

# Conversions on social

– a guide to smarter advertising  
on social media.



# It's time to convert!



Marketers are increasingly focusing on chasing clicks and purchases on social media. Long-term relationships with clients slip further down the agenda for the sake of conversion. Here are some tips for the converting part of your marketing!

**Is social media** the right platform for converting ads? For several years, the common reply to that question has been *"not really"*. If you look at the conversion funnel, or customer journey – models that visualize their marketing stages (read more about that in our whitepaper on the subject), social media has mainly been considered a platform for "top of funnel" – content that captures new target audiences and builds awareness.

**But over time**, both the ad formats and the user habits of shopping and signing up for everything from newsletters to demo bookings have evolved.

**To give yourself** better chances to succeed with social advertising, you need to be aware of what opportunities there are and how you can take advantage of them.



**Product advertising on** social media is about using relevant content to find the right people (yes, even when it's just a product ad) and getting those people to understand how your product can add value to their lives.

**In the coming** year, more and more companies will chase transactions via social media. According to the survey "*Social Media Trends 2021*", from **Hootsuite**, 73% of all marketers' primary focus in social media will be "conversion" in 2021.

**This means that** your customers' social media feeds will be filled with companies asking for email addresses or selling stuff. The competition will increase, which means that your advertising needs to be crystal clear.

## The video format

**Although people often** talk about "ads" on social media, and many of the ad formats seem to be still images in various constellations, a short video format is superior right now. Short, effective video ads can be used as mid-rolls and in-stream video on both social media and on Youtube. This format also works for newsfeeds and collections where still images seem to be preferred at a first glance, such as Instagram, Facebook, or Pinterest.

**This type of** video advertising is growing and will soon be a standard for B2B as well as service and retail companies.





**One entrepreneur who** has realized this is **Cecilia Blankens**, who runs the Swedish shoe brand Blankens using an online shop and social media as a base for operations - bypassing the need for a retailer.

**– With the budget** we have, social media is the easiest way for us as a small company to reach out, she says.

**In 2020, when** many companies chose to shut down their advertising investments, she chose to accelerate:

**– As long as** our business is growing we will keep on advertising. Even though it's not always possible to track conversions directly from Instagram, I still see the effect it has. It's important to constantly remind customers that we exist. Even if you don't buy shoes every day, we want customers to think about us the day they actually do want to buy shoes , says Cecilia Blankens.

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With the budget we have, social media is the easiest way for us as a small company to reach out.



# 6 key points to improve your product ads

## TIME

**Your ads need** to be short, 5-10 seconds is standard. This means that you can't tell a complex story about the product. Instead, you should show a small detail that will highlight your USP. Remember that you can also use copy and a CTA-button to say what you want people to do when they see your ad. You don't have to write it in the ad itself

## BRANDING

**Use your brand** identity as much as possible. Colors, logos, and other attributes that identify you create a sense of safety for your audience.

– **Just using the** company's colors can increase brand recognition by 80%, says **Josefin Billström**, Creative Strategist on Facebook.

**In a test** that Facebook did recently, the number of conversions increased if the customer could identify the sender earlier in the ad.

## SIMPLE AND CLEAR

**Make sure you** work with clear, simple messages about the product – nothing else. You want the customer to understand your offer as quickly as possible.

**This also applies** to images. In a test by Facebook, ads with a strong product focus generated 71% more impressions when compared to ads that didn't focus on the product.

**Even in more** lifestyle-oriented content you could see that a clear product focus had a positive impact on the result with an increased brand awareness.

## MIXED MEDIA

**Mixing images and** video in the same ad can give better results. According to a meta-analysis conducted by Facebook, campaigns that used both image and video converted better than others. This could be due to the fact that the formats complement each other and attract different types of audiences.

However, video triggers the brain faster and has the potential to create greater engagement with the audience. According to the Mobile Marketing Association, video is twice as likely to cause an emotional reaction as images.

Your brain only needs  
**400 milliseconds** to  
register a mobile ad  
and get a positive – or  
negative – impression.

## MOBILE FIRST

**Make sure that** the content is specifically designed for mobile users. Mainly because this is where the majority of users will see your ads, but also because ads made for mobile have a higher ROI.

**According to a** survey conducted by Facebook, ads made for other platforms and adapted for mobile didn't have as good results as ads made specifically for mobile.

**Another study has** shown that ads in mobile news feeds receive more attention than ads on desktop – even on the same platform.

## MAKE LOTS OF ADS

**Can you even** remember the time when you could do just one or two ads in six months and then sit back to reap your rewards? Social media is changing, audiences are moving fast and just as you need to mix formats, you need to do many ads and test to see what's working.

**According to a** survey by SocialCode, the difference in results between advertisers' best and worst ads averaged 1100%.

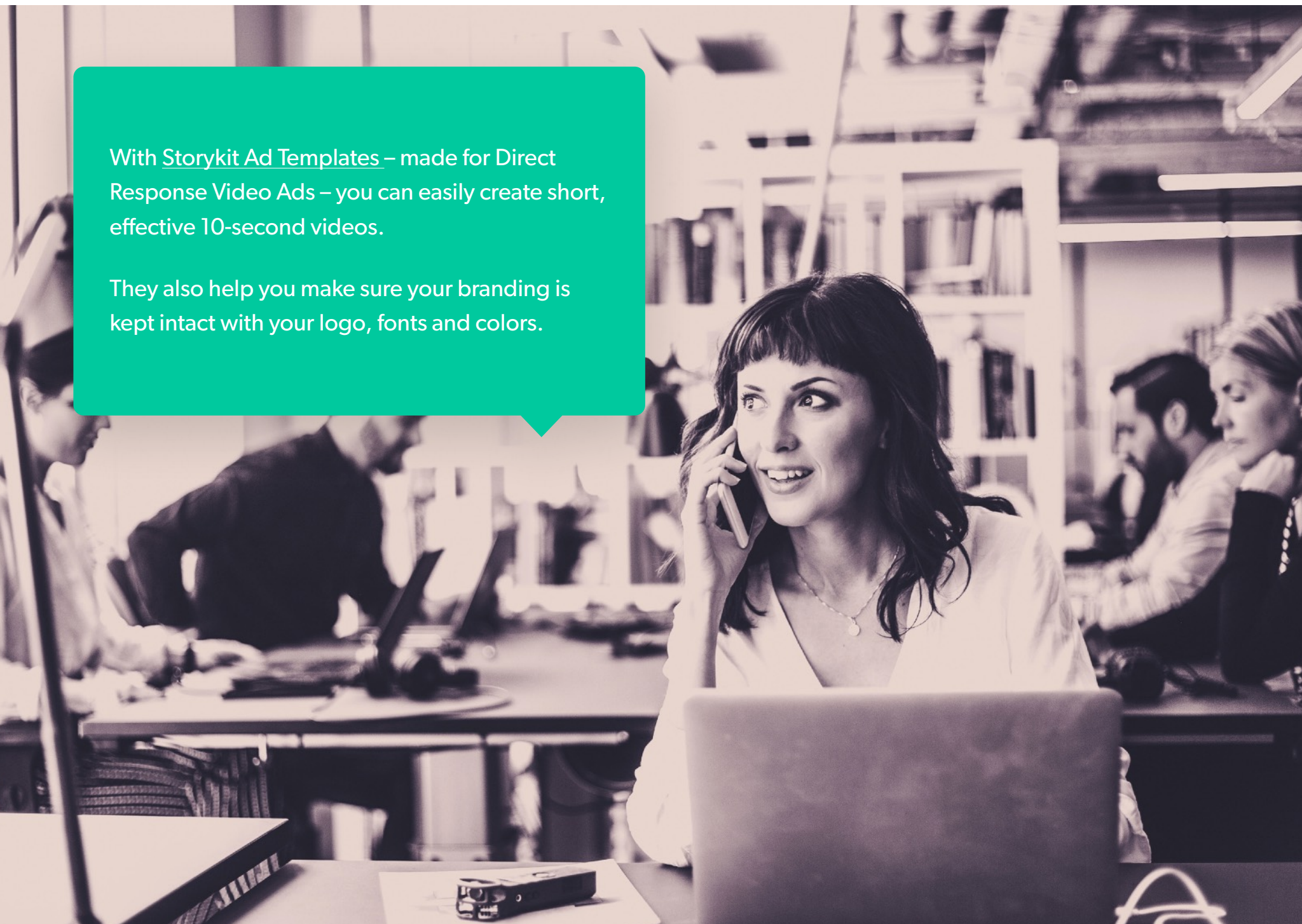
**It was also** seen that the fastest growing advertisers made 11 times more ads than the others.

Sources:

- *SocialCode FB ecommerce macro data Jan – May 2017*
- *Metrixlab Data, 2016, (Facebook-commissioned study)*
- *Creative Considerations for DR Campaigns by Facebook Business*
- *MMA: First Second Strategy*

With [Storykit Ad Templates](#) – made for Direct Response Video Ads – you can easily create short, effective 10-second videos.

They also help you make sure your branding is kept intact with your logo, fonts and colors.







# Platforms and formats

**Today we have** a wide array of platforms for social media – but they differ a lot. Not only when it comes to who is on the platform, but also what they do there.

**"Social media" has** become a term that also includes search engines, such as Youtube and Pinterest, where we are not actually social at all, but rather just consume content.

**Here is a quick** overview of the most popular platforms right now.

## FACEBOOK – THE BIGGEST

**Facebook is the** platform that brings "everyone" together. Here you will find people in all demographics, with all kinds of occupations, levels of education, and interests. It's also the platform that users spend the most time on daily, according to an international study by Famemass.

**Facebook also offers** the most ways to advertise. The platform has lots of ways to reach your audience with FB live, stories and much more. And the possibility to control your advertising with the tool Ads Manager (target audiences, optimization, delivery) is superior to the other platforms.

## INSTAGRAM – SLIGHTLY FEMALE

**Even though Instagram** becomes broader as usage increases, there are still slightly more women than men who use the platform. According to Hootsuit's survey *Social Media Trends 2021*, Instagram is the channel that most advertisers will invest in, in the future. This is because Instagram, and especially Stories, has seen a higher conversion rate than many other formats and platforms right now.

Since Instagram is owned by Facebook, you can use for Instagram, which is a competitive advantage for the platform.



## LINKEDIN – THE PROFESSIONAL NETWORK

**Most users on** LinkedIn use the platform in their professional roles, as it is also the world's largest recruitment market. Therefore, it is an optimal platform for B2B and employer branding, and it's not a surprise that tech and finance are the major advertisers on LinkedIn. You might want to remember that not all professional groups are on LinkedIn, so if you want to build employer branding, you should investigate whether the professional categories you want to reach are there – or on Facebook.

**Although it is** a fantastic platform for leads generation in B2B, it is on average ten times more expensive to get leads via LinkedIn than via Facebook. But your leads could be of better quality, which may be cheaper in the long run.

**LinkedIn does not** have as many ad formats as FB and IG, but launches new ones all the time, including Stories which launched at the end of 2020.

## TWITTER – GREAT FOR GOVERNMENT BUSINESS!

**Twitter is something** of a hybrid between a medium where people consume content and a social network. Why? You don't need to have an account to be on Twitter. You don't have to interact with others or be seen with name and profile when you consume content. This is a crucial detail that is often missed when interpreting the audience on Twitter.

**Twitter is considered** to be a good suit for government controlled business areas, as it's also easy to engage in dialogue with the audience.





## TIKTOK – YOUNGER DOMINANCE

**The largest audience** on TikTok is kids. Globally, the audience looks somewhat older than in the west, this is partly due to the fact that the largest market – India – has an older audience. But also because parents make accounts for their children.

**TikTok works the** opposite of how Instagram works. While your organic Instagram feed gives you content from the accounts you follow, the algorithms control your feed on TikTok. The content you watch will push the platform's algorithms to give you more like what you just saw. The advertisers who have succeeded on TikTok have worked a lot with organic content, as you don't need followers to reach out and become viral. In addition, the advertising tools for the platform are not yet fully available, and there is a high budget threshold to start advertising.

## SNAPCHAT – VIDEO CHATS

**Snapchat, like TikTok**, has a younger audience. And they use the platform primarily to video chat with each other. But there are many opportunities for advertisers as well, not least for creative companies that can work with filters and lenses which users can put on their faces while chatting. But Snapchat also has a more story-like format.

## YOUTUBE – VIDEO SEARCH ENGINE

**Youtube outperforms Facebook** in many markets – if you look at total audience – but not everyone watches Youtube every day. Youtube also offers more TV commercial-like ad formats, such as pre- and midrolls, as well as banners.

**The Youtube audience** consists of slightly more men than women, and they are more passive viewers rather than active engagers of the content that they see. However, product videos with a clear message have a natural place here.

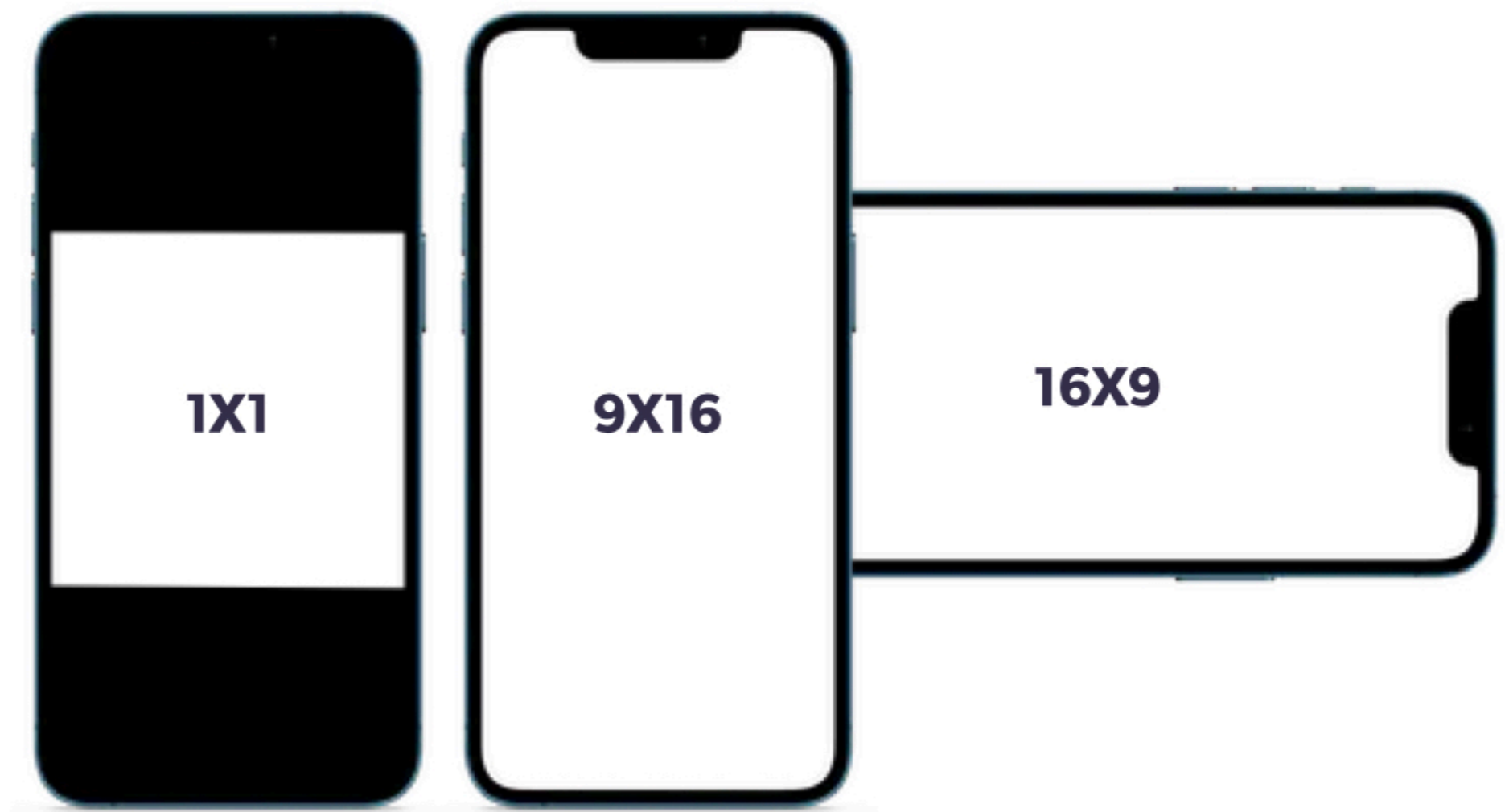
## PINTEREST – LIFESTYLE SEARCH ENGINE

**Pinterest has been** around for a long time but has gained momentum over the past year, partly because it has opened up to advertisers. On Pinterest, the audience is mainly female, and the content has a lifestyle focus. The most popular subjects are interior design, food, fashion, beauty and health. Compared to other platforms, Pinterest is not as fleeting. Since the whole idea is that the user "pins" content on their own boards, your posts live longer. For example, if you make an ad with a recipe and a user pins it on her board, she has saved the content forever – even if it was "just" an ad.



# Aspect Ratios in Storykit

In Storykit it's easy to create your video in three different aspect ratios. But why would you want to do that? Here is a simple guide for when you should, and perhaps shouldn't, use the different ratios.



**1x1:** Works for all newsfeed placements, Stories and in-stream.

**9x16:** The best format for Stories. Can work in the newsfeed.

**16x9:** The best ratio for in-stream and Youtube. Is not recommended for newsfeeds or Stories.



# Test and optimize

**To choose the** right format for your ads, review the options that exist on the platform you are on – or rather, on the platform where your customers are. Because even if you don't have a channel on YouTube, you can still advertise with pre- and midrolls on Youtube.

**Most platforms offer** guidance and help with both designing and placing your ads, but you should always explore how to reach your audience by testing and optimizing your campaigns.

**The social media** agency KIT discovered that they could optimize campaigns in several ways, even when conversion is the goal, for their customer Elon:

– **When we make** product videos about the benefits of a specific washing machine or a grill, we can optimize the ads for video views and not clicks, for example. Because the viewer who stops and wants to know more about this particular washing machine, will probably also click on the link. The crucial part has been to create great product videos that people want to see. It's not enough to ask Ads Manager to get us the clicks, says **Linda Öhrn Lernström**, CEO of KIT.

**To create effective** A/B tests, you need to decide in advance what to test. Test one thing at a time. If you want to test which image works best, don't change copy, target audience or optimization. If you want to know which optimization works best, don't change the image, and so on.

**Even if you** don't want to do tests, you need to follow up on your campaigns to see if they convert, but don't be too quick to change the campaign's parameters. It can take time for the system to find the right audiences. And if you change your preferences too soon, it can take even longer. So have some patience, but be prepared to act if it doesn't seem to be working as you intended.



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# Checklist

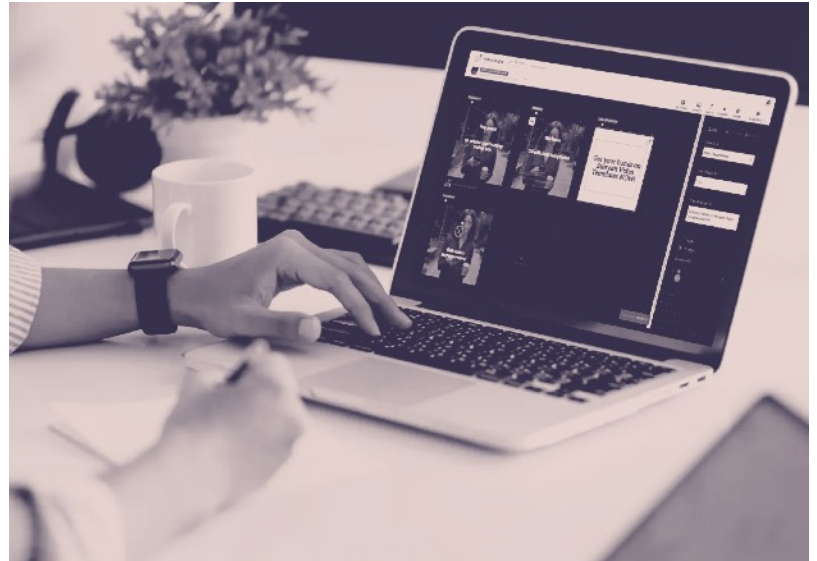
- Where is your target audience? With which format and on what platform will you be most likely to find them?
- Is your offer clear? Formulate your ad so that the audience can perceive your offer in an instance.
- Keep it as short as possible. 5-10 seconds is standard and you should not post video ads longer than that (when it comes to product ads).
- Make sure your brand can be identified at once. Colors, fonts and logos are keys to recognition.
- A / B test your ads. Try one thing at a time, but do try more things than just images or copy. See if you can optimize your ad in a different way than expected, or place it differently.
- Keep track of how your ads are performing, but don't change settings too quickly. You must give the system a chance to find the right audience for you.



# Create converting video ads with Storykit Ad Templates

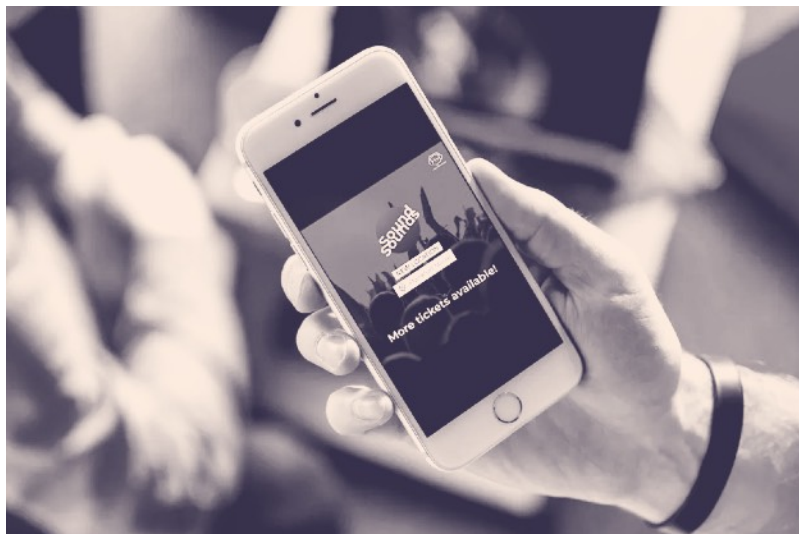
**Storykit Ad Templates** is a kit filled with **24 different templates**, all tailor-made to help you sell anything in just **10 seconds**..

[Read more here!](#)



## Follow our step-by-step guide to the best ads

Create the right ad for the right purpose with our simple step-by-step guide. It's open for everyone!



Get started by asking yourself **what you are selling**. Then we're going to ask you **why you are selling this right now**, and boom – **magic will happen!**

[Check out the guide here!](#)

