Social Media Marketing and Digital Advertising

Lecture Title: Audience Analysis and Advertising on Social Media

Lecturer: PIERRE PORTELLI

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Undergraduate Diploma in Digital Marketing

Audience Analysis and Advertising on Social Media

Introduction to Facebook Advertising

Facebook Advertising allows businesses to create and display ads on Facebook's platform, which includes Facebook itself, Instagram, Messenger, and the Audience Network.

Various ad formats include photo ads, video ads, carousel ads, slideshow ads, collection ads, and more.

Ads can appear in users' newsfeeds, stories, Marketplace, video feeds, right column on desktop, and more.

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Introduction to Facebook Advertising

Tools like Facebook Ad Manager and Facebook Business Suite help in creating ads.

Advanced targeting options based on demographics, interests, behaviours, location, and more.

Flexible budgeting options, including daily and lifetime budgets.

Detailed insights and analytics on ad performance, helping businesses track and optimise their campaigns.

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Introduction to Facebook Advertising

Reaching the Right Audience

Precision Targeting: Facebook's advanced targeting options allow businesses to reach specific audience segments. This ensures that ads are shown to people who are most likely to be interested in the products or services offered.

Examples: A local restaurant can target ads to people within a specific geographic area who have shown interest in food and dining.

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Introduction to Facebook Advertising

Cost-Effectiveness

Efficient Spending: By targeting ads to relevant audiences, businesses can avoid wasting money on uninterested viewers, ensuring a better return on investment (ROI).

Budget Control: Businesses can set daily or lifetime budgets and adjust them based on performance.

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Introduction to Facebook Advertising

Higher Engagement and Conversion Rates

Relevant Content: Targeted ads are more likely to resonate with the audience, leading to higher engagement rates (likes, comments, shares) and conversion rates (clicks, purchases).

Personalisation: Personalizing ads based on user data makes them more appealing and effective.

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Introduction to Facebook Advertising

Building Brand Awareness

Wide Reach: With over 2.8 billion monthly active users (Statista, 2023), Facebook offers unparalleled reach. Targeted ads can help build brand awareness among relevant audience segments.

Consistency: Regularly targeted ads keep the brand top-of-mind for potential customers.

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Introduction to Facebook Advertising

Small Business: A local bakery uses Facebook ads to target nearby residents interested in pastries and desserts. The ads include special promotions and mouth-watering visuals of their products. The bakery sees a 20% increase in foot traffic and a 15% boost in sales within the first month.

E-Commerce: An online fashion retailer targets young adults aged 18-34 who have shown interest in fashion and online shopping. The ads feature the latest collections and offer exclusive discounts. The campaign resulted in a 30% increase in online sales.

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Introduction to Facebook Advertising

Non-Profit Organization:

A non-profit organisation uses Facebook ads to target individuals who have engaged with environmental content.

The ads promote a fundraising campaign for a new project. The organisation achieves a 25% increase in donations compared to previous campaigns.

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Introduction to Facebook Advertising

Audience Analysis and Advertising on Social Media

Introduction to TikTok

TikTok is a social media platform primarily focused on short-form video content. Users create and share 15-second to 3-minute videos on various topics, including comedy, dance, education, and more.

It includes a vast library of sounds and music, special effects, filters, and editing tools that make content creation easy and engaging.

TikTok has rapidly grown to become one of the most popular social media platforms globally, particularly among younger audiences.

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Introduction to TikTok

Content Relevance: Understanding your audience ensures the content you create

resonates with viewers, increasing engagement and followers.

Targeted Marketing: Helps in crafting targeted ad campaigns that reach the right

demographic.

Trend Identification: Keeps you updated with trending topics, allowing timely and

relevant content creation.

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Introduction to TikTok

Key Statistics on TikTok Users

Global Reach: TikTok had over 1 billion monthly active users as of 2023 (Statista).

Age Distribution: Approximately 60% of TikTok users are aged between 16 and 24 years (Business of Apps).

Gender: The platform has a slightly higher percentage of female users (60%) compared to male users (40%).

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Introduction to TikTok

Demographic Breakdown of TikTok Users

Teens and Young Adults: The primary user base consists of teenagers and young adults, with the majority being under 30 years old.

Geographic Spread: High penetration in countries like the United States, India, and Brazil.

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Introduction to TikTok

Psychographic Analysis of TikTok

Understanding User Interests and Behaviors

Interests: TikTok users are interested in a wide variety of content, including music, dance, DIY projects, cooking, fitness, beauty, and education.

Behaviours: Users frequently engage by liking, sharing, and commenting on videos, participating in challenges, and creating content using trending sounds and hashtags.

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Introduction to TikTok

Popular Content Categories on TikTok

Dance Challenges: Dance trends and challenges are incredibly popular, often going viral and reaching millions of users.

Educational Content: Bite-sized educational videos on topics like science, history, and language learning have a significant following.

DIY and Life Hacks: Practical tips and tricks, DIY projects, and life hacks are frequently shared and engaged with.

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Introduction to TikTok

Behavioral Analysis on TikTok

Engagement Metrics: Key metrics include likes, comments, shares, views, and follower growth.

Content Interaction: Users tend to engage more with visually appealing, relatable, and entertaining content. Challenges and trends significantly boost interaction rates.

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Introduction to TikTok

Engagement Metrics for Different Types of Content

High Engagement: Videos featuring popular music, current trends, or visually striking

content tend to receive higher likes and shares.

Moderate Engagement: Informative and educational content usually garners steady views

and comments.

Low Engagement: Content that lacks novelty or entertainment value tends to have

lower engagement metrics.

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Introduction to TikTok

Tools for TikTok Audience Analysis

TikTok Analytics: Built-in analytics tool available for TikTok Pro accounts. Provides data on follower growth, profile views, content performance, and audience demographics.

Third-Party Tools: Tools like Hootsuite, Sprout Social, and Socialbakers offer advanced analytics and reporting features for TikTok.

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Introduction to TikTok

Using TikTok Analytics to Understand Audience Insights

Follower Insights: Analyze data on when your followers are most active, their demographics, and interests.

Content Performance: Track metrics for each video, including views, average watch time, and engagement rate.

Trend Analysis: Identify trending sounds, hashtags, and content formats that resonate with your audience.

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Introduction to TikTok

Analysis of a Successful Brand Campaign on TikTok

Chipotle's #GuacDance campaign

Objective: Promote National Avocado Day and drive engagement.

Strategy: Leveraged a popular dance trend, encouraging users to create and share their dance videos.

Outcome: Generated over 250,000 video submissions and 430 million video starts in just six days.

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Introduction to TikTok

Analysis of a Successful

Brand Campaign on TikTok

Chipotle's #GuacDance campaign

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Introduction to TikTok

Strategies Used by a Well-Known Brand

Influencer Partnerships: Collaborated with popular TikTok influencers to amplify the campaign reach.

User Participation: Encouraged user-generated content through a fun and engaging challenge.

Effective Use of Hashtags: Utilized the hashtag #GuacDance to consolidate campaign content and enhance discoverability.

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Introduction to TikTok

Audience Analysis and Advertising on Social Media

Class Activity: 120 min

- Produce a TikTok ad for a brand of your choice.

- Work as a group on the strategy, the script, filming and uploading of the ad.

- Decide on your target audience and give reasons for your choice.

Audience Analysis and Advertising on Social Media

Identifying and Understanding Target Audiences

Understanding and identifying target audiences is crucial for creating effective social media marketing strategies.

Different methodologies can be applied to gather insights and segment the audience to tailor content and campaigns effectively.

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Identifying and Understanding Target Audiences

Demographic Segmentation

Collect Data: Gather demographic information such as age, gender, income, education level, occupation, and location from social media analytics tools.

Analyse Patterns: Look for patterns and trends within the demographic data to understand the composition of your audience.

Segment Audience: Create segments based on the demographic criteria that are most relevant to your business.
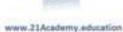
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Identifying and Understanding Target Audiences

Demographic Segmentation

Facebook: Use Facebook Insights to analyse the age, gender, and location of your followers.

For example, if you find that a significant portion of your audience is women aged 25-34, you can create content and ads specifically targeting this group.

Audience Analysis and Advertising on Social Media

Identifying and Understanding Target Audiences

Psychographic Segmentation

Interest and Lifestyle Analysis: Identify interests, values, hobbies, and lifestyle choices through surveys, social media interactions, and third-party data providers.

Content Analysis: Analyze the type of content your audience engages with, such as likes, shares, and comments.

Create Personas: Develop detailed personas that represent different segments based on psychographic data.

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Identifying and Understanding Target Audiences

Psychographic Segmentation

Pinterest: Users often pin content that reflects their interests and hobbies.

Analyse the boards and pins your audience engages with to

understand their psychographic profile.

LinkedIn: Analyze professional interests, group memberships, and the type of

content your audience shares. For example, if your audience engages with

content about leadership, create content and ads that cater to aspiring

leaders.

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Identifying and Understanding Target Audiences

Behavioural Segmentation

Track Interactions: Monitor how users interact with your social media channels, including likes, shares, comments, and clicks.

Analyse Purchase Behavior: Segment users based on their purchase history, website visits, and interaction with past campaigns.

Engagement Metrics: Use engagement metrics to understand which content types and topics resonate most with different segments.

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Identifying and Understanding Target Audiences

Behavioural Segmentation

Twitter: Use Twitter Analytics to track engagement and interaction metrics. Segment your audience based on their interaction with tweets about specific topics or hashtags.

YouTube: Analyse viewer behaviour using YouTube Analytics. Segment your audience based on video watch time, engagement with specific types of videos, and subscription status.

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Identifying and Understanding Target Audiences

Geographic Segmentation

Location-Based Data: Use location data from social media platforms to segment your audience geographically.

Cultural Preferences: Understand regional and cultural preferences to tailor your content and campaigns accordingly.

Local Campaigns: Create localised campaigns and promotions that appeal to specific geographic segments.

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Identifying and Understanding Target Audiences

Geographic Segmentation

Snapchat: Use Snapchat's geo-filters and location-based targeting to create content and ads for specific locations. For example, a local event can use geo-filters to target attendees in a specific area.

Google Ads: Utilise location targeting in Google Ads to reach audiences in specific geographic areas. For instance, a local restaurant can target ads to users within a certain radius.

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Identifying and Understanding Target Audiences

Sentiment Analysis

Monitor Conversations: Use social listening tools to monitor conversations about your brand, products, or industry.

Analyse Sentiment: Assess the sentiment (positive, negative, neutral) of these conversations to understand public perception.

Adjust Strategies: Use sentiment analysis to inform your content strategy and address any negative feedback.

Audience Analysis and Advertising on Social Media

Identifying and Understanding Target Audiences

Sentiment Analysis

Brandwatch: A social listening tool that helps brands monitor and analyse sentiment across various social media platforms.

Sprout Social: Offers sentiment analysis features to track and understand audience sentiment over time.

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Class Activity: 60 min

Developing Detailed Personas Based on Psychographic Data

Group 1:   A new eco-friendly fashion brand

Group 2:   A new gourmet coffee shop

Group 3:   A new fitness app

Each group must identify the target audience for its client and create 3 detailed personas based on the psychographic data collected.

Look for Name, age, occupation, interests, lifestyle, values, favourite social media platforms, typical day, pain points, goals, preferred content types, etc.

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BUYERS PERSONA WITH

Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Personas are semi-fictional representations of your ideal customers based on data and research.

They help businesses understand their customers better, enabling more targeted and effective marketing strategies. By understanding their interests, challenges, and preferences, you can create posts, videos, and articles that attract and engage them.

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How Personas Inform Social Media Marketing Strategies

Example: Persona: Yoga Enthusiast Yasmine

Content Strategy: Share yoga tutorials, healthy recipes, and eco-friendly

product reviews on Instagram and Pinterest.

This type of content is likely to attract and engage Yasmine

and others with similar interests.

Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Targeted Advertising

Using personas, businesses can design targeted ad campaigns that speak directly to the needs and desires of different audience segments.

This results in higher engagement rates and better ROI.

Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Example: Persona: Marathon Runner Mike

Ad Strategy: Create Facebook ads promoting running gear, training

programs, and marathon events.

Use targeting options to reach users who have shown

interest in running and fitness.

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How Personas Inform Social Media Marketing Strategies

Platform Selection

Different personas are active on different social media platforms.

Understanding where your personas spend their time online helps in choosing the right platforms for your marketing efforts.

Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Example: Persona: Fitness Newbie Nina

Platform Strategy: Focus on YouTube and Instagram, where fitness tutorials and motivational content are popular.

These platforms are ideal for reaching and engaging with fitness enthusiasts like Nina.

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How Personas Inform Social Media Marketing Strategies

Engagement Strategies

Personas provide insights into the best ways to engage with different segments of your audience.

This includes understanding the type of content they interact with, the best times to post, and the tone of voice that resonates with them.

Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Example: Persona: Eco-conscious Emma

Engagement Strategy: Use a conversational and informative tone to discuss sustainability topics. Engage with Emma through comments and messages about eco-friendly products and practices.

Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Influencer Collaboration

Personas can guide businesses in selecting the right influencers to collaborate with.

By choosing influencers who resonate with your target personas, you can extend

your reach and build credibility.

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How Personas Inform Social Media Marketing Strategies

Influencer Collaboration

Personas can guide businesses in selecting the right influencers to collaborate with. By choosing influencers who resonate with your target personas, you can extend your reach and build credibility.

Persona: Tech-Savvy Tom

Influencer Strategy: Partner with tech influencers who review gadgets and provide tech tips. This will attract Tom and similar tech enthusiasts.

Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Customer Journey Mapping

Personas help in mapping out the customer journey and identifying key touchpoints where customers interact with your brand.

This information can be used to optimise marketing strategies across different stages of the buyer's journey.

Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Example: Persona: Travel Enthusiast Tina

Journey Mapping: Identify touchpoints from initial travel inspiration on

Instagram to booking trips on your website.

Tailor content and ads to guide Tina through her journey

seamlessly.

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Social Media Ad Placements

Social media platforms offer a variety of ad placement options, each with unique benefits and ideal use cases.

Understanding these placements is crucial for optimising your advertising strategy and maximising reach and engagement.

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Audience Analysis and Advertising on Social Media

Social Media Ad Placements

Facebook Feed: Ads appear in the main news feed, blending seamlessly with organic content. Ideal for high-visibility campaigns.

Right Column: Desktop-only placement where ads appear on the right-hand side. Typically cheaper but with lower engagement.

Instant Articles: Ads within Facebook's fast-loading articles, providing an immersive experience.

Audience Analysis and Advertising on Social Media

Social Media Ad Placements

In-Stream Videos: Short video ads that play during Facebook videos.

Stories: Full-screen vertical ads that appear between user stories.

Effective for immersive, short-form content.

Marketplace: Ads appear in the Facebook Marketplace, ideal for retail and

e-commerce businesses.

Audience Analysis and Advertising on Social Media

Social Media Ad Placements

Instagram Feed: Ads appear in users' main feed as they scroll, blending with organic posts.

Instagram Stories: Full-screen vertical ads appearing between user stories, great for short, engaging content.

Explore: Ads appear in the Explore tab, targeting users actively seeking new content.

Reels: Ads within Instagram Reels, targeting users consuming short-form video content.

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Social Media Ad Placements

X (Twitter)

Promoted Tweets: Tweets that appear in users' timelines, marked as "Promoted".

Promoted Accounts: Appear in users' "Who to follow" suggestions.

Promoted Trends: Ads appearing in the trending section to amplify specific hashtags.

Audience Analysis and Advertising on Social Media

Social Media Ad Placements

LinkedIn

Sponsored Content: Native ads appearing in the LinkedIn feed, blending with

organic posts.

Sponsored InMail: Personalized messages delivered directly to users' inboxes.

Text Ads: Displayed in the right-hand column or top banner of the

LinkedIn desktop interface.

Dynamic Ads: Personalized ads that use LinkedIn profile data to target users.

Audience Analysis and Advertising on Social Media

Social Media Ad Placements

Snapchat

Snap Ads: Full-screen vertical video ads appearing between user stories.

Story Ads: Appear within Discover, a curated section of content.

Sponsored Lenses: Branded lenses users can apply to their snaps.

Geofilters: Location-based filters users can apply to their snaps.

Audience Analysis and Advertising on Social Media

Social Media Ad Placements

TikTok

In-Feed Ads: Appear as users scroll through their "For You" feed, blending with native content. Ideal for high engagement.

TopView Ads: Full-screen takeover ads that appear when users first open the app. Maximum visibility and impact.

Branded Hashtag Challenges: Encourage user participation and engagement by creating challenges. These are featured on the Discover page.

Branded Effects: Custom filters and effects that users can apply to their videos, increasing brand interaction.

Spark Ads: Allow brands to boost organic content from other creators as ads, leveraging user-generated content.

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THANK YOU FOR TODAY

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