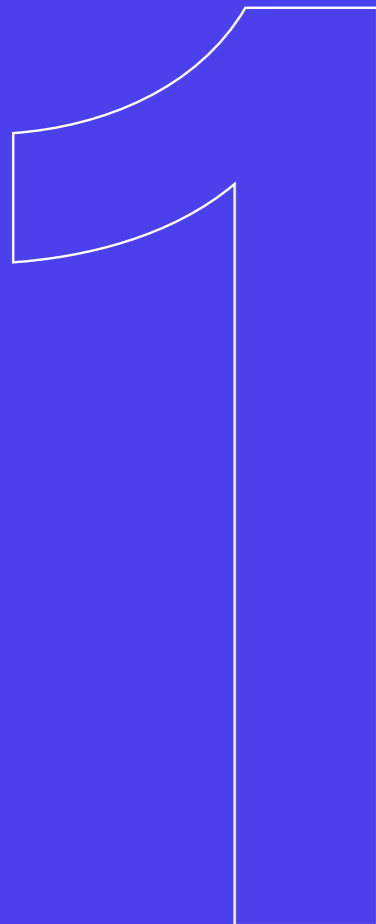


# Unlock the power of paid social media

Boost your brand, drive engagement and increase ROI.

## Overview

1. What is paid social media?
2. Paid vs organic
3. The social funnel
4. Other things to consider
5. Ready to take the next step?



## What is paid social media?

Putting money behind social media posts, ads or videos to reach a broader audience than your existing social following.

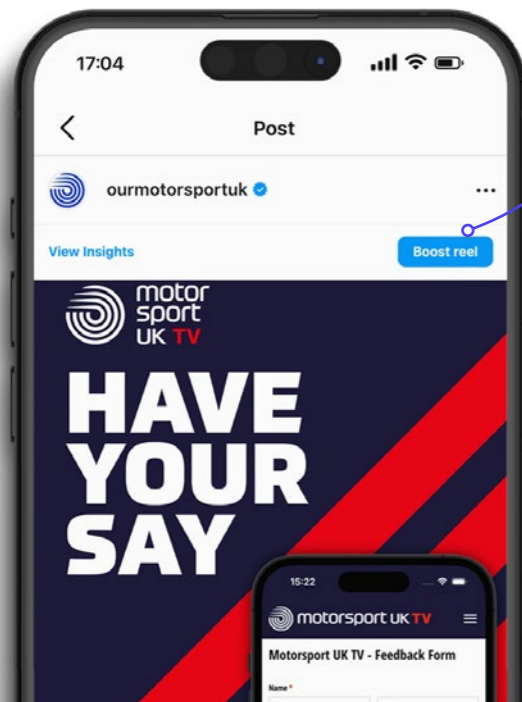
Giving you the ability to choose specific demographics, interests and behaviours to increase awareness, drive traffic or boost sales.

# So, what is paid social media?

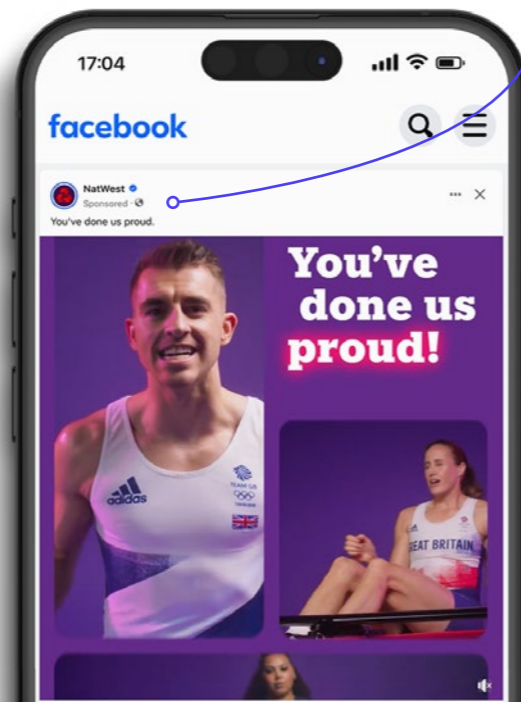
As the case with most channels, 'free' will only take you so far in terms of delivering results and grabbing users attention.

That's where paid social comes in to give your business guaranteed success of being seen, essentially paying for your audience's undivided attention. Examples of this type of activity can include:

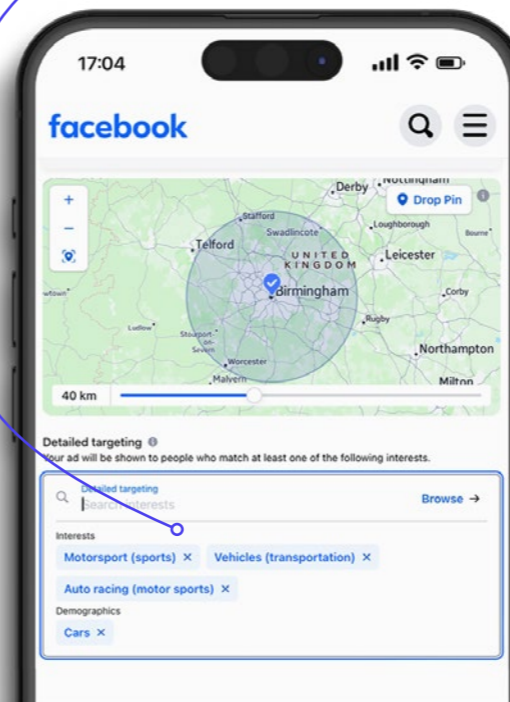
Boosting organic content to reach a larger audience



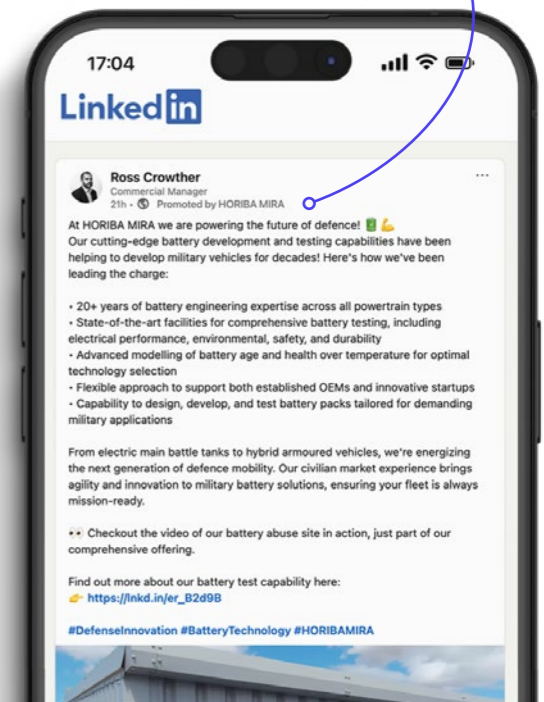
Promoting events or products through sponsored posts



Targeted ad campaigns to reach specific personas



Sponsor your thought leaders' posts (LinkedIn only)



# How can I use paid social?

## Boosted vs Ads

In short, there are two types of ways you can put money behind a social post.



### Boosting

Putting money behind an organic post that has already been posted to your organic feed that you wish to expose to non-followers.

While quicker, you are limited to particular targeting options and objectives.

Best for one-off posts and instant delivery e.g. competition.



### Social Ad

Content you pay to distribute to a specific audience that won't be seen by your organic following or live on your organic page.

Provides the most dynamic set-up options, advanced targeting and conversions.

Best for on-going campaigns and funnel approach.



## Paid vs organic?

With advanced targeting options and real-time analytics, paid social media allows brands to reach the right audience with the right message, maximising engagement and ROI.

# Paid vs organic?

Get access to even more tools when choosing paid ads:

## Enhanced Targeting:

Leverage detailed demographic, interests, seniority and behaviour data to reach ideal personas or create custom audiences to utilising existing data.

## Increased Reach:

Go beyond your existing following by reaching those who don't yet follow your brand with the algorithm prioritising ads, ensuring your content is seen.

## Measurable Insights:

Use in-depth platform analytics that provide the data driven insights you need to adjust strategies accordingly. Run A/B testing to optimise for best results.

## Flexible Budget Options:

Be in control of your budget by setting daily or lifetime budgets that suit you.

## Organic social vs. paid social



In 2024, 53% of global internet users will be accessing social media networks at least once per day, making paid social media an essential channel for reaching active and engaged audiences.

# A hybrid strategy that works

Brands that combine both organic and paid social media efforts see an average increase of...

**+50%**

Higher reach

**+28%**

Engagement rates

**+35%**

Brand visibility

**+37%**

Website traffic

**+32%**

Conversion rates

**+39%**

Faster growth



## The social funnel

With more people than ever using social media channels daily, it is essential to have a strategy to reach and convert your target audience into a paying customer.

# Aligning content to objectives

Basic stages of the marketing process which start from building brand awareness and eventually lead to the purchase and further retention



Awareness

Interest

Decision

Action

# Align content to your funnel stage

## Call to actions

Learn more

Download

Register/attend

Request a demo



## Content

### Ungated

- blogs
- case studies
- product pages

### Gated

- whitepapers
- ebooks

### Gated

- webinars
- events

### Gated

- contact sales
- demo/trial requests

## Audience targeting

### Persona and Seniority

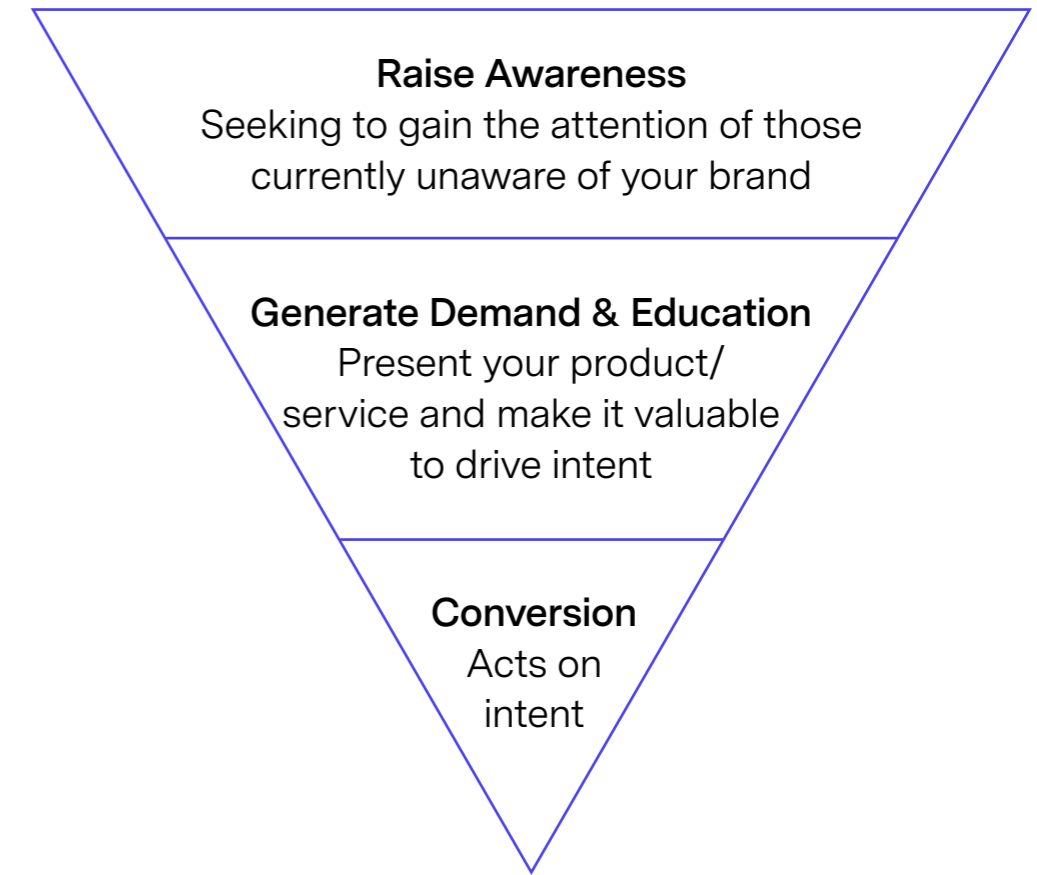
Broadest possible audience

### Groups and Lists

First party data e.g. company/contact lists

### Remarketing

High intent audience those who have taken a previous valuable action



### Loyalty > Advocacy

The customer has had a good funnel experience and will go on to purchase again. This in turn can turn into you being recommended to others

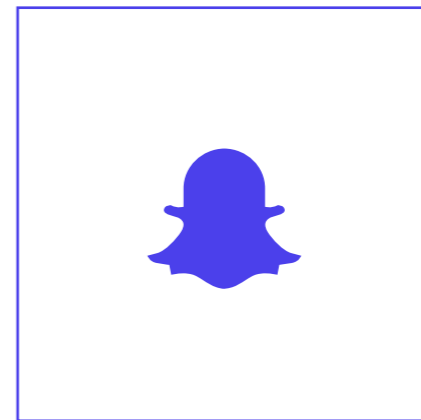
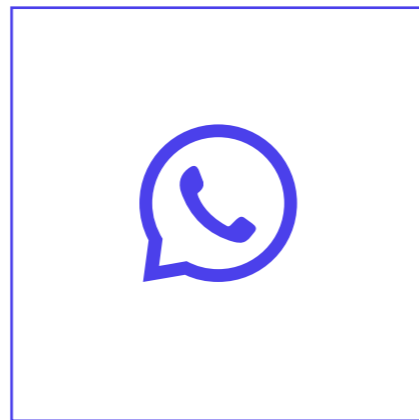
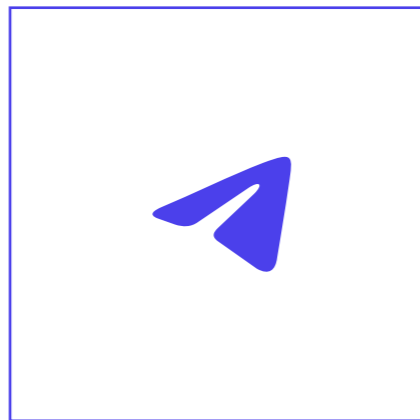
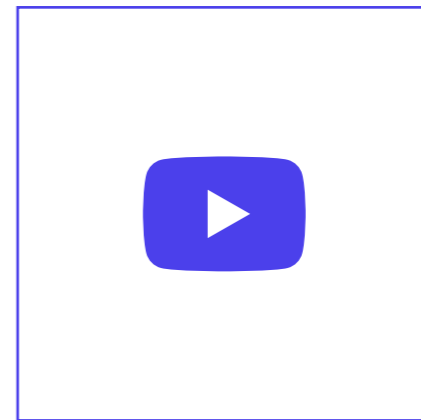
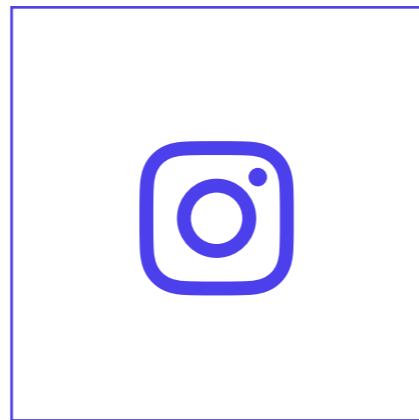
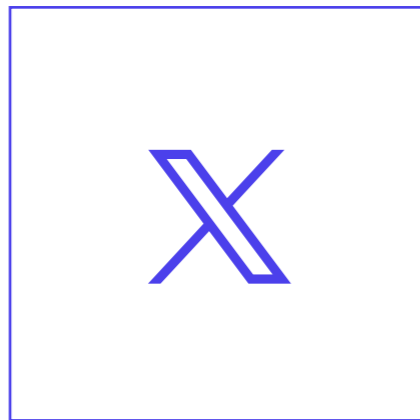


## Other things to consider

From strategy to execution, several factors need to be considered before launching a campaign.

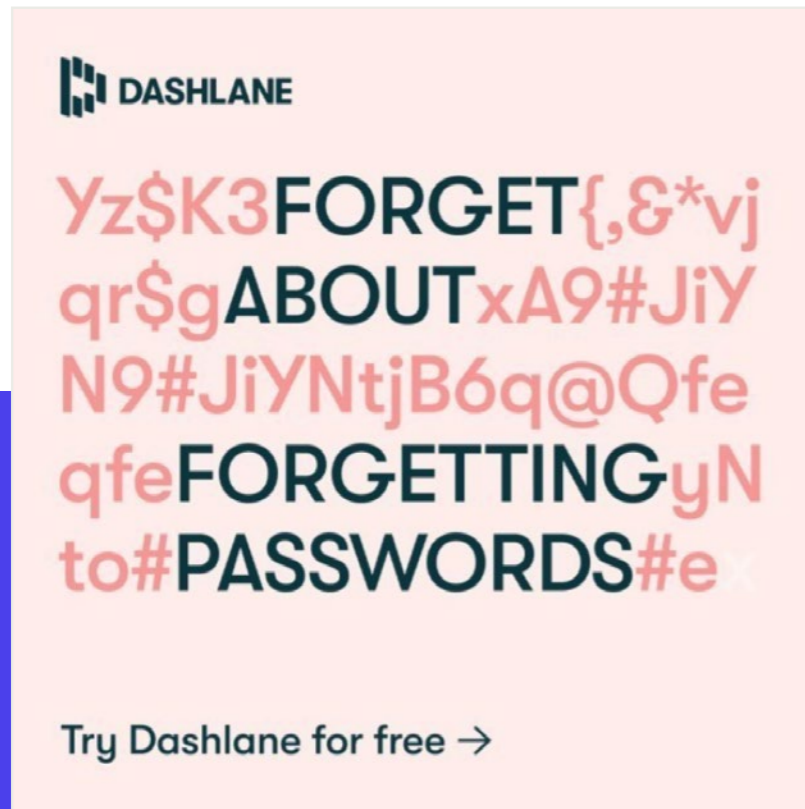
# Choosing the right platform

With so many established and new platforms, choosing the correct ones for your requirements and audience is crucial.

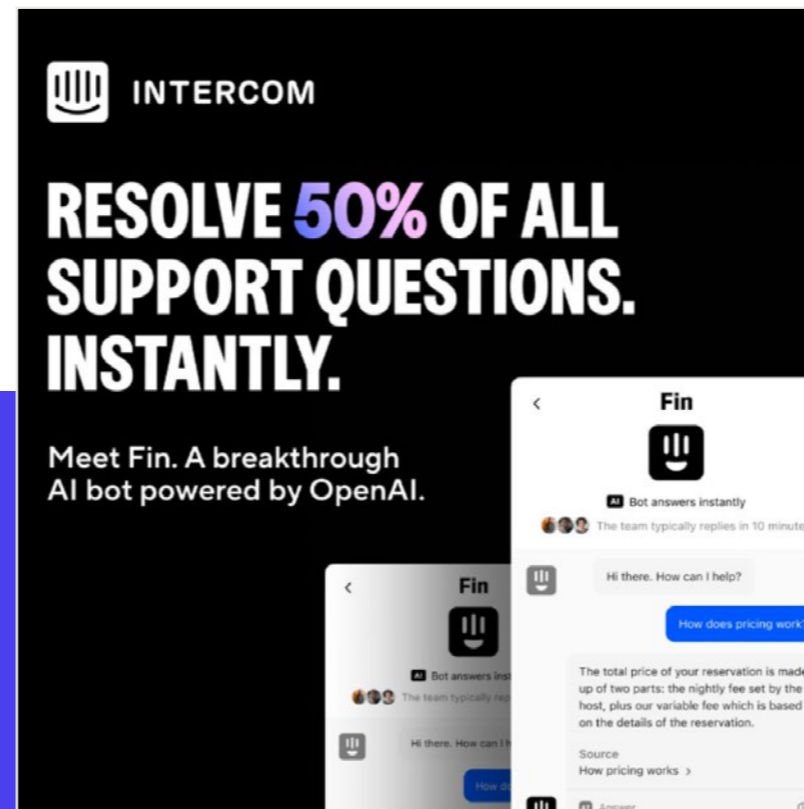


# Creating impactful ads

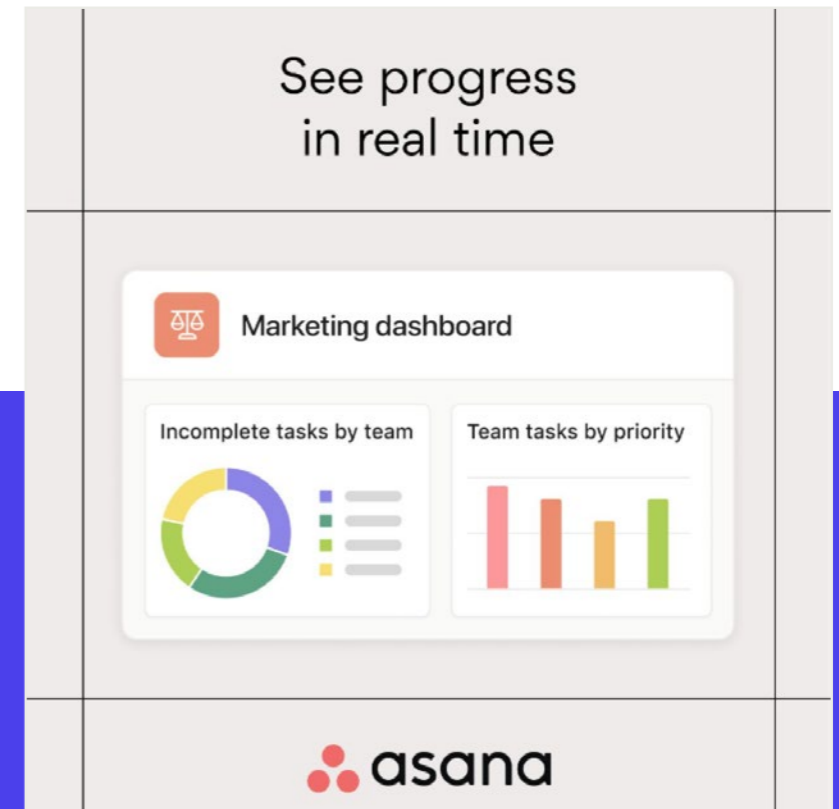
Only 1% of ads that are difficult to understand achieve success. So ensure that you communicate your message effectively.



Visually engaging



Solves pain points



Clear & concise

# Pick your budget

Based on platform recommend daily spend for TOF activity\*

**£15-40**

Facebook & Instagram

**£12-24**

X (Twitter)

**£30-50**

LinkedIn

\*The suggested daily spends are guidelines to help achieve effective top-of-the-funnel activity across each platform but should be tailored to specific audiences and campaign goals. Activity looking to generate leads or purchases, will require larger daily spends.



## Ready to take the next step?

Understand how we can help you achieve success with paid social advertising.

# How we help you get started



## 1. Define your goals

Identify and set SMART objectives  
e.g. increase followers by x%



## 3. Determine budget

Decide on the overall budget and  
allocation (CPA, CPM or CPL)



## 5. Tracking & analytics

Install tracking pixels to monitor  
behaviour and conversions



## 2. Audience & platform

Understand the ICP and targeting  
strategy, choose social platform



## 4. Create (or choose) ads

Whether it's boosting an organic post or  
creating new visually appealing assets



## 6. Launch & monitor

Implement the agreed strategy in  
platform and monitor performance

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