



Yellow!

Social media advertising for small business.

Find out how to post top-performing paid social media advertising across a range of social platforms.

eBook

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A beginner's guide to social media advertising.

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

And with 64% of people saying they are more likely to trust a brand if the brand interacts positively with customers on social media, savvy businesses are making the most of this.

But the reality is 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 a 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 basics of social advertising across different platforms, as well as show you what great social ads look like, how to decide on a target audience, and how to measure your success.

Let's get to it!





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Social media in Australia – the current state of play.



Today, 60% of Australians use the internet more than five times per day. While there's a bit of a divide between how consumers and businesses use social media, consumer usage is trending up. 88% of Australian internet users are now on social media, compared to 79% in 2017 and 69% in 2016.

So what's behind these numbers?

While it's partly due to an increase in smartphone use and internet-enabled device ownership, it's also due to our love of video and visual content. This is demonstrated by the popularity of live video, YouTube (the second most popular social media site with usage at 53%), Instagram (39%) and Snapchat (23%).

Unsurprisingly, Facebook continues as the dominant platform with 91% of internet users maintaining

a Facebook profile. In 2017, Facebook users were accessing the site 25 times on average per week. In 2018, this has increased to 37 times per week, which translates to a typical user spending almost 10 hours per week on the platform.

With smartphone ownership increasing, so is ease of access to social media. Smartphone penetration currently sits at 87%, compared with 76% for laptops and 52% for desktops. On top of this, 62% of Australians access social networking sites daily, with 34% checking in more than five times per day.

The stats make it clear that there's a growing need for businesses to have and maintain a social media presence.

What does this mean for business?

50% of social media users say they're more likely to trust brands who interact positively with customers on social media, create engaging content and keep it regularly updated.

In fact, irrelevant and unappealing content is the biggest factor that stops users from following a brand or company on social.

Consumers are savvy and use of social media for research into services or products grew seven points higher to 23%, compared to 16% last year.

In more than half the cases where someone researched an item online, it was purchased, and mostly through an online transaction.



Social media advertising in Australia by the numbers.

Social media advertising spend in Australia has reached a huge US\$595 million (AUD\$798 million) so far this year alone, and it's expected to reach a market volume of US\$734 million (AUD\$984 million) by 2022.¹

While 9 out of 10 large businesses and more than 4 out of 10 SMBs in Australia have a strategy behind their social media investment, it's small-to-medium businesses that are increasing their social media investment.

The proportion of small businesses that paid to advertise on social media in 2017 was 26%, a jump of 6% from the previous year. Likewise, 35% of medium-sized businesses invested in social media advertising in 2017, compared with 27% in 2016.

So, what does this mean for you? SMBs in Australia are increasingly recognising the value of targeted advertising to reach 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 a big one!



Average business investment in social media in Australia.

Frequency of using social networking sites	2012	2013	2014	2015	2016	2017
More than five times a day	NA	NA	19%	24%	26%	35%
At least once a day	36%	45%	27%	25%	24%	24%
Most days	4%	5%	5%	4%	7%	9%
A few times a week	9%	6%	7%	7%	7%	5%
About once a week	6%	4%	7%	3%	2%	3%
Less often than weekly	6%	5%	3%	5%	3%	3%
Never	38%	35%	31%	32%	31%	21%

1: <https://www.statista.com/outlook/220/107/social-media-advertising/australia>

All other stats: <https://www.yellow.com.au/social-media-report>



Advertising on Facebook.

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

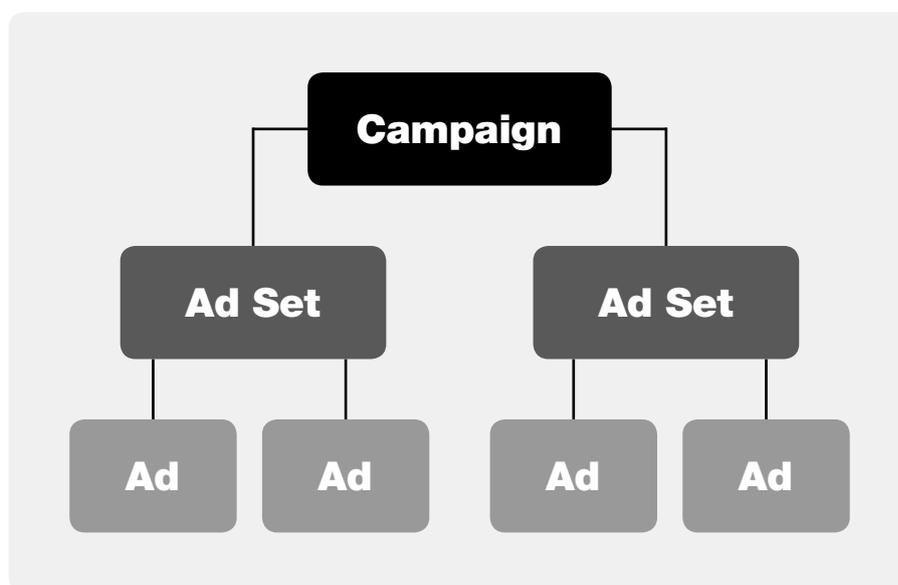
Boosted posts.

A boosted post, is a post you make on your page - like an image, video, text 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 organically. Boosted posts are designed to reach more of your existing fans and increase engagement on your page's posts.

Promoted posts.

A promoted post is a post created specifically for the purpose of promoting to Facebook users. 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 types of ads that are specifically designed for promoted posts only, such as [Facebook Canvas](#) and [Facebook Carousel](#).



Facebook campaign structure.

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

- **Campaign:** The name of your campaign – for example, “Winter 2018 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 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, and you can test out different ad types to see which ones perform best.



Advertising on Facebook.

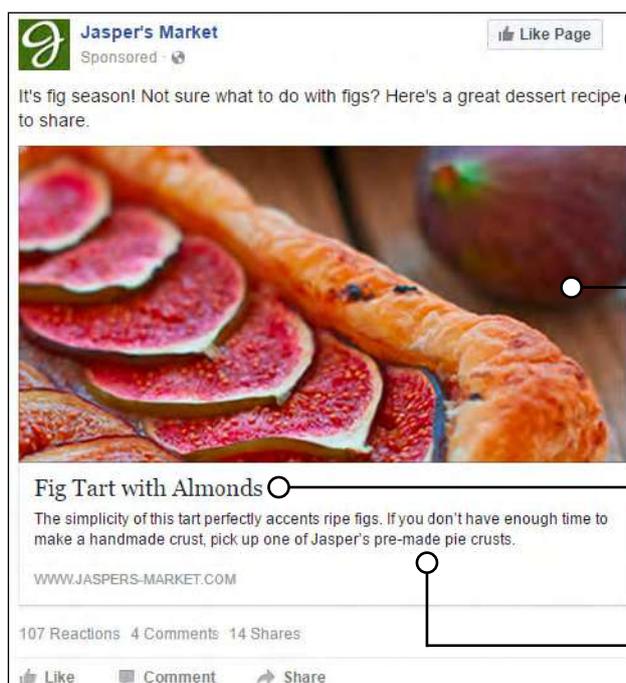
Facebook ad types and specifications.

Here's a quick guide to the types of ads you can create on Facebook.

Single image/link ad:

- Image size: 1200x628 pixels
- Link description: up to 200 characters
- Post text: up to 90 characters
- Headline: up to 25 characters

GOOD FOR: Driving traffic to your website, generating leads, raising brand awareness.



Text:
90 characters

Image size:
1200x628 px

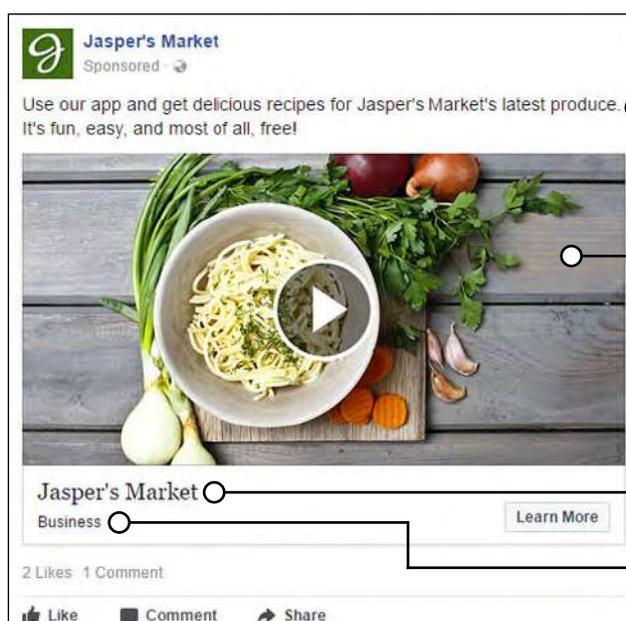
Headline:
25 characters

Link desc:
30 characters

Single video ad:

- File size: 4GB max
- File type: .mp4, .mov or .gif
- Recommended length: up to 15 seconds
- Max length: 240 seconds
- Sound: enabled with captions

GOOD FOR: Raising brand awareness, driving traffic to your website, generating leads.



Text:
90 characters

Aspect ratio:
16:9

Headline:
25 characters

Link desc:
30 characters



Advertising on Facebook.

Carousel ads (promoted posts only):

- Image size: 1800x1800 pixels
- Post text: up to 90 characters
- Headline: up to 40 characters
- Description (optional): up to 20 characters
- Up to 10 images

GOOD FOR: Showcasing products, generating sales, generating leads.

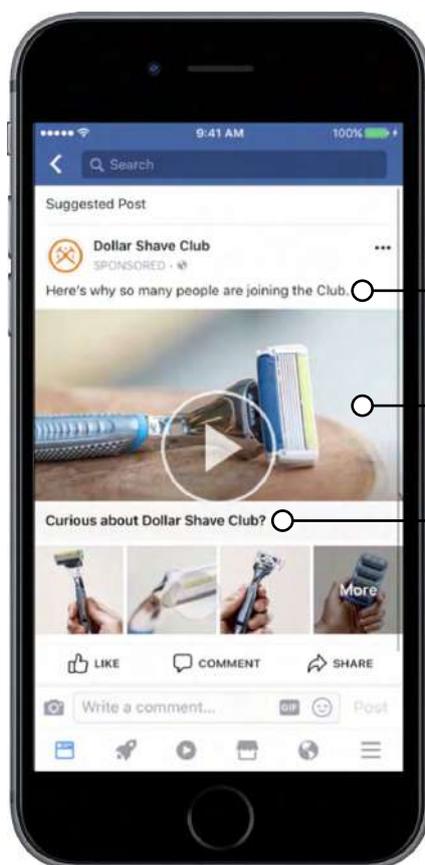


- Text:** 90 characters
- Image size:** 1080x1080 px
- Image ratio:** 1:1
- Headline:** 40 characters
- Description:** 20 characters

Facebook Canvas (promoted posts only):

- Recommended image size: 1200x628 pixels
- Ad copy text: 90 characters
- Headline: 45 characters
- Canvas ads have the following possible components:
 - Header with logo
 - Full-screen image
 - Text block
 - Button for offsite links
 - Image carousel
 - Auto-play video
 - Full-screen tilt-to-pan image
 - Product set

GOOD FOR: Providing an interactive experience, generating sales and leads.



- Text:** 90 characters
- Image size:** 1200x628 px
- Headline:** 45 characters



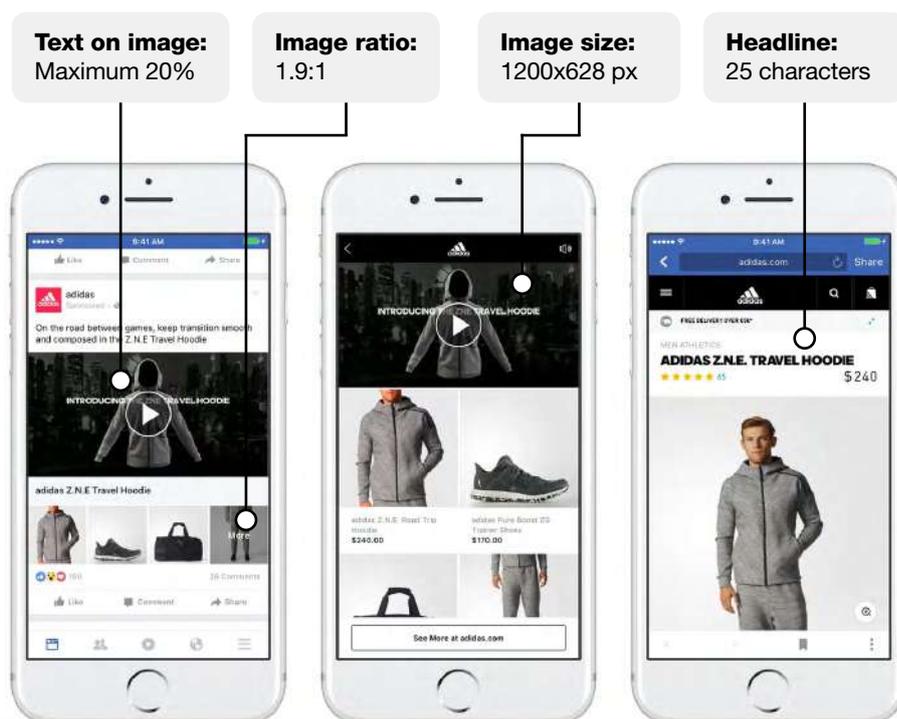
Advertising on Facebook.

You can take a look at some examples of Canvas ads in action on the [Facebook Canvas website](#).

Collection ads (promoted posts only):

- Image Size: 1200x628 pixels recommended
- Image Ratio: 1.9:1
- Your image may not include more than 20% text. Use [Facebook's Text Overlay Tool](#) to determine if your ad is over the limit
- Headline: 25 characters recommended

GOOD FOR: Driving purchases, generating leads.



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.
- Connections – i.e., 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.
- Purchasing behaviours – i.e., what types of products people buy.

While all these options may seem a little overwhelming, remember that expert providers like [Yellow](#), who specialise in Facebook advertising can help you get great results from your ads and take care of targeting for you!



Advertising on Instagram.

Instagram ad types and specifications.

If you've got a business with visual flair, Instagram is a great medium for connecting with new customers online. Instagram is also owned by Facebook, so sponsored

Single image ads:

- Caption: up to 125 characters
- Media type: image
- Recommended image size: 1080x1080 pixels or 1200x628 pixels (the typical Facebook ad image size)
- Image format: .jpg or .png
- Max. file size: 30mb

GOOD FOR: Brand awareness, driving traffic to your website.

Instagram ads can be set up within the Facebook Ad Manager or by creating a 'Promoted' post via the Instagram app.

Promoted posts. You can use the Instagram app to 'Promote' posts similarly to how you would boost

posts on Facebook. However, this type of ad offers fewer targeting options and less flexibility on the ad creative.

You can also set up six different types of ads on Instagram via Facebook Ad Manager.

The screenshot shows an Instagram post from 'theeconomist' with a sponsored label. The image features several offshore oil rigs in the ocean, with logos for Amazon, Google, and Facebook overlaid on them. Below the image is a blue 'Learn More' button with a right-pointing arrow. At the bottom, there are icons for likes, comments, shares, and a bookmark, followed by the text '478 likes' and the caption: 'theeconomist Regulating the internet giants. Get all the facts with a subscription to The Economist - only €1.67 a week for 12 weeks'. On the right side of the image, five callout boxes point to specific elements: 'Media type: Image' points to the image area; 'Image size: 1080x1080 or 1200x628 px' points to the image area; 'Image format: .jpg or .png' points to the image area; 'File size: Max 30mb' points to the image area; and 'Caption: Up to 125 characters' points to the caption text.

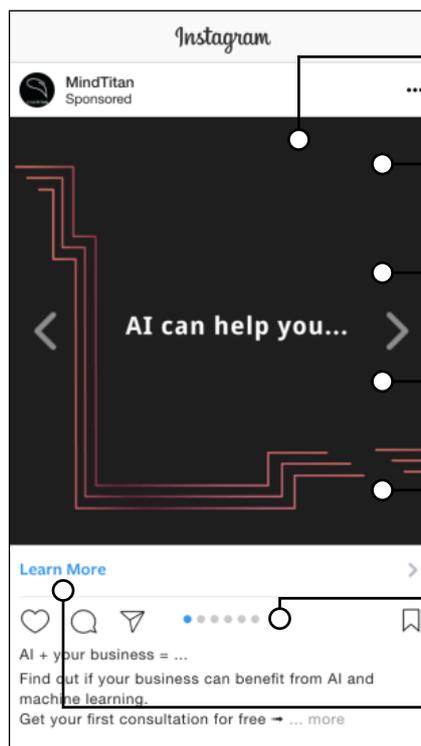


Advertising on Instagram.

Carousel ads:

- Caption: up to 125 characters
- Media type: image or video
- Recommended image/video resolution: min. 600x600 pixels, max. 1080x1080 pixels
- Image format: .jpg or .png
- Minimum number of cards: 2
- Maximum number of cards: 10
- Image ratio: 1:1
- Video aspect ratio: 1:1
- Minimum video length: 3 secs
- Maximum video length: 60 secs

GOOD FOR: Brand awareness, driving traffic to your website, showcasing products.

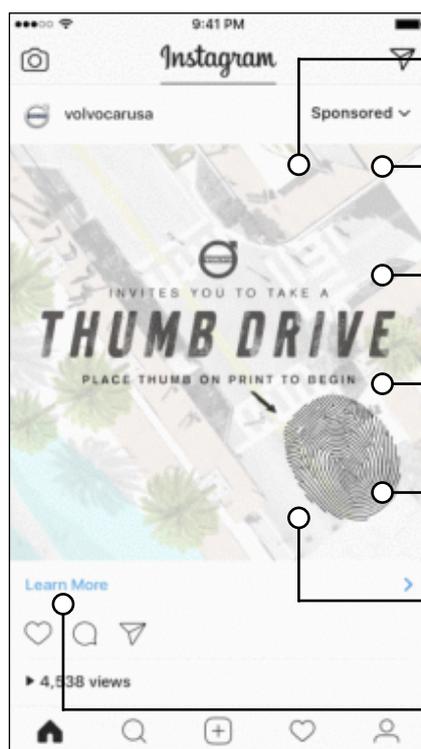


- Media type:** Image or video
- Size:** 600x600 or 1080x1080 px
- File type:** .jpg or .png. 30mb max
- Video aspect ratio:** 1:1
- Video length:** 3 secs min and 60 secs max
- Cards:** Min. 2 and max. of 10
- Caption:** Up to 125 characters

Video ads:

- Caption: up to 125 characters
- Media type: video
- Recommended video resolution: 600x600 pixels (square) or 600x315 pixels (landscape)
- Aspect Ratio: 1:1 (square) or 1.9:1 (landscape)
- Minimum resolution: 600x600 px
- Max. resolution: 1080x1080 px
- Minimum length: 3 secs
- Maximum length: 60 secs
- Maximum size: 4GB
- File type: .mp4 container

GOOD FOR: Engagement, product demonstrations.



- Media type:** Video
- Video res:** 600x600 or 600x315 px
- File type:** mp4. 4GB max
- Aspect ratio:** 1:1 or 1.9:1
- Video length:** 3 secs min and 60 secs max
- Resolution:** 600x600 or 1080x1080 px
- Caption:** Up to 125 characters

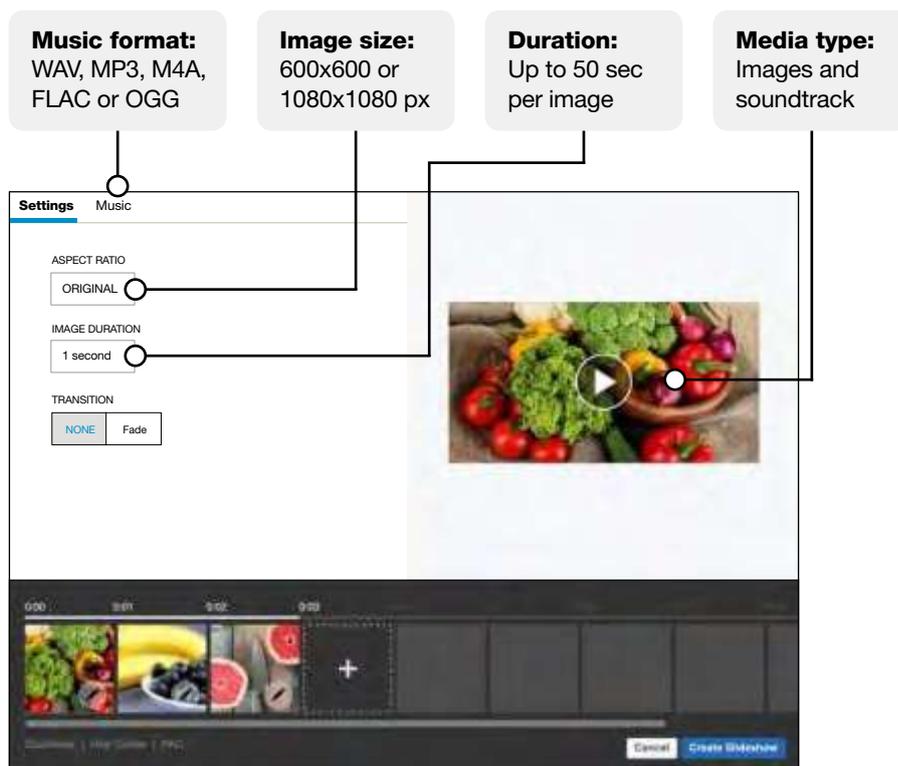


Advertising on Instagram.

Slideshow ads:

- Caption: up to 125 characters
- Media type: images + soundtrack
- Image duration: up to 50 sec per image
- Image size: min. 600x600 pixels, max. 1080x1080 pixels. If you use images of different sizes, your slideshow will be cropped to be square
- Music file format: WAV, MP3, M4A, FLAC, and OGG

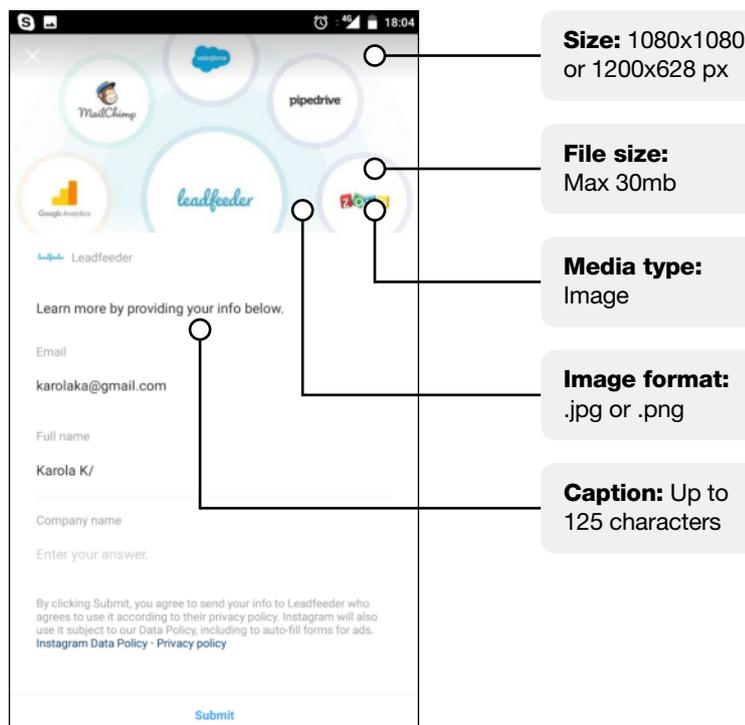
GOOD FOR: Showcasing products, driving sales.



Lead ads:

- Caption: up to 125 characters
- Media type: image
- Recommended ad image size: 1080x1080 pixels or 1200x628 pixels (the typical Facebook ad image size)
- Image format: .jpg or .png
- Max. file size: 30mb

GOOD FOR: Generating leads.





Advertising on Instagram.

Instagram Story ads.

Image:

- Caption: not currently available. Any text must be part of the image file
- Format: Full screen vert. ad (9:16)
- Recommended Resolution: 1080x1920 pixels
- Min Resolution: 600x1067 pixels
- File types: .jpg or .png
- Max. image size: 30mb
- Photo content: visible for 5 secs

Video:

- Caption: not currently available. Any text must be part of the image file
- Format: Full screen vert. ad (9:16)
- Recommended Resolution: 1080x1920 pixels
- Min Resolution: 600x1067 pixels
- File types: mp4 or .mov
- Max. video size: 4GB
- Max. video length: 15 seconds

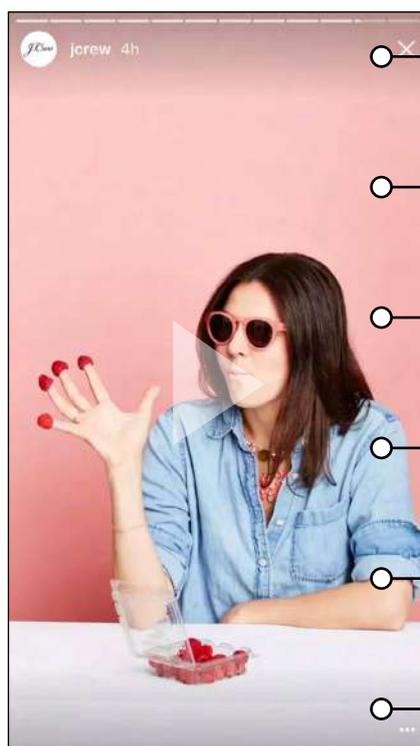
GOOD FOR: Brand awareness, engagement.

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, who are people with profiles similar to those who already follow your Instagram account.



- **Aspect ratio:** 9:16 full screen vertical
- **Format:** 9:16 full screen vertical
- **Res:** 1080x1920 or 600x1067 px
- **File type:** .jpg or .png
- **Image size:** 30mb max
- **Content:** 5 second visibility



- **Aspect ratio:** 9:16 full screen vertical
- **Format:** 9:16 full screen vertical
- **Res:** 1080x1920 or 600x1067 px
- **File type:** .mp4 or .mov
- **Size:** 4GB max
- **Content:** 15 second max



Other social media platforms.

The social media advertising universe doesn't stop at Facebook and Instagram; there are numerous other platforms you can utilise to help expand your customer base, as long as they're a good fit for your type of business and objectives.

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

Twitter.

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

There are several ways 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.

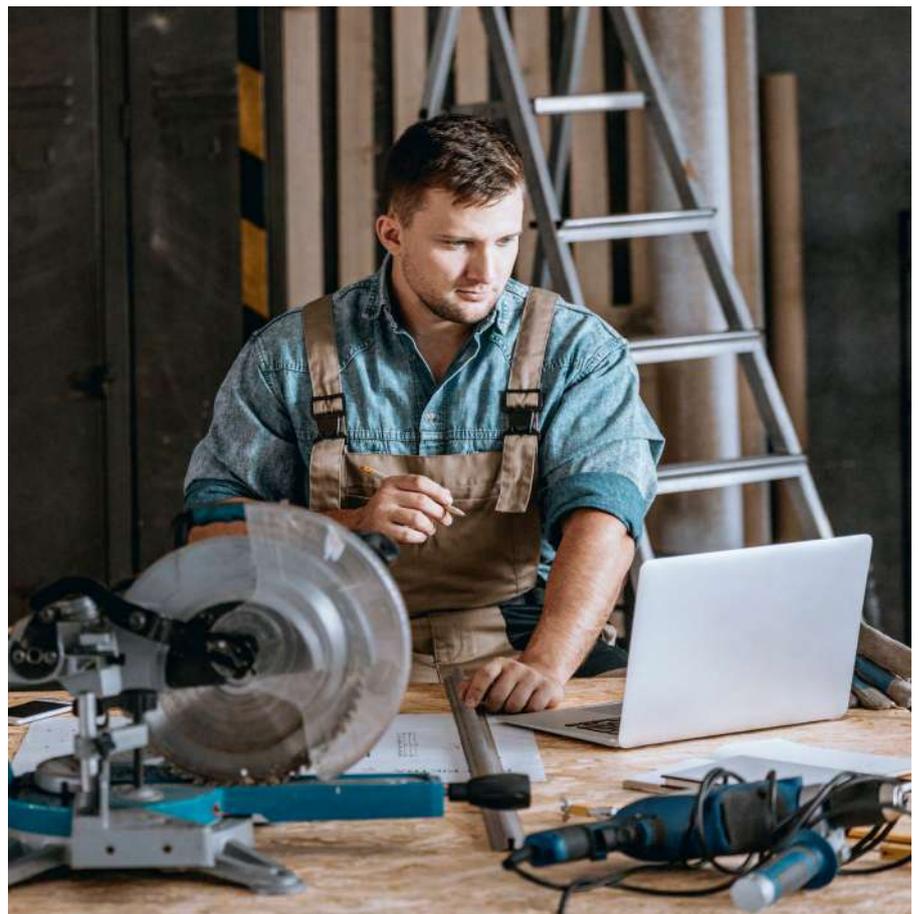
Promoted trends – promote a hashtag (such as one you've created for a campaign) at the top of the Discover tab and on the Twitter app.

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.





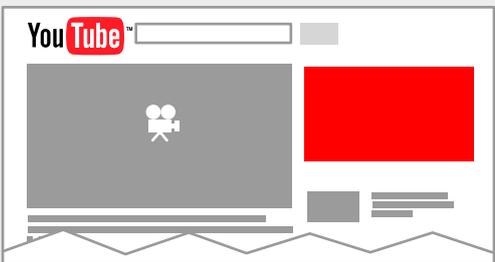
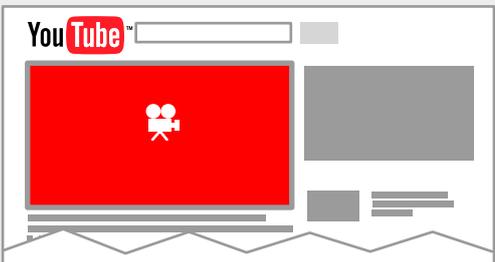
Other social media platforms.

YouTube.

YouTube is the second largest search engine after Google, so having sponsored content on there has huge potential – but only with the right approach.

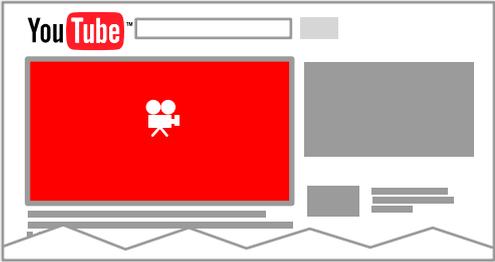
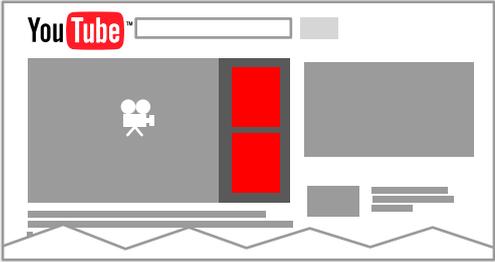
If your business can visually show how your services, products, and employees are different from all the rest, this social media channel could be a winner for you.



Ad format	Placement	Visibility	Specs
Display ads 	<p>Appears to the right of the feature video and above the video suggestions list. For larger players, this ad may appear below the player.</p>	<p>Desktop.</p>	<p>300x250 pixels or 300x60 pixels.</p>
Skippable video ads 	<p>Skippable video ads allow viewers to skip ads after 5 seconds if they choose. Inserted before, during, or after the feature video.</p>	<p>Desktop, mobile devices, TV, and game consoles.</p>	<p>Plays in video player.</p>
Non-skippable video ads 	<p>Non-skippable video ads must be watched before the video can be viewed.</p> <p>These ads can appear before, during, or after the main video.</p>	<p>Desktop and mobile devices.</p>	<p>Plays in video player.</p> <p>15 or 20 seconds in length, depending on regional standards.</p>



Other social media platforms.

Ad format	Placement	Visibility	Specs
Bumper ads 	Non-skippable video ads of up to 6 seconds that must be watched before the video can be viewed.	Desktop and mobile devices.	Plays in video player, up to 6 seconds long.
Sponsored cards 	Sponsored cards display content that may be relevant to the video, such as products featured in the video. Viewers will see a teaser for the card for a few seconds. They can also click the icon in the top right corner of the video to browse the cards.	Desktop and mobile devices.	Card sizes vary.

LinkedIn.

LinkedIn is the largest social media network for business people and 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 fits the bill.





General best practices.

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 reach and resonate with your customers.

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

Choose the right platform.

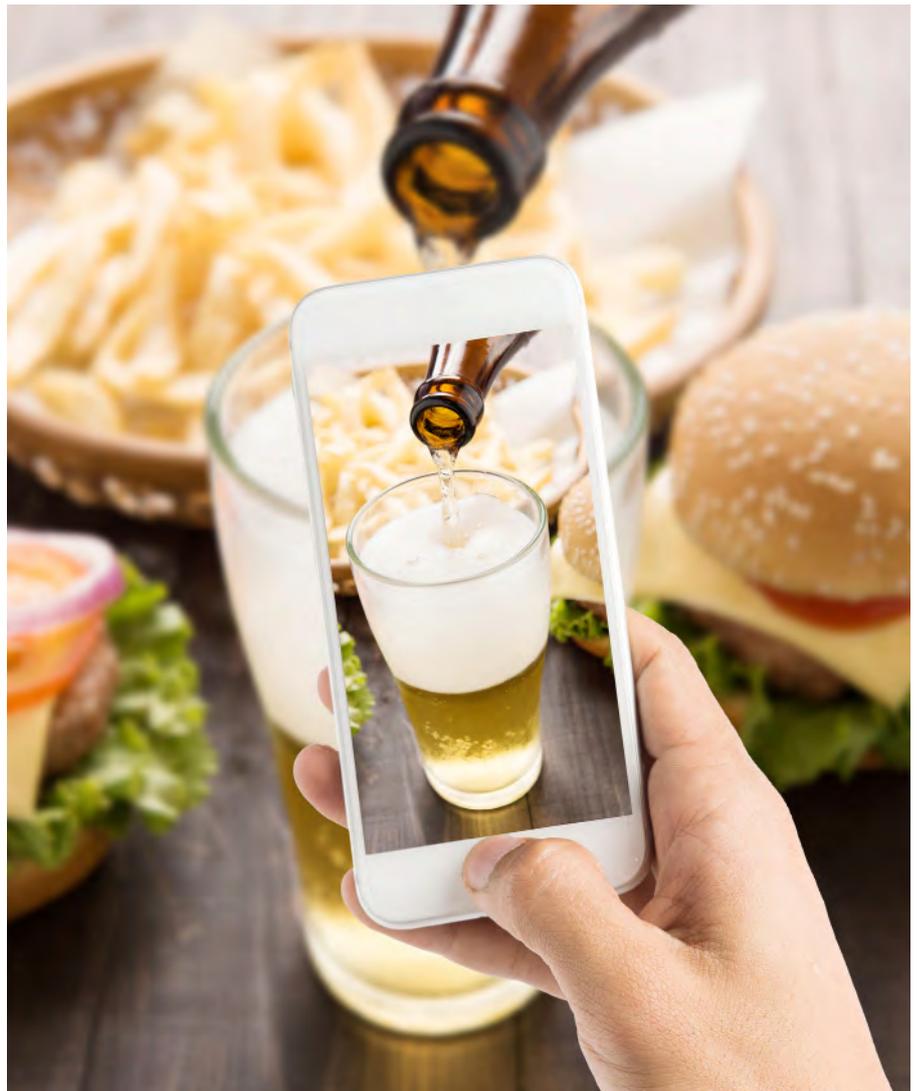
As with any marketing or advertising decision, choosing the right social platform to advertise on comes down to figuring out which one is a good fit for your business. As a general rule, it's better to focus on one or two platforms that you've already seen some organic success with, rather than having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

Be visually engaging but not overwhelming.

When it comes to advertising of any kind, less is usually more. Use straightforward, clear messaging and stick to three or fewer colours in your design.

Link to landing pages.

If you have a special offer or product launch coming up, consider creating a dedicated landing page on your website 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.

Get creative with copy and imagery.

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 just-ok 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.



Wrapping up.



Based on Yellow's 2018 Social Media Report, it's clear social advertising offers huge opportunities for small business 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's digital marketing know-how to flesh out and develop your social advertising approach.

Yellow will use your insights to develop 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 create your ad campaigns.
- We'll track and optimise your ad campaigns to get the best results.

For more details on how Yellow can help you leverage social's rapidly growing audience visit yellow.com.au or talk to one of our expert team on [132 489](tel:132489).