Advertise Smarter, Not Harder

10 Best Practices for Social Ads

uberall

Introduction

Early in 2023, social media overtook paid search as an advertising channel, growing at a rate of 25% YoY. As a result of this and other new developments, social ads are the name of the game for marketers looking to increase their reach and expand ROI.

In this comprehensive guide, we walk you through 10 essential practices for effective social ads. Prepare to be equipped with the knowledge and strategies to make your social ad campaigns not just effective, but exceptional.

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> In an era where digital presence is paramount, harnessing the power of social ads can be a game-changer for businesses of all sizes. Are you looking to boost your website traffic, expand your reach, increase conversions, or simply enhance your brand awareness? Then understanding and implementing the best practices in social advertising is your key to success.

Matthew Swan, Solutions Engineer at Uberall

Know Your Goal

Before creating any social ad, it's imperative to define your goal. Are you aiming for increased website traffic, broader reach, higher conversion rates, or something else?

Each objective within platforms like Meta serves a different purpose and comes with its own measurements of success. Determining your goal is the foundational step in ad creation, as it guides all subsequent decisions.

Know Your Audience

Understanding your target audience is key. You need to know who your typical customers are and who could potentially become customers. Parameters like location, demographics, and interests play a crucial role in defining your audience.

Starting with a broader audience can ensure you don't limit your reach too much. It's also essential to consider the devices your audience uses, with mobile being a dominant platform.

Know How Customers Interact With You

To effectively guide customers through their purchasing journey via your ad, you must understand how they typically interact with your business. Do they make appointments by phone, shop online, or visit your physical store? Your ad should align with their existing behaviors, rather than introducing a completely new process.

Don't Limit Your Targets

While it's tempting to create hyper-specific audience segments, doing so can inadvertently reduce your reach potential. Striking the right balance is key. Instead of narrowing your audience too much, consider crafting your targeting criteria to encompass a broader yet relevant group of potential customers. This approach can help maximize your ad's exposure without sacrificing the precision needed to reach your desired audience.

Remember, it's not always about casting a narrower net; it's about casting it in the right waters to ensure your social ads resonate with a larger, yet still qualified, audience.

Build Awareness to Facilitate Conversion

Increasing awareness about your business is vital before expecting conversions. Sometimes, ads serve the purpose of introducing your brand to potential customers.
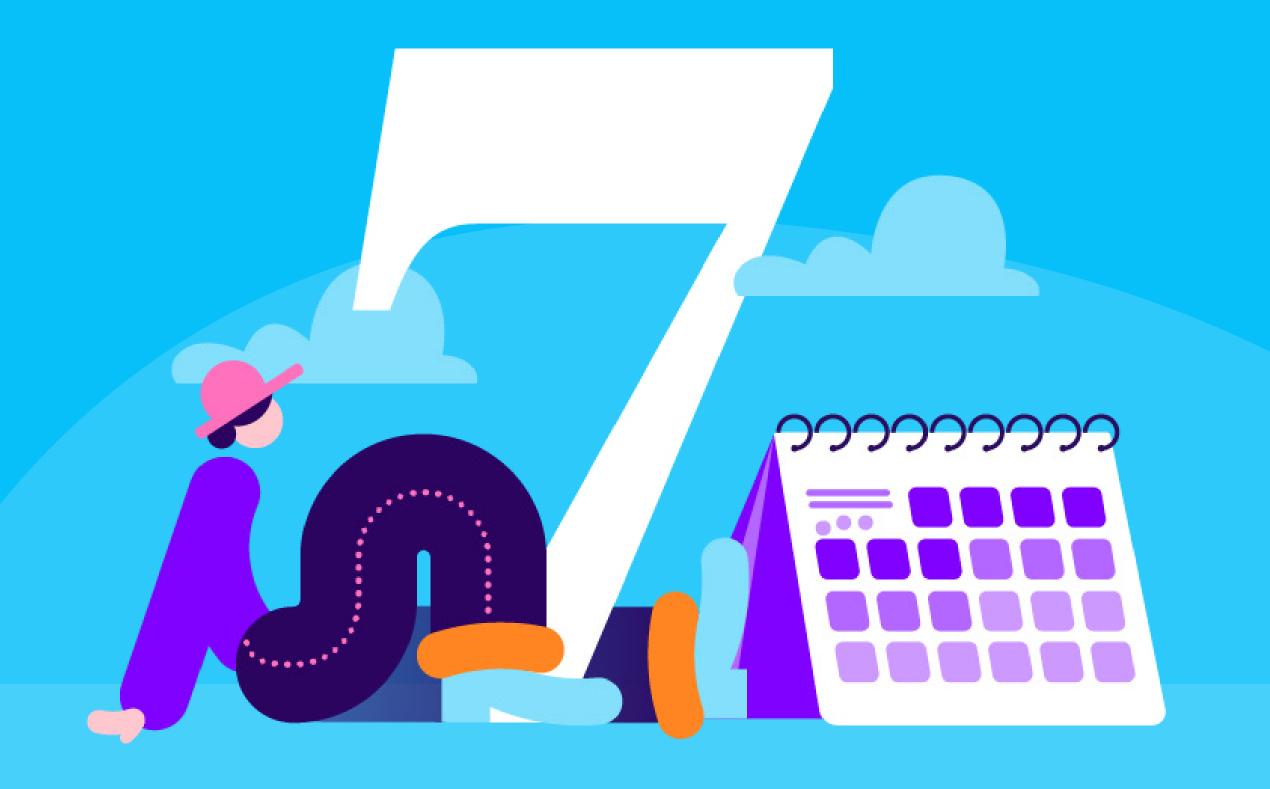
People tend to buy from businesses they know and trust, so ensuring they are aware of your existence is a crucial step.

Ensure the Ad is Locally Relevant

Relevance is a significant factor in ad success. Crafting locally relevant content helps Meta's algorithms serve your ad to the right people in the right places, increasing the chances of engagement and conversions.

Run the Ads for at Least Seven Days

Patience is key in the world of social ads.

Allow your ads to run for at least 7 days before making any snap judgments about their performance. Meta's optimization algorithms need time to gather data and reach the right audience. During this time, resist the urge to make frequent adjustments to your campaign, as constant tinkering can disrupt Meta's ability to fine-tune your ad's delivery and targeting.

A/B Test Your Ads

A/B testing is a powerful tool to discover what resonates with your audience. Experiment with different media, content, headlines, and calls to action to identify what works best. This allows you to refine your ads and serve the most effective version to your audience.

💡 Tip: Make a hypothesis for each A/B test and change only the one element you're looking to prove. E.g. "If our CTA says 'Shop now' instead of 'Find out more', we increase clicks."

Track Your Results

Measuring campaign performance is fundamental. It provides insights into how well your ads are doing and where they might be falling short. Tracking results enables you to make data-driven decisions for future campaigns.

You should track things like:
→ Number of impressions
→ Number of people reached
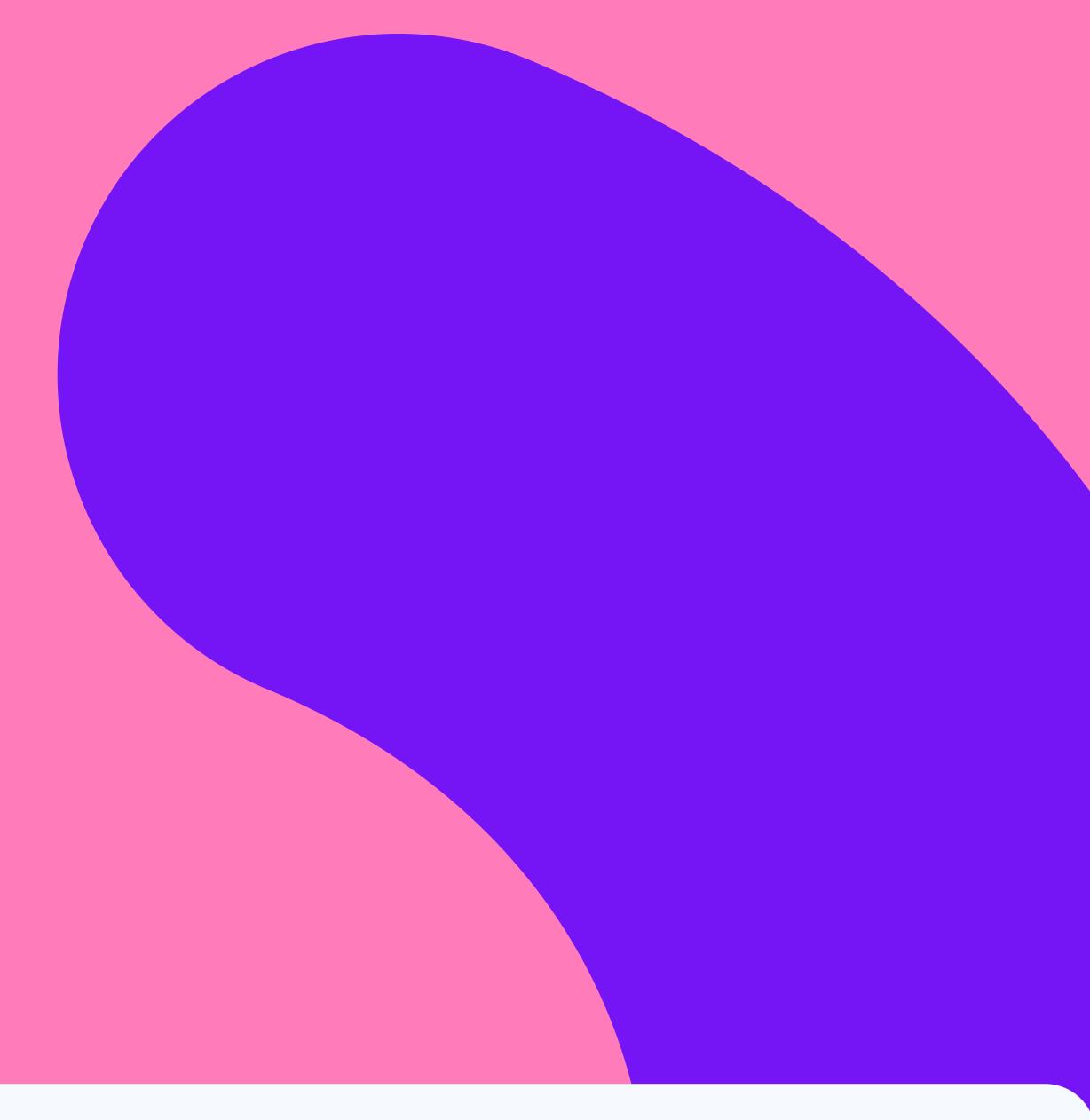→ Number of clicks

Focus On What Has Been Successful and What Has Failed

Learning from both your successes and failures is crucial. Analyze past campaigns to understand why certain ads outperformed others. Use these insights to adapt and refine your ad strategy over time, ensuring continuous improvement.

Master Social Ads at Scale

By following these best practices, you can create more effective social ads that align with your objectives, resonate with your audience, and ultimately drive better results for your business. And with the proper tools to get the job done, you can see the results you're looking for sooner—ensuring you're really working smarter, not harder.

Learn More

About Uberall

Uberall helps the world's most innovative brick and mortar businesses stay relevant, competitive, and profitable, by using digital technology to win clicks online and feet offline.

Uberall CoreX, our hybrid customer experience platform, powers the entire customer journey from online discovery, to store visit, to recommendation and repeat purchase. Uberall makes sure businesses are not only found, but attract and delight customers on every corner, across the globe – driving revenue and customer lifetime value, at scale.

Uberall, founded in 2013 and headquartered in Berlin, Germany, has more than 400 employees and services over 1,850 multi-location businesses across 170 countries.

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