

Social Media For Sustainability

Community of Practice #3

Social Advertising Fundamentals – Using Paid Social Media Advertising to Promote Your Community Healthcare Center

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Today's Agenda

1. Identify and understand Four components of an online marketing campaign.
2. Recognize the importance of social media ads.
3. Learn ways to plan social media campaigns.
4. Defining landing pages are and what they are used for.
5. Elements of effective landing pages.

Digital Marketing Campaign



Elements of a Digital Marketing Campaign



Your Audience

Elements of a Digital Marketing Campaign (cont.)



Campaign Goals

Elements of a Digital Marketing Campaign (cont.)



Call To Action

Elements of a Digital Marketing Campaign (cont.)



Landing Page

The Value of Social Media Advertising

- Size of audience you can potentially reach
- Finely tuned targeting capabilities social ads platforms offer
- The amount of money you have available



Questions to Consider for Your Social Ads Campaign

- Does your organization have a social media strategy plan?
- Do you have a clear idea of how social ads will help support your goals and objectives?

Best Practices for Planning Your Social Media Ads Campaign

- You want to plan what the ad will say, who to target, what action you want them to take and how those actions will be measured
- Ads should have a narrow scope and drive only one action, e.g. click through, engagement, register for an event, or download a report or e-book
- Examine traffic sources and evaluate which social network provides quality traffic
- Research audience ahead of time

Example of Social Media Strategy to Create an Ad

Goal 1 - To increase awareness of our prevention program to the 25-40 years old MSM population of color in Brooklyn, NY and surrounding areas, via social media

- **Objective** - By June 30, 2017, our Facebook page will have a fan base of 500 people by creating and posting relevant content for the MSM community
- **Strategy** – Will create a Facebook campaign highlighting the services, testimonials, clients stories for our MSM population
- **Tools** – Facebook posts and Facebook ads

Best Practices for Implementing Social Ads Campaigns

- Pick a campaign type that aligns with your program goals and objectives
- Research your audience. Know who you want to reach
- Look at best performing organic posts to examine their content – can you use the same content to create an ad

Best Practices for Implementing Social Ads Campaigns (cont.)

- Use a combination of visuals to make ads stand out
- Look at your budget and how much each new participant or engagement is worth to your program or organization
- Test multiple combinations of images, copy, calls to action and placement

Landing Pages

A landing page is a dedicated and stand alone page that visitors land on after clicking on an online marketing call-to-action.

Marketing Principle

Never Start a Marketing Campaign Without a
Dedicated Landing Page

Elements of an Effective Landing Page

Logo and
Hidden
Navigation Bar



BRUISES FADE.
CUTS HEAL.

BUT SOME SCARS
LAST FOREVER.

GROWING UP IN A VIOLENT HOME IMPACTS EVERY
ASPECT OF A CHILD'S LIFE, GROWTH & DEVELOPMENT.



3 Image

Headline

1 **GET THE FACTS.**

Copy and
Format

2
DOWNLOAD THE FACTS
ON CHILDREN AND
DOMESTIC VIOLENCE.

THE MORE YOU KNOW,
THE MORE YOU CAN DO.



4 Form

Email *

First Name

Last Name *

Postal Code *

5 **GET THE FACTS >>**

[*Privacy Policy](#)

5 Call-To-Action

Elements of an Effective Landing Page (cont.)



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Thank You
Page

Planning Your Social Ads Campaigns

An effective campaign has the following pieces:

- *Step 1: Define your campaign goals*
- *Step 2: Know your audience*
- *Step 3: Design your landing page*
- *Step 4: Choose your social ads platforms*
- *Step 5: Create a budget for your campaign*
- *Step 6: Test and Analyze*
- *Step 7: Make any necessary adjustments*

Thank you for participating in this Webinar.

We hope that you are able to find the information provided useful as you continue your P4C project. We ask that you take a few moments to complete the feedback survey you will receive when you close out of this webinar.

If you have any additional questions, please email us:

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