Boost the Impact of Your **Paid Social Strategy**

The **Vision**

To make a difference in the lives of people globally through our innovative **medicine, vaccines & animal health products**. We are committed to being the premier, research-intensive biopharmaceutical company & are dedicated to providing leading innovations and solutions for today & for the future.

125
year history

140+
countries operating in

69k
employees worldwide

293M
people reached via major programs & partnerships

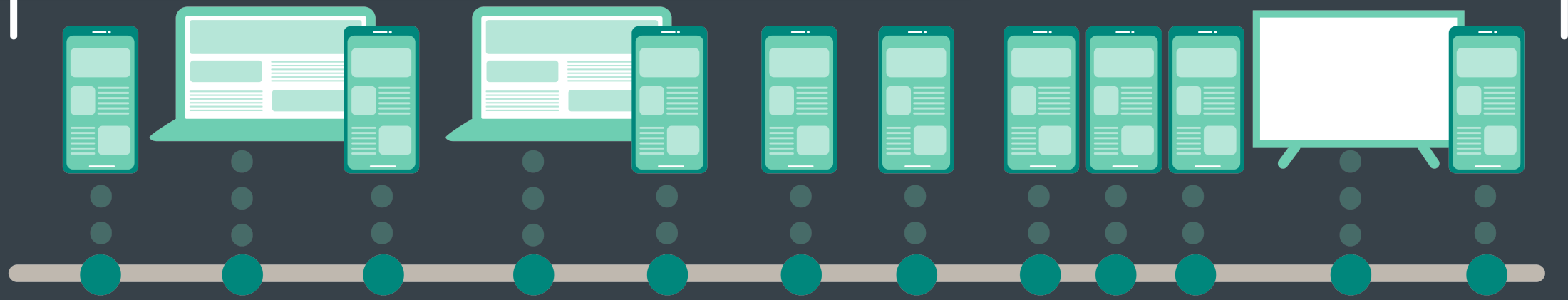
MERCK

MERCK
Animal Health

A Day in the Life of a **Patient**

Paid Media Supports Precision & Scale Throughout the User Journey

Unlocks device **2–3x** per hour



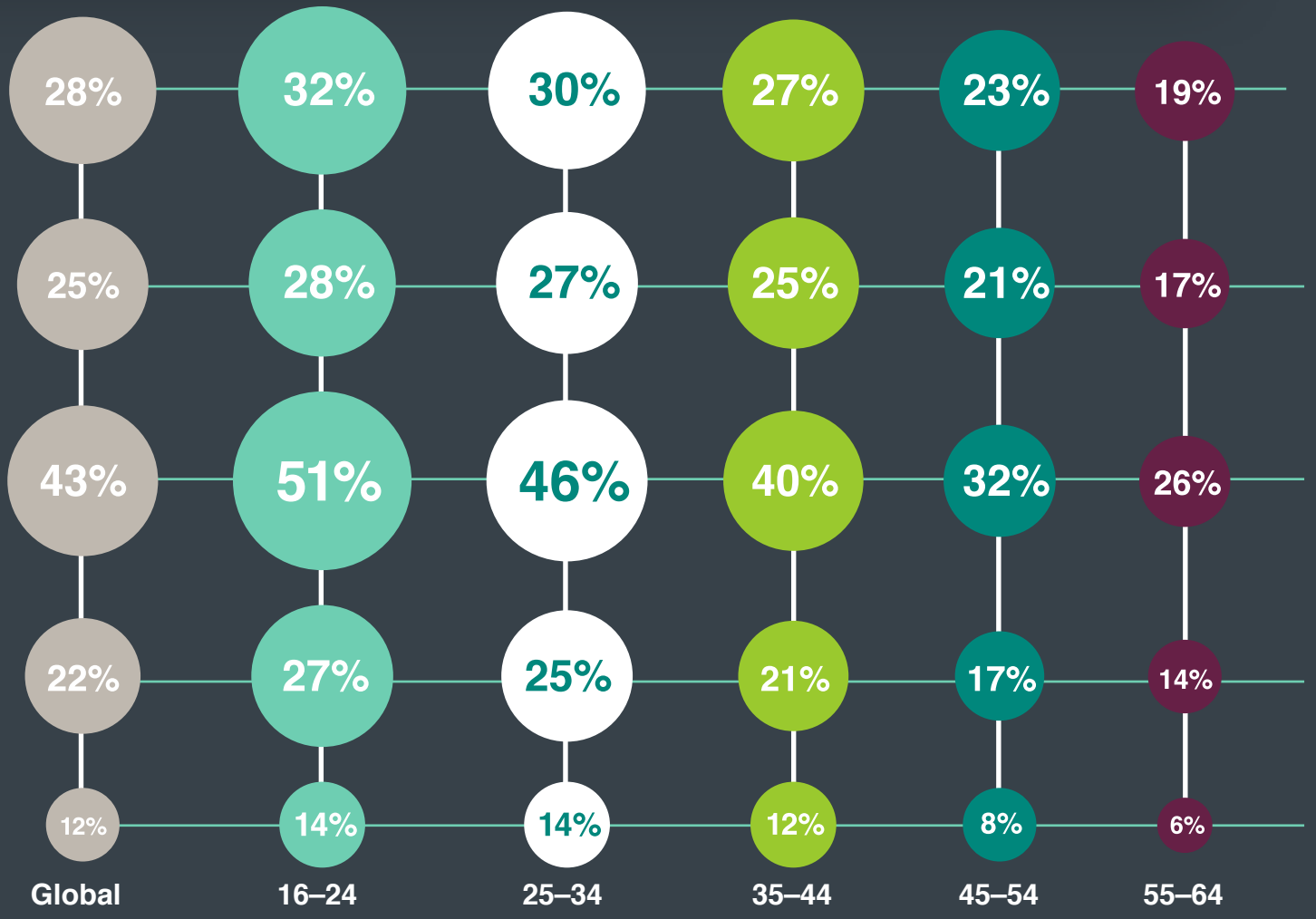
6:00	7:30	9:00	10:00	Noon	1:30	2:00	3:00	4:00	5:00	7:00	8:30	11:00
Wake up, feel under the weather	Look up symptoms	Drive to pharmacy for OTC medicine	Drive to work	Check emails	Take temperature & call doctor	Drive to doctor's office	Pass time on smartphone in waiting room	Gets diagnosed with strep and gets Rx	Look up directions, drives to pharmacy	Look up duration of strep	Eat dinner	Watch Netflix while multitasking online	Lights out
	Eat breakfast												

The Social Path to **Purchase**

- Social commerce & conversion is becoming a major revenue generator plus an important way to diversify revenue streams beyond advertising.
- Paid social media plays a critical role in the purchase & affinity journey.
- Most platforms are currently nurturing the research stage.

The Social Path to **Affinity**

% Who Say They Do the Following



Discover brands via **ads** on social

Discover brands via **recommendations** on social

Research brands online via online via **social networks**

Posts with **lots of likes** would increase likelihood of brand interest and exploration

A **'buy button'** would increase likelihood of product conversion

Benefits of a **Paid Strategy**

Increasing Reach and Enhancing Targeting

Immediate reach, better targeting new & returning customers.

Retargeting for Personalized Experiences

Paid strategies allow social networks to bundle users who interact with paid ads as part of a remarketing campaign, connecting them with more relevant content.

By contrast, organic is often a one-time interaction, which means less-personalized experiences.

Improving Insights & Analytics

Paid strategies offer more analytics & insights into performance than are available with organic, providing richer insights for companies looking to measure performance.

Paid Media: **Refining Your Strategy**

As competition increases & media becomes more expensive, **it is important to be intentional with your ad spend**.

Which social media network you choose will depend on **3 important factors:**

1. Where your target customers are most concentrated (usage, groups, etc.)
2. Where your target customers are most accessible (preferred media, ad targeting, etc.)
3. Where your target customers most actively engage with ads (testing required)

Defining **Your Objective**

Awareness

Reaching people that might be interested in you or your product

Engagements

Drive more post engagement: likes, comments, shares

Video Views

Inspire more people to view your video content

Followers/ Page Likes

Build a more engaged audience to amplify your message

App Installs

Get more people to install your app

Traffic/ Conversion

Increase click-through or completed actions on your website

Beyond Product: **Types of Content You Can Promote**

Registrations

Traffic Drivers

Location-Based News

Corporate Announcements

Partnership Initiatives

Congress/ Events

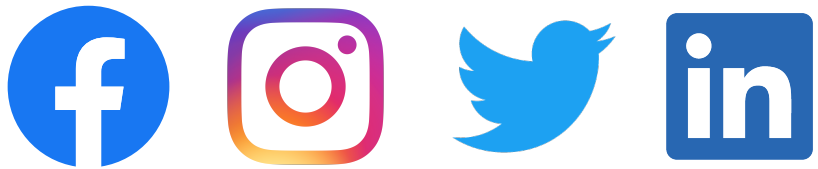
“

According to *Brandwatch*, brands spent

$74 billion

for social media marketing in 2018.

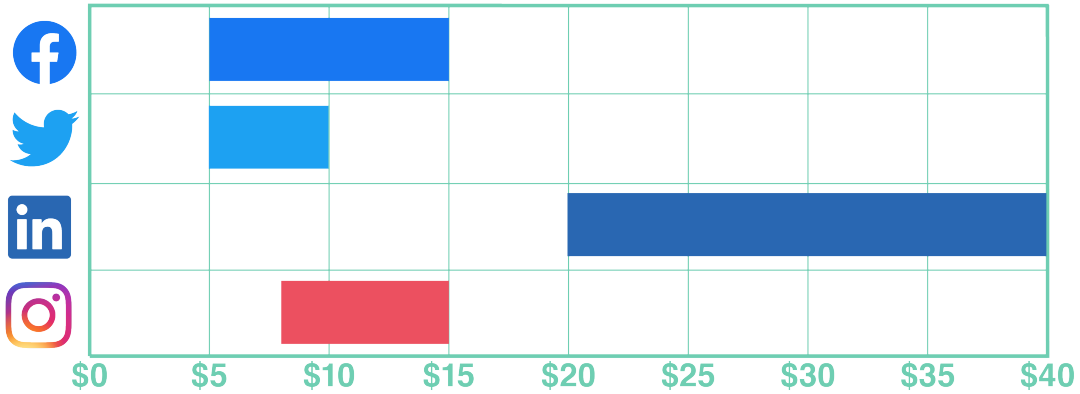
The best places to invest your ad money **right now:**



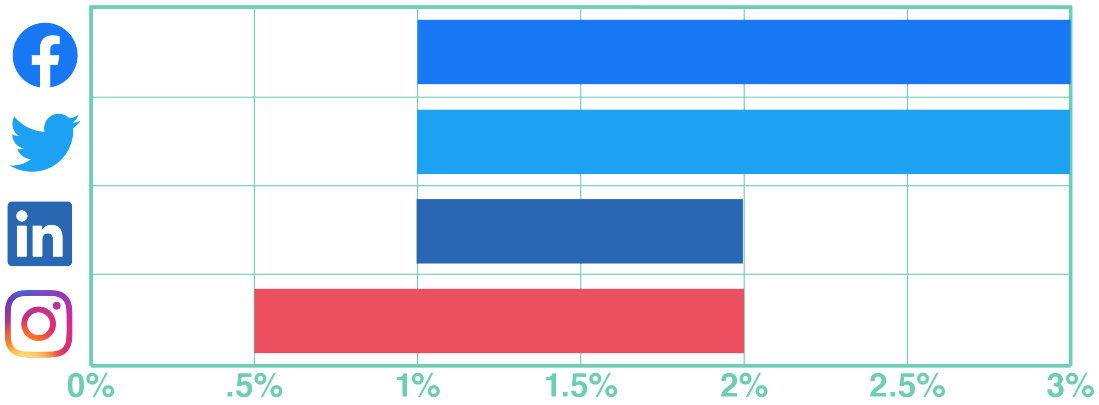
What's This **Going to Cost Me?**

Pricing varies widely based on several factors, including the **audience you're trying to target** & the **budget you set for your ads**.

CPM (based on awareness objective)



CTR (based on a website click objective)



CPC (based on a website click objective)

Facebook

Paid Social Media

Facebook **Pros**

Facebook's flagship behemoth still **makes up most of marketers' ad budgets**.

Facebook commands **60% of ad budgets**.
Mobile boasts **95% Ad View Rate**.

The most common model used is to run a Facebook ad directly into a **high-converting landing page**.
Common hooks for these campaigns include giveaways, limited time offers, & discounts/incentives (e.g. free shipping).

Facebook **Pros**

Facebook **allows advanced targeting**, including location, interests & past activity.

As a general rule, the more money you spend, the more efficient Facebook's algorithm becomes at spending your money, **increasing your ad performance over time** (and lowering your costs).

Facebook **Obstacles**

Following a 2013 Facebook algorithm change, the organic reach of Facebook pages **dropped from an average of 30–50% of followers to 1–6%**.

This change effectively **made paid social promotion on these networks essential** for most brands to ensure any reach and engagement.

The change also made Facebook page follower counts largely irrelevant beyond optics.

Getting the Most Out of **Facebook**

Use prospecting ads

Build brand awareness and teach people about your business, & then use retargeting ads with users who have already signaled interest via engagement.

Lookalike audiences work well for prospecting

Take care not to layer too much additional targeting at first to avoid the reduction of reach while promoting data disruption.

Don’t run the same exact ad(s) to all of your audiences

Ad fatigue is an ever-present challenge on Facebook, & it’s best to rotate in & test tailored, new ads every 2 weeks.

Getting the Most Out of **Facebook**

Use Boosted Posts

They support additional exposure increasing awareness and reach.

Take advantage of Dark Ads

They can run as a complementary tactic to drive more sales, traffic driving, or conversion-focused campaigns. They serve as a better structure for tracking data into a web analytics platform like Google Analytics.

Run an “Always-On” Campaign

With low ROI on organic reach, running an “Always On” ad campaign can support a high impression delivery for a relatively small paid investment.

Utilize cost-effective ad formats like ThruPlay

These formats allow advertisers to optimize & pay only for ads that are played for 15 secs/to completion utilizing Nielson-verified advance and target audiences.

Instagram

Paid Social Media

Instagram **Pros**

Facebook's popular acquisition is becoming central to social advertising strategy, commanding a **58%+ higher engagement rate than Facebook & 2000% higher than Twitter**.

As a **broad social ecosystem**, the top 50 brands on Instagram now have the same audience size as the top 50 brands on Facebook.

Being image and video-centric, brands that can incorporate **visually appealing media** into their campaigns tend to perform best.

Instagram **Pros**

Unlike organic posts, Instagram ads can be made to link directly to a product page or other landing page, allowing for **direct engagement with your products**.

Instagram's user base skews towards the 18–29 range, and slightly more towards females & ethnically/racially-diverse constituencies.

Instagram influencers are on the rise: the number of those affiliated with brands using #Ad — to denote sponsorship — has increased by 33% over the past year.

Getting the Most Out of **Instagram**

Focus first on custom audiences

These could be audiences created through pixel tracking, an email list, a followers list or some other method. Lists of users who have engaged with you in the past perform best.

When you are ready to expand past custom audiences, lookalike audiences should be your next stop

Facebook/Instagram's algorithm is very good at finding similar audiences that will respond well to your ads.

Use custom images of real people

Stock photos do not convert on Instagram.
Appeal to the visual nature of the platform.

Getting the Most Out of **Instagram**

Take hashtags seriously

Instagram is driven by hashtags, & they are a great way to connect with niche audiences.

Use Expanded Sponsored Posts

Test ad units that support clear partnerships between brand & influencers with tag “paid partnership with [brand name].”

The Many Faces of **Influence**

The Celebrity
Find sponsorship opportunities

The Authority
Create value for their community

The Connector
Help grow their network

The Personal Brand
Help build their reputation & SEO

The Analyst
Provide new data and knowledge

The Activist
Provide them access

The Expert
Bring them in for their expert opinion

The Insider
Engage in a healthy debate

The Disruptor
Fuel the debate with substance

The Journalist
Boost readership with exclusives

Twitter

Paid Social Media

Twitter **Pros**

Twitter remains one of the most popular social media platforms, revolutionizing breaking news & providing unparalleled **access for users to connect with niche and mainstream influencers**.

If posts on other social platforms say “look at me,” **posts on Twitter say “look at this.”** In December 2017, research confirmed that 79% of Twitter users say they learn something new and valuable on Twitter weekly.

Twitter partnered with Omnicom Media Group and Neuro-Insight & used advanced brain imaging technology to see how content consumption on various social media platforms differs neurologically. Key takeaways pointed to the values of **emotional intensity, memorability, and time invested in ad consumption**.

Twitter **Pros**

Twitter is still a viable network for **organic engagement.** Brands don't need to pay in order to reach their followers, which enhances the platform's value even when running paid ads.

On average, Twitter users shop online 7x per month, while non-users shop 4x per month. **Ecommerce is most successful using Twitter ads to drive brand awareness**, while also promoting specific products for direct conversion.

Twitter ad cost has been steadily increasing over the last 2 years due to more marketers slowly taking advantage of the platform, but overall, **the platform is considered to be relatively underutilized for advertising**.

Twitter targeting is much more detail oriented that Facebook and Instagram. When creating your keyword targeting list, your content can hit followers of certain handles, specific hashtags & exact keywords or key phrases.

Getting the Most Out of **Twitter**

Use a relevant, compelling image

It should give context to the viewer, fit your brand & draw attention.
Build user engagement directly into your ad.

Prioritize brevity

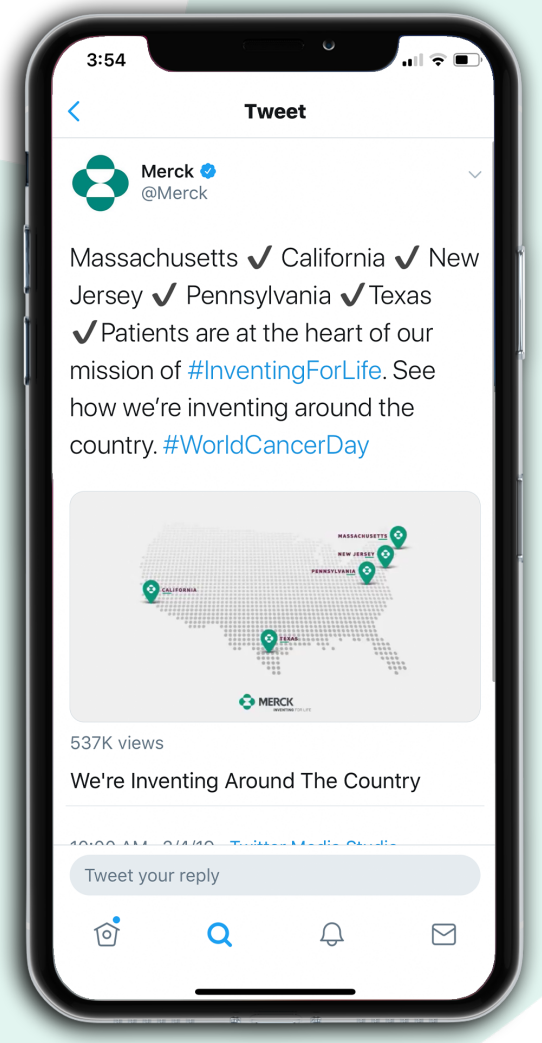
In the ad, landing page, offer copy, etc., Twitter is all about brevity.

Be very targeted with the products or lead magnets you choose to promote

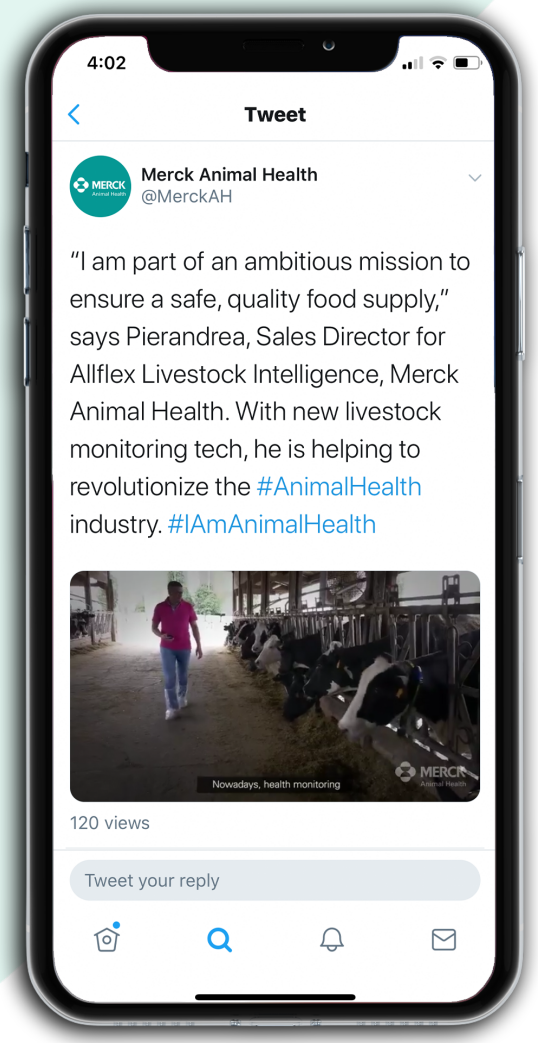
Twitter requires a more focused approach than other channels.

Create Action by **Prompting Engagement**

Carousel

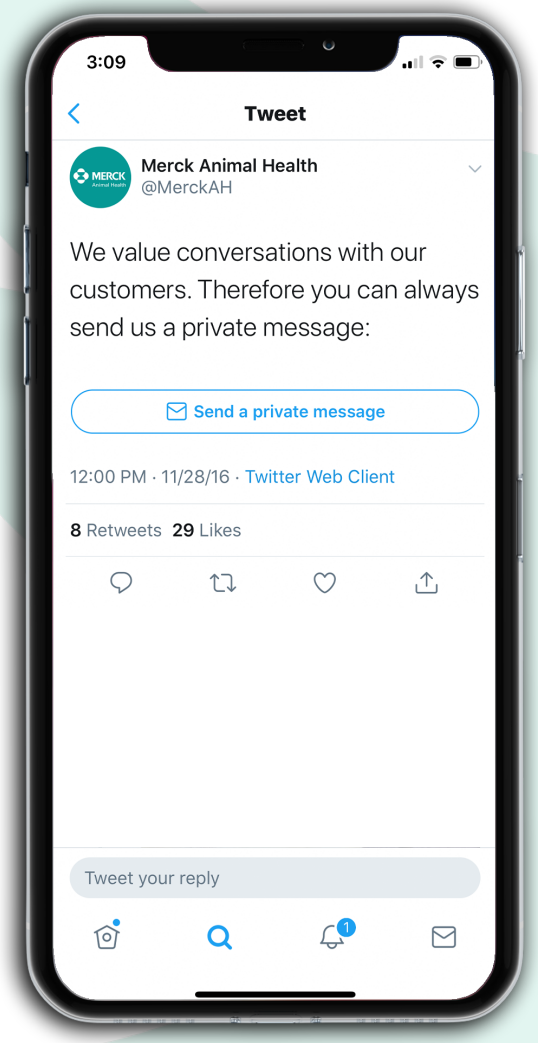


Moments

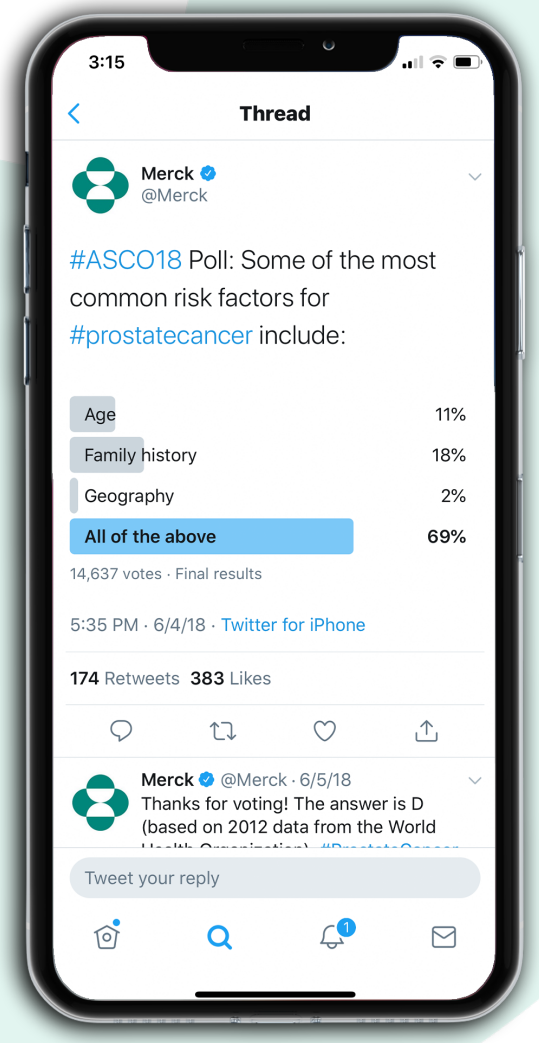


Native Video

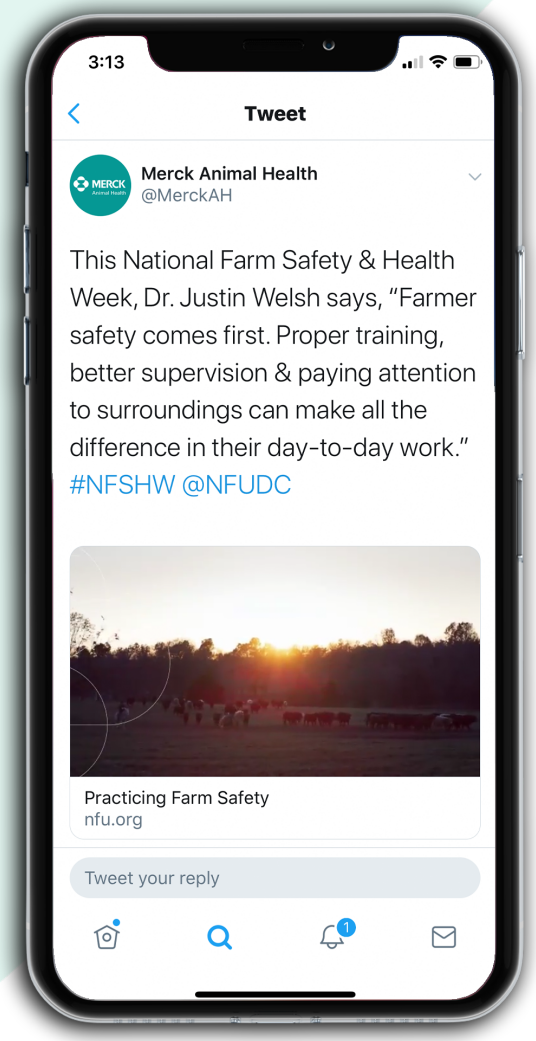
Create Action by **Prompting Engagement**



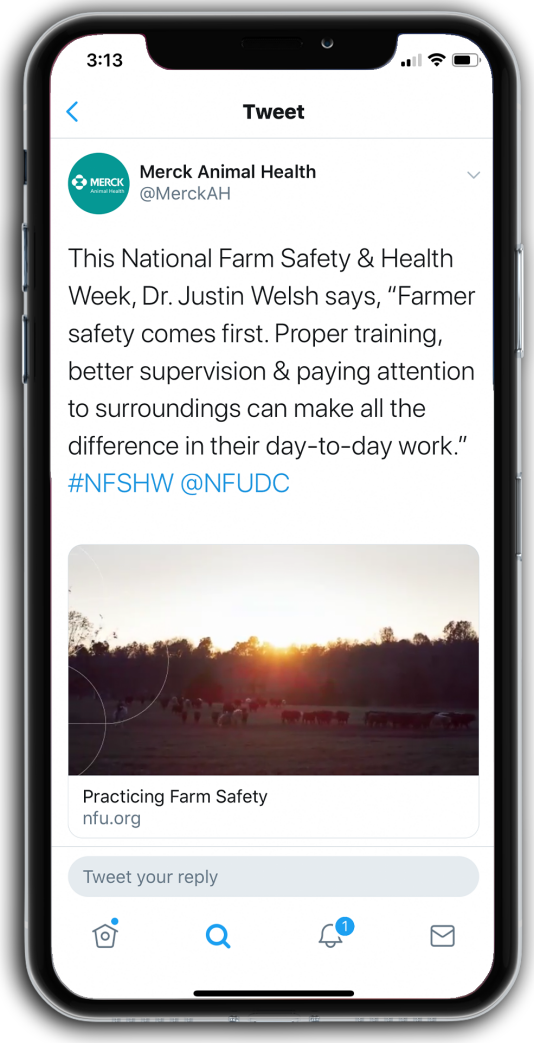
Conversational Card



Twitter Poll



Video Website Card



Video Website Card

2x higher CTR than mobile video ad benchmark

60% higher user retention

Carousel

Tweet carousels tell a rich story with your existing content or Tweets from fans.

Multi-dimensional units drive higher engagement and clicks.

LinkedIn

Paid Social Media

From Job Board to

Content Publishing Platform

15x
content vs. job posting in the feed

2–3x
increase in referral traffic to publishers

40%
content vs. job posting in the feed

70%
traffic now coming from mobile

LinkedIn **Pros**

LinkedIn revolves primarily around the B2B market with an estimated **227 million monthly active users.** 61% of users fall into the 30-64 age range bracket, with 75% of users earning $50k+ annually.

Since LinkedIn is a more job-focused platform, their **targeting categories are centered around company names, industries, job titles and job functions**.

Service businesses and B2B product businesses (retailers, secondary education and high-end B2B products) tend to have far more success on LinkedIn than B2C retailers.

Getting the Most Out of **LinkedIn**

LinkedIn CPM is rising as inventory remains flat, indicating potential max ad load

Compared to Facebook, LinkedIn's network is limited & the auction is getting more competitive. Advertisers will need to pay more to play.

Watch your Sponsored Content

Sponsored content improves reach, but consistent lift in unique impressions are still flat.

Quality counts

Advertisers selling demos, trials & sales conversations are being priced out by plummeting relevancy scores.

Getting the Most Out of **LinkedIn**

Keep key motivations in mind

Advertisers who win with low costs per lead will demonstrate a keen understanding of their professional audiences' needs & challenges. They will provide users with content that solves them.

Watch the length of your copy

LinkedIn users prefer shorter, pithier ad copy than their Facebook counterparts.

#1 Paid Strategy:

Diversification

Invest in paid across the social ecosystem — diverse attention inspires budget optimization.

Thank **You**

Ashley Ryneska