

Navigating the Ever-Changing Social Landscape

Organic + Paid Tips for Your Business



Why the Dynamic Duo?



Organic



Paid



What We'll Review

- A little about Gatesman
- Importance of social media
- Tips to leverage across organic and paid
- Our work in action



About Us

- Full-service, growing agency with 100+ employees in Pittsburgh, Chicago and Springfield, Mo.
- Average growth 25% each year (Inc. Magazine)
- Nationally ranked, award-winning PR practice (O'Dwyer's, PRNews Facebook Campaign of Year; PRNews Top Places to Work in PR)
- Recognized as #1 locally (PR Agency of the Year 2015 and 2017 by local PRSA chapter)
- Strengthened our digital capabilities in 2014 with Quest Fore acquisition
- Grew into new markets in 2017 with Noble Communications acquisition
- Member of AMIN and IPREX global networks



Our Marketing Eco- system

Creative

- Brand Development
- Brand Activation
- Production Services

Account Management

- Project Management
- Strategic Planning
- Branding & Positioning Strategy
- Market Research
- Financial Stewardship

Digital

- Digital Strategy
- Digital Design/Responsive Design
- UX Architecture
- Content Management Systems
- Analytics & SEM Optimization
- Mobile Application Development
- Hosting
- Email Marketing
- Social Media App Development

Media

- Strategic Planning
 - Target Audience Development
 - Digital/Traditional
- Buying
- Paid Social Planning
- Paid Social Execution

PR & Social Media

- Strategy and Messaging
- Media Relations
- Desk-side Briefings
- Blogger Outreach
- Reputation Management
- Crisis Communication
- Community Relations
- Event Management
- Brand Partnerships
- Media Monitoring
- Social Media
 - Planning
 - Social Strategy
 - Community Management
 - Content Creation
 - Monitoring & Analytics



Market- Place Driven



Social Experience

StarKist.



SHOP'n SAVE
just right.



S&T Bank



pace



Importance of Social Media to Your Business

Let's Test Your Knowledge!



**Do consumers spend more time watching TV,
or on social media?**



**How many hours do individuals in the U.S.
spend interacting with digital media in one
day?**



**How many times do users visit a business
profile page in a week?**



Importance of Social Media:

Why Is Social Media Important for Your Business?

People are spending **more time on social media than they do watching TV** (fifteen minutes more to be precise)

200 million users visit at least one business profile page every day

In the U.S. alone, individuals spend **5.9 hours per day with digital media**

Facebook has **2.23 billion monthly active users**

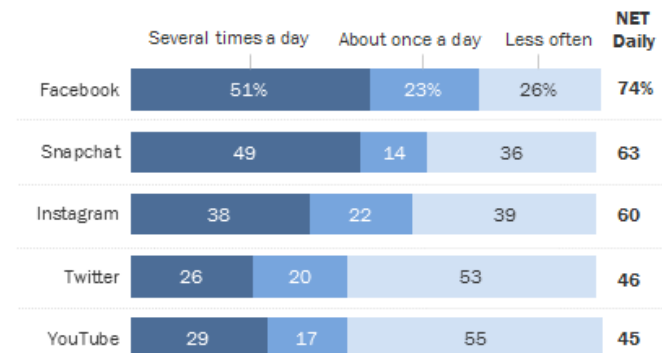
71% of people who have a good interaction with a brand/business on social media are likely to recommend it to other users

Importance of Social Media:

Understanding the Audience

A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use ___, the % who use each site ...



Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

PEW RESEARCH CENTER

Importance of Social Media:

Understanding the Trends

The landscape has shifted – customer service is on the rise, video content is king and a blended approach is almost necessary for visibility and targeted content (due to shifting algorithms and congestion on social)



Engaging and entertaining video content
Mass-reach and scale
Visually-appealing product features
Cross platform reach with Facebook



Real-time updates
Align with relevant pop culture events/moments



Engaging/immersive video content
Younger, loyal audience



Efficient video distribution
Supports variety of lengths

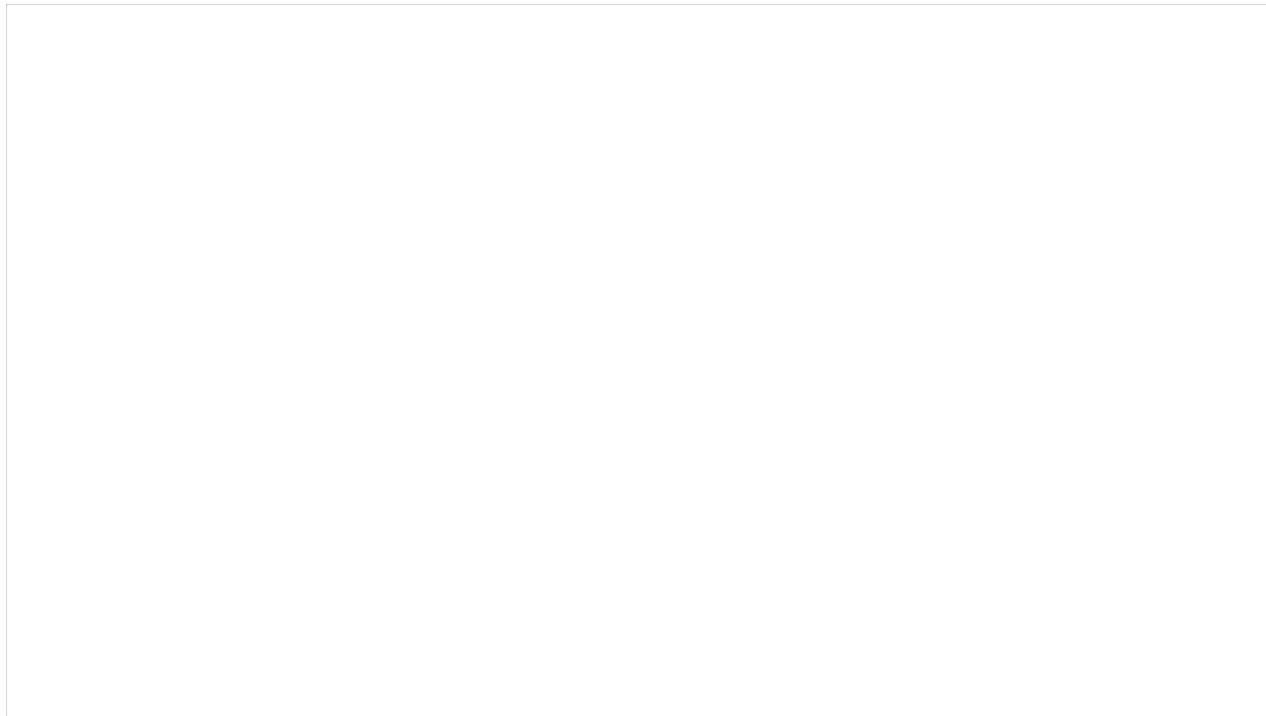


Company updates
Precise targeting/paid support



Importance of Social Media:

Understanding the Impact



Tips to Leverage Across Organic + Paid

Consistency: Demonstrate a level of consistency in content and voice

Hashtags: Utilize hashtags to reach past your existing followers and tap into larger conversations

Customer Service: Manage customer service through social platforms to encourage conversation and trust – regularly engage by tagging, sharing, replying

Giveaways: Host contests and giveaways to increase visibility

Paid Support: Consider paid support to increase reach beyond current fanbase (which can result in increased followers/broaden awareness of brand and messaging)

Algorithms: Keep a pulse on each platform's shifting algorithms to ensure you're positioning your content for success

Tips to Leverage Across Organic + Paid:

Utilize Hashtags to Increase Visibility



What it means: Hashtags are a tool used on social media to enhance discoverability and visibility. Leveraging strategic, engaging hashtags in social copy is an easy way to tap into trending conversations and increase the number of eye balls on your content

Why it's important: Social media's core purpose is sharing. Hashtags are a simple way to reach beyond your current fan-base and insert your brand/company into a trending conversation on the platform

Key Platforms: Instagram and Twitter are best suited for driving discoverability via hashtags

Tips to Leverage Across Organic + Paid: Manage Customer Service Inquiries



What it means: According to PR Daily, social media has become the second most common outlet for people to share concerns/ask questions (47% of people to be exact). It's important to foster authentic and ongoing two-way conversation with social fans

Why it's important: To build loyalty, control the conversation and humanize the brand. People want to know they're being heard/understood by other people. Interacting consistently on social/addressing concerns can help build positive perception of your brand/business. It can also help you control the conversation surrounding any negative reviews/commentary

Key Platforms: Facebook is the commonly used platform for reviews/feedback. LinkedIn also fosters longer-form conversations/interactions

Tips to Leverage Across Organic + Paid:

Leverage Paid to Reach Beyond Current Fans

What it means: Paid support allows you to reach beyond your current fans/target specific audiences to ensure your messaging is placed where it will have the most impact

Why it's important: It's important to get your message in front of new, potential followers to increase brand visibility/affinity

Key Platforms: Depends on your individual business's goal, but Facebook and Instagram are increasingly popular

Tips to Leverage Across Organic + Paid:

Outlets & Options

Facebook

Consider the objective you want to achieve to choose the Ad Format to maximize your success towards goals

Ad Formats:

- Photo
- Video
- GIF
- Engagement
- Carousel
- Slideshow
- Collection
- Messenger
- Instant Experience (Canvas)



Instagram

Similar to Facebook, objectives should lead the ad format. Ads can be customized with CTA's, Click Through Links and Hashtags

Ad Formats:

- Photo (Left)
- Video
- Stories (Right)
- Carousel



LinkedIn

LinkedIn offers deep targeting into industries and can be a great tool for B-to-B advertising, recruiting or finding a niche target audience based on interests

Ad Formats:

- Newsfeed Sponsored Content
- InMail
- Text Ads
- Display Ads



Twitter

Similar to Facebook, objectives should lead the ad format. Ads can be customized with CTA's, Click Through Links and Hashtags

Ad Formats:

- Image Posts
- Video Posts
- Like/Follower Acquisition
- Click to Website (Link Ad)



[GatesmanAgency.com](https://www.gatesmanagency.com)

Tips to Leverage Across Organic + Paid:

Defining Your Target

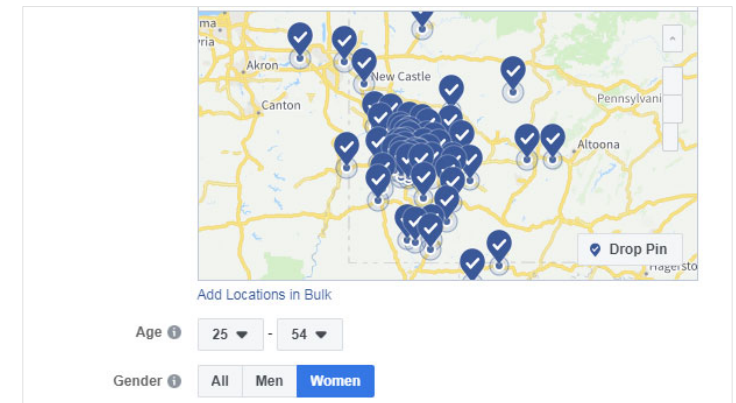
We start by figuring out who we want to target and create our targeting parameters in **Facebook's Business Manager**

Facebook's Targeting Capabilities include:

- Age
- Gender
- Location
- Interests
- Job Titles
- Industries

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Example of FB targeting



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s1 sbell@gatesman.onmicrosoft.com, 10/29/2018

s2 Shannon - can we expand on this a little more?
sbell@gatesman.onmicrosoft.com, 10/29/2018

Tips to Leverage Across Organic + Paid: Starting Your Campaign

What do you want to **accomplish?**

What is your **goal?**

Choose your objective **based on your goal.**

[Create New Campaign](#)
[Use Existing Campaign](#)

Campaign: Choose your objective.
 [Switch to Quick Creation](#)

What's your marketing objective? [Help: Choosing an Objective](#)

[Auction](#)
[Reach and Frequency](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

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Tips to Leverage Across Organic + Paid: Building Your Campaign

Select your created **audience**
OR
Build one out in the **ad campaign**

Audience
Define who you want to see your ads. [Learn more.](#)

[Create New](#) Use a Saved Audience ▼

Custom Audiences ⓘ
[Exclude](#) | [Create New](#) ▼

Locations ⓘ
United States
📍 **United States**
📍 Include ▼ | Type to add more locations | [Browse](#)
[Add Locations in Bulk](#)

Age ⓘ -

Gender ⓘ

Languages ⓘ

Detailed Targeting ⓘ **INCLUDE** people who match at least ONE of the following ⓘ
 | [Suggestions](#) | [Browse](#)
[Exclude People](#)

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

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Tips to Leverage Across Organic + Paid: Building Your Campaign

Set your **budget** and **schedule**

We tend to go with **Lifetime Budget**

Set the **dates** you want it to run

Consider your **optimization**...more to
come

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Auction | Predictable Reach and Frequency

Budget ? **Lifetime Budget** ▼
\$350.00 USD

Schedule ?

Start	<input type="text" value="Oct 31, 2018"/>	<input type="text" value="12:34 PM"/>
End	<input type="text" value="Dec 1, 2018"/>	<input type="text" value="12:34 PM"/>
<small>(Eastern Time)</small>		

Your ad will run until **Saturday, December 1, 2018**.
You'll spend up to **\$350.00** total.

Optimization for Ad Delivery ? **Daily Unique Reach** ▼

Bid Strategy ? **Lowest cost** - Get the most impressions for your budget ?
☐ Set a bid cap

When You Get Charged ? **Impression**

Ad Scheduling ? ☒ **Run ads all the time**
☐ Run ads on a schedule

Delivery Type ? **Standard** - Get results throughout your selected schedule
[More Options](#)

[Hide Advanced Options](#) ▲

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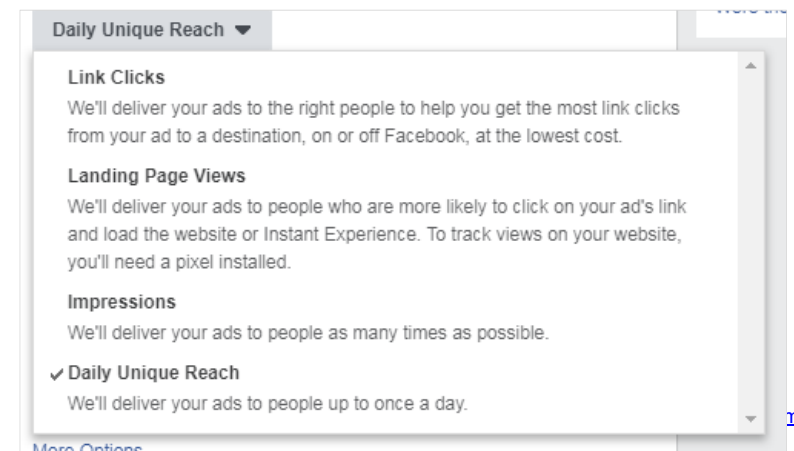
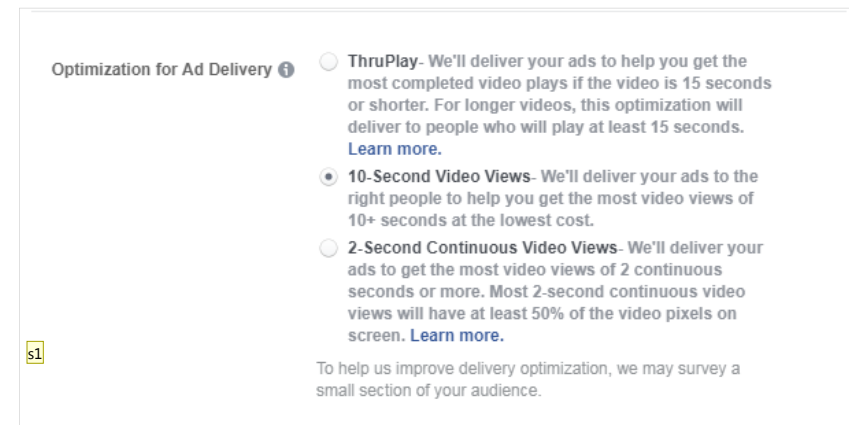
Tips to Leverage Across Organic + Paid: Building Your Campaign

Optimizations live within **Objectives**
(Video Views/Traffic)

If your Objective was **Video Views** your
optimizations match Image 1

If your Objective was **Traffic** your
optimizations match Image 2

Optimizations help **guide the algorithm**
toward your goal



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Tips to Leverage Across Organic + Paid: Building Your Campaign

Choose your **format**
Input any **URLS or text** you want
Facebook will provide a preview


Then you can submit and start tracking progress

Format
Choose how you'd like your ad to look.

☒


Carousel

Create an ad with 2 or more scrollable images or videos

☐


Single Image

Create an ad with one image

☐


Single Video

Create an ad with one video or turn images into a video

☐

Slideshow

Create a looping video ad with up to 10 images

☐

Collection

Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)

Tips to Leverage Across Organic + Paid:

Summary

Test, Test, Test

Try **splitting out your budget across two campaigns** with different Facebook Objectives

See which one gives you a **better return on investment (ROI)**

Our Work in Action

Our Work in Action:

Paid Social Execution

We handle paid social efforts for a local retailer who has 50 store locations concentrated in Southwest PA

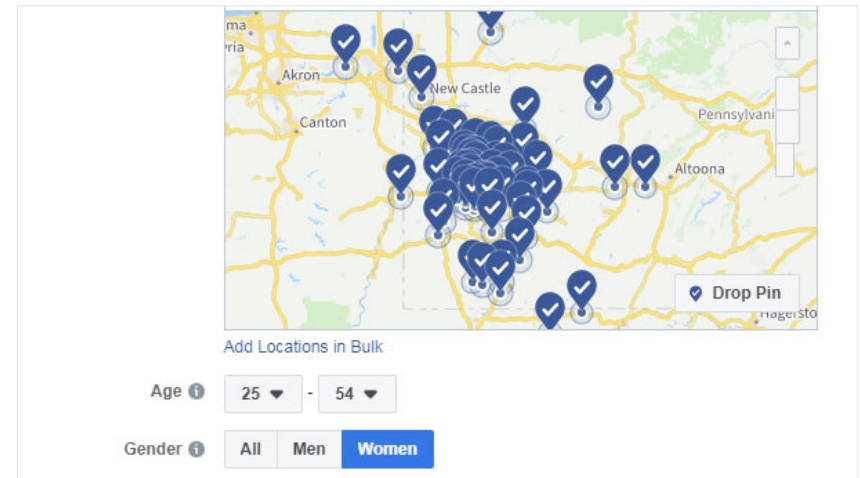
Their main form of paid social content is **video**

Targeting Parameters:

Age: 25-54

Gender: Females

Geotargeting around stores



Our Work in Action:

Paid Social Execution

Below is an example of how we can optimize campaigns based on the predetermined goal

You can see we split the budget evenly across 2 different campaigns

- Video Views
- Engagement

Local Retailer Example								
	Reach	Impressions	CPM	Clicks	3s Video View	Video Views	Video Completion Rate	Post Engagements
Video View Objective	81,616	231,361	\$6.31	688	74,203	32,641	44%	74,230
Engagement Objective	96,528	345,254	\$4.23	779	57,161	28,438	50%	57,219

Our Work in Action:

Paid Social Execution

Why are we seeing a higher Video Completion Rate (VCR) in an Engagement objective over a Video View Objective?

Shouldn't the objective match what it says?

You would think.

Local Retailer Example			
	3s Video View	Video Views	Video Completion Rate
Video View Objective	74,203	32,641	44%
Engagement Objective	57,161	28,438	50%

Our Work in Action:

Paid Social Execution

More people initially started watching the pre-roll under the Video View Objective which is the purpose of the objective: **to raise awareness about your brand**

Optimizations that are made can affect this

Shifting between 10s video views to 2s video views

In addition, people who engage with your content may be **more likely to watch it to completion**

Local Retailer Example								
	Reach	Impressions	CPM	Clicks	3s Video View	Video Views	Video Completion Rate	Post Engagements
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Our Work in Action:

StarKist Creations

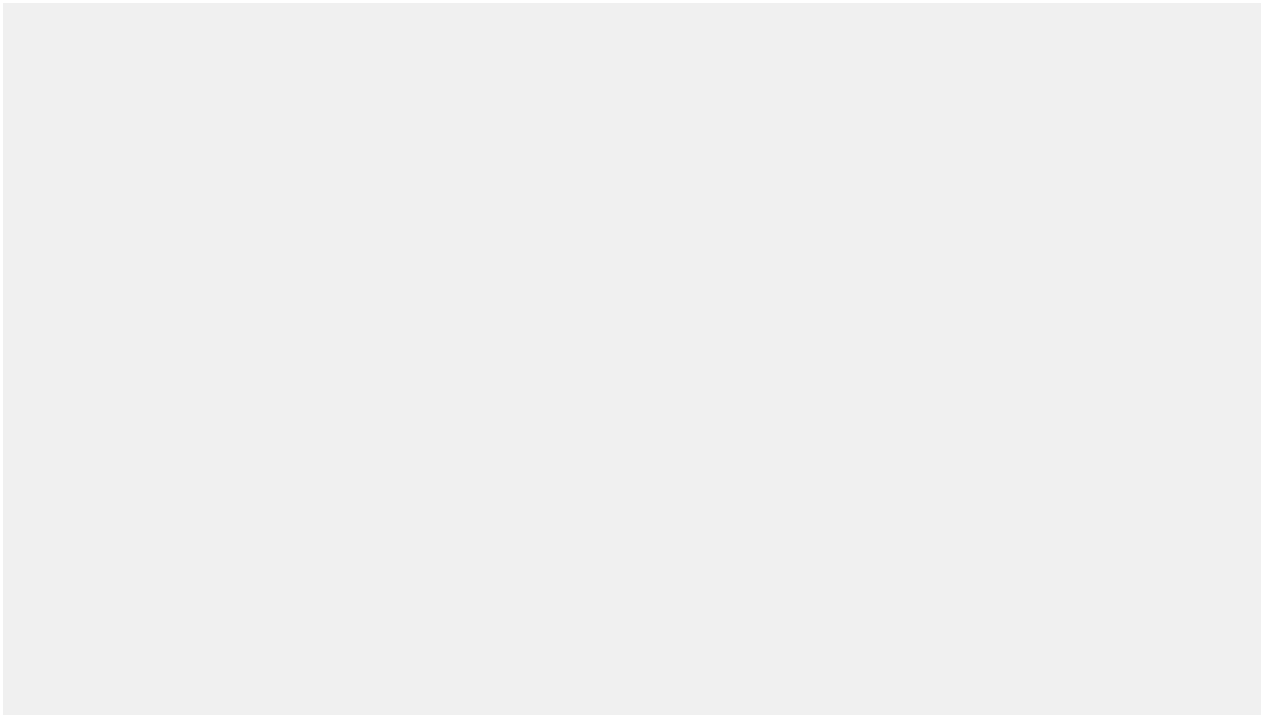
StarKist was viewed as an aging pantry staple in a shrinking tuna category.

The Gatesman team was tasked increasing **visibility/consideration of StarKist Creations pouches** as a go-to source of protein and fuel for those with a busy/on-the-go lifestyle.

Through rigorous research and **paid and organic social vehicles** (such as promoted Facebook/Instagram videos, Instastories, etc.), the team was able to position StarKist as a leader in the space through content that leveraged product profiles, the brand's spokesperson, Candace Cameron Bure and recipe inspiration.



Our Work in Action: StarKist Creations



Our Work in Action:

StarKist Creations

This campaign focused on women, but **not all women lead the same lifestyle**
We separated out the target audience to:

Working Moms

Stay at Home Moms

Millennial Women

StarKist Engagers (those who interact with StarKist's posts)

s3

Later we debuted a Health Conscious audience as StarKist rolled out its new Chicken Creations

Millennial Women Targeting

Locations Everyone in this location ▼
United States
United States
Include ▼ | Type to add more locations | Browse
Add Locations in Bulk
Age 21 ▼ - 38 ▼
Gender All Men Women
Languages Enter a language...

Moms Targeting

Locations Everyone in this location ▼
United States
United States
Include ▼ | Type to add more locations | Browse
Add Locations in Bulk
Age 18 ▼ - 65+ ▼
Gender All Men Women
Languages Enter a language...
Detailed Targeting INCLUDE people who match at least ONE of the following
Demographics > Parents > All Parents
Parents (All)
Add demographics, interests or behaviors | Suggestions | Browse
Exclude People or Narrow Audience

Facebook's targeting capabilities continue to evolve.

With the recent Cambridge Analytica scandal, less information is available on through Facebook targeting. Though they are rolling out more involved Facebook Pixels to help gather info on target audiences that is proprietary to the advertiser.

GatesmanAgency.com

- s3** Can we make sure we expand on how this was a business goal of theirs (to expand into more health-conscious snacking, on-the-go foods rather than just the seafood category?). That will show how social has a hand in achieving business goals.

sbell@gatesman.onmicrosoft.com, 10/29/2018

QUESTIONS?



THANK YOU!

