

Lead Generation Playbook

Paid Social



JOLT
DIGITAL

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Note: The Lead generation playbook is not exhaustive and built to give you enough elements to start a campaign. However, at every stage there are more things to cover for which we would be happy to help you. Just reach out! <https://jolt-digital.com/contact/>

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Executive Summary

Social media in Asia is huge in number of users but not in terms of penetration. The heavy consumption is already here but it's just the beginning.

Social media is not restricted anymore to awareness objectives and now most of the social platforms have some lead generation specific formats to help gather leads. Customers are very happy to be engaged on social networks about any products, as long as it is relevant to them. This is where the targeting and formats options will play a critical role.

In Asia there are 1.8 Billion active social media users. A penetration of 42% vs. 64% in America¹

When you start using social media for advertising or also called Paid Social, you have many options in terms of platforms. First, look at which platforms to use base on consumers consumption but also on your marketing objectives.

There are a lot of targeting and format options at your disposal for each platform, therefore make sure you understand them and work with your agency to leverage some more advanced methods that can deliver better performances.

¹We are social 2018

Introduction

In this playbook we will focus on paid social: ads on Facebook, Instagram, YouTube and LinkedIn. The objective is to explain how to use paid social to drive sales.

The lead generation playbook is not exhaustive. It is built to give you enough elements to start a campaign. However, there are more things to cover for which we would be happy to help you. Just reach out!

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Social media is not anymore, a touch point where you can only engage users for mass consumer products or FMCG products, but it is also now highly relevant to many more industries. There are specific ad formats on Facebook, Instagram and LinkedIn that are built for lead generation campaigns. Whereas YouTube is more focused on videos and therefore delivers against an awareness objective, we will still cover YouTube as it can also drive leads.

This guide has been written specifically for marketing practitioners in order to help them when using paid social in their lead generation campaigns.

Why paid social is important for lead generation

Conversion rates for social media ads can be eight times more effective¹ than other online advertising. One of the main reasons for this is that social media platforms present relevant ads customized by user-curated preferences. In other words, the level of targeting on social platforms is much more precise than on other media platforms due to the information people enter when they register and due to their activities: a comment, a like on a brand, a film they like, etc.

¹We are social 2018

1. Plan



“

In this section we will look at which audience targeting options are available on each social platform as well as which ad formats are here to help you for your lead generation campaigns.

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Facebook & Instagram

Facebook has 1.52 billion daily active users¹ and Instagram 500 million¹, which means your potential customers are likely active on these platforms. With so many people using and interacting with Facebook and Instagram every day, the social sites are a great online space to generate leads organically or through paid promotions, making marketing on Facebook and Instagram ideal for getting leads and driving sales.

Facebook acquired Instagram in 2012 and decided to have the same targeting and similar ad formats options across both platforms. This makes it easier for us. We are going to refer to Facebook ads because it's the mother company but the functionalities are the same for Instagram for targeting and very similar for formats.

When it comes to a choice between the two social platforms, one main factor to look at is: Demographic.

¹Statista Q4'18

Instagram has a younger user base than Facebook. For example, globally Instagram has 37%¹ of 16-24 years old users vs. 25%¹ for Facebook but if we look at 25-44 years old, numbers are similar across Instagram (52%¹) and Facebook (51%¹).

You can use both platforms and see which one delivers the lowest cost per lead and cost per acquisition but remember that on Instagram, users expect ads that are more authentic, less commercial, in other words less branded. Therefore, when you design Instagram ads keep this in mind otherwise you might get a low CTR and high cost per lead.

Facebook targeting can look a little bit daunting at first but it is very logical. We are going to divide the targeting into Core Targeting and Advanced Targeting.

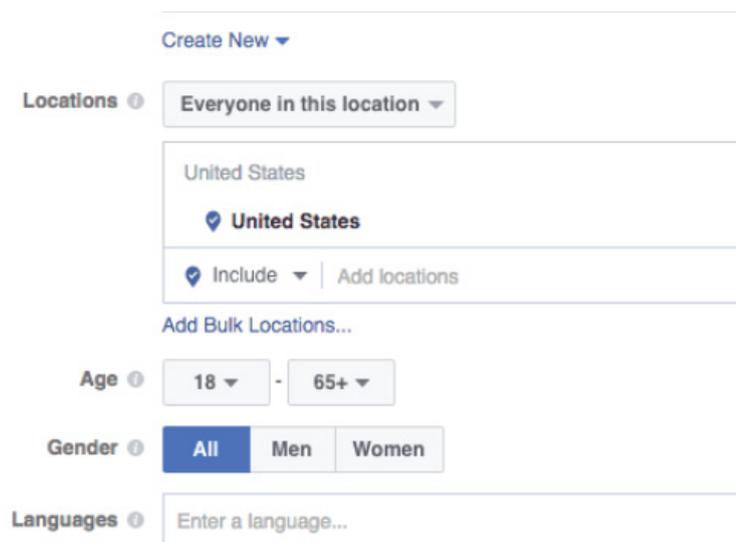
Core Targeting

This is the basic and easiest to understand but it doesn't mean the only one to use. In the core targeting you can use three options for reaching your audience.

1. Demographic Targeting

With this option you will be able to create a target based on normal demographic parameters: on **age, gender, language, occupation, location and marital status.**

Adding a language filter in the targeting can be very useful in markets where there is more than one language. For example, in Malaysia, you will be able to build your audience targeting specifically for the people who speak Malay.

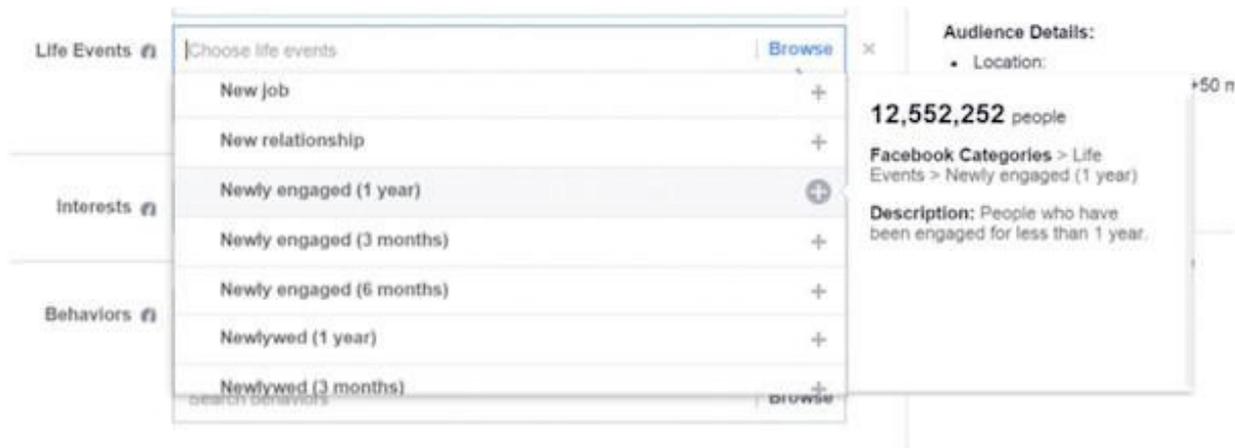


The image shows a screenshot of the Facebook targeting interface. At the top, there is a 'Create New' dropdown menu. Below it, the 'Locations' section is expanded, showing 'Everyone in this location' as the selected option. Underneath, 'United States' is listed, with a location pin icon and the text 'United States'. Below that, there is an 'Include' dropdown menu and an 'Add locations' button. Further down, there is an 'Add Bulk Locations...' link. The 'Age' section shows two dropdown menus with '18' and '65+' selected. The 'Gender' section has three buttons: 'All' (which is highlighted in blue), 'Men', and 'Women'. The 'Languages' section has a text input field with the placeholder 'Enter a language...'.

¹Statista Q4'18

2. Life events Targeting

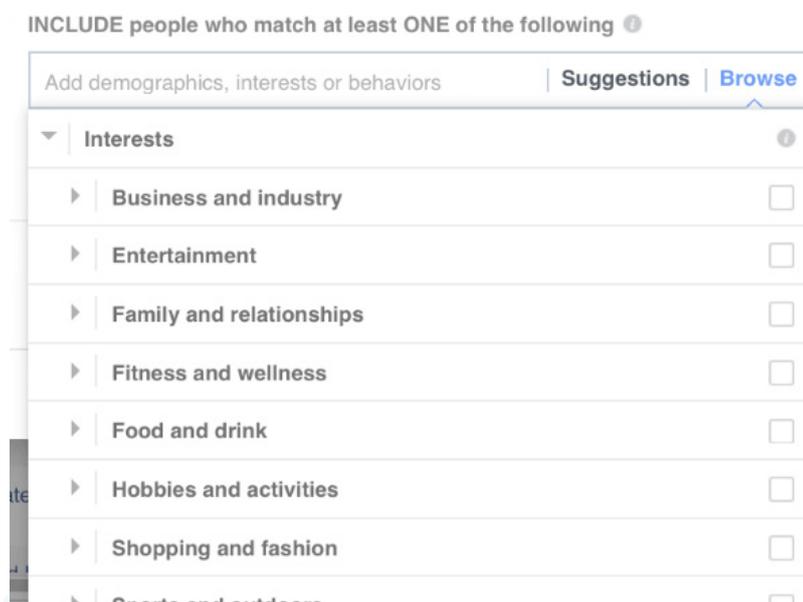
Targeting prospects at specific life stages, **such as marriage or purchasing a new home.**



3. Interest and Behaviour targeting

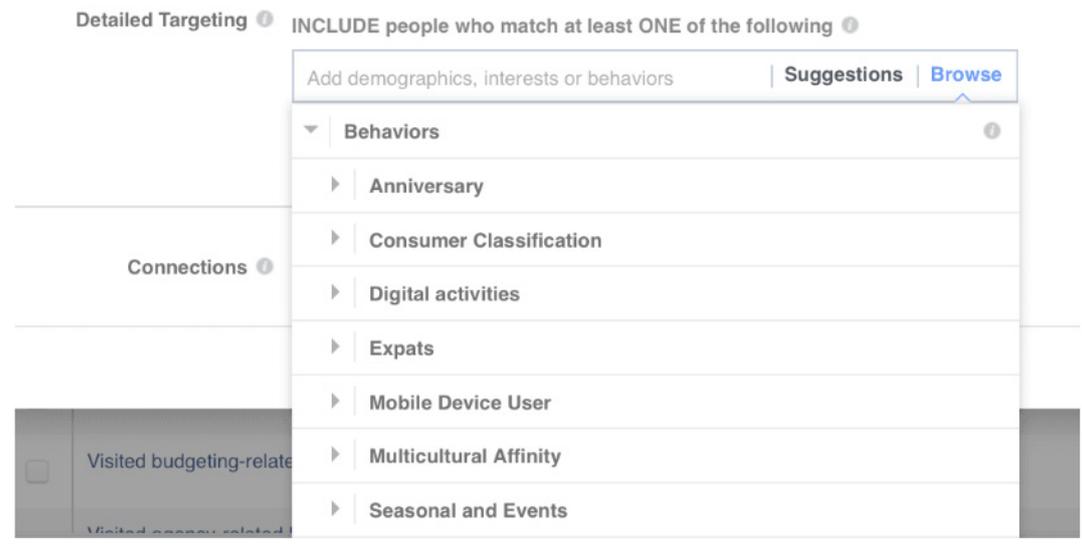
Interest based targeting allows you to target **people specifically interested in a subject related to your product.** For example, you could target people interested in your competitors or your broader market segment, or magazines and blogs covering your market.

To target based on interests, you can either browse the menu with hundreds of interests or simply type in one interest, so that Facebook will suggest to you other related topics.



The interests are based on Facebook users' likes and interests, apps they use, pages they've liked, and more.

Unlike precise Interests, Behaviours allow you to **target people by purchase history, events they like, personal anniversaries**, etc. This data is gathered by Facebook analysing many factors and also using external data sets.



Advanced Targeting

In this option you will be able to leverage your data and Facebook's data in order to build specific targets. There are two main components in Advanced targeting: Custom Audience and Lookalike Audience.

One of the most useful functionalities of Custom Audience is the ability to retarget people who have visited your website.

Ad Formats

There are 18 different ad formats available in Facebook. We are going to list here the most common and focus on those you should use for your lead generation campaigns and driving sales.

Most common Ad formats

- **Domain ads:** Ads with direct links to the website, usually with short text and a visual that feature in the news feed

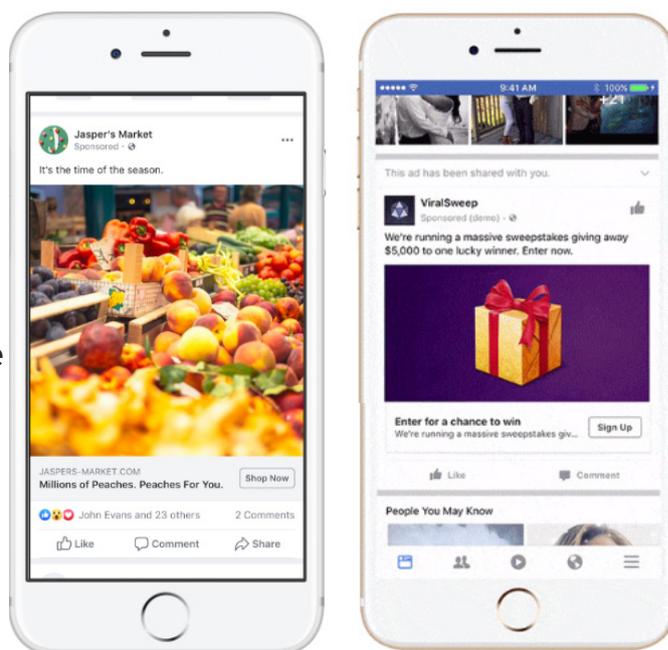
- **Lead ads:** Ads that collect information from the user without them having to leave Facebook (with Facebook also collecting the user data for you to later access)
- **Carousel ads:** Ads that allow up to ten images or videos, headlines and links, or calls to action in a single ad unit. Users must click to move forward when browsing

There are 5 more common formats that you should leverage.

If you have more budget, you should consider other formats in order to not only drive sales but awareness that will later on convert to leads and sales.

Lead Ads

Lead ads on Facebook helps you collect info from people who are interested in your product. A lead ad is presented using an image, video or carousel, and followed by a lead form when the user engages with the ad. Therefore, it means you have the choice of format to engage the audience: Image or Video or Carousel.



Domain Ads

This is a single image with text above and a link description that can directly link the prospect to our website page. This is one of the most common ads on Facebook. We recommend to build a variety of ads as not everyone you will target will engage on one specific ad.

If you want to have more information on the other Facebook formats and how to use them, please get in touch! <https://jolt-digital.com/contact/>

LinkedIn

LinkedIn platform can be very beneficial to lead generation campaigns for acquiring new customers. The main reason is due to the level of details that professionals enter when they register (e.g. job title, industry, degree, company, and much more).

Let's again divide the targeting into Core Targeting and Advanced Targeting

Core Targeting

The first targeting criteria and the only mandatory criteria is the Location. It allows you to reach members based on where they are living or visiting. Geographic location is based on the location specified by the member in their profile (for permanent / long-term locations) and/or their IP address (for short-term visits).

Then you can use 5 more targeting criteria but LinkedIn recommends to select no more than two after having selected the Location. Otherwise the campaign can be too small in terms of reach, in other words too narrow.

- ✓ **Demographic:** Targeting prospects based on gender and age using the user's personal information and estimation from LinkedIn based on their profile.
- ✓ **Educational:** Targeting prospects based on their education: fields of study, member schools and degrees included in their profile.
- ✓ **Professional:** Targeting prospects based on their current job and professional experience: job function, seniority, title, members skills and years of experience.
- ✓ **Interest:** Targeting prospects based on groups they are a member of or interest categories identified by and inferred from member actions and engagement with content on LinkedIn.
- ✓ **Company:** Targeting prospects based on everything related to a company such as company name, company followers, company size, company industry or company connections (1st degree connections of employees at companies you select).



Advanced Targeting

When advertising on LinkedIn, advertisers can also use Matched Audiences to match their website visitors, company lists, and email lists with members on LinkedIn.

- ✓ **Website retargeting**

As with other media platforms, this is one of the most important targeting options.

- ✓ **Account targeting and Contact targeting**

- ✓ **Audience expansion**

If you want to have more information on the other LinkedIn targeting options and how to use them, please get in touch!

<https://jolt-digital.com/contact/>

Formats

Sponsored and direct sponsored content are the best ad formats for lead generation efforts on LinkedIn with a relatively low budget. Dynamic ads work well.

- ✓ **Sponsored content**
- ✓ **Direct sponsored content**
- ✓ **Dynamics ads**
- ✓ **Sponsored InMail**
- ✓ **Video ads**
- ✓ **Text ads**

Audience size

As you select your targeting options, LinkedIn shows you an estimate of the audience size you'll be able to reach. We recommend the following audience sizes for LinkedIn's advertising products. Keep in mind, there's no one-size-fits-all recommendation which is why testing is crucial:

- For Sponsored Content LinkedIn suggests a minimum of 300,000
- For Text LinkedIn suggests 60,000 - 400,000
- For Sponsored InMail the best practice is 100,000 or fewer

YouTube

One big question you might ask yourself now, is why use YouTube to generate leads. There are a ton of reasons why you should be using YouTube for lead generation campaigns. The first is the current consumption and growth of video in APAC and around the world.

Consumers spent in 2018 an average of 67 minutes¹ watching videos a day. By 2020, it will go up to 84 minutes¹ per day.

The second reason is that videos on YouTube platform are extremely search-engine friendly. Not only do they rank well in Google's video search, but they also appear in YouTube's own search engine. It means that your content will easily be discoverable by customers.

These benefits translate directly into more sharing, more visibility, and more lead generation. Let's now go through the targeting options.

Targeting options.

YouTube being part of Google, they wanted to make it simple in terms of targeting therefore the targeting options are the same as for Google Display Network (GDN) but with two additional options in YouTube: Customer Match and Life events.

Please refer to the GDN Playbook for the targeting options or ask us!



¹Zenith report online video consumption

Formats

YouTube offers a large range of video ad formats to engage customers in different ways and across video partner sites. While video ad content must be hosted on YouTube, video ads can appear on YouTube and on video partner sites and apps across GDN, including on tablets and mobile devices.

- ✓ **Skippable in-stream ads**
- ✓ **Non-skippable in-stream ads**
- ✓ **Bumper ads**
- ✓ **Outstream ads**

If you consider using YouTube for your lead generation campaign, the most suitable format will be the Skippable in-stream as it can be tied to a lead objective and is not too intrusive for consumers.

2. Measure

On all the 4 social platforms we detailed here, it is always recommended to measure the activity in relation to leads as this is the main objective of lead generation campaign.

You should look at:

- ✓ Number of leads you have created
- ✓ Cost of the social advertising activity
- ✓ Cost per leads

It's important to split this across social platforms but even inside each platform you should split it by format so you understand which ones perform the best.

Let's now briefly look at some secondary KPIs you could consider for each social platform.

You should go beyond the obvious metrics that we are all tempted to use: Number of Likes, Reach and Video views that a campaign generated. Again, what implication these four KPIs will have on your leads? Unless, for example, you re-use the Likes for re-targeting later on, a Like doesn't translate into a sale or a lead.

- ✓ Quality of Leads

You should not only measure the number of leads but the quality of each lead, meaning that one hundred unqualified leads are far less valuable than 10 qualified ones

- ✓ Frequency

This is the number of times a person will see your ad. If the person hasn't turned into a lead after 5 times, it is unlikely that they will do it after 10 times. Make sure you measure the number of times or the frequency that each user is exposed to your ads otherwise you can annoy a user and waste money at the same time.

✓ CPC and CTR

CPC (cost per click) tells you the cost of an average click from your ad to your website. And, the CTR (click through rate) is the percentage of people that have clicked on your website, after seeing your ad. If you see a high CPC, then you should check your CTR. A low CTR indicates that either your ad creatives don't appeal to your target audience or your ad targeting itself is wrong.

Both of these metrics aren't super important but, they are a general indicator of the appeal of your campaigns.

Average CPC & CTR for Facebook, LinkedIn and YouTube campaigns - USA

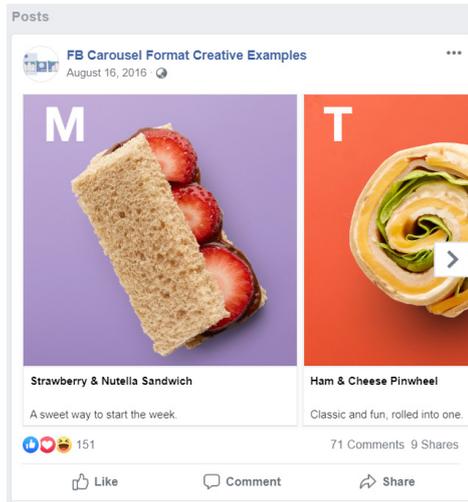
Platform	CPC	CTR
Facebook	\$3.77	0.56%
LinkedIn	\$3.72	0.26%
YouTube	\$3.45	0.35%

Source: WordStream 2018 - Finance & Insurance; Adstage 2018

YouTube can be used for lead generation campaigns but it is less built for that than for an awareness objective, however we need to know how to look at all the metrics you could use for YouTube based on your objectives.

3. Optimize

Best practises



Carousel

- Engage the audience from the very first image with a strong focal point, and provide a reason to swipe (using design or messaging)
- Make sure every image or video has similar style
- Be sure that the first image is relevant to the audience
- Link each image to a landing page clear CTA

Video

- Keep the video below 15 seconds
- Insert the main message (and brand logo possibly) within the first 3 seconds.
- Use a dynamic editing, after each second there is a drop of 35-40% of total viewers.
- Square videos get up to 35% more views and 100% more engagement than horizontal videos.
- CTAs in the middle.

Static Ad

- Resolution: Make sure your image is the right size and shape.
- Remember 20% rule
- Choose the image based on the targeting
- Avoid images that have many small details or text.
- A clear and solid value proposition.

YouTube Brand Lift Study (BLS)

Brand Lift is a measurement of the direct impact your YouTube ads are having on perceptions and behaviours throughout the consumer journey. BLS will show you how your YouTube campaign is increasing key metrics like, brand awareness, ad recall, consideration, favourability, purchase intent, and brand interest.

Remarketing

Adding a pixel or a tag into your website is critical to be able to leverage full targeting capabilities, like re-marketing. Without it you won't be able to deploy re-marketing.

Please get in touch with us for more information on: Facebook, Instagram, LinkedIn, YouTube or A/B test.

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