

Melissa Wisehart, Moore Communications Group

Content Is King, Even In Paid



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www.socialshakeupshow.com

#shakeupshow

@m_wisehart

Good Content Makes Your \$\$ Go Further

- Social channels thrive on quality content
 - Ads are no different!
- Engagement = better quality score = lower media cost

The Challenge



- Very little brand awareness
- Last-click attribution model
 - Over-inflated effectiveness of channels like paid search
 - Only playing in end-of-funnel channels and not generating new customers
- Not telling their brand story, leaving customers to only select on price
 - Not a good place to be when your biggest competitor is Amazon!
- Nearly 100% of paid budget going toward dynamic product ads & retargeting

The Solution

- Develop compelling content that will maximize organic reach
- “Hot start” small paid budgets on our best sponsored content
- Promote brand awareness to grow beginning-of-the-funnel prospects and feed direct-response channels

The Plan

- Inspire users to travel by showcasing the world's top 10 destinations and what to pack
 - Why? People love lists. And everyone wishes they could whisk away at a moment's notice.
- Utilize static imagery and turn it into 360 content. Make it shoppable.
 - Why? Because 360 video of these destinations are expensive. And 360 is new and will have a high propensity to share (bringing down our cost-per-impression).
- Target based on a lookalike of top customers; Suppress anyone who has visited the site in 60 days.
 - Why? We have a good base of current customers, but were looking to find people who have never heard of us.

The Results

- Budget: \$3,500
- Impressions: Over 2 million!
- Views: 214,287 (a 10x increase!)
- 38% of reach from organic
- 87% positive ROI in product sales
 - Added a CTA button in an organic post with 360 video & used an engagement objective. Facebook said we couldn't. We did. 😊



The screenshot shows a Facebook post from the page 'eBAGS'. The post includes a video thumbnail of a colorful street scene in Copenhagen with a play button icon and a '01:00' duration indicator. Below the video, the text reads: 'Copenhagen has long been known for its cobblestone streets, picturesque canals and colorful row houses—here's what to do + what to bring.' The video title is 'Top Spring Destinations: Copenhagen' and the description says 'The absolute coolest places to flex your #wanderlove this year - plus our expert picks to bring along on every trip!'. At the bottom of the post, there is a 'Shop Now' button and the website 'EBAGS.COM'.

Try It At Home

- Say “no” to bad content!
 - Publish half as much, but make BETTER content.
 - Devote remaining resources to paid distribution.
- “Hot start” small budgets on content to jumpstart distribution
 - \$5 - \$10 is enough!
- Try out new ad formats – they often get priority in newsfeed!!!