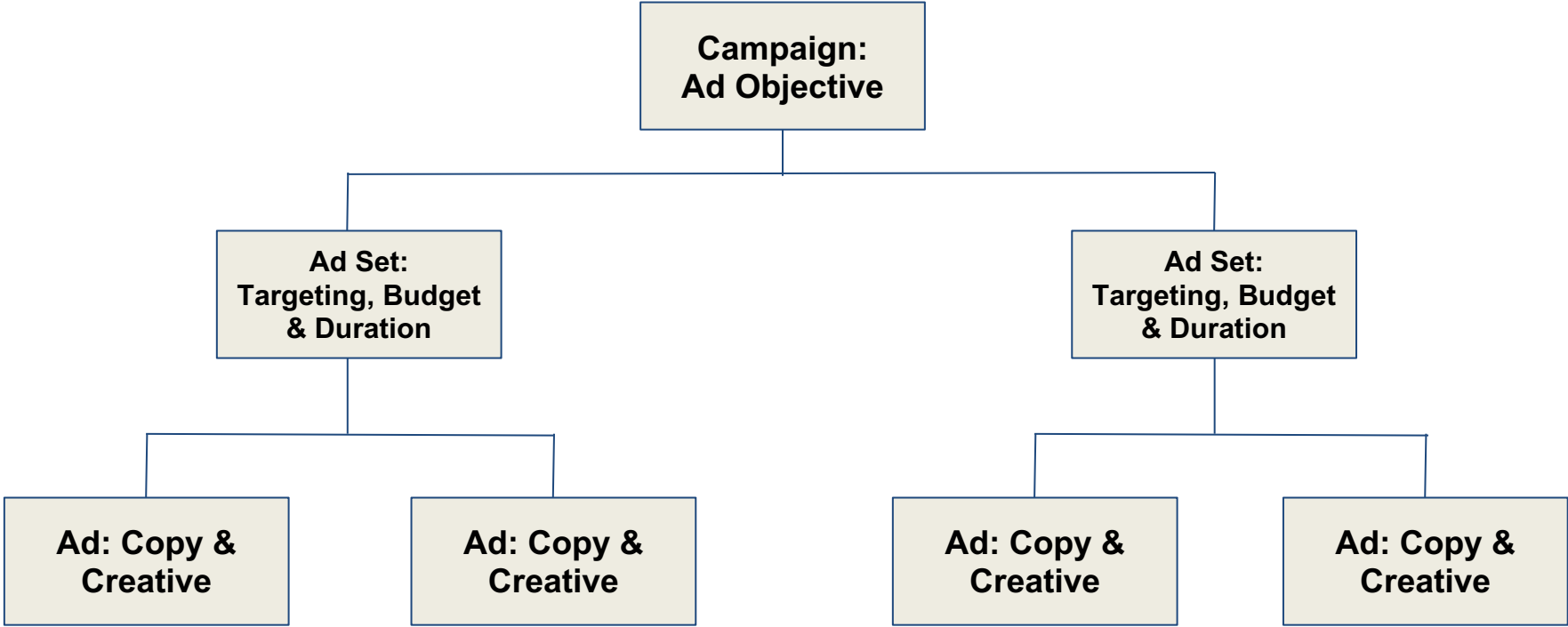
28 - 176

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

IMPLEMENTATION

Campaign Layout



+ Create

+ Duplicate

Edit

Rules

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Delivery
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Page Likes 2019	● Active
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Coupon Downloads - Web Clicks 2019	● Active
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Slice Cheese Videos 2019	● Active
<input type="checkbox"/>	<input checked="" type="checkbox"/>	January 2019 - Instagram Boosted Posts	● Recently Completed
<input type="checkbox"/>	<input checked="" type="checkbox"/>	January 2019 - Facebook Boosted Posts	● Recently Completed

+ Create

+ Duplicate

Edit

Rules

1-200 of 228

<input type="checkbox"/>	<input type="checkbox"/>	Ad Set Name	Delivery	Results	Impressions	Reach
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Interest Targeting	● Active Initial learning complete	215 Page Likes	3,258	2,749
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Interest Targeting	● Active Initial learning complete	177 Link Clicks	32,527	26,176
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Videos	● Active 2 Approved	9,421 ThruPlays	11,880	5,376
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Jan 25	● Recently Completed	521 Post Engag...	1,402	1,374
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Jan 25	● Recently Completed	314 Post Engag...	1,356	1,155

TESTING & OPTIMIZING

It's Ok to Test & Pivot

- **Do:** Give Ads Manager at least two (2) weeks before adjusting campaign
- **Do:** Test multiple creative & targeting
- **Do:** Be fun and creative!
- **Don't:** Test two variables at once within the same ad set
- **Don't:** Lose sight of your KPIs
- **Don't:** Compare your campaign to someone else's

POLICIES & RESTRICTIONS

Follow the Rules

- Imagery & creative must be cohesive
- 20% text in images rule
- Prohibited Content
 - Tobacco/Prescription drugs/Firearms
 - Adult content
 - Ideal body images
 - Sensational and/or misleading content
- Restricted
 - Political
 - Alcohol/Gambling
 - Financial and Insurance products

Key Takeaways

1. Know your audience & goals
2. Start small, be patient
3. Follow the rules (refer to previous slide)
4. Test! Test! Test!
5. Have fun!

thank you.

martin.