

THE STATE OF SOCIAL MEDIA ADVERTISING



OOZLEMEDIA

+



ADSTAGE

+



BC

AMERICAN
BEAUTY COLLEGE

cosmetology, esthetics & nail technology

TODAY'S AGENDA

1 Growing Organically

2 Common Mistakes

3 Our Approach

4 What We Found

5 Setting Goals

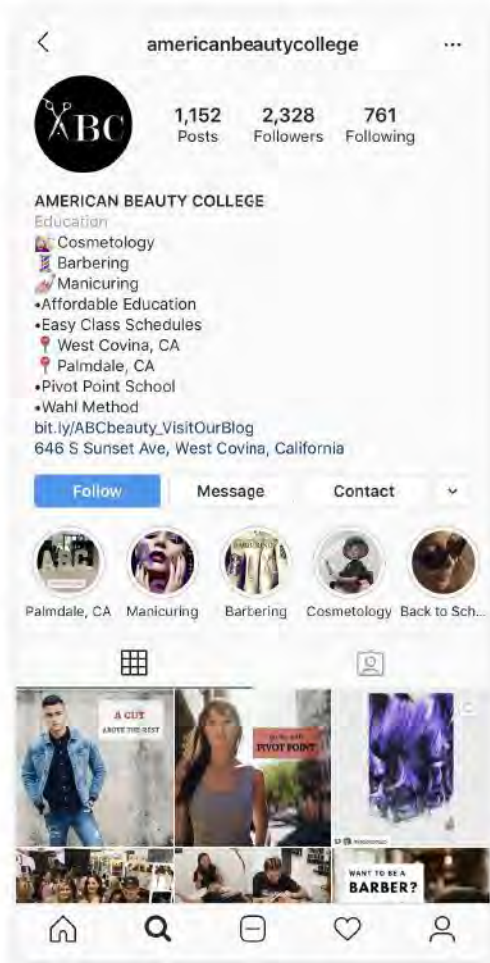
6 Targeting

GOT A QUESTION?

Ask us! Text your question to:

435.592.1437

GROWING OUR INSTAGRAM



- Engage with your audience
- Optimize your page
- Post a variety of content

THE ANATOMY OF AN OPTIMIZED INSTAGRAM

AMERICAN BEAUTY COLLEGE

Education



Cosmetology



Barbering



Manicuring

- Affordable Education

- Easy Class Schedules



West Covina, CA



Palmdale, CA

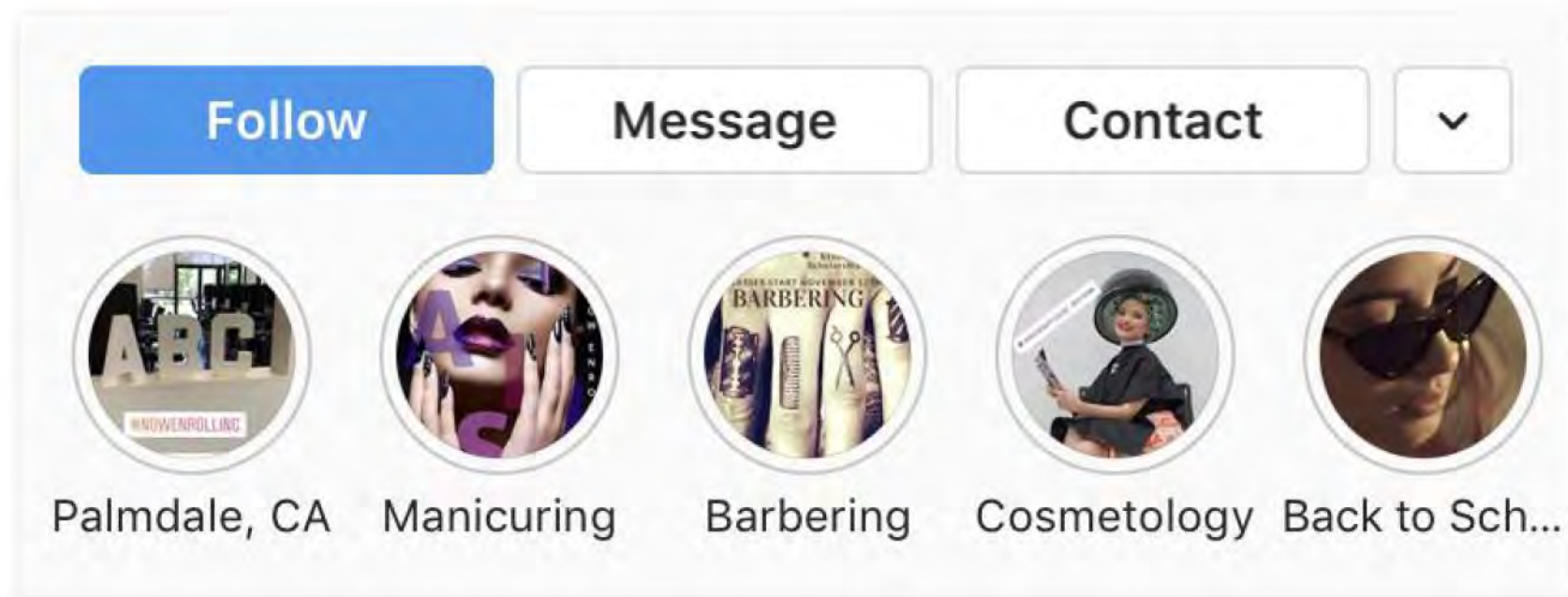
- Pivot Point School

- Wahl Method

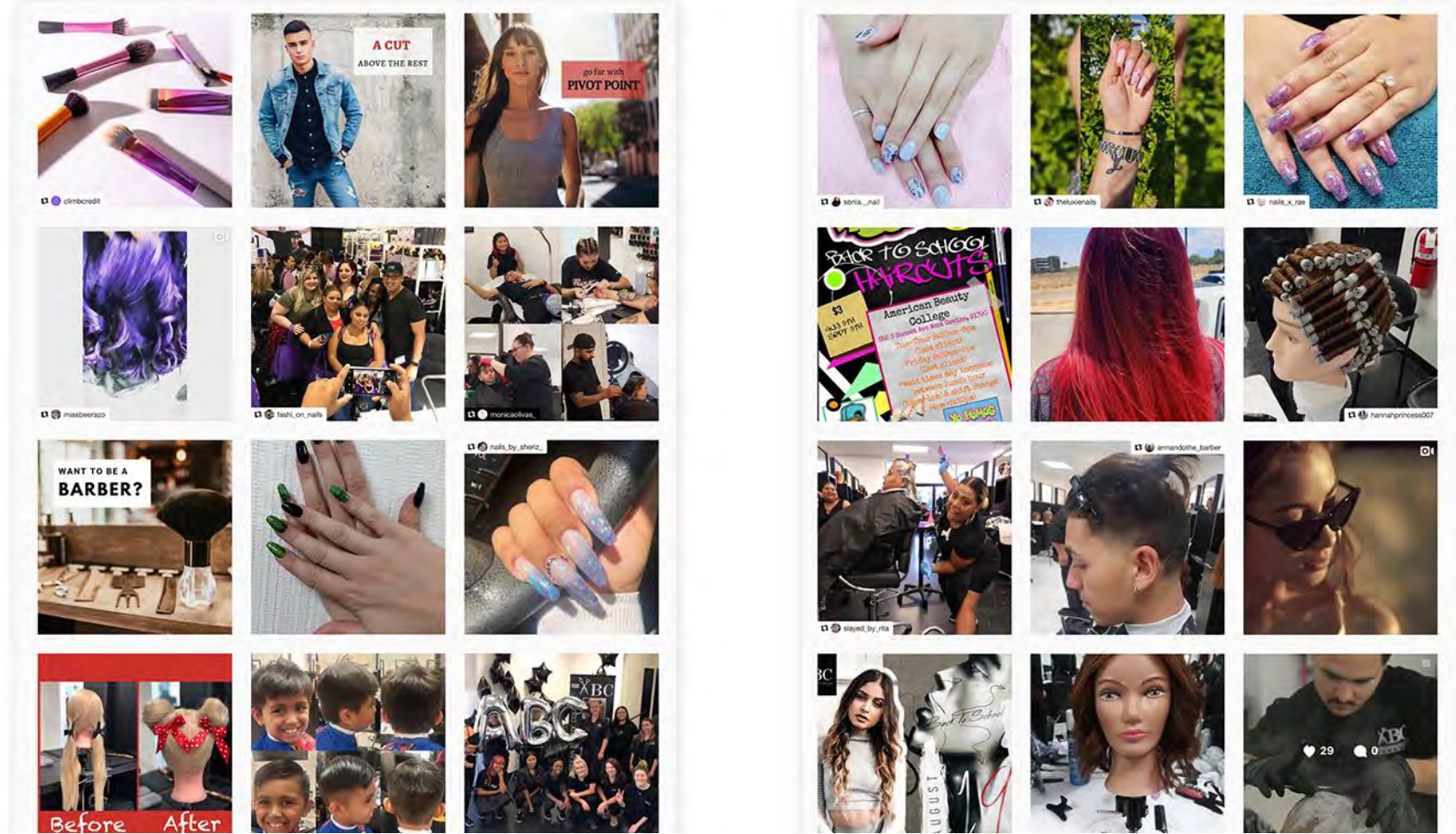
bit.ly/ABCbeauty_VisitOurBlog

646 S Sunset Ave, West Covina, California

THE ANATOMY OF AN OPTIMIZED INSTAGRAM



POSTING VARIED CONTENT



DESIGNED FEEDS

ACT LIKE A LADY. LASH LIKE A BOSS. 	WHY BEAUTY? "I WANT TO GROW IN THIS INDUSTRY. HAVE A SALON OF MY OWN. ONE DAY BE ABLE TO PROVIDE FOR MY FAMILY AND WORK IN SOMETHING I LOVE" 		 	★★★★★ "My technician Shant was incredibly patient and courteous. My hair is baby fine and highly resistant to the perm she was applying. It took almost 3 hours to just put the rods in. It is very hard for me to find someone to do my hair perm AND cut right. I will definitely be back. Thank you Shant!" SUSAN O. 	 
DRY SHAMPOO IS GOOD FOR THE SOUL. 	WHY BEAUTY? "I WANT TO TRAVEL DOING MAKEUP AND HAIR SERVICES FOR PEOPLE AND HOPEFULLY FAMOUS PEOPLE. HOPING TO WORK WITH MOVIE STARS OR NEWS CAST." 		 SIRI, REMOVE MY MAKEUP. 	 	★★★★★ "I don't normally go to beauty schools to get my hair done but my experience with Natalie B. was amazing! I got a deep conditioning treatment and cut off about 6 in! The whole time I felt very comfortable and at ease! I would highly recommend her to anyone looking for a professional and thorough service!" ALIXSA S. 
I DON'T DO DRAMA. I DO NAILS. 	WHY BEAUTY? "WHEN I WAS YOUNGER, MY GRANDMA WOULD TAKE ME TO A SALON. GETTING MY HAIR DONE WHILE SHE WAS GETTING A PERM ARE SOME OF MY FAVORITE MEMORIES. I LOVED GOING TO THE SALON AND KNEW I WANTED TO DO IT (AS A CAREER)!" 	 	 	 SORRY I'M LATE, BUT DO YOU SEE THIS HAIR? 	 
EVERYTHING FEELS BETTER AFTER A HAIRCUT! 	WHY BEAUTY? "I TOLD MY BROTHER AND I KNEW I NEEDED TO SHOW THE DREAMS I HAD FOR MY FUTURE. I WANTED TO FOLLOW THROUGH WITH THEM. HASAN IS THE ONE WHO GREETED ME AND GAVE ME A TOUR. SHE CONVINCED ME THAT I WAS ENOUGH TO FOLLOW MY DREAMS!" 		★★★★★ "Alicia T. is so wonderful. She did a partial on my hair and the result was amazing! Very gentle and attentive to detail which is so important! I definitely fell asleep during her washing my hair so if you're not only looking for a hair stylist but a massage therapist for your hair definitely come see her!" NINA O. 	 	 IT'S NOT HOARDING IF IT'S SKINCARE! 

CONTENT THAT GETS ENGAGEMENT

MEMES



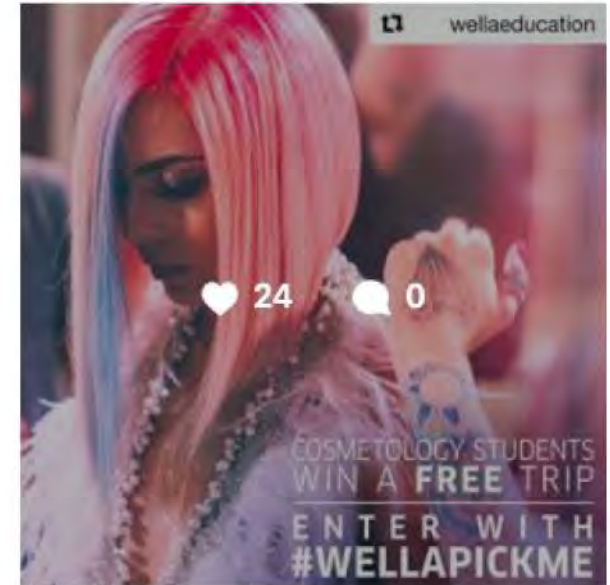
Very High Engagement

STUDENT LIFE



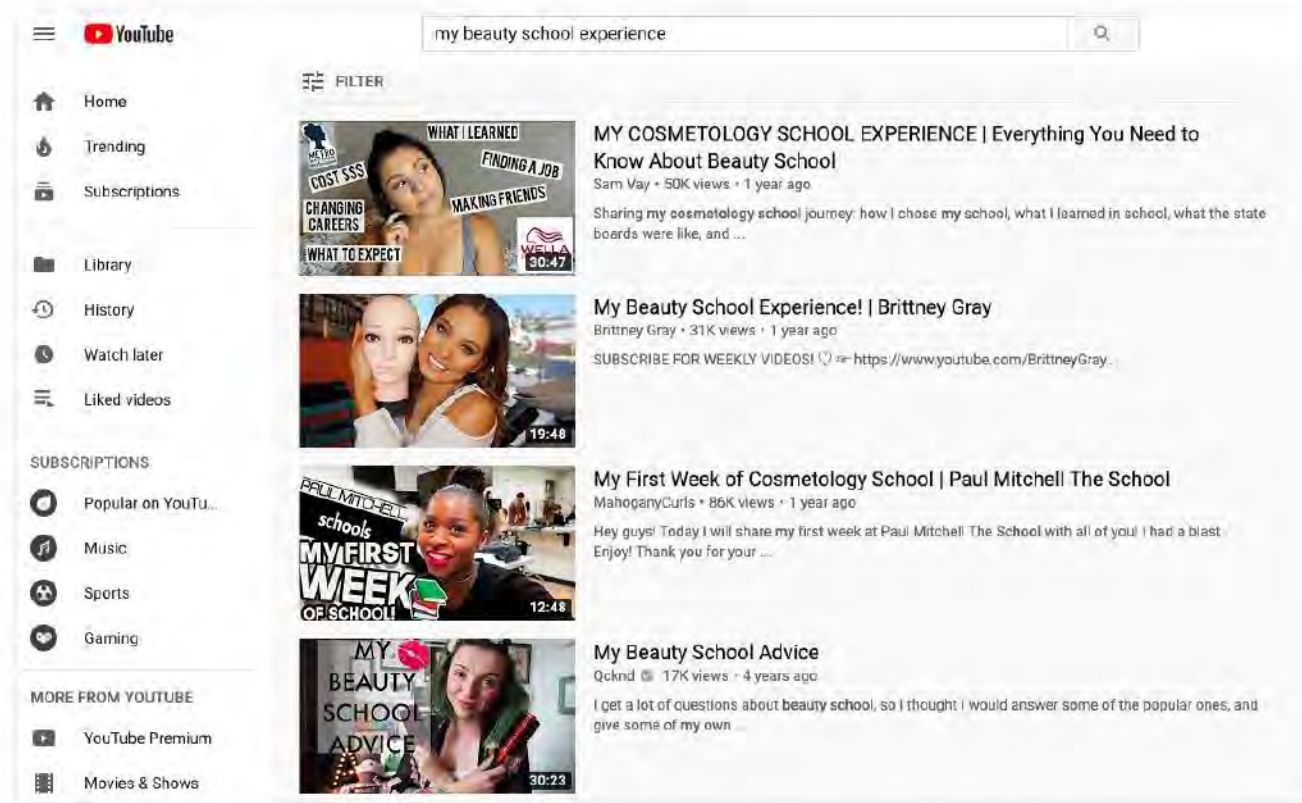
High Engagement
High Reward

ADVERTISEMENT



Low Engagement

LIKE IT OR NOT PEOPLE ARE TALKING ABOUT YOU



6 COMMON MISTAKES

1

PAYING FOR VANITY METRICS



Facebook tends to distract you with vanity metrics that may not actually benefit your brand.

2

A/B "TESTING"



Trying new approaches is a must. What's more important is measuring the results. No egos. No personal opinions.

3

ABSOLUTES



#DeleteFacebook was a campaign that definitely carried some weight, but if you want leads, you may want to pump the breaks on that move.

4

NOT SPENDING ENOUGH



It's not just your direct competitors you're bidding against on Facebook & Instagram.

5

NO FUNNEL LOVE



Funnels may be a bit of a cliché, but that doesn't mean it's not still relevant.

6

NO DIVERSITY



There are a number of placements, ad types, and goals you can push for on Facebook & Instagram. Don't put all your money in one place.

FACEBOOK NEWS FEED

Q4 2018

Facebook News Feed Benchmarks



FACEBOOK AUDIENCE NETWORK

Q4 2018

Facebook Audience Network Q4 Benchmarks



FACEBOOK MESSENGER

Q4 2018

Facebook Messenger Benchmarks



WHEN YOU REPORT ON CLICKS TO THE BOSS...



WHEN YOU REPORT ON REVENUE!



MOVE AWAY FROM VANITY METRICS

Network	Clicks	Impr.	CTR	Avg. CPC
 Facebook	40,353	1,347,999	2.99%	\$0.31
 Bing Ads	135	5,527	2.44%	\$1.47

Web Conv.	Sign-Ups	Revenue
152.00	136	\$20,996.69
14.00	10	\$2,360.24

OUR APPROACH

We pulled school-specific data from our 2018 social ads work. Then we tapped AdStage for platform benchmarks and even more data!

2018 OOZLE DATA POOL

56

**CAMPUSES
ACROSS 23
SCHOOLS**

23 schools with a combined 56 campuses across the United States.

\$363K

IN AD SPEND

\$363,293 in ad spend on Facebook & Instagram

53M

**AD
IMPRESSIONS**

52,823,923 impressions delivered on Facebook & Instagram

118K

LINK CLICKS

118,295 clicks from social media ads to landing pages, blogs, & program pages.

6K

LEADS

5,838 leads from Facebook & Instagram. Standard attribution window of 1-Day View & 28-Day Click.

12,000

**ASSISTED
LEADS**

11,817 'Assisted' leads from Facebook & Instagram. These are pulled by opening up the attribution window to 28-Day View & 28-Day Click.

CHANGING ATTRIBUTION WINDOWS

The image shows the Facebook Ads Manager interface with the 'Customize Columns' dialog open. The 'Performance' category is selected, and various metrics like Results, Reach, Impressions, and Delivery are checked. The 'Attribution Window' is highlighted in a red box, showing '28-day click and 1-day view'. A 'Comparing Attribution Windows' modal is also open, providing instructions on how to compare different attribution windows and offering options to select different windows to compare.

Customize Columns

Performance

Engagement

- Page Post
- Messaging
- Media
- Clicks
- Awareness

Conversions

- Standard Events
- Custom Conversions

Settings

- Object Names & IDs
- Status & Dates
- Goal, Budget & Schedule
- Targeting
- Ad Creative
- Tracking

Split Test

Optimization

COST

- Cost per Result
- Cost per 1,000 People Reached

18 COLUMNS SELECTED

- Campaign Name
- Errors
- Delivery
- Ad Set Name
- Bid Strategy
- Budget
- Last Significant Edit
- Results
- Reach
- Impressions
- Cost per Result
- Amount Spent

ATTRIBUTION WINDOW

28-day click and 1-day view

[Comparing Windows](#)

Comparing Attribution Windows

See how action-based results (such as clicks and conversions) attributed to your ads compared across different lookback periods. This can help you understand when people most often take action after interacting with your ads.

Your Default Window

28-day click and 1-day view

Choose Different Windows To Compare

View	Click
☐ 1 Day	☐ 1 Day
☐ 7 Days	☐ 7 Days
☐ 28 Days	☐ 28 Days

☒ Include default attribution window

[Comparing Windows](#)

Cancel Apply

ADSTAGE BENCHMARK REPORT

- 6 networks
- 13 billion impressions
- 136 million clicks
- 30 benchmarks
- 7 pages of trend commentary
- 11 marketing insights

Text us your email address to get a copy!



METHODOLOGY

STEP 1 Sum Daily

STEP 2 Create Rates

STEP 3 Find Median

Use benchmarks carefully

Step 1
Sum metrics
for each day
across all ad
accounts

date	account_id	clicks	impressions	spend	
2018-12-01	1234xxx	13	2336	76.83	}
2018-12-01	2345xxx	15	713	41.069	
2018-12-02	7890xxx	9	1014	65.559	}
2018-12-02	6789xxx	7	133	10.85	

Step 2
Calculate
metrics using
the day totals

date	clicks	impressions	spend	fx	fx	fx
				ctr	cpc	cpm
2018-12-01	28	3049	117.90	0.0092	4.21	38.67
2018-12-02	16	1147	76.41	0.014	4.78	66.62

Step 3
Find the
median
value for the
time period

date	ctr	cpc	cpm
Q 2018	0.012	4.50	52.65

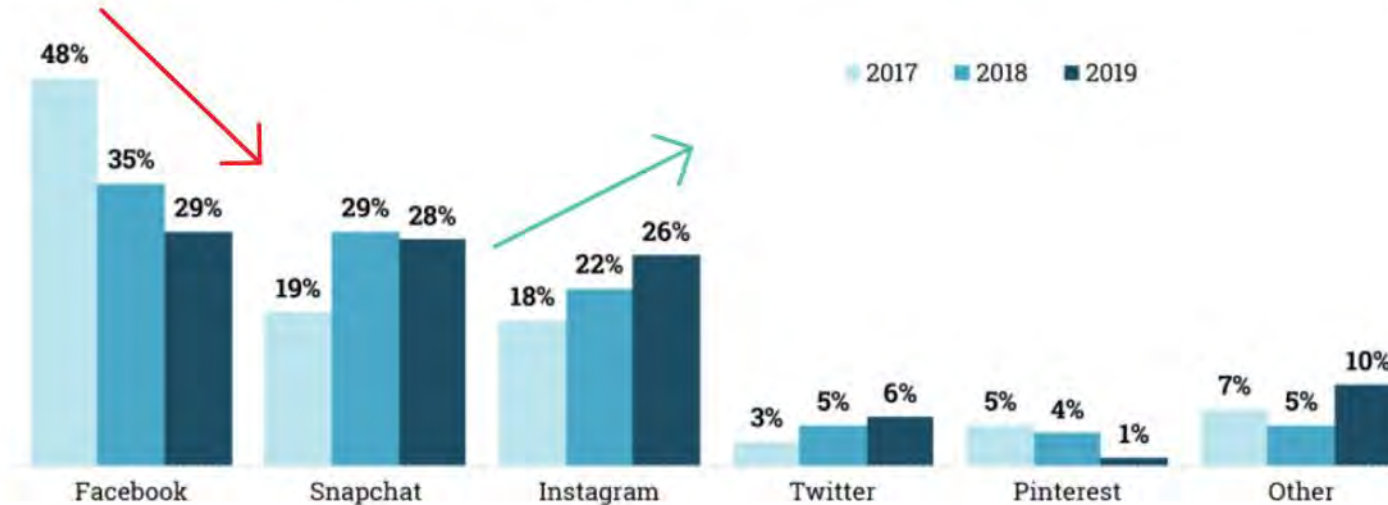
WHAT WE FOUND

2018 Post-Secondary
Education & Platform
Benchmarks

PLATFORM USAGE OVER TIME BY 12-34 YEAR OLD USERS

Social Media Brand Used Most Often by 12-34-Year-Olds

(Base: currently ever use Facebook, Snapchat, Twitter, Instagram, Pinterest or LinkedIn)



Published on MarketingCharts.com in March 2019 | Data Source: Edison Research / Triton Digital

2019 figures from The Infinite Dial 2019 report, which is based on telephone interviews conducted among 1,500 Americans ages 12+

<https://www.marketingcharts.com/charts/social-media-brand-used-often-12-34-year-olds-2017-2019/attachment/edisonresearchtritondigital-most-used-social-brands-12-34-y-o-mar2019>

LEAD GENERATION

Facebook vs. Instagram

79%

FACEBOOK



21%

INSTAGRAM



- Pulled every Conversion Optimization campaign we ran for schools in 2018 and separated the leads by the platform that generated them.
- We reviewed \$107,000 in ad spend, 10,000,000 impressions, and 3,000 leads generated from both Facebook & Instagram.

CPL BY MONTHLY SPEND PER CAMPUS



FACEBOOK ADS INSTAGRAM

Q4 2018

Instagram Benchmarks



Q4 MEDIAN
CPC
\$0.83



2018

Instagram Median CPCs



Q4 2018

Instagram Benchmarks

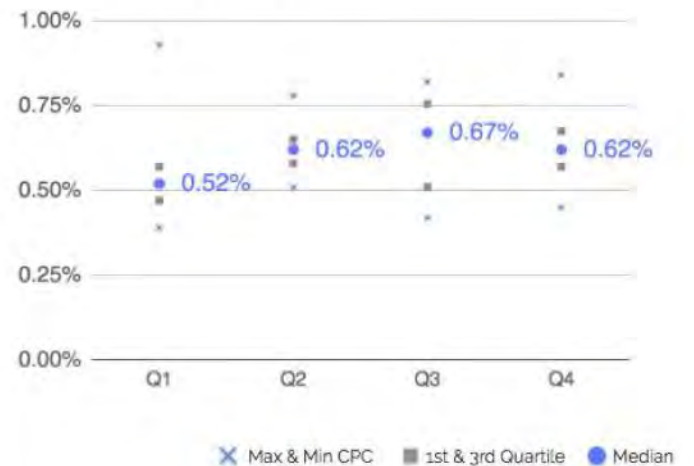


Q4 MEDIAN
CTR
0.62%



2018

Instagram Median CTRs



FACEBOOK ADS FACEBOOK NEWS FEED

Q4 2018

Facebook News Feed Benchmarks



Q4 MEDIAN

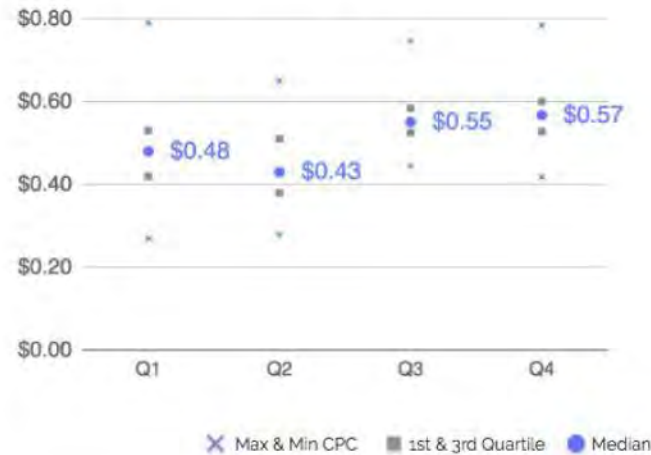
CPC

\$0.57



2018

Facebook News Feed Median CPCs



Q4 2018

Facebook News Feed Benchmarks



Q4 MEDIAN

CTR

1.46%



2018

Facebook News Feed Median CTRs



LINKEDIN ADS BENCHMARKS

Q4 2018

LinkedIn Benchmarks



Q4 MEDIAN
CPC
\$3.72

LinkedIn Median CPCs



Q4 2018

LinkedIn Benchmarks



Q4 MEDIAN
CTR
0.26%

LinkedIn Median CTRs



MOST COMMON CAMPAIGNS

CPMs change based on what you're asking for



\$3.07cpm

REACH OPTIMIZATION

Asking for eyes on your brand.



\$5.92cpm

VIDEO VIEW OPTIMIZATION

Asking for views on your videos.



\$6.27cpm

TRAFFIC OPTIMIZATION

Optimizing for the most clicks to your landing page or website.



\$10.85cpm

CONVERSION OPTIMIZATION

Taking a custom conversion you created (like hitting a thank you page) and optimizing for that specific outcome.

SETTING GOALS

Define KPIs ***before***
you start running ads.



"74% of companies that weren't exceeding revenue goals did not know their visitor, lead, MQL, or sales opportunities."

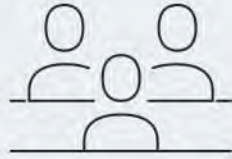
**- HUBSPOT DEMAND GENERATION
BENCHMARKS REPORT**

1



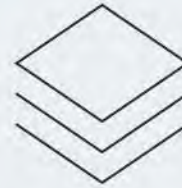
**WHAT ARE
YOUR
GOALS?**

2



**WHO
ARE YOU
SPEAKING
TO?**

3



**WHAT
ASSETS DO
YOU HAVE?**

4



**WHAT
KPIs MEAN
MOST?**

COMMON KPIS FOR SCHOOLS

SPEND YES, SPEND...

It's astonishing how frequently I've seen this, but it happens. Not knowing exactly how much you're spending on social ads means you can't know exactly how they're helping or hurting your business.

CPM COST PER 1,000 IMPRESSIONS

This is the fastest way to get a bead on how competitive your market is, how strong your targeting is, and how strong your message is.

CTR LINK CLICK THROUGH RATE

Of all of the impressions you delivered, how many clicks did you get? This is a good way to get a feel for your messaging, CTA, and targeting. Pay attention to the content type and ad placement as well. For example, video typically has a lower CTR than static images.

ENGAGEMENTS LIKES, COMMENTS, SHARES

This will vary based on the types of content you're promoting, but it's important to listen. Does the content you promoted strike you as engaging? Will it make sense for your target audience?

CPL COST PER LEAD (OR CONVERSION)

This will vary based on the types of content you're promoting, but it's important to listen. Does the content you promoted strike you as engaging? Will it make sense for your target audience?

ICEBERG PRINCIPLE



FUN WITH MARKETING MATH!

CHANNEL	SPEND	LEADS	COST PER LEAD	
ADWORDS	\$15,000	30	\$250	
BING	\$5,000	25	\$200	
FACEBOOK	\$5,000	59	\$100	→ FOCUS HERE
LINKEDIN	\$10,000	20	\$500	→ CUT HERE
TOTAL	\$35,000	125	\$280	

FUN WITH MARKETING MATH!

CHANNEL	SPEND	LEADS	COST PER LEAD	ENROLL- MENTS	COST PER ENROLLMENT
ADWORDS	\$15,000	30	\$250	3	\$5,000
BING	\$5,000	25	\$200	3	\$1,667
FACEBOOK	\$5,000	50	\$100	1	\$5,000
LINKEDIN	\$10,000	20	\$500	4	\$2,500
TOTAL	\$35,000	125	\$280	12	\$2,916

CLARITY IS KEY

So hold your agency/in-house team accountable!

AGREE ON KPIS

ASK QUESTIONS
AND GET CLEAR ANSWERS!

DETAILED REPORTING

TRUST, BUT INSPECT

GET ON THE SAME PAGE WITH YOUR AGENCY

Q4 Spend – \$55k Goal

Sel. Period: Oct 1, 2017 to Dec 31, 2017

\$52,393.25
Spend

\$606.75
Remaining



Q4 SQLs

Sel. Period: Oct 1, 2017 to Dec 31, 2017

274
Sign-Ups

1
Remaining



Q4 Revenue

Sel. Period: Oct 1, 2017 to Dec 31, 2017

\$201,250.00
Value: SQLs

\$0.00
Remaining

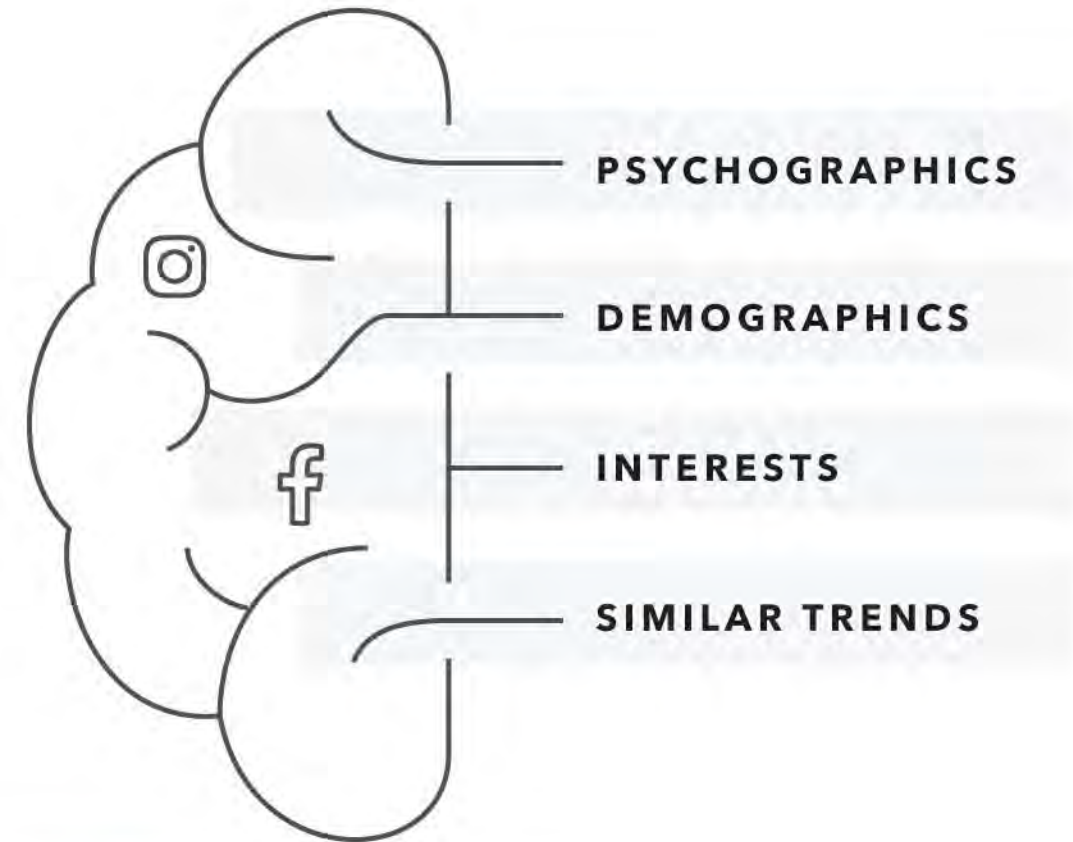


TARGETING

Don't punish
your most qualified
audience!

USE LOOKALIKE AUDIENCES

Facebook knows more than you.



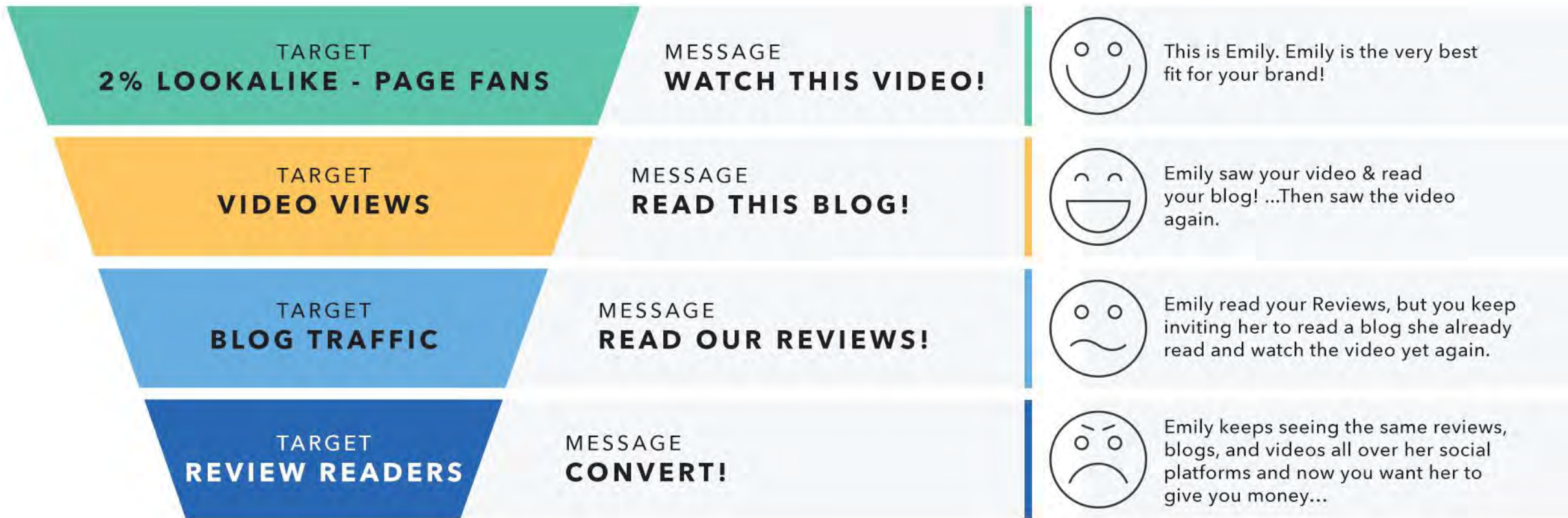
DITCH INTEREST-BASED TARGETING!

Interest-based targeting should be used when you don't have any of the owned audiences listed before. Once you start to build up followings, web traffic, email lists, etc. start creating lookalikes from them and get rid of the interests!

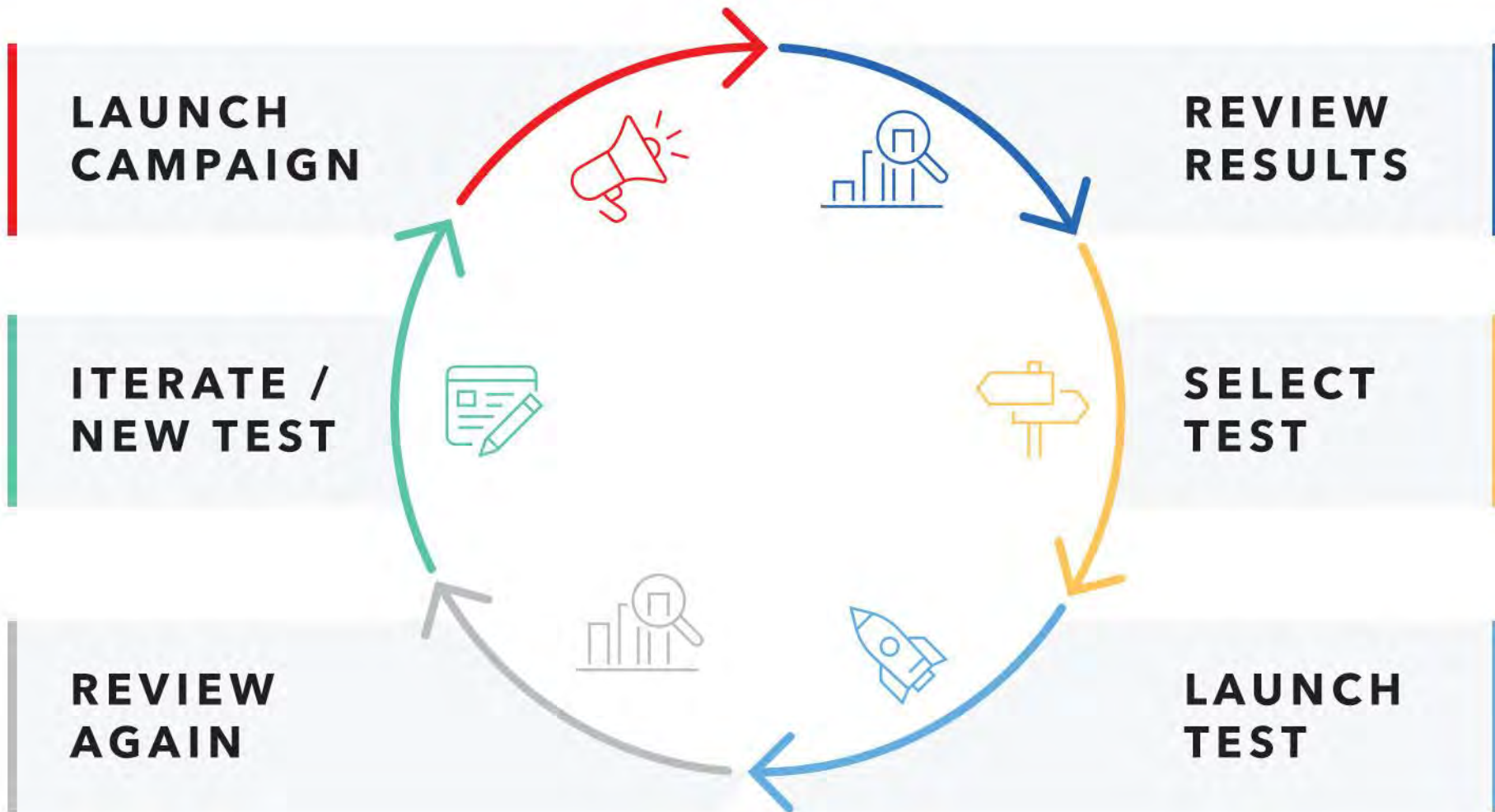
USE LOOKALIKE AUDIENCES



- Social networks know your users better than you
- Insights Tabs are nice...but, every channel has their own version

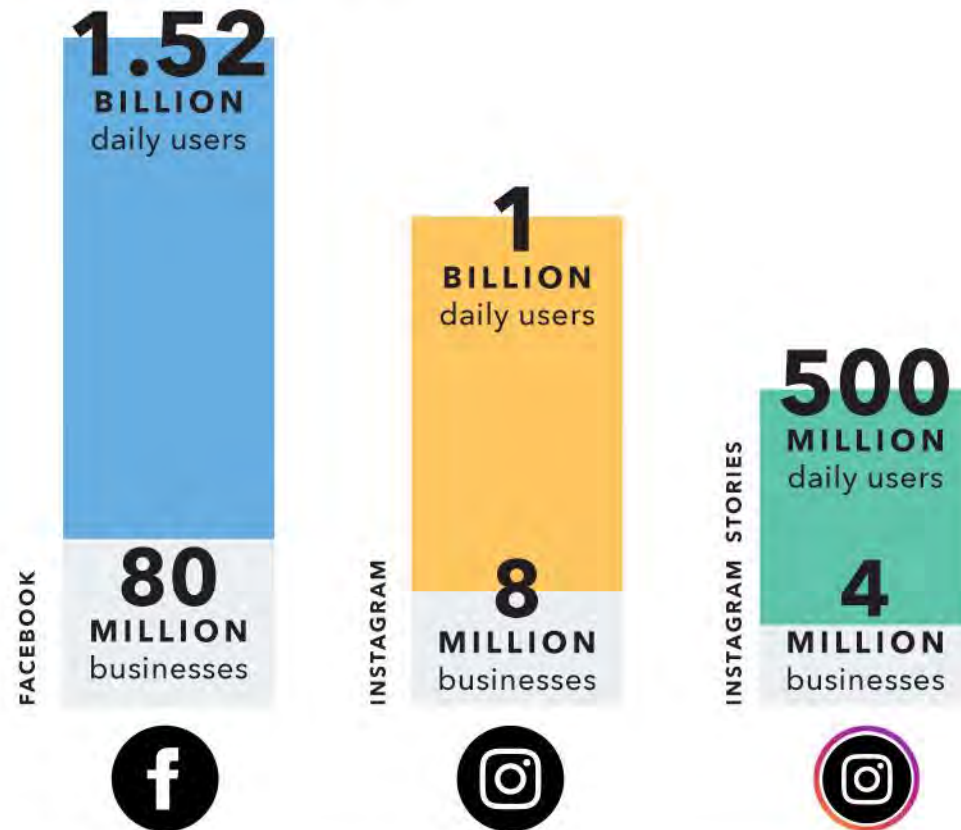






DAILY USERS VS. BUSINESSES

By Platform



TRENDS



Stories, Stories Everywhere

"Stories are growing
15X faster than feeds,
so behavior must
evolve"

- **TECHCRUNCH**

INSTAGRAM STORIES & HIGHLIGHTS



Palmdale, CA



Manicuring



Barbering



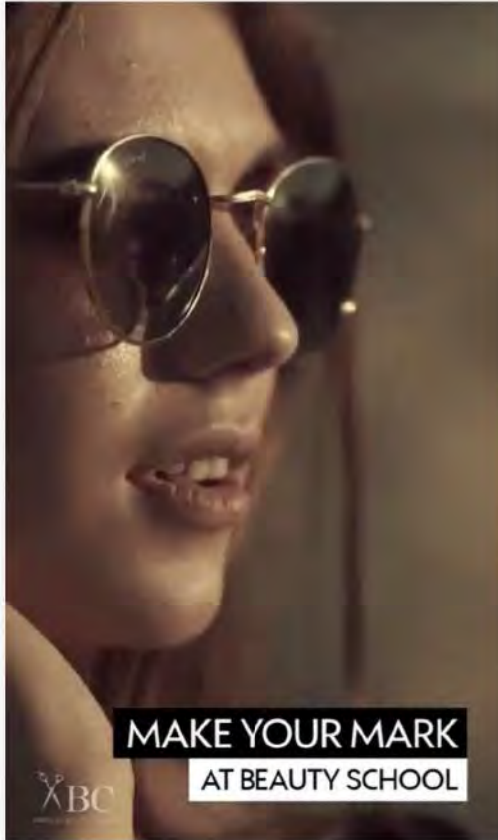
Cosmetology



Back to Sch...

- Location Based Information
- Manicuring, Barbering, Cosmetology
- Back To School
- Lash Class
- Photoshoots

THEY DON'T HAVE TO BE PROFESSIONAL



TRENDS

Video

"US social network video ad revenues will reach \$11.69 billion in 2020"

-EMARKETER



GOOGLE ADS

YouTube Benchmarks

Q4 2018

Google YouTube Benchmarks



Q4 MEDIAN
CPC
\$3.61

2018

YouTube Median CPCs



Q4 2018

Google YouTube Benchmarks



Q4 MEDIAN
CTR
0.24%

2018

YouTube Median CTRs



KEY TAKEAWAYS

- Give your marketing team the information they need to be successful
- Monitor what your students are saying about your school
- Set KPIs that will help you achieve your goals
- Invest in video
- Don't forget to A/B test your campaigns
- Disappearing content is effective and doesn't need to be "professional"

GOT A QUESTION?

Ask us! Text your question to:

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