Certificate I

COURSE 3, SOCIAL

CERTIFICATE I
SOCIAL

media federation of australia

DIGITAL FOUNDATIONS

MODULE 1
WHAT IS SOCIAL?
STUDY GUIDE

media federation of australia

CONTENTS

COURSE: SOCIAL

1 What is Social?

2 Key Social Terms

3 Market Overview

4 Planning Process and Audiences/Targeting

5 Objectives & Success Metrics

6 Formats

7 Trading Models

Welcome to the SOCIAL Course.

There are two Certificates, which cover 8 different courses that you need to know to achieve MFA Digital Foundations Certification.

This is the third course for Certificate I, i.e., SOCIAL

There are similarities across the courses, and where the similarities occur, we will attempt to show examples and share our experiences for Social.

The Social course has 7 modules. Each bite sized module runs for 5-10 minutes, with a quiz or interactive exercise at the end of each module.

In this Social training course, we'll be covering:

MODULE 1 – What is Social?
MODULE 2 – Key Social Terms
MODULE 3 – Market Overview
MODULE 4 – Planning Process and Audiences/Targeting
MODULE 5 – Objectives and Success Metrics
MODULE 6 – Formats
MODULE 7 – Trading Models

WHY WORK IN SOCIAL?
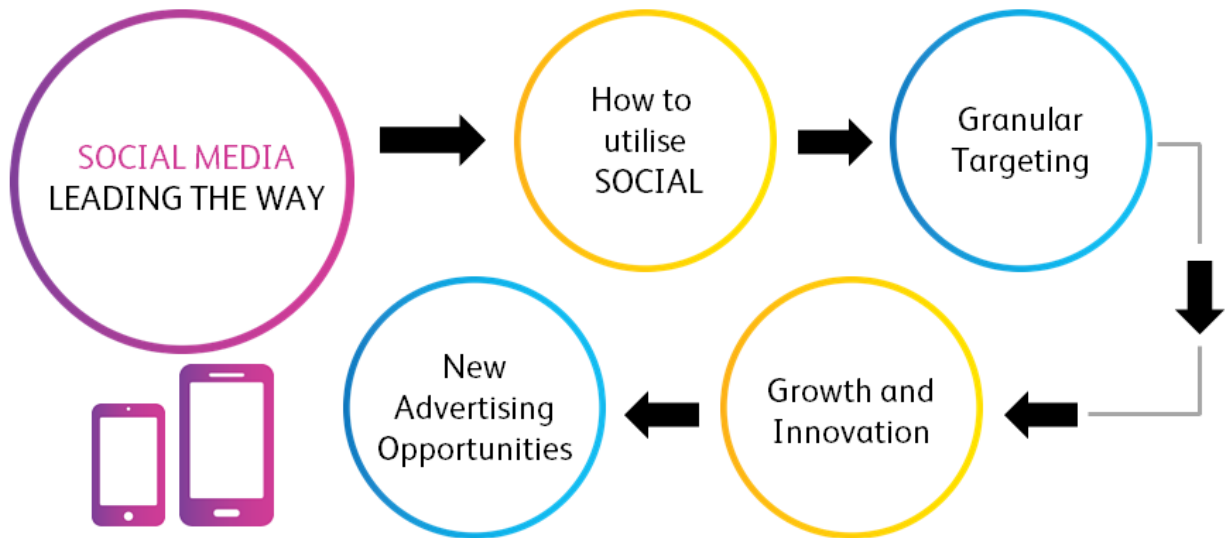
MODULE 1: WHAT IS SOCIAL?

Why work in Social Media?

Social Media is leading the way in utilising data:

- Social Platforms create emotional connections while enabling granular data analysis and targeting.

- From targeting ten people to tens of millions, Social allows brands to connect with consumers with highly targeted and innovative ads.

- You get to be creative and original, and new advertising opportunities are constantly emerging.

- With each platform constantly growing and developing, Social Media will soon become the primary marketing channel for many brands.

KEY POINT – With unique targeting and creative engagement potential, Social is becoming the primary marketing channel for many brands.

WHAT IS SOCIAL MEDIA?

It's about the principle of sharing…
within a Social community

THE SIMPLE DEFINITION

Social media
noun
Are web-based communication tools that enable people to interact with each other by both sharing and consuming information.

It is people having conversations online within a Social community

---

<u>What is Social Media?</u>

At its core, Social Media sites facilitate conversations between online communities through apps and platforms. They communicate with video, imagery and in groups.

It is on the go, creating a mobile platform for sharing and communication.

KEY POINT - Social Media are web-based communication tools that enable people to interact with each other by both sharing and consuming information.

SOCIAL MEDIA IS NOT NEW ...
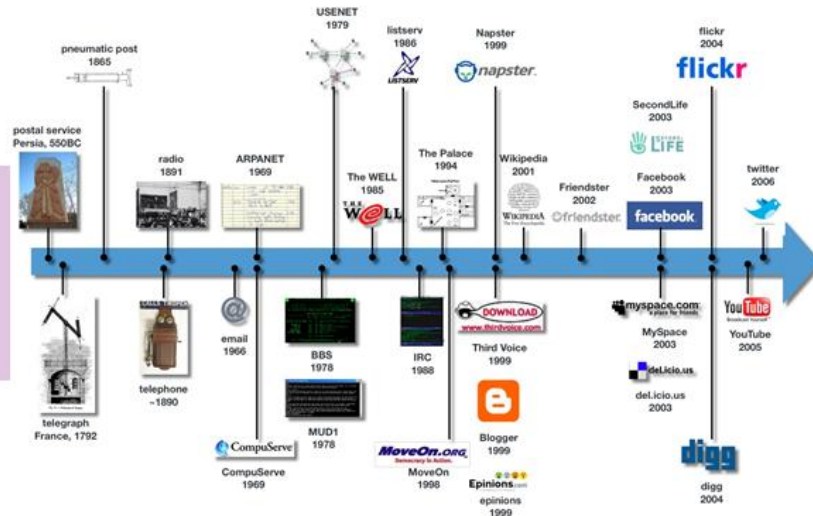
Sharing ideas is not a new behaviour ... technology has simply provided the connections to make it global.

Human beings have always looked-for ways to share ideas, gossip and news - just think of the postal service, telegrams and the telephone, all of which were considered revolutionary in their day.

But the internet and the rise of Social platforms have given a new scale and speed to Social sharing. It has also helped individuals find whole new groups of people; like-minded thinkers and new communities of interest all around the world.

KEY POINT - Social Media principles are not new, but Social Platforms enable scale, speed, and ability to find like-minded people.

SOCIAL: Paid v Organic

There are two types of Social – Paid and Organic

PAID SOCIAL

Paid Social dominates our industry. It involves a budget, content and a Client that wants their content to be seen.

ORGANIC SOCIAL

Organic Social is managing, interacting and listening to your Social community, using tools provided by each Social platform to share posts and respond to customers.

Organic Campaigns are where you respond to your community and listen to what people are saying about or to you.

Mostly used by brands as a customer service channel.

For example, airlines responding and updating customers on flight services and delays, or responding to comments posted on your page.
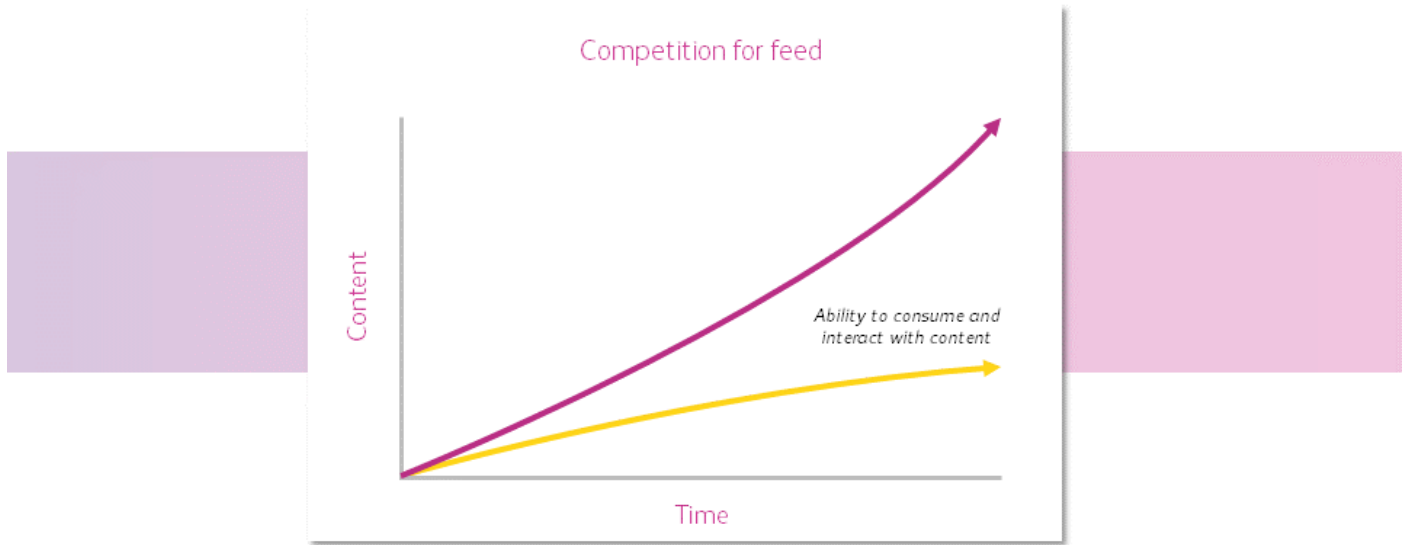
Organic Reach refers to how many people you can reach without paying, for example, by posting on your Facebook page.

This training module will focus on Paid Social.

KEY POINT - There are two types of Social – Paid and Organic.

WHY DO WE NEED PAID SOCIAL?

Why do we need Paid Social?

There is a staggering amount of content produced each day, and people are scrolling through hundreds of pages of content.

Social Platforms use algorithms to surface content to the right people at the right time.

Social Platforms also manage the inventory that companies such as Facebook have available for advertisers.

As media advertisers, we use these algorithms to get brands content in front of a target audience. There is simply far more content being made now than there is time to absorb it.

For example, of the 1,500+ stories a person might see whenever they log onto Facebook, News Feed displays approximately 300. As a result, more and more paid amplification is required to ensure your post will be seen.

Using Facebook as an example:

- The algorithm used will prioritise posts from friends and family over public content.

- Facebook use signals like how many people react to, comment on or share posts to determine how high they appear in the News Feed.

- Facebook will also prioritise posts that spark conversations and meaningful interactions between people. These are posts that inspire back-and-forth discussion in the comments and posts that you might want to share and react to.

In most instances, a page on Facebook with over 1 million followers will only have an organic reach of 2 to 5%. This means, each post would reach a max of 20,000 users.

Now, brands have to 'pay to play' on the network.

Paid Social ads are the only way to get ROI from Social.

KEY POINT - **Paid Social is the only reliable means of building a targeted and effective audience for your brand on the major Social Networks.**

Not only because there's so much content in everyone's News Feeds, but also because the algorithms used by the big players favour Paid over Organic.

HOW DO SOCIAL NETWORKS DETERMINE WHAT IS RELEVANT TO ME?

How do Social Networks determine what is relevant to me?

Social Networks utilise content algorithms that assess the content brands are publishing and promoting and its relevance to the user being targeted.

So, what is a Total Value?

Social is a biddable environment and every ad is assigned a' Total Value'. Within the 'Total Value' there are four key features we need to take into consideration:

1. BID – the amount you are willing to spend to ensure your content is seen by your target. Bid aggressively if you want your ad to be seen or book on reach or frequency if you want to secure inventory.
2. Deliver Desired Action – for example, if your ad wants to drive people to the website, is your ad actually going to ask for that when it enters the auction.
3. Ad Quality – Scores how relevant your ad is based on the creative and other factors in the auction.
4. Relevance - ad relevancy scoring on how relevant your ad is to the targeted individual and is based on a number of factors.

KEY POINT - Social Platforms aim to show the right content, to the right people, at the right time.

They need to filter thousands of stories from brands, family and friends so that their users don't miss the stories that are important to them.

RELEVANCY

It's about assessing whether your ad is relevant to the audience being served it… This is done by platforms such as Facebook

A disconnect = a lower serving ad

If several ads are competing for the same audience, the ad with the highest total value wins the auction

High quality + high relevancy can beat a high bid

Relevancy is when platforms such as Facebook will look at your overall ad and assess whether it is relevant to the audience you're serving it against. If there is a disconnect, your ad will not be served above another's.

If there are several ads competing for the same target audience, the ad with the highest total value will win the auction and the ad will be served.

This means that an ad that's high quality and very relevant can beat an ad that has a higher advertiser bid.

IN THIS SECTION WE HAVE COVERED…

1	Reasons to work in Social
2	What is Social Media
3	The differences between Paid and Organic Social
4	Why we need Paid Social
5	How do Social Networks determine what is relevant for the user

SUMMARY

Module 1: What is Social?

In this module we have covered:

- Reasons why to work in Social
- What is Social Media
- The differences between Paid vs Organic Social
- Why we need Paid Social
- How do Social Networks determine what is relevant for the user

DIGITAL FOUNDATIONS

MODULE 2
KEY SOCIAL TERMS

STUDY GUIDE

LET'S START WITH SOME KEY TERMS

Buy Type

Bid

Checkout (conversion)

Auction

Custom Audience

Dark/Sponsored Post

Partner Categories

News Feed/Timeline

Relevance Score

Business Manager

Reach

Impressions

Clicks/Link Clicks

CTR

Actions
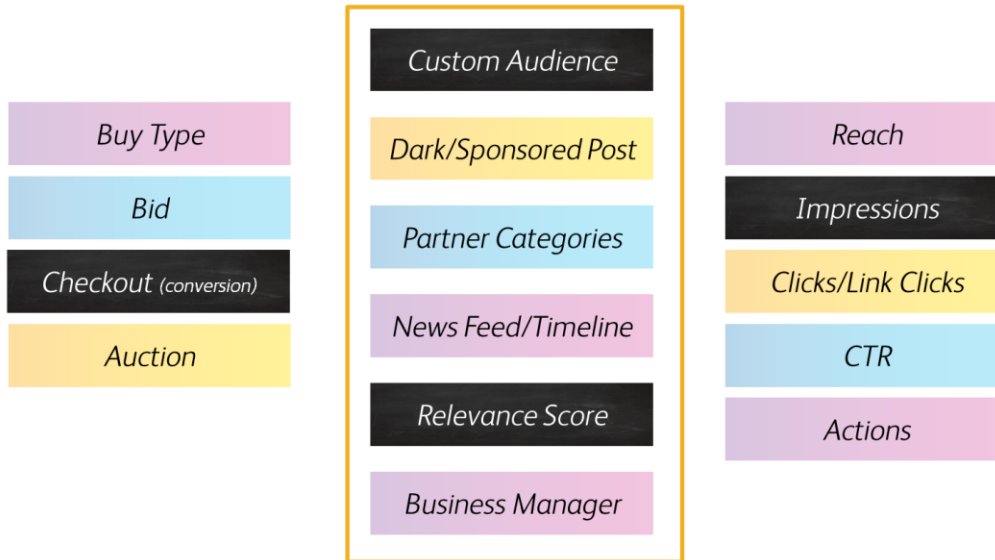
MODULE 2: KEY TERMS

Now that you know how we use Social Networks, here are the common terms.

KEY TERMS

- **Custom Audience:** A Custom Audience from a customer list is a type of audience you can create from your existing customer or database. It allows you to load this list directly within the platform to target.

  A common example might be for a new customer acquisition campaign. In this campaign you might load all of your existing customers and suppress them, so you do not spend paid media targeting them. Alternatively, if you were doing a loyalty campaign, you would load that same list to positively target.

- **Dark/Sponsored Post:** A page post created in Business Manager that will appear in News Feed but not on your Page. It allows you to create an ad for that post without it appearing on your Page's Timeline.

  This could be something that is time sensitive that you do not want to appear until a later date. For example, you only want a Black Friday post to be live for a certain amount of time.

  Dark Posts have to be amplified with paid media to be seen.

- **Partner Categories:** Partner Categories include data from trusted 3rd party data partners, such as audience lists from Experian or Quantium.

  Depending on the platform, you may need to purchase these audiences directly from a data partner. In some instances, a platform may have these audiences integrated within their platform for targeting.

- **News Feed/Timeline:** **News Feed** is the constantly updating list of stories in the middle of your home page. News Feed includes status updates, photos, videos, links, app activity and Likes, as well as pages and groups that you follow on Facebook.

  Timeline is the space on your profile where you can see your own posts, posts from friends, and stories you're tagged in organised by the date they were posted. Groups are where you will find information with a closed network of people.

- **Relevance Score:** A rating of 1 to 10 based on how your audience is responding to your ad. This score is calculated after your ad receives more than 500 impressions. Facebook considers how relevant an ad is when determining which ads to show. When your ad is relevant to your audience, its relevance score is higher and it's more likely to be served than other ads targeting the same audience. As a result, you pay less to reach your audience.

  For example, a cosmetic company posting videos and product shots receiving a high number of views, Likes and shares will be given a high relevance score. This means the company will have to pay less when submitting their bid.

- **Business Manager:** Facebook's advertising tool designed for larger advertisers who need to create lots of ads at once and have precise control of their campaigns.

Additional Terms

- **Auction:** For each ad impression, an ad auction system selects the best ads to run based on their maximum bids and ad performance. All ads on Facebook compete against each other in this process, and those ads determined by the system as the most likely to be successful will win the auction.

- **Bid:** Bid amount ($) determines how effectively we can optimise your ad delivery. Your bid competes in an auction with other advertisers who also want to reach the same target audience.

- **Buy Type:** The method by which you pay for, target and measure ads in your campaigns. This is done through dynamic auction bidding, fixed-price bidding, or reach and frequency buying.

- **Reach:** The number of individual users your ad was shown to.

IN THIS SECTION WE HAVE COVERED…

Key Terms

- Custom Audience
- Dark/Sponsored Post
- Partner Categories
- News Feed/Timeline
- Relevance Score
- Business Manager

SUMMARY

Module 2: Key Terms

In this section we have covered:

Key Social terms:
- Custom Audience
- Dark/Sponsored Post
- Partner Categories
- News Feed/Timeline
- Relevance Score
- Business Manager

CERTIFICATE I
SOCIAL

DIGITAL FOUNDATIONS

MODULE 3
MARKET OVERVIEW

STUDY GUIDE

AUSTRALIAN DIGITAL/SOCIAL PENETRATION

14.6M
Active User
Social accounts

25.09
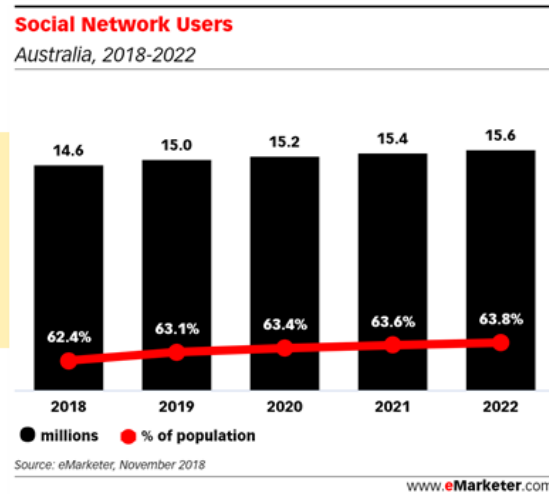MILLION

TOTAL
POPULATION

+1.1%
Annual Growth YoY

Source: eMarketer – Internet users in Australia, July 2018

Australian Digital/Social Penetration

Most Australians are active on at least one Social Media platform.

AUSTRALIAN DIGITAL/SOCIAL PENETRATION

Digital Ad Spending
Australia, 2017-2021

2017	2018	2019	2020	2021
$5.91	$6.53	$6.92	$7.44	$7.81
7.2%	10.5%	6.0%	7.5%	5.0%

● billions ● % change

Source: eMarketer, February 2019

www.**eMarketer**.com

Social Network Users
Australia, 2018-2022

2018	2019	2020	2021	2022
14.6	15.0	15.2	15.4	15.6
62.4%	63.1%	63.4%	63.6%	63.8%

● millions ● % of population

Source: eMarketer, November 2018

www.**eMarketer**.com
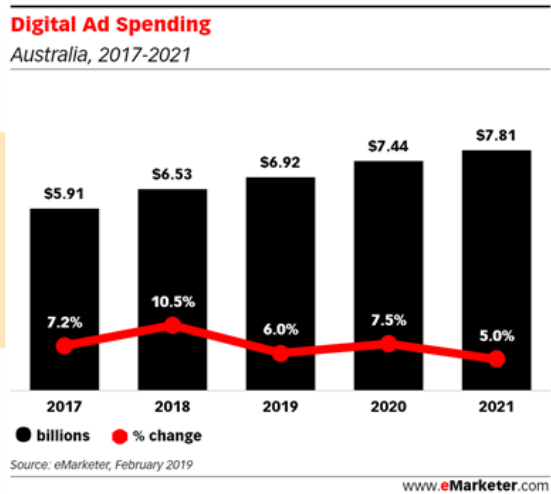
Market Overview

Social Media platform penetration continues to increase year on year. It is also one of the key drivers in the continuing growth of digital advertising as well.

mFA
media federation of australia

THE MAIN PLAYERS

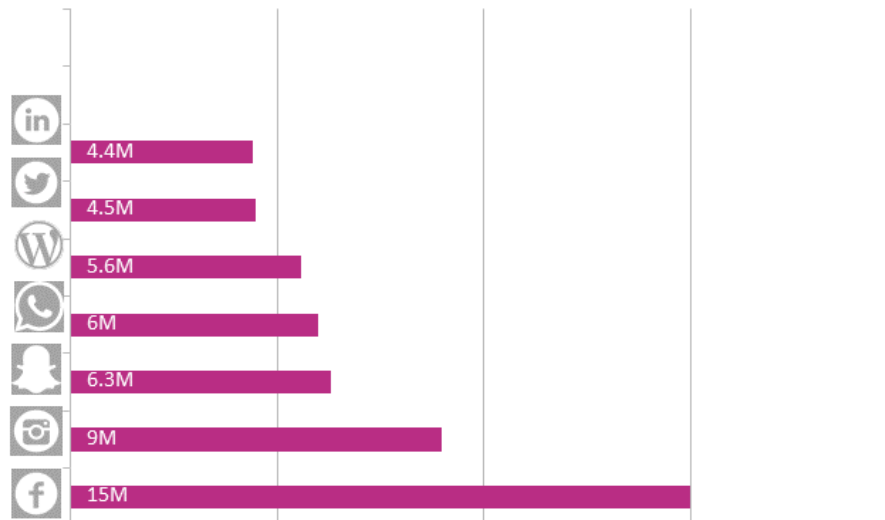**Facebook remains the top Social Networking site in Australia**

Platform	Users
LinkedIn	4.4M
Twitter	4.5M
WordPress	5.6M
WhatsApp	6M
Snapchat	6.3M
Instagram	9M
Facebook	15M

Source: eMarketer Vivid Social – Active users monthly in Australia, May 2018

The Main Players

As you can see, there are different levels of audience penetration by platform allowing us to see how much of our ad dollar can go against each platform based on reach and frequency.
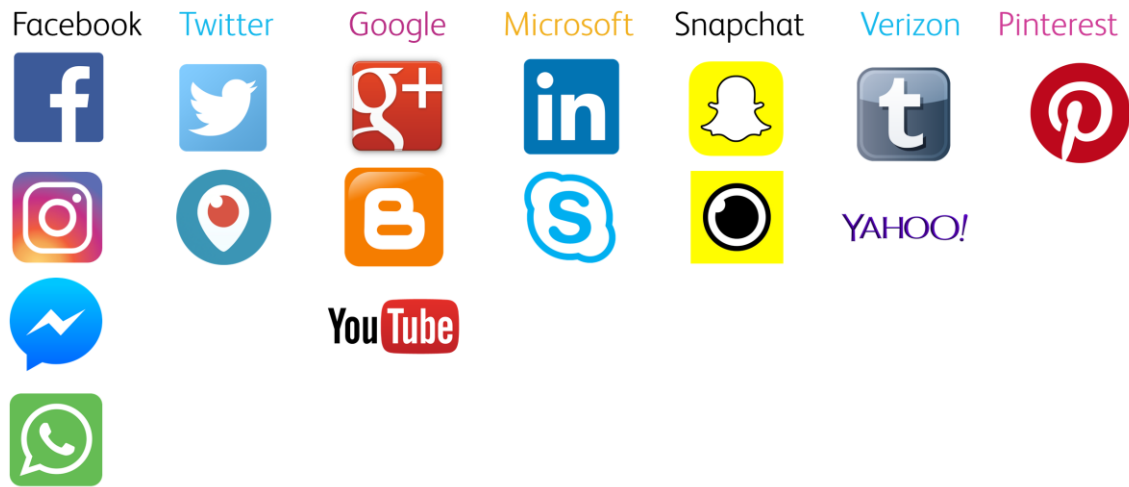
Facebook, with 2.38 Billion users globally and a strong ads platform, dominates ad expenditure and advertising focus across all Social Media platforms.

It is important to stay on top of trends and view emerging platforms such as Snapchat and Pinterest that can change the way we invest.

This chart excludes YouTube, despite it having more shares per day than many of the smaller platforms combined, it is generally considered a Video platform rather than a Social one.

KEY POINT - Facebook dominates the 'pure play' Social Platforms, with other platforms carving out niche markets.

MFA
media federation of australia

WHO OWNS WHAT?

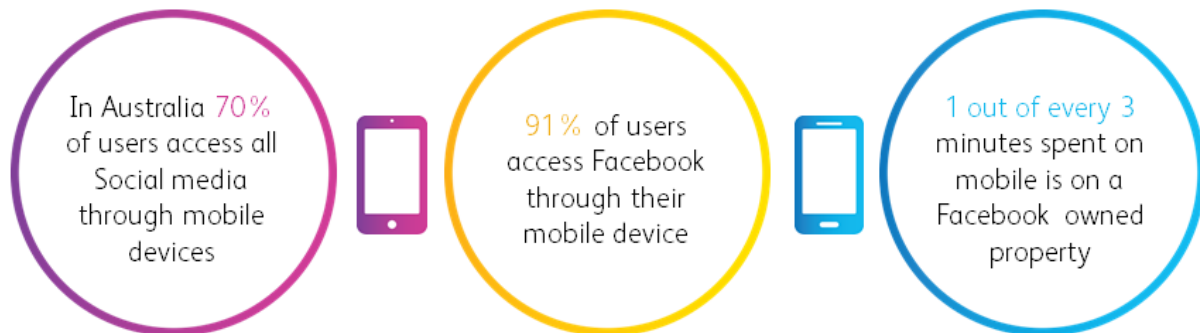Facebook   Twitter   Google   Microsoft   Snapchat   Verizon   Pinterest

Who owns what?

Like other media, Social Media platforms can be owned by the same group.

- Facebook owns – Facebook, Instagram, Facebook Messenger and WhatsApp.

- Twitter owns – Twitter and Periscope.

- Google owns – Google+, Blogspot and YouTube.

- Microsoft owns Skype and LinkedIn.

- Snapchat and Pinterest have not acquired any additional apps… yet!

- Snapchat owns its own software as well as hardware through Snapchat Spectacles bringing a connection through digital and the offline space.

- Verizon owns - Yahoo! and Tumblr.

- Pinterest remains solo

KEY POINT - Consolidation of ownership as each platform vies for market dominance across applications.

SOCIAL THE MOBILE CHANNEL

In Australia 70 % of users access all Social media through mobile devices

91 % of users access Facebook through their mobile device

1 out of every 3 minutes spent on mobile is on a Facebook owned property

<u>Social is the Mobile Channel</u>

There has been a massive increase in Social Media usage on mobile devices. With people constantly on-the-go, they're using their mobile phones to access Social Media whenever and wherever they are.

- 70 % of all Social Media users access it on their mobile device.
- 91 % of all Facebook users access Facebook on their mobile device.
- 1 out of every 3 minutes spent on mobile is on a Facebook property i.e. Facebook, Messenger, Instagram or WhatsApp.

When you are talking to your creative agency, ensure everything is fit for platform and is made with the dimensions that fit a mobile screen.

KEY POINT - Mobile defines Social Platforms, with most users predominantly using mobile to access Social.

mFA
media federation of australia

SOCIAL SPANS THE AGES

Social networking sites used	Use SM (1321) %	Male (635) %	Female (684) %	18-29 (289) %	30-39 (290) %	40-49 (279) %	50-64 (255) %	65+ (208) %
Facebook	91	88	94	93	93	91	90	91
YouTube	53	56	50	65	60	54	46	32
Instagram	39	34	44	66	53	38	16	11
Snapchat	23	17	28	49	30	15	7	1
Twitter	19	26	13	21	25	22	14	10
LinkedIn	22	28	17	25	24	24	19	16
Tumblr	5	7	3	12	5	4	1	1
Pinterest	22	11	31	27	28	26	12	14
Google's social site Google+	13	14	13	15	18	16	10	6
Vine	2	2	1	5	1	2	0	0
Tinder	3	3	3	6	3	3	1	0

Facebook the dominant Social platform with heavy penetration across both genders and all demographics (even grandparents are on Facebook!)

Source: Sensis Social Report 2018

Social Spans the Ages

Females and younger Australians (below 40) remain the most prolific Social Networking users, with much greater proportions within these segments using Social Media platforms more frequently than others. However, we see large market penetration across all age demographics.

It is also important to consider the demographic profile of each platform, and to understand the platform's nuances in relation to your specific audience segment and campaign objective.

For example:

If you're looking to reach an older demographic, you might look at a broad reach platform like Facebook, which has audience representation against all age demographics, and you could select the age demos relevant to your campaign.

If you're looking to reach a Millennial audience, you may look more at the creative suitability, such as longer format professional content for LinkedIn and image focused content for Snapchat and Instagram.

KEY POINT - Social is for everyone, not just millennials, it is for everyone.

IN THIS SECTION WE HAVE COVERED…

1	Australian Digital/Social Penetration
2	The main players of Social
3	What companies own what platforms
4	How Social is for everyone of all different ages

<u>SUMMARY</u>

Module 3: Market Overview

In this module we have covered:

- Australian Digital/Social Penetration.
- The main players in Social.
- An overview on what companies own what platforms.
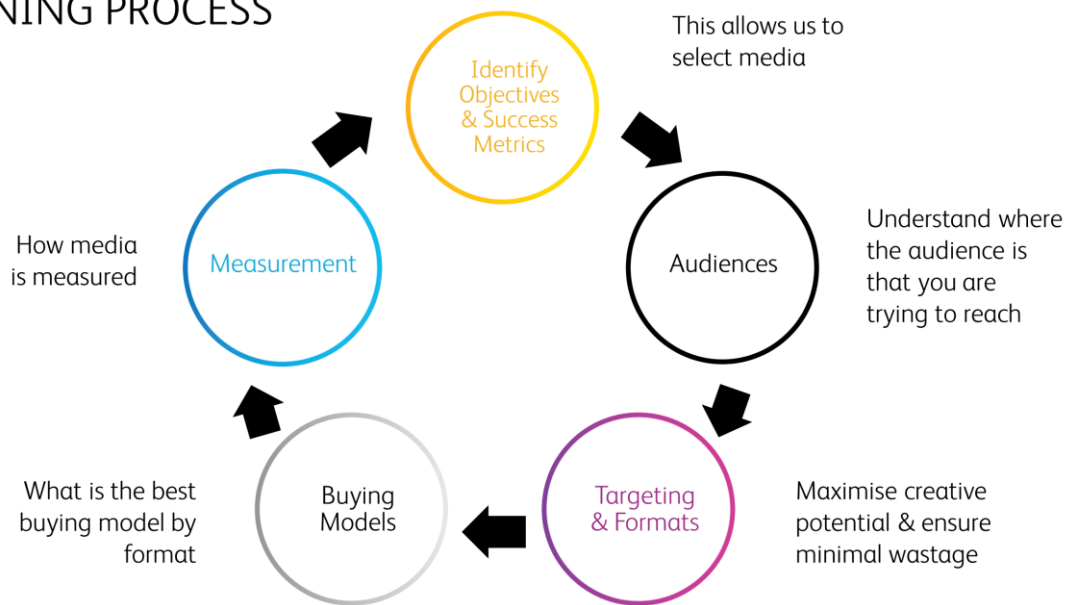- How Social is for everyone of all different ages.

DIGITAL FOUNDATIONS

MODULE 4
PLANNING PROCESS & AUDIENCES/TARGETING
STUDY GUIDE

PLANNING PROCESS

Identify Objectives & Success Metrics

This allows us to select media

Audiences — Understand where the audience is that you are trying to reach

Targeting & Formats — Maximise creative potential & ensure minimal wastage

Buying Models — What is the best buying model by format

Measurement — How media is measured

Planning Process and Audiences/Targeting

This cycle mirrors the process across all other channels.

The main difference being that when planning campaigns – Social has some big advantages:

- You can get real time feedback from your audience.

- Gain a good understanding of how they are reacting to content.

- See what is trending with specific audiences.

- Use this data to optimise content and buying approaches.

TARGETING TACTICS AND OPTIONS

1st PARTY DATA	2ND PARTY DATA	3RD PARTY DATA
		acxiom QUANTIUM Experian
CLIENT OWNED DATA From client sites, web visits, CRM databases	**SOCIAL PLATFORM DATA** Data collected by Social platforms on their users behaviour and interests	**DATA AGGREGATORS** E.g. Quantium: Shopper data collected from Everyday Rewards loyalty cards

<u>Targeting Tactics and Options</u>

When people sign up to Social Networks they provide a lot of personal information.

As Social is all about sharing and connecting with people, the data provided is often very specific, for example, age, gender, relationship and demographic.

Social Media users then generate a lot of data when they use the platform, including:
- The kinds of brands they connect with
- Topics they're interested in
- Articles they read
- Content they browse, and the way they use the platform and content.

The above creates behavioural data and this data is aggregated, refined, 'depersonalised' and then segmented to build profiles around interests and behaviours for targeting.

![MFA logo - media federation of australia]

There are three broad layers of data that we can use in Paid Social:

1. **First-Party Data**

   - The Client's owned data, loosely defined as information your Client has collected about their audience.

   - This could be customer data that is in their CRM database and can be loaded directly to a platform through a custom list.

   - It may be cookie data from the client's website, and include data from their Snapchat followers, Facebook fans, website analytics, customer databases and CRM.

   - First-party data relates to your existing customers, users or website visitors.

   - First-Party data is always the most useful and valuable, but you will most likely need to reach an audience that you don't have first-hand information about.

2. **Second-Party Data**

   - In Paid Social terms, this is the data collected by Social Platforms about user behaviour and interests.

   - It may include additional information users have offered on their profiles, e.g. demographic, geographic, interests and behaviour.

3. **Third-Party Data**

   - Data aggregators such as Quantium and Experian sell Third-Party data, which they buy on a large scale from multiple publishers and websites and then aggregate to create targetable segments.

   - Third-Party data from external suppliers brings offline information around purchase, income and household online for targeting audiences.

   - The benefit of Third-Party data is in sheer volume of user data available.

Agencies use this data to target specific audiences on Social Platforms.

KEY POINT – Social Media users create an enormous amount of data which advertisers can use to help in planning and targeting.

TARGETING TACTICS AND OPTIONS

Contextual Targeting	Audience & Behavioural Targeting	Data-led Targeting	Re-Targeting
Location Targeting	Date and Time Targeting	Look-a-Like Targeting	Keyword Targeting

In the campaign planning process, we define the target audiences relevant for our campaign.

For Paid Social, we then need to set out our targeting tactics to reach these segments in the most efficient and effective way possible.

Paid Social allows an incredibly rich range of targeting options. Targeting Options is covered in detail within the Display module.

Once we have defined the target audiences for our campaign, we set out our tactics to reach these segments in the most efficient way possible.

Some examples are:

Look-a-Like: Information from your page fans, customer lists or website visitors, and matching attributes to create new targeting segments and new prospects.

For example, your First-Party data may be a very small audience and you would like to reach more people. A Look-a-Like audience would be an extrapolation of your niche First Party data.

Location: For Facebook, this information comes from people's stated location on their timeline and is validated by their IP (Internet Protocol) address.

For example, promoting a Central Coast fun run, targeting by radius from the start line.

Re-Targeting: This is the process of exposing ads to an audience that has already been exposed to a message, offer or advertiser's website. It's an opportunity to target users who have visited but not converted on what they have previously browsed.

For example, people on Facebook who have already visited your homewares site and show them the products that they were looking at but didn't purchase.

Contextual: Is a basic level of targeting by placing the ad on sites or in relevant sections for the advertiser. This allows your ad to be seen in the 'right place', where a user may want and expect to see it.

For example, promoted pins on Pinterest appearing next to relevant content and related pins.

KEY POINT - All of this data can be aggregated and segmented.

MFA
media federation of australia

IN THIS SECTION WE HAVE COVERED…

1	The Planning Process
2	Using data around Audience Planning
3	There are three broad layers of data we can use in Paid Social: 1st Party, 2nd Party and 3rd Party data
4	Targeting Tactic Options

SUMMARY

Module 4: Planning Process and Audience/Targeting

In this module we have covered:

- The Planning Process.
- Using data around Audience Planning.
- There are three broad layers of data we can use in Paid Social:
    1. First Party data
    2. Second Party data
    3. Third Party data
- Targeting Tactic Options.

DIGITAL FOUNDATIONS

MODULE 5
OBJECTIVES & SUCCESS METRICS
STUDY GUIDE

SOCIAL CAN DELIVER AGAINST MULTIPLE OBJECTIVES
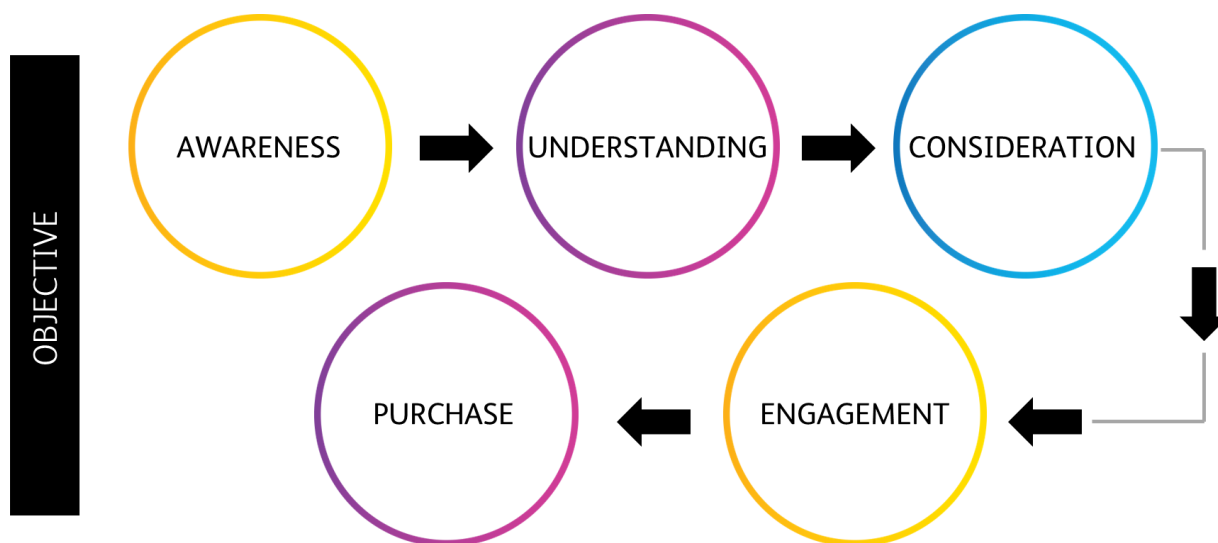
Objective and Success Metrics

Paid Social can deliver against multiple brand and performance objectives given:

- The scale the platforms offer (Awareness).
- The ability to deliver long-form content (Understanding/Consideration/Engagement).
- Accuracy and depth of targeting.

KEY POINT - Paid Social can deliver against multiple brand and performance objectives.

SOCIAL CAN DELIVER AGAINST MULTIPLE OBJECTIVES

OBJECTIVE

AWARENESS → UNDERSTANDING → CONSIDERATION

PURCHASE ← ENGAGEMENT ←
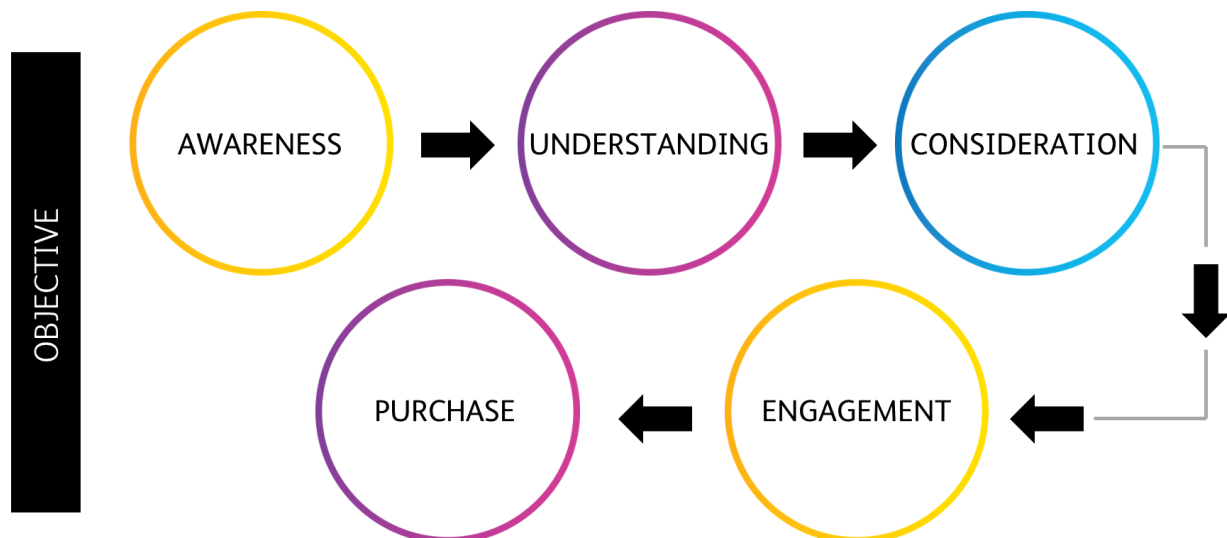
There is a lot you can measure in Paid Social and it's tempting to measure them all.

It is important to be very clear on the single metric that defines success for your campaign, and not get side-tracked by vanity or conflicting measures.

Objective: Awareness
Primary metric example: Reach and Frequency, Cost per unique reach, Cost per reach point, Impressions, Cost per thousand, Ad Recall.

Objective: Understanding
Primary metric example: Completed views, Cost per completed views, Post engagement rates, Link clicks, Cost per engagement.

Objective: Consideration
Primary metric example: Link clicks, event responses, offer code claim, app install, In-app action, sentiment lift.

Objective: Engagement
Primary metric example: Like, comments, shares, posts, positive sentiment, reviews.

If you are struggling to define the objective for your Client, compare it to the marketing funnel. Awareness is driving at the top and at the bottom is conversions. Align your objectives and measurement KPI's to the funnel.

Objective: Purchase
Primary metric example: Conversions/Acquisitions, Cost per transaction, Return on Ad Spend, app install.

KEY POINT - Paid Social can deliver against multiple brand and performance objectives, so it is important to define the specific objective for your campaign and identify the metric that can measure success.

mFA
media federation of australia

IN THIS SECTION WE HAVE COVERED…

1	How Social can deliver against multiple objective and success metrics
2	How to align objectives to success metrics

SUMMARY

Module 5: Objectives and Success Metrics

In this module we have covered:

- How Social can deliver against multiple objectives and success metrics.
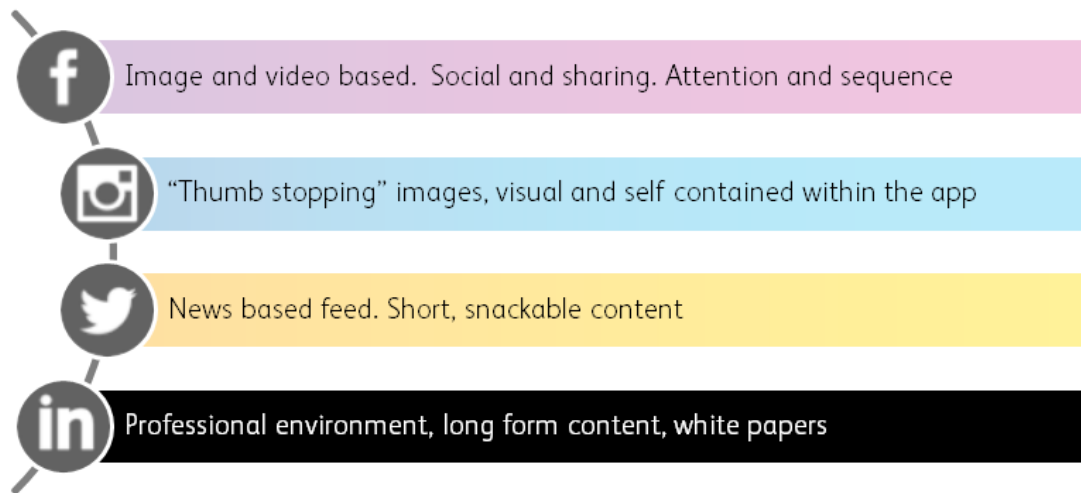- How to align objectives to success metrics.

mFA
media federation of australia

DIGITAL FOUNDATIONS

MODULE 6
FORMATS

STUDY GUIDE

CONSIDER CUSTOMER INTENT, PURPOSE AND RELEVANT FORMATS

f Image and video based. Social and sharing. Attention and sequence

Instagram "Thumb stopping" images, visual and self contained within the app

Twitter News based feed. Short, snackable content

LinkedIn Professional environment, long form content, white papers

Consider Customer Intent, Purpose and relevant Formats

Formats

Consider what your customers are doing on the platform, and how and when they will choose to engage with your brand.

This means that Social isn't always a channel where you can borrow other media assets such as TVC's and run them within the channel – they may require some editing in order to be 'fit for platform'.

Examples of these are:

- **Facebook -** Videos on Facebook play with no sound (unless a user interacts), therefore a TVC would potentially need editing to include sub-titles.

- **Instagram** - is about images. Consider how your brand will either fit in or stand out within this context.

- **Twitter** – is mostly about news. Relevance is key; think brief, compelling content snippets.

- **LinkedIn** – can be longer-form content. It is professionally based so imagery is important.

KEY POINT - Consider what your customers are doing on the platform, and how and when they will choose to engage with your brand.

CHOOSE AD TYPES BASED ON OBJECTIVE
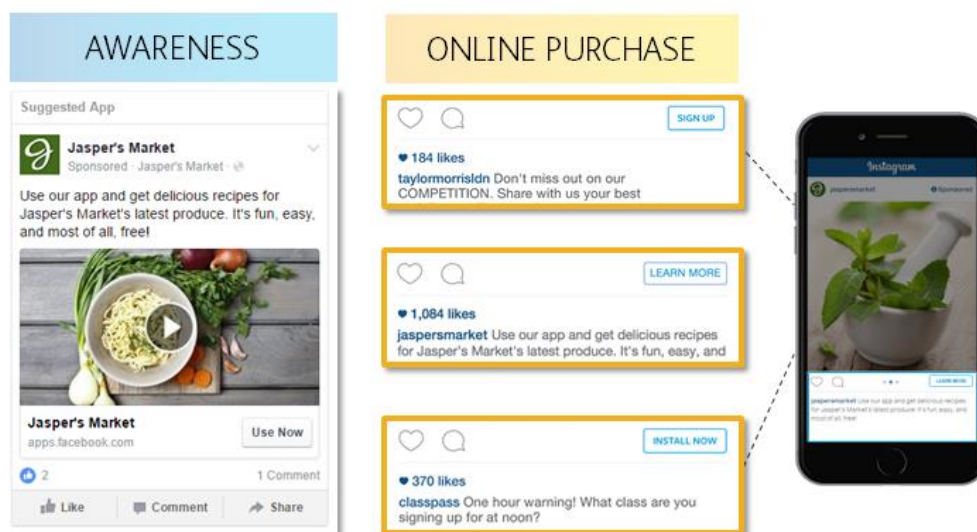
Choose Ad Types based on Objective

Choose ad formats and ad types based on your campaign objective. Each ad type has specific functionality that will help deliver your goal.

Once you have defined your audience segment and how they will engage with your brand on the Social Platform, it's important to ensure that you are using the best ad format with the right functionality.

Awareness typically starts with video posts, or ads with larger images that introduce the campaign or message. As we get down the funnel, ads typically ask the user to perform an action using a CTA button such as 'Learn More', or 'Contact us' etc.

If you want to drive brand or ad recall, you will need to make sure you have a logo, strong iconography and a brand message that appears quickly. However, if you were looking to drive more conversions, you would need short, sharp content that drives a point.

Call-To-Action (CTA) buttons are among the most important aspects of any ad. It ensures the user knows how you want them to interact with your ad.

For example, advertisers on Instagram can choose from eight CTA buttons:
1. Book Now
2. Contact Us
3. Download
4. Learn More
5. Shop Now
6. Sign Up
7. Watch More
8. Apply NOW

Each Social platform will have its own specific ad formats and creative guidelines, along with ever-changing ad specs.

KEY POINT - There are multiple different Paid Social ad formats. You need to choose the right format to optimise efficiency, impact and opportunity.

IN THIS SECTION WE HAVE COVERED…
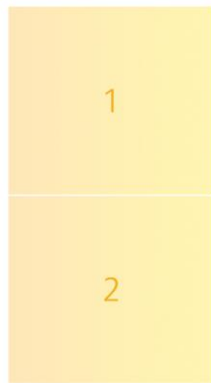
1	The importance of remembering to consider customer intent, purpose and relevant formats
2	Ad Formats to support your objective

SUMMARY

Module 6: Formats

In this module we have covered:

- Consider customer intent, purpose and relevant formats.
- Choose Ad formats to support your objective.
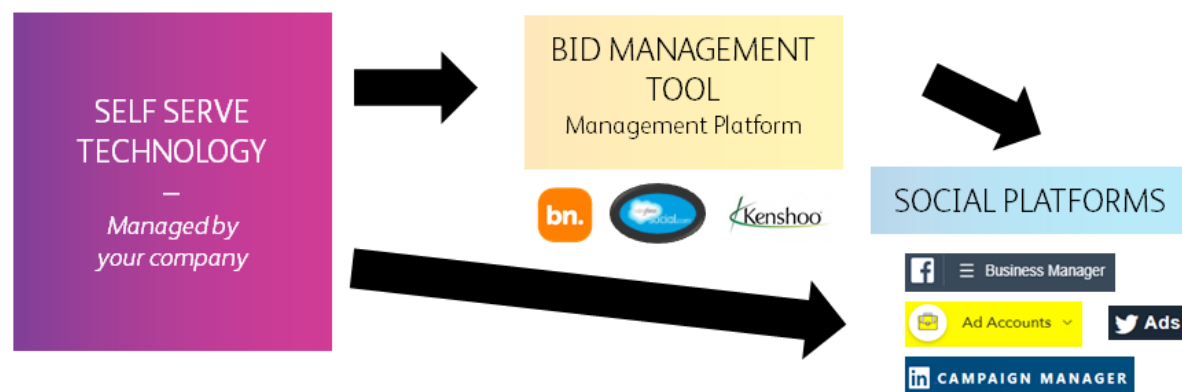
media federation of australia

DIGITAL FOUNDATIONS

MODULE 7
TRADING MODELS
STUDY GUIDE

SELF SERVE WAYS TO TRADE
(Directly in Platform VS Bid Management Tools)

<u>Self-Serve Ways to Trade</u>

There are 3 ways to trade:
1. Self-Serve Tool
2. Direct IO
3. Bid Management Tool

Self-Serve
One of the main benefits of using Social is their Self-Serve offering. You can buy through the Social Media Platform's ad booking interface, for example, Facebook Business Manager, LinkedIn ads, Twitter ads or Snap ads.

These platforms are constantly improving allowing for a direct reach and frequency booking or regular optimisation in the auction model.

Bid Management Tools
Your Client or Agency may use Bid Management tools. These are similar to tools used in Search and are often components of the same technology, for example, Kenshoo and Marin.

There are also many specialist Social Platforms, for example, Social.com and Brand Networks.

Bid-Management software allows buyers to manage performance across multiple Social Platforms, manage complex and high-volume ads and campaigns, and automate scheduling elements and bid strategies.

For example, you may want to launch a campaign across Facebook and Snapchat on a Sunday night at midnight. You can use a Social bid management platform to set up both campaigns within one place and schedule them both to launch at the same time.

KEY POINT - Social buying is primarily transacted through a Self-Serve platform, and in some cases via a Bid Management tool.

MAIN TRADING MODELS AND METRICS

CPM:

CPC:

CPA:

CPV:

Main Trading Models and Metrics

Depending on the Client's objective you may want to buy against a certain metric and optimise to another one.

You should always keep up to date with what is available as these buying models evolve and change at a much faster rate than traditional digital channels as the platforms develop and improve.

- CPC – Cost-Per-Click: The average amount paid for a click on an ad to a destination URL. This may be charged as a link click or any click on the ad. CPC = Total Cost / Clicks.

- CPV – Cost-Per-View –The average amount you pay per video view. The charging mechanic will vary between Social Platforms, as will the player size and ad format. CPV = Total Cost / Views

Make sure you are single minded in what you and your client want to achieve at the end of the campaign!

KEY POINT - There are multiple buying mechanics. Be single minded.

GETTING A SOCIAL CAMPAIGN LIVE...
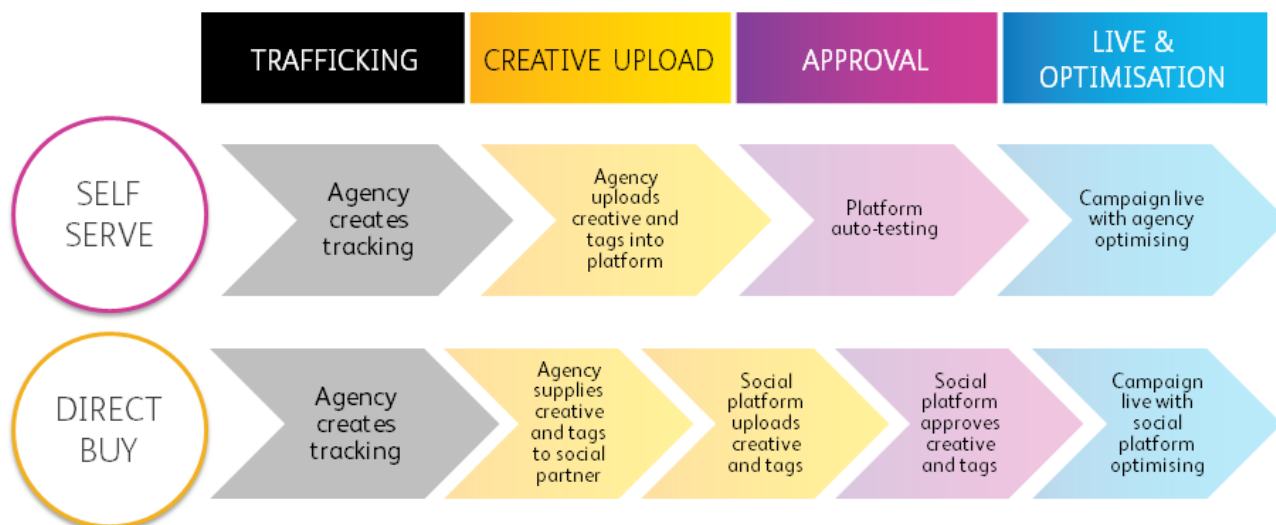
Getting a Social Campaign Live

Trafficking

- In most cases you will apply Third-Party Tracking to your digital buys, Social included. This is done through an ad server such as Google Marketing Platform.
- Third-Part Tracking acts as a source of truth and ensures that platforms and publishers aren't "marking their own homework" in terms of delivery. Third-Party Tracking will allow you to verify delivered impressions and clicks, as well as track any onsite actions or conversions you have tagged on your Client's website, for example, email sign-ups, online purchases, etc.…
- The process to apply Third Party Tracking is done during the campaign set-up phase and is called Trafficking.

Creative

Creative is hosted (and built) within the platform. It is imperative that the creative is the right size and specification - this was covered in an earlier module.

When uploading, you can use tools such as Creative Hub to ensure it is correct and fit for platform.

Key points - Areas to call out – limitations of 3rd party tracking, why some buys may be direct vs self-serve and where the responsibility lies for execution.

IN THIS SECTION WE HAVE COVERED…

1	Self-Serve ways to trade directly in Platform vs Bid Management tools
2	Main Trading Models and Metrics
3	How to get a Social campaign Live

SUMMARY

Module 7: Trading Models

In this module we have covered:

- Self-Serve ways to trade directly in Platform vs Bid Management tools.
- Main Trading Models and Metrics.
- Getting a Social campaign Live.

CONTENTS

COURSE: SOCIAL

1. What is Social?
2. Key Social Terms
3. Market Overview
4. Planning Process and Audiences/Targeting
5. Objectives & Success Metrics
6. Formats
7. Trading Models

This brings us to the end of the course of Social, comprised of seven models:

1. What is Social?
2. Key Social Terms
3. Market Overview
4. Planning Process and Audiences/ Targeting
5. Objectives & Success Metrics
6. Formats
7. Trading Models

By now you should have completed the Display, Video and Social courses.

To complete your Digital Certification for CERTIFICATE I, you now need to complete the SEM workshop course.

MORE INFORMATION

FACEBOOK + INSTAGRAM	TWITTER	LINKEDIN	PINTEREST

Blueprint online is 50+ 10 min online courses on all things FB + Instagram - https://www.facebook.com/blueprint

Best practice and case studies - https://www.facebook.com/business - Facebook hub with best practice on products and all global case studies by vertical

Ads Guide - https://www.facebook.com/business/ads-guide/- Ads guide

Audience Insights - http://insights.fb.com/

See Twitter Ads for best practice, case studies and ad formats
https://ads.twitter.com/

https://www.linkedin.com/ads/

https://ads.pinterest.com

SOCIAL

Find out more information on the links shown here.