



Social Media Marketing 101

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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

Simpler social media tools built with your business in mind.

markwilliams · 15 min
Love the shoes!
The new shq

2% engagement rate

3 posts a day

Add to report

Amazing results!
Sophie Marketing Director

[BUFFER.COM](https://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.

53% of companies that rolled out a new channel added messaging



ZENDESK.COM

See how easy it is to integrate Facebook and WhatsApp today

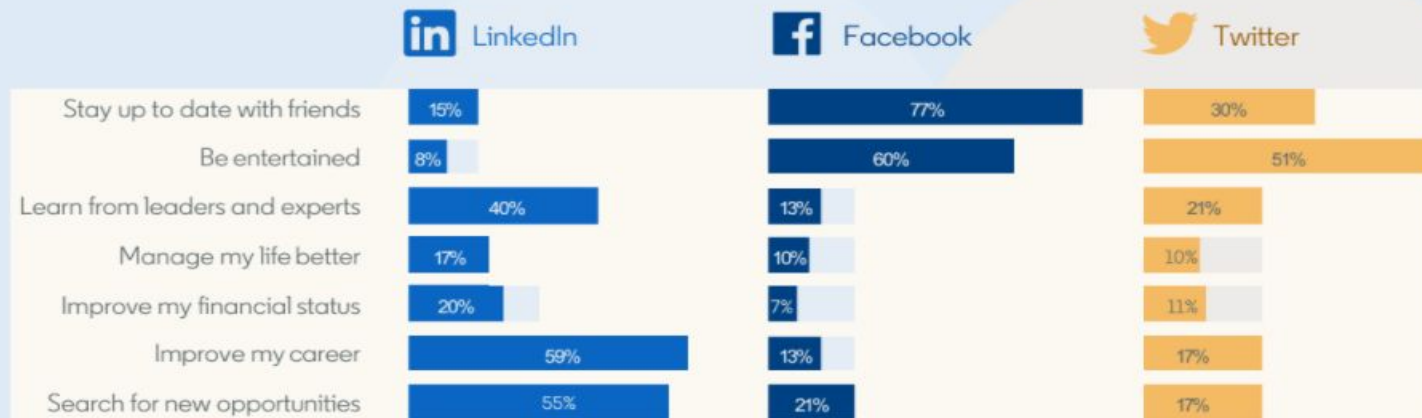
Get social messaging integrations for Facebook and WhatsApp right out of the box.

[Learn More](#)

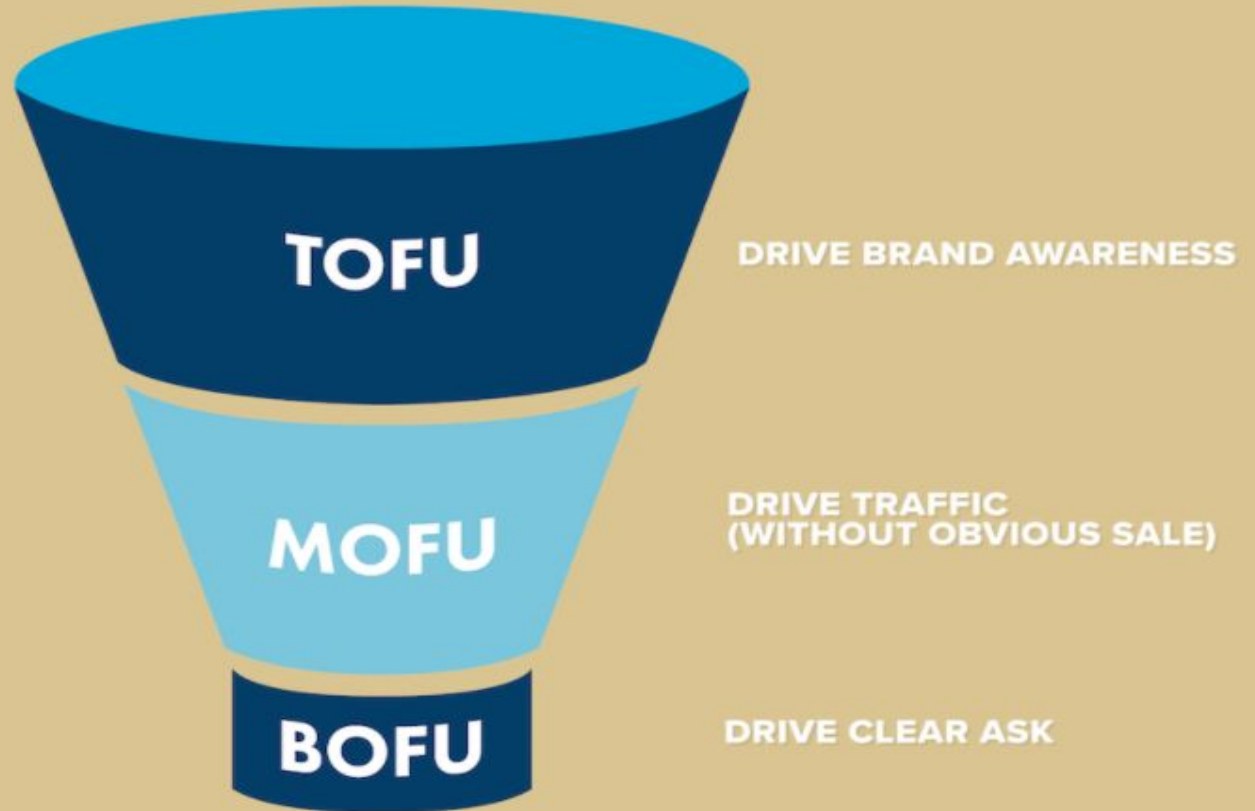


Consumers approach platforms with distinct intents

People come to LinkedIn to achieve their ambitions and learn.



Marketing Funnel





Buffer
Published by Brian Peters [?], September 7 at 9:01am · 🌐

Creating a great GIF can be easy (and fun!) Here's how to quickly make a custom GIF from start to finish 🙌

How to Make a GIF

01:12

🌱 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 31,000 people.

108,952 people reached

Performance for Your Post

108,952 People Reached

24,320 Video Views

800 Reactions, Comments & Shares

499 Like	305 On Post	194 On Shares
32 Love	28 On Post	4 On Shares
1 Haha	0 On Post	1 On Shares
9 Wow	8 On Post	1 On Shares
150 Comments	84 On Post	66 On Shares
111 Shares	111 On Post	0 On Shares

4,069 Post Clicks

1,869 Clicks to Play #	12 Link Clicks	2,188 Other Clicks #
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- No mention about product or links to product
- No CTA
- Content is very broad targeting a very broad audience.



Freshworks
293,552 followers
Promoted

Are you in the market for customer service software? Read this first. Get key buying considerations and must-have features in this buyer's guide. [OR] Are yo ...see more



On the fence?

Make an informed buying decision with the Buyer's Guide for Customer Service.

[Download the Guide](#)



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



Freshworks
293,554 followers
Promoted

Don't spend months deploying your complicated ITSM tool! Trust Freshservice to deliver a seamless migration & setup experience. Our service desk is fully ...see more

freshservice
SERVICE MANAGEMENT SOLUTION

40,000 customers have trusted us. What about you?

TRY FRESHSERVICE

Gartner peer insights customers' choice 2019

freshworks

Choose the best in ITSM, choose Freshservice

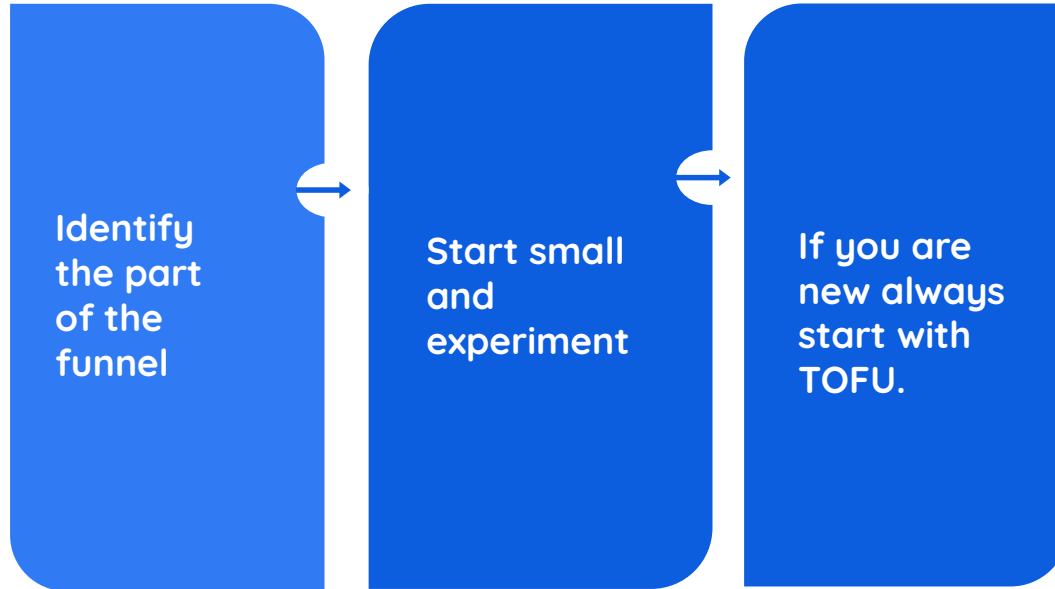
[Learn more](#)

- 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



Objective ?

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

Awareness

Brand awareness

Consideration

Website visits

Engagement

Video views


Conversions

Lead generation

Website conversions

Job applicants



 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

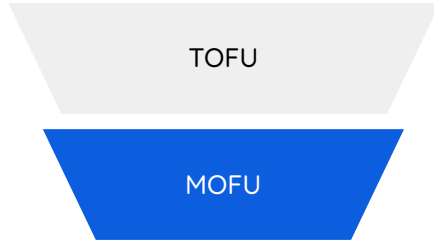
50-5000 employees

Shareworthy

Youtube

Linkedin

Facebook



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

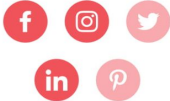


Job Title
VP of Sales

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 Recurring 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 competition eating into existing marketshare



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.

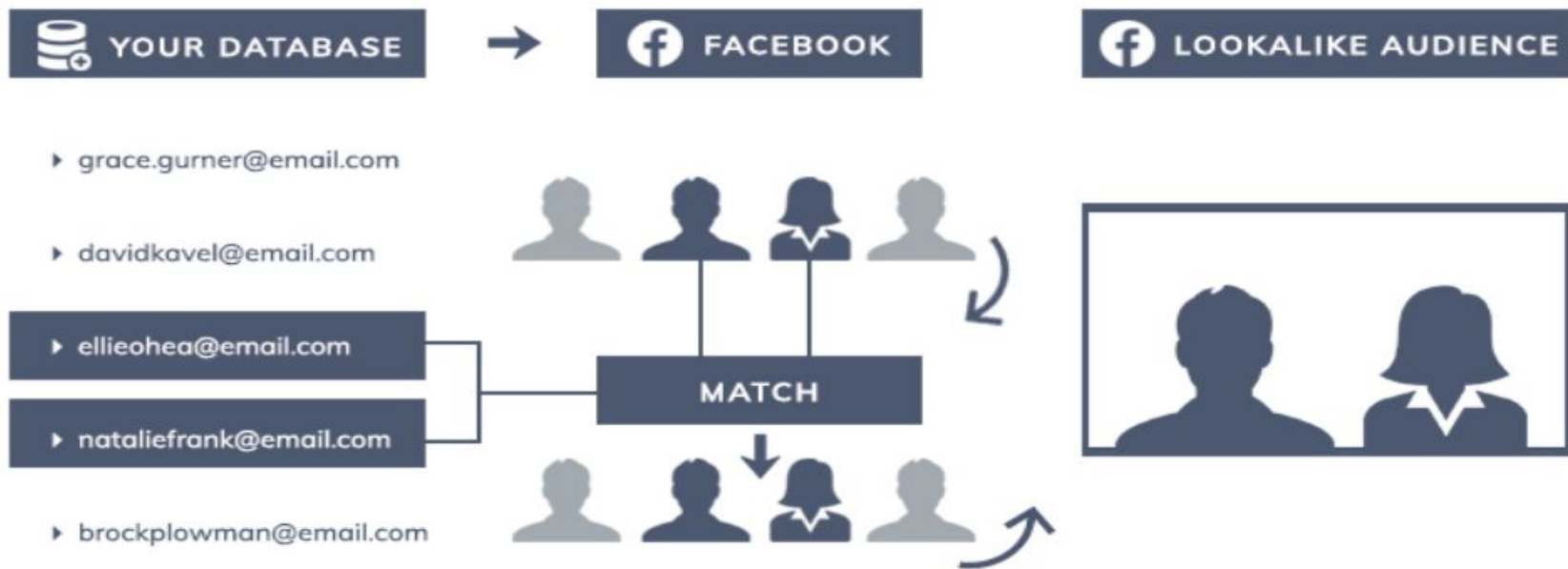
[Build My Persona](#)

Targeting - Demographic based





HERE'S HOW IT WORKS



Copy and Visuals



Four important components of your copy and visual

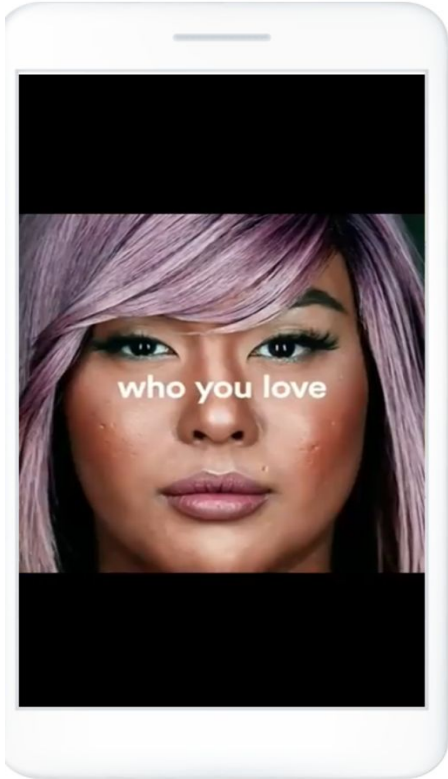
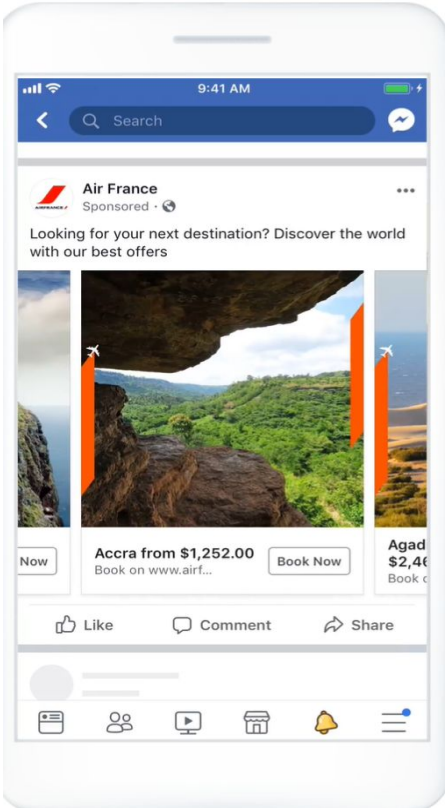
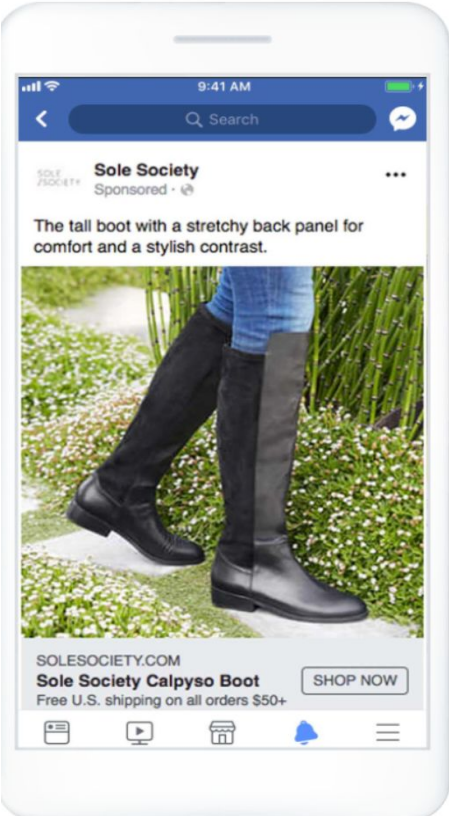
Message - Emotion and Seasonal

Design - Video, Image, Brand guideline

Action - Landing page

Placement - Mobile, Desktop

Ad formats - Image, Carousel and Video



Copy and Visuals



freshdesk

Spring is a lovely reminder that change is good

SWITCH TO FRESHDESK

freshworks

freshdesk

The season of bliss has begun.
Spread customer happiness with Freshdesk.

TRY FRESHDESK

freshworks

freshdesk

Spring is a lovely reminder that change is good

SWITCH TO FRESHDESK

freshworks

woman
(ˈwʊmən) noun
A superhuman who possesses skills ranging from solving support queries to saving the world.

READ MORE

HAPPY Women's Day
CELEBRATE WITH FRESHDESK

freshdesk

freshdesk

Just because we're capable of multi-tasking to unrealistic extents doesn't mean we **have** to.

Streamline all your support tasks with **ease**

TRY FRESHDESK

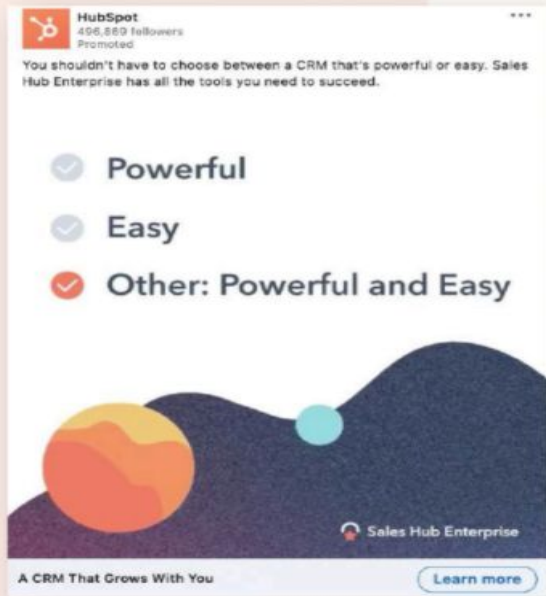
Copy and Visuals - Best Practices

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



HubSpot
496,669 followers
Promoted

You shouldn't have to choose between a CRM that's powerful or easy. Sales Hub Enterprise has all the tools you need to succeed.

- ✓ Powerful
- ✓ Easy
- ✓ Other: Powerful and Easy

 Sales Hub Enterprise

A CRM That Grows With You [Learn more](#)



HubSpot
496,669 followers
Promoted

With CMS Hub, it's easy to create, manage, and optimize your website all in one place. [Learn more about CMS Hub.](#)

HubSpot

develop without delays.

Build a Powerful Website [Learn more](#)



HubSpot
496,669 followers
Promoted

CRMs should be easy-to-buy, easy-to-use, and loved by all. Sales Hub Enterprise eliminates friction, brings tools together, and empowers teams.

- ✓ Custom Objects
- ✓ Sales Forecasting
-

 Sales Hub Enterprise

Introducing Sales Hub Enterprise [Learn more](#)



Introducing Sales Hub Enterprise

Say goodbye to legacy sales CRMs that are powerful, but painful to use. Well known, but not well-liked. With Sales Hub Enterprise, you don't have to choose between power and ease.

[Get a Free Demo](#)

Up next
10:00 AM - 10:30 AM
[Client Demo](#)

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

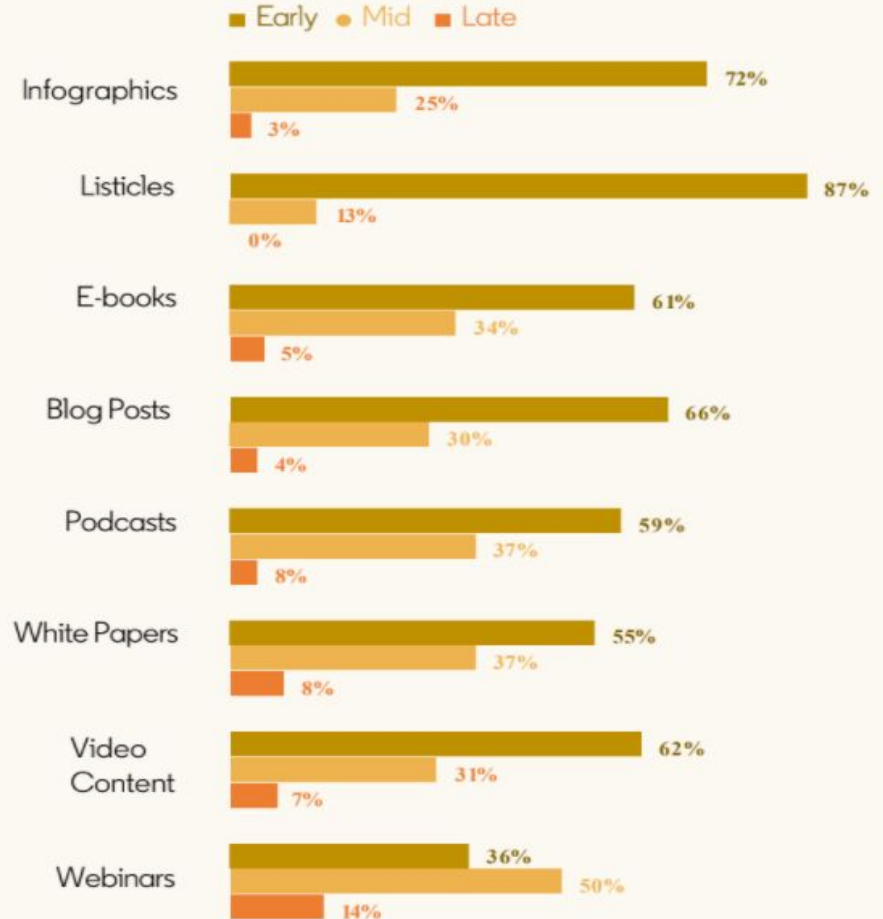
Freemiums
1X1 meetings at Events.

Client Case Studies
Schedule a Consultation

- Take the free trial
- Sign up

Ideally a nurture from gated asset

Emerging Content formats





Tracking and Measuring Success



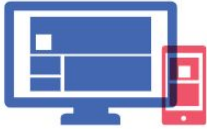
Tracking and Measuring Success

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

The screenshot shows a dashboard with a dark blue header. On the left, there are tabs for 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. A dropdown menu is open under 'ACCOUNT ASSETS', listing 'Insight Tag', 'Conversions', 'Matched Audiences', 'Block Lists', 'Lead Gen Forms', and 'Asset History'. The 'Insight Tag' option is highlighted with a green box. Below the header, there are three main sections: 'Accounts' (with a sub-section 'OBB_Contest 2 X'), 'Campaigns' (with '214 total campaigns'), and 'Ads' (with '229 total ads'). At the bottom, there is a table with columns for 'Campaign Group Name', 'Status', 'Impressions', 'Clicks', 'Average CTR', 'Bid', 'Average CPM', 'Average CPC', 'Conversions', and 'Cost Per Conversion'. There are also buttons for 'Create campaign group', 'Export', and a search bar.

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	<ul style="list-style-type: none"> - Demographic - Age, Gender etc - Detailed Demographics - Salaried, homeowners etc - Interests - Affinity, Life events, Custom Intent - Video Remarketing - Video views, Youtube channel - Website and App remarketing - Customer Match - Similar audiences 	Video	No	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Locations - Demographics - Behaviour - Connections - Interests - Custom and Lookalike 	<ul style="list-style-type: none"> - Stories Ads - Carousel - Collection Ads - Photo Ads 	No	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Locations - Demographics - Behaviour - Connections - Interests - Custom and Lookalike 	<ul style="list-style-type: none"> - Single Image - Carousel - Video 	Yes	<p>Leading Indicators:</p> <ul style="list-style-type: none"> Reach(Impressions, View through rate) Engagement(Views, Cost per View, Video completion rate) Brand Lift studies(Ad recall, awareness, consideration, favorability) <p>Lagging Indicators</p> <ul style="list-style-type: none"> Signups Customers Search query improvement
Quora	Lead Generation	<p>Content based targeting</p> <ul style="list-style-type: none"> - Question - Topic - Multi-topic <p>Behavioral</p> <ul style="list-style-type: none"> - Website retargeting - Lookalike targeting 	<ul style="list-style-type: none"> - Image - Text - Promote an answer 	Yes	<ul style="list-style-type: none"> - Signups - Customers - Search query improvement
Twitter	Awareness	<ul style="list-style-type: none"> - Demographics - Audience Types - Conversation, Event, Tweet engaged, Keyword and Interest - Follower and Tailor audiences 	<ul style="list-style-type: none"> - Promoted tweets - Promoted accounts - Promoted answers - Banner Ads 	No	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Demographics - Firmographics 	<ul style="list-style-type: none"> - Single Image - Carousel - Video - Inmail - Conversational Ads - Text Ads - Boost post 	No	<ul style="list-style-type: none"> - Lagging Indicators - Signups - Customers - Search query improvement



Questions
