SOCIAL MEDIA ADVERTISING CHEAT SHEET

1. Set Campaign Goals and Objectives

- **Action**: Define the purpose (e.g., brand awareness, lead generation, sales).
- Use **SMART Goals**: Specific, Measurable, Achievable, Relevant, Time-bound.
- Align goals with your overall marketing strategy.
- Example: Increase website traffic by 20% in 3 months through Facebook ads.

2. Choose the Right Platforms

- Research major platforms: Facebook, Instagram, TikTok, LinkedIn, etc.
- Match platforms to your **target audience's preferences** and demographics.
- Evaluate platform ad options and costs.
- Example: Use TikTok for Gen Z or LinkedIn for B2B campaigns.

3. Set a Campaign Budget

- Determine total spend based on goals and audience size.
- Consider ad costs: CPC (cost-per-click), CPM (cost-per-thousand impressions).
- Include extras like creative production or management tools.
- Example: Allocate $5,000 for a month-long campaign with daily $166 spend.

4. Create Engaging Content

- Understand your audience's pain points and interests.
- Tailor content to each platform's format (e.g., Instagram visuals, LinkedIn articles).
- Use **eye-catching visuals**: Videos, images, infographics.
- Include a clear **Call-to-Action** (e.g., "Shop Now," "Learn More").
- Example: Post a short video highlighting product benefits for Instagram.

5. Develop a Content Distribution Strategy

- **Plan Timing**: Use a content calendar for consistent posting.

- Choose platforms based on audience behavior.

- Monitor performance and tweak distribution for better reach.

- Example: Post product demos at peak hours (e.g., evenings on Instagram).

6. Test Ad Formats and Creatives

- Experiment with images, carousels, and video ads.

- Test different headlines, captions, and CTAs.

- Analyze metrics like CTR (click-through rate) to pick top performers.

- Example: Compare a carousel ad with a single image ad for better engagement.

7. Monitor Analytics Regularly

- Track metrics: Reach, CTR, conversions, ROI.

- Use tools like Google Analytics or Facebook Pixel.

- Adjust campaigns based on performance trends (e.g., shift budget to top-performing ads).

- Example: Increase spend on ads with the highest ROI.

8. Use Retargeting for Conversions

- Install retargeting pixels (e.g., Meta Pixel).

- Segment audiences: cart abandoners, page visitors, etc.

- Show tailored ads (e.g., discount codes for cart abandoners).

- Example: Run a "complete your purchase" ad for users who visited the checkout page.

9. Leverage Automation Tools

- Automate scheduling, tracking, and reporting.

- Tools: Hootsuite, Buffer, AdEspresso.

- Regularly optimize based on automated insights.

- Example: Use automation to post ads across time zones.

10. Continuously Optimize Your Campaign

- Stay updated on trends and algorithm changes.

- Regularly A/B test ad creatives and strategies.

- Analyze results and refine targeting, messaging, or platforms.

- Example: Shift focus to short-form videos if they outperform static images.

Quick Tips

1. **Use High-Quality Visuals**: Videos often outperform static images.

2. **Audience Matters**: Tailor ads to their behavior and demographics.

3. **Track Everything**: Use UTM tags and analytics tools.

4. **Focus on Mobile**: Ensure ads are optimized for mobile viewing.

5. **Experiment**: Always test and tweak for best results.