

90octane

January 7th, 2016
Paid Social Media

Why Should You Care?

State of Paid Social

1 in 7

people in the world active on one day

97%

of Global Businesses use Social

\$8.3b

anticipated ad earnings for 2015

66%

of marketers anticipate raising their social spend



Largest audience & easy ad platform



Best channel for B2B efforts



Perfect for trending topics



Highest engagement rates per follower

Why Should You Care?

State of Paid Social

Over 70% of B2B purchase decision makers use social media to help them decide (Dell)



Over half (57%) of the selling process is completed for consumers before a company even has a chance to interact with them (Corporate Executive Board)



55% of all buyers do their research using social (IBM)



Why Should You Care?

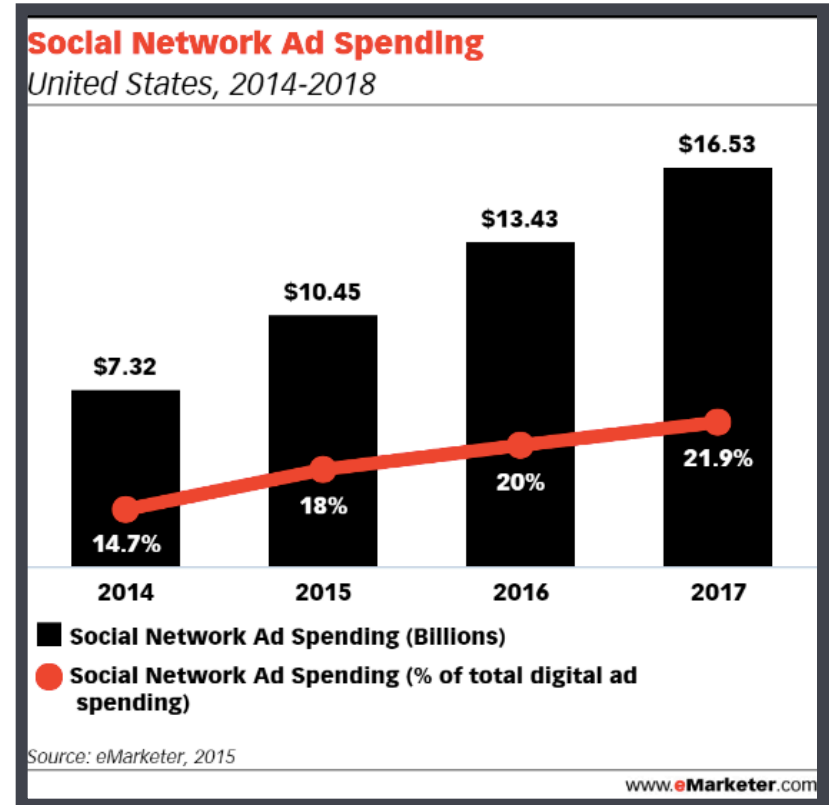
Social Media is No Longer Free

Content is King

A high number of page likes is important, but it doesn't necessarily indicate the size of your audience.

Organic reach is lower than ever, which means we have to be *smarter* with social.

- Focus on providing value to your audience to help boost reach and engagement.
- Promote your highest impact posts
- Utilize paid follower acquisition tools to grow your audience



The best social media strategies leverage both organic and paid efforts

Facebook Ads

Multi-Product Ads

The image shows a Facebook advertisement for Shutterfly. At the top left is the Shutterfly logo and a 'Sponsored' tag. Below this is the promotional text: 'Enjoy 40% off with code 40FORU through Tuesday, Feb 17. #PresidentsDaySale'. The main content is a carousel of four product images. The first image shows two mugs, one with 'LOVE XOXO!' and another with a dog's face. The second image shows a white cat sitting in a wicker basket. The third image shows a collage of photos in a white frame. The fourth image is the Shutterfly logo on a red square. Below each product image is a caption: '40% off Mugs', '40% off Pet Tags', and '40% off Collage Frames', each followed by 'Use code: 40FORU'. At the bottom right of the carousel is a call to action: 'See more at shutterfly.com'. Below the carousel, the ad shows engagement metrics: '72 Likes · 13 Comments · 7 Shares' and interaction buttons for 'Like', 'Comment', and 'Share'.

Shutterfly
Sponsored

Enjoy 40% off with code 40FORU through Tuesday, Feb 17. #PresidentsDaySale

40% off Mugs
Use code: 40FORU

40% off Pet Tags
Use code: 40FORU

40% off Collage Frames
Use code: 40FORU

See more at [shutterfly.com](https://www.shutterfly.com)

72 Likes · 13 Comments · 7 Shares

Like Comment Share

Facebook Ads

Local Awareness Ads



MU Campus Dining

Sponsored · 🌐

Tailgating? Mizzou Market - Hitt Street has everything you need, including Subway!



Mizzou Market Hitt Street

Mizzou Market – Hitt Street and Subway are both open right now! Swing by before, during or after the game for sandwiches, snacks, drinks and more!

[Get Directions](#)

Facebook Ads

Offer



Jasper's Market posted an offer.

Sponsored ·

Like Page

Spend \$50 and get \$10 off your first order.



\$10 off your first order

Expires Sunday, May 31, 2015

5,588 people claimed this offer

Get Offer

Like · Comment · Share · 136 5,097 4,905


Instagram Ads

Click to Website

9:41 AM

Instagram

tiesks Sponsored



♡ 🔍

SHOP NOW

♥ 8,511 likes


tiesks This winter has been ruff! #WaitingForSpring #BallerinaPink #Tieks

🏠 🔍 📷 💬 👤

9:41 AM

Instagram

classpass Sponsored



♡ 🔍

INSTALL NOW

♥ 370 likes


classpass One hour warning! What class are you signing up for at noon?

🏠 🔍 📷 💬 👤

9:41 AM

Instagram

eatevolve Sponsored



♡ 🔍

SIGN UP

♥ 14 likes

eatevolve Why do we use vacuum packing? We want to deliver you the freshest meals possible and vacuum packing allows your food to stay fresh and

🏠 🔍 📷 💬 👤

9:41 AM

Instagram

jellyskateboards Sponsored



♡ 🔍

LEARN MORE

♥ 966 likes

jellyskateboards You thought the smaller kingslayer jelly was cool? You got to check the CRAZY flex on these new #manowar jelly boards! #justtobeclear

🏠 🔍 📷 💬 👤

Twitter Ads

Promoted Tweets



@all_Laundry @all_Laundry · Jun 5

Did you know that all free clear costs almost half as much as the next leading free liquid detergent? #score

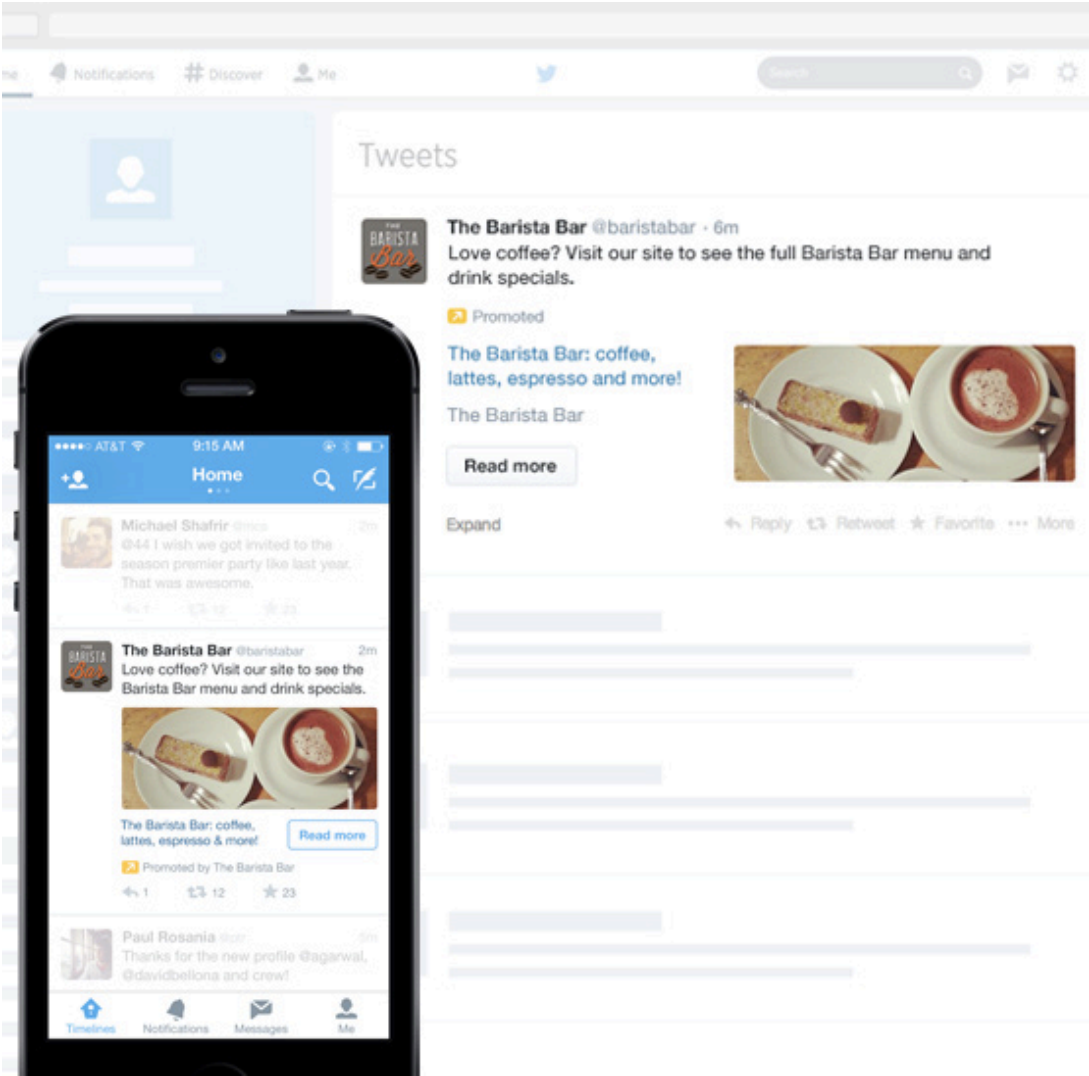


[View photo](#)

Promoted

Twitter Ads

Website Cards



Social Media Trends

Looking to 2016



All About Money

E-commerce and social media continue to blend with a reduction of steps in between ad and purchase.

Marketing experts expect ad spend on social to keep up with the exponential growth of recent years.



Smarter and Enhanced Targeting

As the social space gets more crowded, marketers will need to be more intelligent about their tactics. Brand will succeed in 2016 by understanding their target audience and providing relevant and useful content.



Engagement and Customer Service

Social media is the best place for two-way conversation between brands and consumers. However, that opens the door for complaints, questions and other customer service facing problems. As customers begin to rely on you as a resource, be prepared to communicate through social networks as an extension of your customer care.

Thank You



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