

Why Social Should Be A Part of Your Advertising Strategy

...

Bruce Kearns, VP Operations



About Community Elf

- Formed in late 2010 in Pittsburgh
- Content Marketing - before content marketing was chic
- Service Areas:
 - Content Marketing - blogs, articles, e-books, web copy, landing pages
 - Social Media Management - we are platform agnostic
 - SEO - Full SEO audit capability
 - SEM - Google Partner, Bing
 - Social Media Advertising - again, we are platform agnostic
- UpContent - proprietary content curation technology
 - Initial development began in late 2012
 - Released as a portlet in Hootsuite in May 2015
 - Web version available at upcontent.com

Why do we advertise?

I don't know who you are
I don't know your company
I don't know your company's products
I don't know what your company stands for
I don't know your company's customers
I don't know your company's record
I don't know your company's reputation

Now-what was it you wanted to sell me?



McGraw-Hill advert 1958

Winning Pitch

**Doing business without advertising is like
winking at a girl in the dark ...**

**You know what you're doing but nobody
else does**

Stuart H. Britt

**Good advertising does not just circulate
information...
It penetrates the public mind with desire
and belief**

Stuart H. Britt

Why do we advertise?

- To motivate people to take action
- To encourage people to consider other viewpoints
- To establish identity
- countless other reasons

We advertise to influence the decision making process at multiple levels

Where Do We Advertise?









soil delivery milton



Web Images Maps More Tools

About 1,050,000 results (0.28 seconds)

Ads related to soil delivery milton

Top Soil Delivery 1 (905) 299 7645

www.acornlandscapesupply.ca/

2 Yards of Triple Mix for \$124.99. Including Tax & Delivery!

1 Map of 3175 Trafalgar Road, Oakville, ON
(905) 299-7645 - Directions

Soil Delivery Milton - Stop Wasting Time Hire the Gardener

hirethegardener.com/soil+delivery+milton

Enjoy your Lawn. Get Free Quote

Soil Delivery Milton - Soil Delivered to your Driveway

www.weedaway.com/soil+delivery+milton

24/7 Online Ordering Order Today!

2 Map of 7595 Danbro Crescent, Mississauga, ON
(905) 647-3100 - Directions

soil delivery near Milton, ON

Van Beek's Nurseries & Garden Supplies

www.vanbeeks.com

1 Google review

A 758 Southdown Rd
Mississauga
(905) 257-4580

Van Beek's Garden Supplies

www.vanbeeks.com

Google+ page

B 2410 Lower Base Line
Oakville
(905) 842-5053

Acorn Landscape Supply

acornlandscapesupply.ca

2 Google reviews

C 3175 Trafalgar Rd
Oakville
(905) 299-7645

See results for soil delivery milton on a map »

Petrie's Quality Topsoil Ltd. | Garden Supplies | Milton | Home

www.petrie.ca/

Servicing the Milton area since 1951, Petrie's Quality Topsoil Ltd. sells and manufactures wholesale and retail topsoil and garden and landscaping supplies.

Topsoil Delivery - Van Beek's Garden Supply



Map for soil delivery milton

Ads

Soil Milton

www.landscapestore.ca/soil

Let Your Garden Thrive with Quality Soil Mix. Contact Trusted Supplier

3 1150 Heritage Road, Burlington, ON
(888) 976-3790 - Directions

Soil Delivery Milton

www.vanbeeks.com/soil+delivery+milton

1 (866) 778 5824

Get our Nutrient Rich Topsoil.

No mess. Get Them Delivered Today.

2410 Lower Base Line, Oakville, ON
(866) 778-5824 - Directions

Garden Soil Delivery

www.ask.com/Garden+Soil+Delivery

Search for Garden Soil Delivery

Find Quick Results now!

Ask.com has 5,391 followers on

Google+

Milton Water Supply

www.schombergwatersupplyon.ca/

Delivering Bulk Water For Over 20

Years! Call 905-939-8037 Now.

Download a **FREE** audiobook today!

75,000 audiobooks & more • Works with Apple® iPod®



audible.com

Learn More



Banner Ad

Reports: More problems for iPhone 4 orders

By Doug Gross, CNN
June 21, 2010 2:06 p.m. EDT / Filed under: Mobile



Massive demand has led to some problems with iPhone pre-

(CNN) — As deliveries of the hotly anticipated iPhone 4 were set to begin, reports surfaced Monday of more problems with the Apple phone's ordering process.

Last week, AT&T, the exclusive wireless provider for the iPhone, suspended pre-orders after its system was overwhelmed.

On Monday, several technology websites

via twitter share email print

Recommend 58 people recommend this.



A SMART PHONE THAT SEATS SEVEN



Banner Ad

community elf

Drive Sales Using
Social Media

www.communityelf.com



So many choices....



The sole purpose of business is service. The sole purpose of advertising is explaining the service which business renders.

— *Leo Burnett* —

AZ QUOTES



On most lines, making a sale without making a convert does not count for much. Sales made by conviction - by advertising - are likely to bring permanent customers. People who buy through casual recommendations often do not stick

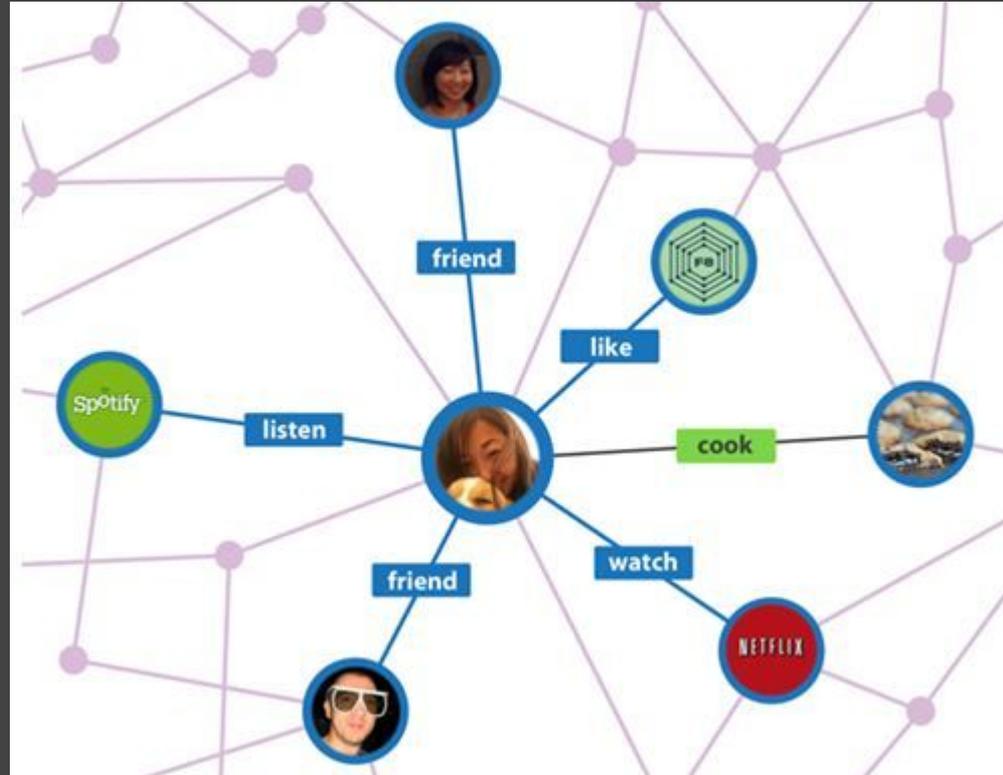
— *Claude C. Hopkins* —

AZ QUOTES

Influencing the Buyer Behavior

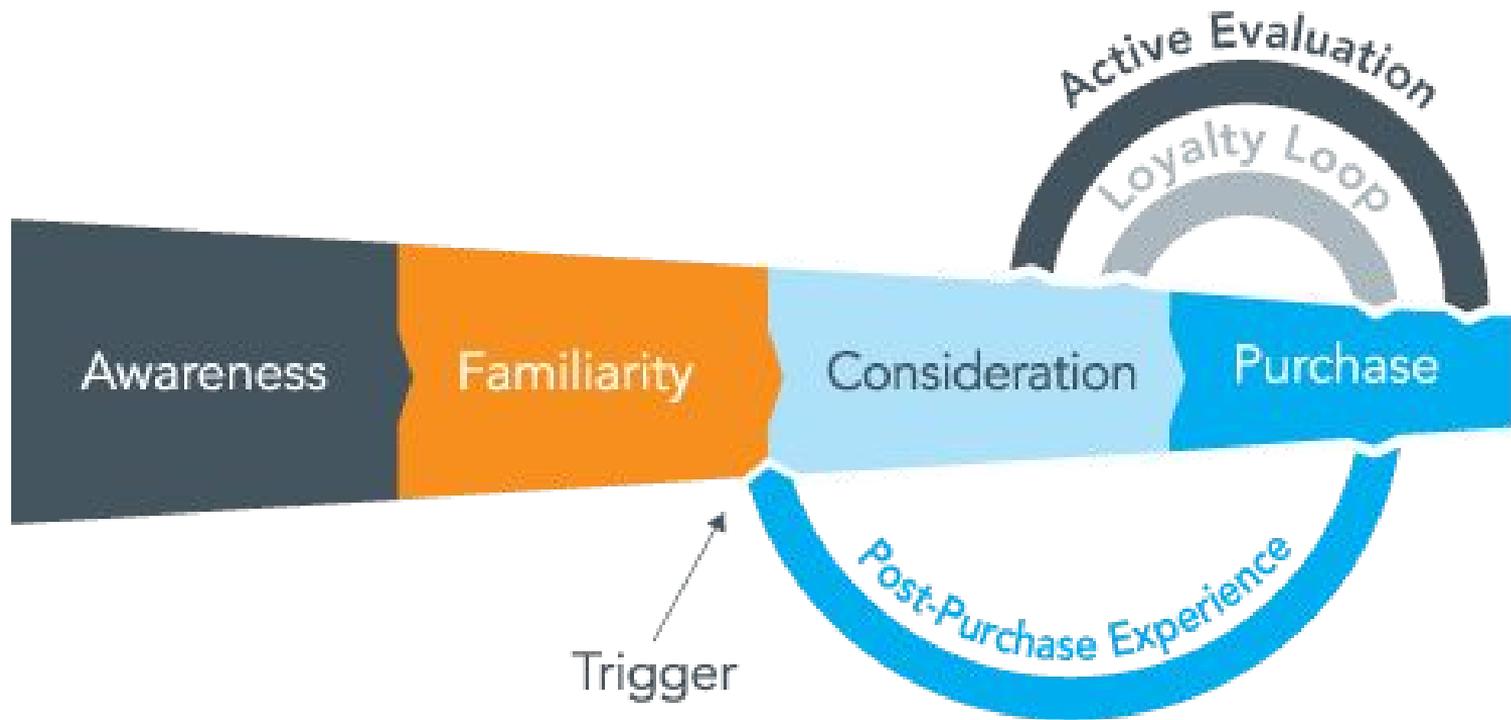
- The psychology and neurology of “buying”
- Identifying the “right” buyer
 - Buyers who buy with conviction versus the impulse buyer
- Understanding The Buyer Journey

Why Social is Different



Social Media Ad Targeting

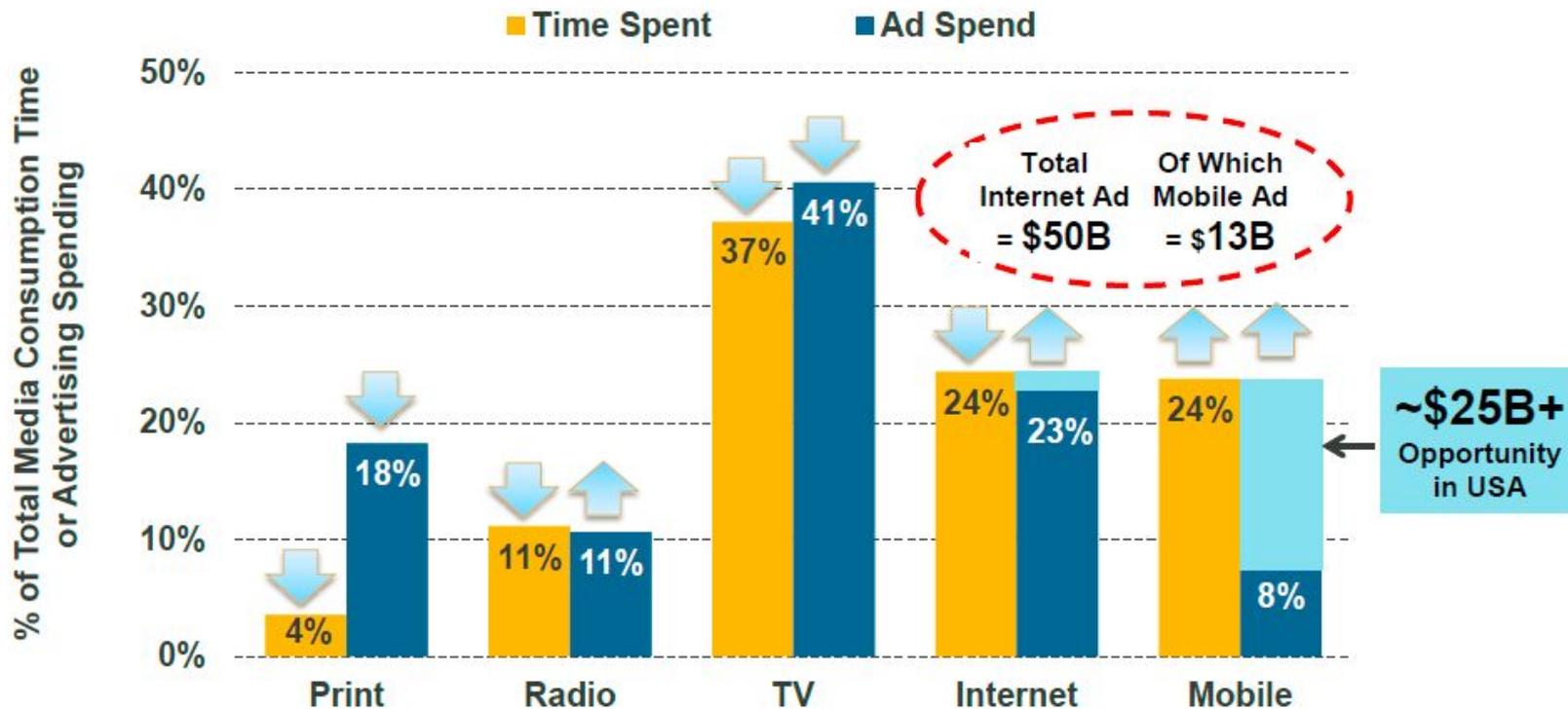
- Location Targeting
- Demographic Targeting
 - Gender, age, language, education, employer, occupation, relationship status
- Interest Targeting
 - Expressed interests, hobbies, and expressed “likes”
- Behavioral Targeting
 - activities on or off social media platforms
 - Purchase behaviors
 - Device Preferences
 - Travel intent
- Other Platform Specific Capabilities



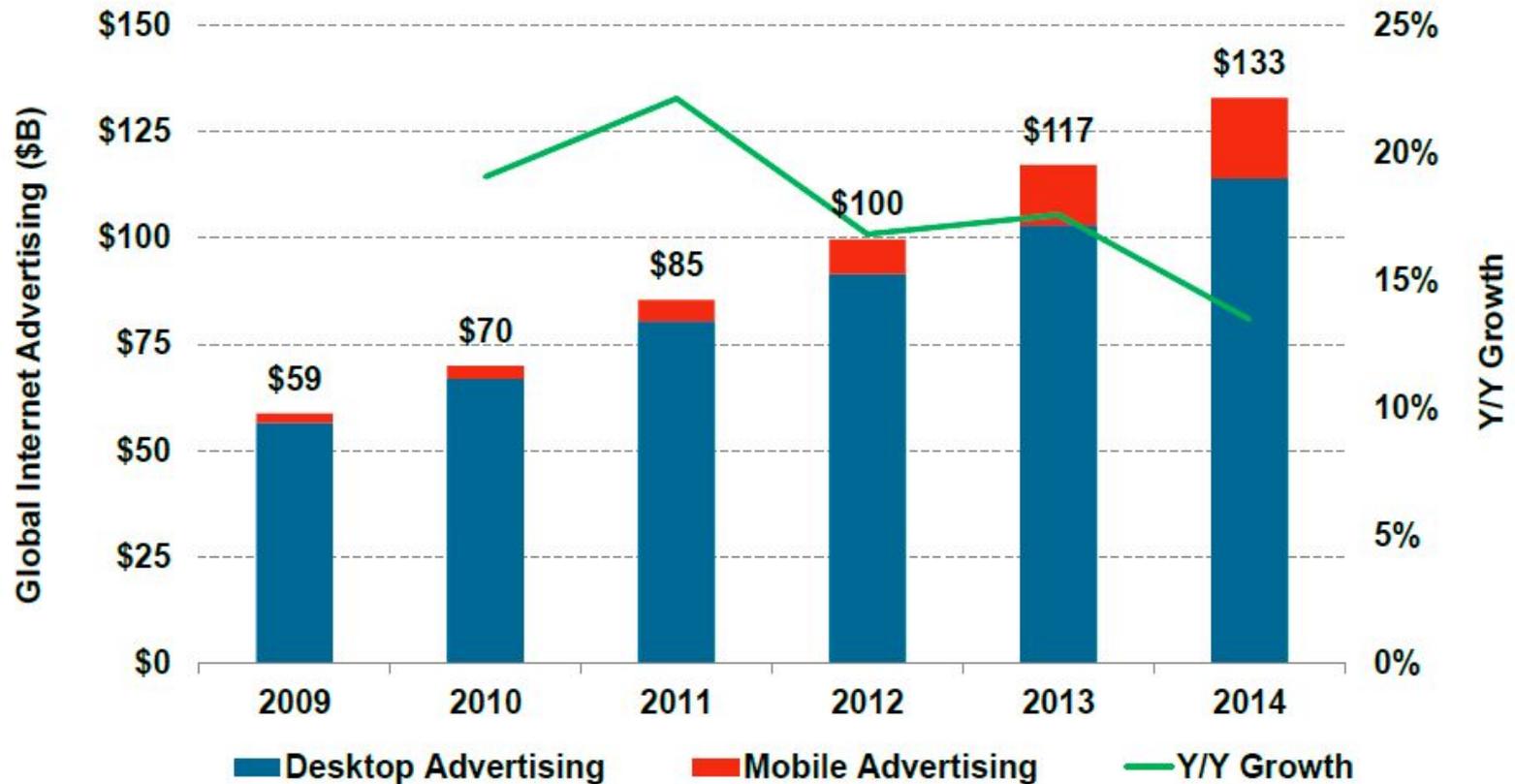
Strategies for Generating Awareness

- WHERE: Reach prospective customers with advertising and inbound marketing efforts where they spend their time
 - It's probably not where you traditionally thought they were
 - Understand where your users are and benchmark your costs against average users
- HOW: Consistent messaging across all channels
 - Consistency -> Clarity
 - Branding messages are effective
 - Focus on problem or pain points
 - Messaging is sympathetic or empathetic, and supportive
 - Goal is to establish brand affiliation with the problem domain

% of Time Spent in Media vs. % of Advertising Spending, USA, 2014



Global Internet Advertising, 2009 – 2014



Ad Strategies To Support Familiarity

- WHERE: Social channels, blogs, and influencers
 - Content is critically important
 - Targeted ads used to drive users to content
 - Use retargeting methods or custom audiences to identify active segments ready for familiarity
 - Feed the content ecosystem
 - Others talking about you is more “authentic” than what you have to say
- HOW:
 - Promoted social posts and ads that drive to content
 - Promoted ads driving to third party or expert opinion

Facebook Promoted Post



William Andrew Raposo

Bespin City Nights returns tonight to The Wythe!



Midnight Magic

Tonight, Morgan and Andrew play jams at The Ides (atop The Wythe Hotel in Brooklyn) from eight o'clock on to the cocktailing and Instagramming set.

Like · Comment · Share · 11 minutes ago ·



Write a comment...



The Blacklist

Suggested Post

Like Page

WATCH James Spader in fall's hottest new drama. #TheBlacklist premieres tonight at 10/9c.



The Blacklist - Tonight at 10/9c on NBC.

Length: 1:00

Like · Comment · Share · 2,843 330 565 · Sponsored



Sean Kilpatrick was tagged in Nick Kelly's photo.



Twitter Promoted Post



Stephen Forster @fozeeee

44m

32 Website Optimization Terms Every Marketer Should Know [Glossary] blog.hubspot.com/website-optimi... via @hubspot

Retweeted by Kelly Steinbach

View summary



HootSuite @hootsuite

16 Sep

Creating a social media strategy for your business? Here's how to get started: owl.li/oUZvr

Promoted by HootSuite

Followed by Pardot Blogger Girl, Riley Walker and Show Me Leads.

Expand



Theworldface @the_worldface

15s

Diez razones para tomar cerveza :: Theworldnews theworldnews6.webnode.es/news/diez-razo... via @webnode

Expand



Marketingfacts @Marketingfacts

5m

Vandaag op MI! Netflix verslaat Pirate Bay tijdens de eerste vijf dagen in Nederland door @Marketingfacts marketingfacts.nl/berichten/netf...

Retweeted by Affiliate Dave

View summary



Internet Marketing @TwitCreations

3m

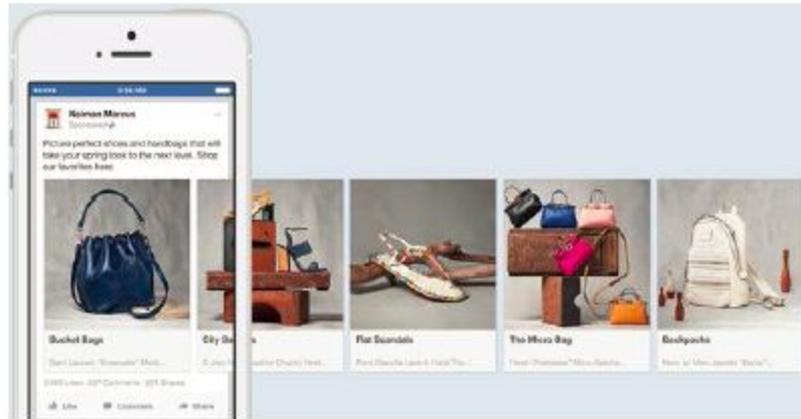
Why Apple Fans Love to Wait in Lines (Hint: It's Not About the New iPhone) bit.ly/1fuKBPT

Retweeted by Affiliate Dave

View summary

Facebook Carousel Ad

Scroll to Browse Multiple Images





World Vision USA ✓

@WorldVisionUSA



 Follow

Every day, dirty water kills 1,600 children.
Every child deserves to drink clean water.

 Promoted by World Vision USA



World Vision provides clean water
to a new person every 30 seconds.

www.worldvision.org

[Learn more](#)

RETWEETS

30

FAVORITES

29



1:05 PM - 23 Sep 2014

W A Y A N
S E A R C H

HOME UPCOMING EVENTS FREE

Funcheap's San



Freebies
California Academy of Sciences: Free Day
The final free admission day of the year this Sunday, 12/8

 **Toyota USA**  [Follow](#)

Shared publicly · 9:40AM



THE ALL NEW 2014 COROLLA

Start customizing it with

TOYOTA COLLABORATOR

START

Customize with Beats

+250  175

12 comments

trav sites at once

SEARCH

Search Funcheap...

ota USA
future of car buying is here...



Hover to Expand



Introducing Cinematic Pins



Instagram



benandjerrys



Sponsored



249572 likes

benandjerrys I love scotch, Scotchy scotch scotch. Here it goes down, down into my belly.



Google Maps for Business - Better planning. Better decisions. Better opportunities. Get in touch.



Share an update...



AdStage

Reach B2B Prospects Using Facebook Ads <http://buff.ly/1sMZ2mm>

Reach B2B Prospects Using Facebook Ads

Reach B2B Prospects Using Facebook Ads

blog.adstage.io · Many of Facebook's recent category targeting additions help B2B markets refine their audience, reaching ideal company stakeholders.

Like · Comment · Share · 1h ago



Operative

Sponsored

Stop dividing your print and digital inventory. Take a look at our multimedia publishers guide to understand what the future holds for integrated advertising businesses. <http://bit.ly/1nEOY0T>



Multimedia Sales for Publishers: A Roadmap

about.operative.com · You only have one product: your available inventory. Download our guide to learn how industry-leading publishers are breaking through bottlenecks, establishing standardized pricing, and creating workflows that empower direct...

+ Follow Operative · Like (16) · Comment · Share · 7d ago

Carrie Lopez, Matteo Maria Munno and 14 others

Add a comment...

Frank Li likes:



Andy Arvidson

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

People You May Know



Sarah Sotelo, Nutrition Educator

at Newtritionsavvysarah

Connect



Nima Salimi, Capturer of light.

at Nima Salimi Photography

Connect



Sam Sperring, CEO at

Talentiwire

Connect

See more »

Ads You May Be Interested In



A Better Social Media Mgr

Tired of replacing your social media strategist? Wondering if social works?



Google Maps for Business

Better planning. Better decisions. Better opportunities. Get in touch.



Track Inbound Phone Calls

See how call tracking provides attribution & usability to achieve goals

You Recently Visited



Kevin Lord Barry 3rd

Online Marketing and Acquisition Manager at ...

Connect · Similar people

Who's Viewed Your Profile

6

Your profile has been viewed by 6 people in the past 3 days.

5

Your rank for profile views moved down by 5% in the past 15 days.



Unlock the full list with LinkedIn Premium

Ad Strategies To Support Consideration

Consideration is generally a “micro-conversion” point where the user is willing to give up some information in exchange for satisfying their quest for information.

- WHERE: Targeted ads on social, targeted remarketing on Google Display
 - Use refined remarketing / custom audiences to limit the conversion point message
- HOW:
 - White papers, customer case studies, and e-books are great supporting content to increase consideration
 - Later stages of consideration may involve product/service specific content
 - Focus messages on differentiation of value proposition and overall value of solution
 - Outbound marketing stages and lead nurturing activities begin

Ad Strategies to Support Purchase

- WHERE: Social Channels and Google Display Network
- HOW:
 - Remarketing Lists and Custom Audiences
 - Lead nurturing / email marketing of special time based discounts
 - Now is the time for discounting

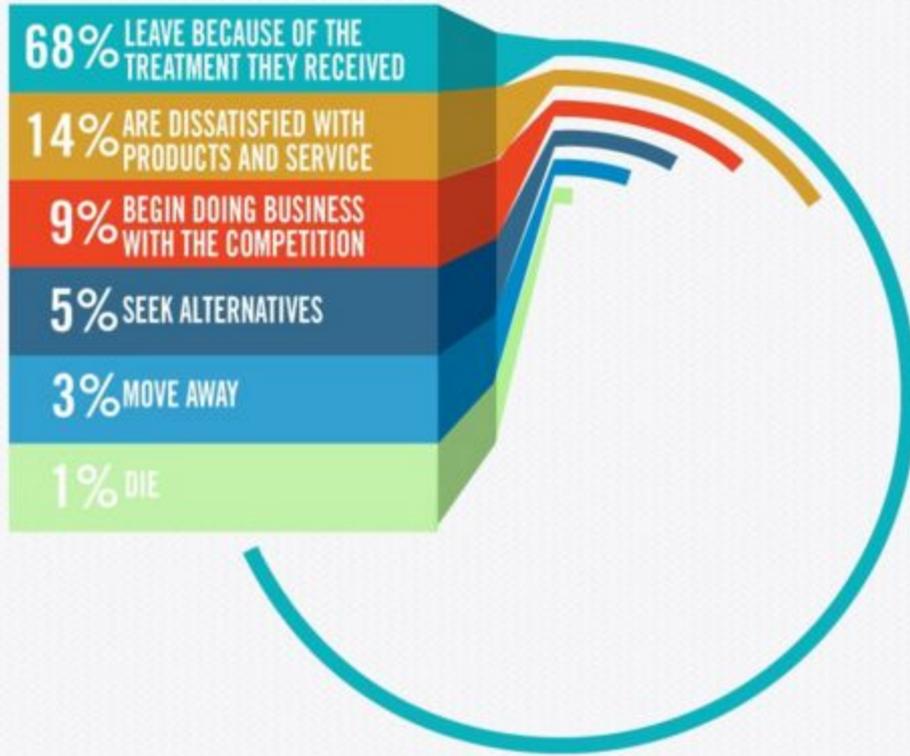
Objective of this phase is to present the opportunity to close the transaction without being overly aggressive.

Purchase = Revenue
We're Done, Right?

7x

Companies consistently focus on new customer acquisition, even though it usually costs 7 times more to acquire a new customer than it does to retain an existing one.

WHY DO CUSTOMERS LEAVE A COMPANY?



Strategies To Support Post-Sale Experience

The psychology of the buying process shifts from individual or organizational value to a social value from affiliation or recognition by a social group

- Support the immediate post-sale process
 - Use outbound email marketing and social posts
- Leverage support activities across all channels
- Post promotion, especially combined with custom audiences, can be an effective awareness tool

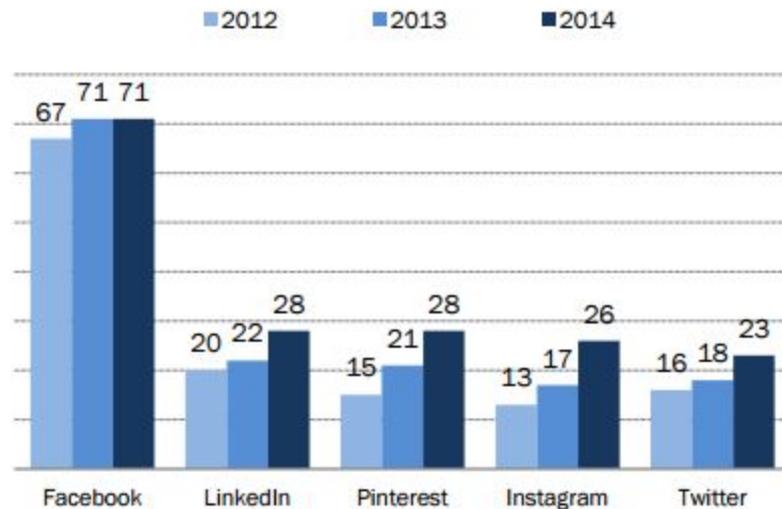
Strategies to Reinforce the Loyalty Loop

- Points or Badges reward systems
- Reviews
- Customer case studies and testimonials
- Communicate regularly and with high quality
- Use ads combined with remarketing lists or custom audiences to combat lack of awareness

Why Social?

Social media sites, 2012-2014

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

PEW RESEARCH CENTER

Facebook

- 93% of Facebook users say they are Facebook friends with family members other than parents or children
- 91% say they are Facebook friends with current friends
- 87% say they are connected to friends from the past, such as high school or college classmates
- 58% say they are connected to work colleagues
- 45% say they are Facebook friends with their parents
- 43% say they are friends with their children on Facebook
- 39% say they are connected to people they have never met in person
- 36% say they are Facebook friends with their neighbors

Facebook users

Among online adults, the % who use Facebook

	2013	2014
All internet users	71%	71%
Men	66	66
Women	76	77
White, Non-Hispanic	71	71
Black, Non-Hispanic	76	67
Hispanic	73	73
18-29	84	87
30-49	79	73
50-64	60	63
65+	45	56*
High school grad or less	71	70
Some college	75	71
College+ (n= 685)	68	74*
Less than \$30,000/yr	76	77
\$30,000-\$49,999	76	69
\$50,000-\$74,999	68	74
\$75,000+	69	72
Urban	75	71
Suburban	69	72
Rural	71	69

Twitter

- Some 23% of online adults currently use Twitter, a statistically significant increase compared with the 18% who did so in August 2013.
- Twitter is particularly popular among those under 50 and the college-educated.
- Compared with late 2013, the service has seen significant increases among a number of demographic groups: men, whites, those ages 65 and older, those who live in households with an annual household income of \$50,000 or more, college graduates, and urbanites.

Twitter users

Among online adults, the % who use Twitter

	2013	2014
<i>All internet users</i>	18%	23%*
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21 *
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n= 685)	18	30*
Less than \$30,000/yr	17	20
\$30,000-\$49,999	18	21
\$50,000-\$74,999	15	27*
\$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

Instagram

- Some 26% of online adults use Instagram, up from 17% in late 2013.
- Almost every demographic group saw a significant increase in the proportion of users.
- Most notably, 53% of young adults ages 18-29 now use the service, compared with 37% who did so in 2013.
- Besides young adults, women are particularly likely to be on Instagram, along with Hispanics and African-Americans, and those who live in urban or suburban environments.

Instagram users

Among online adults, the % who use Instagram

	2013	2014
All internet users	17%	26%*
Men	15	22*
Women	20	29*
White, Non-Hispanic	12	21*
Black, Non-Hispanic	34	38
Hispanic	23	34*
18-29	37	53*
30-49	18	25*
50-64	6	11*
65+	1	6*
High school grad or less	16	23*
Some college	21	31*
College+ (n= 685)	15	24*
Less than \$30,000/yr	18	28*
\$30,000-\$49,999	20	23
\$50,000-\$74,999	15	26*
\$75,000+	16	26*
Urban	22	28
Suburban	18	26*
Rural	6	19*

Pinterest

- Some 28% of online adults use Pinterest, up from the 21% who did so in August 2013.
- Women continue to dominate the site, as they did in 2013: fully 42% of online women are Pinterest users, compared with just 13% of men (although men did see a significant increase in usership from 8% in 2013).
- While Pinterest remains popular among younger users, there was an 11-point increase between 2013 and 2014 in the proportion of those 50 and older who use the site.
- Other demographic groups that saw a notable increase in usership include whites, those living in the lowest- and highest-income households, those with at least some college experience, and suburban and rural residents.

Pinterest users

Among online adults, the % who use Pinterest

	2013	2014
<i>All internet users</i>	21%	28%*
Men	8	13*
Women	33	42*
White, Non-Hispanic	21	32*
Black, Non-Hispanic	20	12
Hispanic	18	21
18-29	27	34
30-49	24	28
50-64	14	27*
65+	9	17*
High school grad or less	17	22
Some college	20	30*
College+ (n= 685)	25	32*
Less than \$30,000/yr	15	22*
\$30,000-\$49,999	21	28
\$50,000-\$74,999	21	30
\$75,000+	27	34*
Urban	19	25
Suburban	23	29*
Rural	17	30*

LinkedIn

- Some 28% of online adults are LinkedIn users, up from 22% in August 2013.
- The site continues to be particularly popular among college graduates, those in higher-income households and the employed (although the increase in usage by those who are not employed to 21% from 12% in 2013 is notable).
- College graduates continue to dominate use of the site. Fully 50% use LinkedIn, a 12- point increase since last year.
- It is the only platform where those ages 30-64 are more likely to be users than those ages 18-29.

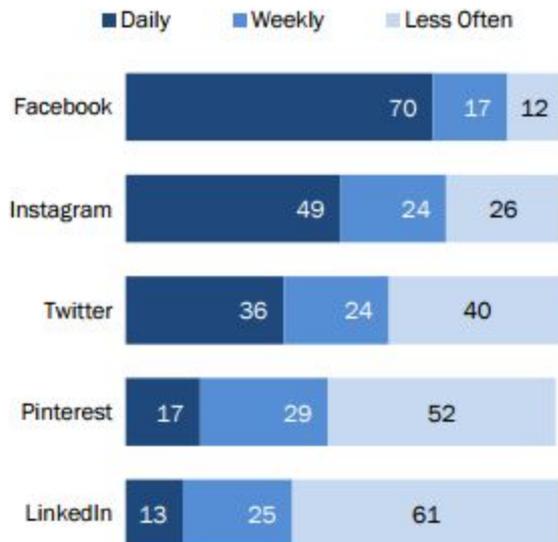
LinkedIn users

Among online adults, the % who use LinkedIn

	2013	2014
All internet users	22	28%*
Men	24	28
Women	19	27*
White, Non-Hispanic	22	29*
Black, Non-Hispanic	30	28
Hispanic	13	18
18-29	15	23*
30-49	27	31
50-64	24	30
65+	13	21*
High school grad or less	12	12
Some college	16	22
College+	38	50*
Less than \$30,000/yr	12	15
\$30,000-\$49,999	13	21*
\$50,000-\$74,999	22	31
\$75,000+	38	44
Employed	27	32*
Not employed	12	21*
Urban	23	32*
Suburban	26	29
Rural	8	14

Frequency of social media site use

% of social media site users who use a particular site with the following frequencies (% is reported among each specific site's user groups, e.g., 70% of Facebook users use the site on a daily basis)

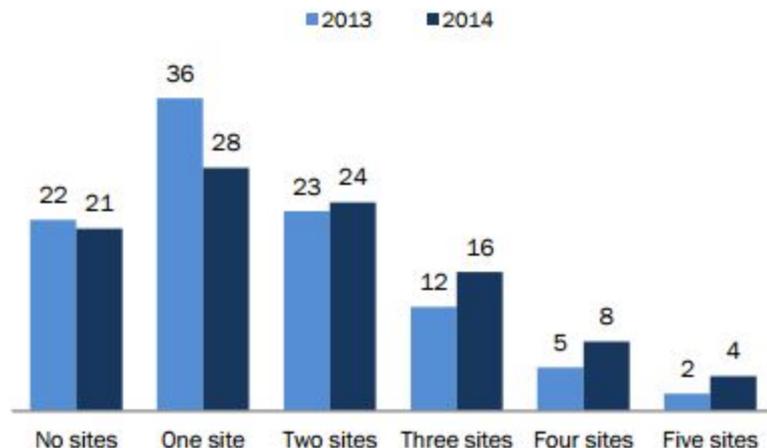


Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

PEW RESEARCH CENTER

More people use multiple sites

% of internet users who use the following number of social networking sites (sites measured include: Facebook, Twitter, Instagram, Pinterest and LinkedIn), 2013 vs. 2014



Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597.

PEW RESEARCH CENTER

Social media matrix

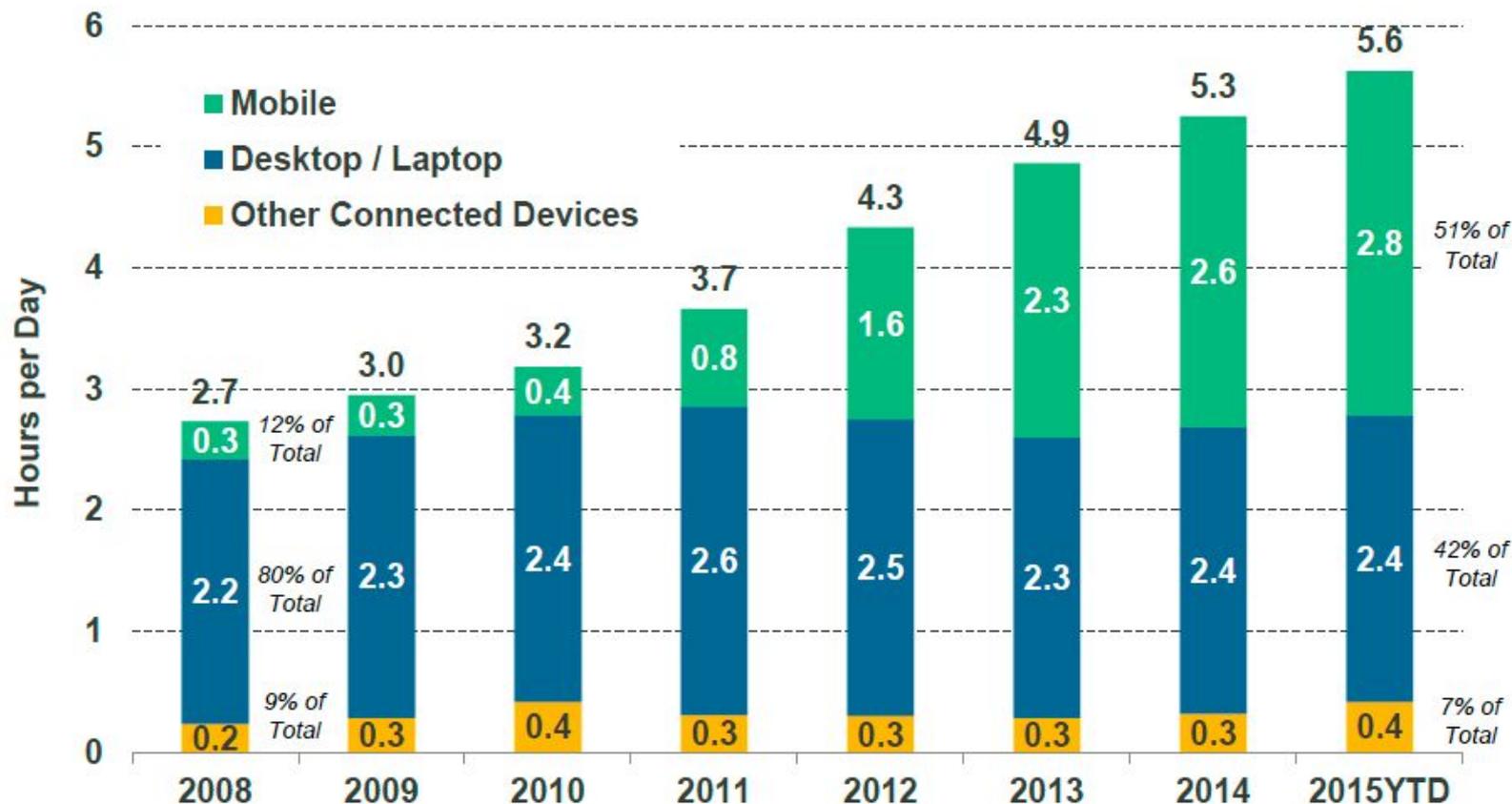
% of users of each particular site who use another particular site (e.g., 34% of Pinterest users also use Twitter)

	Use Twitter	Use Instagram	Use Pinterest	Use LinkedIn	Use Facebook
% of Twitter users who ...	-	58%	42%	47%	91%
% of Instagram users who ...	52%	-	47%	38%	94%
% of Pinterest users who ...	34%	43%	-	40%	88%
% of LinkedIn users who ...	39%	35%	40%	-	86%
% of Facebook users who ...	29%	34%	34%	33%	-

Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014.

PEW RESEARCH CENTER

Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD



Final Thoughts

- Despite platform changes, social media remains relevant for users
- Ad formats and ad capabilities on social media platforms will continue to evolve
- Platform user context must be respected
- Mobile first!

Questions?

Bruce Kearns
bkearns@communityelf.com