# Social Media Advertising: Turning a Small Budget into Big Results

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Social media advertising offers a world of opportunity for higher education institutions to reach their desired audience with targeted messaging. Often marketing departments believe that a significant investment in advertising is required to make an impact. The opposite is true: schools can see significant results by spending a small amount of money on boosted content or through a variety of advertising methods. Using client success stories and research, we will demonstrate how colleges and universities can leverage social media advertising on a small budget and see a significant return on investment.

**Why paid social ads?**

1. It’s tougher than ever to get your content noticed
2. Social organic reach is pretty much dead
3. Algorithms don’t favor brands
4. Search ads aren’t cheap
5. Social ad spend is increasing
	1. Extend social reach
	2. Boost engagement
	3. Drive conversions and leads

*Millennials are spending more time than ever online*

*Young Americans haven’t abandoned Facebook … yet*

**Seven tips on how you can get the most of social media ad budget**

1. Run goal-based campaigns
	1. Optimize ads based on campaign objective
	2. Focus your message with end goal in mind
	3. What’s the call to action?
		1. Expand audience by attracting new likes or followers
		2. Increase engagement
		3. Drive traffic to your website
	4. Define how you’ll measure results
		1. Amp up your tracking
			1. Social insights and ad manager analytics
			2. Google tracking URLs
			3. Google goal tracking
			4. Social tracking pixels
				1. You can install on your site
				2. Build a list of people who have visited site
				3. Figure out where user is in a certain funnel
				4. And later market to them
2. Narrow your target to boost engagement and reduce costs
	1. Target your best prospects
		1. Don’t boost to everyone
		2. Don’t try to be everywhere
		3. Go where they are most engaged
3. Use custom audiences to reach people on your lists or lookalikes
	1. Upload your email and phone number lists
		1. Great for alumni with contact information
		2. Develop campaigns specifically for them
	2. Target lookalikes
4. Use remarketing to re-engage those who have shown interest
	1. Connect with those who have already shown interest
	2. Double your reach
	3. 3X engagement rates / 2X conversion rates
	4. Cut costs by 33%
	5. Set frequency caps to 5-7 impressions
	6. Segment audiences based on funnel stages
	7. Cover all the size and format options
5. Always be testing and experimenting
	1. Different copy
	2. Different images
	3. Calls to action
	4. New target audience
	5. Small budget starter test
	6. Platforms
	7. Ad formats
6. Improve quality scores to improve results and save money
	1. Promote your best content
	2. Images increase engagement and likes
		1. 120% increase in engagement
		2. 53% increase in likes
7. Optimize your landing pages
	1. Design campaign specific landing pages
	2. Each time you add another CTA on your page it dilutes the power of the other ones
	3. What’s the goal, know it and optimize the page

**View presentation slides at** [**Social Media Advertising**](http://www.slideshare.net/Ascedia/social-media-advertising-turning-small-budgets-into-big-results-64661034)**.**