

Columbia Road

Social media marketing 3.2.2021

Digital growth consultancy by **futurice**



Agenda

- **To whom market to?**
 - ◆ On which platform?
- **More about Facebook and Instagram**
 - ◆ Structure of a Facebook Business Account
 - ◆ Campaign Structure
 - ◆ Campaign settings & objectives
 - ◆ Ad set settings: Targeting and placement
 - ◆ Ads - What works?
- **Demonstration**

To whom market to?

Start with target personas

- Build your Inbound content strategy and roadmap (prioritised content) around **key buyer personas** or segments
- It is important to understand how to **convince** the buyers in the best possible way
- Insights from existing **customer research & surveys** can be used to build this **background understanding** and knowhow for **content production**

The image shows a 'BUYER PERSONA CANVAS' template for digital commerce. It is a structured form with a header, a left sidebar, and a main grid. The header includes the Columbia Road logo, the title 'BUYER PERSONA CANVAS', the subtitle 'Template for Digital Commerce context', and the website 'www.columbiaroad.com'. The left sidebar contains a profile icon and labels for 'NAME:', 'BACKGROUND:', 'IDENTIFIERS:', 'DEMOGRAPHICS:', 'MOTIVATIONS:', 'TITLE/ROLE:', 'ORGANISATION:', 'BUDGET:', and 'QUOTES:'. The main grid is divided into sections: 'BUYER PERSONA' (top left), 'VALUE PROPOSITION' (top middle, split into 'PAINS' and 'GAINS'), 'INFLUENCERS & STAKEHOLDERS' (top right), 'PURCHASE PROCESS & TIMING' (middle right), 'CUSTOMER JOBS' (middle left), 'OUR POSITION' and 'ELEVATOR PITCH' (bottom middle), 'INFORMATION NEEDS' (bottom right), and 'TOUCHPOINTS & CHANNELS' (bottom right).

Planning the Digital Campaign Checklist



DIGITAL CAMPAIGN CHECKLIST	
Campaign goal	
Metrics & analytics	
URL to landing page	
Duration	
Target audience/segment(s)	
Location targeting	
Channel(s)	
Channel-specific media budget	
Copy	
Banner, pictures, videos	

On which platform?

What are the options

Mainstream options:

- Facebook
 - Instagram
 - LinkedIn
- } These are controlled
from the same place

A little more obscure ones:

- Twitter
- Reddit
- Jodel
- Snapchat
- ...

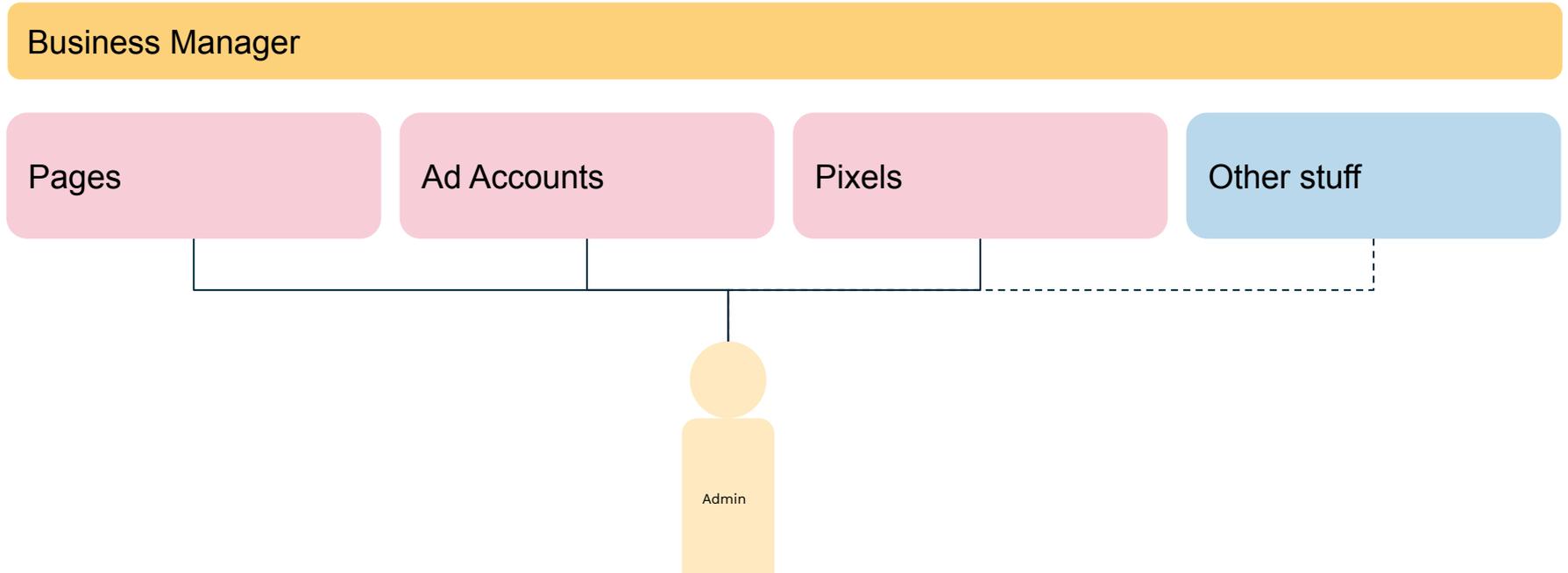


More about Facebook and
Instagram

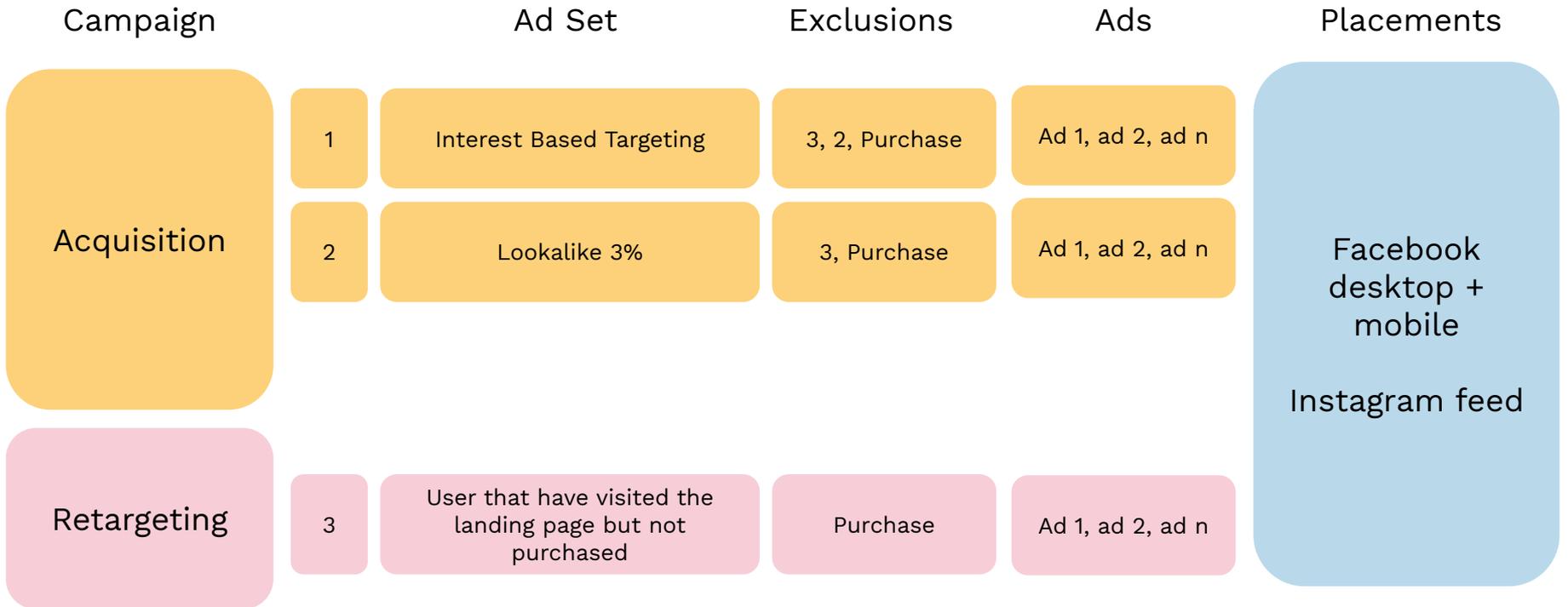
Managing Facebook and Instagram ads

- Both are controlled the best and most efficiently with the Facebook Business Manager or external software such as Smartly
 - ◆ This is the preferred method to “boosting” posts
 - ◆ Gives one more flexibility and options when it comes to targeting especially when combined with a Facebook Pixel
 - ◆ Better reporting tools compared to the “normal” Facebook UI
 - ◆ More ad formats to choose from e.g. Instagram Story Ads

Structure of Facebook Business Manager

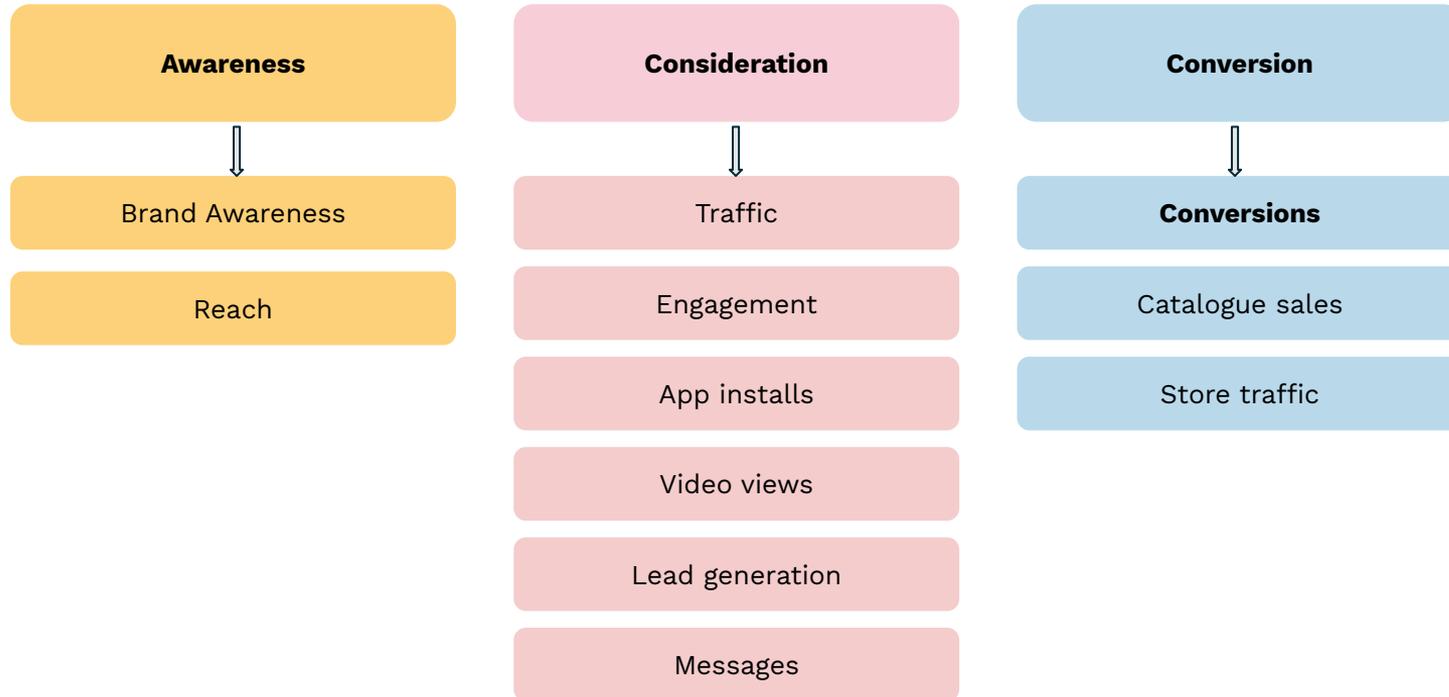


How should you structure your campaign?



Campaign level settings

On campaign level you set the budget and campaign objective seen below



Ad set level settings targeting

Without a pixel

- Interest Based
- Location
- Demographic data
- Connections to certain pages
- Business customer data (if GDPR, and marketing use approved)
- ...

With a pixel

- Audiences based on user activity on your own site
- Lookalike audiences based on website activity
- Conversion data

Ad set level settings placement

- Choose between automatic placement and manual placement
- If manual, choose at least one from facebook, instagram, messenger or audience network
- Within these you can choose more specific placements such as instagram story and instagram feed
- Using automatic placement is Facebook's recommendation
- Also choose devices

Platforms

- Facebook
- Instagram
- Audience Network
- Messenger

Asset customisation

Select all placements that support asset customisation

Placements

- Feeds**
Get high visibility for your business with ads in feeds
 - Facebook News Feed
 - Instagram feed
 - Facebook Marketplace
 - Facebook video feeds
 - Facebook right column
 - Instagram Explore
 - Messenger inbox
 - Facebook groups feed
- Stories**
Tell a rich, visual story with immersive, full-screen vertical ads
 - Instagram Stories
 - Facebook Stories



Instagram Stories

We recommend full-screen vertical (9:16) images or videos.

The style, formatting and layout of your ad creative may be adjusted automatically to optimise for the full-screen format of Stories. [Learn more](#)

What different ads can look like

Feeds

Facebook Feeds

Edit

Instagram Feed

Facebook Marketplace

Testing testing
Sponsored

This is the primary text. Buy our products now!



TESTING.COM
Headline text. Buy now
Our products are best

LEARN MORE

Like Comment Share

Instagram

Testing testing
Sponsored



Learn More

This is the primary text. Buy our products now!



OPENS WEBSITE

Headline text. Buy now

Testing testing

Stories

Instagram Stories

Edit

Facebook Stories

Testing testing
Sponsored



**This is the primary text.
Buy our products now!**

Learn More

Testing testing
Sponsored



This is the primary text. Buy our products now!

Learn More

Facebook Right column

Edit



Headline text.
Buy now
testing.com

What should be in good ad?

- Ad consists of picture/video, copy text, headline and description → make these work together.
- Clear CTA in copy or picture/video. Avoid too much text in pictures
- Keep in mind character limits. Emojis can add a lot
- Keep your text short, clear and concise to get your message across.
- Movement very good but pictures can work just as good → check data.
- What works for one company does not necessarily work for the other.
- Dynamic ads can be very good

Useful tools

Facebook ad library:

https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=FI

Check what your competitors are doing!

Questions?

Demonstration

Thank you!