



ADVERTISING ON SOCIAL MEDIA

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astering social media isn't all about sharing articles and favoriting posts. It becomes a whole different game once you factor in ads. In this article you'll learn how to decipher your target audience by analyzing your demographics. I'll also show you some real life examples of case studies put into action.

LinkedIn

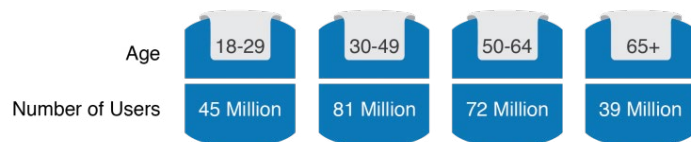
Understanding Your Audience

Generally, your LinkedIn audience is made up of your business interactions, former alumni, recruiters, and other professional contacts. Staying aware of the message you send is going to be important, and that means having a clearer picture of who uses LinkedIn.

Here's a hint: keep it professional.

Demographics

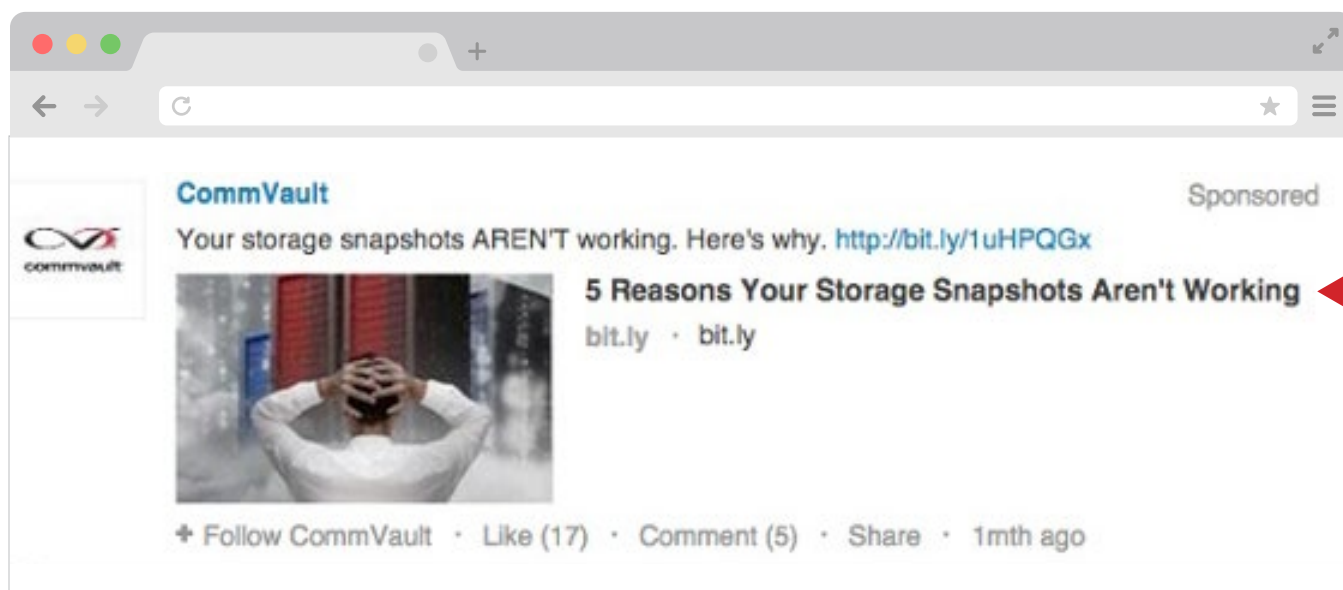
LinkedIn by the Numbers



Via Pew Research Center.

Social Media Network Use Cases

Let's take a look at how different companies advertised on LinkedIn and reaped good results.

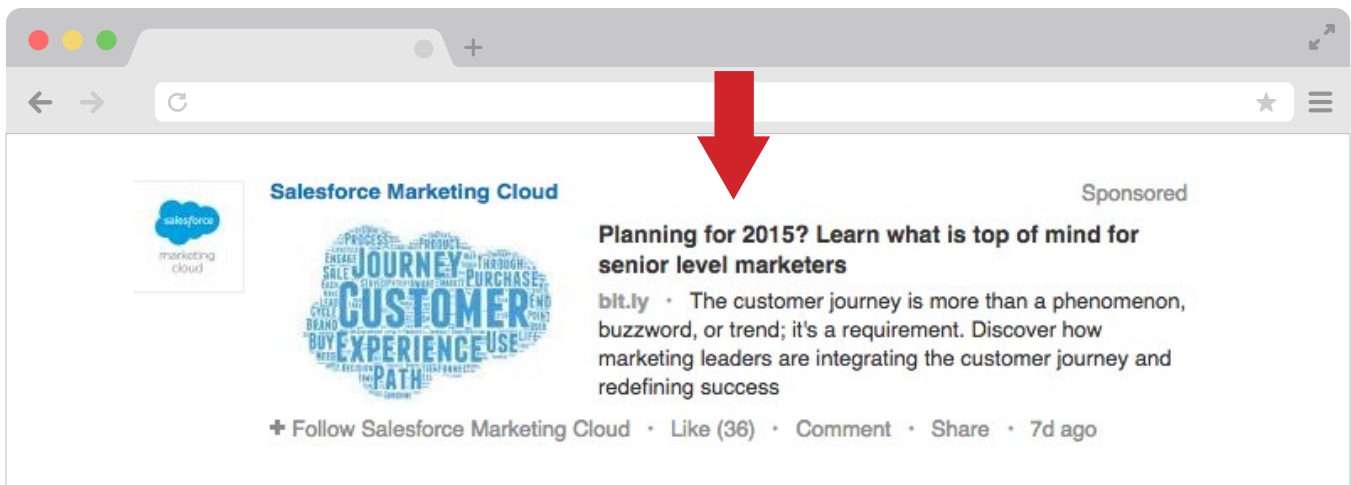


Example 1:

CommVault had a powerful ad because it appealed to consumers' emotions. They chose to **stick to a single line** of text, keeping in mind that people have short attention spans these days. The picture chosen fits this ad theme because it gives off the idea that CommVault understands

that technology can be stressful sometimes.

Take away: A simple line of text and a great image can go a really long way when capturing the attention of your audience.

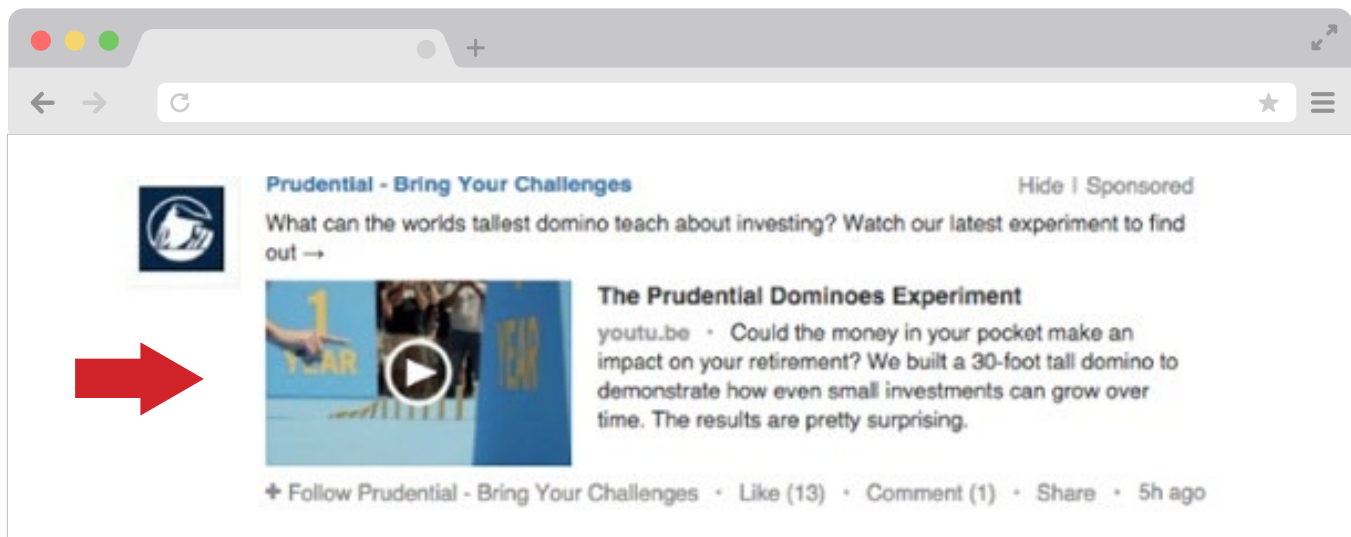


Example 2:

Salesforce Marketing Cloud did a great job of targeting a specific audience to get results. In the above ad they targeted not just any marketers, but senior level marketers. The headline **asks a question** and tells

you how you can solve it.

Take away: This ad works because it's highly targeted and captures the audience's attention by asking a question that needs an answer.



Example 3:

Prudential comes out on top because they **embedded a video** into this LinkedIn ad. Video is quickly becoming a player on the digital advertising front. It holds attention spans better than typical text ads and has been proven to

have better click-through and conversion rates.

Take away: Video is proven to work. You need to have the right targeting and message set in place.

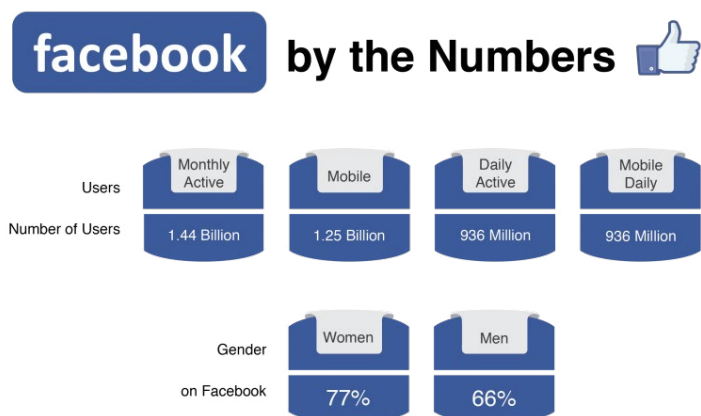
Facebook

Understanding Your Audience

It's safe to say that most people these days have a Facebook account. And that's good news for you. Be aware that audience is still a key factor here, though, and will be on any platform.

If you chose to stick with a single personal account, always try to stay aware of who's watching. If your main focus for having a Facebook is using it for business related endeavors, then keep it professional. You don't want to end up reminiscing with your college buddies at the expense of your potential clients.

Demographics



Via *Venture Beat*.

Social Media Network Use Cases

Example 1:

This ad is super simple, and it works. It's very clear what the advertiser wants you to do: "Get 3 Bottles For \$19!" The discount entices you while the sub-text of the ad provides a strong call-to-action.

Take away: **Doing the basics** well goes far in a Facebook ad.



Get 3 Bottles For \$19!
www.clubw.com
Club W saves you money on wine - Get a discount on your first order of fine wine.

NatureBox
Sponsored · 🌐

Like Page

Deliciously wholesome snacks, delivered monthly.
Try a free sample of five of our tastiest snacks, just pay \$7.95 for shipping!

free trial

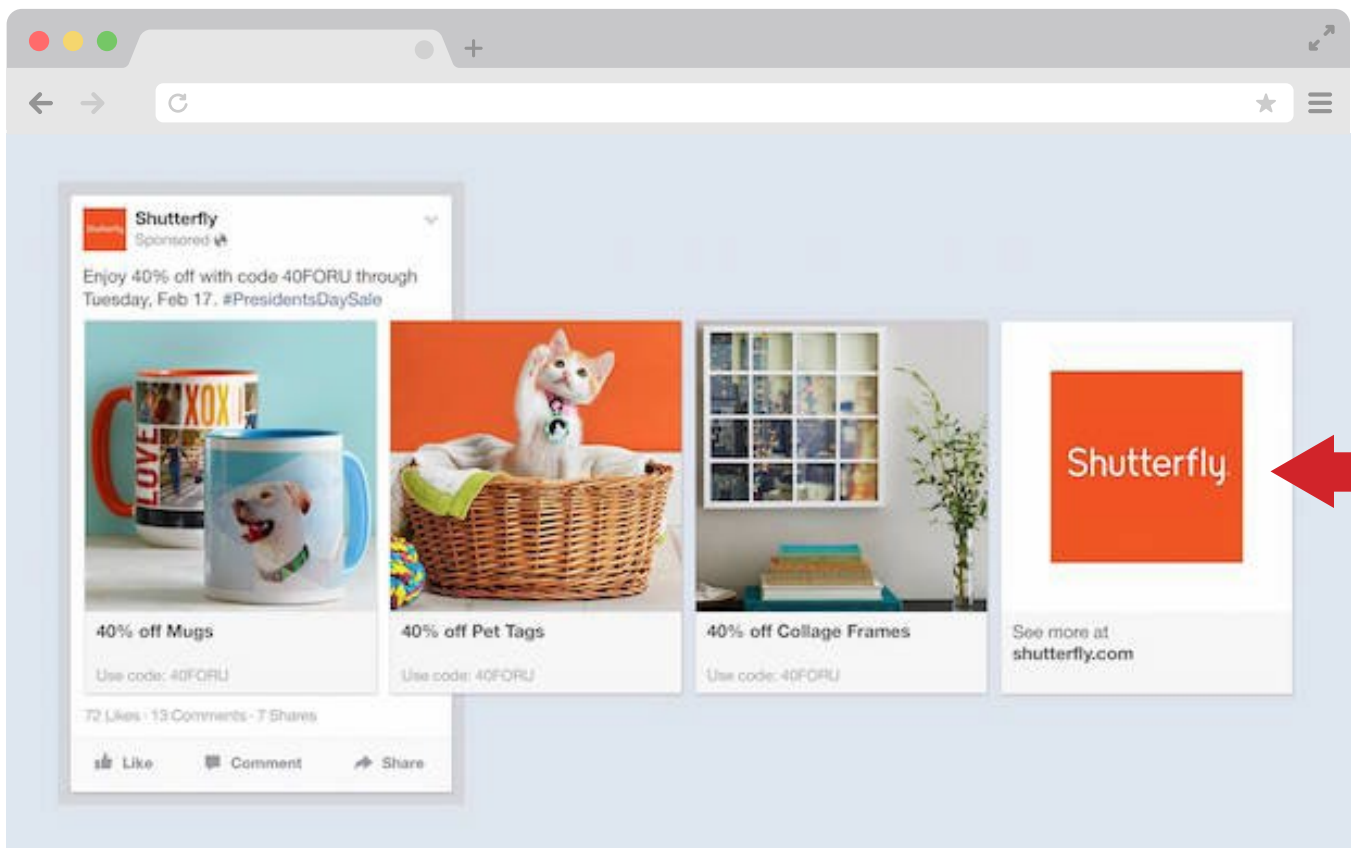
You Know You're Going to Snack. Get Smart About It.
Our snacks contain NO artificial colours, sweeteners, or flavours.
WWW.NATUREBOX.COM

Example 2:

NatureBox made great use out of the photo ad. The image shows exactly what you're getting: a free trial and various health orientated snacks. The image is very colorful, and enticing enough to appeal to a large range of people. The hook is very clear, "Free Trial," while the

sub-head connects with the viewer.

Take away: Ads with **good imagery and a strong hook** really stand out with target audiences.



Example 3:

In the above ad, Shutterfly used a **multi-product ad** perfectly. This works because it has all the components that make up a great ad. It's visual, relevant, enticing with great pictures, and has a good call-to-action. The gentle hues of blue and grey backgrounds mix well with the eye-catching orange logo and background. The hook is consistent throughout all the content as well: 40% off. Plus, it has a cat.

Take away: If you want to incorporate a multi-product ad into your social media strategy, then make sure you keep the whole campaign in mind.

Twitter

Understanding Your Audience

Twitter has **310 million monthly active users**. This means your chances of connecting with people in real estate are pretty good. Of course, having a large following is always a step in the right direction, but don't make the mistake of thinking that's all you need.

Timing your tweets to reach the most people—and improving your chances of garnering retweets and likes—is another important part of a good Twitter strategy.

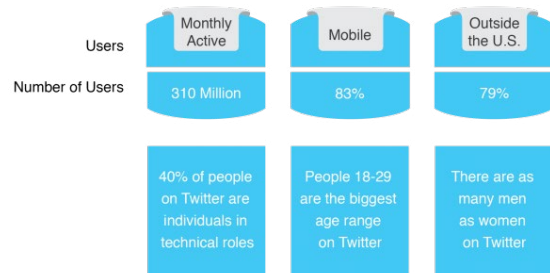
To really get the best results from your follower base,

keep an eye on your Twitter Analytics. Thankfully there are tools to help with that.

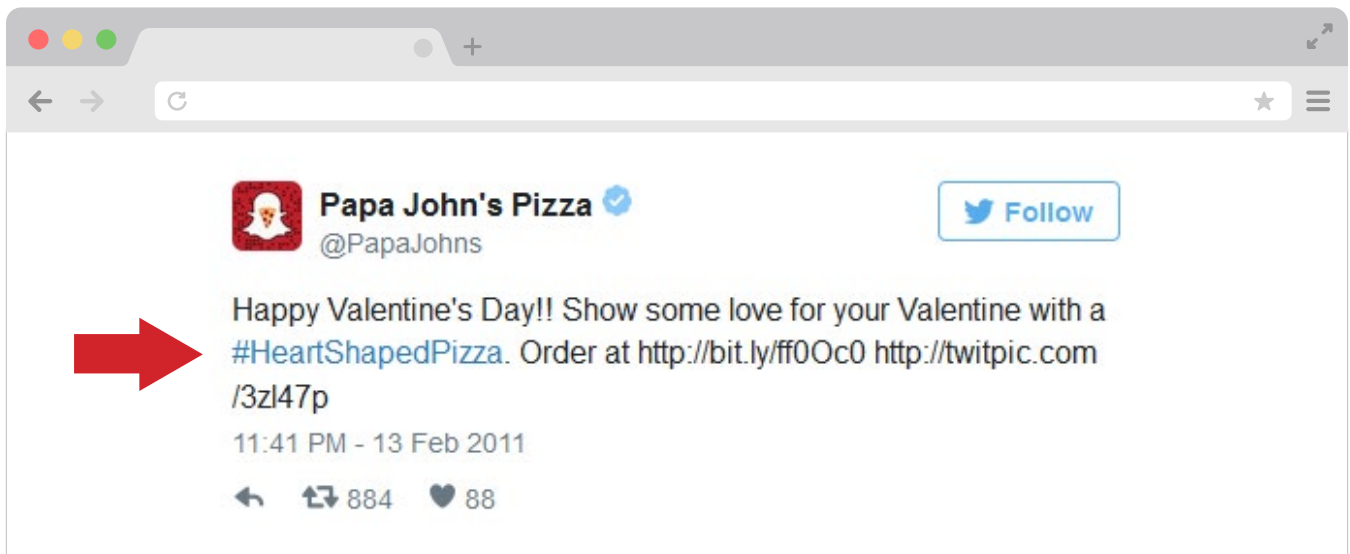
You can use [Tweriod](#), [Twitter Analytics](#), or [Audiense](#) to analyze your tweets, figure out which are performing the best, find out when your followers are online, and plan out your next moves. The best thing about these resources is that they have free plans available.

Demographics

twitter by the Numbers



Via [Hootsuite](#).



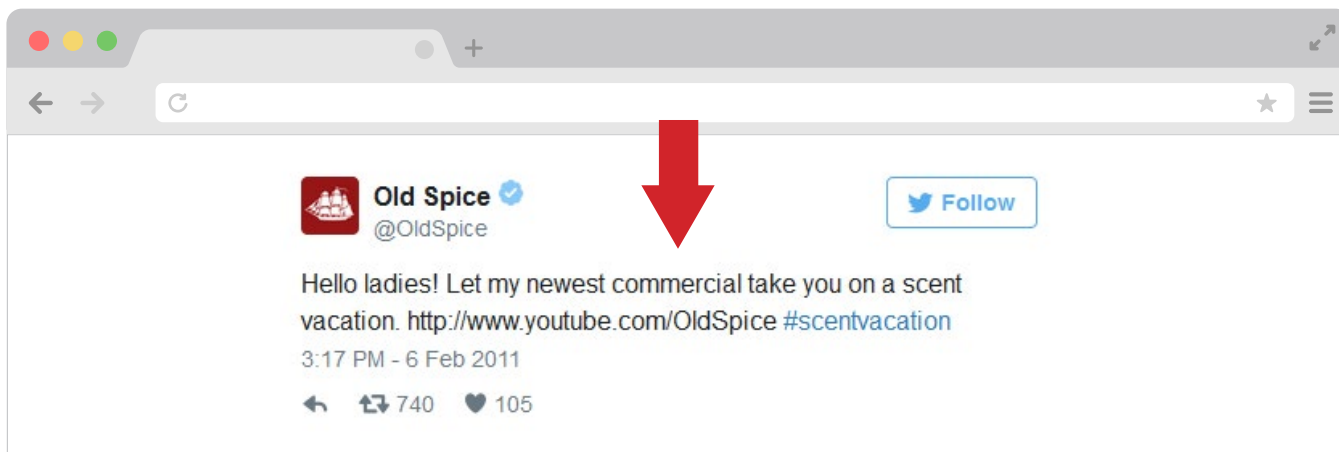
Social Media Network Use Cases

Example 1:

Papa John's promoted tweet worked because it incorporated all the elements of a great Twitter strategy. It was **timely, relevant, and could be shared easily**. It incorporated a holiday all about love with a food most people love—pizza. The hashtag [#HeartShapedPizza](#), meanwhile,

gave fans and customers a way to interact with the brand and share.

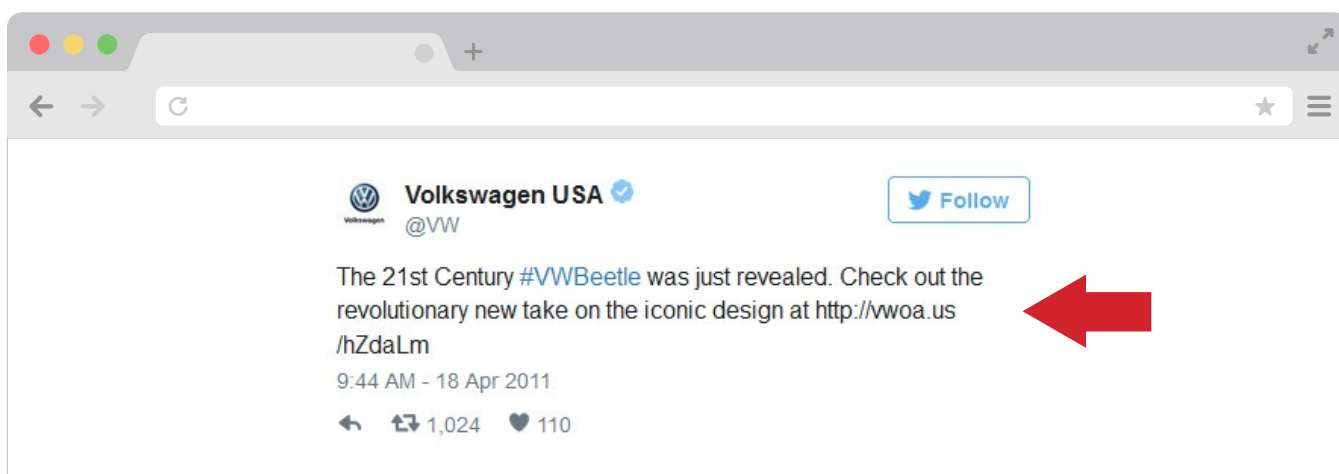
Take away: A good tweet is often part of a larger social strategy. However, if your sole purpose is just to promote your brand, Twitter could be a great place to start. Coming up with a creative way to stay relevant during a holiday is what makes brands stay on top.



Example 2:

This Old Spice Twitter ad worked because it brought a past character, the Old Spice man, out of retirement. This ad was connected to another social campaign ([Commercials/YouTube Commercials](#).) It also works because it incorporates a **clever hashtag** and a **callback to ads** on TV or the internet.

Take away: Being memorable is important. If done right, you'll be able to trade on that recognition for a long time to come. Old Spice's commercials, for instance, focus on bizarre and funny shenanigans to make a lasting impression.



Example 3:

Just like the above examples, Volkswagen USA did a great job of incorporating a **relevant tweet with a live social campaign**. The above ad was tied into a commercial that unveiled the New Beetle, during the 2011 Super Bowl. This ad performed so well because Volkswagen is a known brand and everyone earns more, "**social klout**"

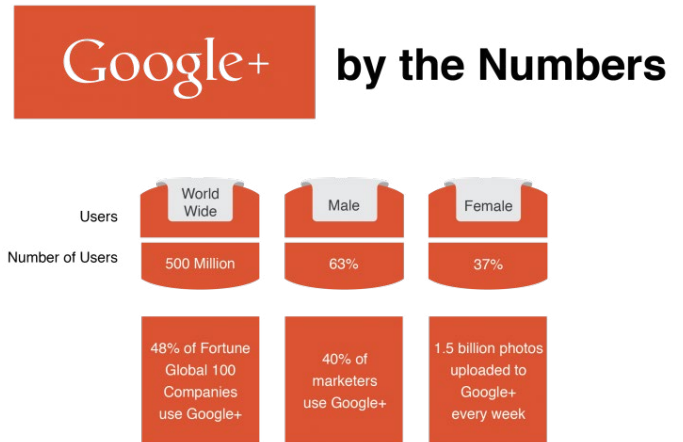
airing commercials on Super Bowl Sunday.

Take away: Twitter ads perform the best when they are a part of a bigger social strategy. However, if you're just trying to stay relevant, try sharing tweets on holidays and including a catchy hashtag or clever wording.

Understanding Your Audience:

Though originally intended as a Facebook alternative, most users consider Google Plus a business-related platform where you can connect with other professionals in real estate and add them to groups, collections, or communities. This means you should expect your audience to be more professional, like with LinkedIn.

Demographics



Via *Tone*.

Social Media Network Use Cases

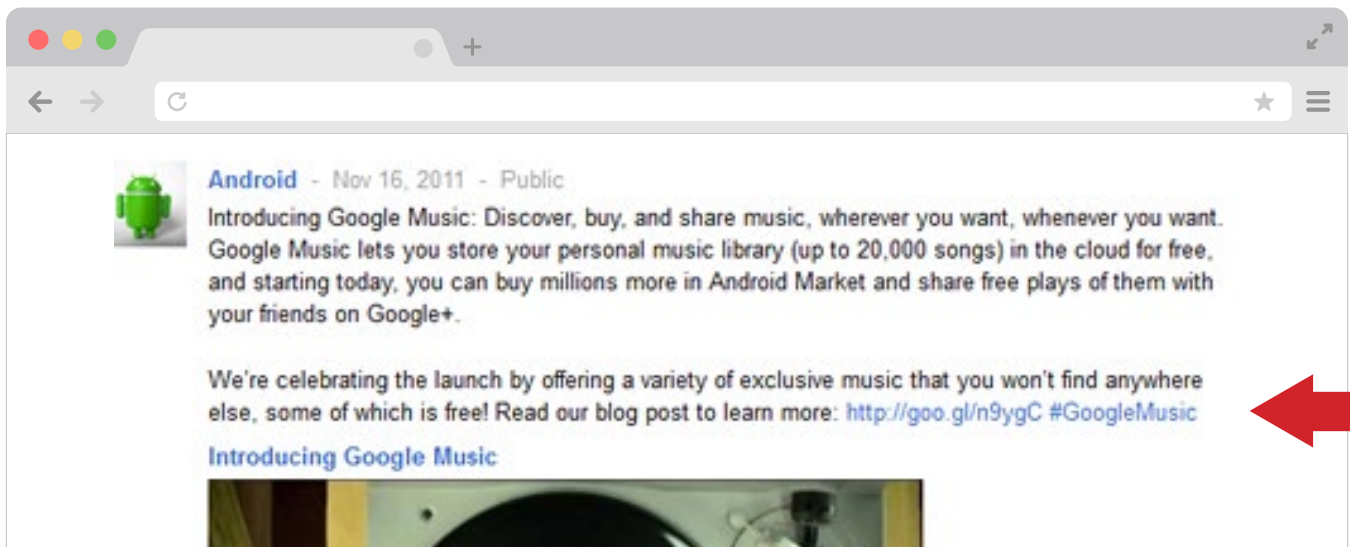
Winning at Google Plus means having a killer page, content, and promotions. The following are a few pages that excel at all three.

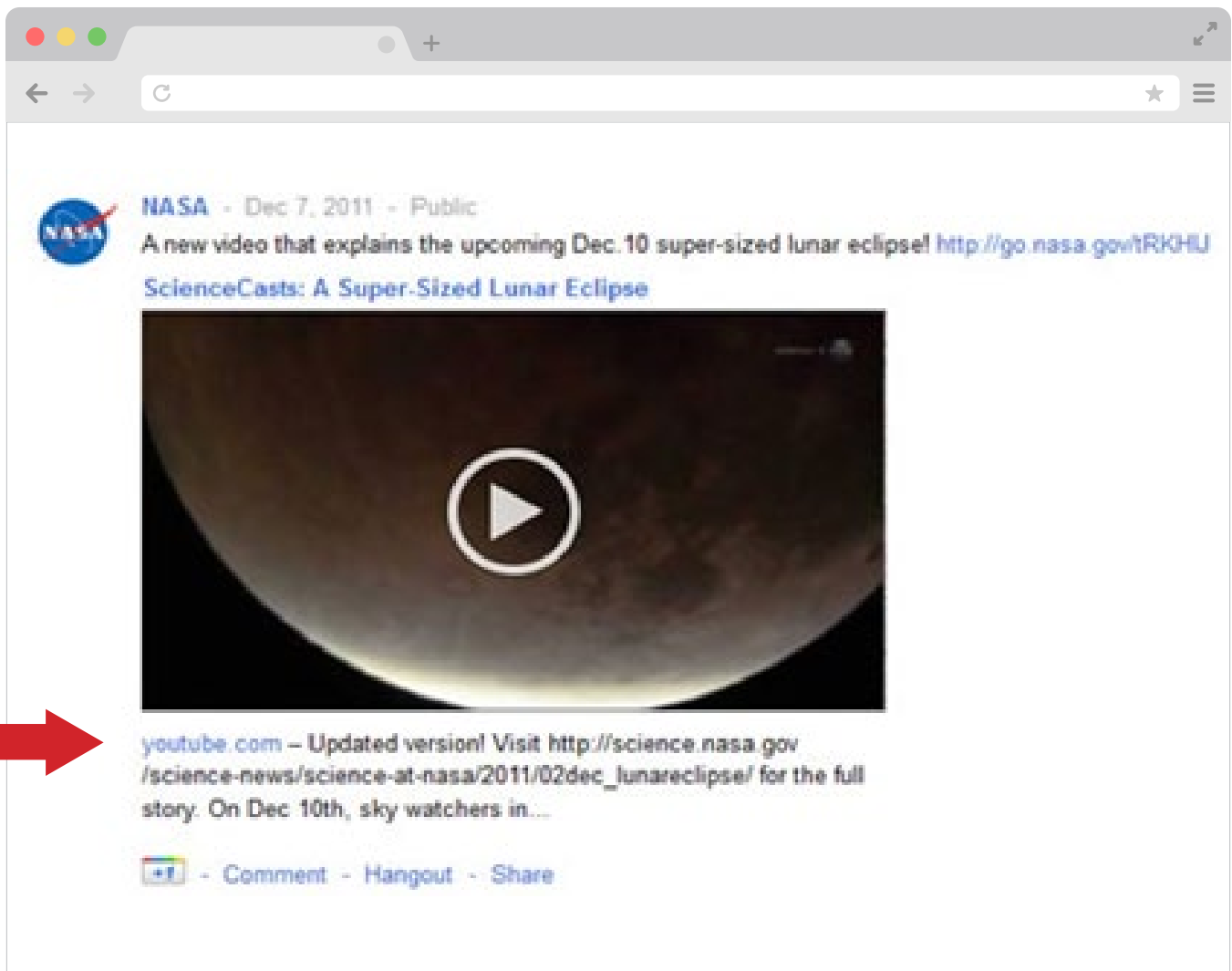
Example 1:

Android's page below is the most popular business page on Google Plus with over 140,000 fans. They keep their audience engaged by posting frequently and using

"flash" promotions such as their 10 cent app promotion and Google music promotions. Every post they share gets around 2,000 shares and more than 3,000 +1's.

Take away: Engagement, engagement, engagement is the key to any successful Google+ social campaign. As long as you constantly update your page and share relevant information about your brand you will be able to build a following and use social media to your advantage.





Example 2:

The NASA page is another example of Google+ greatness. It is **updated between 5 and 15 times a day** with recent news, photos and videos which helps them stay on top.

Take away: Just like Android, NASA does a great job staying relevant to its fans by constantly posting content, videos, and pictures of NASA's latest missions and exper-


iments. They know their audience and always stay true to their brand which helps them get their content shared and +1.

The Next Steps

Learning what and when to post on social media is a skill you need to master before sharing content blindly. Of course, that's easier said than done.

REALTOR

GUIDE TO MARKETING



- Managing Referral Partners
- Email Lead Nurturing
- Website Basics
- Creating Your Own Content
- Creating a Marketing Video
- Search Engine Optimization
- Generating Links to Your Site
- Social Media Basics
- Maintaining Your Social Presence
- Advertising on Social Media