

Social media selling and paid advertisements

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17^h February 2025

Enterprising
Futures at **LSBU**





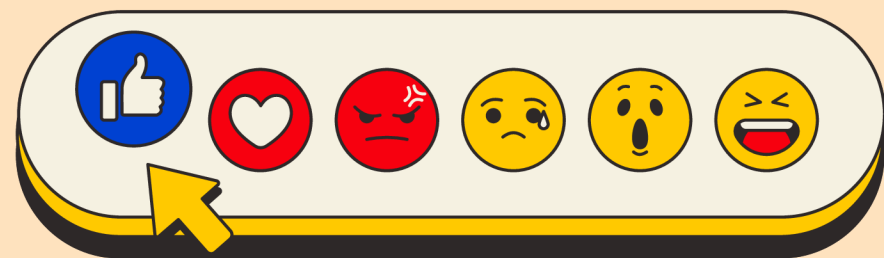
Social Media ads

are paid messages that appear on social media platforms to reach a target audience. They are a type of digital marketing

- Time spent on social media platforms has increased by 50% since 2014.
- 86% of UK consumers now engage with ads on social media networks.
- In 2024, global social media ad spending was estimated to surpass \$230 billion, a 140% increase from 2019.

Begin with clear objectives

Q: What is your goal?



Before launching your campaign, determine the primary goal:

- ✓ Brand Awareness – Increase visibility & reach
- ✓ Engagement – Get likes, shares, comments, saves
- ✓ Lead Generation – Collect emails or sign-ups
- ✓ Conversions & Sales – Drive purchases or bookings
- ✓ Retargeting – Re-engage previous visitors or cart abandoners
 - ◆ Example: Nike's "You Can't Stop Us" campaign focused on brand awareness & social engagement.

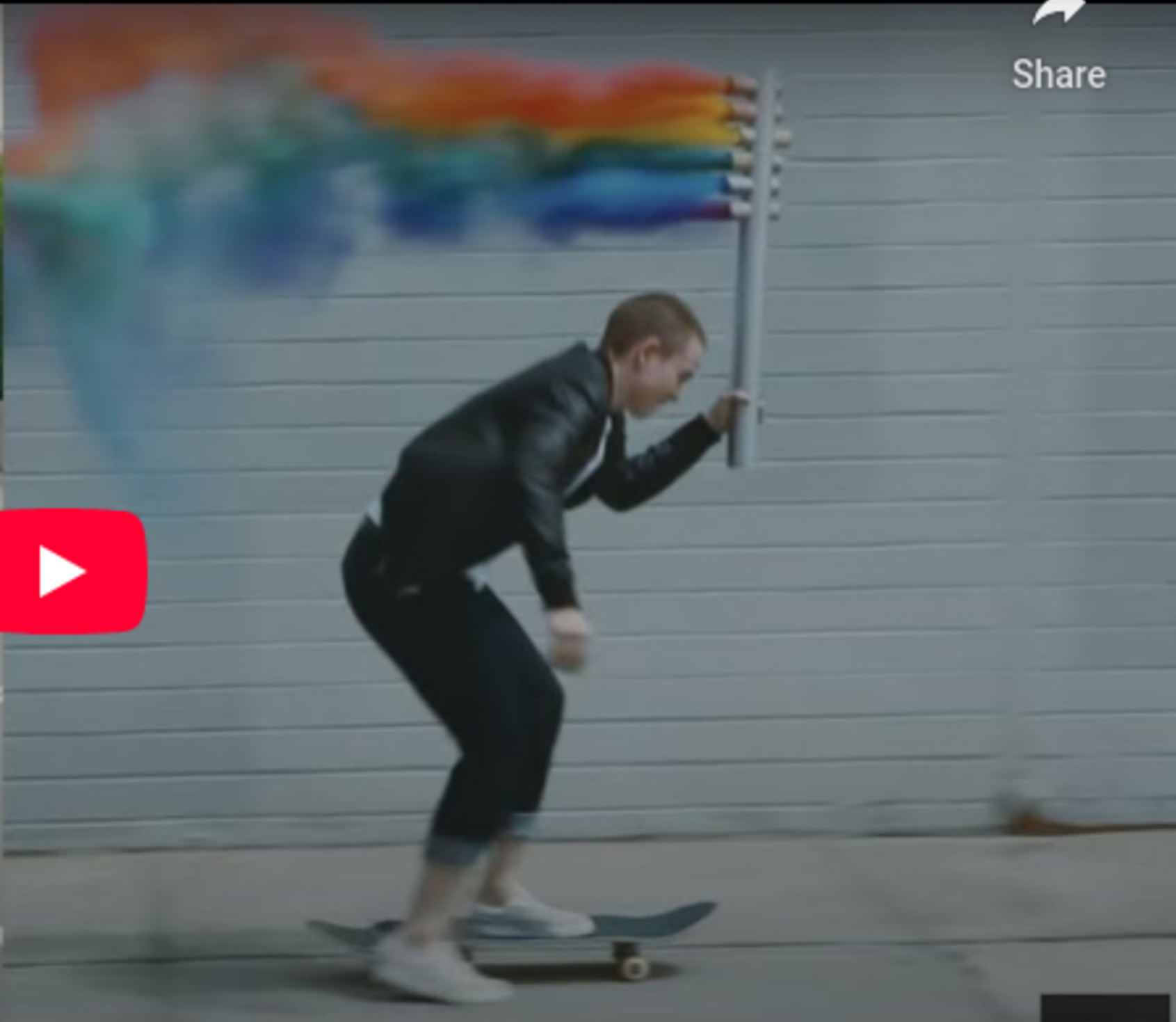





Nike - You Can't Stop Us (2020)



Share



Watch on  YouTube

1. Awareness (Brand Building)



Goal: Get as many people as possible to recognize your brand, product, or service.

Best For: New businesses, product launches, local stores, brand positioning.

Platforms: TikTok, Instagram, Facebook (Brand Awareness & Reach campaigns).

Ad Types: Video ads, influencer collaborations, meme-style content.

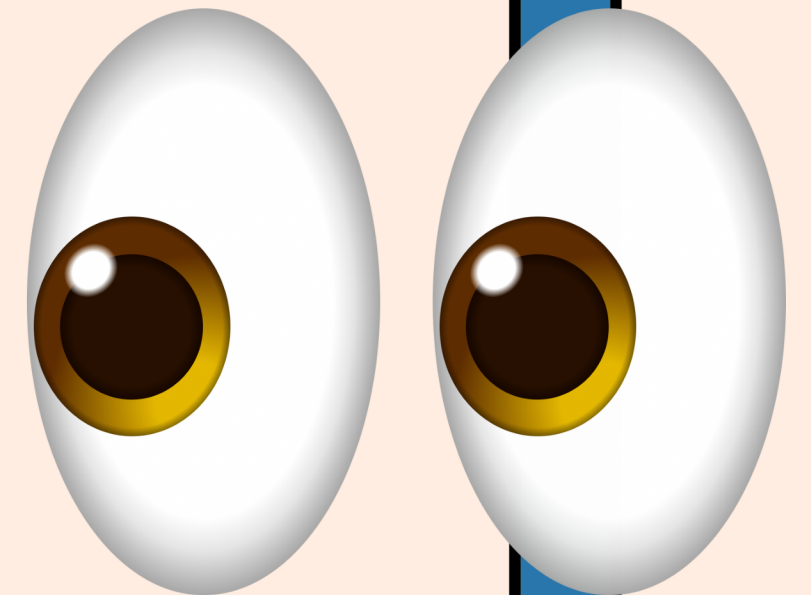
◆ **Example:** Coca-Cola runs awareness ads to keep its brand top-of-mind, even when not selling a specific product.

💡 **Best Metrics to Track:**

✓ **Impressions:** Number of times your ad is shown.

✓ **Reach:** Unique users who saw your ad.

✓ **Brand Lift:** Audience recall & recognition (measured through surveys).

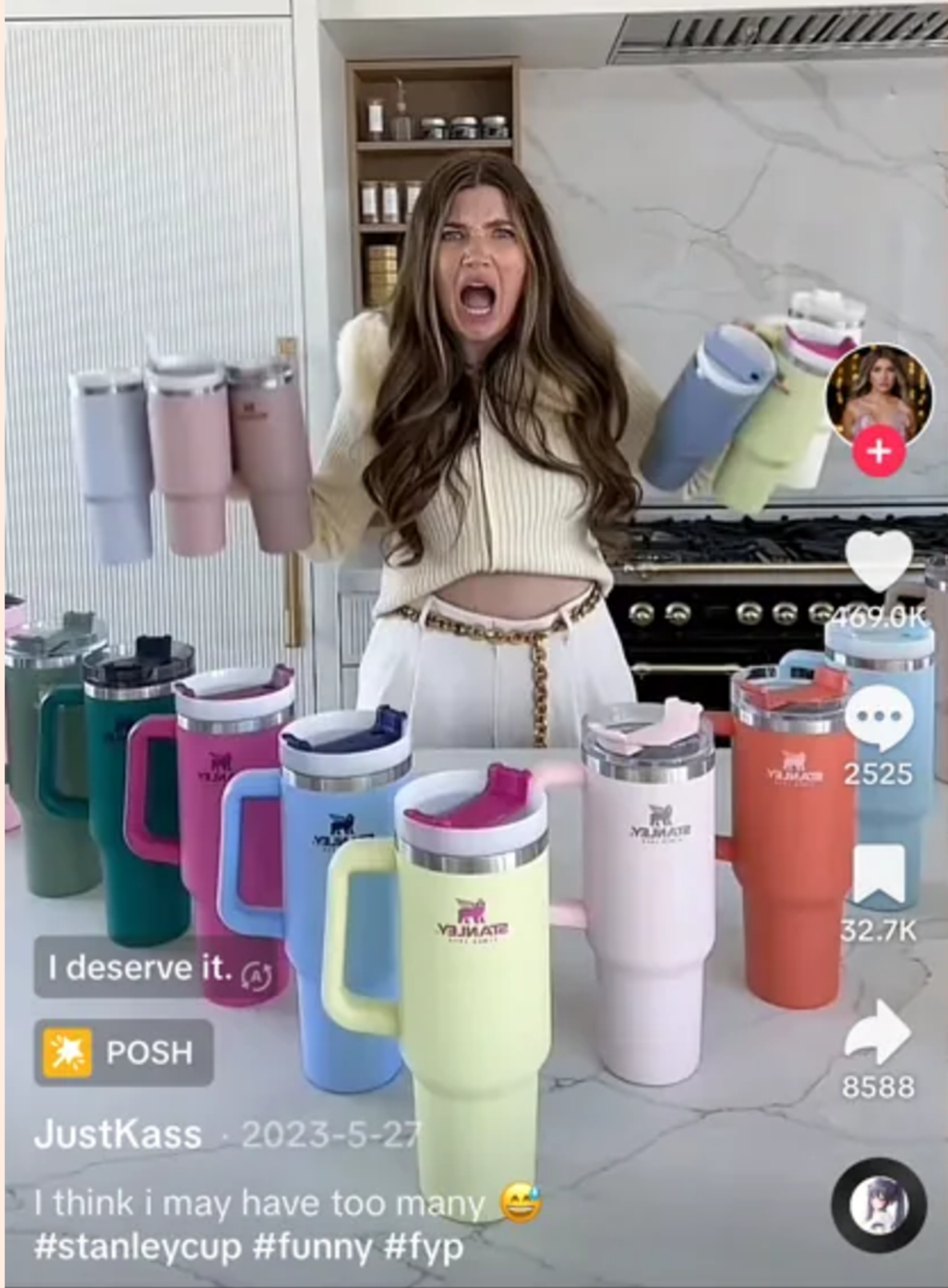




Stanley Cup

Search

ME IN 2022:



I deserve it.

POSH

JustKass · 2023-5-27

I think i may have too many 😂
#stanleycup #funny #fyp

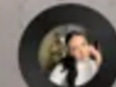
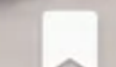
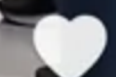
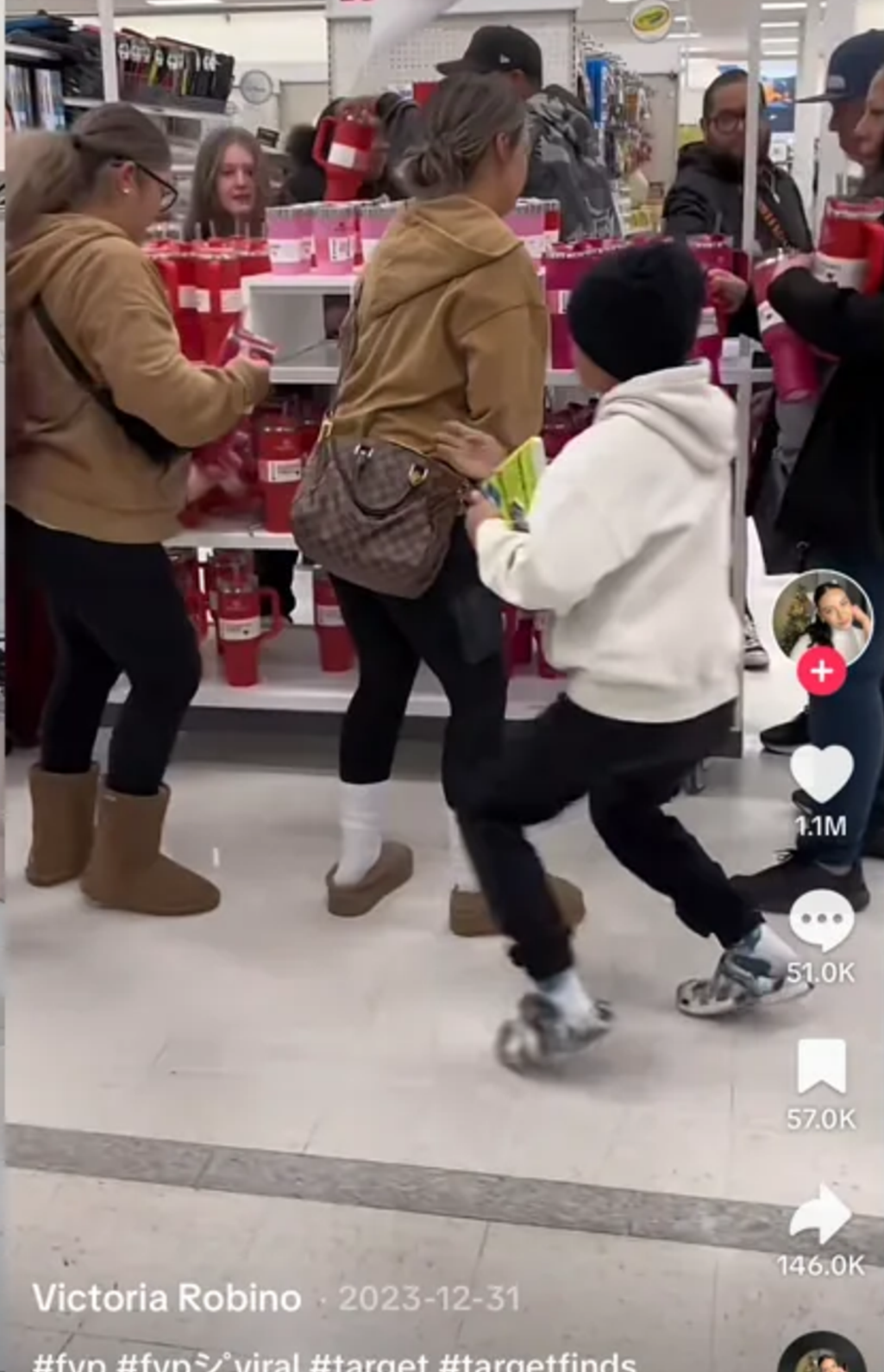
Search · stanley cup tiktok shop

Add comment...



Stanley Cup

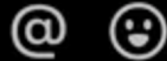
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Victoria Robino · 2023-12-31

#fyp #fypシ viral #target #targetfinds
#StanleyCup #stanley #stanleyt... more

Add comment...

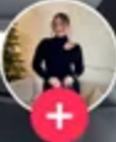


Stanley Cup

Search



WHY I LOVE MY STANLEY CUP



Stephanie Macedo · 2023-1-26

Its a vibe ❤️ #fyp #StanleyCup
#stanley #aestheticfinds ... more

Search · Stanley Cups 100 Oz

Add comment...



2. Lead Generation (Collecting Customer Data) ✕

Goal: Capture leads (emails, sign-ups, phone numbers) for follow-up marketing.

Best For: Service businesses, online courses, SaaS companies, real estate, agencies.

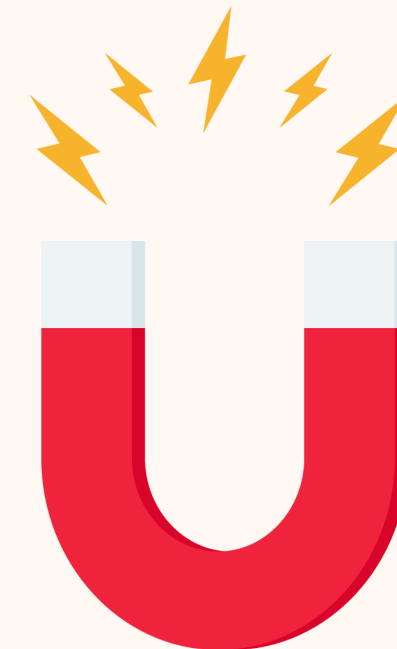
Platforms: Facebook, Instagram, LinkedIn (Lead Gen Ads).

Ad Types: Lead Forms, Webinar Sign-ups, eBook Downloads.

◆ **Example:** A real estate agency runs lead generation ads on Facebook to collect inquiries from potential home buyers.

💡 **Best Metrics to Track:**

- ✓ **Cost Per Lead (CPL):** The cost to capture a single lead.
- ✓ **Conversion Rate:** Percentage of ad viewers who submit their info.
- ✓ **Click-Through Rate (CTR):** Shows how engaging your lead form is.



Instagram interface showing a sponsored post. The post features the Spotify logo and the text: "Dance like nobody's paying." Below this, it says "Premium is free for the first 30 days." with a red underline. A man in a white shirt and green jacket is dancing. At the bottom of the post is a blue "Sign Up" button with a right arrow. The Instagram navigation bar is visible at the bottom.

Spotify advertisement featuring a man in a white tank top dancing on colorful, rounded hills. The text reads: "Play on-demand, offline, everywhere." The Spotify logo is in the top left corner. At the bottom, a "Sign Up" button is circled in yellow.

3. Sales / Conversions (Driving Revenue) ✕

Goal: Encourage users to make a purchase or take a specific action.

Best For: E-commerce stores, online bookings, app downloads.

Platforms: Instagram, Facebook, TikTok, Google Ads.

Ad Types: Shopping Ads, Retargeting Ads, Direct Sales Offers.

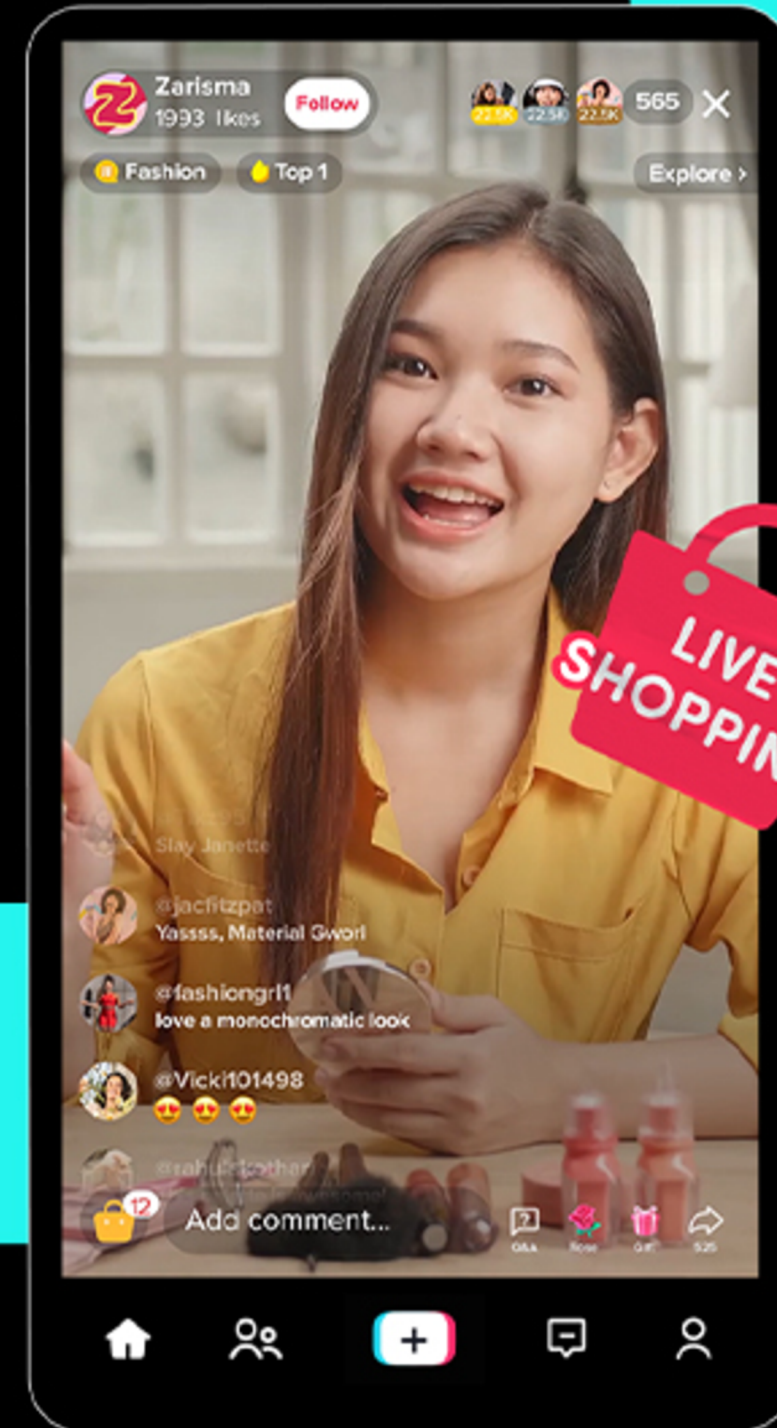
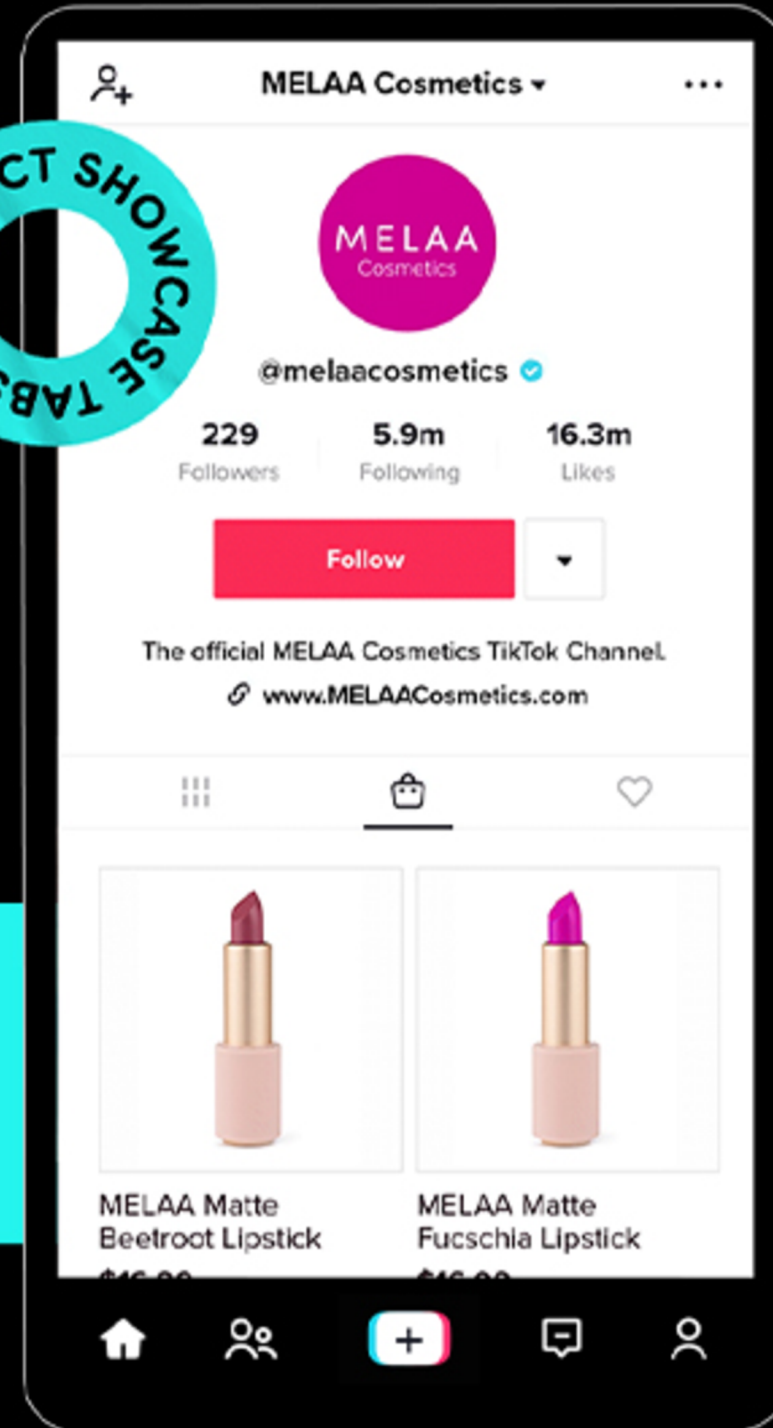
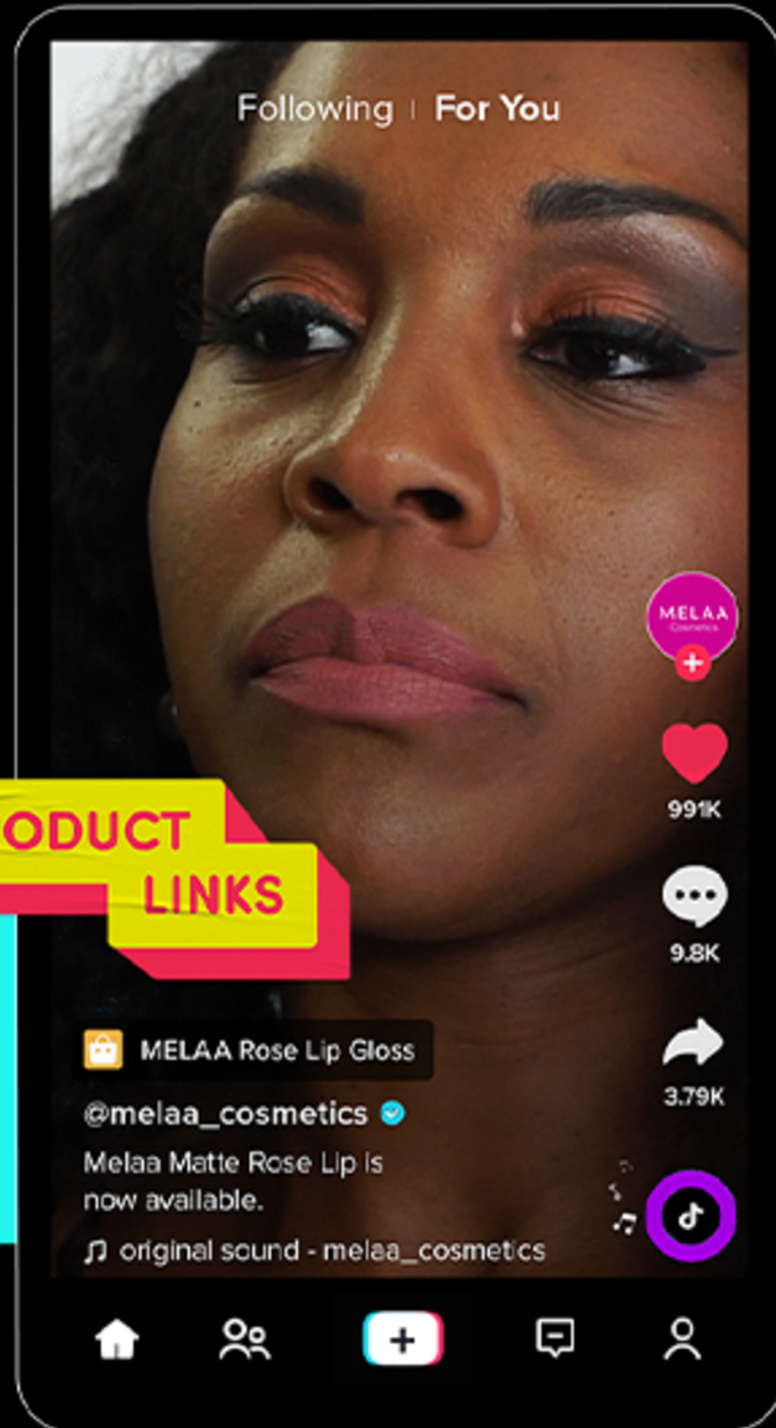
◆ **Example:** Nike runs conversion-focused ads showcasing new sneaker drops with a "Shop Now" CTA.

💡 **Best Metrics to Track:**

- ✓ **Return on Ad Spend (ROAS):** Revenue earned per dollar spent.
- ✓ **Cost Per Acquisition (CPA):** Cost to acquire a paying customer.
- ✓ **Cart Abandonment Rate:** Percentage of users who added items but didn't buy.



TikTok Shop



④ Traffic (Driving Visitors to Your Website) ✕

Goal: Get users to visit your website, blog, or product page.

Best For: Businesses that need high-volume website visitors.

Platforms: Facebook, Instagram, Google Ads, Pinterest.

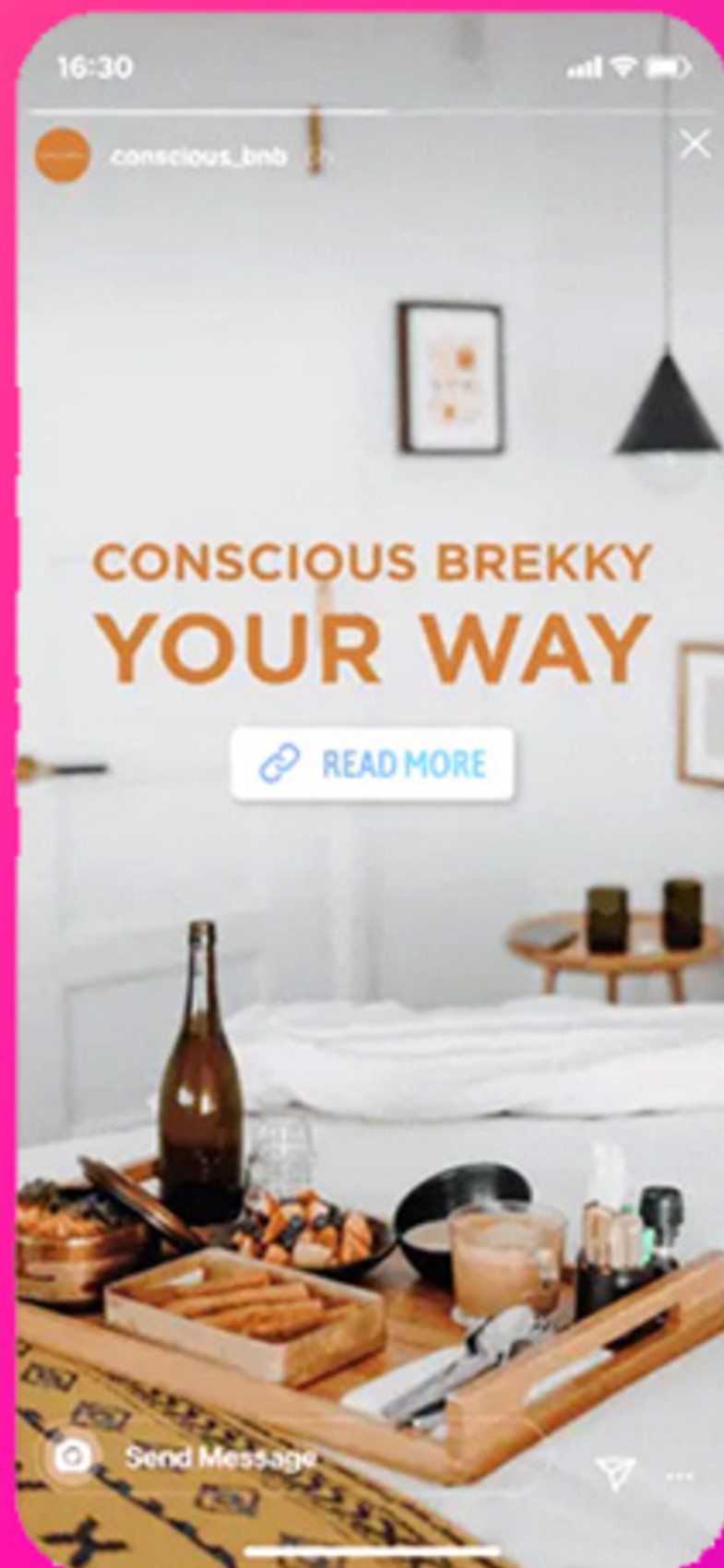
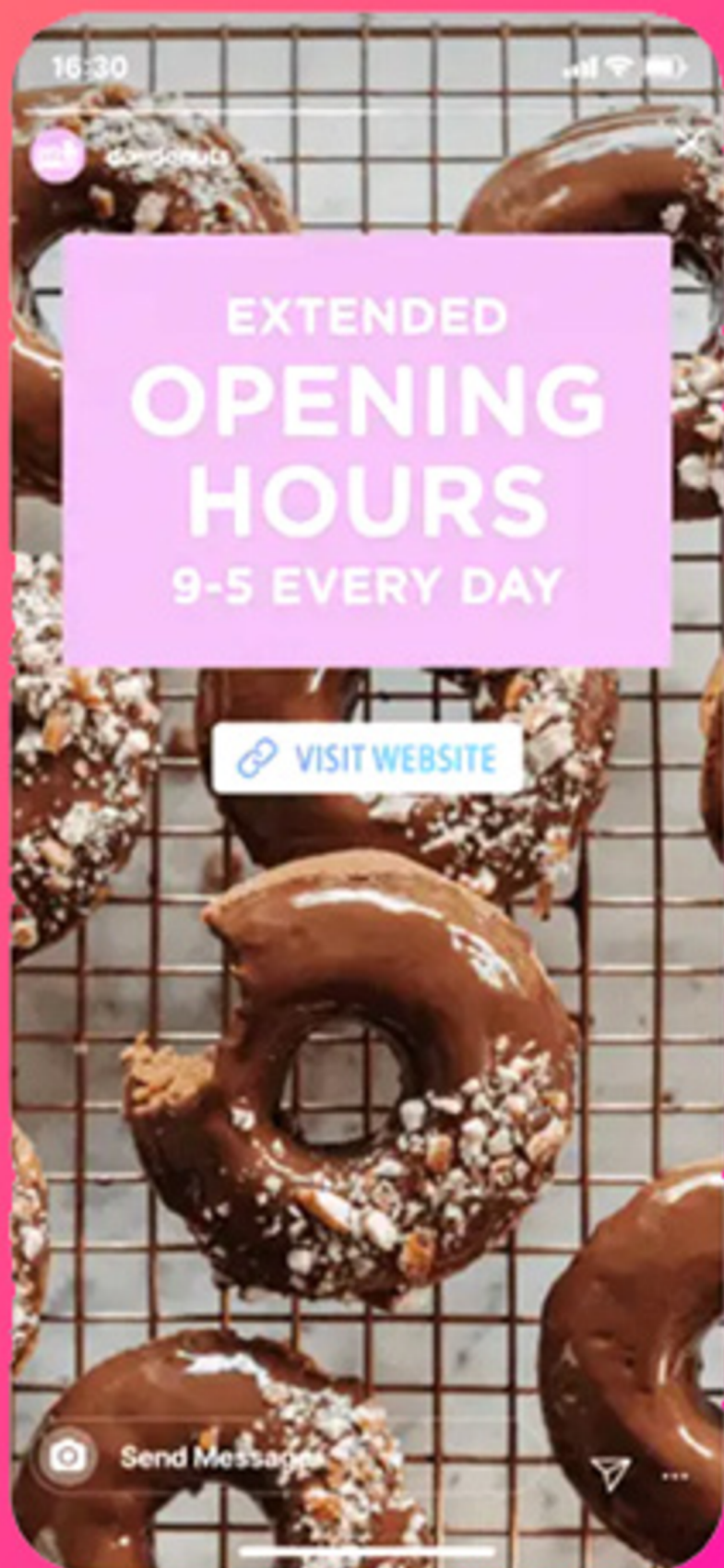
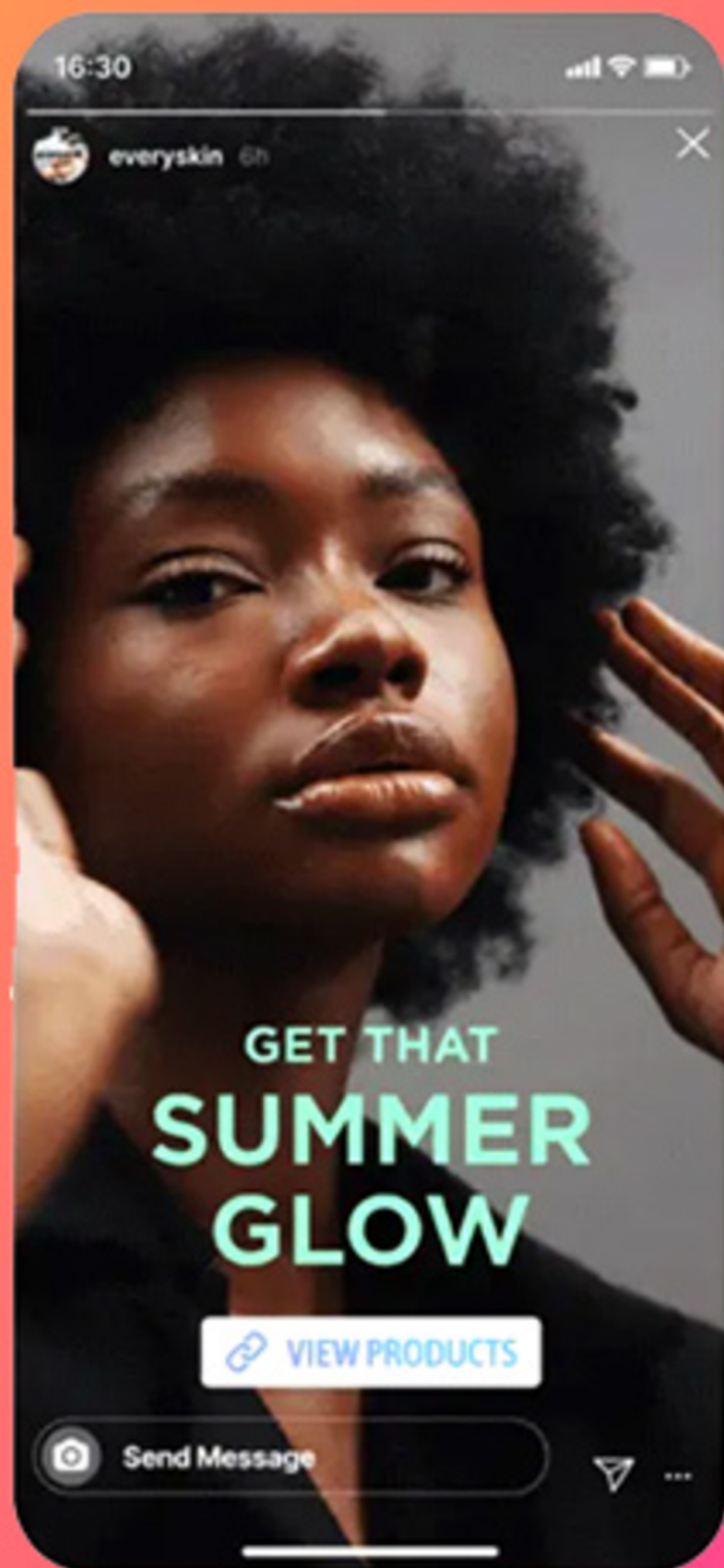
Ad Types: Link Click Ads, Blog Promotion, Landing Page Ads.

◆ **Example:** A travel agency runs website traffic ads on Instagram to send users to its latest vacation deals page.

💡 **Best Metrics to Track:**

- ✓ **Click-Through Rate (CTR):** Percentage of people clicking the ad.
- ✓ **Bounce Rate:** % of visitors who leave the site without action.
- ✓ **Time on Page:** How long users stay on the website.





5. Retargeting (Bringing Back Warm Leads) X

Goal: Re-engage users who previously visited your site, watched a video, or interacted with your content.

Best For: Businesses with abandoned carts, repeat customers, and high-intent buyers.

Platforms: Facebook, Instagram, TikTok, Google Ads.

Ad Types: Retargeting Carousel Ads, Reminder Ads, Dynamic Product Ads.

◆ **Example:** Amazon uses retargeting ads to show products you viewed but didn't buy.

💡 **Best Metrics to Track:**

- ✓ **Cost Per Click (CPC):** How much it costs to get a past visitor back.
- ✓ **Conversion Rate:** Are previous visitors now making a purchase?
- ✓ **Engagement Rate:** Are they interacting more than before?



Forgot something? Make it count now...



MEN

WOMEN

KIDS


CUSTOMISE

STORE FINDER 



IS YOUR WI-FI OKAY?

Maybe your browser crashed when looking at the iconic Gazelle silhouette. You don't want to miss out on this staple item in your collection. Think we're biased? Check out some reviews below. Didn't like any of the colours or designs? Feel free to customise your own model with miadidas and step out in style.

SHOP NOW 

CUSTOMISE 

TASK: Define your aims

What are you trying to achieve with this ad?



- Brand Awareness** – Get your business seen by more people.
- Engagement** – Get likes, shares, comments, or video views.
- Lead Generation** – Collect emails, sign-ups, or phone numbers.
- Sales & Conversions** – Drive online sales, bookings, or downloads.





Step 2: Define Your Target Audience

Who do I want to see this ad?



- ✓ Location: Choose your local area, city, or UK-wide targeting.
- ✓ Age & Gender: Set based on your ideal customer profile.
- ✓ Interests & Behaviours: Choose categories relevant to your business (e.g., fashion, fitness, home decor).
- ✓ Device & Platform Preference: Optimise for mobile users if relevant.

Example: A London-based bakery should target London + food lovers + coffee enthusiasts + frequent takeaway orders.





3. Choose the Right Platform & Ad Format

Each social media platform serves different audience types & content preferences.



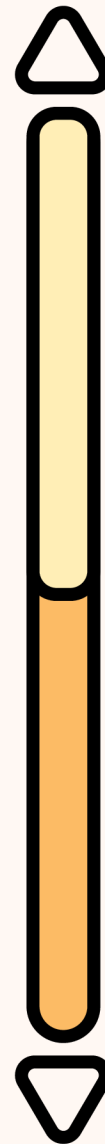
Platform	Best For	Ad Formats
TikTok	Viral trends, Gen Z, UGC	In-Feed Ads, Spark Ads, Hashtag Challenges
Instagram	Visual branding, eCommerce	Story Ads, Reels Ads, Carousel Ads
Facebook	Detailed targeting, Retargeting	Video Ads, Messenger Ads, Collection Ads
YouTube	Long-form storytelling	Skippable & Non-skippable Ads, Bumper Ads
LinkedIn	B2B, Professional leads	Sponsored Content, Lead Gen Ads

Coffee Break



Content Creation

Compelling content is key to engaging your audience and driving conversions. Our content creation services include crafting high-quality blog posts, articles, social media updates, and multimedia content that resonate with your target audience. Focus on creating content that not only informs and entertains but also aligns with your brand's voice and objectives. By consistently delivering valuable content, you can build trust and authority in your industry.



A/B Testing



1.

WHAT IS IT?

A method where you create two different versions of a post, ad, or other content, then distribute to separate segments of your audience to see which version performs better based on metrics like engagement, clicks, or conversions, allowing you to understand which content resonates most with your audience - and therefore create more of this



2.

THINGS TO TRY

Testing variables:

- image
- caption
- call-to-action
- posting time
- target audience

Try not to change too many variables in one go or it will be hard to track deciding factors.





Wirecutter ✓

April 2 · 🌐

After our tests of 26 sets of true wireless in-ear headphones, the Jabra Elite 65t is the only pair we wholeheartedly recommend.



THEWIRECUTTER.COM

The Best True Wireless Headphones So Far

We've tested a lot of true wireless headphones over two years. Read ...



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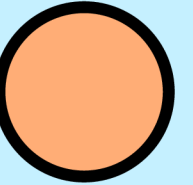
We've tested a lot of true wireless headphones over two years. Read ...



**What do you think
are the key
deciding factors for
your market?
What would you
test?**



Choose the Right Platform & Ad Format



Platform	Best For	Ad Formats
Facebook	Local business promotions, retargeting, sales	Image ads, video ads, carousel ads
Instagram	Visual branding, influencer collaborations, shopping	Story ads, Reels ads, shopping ads
TikTok	Viral trends, Gen Z & Millennials, product discovery	In-feed ads, Spark Ads (boost UGC), hashtag challenges

Ad design



Best Practices:

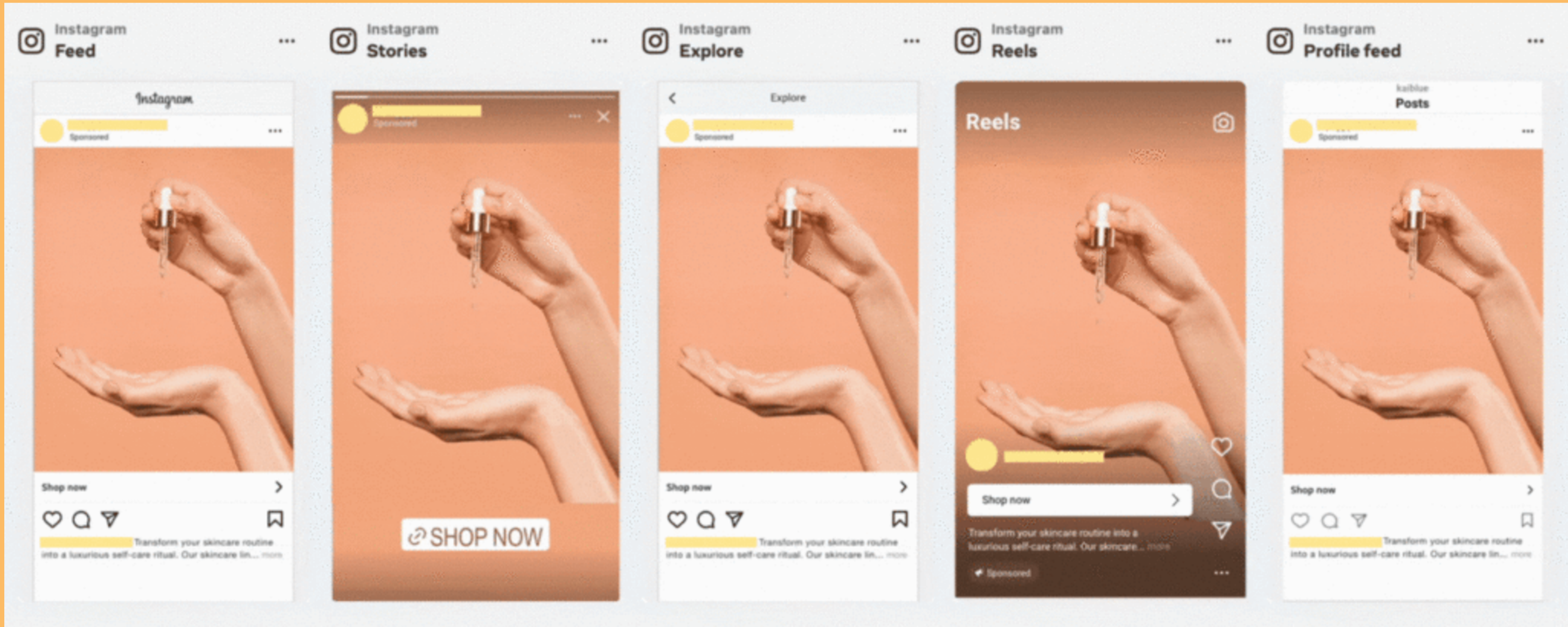
- ✓ Use High-Quality Visuals – No blurry images! Keep it bright & eye-catching.
- ✓ Keep Videos Short & Engaging – 6-15 seconds works best.
- ✓ Use Text Overlays & Captions – 80% of users watch ads without sound.
- ✓ Leverage User-Generated Content (UGC) – Feels more authentic than polished ads.
- ✓ Add a Strong Call-to-Action (CTA) – Tell users exactly what to do (e.g., Shop Now, Swipe Up, Sign Up Today).

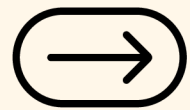


Your ad should stop the scroll and grab attention within 3 seconds.



Ad styles





Analytics & Reporting

Data is at the heart of our digital marketing strategies. Analytics and reporting services provide you with detailed insights into your marketing performance. Track key metrics, analyse user behavior, and measure the effectiveness of your campaigns. By translating data into actionable insights, you can make informed decisions and continuously optimise your marketing efforts to achieve better results.

Budget Planning for Social Media Ads

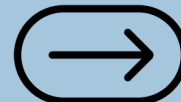
- ◆ Starter Budget (For New & Local Businesses)
- 💰 Daily Budget: £5 - £15/day
- 📌 Best For: Brand awareness, engagement, traffic
- ◆ Recommended Strategy:
 - Facebook & Instagram: Image & Story Ads
 - TikTok: In-Feed Ads & UGC (User-Generated Content) Boosting
 - Target local or niche audiences





Tips for Maximising Your Ad Budget

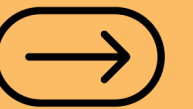
- ✓ Start small (£5-£10/day) and increase spend on high-performing ads.
- ✓ Always test at least 2-3 different creatives before scaling.
- ✓ Use TikTok Spark Ads and Instagram Reels Ads for high engagement.
- ✓ Monitor your Cost Per Click (CPC), Click-Through Rate (CTR), and Return on Ad Spend (ROAS) weekly.
- ✓ Invest in retargeting (website visitors, cart abandoners) for better ROI.





Tips for SME Ads

- 💡 Use Free Facebook & TikTok Pixel to track website visitors & retarget.
- 💡 Test 2-3 different ad creatives (Videos, Carousels, Text Overlays).
- 💡 Run Retargeting Ads to people who clicked but didn't buy.
- 💡 Leverage Instagram & TikTok Stories (Higher engagement than feeds).
- 💡 Consider Influencer Collabs (Smaller influencers = High ROI).



Final Checklist for a Winning SM Campaign:

- ✓ Define your objective (Awareness, Leads, Engagement, Sales)
- ✓ Know your audience (Targeting & Lookalikes)
- ✓ Choose the right platform & ad format
- ✓ Create high-quality, engaging visuals & copy
- ✓ Set a budget & strategy
- ✓ A/B Test different creatives & CTAs
- ✓ Retarget and scale successful ads



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YOUR FEEDBACK IS VERY IMPORTANT TO US!!!

Feedback about the masterclass, “Social media selling and paid advertisements”



Give your feedback:

- Scan the QR code
- Or click on the link <https://bit.ly/feedback100225>

Thank you!