



What works: Advertising in Social Media

2 May, 2012 - Melbourne

3 May, 2012 - Sydney



# What works: Advertising in Social Media

Introduction

Paul Fisher, CEO, IAB Australia

# Today's Agenda

## **INTRODUCTION & GLOBAL OVERVIEW**

Paul Fisher, CEO, IAB Australia

## **WHAT WORKS: CONSUMER PERSPECTIVE**

Scott Nichols, Director, NM Incite Australia

## **WHAT WORKS: AGENCY PERSPECTIVE**

Mike Watkins, Founder & MD, digiocial (MEL)

Ashley Ringrose, Co-founder, Soap Creative (SYD)

## **WHAT WORKS: PUBLISHERS' PERSPECTIVE**

Kate Box, Client Partner, Facebook Australia & NZ (MEL) *(Presentation unavailable)*

Natalie Lovett, Client Partner, Facebook Australia & NZ (SYD) *(Presentation unavailable)*

Olivija Harvey, Account Director, Marketing Solutions, AU & NZ, LinkedIn

## **PANEL Q & A**

All speakers, moderated by Paul Fisher, CEO, IAB Australia



# What works: Advertising in Social Media

Global Overview

Paul Fisher, CEO, IAB Australia



What do  
advertising,  
P. R. and  
social media  
all have in  
common?

[gapingvoid.com/n2](http://gapingvoid.com/n2)

When they  
work, they work

**REALLY**

Well. When they don't,  
they're just a big pile  
of uber-expensive  
ass suckage.

hugh



**Total Australian Advertising Market  
\$AUD**

**2012**

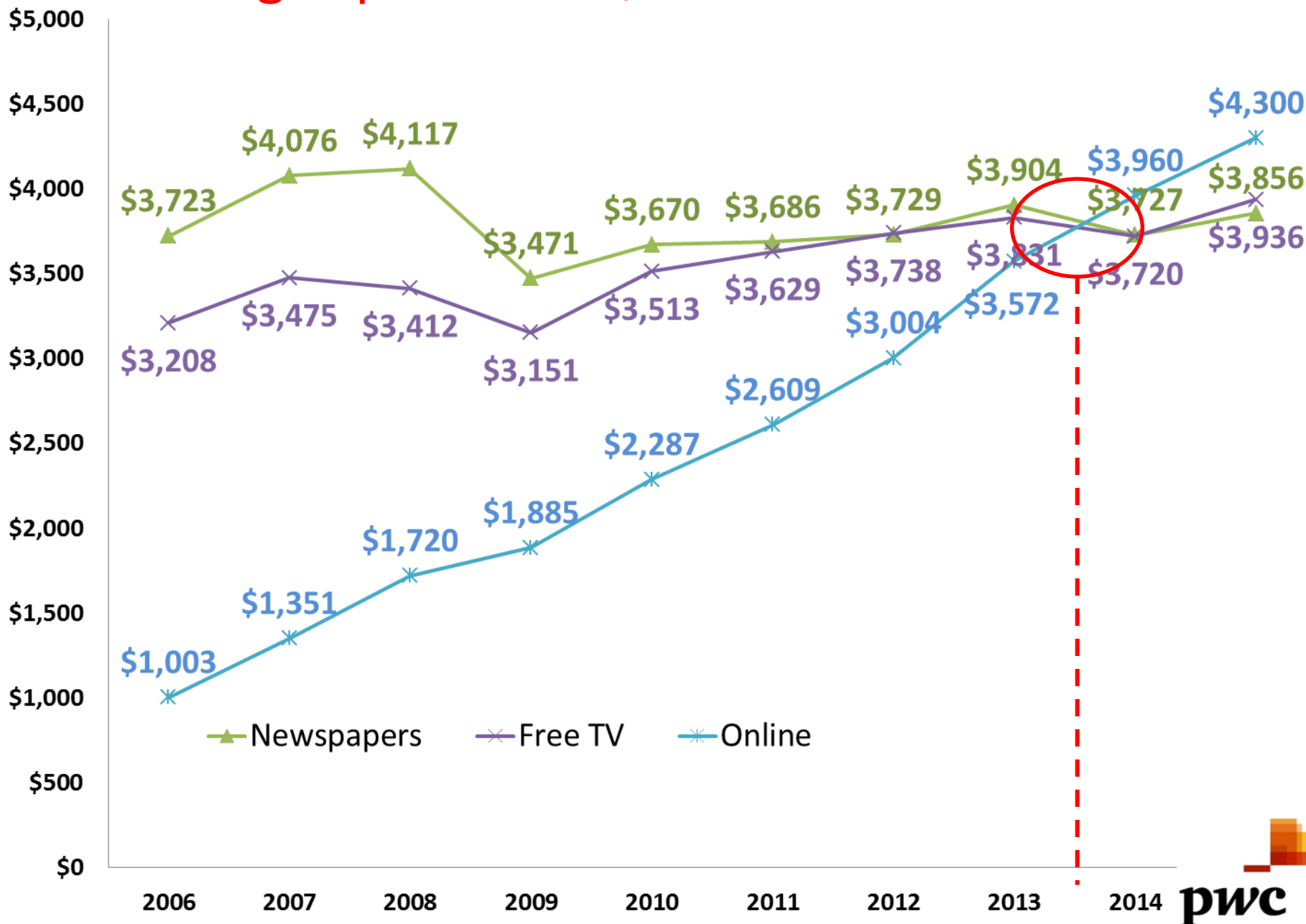
**2015**

**\$14b**

**\$16b**

**CAGR 4.4% per annum**

# Advertising expenditure \$AU millions 2006-2015



Source: pwc media and entertainment Outlook 2011-2015; Aug 2011



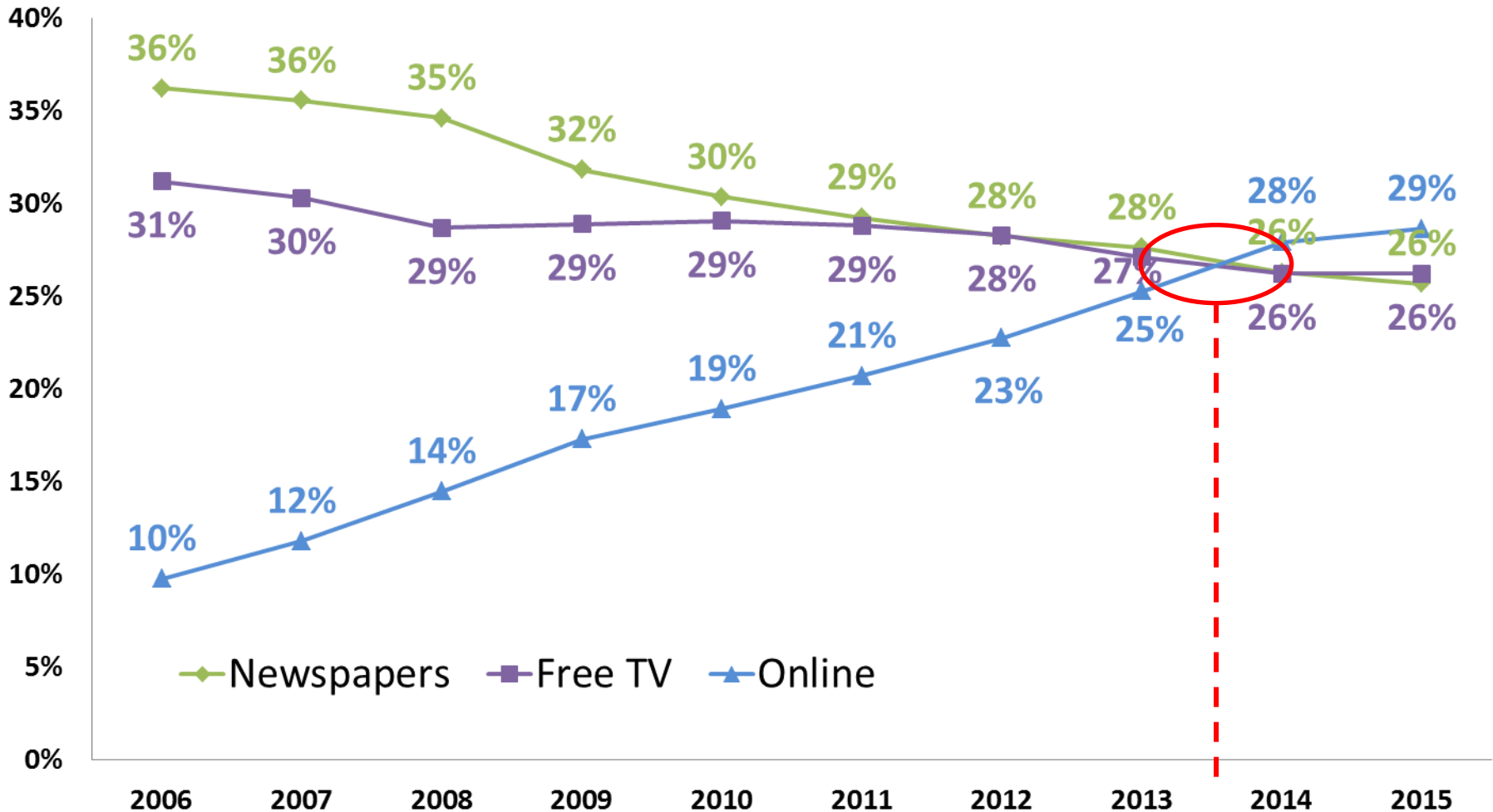
## Internet advertising – wired by category (A\$ millions)

		Forecast data					
Aust \$	2010	2011	2012	2013	2014	2015	2011-2015 CAGR
Search	1,128	1,285	1,470	1,735	1,910	2,055	
% Change	19.5%	13.9%	14.4%	18.0%	10.1%	7.6%	12.7%
Display	605	690	800	960	1,075	1,160	
% Change	21.5%	14.0%	15.9%	20.0%	12.0%	7.9%	13.9%
Classified	531	595	675	790	860	920	
% Change	23.8%	12.1%	13.4%	17.0%	8.9%	7.0%	11.6%
Total	2,264	2,570	2,945	3,485	3,845	4,135	
% Change	21.0%	13.5%	14.6%	18.3%	10.3%	7.5%	12.8%

Sources: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates, IAB Australia.



# Share of total advertising expenditure



Note: excludes print directories adex

Source: pwc media and entertainment Outlook 2011-2015; Aug 2011

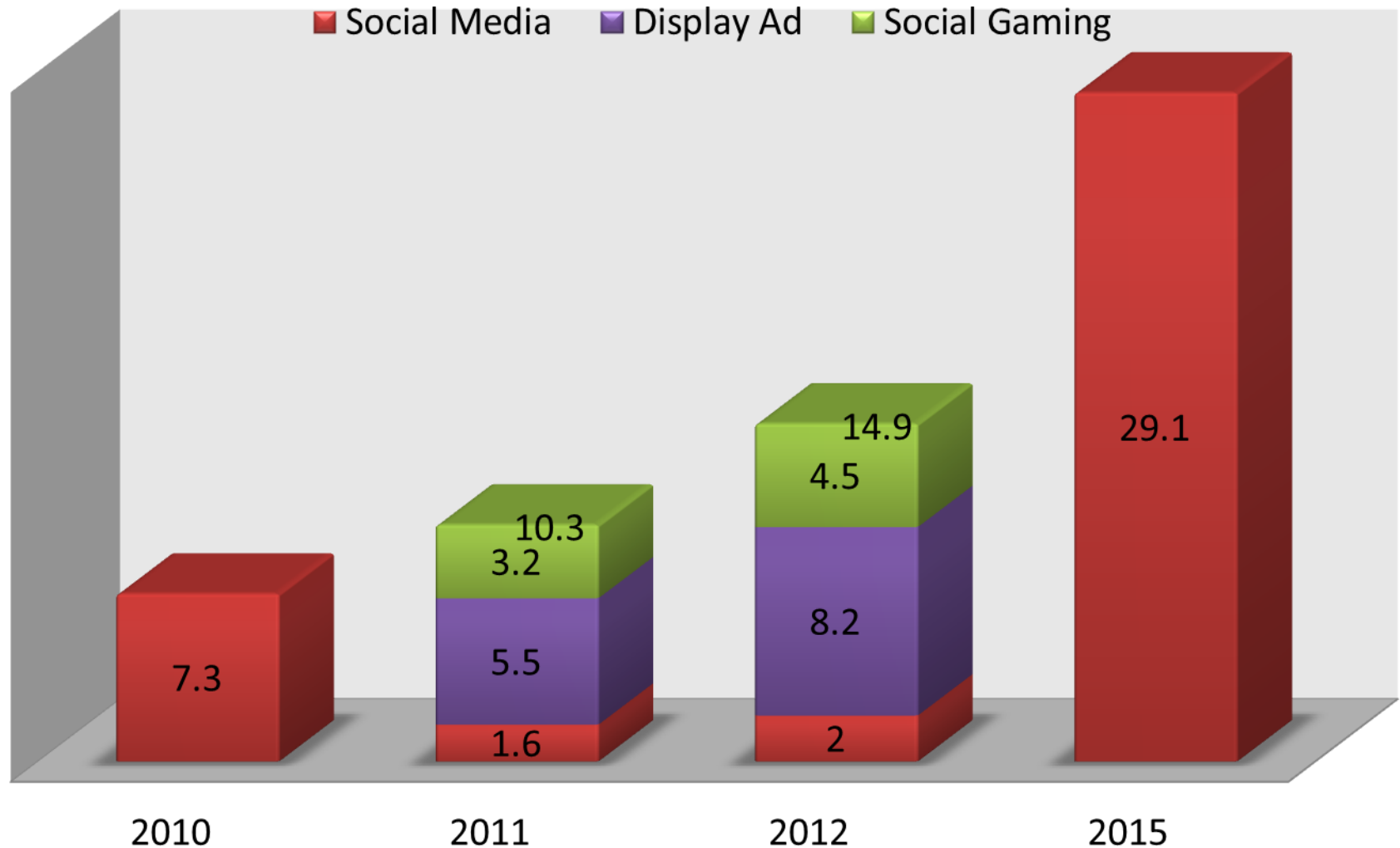




\$AUD Jul 2010-Jun 2011	Retail	FMCG
Television	\$777,890,411	\$496,486,110
Newspapers	\$335,259,356	\$14,627,847
Digital	\$63,673,914	\$42,711,389
<b>TOTALS</b>	<b>\$1,467,155,653</b>	<b>\$706,327,416</b>

SMI Advertiser Category Data at June 30, 2011

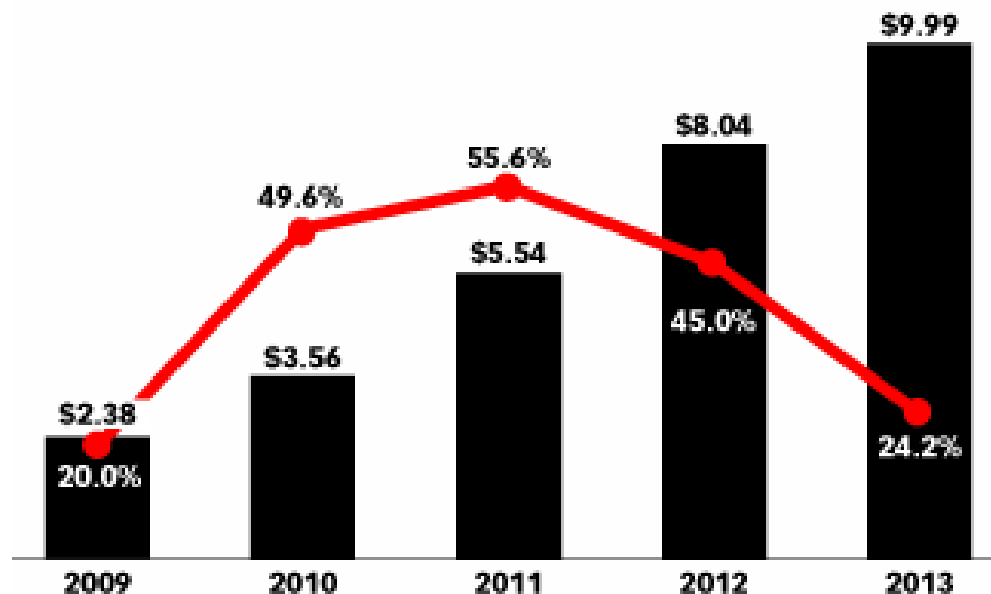
# Forecast: Social Media Revenue Worldwide 2010-2015 (Gartner 11 Oct 2011)



# Global social media expenditure forecasts eMarketer

## Social Network Ad Revenues Worldwide, 2009-2013

billions and % change



■ Social network ad revenues ■ % change

*Note: includes paid advertising appearing within social network sites, social network games and social network applications; excludes spending by marketers that goes toward developing or maintaining a social network presence*

*Source: eMarketer, Sep 2011*

132429

[www.eMarketer.com](http://www.eMarketer.com)

# US social network advertising revenues

## US Social Network Ad Revenues, 2009-2013

*billions and % of total US online ad spending*

	2009	2010	2011	2012	2013
<b>Social network ad revenues</b>	<b>\$1.44</b>	<b>\$2.00</b>	<b>\$2.74</b>	<b>\$3.90</b>	<b>\$4.81</b>
Total US online ad spending	\$22.70	\$26.00	\$31.30	\$36.80	\$41.20
<b>Social network % of total</b>	<b>6.3%</b>	<b>7.7%</b>	<b>8.8%</b>	<b>10.6%</b>	<b>11.7%</b>

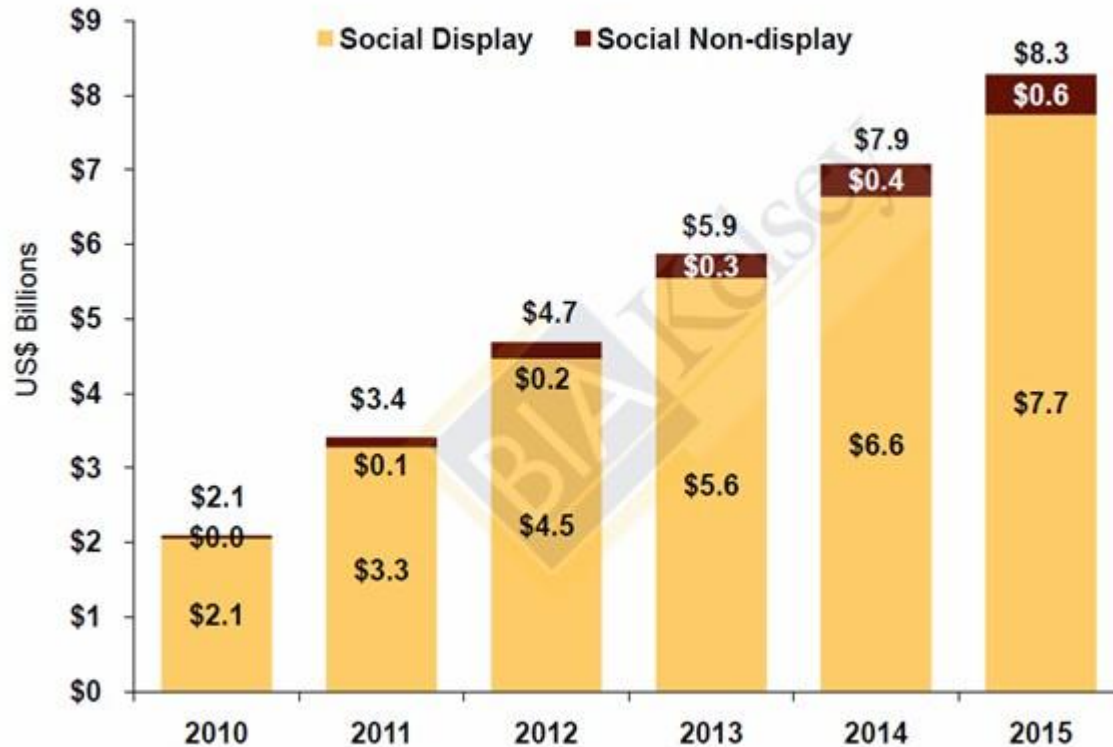
*Note: includes paid advertising appearing within social network sites, social network games and social network applications; excludes spending by marketers that goes toward developing or maintaining a social network presence*

*Source: eMarketer, Sep 2011*

132427

[www.emarketer.com](http://www.emarketer.com)

# Social Ad Spend: Five-Year Forecast



Proprietary and Confidential. Copyright © 2011 BIA/Kelsey. All Rights Reserved.

Note: Numbers are rounded.



# What works: Advertising in Social Media

Consumer Perspective

Scott Nichols, Director, NM Incite Australia

## What Works – THE CONSUMER PERSPECTIVE

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*“It’s difficult to just talk about **social campaigns** without creating linkage to **social communities & networks.**”*

*The opportunity of engaging consumers is as strong as ever, however the rules of engagement have changed.*



## **TODAY:**

- 1.SETTING THE SOCIAL SCENE IN AU**
- 2. TRUST & ENGAGEMENT WITH SOCIAL ADS**
- 3. SOCIAL RESEARCH LEADING CAMPAIGNS**

# Starting at the end – what do we already know?

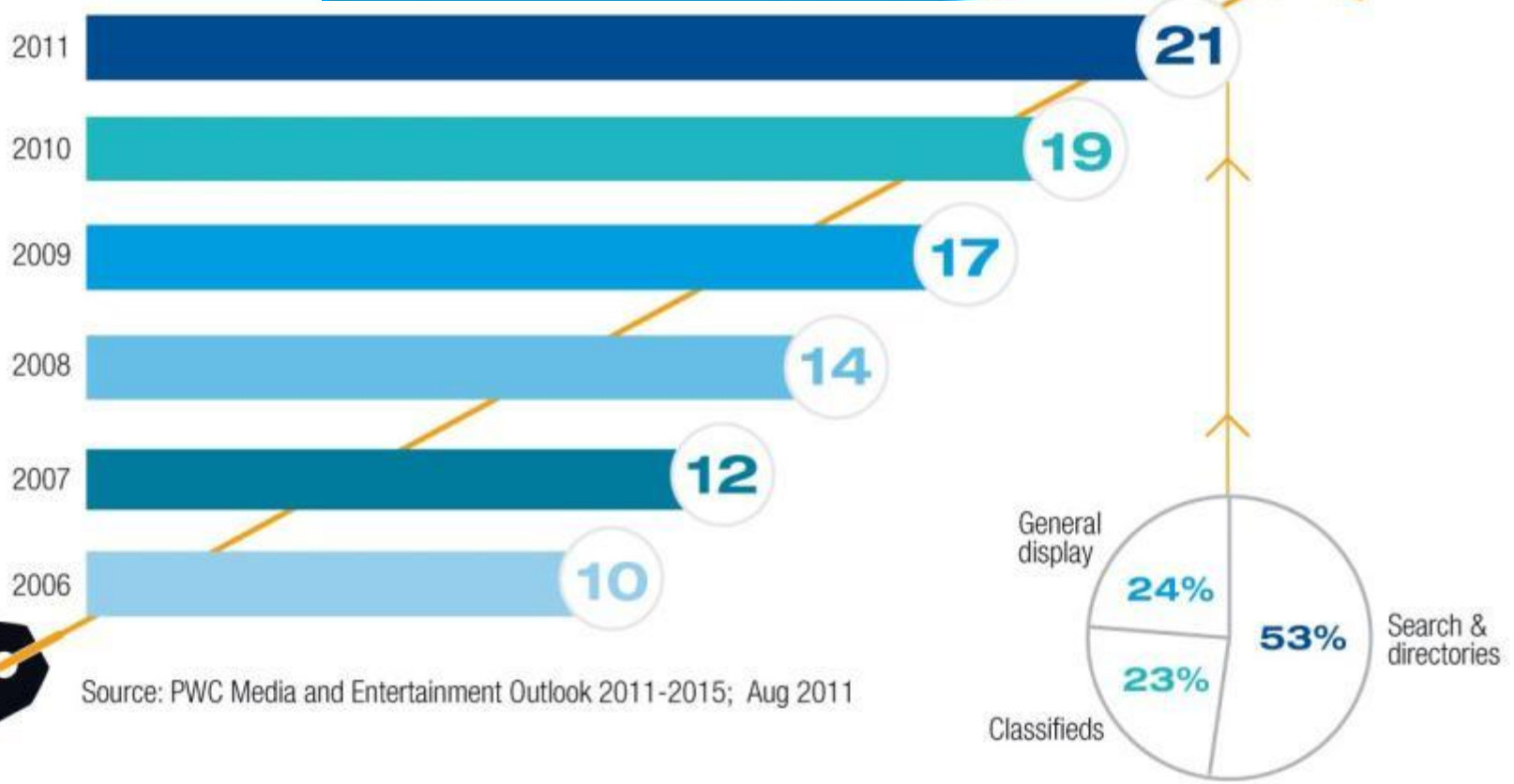
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- Upwards brand shifts have already been proven through online advertising. We have moved beyond the click through
- Brand advertising does work in the social environment but recommendation is a critical play.
- Australians are engaging more with social – time spent on social sites vs non-social
- Marketers focused on “push marketing” have struggled with social concepts.
- Australian consumers trust highly in peer recommendations and social media is the next best thing for recommendation

# SETTING THE SOCIAL SCENE IN AU

# Online advertising now represents one fifth of total ad spend, and rising

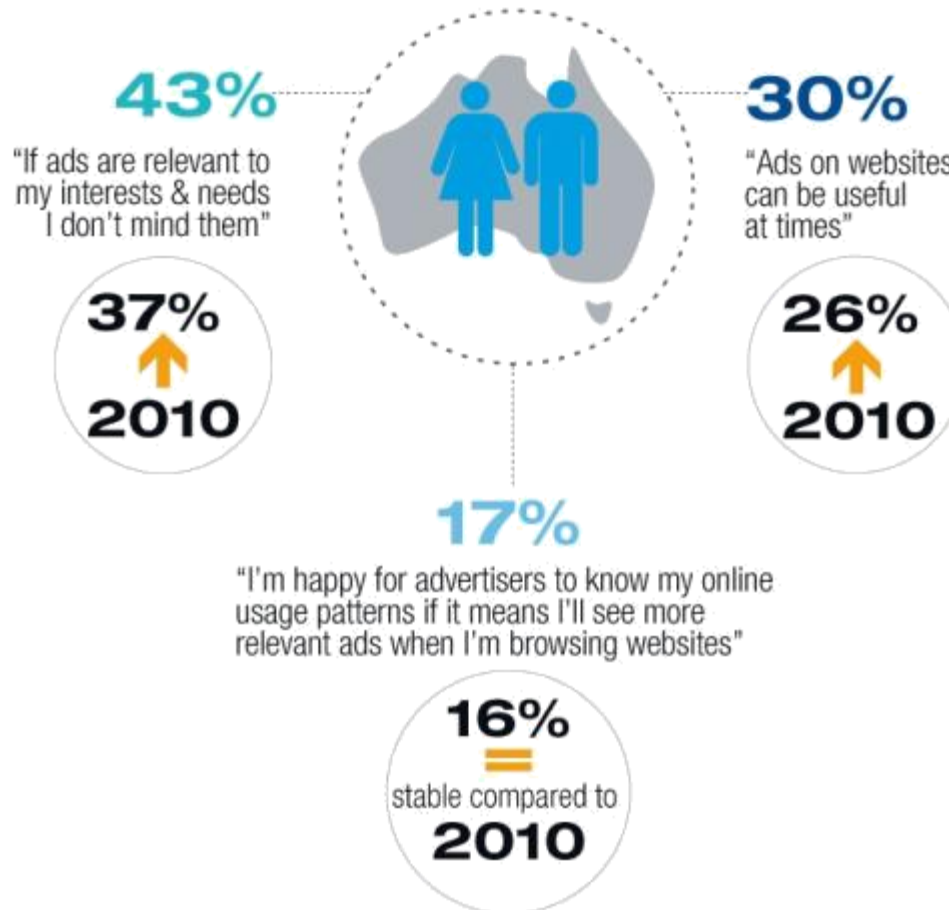
Online advertising share of main media ad spend



Source: PWC Media and Entertainment Outlook 2011-2015; Aug 2011

# Relevance and utility improve acceptance of online advertising but privacy remains a concern

Online Australians agree that:



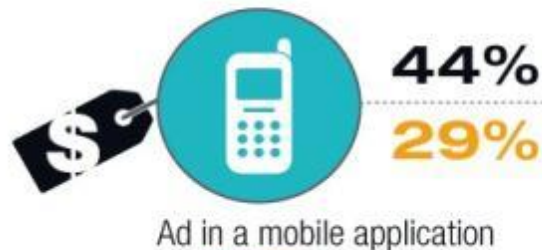
# Exposure to online advertising via mobile phone is growing

37% of online Australians who use an internet capable phone  
can recall receiving advertising delivered to their mobile

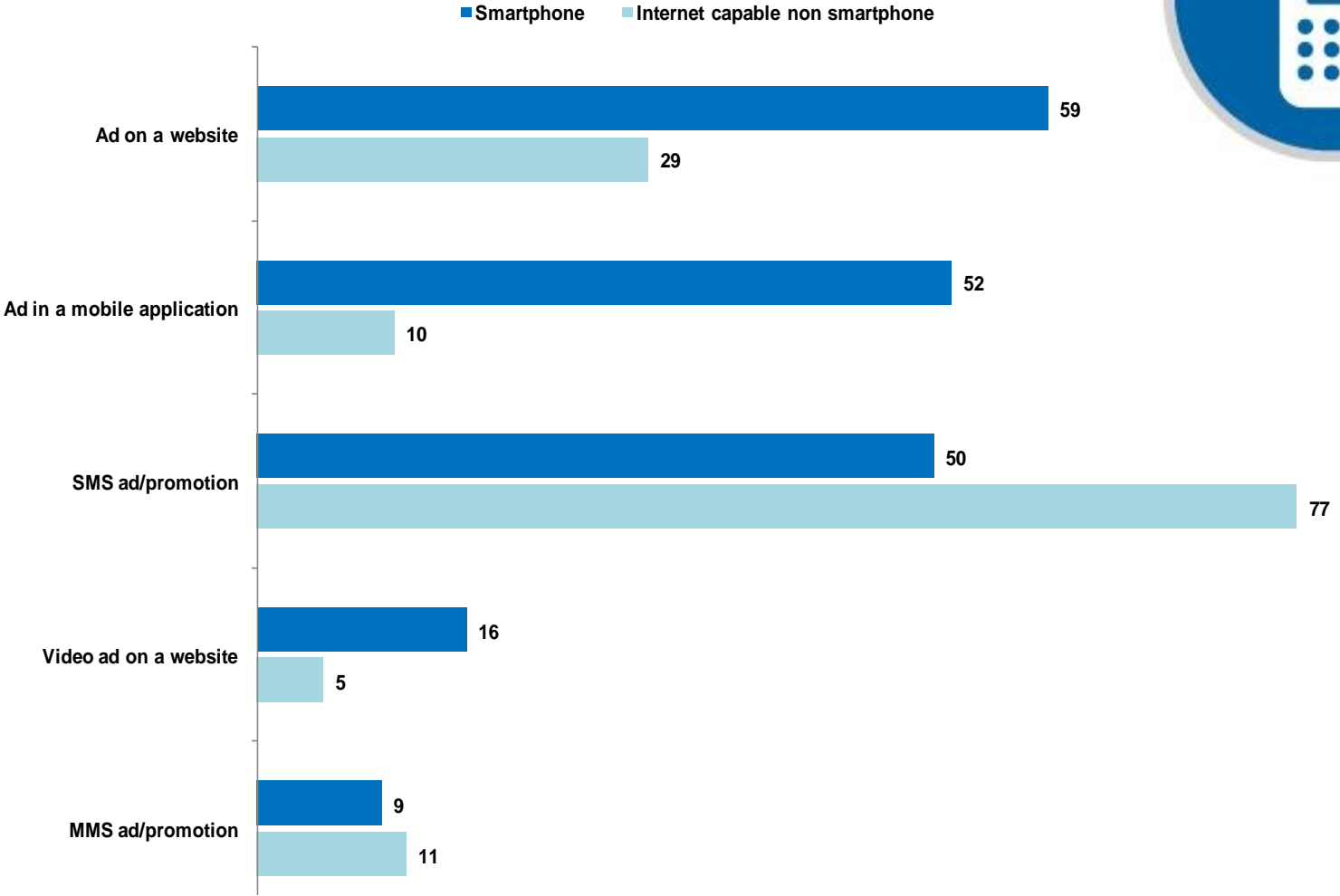
42%  
amongst  
smartphone  
owners

Of those that recall:

**2011**  
**2010**



# Those with a smartphone are far more likely to have been exposed to online advertising via mobile

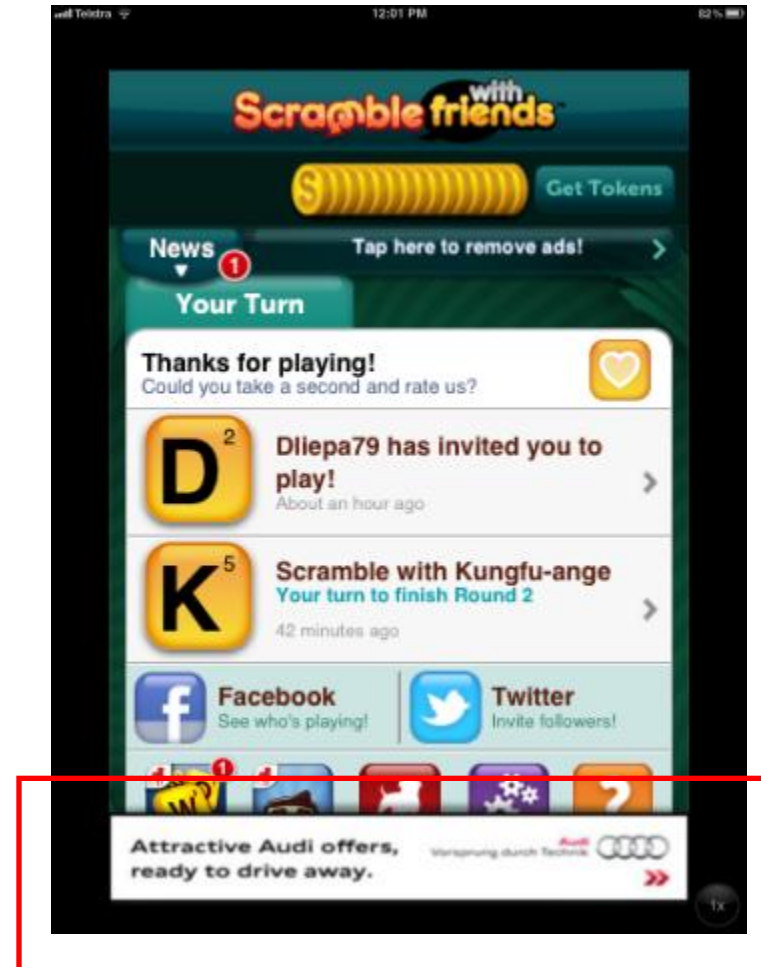


# Social Gaming – Making it work

## And what about Social Gaming?

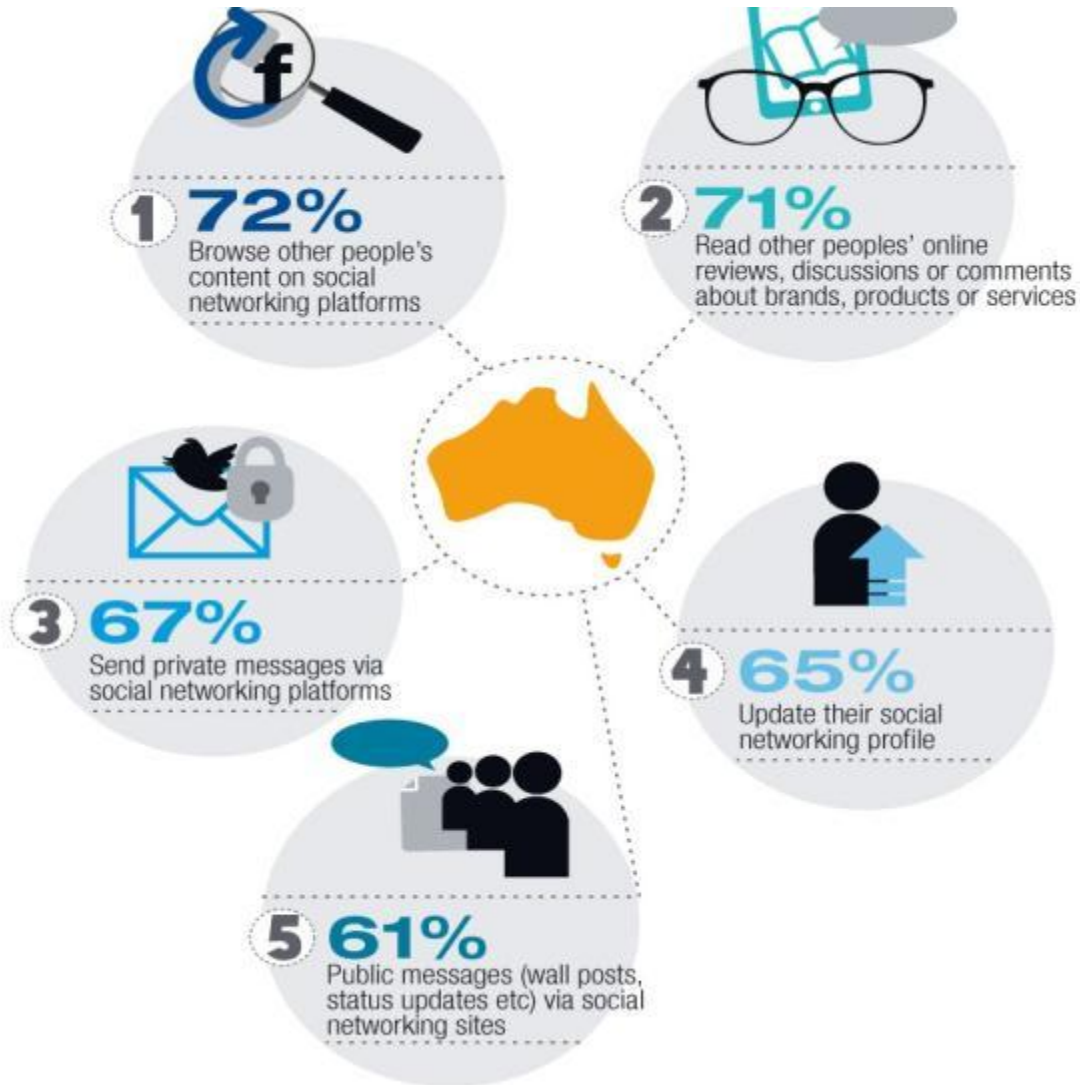
- Speaking of high levels of engagement. Eg: Zynga games – farmville, words with friends, scramble with friends, hanging with friends.
- Zynga's games on Facebook have over 240 million monthly active users
- Creative execution is critical to shift engagement from the game play.

**Entice & allow consumer to share.**

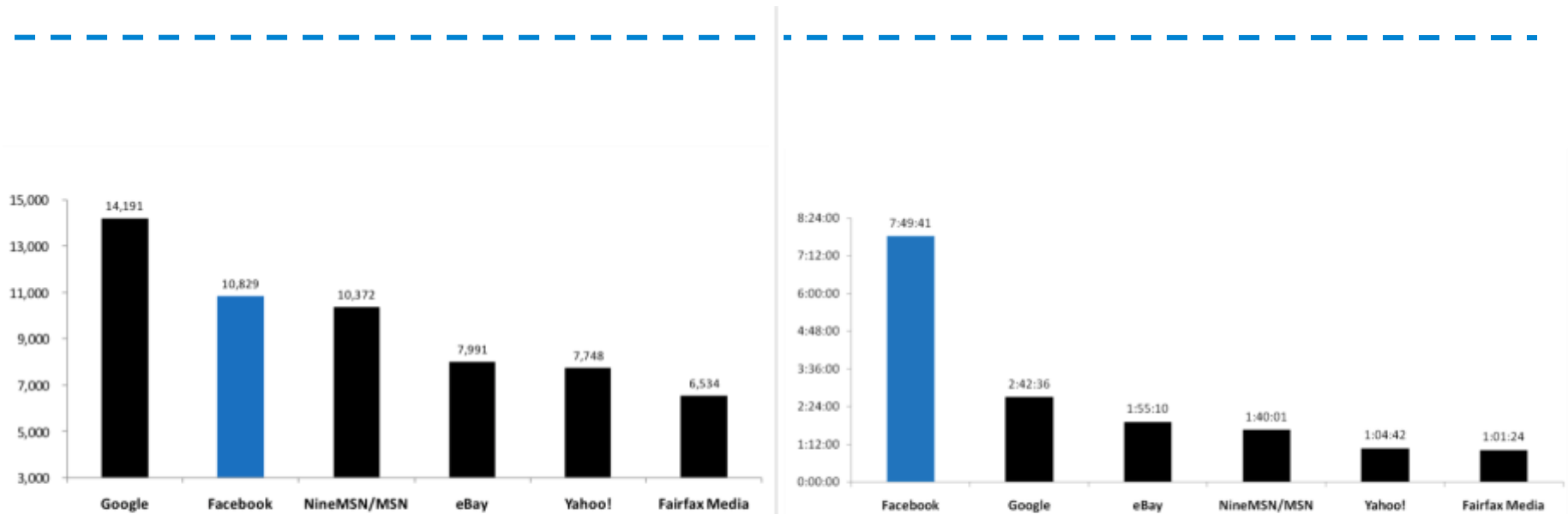




# Social media has quickly become a mainstream category in the Australian media landscape



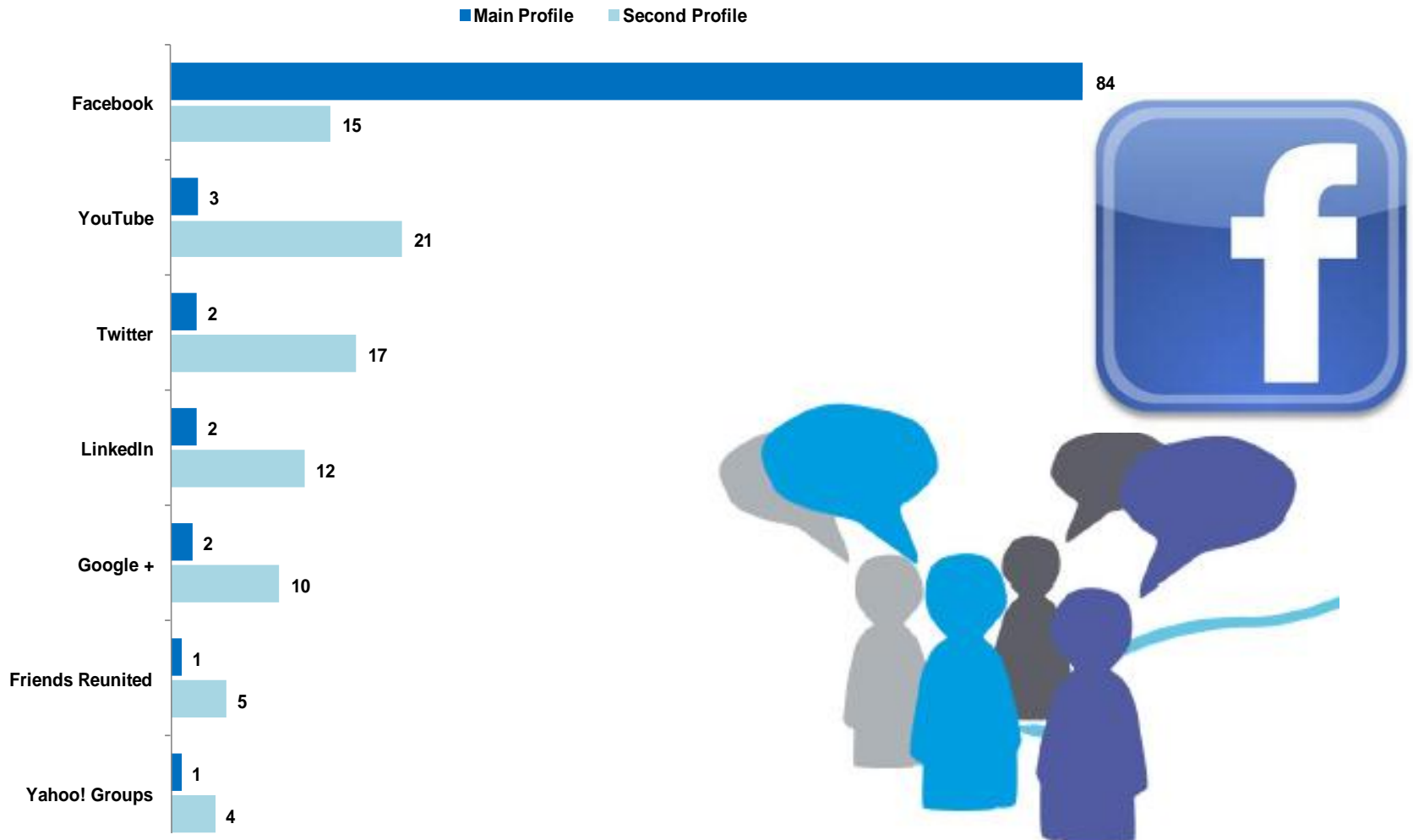
# More than 2 in 3 online Australians have a social media profile, most likely on Facebook



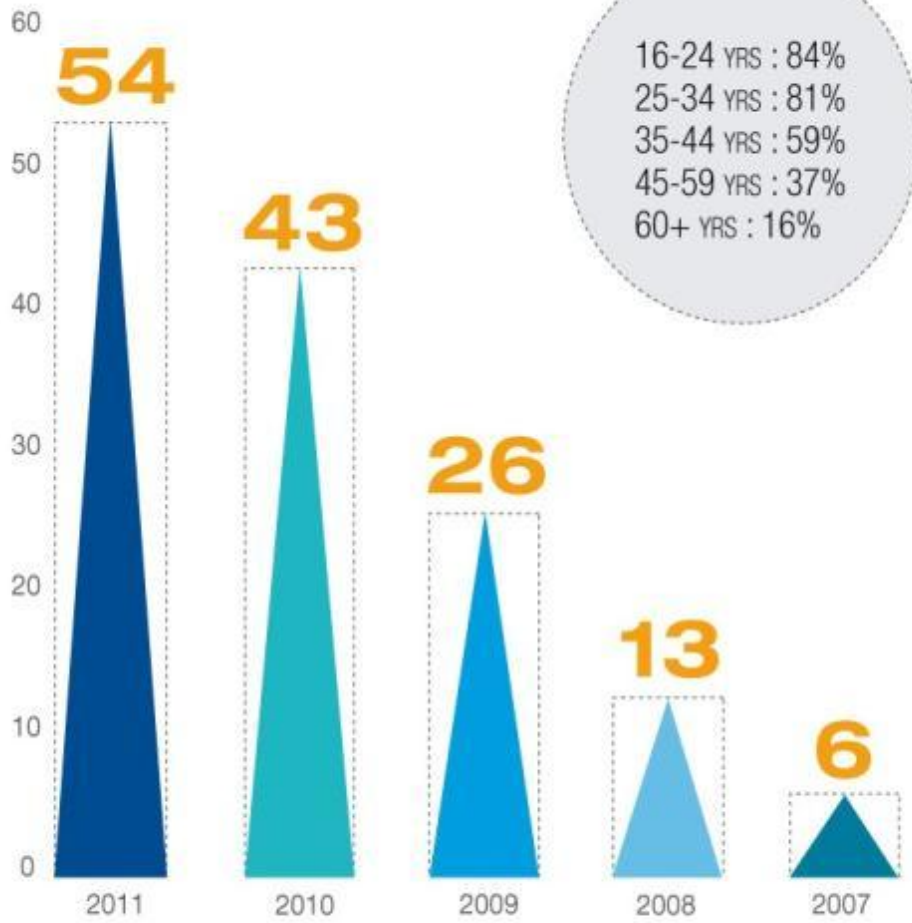
The average Facebook user spends 3x more time on-site each month than other main publishers

Source: Nielsen Online Ratings, November 2011

# Facebook shows no signs of decline, but many Australians utilise multiple social media platforms



# Social mobile continues to show solid year on year growth

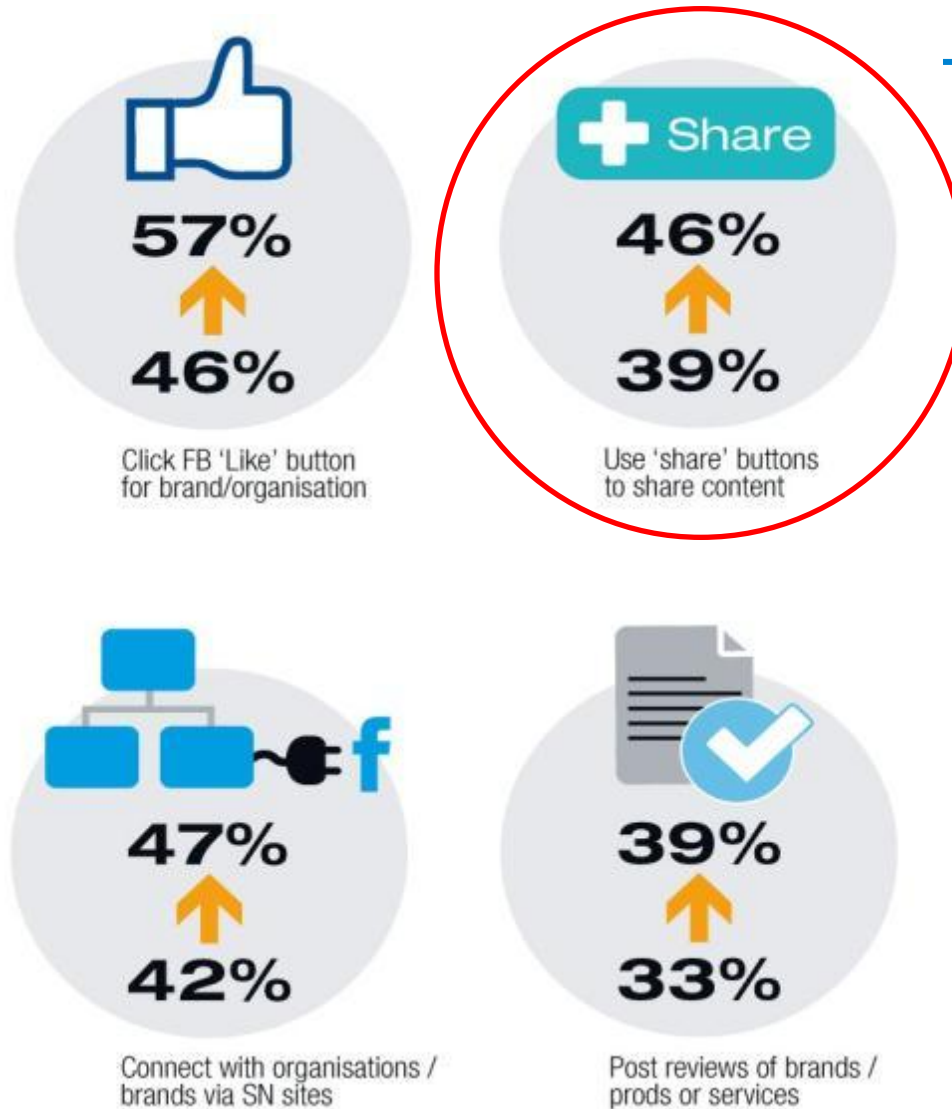


Proportion of social media users who have accessed Social Mobile

# Australians are increasingly consuming online content & services in their 'down time' and 'social time'



# Brand-related engagement on social media saw the greatest increase in adoption in 2011



# TRUST & ENGAGEMENT WITH SOCIAL ADS

# CONSUMER TRUST IN “EARNED” ADVERTISING GROWS IN IMPORTANCE

Earned media sources remain most credible

Trust in traditional paid advertising messages declines

Confidence in online and mobile advertising increases

Regional variances offer global marketers opportunities

Improved relevance in advertising has room to grow

Nielsen's Global Trust in Advertising Survey of more than 28,000 Internet respondents in 56 countries shows that while nearly half of consumers around the world say they trust television (47%), magazine (47%) and newspaper ads (46%), confidence declined by 24 percent, 20 percent and 25 percent, respectively, between 2009 and 2011.

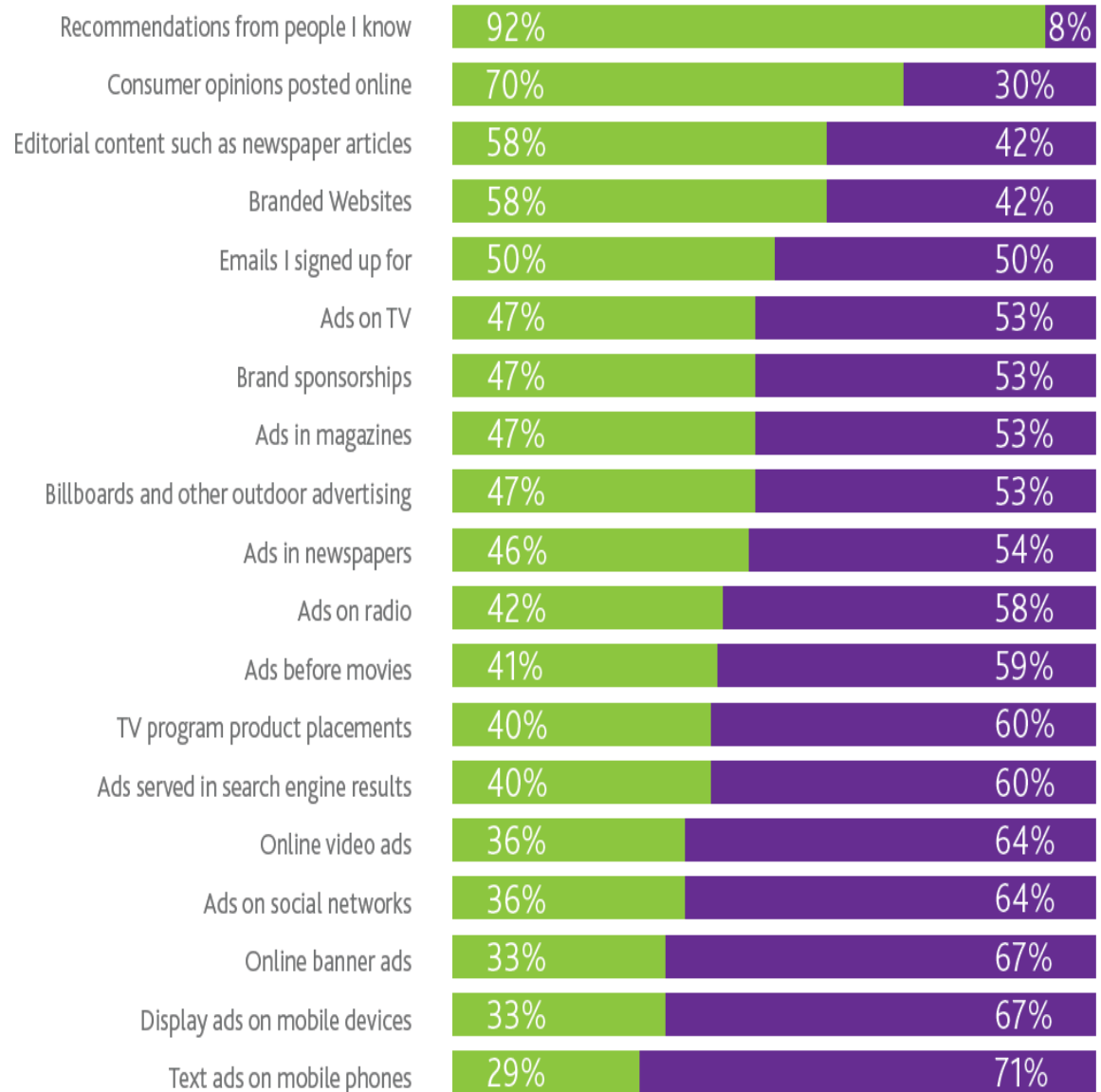


## To what extent do you trust the following forms of advertising?

Global Average

Trust Completely/  
Somewhat

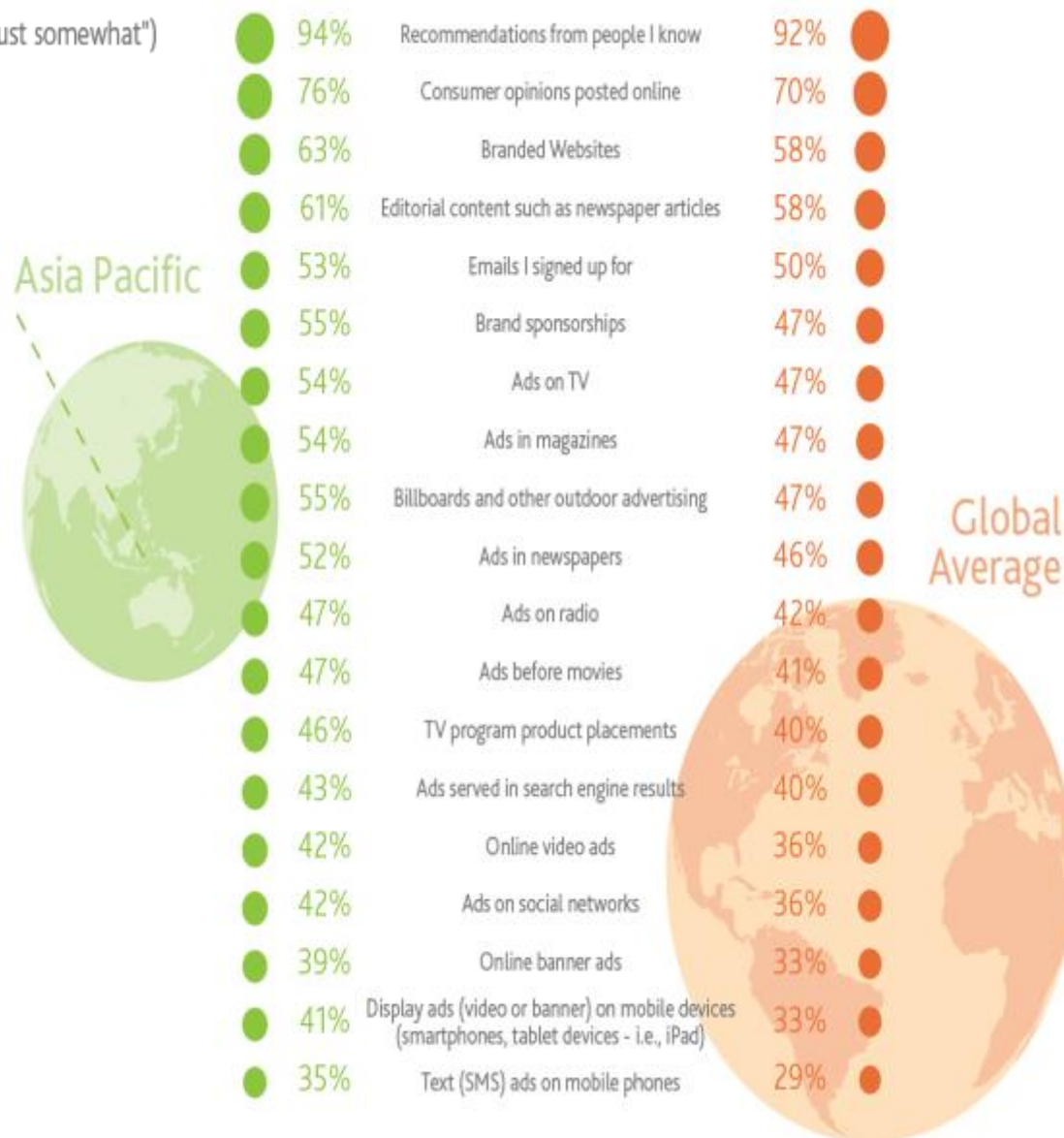
Don't Trust Much/  
At All



## To what extent do you trust the following forms of advertising/recommendation?

(Percentage of respondents answering "trust completely" or "trust somewhat")

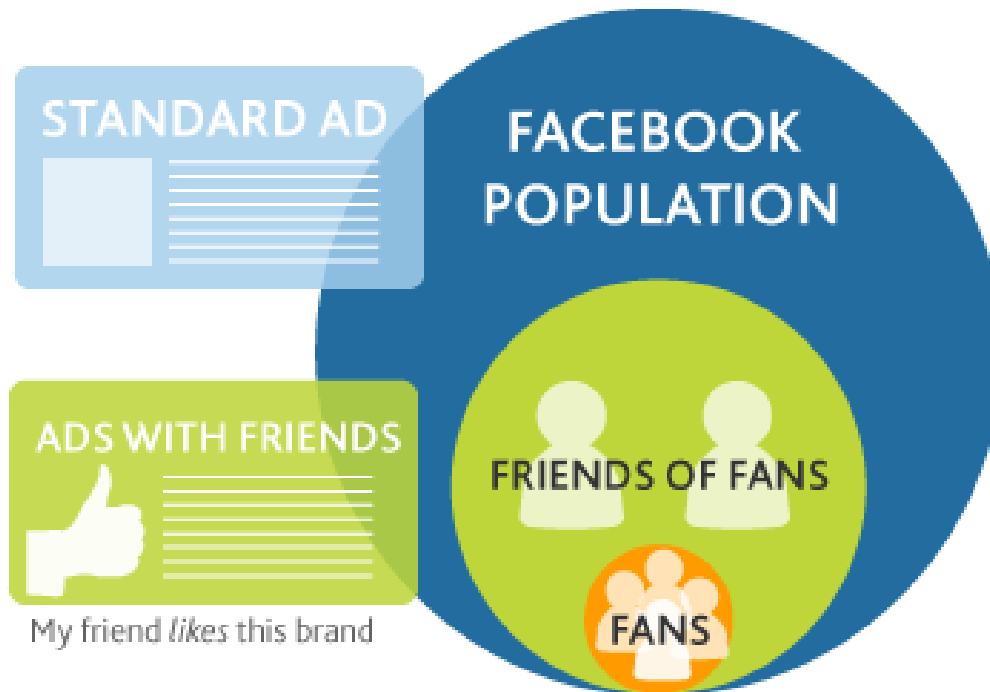
Our region in particular has higher levels of trust in general advertising.



Source: Nielsen Global Trust in Advertising Survey, Q3 2011

# Brand-related engagement on social media saw the greatest increase in adoption in 2011

## Social vs. Non-Social ads



Nielsen analyzed results from 79 Facebook campaigns over a period of six months to determine how well ads with social messages succeeded at breaking through to the audience.



# Brand-related engagement on social media saw the greatest increase in adoption in 2011

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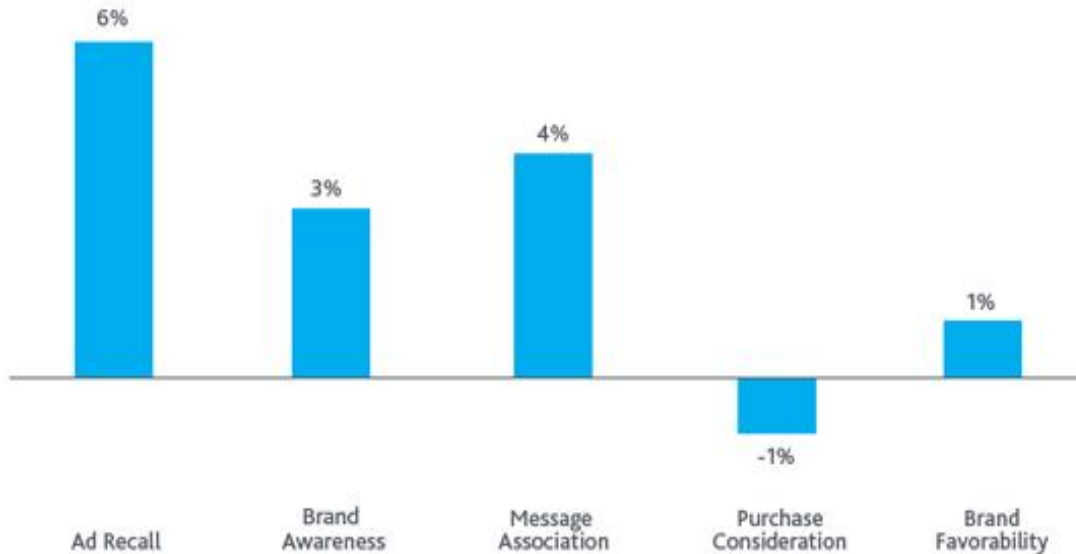
## Difference in Ad Recall for Social vs. Non-Social Ads



On average, social ads generate a **55%** greater lift in ad recall than non-social ads, though individual cases may vary.

# Brand-related engagement on social media saw the greatest increase in adoption in 2011

Average Online Brand Effect Results



Well-executed online advertising can drive branding metrics.

Source: Nielsen



This shouldn't come as a surprise as existing Online Advertising has already been proven in Australia with upward shifts across brand measures.

# Retailers moved into #1 position as the most popular sector to engage with via social media



**65%** general updates and information

**56%** offers / deals / coupons

**49%** access to exclusive information

# SOCIAL RESEARCH LEADING CAMPAIGNS

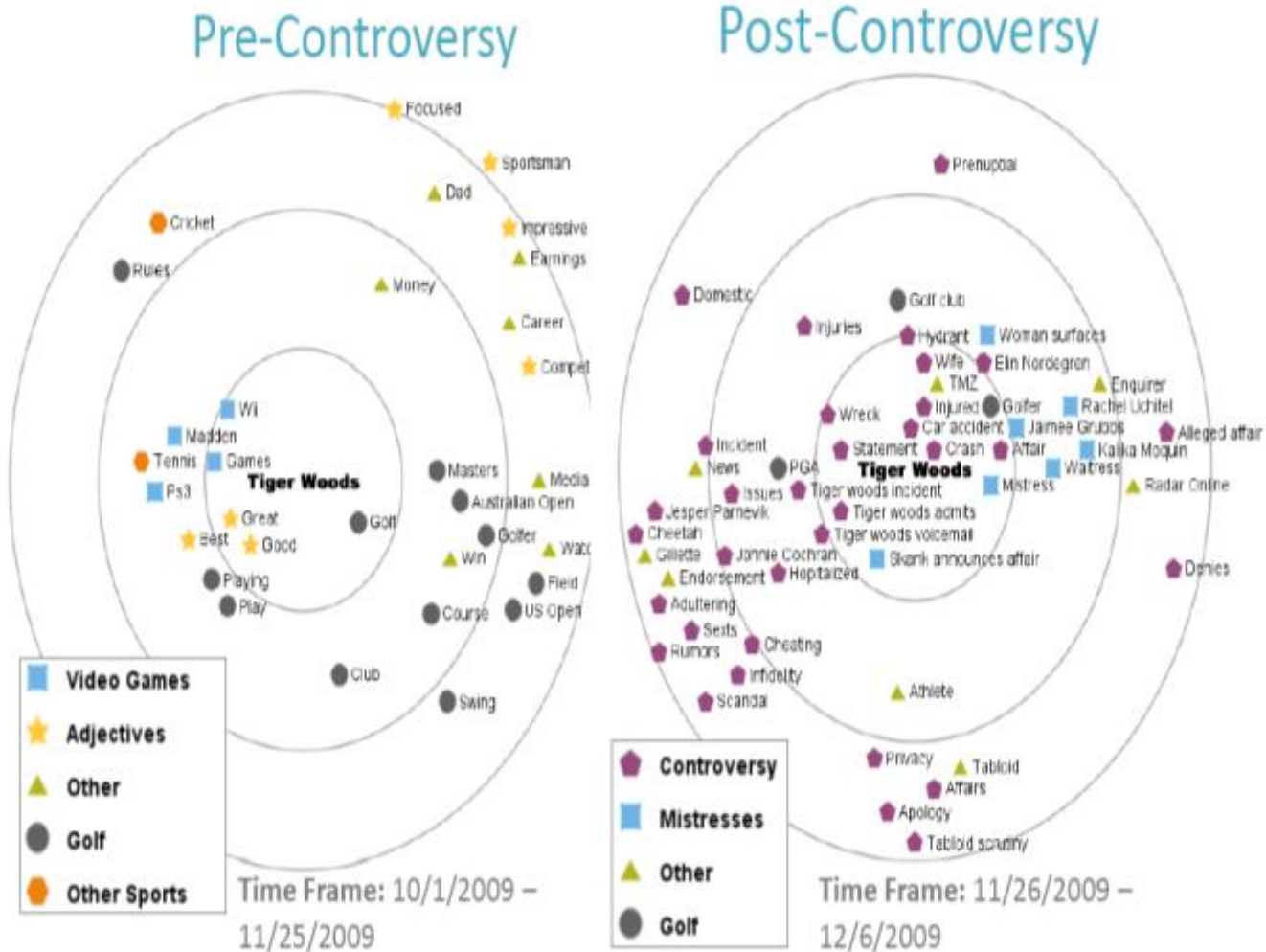
# Social Research Leading Campaigns

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## 1. LANGUAGE OF THE CONSUMER OPPORTUNITY: ADVERTISING MESSAGING



# Social Research Leading Campaigns



# A Tale of Two Communities

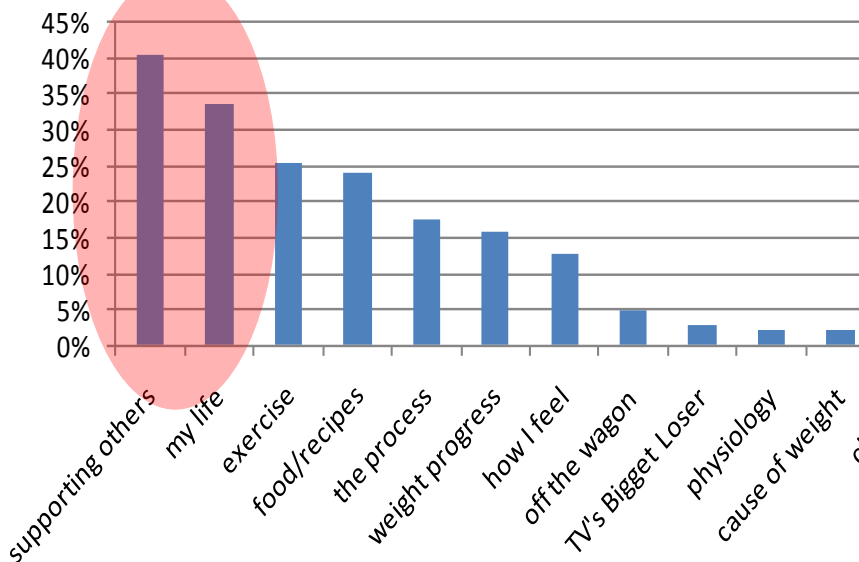


# Comparison of Two Communities – Discussion Topics

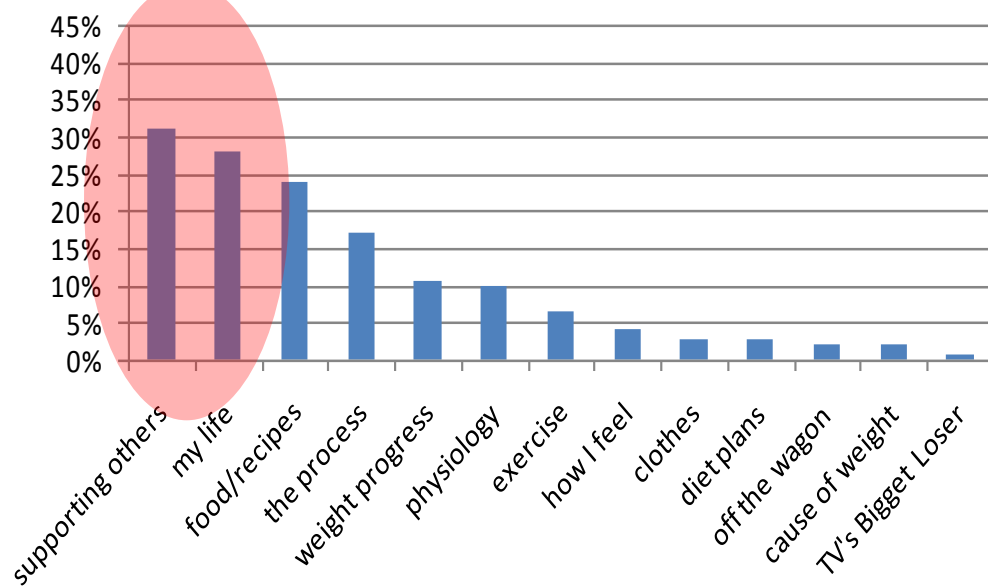
**support and sharing**  
**40% WW**

**31% TF**

### Weight Watchers Forum Topics



### Tony Ferguson Forum Topics



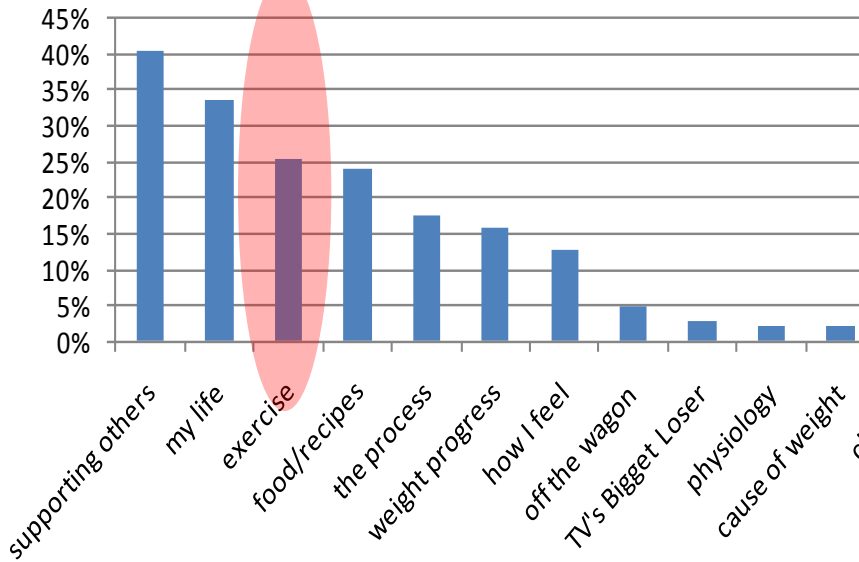
# A Tale of Two Communities – Discussion Topics

25% WW

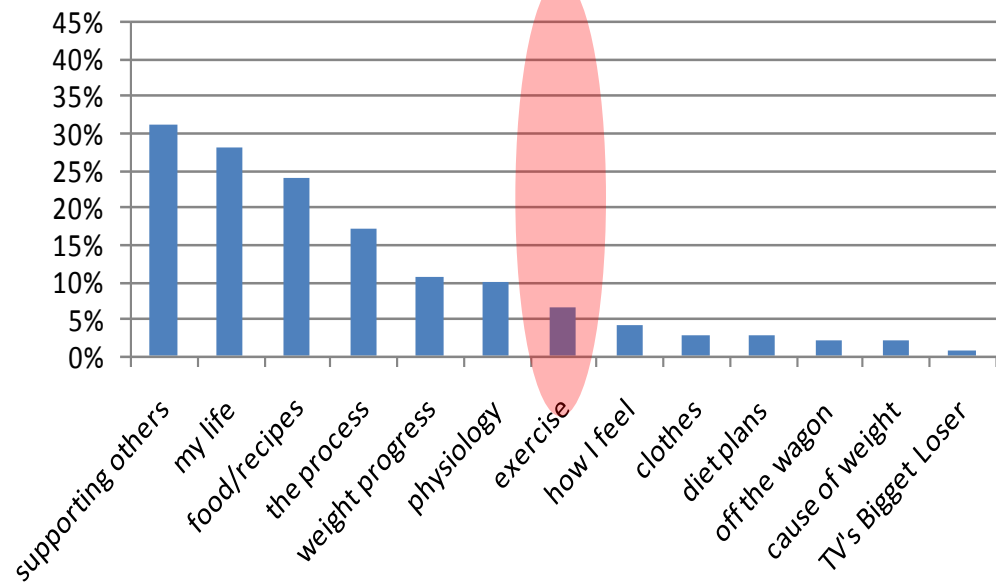
exercise

7% TF

Weight Watchers Forum Topics



Tony Ferguson Forum Topics



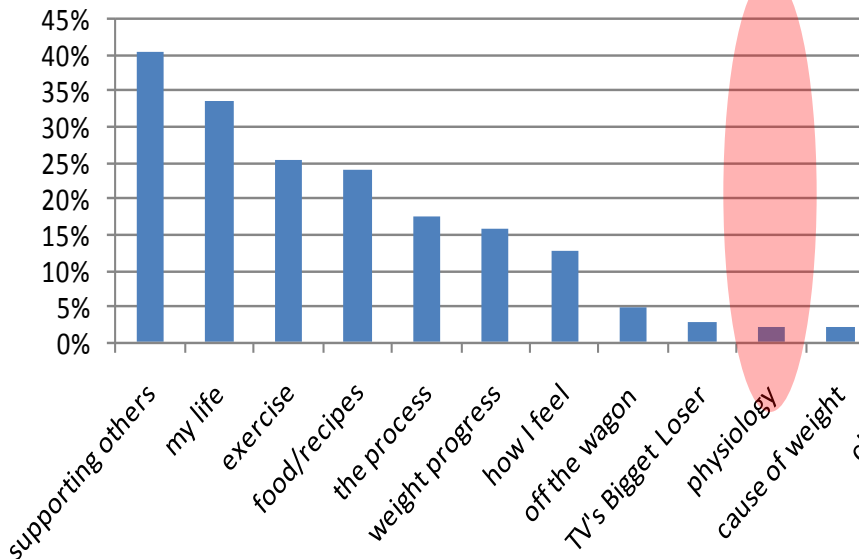
# A Tale of Two Communities – Discussion Topics

**2.5% WW**

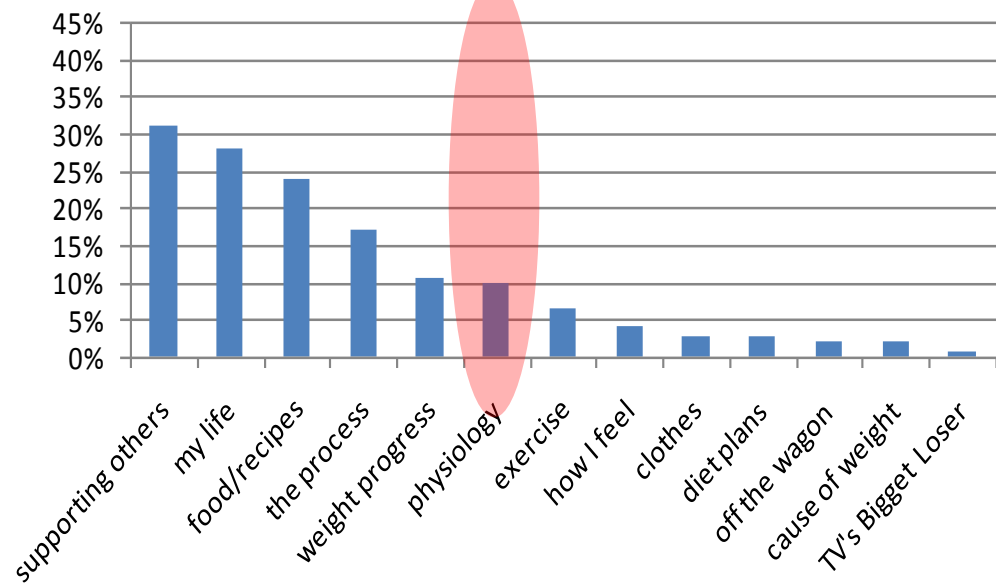
**physiology**

**10% TF**

**Weight Watchers Forum Topics**

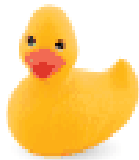


**Tony Ferguson Forum Topics**



# Social Research Leading Campaigns

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Essential **Baby**

**Audience Size:**

*300k monthly unique*

*Female skewed.*

**Language used:  
“DH” or “DS” or “DD” ??**

*Dearest Husband*

*Dearest Son*

*Dearest Daughter*

***Think about what language resonates  
with your audience***

# Final Thoughts

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- Share with your consumers – they will take ownership of your brand if you allow them to. It's a great source of research but will also allow a better understanding of how to market to them.
- Your advertising needs show some knowledge of the consumer, you're playing in their space – they are the publisher, author & moderator.
- Activate your consumers and they will be advocates within social media. Push method is not natural within social.
- Get better efficiency from your Ad spend through understanding the platform you advertising on. Listen.
- Think about how brands can also connect using creative messaging and leveraging the trust of friends (Facebook).



## What works: Advertising in Social Media

Agency Perspective (MEL)

Mike Watkins, Founder & MD, digiocial



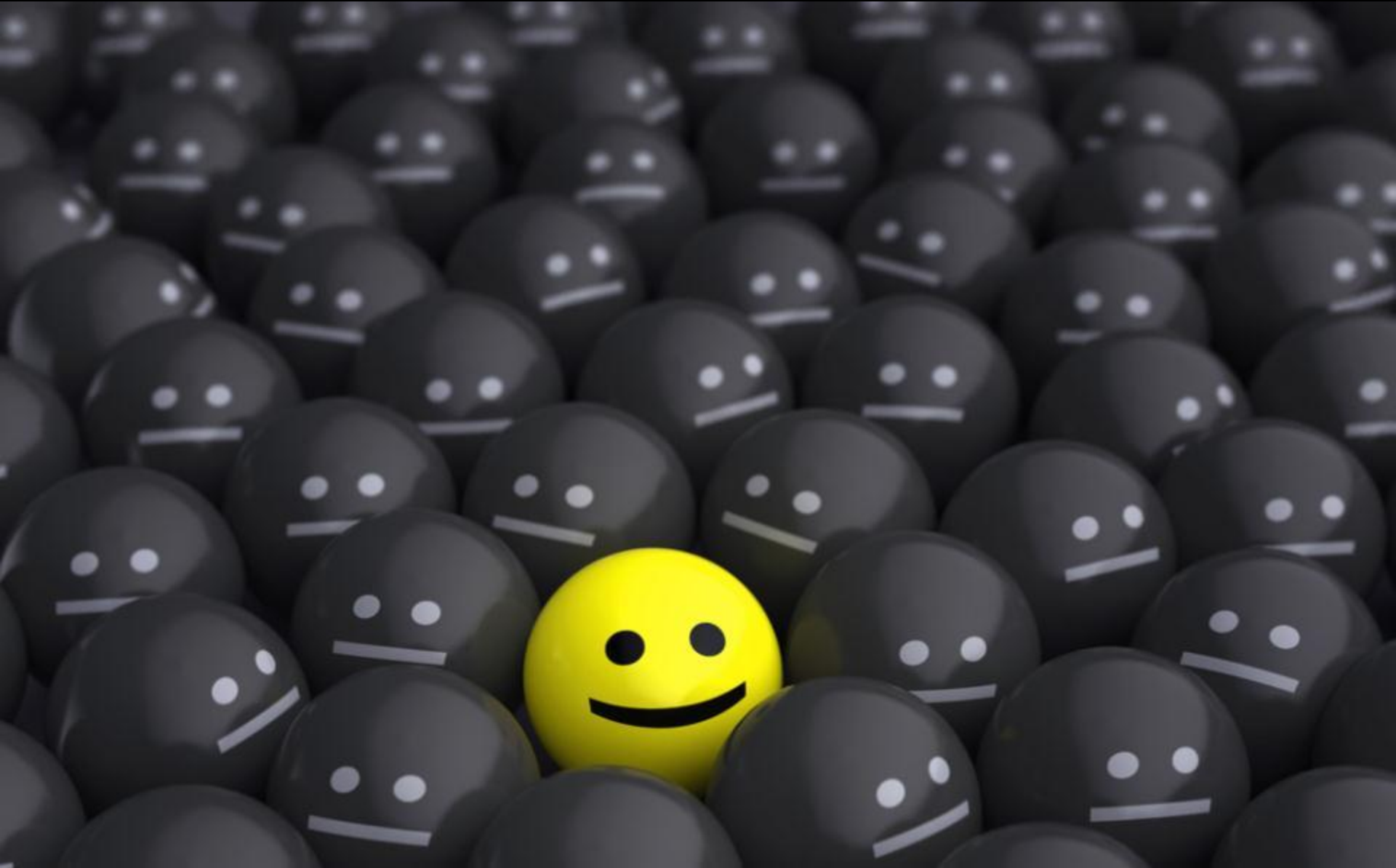
# 5 things, Social Advertising



# Hello

- 1 – Target the individual, not the demographic
- 2 – Ensure creative aligns with targeting
- 3 – Optimise, optimise, optimise
- 4 – Drive qualified traffic
- 5 – Adapt the fastest

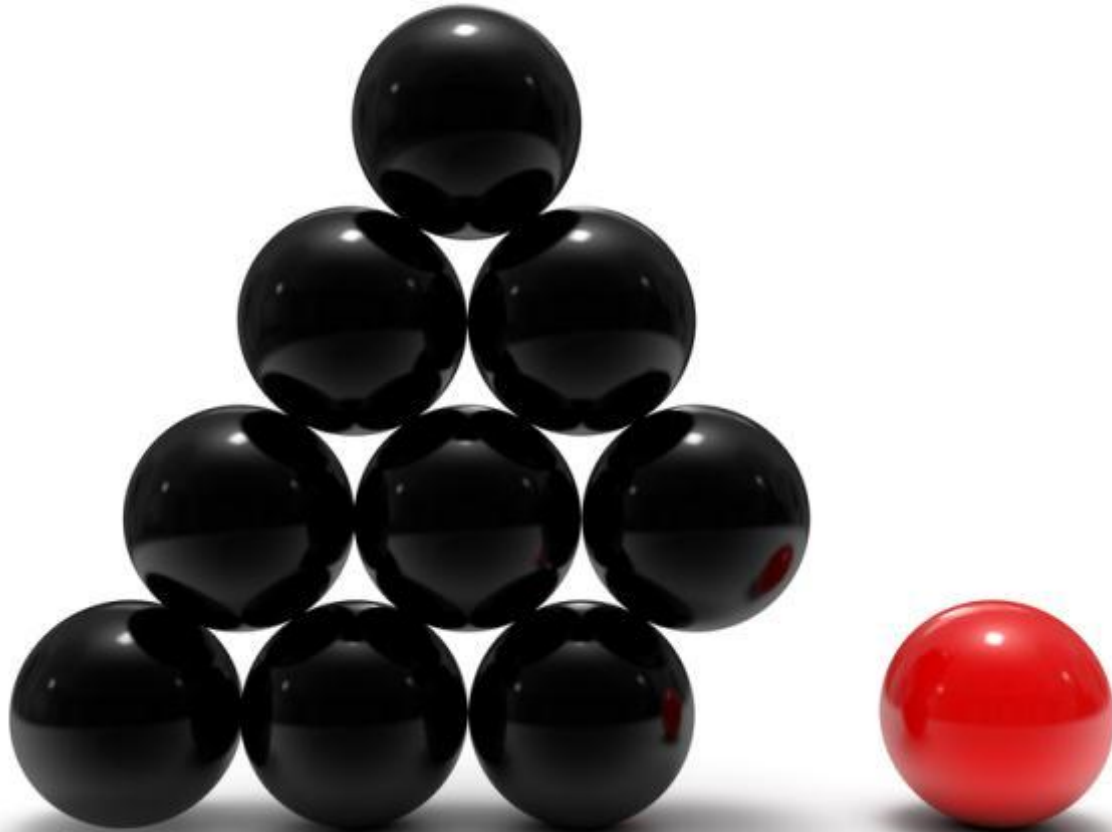
Target the individual, not the demographic



# Old School



# New School



# Picture your perfect consumer



Granular, specific targeting = win



Ensure creative aligns with targeting





# #Winning

Creative

Advert Preview Edit

**15M Skrillex Mix**



Australia! Click here for 15M of Skrillex  
Seamlessly mixed.  
Listen in, Listen up!

[View on site](#) · [Create a similar advert](#)

Targeting Edit

This advert targets 120,340 users:

- who live in Australia
- age 18 and older
- who like skrillex

Suggested bid: \$0.40-0.55 AUD




# #Winning

Creative

**Advert Preview** [Edit](#)

**Aussie Environmentalists**



Through a simple click, you can show support for sustainable fishing.

Mike Watkins likes Taronga Zoo.

[View on site](#) - [Create a similar advert](#)

**Targeting** [Edit](#)

This advert targets 265,780 users:

- who live in Australia
- who live in Sydney, NSW
- age 14 and older
- who are in one of the categories: Charity/Causes, Environment or Pets (All)

Suggested bid: \$0.31-0.63 AUD



# The most important word of all



# Optimisation



# Static versus Dynamic



# Static

News Photos Video Fashion Police Red Carpet Movies Awful Truth Watch w/ Kris

*Kim's*  
FAIRYTALE  
WEDDING



A TWO-NIGHT  
KARDASHIAN EVENT

SUNDAY, OCT. 9 @ 8/7c  
& MONDAY, OCT. 10 @ 9/8c

**BREAKING!**

## Kim Kardashian and Kris Humphries Divorcing!

Today 9:23 AM PDT by GINA SERPE



Like



Send



694 people like this. Be the first of your friends.



Unfortunately, Kim Kardashian's fairy-tale romance has come to an abrupt end.

# Dynamic

Future of Social Media - Web 3.0 and The Future of Social Media 2012 Forum in Sydney, 25th-27th June - From IBR Conferences Pty Ltd



Edit Photo

**Michael Watkins** Edit

**Social Strategist**

Sydney Area, Australia | Online Media

Improve your Profile

View profile

Ask for recommendations

Create your profile in another language

 100% profile completeness

Michael Watkins via Twitter 

**digioical** 19 interesting facts that can be found in facebook's IPO prospectus - <http://t.co/os2zj4k6>



**Documents: Understanding the Facebook Prospectus**

[dealbook.nytimes.com](http://dealbook.nytimes.com)

Facebook's S-1 filing with the Securities and Exchange Commission is the first step toward an initial public offering. DealBook is annotating the 148-page prospectus to decipher the giant social network's revenue, profit and...

 Favorite  Retweet  Reply · See all activity · Post an update · 2 days ago

**Current** **Director at mkl77 (formerly mudo media)** Edit  
**Social Media Lecturer at Adschool Australia** Edit  
**Founder at blublocks** Edit

see all ▾

+ Add a current position

**Past** Senior Social Strategist at One Green Bean  
Senior Social Strategist at Tongue

**THE AUSTRALIAN** 

REGISTER  
TODAY FOR  
THE FREE  
28 DAY  
DIGITAL PASS



Click here to register now

Who's Viewed Your Profile?

**14** Your profile has been viewed by 14 people in the past

# Media agencies





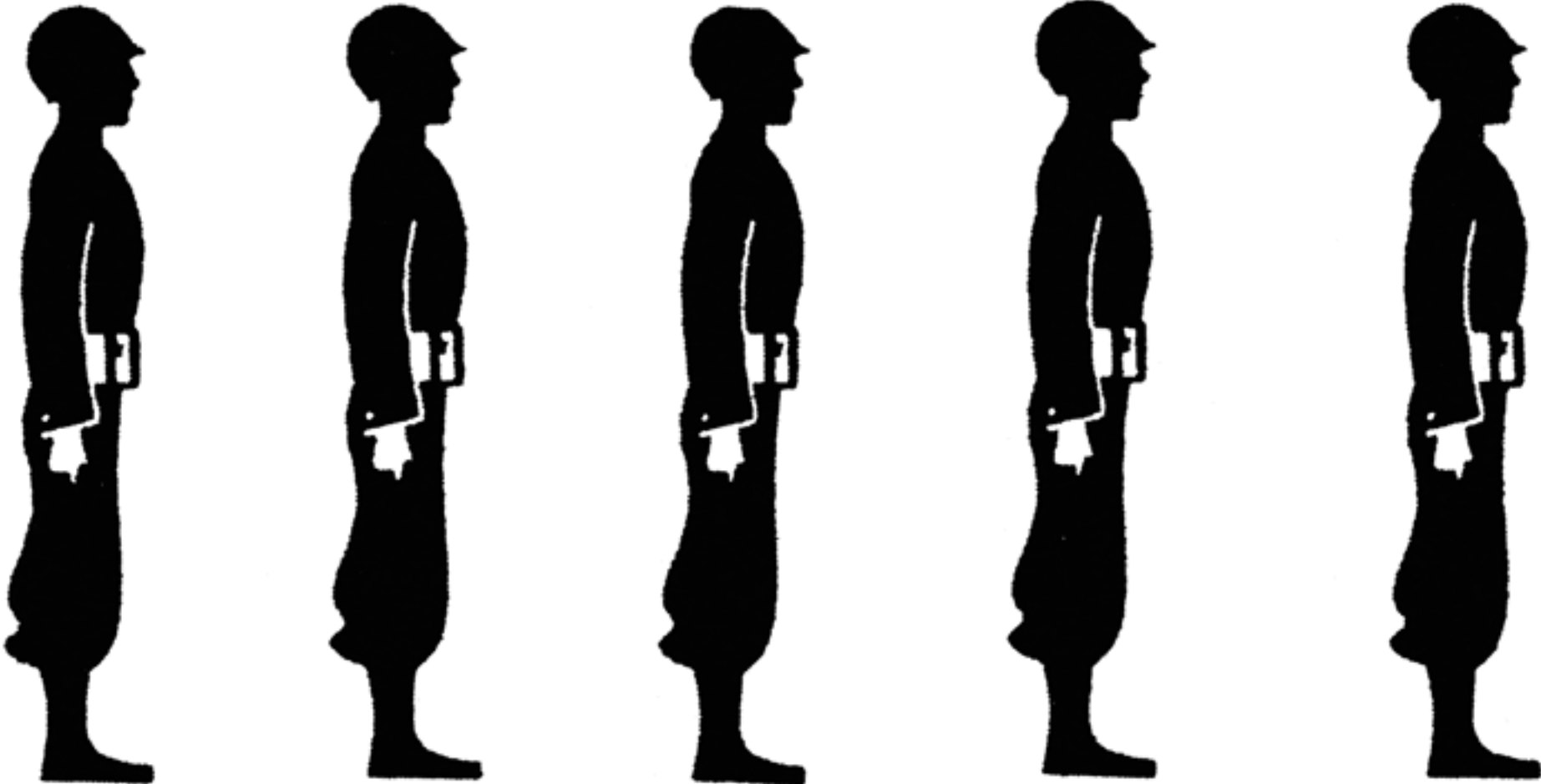
Traffic isn't good enough anymore

**WE SHALL DECIDE**



**YOUR LEVEL OF FAIL**

# Qualified Traffic is



# What is qualified traffic?

SUPRÉ fans only.



\$17

Floral Summer Dress. 10% of all online stock, only for SUPRÉ fb fans. Promo Code FB15.

SUPRÉ fans only.



\$22

Gold Studded evening Dress. 10% of all online stock, only for SUPRÉ fb fans. Promo Code FB15.

SUPRÉ fans only.



\$35

Flared Jeans. 10% of all online stock, only for SUPRÉ fb fans. Promo Code FB15.



supré  
.com.au

# Benefits of Qualified traffic

Higher dwell time

Higher conversions

Higher engagement

Higher likelihood of repeat visits

Being first in, pays off



# Being first in, pays off

Social moves so fast.

Advertisers who adapt just as fast, benefit.

# SUPRÉ

75,000 fans for 4k

=

0.053c a fan in mid 2009

# Crunchy Nut Cornflakes

100,000 fans for 90k

=

0.9c a fan in early 2011



# Recap

- 1 – Target the individual, not the demographic
- 2 – Ensure creative aligns with targeting
- 3 – Optimise, optimise, optimise
- 4 – Drive qualified traffic
- 5 – Adapt the fastest

# Thanks!



Mike Watkins

@digioical

2<sup>nd</sup> May 2012



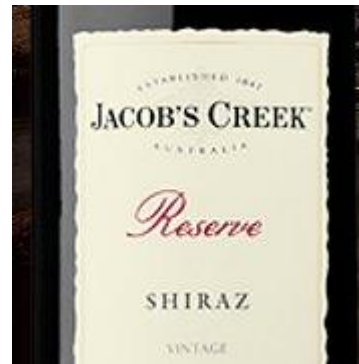
## What works: Advertising in Social Media

Agency Perspective (SYD)

Ash Ringrose, Co-founder, Soap Creative



# **ADVERTISING IN SOCIAL MEDIA**



# FANS MANAGED

4,399,562

## SOAP FACEBOOK COMMUNITIES

1  **Bubble O' Bill Ice Creams**  
✓ Like  Ashley Ringrose, Chris Coward and 1,122,344 others like this.  


2  **Official Rio the Movie**  
✓ Like  Ashley Ringrose, Dougal Strachan and 885,480 others like this.  


3  **Official Narnia: Voyage of the Dawn Treader**  
✓ Like  Ashley Ringrose, Rojak Maelstrom and 730,591 others like this. - Admin Page - Insights  


4  **Official Water for Elephants Movie**  
✓ Like  Ashley Ringrose, Matthew Willis and 350,895 others like this.  


# Social Landscape



**Facebook**



**StumbleUpon**



**Twitter**



**Reddit**

# You can also include

 Adwords with Google+

 Youtube

 LinkedIn

 eBay

 Flickr

 Pinterest

 Forums

## Niche is nice!

 TripAdvisor

 Yelp!

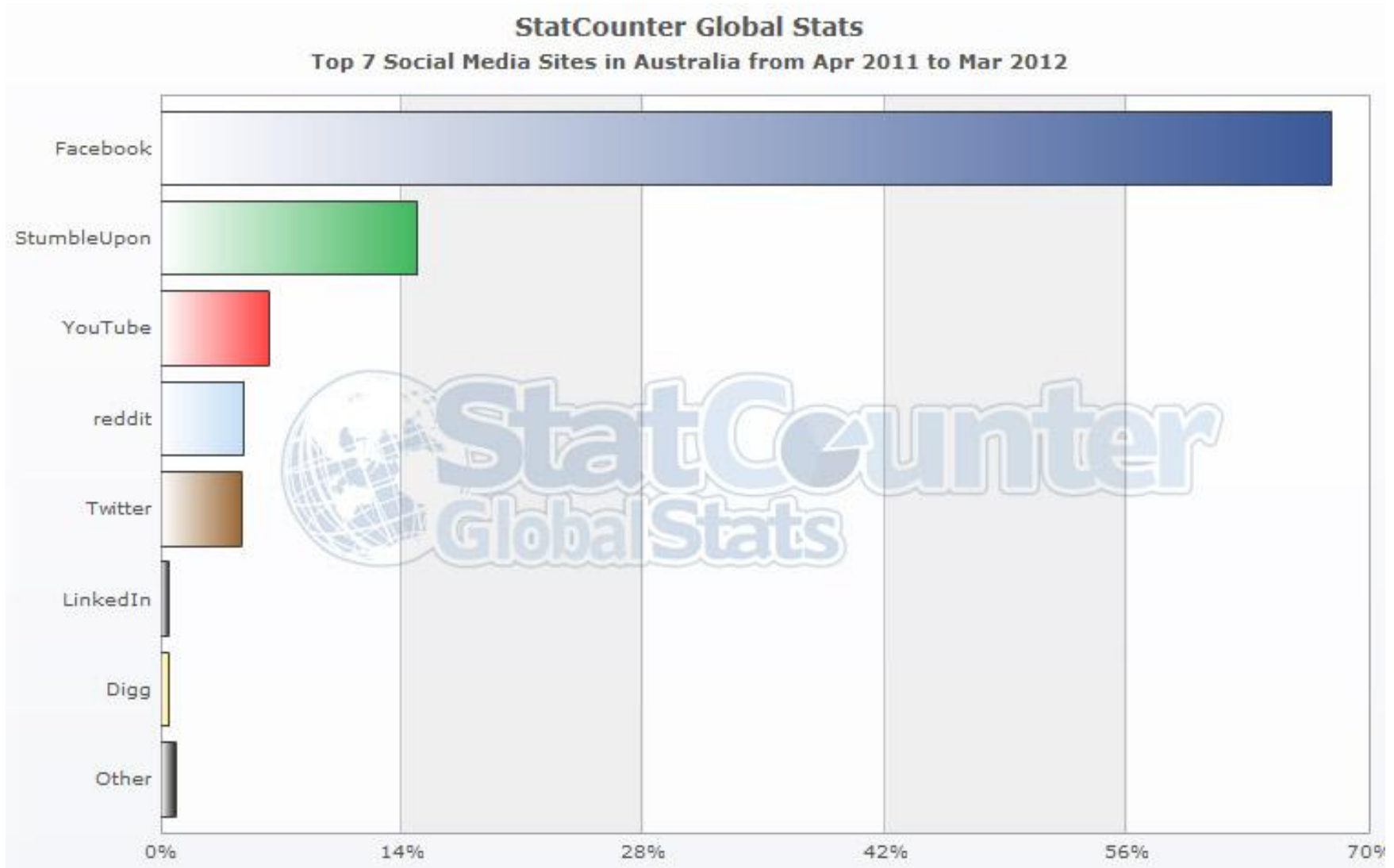
 Dribbble

 Deviant Art

 Spotify



# Traffic drivers



# A quick overview

1. Be selective
2. All require different strategies = lots of work
3. Direct response
4. Buzz can be deceiving
5. **Have a goal**

# What is your goal?

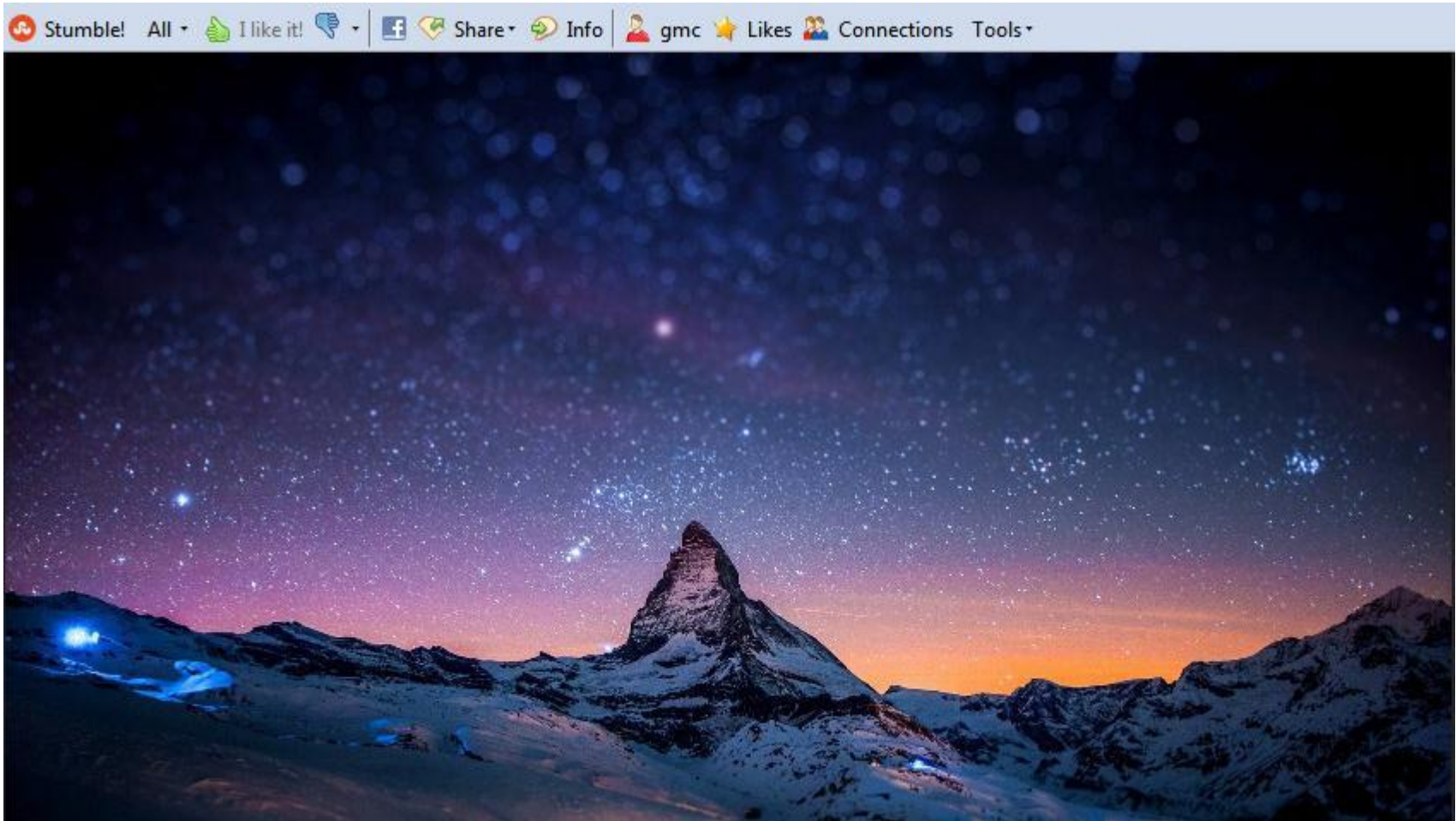
- More fans?
- More engagement?
- Product Education?
- App installs?
- Video Views?
- Event RSVPs?
- Web traffic?
- Brand awareness?

**STUMBLEUPON.COM**

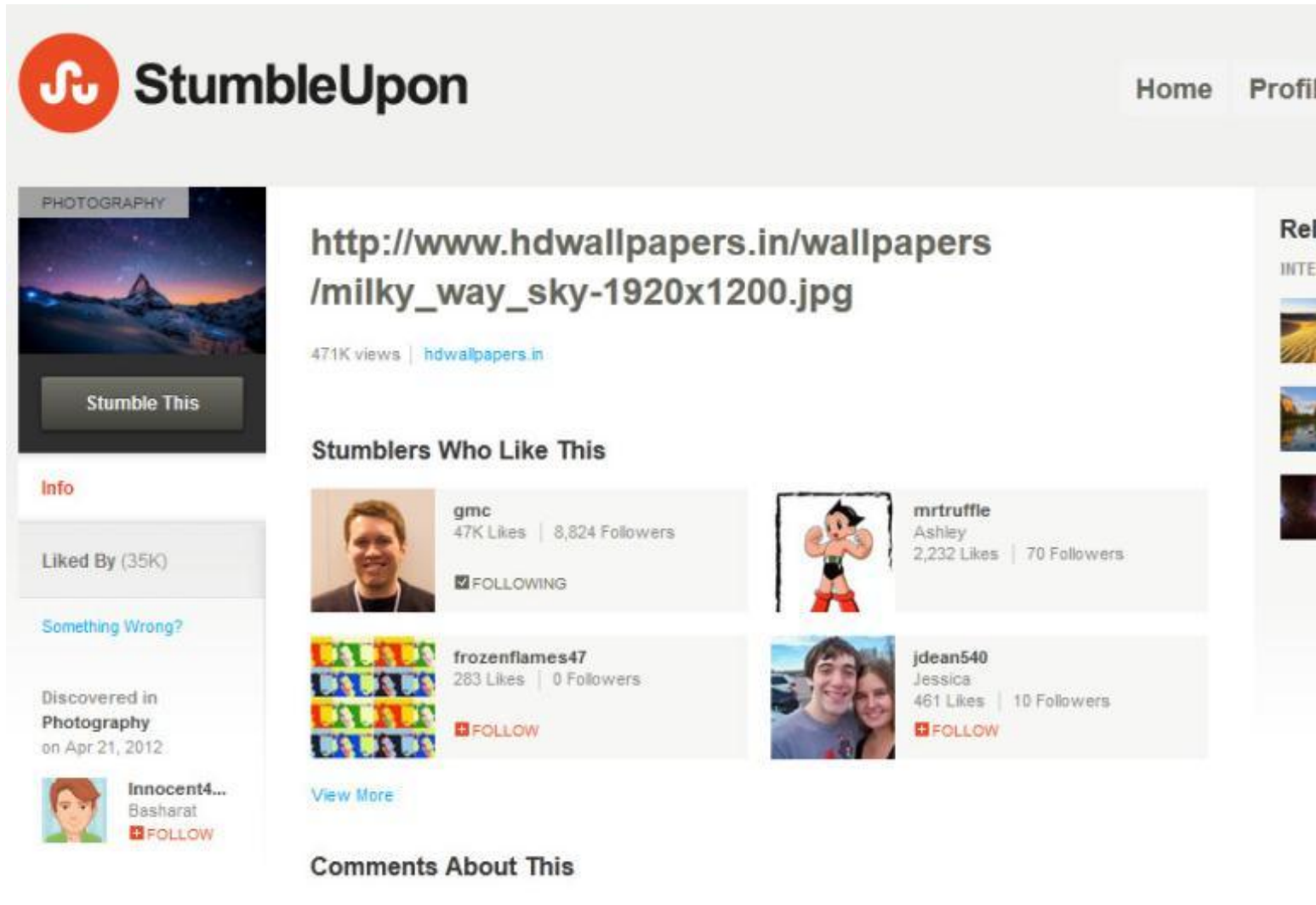
# What is StumbleUpon?

- Simple web/mobile tool bar
- Click to visit “random” site based on profile
- Like or “hate” any page
- 25 Million worldwide and growing by 1M a month
- ~400k+ Aussies
- **Old news = no buzz**

# Is that it?



# I guess people like it



The screenshot shows a StumbleUpon interface. At the top left is the StumbleUpon logo. To the right are navigation links for 'Home' and 'Profile'. The main content area features a 'PHOTOGRAPHY' category tag and a thumbnail image of a Milky Way galaxy over a snowy mountain range. Below the image is a 'Stumble This' button. The URL of the post is 'http://www.hdwallpapers.in/wallpapers/milky\_way\_sky-1920x1200.jpg', with '471K views' and a link to 'hdwallpapers.in'. Below the URL is a section titled 'Stumblers Who Like This' containing four user profiles: 'gmc' (8,824 followers, following), 'mrtruffle' (Ashley, 2,232 likes, 70 followers), 'frozenflames47' (283 likes, 0 followers, follow), and 'jdean540' (Jessica, 461 likes, 10 followers, follow). On the left side, there is an 'Info' section with 'Liked By (35K)', a 'Something Wrong?' link, and a note that the post was 'Discovered in Photography on Apr 21, 2012'. At the bottom left of the info section is a profile for 'Innocent4...' (Basharat, follow). On the right side, there is a 'Related' section with 'INTERESTING' and a vertical list of image thumbnails.

**StumbleUpon** Home Profile

PHOTOGRAPHY

[http://www.hdwallpapers.in/wallpapers/milky\\_way\\_sky-1920x1200.jpg](http://www.hdwallpapers.in/wallpapers/milky_way_sky-1920x1200.jpg)

471K views | [hdwallpapers.in](http://hdwallpapers.in)

Stumble This

**Info**

Liked By (35K)

Something Wrong?

Discovered in **Photography** on Apr 21, 2012

**Stumblers Who Like This**

- gmc**  
47K Likes | 8,824 Followers  
FOLLOWING
- mrtruffle**  
Ashley  
2,232 Likes | 70 Followers
- frozenflames47**  
283 Likes | 0 Followers  
FOLLOW
- jdean540**  
Jessica  
461 Likes | 10 Followers  
FOLLOW

[View More](#)

**Comments About This**

**Innocent4...**  
Basharat  
FOLLOW

Related  
INTERESTING

# What is Nanotechnology?

Selected **0**

Popular (31)

Arts/History (38)

Commerce (31)

Computers (43)

Health (34)

Hobbies (28)

Home/Living (38)

Media (23)

Music/Movies (60)

Outdoors (16)

Regional (27)

Religion (17)

Sci/Tech (59)

Society (58)

Sports (36)

Animation (862)

Arts (1660)

Bizarre/Oddities (2281)

Books (1243)

Cars (875)

Cats (324)

Computers (996)

Environment (581)

Food/Cooking (1646)

Graphic Design (748)

Health (1125)

Humor (3035)

Internet (1288)

Internet Tools (787)

Linux/Unix (103)

MacOS (169)

Movies (2196)

Music (2470)

Online Games (1181)

Photography (2265)

Politics (138)

Programming (138)

Satire (629)

Science (1275)

Self Improvement (1353)

Shopping (823)

Software (369)

Travel (1493)

Video Games (1209)

Web Development (142)

Weblogs (74)



# Targeting... too easy

## Bad targeting

- Bird Watching (59)
- Celtic Music (86)
- Conspiracies (758)
- Exotic Pets (536)
- Hunting (81)
- Lefthanded (79)
- Magic/Illusions (1520)
- Paganism (68)
- Paleontology (77)
- UFOs (366)

## Good initial test

- Banking (59)
- Business (252)
- Capitalism (83)
- Daytrading (38)
- Entrepreneurship (246)
- Financial planning (96)
- Investing (129)
- Management/HR (46)
- Options/Futures (40)
- Petroleum (23)

# How much?

- 5c – 20c per “stumble”
- No min spend
- Max spend based on audience

# FREE!?

## Lifetime

Created	Score	Paid	Free	Cost	ECPV
Jul 31, 2008	62.50%	3,711	35,108	\$185.55	0.48¢
Oct 22, 2009	78.95%	3,687	29,665	\$184.35	0.55¢
Jul 20, 2010	83.62%	10,948	12,721	\$547.40	2.31¢
Dec 9, 2010	65.71%	21,319	5,009	\$1,065.95	4.05¢
Sep 8, 2010	78.63%	7,267	4,508	\$363.35	3.09¢
Oct 24, 2009	80.39%	940	3,702	\$47.00	1.01¢
Jan 9, 2012	84.06%	42,397	2,571	\$2,119.85	4.71¢

MADE BY **Microsoft**

POWERED BY **-NOISE TO SIGNAL™**



ABOUT

Tweet 115

Like 114

# When to use?

- **Goal:** Want to drive traffic
- When you have **interesting** content
- & you can define the targets interests
- & supplement other advertising

# Final Tip

**Stumble to Facebook = BAD**

**TWITTER**

# Twitter Promoted Tweets/Hashtags

- Your tweet or #hashtag promoted to users
- Pay \$120k per day
- Can only device & geo target
- **Guaranteed hijacking**
  - Users
  - Spambots



# Hashtag Hijacking



 **McDonald's**   
@McDonalds

Meet some of the hard-working people dedicated to providing McDs with quality food every day #McDStories  
[med.to/zEckNn](http://med.to/zEckNn)



19 Jan 12       Reply    Retweet    Favorite






 **Nicholas Taylor**  
@Nicholastaylor 

These #McDStories never get old, kinda like a box of McDonald's 10 piece Chicken McNuggets left in the sun for a week.

24 Jan 12       Reply    Retweet    Favorite

 **Terry**  
@StMizzousky 

The McRib contains the same chemical used to make yoga mats, mmmmm #McDStories

24 Jan 12       Reply    Retweet    Favorite

 **Elizabeth Leyland**  
@LizzieLey 

While eating my Chicken McNuggets...I ponder how many lab rats had to die making them. #McDStories

24 Jan 12       Reply    Retweet    Favorite

**May**  
@Alice\_2112

Hospitalized for food poisoning after eating McDonalds in 1989. Never ate there again and became a Vegetarian. Should have sued. #McDStories

January 24, 2012

# When to use?

- When you want to get fired

# When to use?

- **Goal:** Want to generate buzz
- Use #hashtags with more creativity & less \$\$\$

**FACEBOOK**

**SHOW ME  
YOUR COST  
PER FAN**



# WHAT IS FACEBOOK?

- It's a....

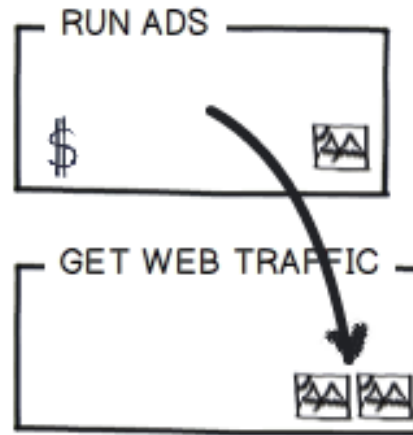
# FACEBOOK AD MYTH

**Facebook ads are NOT a reach/branding medium.**


Reach and frequency mean little  
Frequency of 10+ is OK.

**CTR, Conversion Rate & Cost per Fan**  
are the metrics to pay attention to.

# BAD USER FUNNEL



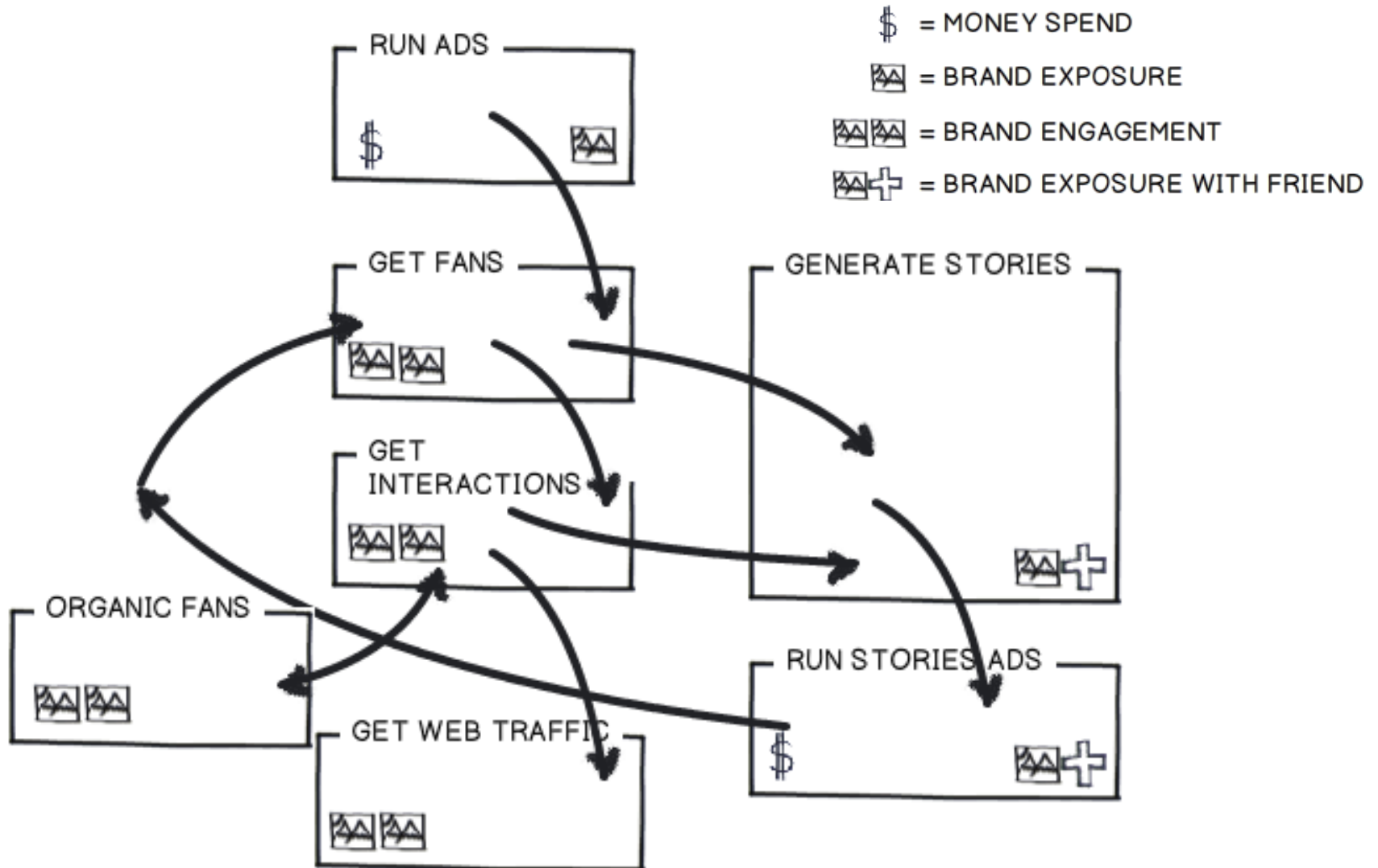
\$ = MONEY SPEND

 = BRAND EXPOSURE

  = BRAND ENGAGEMENT



# GOOD USER FUNNEL



# TOO MANY OPTIONS!

- Premium vs. Marketplace
- External URL
- Standard Page Like Ad
- Page Post Ad
  - Photo
  - Video
  - Poll
  - Text
- Events
- Places
- Application
  - App used story
  - App share story
- Page Like Story
- Page Post Like Story
- Argh! Ads

# THE HARD WORKING LIKE AD

## Xbox Australia and New Zealand



Halo Anniversary is out now. Click here to get a custom Service to Halo badge

You like this.

# THE PAGE POST AD



## Xbox Australia and New Zealand

Halo: CE Anniversary is out now. What's got you most excited - co-op mode, achie...



465 likes 125 comments 40 shares



Jacob's Creek asked: Where will you be watching the Melbourne Cup today?



At work



At home

2 more...



## Xbox Australia and New Zealand

Design your ultimate Halo medal with our 10-year Anniversary accolade builder. D...



49 likes 23 comments 1 share



## Xbox Australia and New Zealand

Time to dust off those opinions - what's your pick for the best game of 2011? - kronjob

41 likes 343 comments · Share

# THE SPONSORED STORY



**Ashley Ringrose** likes Jacob's Creek.



**Jacob's Creek**  
Like

# THE EVENT AD

## Enjoy an outdoor movie



Enjoy an evening of open air cinema with great wines, delicious food and picturesque surroundings at the Jacob's Creek Visitor Centre



RSVP · Ashley Ringrose will be attending:

# HIGHLY COMPETITIVE

facebook



Search



Ashley Ringrose

Home



## Ads and Sponsored Stories You May Like

Create an advert

All Recently viewed Sponsored stories

### We Wish



Daily design inspiration featuring great home furnishings, accessories, art & design.

Like · 696 people like this.

### AndroidPIT.com



AndroidPIT.com is the go-to-place for everything Android. Know the news, read our unbiased

Like · 7,323 people like this.

### Sandi Krakowski



Millionaire Mommy Blogger-Teaches free tips on Wordpress, Blogging, Copywriting.

Like · 22,062 people like this.

### See Wilson Luna 5-6 May

yourfamilyyourmoney.com



Claim \$2097 Tickets for FREE to Wilson Luna Millionaire Incubator Bootcamp Event in Sydney

### TAB Sportsbet



Get all the latest 2012 Rugby League news & odds on the TAB Sportsbet page. Like us today!

Like · 55,203 people like this.

### TargetWeight



Stay young by tracking your Weight, Steps & BP on your iPhone or iPad. 2M+ users Like it!

Like · 3,739 people like this.

### Attix



Looking to create more storage in your home? We have a huge range of attic ladders for DIY

Like · 870 people like this.

### LIVE AFL now on



Now you can get LIVE AFL with FOXTEL on Xbox 360. There's no lock-in contract and no installation. Give your Xbox more game.

### Puffin Books Australia



Read an extract from this outstanding new adventure series for readers aged 6-9 by Justin D'Ath, creator of Extreme Adventures.

Like · 5,623 people like this.

### Schweppes Australia



The cocktail revolution has begun. Rise up and follow Cocktailbike to unleash your creative side!

Like · 43,165 people like this.

### Must Be 18+ To Play



Click to play the #1 war strategy game of 2012: BATTLE PIRATES. Rule the seas!

### Can You Beat Level 1?



Peace is not an option. Play War Commander!

### OzForex



Win 8x \$1,000 of travel money! Get your OzForex Travel Card and win. Details on our wall.

Like · 1,637 people like this.

### Cha-Ching!



Wheel. of. FORTUNE! Spin these new SLOTS and win today!

### Building Cities is Boring



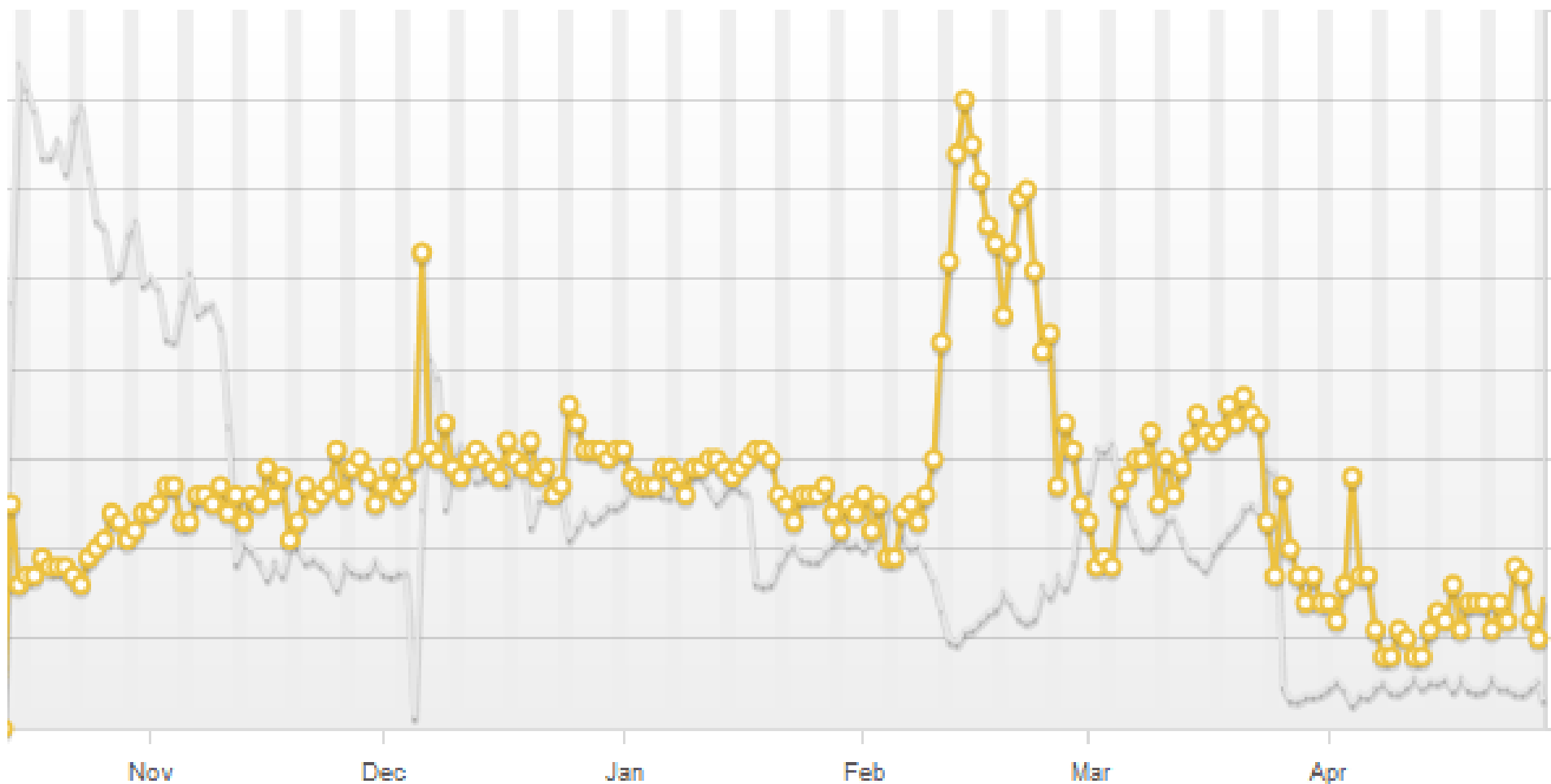
Blowing cities up is way more satisfying. Wasteland Empires - play now!



**SEASONAL**



# COST PER FAN/CLICKS: 6 MONTHS



**SPEND LIKE A TURTLE**



# TARGETING



# GLORIOUS DATA

- **Friends of Fans**
- **Age**
- **Gender**
- **Language**
- **Sexual Interest**
- **Location**
- **Education level**
- **Family Status**
- **Mobile**
- **Precise Interests**
- **Category Targeting**
- **Existing Pages**

# TARGET WITH A PURPOSE

## BIEBER FANS

Estimated reach

**15,820** people

- who live in **Australia**
- between the ages of **18** and **30** inclusive
- who are **female**
- who like **justin beiber** or **justin bieber**
- who are **single**
- who are interested in **men**

## GAMERCHIX WITH DEGREE

Estimated reach

**1,520** people

- who live in **Australia**
- between the ages of **18** and **30** inclusive
- who are **female**
- who like **video games, xbox 360, xbox, nintendo ds, ps3, nintendo, nintendo wii, psp, wii or playstation**
- who **have graduated from university**
- who are **single**
- who are interested in **men**

## TREKKIE FAN BABES

Estimated reach

**920** people

- who live in **Australia**
- age **18** and older
- who are **female**
- who like **star trek**
- who are **single**
- who are interested in **men**

## PRINCESS LEIA COSPLAYERS

Estimated reach

**3,160** people

- who live in **Australia**
- age **18** and older
- who are **female**
- who like **star wars**
- who are **single**
- who are interested in **men**

## THE RAREST POKEMON

Estimated reach

fewer than **20** people

- who live in **Australia**
- between the ages of **18** and **30** inclusive
- who are **female**
- who like **linux** or **ubuntu**
- who are **single**
- who are interested in **men**

## BIEBER FAN BAITING

Estimated reach

**20,840** people

- who live in **Australia**
- between the ages of **18** and **30** inclusive
- who are **male**
- who like **justin beiber** or **justin bieber**
- who are **single**
- who are interested in **women**

## GAMER DUDES WITH DEGREE

Estimated reach

**6,560** people

- who live in **Australia**
- between the ages of **18** and **30** inclusive
- who are **male**
- who like **video games, xbox 360, xbox, nintendo ds, ps3, nintendo, nintendo wii, psp, wii or playstation**
- who **have graduated from university**
- who are **single**
- who are interested in **women**

## TREKKIE FAN BOYS

Estimated reach

**3,120** people

- who live in **Australia**
- age **18** and older
- who are **male**
- who like **star trek**
- who are **single**
- who are interested in **women**

## STAR WARS TOY COLLECTORS

Estimated reach

**13,240** people

- who live in **Australia**
- age **18** and older
- who are **male**
- who like **star wars**
- who are **single**
- who are interested in **women**

## LINUX MEETUP STUDS

Estimated reach

**680** people

- who live in **Australia**
- between the ages of **18** and **30** inclusive
- who are **male**
- who like **linux** or **ubuntu**
- who are **single**
- who are interested in **women**

# BUT DON'T OVER TARGET

## ANY WOMAN IN AUS

Estimated reach

**4,371,600** people

- who live in **Australia**
- age **18** and older
- who are **female**

### WHO ISN'T TOO OLD

Estimated reach

**2,163,100** people

- who live in **Australia**
- between the ages of **18** and **30** inclusive
- who are **female**

### THAT LIKES MEN

Estimated reach

**699,520** people

- who live in **Australia**
- between the ages of **18** and **30** inclusive
- who are **female**
- who are interested in **men**

### ENJOYS SEX & SHARING THAT WITH EVERYONE

Estimated reach

**72,160** people

- who live in **Australia**
- between the ages of **18** and **30** inclusive
- who are **female**
- who like **sex, shower sex, morning sex, i love sex or middle night sex**
- who are interested in **men**

### AND IS SINGLE

Estimated reach

**21,480** people

- who live in **Australia**
- between the ages of **18** and **30** inclusive
- who are **female**
- who like **morning sex, middle night sex, sex or i love sex**
- who are **single**
- who are interested in **men**

### & NEEDS A STUDY BUDDY

Estimated reach

**460** people

- who live in **Australia**
- between the ages of **18** and **30** inclusive
- who are **female**
- who like **sex, shower sex, morning sex, i love sex or middle night sex**
- who are **at university**
- who are **single**
- who are interested in **men**

# OR GO TO BROAD

Estimated reach [?]

**10,659,580** people

- who live in **Australia**

Estimated reach [?]

**4,568,420** people

- who live in **Australia**
- who are in the category **Movie/Film (All)**

Estimated reach [?]

**4,459,720** people

- who live in **Australia**
- who are in the category **Music (All)**

Estimated reach [?]

**2,691,580** people

- who live in **Australia**
- who are in the category **Sports (All)**

# TEST & LEARN: IMAGES



**Vs.**





# TEST & LEARN: COPY

Sydney's newest superclub is almost here. Like us to be the first to know.

See Gyroscope play a special FREE gig at Rock Lily. Click here to rock out.

Love tea? 'Like' us!

Las Vegas style clubbing is coming to Sydney. Click here to find out more

**Vs.**

FREE Gyroscope gig on the 15th of March. Click here for details & get ready to rock

'Like' us if you think there's nothing better than a cup of tea!

# TEST & LEARN: TARGETS

Estimated reach [?]

**1,727,080** people

- who live in **Australia**
- who are in the category **Gaming (Social/Online)**

Estimated reach [?]

**985,740** people

- who live in **Australia**
- who are in the category **Gaming (Console)**

**Vs.**

Estimated reach [?]

**727,480** people

- who live in **Australia**
- in one of the categories:  
**Parents (child: 16-19yrs),**  
**Parents (child: 13-15yrs),**  
**Parents (child: 4-12yrs) or**  
**Parents (child: 0-3yrs)**

Estimated reach [?]

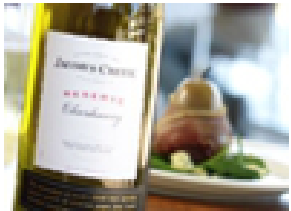
**122,960** people

- who live in **Australia**
- exactly between the ages of **25** and **45** inclusive
- who are **single**
- who are in the category **Parents (All)**



# SYNC YOUR ADS & PROFILES

## Jacob's Creek



Tell us your favourite cheese and wine combination!

Like · Tom Ragg likes this.



## Jacob's Creek

What's your favourite cheese and wine combination match? We love Shiraz with a quality Blue. Yummo.

Like · Comment · Share · July 5 at 2:34pm

24 people like this.

View all 28 comments



**Mike 'Spud' Hewson** I am enjoying a bottle of cabernet sauvignon with stichilton as i post this. (b4 ne1 tries to correct me, yes it is called stichilton)

July 20 at 1:46am · Like



**Dokyung Jun** le me see...anpang ?!

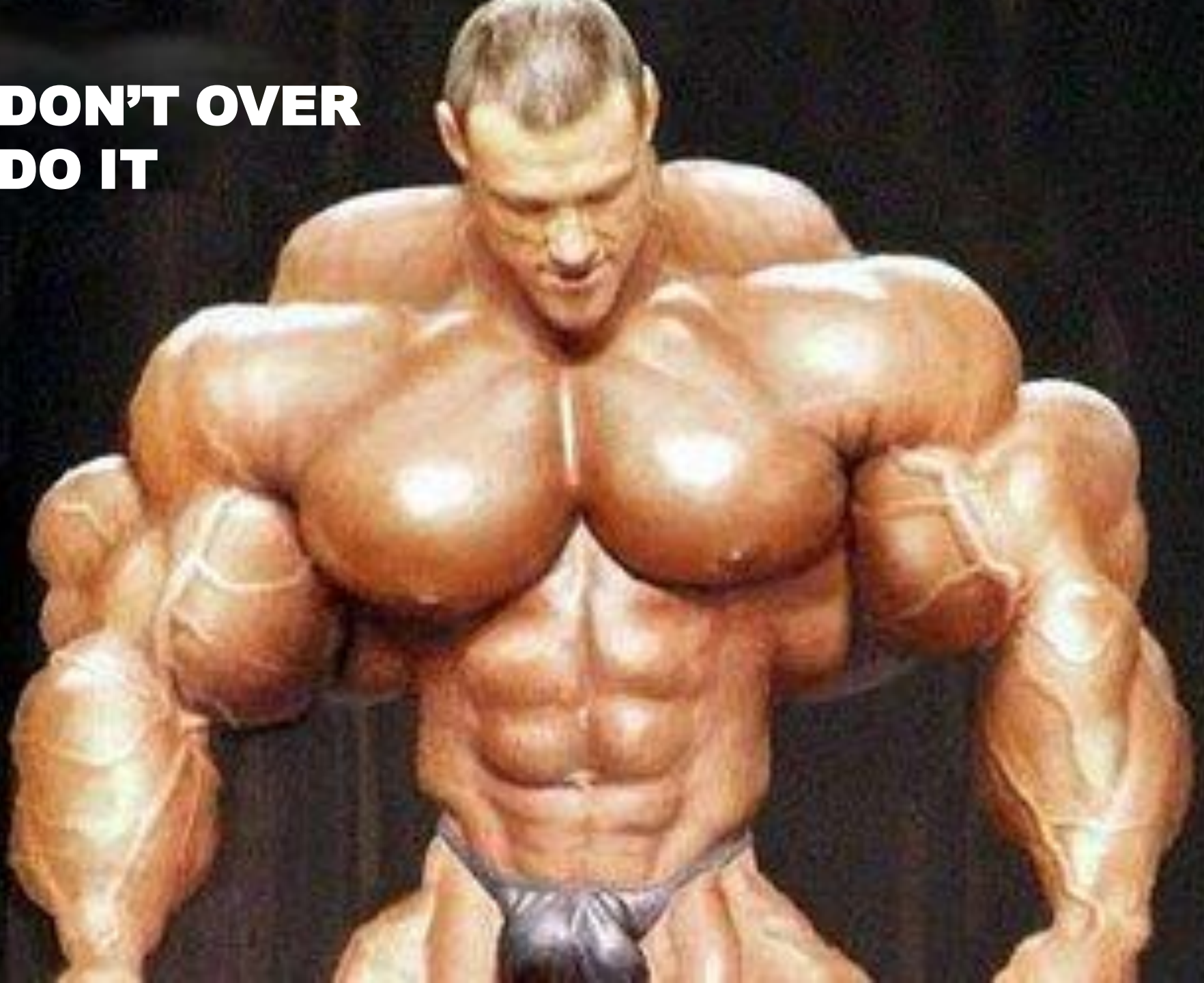
September 2 at 4:27pm · Like

Write a comment...

# OPTIMIZE REGULARLY



**DON'T OVER  
DO IT**



# IF ALL ELSE FAILS USE ORANGE

## AdAge<sup>®</sup> DIGITAL



Stay on top of the news and stay ahead of the game— sign up for e-mail newsletters now

HOME | THIS WEEK'S ISSUE | MOBILE APP

EVENTS | WEBCASTS | BRANDED

## P&G Finds Orange Ads Work Better on Facebook

Not Unlike Continual Improvement Processes in Factories, CPG Giant Taps Data to Constantly Refine Digital-Ad Effectiveness

By: Jack Neff Published: February 27, 2012



193



409



26



174



Digital is consuming more of [Procter & Gamble](#)'s media budget and has become so important that the world's biggest advertiser is fundamentally changing how it creates those ads and applying what it learns to other parts of the marketing mix.



P&G's optimization approach for digital is not unlike the continuous improvement processes long used on factory floors, and some of its brands, including Pantene, are using continuous data on consumers' response to digital ads to tweak media buys and inform creative elements.

# OR JUST IGNORE THE RULES

Sponsored

[Create an advert](#)



**Vanish NapiSan Australia**  
Vanish NapiSan PowerShots Gelcaps



 Like this Page



# AND STILL GET RESULTS



Vanish NapiSan Australia

4 April

Vanish NapiSan PowerShots Gelcaps

Like · Comment · Share

548 people like this.

12 shares

View previous comments

50 of 163



**Cynthia Parry** works wonders on dours

22 April at 20:26 · Like



**Nadine Rogers** Works every time.

22 April at 21:38 · Like



**Neil Vincent** love the clean.

23 April at 11:24 · Like



**Sandra Hoskin** cleans good

23 April at 14:11 · Like



**Faye Mulligan** the best thing to get kids clothes dean and very good value for your dollar.

23 April at 16:24 · Like

# EVERYONE LOVES BENCHMARKS

## Cost per fan

- Iconic brand: <\$1
- Average Brand: \$1-2
- Unknown Brand: \$2-3
- Hated brand: Why?

## Conversion Rate: (fans/clicks)

- Aim: 75%
- Average: 30%
- Stop: 15%

## CTR

- Existing Fans: 0.2%
- New Fans: 0.1%
- FB Average 0.04%
- Stop!: 0.02%

# Don't do this:

**Jim's Blog** Home About Contact

Like Like Like

**Jim's most awesome blog post!!!**

THIS IS MY BEST BLOG POST EVER!!!!  
I SPENT MORE TIME POSITIONING ALL THESE STUPID FUCKING BUTTONS THAN I DID WRITING THE ACTUAL POST. BUT I AM A WORLD-RENOWNED MARKETER AND THIS IS HOW IT'S DONE!! ALSO IF YOU ENJOYED THIS POST BE SURE TO LIKE IT ON FACEBOOK!

Become a Fan on Facebook

FOLLOW US ON twitter

Like Like PLEASE LIKE THIS? PRETTY PLEASE?

ITLL JUST TAKE A SECOND OH GOD I BEG YOU

LOOK I MADE THE HAND BIGGER! THIS ONE HAS A BALLOON!!!

Still no? You make the little hand very sad :( This one has nice boobies!! TOUCH THEM!

THIS ONE IS INVISIBLE!! HOLY SHIT IT'S STEALTH!! I JUST WANT SOMEONE TO LIKE ME! :(

Put your energy into  
making things that are

↳ LIKEABLE ←

NOT into some douchey  
social media strategy.



**ASHLEY RINGROSE**  
**@100FTZOMBIE**

**SLIDESHARE.NET/SOAPCREATIVE**  
**SOAPCREATIVE.COM**  
**@SOAPCREATIVE**





## What works: Advertising in Social Media

### Publishers' Perspective

Olivija Harvey, Account Director,  
Marketing Solutions, AU & NZ, LinkedIn

Advertising in Social Media



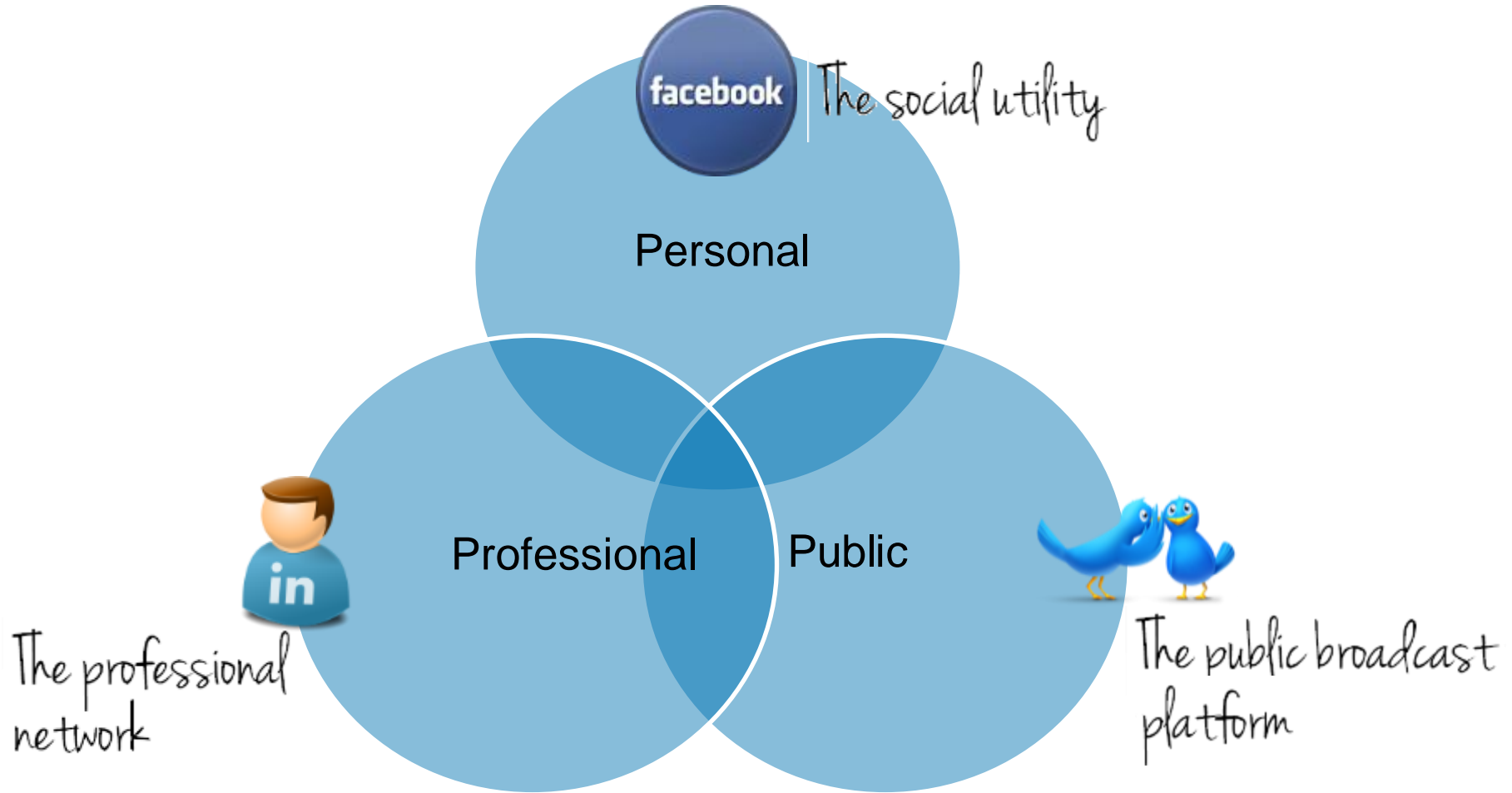
what works

Olivija Harvey

Account Director, Marketing Solutions



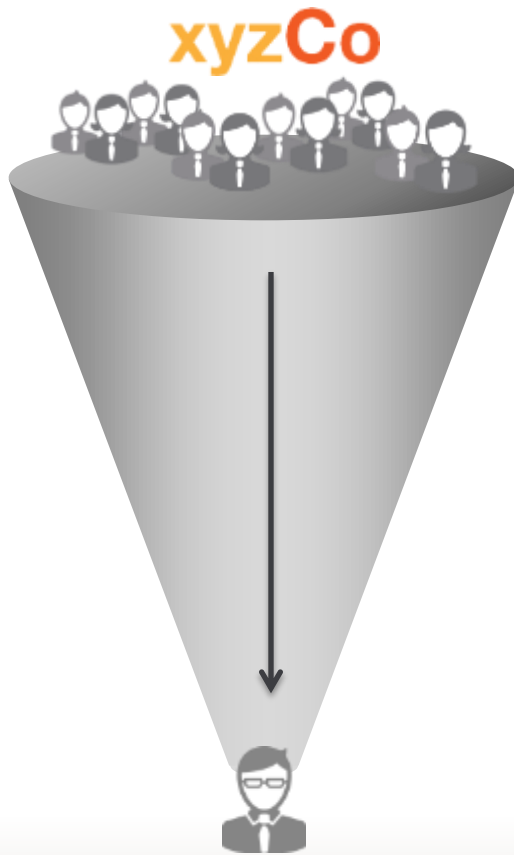
# Each network offers a valuable and unique proposition



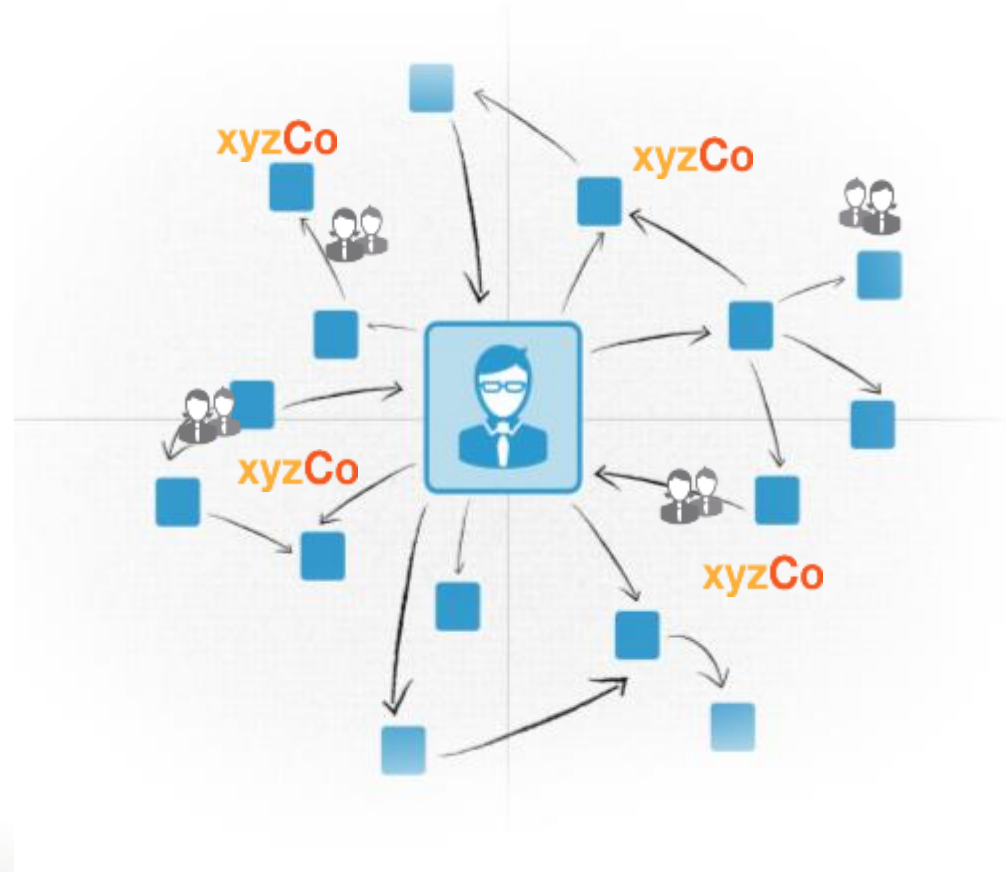


# Brand relationships have evolved

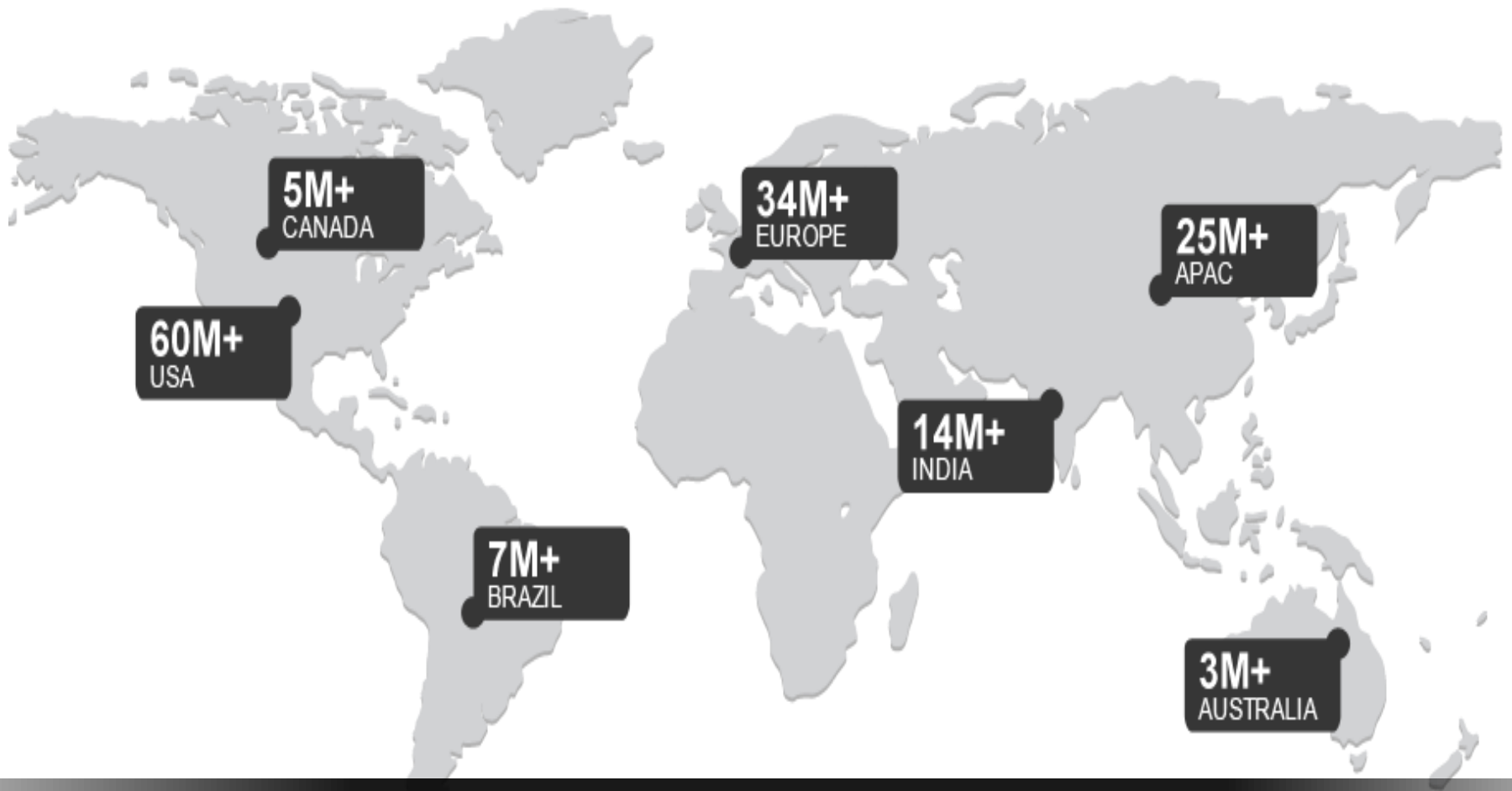
From what was once a brand controlled monologue



To brand and consumer two way dialogue



# A truly global audience



**150M+** Members | **17** Languages | **25** Offices

# Connect brands with their most valuable customers to build strong, authentic relationships

## Audience



Affluent, in-market:  
increases receptivity  
and decreases wastage

## Context



Professional  
environment engenders  
trust and confidence

## Impact



Network effect extends  
your marketing beyond  
the initial investment

## Targeting - Power and accuracy of professional profile data



Profession

Seniority

Industry

Company Size

Geography

Education

# LinkedIn brand engagement insights

## Who Clicked On Your Ads?



# Audience insights with Polls

## Background

AustralianSuper is one of the largest industry superannuation funds in Australia, with more than 1.5 million members drawn from over 120,000 workplaces and \$32 billion in funds under management.

## Poll Unit

LinkedIn Polls

Increasing the super contribution rate from 9% to 12% is a good idea?

yes

no

[Vote](#)

[or see results](#)

Sponsored by

AustralianSuper

## Challenge

- Raise awareness of AustralianSuper to professionals who are changing their careers
- Educate the market that superannuation funds can be kept when changing employers

## Why LinkedIn?

- #1 resource for career-minded professionals
- Precise targeting by seniority, industry, job function, and geography

## Strategy

- Target 'career changers' with a two phase strategy:
  - Phase 1: Lever display to raise awareness
  - Phase 2: Engage members using Polls and Partner Messages
- Campaign optimised over flight

## Results

- The campaign achieved high levels of participation and engagement amongst LinkedIn members especially with the Poll
- The LinkedIn Poll question: "Increasing the super contribution rate from 9% to 12% is a good idea?" achieved over 6,000 responses in 2 weeks
- The poll achieved a CTR of 1.94%
- The leaderboard on the results page generated a CTR of around 0.36% to the landing page
- Members were highly engaged and posted 130 comments

## Results Page

LinkedIn [Go to LinkedIn Recruiter](#)

[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) [Companies](#) [More](#) [People](#)

### Increasing the super contribution rate from 9% to 12% is a good idea?

By AustralianSuper • 4251 votes • 130 comments • Ended 07 Jul 2010

Answer	Count	Percentage
YES	4836	70%
NO	1322	20%

Answer

Age: 18-24, 25-34, 35-44, 45-54, 55+

Seniority: Manager

Gender: 4324 total (48% female)

Overall demographics

Show demographics for:  Overall  Answer 1  Answer 2

## Comments

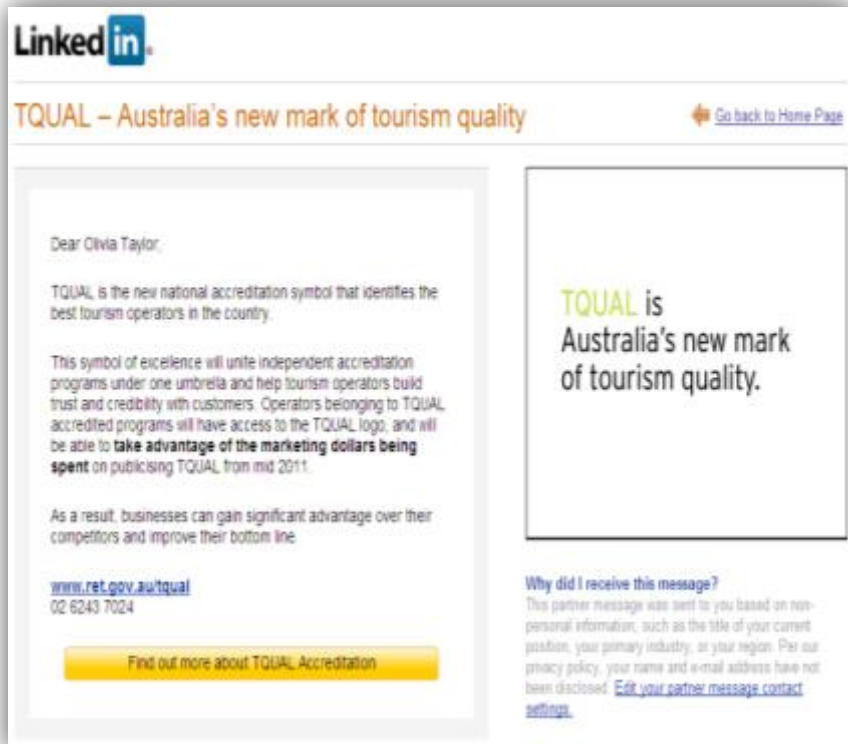
**Matthew Galleson** • Whilst I am in agreement with the increase to the super payment I also have great reservations about the way they are ran (super funds that is). I also feel that this is not the time to be putting any more pressure on Business budgets or household incomes. On a side note I will never put my faith in something that the government has proven time again that they can't help tinkering with.

7 months ago | [Flag comment](#)

**Jeremy King** • Happy to contribute more to super as forced saving measure for employees, however compensation on the wages side / delivery / KPI expectations will be needed to balance the equation.

7 months ago | [Flag comment](#)

# Exclusive messaging with LinkedIn Partner Messages



*"The Partner Messages had a much higher click through rate than any other EDMs we sent."*

Antonia Sherry  
T-QUAL Accreditation Project Manager, Tourism Australia

Tourism Australia is solely responsible for marketing the Australian Government's new partnership with quality tourism accreditation, rating and certification programs, T-QUAL Accreditation, an initiative to improve quality and standards within Australia's Travel and Tourism industry, and to provide consumers with one, easily recognisable symbol of tourism quality.

They needed to engage:

- Tourism and Travel Operators
- Hospitality and Leisure Industries
- Recreational and Arts Businesses

Tourism Australia devised a campaign to raise awareness within these sectors, promoting the Australian Government's new tourism accreditation framework. LinkedIn was utilised as a core component in the delivery of this message.

*"The Partner Messages were very successful. It was a really good result for us as the message was relevant and personal."*

Antonia Sherry, T-QUAL Accreditation Project Manager, Tourism Australia

## Objectives

- Engage the Australian Travel and Tourism industry
- Raise awareness of the new T-QUAL Accreditation framework
- Achieve a high take-up rate

## Solution

- Communicate directly with specific target audience using LinkedIn Partner Messaging
- Promote T-QUAL Accreditation using LinkedIn Targeted Display Media

## Why Use LinkedIn?

- Precise and strategic targeting by industry and job function
- Broad reach using a consolidated approach

## Results

- 29.21% LinkedIn Partner Messages open rate
- 21.52% CTR after opening

# Groups



An invite to join the Australian Software Developer Group [Go back to Home Page](#)

#### Join the Australian Developer LinkedIn Community

You are the reason Aussies get their news, connect with their friends and watch stupid viral videos. You may find build software, forever shall you reign.

You make amazing stuff happen online, on the desktop and on the phone. You build the future, but you're not a nerd loser who sits in their bedrooms all anti-social are you?

Enter a place for you to mingle with your peers (yeah right, like your awesome is possibly matched by "peers"). Seriously, it's good to get out once in a while and cavort with others. Go on, you can make friendships with other developers.

Our [Australian Software Developer LinkedIn Community](#) is where the business is at. It's filled with peeps like you who want to solve problems, network and discuss big ideas.

So, don't be Milton from Office Space, but be cool like Fred!, spend some time with us. Join the [Australian Software Developer LinkedIn Community](#) today.

[Click here to join.](#)



Join our Australian Software Developer LinkedIn Community



## Objectives

- Engage the developer audience across Australia
- Build an engaged community of like minded developers, quickly
- Advertise to developers outside of Microsoft's network

## Solution

- Establish the Australia Software Developer Group on LinkedIn to engage developers
- Target web developers and invite them to join the Group by using LinkedIn Partner Messages
- Advertise group discussions to developers who have not yet joined via LinkedIn Group Ads

## Why LinkedIn?

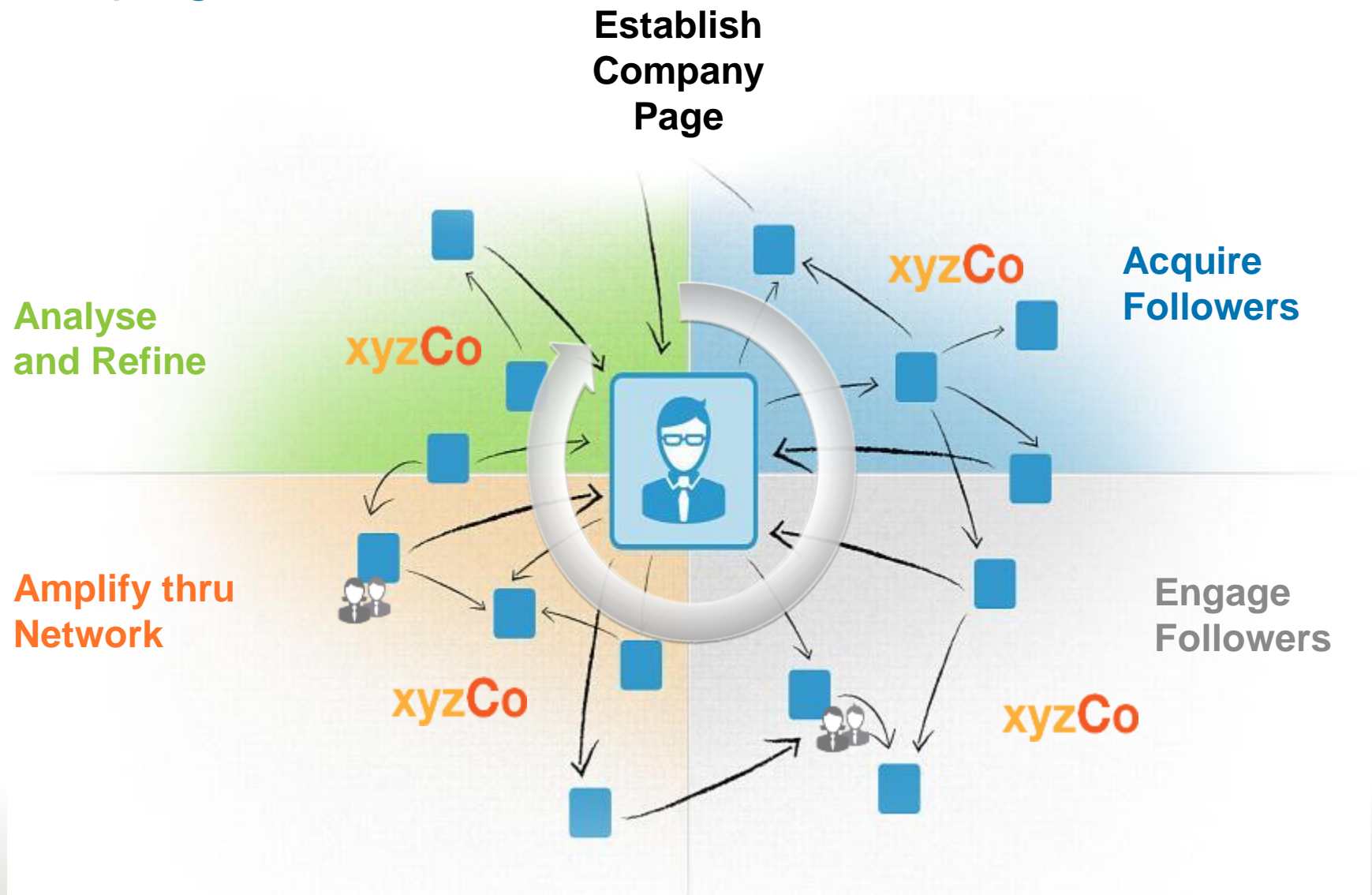
- #1 resource for career-minded professionals
- The place for business-related career advice, particularly to increase productivity
- The ability to find the exact audience with precise targeting by seniority, industry and job function

## Results

- 423 members joined in the first week, 896 in a month, 2,500+ members as of Feb 2012
- 58% open rate for Partner Message
- CTR of 32.87%



# Marketers can continue the brand conversation beyond campaigns



# Top tips of marketing on LinkedIn

1. Target your audience
2. Be true to your advertising campaign objective
3. Engage communities with relevant content
4. Leverage insights and research to extend your impact
5. Invite followers to build brand ambassadors





What works: Advertising in Social Media

Q & A

# Questions



# IAB Update

## Exclusive membership for advertisers

New FREE IAB Honorary Membership category launched for Advertisers. If you would like to sign up your client, contact us for more information.

## Events

**19 July**

IAB Awards

**1 August**

IAB Awards Case Study Roadshow

**15 August**

IAB/PwC Online Advertising Expenditure Report Presentation

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Thank you to our host

