

7 Sponsored Ad Tactics That Can Help Your Firm Grow

Becky Livingston • Penheel Marketing™



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Lightbulb: Jack Moreh

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Overview



In this ebook, I will share tips on how sponsored ads can boost your firm's brand, increase engagement and following on social media, as well as generate leads.

From identifying your target audience to setting a budget, I will walk you through how to create a successful sponsored ad program that you can use over and over again.

Plus, I'll cover:

1. Tips on creating sponsored posts that convert; and
2. Guidance on how the budget "auction" works.

In addition, you will have the tools needed to implement your first sponsored ad campaign within days.

What is a sponsored ad?

A sponsored ad is an item you place on your company page's social media news feed. It's a paid advertisement that you identify to be sent to specific people that meet pre-defined criteria, such as age, gender, geographic location, interest, etc. Also, it requires an ad budget, which may be accomplished for as little as \$5 per day or up to a couple hundred dollars per day depending on the platform.

A sponsored ad includes the following items:

- Headline
- Image
- Text
- Call to Action
- Link to your online media, i.e., website, YouTube Channel, etc.

Sponsored ads are different than boosted posts. Boosted posts are a social media post you've already shared on your company page, that is leveraged to increase exposure for that single post. A sponsored ad is independent of anything you've posted on your social media profile. You might use one for things such as an event, promoting services, registrations for a webinar, content downloads, or something along those lines.

They look very similar; however, the difference is the length of time a boosted post may be boosted, and the amount of budget allotted for each. Also, a boosted post gives you more flexibility on design, call to action, and text length.

Here is an example of an advertisement and a boosted post on Facebook.



The image shows a Facebook sponsored advertisement. At the top left, it says 'Penheel Marketing' with a purple square icon and 'September 19 · 🌟'. Below that is the text: 'The accounting firm marketing landscape is changing. How is your firm adapting?'. The main visual is a graphic with a wooden staircase on the left, the text 'Step-by-Step Guide' in the center, and a book cover on the right titled 'SOCIAL MEDIA The Accountant's Social Media Handbook' by Becky Livingston. Below the graphic, the text reads 'Social Media Step-by-Step Guide' followed by 'A new and comprehensive, step-by-step, practice-tested toolkit for attracting new clients, delivering amazing service, and recruiting and retaining the best talent.' At the bottom left is the URL 'PENHEEL.COM/SMHANDBOOK' and at the bottom right is a 'Learn More' button.

Advertisement: In Facebook, graphical ad requirements restrict text to 20 percent or less of the image. The call to action is limited to the menu options per social platform, e.g., "Learn More," "Shop Now," "Click Here," etc. The link length maximum is approximately 75 characters. The headline length is approximately 80 characters. And the amount of text displayed is also recommended to be about 125 – 150 characters in length.

What is a sponsored ad?

Penheel Marketing
Published by Hootsuite [?] · March 14 at 4:35pm · *

How do I get my small business found online? Here are seven SEO tips to help you get your site found online and to begin building online search credibility. <http://ow.ly/DkkO309yIvZ> #SEOTips #SEO



7 SEO Tips Your Boss Wants You To Know

Penheel Marketing
Marketing Consultant

Learn More

517 people reached \$0.67 Left

Like Comment Share

Garfield Michael Edie, Jorg Carril and 33 others

Write a comment...

Boosted Post: A boosted post is the process of amplifying a post you've already shared on your social media company page account. Basically, you choose a post; determine how many days you want it boosted; and how much you're willing to spend per day. On Facebook, that minimum is \$5 per day. You can see from this image, there is more flexibility with the graphic, link, text, and call to action than with an ad. A call to action in the text (above the image) helps with leads and clicks, as well as a button below the post itself.

Now that you know the difference between a sponsored ad and a boosted post, which will you use in your marketing plan? Maybe a combination of efforts to determine which outperforms the other, or simply one format versus the other depending on your budget, audience, and timeline.

Now I'll move into the seven tactics you can use to grow your firm.

Tactic #1 - Audience / Target Market

Know who your target market is — not just where they live; but, what they like and dislike; language they use; interests they have; media they consume; and more.

Ads may be targeted broadly to a particular geographic area or industry, as well as more granulated demographics, including specific interests, hobbies, and online purchase behaviors.

Businesses can also create a Custom Audience using phone numbers or email addresses you have to help reach customers you already know.

Audience Scenario

Accounting Firm

Client: eCommerce Companies

Firm Challenges: How to reach them to increase leads, brand exposure, and engagement.

Solutions:

- Social media groups + advertising
- Hashtags
- Sharing content that meets their needs



Tactic #1: Facebook Example

Existing Ad Set: Post: "My CPA Says, "Extend your return." What does that..."

Remaining Budget ⓘ \$0.00 of \$5.00 lifetime budget

Schedule ⓘ March 10, 2017 - March 11, 2017
Your ad will run until **Saturday, March 11, 2017**.
You'll spend up to **\$5.00** total.

Optimize For ⓘ We'll deliver your ads to the right people to help you get the most likes, shares, or comments on your post at the lowest cost.

When You Get Charged ⓘ You will pay for each Impression

Ad Scheduling ⓘ Your ads will run all the time

Delivery Type ⓘ Your ads will deliver evenly throughout the day

Targeting

Location - Living In: United States: Denver (+25 mi) Colorado
Age: 30 - 55
Placements: Facebook Feeds

Facebook Ads Audience Size

Broad

Audience Definition



Specific Broad Your audience selection is broad. This requires a large budget.

Audience Details:

- Location: United States

Potential Reach: 180,000,000 people

AdStage

Clearly Defined

Audience Definition



Specific Broad Your audience is defined.

Audience Details:

- Location: San Francisco (+25 mi), California, United States

Potential Reach: 1,920,000 people

Narrow

Audience Definition



Specific Broad Your audience is too specific for your ads to be shown. Try making it broader.

Audience Details:

- Location: Los Gatos (+25 mi), California, United States
- Age: 26
- Gender: female
- Interests: Singing
- Relationship Status: Engaged

Potential Reach: Fewer than 1000 people

The more specific you are about your audience, the more likely you will reach them. However, if the audience is too small, the social media platform may highlight the audience size with a note that it's too narrow.

The Audience Size image shows you the breakdown.

Tactic #1: LinkedIn Example

The screenshot displays the LinkedIn campaign management interface. At the top, there are navigation tabs for 'Page', 'Account', and 'Campaign' (2016 November 3 - 9). A 'Create campaign' button is visible. Below this, campaign details include 'Created: 11/3/2016', 'Language: English', 'Duration: 11/3/2016 - 11/9/2016', and 'Campaign Status: [toggle]'. A notification bar states: 'Your campaign completed on 11/9/2016. You will not be able to make any changes until you restart the campaign by clicking the status toggle.' The main navigation bar shows 'Performance' (Sponsored Content campaign), '2 Ads' (2 Active), 'Audience' (35,000+ LinkedIn members), and 'Bid and budget' (Bid: \$5.00, Daily budget: \$15.00, Total budget: \$100.00). The 'Audience' section is active, showing 'Target by' set to 'the audience below'. It includes three targeting sections: 'What location do you want to target?' (required) with 'United States' selected; 'What industries do you want to target?' with 'Financial Services' and 'Accounting' selected; and 'What ages do you want to target?' with '25-34' and '35-54' selected. On the right, 'Your estimated target audience' is shown as '35,000+ LinkedIn members' with a link 'How do I target the right audience?'. Below this, a list of filters is shown: 'United States', 'Financial Services, Accounting', '35-54, 25-34', '1-10 employees, 11-50 employees, 51-200 employees', 'Owner, Partner, Managing Partner, Certified Public Accountant, Solo Practitioner', 'Audience expansion: Enabled', and 'Deliver beyond the LinkedIn feed: Enabled'.

Similarly, in LinkedIn, the audience size may also be narrowed by several filters or fields.

Tip: In most platforms, avoid using the age field because it's not a true indicator of the audience you're trying to reach. Not everyone puts in their real age. Rather, choose titles, company, interests, or industry as a better indicator for your audience.

Tactic #2: Hashtags

Hashtags are used in just about all social media platforms. A hashtag is a stream of conversation people use to find topics of interests, such as television shows, trending topics, news, and more. In your case, you'd want to use hashtags that are relevant to your clients' industries.

Tip: Include a geographic hashtag to increase reach locally, e.g., #Indiana, #Denver, #KansasCity

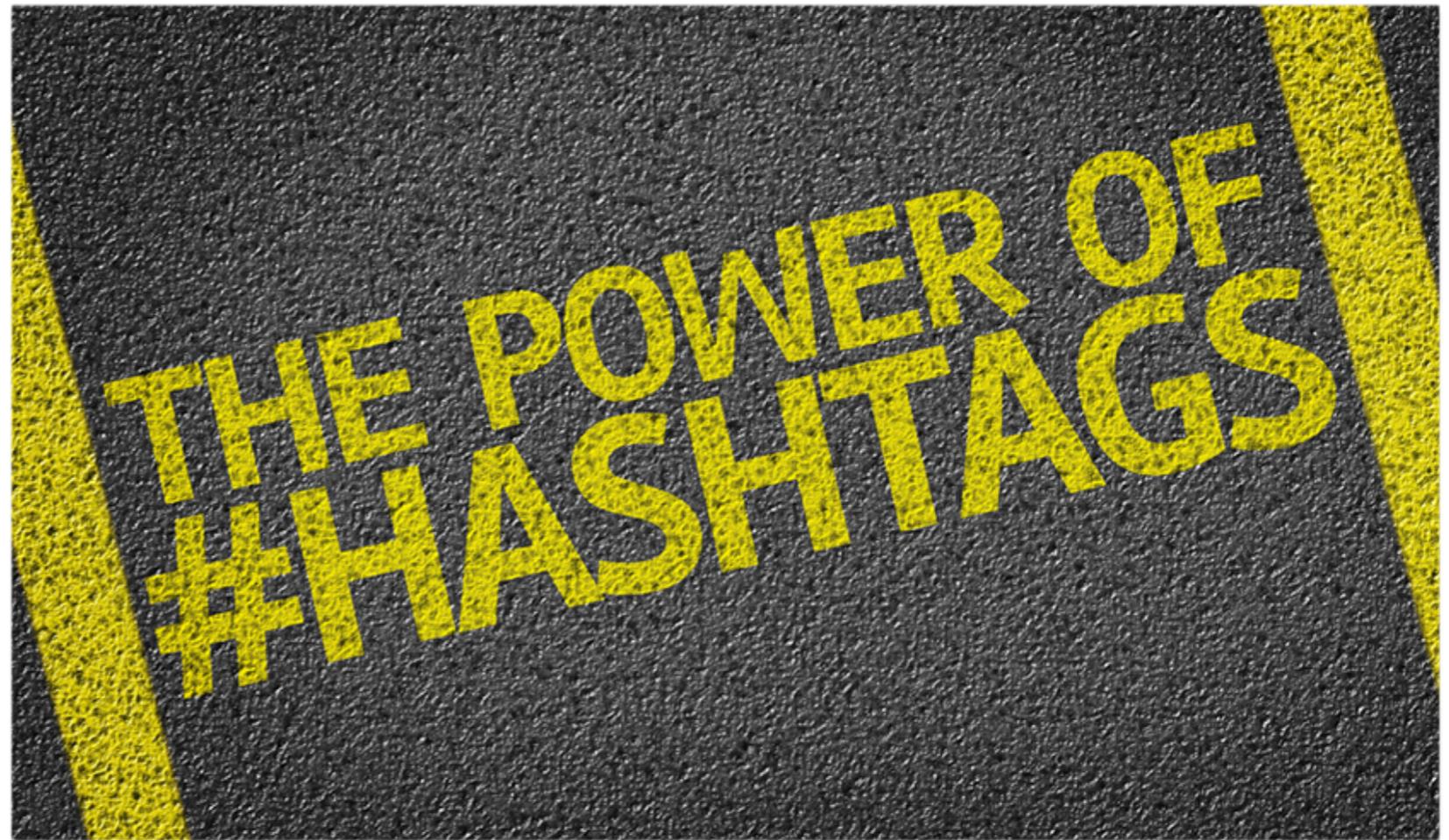
Example

Michelle is a junior partner at your CPA firm. She approaches the senior partners with an idea to expand the firm's reach into the restaurant industry because it offers services and solutions she knows they can use. She's a "foodie" at heart and already pins, posts, and shares food-related content to her followers on her personal profiles.

She creates a new profile, with the firm and her role in the "about" section, in a variety of social media channels, like Instagram, Pinterest, and Facebook. On her profile, she posts accounting quotes she knows food industry professionals will like, such as "CPA ... will work for cupcakes," "Accountant Powered by Coffee," and "Food trucks are to auditors what ice cream trucks are to children." (Andrew Harrison)

She includes restaurant-related hashtags to draw in her audience, e.g., #Foodie, #Yummy, and #NomNom. She works with the marketing team to create and post videos on how the firm can help restaurant owners to grow their bottom line and increase efficiencies. Finally, she invites local restaurateurs to an event, where she'll provide interesting food choices, cast an industry-minded key note speaker, and address some of their pain points your firm can solve.

While all of this is taking place, Michelle also grows the effort with junior staff to help increase online engagement. She brainstorms a contest idea for an outing that features a local restaurant. Additionally, she requests a small, monthly budget for social media boosted posts and search engine marketing to increase online exposure, geographically, for the firm.



Tactic #2: Hashtags

In that scenario, Michelle used hashtag research to help her find the right terms her audience members are familiar with to help draw them into her sphere.

There are several great hashtag tools, including this short list, all of which are free:

- Hashtagify.me
- RebelMouse
- Twubs
- TweetBinder
- RiteTag

Use Hashtags Like Lead Lists

Clicking on industry-relevant hashtags reveals a lead list for your firm. It will show influencers and prospects, plus the topics they are talking about.

Tip: In addition to the hashtags you want to rank for, research and use hashtags that your clients are drawn toward.

Activity

1. Login to Twitter
2. Enter hashtag into the search box, e.g., #Agriculture
3. Review the profile list for potential leads + influencers talking about #Agriculture
4. Create a Twitter list on your firm's account
5. Add the profiles of the potential leads + influencers to the list
6. Create a targeted Tweet campaign that would be sent to the list
7. Measure and report

You can change the research hashtag to find influencers for just about any topic. If you notice that there is limited conversation about a topic, try a related hashtag.

Hint: Hashtagify.me is really great at displaying related hashtags. See the visual on the next page for other terms related to “#agriculture.” You can also see the influencers on the right sidebar; when they posted; and what they are talking about.

Showing: #agriculture Popularity: 61 Search #tag: #agriculture

Related Hashtags Top Influencers Usage Patterns Wall Instagram Tracking New!

All-time Top 10 Hashtags related to #agriculture

```

    graph TD
      A((agriculture)) --- B((jobs))
      A --- C((farming))
      A --- D((food))
      A --- E((US))
      A --- F((organic))
      A --- G((farmers))
      A --- H((foodsecurity))
      A --- I((Africa))
      A --- J((farm))
      A --- K((3d))
  
```

Basic Mode Advanced Mode Table Mode

Top Recent Media

MinAgri @Min_Agriculture
 [Campagne PAC 2017] #Agriculture
 #TelePac
 Départements d'Outre-Mer
 Télédéclaration en ligne ouverte
 agriculture.gouv.fr/demander-ses-a...
 3:38 AM - 5 Apr 2017

#FlavienDécortique @flavienkouatcha
 Apporter à manger aux peuples affamés, c'est bien. Développer leur #Agriculture, c'est encore mieux. Aider, c'est autonomiser avant tout !
 3:10 AM - 5 Apr 2017

Variohm Eurosensor @Variohm
 We supply sensors to many industries; #automotive, #medical, #industrial, #aerospace, #motorsport and #agriculture
 ow.ly/SMTv309ZVrk
 6:40 AM - 2 Apr 2017

Fernando Gil @fpgil
 The War is Not Over: Why #Agriculture #Drones Deserve a Closer Look sco.it/7c7EZN
 2:26 PM - 5 Apr 2017

Active breakout alerts for #agriculture

No active alerts

Hashtagify.me is a great tool to find hashtags related to a topic you're interested in.

Example: In this case, we are looking for terms related to agriculture, our client's industry.

However, just think how you can use this to research terms geographically to increase your reach in a city, town, state, etc.

Also, it is a great way to look up a hashtag you might want to use in a campaign to let you know if that term is currently being used, and if so, how. That can help you to avoid getting "sucked" into conversations you would rather your brand not be involved with.

Tactic #2: Hashtags

#agriculture

TOP LATEST PEOPLE PHOTOS VIDEOS NEWS BROADCASTS

Search filters · Show

Related searches
#farming
#farmers

People [View all](#)

Dept. of Agriculture @USDA
Stay up to date with the latest news, events and info from the U.S. Department of Agriculture - and live...
Followed by Ben Rugg, CPA and 20 others

Agriculture INDIA @AgriGol
This is official Twitter Handle of the Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare,...

The Curable Recipes and 1 other follow
Stephen Sexton @AGRICENLIFER · 15h
Don't complain about #agriculture & #farmers with your mouth full! 1 farmer feeds 200 people! God Bless #Agriculture #FarmFamilies

Number of People Fed by One Farmer

Hashtag Scenario

Accounting Firm

Client: Agriculture Industry

Firm Challenge: Increase leads, geographically

Solutions:

- Use of appropriate hashtags
- Create hashtag-focused list
- Sponsored Tweets + other social posts using the hashtag relevant to clients.

You can also quickly promote a post on Twitter using the promote feature (like a boosted post on Facebook).

Here's how:

1. Choose a Tweet to promote. Click on the activity icon for any Tweet in your timeline
2. Click on "Promote this Tweet"
3. Select the location you'd like to target
4. Select your budget
5. Confirm the spend

Tactic #3 - Headlines

We've become a society of headline readers and image consumers. Therefore, headlines are more important than ever. Write creative headlines/social media posts to grab your target audience's attention. Here are some resources you can use to help open those creative doors and to generate amazing headlines.

- 79 Power Words to Create Striking Content For Your Blog Headlines <http://www.jeffbullas.com/2016/08/03/79-power-words-create-striking-content-blog/>
- Portent: <https://www.portent.com/tools/title-maker>
- HubSpot: <https://www.hubspot.com/blog-topic-generator>
- Title Generator: <http://www.title-generator.com/>

Remember to keep your audience in mind when constructing a headline. Using the Title Generator link above, here are two examples of a before-and-after headlines.

Before > 9 Ways Construction Companies Can Increase Profits
After > 9 Reasons Why My Construction Profits Are Better Than Yours

Before > 3 Tax Tips for You
After > Save Money with These 3 Tax Tips

Social media platforms are using less and less text to promote content. What's a person to do?

- Use images to tell the story.
- Write creative headlines that get attention.
- Combine images and headlines to make it a win-win.

Tip: Use tools to create images that resonate in social media, are sized correctly for each platform, and may be used in ads. Canva.com is a great tool to create social media-sized posts, cover images, and ads. Oh, and it's free!



Tactic #4 - Images

If you're wondering about the power of images in social media use, here are some stats to get you thinking:

- 74% of social media marketers use visual assets in their social media marketing, ahead of blogs (68%) and videos (60%). - Social Media Examiner
- 62% of B2B marketers rated videos as an effective content marketing tactic in 2016. – Content Marketing Institute
- 51% of B2B marketers prioritized creating visual content assets in 2016. – Content Marketing Institute
- Tweets with images receive 150% more retweets than tweets without images. – Buffer App

With those kinds of numbers, it's no wonder images are so popular among social media professionals.

But, you're not a graphic artist. So, what can you do to spruce up your images? Here are some tips:

- Leverage free or low-cost image platforms to locate images
- Test multiple images for one post or ad
- Use industry-relevant images for each promotion
- Consider testimonial ads and boosted posts – simply using a quote often works.
- Choose images that stand out
- Use people image often

Image Creation Tools

PicMonkey

Canva

LiveLuvCreate

Paint.net

PicCollage

Vizualize.me

Piktochart

Easel.ly

Logo Garden

Recite

Pixlr

Awesome Screenshot

Flaticon

Google Drawing

Jing

Smilebox

Free Range Stock Images

Flickr

Split Testing Example

In the following example, the only thing that was changed was the image. The copy is the same. The call to action is the same. The link is the same. However, when you look at the cost per download, you can see which one was lower, meaning the lower-cost ad produced better results and had a higher return on investment.

Tactic #4 - Images

Tip: When split testing ads or boosted posts, change one control element, such as the image, to determine which one performs best.

In this example, the control element is the image. Changing it from a graphic to a human had a big impact on cost per download and, therefore, a positive impact for return on investment.

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Need Inspiration for your Facebook Ads? Download this unique collection of 500+ real world Ads by Top Advertisers around the world and get inspired!

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Free Instant Download. Spy Top Brands' secrets to successful Facebook Ads. 3,000+ Marketers already got their copy, what about you?

EBOOKS.ADESPRESSO.COM/FACEBOOK-ADS-EXAMPLES | BY ADE... [Download](#)

Like Comment Share 24 5

Cost per Download: \$1.68

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Get It Now ==> <http://hubs.ly/y0kxDz0>

500+ Facebook Ads that will inspire you

Download eBook!

500+ Facebook Ads Examples Collection

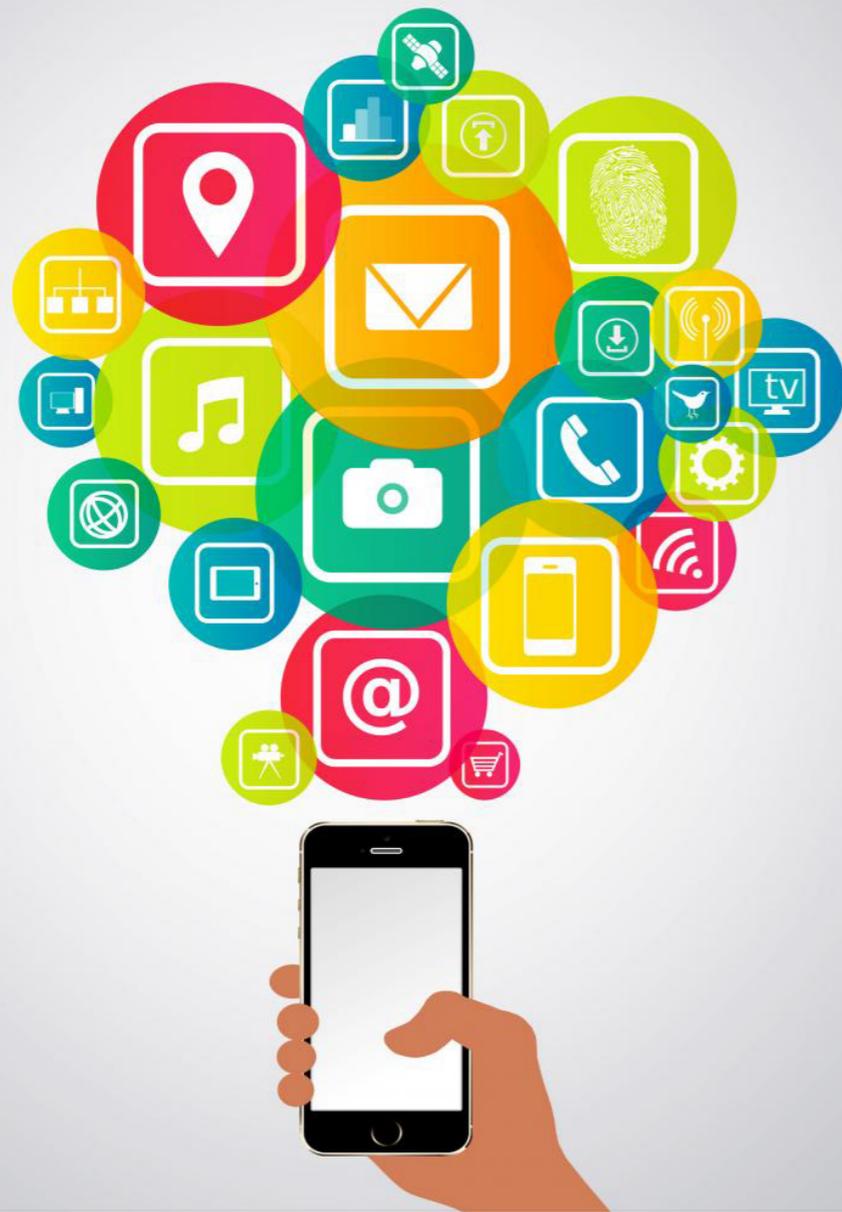
Free Instant Download. Spy Top Brands' secrets to successful Facebook Ads. 3,000+ Marketers already got their copy, what about you?

EBOOKS.ADESPRESSO.COM/FACEBOOK-ADS-EXAMPLES | BY ADE... [Download](#)

Like Comment Share 1 1

Cost per Download: \$3.13

Tactic #5 - Call to Action



No matter if it's an ad or a sponsored post, the right call to action is key. Tell visitors what to do next, otherwise they're simply going to surf away.

Examples:

- Click to watch this awesome video.
- Register today!
- Share this photo with friends.
- Add your comments below >>
- How would you caption this photo?
- Learn more ...

Remember to align your call to action with the step you want visitors to take. For example, if you want them to download an eBook, you would use "Download Now," "Get it while it's hot!" or "Download the eBook." If the call to action doesn't align with the action someone should take, they may get spooked and just leave the page.

For example, if you offer video clips, the call to action is often "Play now!" If you have podcasts, the call to action is "Listen Now," or "Listen here." If either of those items had a call to action of "Submit now" wouldn't you think something was wrong? Sure, you would. And, so would your readers.

Tactic 6 - Landing Pages

A landing page is where visitors end up when they click on links in your social media. In some cases, those pages may be blog articles, video channels, or generic website pages. But, if you want to increase leads, then make those pages work harder for you by turning them into landing pages.

What's different about landing pages from any other page on your site? In all cases, they require the visitor to share information about him/herself by either completing a form or an action in order to get the content he/she wants.

Content found on landing page is simple:

1. Logo
2. Headline similar to or equal to the social media content headline
3. Subhead with additional information (optional)
4. Image or video related to the content
5. Short paragraph with supporting information in two to three bullet points.
6. Form fields and call to action.

Here's an example from Buy Landing Page Design [<https://www.buylandingpagedesign.com>].

TAX ADVICE America's Online Tax Service

GET YOUR TAXES & ACCOUNTING DONE PROFESSIONALLY

- TAKE CONTROL OF THE TAXES YOU PAY
- STOP CRA LATE FILING LETTERS
- MEET THE CRA COMPLIANCE CRITERIA

FOR A FREE CONSULTATION, CONTACT US TODAY

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusa

NAME

EMAIL

PHONE

COMMENTS

CONTACT NOW

If you don't think landing pages are important, here's something to keep in mind. The success of your landing pages directly impacts your ad buying costs. I'll discuss that more in the Tactic #7 – Budget. Think about it this way, when you search for something online and click a link for your solution, what do you want the experience to be? You want to get to the content quickly without having to search further. That's what landing pages are for.

Tactic #7 - Budget

Why spend more than you need to?

For < \$100 per month:

- Boost posts that go back to your website.
- Spend \$5 or \$10 on each post for a 24-hour period.
- Spend \$10 - \$15 per day on ads
- Create a monthly, consistent plan to boost content.

Social media advertising is based on an auction format. What that means is every time you run an ad, your potential cost is based on the success of your previous ad campaigns. If you've never done one before, you're still going to go through the same auction placement as any other ad, but you'll be at a disadvantage until the social media platform can determine how much people like what you're doing.

Here's how it works.

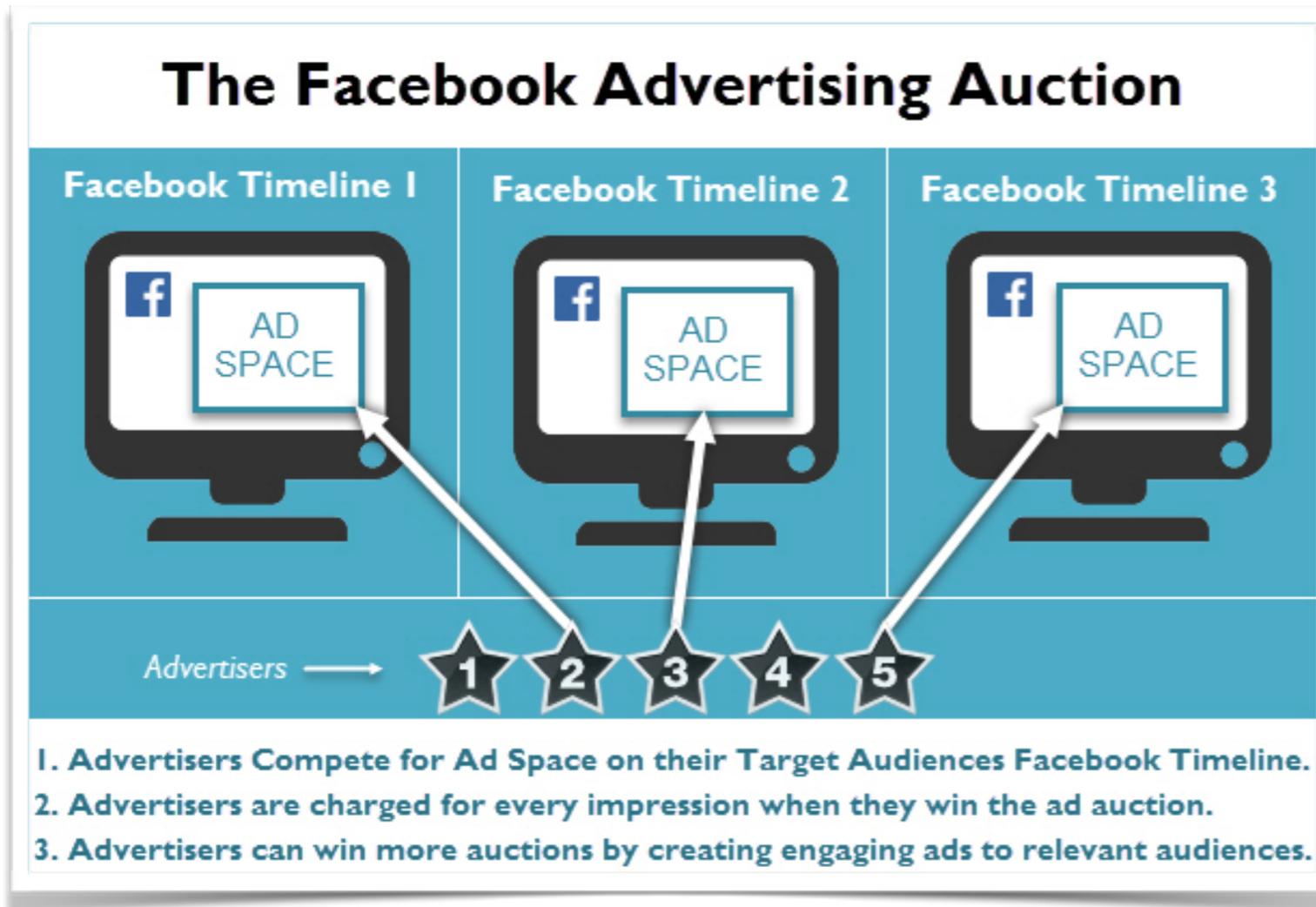
1. Multiple ad spaces are available on any social platform.
2. Ads are submitted to the platform's ad engine.
3. Once an ad is vetted for approval it enters the ad circulation rotation.
4. Ad placement is determined by the number of clicks an ad gets from users, plus the engagement on the landing pages or website they click to. If people do not like the experience, they will not click on additional ads from the advertiser, which means you'll pay more for your ads. But, if people like your ads and click on them often, you'll pay less for the ad space.

What you need to be concerned with are:

- The graphical image used.
- The content / copy used to create the engagement.
- The experience someone has once the ad is clicked.
- The number of people reacting to your ad.



Tactic #7 - Budget



The more targeted your ad is increases its engagement value because, even though your audience may be small, if a high percentage of it clicks on the ad, the relevance score will be very high, which means your cost-per-click decreases. Therefore, your bid amount may actually be lower than the max you set.

Three things influence your bid price:

- Bid amount: One way is automatically in which the social media platform provides a base-bid dollar value. The other is a manual option, which you set the value you're willing to pay per click.
- Quality and Relevance: The higher the quality and relevance the ad is for your audience the higher your ad scores. That's why it's so important to know your target market. If you market to the wrong people, they won't like your ads and thus, cause you to pay more for ad space.
- Estimated Auction Rate: This measures the likelihood your ad will generate the outcome you want, e.g., clicks to your website.

The ad within the bid group (you + others) with the highest score pays the least despite the original bid value.

Social media post engagement (likes, shares, and comments) plays the largest part in determining an ad's relevance score on Facebook and other platforms.

Hack: Use the copy from your best performing Google AdWords campaigns in your social media ads.

Tactic #7 - Budget

Case Study

In this case study, we used a boosted Facebook post with a budget spend of \$5. The audience was limited to one town and men and women ages 45-65+. We added interests including social security, retirement planning, and Medicare.

From the reporting, we can determine the boosted post reached 125 people and resulted in five engagements (likes, comments, and shares).

The screenshot displays the Facebook Boost Post interface. On the left, the 'OVERVIEW' tab is active, showing targeting information: 'You are targeting men and women, ages 45 - 65+ who live in 1 location.' The location is 'United States: Teaneck New Jersey' and the age range is '45 - 65+'. Interests include 'Social Security (United States), Retirement planning, Medicare (United States), Retirement or Social security'. The promotion duration is '1 day' and the total budget is '\$5.00'. Performance metrics show '125 People Reached', '5 Engagements', and '\$5.00 Total Spend'. A bar chart shows 'Photo Click' (1) and 'Link Clicks' (3). The right side shows a 'DESKTOP NEWS FEED' preview of the sponsored post: 'Six Overlooked Tax Breaks for Individuals' with a photo of a man at a desk. The post has '2 Likes' and options to 'Like', 'Comment', and 'Share'. At the bottom, there are links for 'Terms & Conditions' and 'Help Center', and buttons for 'Boost Another Post' and 'Close'.

Tactic #7 - Budget

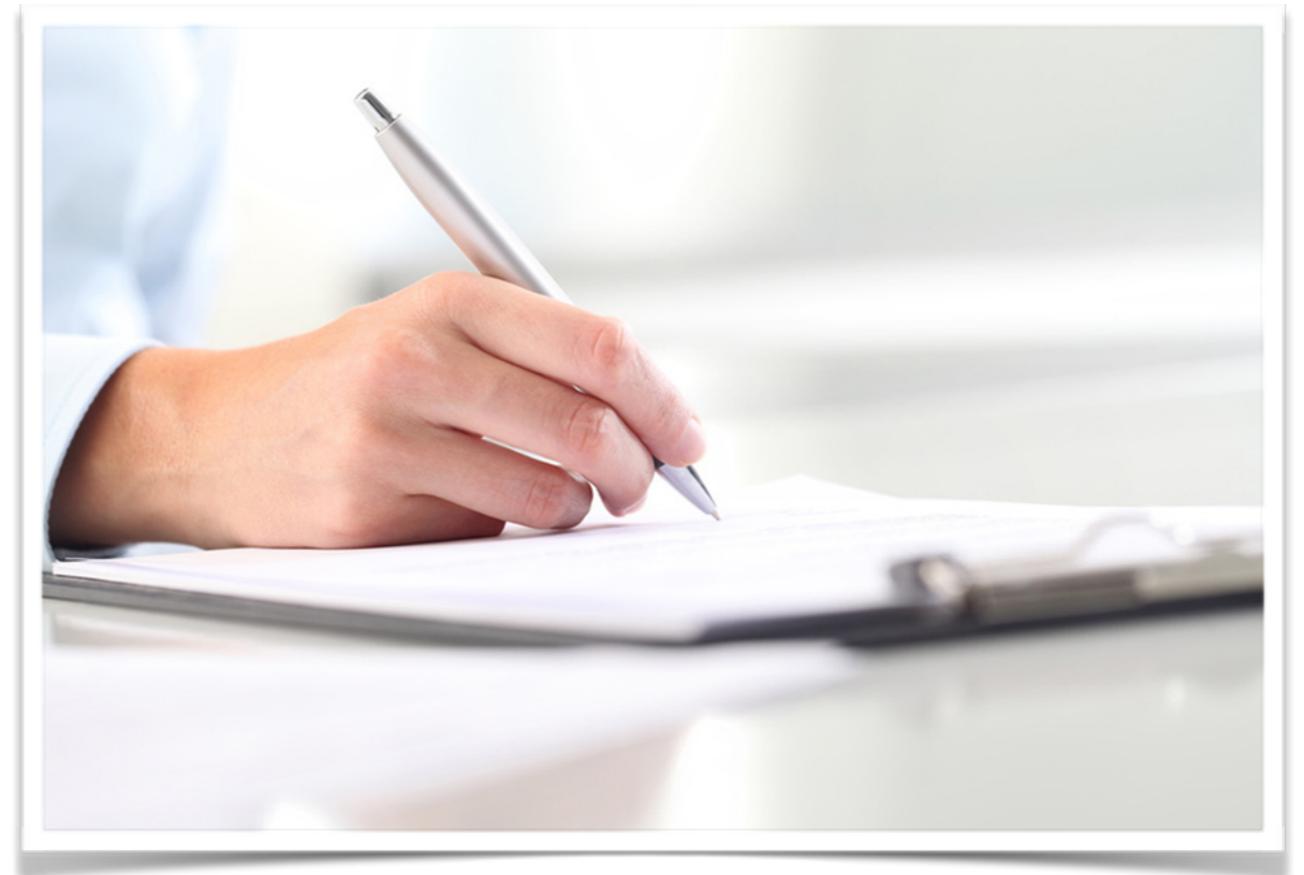
		Reach: Organic / Paid		Post Clicks		Likes, Comments & Shares	
Published	Post	Type	Targeting	Reach		Engagement	
03/22/2017 4:35 pm	 Did you claim one? Most people can claim an exemption on their tax return. It can lower your taxable income, which i			55		0 0	
03/20/2017 4:35 pm	 Did you make an #IRAContribution in 2016? Don't worry you still have time to make one and claim it on your return.			94		1 1	
03/17/2017 4:35 pm	 Did you choose the right filing status on your #taxreturn? Here's why it's important to know the differences. http://ow .			131		1 0	
03/15/2017 4:35 pm	 Small Business Financing: Securing a Loan Many business owners fall victim to several common, but potentially des			139		0 0	
03/13/2017 4:30 pm	 Are your Social Security benefits taxable? If Social Security was your only source of income in 2016 your benefits mi			319		12 2	
03/10/2017 4:30 pm	 Six Overlooked Tax Breaks for Individuals Confused about which credits and deductions you can claim on your 2016			320		8 3	

From this screen, we can also determine that boosted posts increased engagement by over 400 percent [March 10 post versus March 22 post]. We can also correlate the social media activity to the website through website analytics, which would show the incoming traffic to the site from Facebook, and the content that sent them there.

The Checklist

Here is a checklist you can use to tackle your firm's social media ad plan.

- Determine the promotion and how it ties back to your firm's business goal.
- Identify the budget
- Create the landing page on your website with a form or lead-generation opportunity.
- Develop the graphics (Canva.com is great!) for your ad platform.
- Use the company social media platform of choice.
- Leverage either sponsored posts or advertising to reach your goal.
- Identify your target audience, interests, and demographics.
- Split test whenever possible.
- Monitor the ad during the active period. Turn off ads that are not working. (This is not for boosted posts.)
- Review the report. Adjust for the next campaign.



About The Author / Company



Becky Livingston, author of “The Accountant’s Social Media Handbook” and “SEO Secrets, Myths, and Truths to Being Found Online,” has over twenty-five years’ experience in marketing and technology in financial services and engineering firms. She is the President and CEO of Penheel Marketing, a marketing firm specializing in social media and digital marketing for CPAs. In addition to being a marketing practitioner, Becky is also an adjunct professor, author, and speaker. With a graduate degree from Pace University in Information Systems, Becky also holds undergraduate degrees from two other colleges and also has a Certificate in Corporate Training from NYU. She is also an active member of the Association for Accounting Marketing (AAM). Connect with Becky’s firm on Facebook, LinkedIn, Google Plus, Pinterest, and YouTube.

Penheel Marketing builds muscle – marketing muscle – for CPAs and small business owners. Our virtual services include marketing strategy and implementation, social media strategy and implementation, blogging, analytics, copywriting, search engine optimization, and more.

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