



Fáilte Ireland

National Tourism Development Authority

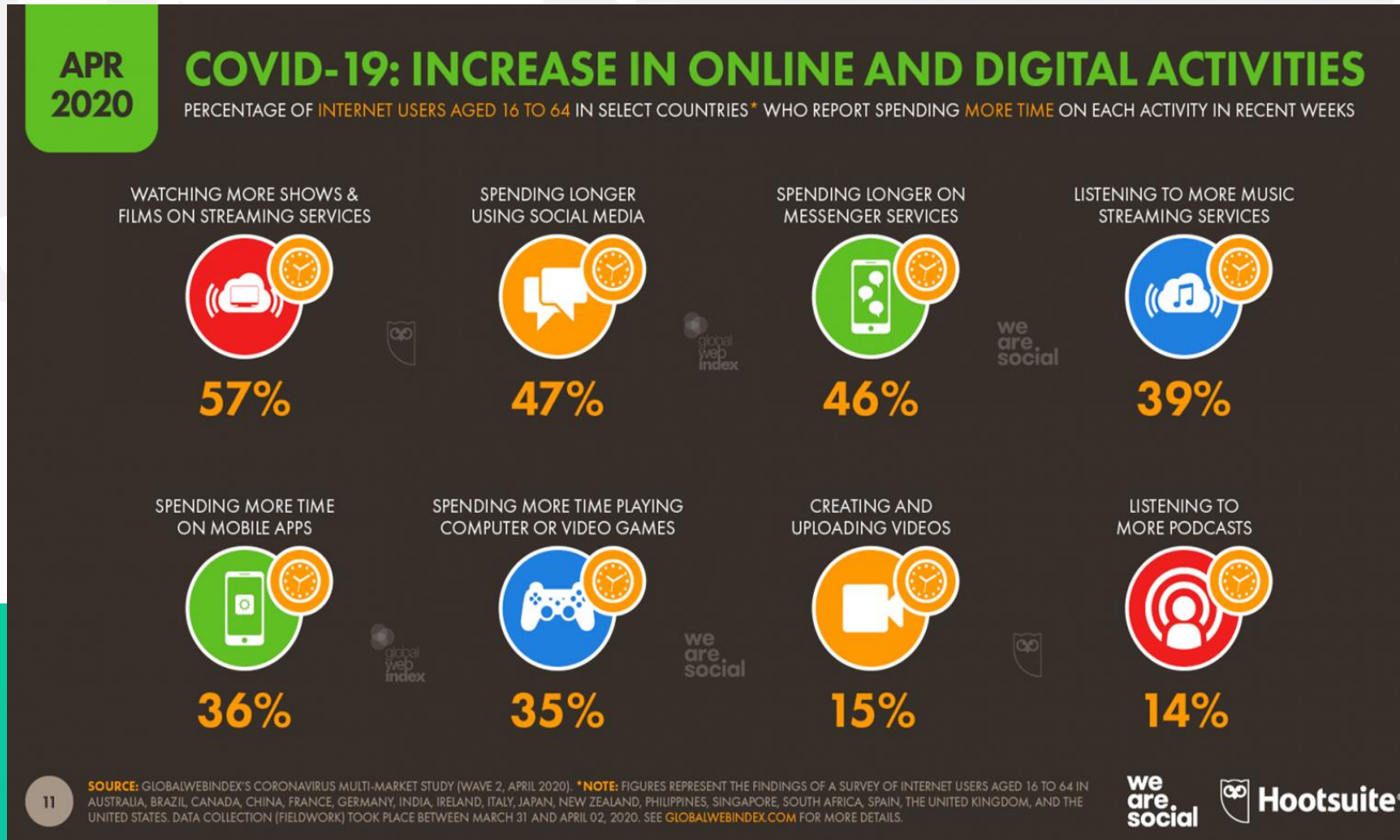
BOOSTING SALES WITH
SOCIAL MEDIA

Planning a Social Media Campaign

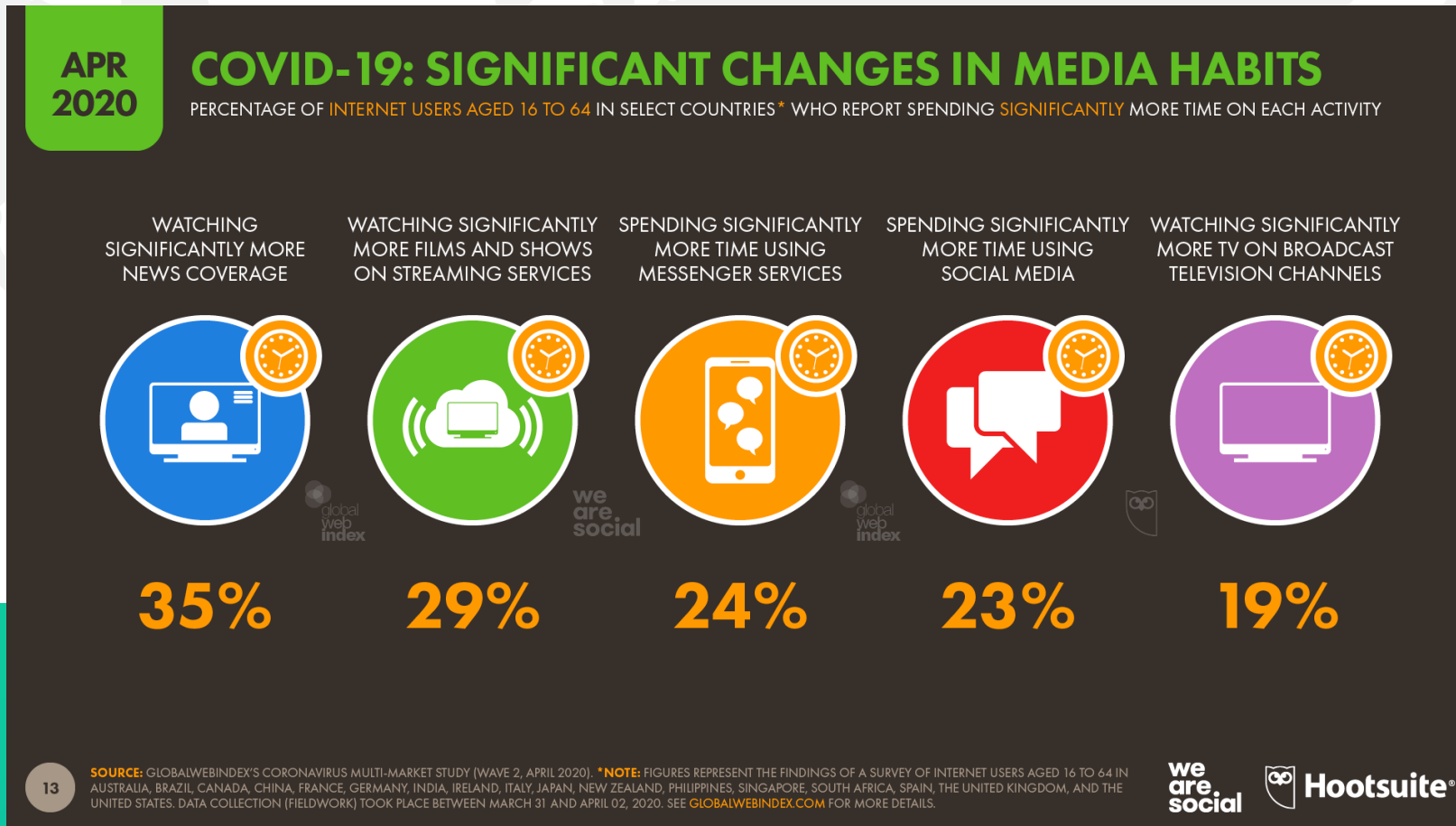




Social Trends Globally

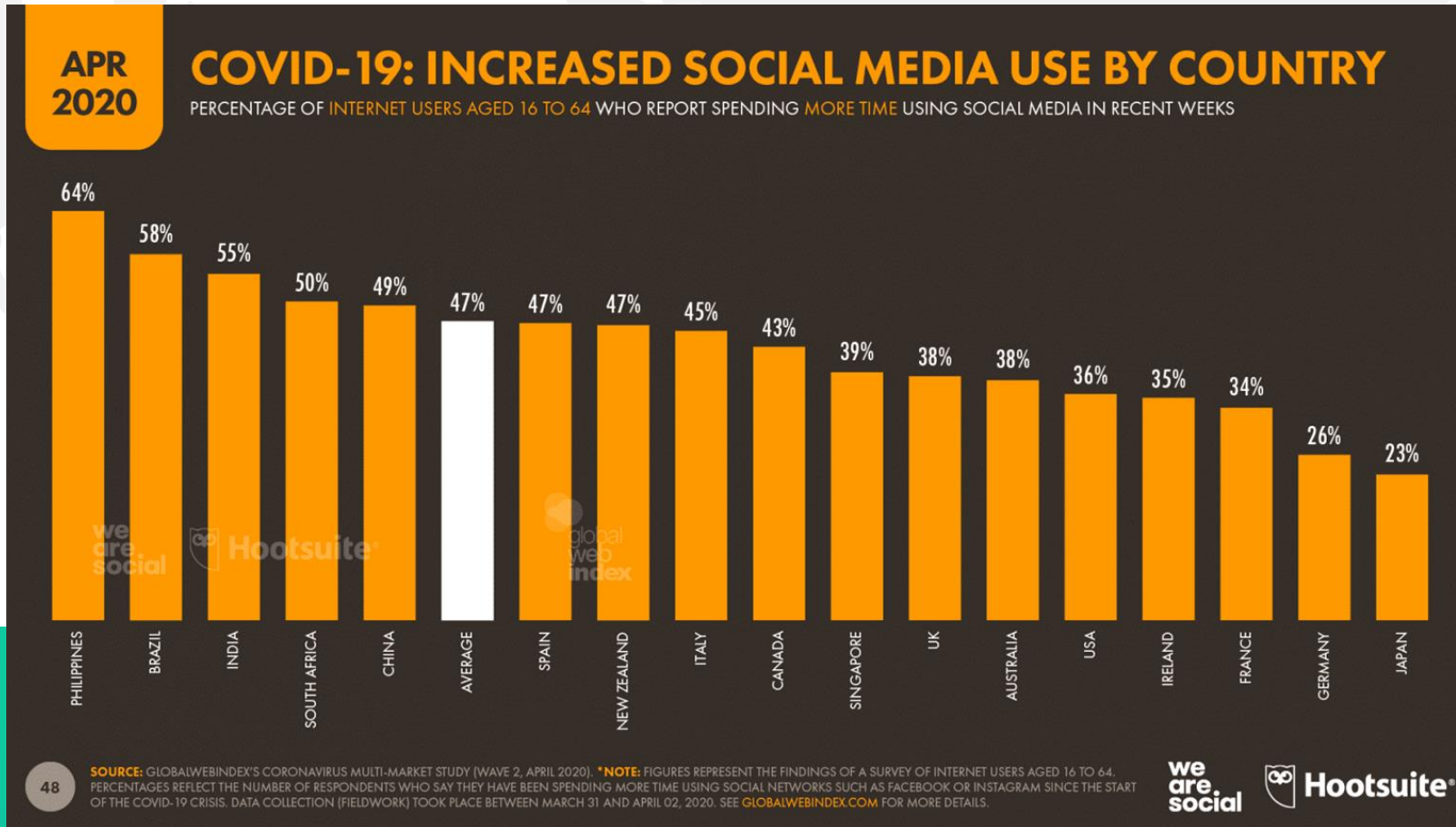


Social Trends Globally

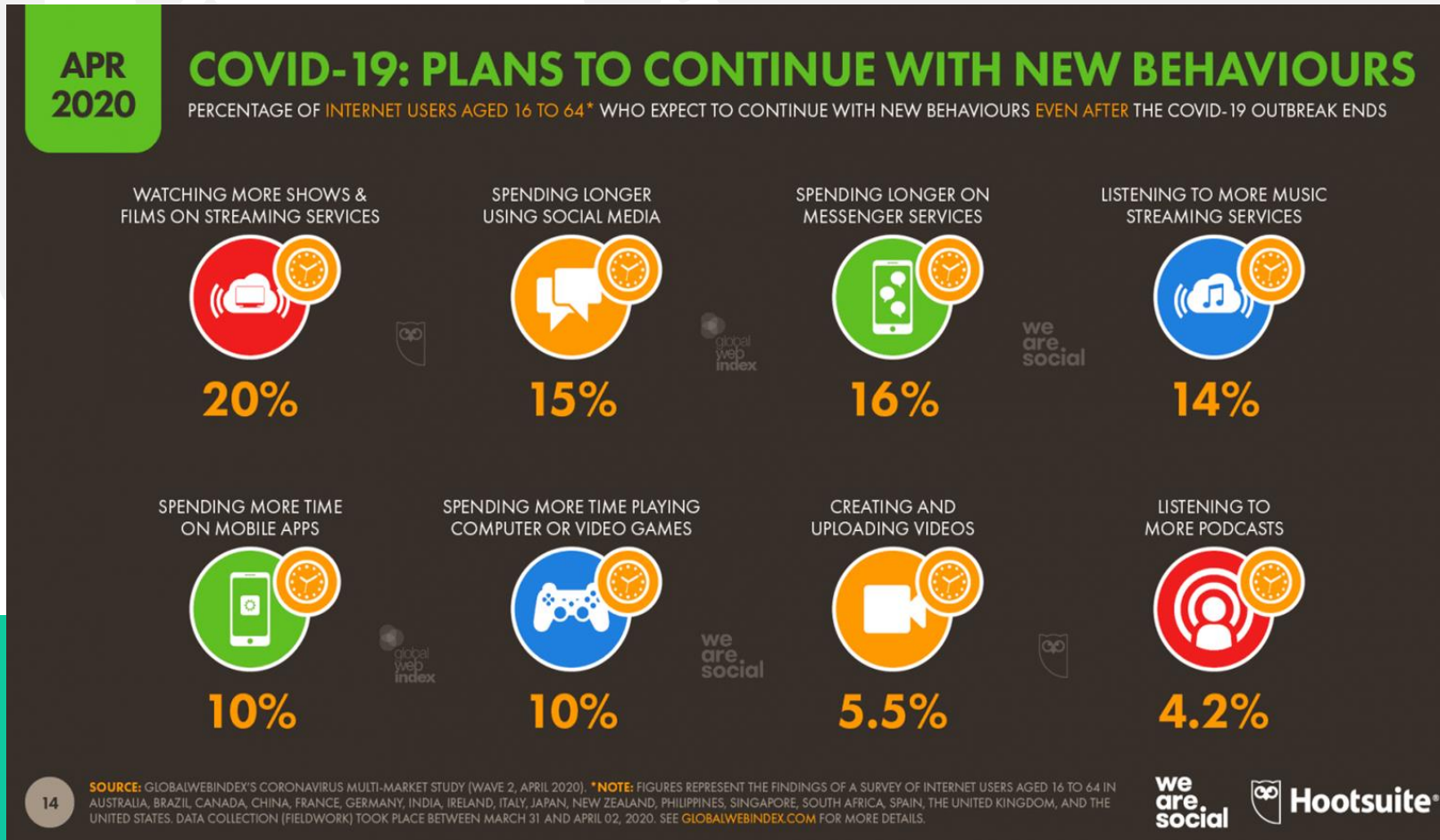




Social Trends Globally



Social Trends Globally



Your plan answers...



WHO

Who is the target for your campaign or offer?



WHAT

What can you do now?
Content planning



WHERE

Channels you are going to use to communicate your message



WHEN

Your timeline for getting the message out



HOW

What tactics are going to be employed to get you the results you want and need.





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Summer 2020 Campaign

OVERALL GOAL:

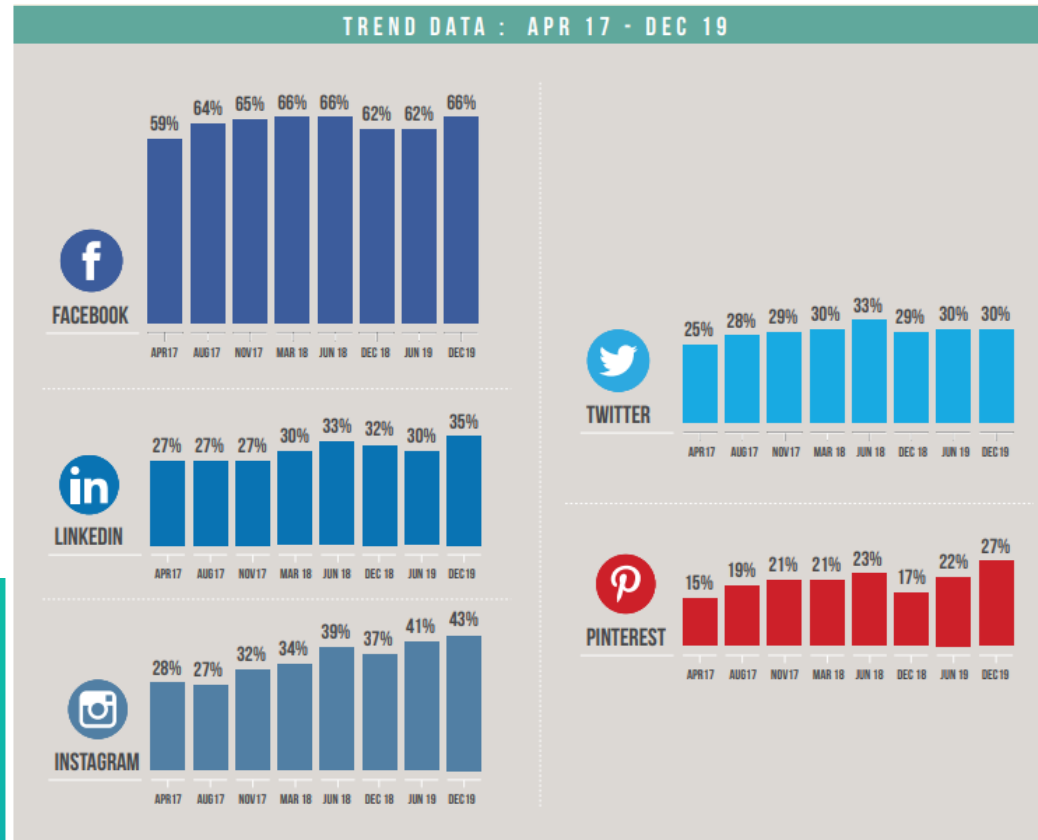
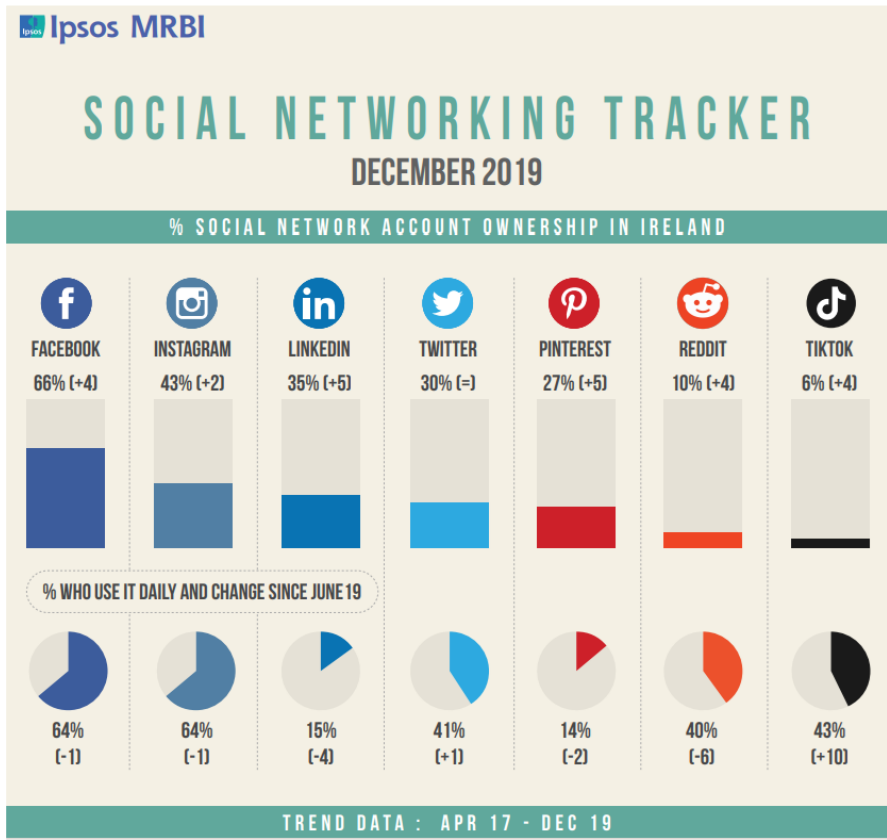
Generate 100 Sales for our Activity Centre (Epic Adventures) by the end of July and total revenue of €5000

- The **offer** – 3 offers targeted at different personas
- Define the **budget** for this campaign - €600 for paid promotion
- **Who** you are targeting - 24-34 couples / families
- **What** content is required: great outdoors / fun & adventure / packages / testimonials
- **Where** to publish / promote your content: Instagram / Facebook
- **When?** 1 week prepare, 3-week ad campaign
- **How** – Paid campaign, organic posting



WHERE

Social Trends in Ireland



Since 2017

-  up 7%
-  up 7%
-  up 5%
-  up 15%

WHO

Example of a Persona



Late 20's couple who've been living at home saving for a mortgage. Or a group of friends

- Know now? Need to get out of the house!
- Tomorrow? What will they be able to do? Safety?
- Location - top level info on attractions in the area.
- Blocker? Will things be open? Cancellation policy?
- Emotion? Boredom
- Platform? Instagram




Persona Builder Template is available as a download with this video

CREATE YOUR PERSONAS

Think of someone who represents a typical guest or customer. It helps if they are a real person!

DEMOGRAPHIC INFORMATION	
Name	Age Group
Location	Life Stage
1. What do they know now? <small>About what your business offers</small>	
2. What do they need to know tomorrow? <small>Features of what you offer that might appeal to them</small>	
3. What are their blockers? <small>What can stop them booking?</small>	
4. Emotional keyword <small>E.g. joy, stress, fear, ease, etc.</small>	
5. Social media platform? <small>Where they are most likely to be active</small>	

A vertical column of five small circular icons, each containing a stylized illustration of a person's head and shoulders. The icons are colored differently: blue, red, green, yellow, and orange.

Now go back and do this again for another persona. Typically you will find you have 2-3 main personas.



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drury.court.hotel

Follow



41 posts

367 followers

991 following

Drury Court Hotel

★ ★ ★ Independent Boutique Hotel. D2 Central Dublin Location.

📍 Grafton St, Drury St, Sth William St Quarters.

📅 Book Now 📌 for post-covid reunions. 🍷

drurycourthotel.ie



COVID Awa...



Hotel



Attractions



Dublin Pubs



Food



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WHAT

Content that would appeal





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WHAT

Content that would appeal



cafeenseine • [Follow](#)
Café En Seine



cafeenseine The weather might be frightful but c'est la vie. We're still serving up fine food and divine drinks till late. Drop on by.

16w



cafeenseine #cafeenseine
#cafeenseinedublin #cestlavie
#dublinbar #restaurantdublin
#lovedublin #dawsonstreet



16w Reply



Liked by isobel_tansey and 85 others

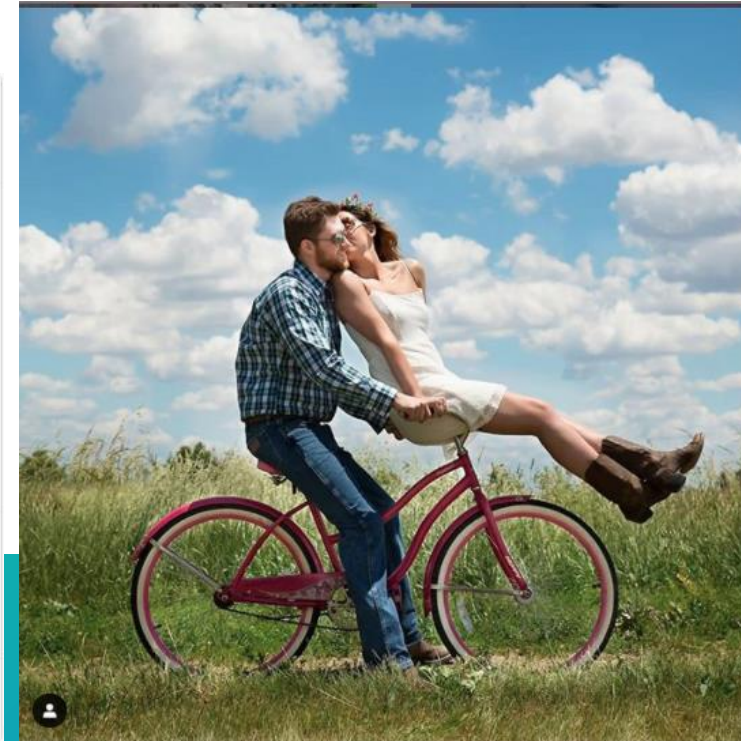
FEBRUARY 15

Add a comment...

Post

WHAT

Content that would appeal



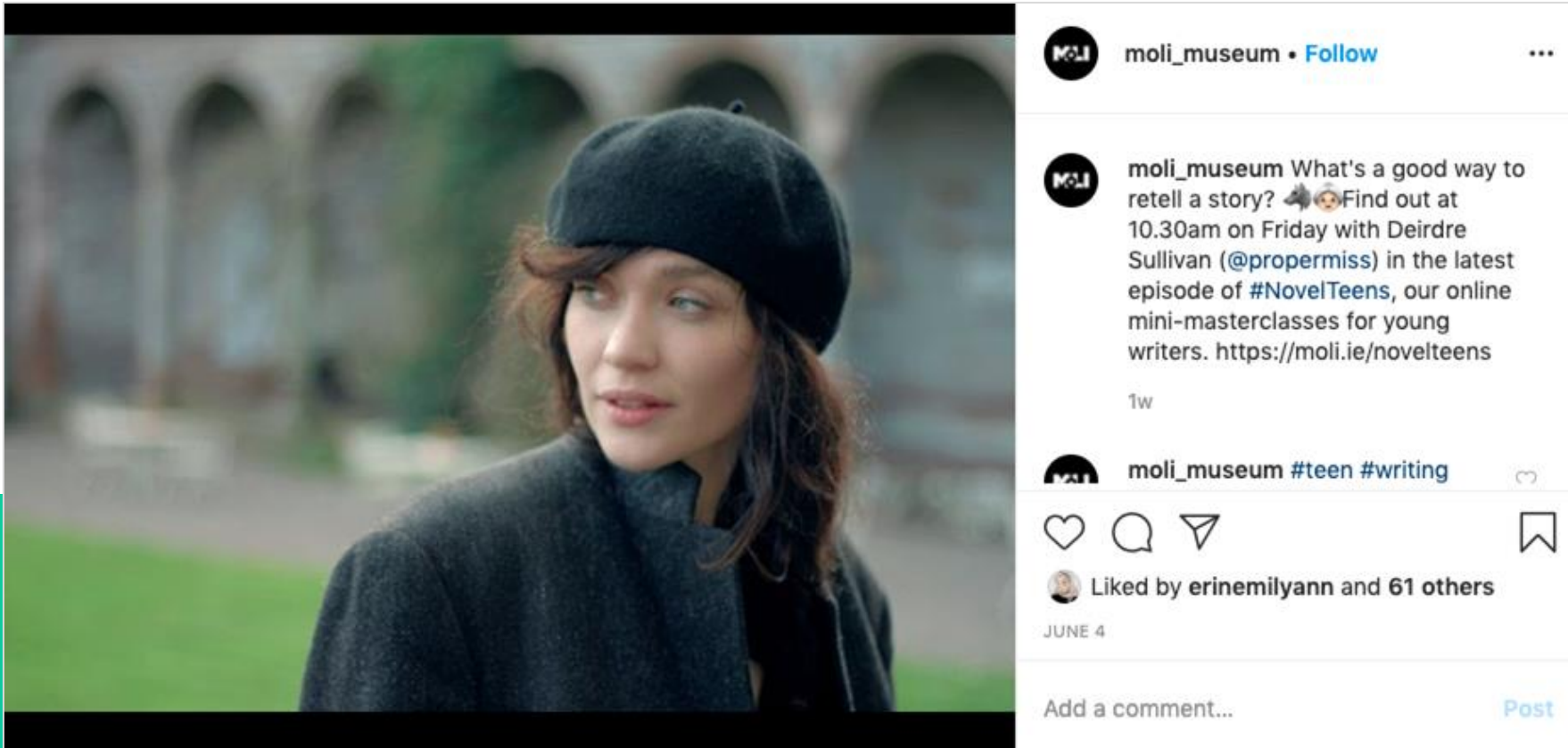


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WHAT

Content that would appeal



WHO

Other Persona Examples




Family who were planning on 2 weeks in Spain

- Know now? Family activities / things to do
- Tomorrow? Safety? friendly staff
- Blocker? Price? Value for money?
- Facebook

CREATE YOUR PERSONAS

Think of someone who represents a typical guest or customer. It helps if they are a real person!

DEMOGRAPHIC INFORMATION	
Name	Age Group
Location	Life Stage
1. What do they know now? <small>About what your business offers</small>	
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5. Social media platform? <small>Where they are most likely to be active</small>	



Now go back and do this again for another persona. Typically you will find you have 2-3 main personas.

WHO

Other Persona Examples




Visiting Friends & Family

- Know now? Family activities / things to do
- Tomorrow? Things that are open
- Blocker? Enough things to do
- Facebook / Instagram

CREATE YOUR PERSONAS

Think of someone who represents a typical guest or customer.
It helps if they are a real person!

DEMOGRAPHIC INFORMATION	
Name	Age Group
Location	Life Stage
1. What do they know now? <i>About what your business offers</i>	
2. What do they need to know tomorrow? <i>Features of what you offer that might appeal to them</i>	
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Now go back and do this again for another persona.
Typically you will find you have 2-3 main personas.



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WHAT

What You Can Do Now





WHAT

What You Can Do Now



Look At Your Cancellation Policy

"to help you book with confidence..."

WHAT

What You Can Do Now



Look At Your Cancellation Policy

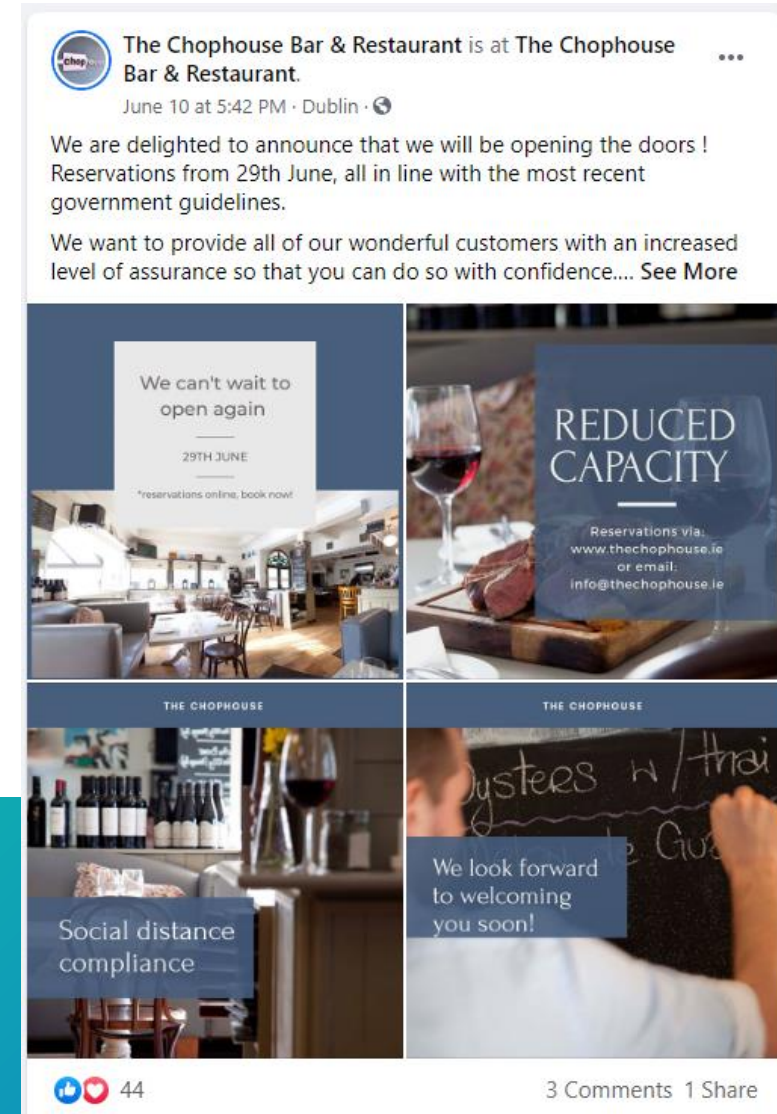


Communicate Health & Safety Policy

"Reservations from 29th June, all in line with the most recent government guidelines."



We want to provide all of our wonderful customers with an increased level of assurance so that you can do so with confidence.



WHAT

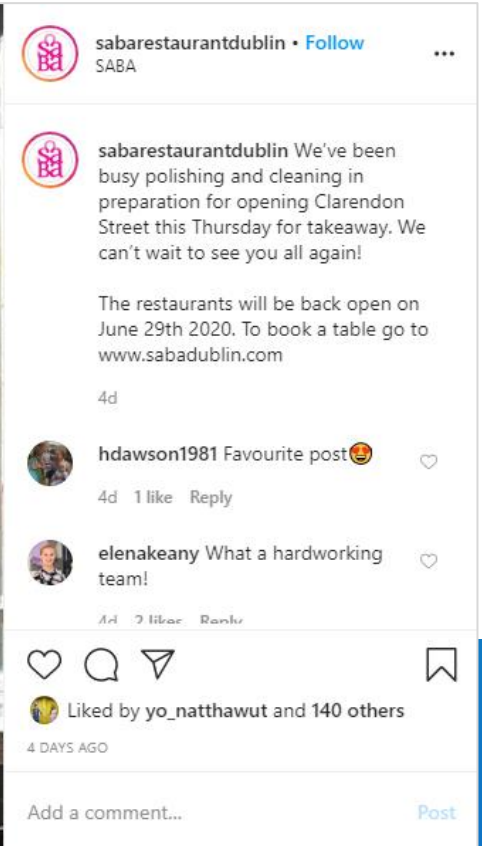
What You Can Do Now



Look At Your Cancellation Policy



Communicate Health & Safety Policy



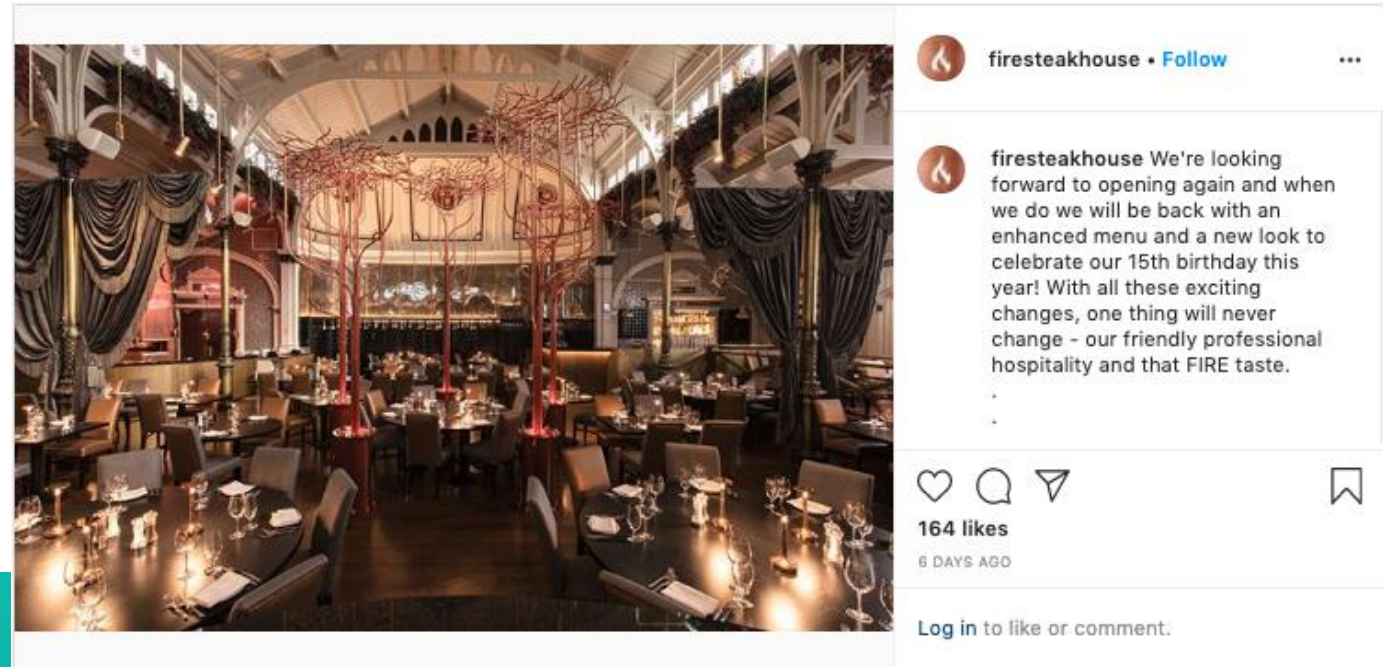
We've been busy polishing and cleaning in preparation for opening...

WHAT

What You Can Do Now

- ▶ Look At Your Cancellation Policy
- ▶ Communicate Health & Safety Policy
- ▶ Show Your Enthusiasm

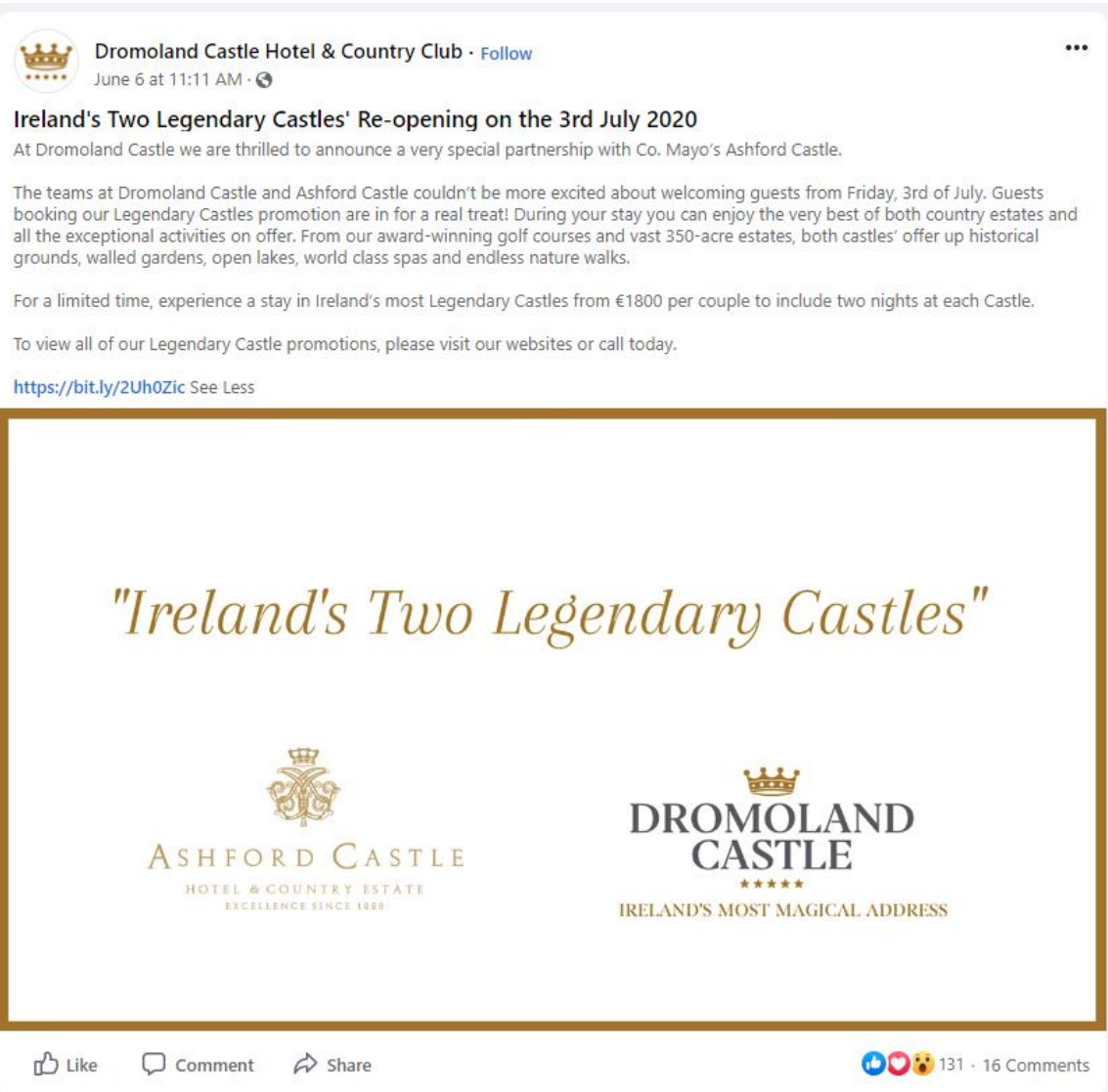
This is the moment we've
all been waiting for




WHAT

Collaborations

Partner with complementary providers in your area to offer something unique and attractive.



 **Dromoland Castle Hotel & Country Club** · Follow
June 6 at 11:11 AM · 🌐

Ireland's Two Legendary Castles' Re-opening on the 3rd July 2020

At Dromoland Castle we are thrilled to announce a very special partnership with Co. Mayo's Ashford Castle.


The teams at Dromoland Castle and Ashford Castle couldn't be more excited about welcoming guests from Friday, 3rd of July. Guests booking our Legendary Castles promotion are in for a real treat! During your stay you can enjoy the very best of both country estates and all the exceptional activities on offer. From our award-winning golf courses and vast 350-acre estates, both castles' offer up historical grounds, walled gardens, open lakes, world class spas and endless nature walks.

For a limited time, experience a stay in Ireland's most Legendary Castles from €1800 per couple to include two nights at each Castle.


To view all of our Legendary Castle promotions, please visit our websites or call today.

<https://bit.ly/2Uh0Zic> See Less

"Ireland's Two Legendary Castles"



ASHFORD CASTLE
HOTEL & COUNTRY ESTATE
EXCELLENCE SINCE 1899



DROMOLAND CASTLE
★★★★★
IRELAND'S MOST MAGICAL ADDRESS

👍 Like 💬 Comment ➦ Share 🇺🇪 🇮🇪 🇬🇧 131 · 16 Comments

WHAT

Collaborations

Pop-ups are a fun and a great way to get more people to visit your location.





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WHAT

Collaborations

Partner with complementary providers in your area to offer something unique and attractive.



THE SOLUTION

The Solution – Box of Smiles

Gift boxes filled with high quality products, sourced from local small businesses in each town where we operate.

[SHOP OUR BOXES](#)

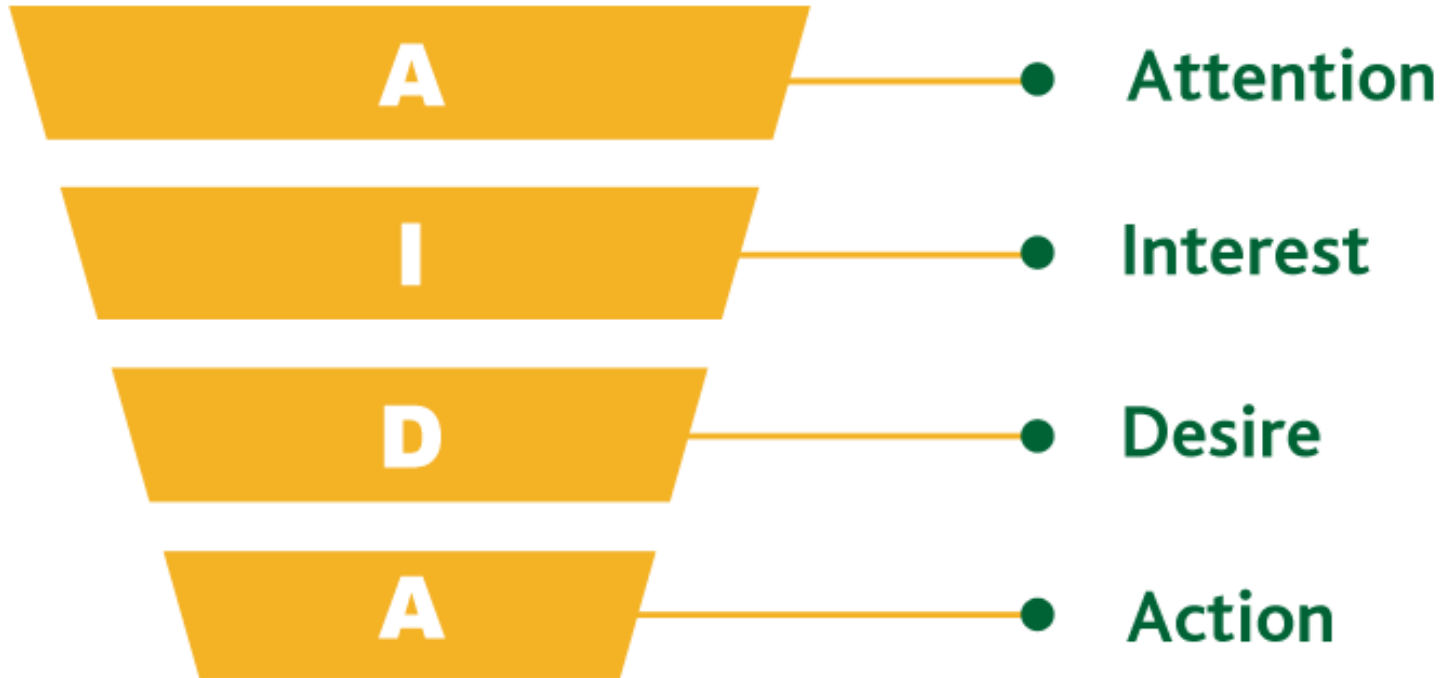


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HOW

AIDA MODEL





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HOW

ATTENTION / AWARENESS



Consider livestreaming

... involving local influencer?



Consider takeovers

...User Generated Content is 50% more trusted than other content on social media





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HOW

ATTENTION / AWARENESS



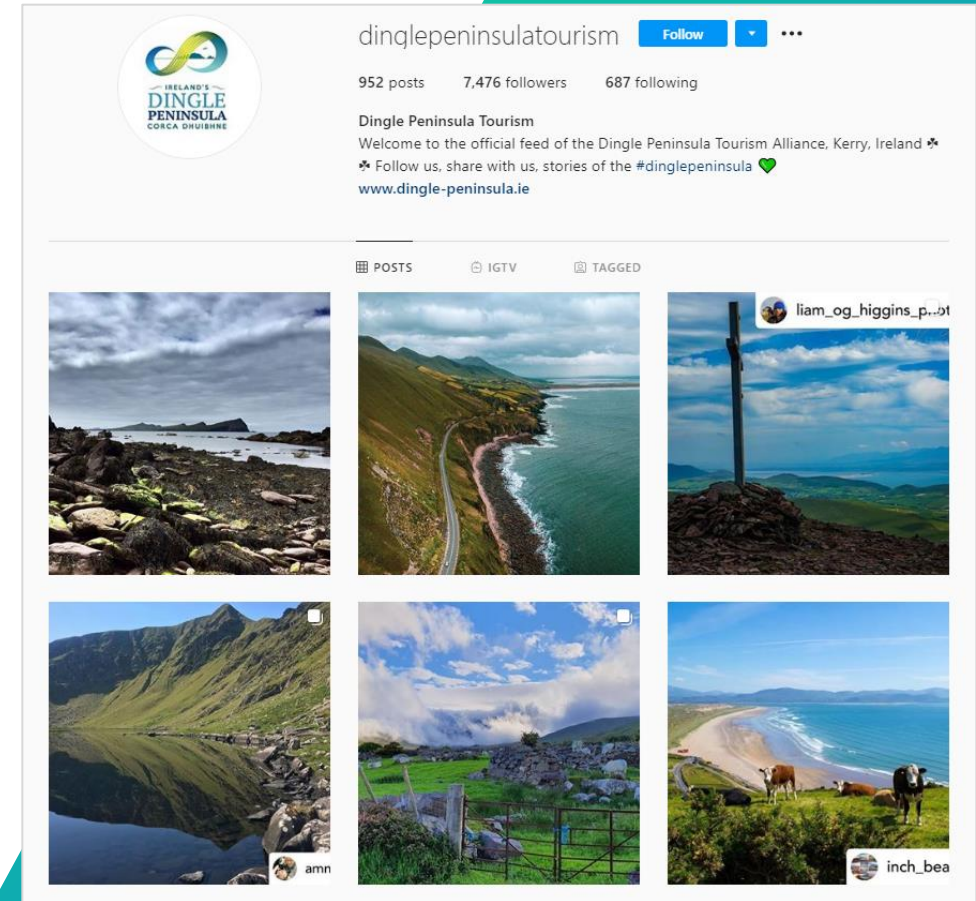
Destination Marketing

Top level why Donegal? Why Dingle?
Why a city break in Galway? Kilkenny?
or a trip on the Shannon?



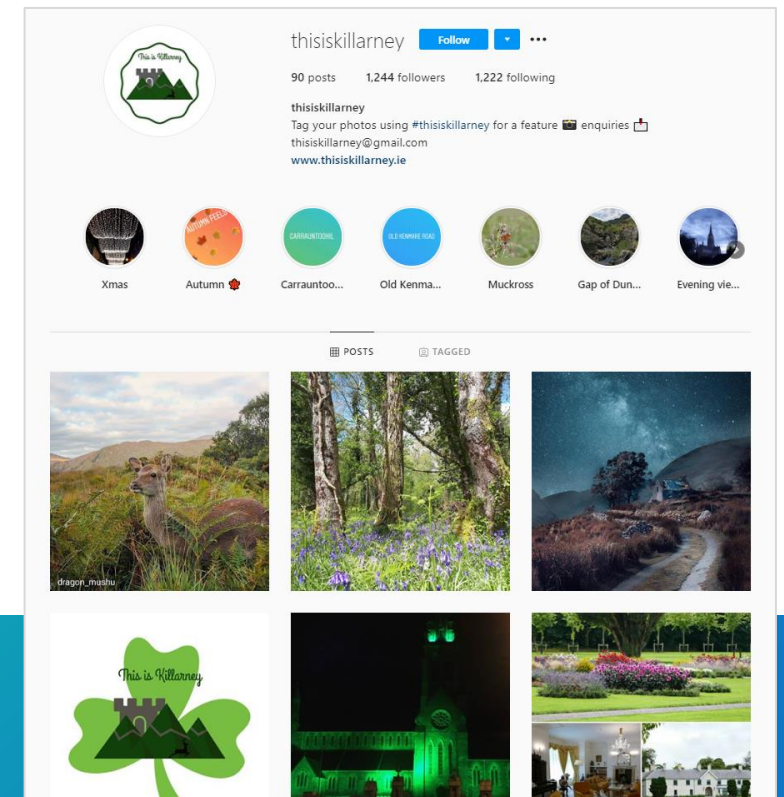
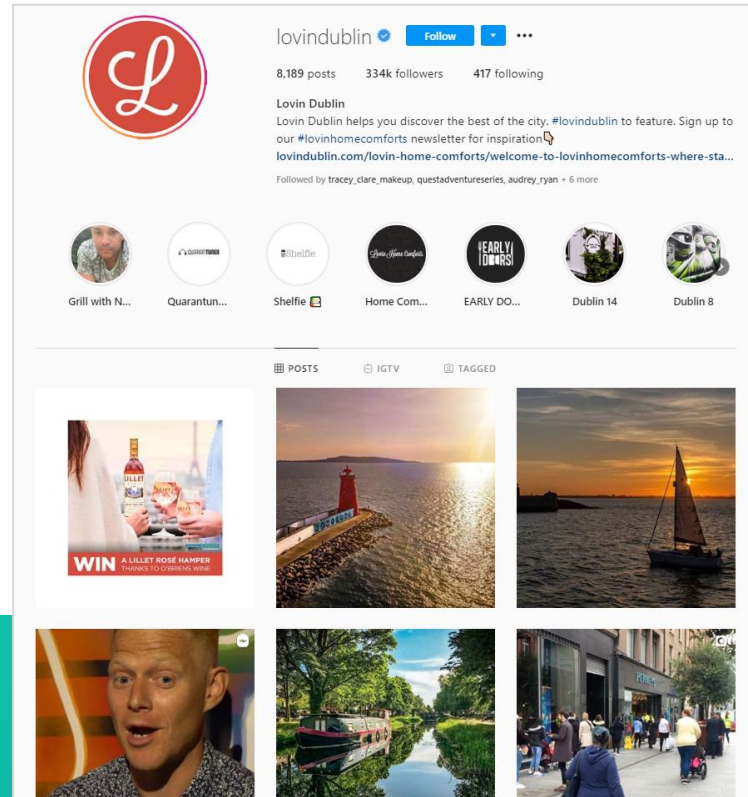
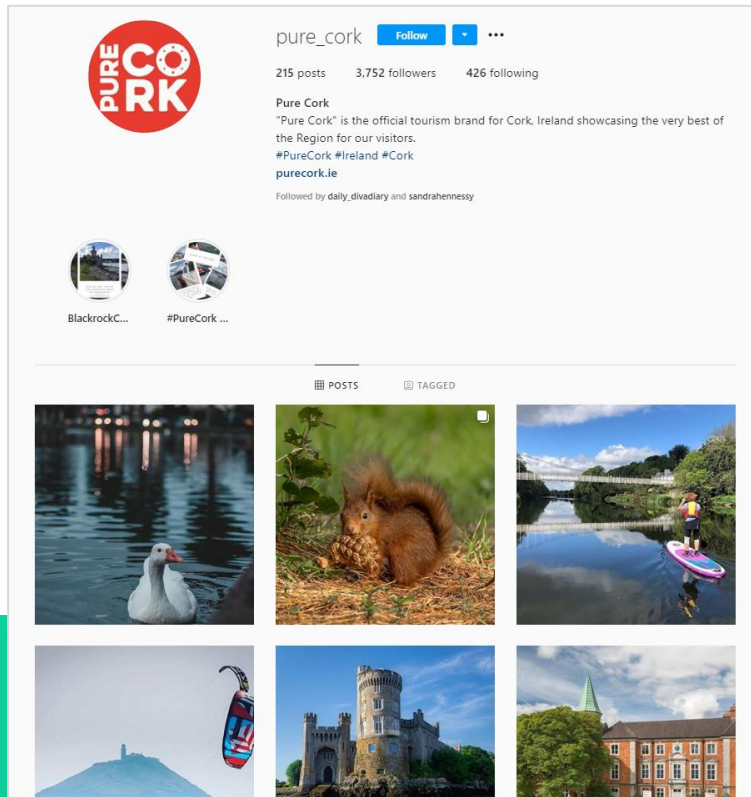
Follow accounts

Like and share their content



HOW

ATTENTION / AWARENESS



FOLLOW



LIKE



SHARE

INTEREST



- ▶ To drive sales you must first capture their attention
- ▶ Then follow up with features / benefits that might stimulate interest
- ▶ Then make an offer or show some social proof

HOW

DESIRE



Time for a Golfing Trip?

Like Comment Share

Ballygarry House Hotel and Spa Follow

38 4 Comments 8 Shares

1.8K Views - on Friday · 🌐

Three Nights Luxury Accommodation & Three Rounds Of Golf

This amazing offer includes:

- Three Nights Bed & Full Irish Breakfast •
- Three Course Dinner On One Evening •
- Golf At Ballyunion's Old Course •
- Golf At Tralee Golf Club •
- Golf At Ballyunion's Cashen Course •



FOLLOW



LIKE



SHARE

HOW

ACTION - Call To Action

Address health and safety issues here



Emphasise your localness - your story - your connections with the place.



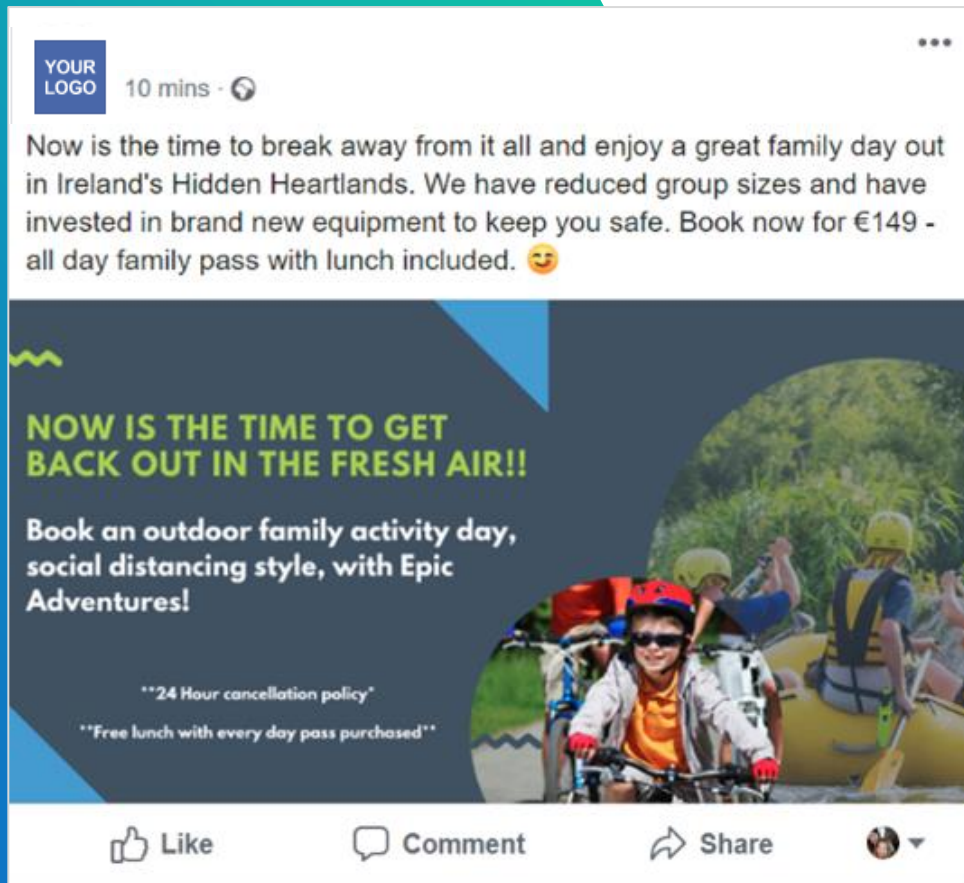


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HOW

ACTION - Offer



Address blockers about cancellations.



Remind them again about health & safety



Include anything you've got here from previous customers, awards, any social proof



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STUCK INSIDE NO MORE!!

It's time to spend some
quality time together in the
beautiful outdoors with an
activity day from Epic
Adventures.

24 hour cancellation policy

Free lunch with every pass purchased before end of June





YOUR
LOGO

epicadventuresirl • Follow

...

YOUR
LOGO

epicadventuresirl Isn't it time to get the adrenaline pumping? Do you dream of wide open spaces that are further than 2, 5 or 20km? 🙌 Break away from it all this summer and come for an Epic Adventure in [#irelandshiddenheartlands](#). Book now for a full day's activities, lunch included for €99 [#linkinbio](#) 🙌.

[#staylocal](#) [#roamfromhome](#)

36s



Be the first to like this

36 SECONDS AGO

Add a comment...

Post



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Key Takeaways



Review your target personas. What does the domestic Irish consumer need?



Tidy up your social feeds post Covid. Include reassurances in your content.



Include anything you've got here from previous customers, awards, any social proof

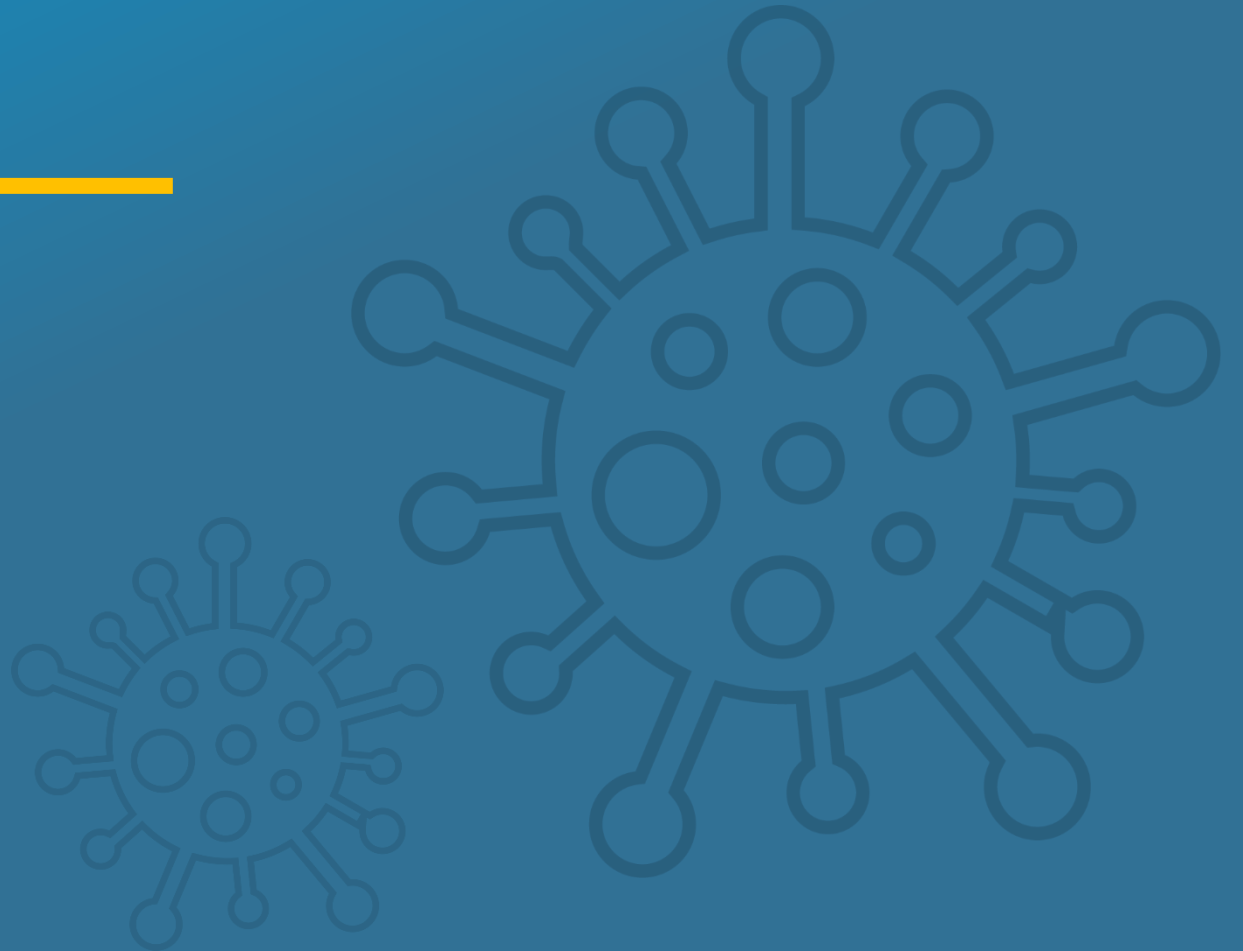


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BOOSTING SALES WITH
SOCIAL MEDIA

Creating Social Media Content





Content Planning Process



Step 1
PLAN



Step 2
CREATE



Step 3
SCHEDULE



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Step 1: PLAN



Nationally - cover topics that are relevant on a national level, for example, the country is coming out of lockdown.



Locally - Share what's going on in your local area that will convince people it's a good location e.g. activities, attractions

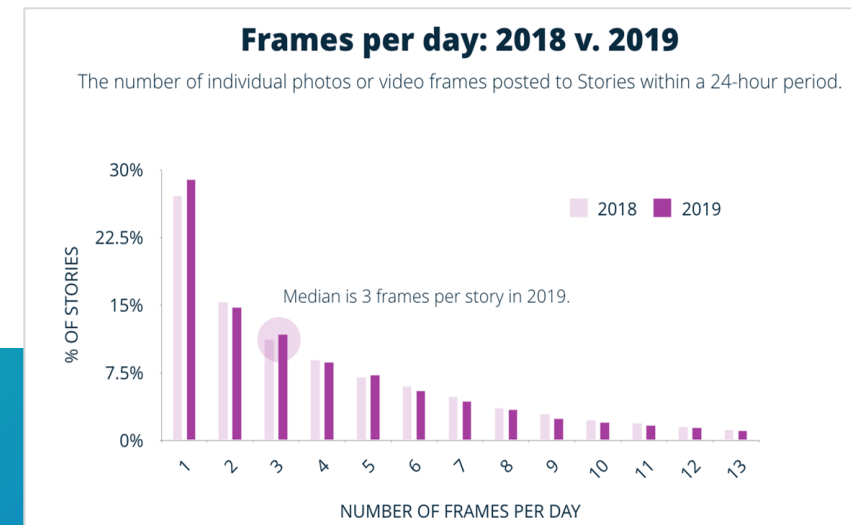
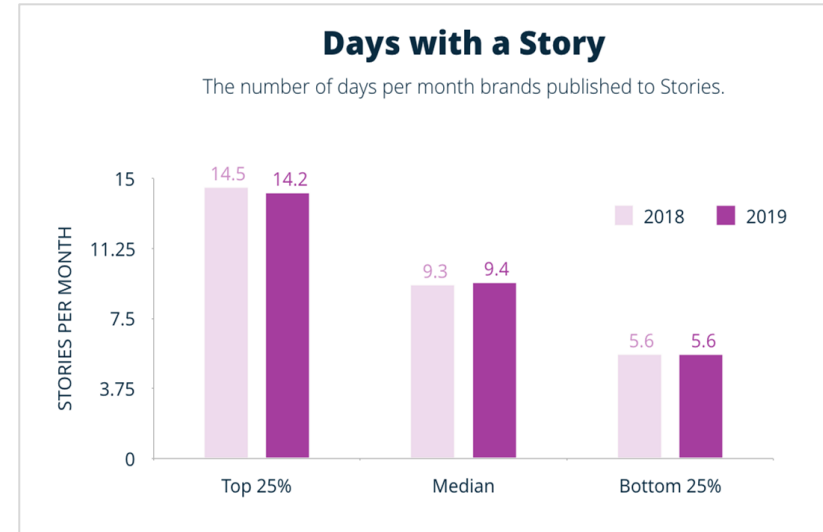


Business - What's going on in your business - preparing for opening. current offers, etc.

Step 1: Plan

How often should you post?

- Facebook: once a day
- Instagram Feed: 1 - 2 times a week
- Instagram Stories: 2-3 times a week
 - How many frames? Mostly 3 per story – a frame is a single photo or video clip that makes up the story.
 - Find your brand's average frames / day and stick to that



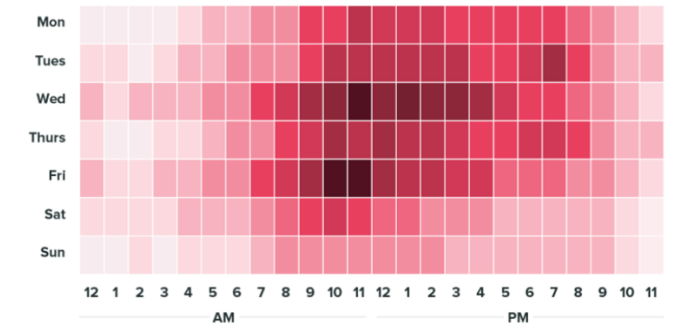
Step 1: Plan

When to post?

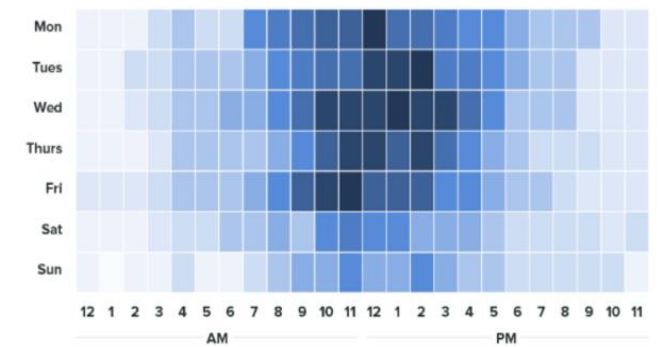
INSTAGRAM = Daily, Before 9am. After 5pm.

FACEBOOK = Thurs, Fri. After 7pm.
Weekends.

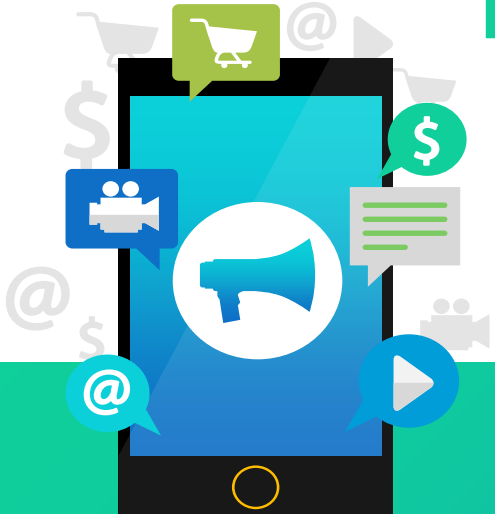
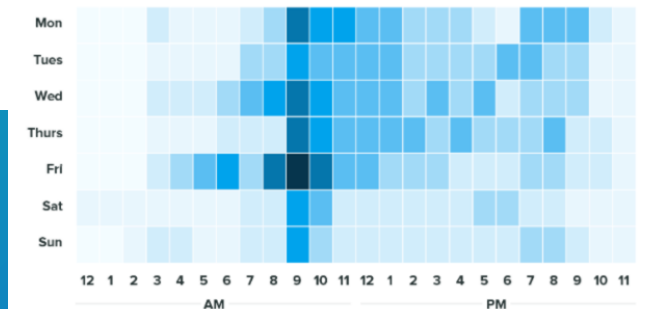
TWITTER = Weekdays. 1pm.



Facebook Recreational Engagement sproutsocial

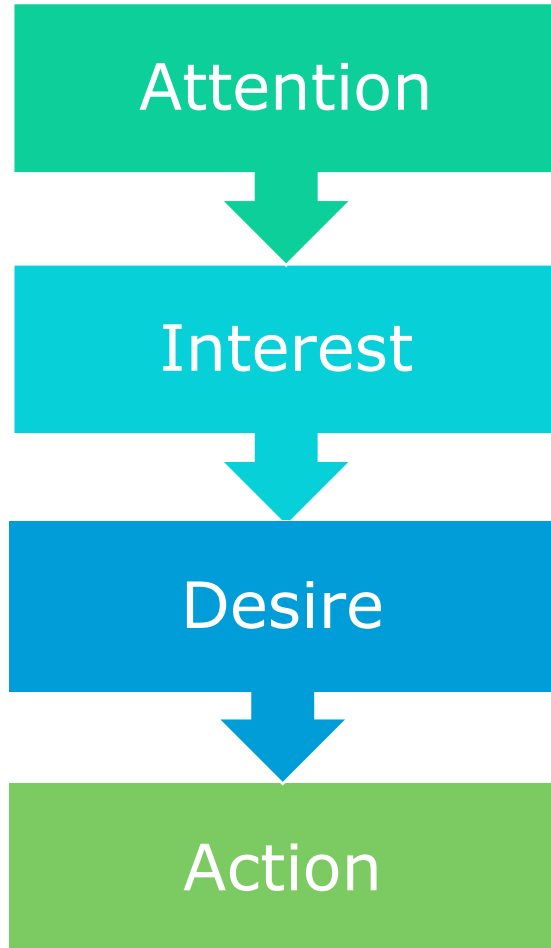


Twitter Recreational Engagement sproutsocial





Step 1: Plan



Evergreen content - material that can go out on repeat that feeds directly into your persona's content needs. Eg. top level material re. the destination in general.



Features of your offer, why you in particular



Overcome blockers - reassure re. hygiene and safety. Use social proof. Include testimonials of people just like them.



Put out your offer. Use a strong call to action, with urgency.



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Step 2: Create

Why you must include video as part of your content mix



45% of people watch 1 hour or more of video on Facebook every week (Wordstream 2018)



54% want to see more video from businesses they follow (Hubspot 2018)



Video is the most popular content type across social media (Animoto 2018)





Step 2: Create

Maximum and recommended video specs



Stories - Vertical / 15 seconds
Feed - Square / 60 seconds

IGTV - Vertical or Landscape / 1 - 10 minutes
Live - Vertical / 60 minutes



Feed - Vertical or Landscape / up to 60 minutes (shorter is recommended!)
Live- Landscape is better / up to 4 hours
Stories - Vertical / 20 seconds



Feed - Vertical or Landscape / up to 10 mins (15 seconds is recommended)



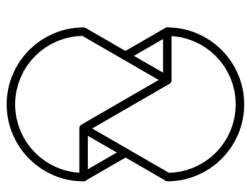
Step 2: Create



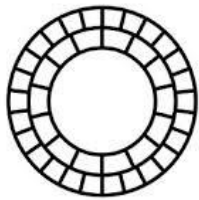
Mojo



Repost



Unfold



VSCO

How to create great video & imagery

- Make a list of your new content requirements
- Create your own video and images
- Source from stock video sites or Ireland's Content Pool
- Use user generated content (with permission)
- Regram/Share/Retweet on relevant platforms
- Kapwing – adds captions to videos



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Step 2: Create

Use images to show you are part of a bigger experience





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theofficialkillarneyapp • Follow



theofficialkillarneyapp Now, this is a view I'd like to have outside my window!

How about you?

We absolutely love this shot @step_in2nature giving us a bit of different perspective of Killarney House & Gardens!

Thank you for sharing it with us!

1w



theofficialkillarneyapp
#mountainsview #thisiskillarney
#killarneyireland #killarney
#killarneynationalpark #window
#nature #lovekillarney



Liked by martaakrawczyk and 259 others

JUNE 1

Add a comment...

Post



lovindublin • Follow



lovindublin Looking forward to rediscovering our own city ❤️ via @themillennialnomad

5d



leydonderek The best city in the world.



5d 1 like Reply

View replies (1)



nlittle08 Love that bridge - we walked over it numerous times when we were there. I left my heart in Ireland 🇮🇪 when we left. Will come back next year. 🍀🍀



5d 2 likes Reply



Liked by lawless_ireland and 3,196 others

5 DAYS AGO

Add a comment...

Post



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anpucan • [Follow](#)

Galway, Ireland



anpucan Did anyone head off to explore the beautiful Galway countryside today #PhaseTwo #galway #wildatlanticway #conemara #lockdown

6d



kbaig93 🥰🥰 Beautiful!



6d Reply



Liked by galwayadvertiser and 203 others

6 DAYS AGO

Add a comment...

[Post](#)



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cliffsofmoher1 • Follow



cliffsofmoher1 Moody atmospheric cliffs, fab image taken by very talented @marius.kasteckas, we are open to those who live within 5km. More details on re-opening to follow
#cliffsofmoherireland #cliffs #photooftheday #irish #discoverireland #wildatlanticway #instaireland #loveireland #tourismireland #irishpassion #irishcentral #milwaukeejournalssentinel #visitireland #irelandtravel #igersireland #wanderireland #eire #exploreireland #ireland_gram #insta_ireland #rawireland #waw #ireland 🌿 #ireland_insta #irlande #irlanid #irlanida #irlanidia #vicittthaburren #vicitrlara



Liked by hylandsburrenhotel and 1,010 others

MAY 27

Add a comment...

Post



cliffsofmoher1 • Follow



cliffsofmoher1 Romance is in the air, it's all about puffin loving at the cliffs as breeding season approaches, soon it will be like a giant nursery abounding with chicks 🐣 #cliffs #cliffsofmoher #burren #visittheburren #wildatlanticway #wildatlanticwayclare #failteireland #tourismireland #staycationireland #staysafe #stayhome #ireland #irelandtravel #ireland 🌿 #irelandia #irelandphotography #ireland_travel #ireland_gram #puffins #puffinsofinstagram

6w



cliffsofmoher1 #ireland_insta #ireland_daily #ireland_passion



Liked by hylandsburrenhotel and 599 others

APRIL 28

Add a comment...

Post



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fotawildlife • [Follow](#)

Fota Wildlife Park



fotawildlife Today's #TreeThursday is the #Oak tree. Check out our stories to learn more about Ireland's common Oak tree.

1w



fotawildlife #FotaWildlife #CorkHarbourIslands #VisitCork #RingofCork #PureCork #tourismireland #OakTree #SessileOak #IrelandsTrees #nativespecies #oak #munstertrees #wfh #walking5km #Fota #StayingIn #naturewalk



1w Reply



transeditions Beautiful 🌳



Liked by fivesisters.zoo and 246 others

JUNE 4

Add a comment...

Post



irelandshiddenheartlands • [Follow](#)

Roscommon Castle, Loughnane Park, Co Ro...



irelandshiddenheartlands What's the most impressive building or ruin you've ever come across on your local walk? 🏰 This is Roscommon Castle, standing tall for almost 800 years, and a perfect example of Irish resilience! 🍀 Thanks @christopherfunk_

Please Stay Safe and #HoldFirm

.

.

#StayAtHome #StayHomeStaySafe #IrelandsHiddenHeartlands #Roscommon #RoscommonCastle #Castles #AncientRuins #Ireland_Gram #IrelandTravel #DiscoverIreland

3w



Liked by brigid_mullooly and 247 others

MAY 19

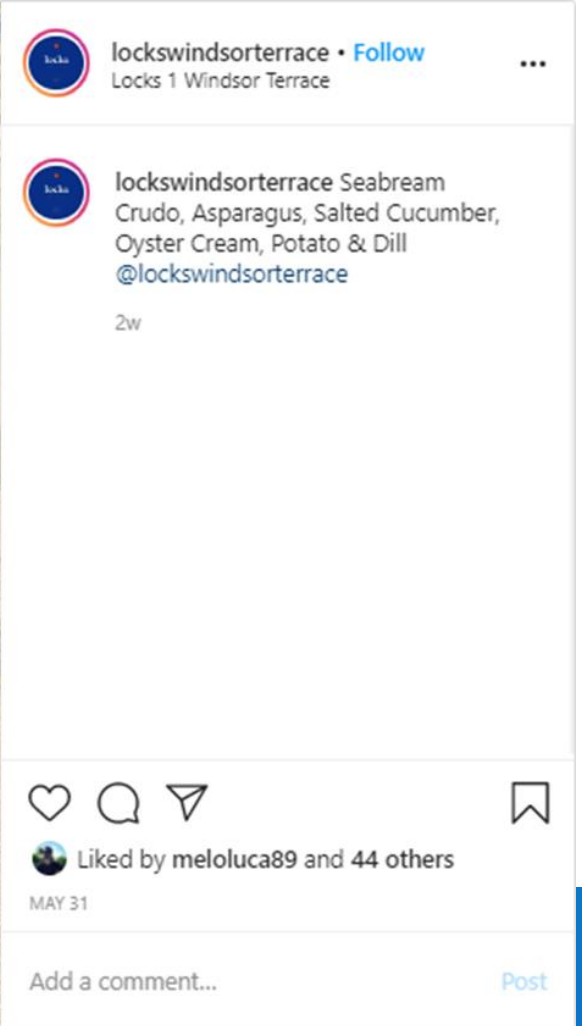
Add a comment...

Post

Step 2: Create

Consistent style of images

Tip: when shooting, it's a good idea to always shoot from the same angle.





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lockswindsorterrace • Follow
Locks 1 Windsor Terrace



lockswindsorterrace Barbeque Pork
Belly, Pineapple & Green Chilli Pickle,
Cashew, Coriander & Brioche Bun ❌
@lockswindsorterrace 💙

1w



regansi @davidkearns114



1w Reply



thomascomerford7973 🙌



1w Reply



Liked by proctorious86 and 76 others

JUNE 6

Add a comment...

Post



lockswindsorterrace • Follow
Locks 1 Windsor Terrace



lockswindsorterrace Spiced pork &
green bean stir fry, nduja, cashew
nuts, salted cherries & steamed rice
on the take out menu this weekend
@lockswindsorterrace

2w



strokemycoyotebitch Yum yum
yum



2w Reply



atlacarte 🍴



2w Reply



Liked by meloluca89 and 66 others

MAY 30

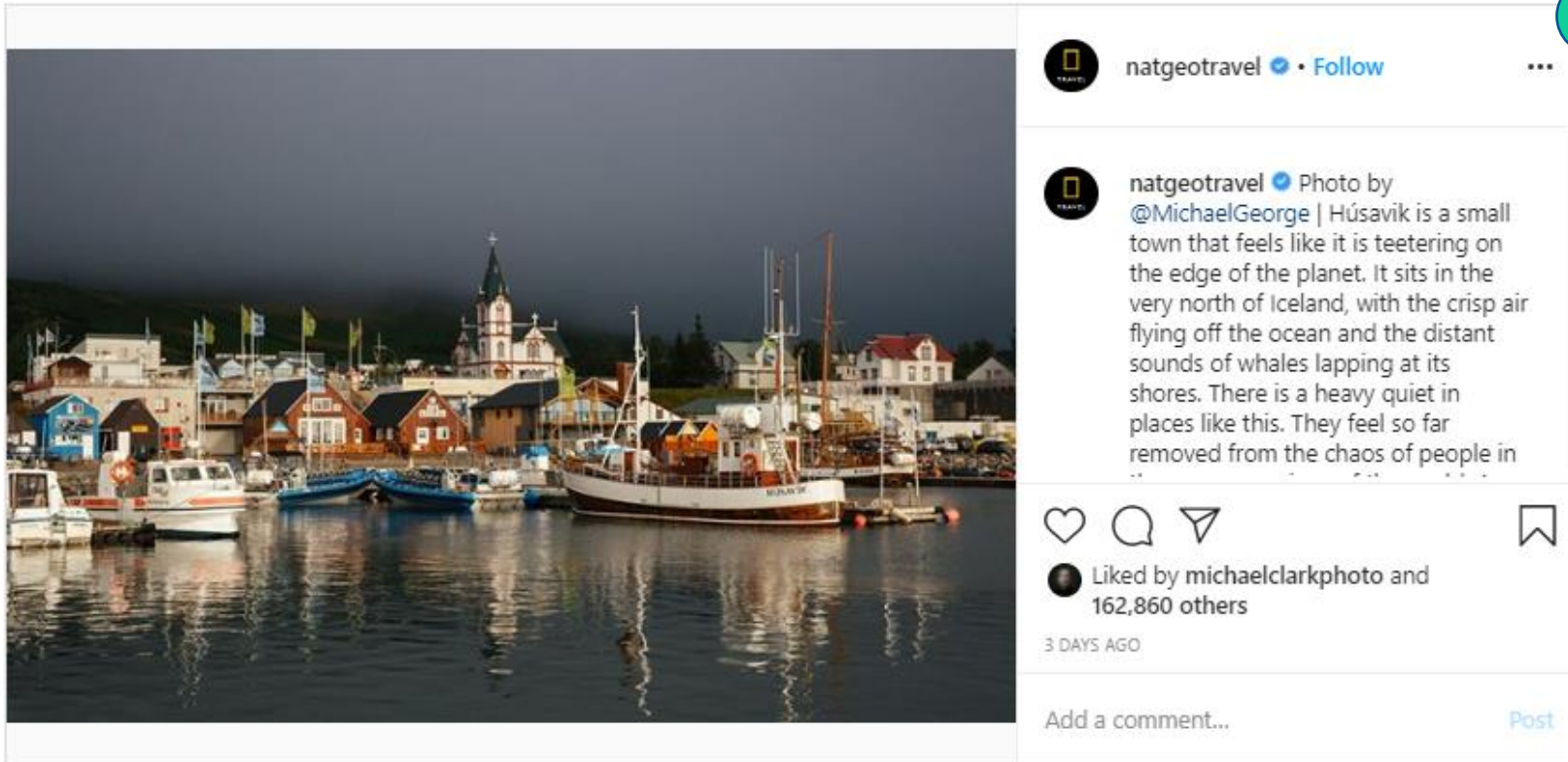
Add a comment...

Post

Step 2: Create

Text: Pay attention to your caption

Storytelling or Succinct



85%
of Facebook
videos

are watched
without sound –
captions

Kapwing -
<https://www.kapwing.com/>

Step 2: Create

Action: Promote your offers

Do this sparingly as you don't want your feeds filled with sales messages



**MAKE A
BREAK FOR IT
AND ESCAPE
THE CITY!**

It's time to spend some quality time together in the beautiful outdoors with an activity day from Epic Adventures.

24 hour cancellation policy

Free lunch with every pass purchased before end of June

epicadventuresirl • Follow

epicadventuresirl Isn't it time to get the adrenaline pumping? Do you dream of wide open spaces that are further than 2, 5 or 20km? 🙌 Break away from it all this summer and come for an Epic Adventure in [#irelandshiddenheartlands](#). Book now for a full day's activities, lunch included for €99 [#linkinbio](#) 🙌.

[#staylocal](#) [#roamfromhome](#)

36s

Be the first to like this

36 SECONDS AGO

Add a comment... **Post**



Step 3: Schedule

Social media management tools can save a lot of time

- Schedule the content you've made
- Repurpose older high performing content
- Post to each platform
 - Post directly on Facebook and Twitter - use the scheduler
 - Instagram - must use an app for scheduling - e.g. Later, Planoly, Hopper
- Social Media Scheduling Tools - a must if posting on more than one platform - e.g. Hootsuite, Buffer, Agorapulse, Socialbee, etc.

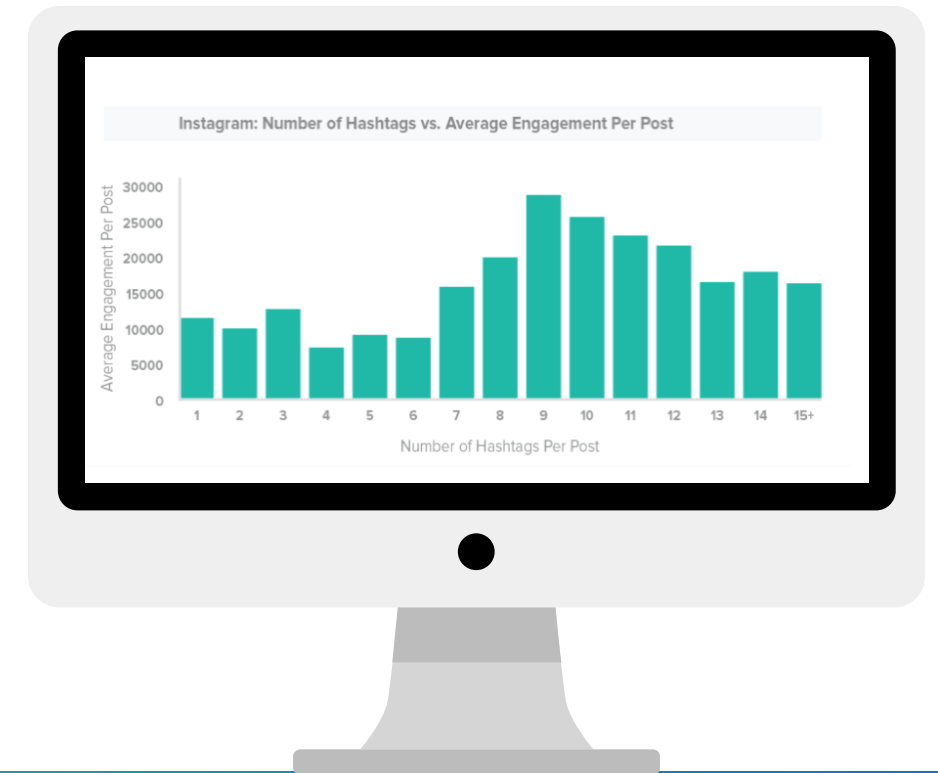




Step 3: Schedule

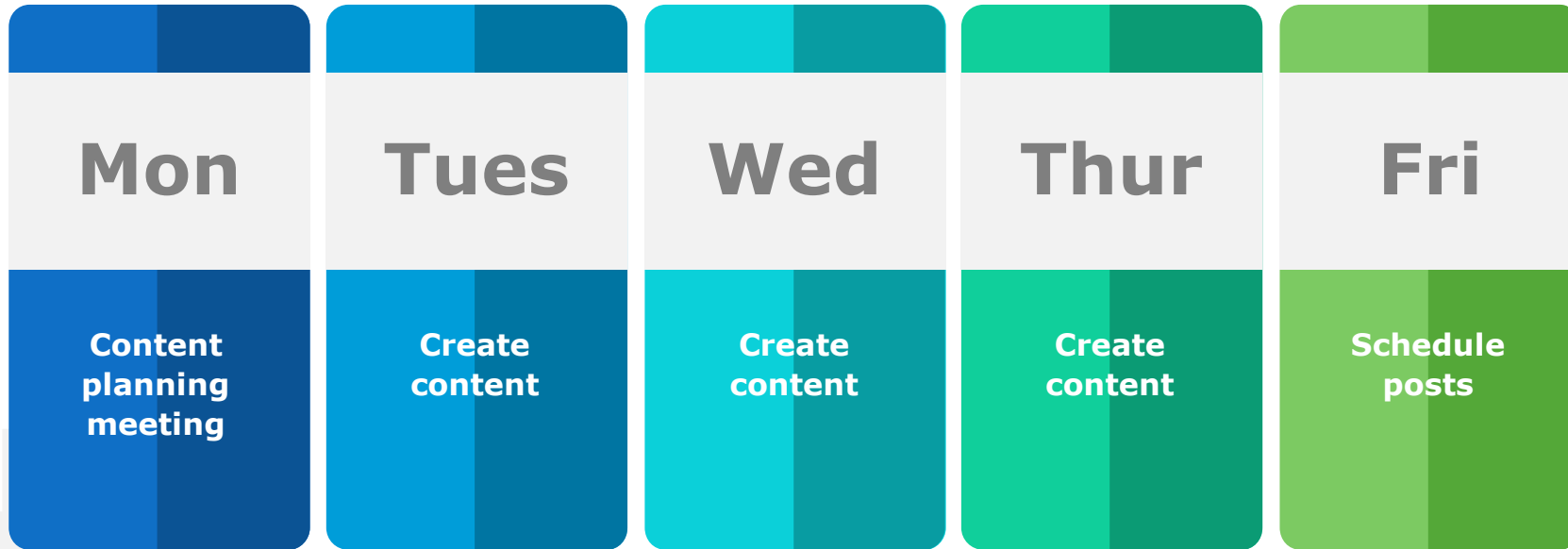
It's not about the tool, it's about the caption!

- Caption evokes your message and brand appeal
- The tags and hashtags you use will ensure you get found
 - Facebook: zero hashtags
 - Twitter: 2-3
 - Instagram: 7-10
- Research your hashtags
 - Check your competitors. See related hashtags.
 - If you're stuck, draw on the most used hashtags - eg. #throwbackthursday
 - Place them in the caption or post as a comment.



Your Social Media Week

Plan your month's social media over the course of a single week





Key Takeaways



Plan your content 4-6 weeks in advance. This gives you time to prepare or repurpose.



Discover your favourite app for creating and enhancing images and video. Now's the time to bring on video!



Take care when posting to really make your caption and hashtags work



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BOOSTING SALES WITH
SOCIAL MEDIA

Getting Instagram Right



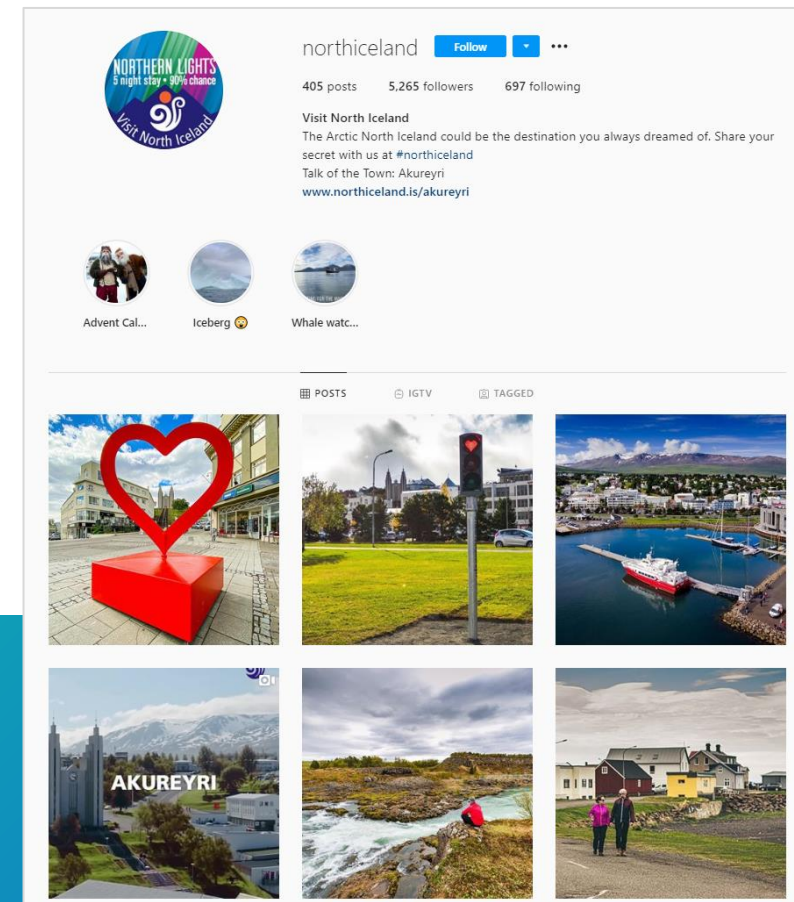
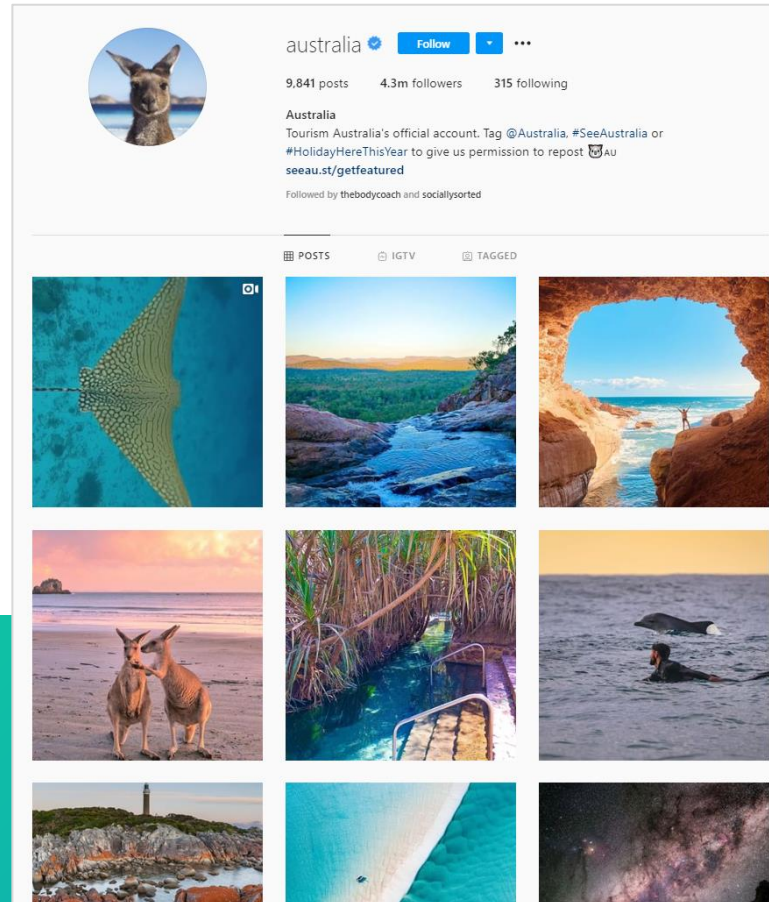
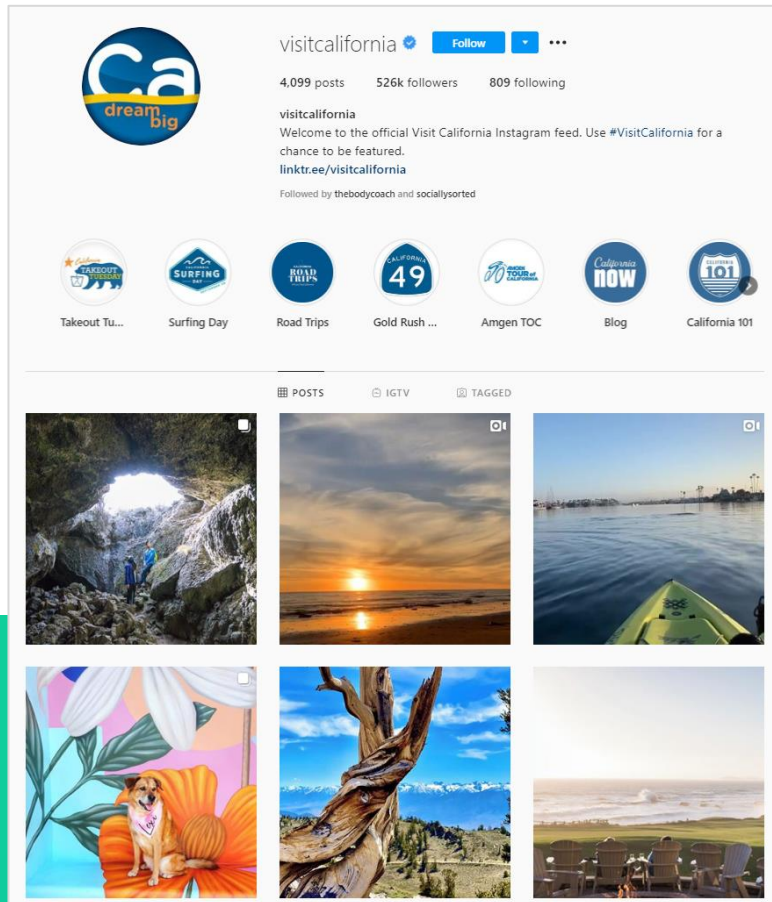
Instagram

Very visual medium to... BUILD BRAND AWARENESS

- 1 billion people Monthly Active Users. 500 million people use Instagram Stories every day
- 52% female / 48% male
- Who spend an average of 28 mins on the platform every day!
- Brands and businesses are welcome! 200 million users visit business profiles every day.



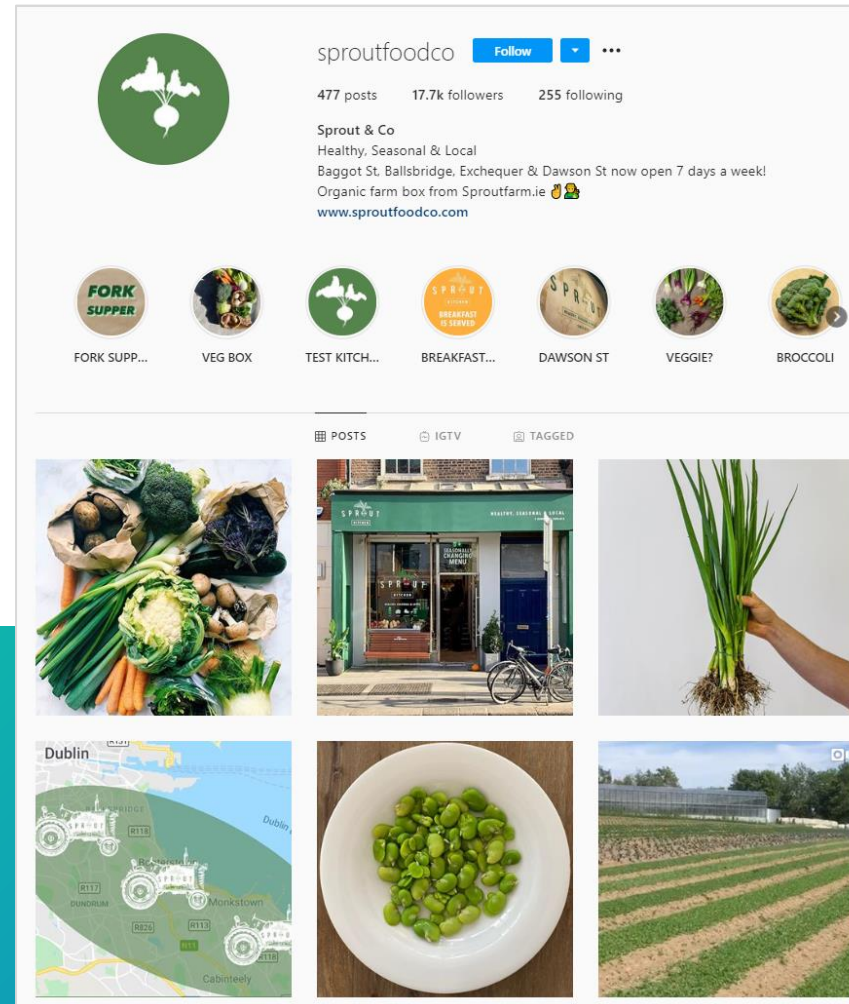
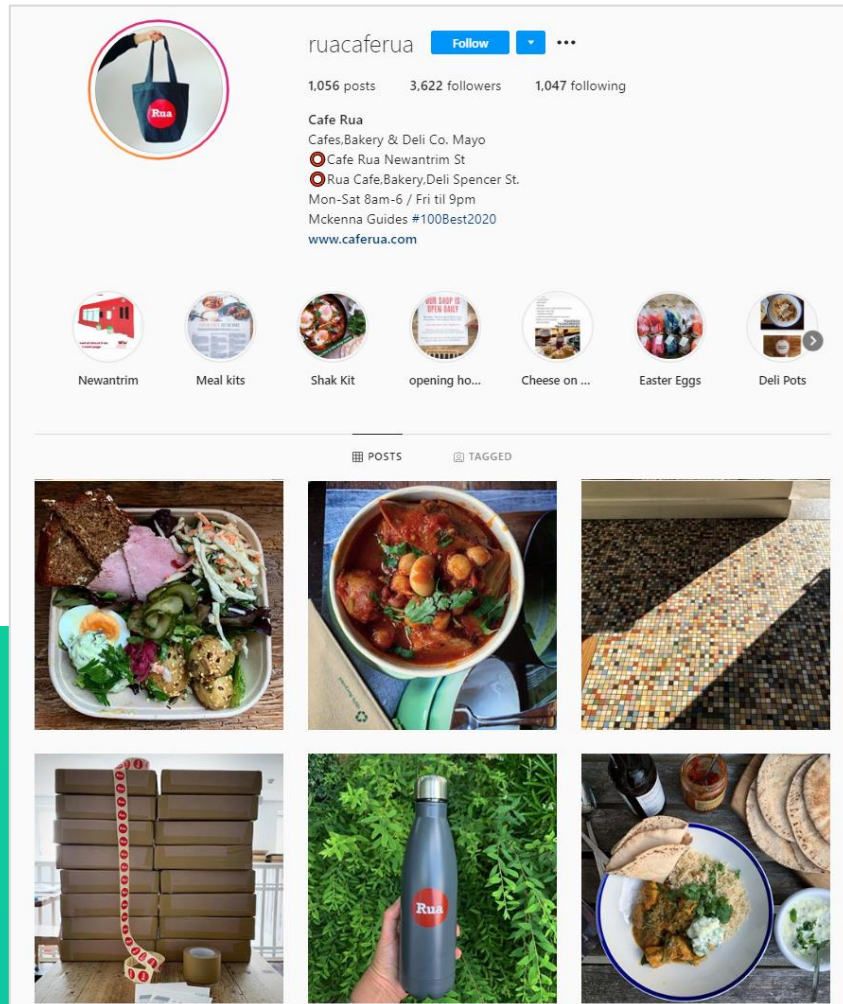
Instagram is well suited to **TOURISM**



Instagram is well suited to **TOURISM**



Instagram is well suited to **FOOD**

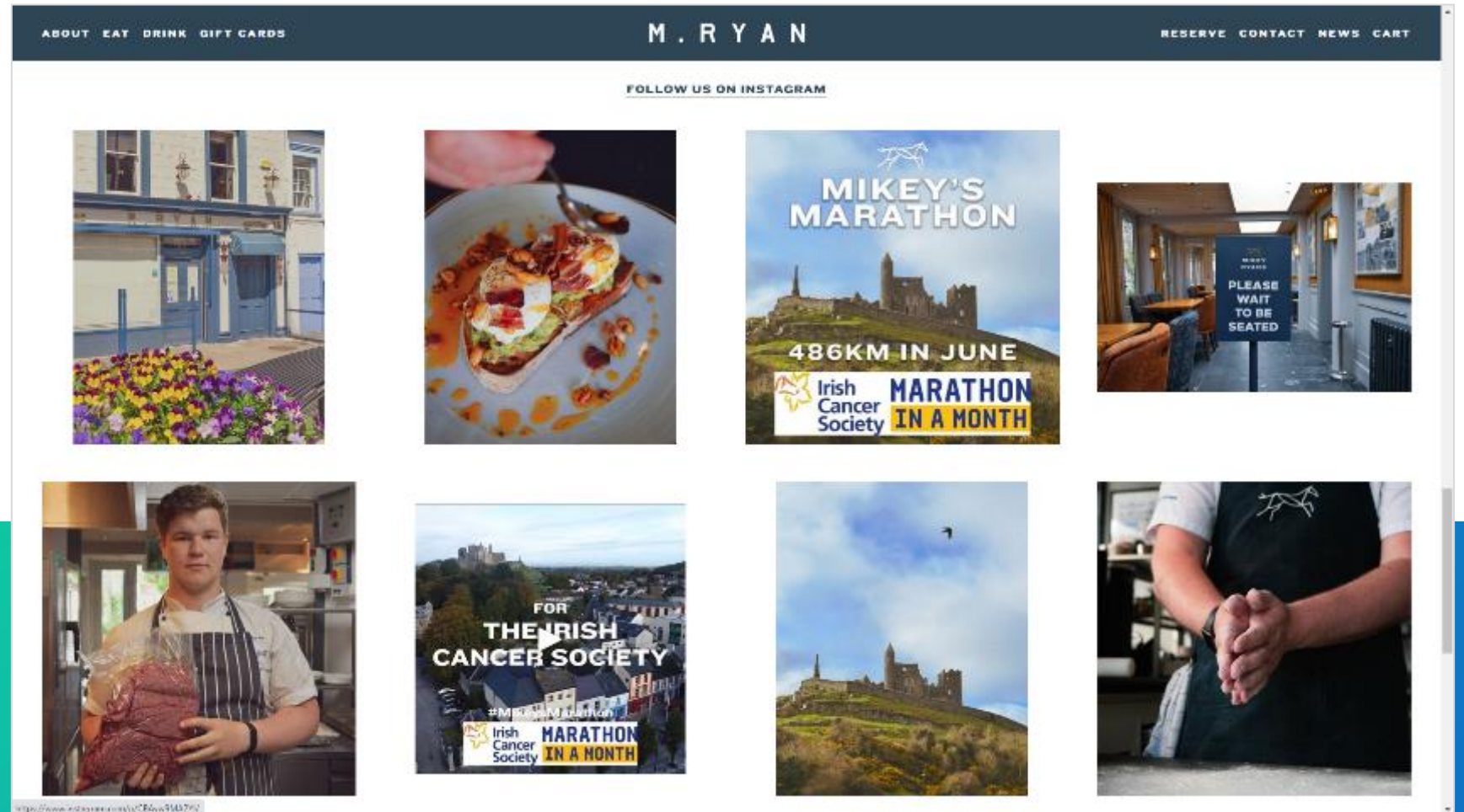


Instagram is well suited to **FOOD**



Instagram is great for **WEBSITE INTEGRATION**

Can provide a beautiful and aesthetical pleasing social feed on your website – unlike other social feeds.



Posting on Instagram

4 places to post content on Instagram

1

STORIES

2

FEED

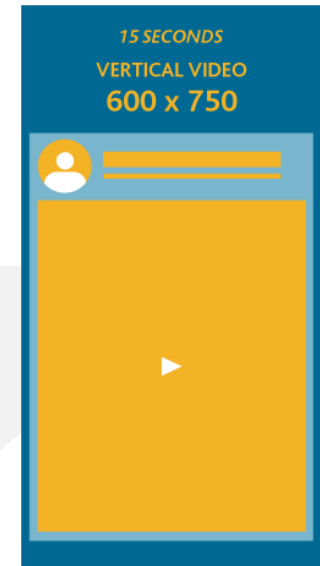
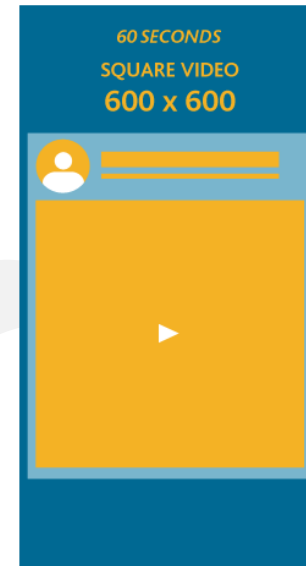
3

IGTV

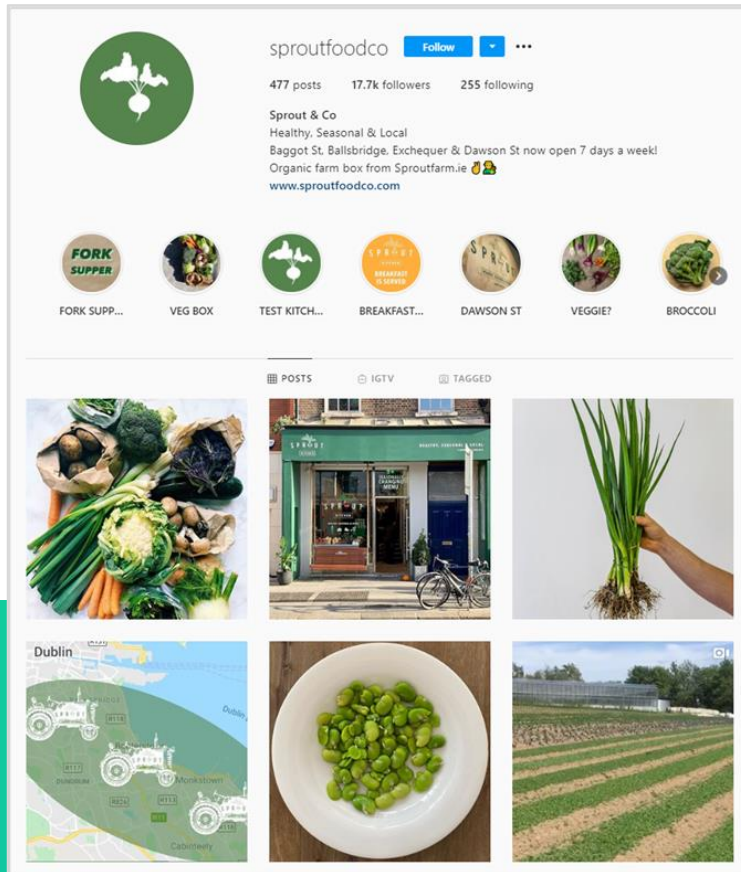
4

LIVE

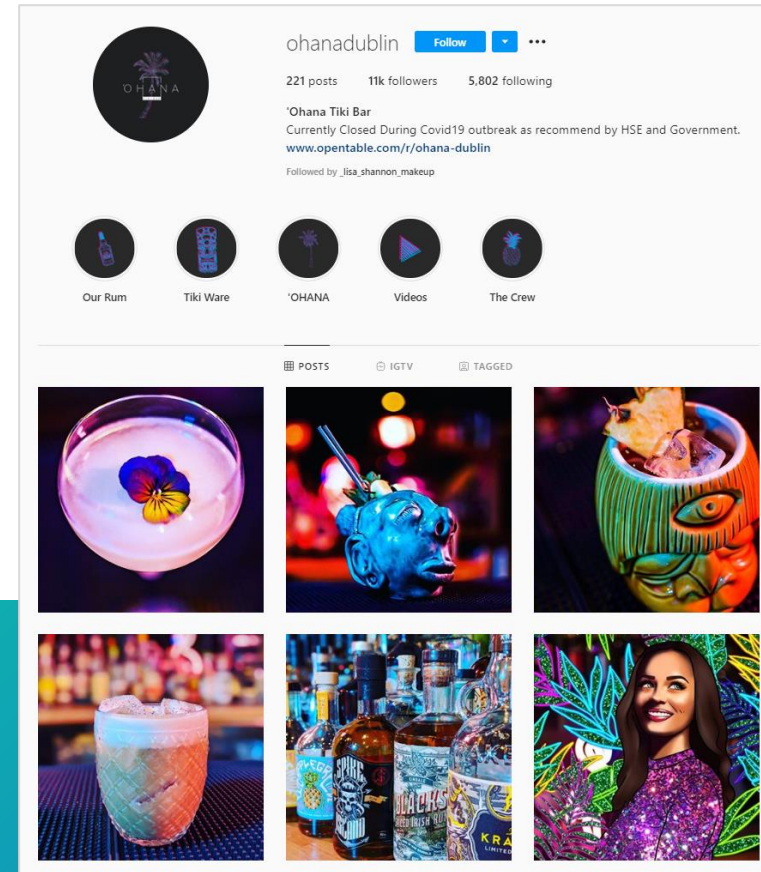
INSTAGRAM VIDEO SPECS



Your Brand Aesthetic / Moodboard

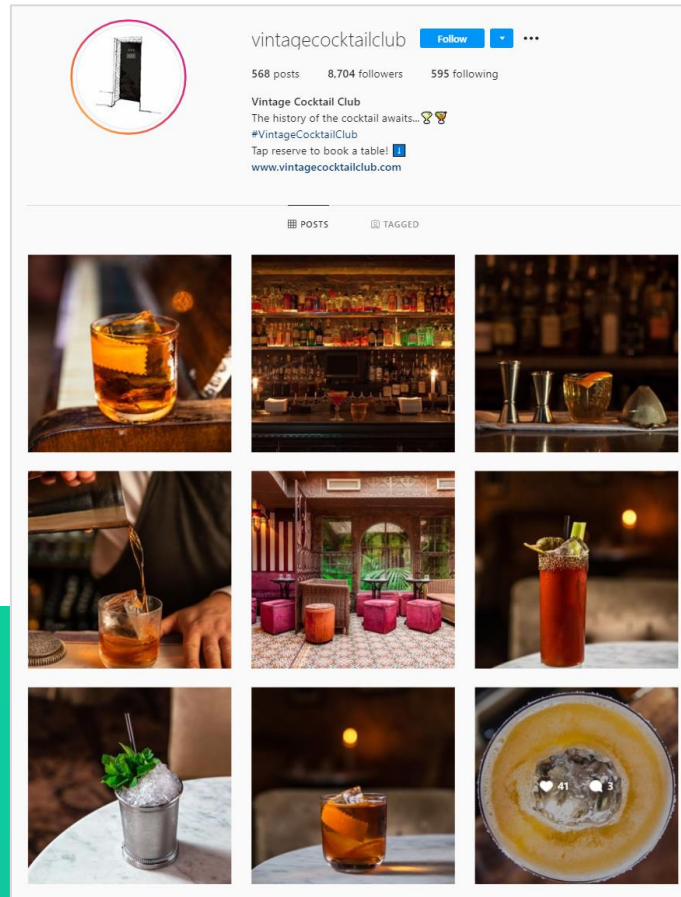


Green & Healthy

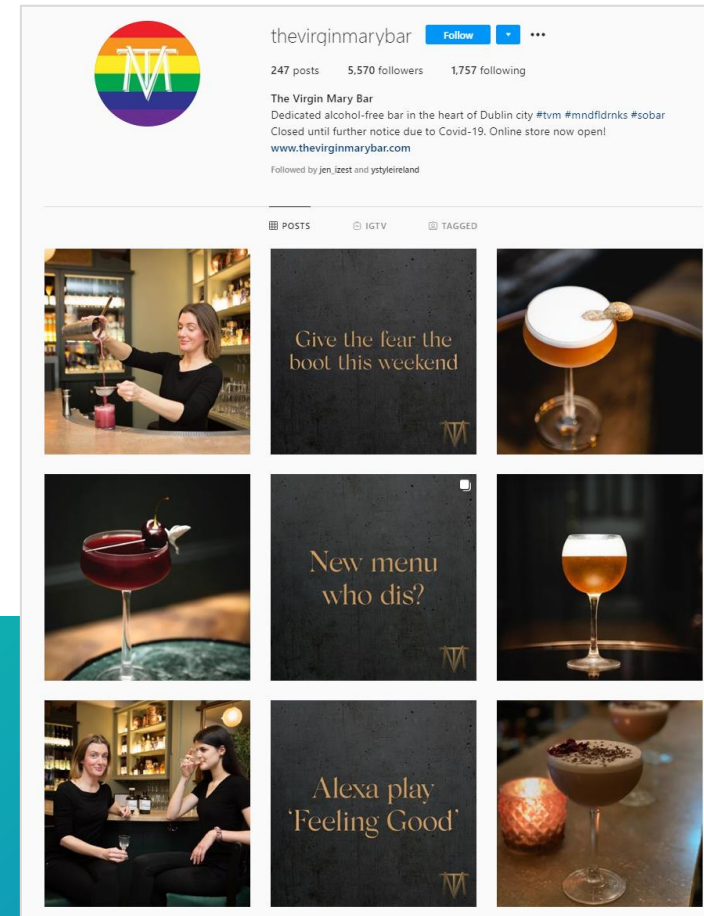


Tropical pink

Your Brand Aesthetic / Moodboard



Dark and cosy



Tiled

Your Brand Aesthetic


Our business is...

Types of images we can show

Our colour palette

Filters we use:

Refer to the
download that
accompanies this
video

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LET'S CREATE YOUR BRAND ON INSTAGRAM

- List 5 keywords that sum up the vibe of your business
- Types of image we can use to display those words
- Attach some image samples
- Conclude by summing up the colours you see in your samples. Select your filters.

Our business is... **Types of images we can show**

Our colour palette

Filters we use:

You could carry this over into Pinterest and make a mood board if you prefer to work in soft copy.

Instagram Filters

Inbuilt filters

FEED

Gingham, Clarendon, Juno

STORIES

Rio, Tokyo, Cairo



New York



Tokyo



Rio



Paris



Jakarta

3rd Party Tools & Apps

Canva - has a wide set of templates
Apps - VSCO, Unfold, Mojo



Astro (Mojo)



P5 (VSCO)

Canva
Research

Top 3 filters for NATURE (Valencia, #nofilter, Brooklyn)
Top 3 filters for FOOD (Skyline, #nofilter, Helena)



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Profile & Bio

As important as the home page of your website

- Write for your audience
- Do use emoji's and hashtags
- TIP: do it on desktop to get line spacing right
- URL – use it wisely



thetemplebarpub

Follow



564 posts

21.9k followers

267 following

The Temple Bar Pub

An Experience you wont forget!

Temple Bar Music Sessions 🎵

www.youtube.com/channel/UCH_hEQXYxFP2nbthQ10cElw



oldbarrackscoffeeroasters

Follow



462 posts

6,232 followers

601 following

Old Barracks Coffee Roasters

☕ Roastery & Coffeebar for the Coffee Curious.

⚠️ Adults only.

☕ Open Mon-Sun 10-5 (inc BH w/ends)

🌿 Street Food Garden Sat+Sun 10-4pm

theoldbarracks.ie/retail-shop



bujoburgerjoint

Follow



816 posts

14.6k followers

1,474 following

BuJo Burger Joint

🕒 Open Thu-Sun

🕒 Breakfast & coffee from 7.45am

🍔 Burgers, fries & shakes from 3pm

📦 Burger kits

👤 Culinary Director @grainne43

📍 Order here:

bujo.ie



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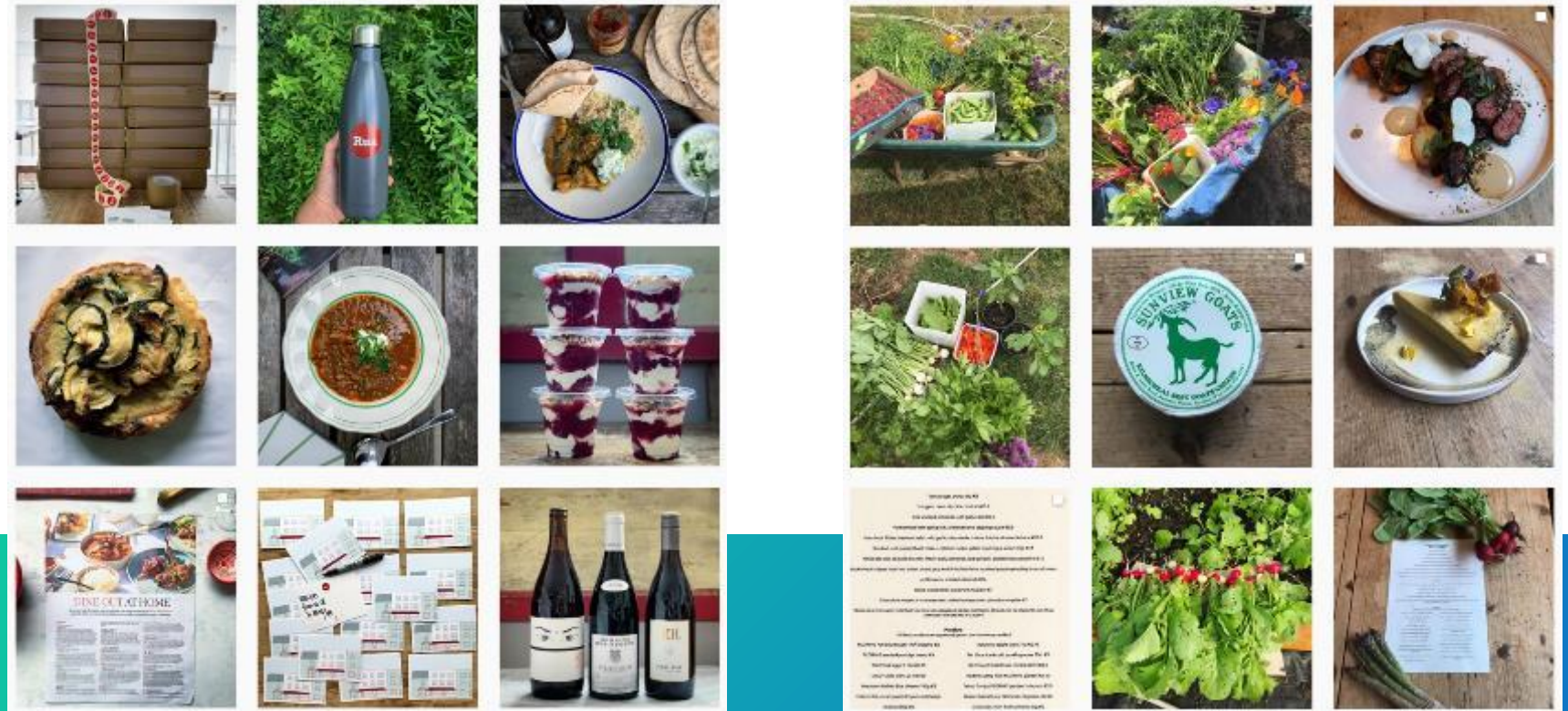
Instagram Grid

ONLY post stunning images on grid!



Instagram Grid

*Shoot from the
same angle*



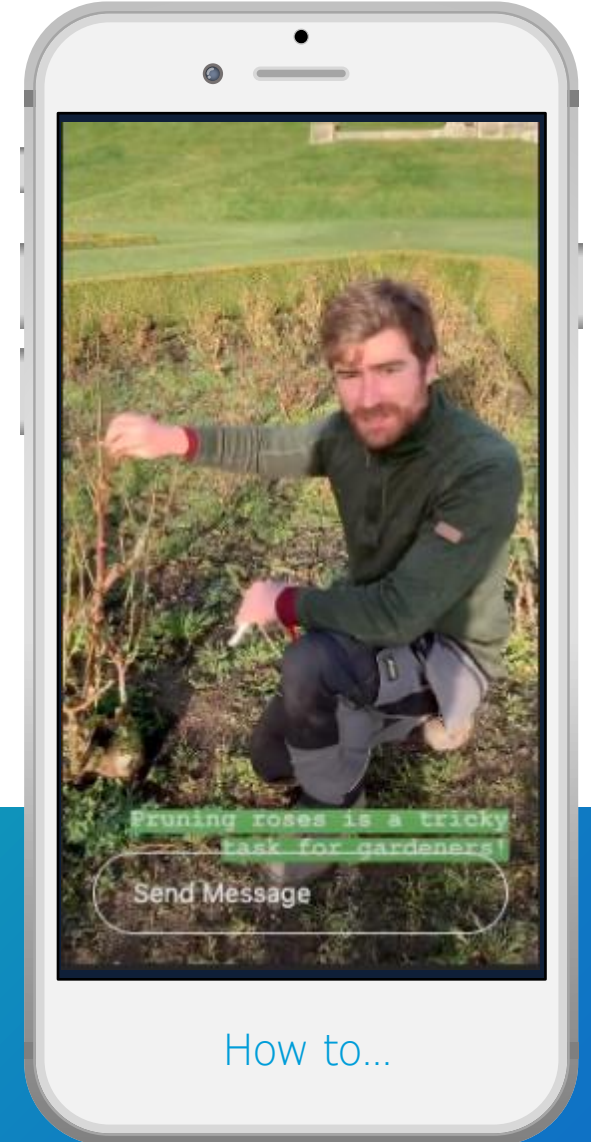
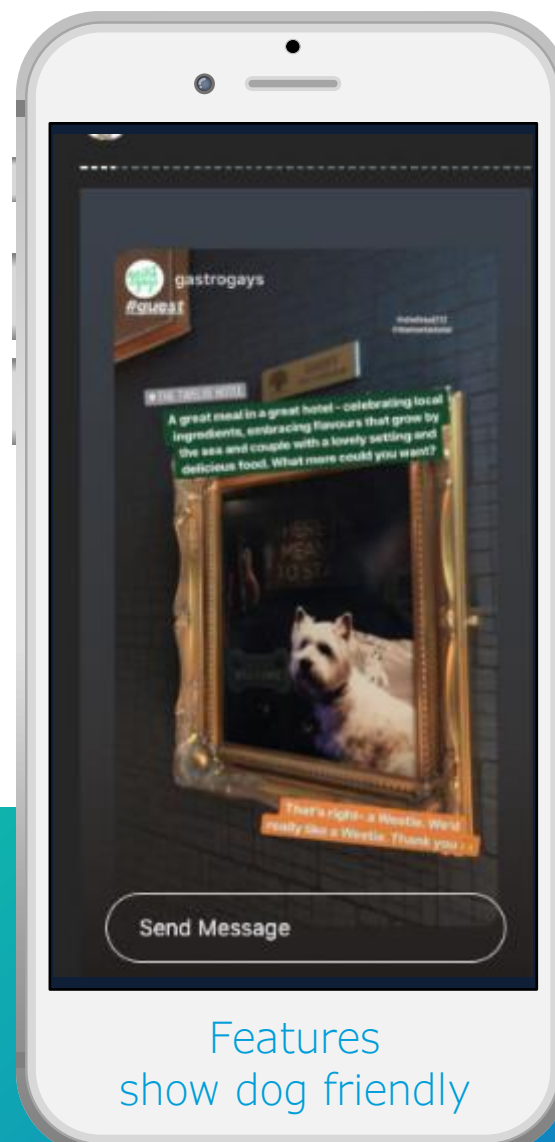
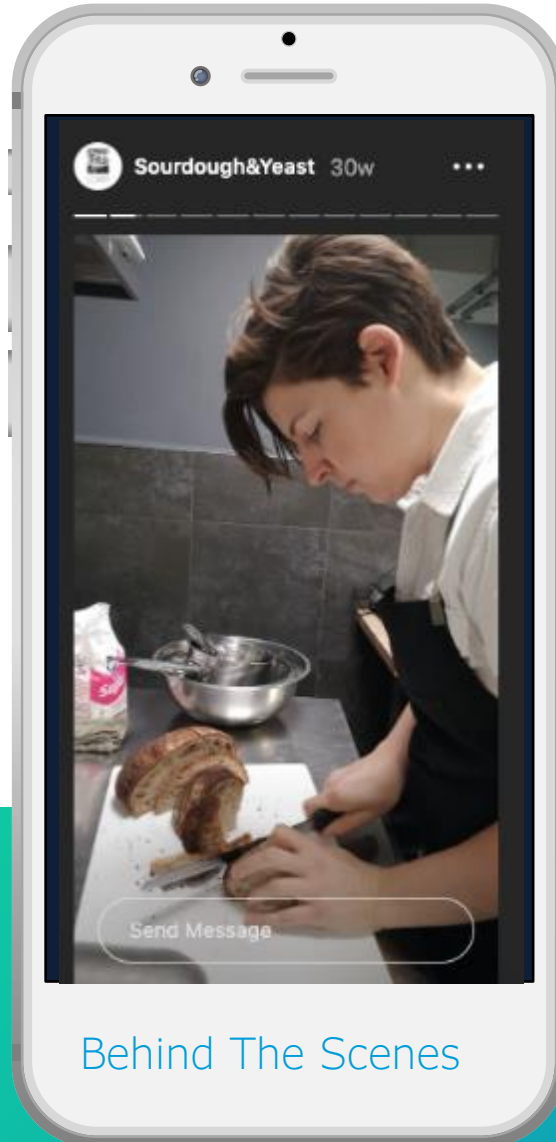


Instagram Stories

- Brands and businesses that are on Instagram **post an average of 2.5 Stories** on Instagram **per week**
- The reason why? **2-3x more engagement** with Stories posts than regular posts
- 500 million DAU
- The fun side of Instagram - less stylised, lower production values but where a lot of the action is
- More **focus on creativity** than design

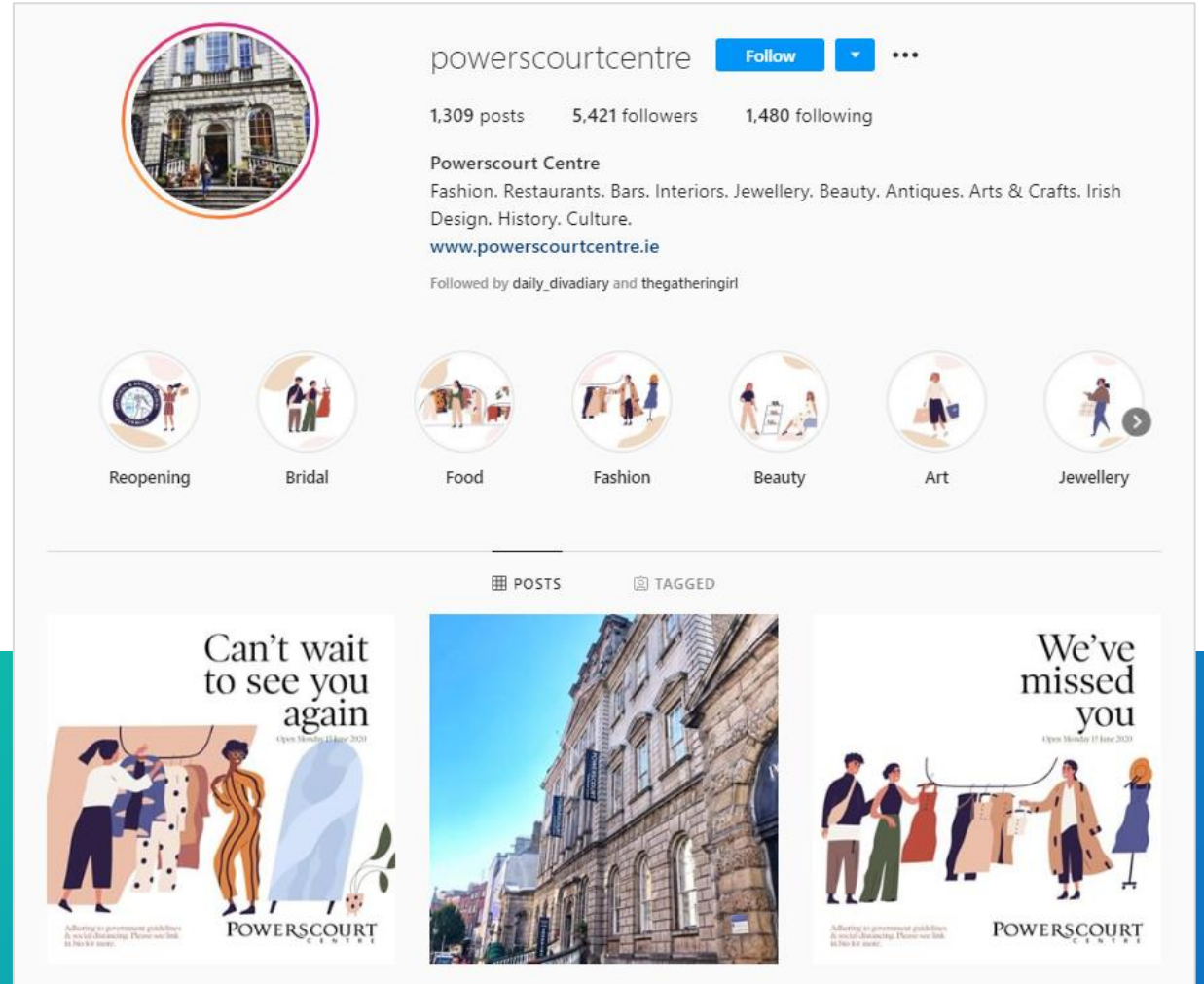


Story Ideas



Save Stories as Highlights

- Extend the life of Stories beyond 24 hours.
- Highlight your services or your brand attributes on top of your Instagram profile page.
- Best practice is 4-5





Story Ideas

1

Assets

What type of content you are posting?

Text only – Photo – Video – Poll – Quiz – Boomerang – Superzoom

2

Stories stickers

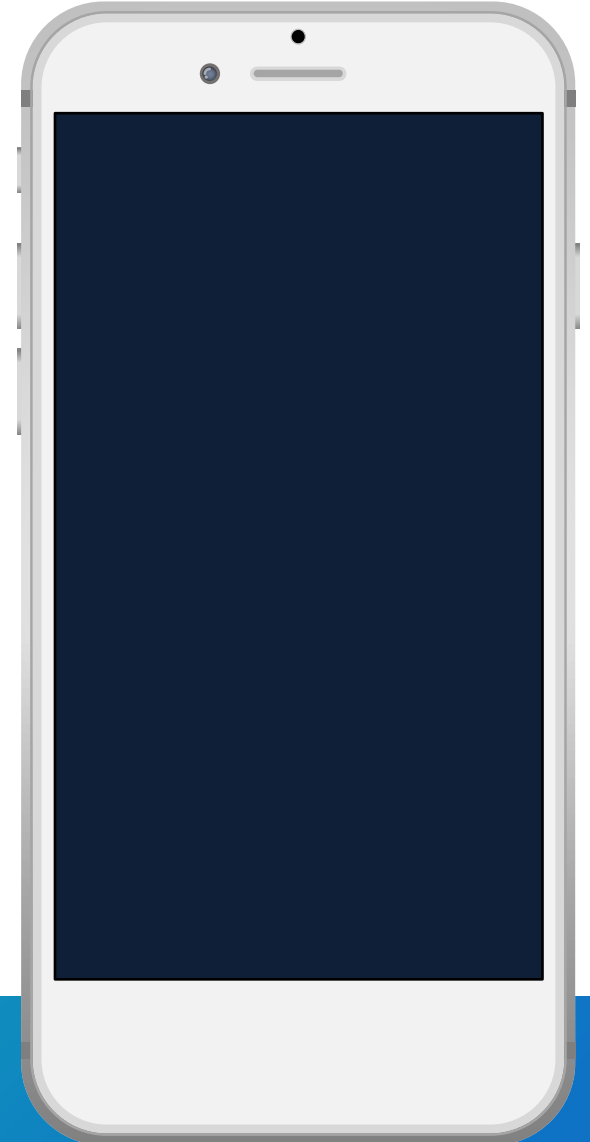
Very important where you can literally add personality to your post.

- Minimum use location, mention, hashtag.
- Why? because this can get you into Explore
- Get creative with other stickers and Stories features - gifs, countdowns, questions, gifs.

3

Save Stories as Highlights

Handy way to add more content to your profile





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Key Takeaways



Develop your Instagram brand aesthetic.



Post only stunning images on the feed



Have fun with Stories. Show off your brand personality.



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Promoting Your Campaign

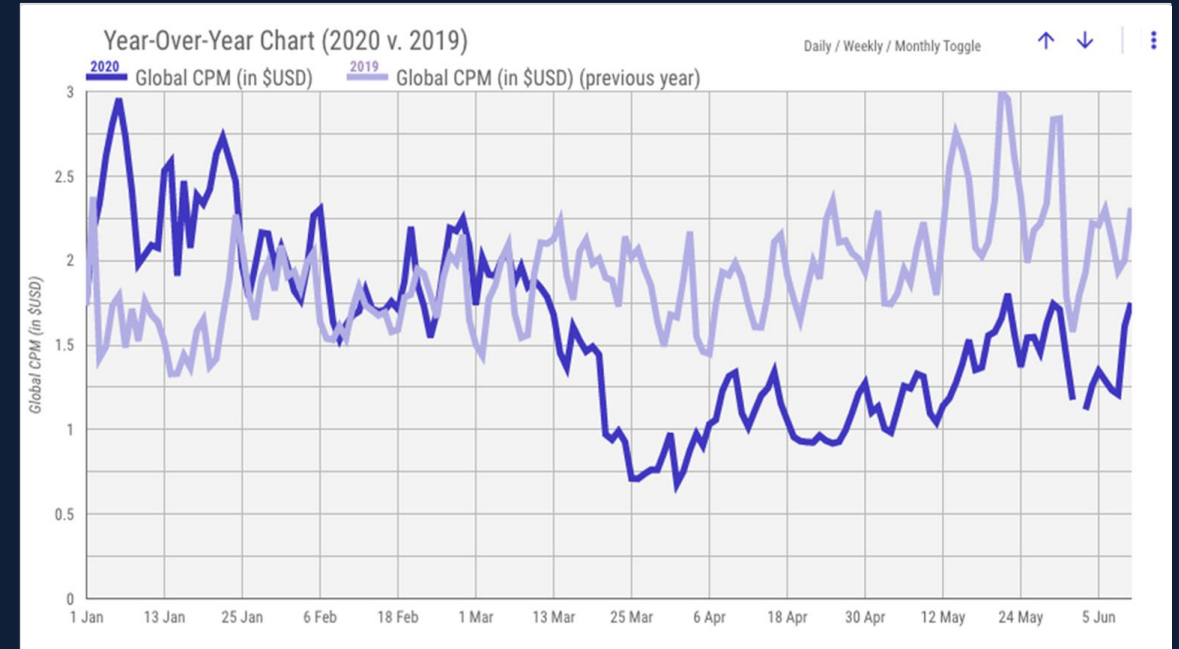


Immediate Opportunity



Cost of advertising on Facebook and Instagram gone down recently

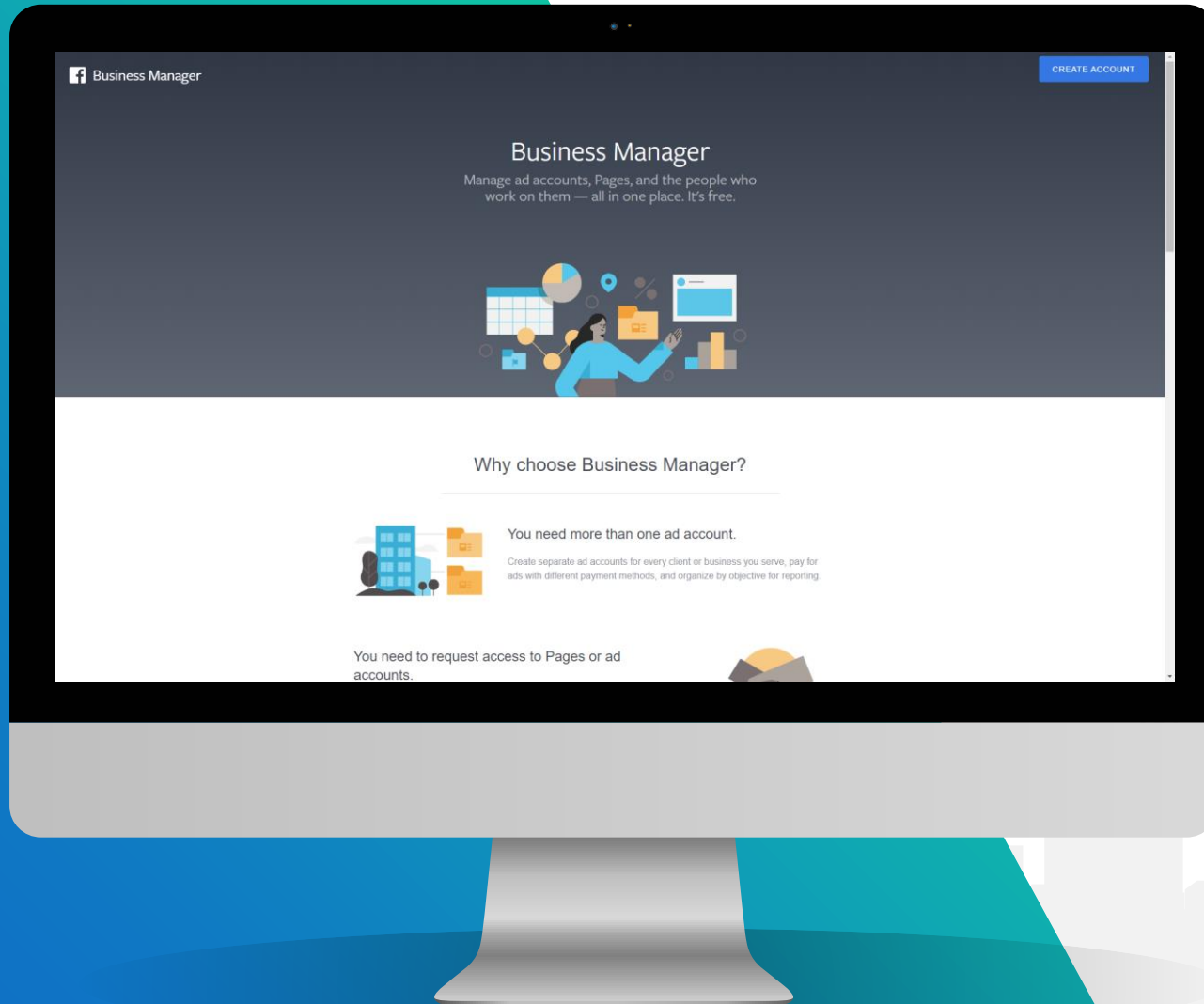
Facebook Ad Costs 2019 v 2020





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Facebook Business Manager

1. Have your Facebook Pixel set up under Business Settings > Data Sources > Pixels
2. Audiences - where you create custom & lookalike audiences
3. Add your credit card - under Business Settings you can set your max spend limits
4. Creative Hub - where you can design and make your ads



Type of ads to run

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store traffic
	 Video views	
	 Lead generation	
	 Messages	



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Ongoing Ad - Brand Awareness

What are brand awareness ads?

- Brand Awareness – the 1st stage to influence in customer's decision-making process.
- It's about brand recall and hard to measure, but website traffic can be a good place to start.
- Use a simple photo.

**Thyme Athlone**
Sponsored · 

We can't wait to see you again! Taking bookings for tables of 4, starting 29 June.



THYMERESTAURANT.IE
Thyme Restaurant - Athlone
Athlone

LEARN MORE

Targeting

- Target Warm Audiences First: Best Option
 - Upload customer list, enquiries list, website visits, engaged with your content
 - Retarget abandoned cart people
 - Lookalike audiences
- Alternative option: Target cold audience based on interest



Thyme Restaurant Diners

Location: Ireland

Age: 25 - 65+

People Who Match: Interests: Fine Dining, Dining Out or Foodie



Targeting: Demographics

Include people who match ⓘ

Demographics > Parents > All Parents

Parents with preteens (09-12 years)

Parents with teenagers (13-17 years)

Interests > Additional Interests

Parent

Working parent

Interests > Family and relationships

Family

- Set constraints based on your personas - e.g. age, location, etc.
- Don't go too tight because it can help to let the algorithm do its thing.
- A good idea to go broad-ish for 3 days and then check your results to see what's delivering.
- This holds true for placements also.

Targeting: Placements

Can go broad and see where your results come from...run for 3 days

Placements

[Learn More](#)

☒ Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ Manual Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Or turn off the recommended, exclude the following

Platforms
☒ Facebook
☒ Audience Network
☒ Instagram
☒ Messenger

Placements

☒ **Feeds**
Get high visibility for your business with ads in feeds

☒ **Stories**
Tell a rich, visual story with immersive, fullscreen vertical ads


☒ **In-Stream**
Quickly capture people's attention while they're watching videos

☒ **Search**
Get visibility for your business as people search on Facebook

☐ **Messages**
Send offers or updates to people who are already connected to your business

☒ **In-Article**
Engage with people reading content from publishers

☒ **Apps and Sites**
Expand your reach with ads in external apps and websites



In-Article
We recommend horizontal (1.91:1) images or videos.



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Budget

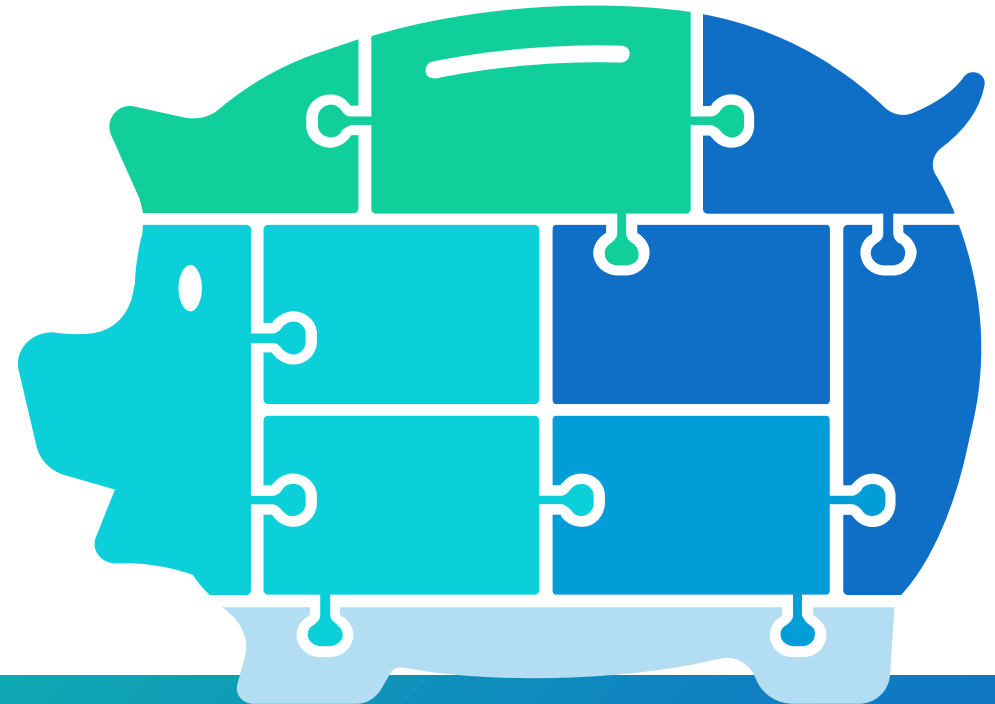
It's a good idea to run with the recommended pricing mechanism on FB ads.

- **Daily budgets**

Max gets spent per day.

- **Lifetime budgets**

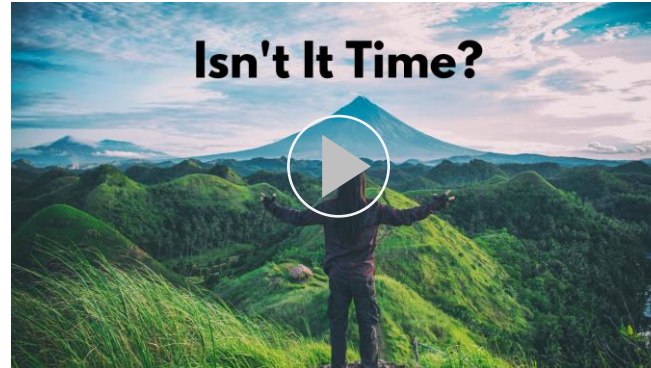
You can spend it all at the start.



Ad Creative



Start with 4 example ads – mix it up with video/images



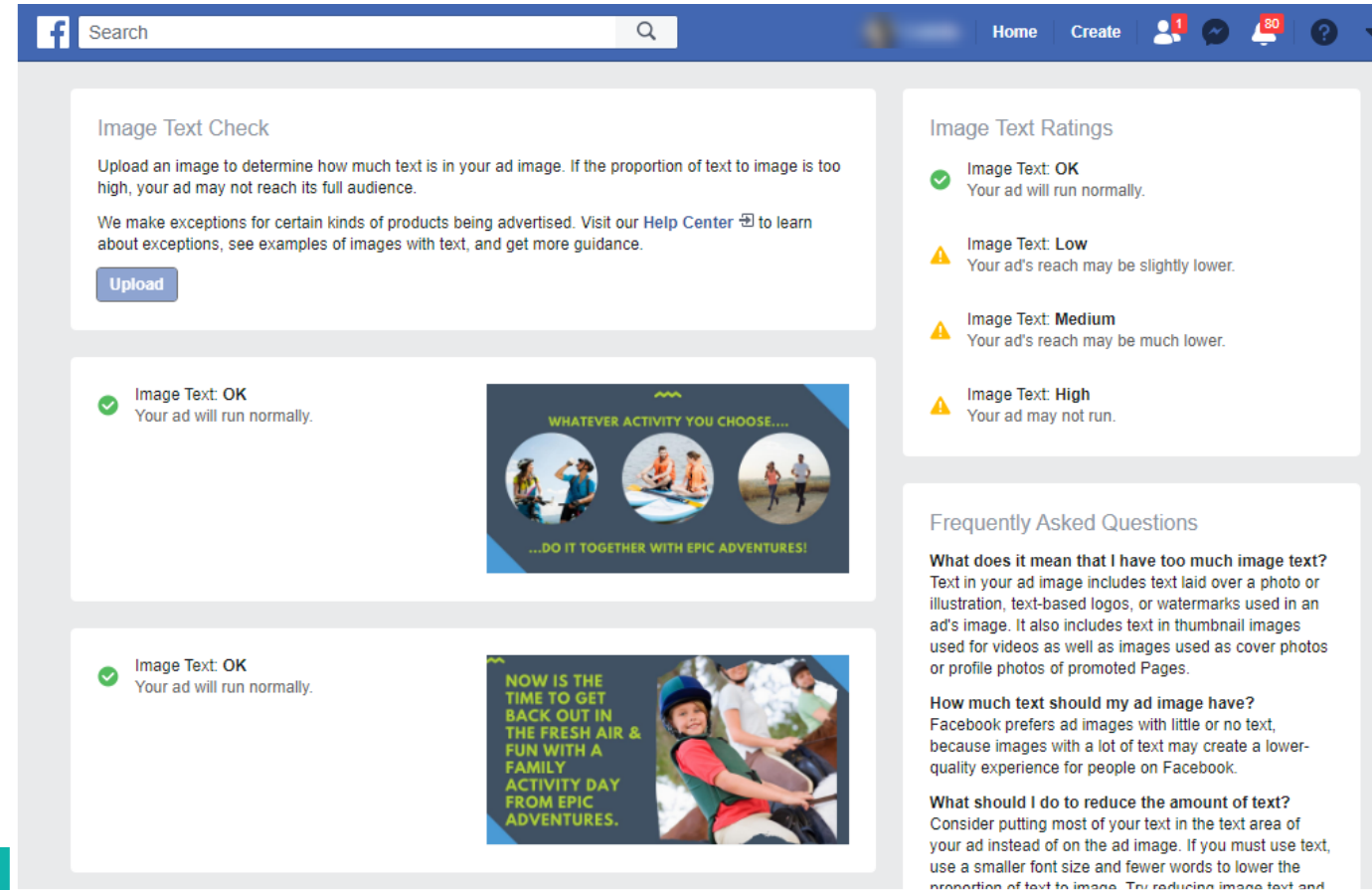
Ad Creative



Start with 4 example ads – mix it up with video/images



Can only have 20% on the image – use the Image Checker Tool to make sure your ad will pass this test



The screenshot shows the Facebook Image Text Check tool interface. At the top, there's a search bar and navigation links for Home, Create, and notifications. The main content area is divided into three sections:

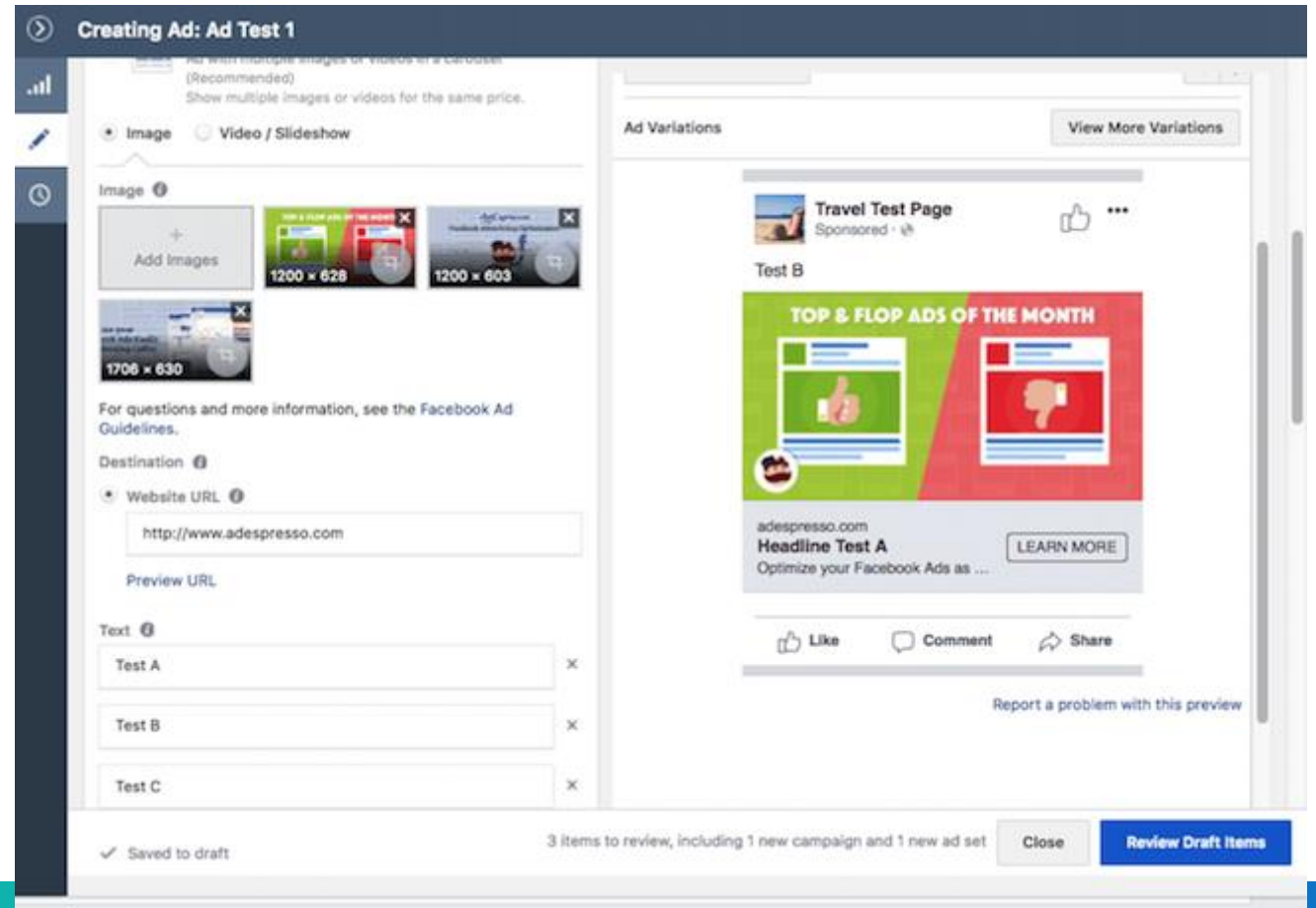
- Image Text Check:** This section provides instructions on how to use the tool. It states: "Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ad may not reach its full audience." It also mentions exceptions for certain products and provides a link to the Help Center. An "Upload" button is present.
- Image Text Ratings:** This section displays the results of the image text check. It shows three ratings: "Image Text: OK" (Your ad will run normally), "Image Text: Low" (Your ad's reach may be slightly lower), and "Image Text: Medium" (Your ad's reach may be much lower). There is also a warning for "Image Text: High" (Your ad may not run).
- Frequently Asked Questions:** This section contains three questions and answers:
 - What does it mean that I have too much image text?** Text in your ad image includes text laid over a photo or illustration, text-based logos, or watermarks used in an ad's image. It also includes text in thumbnail images used for videos as well as images used as cover photos or profile photos of promoted Pages.
 - How much text should my ad image have?** Facebook prefers ad images with little or no text, because images with a lot of text may create a lower-quality experience for people on Facebook.
 - What should I do to reduce the amount of text?** Consider putting most of your text in the text area of your ad instead of on the ad image. If you must use text, use a smaller font size and fewer words to lower the proportion of text to image. Try reducing image text and

Below the instructions, there are two example ads shown with their respective text ratings:

- Example Ad 1:** The image shows a group of people outdoors. The text overlay reads: "WHATEVER ACTIVITY YOU CHOOSE...." and "...DO IT TOGETHER WITH EPIC ADVENTURES!". The rating is "Image Text: OK" (Your ad will run normally).
- Example Ad 2:** The image shows a person in a red shirt and blue helmet. The text overlay reads: "NOW IS THE TIME TO GET BACK OUT IN THE FRESH AIR & FUN WITH A FAMILY ACTIVITY DAY FROM EPIC ADVENTURES.". The rating is "Image Text: OK" (Your ad will run normally).

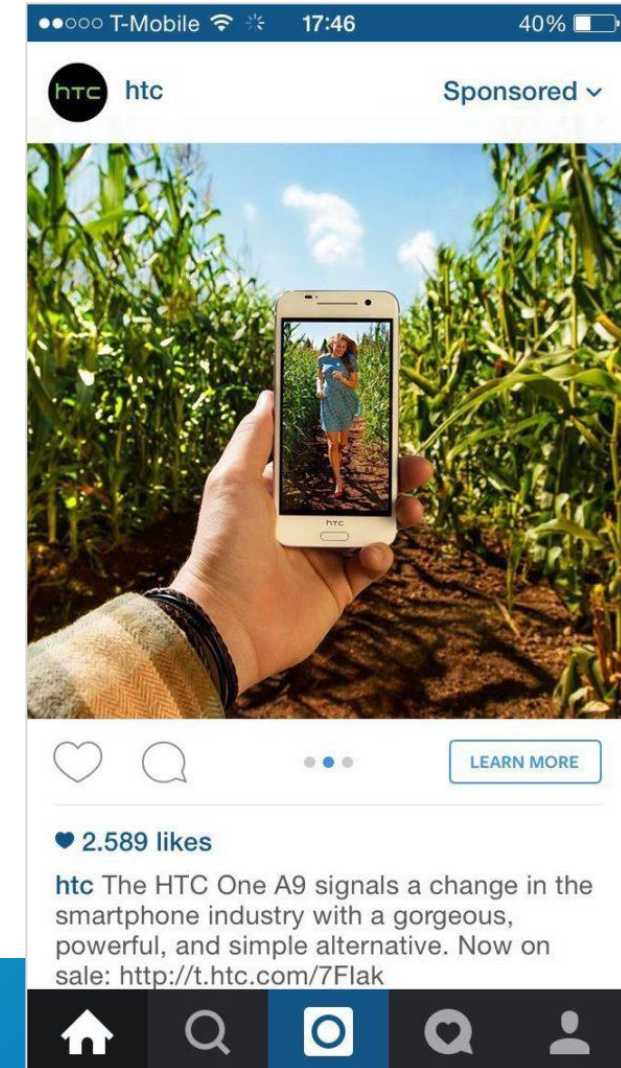
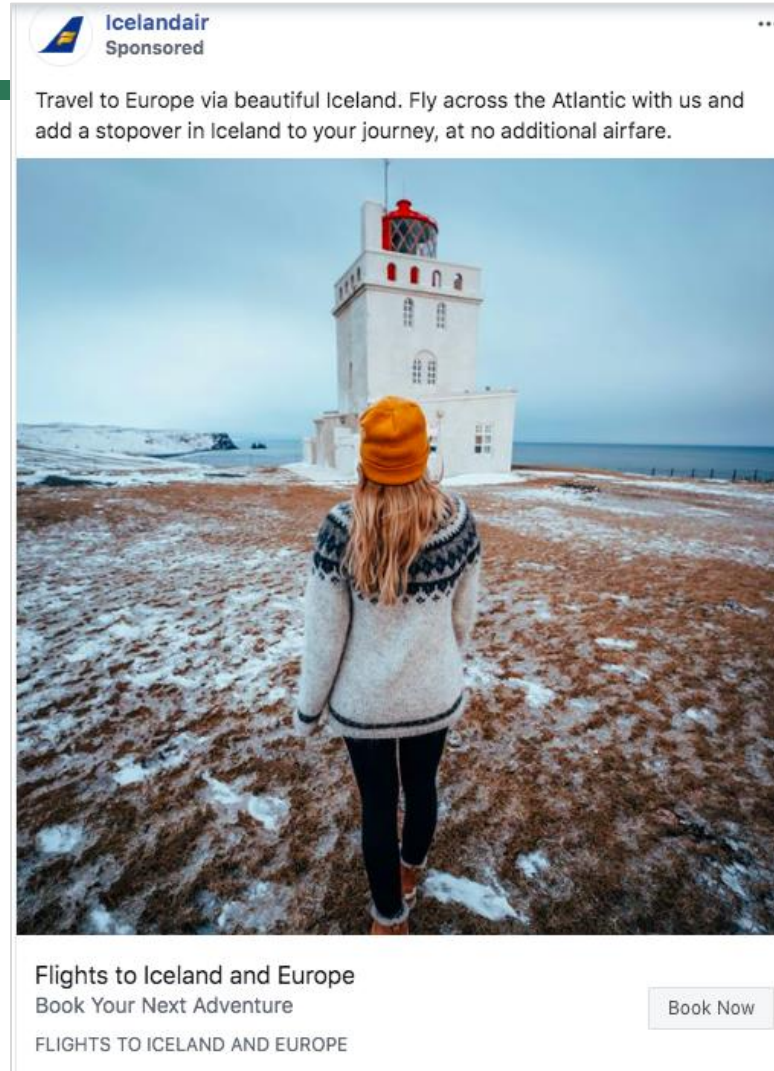
Ad Creative

- ▶ Start with 4 example ads – mix it up with video/images
- ▶ Can only have 20% on the image – use the Image Checker Tool to make sure your ad will pass this test
- ▶ Use dynamic creative function – will create variants of your ads and test which combination works best



Ad Creative

- **Headline:** summary of your offer (appears in the bottom!)
- **Call to action:** Learn more. Shop now. Sign up. (Learn more has higher CTR, but Sign up has higher conversion rate) - Use the dynamic creative function to test.
- **URL:** link destination (to landing page)
- **Post text:** appears above creative or below (Instagram)






Epic Adventure Campaign

YOUR LOGO

Epic Adventures
Sponsored

Like Page

Isn't it time that you got back to the great outdoors?



Isn't It Time?

Epic Adventures
All Day Pass

EXPERIENCE THE GREAT OUTDOORS AGAIN

Book Now

20

562 Comments 311 Shares


Like Comment Share

YOUR LOGO

Epic Adventures
Sponsored

Like Page

Cycling, kayaking, climbing and so much more! Enjoy the outdoors together again with Epic Adventures 🏔️ 🚣 🚴



So many activities to choose from.
Book a couples adventure day out.

ONLY €149 INCLUDING LUNCH

Book Now

20

562 Comments 311 Shares


Like Comment Share

YOUR LOGO

Epic Adventures
Sponsored

Like Page

Horse-riding, cycling, archery and so many more activities to choose from on your Epic Adventure family day out. Book your day pass now for only €149!



So many activities to choose from.
Book a family day out.

ONLY €149 INCLUDING LUNCH

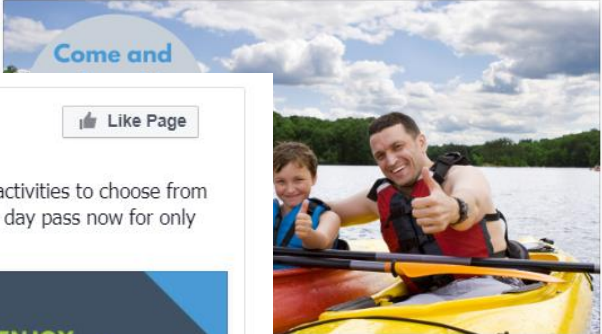
Book Now

YOUR LOGO

Epic Adventures
Sponsored

Like Page

Want to give kayaking a go? It's one of the many activities available here at Epic Adventures 🚣



Come and join us!

Book Now

562 Comments 311 Shares

Share



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Epic Adventure Camp

Ensure some of your ads address the blockers that stop people from taking action


YOUR LOGO

Epic Adventures

Sponsored

Like Page

Whether you are with friends or family, we have activities to suit all ages and fitness levels. Once you arrive you can leave your worries behind, we are compliant with all COVID-19 safety measures. Safe, exciting and fun...what more could you ask for!



Activities to suit all ages and fitness.
COVID-19 Safety Measures Compliant

BOOK NOW.

Book Now

20

562 Comments 311 Shares

Like

Comment

Share



Fáilte Ireland

National Tourism Development Authority


Epic Adventure Campaign

YOUR LOGO

Epic Adventures
Sponsored

Like Page

Limited offer of €149 for your all day pass. Includes lunch. Available until end of June only. Book now to enjoy that fresh air feeling with your loved ones. 😊



Get back out in the fresh air.
Book a family adventure day out.

ONLY €149 INCLUDING LUNCH

Book Now

20

562 Comments 311 Shares

Like

Comment

Share

YOUR LOGO

Epic Adventures
Sponsored

Like Page

Book your couples adventure now. Only €149 including lunch. Available until end of June only. 😍



Book a couples adventure day out.
Limited time only.

ONLY €149 INCLUDING LUNCH.

Book Now

20

562 Comments 311 Shares

Like

Comment

Share

Ad Campaign tips

- Single image? Video or image? Or carousel?
- Video works great esp. at top of funnel.
- Carousels are great for telling a story, but never really outperform video.
- Best to stick to 15-30 seconds / 15 for Instagram Stories and must be portrait.
- Stories Ads need to be quick – multiple scenes. 60% watch with sound turned ON so use sound to help you.
- Creative hub - can do mock-ups - can make videos using min of 6 still images.
- Saved mock-ups can be directly imported at the ad creative level.

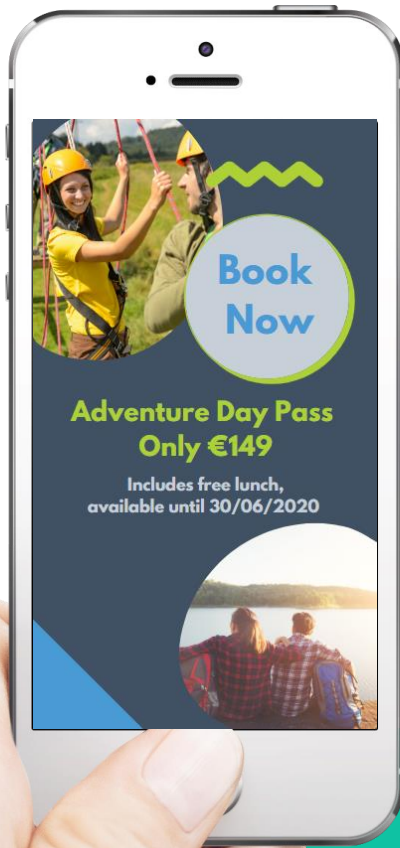




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Video to Lead gen/conversion ads



IMPORTANT: Exclude customers from your ads

- Start with top of funnel – “what do they know now”
- Retarget + 3 second views – “what do they need to know tomorrow”
- Run lead gen ads/conversion ads with offer



Reasons Ads Aren't Approved

Assuming you're not promoting anything prohibited...

- You're in breach of FB community standards - safety, objectionable content, integrity...
- 20% text rule
- Targeting personal attributes such as race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record, or name,
- Avoid using you, yours, other in your copy





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It's WORTH IT



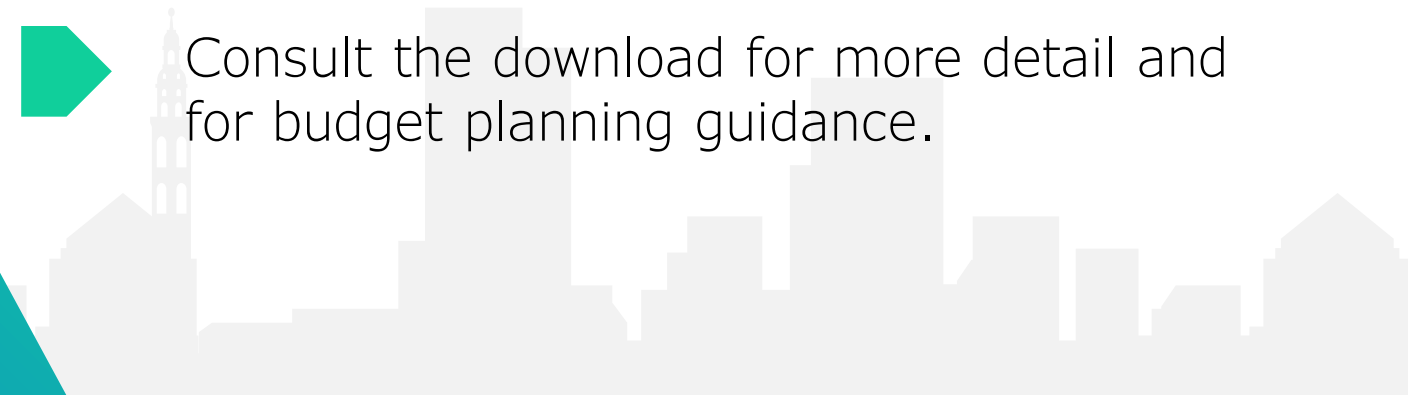
The opportunity that is paid social.
Nowhere else can you reach your target audience for as little as 1 or 2 cent.



Spend time on your creative. It is the touchpoint of your ads.



Consult the download for more detail and for budget planning guidance.





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BOOSTING SALES WITH
SOCIAL MEDIA

Measuring & Optimising Your Social Media Campaign for Results





Social Media Metrics



**Social Media
Content**
Engagement



Paid Social
Views, Conversions,
CTR, CPC



Google Analytics

Social Traffic. Goals.



Keep an eye on the data at all stages.
Always seek to improve. Test everything.

Key Metrics for Social Media Organic Content

- Likes and Reactions are measures of engagement with your content
- Comments are the voice of your audience across every platform!
- Tracking comments is a good first measure for engagement
- Sharing has been happening less, although retweets are still a valid metric on Twitter.





APR
2020

FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER* PERFORMS EACH ACTIVITY ON FACEBOOK

NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



1

FEMALE: MALE:

1 1

POSTS LIKED IN
THE PAST 30 DAYS
(ALL POST TYPES)



12

FEMALE: MALE:

14 12

COMMENTS MADE IN
THE PAST 30 DAYS
(ALL POST TYPES)



6

FEMALE: MALE:

7 5

FACEBOOK POSTS
SHARED IN THE PAST 30
DAYS (ALL POST TYPES)



1

FEMALE: MALE:

2 1

FACEBOOK ADVERTS
CLICKED IN THE PAST 30
DAYS (ANY CLICK TYPE)



13

FEMALE: MALE:

16 11

Key Metrics - Content

- **Value of comments** depends on size of following:
 - 10 comments from a following of 300 = 3%
 - 10 comments from a following of 1,300 = 0.7%
- **Engagement rate** sums up overall engagement with the page – expressed as % of audience size
Total engagements / Total Followers

Engagement Rate Levels

LOW	0 - 1.6%
GOOD	1.6 - 3.5%
HIGH	3.5 - 6%
VERY HIGH	6%+




Key Metrics - Content

Influencers + engagement rate: Phlanx



- High follower count plus low number of comments – be wary!
- Check who comments are from

phlanx.com/engagement-calculator

INSTAGRAM ENGAGEMENT CALCULATOR

@ Type Instagram handle here 

0 Followers



@handle
ENGAGEMENT RATE
0%

Average Interactions per post
0 likes
0 comments



Key Metrics - Content

Is your engagement rate low?

Possible reasons why

- Your audience are no longer on that platform.
- Is your content engaging? Are you asking questions? Using polls? Looking for opinions, or other devices to get people talking to you
- Are you posting too often? 1 a day max
- Are you using relevant location tags and hashtags to help your content be found to new audiences outside your followers
- Is your content good enough? Sales only posts? Boring product shots?



Stories Metrics

Instagram Stories Metrics

(up to 14 days)

- Replies - # messages sent directly to your inbox for that story. Similar to comments on a post, but unlike comments, they end up in your inbox and don't appear publicly.
- Impressions - number of times your Story has been viewed
- Tap Forwards - number of times people tapped to view your next Story

Facebook Stories Metrics

(28 days)

- Unique Opens - number of people who viewed your story (in past 28 days)
- Engagements - reactions, sticker interactions, swipe ups, profile taps, replies and shares (in past 28 days)

Ad Metrics

OBJECTIVE: Video Views

- Cheapest way to get your content seen @ 1-2 cent per view.
- Total views: total number of people who saw the video (reach) (3 secs+)
- 10 second video views - more relevant than 3 seconds
- Average completion rate: % of your video watched, denotes attention
- Click Through Rate: how many people took action. Put your CTA at middle or start.
- Engagement

Campaign Name	Impressions	10-Second Video Views	Cost per 10-Second	Video Plays at 25%	Video Plays at 50%	Video Plays at 75%	Video Plays at 100%
ACQ_websitevisits	58,632	1,848	€0.09	5,172	2,554	1,685	1,084
ACQ_videoviews	16,470	12,050	€0.01	12,724	12,253	12,049	11,943
RETENTION	4,640	143	€0.50	337	175	137	113



Ad Metrics

OBJECTIVE: Conversions

Conversion rate

% of people who clicked on ad and took further action

- **Conversion rate**: average for tourism & hospitality is 2.8%
- **Cost per conversion (CPC)**: how much it cost to get people to take that action. For example, €35 - are you willing to pay that for a conversion? If you are selling a high value item, perhaps yes. If you are selling a low value item, probably not.
- **Click through rate (CTR)**: how many people clicked on the link in the ad. Not necessarily took the action. If your CTR is high and your CPC is low – look at your landing page.

Different conversions at different stages
of the funnel



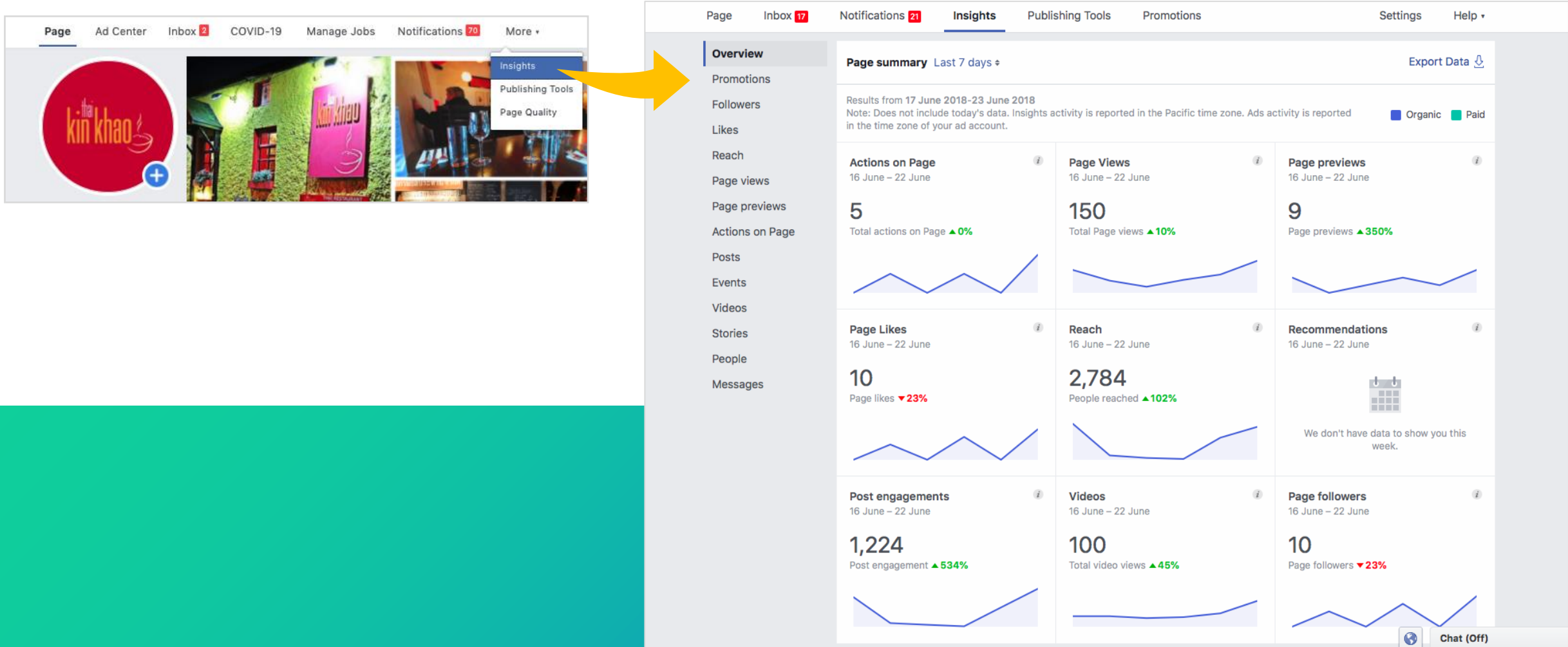
Ad Metrics

OBJECTIVE: Lead Generation

- **Impressions**: number of times it was shown (different from reach which is the number of individual people it was shown to)
- **Link clicks**: number of clicks from the ad to the sign up page
- **Click Through Rate (CTR)**: $\text{links} / \text{impressions}$
- **Leads**: number of people who signed up, eg. €3.50
- **Cost per lead**: how much it has cost you so far (total spent/leads)

Different conversions at different stages
of the funnel

Access the Data - Facebook



The screenshot displays the Facebook Page Insights interface for the 'kin khao' restaurant. The navigation menu on the left includes Overview, Promotions, Followers, Likes, Reach, Page views, Page previews, Actions on Page, Posts, Events, Videos, Stories, People, and Messages. The main content area shows the 'Overview' section for the period of 17 June 2018 to 23 June 2018. The page summary indicates results from this period, with a note that insights activity is reported in the Pacific time zone and ads activity is reported in the time zone of the ad account. The metrics are categorized into Organic (blue) and Paid (green) activity.

Metric	Value	Change
Actions on Page	5	▲0%
Page Views	150	▲10%
Page previews	9	▲350%
Page Likes	10	▼23%
Reach	2,784	▲102%
Recommendations	-	-
Post engagements	1,224	▲534%
Videos	100	▲45%
Page followers	10	▼23%

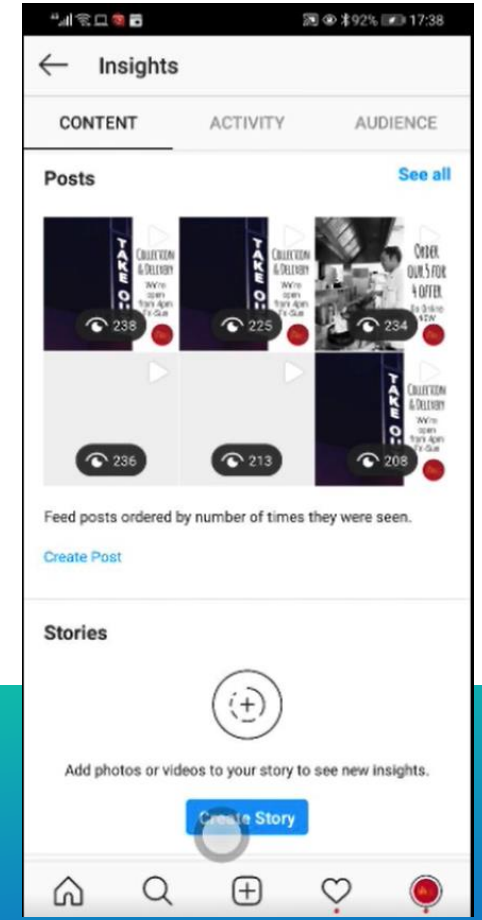
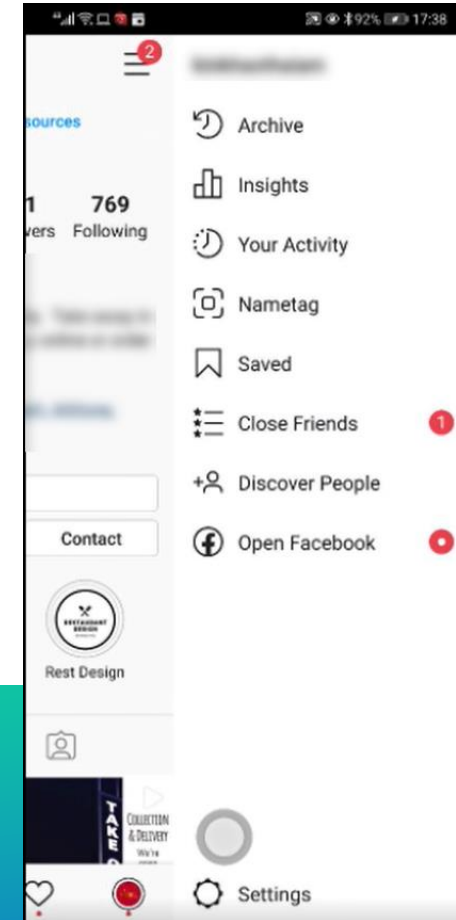
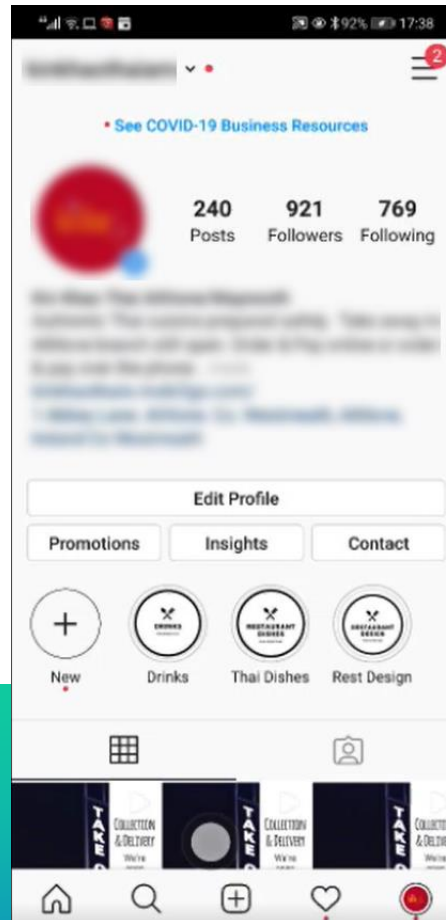
The 'Recommendations' section shows a calendar icon and the message: "We don't have data to show you this week." The bottom right corner features a chat button labeled "Chat (Off)".

Access the Data - Instagram

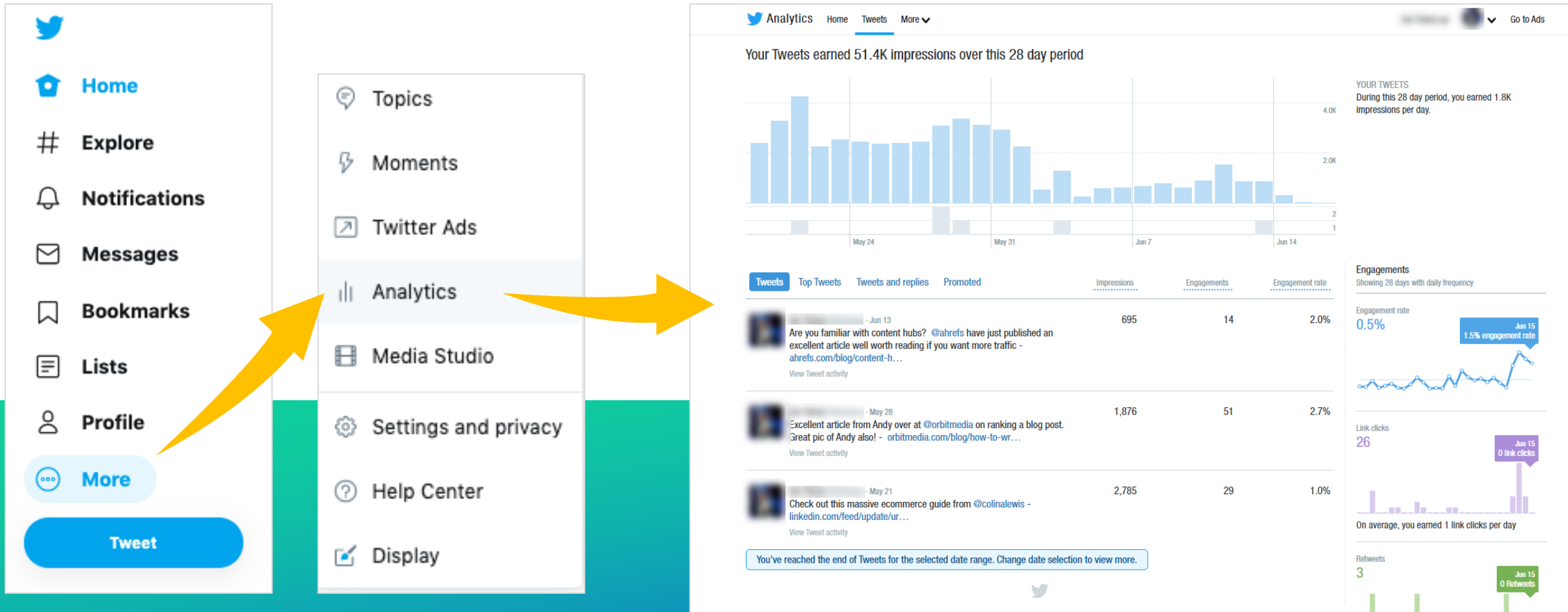
GO TO: Insights >> Content

Note that you can only see last 14 days.

If you report monthly you must remember to do this twice in a month!



Access the Data - Twitter



The image illustrates the steps to access Twitter Analytics data. It shows the Twitter mobile app interface with the 'More' button highlighted in the left sidebar. A yellow arrow points from 'More' to the 'Analytics' option in the expanded menu. Another yellow arrow points from 'Analytics' to the Twitter Analytics dashboard.

Twitter Analytics Dashboard Overview:

Your Tweets earned 51.4K impressions over this 28 day period

YOUR TWEETS
During this 28 day period, you earned 1.8K impressions per day.




Engagements
Showing 28 days with daily frequency

Engagement rate: 0.5% (Jun 15: 1.5% engagement rate)

Link clicks: 26 (Jun 15: 0 link clicks)

On average, you earned 1 link clicks per day

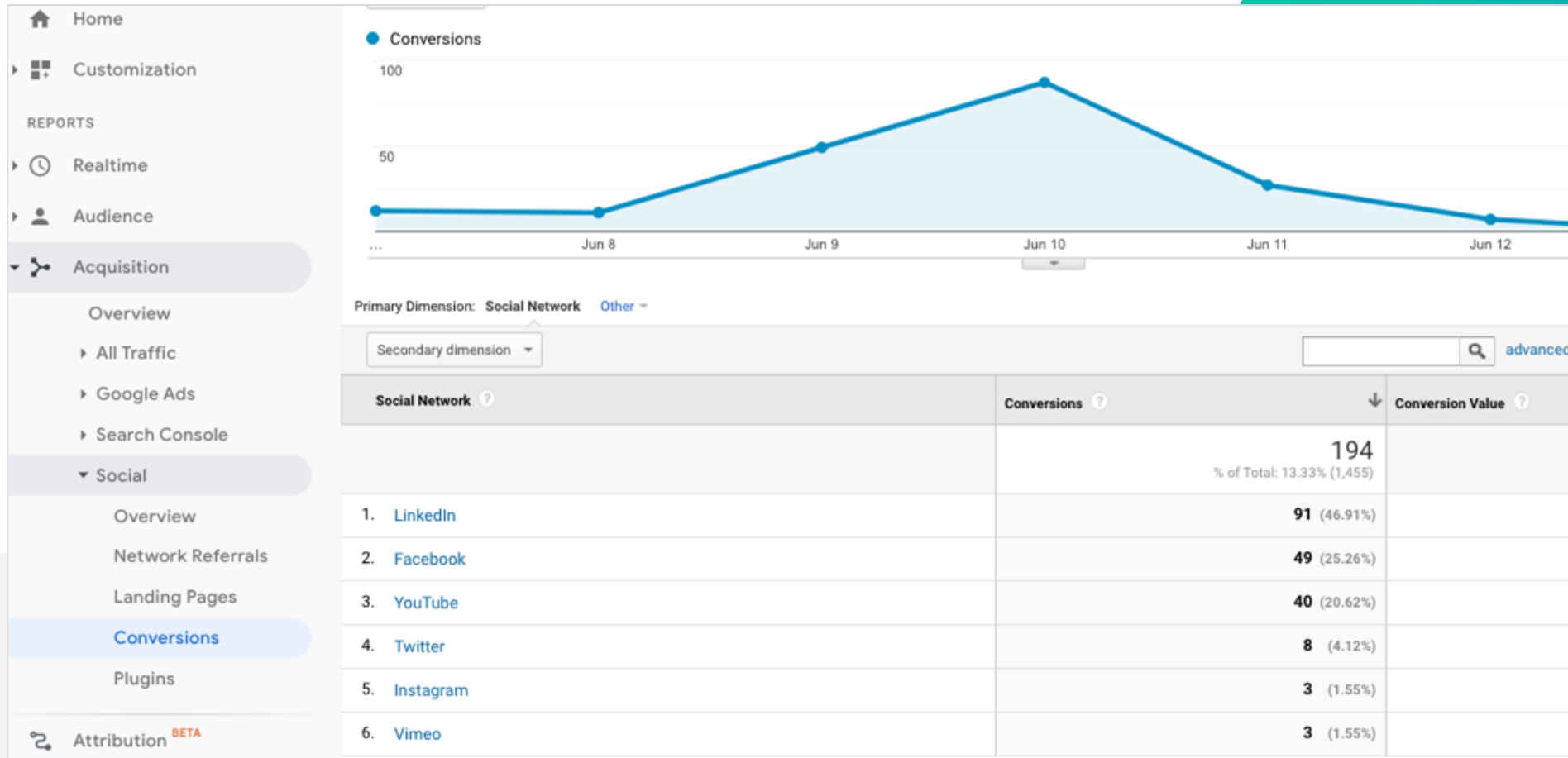
Retweets: 3 (Jun 15: 0 Retweets)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
 - Jun 13 Are you familiar with content hubs? @ahrefs have just published an excellent article well worth reading if you want more traffic - ahrefs.com/blog/content-h...				695	14	2.0%
 - May 28 Excellent article from Andy over at @orbitmedia on ranking a blog post. Great pic of Andy also! - orbitmedia.com/blog/how-to-wr...				1,876	51	2.7%
 - May 21 Check out this massive ecommerce guide from @colinalewis - linkedin.com/feed/update/ur...				2,785	29	1.0%

You've reached the end of Tweets for the selected date range. Change date selection to view more.

Website Traffic

Google Analytics to View Results From Social Campaign



Google Analytics

Acquisition >> All Traffic >> Channels >> Social

Acquisition	Social Network ?			
		Users ? ↓	New Users ?	Sessions ?
Overview				
▼ All Traffic				
Channels		190 % of Total: 0.52% (36,696)	181 % of Total: 0.50% (36,036)	196 % of Total: 0.47% (41,455)
Treemaps	<input type="checkbox"/>			
Source/Medium	<input type="checkbox"/>			
Referrals	<input type="checkbox"/>			
▶ Google Ads	<input type="checkbox"/>			
▶ Search console	<input type="checkbox"/>			
▶ Social	<input type="checkbox"/>			
▶ Campaigns	<input type="checkbox"/>			
▶ Behaviour	<input type="checkbox"/>			
	1. Facebook	144 (75.79%)	137 (75.69%)	148 (75.51%)
	2. LinkedIn	25 (13.16%)	25 (13.81%)	25 (12.76%)
	3. Pinterest	7 (3.68%)	6 (3.31%)	7 (3.57%)
	4. Twitter	7 (3.68%)	7 (3.87%)	7 (3.57%)
	5. YouTube	5 (2.63%)	4 (2.21%)	6 (3.06%)
	6. Instagram	1 (0.53%)	1 (0.55%)	1 (0.51%)
	7. Pocket	1 (0.53%)	1 (0.55%)	2 (1.02%)



Fáilte Ireland

National Tourism Development Authority

Tracking conversions

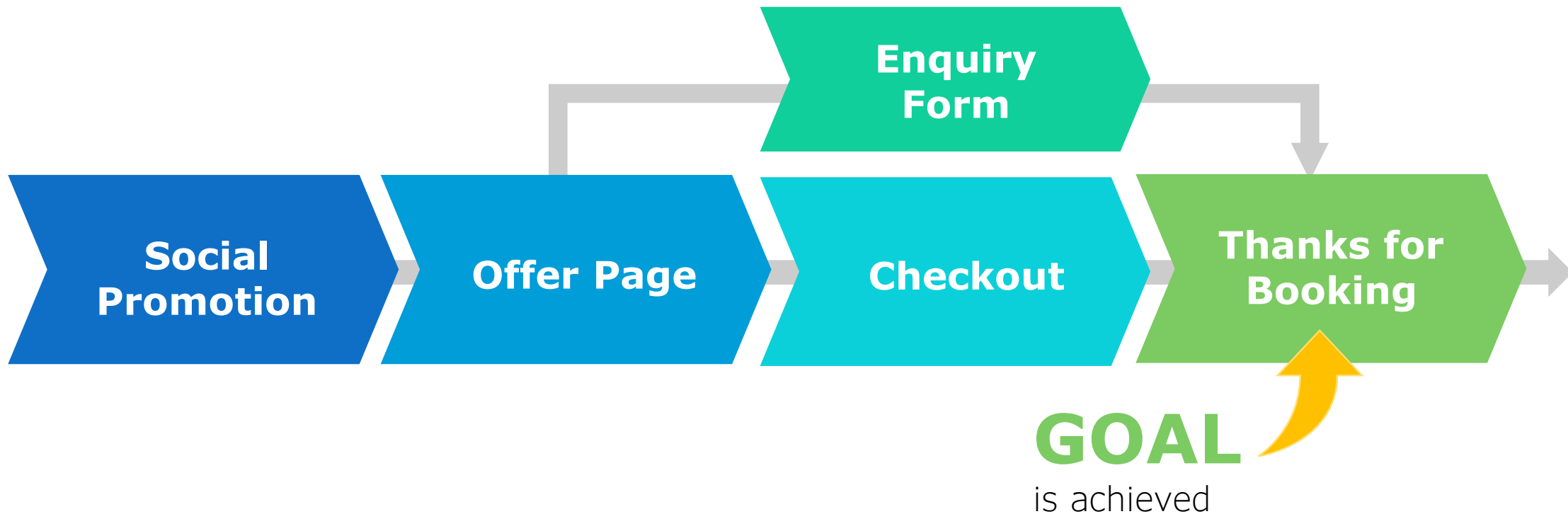
Completing an action that drives value to your business which is likely to be:



Enquiry

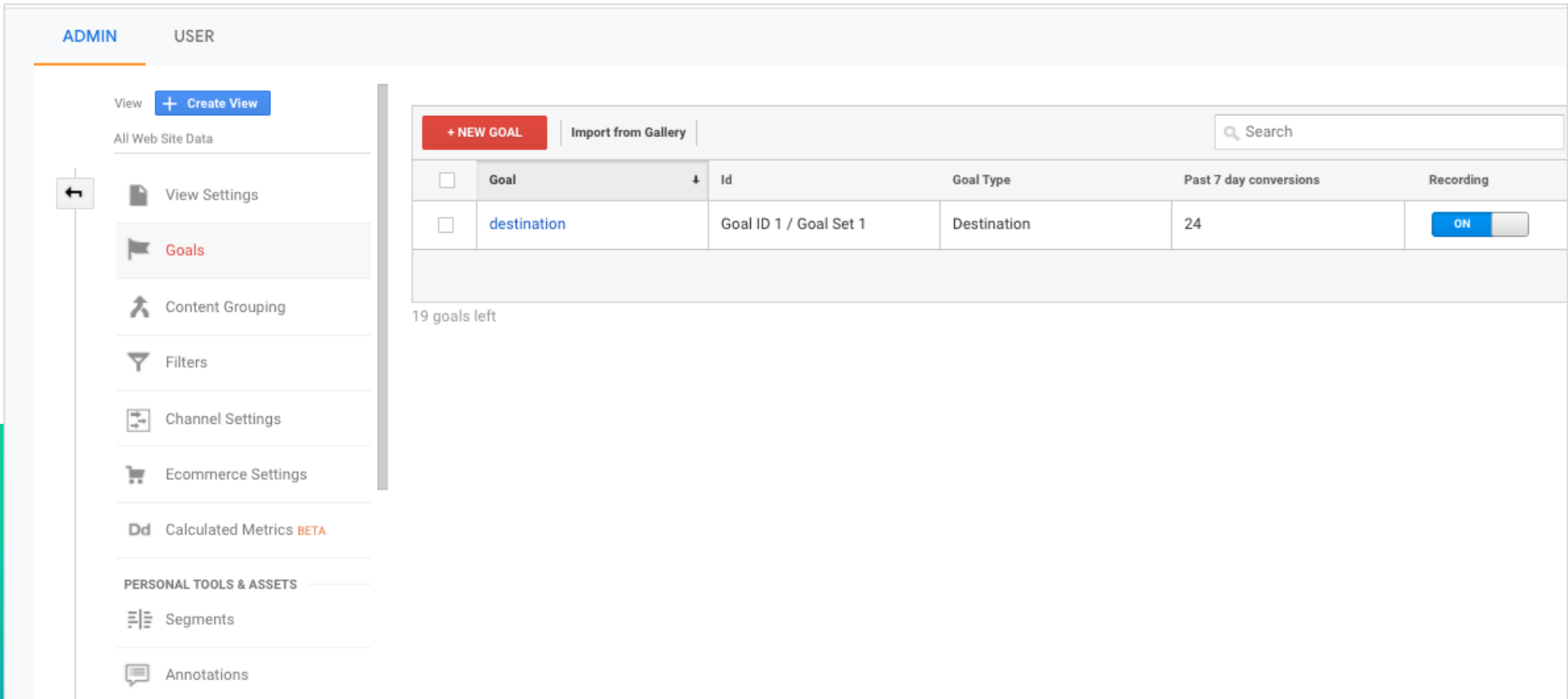


Sale



How to set up a goal

Set Up A Goal To Track Results



ADMIN **USER**

View [+ Create View](#)

All Web Site Data

[←](#) [View Settings](#) **Goals** [Content Grouping](#) [Filters](#) [Channel Settings](#) [Ecommerce Settings](#) [Calculated Metrics BETA](#)

PERSONAL TOOLS & ASSETS

[Segments](#) [Annotations](#)

[+ NEW GOAL](#) [Import from Gallery](#)

<input type="checkbox"/>	Goal	Id	Goal Type	Past 7 day conversions	Recording
<input type="checkbox"/>	destination	Goal ID 1 / Goal Set 1	Destination	24	ON

19 goals left



Key Takeaways



Social media content is best measured on engagement rate



Be clear on the conversion required and ad objective used at each stage of the sales funnel



Use Google Analytics to know that your social media activity is driving website traffic and goals