

Social Media Marketing: Your Time to Shine!



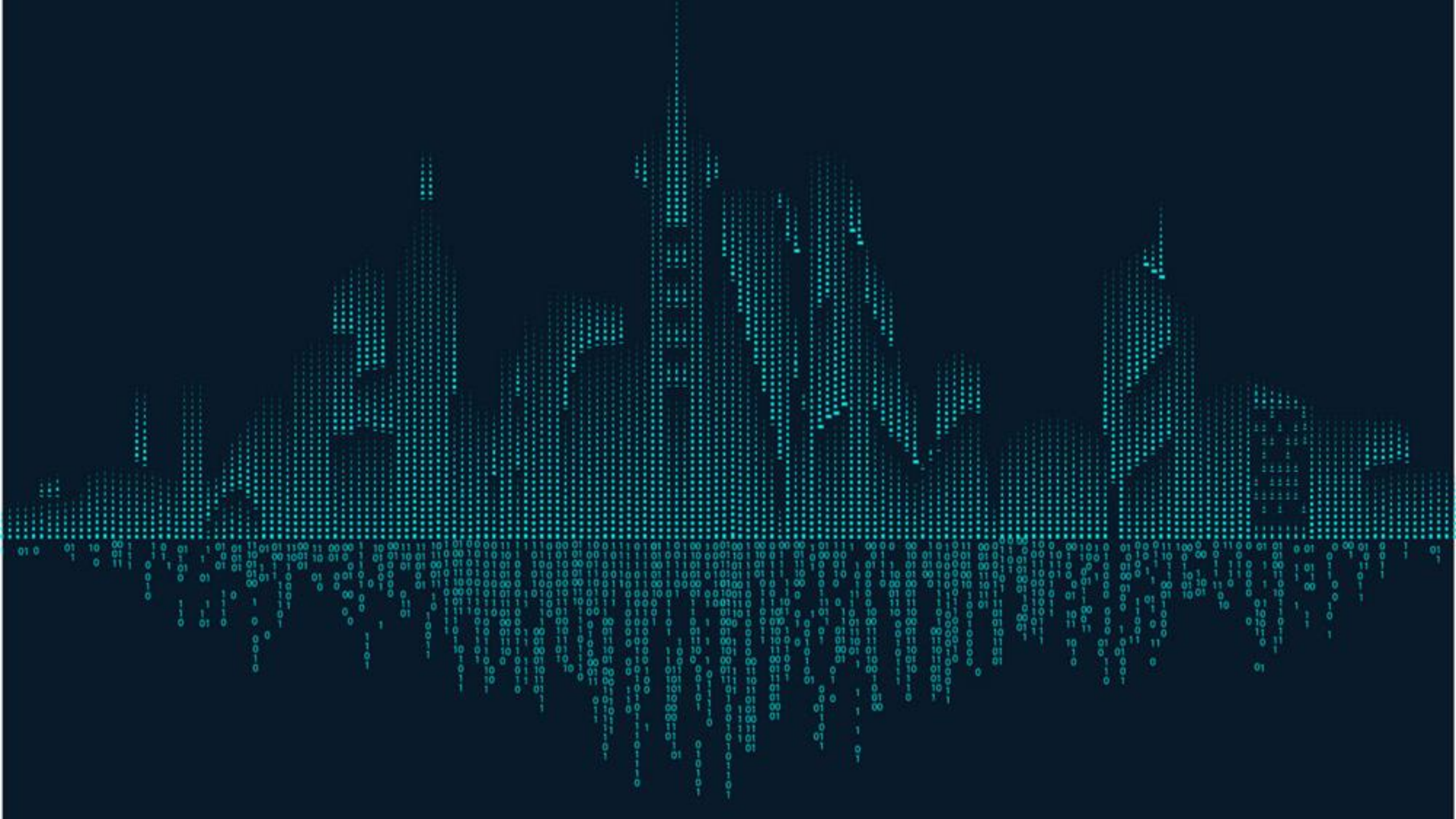
WHO WE ARE



Elly Monna
“The Geek”
Media Director,
DigitalWise



Chrysavgi Patsaki
“The Artist”
Senior Copywriter,
DigitalWise







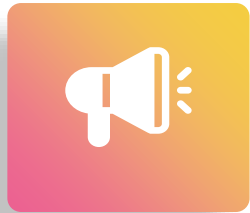






Social Media

How popular are social media?



58.4% of the world's population uses social media



The average daily usage is 2 hours and 27 minutes



424M new users within the last 12 months



Strategy 101

What do we talk about when we talk about strategy?

A strategy refers to an overall plan for reaching prospective consumers and turning them into customers of the products and services we want to promote.

*“Strategy is not the consequence of planning,
but the opposite: its starting point.”
- Henry Mintzberg*

Research

Research tells us what is important, what our competitors are doing, what people believe and want, while also uncovering trends and markets we can address.

And Research leads to **Insights**.



Insights

Insights are truths that we can see and that everyone understands and relates to. They are a means for us to set goals and communicate benefits to our audience.

With Insights, we can catch our **Audience's attention.**



Audience

To discover our Audience, we need to understand them first. We have to know who they are, what their needs are, what separates them and what brings them together.

Making a connection is the first step towards **Engagement**.



Engagement

To engage our audience, our brand communication must resemble the posts their own friends make.

We shouldn't talk TO them.

We should talk WITH them, like a friend would.





Tone of Voice

Tone of Voice

What is it?

A tone of voice describes how your brand communicates with the audience and influences how your message is perceived.

How it should be?

Distinctive, recognisable, unique and consistent.

What does it do for you?

- Makes you human.
- Builds connections.
- Makes you stand out.
- Increases revenue.



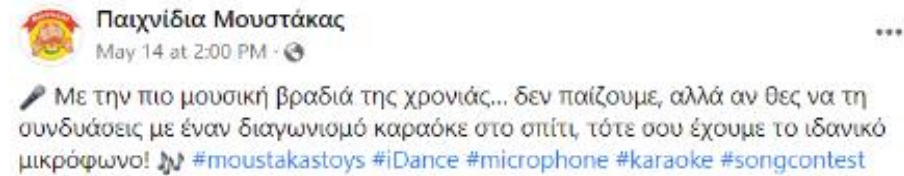


Communication Pillars

Product Posts

Posts that inform our audience about our products, their features and benefits.

They also help us build our brand's image on social media through experiences and occasions.



Mood/Momentum Posts

Posts that take advantage of daily occasions.

They help us display the brand's character through casual messaging and drive engagement.



Useful Posts

Posts that give tips and advice or have an educational character.

They provide useful content on our products and how customers can use them.

They help us become and stay top of mind when customers are in need.



The image shows a Facebook post from the page 'Ηπειρος'. The post is dated May 13 at 12:15 PM. The text of the post describes a recipe for lemon cake (λεμονόπιτα) made with ΗΠΕΙΡΟΣ butter, highlighting its educational and helpful nature. The post includes the hashtags #epiros and #EpirosRecipes. Below the text is a photograph of a round, powdered sugar cake on a wooden surface, with a slice being cut. The photo is overlaid with the text '#Συνταγή' and the ΗΠΕΙΡΟΣ logo. At the bottom of the post, the website 'EPIROS.GR' is mentioned, followed by the title 'ΛΕΜΟΝΟΠΙΤΑ ΜΕ ΒΟΥΤΥΡΟ ΗΠΕΙΡΟΣ' and the beginning of the recipe instructions: 'Βάζουμε τα αμύγδαλα στο μπλέντερ και τα αλέθουμε μέχρι να γίνουν σκόνη. Σ...'. There is also an information icon (i) in the bottom right corner of the image area.

Ηπειρος
May 13 at 12:15 PM · 🌐

Η λεμονόπιτα με βούτυρο ΗΠΕΙΡΟΣ φτιάχνεται πανεύκολα και είναι το ιδανικό συνοδευτικό για τον πρωινό καφέ σου. Απλά ακολούθησε τα βήματα της συνταγής μας για 100% επιτυχία!
[#epiros](#) [#EpirosRecipes](#)

#Συνταγή

ΗΠΕΙΡΟΣ

EPIROS.GR
ΛΕΜΟΝΟΠΙΤΑ ΜΕ ΒΟΥΤΥΡΟ ΗΠΕΙΡΟΣ
Βάζουμε τα αμύγδαλα στο μπλέντερ και τα αλέθουμε μέχρι να γίνουν σκόνη. Σ...

Brand Posts

Posts that communicate our brand history, vision and values.

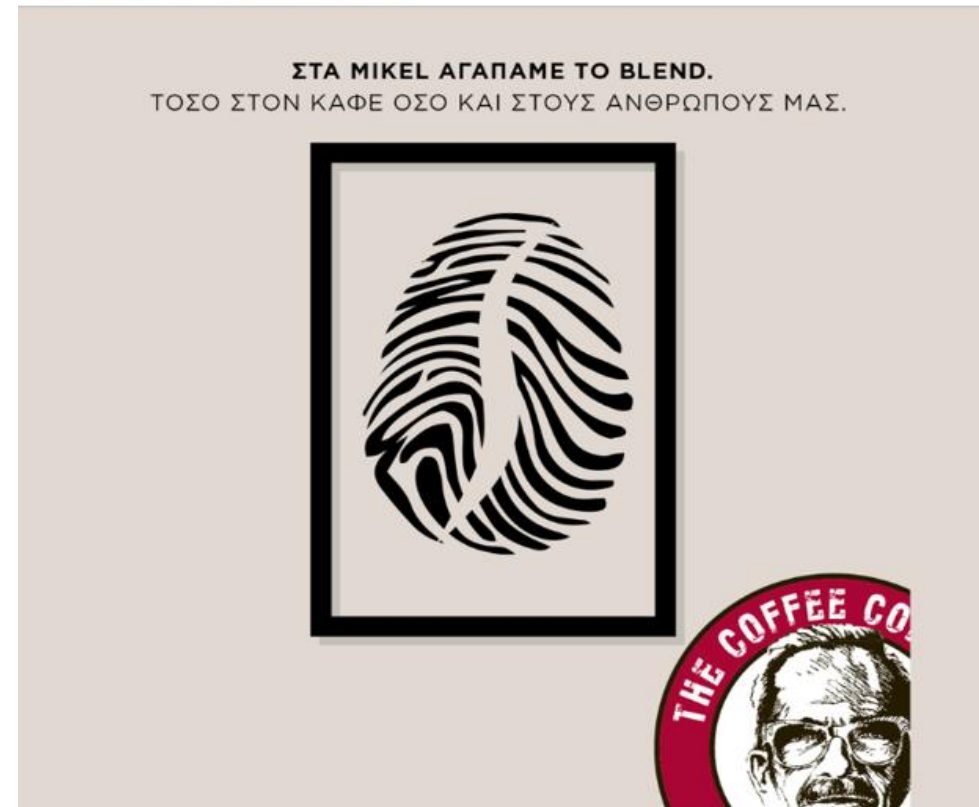
They help us build a relationship with our customers by showcasing our more emotional and less corporate side.



Mikel Coffee
23h · 🌐

Τα Mikel γίναμε το πρώτο brand από τον χώρο της εστίασης στην Ελλάδα που υπέγραψε τη Χάρτα της Διαφορετικότητας για την εξάλειψη των ανισοτήτων στο εργασιακό περιβάλλον. Έτσι, κι επίσημα πλέον, συνεχίζουμε να στηρίζουμε τη διαφορετικότητα και το δικαίωμα του κάθε ανθρώπου να εργάζεται και να αμείβεται αξιοπρεπώς, ανεξαρτήτως φύλου, θρησκείας και σεξουαλικών προτιμήσεων.

[#mikelccgr](#) [#mikelcoffeecompany](#)



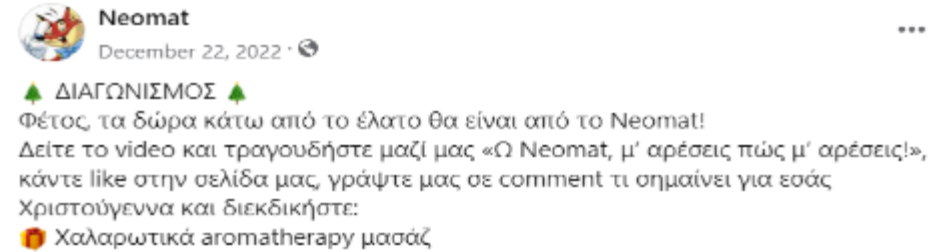
ΣΤΑ MIKEL ΑΓΑΠΑΜΕ ΤΟ BLEND.
ΤΟΣΟ ΣΤΟΝ ΚΑΦΕ ΟΣΟ ΚΑΙ ΣΤΟΥΣ ΑΝΘΡΩΠΟΥΣ ΜΑΣ.

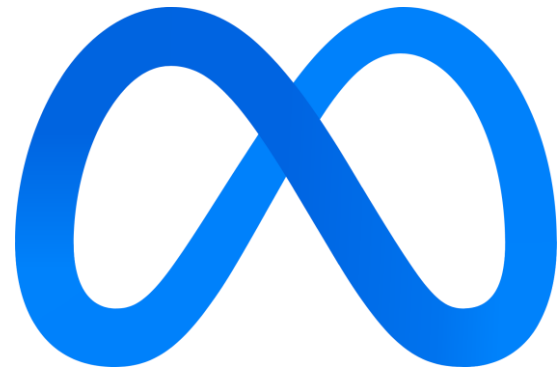
THE COFFEE CO.

Contests/Giveaways

Posts that show we care for our customers.

They give them a feeling of excitement and help us gain a larger following and attract new customers.





Meta Ads





Meta Business





The 10 Commandments

1. Create a professional profile for your business
 2. Add a recognizable profile picture
 3. Avoid changing profile pics frequently
 4. Add a call-to-action (CTA) button
 5. Fill out your 'About' section with basic information, and add company milestones/story
 6. Avoid sharing your profiles credentials with people outside your business
 7. Publish content with design consistency
 8. Create content pillars
 9. Create engaging content
 10. Determine the ideal timing and frequency for your posts
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An illustration of an iceberg floating in a teal ocean. The tip of the iceberg is above the water line, while the much larger, jagged base is submerged. The sky is a gradient of teal and light blue, with several stylized, soft-edged clouds. The water is a deep blue, and the overall style is clean and modern.

Strategy



Creative


Strategy



Creative

Strategy


Ads



Due to algorithm changes, **organic results** from Facebook & Instagram pages have been **reduced** significantly.



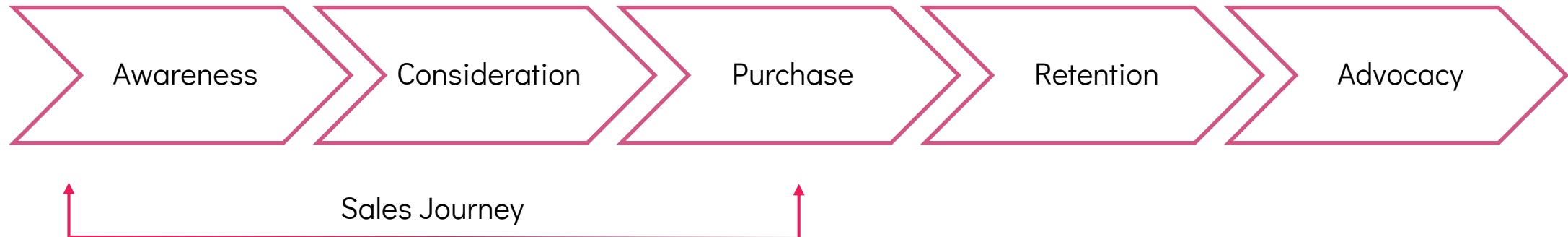
If you don't promote your page content, only a **maximum of 8%** of your fans will see it.



Choosing the right advertising objective

Before you create an ad, first consider what your business goals are. It's important to know what you want to achieve in order to choose the right objective. Your ad objective is what you want people to do when they see your ads.

Customer Journey





Advertising Objectives

Ad objective	Your business goal is to:	Previous ad objective
Awareness	<p>Create awareness of your business. This objective will help you reach the largest number of <u>people</u> who are most likely to remember your ad.</p> <p>For example, if your business is brand new or has been recently renamed, awareness may help potential customers become more familiar with your business.</p>	<p>Brand awareness</p> <p>Reach</p> <p>Video views</p> <p>Store traffic</p>
Traffic	<p>Increase traffic to an online destination of your choice. Send people to a destination, such as your Facebook or Instagram shop, website or app.</p> <p>For example, if you're having a flash sale in your shop or want to send potential customers to a web page that describes your services, this may help drive traffic to those destinations.</p>	Traffic
Engagement	<p>Find people more likely to engage with your business online, send a message or take desired actions on your ad or Page.</p> <p>For example, if you want people who are interested in your products or services to start a conversation via Messenger, this objective can reach potential customers more likely to do so.</p>	<p>Engagement</p> <p>Video views</p> <p>Messages</p> <p>Conversions</p>

Leads	<p>Collect leads for your business or brand via messages, phone calls or sign-ups.</p> <p>For example, if you want potential customers to sign up for a monthly newsletter, this objective can help you reach people willing to share their information with you to learn more about your business.</p>	<p>Lead generation</p> <p>Messages</p> <p>Conversions</p>
App promotion	<p>Get people on mobile devices to install or take a specific action within your app.</p> <p>For example, if you want potential customers to make a purchase through your app or try a new app feature, you can create an app promotion campaign.</p>	App installs
Sales	<p>Find people likely to purchase your goods or services.</p> <p>For example, if you want to reach people most likely to make a purchase, such as through an e-commerce site, you can use the sales objective. You can also optimise for other actions, such as adding an item to their basket.</p>	<p>Conversions</p> <p>Catalogue sales</p>





Define your target audience

- **Location:** for example, local businesses can target their own cities or serve ads to nearby neighborhoods where new customers might be waiting.
 - **Age:** if your audience has a broad age range (think: millennials versus baby boomers), you can segment your ads accordingly rather than take a one-size-fits-all approach.
 - **Interests:** define what are your audience interests.
 - **Demographics:** additional details such as education level or relationship status can help you target specific social media personas that resemble your real-life customers.
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Ad Placements & Creative Specs

Facebook

- Facebook Feed (recommended square (1:1) images and vertical (4:5) videos)
 - Facebook in-stream videos & Reels (recommended full-screen horizontal (16:9) or square (1:1) images or videos)
 - Facebook & Messenger & Reels Stories (We recommended full-screen vertical (9:16) images or videos)
 - Facebook Video Feeds (recommended square (1:1) images and vertical (4:5) videos)
 - Facebook Marketplace (recommended square (1:1) images and vertical (4:5) videos)
 - Facebook right column (recommended horizontal (1.91:1) images or videos)
 - Messenger (recommended square (1:1) images)
 - Messenger Sponsored Messages
 - Facebook Search Results (recommended horizontal (1.91:1) images or square (1:1) videos)
- 
- 



Ad Placements & Creative Specs

Instagram

- Instagram Feed (recommended square (1:1) images and vertical (4:5) videos)
- Instagram Stories & Reels (We recommended full-screen vertical (9:16) images or videos)
- Instagram Explore (recommended square (1:1) images and vertical (4:5) videos)
- Instagram Shop (recommended square (1:1) images)

Apps & Sites

- Expand your reach with ads in external apps and websites (recommended full-screen vertical (9:16) images or videos)
- 
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Ad Formats



Ad Formats

a) Image



Ad Formats



- a) Image
- b) Video




Ad Formats

- a) Image
- b) Video
- c) Carousel


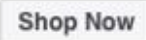
Carousel Ads (example)

 **MVMT** 
about 2 years ago

Featured in GQ, Playboy and Hypebeast. Starting at \$95 with Free Shipping Worldwide.



The carousel displays three watch models. The central image shows a black watch with a black dial and a metal link bracelet. The left and right images show partial views of other watch models. Navigation arrows are visible on the left and right sides of the carousel.

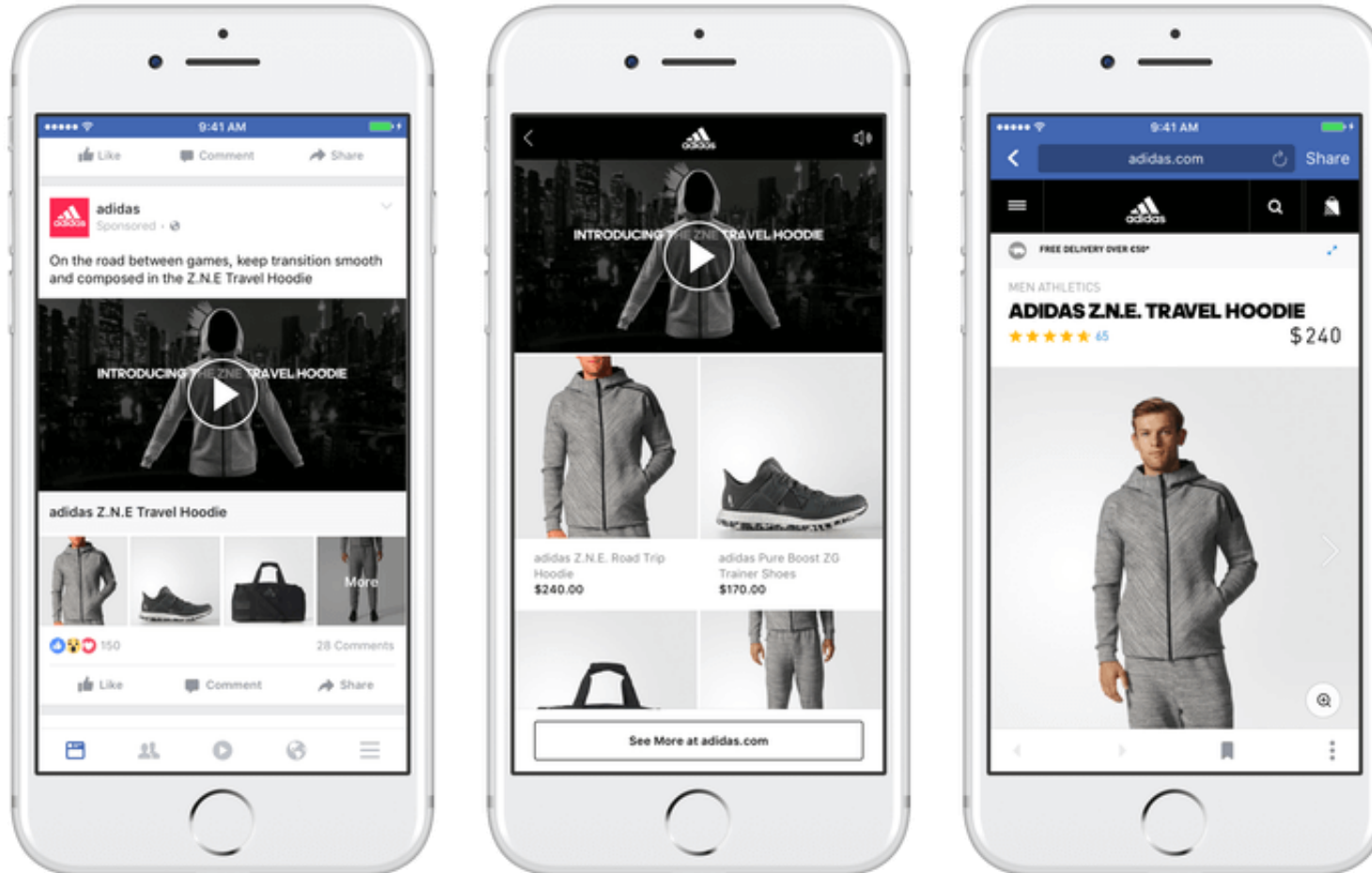
	Black/Black \$100		Chrono White/Caramel L \$135
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Ad Formats

- a) Image
- b) Video
- c) Carousel
- d) Collection

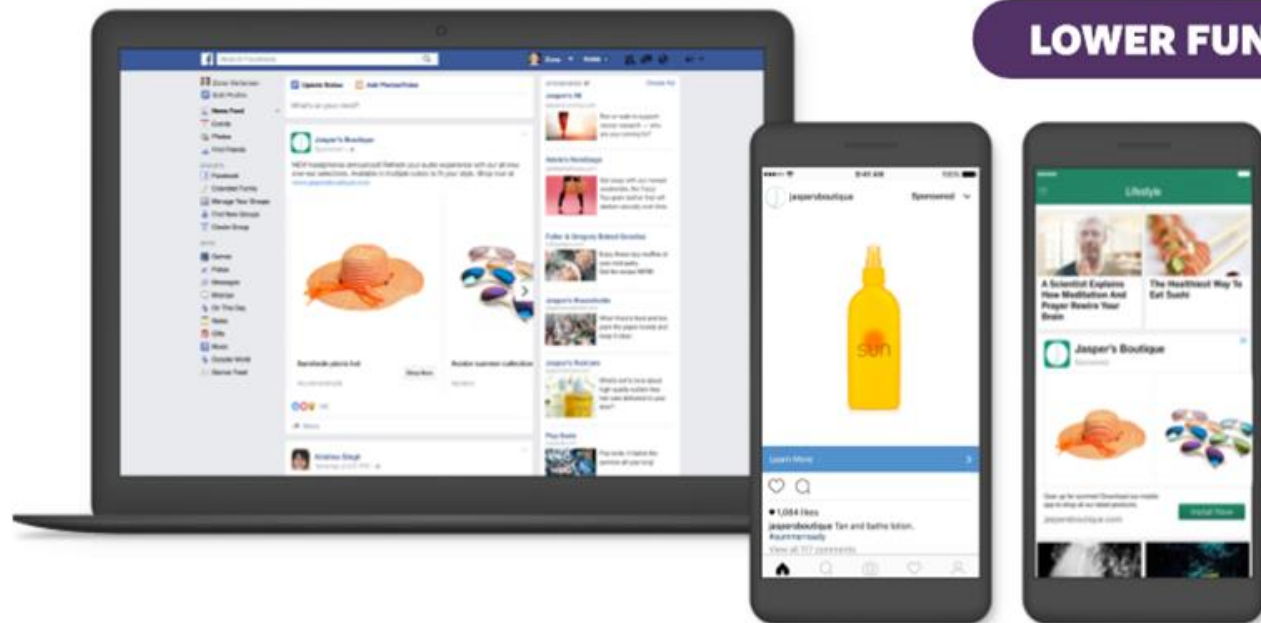
Collection Ads (example)





Dynamic Ads

RETARGET INTERESTED SHOPPERS WITH DYNAMIC ADS



LOWER FUNNEL

Reach people who have viewed specific products on your website, app or elsewhere across the internet





Promote these same products across Facebook, Instagram and Audience Network





Dynamic Ads = Technical Excellence

- **Meta/Facebook Pixel:** Map the website or app with the right events, try to pass as many info as possible.
<https://www.facebook.com/business/help/952192354843755?id=1205376682832142>
 - **Conversion API:** Create a direct connection between your marketing data and the systems, which help optimize ad targeting, decrease cost per action and measure results across Meta technologies.
 - **Facebook Catalog:** Improve quality of the catalog, create advanced product sets etc.
<https://www.facebook.com/business/help/1275400645914358?id=725943027795860>
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Lead Ads

In a traditional lead generation conversion path, users are driven to a landing page where they fill out a form.

This method can be great for finding high-quality leads, if users are willing to go through the effort of abandoning what they're doing to fill out a form and obtain an offer, for example.

But, what if the user is only mildly interested for this offer?

Lead Ads allow users to stay on the platform while completing and submitting the lead form. Users aren't ever sent to an external landing page – meaning they are never redirected anywhere.



Lead Ads (example)



Lead Ads (example)



So Easy Peristeri (Peristeri) Sponsored · 

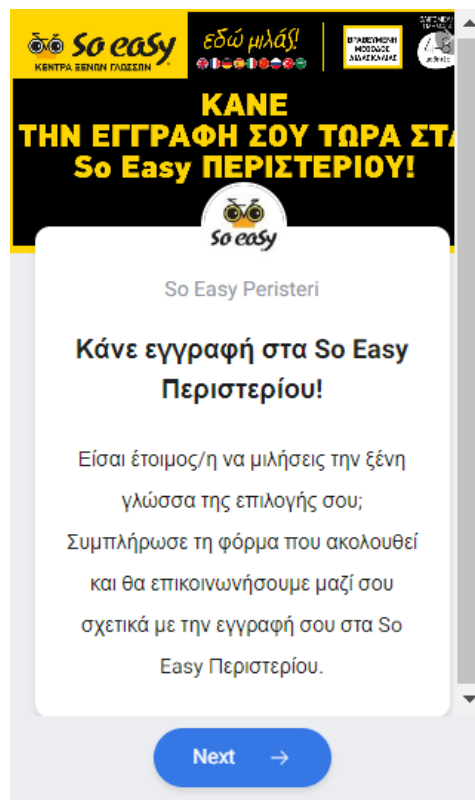
Κάνε το βήμα και μίλησε την ξένη γλώσσα της επιλογής σου με τη δοκιμασμένη μέθοδο των So Easy. Κάνε εγγραφή τώρα!


So Easy  **Περιστέριου**
Ακροκορίνθου 1-3 & Βασ. Αλεξάνδρου
210 4441909

ΜΑΘΕ ΠΕΡΙΣΣΟΤΕΡΑ

FORM ON FACEBOOK
So Easy | Φροντιστήρια
Ξένων Γλωσσών

Sign Up

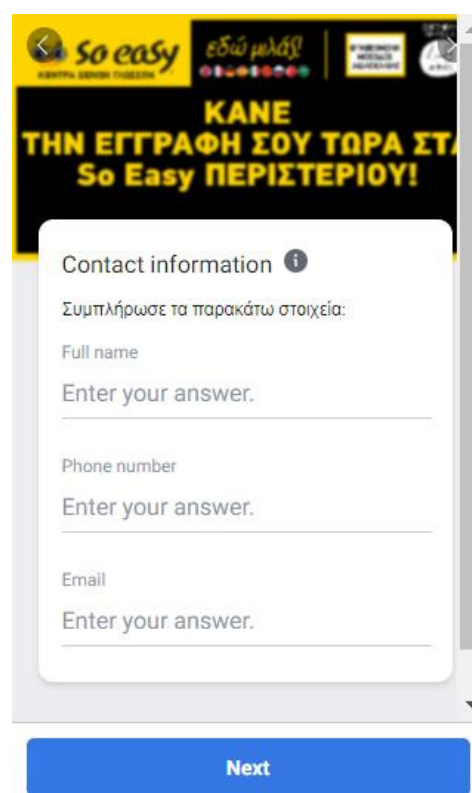



So easy  **So Easy Peristeri**

Κάνε εγγραφή στα So Easy Περιστέριου!

Είσαι έτοιμος/η να μιλήσεις την ξένη γλώσσα της επιλογής σου;
Συμπλήρωσε τη φόρμα που ακολουθεί και θα επικοινωνήσουμε μαζί σου σχετικά με την εγγραφή σου στα So Easy Περιστέριου.

Next →



So easy  **So Easy Peristeri**

Κάνε εγγραφή στα So Easy Περιστέριου!

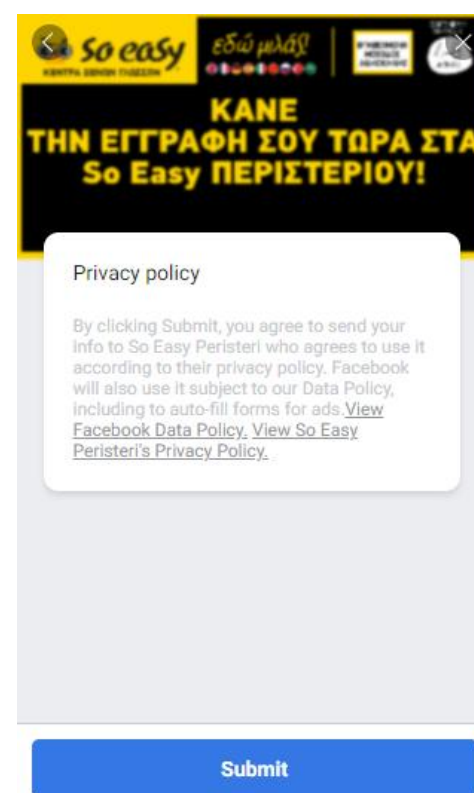
Contact information ⓘ
Συμπλήρωσε τα παρακάτω στοιχεία:


Full name
Enter your answer.

Phone number
Enter your answer.

Email
Enter your answer.

Next



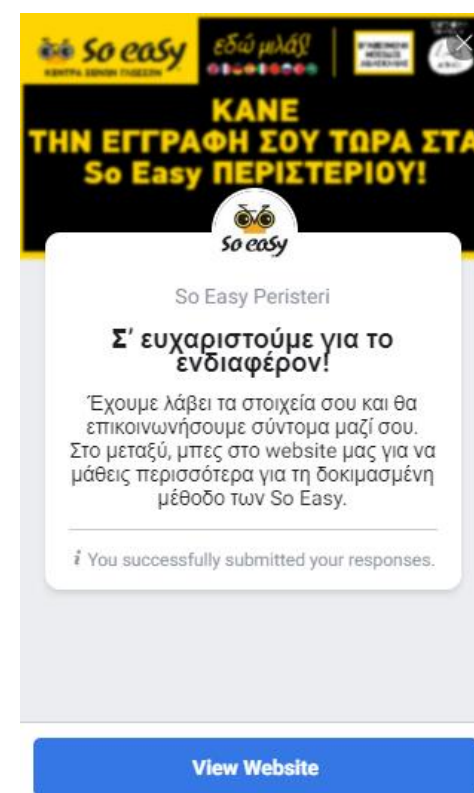
So easy  **So Easy Peristeri**


Κάνε εγγραφή στα So Easy Περιστέριου!

Privacy policy

By clicking Submit, you agree to send your info to So Easy Peristeri who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [View So Easy Peristeri's Privacy Policy](#).


Submit



So easy  **So Easy Peristeri**

Σ' ευχαριστούμε για το ενδιαφέρον!

Έχουμε λάβει τα στοιχεία σου και θα επικοινωνήσουμε σύντομα μαζί σου. Στο μεταξύ, μπες στο website μας για να μάθεις περισσότερα για τη δοκιμασμένη μέθοδο των So Easy.



 You successfully submitted your responses.

View Website



Advertising Core Metrics

Mostly used metrics to optimize:

- ❖ Results (Leads, Engagements, Clicks, Reach etc.)
 - ❖ Avg. Cost per Result (Cost per Lead, Cost per Engagement, Cost per Click, Cost per 1.000 Impressions etc.)
 - ❖ Result Rate ($CTR = \text{Clicks} / \text{Impressions}$, Engagement Rate etc.)
- 
- 



Even More Opportunities



Thank you!

