BOOSTING SALES WITH SOCIAL MEDIA

Planning a Social Media Campaign
Social Trends Globally

COVID-19: INCREASE IN ONLINE AND DIGITAL ACTIVITIES

Percentage of internet users aged 16 to 64 in select countries* who report spending more time on each activity in recent weeks.

- Watching more shows & films on streaming services: 57%
- Spending longer using social media: 47%
- Spending longer on messenger services: 46%
- Listening to more music streaming services: 39%
- Spending more time on mobile apps: 36%
- Spending more time playing computer or video games: 35%
- Creating and uploading videos: 15%
- Listening to more podcasts: 14%

*Note: Figures represent the findings of a survey of internet users aged 16 to 64 in Australia, Brazil, Canada, China, France, Germany, India, Ireland, Italy, Japan, New Zealand, Philippines, Singapore, South Africa, Spain, the United Kingdom, and the United States. Data collection (fieldwork) took place between March 23 and April 29, 2020. See globalwebindex.com for more details.
COVID-19: SIGNIFICANT CHANGES IN MEDIA HABITS
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES * WHO REPORT SPENDING SIGNIFICANTLY MORE TIME ON EACH ACTIVITY

- WATCHING SIGNIFICANTLY MORE NEWS COVERAGE: 35%
- WATCHING SIGNIFICANTLY MORE FILMS AND SHOWS ON STREAMING SERVICES: 29%
- SPENDING SIGNIFICANTLY MORE TIME USING MESSENGER SERVICES: 24%
- SPENDING SIGNIFICANTLY MORE TIME USING SOCIAL MEDIA: 23%
- WATCHING SIGNIFICANTLY MORE TV ON BROADCAST TELEVISION CHANNELS: 19%

Social Trends Globally

COVID-19: INCREASED SOCIAL MEDIA USE BY COUNTRY
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT SPENDING MORE TIME USING SOCIAL MEDIA IN RECENT WEEKS

APR 2020

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Philippines</td>
<td>64%</td>
</tr>
<tr>
<td>Brazil</td>
<td>58%</td>
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<td>55%</td>
</tr>
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<td>26%</td>
</tr>
<tr>
<td>France</td>
<td>23%</td>
</tr>
<tr>
<td>Japan</td>
<td>23%</td>
</tr>
</tbody>
</table>

SOURCE: GLOBALWEBINDEX’S CONSUMER HABITS MARKET STUDY (MARCH 2, 2020)  
Social Trends Globally

COVID-19: PLANS TO CONTINUE WITH NEW BEHAVIOURS

Percentage of internet users aged 16 to 64 who expect to continue with new behaviours even after the COVID-19 outbreak ends.

- Watching more shows & films on streaming services: 20%
- Spending longer using social media: 15%
- Spending longer on messenger services: 16%
- Listening to more music streaming services: 14%
- Spending more time on mobile apps: 10%
- Spending more time playing computer or video games: 10%
- Creating and uploading videos: 5.5%
- Listening to more podcasts: 4.2%

SOURCE: GlobalWebIndex Coronavirus Multi-Market Study, March 2, April 2020. "NOTE: Figures represent the opinions of a survey of internet users aged 16 to 64 in Australia, Brazil, Canada, China, France, Germany, India, Ireland, Italy, Japan, New Zealand, Philippines, Singapore, South Africa, Spain, the United Kingdom, and the United States. Data collection (pre-pandemic) took place between March 27 and April 12, 2020. See globalwebindex.com for more details."
Your plan answers...

**WHO**
Who is the target for your campaign or offer?

**WHAT**
What can you do now?
Content planning

**WHERE**
Channels you are going to use to communicate your message

**WHEN**
Your timeline for getting the message out

**HOW**
What tactics are going to be employed to get you the results you want and need.
Summer 2020 Campaign

OVERALL GOAL:
Generate 100 Sales for our Activity Centre (Epic Adventures) by the end of July and total revenue of €5000

- The offer – 3 offers targeted at different personas
- Define the budget for this campaign - €600 for paid promotion
- Who you are targeting - 24-34 couples / families
- What content is required: great outdoors / fun & adventure / packages / testimonials
- Where to publish / promote your content: Instagram / Facebook
- When? 1 week prepare, 3-week ad campaign
- How – Paid campaign, organic posting
Social Trends in Ireland

Since 2017

- Facebook: up 7%
- LinkedIn: up 7%
- Twitter: up 5%
- Instagram: up 15%
Example of a Persona

Late 20’s couple who’ve been living at home saving for a mortgage. Or a group of friends

- Know now? Need to get out of the house!
- Tomorrow? What will they be able to do? Safety?
- Location - top level info on attractions in the area.
- Blocker? Will things be open? Cancellation policy?
- Emotion? Boredom
- Platform? Instagram

Persona Builder Template is available as a download with this video
Drury Court Hotel

⭐⭐⭐ Independent Boutique Hotel. D2 Central Dublin Location.
📍 Grafton St, Drury St, Sth William St Quarters.
📝 Book Now for post-covid reunions.

drurycourthotel.ie
WHAT

Content that would appeal

@thetwelvehotel - Following

The Flirtini Brown Bag Cocktail

Temperatures are soaring and this week's Brown Bag Cocktail from @king_12_cocktails is one to enjoy in the ☀️.

- Flirtini BrownBag
- Kalak Irish Single Malt Vodka
- @kelekvodka
- Twelve Raspberry Cordial
- Pressed Pineapple

#TheTwelveAtHome
#BrownBagCocktails

From our drive-thru and for delivery nationwide... 🚚 🚚

https://menus.breedon.com/the-

935 views
MAY 26

Add a comment... Post
WHAT

Content that would appeal

Cafe En Seine

The weather might be frightful but 'tis la vie. We're still serving up fine food and divine drinks till late. Drop on by.

16w

-loveuline dawsonstreet

Liked by Isobel Tansey and 85 others
Content that would appeal
WHAT

Content that would appeal
WHO

Other Persona Examples

Family who were planning on 2 weeks in Spain

- Know now? Family activities / things to do
- Tomorrow? Safety? friendly staff
- Blocker? Price? Value for money?
- Facebook

CREATE YOUR PERSONAS

Think of someone who represents a typical guest or customer. It helps if they are a real person!

DEMOGRAPHIC INFORMATION:

<table>
<thead>
<tr>
<th>Name</th>
<th>Age Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Language</td>
</tr>
</tbody>
</table>

1. What do they know now?

2. What do they need to know tomorrow?

3. What are their worries?

4. Emotional keyword

5. Social media platform?

Now go back and do this again for another persona. Typically, you will find you have 2-3 main personas.
Other Persona Examples

Visiting Friends & Family

- Know now? Family activities / things to do
- Tomorrow? Things that are open
- Blocker? Enough things to do
- Facebook / Instagram
What You Can Do Now

THE FACTORY IS NOW CLOSED TO VISITORS

skelligschocolate At Skellig Chocolate, our main priority is always the health and safety of our staff and customers.

In light of the developing public health situation in Ireland, we have sadly taken the decision to close our Factory in Ballinskelligs to visitors until further notice.

The factory will be closed with immediate effect. If you need assistance with an order email office@skelligschocolate.com or call us on 066 9479119.

We wish to thank all of our customers and staff for their continued support at this difficult time.
What You Can Do Now

Look At Your Cancellation Policy

“to help you book with confidence...”
What You Can Do Now

Look At Your Cancellation Policy

Communicate Health & Safety Policy

"Reservations from 29th June, all in line with the most recent government guidelines."

We want to provide all of our wonderful customers with an increased level of assurance so that you can do so with confidence.
What You Can Do Now

- Look At Your Cancellation Policy
- Communicate Health & Safety Policy

"We’ve been busy polishing and cleaning in preparation for opening..."
What You Can Do Now

- Look At Your Cancellation Policy
- Communicate Health & Safety Policy
- Show Your Enthusiasm

This is the moment we’ve all been waiting for
Collaborations

Partner with complementary providers in your area to offer something unique and attractive.
Collaborations

Pop-ups are a fun and a great way to get more people to visit your location.
Collaborations

Partner with complementary providers in your area to offer something unique and attractive.

THE SOLUTION

The Solution – Box of Smiles
Gift boxes filled with high quality products, sourced from local small businesses in each town where we operate.
HOW

AIDA MODEL

Attention
Interest
Desire
Action
ATTENTION / AWARENESS

HOW

Consider livestreaming
... involving local influencer?

Consider takeovers
... User Generated Content is 50% more trusted than other content on social media
**ATTENTION / AWARENESS**

**Destination Marketing**
Top level why Donegal? Why Dingle? Why a city break in Galway? Kilkenny? or a trip on the Shannon?

**Follow accounts**
Like and share their content
HOW

ATTENTION / AWARENESS

pure_cork
Follow
215 posts 3,722 followers 462 following

Pure Cork
"Pure Cork" is the official tourism brand for Cork, Ireland showcasing the very best of the Region for our visitors.
#PureCork Ireland #Cork

lovindublin
Follow
8,199 posts 334,648 followers 447 following

LovinDublin
LovinDublin helps you discover the best of the city. LovinDublin to feature. Sign up to our newsletter for inspiration!

thisiskillaney
Follow
90 posts 1,244 followers 1,222 following

This is Killaney
Tag your photos using #thisiskillaney for a feature! enquiries:
thiskillaney@gmail.com
www.thisiskillaney.ie
To drive sales you must first capture their attention.

Then follow up with features / benefits that might stimulate interest.

Then make an offer or show some social proof.
HOW

DESIREE

Time for a Golfing Trip?

- Ballygarry House Hotel and Spa

- 4 NIGHTS 5 STAR ACCOMMODATION
- 3 DAYS CITY OF DUNMORE INTERNATIONAL GOLF COURSE
- 2 NIGHTS 5 STAR ACCOMMODATION AT BALLYGARRY HOUSE
- 1 NIGHT 5 STAR ACCOMMODATION AT BOYNE VALLEY

Special Offer:
- 2 Courses
- 2 Nights
- 1 Night

Package includes:
- Free 18-Hole Golf Experience
- 3 Nights in Deluxe Room
- Breakfast Included
- Access to Spa Facilities

Book now and enjoy a golfing adventure like never before! 🏌️‍♂️❤️
Emphasise your localness - your story - your connections with the place.
**ACTION - Offer**

- Address blockers about cancellations.
- Remind them again about health & safety.
- Include anything you’ve got here from previous customers, awards, any social proof.
STUCK INSIDE NO MORE!!

It's time to spend some quality time together in the beautiful outdoors with an activity day from Epic Adventures.

*24 hour cancellation policy*
**Free lunch with every pass purchased before end of June**

epicadventuresirl Isn't it time to get the adrenaline pumping? Do you dream of wide open spaces that are further than 2, 5 or 20km? Break away from it all this summer and come for an Epic Adventure in Ireland's hidden heartlands.

Book now for a full day's activities, lunch included for €99 #linkinbio.

#staylocal #roomfromhome

36s
Key Takeaways

- Review your target personas. What does the domestic Irish consumer need?

- Tidy up your social feeds post Covid. Include reassurances in your content.

- Include anything you’ve got here from previous customers, awards, any social proof.
BOOSTING SALES WITH SOCIAL MEDIA

Creating Social Media Content
Content Planning Process

- **Step 1** PLAN
- **Step 2** CREATE
- **Step 3** SCHEDULE
**Step 1: PLAN**

- **Nationally** - cover topics that are relevant on a national level, for example, the country is coming out of lockdown.

- **Locally** - Share what's going on in your local area that will convince people it's a good location e.g. activities, attractions

- **Business** - What's going on in your business - preparing for opening, current offers, etc.
Step 1: Plan

How often should you post?

- **Facebook:** once a day
- **Instagram Feed:** 1 - 2 times a week
- **Instagram Stories:** 2-3 times a week
  - How many frames? Mostly 3 per story – a frame is a single photo or video clip that makes up the story.
  - Find your brand’s average frames / day and stick to that
Step 1: Plan

When to post?

- **INSTAGRAM** = Daily, Before 9am. After 5pm.
- **FACEBOOK** = Thurs, Fri. After 7pm. Weekends.
- **TWITTER** = Weekdays. 1pm.
Step 1: Plan

Attention

Evergreen content - material that can go out on repeat that feeds directly into your persona’s content needs. Eg. top level material re. the destination in general.

Interest

Features of your offer, why you in particular

Desire

Overcome blockers - reassure re. hygiene and safety. Use social proof. Include testimonials of people just like them.

Action

Put out your offer. Use a strong call to action, with urgency.
Step 2: Create

Why you must include video as part of your content mix

45% of people watch 1 hour or more of video on Facebook every week (Wordstream 2018)

54% want to see more video from businesses they follow (Hubspot 2018)

Video is the most popular content type across social media (Animoto 2018)
## Step 2: Create

**Maximum and recommended video specs**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Format</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>Stories: Vertical / 15 seconds</td>
<td>IGTV: Vertical or Landscape / 1 - 10 minutes</td>
</tr>
<tr>
<td></td>
<td>Feed: Square / 60 seconds</td>
<td>Live: Vertical / 60 minutes</td>
</tr>
<tr>
<td>Facebook</td>
<td>Feed: Vertical or Landscape / up to 60 minutes (shorter is recommended!)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Live: Landscape is better / up to 4 hours</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stories: Vertical / 20 seconds</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>Feed: Vertical or Landscape / up to 10 mins (15 seconds is recommended)</td>
<td></td>
</tr>
</tbody>
</table>
Step 2: Create

How to create great video & imagery

- Make a list of your new content requirements
- Create your own video and images
- Source from stock video sites or Ireland's Content Pool
- Use user generated content (with permission)
- Regram/Share/Retweet on relevant platforms
- Kapwing - adds captions to videos
Step 2: Create

*Use images to show you are part of a bigger experience*
anpucan • Follow
Galway, Ireland

anpucan Did anyone head off to explore the beautiful Galway countryside today #PhaseTwo #galway #wildatlanticway #conemara #lockdown
6d

kbaig93 😊😊 Beautiful!
6d Reply

Liked by galwayadvertiser and 203 others
6 DAYS AGO

Add a comment...
Moody atmospheric cliffs, fab image taken by very talented @marus.kasteckas, we are open to those who live within 5km. More details on re-opening to follow.

#cliffsofmohert #cliffs #photooftheday #irish #discoverireland #wildatlanticway #instaireland #co#clare #tourismireland #irishpassion #irishcentral #milwaukeejournal sentinel #visitireland #irelandtravel #gsireland #wanderireland #eire #exploreireland #irelandgram #insta_ireland #irelandgram #iar #ireland #irlands #irlandia

Like by hylandsburrenhotel and 1,019 others

May 27

Add a comment...
fotawildlife • Follow
Fota Wildlife Park

fotawildlife Today's #TreeThursday is the #Oak tree. Check out our stories to learn more about Ireland’s common Cat tree.

1w

fotawildlife #FotaWildlife
#CorkHarboursIslands #VisitCork
#RingofCork #PureCork
#TourismIreland #OakTree
#SessileOak #IrelandTrees
#native species #Arb #munstertrees #wih
#walking5km #Fota #StayingIn
#naturewalk

1w Reply

Like by fivesisters.zoo and 246 others

JUNE 4

Add a comment... Post

irelandshiddenheartlands • Follow
Rosscommon Castle, Lougunane Park, Co Ros.

irelandshiddenheartlands What's the most impressive building or ruin you've ever come across on your local walk? 🌿 This is Roscommon Castle, standing tall for almost 600 years, and a perfect example of Irish resilience! 🌿 Thanks @christopherfunk_

Please Stay Safe and #HoldFirm

📸

#StayAtHome #StayHomeStaySafe #IrelandHiddenHeartlands #Roscommon #RoscommonCastle #castles #AncientTuln #ireland_Gram #IrelandTravel #DiscoverIreland

3w

Like by brigid_mullooly and 247 others

MAY 19

Add a comment...
Step 2: Create

**Consistent style of images**

**Tip:** When shooting, it’s a good idea to always shoot from the same angle.
Step 2: Create

Text: Pay attention to your caption

Storytelling or Succinct

85% of Facebook videos are watched without sound – captions

Kapwing - https://www.kapwing.com/
Step 2: Create

**Action: Promote your offers**

Do this sparingly as you don’t want your feeds filled with sales messages.
Step 3: Schedule

Social media management tools can save a lot of time

- Schedule the content you’ve made
- Repurpose older high performing content
- Post to each platform
  - Post directly on Facebook and Twitter - use the scheduler
  - Instagram – must use an app for scheduling – e.g. Later, Planoly, Hopper
- Social Media Scheduling Tools – a must if posting on more than one platform – e.g. Hootsuite, Buffer, Agorapulse, Socialbee, etc.
Step 3: Schedule

It’s not about the tool, it’s about the caption!

- Caption evokes your message and brand appeal
- The tags and hashtags you use will ensure you get found
  - Facebook: zero hashtags
  - Twitter: 2-3
  - Instagram: 7-10
- Research your hashtags
  - Check your competitors. See related hashtags.
  - If you’re stuck, draw on the most used hashtags - eg. #throwbackthursday
  - Place them in the caption or post as a comment.
Your Social Media Week

Plan your month’s social media over the course of a single week

- **Mon**: Content planning meeting
- **Tues**: Create content
- **Wed**: Create content
- **Thur**: Create content
- **Fri**: Schedule posts
Key Takeaways

- Plan your content 4-6 weeks in advance. This gives you time to prepare or repurpose.
- Discover your favourite app for creating and enhancing images and video. Now’s the time to bring on video!
- Take care when posting to really make your caption and hashtags work.
BOOSTING SALES WITH SOCIAL MEDIA

Getting Instagram Right
Instagram

Very visual medium to... BUILD BRAND AWARENESS

- 1 billion people Monthly Active Users. 500 million people use Instagram Stories every day
- 52% female / 48% male
- Who spend an average of 28 mins on the platform every day!
- Brands and businesses are welcome! 200 million users visit business profiles every day.
Instagram is well suited to TOURISM
Instagram is well suited to TOURISM
Instagram is well suited to **FOOD**
Instagram is well suited to **FOOD**
Instagram is great for **WEBSITE INTEGRATION**

Can provide a beautiful and aesthetical pleasing social feed on your website – unlike other social feeds.
Posting on Instagram

4 places to post content on Instagram

1. STORIES
2. FEED
3. IGTV
4. LIVE

INSTAGRAM VIDEO SPECS

- **60 SECONDS LANDSCAPE VIDEO 600 x 315**
- **60 SECONDS SQUARE VIDEO 600 x 600**
- **75 SECONDS VERTICAL VIDEO 600 x 750**
Your Brand Aesthetic / Moodboard

Green & Healthy

Tropical pink
Your Brand Aesthetic / Moodboard

Dark and cosy

Tiled
Your Brand Aesthetic

Our business is...  Types of images we can show

Our colour palette

Filters we use:

Refer to the download that accompanies this video
## Instagram Filters

### Inbuilt filters

- **FEED**
  - Gingham, Clarendon, Juno

- **STORIES**
  - Rio, Tokyo, Cairo

### 3rd Party Tools & Apps

- **Canva**
  - has a wide set of templates

- **Apps**
  - VSCO, Unfold, Mojo

### Research

- **Top 3 filters for NATURE** (Valencia, #nofilter, Brooklyn)
- **Top 3 filters for FOOD** (Skyline, #nofilter, Helena)
Profile & Bio

As important as the home page of your website

- Write for your audience
- Do use emoji’s and hashtags
- TIP: do it on desktop to get line spacing right
- URL - use it wisely
Instagram Grid

ONLY post stunning images on grid!
Instagram Grid

Shoot from the same angle
Brands and businesses that are on Instagram post an average of 2.5 Stories on Instagram per week.

The reason why? 2-3x more engagement with Stories posts than regular posts.

500 million DAU.

The fun side of Instagram - less stylised, lower production values but where a lot of the action is.

More focus on creativity than design.
Story Ideas

Behind The Scenes

Features
show dog friendly

How to...
Save Stories as Highlights

- Extend the life of Stories beyond 24 hours.
- Highlight your services or your brand attributes on top of your Instagram profile page.
- Best practice is 4-5
Story Ideas

1. **Assets**
   What type of content you are posting?
   - Text only
   - Photo
   - Video
   - Poll
   - Quiz
   - Boomerang
   - Superzoom

2. **Stories stickers**
   Very important where you can literally add personality to your post.
   - Minimum use location, mention, hashtag.
   - Why? because this can get you into Explore
   - Get creative with other stickers and Stories features - gifs, countdowns, questions, gifs.

3. **Save Stories as Highlights**
   Handy way to add more content to your profile
Key Takeaways

- Develop your Instagram brand aesthetic.
- Post only stunning images on the feed.
- Have fun with Stories. Show off your brand personality.
BOOSTING SALES WITH SOCIAL MEDIA

Promoting Your Campaign
Immediate Opportunity

Cost of advertising on Facebook and Instagram gone down recently
1. Have your Facebook Pixel set up under Business Settings > Data Sources > Pixels

2. Audiences - where you create custom & lookalike audiences

3. Add your credit card – under Business Settings you can set your max spend limits

4. Creative Hub - where you can design and make your ads
## Type of ads to run

### What's your marketing objective? Help: Choosing an Objective

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>🌟 Brand awareness</td>
<td>🚗 Traffic</td>
<td>🌐 Conversions</td>
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<tr>
<td>🌐 Reach</td>
<td>🧑‍💻 Engagement</td>
<td>🛒 Catalog sales</td>
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<td></td>
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<td>🎥 Video views</td>
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<td></td>
<td>🍾 Lead generation</td>
<td></td>
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<tr>
<td></td>
<td>📣 Messages</td>
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</tbody>
</table>
Ongoing Ad - Brand Awareness

What are brand awareness ads?

- Brand Awareness – the 1st stage to influence in customer’s decision-making process.
- It’s about brand recall and hard to measure, but website traffic can be a good place to start.
- Use a simple photo.
Targeting

- Target Warm Audiences First: Best Option
  - Upload customer list, enquiries list, website visits, engaged with your content
  - Retarget abandoned cart people
  - Lookalike audiences

- Alternative option: Target cold audience based on interest

Make sure you are GDPR COMPLIANT

Thyme Restaurant Diners
- Location: Ireland
- Age: 25 - 65+
- People Who Match: Interests: Fine Dining, Dining Out or Foodie
Targeting: Demographics

- Set constraints based on your personas - e.g. age, location, etc.
- Don’t go too tight because it can help to let the algorithm do its thing.
- A good idea to go broad-ish for 3 days and then check your results to see what’s delivering.
- This holds true for placements also.
Targeting: Placements

Can go broad and see where your results come from...run for 3 days.

- Automatic Placements (Recommended)
  Use automatic placements to maximize your budget and help show your ads to more people. Facebook’s delivery system will allocate your ad set’s budget across multiple placements based on where they’re likely to perform best.

- Manual Placements
  Manually choose the places to show your ad. The more placements you select, the more opportunities you’ll have to reach your target audience and achieve your business goals.

Or turn off the recommended, exclude the following:
Budget

It’s a good idea to run with the recommended pricing mechanism on FB ads.

- **Daily budgets**
  Max gets spent per day.

- **Lifetime budgets**
  You can spend it all at the start.
Ad Creative

Start with 4 example ads – mix it up with video/images
Ad Creative

- Start with 4 example ads – mix it up with video/images

- Can only have 20% on the image – use the Image Checker Tool to make sure your ad will pass this test
Ad Creative

Start with 4 example ads – mix it up with video/images

Can only have 20% on the image - use the Image Checker Tool to make sure your ad will pass this test

Use dynamic creative function – will create variants of your ads and test which combination works best

source: AdEspresso
Ad Creative

- **Headline**: summary of your offer (appears in the bottom!)
- **Call to action**: Learn more. Shop now. Sign up. (Learn more has higher CTR, but Sign up has higher conversion rate) - Use the dynamic creative function to test.
- **URL**: link destination (to landing page)
- **Post text**: appears above creative or below (Instagram)
Epic Adventure Campaign

Isn't It Time?

Epic Adventures
All Day Pass
EXPERIENCE THE GREAT OUTDOORS AGAIN.

Cycling, kayaking, climbing and so much more! Enjoy the outdoors together again with Epic Adventures.

DON'T MISS OUT!

BOOK NOW

WHATEVER ACTIVITY YOU CHOOSE...

DO IT TOGETHER WITH EPIC ADVENTURES!

So many activities to choose from. Book a couples adventure day out.

ONLY €149 INCLUDING LUNCH.
Epic Adventure Campaign

Ensure some of your ads address the blockers that stop people from taking action.
Epic Adventure Campaign

**Limited offer of €149 for your all day pass. Includes lunch. Available until end of June only. Book now to enjoy that fresh air feeling with your loved ones. 😊**

**Adventure Day Pass Only €149**
Includes free lunch, available until 30/06/2020

**Get back out in the fresh air.**
Book a family adventure day out.

**ONLY €149 INCLUDING LUNCH**

**Book Now**

**Book a couples adventure day out.**
Limited time only.

**ONLY €149 INCLUDING LUNCH.**

**Book Now**
Ad Campaign tips

- Single image? Video or image? Or carousel?
- Video works great esp. at top of funnel.
- Carousels are great for telling a story, but never really outperform video.
- Best to stick to 15-30 seconds / 15 for Instagram Stories and must be portrait.
- Stories Ads need to be quick – multiple scenes. 60% watch with sound turned ON so use sound to help you.
- Creative hub - can do mock-ups - can make videos using min of 6 still images.
- Saved mock-ups can be directly imported at the ad creative level.
Video to Lead gen/conversion ads

**IMPORTANT: Exclude customers from your ads**

- Start with top of funnel – “what do they know now”
- Retarget + 3 second views – “what do they need to know tomorrow”
- Run lead gen ads/conversion ads with offer
Reasons Ads Aren’t Approved

**Assuming you’re not promoting anything prohibited...**

- You’re in breach of FB community standards - safety, objectionable content, integrity...
- 20% text rule
- Targeting personal attributes such as race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record, or name,
- Avoid using you, yours, other in your copy
It’s WORTH IT

The opportunity that is paid social. Nowhere else can you reach your target audience for as little as 1 or 2 cent.

Spend time on your creative. It is the touchpoint of your ads.

Consult the download for more detail and for budget planning guidance.
BOOSTING SALES WITH SOCIAL MEDIA

Measuring & Optimising Your Social Media Campaign for Results
Keep an eye on the data at all stages. Always seek to improve. Test everything.
Key Metrics for Social Media Organic Content

- Likes and Reactions are measures of engagement with your content.
- Comments are the voice of your audience across every platform!
- Tracking comments is a good first measure for engagement.
- Sharing has been happening less, although retweets are still a valid metric on Twitter.
FACBOOK ACTIVITY FREQUENCY
THE NUMBER OF TIMES A ‘TYPICAL’ USER* PERFORMS EACH ACTIVITY ON FACEBOOK

NUMBER OF FACEBOOK PAGES LIKED (LIFETIME)
1
FEMALE: 1
MALE: 1

POSTS LIKED IN THE PAST 30 DAYS (ALL POST TYPES)
12
FEMALE: 14
MALE: 12

COMMENTS MADE IN THE PAST 30 DAYS (ALL POST TYPES)
6
FEMALE: 7
MALE: 5

FACEBOOK POSTS SHARED IN THE PAST 30 DAYS (ALL POST TYPES)
1
FEMALE: 2
MALE: 1

FACEBOOK ADS VIEWS CLICKED IN THE PAST 30 DAYS (ANY CLICK TYPE)
13
FEMALE: 16
MALE: 11

*NOTE: FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.
**Key Metrics - Content**

- **Value of comments** depends on size of following:
  - 10 comments from a following of 300 = 3%
  - 10 comments from a following of 1,300 = 0.7%

- **Engagement rate** sums up overall engagement with the page - expressed as % of audience size
  
  \[
  \text{Engagement Rate} = \frac{\text{Total engagements}}{\text{Total Followers}}
  \]

### Engagement Rate Levels

- **LOW** 0 - 1.6%
- **GOOD** 1.6 - 3.5%
- **HIGH** 3.5 - 6%
- **VERY HIGH** 6%+

---

*Failte Ireland*

*National Tourism Development Authority*
Key Metrics - Content

Influencers + engagement rate: Phlanx

- High follower count plus low number of comments – be wary!
- Check who comments are from

phlanx.com/engagement-calculator
Key Metrics - Content

Is your engagement rate low?

- Your audience are no longer on that platform.
- Is your content engaging? Are you asking questions? Using polls? Looking for opinions, or other devices to get people talking to you
- Are you posting too often? 1 a day max
- Are you using relevant location tags and hashtags to help your content be found to new audiences outside your followers
- Is your content good enough? Sales only posts? Boring product shots?
## Stories Metrics

<table>
<thead>
<tr>
<th>Instagram Stories Metrics</th>
<th>Facebook Stories Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(up to 14 days)</strong></td>
<td><strong>(28 days)</strong></td>
</tr>
<tr>
<td>Replies - # messages sent directly to your inbox for that story. Similar to comments on a post, but unlike comments, they end up in your inbox and don’t appear publicly.</td>
<td>Unique Opens - number of people who viewed your story (in past 28 days)</td>
</tr>
<tr>
<td>Impressions - number of times your Story has been viewed</td>
<td>Engagements - reactions, sticker interactions, swipe ups, profile taps, replies and shares (in past 28 days)</td>
</tr>
<tr>
<td>Tap Forwards - number of times people tapped to view your next Story</td>
<td></td>
</tr>
</tbody>
</table>
Ad Metrics

**OBJECTIVE: Video Views**

- Cheapest way to get your content seen @ 1-2 cent per view.
- Total views: total number of people who saw the video (reach) (3 secs+)
- 10 second video views - more relevant than 3 seconds
- Average completion rate: % of your video watched, denotes attention
- Click Through Rate: how many people took action. Put your CTA at middle or start.
- Engagement

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Impressions</th>
<th>10-Second Video Views</th>
<th>Cost per 10-Second</th>
<th>Video Plays at 25%</th>
<th>Video Plays at 50%</th>
<th>Video Plays at 75%</th>
<th>Video Plays at 100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACQ_websitevisits</td>
<td>58,632</td>
<td>1,848</td>
<td>€0.09</td>
<td>5,172</td>
<td>2,554</td>
<td>1,685</td>
<td>1,084</td>
</tr>
<tr>
<td>ACQ_videosviews</td>
<td>16,470</td>
<td>12,050</td>
<td>€0.01</td>
<td>12,724</td>
<td>12,253</td>
<td>12,049</td>
<td>11,943</td>
</tr>
<tr>
<td>RETENTION</td>
<td>4,640</td>
<td>143</td>
<td>€0.50</td>
<td>337</td>
<td>175</td>
<td>137</td>
<td>113</td>
</tr>
</tbody>
</table>
Ad Metrics

OBJECTIVE: Conversions

Conversion rate
% of people who clicked on ad and took further action

- **Conversion rate**: average for tourism & hospitality is 2.8%
- **Cost per conversion (CPC)**: how much it cost to get people to take that action. For example, €35 - are you willing to pay that for a conversion? If you are selling a high value item, perhaps yes. If you are selling a low value item, probably not.
- **Click through rate (CTR)**: how many people clicked on the link in the ad. Not necessarily took the action. If your CTR is high and your CPC is low – look at your landing page.

Different conversions at different stages of the funnel
Ad Metrics

OBJECTIVE: Lead Generation

- **Impressions**: number of times it was shown (different from reach which is the number of individual people it was shown to)
- **Link clicks**: number of clicks from the ad to the sign up page
- **Click Through Rate (CTR)**: links / impressions
- **Leads**: number of people who signed up, eg. €3.50
- **Cost per lead**: how much it has cost you so far (total spent/leads)

Different conversions at different stages of the funnel
Access the Data - Facebook
Access the Data - Instagram

GO TO: Insights >> Content

Note that you can only see last 14 days.

If you report monthly you must remember to do this twice in a month!
Access the Data - Twitter
Website Traffic
Google Analytics to View Results From Social Campaign

- Conversions

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Conversions</th>
<th>Conversion Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>91</td>
<td>46.91%</td>
</tr>
<tr>
<td>Facebook</td>
<td>49</td>
<td>25.26%</td>
</tr>
<tr>
<td>YouTube</td>
<td>40</td>
<td>20.62%</td>
</tr>
<tr>
<td>Twitter</td>
<td>8</td>
<td>4.12%</td>
</tr>
<tr>
<td>Instagram</td>
<td>3</td>
<td>1.55%</td>
</tr>
<tr>
<td>Vimeo</td>
<td>3</td>
<td>1.55%</td>
</tr>
</tbody>
</table>

194
% of Total: 13.33% (1,435)
# Google Analytics

**Acquisition >> All Traffic >> Channels >> Social**

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>190</td>
<td>181</td>
<td>196</td>
</tr>
<tr>
<td></td>
<td>% of Total: 0.52%</td>
<td>% of Total: 0.50%</td>
<td>% of Total: 0.47%</td>
</tr>
<tr>
<td></td>
<td>(56,646)</td>
<td>(36,036)</td>
<td>(41,455)</td>
</tr>
</tbody>
</table>

1. Facebook 144 (75.79%) 137 (75.69%) 148 (75.51%)
2. LinkedIn 25 (13.16%) 25 (13.81%) 25 (12.76%)
3. Pinterest 7 (3.68%) 6 (3.31%) 7 (3.57%)
4. Twitter 7 (3.68%) 7 (3.87%) 7 (3.57%)
5. YouTube 5 (2.63%) 4 (2.21%) 6 (3.06%)
6. Instagram 1 (0.53%) 1 (0.55%) 1 (0.51%)
7. Pocket 1 (0.53%) 1 (0.55%) 2 (1.02%)
Tracking conversions

Completing an action that drives value to your business which is likely to be:

- Enquiry Form
- Thanks for Booking

Social Promotion
Offer Page
Checkout

GOAL is achieved
How to set up a goal

Set Up A Goal To Track Results

<table>
<thead>
<tr>
<th>Goal</th>
<th>Id</th>
<th>Goal Type</th>
<th>Past 7 day conversions</th>
<th>Recording</th>
</tr>
</thead>
<tbody>
<tr>
<td>destination</td>
<td>Goal ID 1 / Goal Set 1</td>
<td>Destination</td>
<td>24</td>
<td>ON</td>
</tr>
</tbody>
</table>

19 goals left
Key Takeaways

- Social media content is best measured on engagement rate
- Be clear on the conversion required and ad objective used at each stage of the sales funnel
- Use Google Analytics to know that your social media activity is driving website traffic and goals