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marketing

The Five Laws of Great Social Ads

It's natural that once you've run successful PPC campaigns on search engines like Google, you will also want to expand your success by advertising on social media.

Marketers have seen incredible success with social media as long as they are willing to experiment, and there are five laws of the social world that every marketer needs to follow:

1) Understand the science of effective ad copy

Effective advertisements must be attention grabbing, and they must ignite interest and create action. Learn from your PPC ads and translate them into powerful tools for your social media advertising strategy.

2) Know that it all starts with the headline

The headline is a very crucial component of a social PPC ad as it is a deciding factor for a viewer to continue reading and, hopefully, clicking on the ad.

3) Acknowledge the impact of the image as part of a social PPC ad

Images in ads should be used as visual stimuli and to draw people's attention to your specific offer. It is important to not only incorporate the right image in your ad but also to choose the right colors to make the ad stand out.

4) Seal the deal with an effective description

Grabbing attention via the headline and an engaging image is only half the battle. Pushing a user down the conversion funnel needs an effective description in the copy of an ad.

5) Don't get tired of testing new ads

Ad copy testing in traditional PPC can take a long time before you achieve the necessary data to make data driven decisions. Social PPC works differently, and you need to stay on top of generating engaging ad copy.

THE FIVE LAWS OF GREAT SOCIAL ADS

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The Science of Effective Ad Copy

Effective advertisements must do three universal things:

1. Ads must grab attention
2. Ads must ignite interest
3. Ads must create action

Ads have to be noticed and grab the attention of a viewer to be successful. Even more, your ad has to distinguish itself not only from all the other ads but also the online environment, including background and content of the social platform.

This is even more important for social ads than ads on search engines as people on social networks are likely not in an active buying stage. Therefore, the total package of the ad must spike the interest of a viewer in a way that fascinates him to be drawn away from his intended activity in the first place. To ignite interest, the ad must present a reason for the viewer to generate further engagement.

The following four questions should be kept in mind before publishing an ad:

1. What is the offer of your ad?
2. Is there a benefit for the user?
3. Why should a viewer care?
4. Is the message clear and obvious?

If your ad can't answer just one of these questions, there is a large risk of losing the attention of the viewer. There is one more thing that persuades a viewer to take further action. Once the ad spikes a viewer's interest, it needs to animate him to act upon a call to action. Therefore, it is essential for the latter to be apparent and compelling in order to close the deal. The call to action should focus on an action the viewer can take and should also include a benefit for the viewer.



Writing an Effective Headline

After the image, the headline is the first point of contact for a viewer of your ad. It needs to grab people's attention and also further the engagement of a viewer with your ad. You can certainly use traditional PPC best practices to produce an effective headline. Be as relevant as possible, state your intent and be to the point.

While this works for most traditional PPC ads, in social you need to add a creative element. The social environment is very different. Viewers do not have any intent to buy or download information; they are not actively looking for anything, except social interaction. Therefore, your ad needs to be engaging enough that they forget their social intent and start focusing on your offer. Think outside the box, and even be provocative in your choice of words (but stay consistent with your brand image).

Here are a few ideas for what you could test in your headline:

- Ask a question
- Provoke a certain emotion
- State a strong point of view
- Engage a specific demographic
- Make use of a catchy phrase or saying
- Incorporate humor



Need to talk?
safehelpline.org

DoD
Safe Helpline
Sexual Assault Support for the DoD Community

Specialized help for sexual assault survivors in the DoD Community is just a click away.



Dress MUST Go! (\$9 Today)
livingsocial.com



Today Only. Limited Dresses Available. Act Now!



Using Impactful Imagery

In social more than anywhere else, the image plays an essential role. It has to be visually stimulating to further capture the interest of the user, as it is one of the first points of contact a viewer has with your ad. Furthermore, the image should be used to break through the content, the news feed and any other ads that are being shown on the same page. While it is best practice for the graphic to be fitting to the rest of your social ad, it is not necessary for a successful ad, as many good ads do not follow this principle. Your image just needs to highlight the ad and catch a viewer's attention.

Another important point is to be careful about the colors that are used in your images. Facebook and LinkedIn are using a color palette made of grey and shades of blue for their background landscape. In order to not blend into the background, images should use bright and vibrant colors.

Here are a few tips for making your image stand out:

- Create a eye-catching image by pairing contrasting colors together
- Use a reverse color palette
- Add a colored border to your image
- Include words in/around your image

Sport Chek



Enter for a chance to win a trip for you and 3 friends to meet Sidney Crosby in Pittsburgh

Let's put a pin in cancer
oneaday.ca



Show support on Pinterest & One A Day® will donate to the Breast Cancer Society of Canada.



Deal-Sealing Descriptions

Once you have captured the attention of a user, you should use the description lines of your ad to engage the user's interest further and make him go down the conversion funnel.

The following three elements are vital for a successful execution:

- Focus on the benefits for the user
- Provide some incentive
- Use a strong call to action

The description of your ad completes the message that you want to deliver and contains the reasons why people are not only captured by your message but also follow through with a conversion.

Being able to convey your message in a short description tends to get a higher CTR than longer ads. So instead of placing any disclaimers or legalese in the ad copy, move these to your landing page. If you can't work around a longer description line, highlight the important parts of your message by either placing them at the beginning or the end of the ad.



Dress MUST Go! (\$9 Today)
livingsocial.com

Today Only. Limited Dresses Available. Act Now!

The advertisement shows three dresses: a red dress, a patterned dress, and a black and red dress.



ASICS up to 40% Off!
zulily.com

ASICS foot & activewear for women at up to 40% off today! Shop zulily now!

The advertisement shows a pink and blue ASICS running shoe.



Tirelessly Testing Your Ads

In contrast to the ad testing that you are used to in traditional PPC, social PPC uses some different rules. Having to wait for traffic to accrue should not be a problem with social platforms. Users are highly engaged and interactive. Therefore, ads with lower performance metrics tend to vanish into the background over time and after only a few days won't be shown.

Therefore, stay on top of your ads' metrics as well as implement a solid testing strategy:

- Create multiple ads at once and have them ready to replace lower performing ads. This method saves you time in the long run but also keeps your campaign from stalling.
- Review click through rates and other engagement metrics. Create new ad variations based on higher CTR/interactivity ads. You will most likely be able to see a trend in the first or second day of your ad copy being live.

Any non-performing ads need to be paused immediately to keep the average CTR of your campaigns as high as possible.

Conclusion

While following best practices and the guidelines of advertising platforms is a must, social PPC offers an even greater challenge for PPC marketers to position their offers to viewers. More than anywhere else, you have to think outside the box to make your ad noticeable and catch the eye of a viewer. Otherwise, your ad will go down in the clutter of social media pages.

Learn more with Hanapin.

To have your PPC account audited, migrated to an Enhanced Campaign, or to talk to a paid search professional, contact us:

www.HanapinMarketing.com

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