




The 5 Things Killing Your Social Media Advertising Performance



Social media may have become one of the most ubiquitous aspects of technology in our society today. It's difficult to even leave your house without seeing some sort of reference to a specific platform. Share this, hashtag that, and the cycle goes on and on. But social media connects and gives voices to people, it tells the stories of our lives, and allows memories to live on. Maybe this is why more than **65% of all American adults** use at least one social networking site. These users vary across age groups, interests, and people groups. There is no set cookie cutter for a social media user, and that may be what makes it all so exciting.

Advertising on social media is one way to reach the users you're looking for regardless of who they are. As long as you're targeting humans, then you're probably going to find the demographic you're looking for on social media. Social media advertising is a blank slate of possibilities, but social media advertising is also a way to waste all of your marketing budget in a weekend.

Lucky for you, we're here to help.

So sit back, relax, and get ready to learn how your campaigns are falling flat and what you can do to fix them.

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Killer Number One: Building with a Rotten Foundation

Getting people to visit your site through paid social media isn't the goal, getting them to stay and convert is. This will never happen if your content doesn't have legs to stand on. When creating a paid campaign, it's important to ask yourself if what you're promoting is quality content. If you can't answer yes to the following three questions, then it's time to choose something else to promote:

Are you sending people to your own site?

Spending money to send people to a Pinterest pin you thought was unique or an article on someone else's site that is only semi-relevant to your company may not be the best use of your time or cash. Use your budget wisely and spend it on driving people to your own domain.

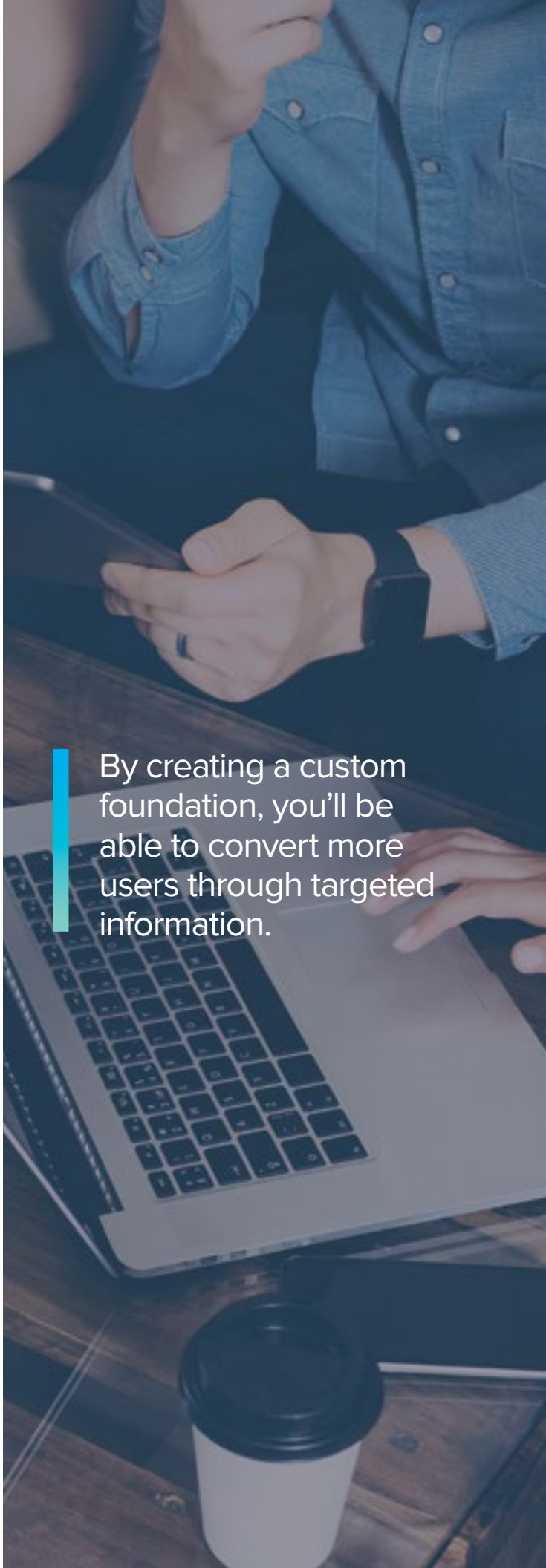
Do you have a specific page that they will be visiting?

So you've figured out to send users to your website, great. What page are you going to be pushing them to? If it's the homepage, think again as the chances they convert or even stick around maybe reduced. Build a simple landing page or create a piece of content that will speak to their target market. By creating a custom foundation, you'll be able to convert more users through targeted information.

Does this page have well written content?

Now that you have some sort of custom page for your campaign, it's time to look at the copy written. If there isn't any copy, then it's time to sit down and write! If you have copy but it's average or rather boring, then you may need to spice it up. Read and reread until you have created content that's worth your and their time.

Once you have this base, it's time to get creative. Is there a better way to present your content and encourage conversions? Perhaps your information could be presented in a video format or with stunning visuals. Whatever presentation method you decide, ultimately your content needs to be solid and stable. So choose wisely and promote your best.



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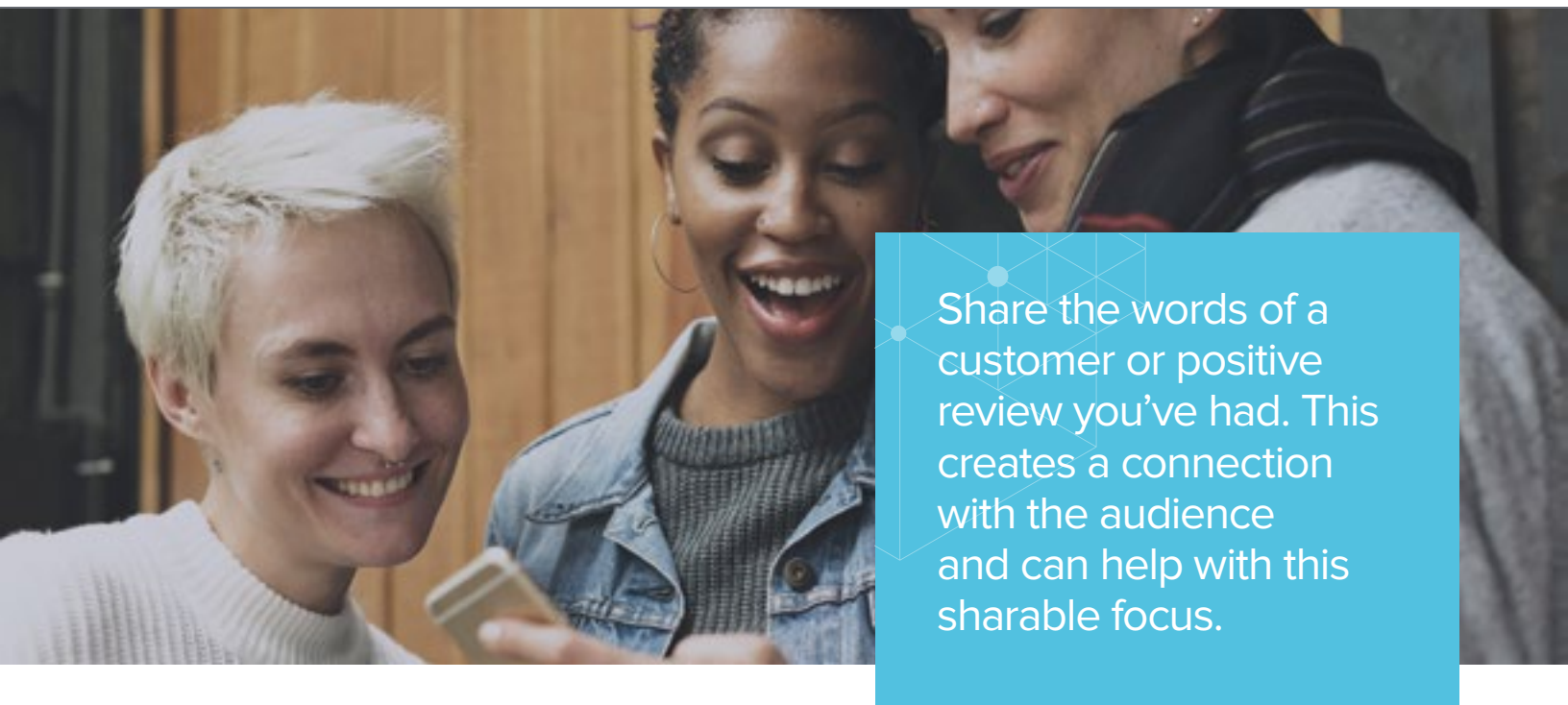
Killer Number Two: Cookie Cutter Copy

Now that you have the foundation, it's time to build your campaign. If you're not seeing return on your investment when it comes to social advertising, then perhaps its time to reevaluate the copy of the ad itself.

Every social media platform provides numerous tips and tricks when it comes to your ads, but what it really comes down to is: Is your copy unique? And will it draw people in?

Don't be Afraid of Change

One of the best parts about social media advertising is your ability to run A/B tests using different text and images. Use this feature to your advantage and find out what works better with each audience you're targeting. Changing things up will give you more data to dive into to create a winning strategy.



Share the words of a customer or positive review you've had. This creates a connection with the audience and can help with this sharable focus.

Personalize for Wins

If you're targeting specific groups of people, then it's time to call them out. Engage with them through your headline and description. If you're a pet brand and are looking to target people who like the pages of internet famous pets, then mention this. If you're a local business, targeting the local area then it's time to describe your history in that place. Mention where you are and provide local descriptors that give connection.

Embrace the Organic

Creating interesting copy may just also boost your organic reach of your ads as well. By writing a headline and description that is enga-

ging and sharable you may just get shares. Share the words of a customer or positive review you've had. This creates a connection with the audience and can help with this sharable focus.

If you read your ad copy and feel like you're falling asleep, then think about how users are going to react! Freshen things up and stay away from any cookie cutter or lengthy copy. Using the same text to introduce all your blog posts gets old fast. Switch it up, give the users a preview of what is to come but don't give away too much.

Killer Number Three: Death from Stock Photos

Bad images or even no images can be the number one killer of your social media advertising campaign. Visual assets for campaigns can be one of your strongest selling points. If you are not using images in your current campaigns, then rethink that immediately. It has been proven over and over again that tweets, posts, and pins with images always outperform those without. On Facebook alone posts with images see **2.3 times more** engagement than those without. Putting even an extra five minutes into your images could mean more impressions, shares, and conversions for your posts. Stop using generic photos and making image faux-paus like forgetting about a watermark or not using the correctly sized image. Instead, use images that capture the attention of users and graphics that showcase what your piece is about.

Ban Stock Photos

Let's be honest, if it is a stock photo, it probably looks like a stock photo. Can we all agree to never again use images of business professionals standing in front of a white background giving their cheesiest smile? No one likes generic stock photos and although they can be useful in some instances, they are incredibly overdone. If you've looking to revive your dead social media campaign, then it's time to let go of the posed smiles. Try something different and switch up your images.

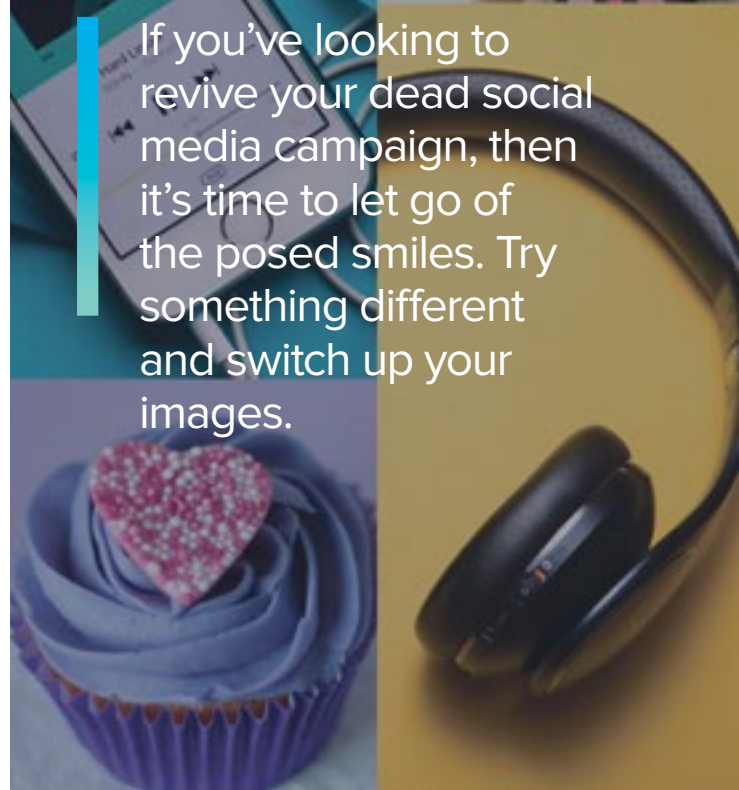
You might be thinking, "where in the world do I find these unicorn non-stock looking images?" Let me tell you, there are an incredible amount of places that offer not only free, but good looking stock photos. Try **Unsplash**, or **Gratisography** for unique images that may even be described as a tad hipster. Better yet, sign up for emails from **Death to the Stock Photo** who send a round-up of high quality free stock photos to your inbox each and every month. Even better, places like the **Creative Market** allow you to purchase photos from quality photographers that have a genuine feel.

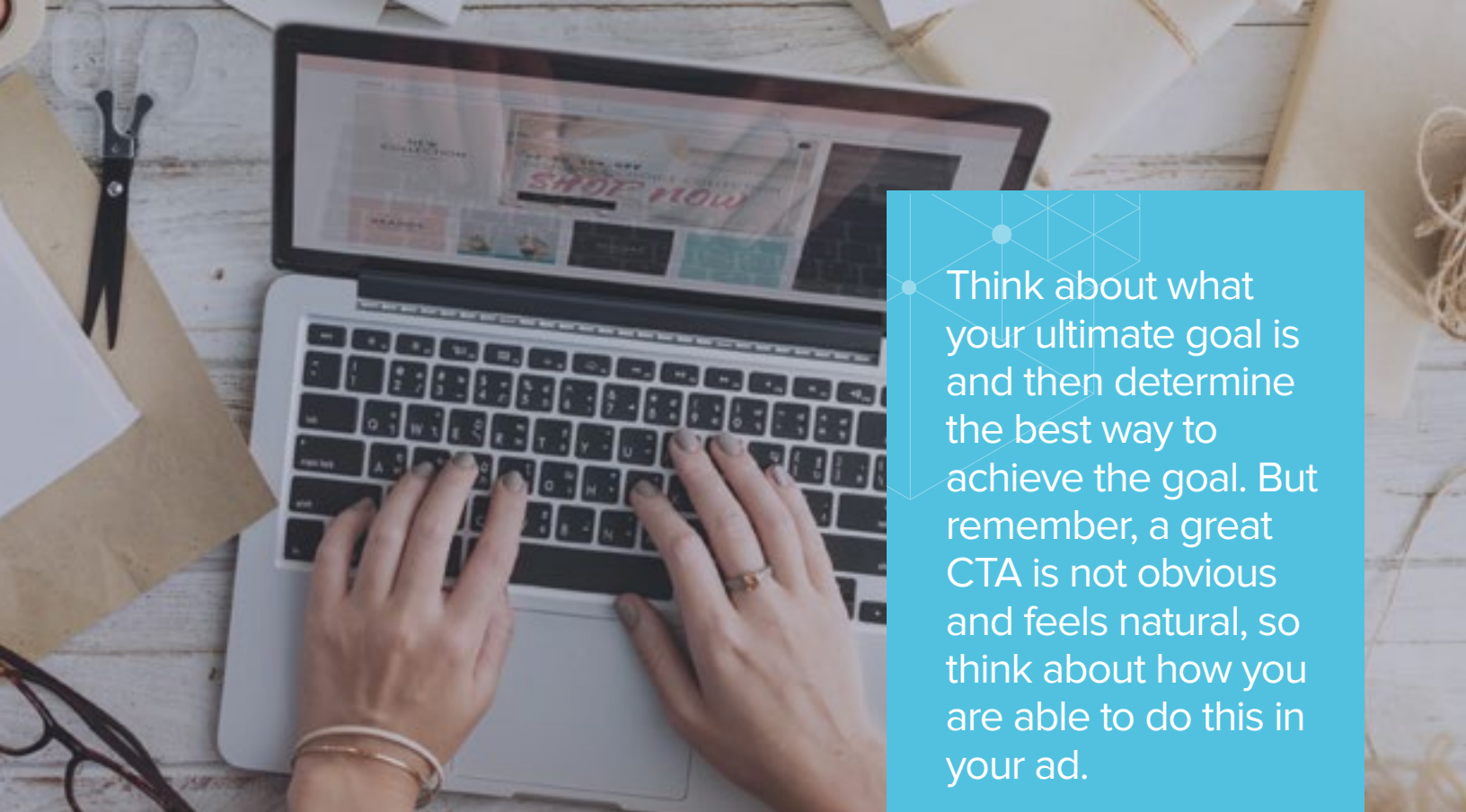
Customize

Custom images are not just for graphic designers anymore. Thanks to the onset of technology and usability of tools there is no longer an excuse for you to not customize your images. Add the title of your promoted blog post or better yet something engaging that may increase the click count of it. Don't be spammy and remember to keep your word use low for Facebook specifications but do create something! Need help? Try **one of these easy to use tools**.



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Think about what your ultimate goal is and then determine the best way to achieve the goal. But remember, a great CTA is not obvious and feels natural, so think about how you are able to do this in your ad.

Killer Number Four: Click First, Ask Questions Later

Creating a cohesive social media advertising campaign may start with the content and be built upon by the imagery; but if you want conversions, your call-to-action (CTA) needs to be on point. There is no point in having great content, or creating a unique image if there is no place for the user to take action. This clickable area allows you to move a user from just a casual impression to a full-on conversion. Create your impression with content and convert them with the right CTA by following some of our suggestions.

Start at the Beginning

Social media advertising typically allows you to choose just how your ad looks (in a preview) from the very beginning of its creation. How you choose your ad format is how your CTA will look. In general, though there are 2 types of CTA formats for social media advertising campaigns:

- **BUTTON:** These are the buttons that say, “shop now” or “like page.” These types of CTAs are easy to see on the ad and allow people to take action quickly, as their eye is drawn to the contrasting color. A problem with these however, is that people clearly know it’s an ad. They don’t need to look and see the sponsored tag to know that someone paid for it and are more likely to bypass what the box has to say.
- **TEXT:** This is where the CTA is at the end of your ad copy. This could be an encouragement to watch a video or like a photo. If you’re looking for a more organic approach, then this is the way to go. These are popular in promoted posts across all platforms.

On Facebook, you can select ads that have CTAs containing, “like page,” “install now,” “show now,” “join,” “get offer,” etc. Twitter, Instagram, and other social media platforms all have varying CTAs similar to these basic ones. Twitter typically lets you customize what you’d like your CTA to say which help you tied everything together.

Choose Your Words Carefully

Although CTA’s typically are just a few words, they are a choice that may make or break your campaign. If you want people to download your app, you probably shouldn’t be using “read more” as your CTA. Think about what your ultimate goal is and then determine the best

way to achieve the goal. But remember, a great CTA is not obvious and feels natural, so think about how you are able to do this in your ad. Be realistic about what you’re asking and don’t forget to play around, that’s what A/B testing is for!

Stay away from clickbait headlines with a corresponding CTA. Will you get clicks? Yes. But will you also get a lot of eye rolls and a lower amount of actual conversions? Definitely. Keep in clean, organic sounding, and normal, then watch your consumers respond positively. Much better than, “Man pulls into parking lot and sees woman... CLICK TO SEE WHAT HAPPENS NEXT.”

Using targeting to create various campaigns, means you can collect a lot of data on how these people groups are interacting with your website, content, or product.



Killer Number Five: Do U Even Target Bro?

One of our last killers is a crime committed all the time; something that many people overlook and waste their money on. If you haven’t dived deep into your targeting options, then now is the time. Targeting features aren’t difficult to parse and there are countless options to customize your campaign.

Get Creepy

Like it or not, social media sites collect an enormous amount of data. They know where you live, what you like, your relationships to others,

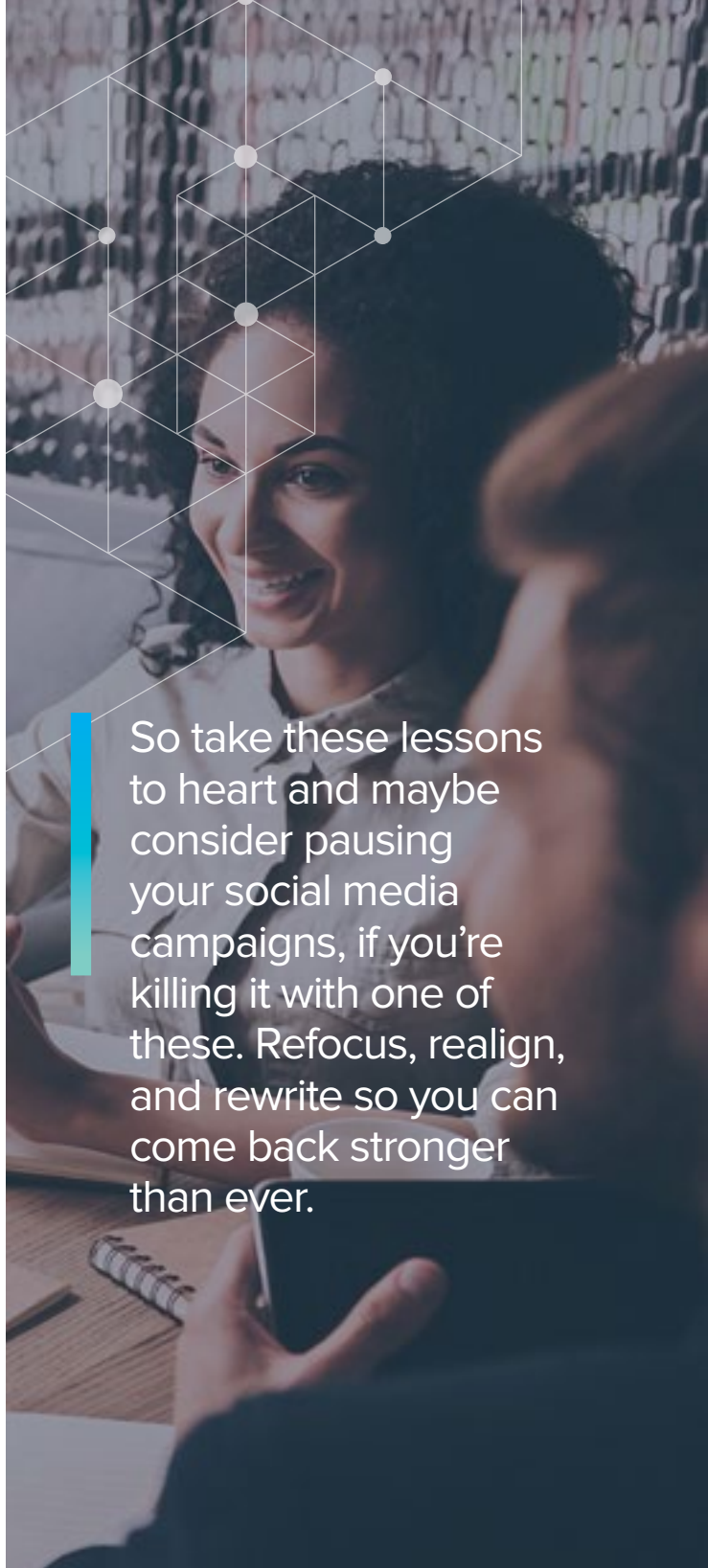
your age, and so much more. Luckily for you, we’re able to use this information to our advertising advantage. Using targeting to create various campaigns for your different demographics, means you can collect a lot of data on how these people groups are interacting with your website, content, or product. If you want to target people who like The Notebook, yoga, and tacos, the data is available. The possibilities are endless and with all these options, you can customize each campaign to focus on that group.

Even more so, you can target specific lists of people if you want. Both Facebook and Twitter allow you to upload your own list of people you'd like to target. So if you have a product that you're looking to get into local pet stores, you could take the time and create a custom list of a bunch of different pet store owners and target just them. Mind you, there are minimums for this feature, so you will need a fairly large list.

Exclude Away

If you have specific types of people that you don't want to target through your campaign, then you are able to exclude those consumers. This will help your targeting remained focused on the customer you're looking to attract.

So take these lessons to heart and maybe consider pausing your social media campaigns, if you're killing it with one of these. Refocus, realign, and rewrite so you can come back stronger than ever.



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