freshworks

Social Media Marketing 101

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Agenda

1. What is Social Media Advertising?
2. More on Marketing funnel
3. 4 pillars of Social Media Advertising
4. Tracking success

What is Social Media Advertising?

Adobe
2,878,891 followers
Promoted

In the new hybrid office model, collaboration is key to creating engaging, resonant content. Creative leaders from Lego, IBM and Diageo unpack ...see more

Creativity Finds a Way: Lessons from top APAC brands

blog.adobe.com

Buffer
Sponsored

A full suite of social media marketing tools priced so that anyone can grow their business on social. Try Buffer free for 14 days.

BUFFER.COM

Try Buffer free for 14 days or enjoy our Free plan. Publish Flawlessly. Analyze Effortlessly. Engage Authentically.

Learn More

Zendesk
Sponsored

The Zendesk Suite is a complete customer service solution that lets you reach customers instantly on web, mobile, and social messaging apps.

ZENDESK.COM

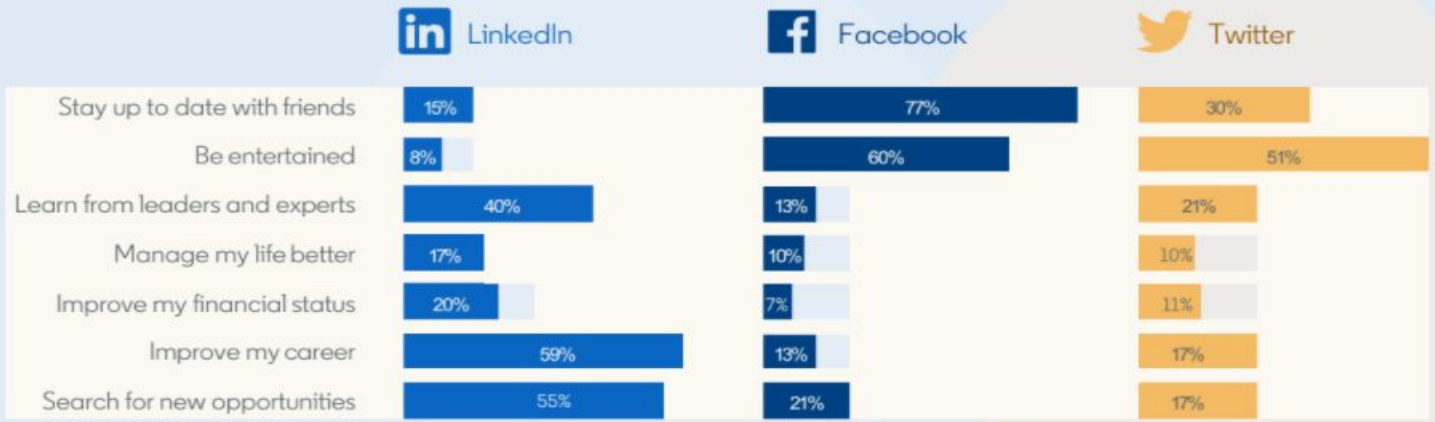
See how easy it is to integrate Facebook and WhatsApp today

Get social messaging integrations for Facebook and WhatsApp right out of the box.

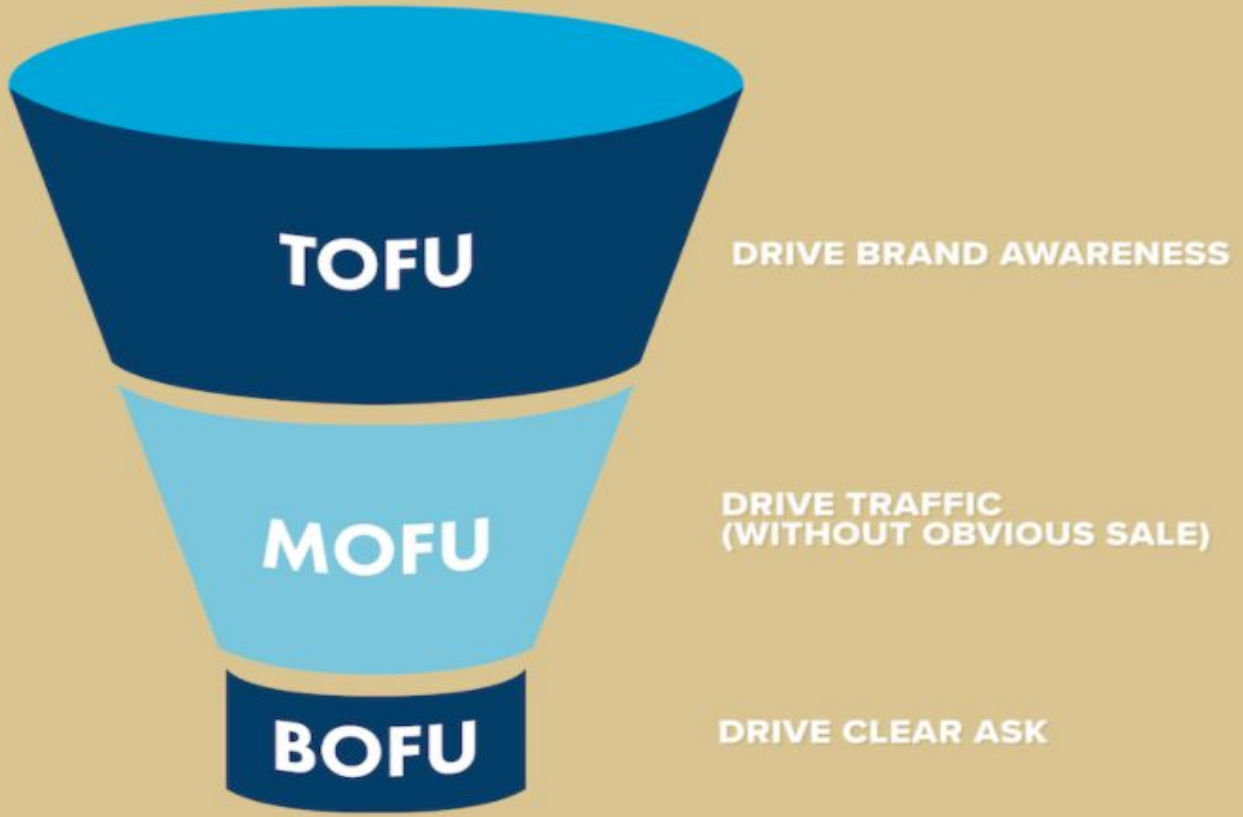
Learn More

Consumers approach platforms with distinct intents

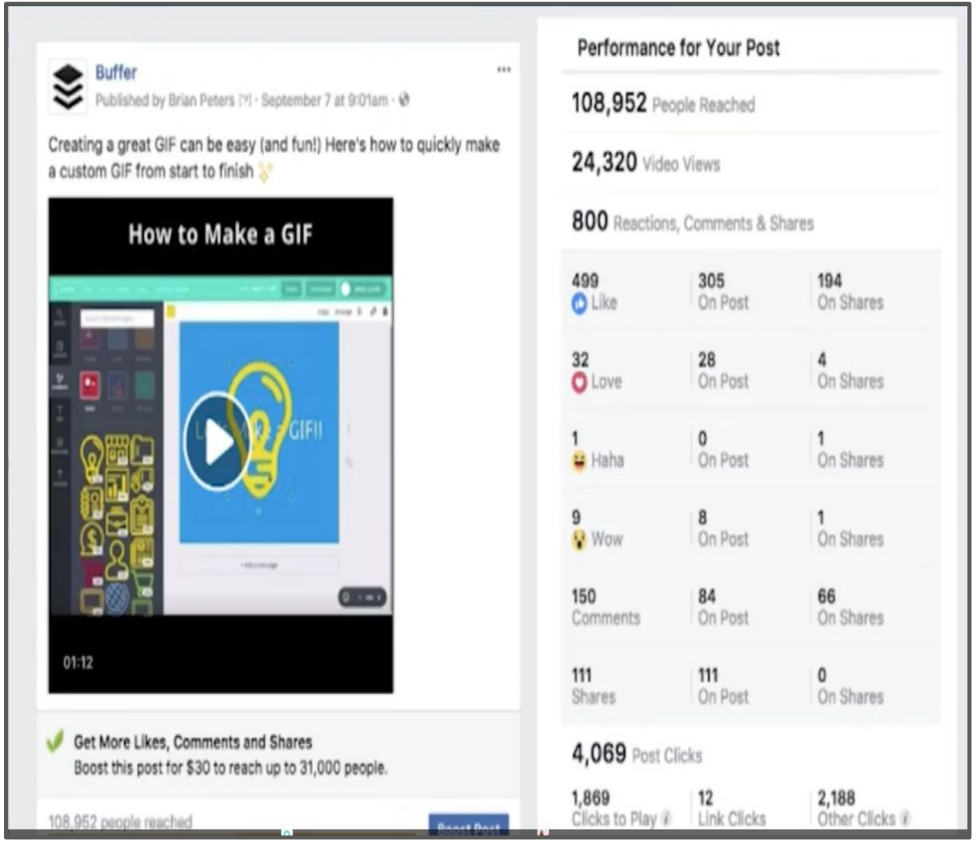
People come to LinkedIn to achieve their ambitions and learn.



Marketing Funnel

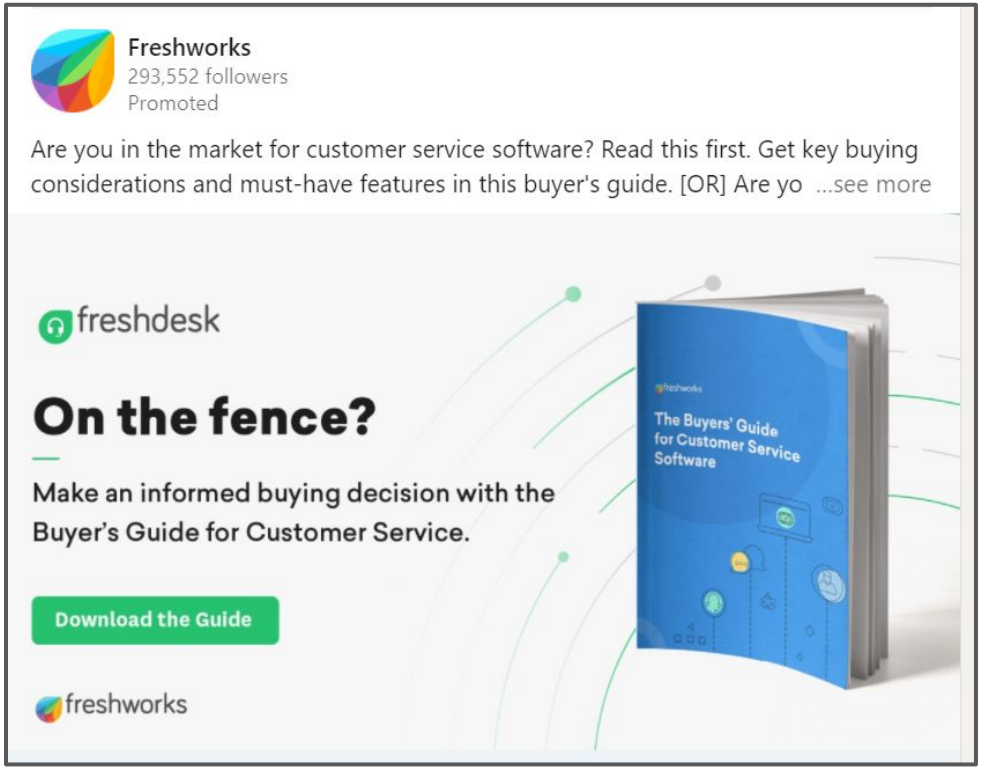


TOFU



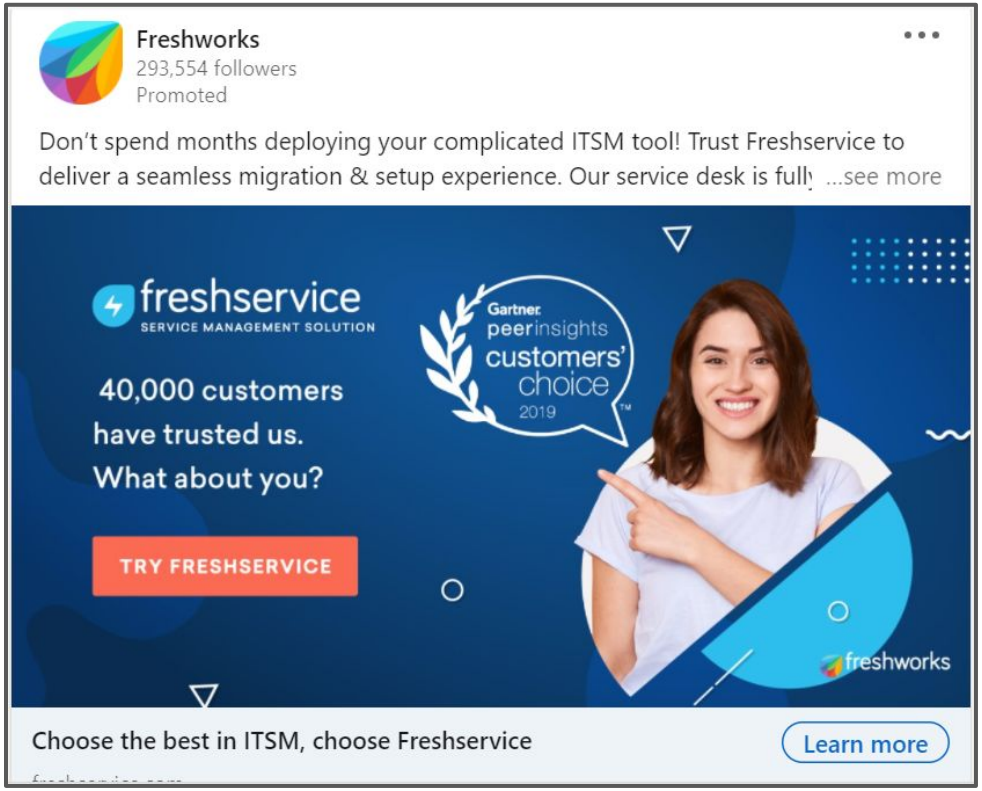
- No mention about product or links to product
- No CTA
- Content is very broad targeting a very broad audience.

MOFU



- Brand Direct
- CTA
- Content is specific to an audience.
- Doesn't ask for a sale.

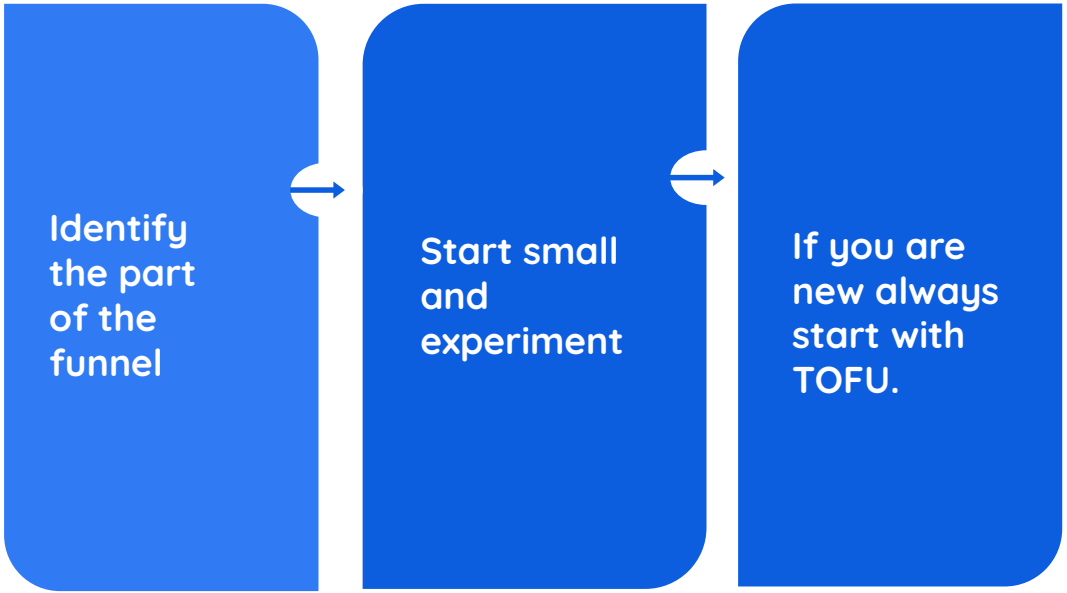
BOFU



- Brand Direct
- CTA
- Content is specific to an audience.
- Ask for a sale
- Expensive if people don't know about your brand
- Less likely to convert customers if people don't know about your brand.

Where should you be spending your advertising dollars

3 step process to understand where to put your money



4 steps of your marketing plan

Goals

Objective

Let's get started! Select the objective that best fits your goals below.

Awareness	Consideration	Conversions
Brand awareness	Website visits	Lead generation
	Engagement	Website conversions
	Video views	Job applicants

Goals - Example

freshworks CRM

End the War Between Sales and Marketing — For Good

Sally from sales and Mark from marketing should make a perfect team but they just don't get along. So why should sales and marketing even work as one team?

The State of Sales and Marketing Alignment in 2021 report finds businesses without highly aligned teams in 2020 were 2X more likely to experience a revenue decline of over 20% compared to the previous year.

GET THE REPORT

Goals

TOFU

Objective: Awareness about FW CRM as a brand

KPIs: Unique reach, New Users

Start with audience pain-points	High-value content	Channels
Sales and Marketing Leaders 50-5000 employees	**Shareworthy**	Youtube Linkedin Facebook

Goals

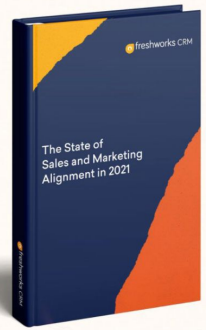
TOFU

MOFU

Objective: Download a report on Sales and Marketing Alignment

KPIs: Report Downloads

The State of Sales and Marketing Alignment in 2021



We conducted the largest-ever study on Sales and Marketing alignment, drawing unparalleled insights from more than 1,200 go-to-market leaders from around the world.

Here is what you'll learn:

- Impact of misalignment on business growth
- The Alignment Gap - Aspiration vs reality
- Number 1 challenge to achieving true alignment

GET THE REPORT

Targeting - Persona Based Targeting

Persona based targeting

Who to target?

Personas - Detailed descriptions of your target audience

Targeting - Sample persona for FW CRM

John

Job Title
VP of Sales

Age
45

Highest Level of Education
MBA - Marketing

Social Networks

Industry
Enter text here

Organization Size
Self-employed

Preferred Method of Communication

Email or Phone

Tools They Need to Do Their Job

CRM
Customer Support Software
Project Management Software

Job Responsibilities

Revenue acceleration for my business through Inbound and Outbound Sales

Their Job Is Measured By

Monthly Reccuring Revenue

Reports to

Chief Revenue Officer

Goals or Objectives

Grow revenue of my region by 40% YoY

They Gain Information By

Tech publications, Sales Hacker, Sales Influencers

Biggest Challenges

New competiton eating into existing marketshare

Hubspot's Persona Tool

English

What Is a Buyer Persona?

Learn what a buyer persona is and how to conduct research, surveys, and interviews to build your own.

Learn More

Make My Persona Tool

Create a buyer persona that your entire company can use to market, sell, and serve better.

Build My Persona

HubSpot TOOLS

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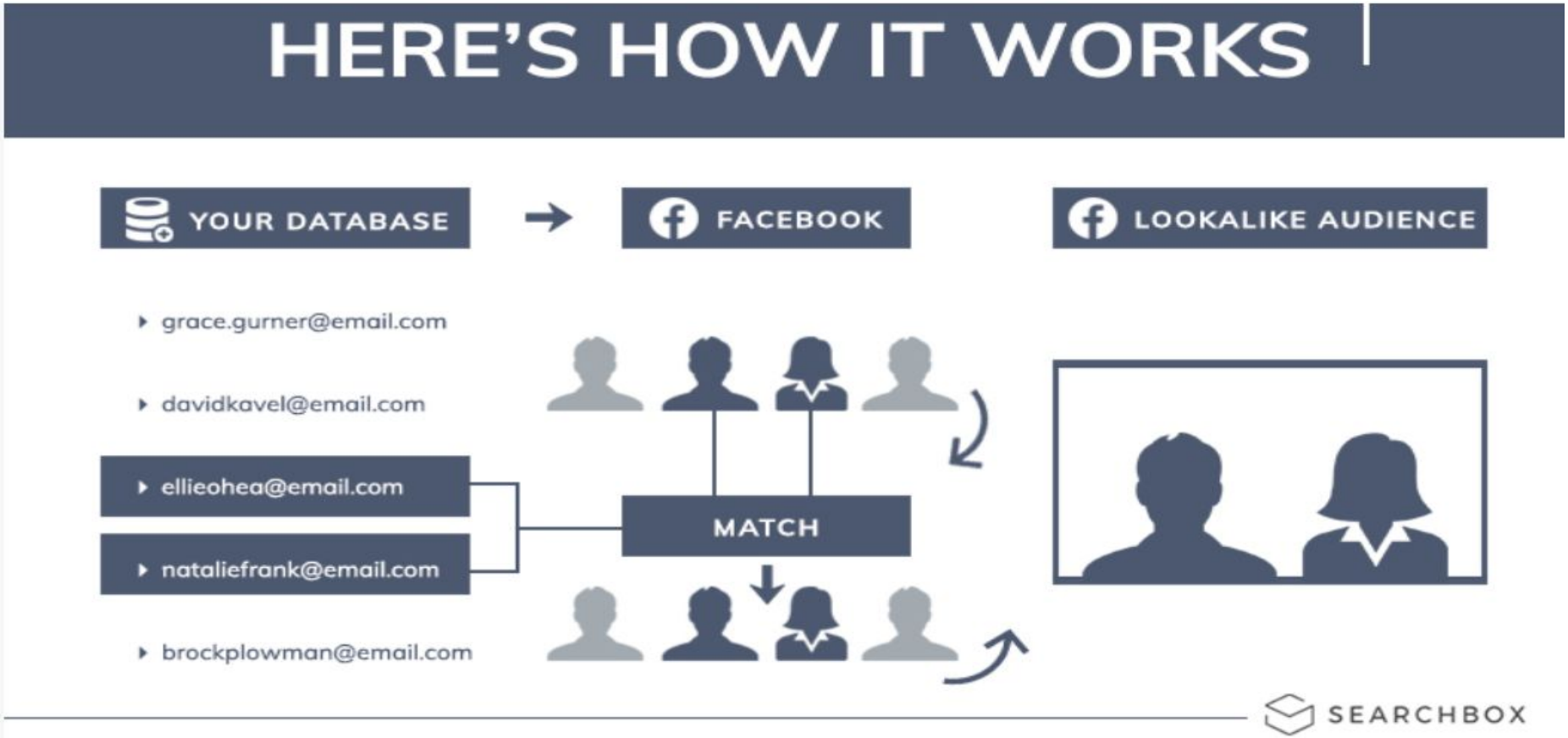
Targeting - Demographic based

Targeting - Lookalike Audiences



Copy and Visuals

Four important components of your copy and visual

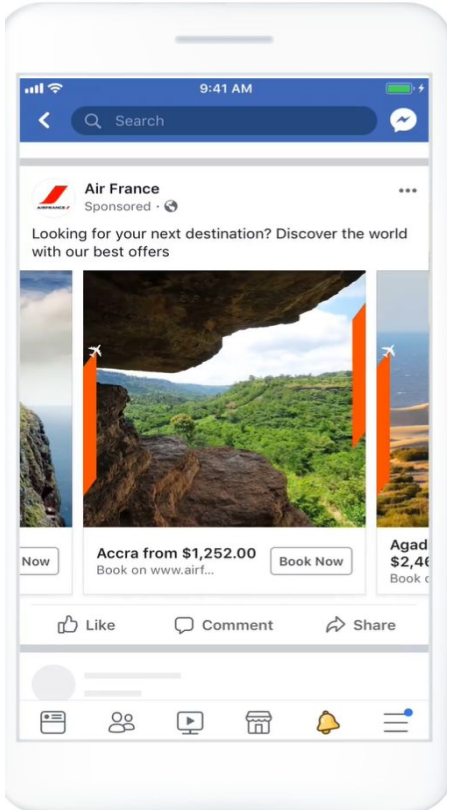
Message - Emotion and Seasonal

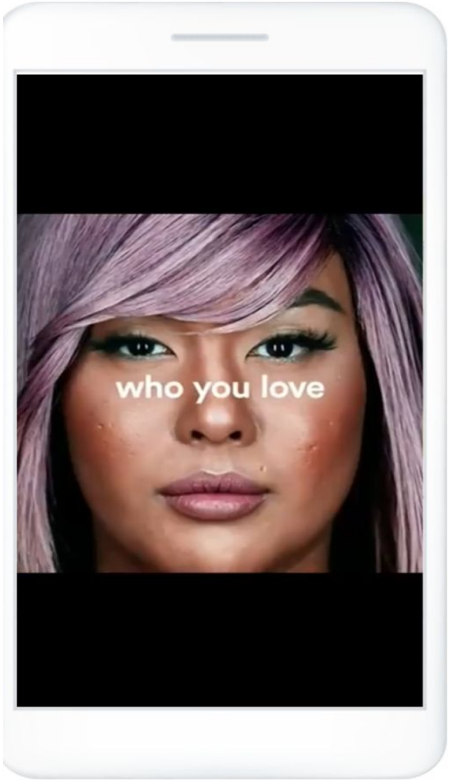
Design - Video, Image, Brand guideline

Action - Landing page

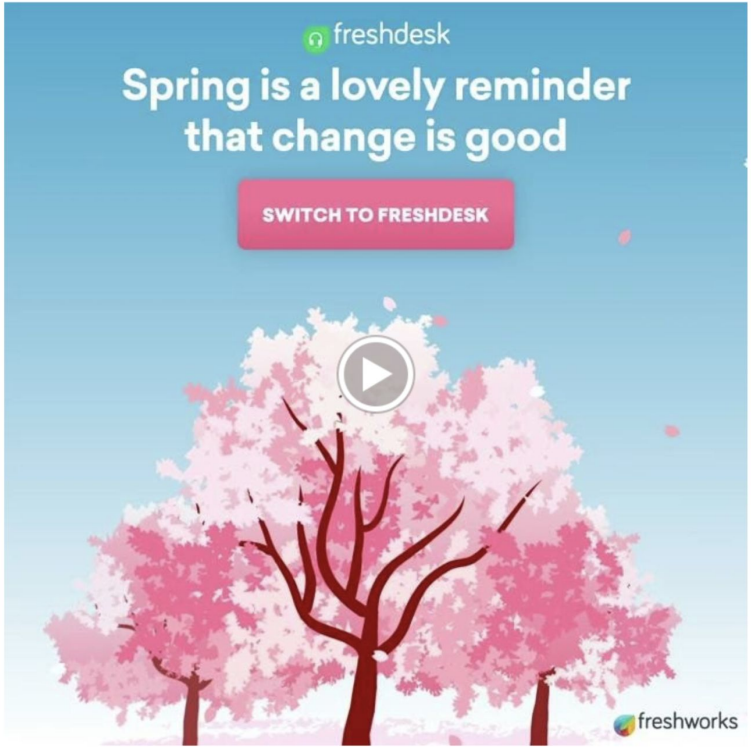
Placement - Mobile, Desktop

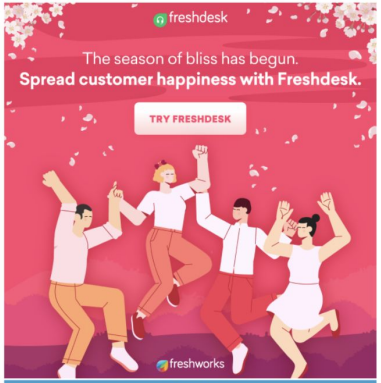
Ad formats - Image, Carousel and Video

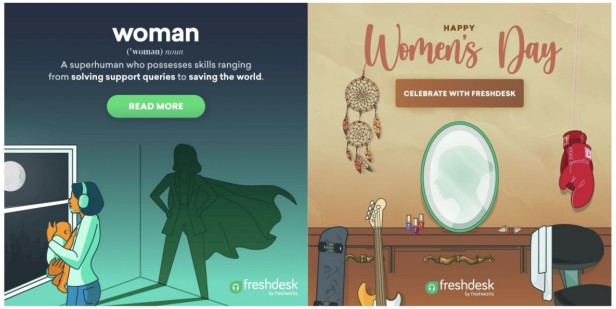




Copy and Visuals







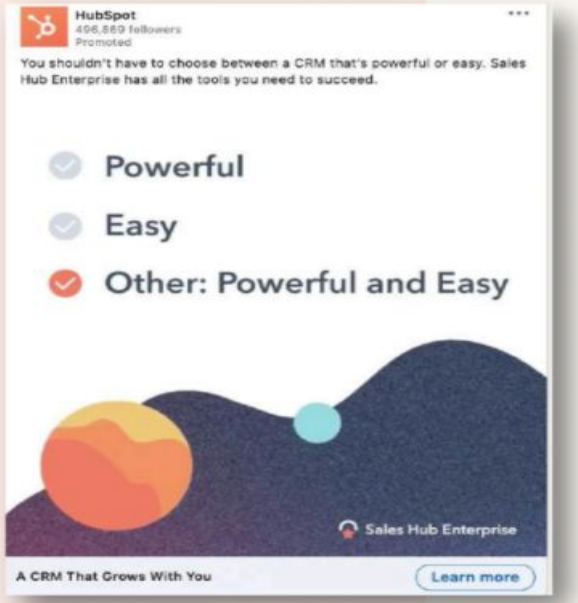
Copy and Visuals - Best Practices

Three most important components of an ad

- Copy - Short and sweet, witty, stats
- Visual - Eye catching, not text heavy, Videos (usually short videos work), 3 to 4 graphics
- Headline - 10 to 20 headline variations, split test

Copy and Visuals - Best Practices

HubSpot
Visual Impact



Copy and Visuals - Best Practices

We always build a full funnel approach for our Digital campaigns

Awareness

I am looking for a partner to help me in all facets of my digital transformation journey, but I need to research on who is the ideal partner for my organization's journey

Content Types

White papers
Infographics
Blogs
Search Awareness KW

- ❑ Learn how
- ❑ Discover how
- ❑ Read more

Lead to website/ungated assets

Consideration

I am aware that XYZ is a probable partner for me in my transformation journey, but why should I consider IBM over others?

Content Types

Benchmarking Reports
Webinars
Assessments
Events

- ❑ Download Now
- ❑ Take the assessment
- ❑ Contact Us

Lead to gated assets

Purchase

I am almost sure of going with XYZ for my organization's transformational journey, I want to know a first hand experience to "seal the deal"?

Content Types

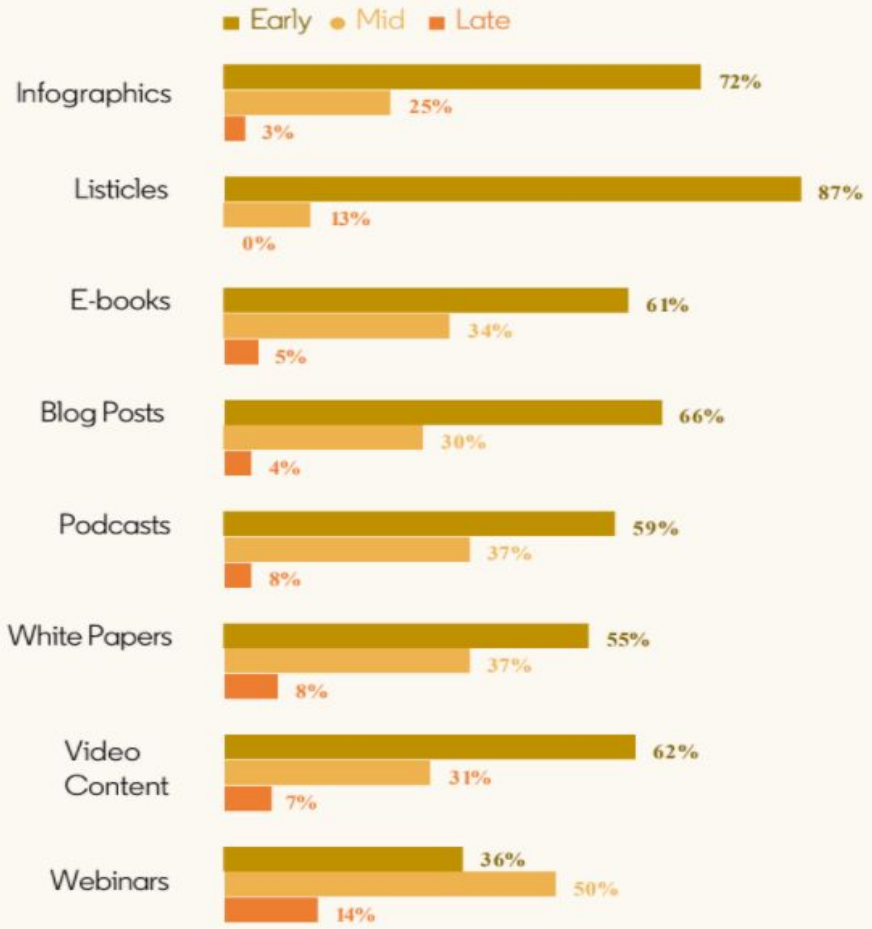
Freemiums
1X1 meetings at Events.
Client Case Studies
Schedule a Consultation

- ❑ Take the free trial
- ❑ Sign up

Ideally a nurture from gated asset

Copy and Visuals - Best Practices

Emerging Content formats



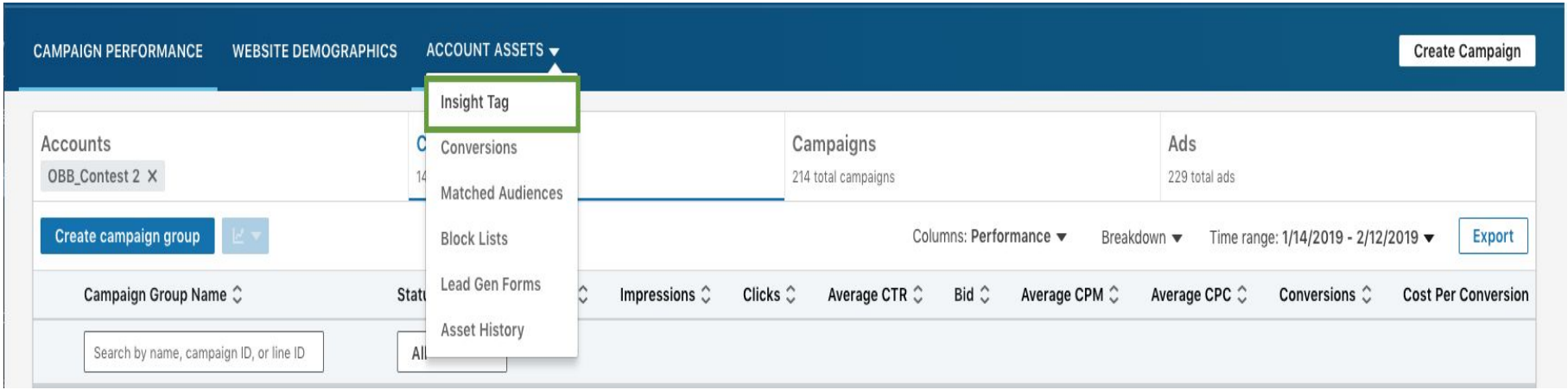
2020 CONTENT PREFERENCES STUDY

Tracking and Measuring Success

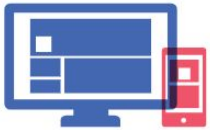
Tracking and Measuring Success

Key to any successful Social media advertising is tracking

- **UTM parameters -** Always use UTM parameters to track the source of your campaigns
- **Facebook, Linkedin and Social Media pixel -** This is important to create your remarketing audiences



Tracking and Measuring Success



Measure cross-device conversions

Understand how your cross-device ads help influence conversions.

Optimise delivery to people who are likely to take action

Ensure that your ads are shown to the people most likely to take action.

Create Custom Audiences from website visitors

Dynamic ads help you automatically show website visitors the products that they've viewed on your website, or related ones.

Cheatsheet

Channels	Goal	Audience	Creative types	Campaigns Live if any?	Success Metrics
Youtube	Awareness	- Demographic - Age, Gender etc - Detailed Demographics - Salaried, homowners etc - Interests - Affinity, Life events, Custom Intent - Video Remarketing - Video views, Youtube channel - Website and App remarketing - Customer Match - Similar audiences	Video	No	- Reach(Impressions, View through rate) - Engagement(Views, Cost per View, Video completion rate, Time spent on page) - Brand Lift studies(Ad recall, awareness, consideration, favorability) - Number of new sessions
Instagram	Awareness	- Locations - Demographics - Behaviour - Connections - Interests - Custom and Lookalike	- Stories Ads - Carousel - Collection Ads - Photo Ads	No	- Reach(Impressions, View through rate) - Engagement(Views, Cost per View, Video completion rate, Time spent on page) - Brand Lift studies(Ad recall, awareness, consideration, favorability) - Number of new sessions
Facebook	Awareness and Lead Generation	- Locations - Demographics - Behaviour - Connections - Interests -Custom and Lookalike	- Single Image - Carousel - Video	Yes	Leading Indicators: Reach(Impressions, View through rate) Engagement(Views, Cost per View, Video completion rate) Brand Lift studies(Ad recall, awareness, consideration, favorability Lagging Indicators Signups Customers Search query improvement
Quora	Lead Generation	Content based targeting - Question - Topic - Multi-topic Behavioral - Website retargeting - Lookalike targeting	- Image - Text - Promote an answer	Yes	-Signups -Customers -Search query improvement
Twitter	Awareness	- Demographics - Audience Types - Conversation, Event, Tweet engaged, Keyword and Interest - Follower and Tailor audiences	- Promoted tweets - Promoted accounts - Promoted answers - Banner Ads	No	- Reach(Impressions, View through rate) - Engagement(Views, Cost per View, Video completion rate, Time spent on page) - Brand Lift studies(Ad recall, awareness, consideration, favorability) - Number of new sessions
Linkedin	Lead Generation	- Demogrpahics - Firmographics	- Single Image - Carousel - Video - Inmail - Conversational Ads - Text Ads - Boost post	No	-Lagging Indicators -Signups -Customers -Search query improvement

Questions