

# Score's PARTNERS IN SUCCESS Newsletter

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Welcome to **SCORE's** monthly *Partners In Success* Newsletter

Dear Reader:

SCORE's *Partners In Success* is a monthly newsletter dedicated to business owners in any industry and market sector. Its purpose is to provide insight to business owners/managers looking for a practical, innovative and a bottom line approach on how to better manage their finances, access SBA loans, leverage social media marketing, better manage human resources and access a variety of digital resources. Each issue of the newsletter will address a different topic. **This issue covers tips for creating powerful ads on Facebook — According to Meta's Director of Ads, Tarcisio Ribeiro.**



## Tip for Creating Powerful Ads on Facebook

### According to Meta's Director of Ads

Facebook is an undeniably powerful platform for advertisers.

In fact, Research found Facebook is the most popular social media network for advertising in 2022, with 62% of companies currently leveraging it.

Additionally, Facebook has proven to be the social media platform that generates the biggest ROI.

But getting started on Facebook advertising can be intimidating — particularly with a limited budget. You don't want to waste all your ad spend before you've identified a strong, effective long-term advertising strategy.

So, what do you need to do to create a powerful Facebook Ad? According to Meta's Director of Ads, **Tarcisio Ribeiro**:

#### 1. Keep It Simple

When you're first getting started with Facebook ads, you might feel overwhelmed by the amount of options available. For instance, you can create a boosted ad, a video ad, a poll ad, or a carousel ad, to name a few.

Ribeiro advises against getting too complex when you're first starting out. As he puts it, "One challenge I've seen with new Facebook Ads users is that they see the numerous capabilities we have in our Ads Manager, and without fully understanding how everything works, they try to



### Inside this issue

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- ◆ Creative content rules

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to play with everything. As a result, they end up wasting money because they're either not being targeted enough, or they're using the wrong capabilities."

In other words: Don't try to do too much, too quickly. Start by identifying your objective. What is it you are trying to accomplish: **Awareness Increase traffic Engagement Leads/promotion, or sales**

And, rather than creating a more complex video or carousel, start with a boosted post, which is an easy opportunity to start discovering your target audience. Ribeiro suggests that new Facebook Ads users take the time to take the [Meta Blueprint trainings](#).



## 2. Know Your Audience – including the details

It's imperative you understand the audience you're going to target — in other words, who is most likely to become a consumer. And, equally importantly, you need to be willing to iterate over time to ensure your target audience becomes more refined.

"For instance," Ribeiro says, "Perhaps you sell baby strollers. But beyond that, you have certain characteristics that pertain to your target audience — maybe it's a higher-income market, or parents who are very mobile and need a lightweight stroller to take on trips. In the beginning, you may have a cohort of ten different kinds of profiles who might buy your stroller. But, over time, you're going to see that 20% of those audiences are the ones who are *most likely* to purchase your product."

Facebook ads can help you identify a more specific and niche audience to target. If we use the example mentioned above, perhaps you'd expected parents in the suburban areas surrounding Boston to purchase your strollers, but you find in your Ads analytics that most of your consumers are metro-based. As you begin to discover who your true consumer is, you can refine your ads strategy accordingly.

Once you've identified your target audience, you can also leverage [Facebook's Lookalike feature](#) to ensure your ads are capturing the attention of people who match the same characteristics as your current buyers. [Check out this tutorial video](#).

## 3. Pay Attention to the Creative

"One of the first things users notice and react on is going to be your creative," Ribeiro says, "so it's important you pay attention to how you're designing your ad."

For context, an ad creative is the visual attributes of the advertisement, whether it be an image, video, or another format.

Additionally, the type of ad you create is equally important to consider. Ribeiro says, "Video always performs best because it's the most engaging. But you don't need a big budget or sophisticated equipment for video. If you're a small business and you only have pictures, you can actually convert those pictures into a [video in our Ads Manager](#) through our partnership with Vimeo."

Whether you're ready to [get started with Facebook Ads](#) or take your ads strategy to the next level, hopefully these three tips have enabled you to focus in on what matters most.

The power of Facebook Ads is in the large variety of tools and features it offers businesses — but it's imperative, for your own purposes, that you start simple; take the time to identify your correct target audience; and design a creative that will compel your audience to take action.

# Which Social Network Should You Advertise On?

When deciding which social networks to use, it can be difficult to recommend one platform over another. Instead, it's best to take a holistic view of your needs, research what each platform has to offer, and go from there. That said, some social networks are better equipped for meeting overall marketing needs than others, and we'll discuss those below.

## Facebook

Facebook has almost 2 billion daily active users, making it one of the most popular social media platforms today. It's no surprise that so many are using it for advertising and marketing.

For better or for worse, every business needs a Facebook advertising presence. The platform has the most powerful tools for optimizing and targeting, enabling marketers to create a true buyer's journey within the platform. It also has a high ROI, meaning high conversion rate.

Whether you're a software company or a clothing business, you'll likely find success on Facebook, especially if you use their [ad management tool](#) and create a marketing plan that carefully considers your target audiences.

Remember, 15% of Facebook users use the platform to find and shop for products, and given the high conversion rate, your target market, who are already using the platform to shop, are likely to make purchases based on your ads.

Should you choose to use Facebook, you can use automation software, like [Perfect Audience](#), to ensure that you're continuously nurturing leads and targeting the most qualified customers. Perfect Audience helps you generate lists of users on Facebook that are most likely to become customers and re-targets them for continuous influence.

### *When You Shouldn't Advertise on Facebook*

There are times where advertising on the platform is not recommended..

For example, if you don't have a deep understanding of who your target audience is, it might be best to place Facebook on the back burner until you can gain a thorough understanding of who they are. While ad targeting on Facebook is specific, and the algorithm learns from your leads over time, the process begins with a pre-existing list of groups to target.

## Instagram

[Instagram](#) has around 500 million daily active users, and 62.7% of its global users are between 18 and 34 years old. In terms of user activity, 70% of shopping enthusiasts report using the app for [product discovery](#).

All this to say, Instagram can be very profitable for businesses. It's more shopping focused than ever before, from adding new shopping feature to dipping its toes into shopping live streams. These efforts aren't for nothing — according to a survey of over 1000 marketing people, Instagram came in second as the platform with the highest ROI in 2021.

Instagram is also the platform of choice for influencer marketing, ranked as the most popular and most effective trend with the biggest ROI in 2021. Thanks to the rise of micro-influencers, and the visual nature of the platform, Instagram is an effective hub for influencer marketing.

So, in sum, if you're an eCommerce business that can produce high-quality visual content — or uses influencers in your marketing strategy — Instagram is worth considering.

### *When You Shouldn't Advertise on Instagram*

Unlike Facebook, Instagram really only caters to B2C businesses. If you're a more corporate business not focused on individual consumer purchases, you'll likely have some trouble marketing on Instagram.

However, users on the app expect high-quality content, so producing these visuals is crucial, regardless of your business type. If you don't have the time or the means, turning to a different platform will likely bring more success as you dedicate time to learn about Instagram and create high-quality visual content for future use.

## YouTube

YouTube boasts an audience of over two billion monthly users. Not only is the platform gigantic, but it's especially popular amongst younger audiences. Consider this staggering stat — YouTube reaches more adults aged 18 to 24 than any TV network.

In 2023, video content is expected to be more than half of all web traffic. If you haven't started thinking about how video fits into your long-term marketing strategy, now's the time to start. In fact, 30% of marketing people plan to invest in video more than any other format in 2022-3.

While YouTube is the obvious platform for long-form video content, it's also gearing up to compete with TikTok and Instagram in the short form video. In July 2021, it released YouTube Shorts, enabling users to create bite-sized, 60 seconds-or-less videos.

### ***When You Shouldn't Advertise on YouTube?***

Like Facebook, the possibilities for exposure on YouTube are incredibly high because of its massive user base. However, with millions of videos being uploaded per day, you should consider whether your ads will even make a mark.

For YouTube ads to "work," you need a solid understanding of your audience — who they are, where they live, and their interests or pain points. Once you've done this homework, you're in a better position to leverage YouTube's sophisticated targeting options.

## Which Social Platform Provides the Highest ROI?

According to a survey of 1000 marketing people, conducted by HubSpot, Facebook took the top spot as the highest ROI-generating platform of 2021. It should come as no surprise, then, that 25% of social media marketers are planning to invest in Facebook more than any other platform in 2022/3.

Instagram, YouTube, Twitter, and TikTok also made the list. Although these platforms serve different content to different audiences, they're all shifting towards short-form videos. It's clear that short-form video is here to stay — and many social media platforms are looking to prioritize it in the new year.

If you ask five social media marketers how they define ROI on social, you'll likely get five different answers. It all comes down to what return you are looking for. Is the return you're looking for a more engaged audience? Leads? Brand awareness and affinity?"

Ultimately, your goals are the best indicators of which platforms you should leverage. For instance, are you trying to engage with a Gen-Z audience? You may have better results with TikTok than Facebook. Are you looking to build your reputation as a thought leader? Given Twitter's reach, it could become your best friend.

The first step in establishing where you want to advertise from an ROI perspective, is to nail down what you are trying to achieve in your paid advertising.

But that doesn't mean you can't experiment with new platforms, so long as you have the resources.

When it comes to newer or more experimental channels like TikTok, they're worth trying if you have the resources. Beating the competition to a platform and succeeding is great, but if your other tried and true channels suffer because of it, it probably isn't the right move for your brand in the long run."

### **Making Your Final Decision**

Choosing the "right" platforms to leverage for your marketing strategy depends on your overall business goals and business type. Some platforms will help your ads gain more traction, while others may not be as impactful.

