

 **GrowMOFO**

CONTENT & ADS STRATEGY

FINANCE INDUSTRY



Why You Should Be Advertising On Social Media

In 2021, it's more important than ever to be advertising your business on social media, and with the landscape being as competitive as ever it's pivotal to have a proven strategy to guide you through the ever changing Social Media landscape.

This document consists of a recommended content and ads direction across Facebook, Instagram & Google, as well as recommendations for targeting and creative to help you blow up your leads for your Finance business!

Core Objectives

- 1** Generate consistent leads for your business increasing cost per lead over time.
- 2** Organically grow your social media channels brand awareness and reach new audiences.



Social Media Content Direction

With over 800 million active users, Instagram is one of the most popular social media sites, and a leading platform for small business promotion.

Your content direction should be aimed at building brand awareness and engagement within the community.

Found below are strategies to keep in mind when posting on Instagram to promote your business.

Instagram Feed

-  Posting 3-4 times per week with a mixture of content around specific content pillars
-  Using at least 10 hashtags
-  Location tagging posts
-  Alternating between content pillars to create a 'chessboard' style of feed aesthetic
-  Diversifying between product-focused, lifestyle, and person-focused content
-  Utilising colour themes and brand colours

Facebook Feed

-  Posting 3-4 times per week focusing on key value information described in the content pillars.

Your Instagram Content Strategy

Content pillars are a strategy that focuses on topics, rather than sporadic posts, the result? You can continuously create content that your audience will find value from and also never run out of content ideas.



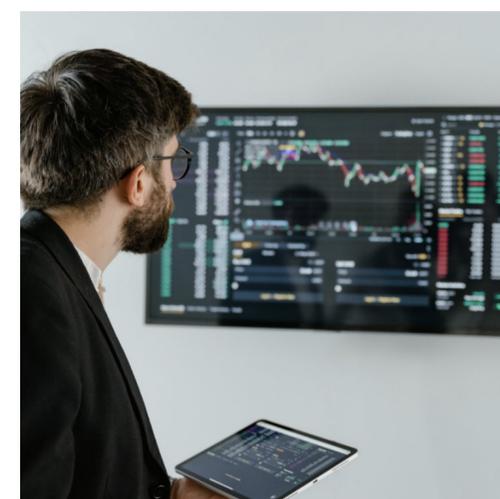
Product/Service Information

Your key value proposition, this pillar establishes your range of products/services and the gap that your product can fill within your consumers range on needs.



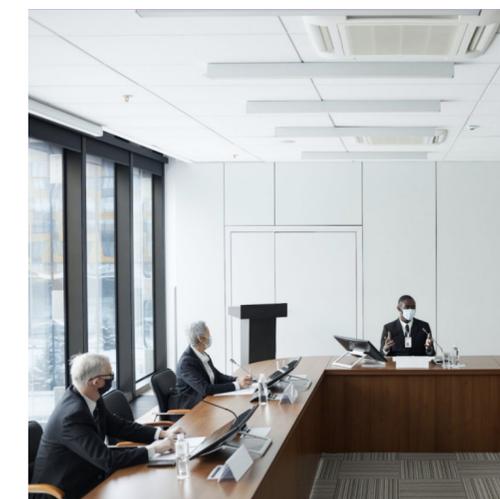
Testimonials

Utilising the positive experiences of previous customers, creating evidence of credibility of service.



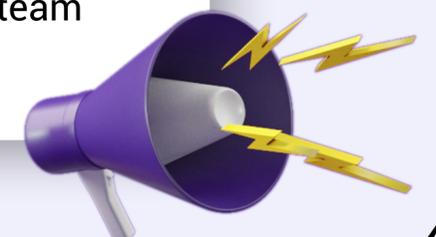
Educational Content

Provides clients with a snippet of the value they can expect from your services, whilst supplying them with useful information they can utilise when making a purchasing decision.



Team Profiles

Displaying staff profiles improves trust between brand and consumer, providing a sense of awareness of the people behind the brand and initiates the start of a personal connection with the team members.



Should You Still Be Using Hashtags?

Hashtags are still a big part of getting your Instagram page seen organically by new audiences, when you use a hashtag your post will appear on the page for that hashtag, being visible to anyone who is searching that hashtag.

To the right, are some hashtag best practices to keep in mind when using Instagram hashtags.



Do your hashtag research - check your competitors or use an online tool such as Inflact or All Hashtag.



Use hashtags that are short and easy to remember.



Use a combination of branded, broad and niche hashtags on every post to expand reach into each avenue.

10-15

Use between 10-15 hashtags per post.



Use hashtags that are relatable and communicate the content you're posting.



Use hashtags on Instagram stories.

How To Write Engaging Copy

Good Social Media captions have the ability to add more context to your images, which can make a big difference in increasing your engagement. Found below are some best practices to keep in mind when writing your captions.

1

Always start your posts with a strong hook to grab the attention of your audience.

2

Keep your captions relevant to the post and ensure it makes sense.

3

Don't make the captions too long, concise and straight to the point is best.

4

Add value in your captions to the reader, this can be done through educational content.

5

Use a call to action at the end of your caption to elicit an action from the reader.

6

Use emojis - this can help keep your caption short, yet interesting.

7

Use Hashtags - they may help your content be found by new audiences.

Do's and Don'ts For Your Social Media Account

DO:

- ✓ Plan a consistent posting schedule (with clearly defined content pillars)
- ✓ Post/engage at optimal times
- ✓ Post quality stories consistently
- ✓ Use only HD content
- ✓ Credit/source User Generated Content correctly
- ✓ Use a consistent hashtag for tracking assets and UGC
- ✓ Respond to all CM enquiries in a professional and timely manner

DON'T:

- ✗ Over-post
- ✗ Use auto-commenters, or follow bots
- ✗ Post irrelevant content for the sake of engagement
- ✗ Come across as too salesy
- ✗ Let your branding and aesthetic stray
- ✗ Lie or mislead
- ✗ Delete negative comments or reviews

Why Facebook Ads Are Best To Promote Your Business

Facebook & Instagram ads

Facebook ads are targeted to users based on their location demographic, profile information and online behaviour meaning that you can get your business in front of high-intent, valuable customers.

Platform Benefits

Facebook's extensive audience collection and classification through their pixel technology allows us to have extensive visibility on not only in platform behaviour (such as page likes, follows or other metadata) but also off site activities.

Because of this we not only leverage the incredible reach of the Facebook Network, spread across Facebook and Instagram currently, we also get the ability to tailor creative and delivery to very unique user groups.

With new ad units being made regularly and updates to the media buying process made semi regularly, the Facebook network is a consistent stable in any digital strategy - particularly with its negligible CPM results.



The Social Media Funnel

What is Prospecting?

Effectively, Prospecting is finding a brand new audience. Aiming to find people who have never been to the website or never been exposed to the brand before.

What is Retargeting?

Basically, any user that has interacted with the account or site can be reached again.

Retargeting allows for businesses to build a strong relationship and guide users down the marketing funnel.

As retargeted users have been previously engaged, you may find they have a stronger tendency to click on an ad again.

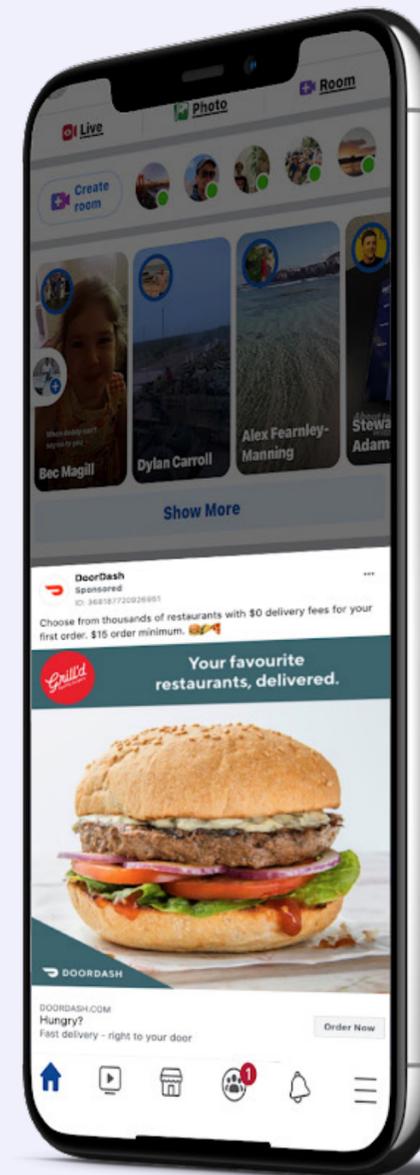


Facebook & Instagram Ad Creative

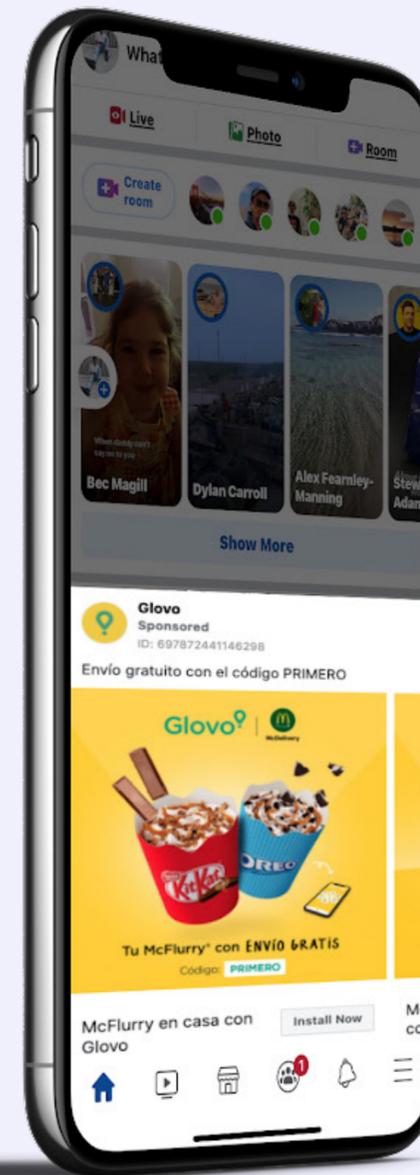
Single image creative consists of two parts, ad copy and one single image. Its power is in displaying one clear and concise message that gets one thought across to the users. It works strongest leveraging lifestyle and USP messaging.

Carousel ads are an effective way of showcasing your ranges or set of products within the one ad. Through the sliding interactions you have the ability to lead to unique URLs.

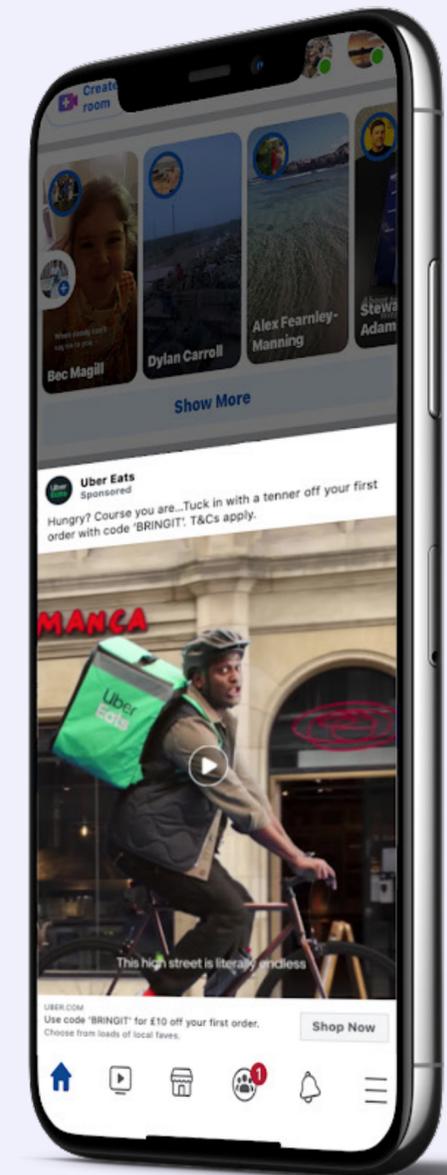
Video ads are a proven way to increase engagement by creating an emotional connections with consumers. We can also use video ads as a reference for those who are most engaged with the brand by how long they watch the video and retarget them later.



Single Image



Carousel



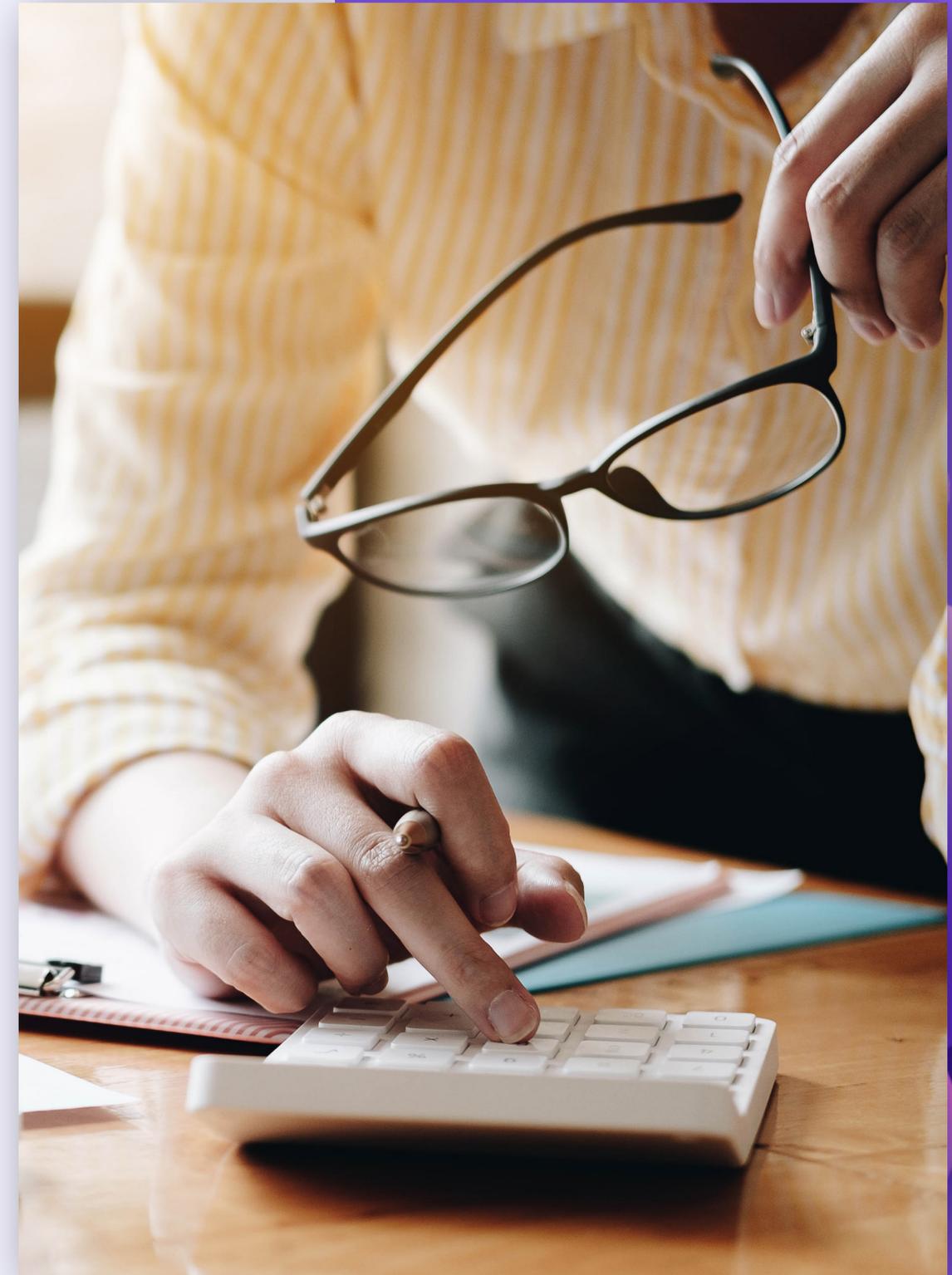
Video

Social Media Targeting Strategy

When prospecting your ads to a completely cold audience, it is recommended to utilise Facebook's Audience section in the Ad Set level to identify to Facebook the type of audience you would like Facebook to show your ads to.

We recommend to go broad here, target male and females around the 25 - 65 age bracket, also targeting locations of all Australian Capital Cities.

In the detailed targeting section, you can pinpoint the audience by their interests, aim to include around 10-15 interests based around real estate investments, property investments, and new listings in the market, don't be afraid to think outside the box here!



Social Media Targeting Strategy

Lookalike Audiences & Retargeting:

Facebook possesses a powerful feature to leverage data you may have previously built, this comes from custom audiences and from these audiences you can build lookalike audience or retargeting campaigns.

Using lookalike audiences is a way your ads can reach new people who are likely to be interested in your business because they share similar online characteristics to your customers.

Try testing a lookalike audience based on a current client list, or active social engagers and measure the results.

Retargeting campaigns, help you reach the people who have expressed an interest in your ad by clicking on it, however needed a little more of a push to convert.

You can advertise to them with a special offer which will help convince them and urge them to convert.



Why You Should Be Using Google Ads

Platform Benefits

Having the world's largest network of sites and the largest individual search engine, Google's presence online is highly regarded and often the first place people start the journey to any purchase or question.

We can leverage the extensive search volume for key terms, along with Google's proprietary audiences established through use across all sites with Google Analytics cookies to target cost effective and impact placements on a variety of sites.

While the quality is not as high as programmatic buys, Google's CPM is among the lowest even in refined audiences.

Platform Ad Units

Search Ads

Removing the need to rank organically, search ads allow businesses to rank for any given keyword. The ads appear extremely similarly to organic results but do have additional extensions to take up visibility.

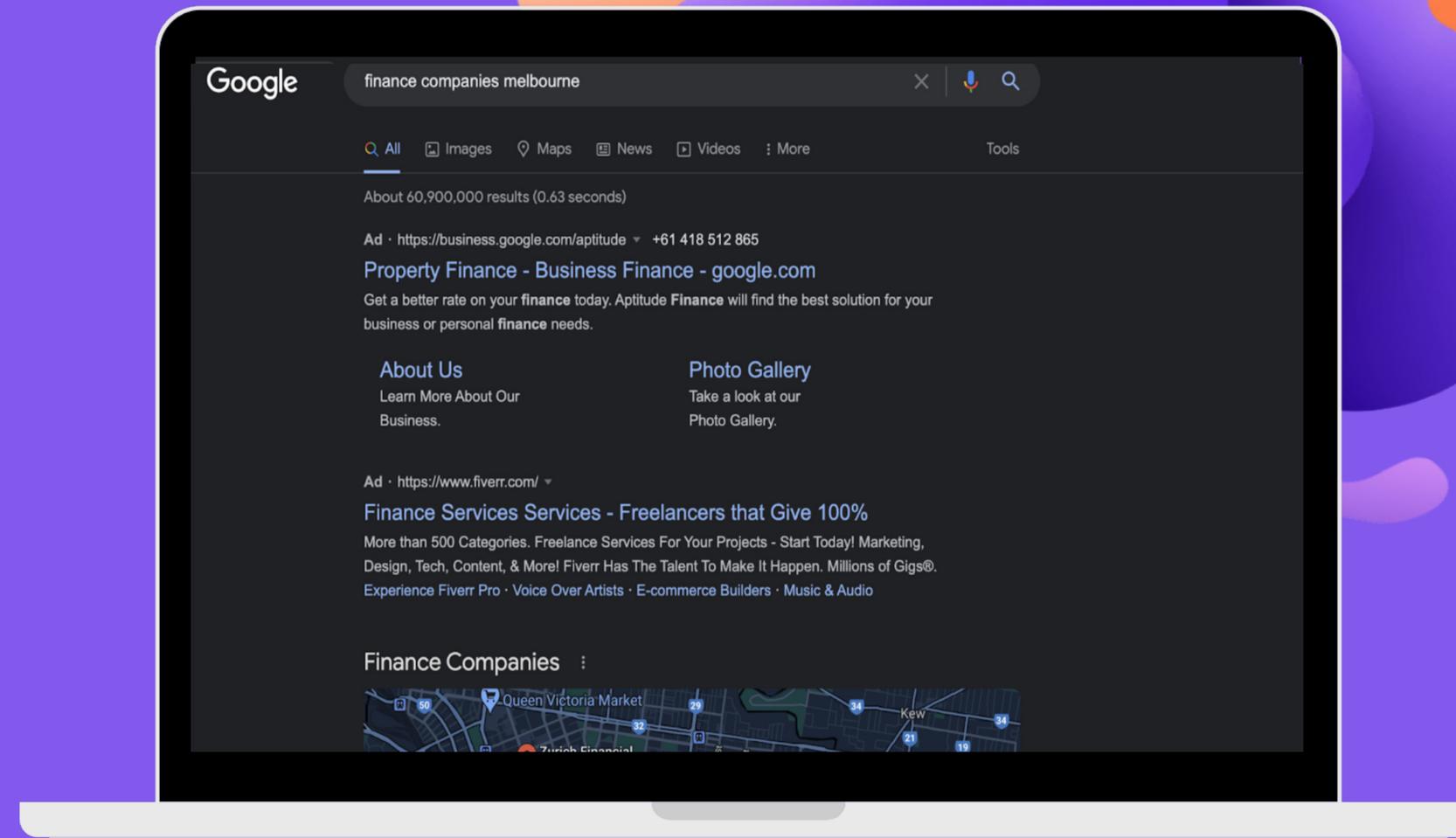
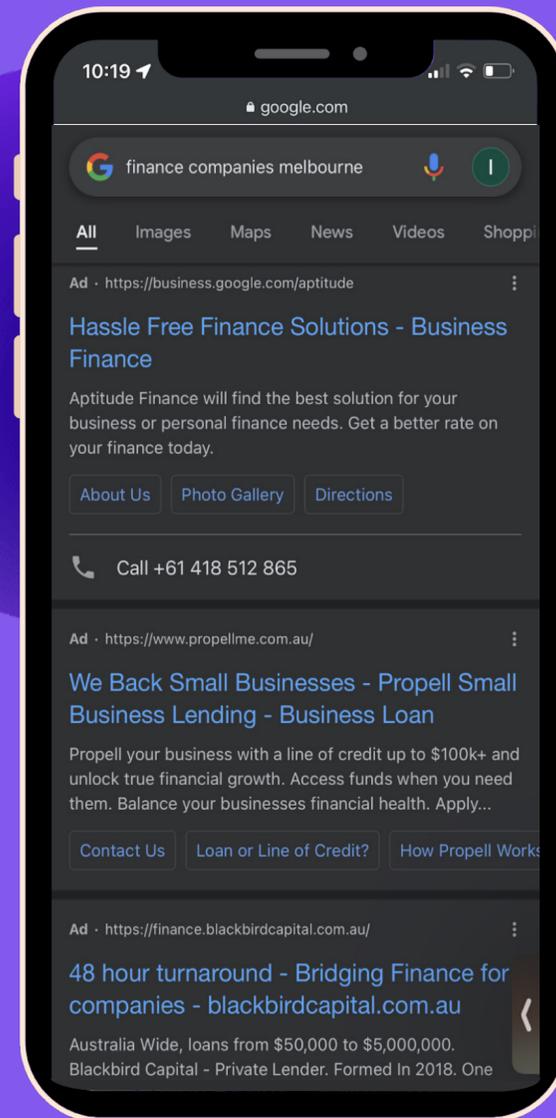
Shopping Ads

A type of ad with information about a product such as an image, title, price and link to your shop. The product information is submitted through a linked Google Merchant Center account.

Display Ads

Campaigns combine all of your assets including the headlines, images, and more to create responsive display ads for the Google Display Network. Google currently has over 2 million sites in circulation, each placement can be refined through audience and remarketing definitions to optimise creative for success.

Google Ad Units



Google Targeting Strategy

Google is where people search for what to do, where to go, and what to buy. Google advertising allows advertisers to appear on Google at the very moment someone is looking for products or services like theirs.

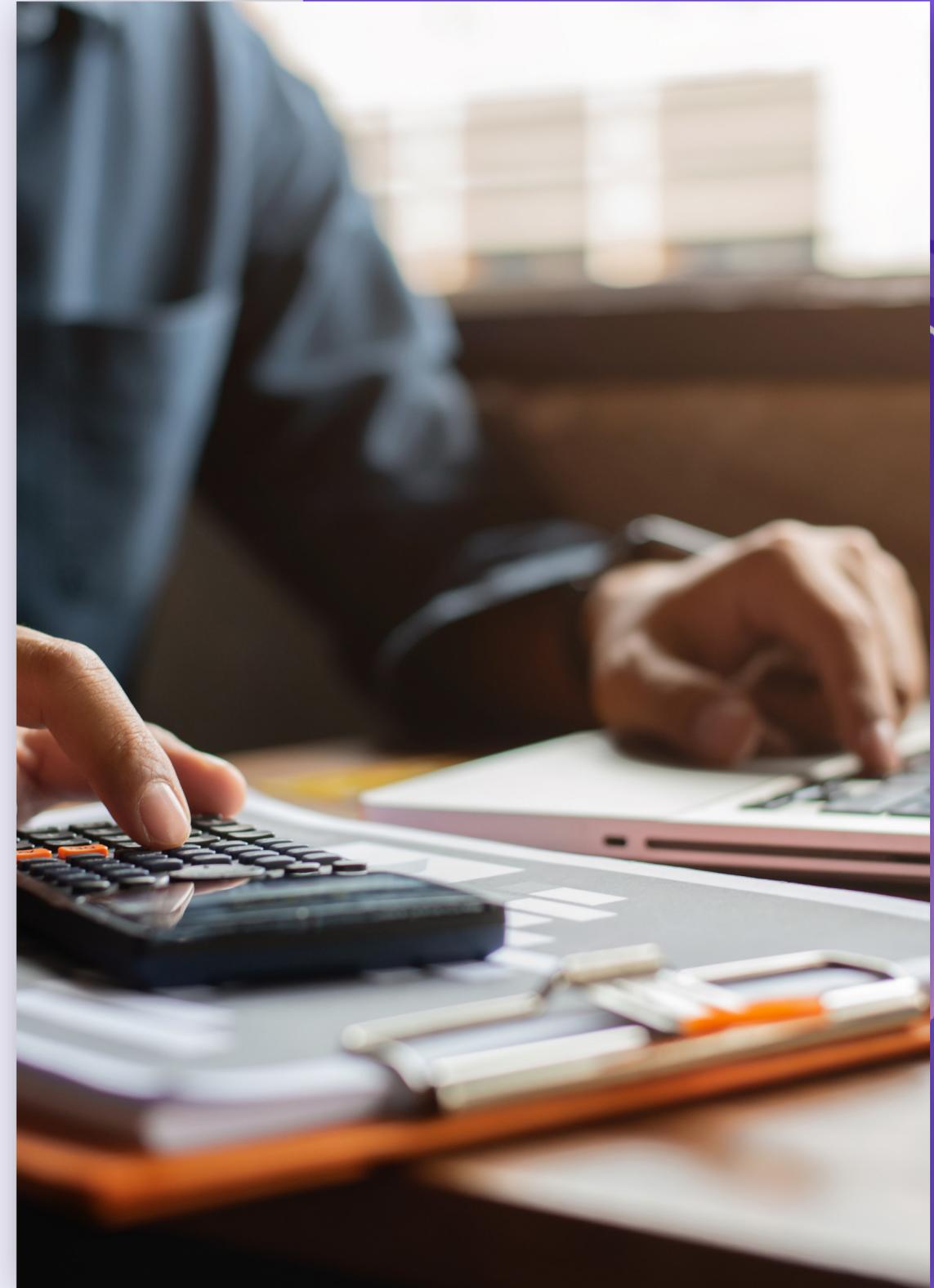
The Google Ads platform offers a range of different ad types that utilise a number of different ad objectives to best help advertisers generate results through ads.

Google Search campaigns are one of the most effective campaigns available through Google.

Your primary target audience should revolve around users in the market to buy a new property with a secondary focus on current homeowners.

Keywords should be centred around search terms relevant to the real estate and the service you provide in your service area as well as your offer.

Branded keywords can be utilised as your bottom of the funnel approach to target people who have been exposed to your ads already.





To find out how GrowMOFO can help you reach your marketing goals this year, visit

www.growmofo.com or email hey@growmofo.com

Thank you for reading this strategy.

