

# **PAY TO PLAY ON SOCIAL MEDIA:**

**HOW TO  
ADVERTISE**

**SPEAKER:**

**KEVIN WILHELM**



# PAY TO PLAY ON SOCIAL MEDIA:

**HOW TO  
ADVERTISE**

**SPEAKER:**

**KEVIN WILHELM**



**PAID SOCIAL ADS**

**WHY?**

# WHY ADS

- Connects individuals, businesses, and communities globally
- Ability to target precise audiences
- Billions of active users, social media is a hub for information, entertainment & commerce





**4.76 BILLION**

active social media users which is

**59.4%**

of the world's population

# USER TIME

On average users spend

**2 hours &  
31 minutes**

daily on social media



[Source](#)

# USER TIME

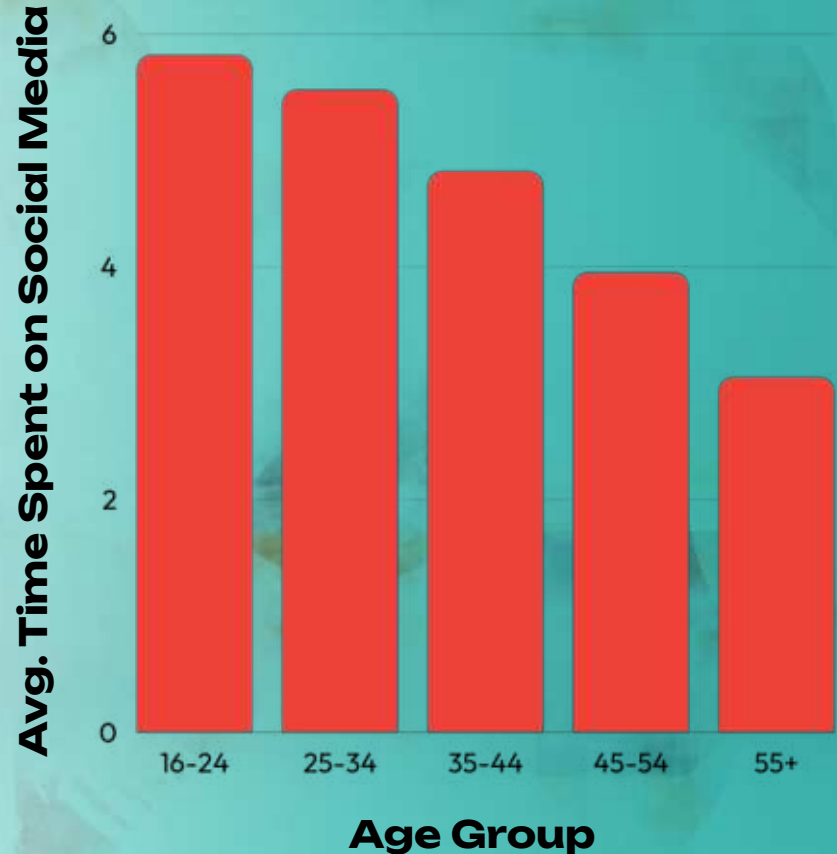
Let's find out, in this room...

**Who Uses  
Social Media  
the Most?**



# HOURS ONLINE

- **Age 16-24:** 5 hours & 49 minutes
- **Age 25-34:** 5 hours & 31 minutes
- **Age 35-44:** 4 hours & 49 minutes
- **Age 45-54:** 3 hours & 57 minutes
- **Age 55+:** 3 hours & 3 minutes





The background is a collage of various papers, documents, and charts, some of which are partially visible and overlapping. The colors are muted and naturalistic, including shades of beige, light blue, and off-white. Overlaid on this collage are two prominent text boxes. The first is a teal-colored rounded rectangle containing the text 'WHAT ABOUT ORGANIC' in white, bold, sans-serif font. The second is a red-colored rounded rectangle, positioned below and slightly overlapping the teal one, containing the text 'IT'S DECLINING' in white, bold, sans-serif font.

**WHAT ABOUT  
ORGANIC**

**IT'S DECLINING**



# ALGORITHM

Social media platforms have evolved to prioritize more relevant and personalized content for their users, which has led to the reshaping of how content is displayed in users' feeds. This shift is largely driven by algorithm updates that aim to enhance user experience by showing them content they are most likely to engage with.



# GROWTH

As the number of users and businesses on social media has grown, the amount of content being shared has also skyrocketed. This abundance of content has led to a saturated environment, where users are inundated with posts, images, videos, and advertisements.



# WHAT MATTERS

Now the algorithms evaluate factors like **user interactions**, **post engagement**, and **relevance** to determine what content appears in a user's feed.

**PAID SOCIAL ADS**

**THE BENEFITS**

# TARGETED AUDIENCE

- Specify audience demographics, interests, behaviors, and more.
- Get in front of people who are most likely to engage





# FACEBOOK ADS

- 1 DEMOGRAPHICS**  
Who they are, where they live, life stages (ex. birthdays)
- 2 INTERESTS**  
Hobbies, activities, sports, shopping, fashion, entertainment
- 3 BEHAVIOURS**  
Pages they follow, posts they like, previous activity & interactions with advertising
- 4 LOCATION**  
Target a radius around a specific address
- 5 LOOKALIKE**  
Users similar to people that interacted with your business in the past



# YOUTUBE ADS

Search Browse

- Who they are  
(Detailed demographics) >
- What their interests and habits are  
(Affinity) >
- What they are actively researching or planning  
(In-market and life events) >
- How they have interacted with your business  
(Your data segments) >
- Your combined audience segments  
(Combined segments) >

Search Browse

< What they are actively researching or planning

Life events ^

- Business Creation v
- College Graduation v
- Home Renovation v
- Job Change v
- Marriage v
- Moving v

# EXPANDED REACH

- Extend your reach beyond your existing follower base.
- Reach a wider (unaware) audience



# GEOGRAPHIC TARGETING

- Target as wide or as narrow as you'd like
- Reach people who are most likely to come into your practice



# TIME-SENSITIVE OFFERS

- Promote time-sensitive offers, sales, or events.
- Quickly reach a wide audience, ensuring that the limited-time opportunity gets the attention it deserves.





**IMPROVED ROI**

**VS. TRADITIONAL  
METHODS**

# HIGHER ENGAGEMENT & CONVERSION RATES

According to HubSpot, social media engagement rates are **3 times** higher than traditional banner ads.



# COST EFFECTIVENESS

Set specific budgets and  
target precise demographics

**93%**

of marketers found  
social media advertising  
to be cost-effective

# TARGETING & PERSONALIZATION

Advanced targeting options allow businesses to tailor content as a result, ads are more likely to resonate with audiences and yield better ROI.

**73%**

of consumers prefer to see ads that are relevant to their interests



# MEASURABLE RESULTS

Track and analyze key metrics in real-time, enabling you to gauge the success of your campaigns accurately.

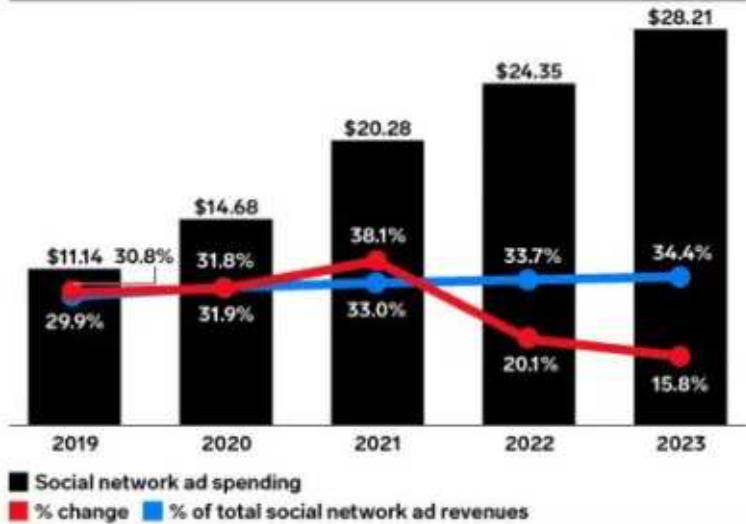


# FLEXIBILITY & QUICK ADJUSTMENTS

Make quick adjustments based on real-time data and insights.



**US Social Network Video Ad Spending, 2019-2023**  
billions, % change, and % of total social network ad revenues



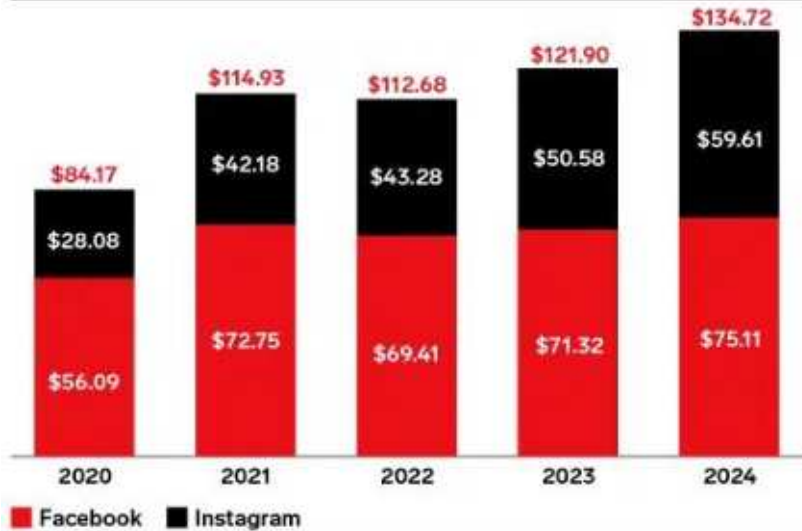
Note: excludes spending by marketers that goes toward developing organic social video content; excludes YouTube; includes paid video advertising appearing within social networks, social network games, and social network apps  
Source: eMarketer, Oct 2021

# AD SPEND

Social networking ad spend continues to rise

## Meta Net Ad Revenues Worldwide, by Segment, 2020-2024

billions



Note: paid advertising only; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices; includes Facebook and Instagram ad revenues; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; excludes spending by marketers that goes toward developing or maintaining a Facebook and/or Instagram presence; excludes revenues reported under Meta's Reality Labs segment

Source: eMarketer, Nov 2022

# AD SPEND

Social networking ad spend continues to rise and net ad revenues grow across both Facebook and Instagram

**EXAMPLES**

**SUCCESSFUL CAMPAIGNS**

# YOUTUBE AD

YouTube Myopia  
Awareness Campaign

**Placement:** YouTube  
through Mobile,  
Computers, Tablets, TV  
Screens and embedded  
YouTube videos on Google  
Display Network websites

THIS IS A DEMO VIDEO

# AD RESULTS

**36,310**

**VIEWS**

**70.15%**

**VIEW RATE**

**51,763**

**IMPRESSIONS**



**40** **NEW**  
**WEBSITE**  
**USERS**

## **AUDIENCE TARGETING**

Parents of young children  
and people searching for  
Myopia related terms on  
Google

## **TOTAL POPULATION OF THE TARGETED AREA**

**319,000**

**PEOPLE**

Get \$100 off a complete pair of glasses with a scheduled exam. This offer cannot be combined with vision insurance ...See more



GRIFFINLAGUNANIGUEL.COM  
Home - Griffin Optometric Group - Laguna Niguel

BOOK NOW

9

1 Comment 3 Shares



Get \$100 off a complete pair of glasses with a scheduled exam... [more](#)

Book now

# TRAFFIC CAMPAIGN

1,659 link clicks  
140,835 accounts reached  
428,088 total impressions





One Vision Eyecare

Sponsored · 🌐



One Vision Eyecare is giving you a FREE \$350 Gift Card to use towards a treatment package for IPL and Red Light Therapy. Treat Dry Eyes. Reduce Inflammation and Rejuvenate Your Skin.



GET YOUR  
**FREE \$350 GIFT CARD**

Towards IPL & Red Light Therapy Dry Eye Treatment Package.

FORM ON FACEBOOK

**Free \$350 Gift Card towards IPL & Red Light Therapy Dry**

Get offer



Like



Comment



Share



Facebook Form



One Vision Eyecare

**You are one step away from your \$350 Gift Card**

Free \$350 Gift Card towards IPL & Red Light Therapy Dry Eye Treatment Package. Limited Time Offer!

Next →

Intro

1 of 4



# LEAD GENERATION

57 Facebook Lead Form Submits  
15,446 Accounts Reached  
53,842 Total Impressions

# PLATFORM OVERVIEW

- YouTube - capture consumer attention
- Facebook - appeal to consumer interest
- LinkedIn- B2B networking & patient intent

**The Optometrist** 501 followers  
1w · 🌐

our Contact Lens Winter Promo - available at all branches!

Save with CooperVision 1-Day Lenses and choose the deal that best suit you.


2-1 DEAL:  
Buy x3 (30 or 90 packs) and receive x1 FREE!

1+30 DEAL:  
Buy a 90 pack and receive a 30 PACK FREE!

\*Offer valid until 31 August 2023

[#CooperVision](#) [#ContactLenses](#) [#contacts](#) [#eyewear](#) [#see](#)

**SAVE**  
with our 1-day contact lens [#WinterPromo](#)



Offer valid until 31 August 2023  
\*Terms & Conditions Apply

**THE OPTOMETRIST**  
for the Social Optician

👍 Like    💬 Comment    🔄 Repost    ➦ Send

**WHICH TYPES OF**

**PAID PROMOTION**

**SHOULD YOU USE**



# GOOGLE

Google is best used to drive user intent, Google averages **70%** of desktop search engine market share and over **80%** of mobile market share.

Although due to the very high reach capabilities comes with higher costs all around.

# GOOGLE

- The Average cost per click is \$2.69 for Google Ads
- The Average Clickthrough Rate (CTR) is 3.17%
- The Average conversion rate is 3.75%





# FACEBOOK

The feel and emotion that comes from a person's Facebook feed is typically not one with a “buyers mindset”. This is why it is vital to separate yourself from others by creating engaging Ad copies, and creatives to attempt to capture a small portion of the 2 billion active users.

# FACEBOOK

- \$1.72 Average cost per click





# LINKEDIN

Facebook and Instagram trend towards insights and emotions compared to LinkedIn which allows business professionals to be seen as leaders within their industry.



# LINKEDIN

- LinkedIn generates a visitor-to-lead conversion rate at 2.74%,
- Almost 3x higher (277%) than both Twitter (.69%) and Facebook (.77%)



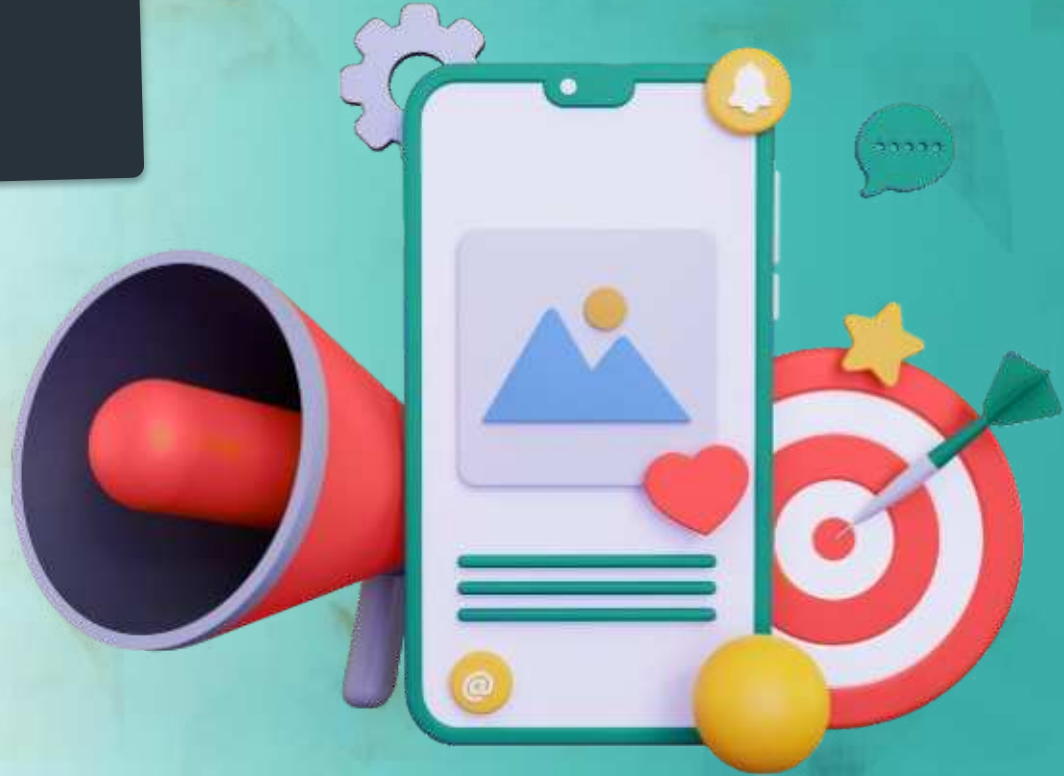


# INSTAGRAM

With over 2 billion active users, Instagram has established itself as one of the leading social media platforms. With a younger, more engaged audience, ad results can see a difference in awareness campaigns, brand following, engagement rate, and ultimately, your return on ad spend (ROAS).

# INSTAGRAM

- Instagram ads generate an average click-through rate (CTR) of 0.58%.
- People engage with branded content on Instagram 58 times more than on Facebook, and 120 times more than Twitter.





# YOUTUBE

YouTube serves ads based on the users interests. YouTube Ads can also be shown to people who have previously watched your video or have watched similar content.

# YOUTUBE

YouTube ads can  
cost as low as  
\$0.10 per view



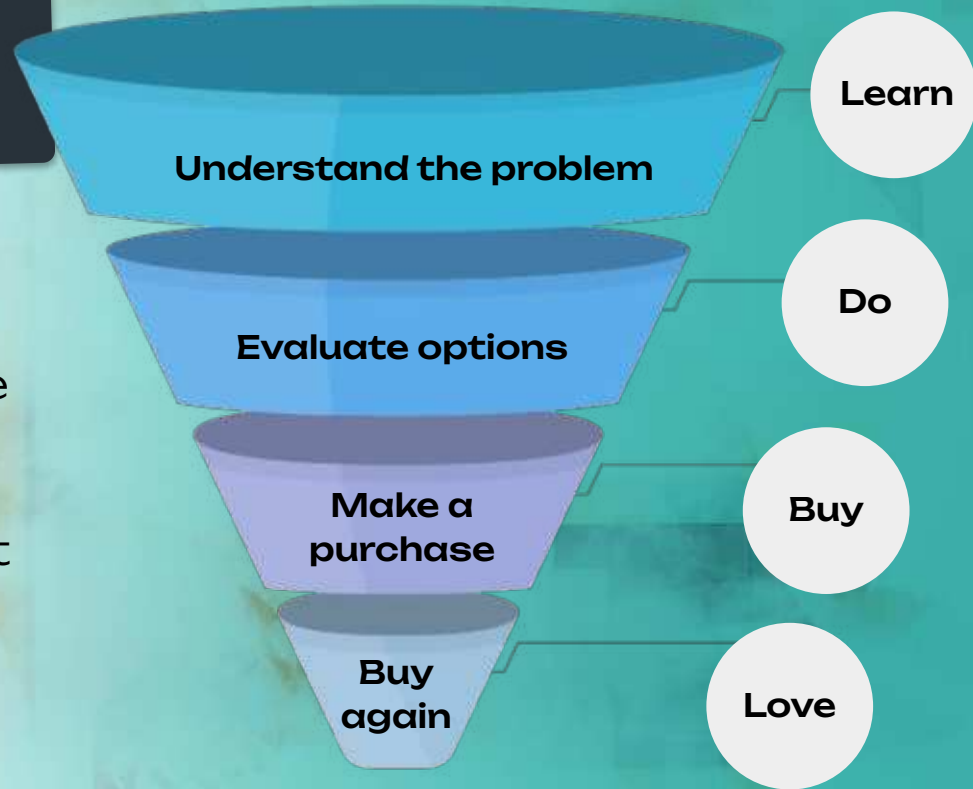


# FULL FUNNEL

Full Funnel marketing attempts to target all periods of the buyer process. Keeping returning patients engaged from start to finish is vital in increasing your potential ROI

# FULL FUNNEL

- Deliver 45% higher ROI than campaigns only targeting the bottom of the sales funnel.
- Full-funnel campaigns attract attention, drive engagement, spur consideration, build relationships, drive sales, and create brand loyalty.



# **BEST PRACTICES**

**CREATING CONTENT**



# EMOJIS

- Simply adding an emoji allows for an “eye catching” appearance and attracts potential clients to your posting.
- Semrush found in 2022 a potential increase of up to 11% when adding an emoji to the headline and up to a 3% increase when adding an emoji to the description.



The image shows a Facebook post from the 'Center For Sight Southwest Florida' page. The post is sponsored and features a promotional advertisement for affordable eyewear in Fort Myers. The ad includes a photo of a woman wearing glasses and a 'Contact Us Today!' button. The text in the ad reads: 'LOOKING FOR AFFORDABLE EYEWEAR IN FORT MYERS? CHECK OUT OUR FRAME/LENS PACKAGE DEALS!'. Below the ad, there are social media interaction buttons for 'Like', 'Comment', and 'Share'. The post also lists several eyewear packages with prices and a 50% discount on Sea Glass Eyewear.

**CFS** Center For Sight Southwest Florida  
Sponsored · 🌐

Looking for affordable eyewear in Fort Myers?  
Single vision frame and lens packages with anti-glare for \$99

- ♥️ Single vision polarized sunglasses - \$199
- ♥️ Progressive frame/lens package - \$149
- ♥️ Progressive/polarized sunglasses - \$249
- ♥️ Sea Glass Eyewear – 50% discount

**LOOKING FOR AFFORDABLE EYEWEAR IN FORT MYERS?**  
CHECK OUT OUR FRAME/LENS PACKAGE DEALS!  
[Contact Us Today!](#)

**Affordable Eyewear**  
Looking for af...

[Contact us](#)

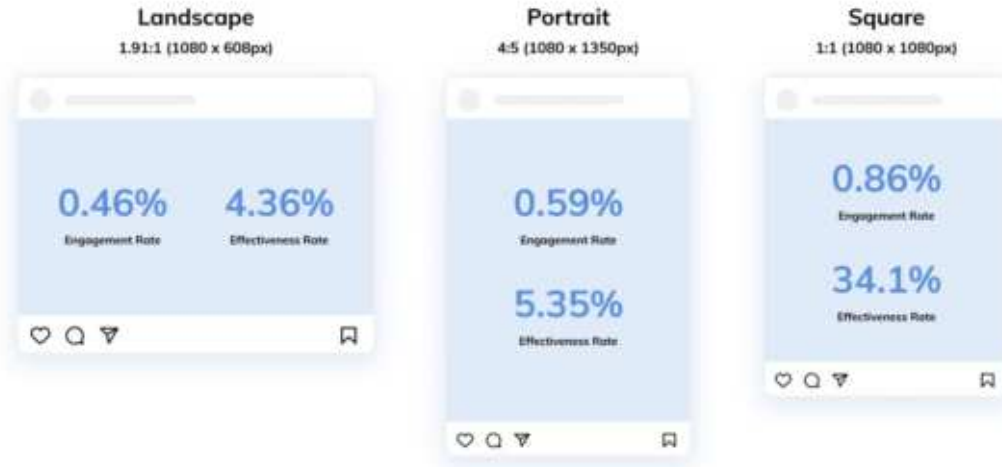
**Afforda Eyewe**  
Looking

👍 Like    💬 Comment    ➦ Share

# IMAGE PLACEMENT

- Although landscape and portrait do not hold as high post rate it is vital to have square, landscape and portrait to keep potential engagement as high as possible.
- Correct image placement is vital to keep engagement at the highest percentage.

## Optimal Instagram Image Size



# IMAGE PLACEMENT



Facebook Feeds

Eye Wellness  
Sponsored

Hundreds of frames to complete your signature style. Discover the latest eyewear fashions.

**FIND YOUR FAVOURITE EYEWEAR**

Hundreds of frames to complete your signature look with latest eyewear trends

myeyewellness.com  
**Discover Your Eyewear Style** [Learn more](#)

Like Comment Share

Facebook Reels

**FIND YOUR FAVOURITE EYEWEAR**

Hundreds of frames to complete your signature look with latest eyewear trends

[Learn more](#)



Instagram Reels

Reels

**FIND RELIEF FROM YOUR SYMPTOMS TODAY**

[Learn more](#)

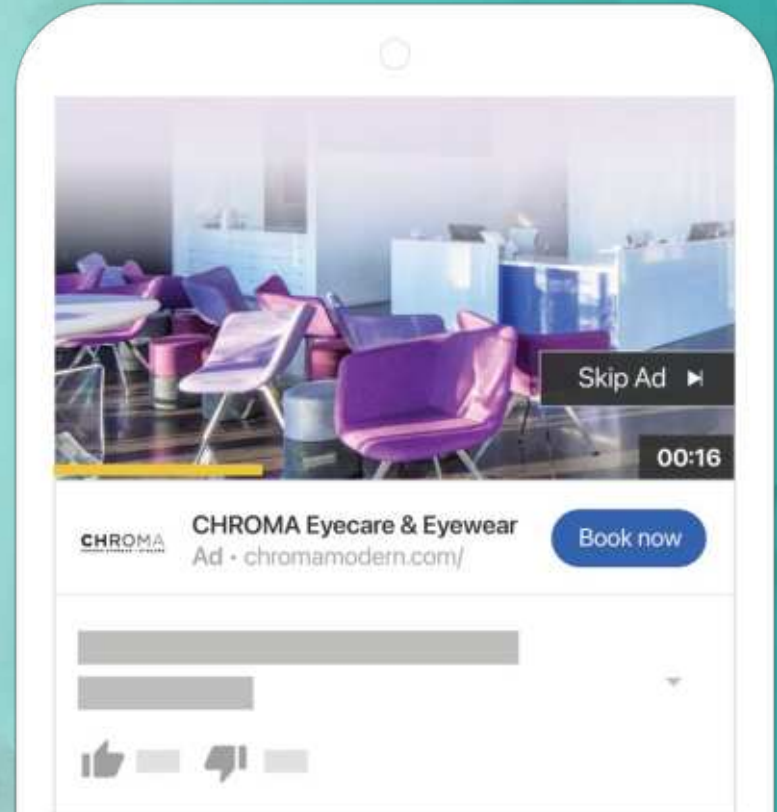
Facebook Reels

**FIND RELIEF FROM YOUR SYMPTOMS TODAY**

[Learn more](#)

# CTA'S

- Your call-to-action will almost always be the first thing people see when looking at the info of your ad. Meaning it is vital to choose the correct CTA for the action you want your patients to choose. Hubspot found that personalized CTAs performed 202% better than Basic CTA's.





**TRACKING**

**LOOK AT THE NUMBERS**

**AWARENESS**

**CONSIDERATION**

**CONVERSION**

**Time on Site/Page:** monitor how long visitors spend exploring your website or specific pages.

**Reach & Impressions:** measure how many times your brand has been exposed to your marketing efforts.

**Conversion Rate:** the percentage of visitors who take a desired action.

**Content Engagement:** analyze the interaction with blog posts, videos, and other information.

**Brand Awareness:** track online mentions.

**Sales Revenue:** measure the monetary value of purchases made by customers.

**Email Open Rate:** measure the percentage of recipients who open your marketing emails.

**Customer Acquisition Cost:** calculate the cost of acquiring a new customer.

**Social Media Engagement:** track likes, shares, comments & and follows.

**Social Media Shares:** Evaluate the number of shares your content received.

**Return on Investment:** assess the profitability of your marketing.

**CTR (Click-Through Rate):** the percentage of people who click on a link or advertisement.

**Lead Generation:** track the number of inquiries or sign-ups for newsletters, webinars, etc.

# METRICS

## COST PER CLICK CPC

- Advertiser pay for each click on their ad
- Most commonly used on text based platforms like google ads
- Advertisers only pay if their ad is click
- Can become very expensive if there are a high quantity of competition
- It doesn't guarantee visibility or brand exposure



## COST PER IMPRESSION CPM

- Advertiser's pay for every 1,000 times their ad is shown regardless if there is a click or not
- Most commonly used for display ads, Facebook awareness or other visual formats
- Provides broad exposure
- Can be more cost-effective based on the advertising channel
- Advertisers pay even if there is no interaction
- Click through rates may be lower since the focus is on impressions

# BEST PRACTICES

Regularly analyze  
performance  
metrics

Implement  
look-alike  
campaigns

As trends evolve,  
keep your  
targeting  
strategies flexible

Incorporate  
seasonality and  
trends into your  
strategies

Stay updated on  
new targeting  
features

Fine-tune your  
strategies as the  
digital landscape  
evolves



# START ADVERTISING

**1. DEFINE YOUR AUDIENCE**

**2. DEFINE YOUR OBJECTIVES**

**3. SELECT YOUR PLATFORMS**

**4. CREATE COMPELLING ADS**

**5. SET A BUDGET**

**6. MONITOR, ANALYZE & ADJUST**

# GET THE SLIDES

SCAN THE QR CODE

**You're invited to a  
FREE exclusive  
workshop where our  
experts will work with  
you to optimize your  
social media profiles!**

*\*Limited to 50 spots*

