

Lesson no. 5 – Social Media Advertising

Social Media Ads

In 2015, Social Media commerce totaled \$30 billion in the US. It's a marketing arena that is not only efficient but effective. Very similar to Display Ads, Social Media ads can be anything from a simple banner or image to an auto-play video.

Social Media advertising is great because you can target your audience perfectly. For example, Facebook's targeting options include age, region, interests, educational background and more.

Here are two types of Social Media advertisements:



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Organic - creates loyalty and gives you feedback from your target audience; new form of Word-of-Mouth

Paid - leverage promoted posts and reach specific people

The best platforms to target are:

LinkedIn for B2B sales

Facebook for display and top of funnel marketing

StumbleUpon for amazing, attention-grabbing content

Other platforms to hit up if you have the budget for it:

Twitter

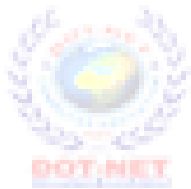
Pinterest

Instagram

Tumblr

Reddit

You can prepare your Social Media campaigns yourself or you can work with a marketing agency to prepare your campaign.



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