

Lecture 55

SOCIAL MEDIA ADVERTISING – Part III

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Twitter

- **What they offer:**
 - Like Facebook and Instagram, twitter offers ad based on objectives.
 - Many marketers point out that advertising on Twitter is a problem because the ads are expensive, the targeting is not as good as Facebook's and user growth has stalled, but pay-per-click (PPC) on Twitter can be cheaper than other options.
- **Who uses it:**
 - The microblogging social networking site Twitter had a relatively low share in India's social media market as of July 2021 with around 2.2 percent.
 - This was still an increase compared to the April 2019 when the platform held a 1.76 percent market share (Statista, 2021).

Advertising with Twitter

Ad Types Offered

- **Single image card**, is a tweet with a single image.
- **Multi-image card** includes up to 4 images that users can click on each image to enlarge.
- **Promoted video**, a tweet that includes a single video.
- **Basic App card and Image app card**, a tweet that includes a call-to-action button that installs the app or directs users to their App store.
- **Video app card**, an app install tweet that includes a video.
- **Website card**, a tweet that includes a button that takes the user to the website.
- **Lead Generation Card**, a tweet card that enables a user's details to be auto filled in and sent to the brand with the simple click of a button.
- **Conversational ads**, are ads that enables brands to engage directly with users and that users can share with their followers.

Targeting Options

- Location (country, state, region, metro area, or postal codes)
- Age, gender, language targeting.
- Device, platform and carrier
- Keywords, Followers, Interests.
- Tailored audiences (you can upload a list of emails or Twitter IDs, or you can put a code snipped on your website to collect visitors, purchasers, or downloaders and then target them.
- TV targeting (to target users who engage with television programs in a specific market, or by show)
- Events (users interested in global or regional events).

LinkedIn

- **What they offer:**
 - Most social media sites offer good targeting options, but in keeping with its position as a social network for business professionals, LinkedIn's targeting options involve someone's professional abilities.
 - It also tends to convert well on gated content that requires users to enter an email address or other information to download something.
- **Who uses it:**
 - The share of LinkedIn in India's social media market was relatively low at about 0.25 percent as of July 2021.
 - This was an incline compared to April 2019 when the platform held a share of 0.13 percent (Statista, 2021).

- With a user share of 47%, LinkedIn is one of the Top 5 social networks (Statista Report, 2021).
 - 22% of LinkedIn users are between the ages of 18 and 24, 40% are between 25-34 years of age, 28% consists of 35–44-year age bracket and the rest 10% between the ages of 45 and 64 (Statista Report, 2021).
 - More men than women use LinkedIn, 60% to 40% (Statista Report, 2021).
- **Best suited to:**
 - B2B marketers who want to target business professionals should start with LinkedIn and companies that hire a lot of people.

Advertising with LinkedIn

Ad Types Offered

- **Sponsored content**
- **Sponsored InMail** (reaching your audience through their LinkedIn inbox)
- **Dynamic Ads**
- **Display Ads**
- **Text ads**

Targeting Options

- **Location**
- **Job title and function**
- **Seniority**
- **Degrees and Skills**
- **Age and gender**
- **Company name and size**
- **LinkedIn group**

LinkedIn
13,786,672 followers
Promoted

With your community by your side, a small action can be the first step forward.
Discover resources to help you take your next step at <https://lnkd.in/r> ...see more



Take Your Next Step | LinkedIn Australia

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Hi Jonathan,

Thanks for making LinkedIn great.

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- 90** days of details on Who's Viewed Your Profile and how they found you
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- 3x** more profile views as a Premium member

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Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi)
149,176 followers
Promoted

Old charm meets futuristic buildings - business meets leisure. Introduce yourself to your next extraordinary experience [#InAbuDhabi](#)



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YouTube

- **What they offer:**
 - YouTube Ads can help you connect with people who are interested in what you have to offer.
 - Google has also upgraded YouTube's data attribution model so you can better measure how users engage with your ads. You can also determine cost-per-conversion and see your YouTube ads' performance alongside your Search and Shopping ads' attribution reports.
 - YouTube is used by 55% of marketers, making it the most used video channel for video marketing. (Sprout Social, 2021)
 - YouTube generated \$19.7 billion revenue as of January 2021.
- **Who uses it:**
 - YouTube had the second highest share in India's social media market with around nine percent as of July 2021 (Statista, 2021).
 - India has the most YouTube users in 2021, estimated at 225 million.
 - YouTube have a highly engaged one with over 1 billion hours of video content being viewed each and every day. (Sprout Social, 2020)

- **Best suited to:**

- YouTube’s audience isn’t only limited to younger generations. In fact, there’s a big percent of baby boomers who are on the video platform as well. (Sprout Social, 2021).
- It is suitable to target every age bracket and every generation type.
- Viewers are connecting with YouTube content in a way that helps them feel like they’re living what they’re watching. This also ties in with the platform’s appeal to Gen Z consumers, who value authenticity in marketing. (Sprout social, 2021)
- Marketers should optimize their content and incorporate YouTube hashtags to ensure the platform knows what topics their videos are about and will be more likely to recommend it.

Advertising with YouTube

- There are two aspects to marketing through YouTube:
 - ✓ Paid advertising by promoting video content next to, or during, other content on the site.
 - ✓ Making a brand channel which provides analytics and community features.
- Being able to personalize and brand your own YouTube channel helps to develop your brand's online presence and assists with SEO.
- Through analytics, you can observe what types of content resonate more with your users.
- You can also optimize your efforts by sharing popular content on other platforms or even paying for promotion of popular content to get further reach and awareness.

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