

Rencontres wallonnes du E-Tourisme

Social ads: Facebook, Instagram & LinkedIn

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Programme
26/08/20

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Les 3 composants du social media

Paysage social media en Belgique et audiences potentielles

Sales funnel : notions et applications en advertising

Business manager & tout ce que vous devez savoir sur le fonctionnement de Facebook

Adopter une approche sales funnel & de l'A-Z testing dans une campagne

LinkedIn



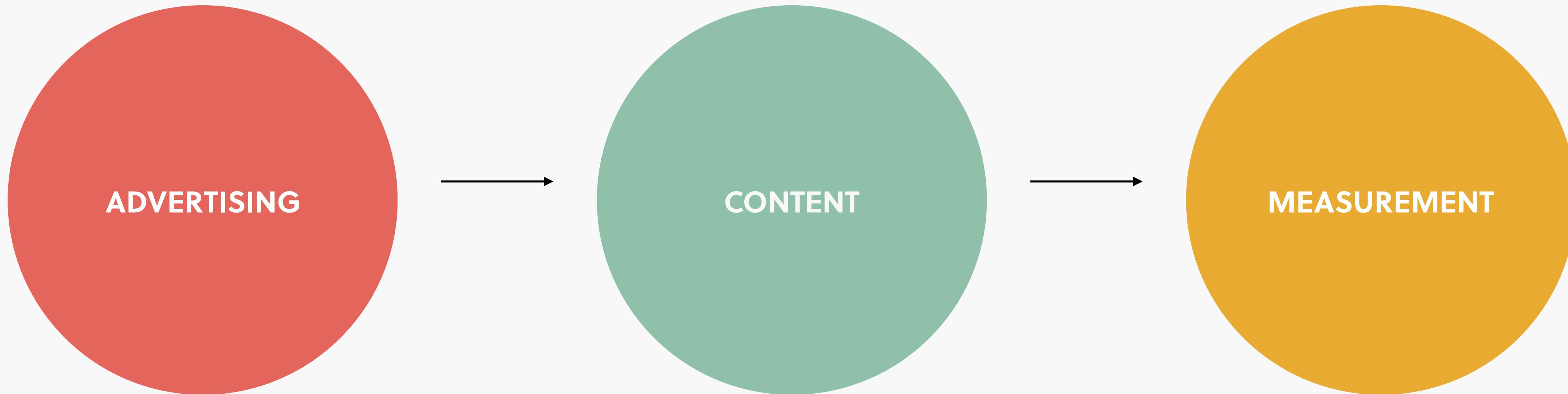
The 3 main components



Social Media Strategy

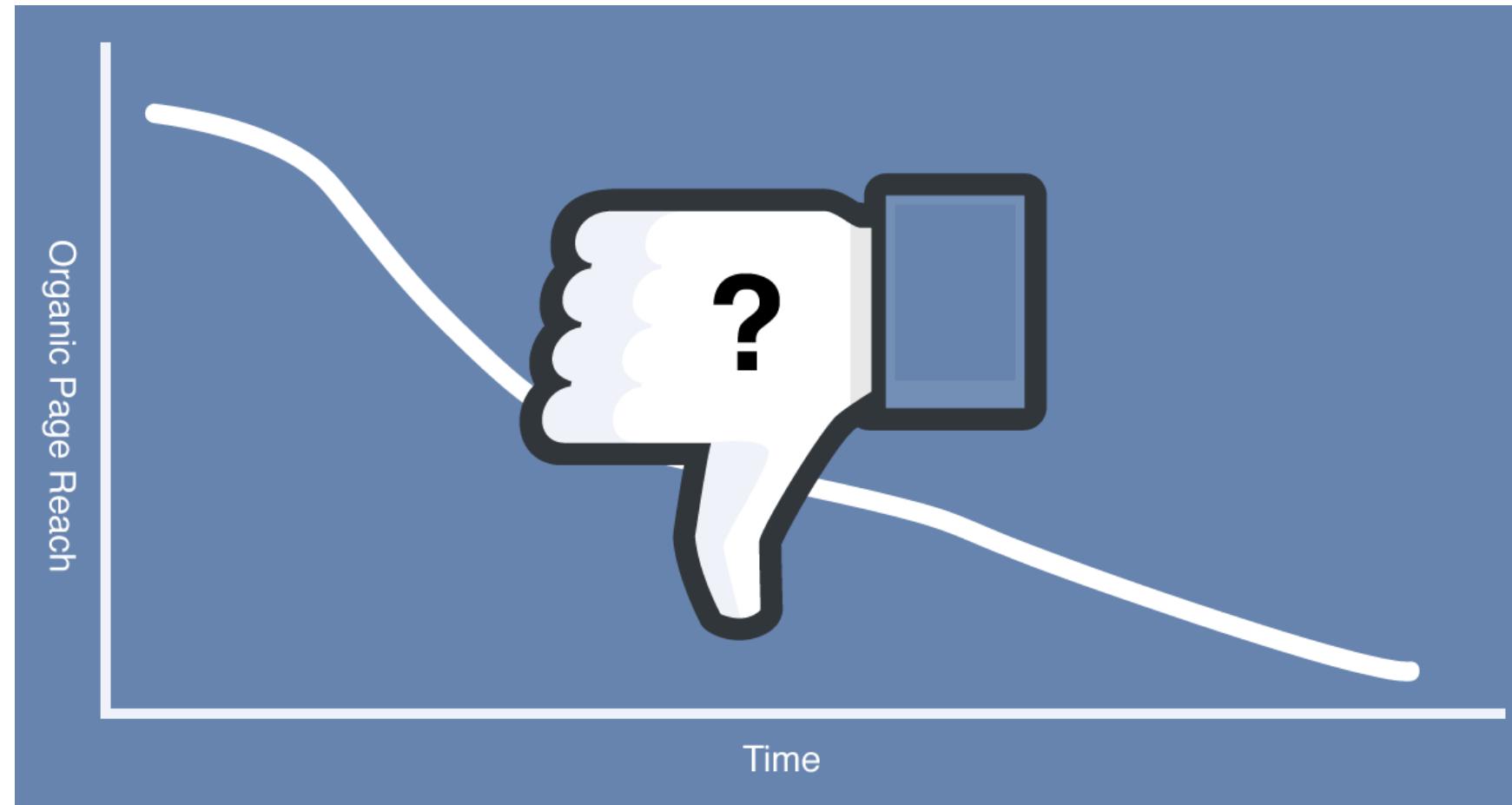
The 3 essential components

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■ Why advertising should come first?

Organic reach



In order to obtain the necessary reach for your content, you have to promote the posts towards the right audience.

Facebook claims that they have done this to make the newsfeed content more "relevant".

Social media landscape



L'écosystème Social Media

Janvier 2020



Le social media devient plus :

- Personnel
- Spontané
- Ephémère

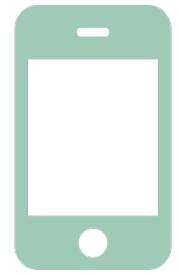
Key take-aways

Les éléments à retenir

1) L'adoption des médias sociaux ne cesse de croître



2) L'utilisation des médias sociaux est principalement mobile



3) Facebook et son environnement (Instagram, messenger, WhatsApp dominant)



4) Il y a très peu d'utilisateurs exclusifs d'un seul réseau (focus environnement Facebook)

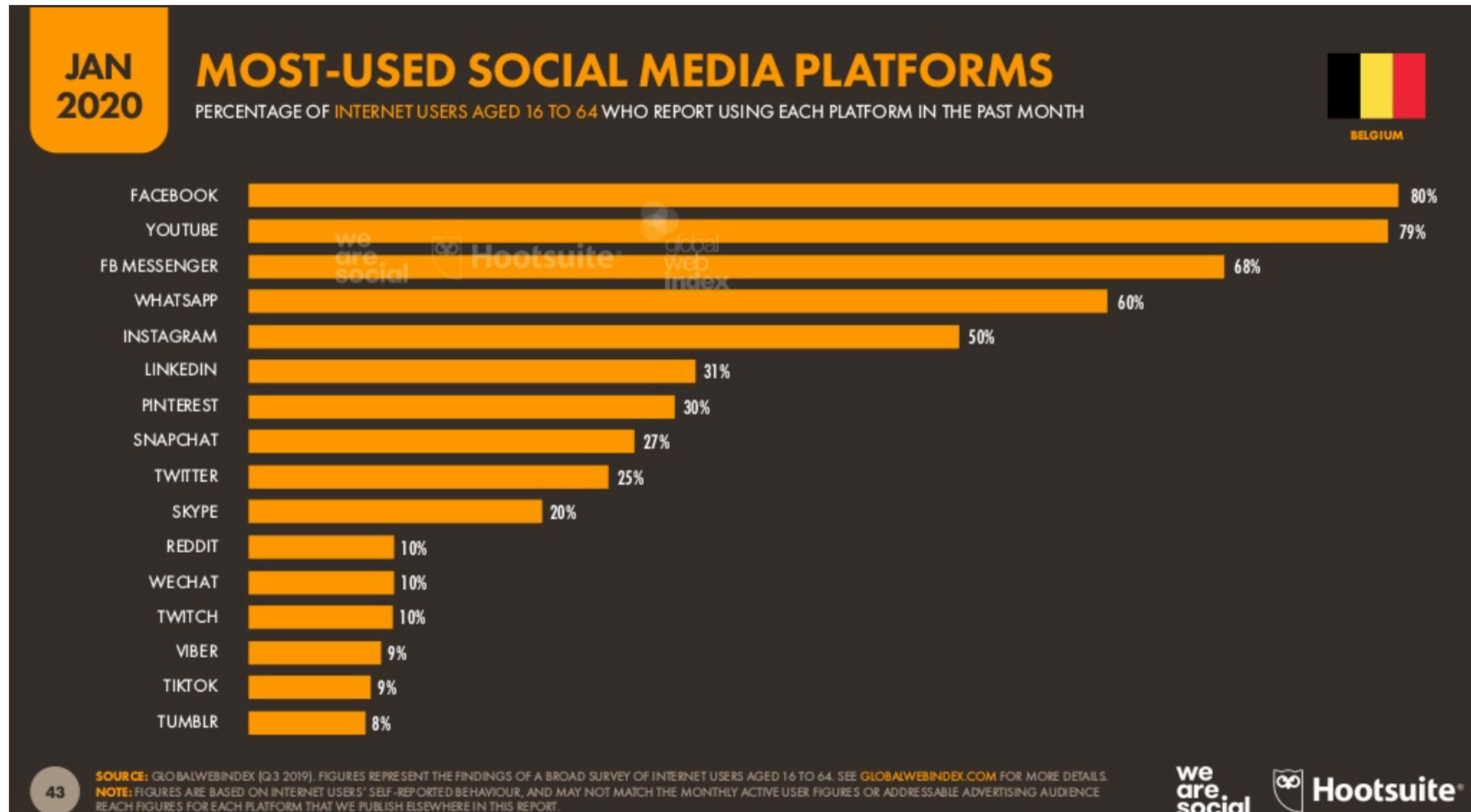
5) Les médias sociaux sont une source de news importante



Social media en Belgique

Les chiffres clés en janvier 2020

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Sales funnel - Consumer journey

Sales funnel Consumer journey

Awareness

Consideration

Conversion

Loyalty

Social media

Notre approche sales funnel



Awareness

REACH

Medium: [Live] video content /
slideshow/stories

KPI's: Reach, impressions, frequency,
CPM,
of thruplays, Cost per Thruplay,
Estimated brand lift, estimated
conversion lift, estimated ad recall,...



Consideration

WEBSITE TRAFFIC

Medium: Link posts/carrousels/
Instant experiences

KPI's: # of thruplays, cost per thruplay,
of link click, CPC, # of landing page
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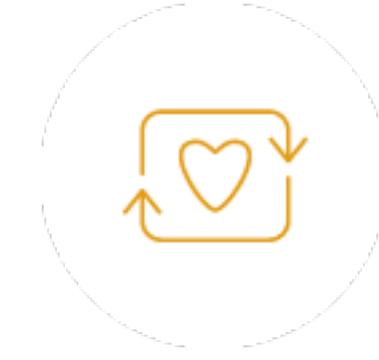


Conversion

LEADS & CONVERSIONS

Medium: Lead forms/link posts/
carrousels/Instant experiences/
dynamic ads

KPI's: # of conversions (# of actions),
cost per conversion (cost per action),...



Loyalty

ENGAGEMENT & REACH

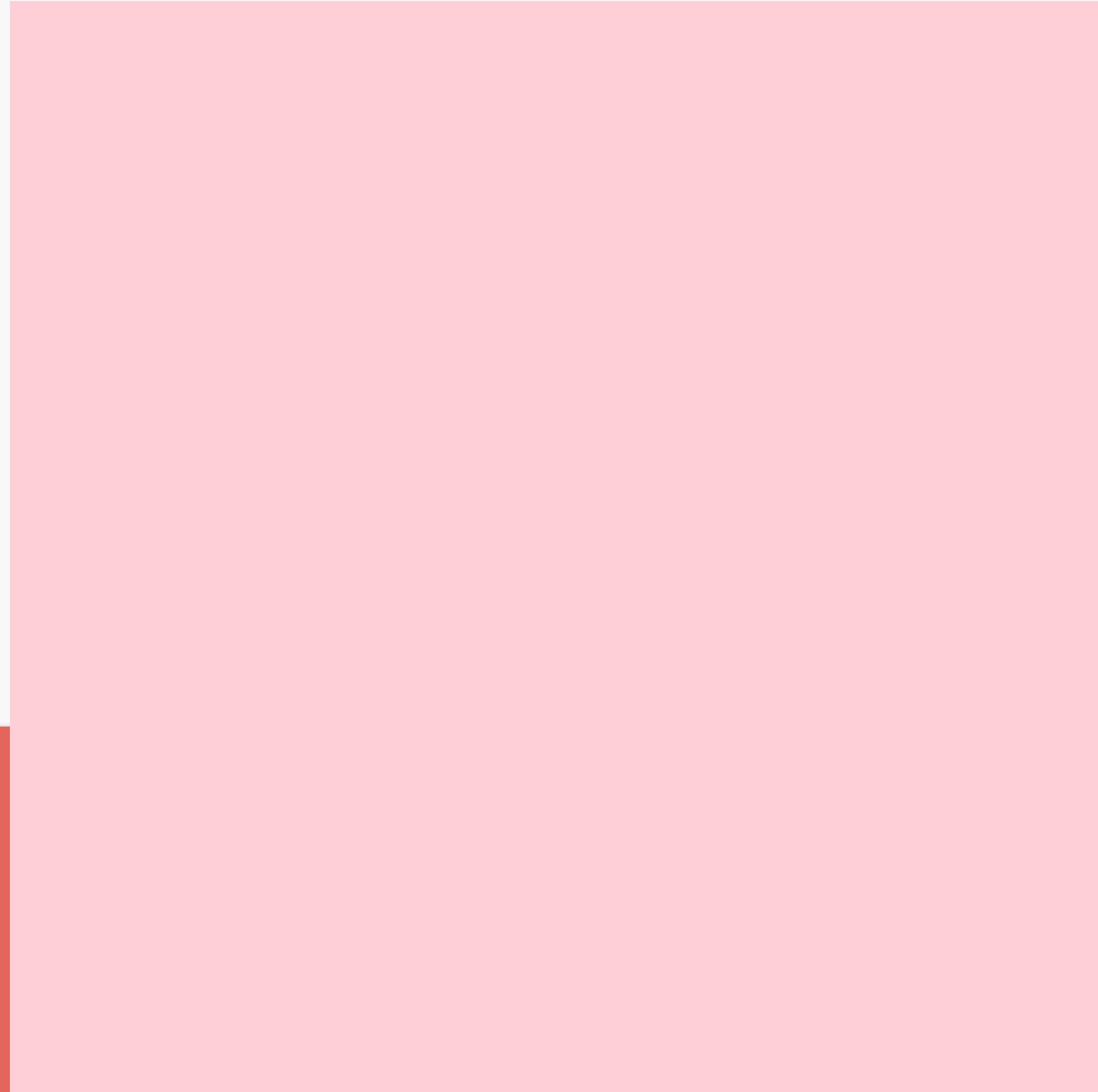
Medium: Any #ugc, influencers content

KPI's: # of engagement, cost per
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Quality of reviews,...



Social Media Campaign Format - Video

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*Those are only examples and not the final preview

Social Media Campaign

Format - Stories

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CETTE SEMAINE

LA CANTINE 2.0

LIVRAISON
INSTANTANÉE

DIPONIBLE
EN MAGASIN



Campagne social media

Générez du traffic vers votre site web

Le Carrousel est l'un des meilleurs moyen pour générer du traffic vers votre site web !

Vous pouvez utiliser différentes cartes (avec des images ou des vidéos courtes) pour montrer tous les aspects de votre produit ou service.

AT&T 12:56 50% Honeycomb Sponsored

Looking for a portable USB charger that you can rely on? We've got wireless chargers and phone cases to keep you charged on the go.

The Ideal Mixture of Size and Power

Tired of Wires?

Hate Cables?

Bring Power and Convience to your life

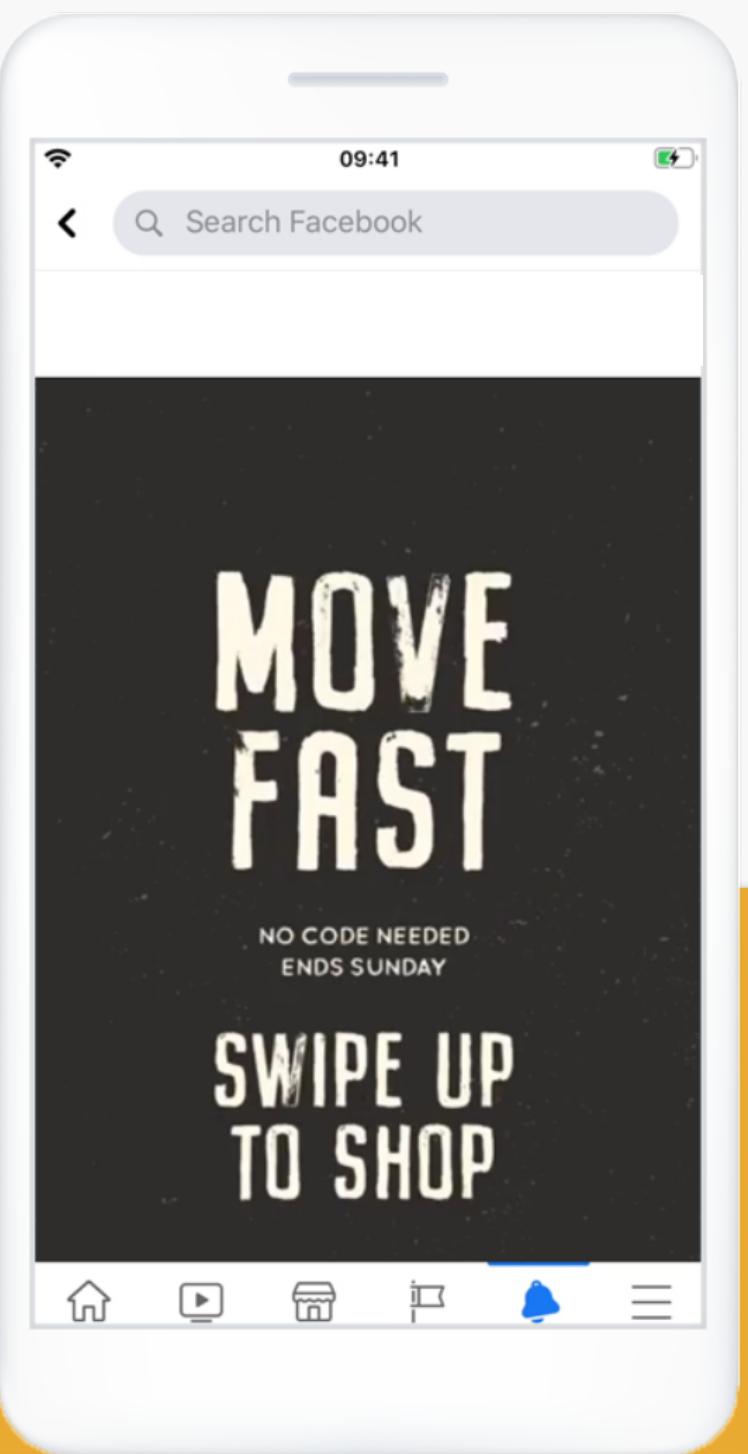
Powering Your Busy Life.

241 Likes • 32 Comments • 16 Shares

Like Comment Share

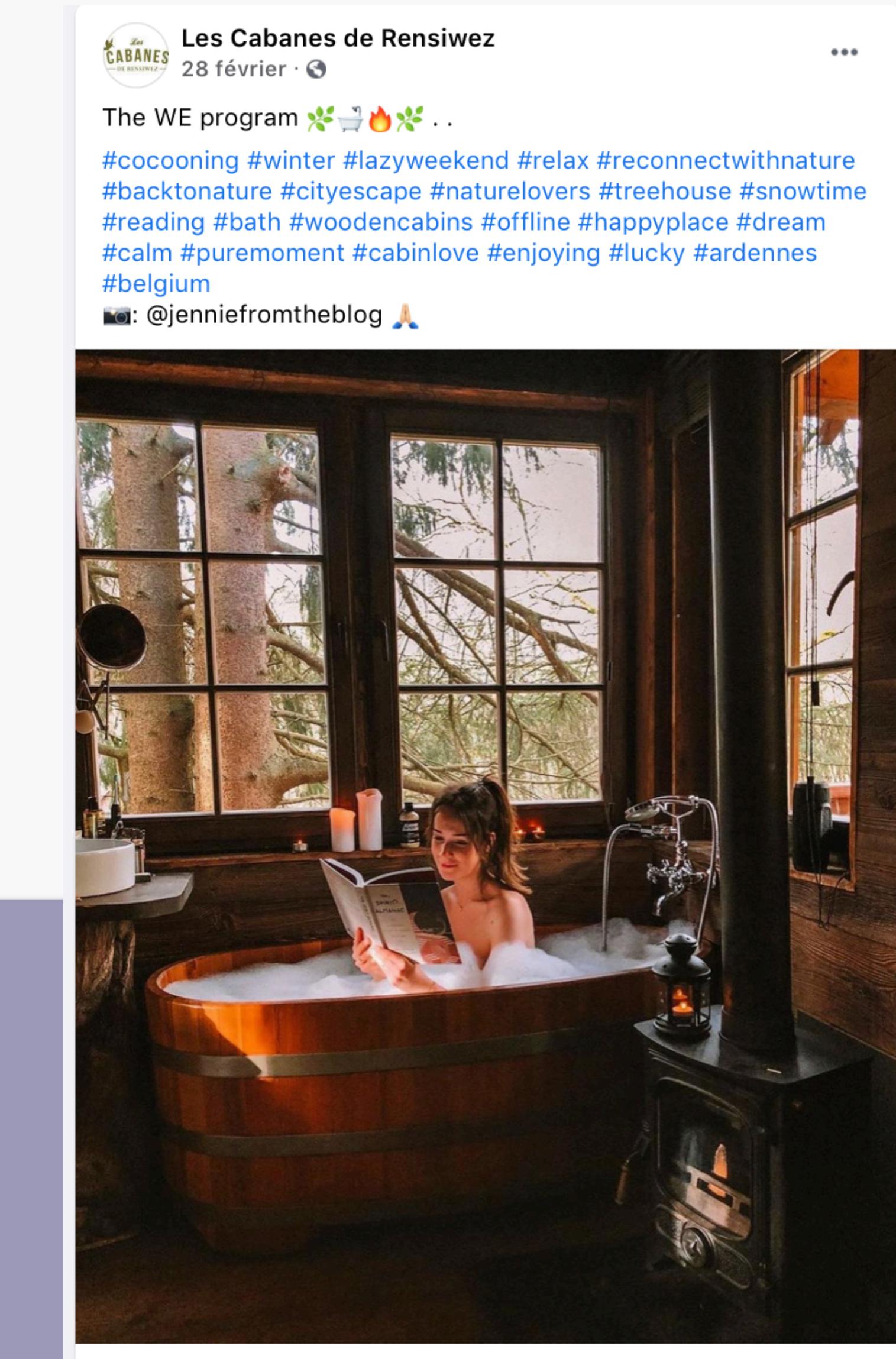
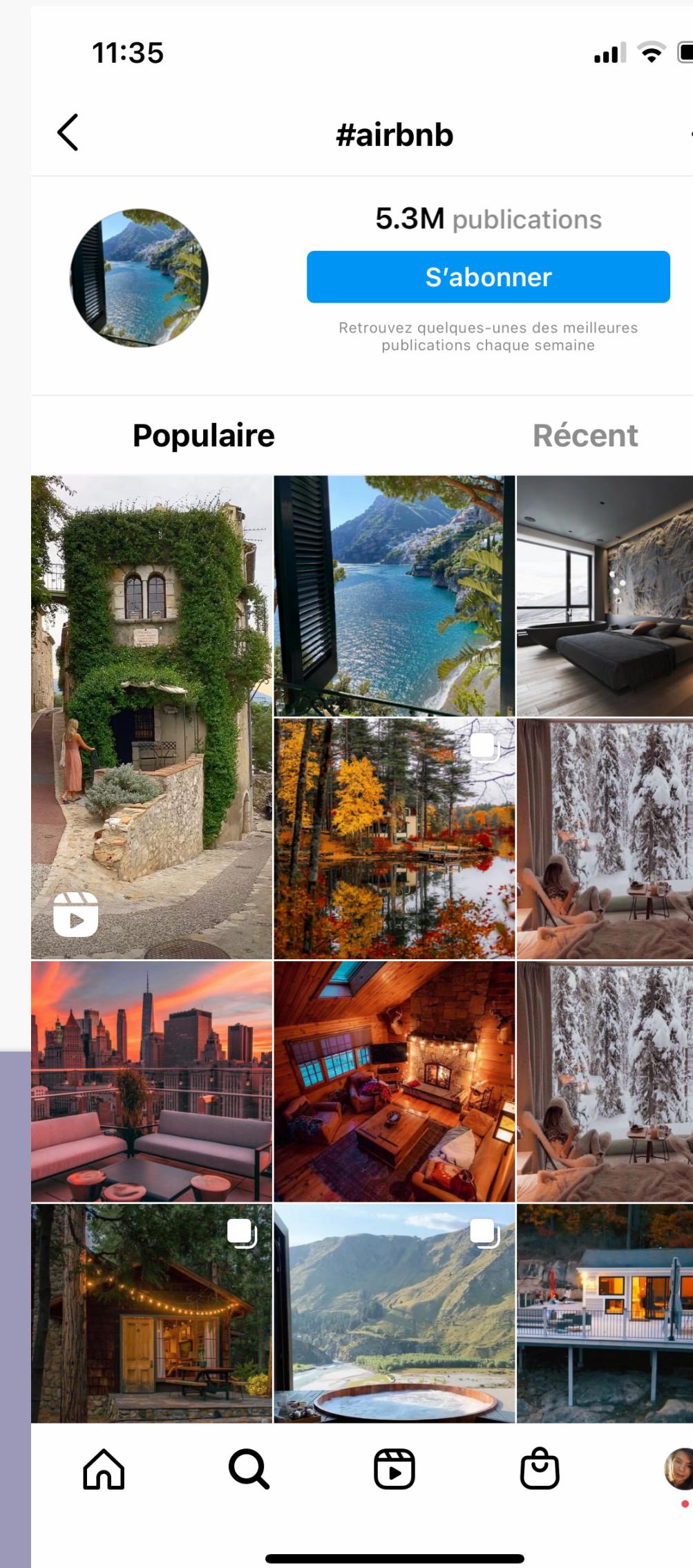
Social Media Campaign

Format - Link post



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Tactical approach Loyalty

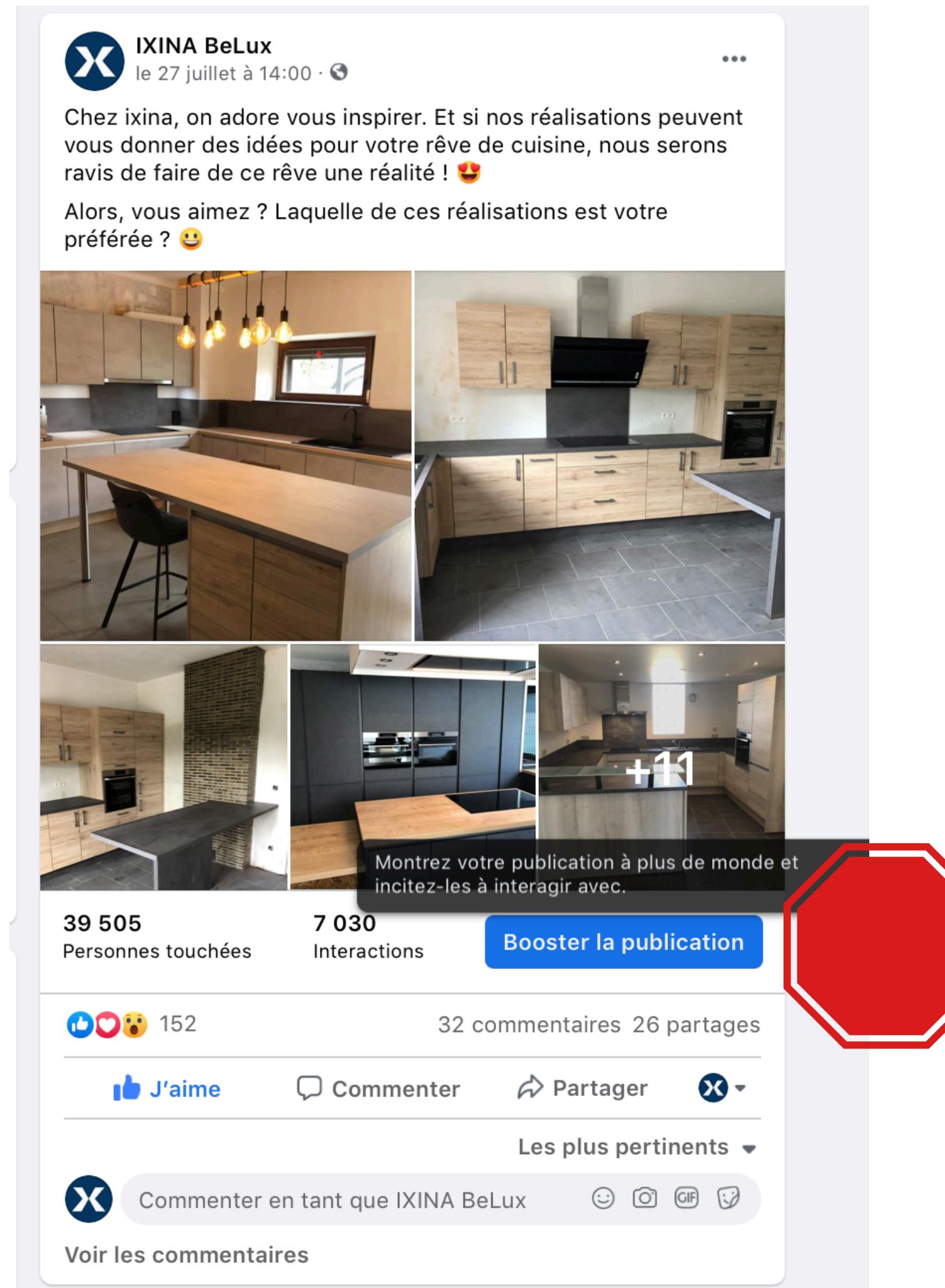


Business Manager & les secrets de 'Facebook'



Facebook amplification

Forget about the « boost » button



Business manager

Paramètres d'entreprise

Search  |  Signed in | Help ?

Business Manager

Manage ad accounts, Pages, and the people who work on them — all in one place. It's free.

[Create Account](#)



Business manager

Objectifs de campagne

Sensibilisation	Considération	Conversion
 Notoriété de la marque	 Trafic	 Conversions
 Couverture	 Interactions	 Ventes catalogue
	 Installations d'apps	 Trafic en point de vente
	 Vues de vidéos	
	 Génération de prospects	
	 Messages	

Social Media Targeting Evolution

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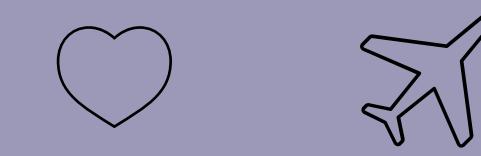
SOCIO-DEMO



CUSTOM AUDIENCES



INTERESTS & BEHAVIORS*

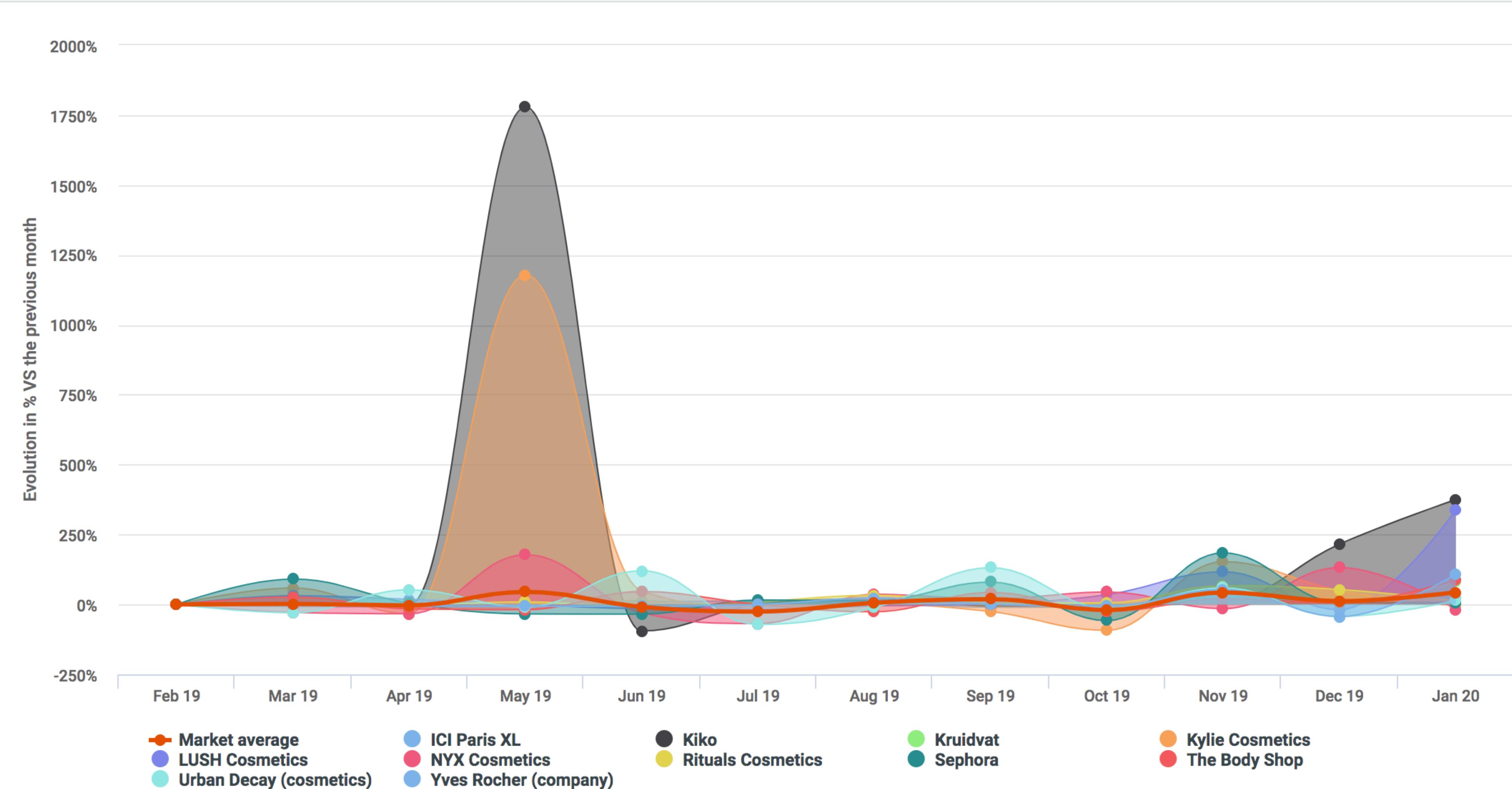


* The interests & behaviors category is updated on a regular basis which means your audiences are constantly evolving

Social Media Interests Evolution

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MONTHLY VARIATION OF PEOPLE INTERESTED IN THE BRAND ON FACEBOOK APPS & FAMILY



■ Facebook (+ Instagram) advertising

Les choses à savoir absolument

- 1) Les audiences basées sur les intérêts sont mouvantes
- 2) Facebook vous offre exactement ce que vous demandez (attention à l'optimisation)
- 3) Ne vous concentrez pas sur une stratégie d'engagement et oubliez les fans
- 4) Utilisez les pixels
- 5) Editez les placements
- 6) Testez !



Adopt the sales funnel approach for
your campaigns

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How to make a killing social media campaign with €750?





mars >

mons arts de la scène

CONTEXTE

The launch of a festival called « Guerrières » with 5 different shows addressing feminism and gender issues.

CLIENT'S BRIEFING

Sell tickets and make sure every show is sold out

CLIENT'S MEDIA BUDGET

€750

Guerrières !

Indépendan

What we did?

No matter how small the budget is, working with a multi-phased campaign approach enables to improve the results and get valuable learnings. Instead of just focusing on a conversion phase, we've worked on the 3 first phases of the sales funnel.



**21 Days of
campaign**

3 Phases

Awareness- Consideration -
Conversion

€750 spent

Sales funnel: social media



Awareness

REACH

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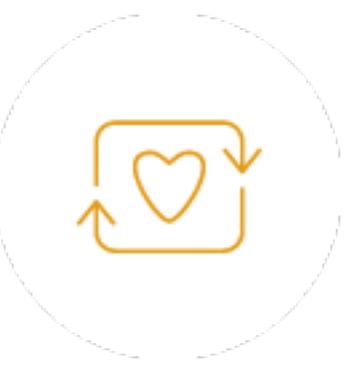


Conversion

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Loyalty

ENGAGEMENT & REACH

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What we got?

Awareness

OBJECTIVE
VIDEO VIEWS

BUDGET SPENT
€390

IMPRESSIONS
117.709

CPM
€3,31

REACH
26.800

FREQUENCY
4,39

THRUPLAY
102.161

COST PER THRUPLAY
€0,004

Consideration

OBJECTIVE
TRAFFIC

BUDGET SPENT
€160

IMPRESSIONS
60.291

CPM
€2,65

REACH
36.510

FREQUENCY
1,65

LANDING PAGE VIEWS
3.543

COST PER LANDING PAGE VIEW
€0,05

Conversion

OBJECTIVE
CONVERSION

BUDGET SPENT
€200

IMPRESSIONS
88.469

CPM
€2,26

REACH
55.123

FREQUENCY
1,60

CONVERSIONS
3.886

COST PER CONVERSION
€0,05

Amazing, right?

No hacks or magic tricks but:



A real data-driven approach



A passionate & curious team



In-depth social media advertising knowledge (Facebook Blueprint certified)



Some out-of-the-box thinking



Want to discover our
2 keys of success?

1. Our sales funnel approach with a smart use of video



While Facebook advises reach & frequency for awareness, we make use of the **video views objective** with a **Thruplay optimization** so we know the message has not only been delivered but also consumed.



The use of a video also enables us to create a **custom audience** based on people who have watched the video to provide them with more info in the consideration phase (optimized for **landing page views** instead of clicks)

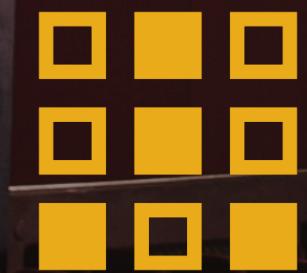
2. Our disruptive targeting know-how

On top of using custom & lookalike audiences (website visitors, video viewers, etc.) we have a particular way to use the interest-based audiences.



Segments identification

In this case, we have created a "**Gender-questions**" segment (A) & a "**Premium art**" segment (B) (but we can add up to 5)



Combination

Instead of using them as target groups, we used them to create 4 target groups to potentially cover the whole population.
(A+B / A-B / -A+B / -A-B)



A-Z testing

We also add other segmentation dimensions such as **gender** and **age**. We end up having lots of segments and we can better optimize the campaign.

Audience-optimisation

**PHASE 1
AWARENESS**



- Interest group A (interest 1, interest 2,...)
- Interest group B (interest a, interest b,...)
- Interest group C (interest α , interest β ,...)
- Target D (custom audience(s) and lookalike audience(s) based on interactions with the page, website visits, video views,...)

**PHASE 2
CONSIDERATION**



- 2 best audiences based on interests from Phase 1
- Custom audience(s) and lookalike audience(s) based on people who interact with Phase 1

**PHASE 3
CONVERSION**



- Best audience based on interests from Phase 2
- Custom audience(s) and lookalike audience(s) based on people who interact with Phase 2

Thanks to this disruptive approach, we managed to generate:

55,123

Unique people reach during the conversion phase (versus 26.800 during awareness)

102,161

Video thruplay (minimum 15 seconds viewed)

7,429

Landing page views (global infos + ticketing & programmation)

For a total media budget of €750

SOLD OUT

A wide-angle photograph of a winding asphalt road through a rugged, mountainous terrain. The mountains are covered in green vegetation and rocky outcrops. The lighting suggests it's either sunrise or sunset, with a warm, golden glow on the left side of the frame and the sky transitioning to a darker blue on the right. The road curves from the bottom center towards the middle left.

Tools & best practices

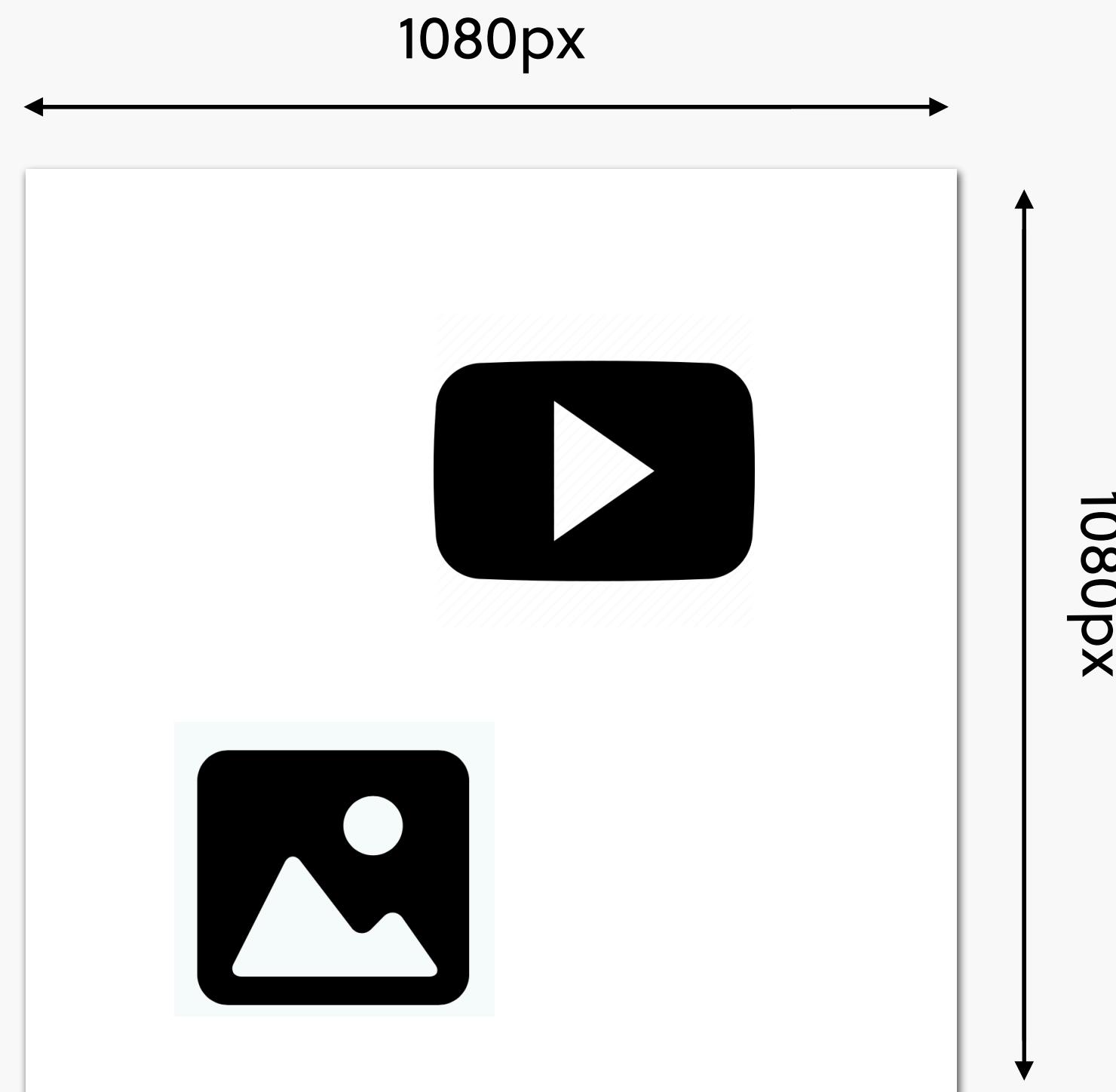
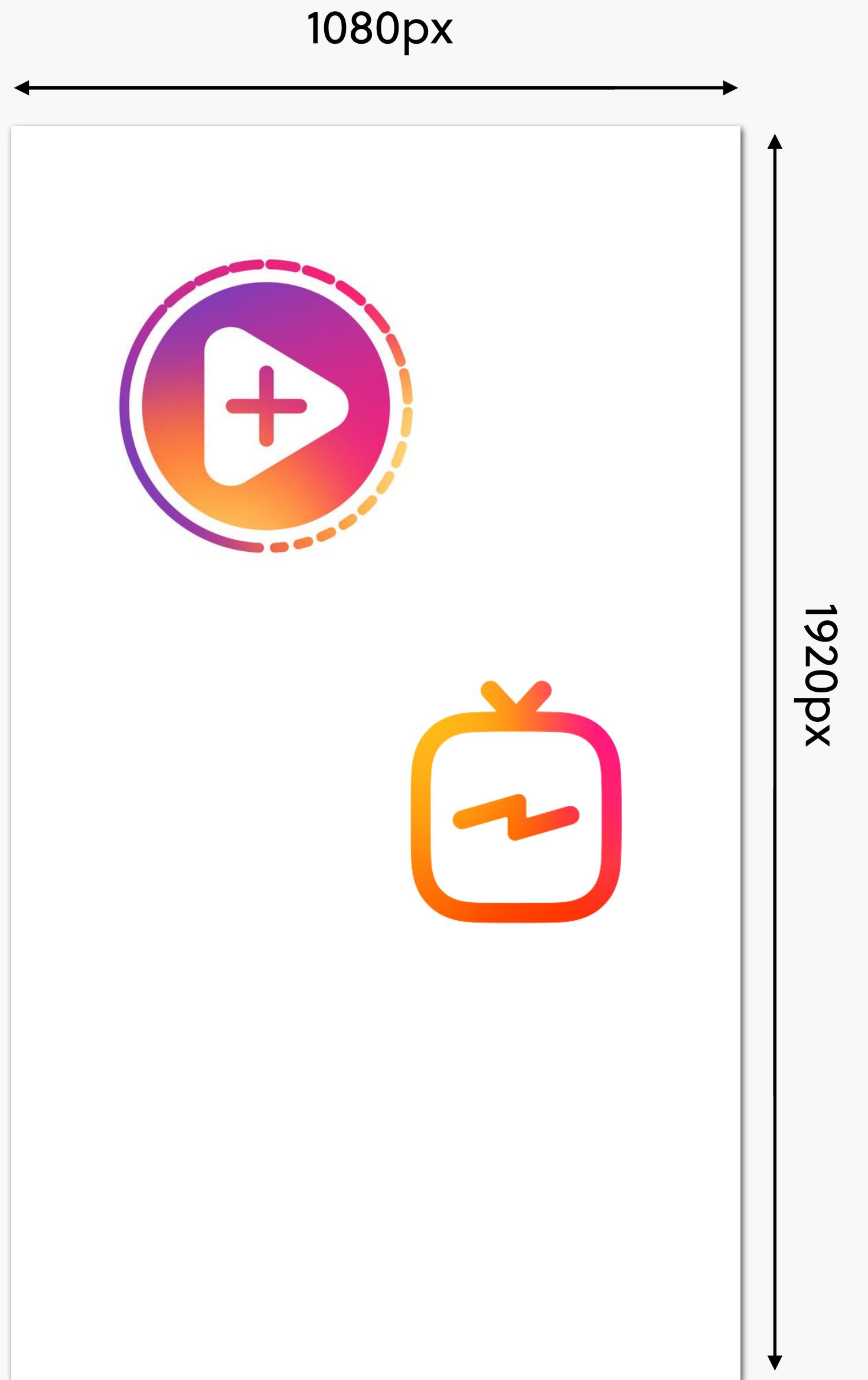
Tools & ressources
Aide à l'organisation et création



<https://ga-dev-tools.appspot.com/campaign-url-builder/>

Formats à privilégier

Dimensions



A close-up photograph of a woman with blonde hair, seen from the side and slightly from behind. She is wearing a dark-colored, textured top with a subtle pattern. Her gaze is directed downwards and to her left, suggesting a moment of contemplation or focus. The lighting is soft, highlighting the texture of her hair and the surface of her top.

Questions/Réponses