



# Step by Step Guide to Creating a Successful Social Media Campaign

Discover how to identify your audience, create irresistible content, and measure results to turn followers into customers.

**Free Ebook**



# INDEX

- 1 ————— Why do a campaign for social networks?
- 2 ————— Define SMART goals
- 3 ————— Build your Buyer Persona
- 4 ————— Define communication channels
- 5 ————— Organic vs Paid Reach
- 6 ————— Define a budget
- 7 ————— Campaign design
- 8 ————— Campaign management
- 9 ————— Measuring tools
- 10 ————— Reinvestment
- 11 ————— Conclusions

# 1 Why do a campaign for social networks

In the process of business growth you must take into account that investing in social media and search campaigns is an essential part of achieving your goals, and before scheduling a campaign we suggest you take into account these points that we share below so that you have a good start and if you are already implementing them in your company you can improve your results.

At the beginning of projects, it is more common to make these efforts so that we can increase the scope of whatever our objective is: Have more clients, more visibility or promote a new product or service. What many do not tell you is that this effort should be part of your strategies on a regular basis and, if possible, permanently.



2

## Define SMART goals

For a long time we have helped companies understand and define their objectives, when we talk about SMART objectives we refer to a technique that, if well implemented, can make your goals much clearer, measurable and achievable.

SMART goals are defined as follows:

S

### (Specific)

The first point is that your objective must be specific and stated in a very detailed way.

For example: I want to increase my sales by 20% of this specific product.

M

### (Measurable)

The second point is that the objective must be measurable, and this number can guide you on how close or far you are from achieving it and, in the best case, knowing if your campaign was successful.

For example: I want to increase my sales by 20% of this specific product, this translates to 1500 sales of this product each month.

A

### (Achievable)

The third point is very important, the goal must be achievable, if you want to sell more but you have no way of distributing or providing the product or service it can be a disaster.

For example: I want to increase my sales by 20% of this specific product, this translates into 1500 sales of this product each month that will come out of the central warehouse that has more units available.

R

### (Relevant)

The fourth point is that it must be relevant, if your objective does not make sense for sales growth, branding positioning or something defined, it will not have the drive you require to achieve it.

For example: I want to increase my sales by 20% of this specific product, this translates into 1500 sales of this product each month that will come out of the central warehouse that has more units available, increasing the positioning of this product over the competition.

T

### (Time-bound)

And to close you must give it a defined time, by placing this period of time you can measure and manage the resources to achieve it.



**For example:** I want to increase my sales by 20% of this specific product, this translates into 1500 sales of this product each month that will come out of the central warehouse that has more units available, increasing the positioning of this product over the competition during the next quarter of the year.

3

# Build your Buyer Persona



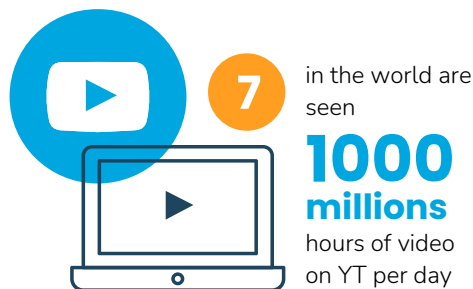
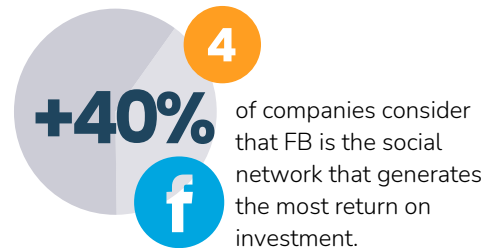
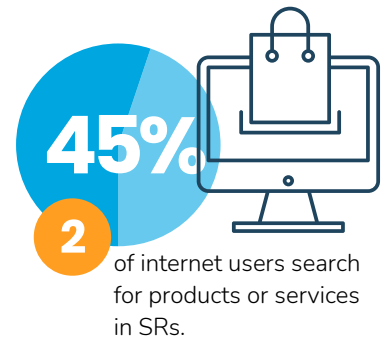
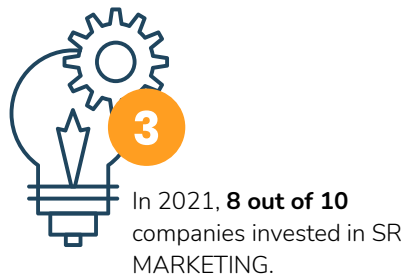
THE BUYER PERSONA IS YOUR TARGET AUDIENCE, THAT IS, THE PEOPLE TO WHOM THE SOCIAL MEDIA CAMPAIGN IS DIRECTED.

Now yes, we already have a **SMART objective**, a couple of Buyer Persona that have given us a lot of data that will help us in the programming of the social media campaign and this next step is the most sensitive of all in the creation of a campaign.

Choosing the perfect combination of social networks for your campaign is not a simple thing and in each case it is different, you can decide on the massive reach, yes, Facebook will be your best option, but if you want to be more specific you can go to networks with LinkedIn or even Instagram. It all depends on your product, your budget and the ad formats you select.

We leave you an infographic that can help you define the scope of each network, in this way you can get an idea in which social network your social media campaign can be more successful.

## 4 Define communication channels



5

# Organic vs Paid Reach

Previously we told you that at the beginning of each project the resource of the campaigns is of great help, if you make social media campaigns an area combining efforts that produce organic conversions, it will be the best way to keep both your investment and the growth in balance. you get in each case.

Each case is different, without a doubt as an agency we recommend that social media campaigns be combined strategies so that when the time comes, reduce the campaign budget and focus more efforts on generating organic content.



PAID

- You reach a larger audience.
- Target ideal customers.
- Generate leads and conversations.

New clients and followers

- Promote quality content.
- Research your target audience.

- Brand awareness.
- Customer Support.
- Build relationships.

ORGANIC

6

## Define a budget

The definition of budget for a social media campaign is very diverse because it depends on the budget that the company has for this item and the objective that it wants to achieve, in addition to this there are techniques that can give you a recommended number to invest in a strategy Here are some that you can use.

Technique by objective: You can work with budgets by objective, this will make you have a very limited budget and reduce communication channels, as a reference, the minimum you can advertise on Facebook per day is approximately 1 dollar.

Impact technique: You can work with combined budgets, that is, guidelines by objective and those that are derived by bid, for this technique it is considered between 5 to 25 dollars a day, this generates more impact in each ad in different communication channels.

Massive technique: This is the most effective way if your buyer person is very little detailed, that is, if it is a product or service that may be of interest to many profiles, this technique maintains budgets above 200 dollars a day.

The definition of the budget will be subject to the objectives, buyer person and type of product or service that you want to position, it is best to measure the investment and increase or decrease as you get results.





## 7

## Campaign design

The design of campaigns for social networks has to be differentiated, many companies to save resources in the design of ads tend to repeat the same format and the same phrases in the different communication channels, it has already been shown by many digital marketing studies that it is better to invest in a good ad design for a specific channel.

Here we share the list of communication channels that allow social media campaigns and the most popular design formats in network ads:



### Facebook Ads.

Facebook is the social network with the greatest reach, it has a solid advertising platform. And it has very complete segmentation data, it offers various advertising formats (image, animation, video) in different sizes and positions within the platform.



### Instagram Ads.

The network with the most acceptance at this time, belongs to the Meta universe so you can combine your campaign with Facebook ads, it is currently one of the social networks with the highest penalties in ads because users are highly respected, it contains more effective algorithms in video formats and highlights.



### YouTube Ads.

The ads on this platform are very effective because they are very similar to the commercials that you necessarily saw on television, the format will always be video and take into account that those who have the premium version will not see your ad.



### LinkedIn Ads.

This platform did not want to be left out of the Ads and started its advertising platform that has improved over time, without a doubt it is not the one that gives the best results but if your product or service is focused on this channel it is a good option to keep the Ads active .



## 8

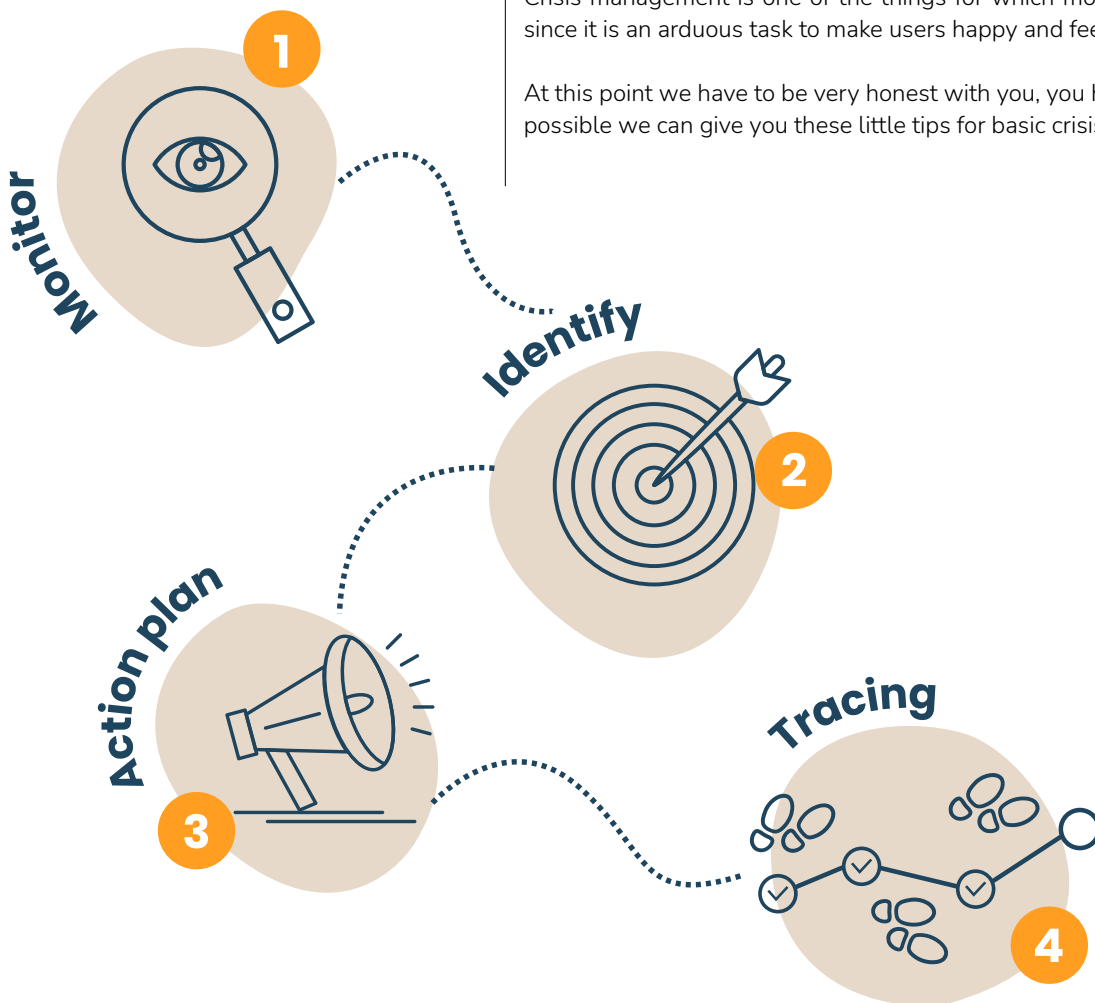
# Campaign management

To manage social media campaigns you have to take into account certain factors, not only tools to program ads or design them, you have to maintain good management and we are referring to crisis management.

When a company becomes more visible to users, two things will happen, your sales will increase and so will your complaints, even if you have the best product or service in the world, someone will complain and you have to be prepared for it.

Crisis management is one of the things for which more clients call us asking for help, since it is an arduous task to make users happy and feel appreciated by brands.

At this point we have to be very honest with you, you have to hire a specialist, if it is not possible we can give you these little tips for basic crisis management.



- Pay attention to the comments generated by your brand on any of the networks.
- If you find a negative comment, analyze the situation and always respond assertively and with a solution
- If you propose a solution to the problem, carry it out
- Follow-up of the user after solving their problem
- Remember to keep everything in writing
- Don't take it personally

## 9

## Measuring tools

Within the management of social media campaigns it is very important to have tools that allow you to program and measure the scope of your ads, as well as the amount of investment, some of the most popular tools to do this management are the following:



### Social media campaign measurement tools:

- **Google Analytics:** Offers grouped information on the traffic that reaches the websites according to the audience, the acquisition, the behavior and the conversions that take place on the website.
- **HubSpot:** Offers a full suite of marketing, sales, and customer support tools for businesses of all sizes.
- **Social Bakers:** Offers a marketing software-as-a-service platform called the Socialbakers Suite.
- **Moz:** Offers tools that make SEO, inbound marketing, link building, and content marketing easy.
- **Adobe Marketing Club:** Is a collection of Adobe's integrated online marketing and web analytics products.

**MEASURING ALL ADS ON A DAILY BASIS WILL GIVE YOU THE NECESSARY ELEMENTS TO REPLACE, CANCEL OR REINVEST IN THOSE THAT HAVE GENERATED THE MOST CONVERSIONS.**

## 10

## Reinvestment

When your social media campaign has come to an end, it is time to review everything that happened, all the changes you made and what your results were, go back to the initially set objective and see what can be improved.

Social media campaigns should be a constant activity for your company because only then can you learn and adjust the perfect mix for your company.

Many companies are discouraged in their first campaign and no longer want to reinvest, the reality is that if you want to achieve your goals, social media campaigns are a more appropriate path for those companies that are not generating organic traffic, therefore the importance of always doing a mix of efforts.

We, as a digital marketing agency, encourage you to reinvest because the first campaigns will be a step forward to refine the strategy that will give you all the expected results.



11

# Conclusions

Social media campaigns are of great help wherever your company is, the big companies are the ones that advertise the most, if you are a medium or small company you must also compete by generating quality ads, so we recommend that as you go growing surround yourself with specialists who can provide you with their services just as you want to provide a good experience to your customers.

The best way to grow is to invest in your business and social media campaigns really help spread information and attract potential customers, so don't neglect this essential part of digital marketing.

We appreciate your interest in this Ebook and invite you to keep in touch.

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