

AIIMS™ | Changemakers

SOCIAL ADS **Playbook**

**UNLOCKING THE POWER OF
PAID SOCIAL ADVERTISING**



For Challengers Who Want to
Master Social Media Advertising

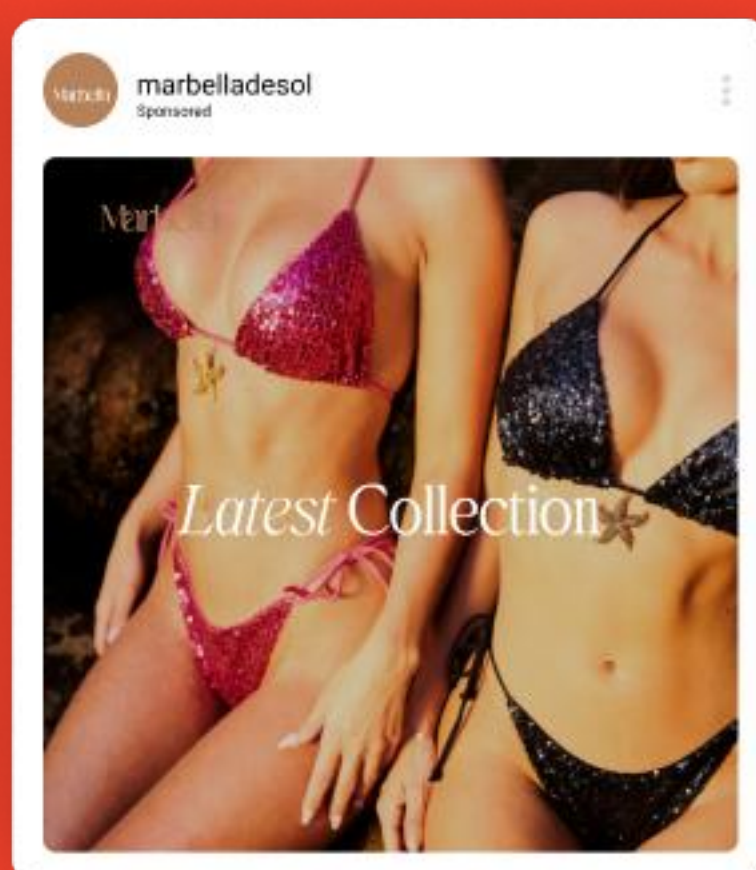
ARE YOU A CHALLENGER?

Purpose of This Playbook

This playbook is designed for business owners, marketers, and anyone interested in leveraging the power of social media platforms like Facebook, Instagram, LinkedIn, Twitter, TikTok, and others.

It covers the essentials of paid social advertising, from understanding the platforms to creating high-converting ads and tracking their success.

Struggling to make your ads *work harder*?



This playbook will cut out the noise and put you to work!

What are Social Ads and Why Are They Important?

Social ads are paid advertisements displayed on social media platforms that allow businesses to target specific demographics, behaviors, interests, and even online activity.

Unlike organic social posts, social ads ensure that your message reaches a wider, highly targeted audience.

KEY BENEFITS OF SOCIAL ADS

Targeted Reach

Reach specific segments based on demographics, location, interests, and behaviors.



Increased Brand Awareness

Social ads help to boost your brand visibility and make your business top of mind.



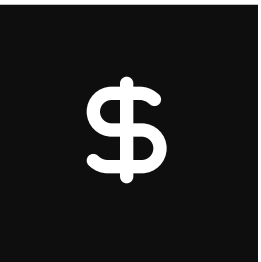
Lead Generation

Generate leads with well-targeted ad campaigns that capture customer interest.



Cost-Effective

With proper targeting, social ads provide an affordable way to reach a broad or niche audience.



Common Social Ads Misconceptions 	
✖ Myth	✔ Reality
<i>"Social ads are only for large businesses."</i>	Social ads can be highly effective for businesses of all sizes, including small businesses, when done correctly.
<i>"If you spend more, you'll get more sales."</i>	Spending more doesn't guarantee better results. Effective targeting, creativity, and optimization matter more.
<i>"Social ads require no strategy."</i>	Successful social ads need a solid strategy based on understanding your audience and testing various ad types.
<i>"Social ads are easy and quick to set up."</i>	While they can be set up relatively quickly, successful campaigns require testing, ongoing optimization, and constant refinement.



IDEAL CHALLENGER
READINESS CHECKLIST

Social Ads Checklist

Before you begin your social ads journey with our agency, make sure your business is ready to invest in this marketing strategy:

A Clear Marketing Objective

Define your goal – brand awareness, lead generation, sales conversion, or website traffic.

☐

A solid website foundation

Know your ideal customer and the key characteristics that make them valuable.

☐

Social Media Presence

You should already have active and engaging social media profiles.

☐

Creative Assets

Have high-quality images, videos, and copy ready for your campaigns.

☐

Budget

Have a set budget for your ad campaigns and understand the cost-per-click or cost-per-lead you're comfortable with.

☐

Tracking & Analytics

Set up tracking tools like Facebook Pixel, Google Analytics, or platform-specific analytics to monitor the performance.

☐

Social Ads Strategy Fundamentals

1. Define Your Campaign Goals

Clearly identify the purpose of your social ad campaign. Common goals include:



Brand Awareness

Get your brand in front of as many relevant people as possible.



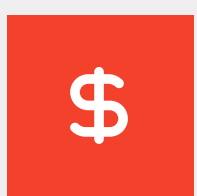
Lead Generation

Capture leads through form submissions or click-through to landing pages.



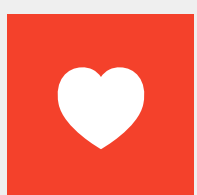
Website Traffic

Drive traffic to your website or specific product pages.



Sales/Conversions

Encourage purchases or specific actions (like app downloads or sign-ups).



Engagement

Boost engagement with your posts through likes, shares, comments, and video views.

2. Identify Your Target Audience

The power of social media advertising lies in its ability to precisely target users based on:



Demographics

Age, gender, income, education level, etc.



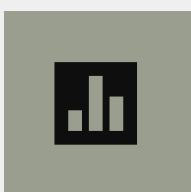
Geographics

Location, including city, state, and country.



Psychographics

Interests, hobbies, behaviors, and values.



Customer Data

Use first-party data like email lists, website visitors, or customer data to target lookalike audiences.

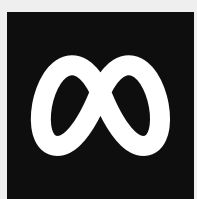


Retargeting

Re-engage users who have interacted with your brand or visited your website but didn't convert.

3. Choose the Right Social Media Platform

Different platforms suit different business objectives. Choose the one that best aligns with your goals.



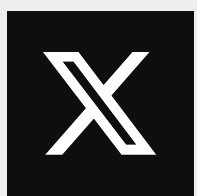
Facebook & Instagram

Great for broad targeting, engagement, and eCommerce sales.



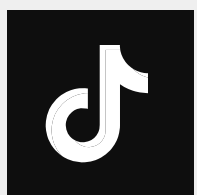
LinkedIn

Best for B2B marketing, lead generation, and professional services.



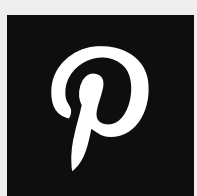
Twitter

Effective for building brand awareness, thought leadership, and customer support.



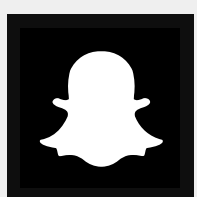
TikTok

Ideal for engaging younger demographics and showcasing creative content.



Pinterest

Perfect for businesses in lifestyle, fashion, and home décor looking for high intent traffic.



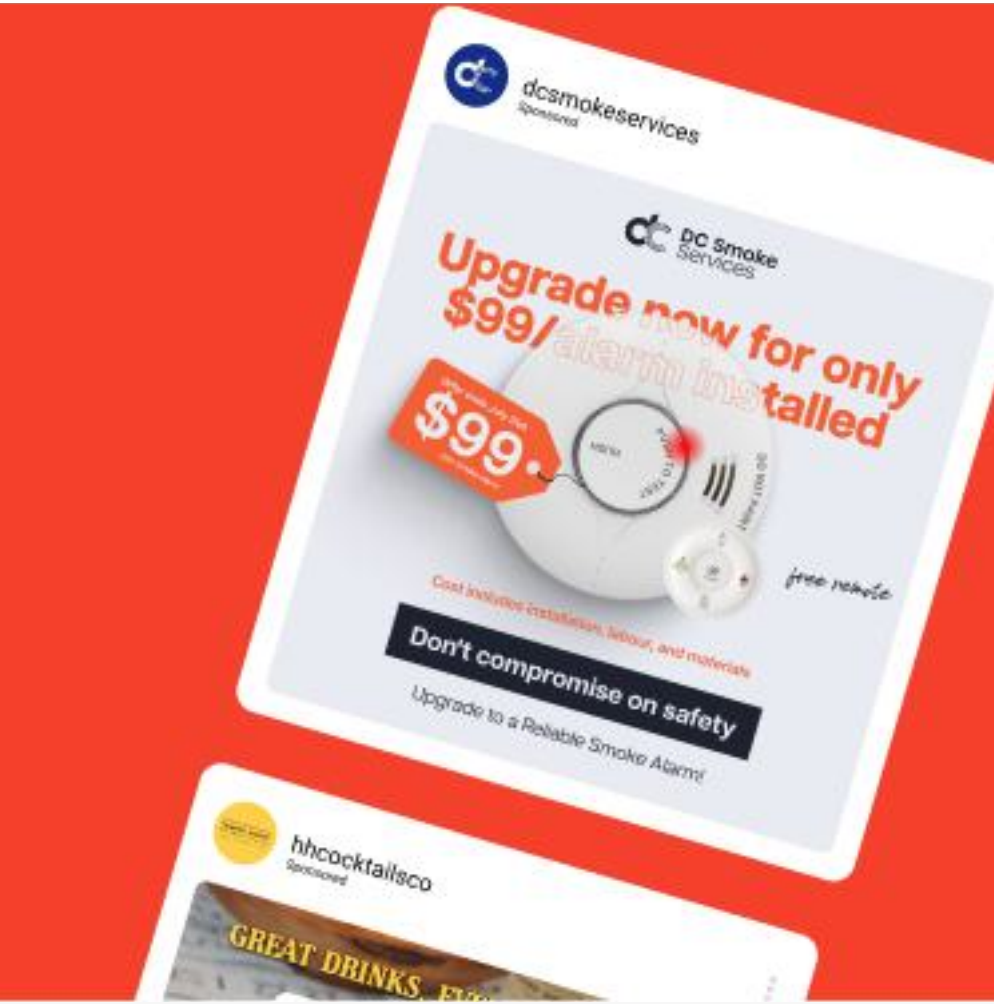
Snapchat

Suitable for reaching younger audiences with engaging visuals.

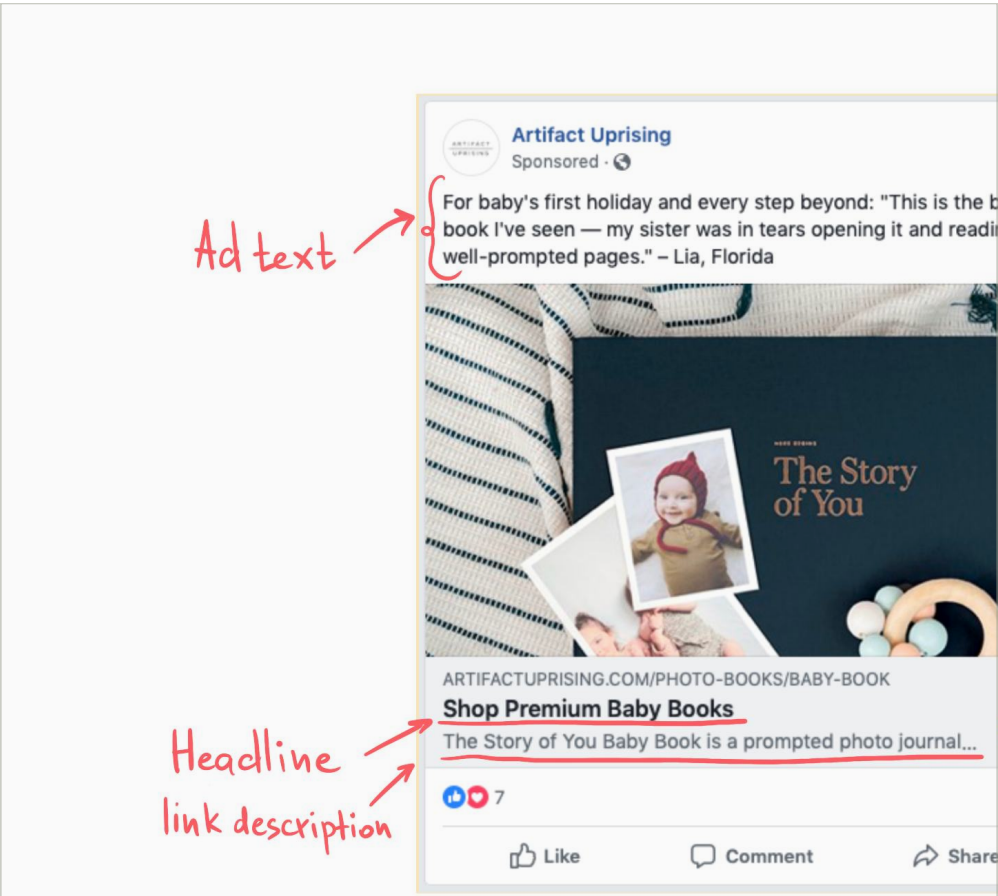
👉 **PRO TIP:** START WITH ONE OR TWO PLATFORMS AND SCALE BASED ON YOUR RESULTS.

4. Create High-Quality Ad Creative

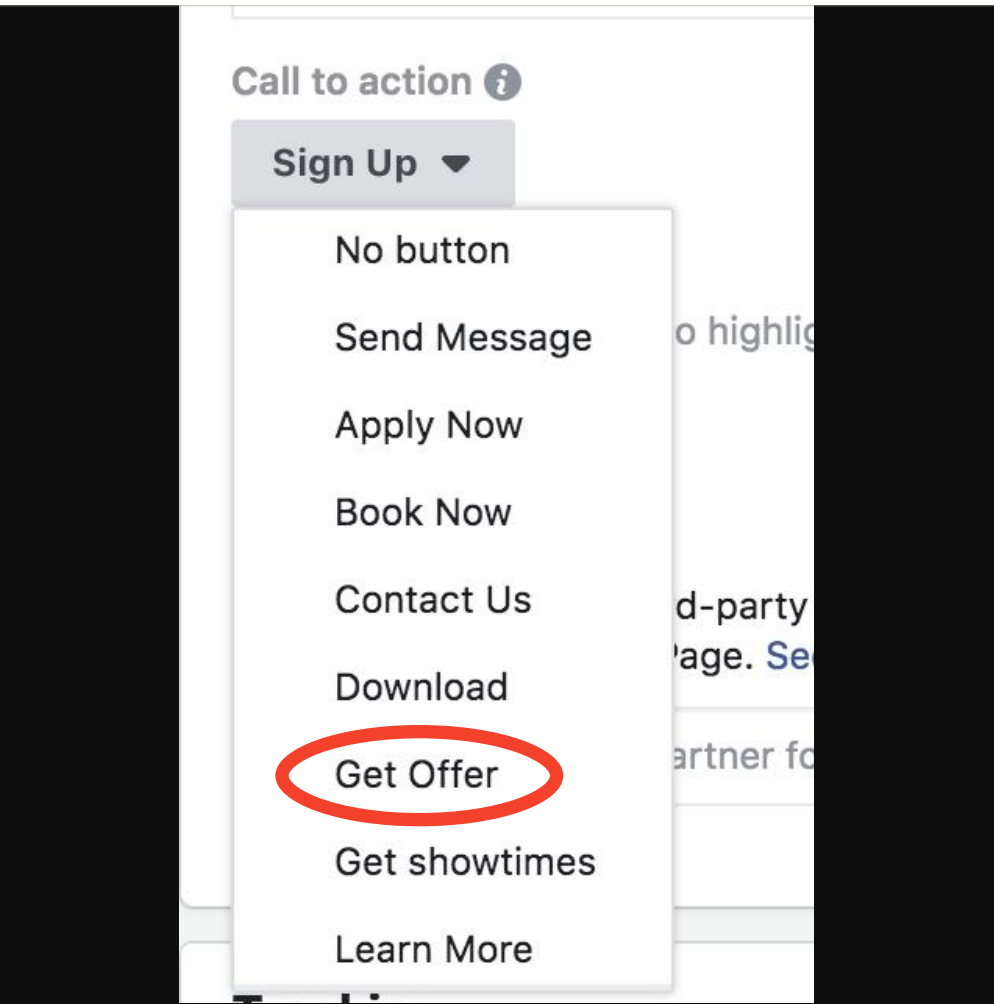
Social media ads need to be visually engaging and have a clear message to grab the attention of your audience.



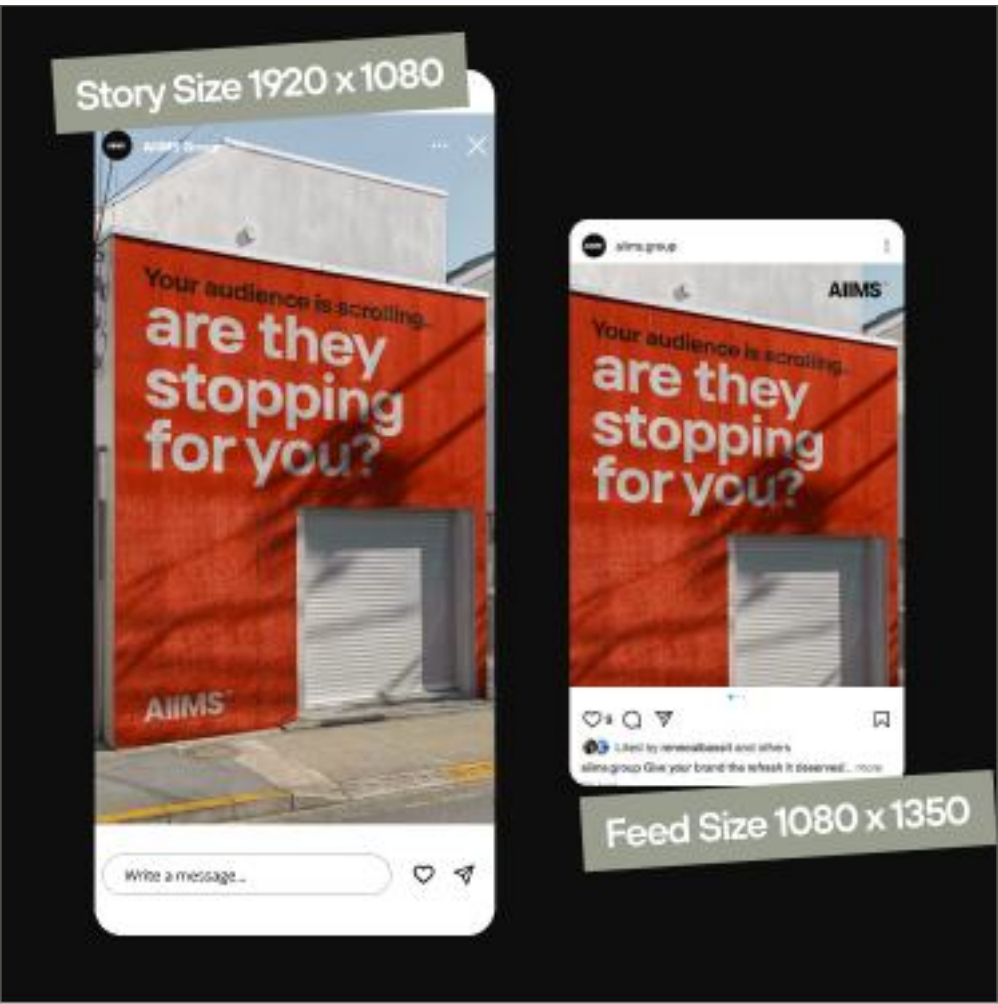
Eye-catching Visuals
Use high-quality images, videos, or animations that stand out in the feed.



Clear, Concise Copy
Keep your message simple and to the point. Avoid clutter.



Strong Call-to-Action (CTA)
Encourage users to take action immediately with clear instructions like “Shop Now,” “Learn More,” or “Get Started.”



Mobile Optimisation
Ensure your ads are designed for mobile, as the majority of users engage with ads through mobile devices.

👉 **PRO TIP:** RUN A/B TESTS ON DIFFERENT AD VARIATIONS (HEADLINES, IMAGES, CTAS) TO FIND WHAT WORKS BEST.

5. Set Your Budget and Bid Strategy

Set a budget that aligns with your marketing goals and the platforms you are using. Decide between a **daily budget** or a **lifetime budget**.

Schedule

much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ

✓ Daily Budget

Lifetime Budget

\$20.00

\$20.00

Actual amount spent daily may vary. ⓘ

Schedule ⓘ

ny ad set continuously starting today

start and end date

Start

5:00 AM

End

11:30 PM

(Pacific Time)

will run for **4 days**. You'll spend no more than **\$75.42**.

💡 BUDGETING TIPS

- **Start with a small budget**, test your ads, and scale based on performance.
- **Use automatic bidding for beginners**, but test manual bidding to optimize for specific outcomes (e.g., CPA, CPC).
- Allocate more budget to high-performing ads.

6. Track and Measure Success

Tracking is crucial to ensuring that your social ad campaigns are delivering the results you want.

 METRICS TO TRACK



Impressions
How many times your ad was shown.



Click-Through Rate (CTR)
Percentage of people who clicked on your ad after seeing it.



Cost Per Click (CPC)
How much you pay for each click on your ad.



Conversion Rate
Percentage of people who took the desired action (e.g., purchase, form submission).



Return on Ad Spend (ROAS)
Revenue generated for every dollar spent on ads.

 **PRO TIP:** USE PLATFORM-SPECIFIC TOOLS LIKE FACEBOOK ADS MANAGER OR LINKEDIN CAMPAIGN MANAGER TO MONITOR PERFORMANCE AND ADJUST YOUR STRATEGIES.

Step-by-Step

The Social Ads

Process



Step 1

Set Clear Objectives

Determine your key performance indicators (KPIs) and align them with your business goals.



Step 2

Target Audience Research

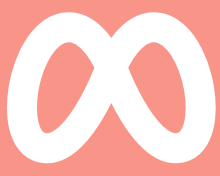
Use platform tools to define your audience based on key factors like demographics, interests, and behaviors.



Step 3

Create Your Ads

Develop visually appealing ad creatives, write concise copy, and ensure a strong CTA.



Step 4

Choose the Right Platforms

Decide how much to spend and when to run your ads. Test different bidding strategies to maximize ROI.



Step 5

Set Your Budget and Schedule

- Actively seek quality backlinks from industry-relevant websites.
- Engage with influencers or write guest posts on authoritative sites in your niche.
-



Step 6

Launch and Monitor

- Use tools like Google Analytics and Google Search Console to track your SEO performance.
- Regularly adjust your strategy based on changes in rankings, traffic, and user engagement.



Step 7

Optimise and Scale

Review metrics, run A/B tests, and optimize underperforming ads. Increase budgets for successful campaigns.

Potential Pitfalls of Social Ads

YOU NEED TO KNOW

Without the *right preparation*,
Poor Social Ads can lead to:

Lack of Clear Goals

- Without a clear goal, it's hard to measure success and optimize for better results.

Poor Audience Targeting

- Ensure you're targeting the right audience to avoid wasting your budget on irrelevant users.

Ignoring Mobile Optimization

- Ads not optimized for mobile devices will underperform as the majority of users browse on mobile.

Underestimating the Creative

- Low-quality creatives can lead to poor engagement and high ad spend without results.

Not Testing Ads

- Failing to test different creatives, headlines, and audiences means missing opportunities to improve performance.

READY TO START YOUR SOCIAL ADS JOURNEY?

Let's get started

Get in Touch

If you're ready to dive into the world of social media advertising and supercharge your marketing efforts, leave a **"Challenger"** comment below, and we'll send you this playbook along with personalized advice for your business's social ads success!

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