

# SOCIAL MEDIA ADVERTISING WORKSHOP OUTLINE

## PART 1 - Understanding Marketing Through Social Media and How to Utilize It

### **The What**

- What is “Big Data”?
- How it’s used in advertising (targeting)
- How Social Media sites gather and utilize data

### **The Why (Why advertise with data?)**

- Mass Marketing is costly and ineffective
- Social media messages can be curated for specific audiences
- Versatile, Interactive, Personal
- Analytics readily available
- Low stakes, easy to learn, manage, and experiment
- It’s part of our world now, digital marketing is an essential part of a campaign

### **The How**

- Data comes from interaction, every interaction creates a new data point
- Social Media, Kings of Data Mining
- How does segmentation work
- Targeting Audiences (warm vs cold vs look-alike)

### **The Who**

- Who uses this info?
- Retailers: Amazon, Walmart, eBay, etc
- Social Media: Facebook, Twitter, Youtube, Instagram
- Entertainment: Ticketmaster, Casinos, Artists, Venues
- Anyone looking to target an audience
- What the advertising platforms want

### **What We’ll Do Together**

- Create an Audience from Scratch
- Create an Audience from Existing Data
- Create An Adset
- Analyze Results
- Discuss Best Engagement Practices

There will also be a video library available with step by step guides to create ads along with best practices.

This library will cover topics such as:

1. Walking through the Backend - Meta Business manager, assigning page ownership and admins, setting up an ad account, Facebook Pixel creation
2. Ads - Guide of Facebook Ad Manager, creating audiences, best ad practices
3. How to analyze results and edit ads for optimization

## PART 2 - Follow Up (3 Weeks Later)

At the end of part 1 volunteers will be asked to create ads which we will review together in Part 2

### **Examining results**

- Analyzing data for ads
- How to retarget and make look-alike audiences
- Tracking engagement through a website
- Questions from attendees