



# 20 20

**SOCIAL  
MEDIA  
PLAYBOOK**



**butler/till**

## BRIEF HISTORY OF SOCIAL

Just two years after Facebook's 2004 launch, the social network had acquired more than one million users and partnered with its first Fortune 100 advertiser, JP Morgan Chase.

Twitter entered the advertising space in 2010, with LinkedIn, Instagram, Pinterest, and Snapchat following suit in subsequent years.

By 2016, advertisers were spending \$15 billion+ on social media alone. With the continued growth of social media and entry of new platforms such as TikTok, social media advertising spend is projected to exceed \$37 billion in 2020 (*Statista*). With 90% of U.S. businesses using social media for marketing purposes, paid social advertising has become a necessary part of advertisers' overall digital strategy (*eMarketer*).

## WHO USES SOCIAL MEDIA

According to the Pew Research Center, 72% of adults in the U.S. use at least one social media site. People aged 18-29 use social media the most (90%). Usage rates decline with age, with 40% of users aged 65+ using social media.

Social media usage across race, income, education, and gender is similar.

## FIT FOR PURPOSE

While social media is widely used, each platform has specific benefits and use cases. When used appropriately, paid social channels can work synergistically with other digital and traditional media to drive users through the funnel.

Knowing the specific role and benefits of each platform can help advertisers determine the correct channel mix.

The following sections explore each major social channel's purpose in the overall ecosystem, as well as capabilities and best practices.

## BENEFITS OF PAID SOCIAL

Paid social media allows advertisers to put dollars behind content to amplify reach and hone in on a specific audience.



**Smart targeting:** Social platforms have native targeting to reach users based on interests and behaviors. Advertisers can also leverage first- or third-party data to prospect and retarget specific groups.



**Sophisticated algorithms:** Platform algorithms are continuing to get smarter as technology evolves and more users join social media. Auction pricing on many social platforms allow advertisers to pay the lowest cost per result as engines continue to automatically optimize campaigns over time.



**Real business results:** Each social platform offers a variety of objectives such as awareness, consideration, and conversion. While social media is often seen as a channel solely for driving brand awareness, it can also be used to educate, inspire action, and generate revenue.



**Audience insights:** The opportunity to segment audiences and break down results by factors such as demographic and age group enables advertisers to learn more about their audiences over time. Creative testing generates further opportunities to learn what types of messaging resonate the most with users. These insights can help inform future campaigns to continuously perform better over time.



## FACEBOOK AND INSTAGRAM

Facebook and Instagram offer similar capabilities and best practices. Ads are purchased through a single platform, Ads Manager.



### USE CASE

As of Q1 2020, Facebook reached 1.73 billion active users, while Instagram boasted 500 million active users (Statista). Facebook and Instagram allow advertisers to reach broad swathes of their target audiences while taking advantage of low auction prices.



### CAPABILITIES

- **Facebook pixel:** A snippet of code that allows advertisers to pass data from their websites back to Ads Manager, enabling quick creation of retargeting and lookalike audiences. The pixel can track simple actions such as landing page views, in addition to lower funnel metrics such as online revenue and registrations.
- **Available objectives:** Ads Manager offers a variety of objectives, including brand awareness, traffic, and direct response. Ads Manager offers a unique objective called Reach and Frequency. This is the only objective that is reserved prior to purchase and is not based on auction bidding. Advertisers with target audiences larger than 200K can leverage Reach and Frequency to set an optimal reach goal and frequency cap.

While these platforms are normally seen as consideration tactics, Ads Manager successfully drives direct response due to its broad audiences, offering in-app lead generation, and onsite conversion optimization.

- **Ad units:** Facebook and Instagram are the leading social platforms for e-commerce. Shoppable ad units and integrated product catalogues are available on each platform.

While the majority of ads are standard link ads, the platform offers other rich ad units such as the Instant Experience (formerly known as Canvas), Carousel, Collection Ads, and Dynamic Product Ads.

- **Targeting:** Ads Manager offers a more granular targeting library than any other platform. Advertisers can easily leverage native targeting to reach users based on demographic, job title, discrete age, and a variety of interests and behaviors.



### BEST PRACTICES

- **Campaign Budget Optimizer:** In 2019, Facebook introduced Campaign Budget Optimizer (CBO), which allows the engine to freely move dollars toward the top-performing audience segment at any given time. CBO enablement is recommended at the campaign level for best performance.
- **Combine broad and specific targeting:** Leverage lowest cost results to maximize optimization opportunities by combining broad contextual targeting with retargeting and lookalike audiences.
- **Test automatic placements:** Facebook can automatically reformat a single image or video to leverage multiple placements, such as Feeds, Stories, Marketplace, Search, and Explore. Selecting multiple or automatic placements allow advertisers to access more available inventory, thus lowering the overall cost per result. Facebook recommends that each ad set leverage at least four placements for best results.
- **Expand detailed targeting:** This selection within the ad set level of Ads Manager expands targeting to adjacent interests and behaviors only when it is likely to improve performance.



## TWITTER



### USE CASE

Twitter is a conversational, mobile-first social network. With 126 million active users, Twitter is the go-to platform for users to see and share “what’s happening” in the world in real time. Brands can take part in those discussions to influence prospects and gain loyal customers.



### CAPABILITIES

- **Twitter Website Tag:** Similar to the Facebook pixel, the Twitter Website Tag is a snippet of code that allows advertisers to track site activity and pass information back to the platform for custom and lookalike audience creation.
- **Available objectives:** Twitter also offers a variety of objectives, such as awareness, engagement, app installs, traffic, and conversions. Twitter uniquely offers the Followers objective, which allows campaigns to bid and optimize toward users who are likely to follow the brand.
- **Ad Units:** Twitter ad formats include standard ad units such as Website Cards and image and video Tweets. Interactive ad units such as User Polls and Conversational Ads are now available as well. For app install campaigns, the platform offers specific Image and Video App cards.
- **Targeting:** Twitter allows advertisers to target standard inputs such as age, gender, geography, interests, and behaviors. In addition, advertisers can target by specific events, other follower handles, and unique hashtags and keywords.



### BEST PRACTICES

- **Expand detailed targeting:** Twitter recommends keeping audiences broad. The “expand your audience” toggle at the bottom of the targeting section allows advertisers to capture people who share similar characteristics to the audience features chosen.
- **Keyword maximums:** While advertisers can input hundreds of keywords into an ad group, Twitter recommends keeping keyword counts at 10–30 to achieve both scale and relevancy.
- **Check in often:** Unlike Facebook, Twitter does not have a Campaign Budget Optimizer function and requires a specific daily budget. This means Twitter campaigns need to be adjusted as frequently as once daily to ensure proper pacing and optimization between ad groups.
- **Capitalize on the moment:** Because Twitter is primarily a medium for “in the moment” conversations, advertisers should ensure content is relevant and timely. Twitter recommends capitalizing off moments through event and keyword targeting.



## USE CASE

Snapchat is a mobile messaging app originally released in 2011. The platform currently has 219 million daily active users, 44% of whom are over the age of 25. 46% of Snapchatters cannot be reached on Instagram and 26% cannot be reached on Facebook (*Snapchat Ads for Business*).

Many users favor the platform for its private setting; media and messages shared on the app disappear shortly after receipt. Some advertisers, specifically those that are required to monitor comments, prefer Snapchat for its lack of infinity metrics (comments, likes, shares, etc.).



## CAPABILITIES

- **Snap Pixel:** Similar to other platforms, the Snap Pixel is a piece of code that helps advertisers measure onsite actions and create retargeting and lookalike audiences. Note that retargeting audiences must contain at least 1,000 matched users (users with Snapchat accounts), so it is not possible to create retargeting audiences from sites with low traffic.
- **Available objectives:** Snapchat can also be used with a variety of different objectives, such as brand awareness, traffic, app installs, engagement, in-app lead generation, conversions, and catalog sales. Upper funnel objectives such as brand awareness are popular on the platform due to its low cost per thousand impressions.
- **Ad Units:** The mobile-first platform offers unique full-screen ad units such as the Augmented Reality Lens, Filter (creative overlay), Snap Ads (short-form video or image ads between user stories), Collection Ads (shoppable units), and Commercial Ads (:06 non-skippable videos).
- **Targeting:** Snapchat has a limited library of in-market targeting, including age, demographics, geography, interests, and a select list of DLX segments. Snapchat is one of the few platforms that allows targeting of low-income populations.



## BEST PRACTICES

- **Create the Snap Pixel early:** Due to low match rates on Snapchat, it is best to set up the Snap Pixel as far in advance of campaign launch as possible. This will enable the engine to collect as much data as possible to generate retargeting pools.
- **Limit the number of creative variations:** While platforms like Facebook and Instagram recommend three to five versions of creative per audience for optimization opportunities, Snapchat recommends keeping the number of creative versions low. The platform has shown that there are no performance benefits correlated with testing multiple ad variations.
- **Take advantage of rich media units:** Snapchat's full-screen experience puts creative at the front and center of campaigns. Create colorful, short-form assets, and design for sound-off viewing for best results.
- **Test multiple placements:** Select automatic placements (ads between content and ads within content) for optimal results.





## USE CASE

After launching in 2003, LinkedIn became the largest global community of business professionals. Users leverage LinkedIn to stay connected and informed, as well as to advance their careers. Members come to the platform with a specific purpose, rather than to simply discover content—a very different mindset and intent from users on other social networks.

According to a Business Insider Intelligence survey, LinkedIn is also the most trusted social platform, as ads appear next to professional, brand-safe content. The network includes more than 300 million members, 40% of whom use the platform daily (*Foundation Marketing*).



## CAPABILITIES

- **Insight tag:** The LinkedIn equivalent of the Facebook Pixel enables conversion tracking and allows for creation of custom retargeting and lookalike audiences. Custom audiences must contain at least 300 matched users to be viable on the platform.
- **Available objectives:** While awareness and traffic objectives are common, LinkedIn now offers conversion objectives, including lead generation, website conversions, job applicants, and talent leads. These lower funnel objectives are commonly used for recruiting and B2B needs.
- **Ad Units:** In addition to offering standard Sponsored Content ads, LinkedIn allows advertisers to promote Sponsored InMail, which sends customized messages directly to users' inboxes. Advertisers can target via LinkedIn's native targeting or a custom list of prospects. In addition, the Dynamic Ads feature automatically personalized messages for individual users based on their profiles. Advertisers can select from a customizable template to acquire followers or request responses.
- **Targeting:** LinkedIn is the only social platform whose native targeting relies solely on user-reported data. This makes it more accurate than contextual targeting on other social platforms. On LinkedIn, advertisers can target by job experience, company, interests, education, and select demographics.



## BEST PRACTICES

- **Compliment other social channels:** LinkedIn's network is slightly smaller than other major social channels. However, the platform can be used in tandem with broader awareness campaigns on Facebook, Instagram, and Twitter. Using multiple channels creates a halo effect and expands reach to users who may not be available on other platforms.
- **Keep audiences broad:** While targeting should always be tailored to the campaign objective and messaging, broadening audience sizes to 5,000+ users allows them to scale and perform cost effectively. Conversely, smaller audience sizes can lead to high frequency and increased costs.
- **Check in early and often:** Daily spend pacing on LinkedIn tends to be relatively inconsistent due to frequent fluctuations in available inventory. Adjust bids and budgets up to three times weekly to ensure smooth pacing.



## USE CASE

Pinterest is a visual- and mobile-first platform with 335 million monthly active users. While the majority of users are women, 40% of new sign-ups are from men. The platform currently hosts 200 billion pins, and 28% of all US social media users have Pinterest (*Omnicores*).

Pinterest is primarily a planning platform where users discover new ideas and decide what to do next. Promoted Pins exist in perpetuity after the life of paid campaigns, allowing for amplification of earned media.



## CAPABILITIES

- **Pinterest Tag:** Like the other major platforms, Pinterest Tag allows advertisers to track conversions onsite to create custom retargeting audiences. In addition to offering custom events, the platform has nine standard conversion types, including Page Visits, Add to Cart, Sign Ups, and Leads.
- **Available objectives:** While only CPM and CPC bid models are available, Pinterest can be used for full-funnel objectives, including awareness, traffic, and conversion. The platform is commonly used for online sales and app installs.
- **Ad Units:** Standard Promoted Pins and Video Pins are Pinterest's most popular native ad units. Promoted Carousels and Promoted App Pins also became available in recent years. In addition, brands can now upload a full product catalog to Pinterest to turn Pins into Dynamic Ads.
- **Targeting:** Similar to Twitter, Pinterest allows advertisers to input hundreds of unique keywords. Many advertisers leverage keywords from paid search campaigns to reach niche groups of users across the platform. In addition, Pinterest features age, geography, interest, and demographic targeting.



## BEST PRACTICES

- **Test multiple creative versions:** Due to the highly visual nature of Pinterest, the platform recommends promoting up to six pins simultaneously to maximize optimization opportunities and prevent creative fatigue.
- **Take advantage of rich ad formats:** Promoted Carousels and Dynamic Ads are a great way to maximize the real estate on Pinterest ads and successfully compete for users' attention. Adding motion to static images and leveraging video can also help creative stand out.
- **Plan to reach users in the consideration phase:** Most Pinterest users are active in the consideration phase. Many users are coming to Pinterest via other social platforms or search sites. Reaching users on Pinterest provides advertisers with opportunities to educate and influence decisions that are already being made.

## CONCLUSION

With the vast majority of companies in the United States turning to social media to advertise, leveraging major platforms like Facebook, Instagram, and Twitter has become more of a necessity than an option in comprehensive marketing plans. New players like Reddit and TikTok will continue to disrupt the space as social advertising spend grows. Advertisers can drive strong results from social media platforms by utilizing best practices across each channel.

## APPENDIX

- **2020 trends and the impact of COVID-19 on paid social usage:** With more users turning to the internet for professional and personal purposes since the start of quarantine and the COVID pandemic, more inventory has become available, especially on bigger social platforms like Facebook, Instagram, and Twitter. The increase of available inventory means that the cost per thousand impressions was highly efficient during the height of the pandemic. Advertisers are continuing to see lower than average auction prices as 2020 continues.

Advertisers must exercise caution when promoting ads featuring language related to COVID-19. While Facebook and Instagram allow for the mention of COVID-19 in creative, their policy bans the promotion of PPE and testing kits, as well as any misleading or false information. On Twitter, advertisers can only mention COVID-19 in creative after being whitelisted. In general, the only COVID-related ads on the site are PSAs from non-profit and healthcare organizations. Since COVID-19 policies are ever-evolving, advertisers should check with their agency representatives for updates when planning to promote COVID-19 content.

- **Emerging platforms:** Acquiring loyal customers requires a diverse, multi-channel marketing strategy. Emerging platforms such as Reddit and TikTok are quickly starting to compete for user attention and advertiser dollars. In May 2020, TikTok reported that the app had been downloaded more than 2 billion times globally (*Tech Crunch*). Reddit is also becoming a major player, featuring 430 million active users and 130k active communities. In addition, Reddit is the third most visited site in the United States (*Statista*). In the coming years, these platforms will no longer be labeled 'emerging' and will become integral to comprehensive social plans.
- **Rise of video:** By 2021, it is estimated that 82% of all consumer internet traffic will be made up of video—this number is 15x higher than in 2017 (*Cisco*). 78% of people watch online videos weekly and 55% consume online video content daily. Video is a necessary part of competing for attention on social (*HubSpot*). Keep content short and design for sound-off viewing environments for best results.



## SOURCES

Bennett, Shea. "88% Of Companies Are Using Social Media for Marketing [STUDY]." Adweek, Adweek, 20 Oct. 2014, [www.adweek.com/digital/social-media-companies/](http://www.adweek.com/digital/social-media-companies/).

"Cisco Annual Internet Report - Cisco Annual Internet Report (2018-2023) White Paper." Cisco, Cisco, 10 Mar. 2020, [www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/annual-internet-report/white-paper-c11-741490.html](http://www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/annual-internet-report/white-paper-c11-741490.html).

Clement, J. "Facebook: Global Daily Active Users 2020." Statista, 18 May 2020, [www.statista.com/statistics/346167/facebook-global-dau/](http://www.statista.com/statistics/346167/facebook-global-dau/).

Clement, J. "Regional Distribution of Desktop Traffic to Reddit.com as of February 2020, by Country." Statista, 19 Mar. 2020, [www.statista.com/statistics/325144/reddit-global-active-user-distribution/](http://www.statista.com/statistics/325144/reddit-global-active-user-distribution/).

Collins, Alicia, and Megan Conley. "The Ultimate Guide to Video Marketing." HubSpot Blog, 7 May 2020, [blog.hubspot.com/marketing/video-marketing?](http://blog.hubspot.com/marketing/video-marketing?)

Gallant, Josh. "50+ LinkedIn Statistics For 2020 (User Stats, Demographics, Usage & More)." Foundation Marketing, 6 May 2020, [foundationinc.co/lab/b2b-marketing-linkedin-stats/](http://foundationinc.co/lab/b2b-marketing-linkedin-stats/).

Gil, Rossmay. "The Evolution of Social Media Advertising." IAS Insider, Dec. 2019, [insider.integralads.com/evolution-of-social-ads/](http://insider.integralads.com/evolution-of-social-ads/).

Guttmann, A. "U.S. Social Media Ad Spend 2020." Statista, 9 Aug. 2019, [www.statista.com/statistics/736971/social-media-ad-spend-usa/](http://www.statista.com/statistics/736971/social-media-ad-spend-usa/).

"Pinterest by the Numbers: Stats, Demographics & Fun Facts." Omnicore, 10 May 2020, [www.omnicoreagency.com/pinterest-statistics/](http://www.omnicoreagency.com/pinterest-statistics/).

Schomer, Audrey. "Digital Trust Report 2019: Popular Social Media Platforms Ranked by Consumer Trust Metrics." Business Insider, Business Insider, 15 Oct. 2019, [www.businessinsider.com/the-digital-trust-report-2019-enterprise-edge](http://www.businessinsider.com/the-digital-trust-report-2019-enterprise-edge).

Singh, Manish. "TikTok Tops 2 Billion Downloads." TechCrunch, TechCrunch, 29 Apr. 2020, [techcrunch.com/2020/04/29/tiktok-tops-2-billion-downloads/](http://techcrunch.com/2020/04/29/tiktok-tops-2-billion-downloads/).

"Snapchat Ads for Business: Mobile Advertising." Snap Business, 2020, [forbusiness.snapchat.com/](http://forbusiness.snapchat.com/).

"Social Media Fact Sheet." Pew Research Center: Internet, Science & Tech, Pew Research Center, June 2019, [www.pewresearch.org/internet/fact-sheet/social-media/](http://www.pewresearch.org/internet/fact-sheet/social-media/).

# Contact:

## CAPABILITIES

**Scott Ensign | *VP, Client Solutions***  
**sensign@butlertill.com**

## NEW BUSINESS

**Amanda DeVito | *VP, Marketing & Growth***  
**adevito@butlertill.com**