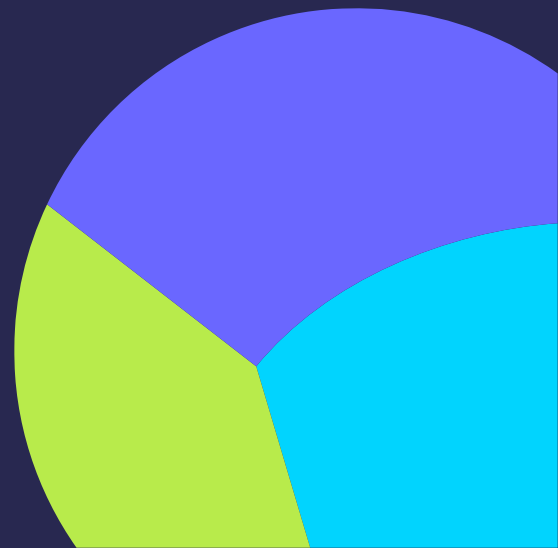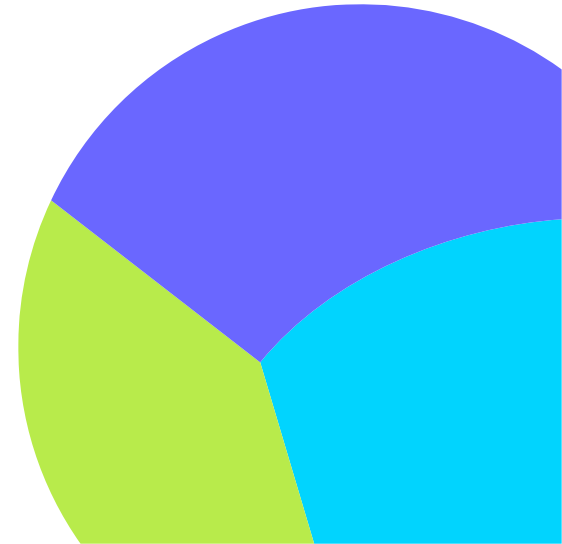# DG Paid Ads Strategy

Creating demand on Facebook, YouTube & Reddit

In this lesson

Our full Facebook, YouTube and Reddit set up for creating demand:

- Channel Strategy
- Audience Structure
- Account Structure
- Campaign Objectives
- Campaign Settings
- Ad Settings
- Objective KPIs

Channel Strategy: Facebook

We use Facebook as an awareness channel to distribute both our top-of-funnel content and bottom-of-funnel messaging to our audience. The emphasis here is on reach and reaching as many buyers as possible.
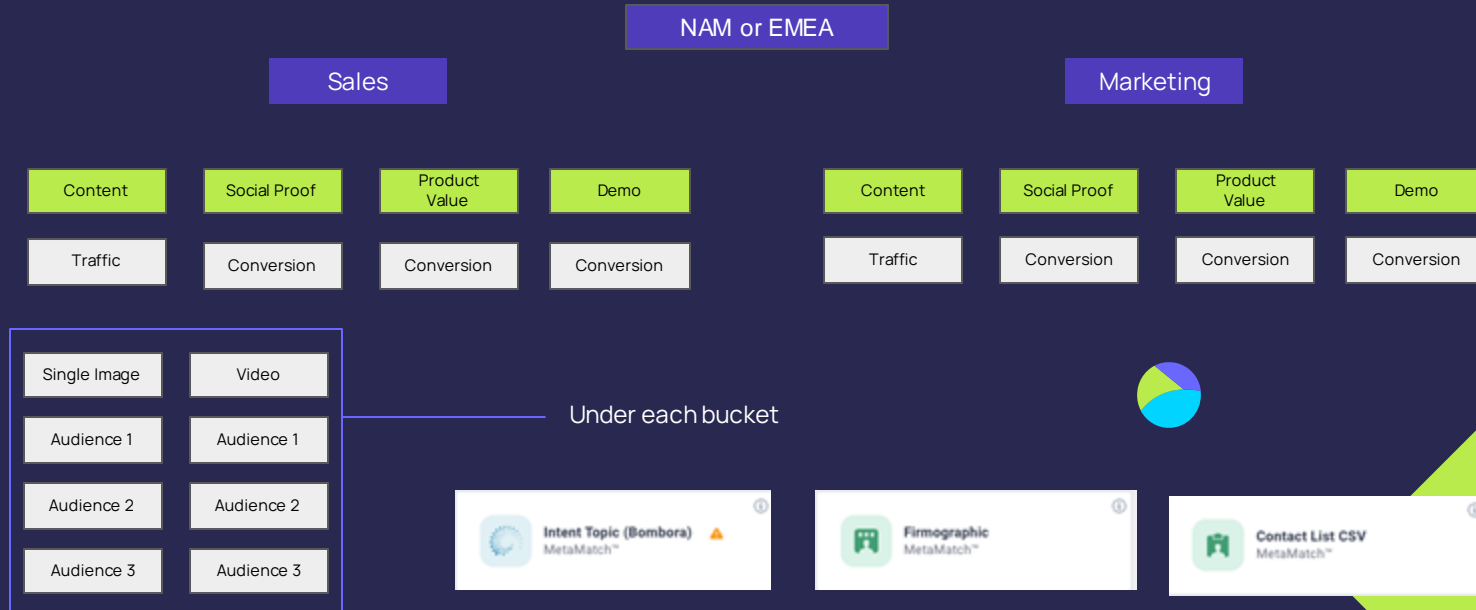
Although Facebook hasn't been one of our most impactful channels in the past - with recent developments, we have turned it into a proper revenue channel for us.

Currently 15% of the create demand budget is allocated to Facebook.

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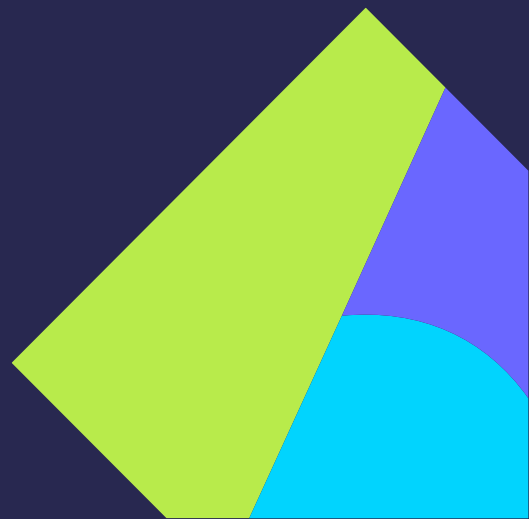
Account Structure

This is what our account looks like - similar to LinkedIn, the only difference is that we split the audience on the ad group level not on the campaign level.

NAM or EMEA

Sales

Content	Social Proof	Product Value	Demo
Traffic	Conversion	Conversion	Conversion

Marketing

Content	Social Proof	Product Value	Demo
Traffic	Conversion	Conversion	Conversion

Single Image	Video
Audience 1	Audience 1
Audience 2	Audience 2
Audience 3	Audience 3

Under each bucket

Intent Topic (Bombora) ⚠
MetaMatch™

Firmographic
MetaMatch™

Contact List CSV
MetaMatch™

Account Structure

- We realised that even though we decreased the Facebook budget by 50%, we kept hitting a huge amount of frequency and we were reaching all of the target audience easily

- Instead of decreasing the budget again, we changed the campaign objectives from Reach to Conversions in January 2023. Therefore optimising the FB algorithm to generate more conversions - as we wouldn't have any problems with the reach anyway. It worked...

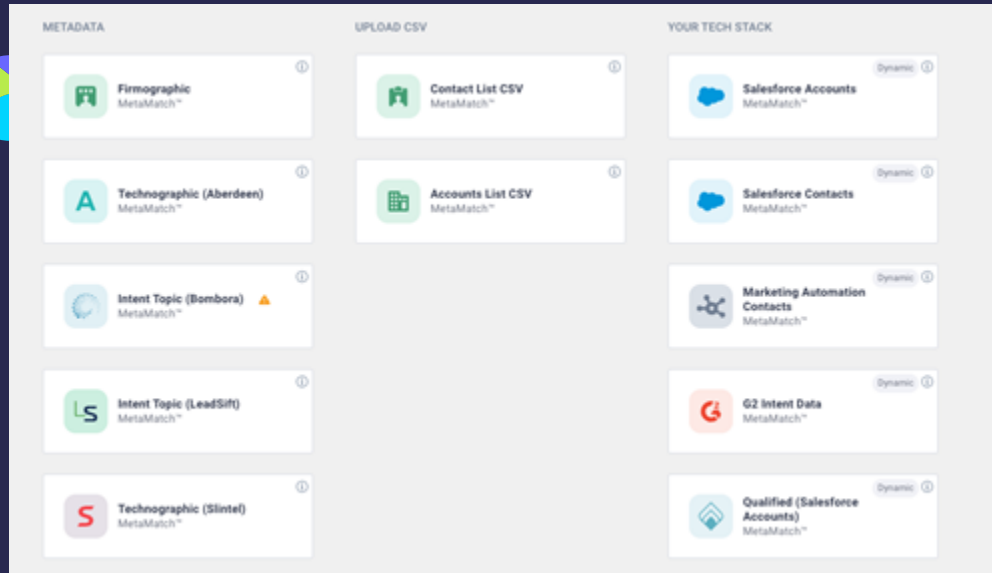| August 2022 | September 2022 | October 2022 | November 2022 | December 2022 | January 2023 | February 2023 | March 2023 |

Account Structure

- The other thing we did was to stop treating Facebook like LinkedIn. We're now working on creating different content and ads for Facebook - the first step was to test story size images

Country	Persona	Bucket	Company Size	Seniority	Stage	Ad Type	Objective
NAM	Sales	Content	All	All	Awareness	Static	Conversion
EMEA	Persona	Product Value			Remarketing	Video	Traffic
		Social Proof					
		Demo					
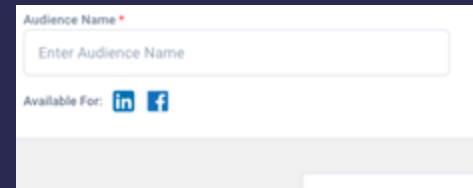
Audience Structure

- We are using Cognism x Metadata for LinkedIn-level targeting on Facebook. Metadata alone does ok in the US, but due to the GDPR and cookie policies, these audiences don't do very well in EMEA and DACH

- On average, the US match rate is around 40% and the EMEA match rate is around 15% - but since Facebook requires a low financial investment, we're okay with this. (When we upload the Cognism CSVs, these match rates get around 2x better)

Campaign objectives

- We use **2 objectives** in our ads
  Traffic (landing page views)
  Conversions (website conversions)

  - Content campaigns = **Traffic**

  - All other campaigns = **Conversions**

- Other objectives Facebook have:
  Daily unique reach
  Link clicks
  Impressions
 Video views
  LP views
  Instant Forms
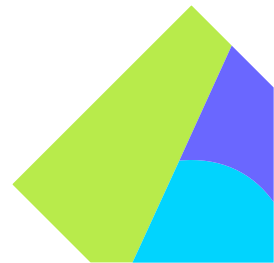
Campaign Settings

- Demo campaigns are for the remarketing audience: website visitors, Instagram page visitors, and video viewers in the last 90 days

- However, we also use remarketing audiences in other conversion campaigns -again, reach is not a problem here

- Similar to Linkedin, "advantage custom audience" is always off as it's for B2C

- We also try to not use the age filters as it's not very effective

- We always use manual placements and choose only FB and IG; otherwise our ads get shown in weird places

- FB: Feed, Stories, Right Column
- IG: Feed, Profile Feed, Stories, Reels, Explore, Explore Home

- Ideally you would run different ad sets for each platform.
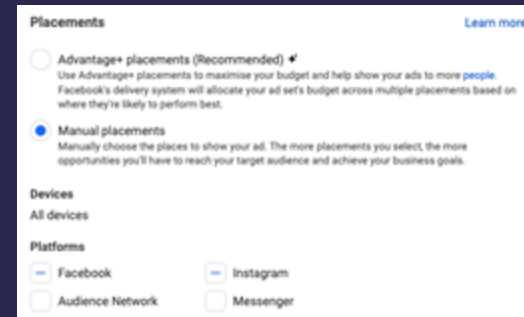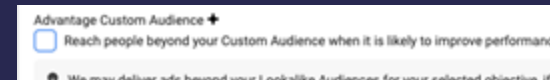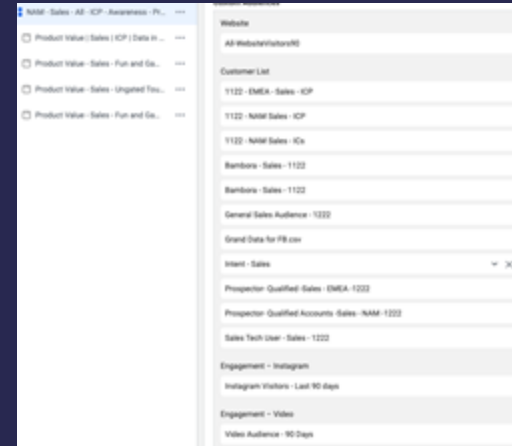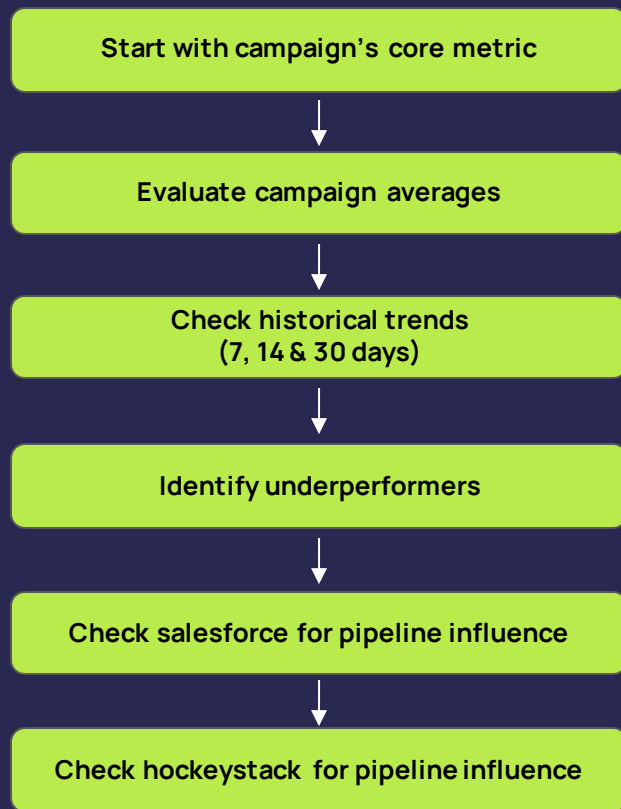
Ad Settings

- We can be much more free in the ads on FB than on LI. It's possible to use different ad creatives for different mediums such as a different square size ad for feeds, and story size ad for stories.

- One thing you can also test is to have different primary texts and headlines for each ad - on Linkedin, we can only use 1 copy and 1 headline but FB allows us to use up to 5
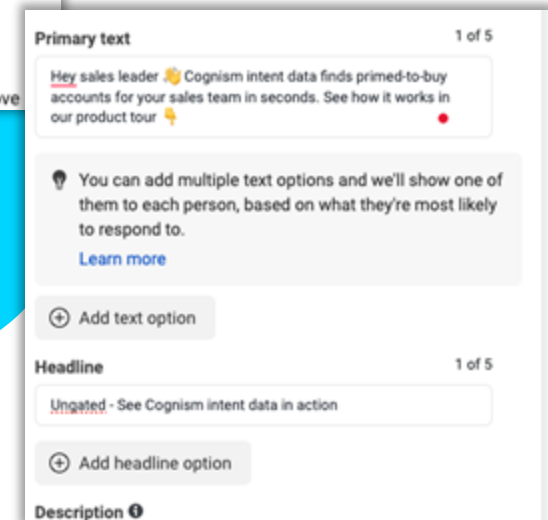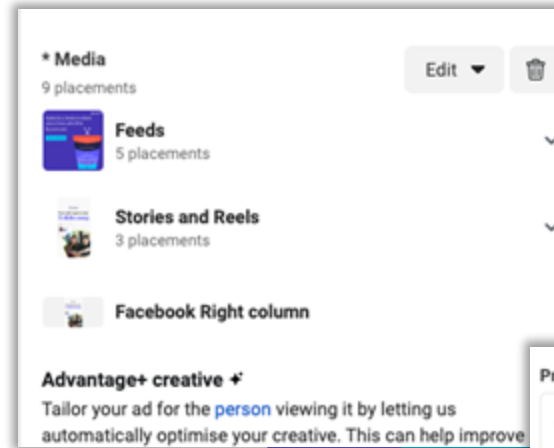
Auditing - In-Platform & CRM

- Similar to LinkedIn, the campaign audits take place not only in-platform but also on Google Data Studio, Salesforce, and Hockeystack

- We track performance on the pipeline level with Salesforce and Hockeystack. Before pausing any ads, we make sure that pausing the ad won't impact the pipeline negatively

Start with campaign's core metric

↓

Evaluate campaign averages

↓

Check historical trends
(7, 14 & 30 days)

↓

Identify underperformers

↓

Check salesforce for pipeline influence

↓

Check hockeystack for pipeline influence

Channel Strategy: YouTube

YouTube is still relatively a new channel for us.

After testing the single-campaign approach here, we've restructured the account in Q2-2023 to be able to reach a wider audience.

YouTube is an awareness channel for us first and foremost, and we use it to reach as many buyers as possible. Similar to our Linkedin and Facebook campaigns.
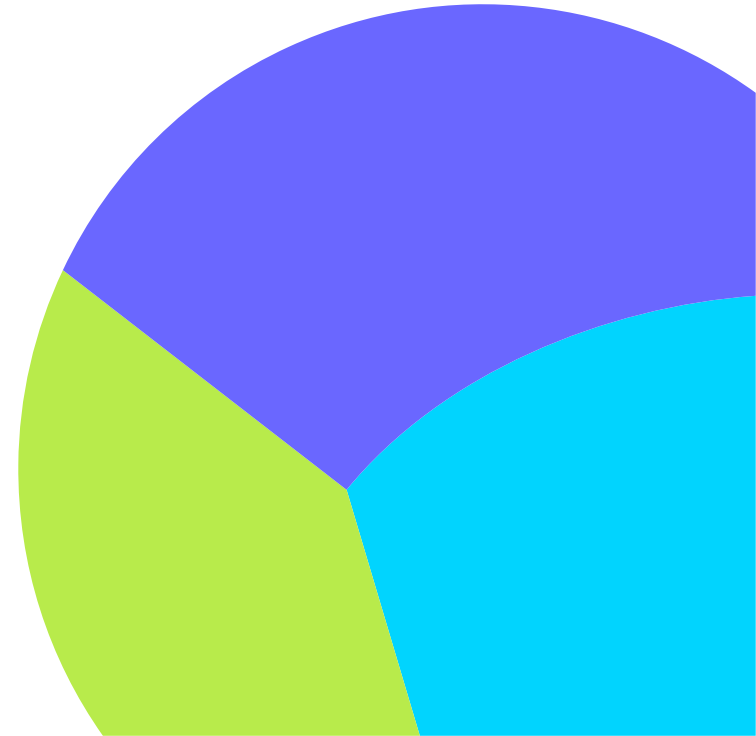
Account & Audience structure: YouTube

At the account level, we split out by:
❑ Region

At the campaign level, we split out by:
❑ Device
❑ Campaign type

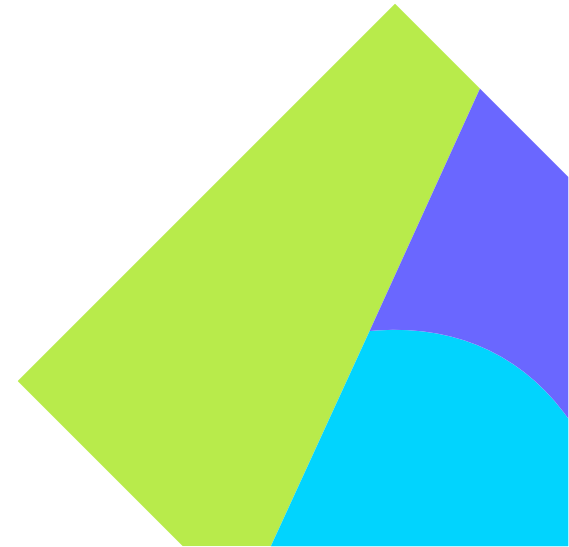**We target the search terms/keyword searches:**
❑ High intent search terms
❑ Competitor terms

We target by channel:
❑ Relevant marketing channels
❑ Relevant sales channels

We target specific videos:
❑ Strategic videos related to our personas (e.g. cold calling 101)

Campaign objectives: YouTube

- **BRAND AWARENESS AND REACH** =

Average duration per unique impression,
50% view rate, Completion rate,
Conversions, Conversion rate

- To achieve this objective, we make our videos in stream skippable ads. As this is the optimal format to reach as many buyers as possible (more on that later).

Ad settings: YouTube

- Skippable in-stream ads – these play before, during or after other videos on YouTube and websites and apps of Google video partners. After 5 seconds, the viewer has the option to skip the ad and continue watching the video.

- We've tested other ad formats, but found these to have the best engagement and reach.

Cognism - Premium Sales Intelligence

Phone-verified data
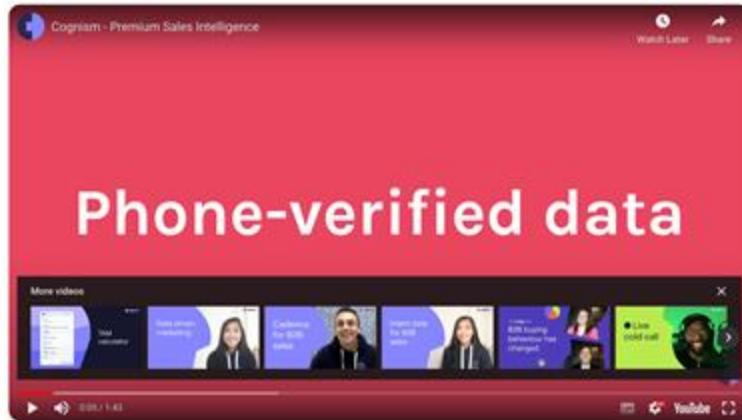
In Display Ads

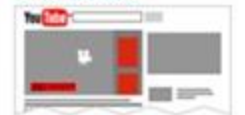In Stream – Skippable Ads

In Stream – Non Skippable Ads

Overlay Ads

Sponsored Cards

Shoppable Ads

Channel Strategy: Reddit

Reddit is our newest channel and we're testing different approaches.

Reddit has a unique level of reach and is much cheaper than alternative ad channels.

We leverage this and use Reddit as an awareness channel to create demand and serve relevant top-of-funnel content to our audience.

We've also started testing some capture demand campaigns in Q2-Q3.
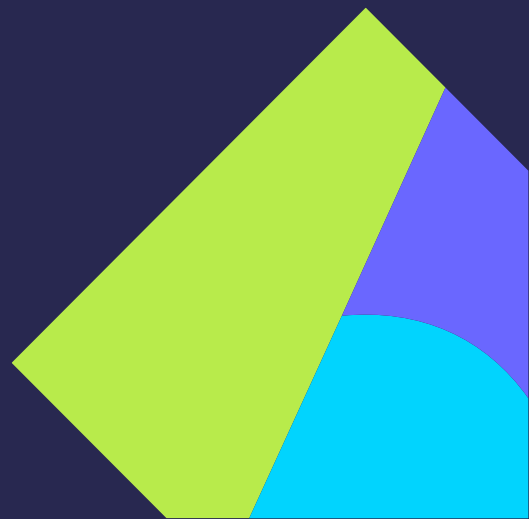
Account structure: Reddit

This graphic gives a high-level insight into how we structure our ad account on Reddit.

We target by Region (NAM and EMEA) and then the audience is targeted by relevant Reddit communities.

We then serve three types of campaigns:

- Product value (Reach objective)
- Cold product offer (cold audience, specific offer, conversion objective)
- Remarketing (bottom of funnel, conversion objective)

Region

Community

Product value

Cold Product offer

**Remarketing (web visitors)**

cognism

Audience structure: Reddit

Reddit is not a professional network, so the audience targeting is mainly focused on interest based targeting or community targeting.

We focus on community targeting specifically subreddits relevant to our personas (sales, marketing etc.)

Some examples would be:

- r/Sales
- r/Marketing
- r/digital_marketing
- r/content_marketing
- r/b2b_sales
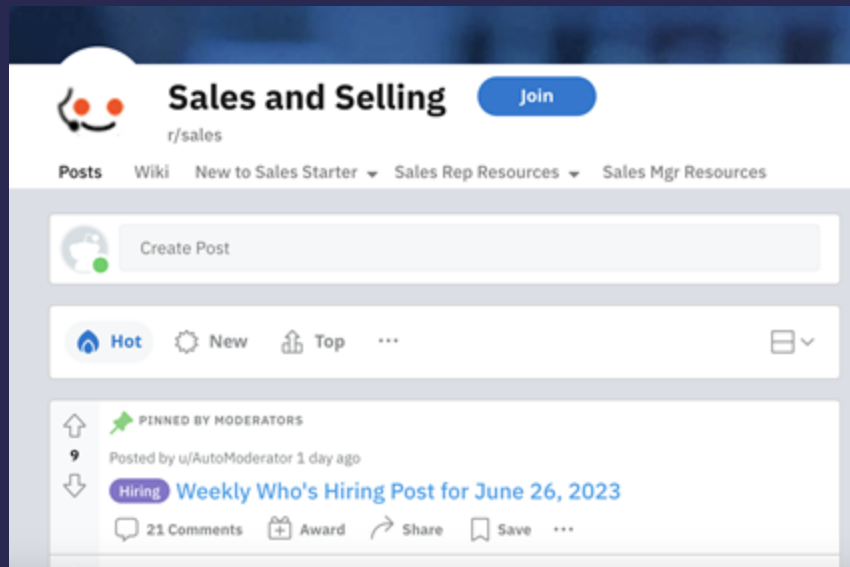
Campaign objectives: Reddit

The two objectives we focus on most:

- BRAND AWARENESS AND REACH=
  CTR (as CPM increases when we utilise more budget - and that's what we are bidding on; CPC is decreasing proportionally depending on CTR)

- CONVERSIONS =
  (CTR, Direct/Assisted pipeline influence, closed-won deals, self-reported attribution)

Two objectives we use less, but have tested

- Traffic
- Video views

You can also use:

- App Installs
- Retail sales
- (these are not relevant for our campaigns)
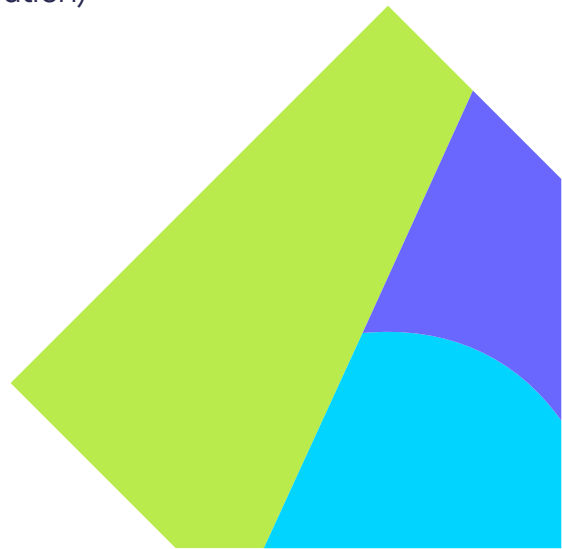
Ad/Ad group settings: Reddit

- Can't track frequency on Reddit - but if you contact your Reddit ad rep, they can set up a frequency cap. We have a cap of 5.

- We are currently testing excluding specific regions to eliminate bot traffic. Something to watch.

- Two different placement types we focus on – in feed and conversation ads.

- Reddit just introduced keyword targeting, which will allow you to serve a conversation ad whenever a keyword is detected in posts/comments. We are currently testing this new feature.

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Your next lesson:
Capturing Demand with
Google and Bing