

QuickStart guide to advertising on the most popular social media platforms:
Facebook, Instagram, YouTube, LinkedIn

Facebook:

Facebook is the biggest social media platform. Offering marketers some of the most robust data and precisely targeted ads.

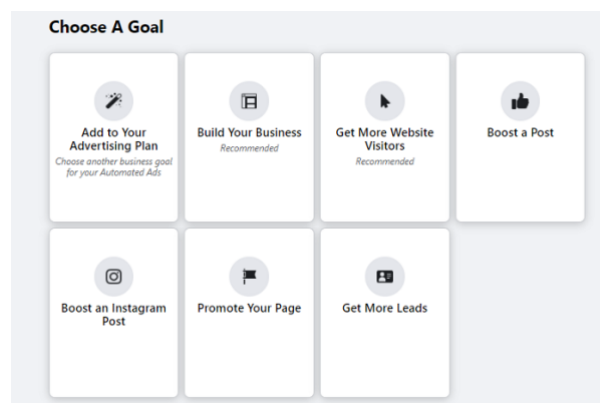
Facebook business manager:

If you want to advertise on Facebook, the first thing you need to know about is the Facebook Business Suite tool. Think of it like a hub for managing advertisements, pages, inboxes, and people. It's free and quite simple to use.

Simply go to the landing page for the Facebook Business and create an account. You need to already have a Facebook account for it to let you in. Once you log in, you'll see the Business Suite dashboard. This tool is an absolute must for anyone who's serious about advertising and marketing on Facebook. It will give you a single place to worry about your marketing performance rather than jumping from tab to tab.

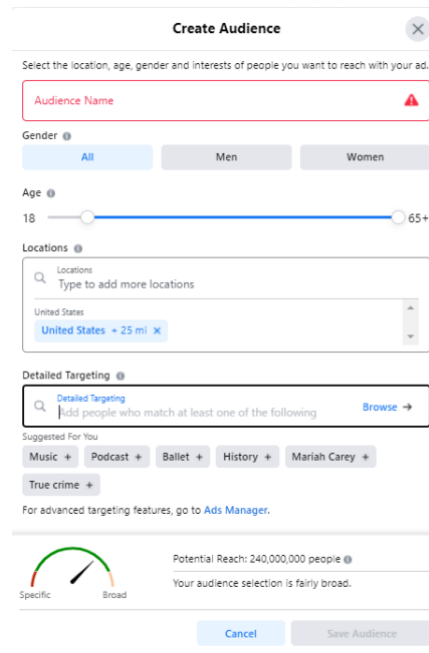
Facebook Advertising Options:

The first thing you'll get to choose when creating a Facebook advertising campaign is the goal of your campaign. Do you want to drive traffic to your website, drive conversions, promote your Facebook Page, get engagement on your post, or something else? Just select the one you want.



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You can fully customise your audience via the ad manager link in the target audience popup (which shows up when you've chosen your goal), or you can use their simple suggestions.



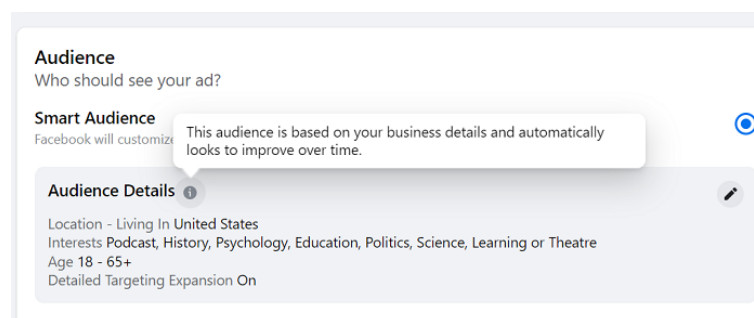
Finally, you'll be able to select the devices you want to target and where you want your ads to show up. Facebook recommends using auto ad placement, but if you disagree, you can just as easily decide where you want your ads to go and what device you want them target.

Many social media platforms make all these decisions for you, but Facebook puts you in the driver's seat because they know you'll likely do the best job of finding your ideal customers.

How to dominate Facebook marketing:

Understanding Facebook's Lookalike Audiences:

Facebook allows you to create lookalike audiences or smart audiences.

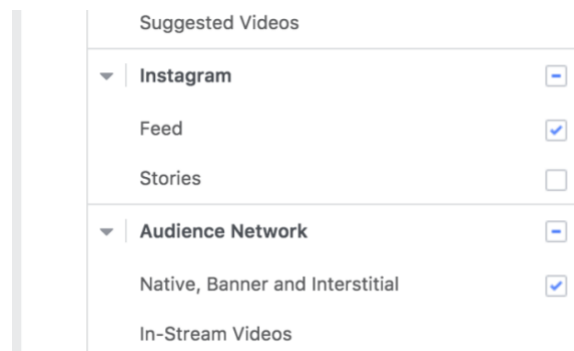


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They use data from people who have previously engaged with your ads or pages and create an audience they think is best. That means that if you have an audience that is performing remarkably, you can create a similar audience that *should* also perform well.

Instagram Integration:

Did you know that when you create an ad on Facebook, you can also run that same ad on Instagram by clicking a single button? You can click the Instagram ad placement button and select “Feed”, “Stories”, or both. If your ad is highly visual, you might want to consider this automatic integration, it will expand reach with no extra work.



Facebook Live:

People love using Facebook live, something about live video makes it more appealing. Maybe it's the chance it could mess up, maybe it's the transparency, maybe it makes us feel more connected. Whatever the reasons, the fact is the same: people enjoy live video at least as much as they do traditional videos.

Users watch for 27% longer than they do pre-recorded videos. Live video might be well worth your marketing time and money on Facebook.

Facebook Marketing Resources:

- [Facebook for Media](#)
- [Facebook Marketing: A Complete Video Guide](#)
- [The Facebook Marketing Ninja Podcast](#)

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Instagram:

Instagram is and was always about pictures, and its video function is quite popular too. Out of all the big networks, Instagram has the highest engagement rate. You can also release short or long-form videos and share Instagram stories. Both formats do well for brands.

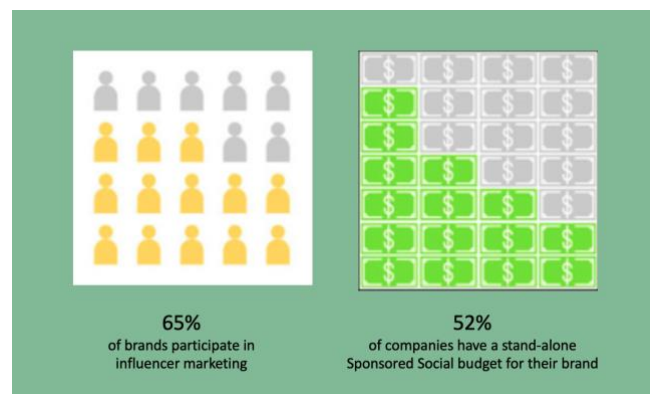
If I was to start a new Instagram from scratch I would focus of pictures. Some categories that work well:

- Inspiring quotes
- Questions in text form so they engage your followers
- Well-shot product photos

Of course, you must also make use of hashtags, give a call-to-action with each photo, and make sure that your bio is properly optimised. You can also focus on Instagram influencer marketing.

Influencer marketing on Instagram:

If there is one social media platform that represents the pinnacle of influencer marketing, its Instagram. The reason for this is difficult to understand. Perhaps because the platform is so visual or perhaps because advertisement overloads haven't yet annoyed the userbase, or perhaps because influencers enjoy spotting their content more on Instagram, than on Facebook, Twitter or the like. Brands allocate large amounts of money to influencer marketing, you might want to consider joining them:



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Instagram Stories are stealing users from Snapchat:

Instagram Stories is a feature that lets users create a coherent series of pictures, videos, or gifs. In 2017, the number of people using Instagram Stories passed the number of users on Snapchat, a similar platform.

If you're going to use Instagram, you should probably create a Story of your own. Perhaps you could create a Story that shows users behind the scenes of your business, or offers special deals.

How brands are using Instagram today:

Instagram is one of the top best social media platforms for user engagement. Of course, that doesn't mean you can't sell on the platform and market your products as well, especially now that there are features like product tags, and links in Stories. Pushing for audience engagement first, before you try to sell, is your best bet. Then, once people learn to love your brand, they'll buy from you.

Additional Instagram Marketing Resources:

- [Instagram Marketing Cheat Sheet](#)
- [Instagram Advertising Guide](#)

YouTube:

This social network has changed the way we consume video, since it has made it easy (streaming is super-fast) and free, and it gives us a way to express our opinions instantly (thanks to comments).

Almost 5 billion videos are watched daily on YouTube. For marketers, it's a great way to share long-form content with your audience, especially if they're not avid readers. For example, you could turn blog posts into video tutorials.

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Pro tip: use other social media channels to drive your followers to YouTube by giving excerpts, snippets, and previews of your videos. The little, bite-sized teasers will spark curiosity and make people want to see the whole thing.

Don't overcomplicate this. You don't need high-quality recording equipment or fancy editing. The chances are good that you are a few steps ahead of most people in your niche, so just get in front of your webcam and start teaching.

The rise of DIY Video Filming:

With social media, anyone can become a star, and YouTube is no different. With decent light, a microphone and a camera, your business can start using YouTube to drive traffic and generate leads.

YouTube Video Ads:

Finally, you might want to consider using video ads on YouTube. Depending on the type of ad you choose, viewers will either be able to skip your ad after a few seconds, or YouTube will make them watch the entire thing. Different strategies work for different businesses. Don't be afraid to try things and see what works best for you. In the end, your advertisement on YouTube will only be as good as your determination to find out what works

LinkedIn:

LinkedIn's growth never exploded like Facebook, but they're still popular. On here it's all about being professional, the casual writing style from blogs doesn't work well for this platform. People are there for one thing: business. They want to learn what's new in their industry, who's hiring, who's firing, and how to optimise performance at work.

If your content helps people expand their networks or conduct business in a better way, it has a place on LinkedIn. If not, you might want to focus on other channels first.

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LinkedIn Groups:

If you're familiar with Facebook Groups, then LinkedIn groups should be easy to understand and navigate. Think Facebook groups but for business people, a place for like-minded professionals to gather and discuss topics of interest, or establish their expertise. You might want to consider joining one to establish your business as an expert on certain topics. After all, the more people that believe your business knows what it's talking about, the more people who will work with you in the future. It's an easy strategy for making connections and growing your content marketing audiences.

LinkedIn Advertising:

As with all social media platforms, you can also use LinkedIn to run your advertisements.

If your business falls into the B2B category, LinkedIn might just be the best place for your advertisements. LinkedIn is one of the most effective social media platforms for B2B companies. LinkedIn is also one of the top platforms for lead generation.

Since people are on LinkedIn to talk business, they also don't mind interacting with businesses. This means your business can get some serious attention on the platform.

Additional LinkedIn Resources:

- [How to Advertise on LinkedIn](#)
- [Social Media Marketing Podcast- LinkedIn Marketing](#)

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