

SOCIAL MEDIA



ELEVATION

About Social Media

Social networks have turned into places where countless people spend the majority of their time online. The rise of the Instagram story and brand journalism has more and more consumers turning to their news feeds when looking for trusted products and services. Paid social media ads can get your brand in front of these curious, networking eyes.

Why Paid Social Media

Social networks like Facebook, Twitter and LinkedIn allow you to target specific audiences. You can narrow your ad's reach to gender, region, age and much more while delivering a tailored message.

It's of utmost importance on these channels to include a call-to-action (CTA). Break out those imperatives and bring users to action! Some classics include "visit our site," "learn more here" and "contact us now." CTAs ensure that those who view your ad have a clear next step to continue learning about you.





Steps for a Successful Campaign

1. Set a Goal

All of your nonprofit's goals should be SMART: specific, measurable, attainable, relevant and time-based. Define what you want from the campaign and how you'll measure it after a determined time frame. No qualitative reporting here either. We're talking cold, hard numbers.

2. Set a Budget

All of the networks' programs offer daily or total budgets. Keep in mind the amount of days you want the campaign to run and how many impressions you want to make with your ads.

3. Target

Everyone's favorite part of paid social media is the ability to zoom in on target audiences. Twitter allows you to target by keyword or phrase and to also target an ad to another account's followers. While Facebook offers more behavioral focusing, other more follower-based networks offer other account-related ad options. Use the available tools to identify your key audience through location, demographics, interests, online behaviors and even other advanced methods.

4. Use Eye-Catching Visuals

It's been known for some time that eye-catching visuals on social media drive more engagement across all social platforms. Take advantage of this opportunity to be creative with your ad and make it something that stands out to compel audiences to take action.

5. Test

As with any new campaign or idea, you've got to see what works and what doesn't. Some organizations will run two or three ads at the same time and remove the ones that don't perform well over a short period. This is a great chance to do A/B (and even C) testing to prove your creativity.

Facebook still remains the dominant force when it comes to paid social posting. Their targeting options are the most extensive and specific, but that's not to minimize the presence and potential of Twitter, LinkedIn and even Instagram. Twitter offers over 350 interest categories and allows you to target followers of certain accounts, like an industry influencer or even a popular TV show. For more formal messaging like press releases, guides, and thought leader musings, LinkedIn is the way to go. You can filter by job function, job title, seniority, and the post goes right into the main feed.

How We Can Help

Paid social media ads is a resource that we absolutely recommend for nonprofits looking to expand their board pipeline, online presence, and donor reach. It takes know-how and time to create, analyze, and report back so make sure there's someone on staff assigned to keep it from falling through the cracks. If resources aren't there, not to worry! Our staff is here to help from campaign conception to real-time reporting.

