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Introduction

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Content and distribution

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Q&A
Inspire
Educate
Facilitate
A brief introduction
PART OF OMNICOM GROUP

Leveraging Omnicom Media Group’s global scale and expertise
About us

Hadrian Hiorth – Social Media Specialist

- 2 years of experience in social media marketing
- Bachelor in PR and Marketing Communication
- Clients: Pepsico, Orkla, Coop, DnB, Son, Norwegian Institute of Human Rights++

Eirik Sjo Engen – Manager Engage

- 8 years experience in social media marketing
- Master in Law
- Clients: Orkla, Klarna, Telenor, Disney, Virke ++
Raise your hand if...
You use social media, privately or professionally
Social media is a part of your communication strategy
You have a clearly defined social media strategy
Awareness, attitude change or behaviour change is your primary goal.
Conversion is your primary goal
You're responsible for your business' or organizations' social media activity
You produce your own content for social media
Someone else in your business or a third party produce your content
Social Media Landscape

A brief overview
Adressable Reach in Europe on Facebook

282 million DAU
Adressable Reach in Europe on Facebook
Adressable Reach in Europe on Facebook
Adressable Reach in Europe on Snapchat

76 Million Adressable Users

Source: Snap Inc, Internal Data, as of August 2018
Distribution of Twitter Users Worldwide

70 Million Monthly Users
Social Media Penetration in Europe
Let’s Talk Strategy
«If you don't know where you are going, you'll end up someplace else.»
Time for discussion!

Discuss the following subjects and write your answers:
What is your main marketing goal with social media?
What is your target audience?
What do you do to influence them?
What is your greatest challenge on social media today?
Anybody want to share their thoughts?
Activate Your Insights To Boost Your Reach
«Message x Distribution = Effect»
“The winning ad maximizes value for both people and businesses.”
Reaching Out

Platforms are User First

Loads of viral competitors

Stricter regulations for businesses

Mind the business models

Learn about the algorithms
What To Look For?

Reach / Impressions

- How many unique people did the ad reach?

Clicks

- How many clicks to website did the ad generate?

Views / Engagement

- How many views or engagements did the ad aggregate?
Facebook Insights
LinkedIn Analytics

**Update engagement**

<table>
<thead>
<tr>
<th>Update title</th>
<th>Posted by</th>
<th>Created</th>
<th>Impressions</th>
<th>Video views</th>
<th>Clicks</th>
<th>CTR</th>
<th>Likes</th>
<th>Comments</th>
<th>Shares</th>
<th>Ft</th>
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<tbody>
<tr>
<td>Omnicom Media Group vokser videre og søger mange nye medarbeidere. Ta...</td>
<td>Hilde Mikalsen</td>
<td>1/30/2019</td>
<td>294</td>
<td>-</td>
<td>20</td>
<td>6.8%</td>
<td>9</td>
<td>0</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>All followers</td>
<td></td>
<td>1/30/2019</td>
<td>294</td>
<td>-</td>
<td>20</td>
<td>6.8%</td>
<td>9</td>
<td>0</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Charlotte Myklestuen og Omnicom: - SEO må være en integrert del av...</td>
<td>Charlotte Myklestuen</td>
<td>10/25/2018</td>
<td>516</td>
<td>-</td>
<td>77</td>
<td>14.92%</td>
<td>11</td>
<td>1</td>
<td>2</td>
<td></td>
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<tr>
<td>All followers</td>
<td></td>
<td>10/25/2018</td>
<td>516</td>
<td>-</td>
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<td>14.92%</td>
<td>11</td>
<td>1</td>
<td>2</td>
<td></td>
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<tr>
<td>Google Home på norsk</td>
<td>Hilde Mikalsen</td>
<td>10/24/2018</td>
<td>239</td>
<td>-</td>
<td>14</td>
<td>5.86%</td>
<td>2</td>
<td>0</td>
<td>1</td>
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<tr>
<td>All followers</td>
<td></td>
<td>10/24/2018</td>
<td>239</td>
<td>-</td>
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<td>5.86%</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
Twitter Analytics

Tweet activity

Your Tweets earned 13 impressions over this 28 day period
Task:
Using your insights, find something that resonates with your target audience and something that could be improved.
Maximize Your Investment with Reach and Frequency
Fighting declining reach

**Increased content production**
300 out of an average 1500 posts are shown on Facebook Feed.

**Updated algorithms**
From chronologic to relevance.

**Reach caps**
Limiting advertiser’s organic reach.
Reach OR frequency?
<table>
<thead>
<tr>
<th>TARGET AUDIENCE</th>
<th>LIFT</th>
<th>AUDIENCE IMPACTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Precise, smaller audience</td>
<td>x 12%</td>
<td></td>
</tr>
<tr>
<td>Broader audience</td>
<td>x 8%</td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>Consideration</td>
<td>Conversion</td>
</tr>
<tr>
<td>-----------------------</td>
<td>---------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>Brand awareness</td>
<td>Traffic</td>
<td>Conversions</td>
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<tr>
<td>Reach</td>
<td>Engagement</td>
<td>Catalog sales</td>
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<tr>
<td></td>
<td>App installs</td>
<td>Store traffic</td>
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<tr>
<td></td>
<td>Video views</td>
<td></td>
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<td></td>
<td>Lead generation</td>
<td></td>
</tr>
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<td></td>
<td>Messages</td>
<td></td>
</tr>
</tbody>
</table>
Create Ads

How would you like to create today?

Quick & Easy
Create a single ad in less than 5 minutes. Add creative, define your audience and publish!

Advanced Create
Take full control over your ads. Create multiple ads sets with multiple ads for your campaign.
### What Could You Do With 500 EURO?

<table>
<thead>
<tr>
<th>Platform</th>
<th>Budget</th>
<th>Avg. CPM</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>500 EURO</td>
<td>6 EURO</td>
<td>83 333</td>
</tr>
<tr>
<td>Snapchat</td>
<td>500 EURO</td>
<td>2 EURO</td>
<td>250 000</td>
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</tbody>
</table>
Optimizing your content

How, what and why
What we know

**Video** is king

**View time** isn’t great – but you might get lucky

**Attention span** is low
Video guidelines

Aspect ratio
Video guidelines

Aspect ratio
Example
«Toro»
This is what ended up to be used in social media.
Video guidelines

Get your point across early

Example

«BigOne»
Video guidelines

Length of the video
Video guidelines

Sound on/off

Example

Approximately 90% of all viewers watch the video without any sound.

Make sure the content you are posting works on for both.
Video guidelines

Clear branding

Example

«Grandiosa»

Two logo’s, the packaging of the pizza and the pizza itself shown early in the video.
Video guidelines

Call to action

Example

«Klarna»

The hand in the bottom left corner is pointing towards a clear «Call to Action» button to make sure the viewer sees it.
Video guidelines

AB-testing

Remember that something that works for someone else might not work for you.
Video guidelines

Possibilities with a single image
What are some ways you can optimize your content?
Using stories to engage
The story format...

Allows you to be **creative** in a cost effective way

Makes it easy to **engage with your audience**

Is a great tool for **interactive communication**

And has many **possibilities**
Get creative with stories
Get creative with stories
Get creative with stories

Have an impromptu QnA with your followers and let them learn more about you
Using stories to tell a story
Spend five minutes to create your own Instagram Story
Snapchat Crash Course
Snapchat Ad Eco System
Snapchat Ad Formats

**Snap Ads**

9:16 spec ratio. 10 seconds max. Sound on. Option to swipe up for video, website or lens

**Snap Commercial**

3-6 second non-skippable Snap Ad. Premium placement, such as Snap Shows or Snap Games.
Snapchat Ad Formats
Snapchat Ad Formats

Story Ads

Snapchat’s article format. 3-20 Snap Ads.
Snapchat Ad Formats
Snapchat Ad Formats

**Lens**
Using main and/or selfie camera. Distort your face or add AR. Used to create content. Audience lens, Swipe Up Attachment or 24 hour take over.

**Filter**
Filters are added after taking a photo or creating a video. Geo segmentation, 24 hour take over or audience filter.
Snapchat Ad Formats
Snapchat Ad Formats
Snapcode
Snapcode
#AdidasParley

FROM THREAD INTO THREAD

EVERY MINUTE A TRUCK’S WORTH OF PLASTIC IS DUMPED INTO OUR OCEANS. WITH CREATIVITY, PARLEY AND ADIDAS ARE SPINNING THIS PROBLEM INTO A SOLUTION.

IN CELEBRATION OF EARTH DAY, ALL MLS TEAMS ARE WEARING JERSEYS CRAFTED USING PARLEY OCEAN PLASTIC THREAD, WHICH IS UP-CYCLED INTERCEPTED PLASTIC WASTE.

SNAP TO UNLOCK AN INNOVATIVE ON-FIELD 3D EXPERIENCE TODAY.

INSTRUCTIONS:
SIMPLY OPEN SNAPSHOT AND POINT YOUR PHONE’S CAMERA AT THE ADIDAS SNAPSHOT BANNER. YOUR PHONE'S SPEAKER WILL HISS. THEN PRESS AND HOLD THE BUTTON WHILE YOUR PHONE SCANS IT.

#adidasParley
#AdidasParley
Thank you!

December 21\textsuperscript{th}, 2018