Taking A Holistic Approach to Paid Social

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About Backbone Media

We are a values-led media and public relations agency that specializes in the intersection of paid and earned media.

We amplify active lifestyle brands in order to expand their communities and cultivate lasting connections.

Public Relations
Through custom experiences, impactful events, showrooms and targeting product seeding, Backbone’s PR team has been building industry-leading brands for 21 years.

Paid Media
Backbone’s expertise in paid media extends across all of today’s platforms. We believe that having a well-balanced media mix allows us to deliver clients’ messages where they are most receptive.

Performance Digital
We are experts at scaling a brand’s message to engage targeted markets and drive conversion. A certified Google and Facebook partner, we build high-performance digital campaigns.

Affiliate Marketing
Backbone Media has an in-house affiliate management service to tackle the complex intersection of editorial reviews and affiliate marketing, bridging the gap between paid and earned media.
How do we define paid social?

- Users logged into a personal profile
- Ads are aligned with user interest and experience
- Measurement and targeting in 'people-based' / 'user based'
But I don’t use Facebook anymore
There’s more
Paid Social Overview

What fits these criteria?
We will jump into some of our stronger performers to get you up to speed
Paid Social Overview

Active monthly users on top social networks (global)

- Facebook: 2,271,000,000
- YouTube: 1,900,000,000
- Instagram: 1,000,000,000
- Pinterest: 250,000,000

Statista: "Most Famous Social Network Sites Worldwide as of January 2019" 2018
Why advertise here?

75% of all mobile data will be video by 2020

1 in 3 people primarily use smartphones to watch online video

34% of surveyed Facebook users plan on watching more online video on their smartphone next year
TV viewership is dropping – 31% of A18-49 in the US are light TV viewers

18% of US population has never signed up for cable

Sources: Nielsen, “Total Audience Report, Q2 2016,” September 2016; Accenture, “Digital Video and the Connected Consumer,” April 2015; Google/Ipsos YouTube and TV Attention In Home Natural Experiments, US 2016 (eye-tracking study with 2,953 ads observed, n=86 TV viewers and n=87 YouTube viewers, 18-54 year olds)
Social media platforms pull information on you from every corner of the internet

- Liking, commenting, sharing
- Information that you provide
- The products you buy
- The websites you visit
… And of course, what you watch
Platforms are always watching and gathering data on you to serve relevant ads that methodically drive positive interactions and conversion.
Set up your business and digital properties to learn more about your audience and curate a positive experience for them.
Did they go to a product category page?
Did they watch a fishing video?
The amount of information on each user allows for us to segment out our audiences effectively and efficiently.
Several tools are available to measure success at each point in the funnel.
And, one more thing before we dive in

Attribution…. 
Google Analytics provides a very clear picture of attribution by channel though, the last-click nature of the platform will almost always disincentivize prospecting.
Find an attribution model that reports out of the platforms to most closely mimic GA totals.
A little bit more on the platforms
1.5 BN people sign in a month, on average, spending more than an hour on the platform a day

2\textsuperscript{nd} biggest search engine in the world

75% of all mobile data will be video by 2020

Every minute, more than 100 hours of video are uploaded to YouTube

\textsuperscript{1}Source: YouTube Internal Data, Global, 2017. \textsuperscript{2}Source: YouTube Internal Data, Global, 2016. \textsuperscript{3}Source: YouTube Internal Data, Global, 2015.
YouTube delivers effective and engaging advertising that drives conversion

95% viewable video, 66% is industry benchmark

90% of videos are viewed with sound-on

YouTube drove sales lift in 14 out of 19 Nielsen studies
YouTube works across several different buying strategies to deliver against varying objectives.

- Build awareness
- Grow consideration & interest
- Drive actions
Time spent watching video on Instagram increased 60% from July 2017 to July 2018.

People are watching video on Instagram all over. Ranging from 84% of users watching in their home to 30% watching on their commutes.

Instagram Stories daily active users increased 200MM since November 2017 (300MM to 500MM)

Source: 1. Instagram Internal Data, Jan 2019
Instagram provides a platform to grow brand affinity while also driving conversion among target audiences.

87% of people surveyed say they took action after seeing product information on the platform.

54% of surveyed Instagram users say they made a purchase on a product they have seen on the platform.

Source: “Project Instagram” by Ipsos (Facebook-commissioned survey of 21,000 people ages 13–64 in AR, AU, BR, CA, DE, FR, IN, IT, JP, KR, TR, UK, US and ages 18–64 in Japan), Nov 2018.
218MM US users come to the platform monthly, 77% of those are on the platform daily.

206MM of those users are coming to the platform on mobile.

An algorithm that models behavior based on actions performed on the platform as well as those in most all websites on the internet.
Facebook and Instagram share the same back end. Users are targeted across both platforms, and campaigns are optimized across all placements.
Paid Social Overview

Audience Attributes

Behavior on your website, the platform and other websites

Relevant creative based on ability to capture attention and proximity to brand

Evaluate performance based on effectiveness of moving users through funnel to purchase
Paid Social Overview

Introduce

• Video views
• overall increases to website traffic (referral, direct, organic)
• New users reached

Re-engage

Convert

Loyalty

Measure success with the appropriate Key Performance Indicators
Introduce

Re-engage

Convert

Loyalty

Measure success with the appropriate Key Performance Indicators

- Visits to your website, specifically product detail pages
- Cost per site visit
- Add to carts
Paid Social Overview

Measure success with the appropriate Key Performance Indicators

- Purchases
- ROAS, CPA
Measure success with the appropriate Key Performance Indicators

- Engagements on content
- Repeat site visit
- Increases in tagging of brand, conversation etc.
Paid Social Overview

Find the right audience

Introduce
- Interest-based audiences
- Lookalikes of buyers
- Geo heavy ups

Re-engage

Convert

Loyalty
Paid Social Overview

Introduce

Re-engage
- Fans
- Lapsed buyers
- Recent video viewers
- 15-180 day site visitors
- Searchers of your brand and relevant competitors

Convert

Loyalty

Find the right audience
Paid Social Overview

Introduce

Re-engage

Convert

- Recent site visitors
- Those who added products to cart

Loyalty

Find the right audience
Paid Social Overview

Find the right audience

- Recent buyers
- Diehards
Use the right creative

- Brand-focused video
- Lifestyle and product focused video
- Pursuit-focused imagery

Introduce

Re-engage

Convert

Loyalty
Paid Social Overview

- Introduce
  - Lifestyle imagery with product in focus
- Re-engage
  - Product videos
- Convert
- Loyalty

Use the right creative
Use the right creative

- Recently viewed products and relevant products
Use the right creative

- Content
- Stories
- Ambassador content
The best practices for Facebook, Instagram and YouTube hold true for most all social media platforms.
Thank You!

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