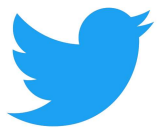




Advertising on Common Platforms



Marketers need many tools in their toolbox, and one of them to draw on is a knowledge of which platforms offer what opportunities for marketing and advertising. Here are a few common platforms to get to know.



Facebook and Instagram

Opportunities for advertising: One of the biggest social media platforms in the world also offers one of the most extensive advertising platforms as well. With Facebook Ads Manager, anyone can run ads across Facebook products, including Facebook, Instagram, Messenger, and their Audience Network, run different types of campaigns, and have access to extensive analytics to help improve reach.

Monthly Active Users: 2.7 billion

Self-Service Ads Platform: Yes

Data: Yes

Analytics: Yes

Extra Insights: No

Top Metrics:

- Conversions/Results
- Click-Through Rate (CTR)
- Cost Per Click (CPC)
- Cost Per Result

Use Case: A small business who provides consulting services wants more customers, so they create a Facebook Ads campaign with videos of them talking about how to solve customer needs. Their objective is to run it as a lead generation campaign. They run it on Facebook and Instagram, and find that they're getting the highest Click-Through Rate from Instagram, resulting in a 100 new sign-ups to their newsletter.



Google Ads (Includes YouTube)

Opportunities for advertising: Google is the biggest search engine in the world, so why not ensure that your business will appear on the screen when someone searches for a product or service you offer? Google Ads not only allow you to target advertising to specific audiences and demographics, but allows you to target keywords as well. And because Google is used both as an online search and as a Yellow Pages, ads can drive traffic to websites and brick-and-mortar locations.

Monthly Active Users: 3.5 billion

Self-Service Ads Platform: Yes

Data: Yes

Analytics: Yes

Extra Insights: Yes

Top Metrics:

- Click-Through Rate (CTR)
- Cost Per Click (CPC)
- Keywords
- Quality Score

Use Case: A small business owner just opened a brick-and-mortar shop, and wants to get more traffic into the store. They invest in Google Ads knowing they can use keywords to appear in searches, and use the keywords “custom-made artisanal stationary Brooklyn NY” in order to get their new store seen by those searching those terms. Analytics show that people are seeing the ad, and foot traffic has increased.

Twitter

Opportunities for advertising: Twitter offers advertising opportunities that embed ads seamlessly within the news feed, and can catch new audiences as they scroll. With different campaign objectives and different types of advertising formats, businesses know that they'll convert on this massive global platform.

Monthly Active Users: 353 million

Self-Service Ads Platform: Yes

Data: Yes

Analytics: Yes

Extra Insights: No

Top Metrics:

- Top Tweets
- Tweet Impressions
- Engagement
- Audience demographics

Use Case: A community arts organization has been pouring efforts into engaging with followers on Twitter, and have a big following due to smart social media efforts. Due to these efforts they also have a great sense of who their audience is on Twitter, so when they create ads for upcoming events, they know who to target, and what copy will resonate.



Snapchat

Opportunities for advertising: Businesses looking to try something new and reach new audiences can participate in advertising opportunities on Snapchat. They offer full-screen ads in different formats, plus sponsored lenses and filters, and the ability to link directly out to a landing page or website. Advertisers need to make sure that their creative fits the platform.

Monthly Active Users: 347 million

Self-Service Ads Platform: Yes

Data: Yes


Analytics: Yes

Extra Insights: Yes

Top Metrics:

- Paid Impressions
- Swipe Ups
- Cost Per Mille/1000 Impressions (CPM)

Use Case: A sunglasses brand is looking for more diverse ways of advertising and to increase their brand awareness, so they look to Snapchat. They utilize both full-screen video ads and branded lenses, and find that branded lenses — which allow users to “try on” their sunglasses, a more interactive way of advertising — results in a much higher “Swipe Up” rate and visits to their site than the video ads. So, they decide to focus just on branded lenses going forward.



LinkedIn

Opportunities for advertising: LinkedIn is the biggest professional networking site, and businesses with niche products can target individuals focused on job-seeking, developing professional skills, running a new business, or sharing leadership best practices. LinkedIn offers a variety of ads options and sponsored content, as well as advertising via their messaging service, InMail.

Monthly Active Users: 756 million

Self-Service Ads Platform: Yes

Data: Yes

Analytics: Yes

Extra Insights: No

Top Metrics:

- Click-Through Rate (CTR)
- Cost Per Click (CPC)
- InMail Open Rate

Use Case: An MBA program recently created a new online course, and wants to up enrollment. Knowing that they already have a warm audience interested in business and leadership on LinkedIn, they invest in ads to target those who would be most interested in the program. They also use InMail to do individualized recruitment as well, and can track to see which tactic works best.

TikTok

Opportunities for advertising: TikTok is the fastest-growing social media platform, and has attracted users and businesses looking to engage new audiences and try out new content. TikTok now offers advertising opportunities and a variety of ad options, including full-screen ads at opening, in-feed videos, or sponsored content. But advertisers need to make sure that their creative aligns with the spirit of the platform.

Monthly Active Users: 689 million

Self-Service Ads Platform: Yes

Data: Yes

Analytics: Yes

Extra Insights: No

Top Metrics:

- Cost Per Result
- Cost Per Mille/1000 Impressions (CPM)
- Cost Per Click (CPC)
- Click-Through Rate (CTR)

Use Case: A restaurant chain has been experimenting on TikTok and creating original, fun content to attract new customers. They want to promote a new menu, and since they know how to create engaging content, they pair a fun TikTok-style video with the leverage of advertising to track their reach to more people.





Pinterest

Opportunities for advertising: Pinterest is a platform for discovering new ideas, and the audience is generally a warm one looking to buy, as purchasing is integrated into the platform. Businesses looking to sell goods can do well to advertise on Pinterest, and can buy ads in the form of sponsored or promoted pins, and can include links to their online shop right in the pin.

Monthly Active Users: 459 million

Self-Service Ads Platform: Yes

Data: Yes

Analytics: Yes

Extra Insights: No

Top Metrics:

- Impressions
- Cost Per Action
- Return on Ad Spend (ROAS)

Use Case: An Etsy retailer who designs custom-made plant pots wants to increase their business, but after using other advertising sites and not seeing returns, they realize that their offerings would fit best with the DIY popularity on Pinterest. After a month of advertising the ROAS is already much higher than it was on other platforms, and the craftsperson feels much more confident investing money into Pinterest ads.

The background is a solid dark blue. In the top right corner, there is a large, thick yellow curved line that starts from the top edge and curves downwards and to the left. In the bottom left corner, there is a large, thick teal curved line that starts from the left edge and curves upwards and to the right. The word "aptly" is written in a white, lowercase, sans-serif font, with a trademark symbol (TM) to its upper right.

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