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Paid Social Campaigns Guide



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INTRODUCTION

Welcome to the Paid Social Campaigns Guide!

This support is designed to help you create effective and measurable social media advertising campaigns that are aligned to your overall marketing goals. The guide is divided into three sections:

- 1. Planning Your Paid Social Campaign**
- 2. Building Your Paid Social Campaign**
- 3. Measuring Your Paid Social Campaign**

Each social media channel has its own unique offering and advertising platform. In this guide, we will focus on:

- Facebook and Instagram
- Twitter
- LinkedIn
- Pinterest
- Snapchat
- TikTok

No matter what social media platform you choose to prioritise, this guide can be used as a universal checklist for planning, creating and measuring your paid social campaigns.



1. PLANNING YOUR PAID SOCIAL CAMPAIGN

The primary purpose of your paid social campaign is to support your overall marketing goals. Before you dive into building your campaign, it is important to take the time to research and plan.

Planning Checklist	Description	Who
1. Identify your marketing goals	<p>What are your overall marketing goals? Do you want to:</p> <ul style="list-style-type: none"> • Increase brand awareness? • Drive traffic to your website? • Generate leads & sales? 	Internal Team
2. Identify your paid social KPIs	<p>What does success look like and how will you measure it? Your marketing goals will determine your KPIs. See below example:</p> <ul style="list-style-type: none"> • Marketing Goal: increase website traffic • Paid Social KPIs to track: traffic, link clicks, conversions 	Internal Team and Digital Marketing Partner
3. Research your target audience	<p>Who do you want to reach? Get to know your customers as real people with real wants and needs, and you will know how to target them with your paid social campaign.</p>	Internal Team and Digital Marketing Partner
4. Prioritise your platforms	<p>What social media platforms do your target audience use? What information are they looking for? Where do they go to find this information?</p>	Internal Team and Digital Marketing Partner
5. Conduct an industry/competitor analysis	<p>Sharpen your competitive edge by researching the paid ads that are currently running within your industry and by your competitors. Use Appendix 1: Facebook Ads Library (page 7) to support your research.</p>	Internal Team and Digital Marketing Partner
6. Conduct a content audit	<p>What assets are available to you? (blog posts, high-quality imagery, videos, brand assets and guidelines etc.). What content do you need to create?</p>	Internal Team and Digital Marketing Partner
7. Set up tracking tags/pixels	<p>Install the relevant tracking tags or pixels on your website. See Appendix 2: Tags and Pixels (page 8) for the relevant tags and pixels for each social media platform.</p>	Website Developer and Digital Marketing Partner

2. BUILDING YOUR PAID SOCIAL CAMPAIGN

Each social media channel has its own unique advertising platform, but no matter what platform you choose to prioritise, the below can be used as a universal checklist for building your paid social campaign.

Build Checklist Recommendation	Description	Action
1. Choose your objective	<p>What outcome do you want from your campaign? What marketing goal are you trying to achieve? There are three core objectives to choose from:</p> <ul style="list-style-type: none"> • Awareness Objectives • Consideration Objectives • Conversion Objectives <p>See Appendix 3: Paid Social Campaign Objectives (page 9) to help you determine what objective is right for your campaign.</p>	Digital Marketing Partner
2. Create your audience	<p>With paid social campaigns, there are three main groups of customers you can target:</p> <ul style="list-style-type: none"> • Core Audiences • Custom Audiences • Lookalike Audiences <p>See Appendix 4: Paid Social Audiences (page 10) for more information.</p>	Digital Marketing Partner
3. Decide where you want to run your campaign	<p>Where do you want to run your campaign? If you are unsure, use the "Recommended Placements" option.</p>	Digital Marketing Partner
4. Set your budget	<p>Enter a daily or lifetime budget. You will receive estimated results based on the budget you enter. This will help you to determine how much to spend to achieve your goals.</p>	Digital Marketing Partner
5. Pick an ad format	<p>Choose an ad format based on the assets available to you. See Appendix 5: Paid Social Ad Formats (page 11) for more information on each ad format.</p>	Digital Marketing Partner

6. Create your ad	Upload the images, videos, URLs and ad copy that are needed for the ad format you have chosen.	Digital Marketing Partner
7. Go live	Once you publish your campaign, it will be submitted for review. Ads are usually reviewed within 24 hours.	Digital Marketing Partner
8. Measure and manage	Once the correct tags or pixels are installed before your campaign goes live, you can track the performance of your ads in real-time and adjust as needed.	Digital Marketing Partner

3. MEASURING YOUR PAID SOCIAL CAMPAIGN

Your marketing goals will determine the key metrics you need to measure for your paid social campaign. For every marketing goal you set, there is a paid social objective to help you achieve that goal and each objective can be mapped to a metric. Measuring these KPIs will help you to determine the effectiveness of your paid social campaign.

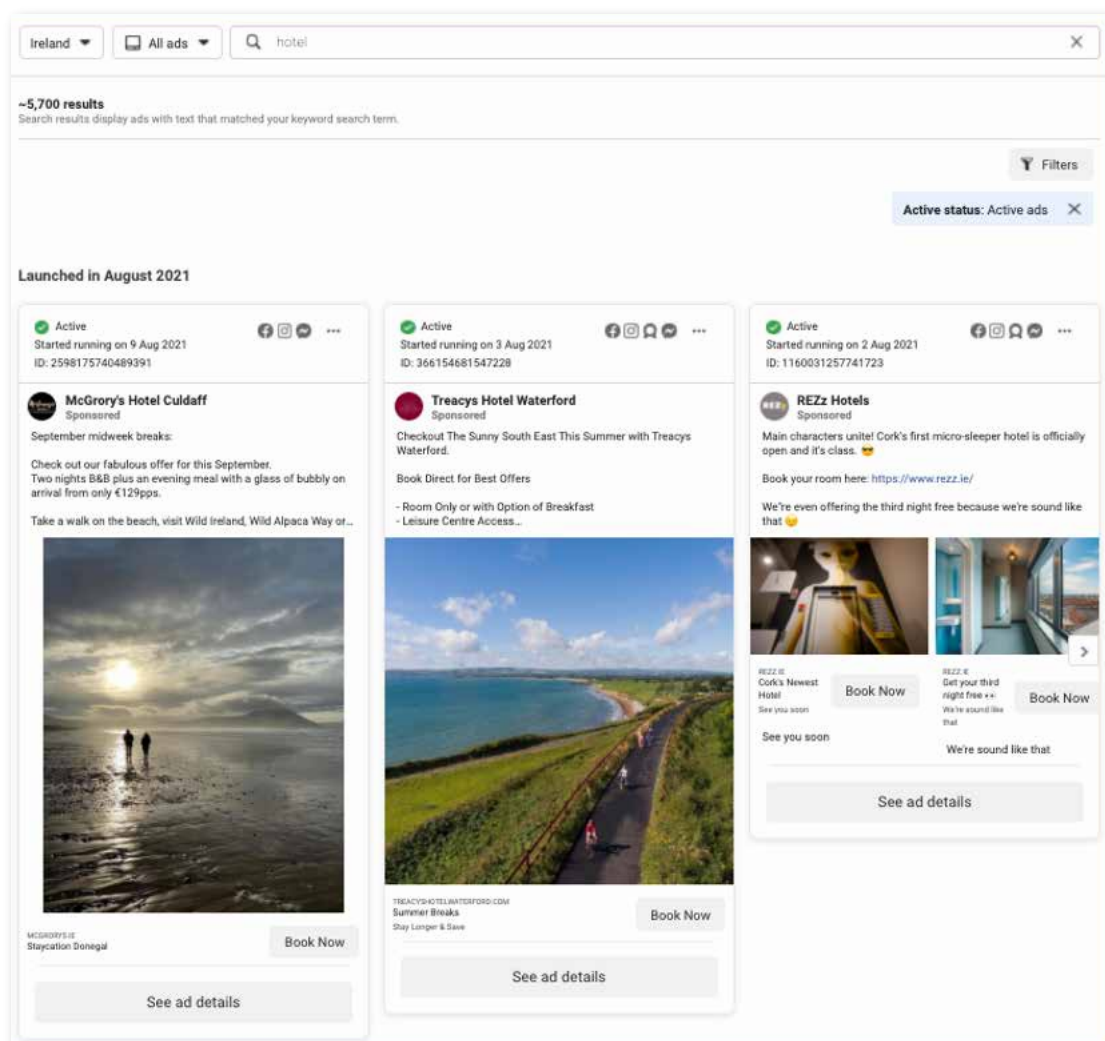


Marketing Goal	Paid Social Campaign Objective	Metrics/KPIs
Awareness	<ul style="list-style-type: none"> Brand Awareness Reach 	<ul style="list-style-type: none"> Impressions, Ad Recall, Cost per estimated Ad Recall Reach, Frequency
Consideration	<ul style="list-style-type: none"> Traffic Engagement App Installs Video Views Lead Generation 	<ul style="list-style-type: none"> Link Clicks, Cost Per Link Click, Reach, Post Engagement Likes, Comments, Shares, Offers App installs, app actions, app purchases Video views Email sign-ups
Conversion	<ul style="list-style-type: none"> Conversions Footfall 	<ul style="list-style-type: none"> Add to cart, website purchases, website purchase conversion value Get directions

APPENDIX 1: FACEBOOK ADS LIBRARY

Facebook Ads Library is an excellent resource to utilise during the planning phase of your Paid Social Campaign. It enables you to research the paid ads that are currently running within your industry and by your competitors. Follow the below instructions to begin your research:

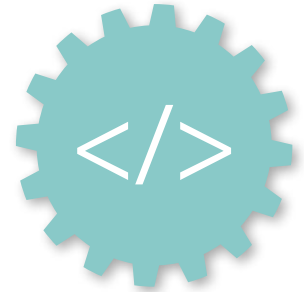
- Go to Facebook Ads Library
- Navigate to the "Search Ads" section
- Under "Country" select Ireland (or any country you would like to research)
- Search by keyword or advertiser. For example, "hotel", "spa break", "glamping" or "Adare Manor"
- Click "Ad details" to get more information on the ad format used, the ad copy, the landing page used and more



APPENDIX 2: TAGS AND PIXELS

Tags and Pixels are analytical tools that will allow you to measure valuable customer actions, build your audiences and measure the effectiveness of your paid social campaigns. Before you launch your campaign, it is vital to ensure that the relevant tag or pixel is installed on your website. See below for the list of tags or pixels needed for each social media platform that you are active on:

- Facebook and Instagram: Facebook Pixel & Custom Events
- Twitter: Universal Website Tag & Single Event Website Tags
- LinkedIn: Insight Tag
- Pinterest: Pinterest Tag & Event Codes
- Snapchat: Snap Pixel & Event Codes
- TikTok: TikTok Pixel & Tracking Events



APPENDIX 3: PAID SOCIAL CAMPAIGN OBJECTIVES

Your campaign objective is what you want people to do when they see your ads. The objective you choose should be aligned to your marketing goal. For example, if your marketing goal is to increase awareness, "Brand Awareness" or "Reach" should be the primary objective of your paid social campaign.

Marketing Goal	Paid Social Campaign Objective	Metrics/KPIs
Brand Awareness: choose this objective if you want to increase people's awareness of your business, brand or service.	Traffic: choose this objective if you want to drive people from social media to any URL you choose, such as your website's landing page, a blog post, app etc.	Conversions: choose this objective if you want to encourage people to take a specific action on your website, such as make a booking or purchase.
Reach: choose this objective if you want to show your ad to as many people as possible in your target audience.	Engagement: choose this objective if you want people to engage with your posts. Engagement includes likes, comments, shares but can also include offers.	Offline Footfall: choose this objective if you want to promote your brick-and-mortar business locations to people that are nearby.
	App Installs: choose this objective if you want to send people to the shop where they can download your business's app.	
	Video Views: choose this objective if you want to share your video with the people who are most likely to view it.	
	Lead Generation: choose this objective if you want to collect leads for your business – like email sign-ups.	

APPENDIX 4: PAID SOCIAL AUDIENCES

Marketing Goal	Paid Social Campaign Objective	Metrics/KPIs
Location: target particular counties, countries or cities.	Contact lists: target customers who have signed up to your email lists.	Lookalike Audiences: find people who are similar to your existing customers and who are likely to be interested in your product or service.
Demographics: target a specific audience based on age, gender, education, job title and more.	Website visitors: retarget customers who have visited your website or who took certain actions on your website. For example, customers who clicked on your booking form but didn't complete their booking.	
Interests: target people who have particular interests and hobbies. For example, people who are interested in "Travel", "Adventure", "Camping" etc.	App users: drive people to take in-app actions viewing an offer or making a booking.	
Behaviour: target people based on their behaviours such as prior purchases and device usage.		
Connections: target people who are already connected to your business.		

APPENDIX 5: PAID SOCIAL AD FORMATS

The ad format you choose will depend on the assets available to you (images, videos, products etc.) and what marketing goal you are trying to achieve. For example, if you have a bank of high-quality images (10+) and you want to communicate several different messages in one ad, then a carousel ad would be the most effective format to choose for your paid ad campaign. See below for more information on each ad format:



Image Ads



Video Ads

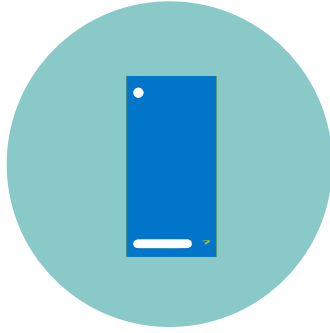


Carousel Ads

Ad Format	When should you use this format?	Where can you use this format?
Image Ads	Use this ad format when you want to: <ul style="list-style-type: none"> • Promote one particular product or offer • Drive traffic to your website • Create an ad in minutes 	All paid social platforms
Video Ads	Use this ad format when you: <ul style="list-style-type: none"> • Have a high-quality video to promote your product or service • Want to tell a story about your business • Want to capture your audience's attention 	All paid social platforms
Carousel Ads	Use this ad format when you want to: <ul style="list-style-type: none"> • Showcase up to 10 images or videos in a single ad, each with its own link • Explain a specific service or promotion in more detail • Drive action (for example, website visits or purchase) 	All paid social platforms except Snapchat & TikTok



Collection Ads



Story Ads



Instant Experiences

Ad Format	When should you use this format?	Where can you use this format?
Collection Ads	<p>Use this ad format when you:</p> <ul style="list-style-type: none"> • Have an inventory of four or more products • Want to display your products in a grid for your audience to browse them (similar to product landing pages) • Drive traffic to your website • Drive conversions 	Facebook, Instagram & Snapchat
Story Ads	<p>Use this ad format when you want to:</p> <ul style="list-style-type: none"> • Captivate your audience • Share a short teaser of your product, service or promotion • Inspire action (swipe up for more information) • Drive traffic to your website 	Facebook, Instagram, Snapchat & TikTok
Instant Experiences	<p>Use this ad format when you want to:</p> <ul style="list-style-type: none"> • Create an immersive, mobile optimised experience • Combine different ad formats (images, videos, products, carousels etc.) into one ad format • Create a fast loading and interactive "brochure" • Generate leads, sell products, increase brand awareness, tell a story <p>This format is effective for any marketing goal because of its versatility.</p>	Facebook & Instagram

TikTok and Snapchat also offer more interactive ad formats like Filters, Branded Effects, AR Experiences and Brand Takeovers.