

How to Plan and Run a Social Media Campaign That Works

By Harley Rivet (Deep Dish Digital)

You need proven strategies to transform your social media efforts into tangible results. Learn how to guide your followers through every stage

of the customer journey with actionable tactics to maximize engagement, website traffic, and conversions.

Social Media Goals

There are three types of marketing goals that social media is best suited for:

- Growing Awareness
- Customer Service
- Engagement / Loyalty

Your objectives, tactics, and metrics will differ depending on which goal you choose.

Campaign Framework

1. What goal will social media achieve?
 - Awareness / Service / Engagement
2. Key Performance Indicators (KPI) to determine success?
 - Awareness: Increase in inquiries/sales
 - Service: Improved responsiveness
 - Engagement: Growth in social community
3. What are the objectives (outputs and outcomes)?
 - Outputs: Define audience, key messages, creative assets, paid media budget.
 - Outcomes: Coupon redemptions, customer satisfaction score, follower growth.
4. Where and what tactics should be implemented?
 - Appropriate social platform that will reach target audience with creative assets.
 - Selection of paid ad campaign type that matches goals.
 - Conversion point dedicated to campaign (e.g. landing page with info or form).

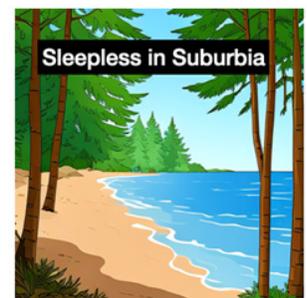
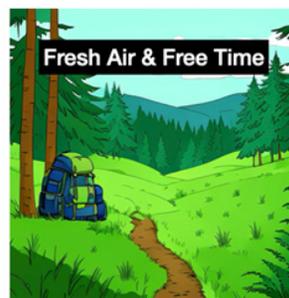
5. How will success be measured with metrics?

- Branding metrics are for non-sales goals (reach, page visits, fan engagement).
- Performance metrics are for sales goals (inquiries, conversion rate, fan growth).

Know Your Audience

Understand who you're trying to reach. Research their demographics, interests, and online behavior to tailor your content to their preferences. Tourism Saskatchewan has identified three main target audiences with valuable information for reaching them:

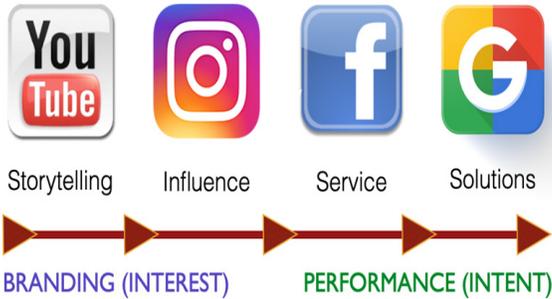
<https://business.tourismsaskatchewan.com/market-research>



Choose Proper Platform

Social networks have different advantages so choose which one best matches your goals and reaches your target audience. YouTube and Instagram are great for visual branding whereas Facebook and Google Ads are better for performance campaigns (e.g. sales).

The most used social networks in Canada are Facebook, YouTube and Instagram. Unless you are targeting a niche audience with specific content, it's best to stick with these.



Content Best Practices

To help get attention include the following elements as part of your content calendar: **Discounts, Giveaways, Coupons, Novel Info & Tips/ Advice**

- Use Google Gemini "Gems" to brainstorm content ideas using AI <https://gemini.google.com/gems/create>
- Re-purpose content: Turn a blog, news article, or video into 3 social media posts.
- Use a scheduling app like Buffer or Hootsuite.
- Boost top performing posts with a 10% engagement rate.

Social Platform Advertising

Organic posts typically only reach 2% - 5% of your followers, so you need to pay to play.

	<p><u>Facebook & Instagram work together</u> Open Ads Manager Account (\$500/month per 200,000 ppl) Upgrade Instagram to Professional account Link Facebook Page to Instagram profile</p>
	<p><u>Google Ads & YouTube work together</u> Open Google Ads Account (\$1000/month per 200,000 ppl) Create YouTube Channel to host video ads Use Google "Demand Gen" campaign for ads to show across Display, Gmail, and YouTube.</p>

Meta Advertising Best Practices (Facebook & Instagram)

Branding - Video Templates

Branding & Performance - Dynamic Ads

Performance - Lead Forms

- Create an "Ad Manager" account (<https://www.facebook.com/business/>).
- Campaign Objective: Match to goal (Traffic or Leads objectives work well)
- High quality images are key.
- Include people in images, ideally smiling.
- Have less than 20% of image covered with text.
- Specify your offer and have a clear call-to-action.
- If sending user to a web page, ensure the page contains similar copy as the ad.

Success Metrics

Below is a list of typical metrics for measuring campaign success. Choose those that match with your goal and key performance indicators.

Branding	Performance
Reach: <i>Amount of people who saw post or ad.</i>	Shares / Mentions: <i>Number of re-posts. This is a very strong signal used by social media algorithms.</i>
Impressions: <i>Number of times post/ad was displayed.</i>	Click-Through-Rate (CTR): <i>Percentage of people who clicked post. Aim for at least 1% CTR as a goal.</i>
Views & Visits: <i>Sessions or Users on website.</i>	Share of Traffic: <i>Determine how much social media is driving people to your website.</i>
Friends, Fans, and Followers: <i>Size of your social media audience.</i>	Growth Rate (Year-over-Year): <i>Track performance yearly against industry benchmarks or other competitors.</i>
Engagement Rate (Likes & Comments): <i>Percentage of interaction with posts.</i>	Inquiries (Leads): <i>Number of calls, contacts, sign-ups, etc.</i>
Cost Per Thousand Impressions: <i>Average amount paid to show 1000 times.</i>	Cost Per Lead: <i>Total advertising budget divided by the number of leads generated.</i>

Planning Summary

Set appropriate social media goals, define your audience, assign key performance indicators (KPI), outline objectives, and then determine what platforms and tactics to use. Finally, track success by identifying the appropriate metrics that match your KPI.



ABOUT THE AUTHOR

Harley Rivet is President of Deep Dish Digital. He specializes in online advertising and digital strategy. Harley is an experienced trainer regarding digital marketing, having spoken at conferences across North America and also co-founded the Saskatchewan Professional Marketing Association. To learn more visit <https://deepdishdigital.com>