A guide to social media advertising for small businesses.
It's no secret that being active on social media is a great way to get your brand out there and attract new customers.

With nearly 75% of the world's population aged over 13 using social media, it's no surprise that savvy businesses are making the most of this opportunity.

The reality is, however, that social media platforms are now largely 'pay-to-play' spaces for businesses, which means getting involved with paid advertising on social media is key if you want your content to be seen.

The good news is that social advertising still allows you to provide genuinely valuable content to your audience – it's just a matter of putting a budget behind it to boost visibility and target the right types of people.

In this guide, we'll take you through the essentials of social advertising across different platforms.

Let's get to it!
Contents.

SECTION 1
Social media in Australia – the current state of play. .................................................. 01

SECTION 2
Social media advertising by the numbers. ................................................................. 02

SECTION 3
Advertising on Facebook. .................................................................................... 03

SECTION 4
Advertising on Instagram. .................................................................................. 07

SECTION 5
Advertising on other social media platforms. .................................................... 10

SECTION 6
Social media advertising best practices. ............................................................ 11

SECTION 7
Wrapping up. ........................................................................................................ 12
Social media in Australia – the current state of play.

Today, a whopping 21.45 million Australians use social media.

That’s more than 80% of the country who regularly use platforms such as Facebook, Instagram, Snapchat, TikTok, YouTube and LinkedIn.

As you might expect, Facebook continues to be the dominant platform, with 76.8% of internet users aged 16-64 using the site at least once a month. The widespread usage of Instagram (57.7%), Snapchat (32.5%) and TikTok (32.2%) also speaks to our collective love of video and visual content. Likewise, Australians spend an average of 17.1 hours per month on YouTube and 2.35% of all Australian social media web traffic referrals come from the video platform.

With more than 9 out of 10 Australians owning a smartphone, it’s no surprise that social media usage is second nature during the daily commute, meal breaks and in the evenings. In fact, 31% of people check social media more than 10 times a day and 79% check at least once a day.

In addition to this, 51% of social media users say they’re more likely to trust brands who interact positively with customers on social media. Brands also gain consumer trust by making content engaging and relevant (54%) and keeping it regularly updated (53%).

What does this mean for businesses? The stats make it clear that investing in social media is no longer a ‘nice to have’ for small businesses – it’s essential.
Social media advertising by the numbers.

AUD$248B

In 2022, global ad spending on social media is projected to reach over USD$173 billion (AUD$248 billion)\(^1\)

33%

Social media will account for 33% of all digital advertising spending in 2022\(^1\)

37%

37% of Australian SMBs say they have paid to advertise on social media\(^2\)

$7,586

The average annual SMB spend on social media advertising is $7,586\(^2\)

AUD$34B

Social media video ad spending will grow by 20.1% to USD$24.35 billion (AUD$34.86 billion)\(^1\)

80%

Around 80% of SMBs say social media is an effective advertising tool \(^2\)

The takeaway?

SMBs in Australia are increasingly recognising the value of targeted advertising in reaching new customers and building brand awareness. If you want to stay competitive in a constantly evolving market, you need to use all the marketing tools at your disposal. And social media advertising is one of the tools that can help you stay ahead of the curve.


If you have a business page on Facebook, you can create ads in two main ways:

**Boosted posts.**

To begin, take full advantage of the tools provided to you by the platform.

A boosted post is a post you make on your page – like an image, video, text post etc. – with money put behind it. With this type of advertising, you are essentially paying for Facebook to deliver your post to a wider audience than it would reach organically. Boosted posts are designed to reach more of your existing fans and increase engagement on your page’s posts.

**Promoted posts.**

Unlike a boosted post, a promoted post is a post created specifically for the purpose of advertising to all Facebook users across the platform. It will show up in users’ news feeds like any other post, but it won’t show up on your business page. With this type of Facebook ad, you can target different audiences who don’t already like your page, and you can test out different variations of ad copy and visuals to find out which one is working best. There are also some customisable ad features that are specifically designed for promoted posts, such as Facebook Carousel.

**Facebook ad campaign structure.**

If you set up a promoted post on Facebook, it needs to be part of a campaign. Facebook ad campaigns are structured on three levels:

- **Campaign** – The name of your campaign – for example, ‘Winter 2022 Sale’
- **Ad set** – The names of the group of ads – for example, ‘Men’s Clothing’, ‘Women’s Clothing’, etc.
- **Ad** – The name of each iteration of the ad – for example, ‘Men’s Yellow Shirt’, ‘Men’s Red Shirt’, etc.

Under each campaign, you can have one or several ad sets, with each set targeting different audiences. Then, under each individual ad set, you can have different variations of ads with different images, copy, etc. With this structure, you can tailor ads specifically to various audiences under each campaign, enabling you to test different ad types to see which ones perform best.
Facebook ad types and specifications.

Here’s a quick guide to the types of ads that you can create on Facebook:

**Single image/link ad**

- **File type:** JPG or PNG
- **Resolution:** At least 1080 x 1080 pixels
- **Minimum width:** 600 pixels
- **Minimum height:** 600 pixels

**Primary text:** 125 characters or less

**Headline:** 27 characters or less

**Description:** 27 characters or less

**Good for:** Driving traffic to your website, generating leads, raising brand awareness.

**Single video ad**

- **File type:** MP4, MOV or GIF
- **Ratio:** 1:1 (for desktop or mobile) or 4:5 (for mobile only)
- **Resolution:** At least 1080 x 1080 pixels
- **Video captions:** Optional, but recommended
- **Video sound:** Optional, but recommended

**Primary text:** 125 characters or less

**Headline:** 27 characters or less

**Description:** 27 characters or less

**Good for:** Showing off your product, service or brand in visual ways, driving traffic to your website, generating leads.
Carousel ads (promoted posts only)

- **Image file type:** JPG or PNG
- **Video file type:** MP4, MOV or GIF
- **Resolution:** At least 1080 x 1080 pixels
- **Good for:** Showcasing multiple products or services, generating sales, telling a story about your brand.

Collections (promoted posts only)

- **Image type:** JPG or PNG
- **Video file type:** MP4, MOV or GIF
- **Resolution:** At least 1080 x 1080 pixels
- **Good for:** Encouraging people to discover, browse and purchase your products or services from their mobile device.
Facebook targeting options.

When you run an ad campaign on Facebook, there are a huge number of options for targeting, including:

Demographics – age, location, gender, languages spoken, financial status, marital status, politics, etc.

Interests – including business, entertainment, fitness, food, shopping, and tech.

Purchasing behaviours – data based on what types of products people buy.

Connections – these are people who like your page, or friends of people who like your page.

Remarketing – people who have visited your website or subscribe to your newsletter but don’t necessarily like your page.

While all these options may seem a little overwhelming, remember that expert providers like Yellow Pages specialise in social media ads and can help you get the best results from your investment.
Advertising on Instagram.

If your business is able to be marketed in visually interesting ways, Instagram is a great medium for connecting with new customers online.

Instagram is also owned by Facebook, so sponsored Instagram ads can be set up using Facebook Ad Manager or by creating a ‘Promoted’ post via the Instagram app.

**Instagram ad types and specifications.**

**Boosted posts**

You can use the Instagram app to boost posts similar to boosting posts on Facebook.

You can also set up several types of ads to publish on Instagram via Facebook Ad Manager:

**Single image ads**

- **Recommended resolution:** 1080×1080 pixels
- **File type:** JPG or PNG
- **Primary text:** 125 characters or less
- **Headline:** 40 characters or less
- **Maximum number of hashtags:** 30

**Good for:** Brand awareness, driving traffic to your website.
Single video ads

- **Recommended resolution:** 1080×1080 pixels
- **Aspect ratio:** 4:5
- **Recommended video formats:** MP4 or MOV
- **Primary text:** 125 characters or less
- **Maximum number of hashtags:** 30
- **Good for:** Brand awareness, engagement, product and service demos.

Stories ads

- **Recommended resolution:** 1080×1080 pixels
- **Aspect ratio:** 9:16
- **File format:** JPG or PNG
- **Good for:** Driving traffic to your website, capturing the attention of users unaware of your brand.
Carousel ads

**Recommended resolution:**
1080 x 1080 pixels

**Aspect ratio:**
1:1

**File format:**
JPG or PNG

2-10 images/cards per ad

**Primary text:**
125 characters or less

**Maximum number of hashtags:**
30

**Good for:** Showcasing multiple products or services, generating sales, telling a story about your brand.

Just like Facebook, you can use each of the ad types above to target custom audiences based on demographics, interests, behaviours and more. You can also target ‘lookalike’ audiences of people with profiles similar to those who already follow your Instagram account.
Advertising on other social media platforms.

The social media advertising universe doesn’t stop at Facebook and Instagram.

In fact, there are numerous other platforms that you can utilise to help expand your customer base, as long as they’re a good fit for your type of business, your customer base and your objectives.

Here are just a few of the other social advertising options you should have on your radar.

**YouTube.**

YouTube generates more than a fifth of all global mobile Internet traffic, so having sponsored content on there has huge potential – but only with the right approach. If you can visually show how your services, products or employees are unique to or more compelling than your competitors, this social media channel could be a winner for you.

<table>
<thead>
<tr>
<th>Video ad format</th>
<th>Description</th>
<th>Platform</th>
<th>Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skippable video ads</td>
<td>Skippable video ads allow viewers to skip ads after 5 seconds.</td>
<td>Computer, mobile devices, TV, and game consoles</td>
<td>Plays in video player (option to skip after 5 seconds)</td>
</tr>
<tr>
<td>Non-skippable video ads</td>
<td>Non-skippable video ads must be watched before a video can be viewed</td>
<td>Computer, mobile devices, TV, and game consoles</td>
<td>Plays in video player 15 or 20 seconds in length, depending on regional standards</td>
</tr>
<tr>
<td>Bumper ads</td>
<td>Short, non-skippable video ads of up to 6 seconds that must be watched before a video can be viewed. Bumper ads are turned on when skippable or non-skippable ads are turned on</td>
<td>Computer, mobile devices, TV, and game consoles</td>
<td>Plays in video player, up to 6 seconds long</td>
</tr>
<tr>
<td>Overlay ads</td>
<td>Overlay image or text ads that can appear on the lower 20% portion of a video.</td>
<td>Computer only</td>
<td>468x60 or 728x90 pixels in size</td>
</tr>
</tbody>
</table>
TikTok.

TikTok attracts a huge audience (equivalent to 31.3% of Australia’s internet users) comprised predominantly of Gen Z and millennials. If your customer base skews younger, this could be a worthwhile advertising channel to explore.

Image ad specs
- **File type:** JPG or PNG
- **Minimum recommended resolution:** 1200 pixels x 628 pixels
- **App name or brand name:** 4-40 characters (app) or 2-20 characters (brand)
- **Max file size:** 500 KB
- **Ad description:** 12-100 characters, no emojis

Video ad specs
- **Aspect ratio:** 9:16, 1:1 or 16:9
- **Minimum resolution:** 540 x 960 pixels or 640 x 640 pixels
- **File types:** MP4, MOV, MPEG, 3GP, or AVI
- **Duration:** 5-60 seconds. TikTok recommends 21-34 seconds for top performance
- **Max file size:** 500 MB
- **Profile image:** Square image less than 50 KB
- **App name or brand name:** 4-40 characters (app) or 2-20 characters (brand)
- **Ad description:** 1-100 characters, no emojis

Spark ad specs
- **Aspect ratio:** Any
- **Minimum resolution:** Any
- **Duration:** Any
- **Max file size:** Any
- **Account mentions and emojis allowed**: Yes
- **Display name and text come from the original organic post**: Yes

TikTok Spark ads are a native ad format on TikTok that enables businesses to boost their own organic posts or sponsor other users’ organic posts that are already trending.
## Twitter.

Generally speaking, Twitter is best suited to businesses that regularly share timely and newsworthy content – so it’s not always appropriate for SMBs. But if your business already has a substantial following on Twitter or your content falls into the aforementioned category, advertising on the platform could help connect you with the right types of people.

There are several ways that you can set up ads on Twitter, including:

- **Promoted tweets** - regular tweets that you pay to display to people who are not already following you on Twitter.

- **Promoted accounts** – your account is displayed directly in potential followers’ timelines, as well as in the ‘Who to Follow’ suggestions and search results.

- **Promoted trends** – promote a hashtag (such as one you’ve created for a campaign) at the top of the ‘Discover’ tab and on the Twitter app. You can also set up payment to match your ad objectives, such as:
  - **Awareness** – pay per thousand views
  - **Followers** – pay per new follower
  - **Video views** – pay every time a person views two or more seconds of a video
  - **Clicks or conversions** – pay every time someone visits or takes action on your website. By setting objectives for your Twitter campaign, you ensure that you only pay when the desired action is taken, or a result occurs.

## LinkedIn.

LinkedIn is the largest social media network for professionals, so advertising on the platform is typically most effective if you’re a B2B or educational business. It also tends to be more expensive to advertise on LinkedIn than other platforms, so it’s really only a smart investment if your business aligns with the user demographic.

There are four main types of LinkedIn ads:

- **Sponsored messaging**
  
  Sponsored messaging (previously known as sponsored InMail) allows you to send direct messages to prospects via their LinkedIn inbox. Sponsored messaging is typically used to generate leads and start a conversation with potential customers.

- **Sponsored content**
  
  Also known as native ads, sponsored content ads appear in your audiences’ LinkedIn feed in the same way as regular content, except that they are marked as ‘promoted’. Sponsored content ad options include single image ads, video ads and carousel ads.

- **Text ads**
  
  Text ads appear along the top and right-hand side of LinkedIn’s desktop feed. They are usually used to drive clicks through to a landing page related to a specific product, service or campaign.
Dynamic ads

Dynamic ads appear on the right-hand side of a user’s feed and are personalised to include the details of a person or company’s LinkedIn profile, such as their name, photo, job title or product. Like text ads and sponsored content, dynamic ads are typically used to drive leads to a specific landing page.
Effective social media ads can boost brand awareness, promote your products and services, generate leads and, ultimately, help you be more profitable.

But in order to do any one of those things, your ads have to actually work.

Here are some general best practices to keep in mind when you’re planning social ads for your business:

Choose the right platform.

As with any marketing or advertising decision, choosing the right social platform to advertise on comes down to figuring out which one is a good fit for your business. As a general rule, it’s better to focus on one or two platforms that you’ve already seen some organic success with, rather than trying to have a finger in every pie.

Be engaging but not overwhelming.

As a general rule, when it comes to any kind of advertising, less is typically more. Use straightforward, clear messaging and stick to three or fewer colours in your design.

Get creative with copy and visual elements.

The great thing about advertising on social media is that you can test different ad formats and variations until you find one that works well for your business. There’s no secret recipe for the perfect social media ad and one that has sub-par results for another business might be a winner for yours. When it comes to images, messaging and formats, don’t be afraid to try different approaches and see what works best over time.

Link to specific landing pages.

If you have a special offer or product launch coming up, consider creating a dedicated landing page for it and linking to that page from your social media ads. This helps ensure people who click on your ad get the information they need immediately without having to navigate around your website.
It’s clear that social advertising offers huge opportunities for SMBs to connect with more customers.

And, like any advertising campaign, working with a marketing expert helps deliver the best results possible.

Now that you have a top line view of the different ways to advertise on social media, you can combine your knowledge and business expertise with Yellow Pages’ digital marketing know-how to flesh out and develop your social advertising strategy. The experts at Yellow Pages then mould this information into an effective, sophisticated social ads campaign that looks great, has a clear message and connects with your target audience.

Here’s how we can help you make an impact in this market:

- We’ll define your goals in a way that works within a social media framework
- Our knowledge of local, national and international markets helps to identify and target your ideal audience(s)
- We’ll pick the right social media platform(s) and content for your business
- Our expert team will create your ad campaigns
- We’ll track and optimise your ad campaigns to get the best results.

Find out how the team at Yellow Pages can help you grow your business through a carefully targeted, expertly managed social media campaign.