The Loop Live

Episode 4: Paid social strategy and ad creative deep dive

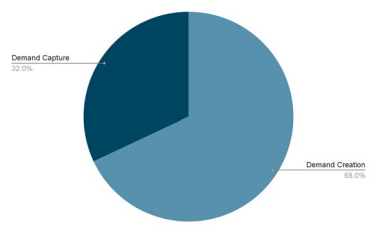
Philosophy

- Main target: pipeline
- We need to get more efficient in every quarter when it comes to Pipeline ROI for each $ spend.

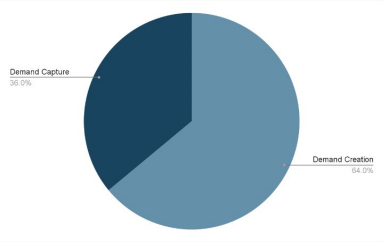
Create demand:
Constantly educating your whole TAM so that your audience will notice their pain points (if they are not already aware) and will come to you when they are ready.

Capture demand:
Converting the audience when they actually raise their hands.

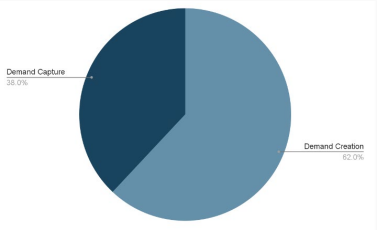
Q3-22



Q4-22



Q1-23



Channels

- Demand Creation happens on the awareness channels - where prospects spend time, but not necessarily looking to buy.
- Demand Capture happens on the intent channels - where prospects search what they are looking to purchase.

Awareness Channels:

- Linkedin
- Facebook
- Instagram
- Youtube (started on 12.22)
- Reddit (started on 02.23)
- Twitter

Intent Channels:

- Google
- Bing (started on 11.22)
- Capterra (stopped on 02.23)

- LinkedIn, Facebook, Instagram, and Google have been the major channels. We've started Bing Ads on November 2022, Youtube Ads on December 2022, and Reddit on February 2023.
- The Capterra ads have been stopped due to the low pipeline ROI.
- We are planning to start testing Twitter in Q3-23.

Channel Strategy: LinkedIn

LinkedIn is our flagship create demand channel - 70% of the create demand budget is allocated to LinkedIn.

As of Apr 2023, we have more than 500 active campaigns targeting four major personas: Sales, Marketing, RevOps, and CSMs.

Account Structure

- In a nutshell, we segment our audiences by **GEO**, **PERSONA, COMPANY SIZE, SENIORITY, MARKETING STAGE** and **BUCKET** - this way helps us to look at the campaigns and understand which pieces of content resonates the best.
  - Such as; do Sales people in the US prefer educational content over problem awareness content?

Country	Persona	Bucket	Company Size	Seniority	Stage	Ad Type	Objective
NAM	Sales	Content	GN	ICP	Awareness	Static	Reach
EMEA	Marketing	Product Value	EP	ICs	Remarketing	Video	View
DACH	RevOps	Social Proof	All	All		Document	Traffic
	CSMs	Thought Leadership				Influencer	Conversions
		Demo				Conversational	

- The NAM and EMEA have very similar -if not identical- structures, but DACH has a more simple structure due to the budget limits.

Campaign Objectives

- Reach, reach, and reach. Reach is emphasized for a reason, it's the best way to penetrate the potential audience.
- We use **REACH** for the ads that have messages that can be consumed in-feed. With reach, we are not after CTR, we are after engagement. (like product ads, or thought leadership)
- We use **TRAFFIC** objective if in-feed consumption isn't the goal (like a blog post, or case study).
- **Video view** objective is used for the video content, and -no surprise- this objective works much better than other objectives for video content. (This is basically **Reach for Videos**)
- **Conversion** objective tends to hold reach back so badly, this **should only be used** in retargeting campaigns.

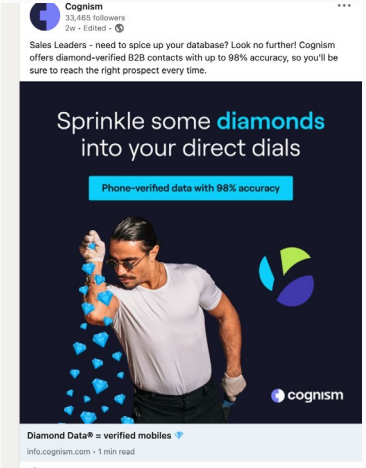
Campaign Structure

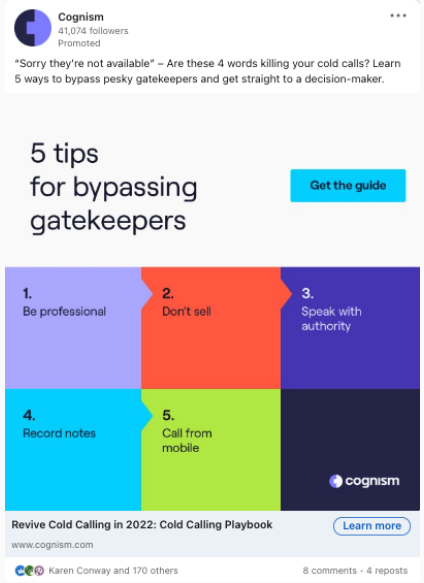
- We use **4 objectives** in our ads
  - **Reach** (brand awareness)
  - **View** (video views)
  - **Traffic** (website visits)
  - **Conversions** (website conversions)
- Content campaigns = **Traffic**
- Demo/Remarketing campaigns = **Conversions**
- Product Value, Social Proof, Thought Leadership campaigns = **Reach**
- But if there is a video ad in the PV, SP, TL campaigns = **View**

- Other objectives LinkedIn has:
  - Engagement (mostly for event sign ups and company page followers)
  - Lead generation (for ebooks and retargeting)
  - Talent leads (job posts)
  - Job applicants (job posts)
- It's possible to have a reach campaign with a video ad, but what we discovered is that the Linkedin algorithm does much better when **View** objective is used in the video campaigns.*

Campaign Objectives Summary

- **REACH** for in-feed consumed content.
- **TRAFFIC** for outside-feed content
- **VIDEO VIEW** for video content
- **CONVERSION** for form submissions





Important Metrics in Objectives

- **REACH** =
  - Average Frequency, Engagement Rate, Reach;
  - CPM, Cost per Result, Cost per 1K member accounts reached.

- **TRAFFIC** =
  - CTR, Reach, CPC, clicks to landing page;
  - Engagement rate, average frequency.

- **VIDEO VIEW** =
  - View rate, impressions, view at 50%, completions, completion rate, CTR

- **CONVERSION** =
  - Conversion rate, cost per conversion, CTR, CPC, impressions

Objective KPIs

- **REACH** =
  - Ad Copy
  - Ad Image
- **TRAFFIC** =
  - Ad Copy
  - Ad Image
  - Landing Page Content
  - Landing Page Experience
- **VIDEO VIEW** =
  - Ad Copy
  - Video Length
- **CONVERSION** =
  - Ad Copy
  - Ad Image
  - Value Proposition
  - Landing Page Content
  - Landing Page Experience - no distractions!

Platform Structure - Product Values

Regions

Personas

Product value

GN				EP				ALL	
ICP		ICs		ICP		ICs		ALL	
Awareness		Awareness		Awareness		Awareness		Remarketing	
Static	Video	Static	Video	Static	Video	Static	Video	Static	Video
Reach	View	Reach	View	Reach	View	Reach	View	Spotlight Ads	Conversational Ads
								Conversion	Conversion

Frequency

- Ad fatigue = diminish in ROI.
- We need to serve enough content to our prospects so that brand awareness and recall are present, BUT not too many impressions per user where ad fatigue kills effectiveness.
- **Ad Frequency** = Metadata suggests that ad frequency per user **should not exceed 3.5 on Linkedin**, and **4 on Facebook**. Refine Labs says **up to 7** is fine (30 days time-frame). To be on the safe side, I prefer not to exceed 3 both on LI and FB.
- We're working on a reporting structure to track these data on the ad-level better.

You should have retargeting campaigns with high frequency!

But be careful if it's not too much. 👉

✅ Look at your reach & frequency and ensure you don't invest too much in one campaign with certain creative. Recalculate your budgets according to them.

✅ Set multiple creatives and formats. Even though all will not perform the best, they give variety and freshness to the audience.

✅ Refresh your ads often. At least once a month. Or pause old ads and turn them on after a few weeks. It will maybe cause a drop but don't run them for too long.

✅ Shorten your audiences for different creatives/CTAs and tell a different message after one or two weeks.

✅ Exclude short audiences of people who engaged to give them a break. Let them be hit by another campaign.

✅ Use multiple placements to increase the frequency.

Otherwise, it's sometimes like an annoying salesman who is trying to catch you everywhere.

PS: This ad has another 2 similar comments
PSS: Check your accounts! It's one of you 😜

Optimisations

- The best practice is generally to run each ad for 7-14 days before making any changes (unless an ad is performing really poorly, or if a clear winner is present).

- When optimising the ads, we need to consider both the **metrics depending on the ad objectives**, and **ad frequency**. For instance, cost per conversion isn't a very important metric in reach objective; or an ad that has perfect metrics with a 10 frequency might need to be replaced soon.

- Avoid comparing CTR between campaigns where the objective is not the same; however, CTR can be a good indicator for an ad performance within the campaigns that have the same objectives.

- When optimising the existing ads or creating new ones, **NEVER** choose auto placement, audience expansion, or partner network options in any of the ad channels.

- Always look at the demographics data to exclude the irrelevant industries, and job titles; but don't do this for the job functions. For instance, you might see a job function of "community service" but this doesn't necessarily mean that we're actually targeting this title; but it might be like someone having a second experience on their Linkedin like a charity.

Auditing

In-Platform & CRM

The campaign audits take place not only in-platform but also on Google Data Studio, Salesforce, and Hockeystack.

On GDS, we've created specific reports for each campaign so that we can track the performance on the weekly, monthly, and quarterly levels easily.

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

7	[illegible]
8	[illegible]
9	[illegible]
10	[illegible]
11	[illegible]

GDS for Linkedin

EMEA Linkedin Dashboard

Reset | Share | Edit

EMEA - MARKETING - THOUGHT LEADERSHIP - GN - ICP - STATIC - REACH

Select date range

WEEKLY METRICS

Campaign name	Year & week (Mon-Sun)	Total spent (USD)	Campaign daily budget	Frequency - Created	Engagement rate	Total engagements	Reach	Impressions	CPM	CPR - Creat...
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Apr 24, 2023 to Apr 30, 2023 (Week 17)									
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Apr 17, 2023 to Apr 23, 2023 (Week 16)									
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Apr 10, 2023 to Apr 16, 2023 (Week 15)									
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Apr 3, 2023 to Apr 9, 2023 (Week 14)									
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Mar 27, 2023 to Apr 2, 2023 (Week 13)									

1 - 5 / 5

Campaign name	Year & week (Mon-Sun)	Total spent (USD)	Campaign daily budget	Frequency - Created	Engagement rate	Total engagements	Reach	Impressions	CPM	CPR - Creat...
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Mar 27, 2023 to Apr 2, 2023 (Week 13)									
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Mar 20, 2023 to Mar 26, 2023 (Week 12)									
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Mar 13, 2023 to Mar 19, 2023 (Week 11)									
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Mar 6, 2023 to Mar 12, 2023 (Week 10)									
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Feb 27, 2023 to Mar 5, 2023 (Week 9)									
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Feb 20, 2023 to Feb 26, 2023 (Week 8)									
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Feb 13, 2023 to Feb 19, 2023 (Week 7)									
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Feb 6, 2023 to Feb 12, 2023 (Week 6)									
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Jan 30, 2023 to Feb 5, 2023 (Week 5)									
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Jan 23, 2023 to Jan 29, 2023 (Week 4)									

1 - 14 / 14

MONTHLY METRICS

Campaign name	Year & month	Total spent (USD)	Campaign daily budget	Frequency - Created	Engagement rate	Total engagements	Reach	Impressions	CPM	CPR - Creat...
EMEA | Marketing | GN | ICP | Awareness | Thought Leadership | Static | Reach	Apr 2023									

Measuring the Success of Product Value

Although it wasn't quite possible to measure the success of the create demand campaigns before, we integrated Hockeystack, an attribution tool, in the beginning of Q1-23.

Thanks to Hockeystack, now we can tie the impressions to revenue - therefore, even if someone didn't click on our ads before, we can understand that if their journey, at some point, has been influenced by our campaigns.

Operational Management

The DG Team

- POV
- Theme
- AD Copies
- Assets

Paid Team

- Budget
- Structure
- Optimisations
- Insights
- Recommendations

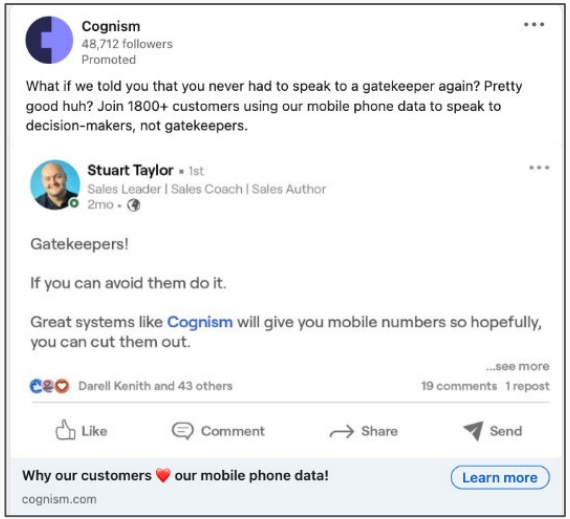
Getting paid social creative right

Best practice for our ads

- Create ads based on the campaign objective (reach, conversions & traffic)
- Stand out in a noisy LinkedIn feed - bold colours, minimal white spacing
- Don't make them boring! Add a creative or humorous spin to professional stock imagery
- Keep ad headlines under 150 characters for 'traffic' objective. Max 300 characters for 'reach' objective
- Test, test, test - Different personas prefer to learn in different ways
- Ask yourself - **would i stop scrolling to notice this ad in my feed?**

Creative examples:

Social proof / testimonial ad (reach objective)



- Humanises & build trusts in an unbiased way - Someone else's words make it more trustworthy
- Influencer style ad - this is a reach campaign so we want the audience to consume the message without leaving the platform

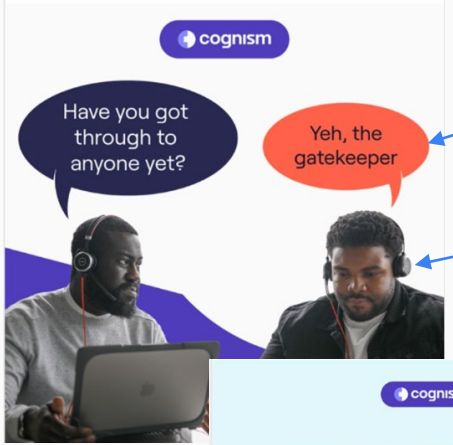
Demo ad (conversions)

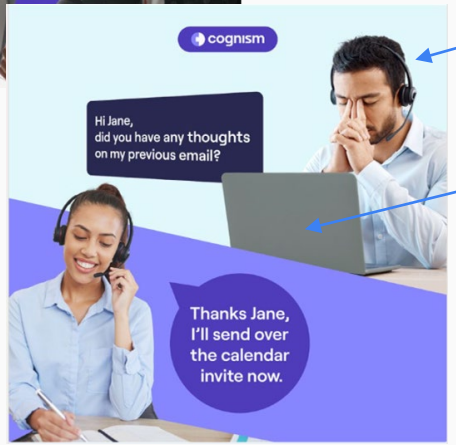
Short ad copy. With demo ads your audience are solution aware - let the creative to do the talking

Tease the offer with gamification.

Clear, no fluff CTA. We want CTR and conversions. Be clear about the next step

Product value bucket deep dive





Show the audience you understand their challenges through illustration / workday scenario

Can you make the audience laugh? You'd be surprised the impact you can have! Especially if this humour aligns to the problem your audience has

Visual storytelling. What is life like **with and without** your solution?

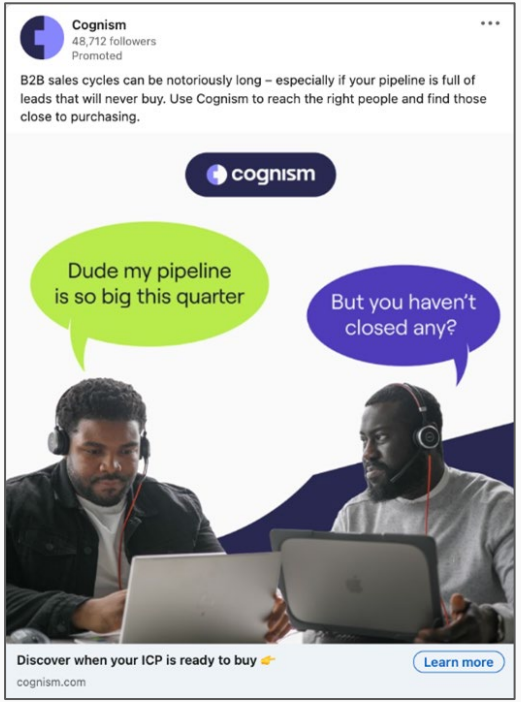
The better and closer you link your story to the problems your audience experiences, the more they'll resonate with your message.

Key metrics to measure performance

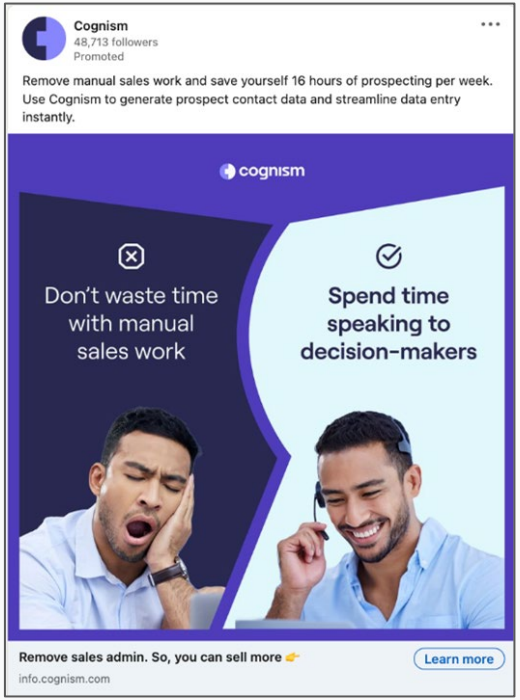
- ER (anything above 0.5% is a high performing ad)
- CPR against impressions - if impressions is high and CPR is low it means the ad is being consumed in the feed really well which is ultimately what we want for a reach campaign

Concepts you can use for product ad ideas, with examples:

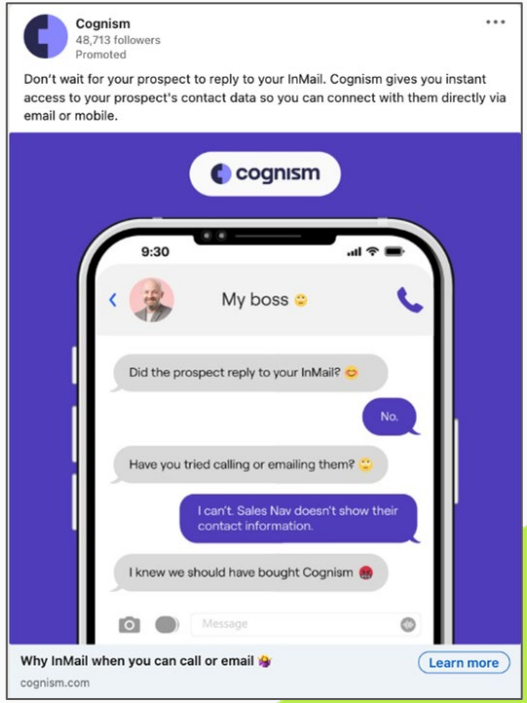
Meme ads



Good v Bad



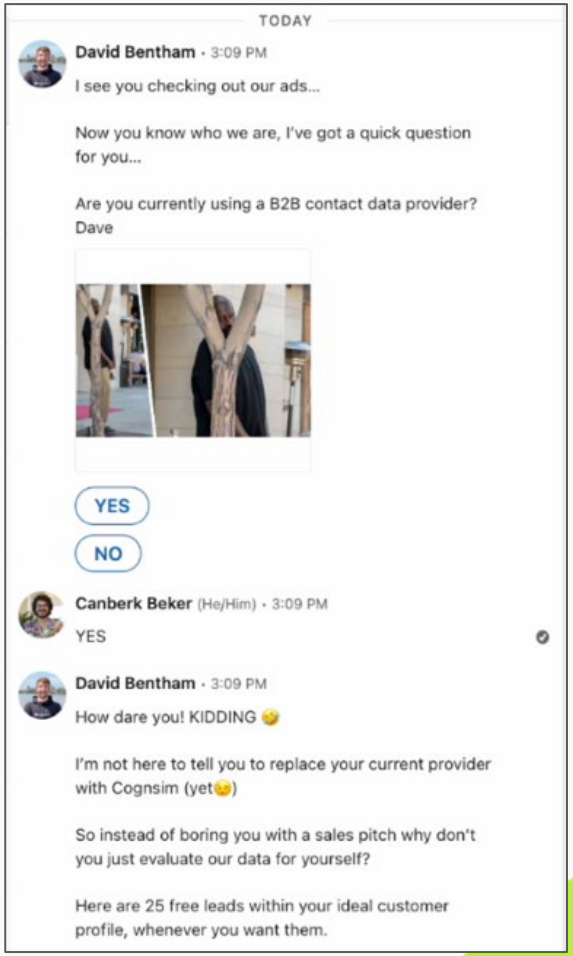
UI / gamified ads



Testing new ideas and formats:

Why are we testing convo ads?

- Not many people are using them
- Cheaper than other ad formats
- Human approach to ads
- Many people will scroll through ads. We're already serving our audience with video, static and vertical demo ads. Can we try a more direct approach to capture our audiences attention?

How we're seeing success

- Retargeting people who have seen our ads - they are solution aware so no need for a sales pitch
- Lead with a question to increase engagement
- Keep it short - get to the point fast.
- Be creative - people don't want a sales pitch - include UGC to get your point across
- Use an incentive to grab attention - free trials, consultations work well