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Social Media Advertising: How to Make It Work for You

Our Friends · Thursday, March 28th, 2019

Social media has become an integral part of our culture, with many studies showing that Americans spend an average of 2 hours per day on various social media platforms. What was once a trend has become the cultural norm, and with this comes an outstanding opportunity for advertisers. Here, we'll explore examples of ways to make the most of your social media presence.

?Facebook Ads

One of the many beauties of Facebook advertising is the advertiser's ability to customize the way a viewer experiences the ad. Two of the most prominent types of Facebook ads are "canvas" and "carousel."?? A canvas ad is one of Facebook's newest offerings. What sets the canvas ad apart is that it occupies the full mobile screen. Canvas ads are by far the most dynamic way to advertise on Facebook, as the viewer feels fully immersed in the experience. The options are quite versatile.

Canvas Ads

Let's say you want the viewer to learn about the features of a just-released luxury car, or maybe the goal is as simple as getting the customer to shop for [cute iPhone cases](#). Whatever the objective may be, a canvas ad keeps the viewer engaged by blending text, photos, and videos in an interactive setting.

Carousel Ads??

In contrast, a carousel ad does not take up the entire screen of the phone. The viewer must elect to scroll through a selection of slides in order to view the full advertisement, so the best approach is to ensure that the very first slide is captivating. The appeal of a carousel ad is the way it truly presents an e-commerce experience on Facebook. Many prominent retailers such as Target have capitalized on the benefits of letting customers shop from Facebook carousel ads.

Retargeting

In addition to being able to customize your ad type, Facebook offers useful tools for targeting audiences by various demographics. If you are advertising a product which may speak best to a customer of a specific gender, age range, or certain location, Facebook ads can be catered to reach your audience of choice. Additionally, it is important for marketers to pay attention to Facebook insights, as they can often teach companies a lot about who is interacting with their content.

Instagram Ads

A key difference to remember when comparing Facebook ads to Instagram ads is that Instagram users are almost exclusively on mobile devices while Facebook users are likely to use a mix of mobile and desktop devices. Additionally, Instagram presents its users with two drastically different environments: posts and stories. For optimal success in advertising, the advertiser should try to promote their message in both environments. Instagram is a photo-based platform, so the opportunity for visual storytelling is appealing. The most popular topics on Instagram are fashion/beauty, food, TV/film, hobbies, and music. Keep this in mind in order to set the ad up for success, as there are many product types which simply may not translate as well as others. Instagram offers three types of ad objectives:

- **Awareness** – This type of ad is all about getting the brand name out to as many people as possible. Use this track if you're looking to promote a new idea, and make sure that the advertisement is as memorable as possible.
- **Consideration** – For those who are looking to drive traffic to a specific destination, a "consideration" ad is a great option on Instagram. This track can help the advertiser select users who will enjoy the ad enough to engage with it through liking, commenting, or sharing.
- **Conversion** – These ads are all about optimizing sales. This is the best option for those who want viewers to take an action, like signing up for a mailing list or purchasing a product.

In Summary

By choosing the right ad format, targeting the perfect demographic, and setting strategic goals, advertising on social media can be incredibly beneficial. Be smart with your social presence and enjoy the ultimate reward: a return on investment.

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