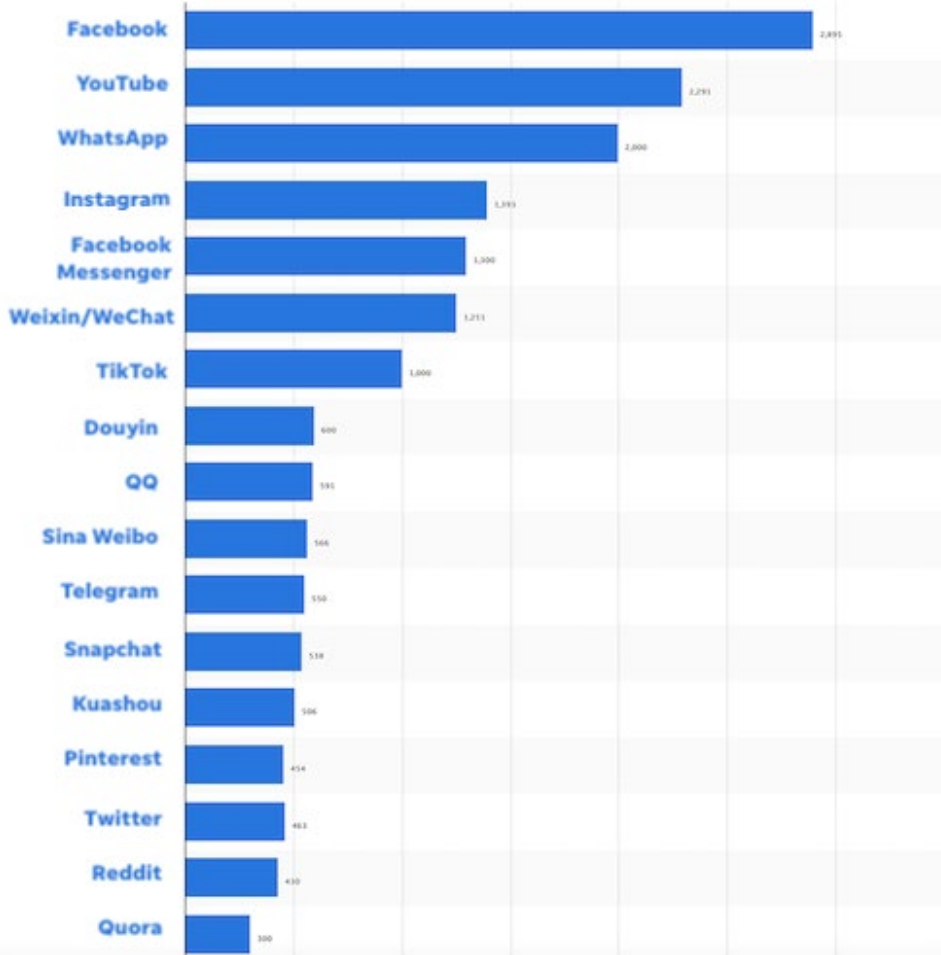










The Latest in Social Media Marketing

Most popular social networks worldwide

By monthly active users (millions)

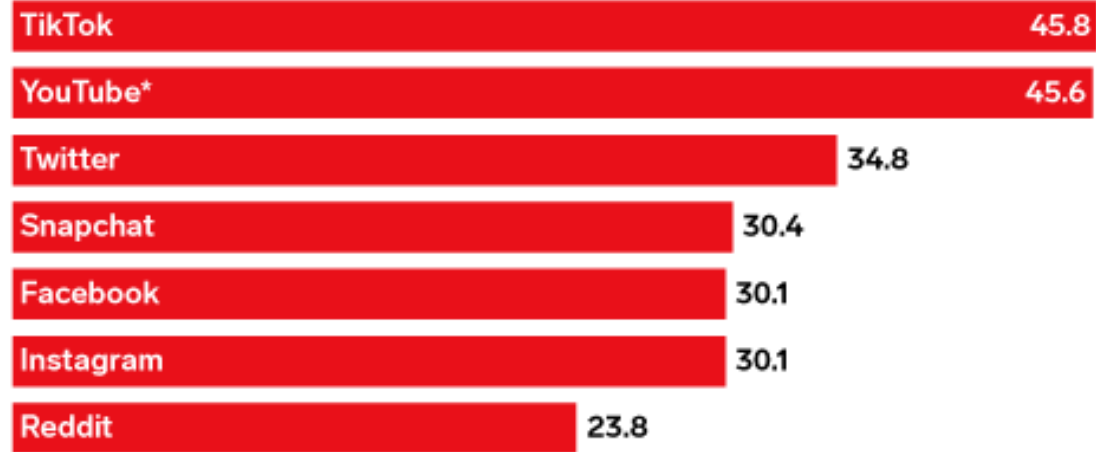


						
PEOPLE	<ul style="list-style-type: none"> 25-34 Boomers 	<ul style="list-style-type: none"> 18-24, 25-34 Millennials 	<ul style="list-style-type: none"> 25-34, 35-49 Educated/wealthy 	<ul style="list-style-type: none"> 46-55 Professionals 	<ul style="list-style-type: none"> 10-19 Female (60%) 	<ul style="list-style-type: none"> 13-17, 25-34 Teens
CONTENT	<ul style="list-style-type: none"> Photos & links Information Live video 	<ul style="list-style-type: none"> Inspiration & adventure Questions/polls 	<ul style="list-style-type: none"> News Discussion Humor 	<ul style="list-style-type: none"> Long-form content Core values 	<ul style="list-style-type: none"> Entertainment Humor Challenges 	<ul style="list-style-type: none"> Silly Feel-good Trends
STRATEGIES	<ul style="list-style-type: none"> Local marketing Advertising Relationship building 	<ul style="list-style-type: none"> Ecommerce Organic engagement Influencer 	<ul style="list-style-type: none"> Customer service Ads for males 	<ul style="list-style-type: none"> B2B Organic engagement International 	<ul style="list-style-type: none"> Influencer marketing 	<ul style="list-style-type: none"> Video ads Location-based marketing App marketing
INDUSTRIES	<ul style="list-style-type: none"> Beauty/fitness Jobs/education Emplymt/job train Healthcare Restaurants Finance 	<ul style="list-style-type: none"> Higher ed Sports teams Nonprofits Technology Consumer goods Office supplies 	<ul style="list-style-type: none"> Higher ed Sports teams Food & bev Alcohol Financial svc Healthcare communication 	<ul style="list-style-type: none"> Hospital/health IT Construction Public admin Retail Manufacturing 	<ul style="list-style-type: none"> Entertainment FM consumer goods Interior design Fitness & sports Beauty, art, fashion, jewelry 	<ul style="list-style-type: none"> Schools/college Gyms Salons Restaurants Concerts
EMOTIONS	<ul style="list-style-type: none"> Informed Overwhelmed GUILTY Curious Self-conscious Connected Entertained Isolated Lonely 	<ul style="list-style-type: none"> Inspired Entertained Adventurous Smart Flirtatious Self-conscious Creative Playful Attractive 	<ul style="list-style-type: none"> Anxious Isolated Overwhelmed Informed Flirtatious Lonely Self-conscious Guilty Depressed 	<ul style="list-style-type: none"> Informed Smart Inspired Celebratory Connected Motivated (Not backed by study) 	<ul style="list-style-type: none"> Funny Creative Informed Motivated Practical 	<ul style="list-style-type: none"> Silly Creative Attractive Adventurous Flirtatious Excited Happy Playful Spontaneous
WEAKNESS	<ul style="list-style-type: none"> Weak organic reach 	<ul style="list-style-type: none"> High ad costs 	<ul style="list-style-type: none"> See above 	<ul style="list-style-type: none"> Reporting and custom audience 	<ul style="list-style-type: none"> Least popular for marketing 	<ul style="list-style-type: none"> Can't build relationships

Most Popular Platforms in 2022

Average Time Spent per Day by US Adult Users on Select Social Media Platforms, 2022

minutes



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *YouTube includes all time spent watching video on YouTube via any device; includes YouTube TV

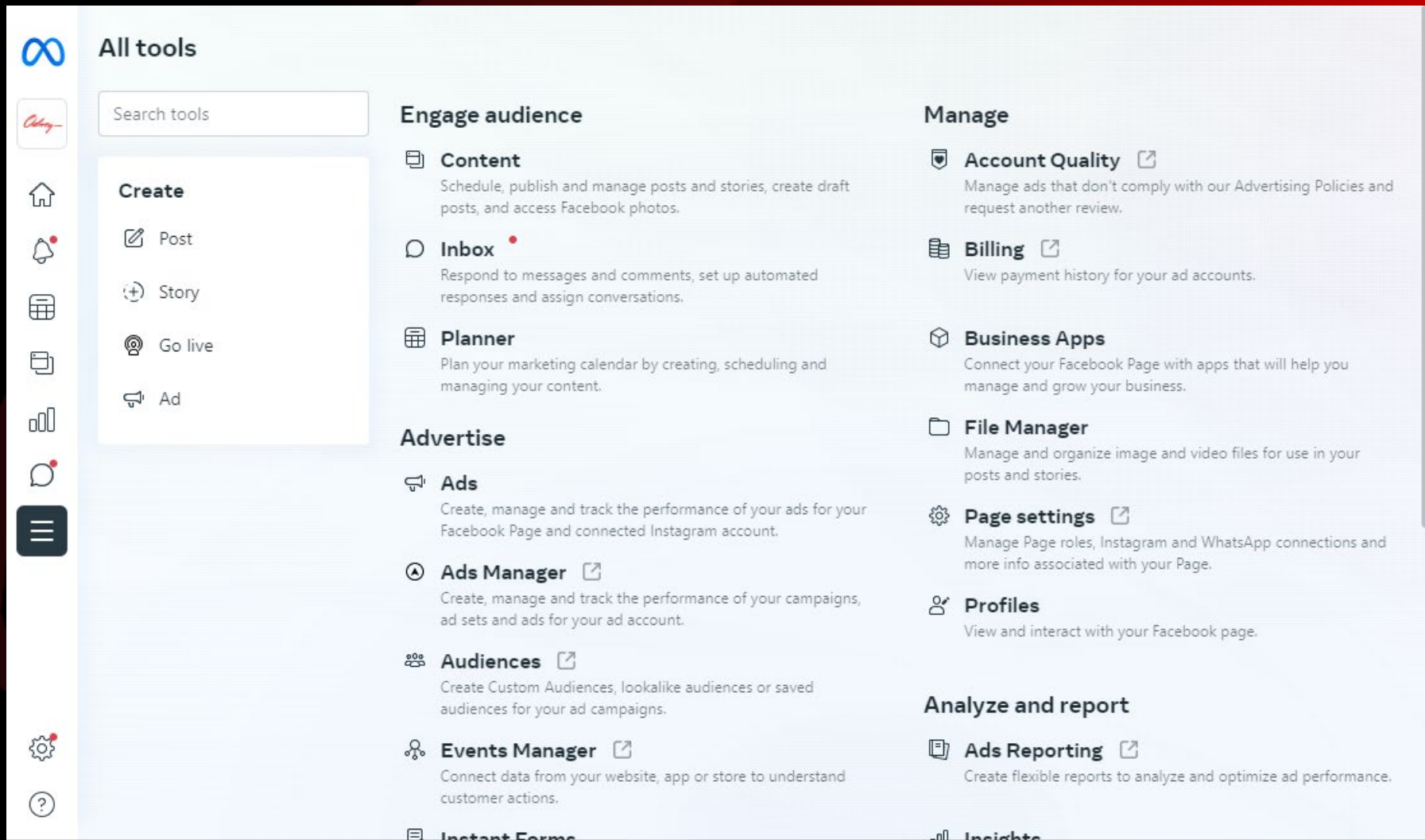
Source: eMarketer, April 2022

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eMarketer | InsiderIntelligence.com

TikTok & YouTube Usage continues to increase. In North Dakota and regionally, YouTube's audience skews more male ages 25-34 for paid advertising. TikTok's audience remains younger and skews female in North Dakota. Twitter is increasing organically. ND Tourism's channel is seeing growth from Twitter today. Facebook/Instagram remains king for paid advertising in the travel industry.

Usage by Platform



A redesigned layout for easier navigation, seamless interactions and updated Page Management tools.

Meta & Facebook New Pages Experience

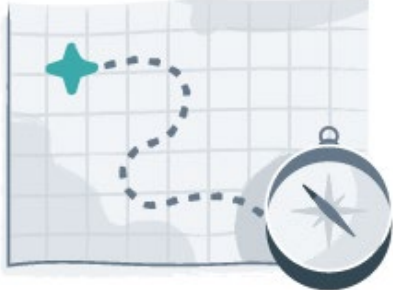
- Start with your goal.
- What are you trying to accomplish?
- Hotel bookings?
Ordering a guide?
Filling out a form on
your website? Event
attendance?

Create new campaign Use existing campaign

Buying type
Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales



Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[Learn more](#) Cancel Continue

Facebook Paid Advertising

Audience

Define who you want to see your ads. [Learn more](#)

Reach Potential Travelers ⓘ

Prioritize delivery to [people](#) who may be planning to travel



On

[Create new audience](#)

Use saved audience ▾

Custom audiences

[Create new](#) ▾

🔍 Search existing audiences

Exclude

Locations

Location:

- United States

Age

Placements

[Learn more](#)



Automatic placements (recommended)

Use automatic placements to maximize your budget and help show your ads to more [people](#). Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.



Manual placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Show more options](#) ▾

- Who are you trying to reach?
- What locations make the most sense? Keep in mind costs by location, too.
- What do you know about your audience for interests and behavioral targeting?
- Do you have custom audience lists you can upload for a more targeted effort?

Facebook Paid Advertising

- Use creative that is impactful with inspiring visuals, clear CTAs and concise messaging.
- Video remains the best performing creative on Facebook/Instagram.
- If possible, use creatives with the right size, square, vertical, etc. per placement.

Identity

Facebook Page
Odney

Instagram Account
odneyadvertising

Branded Content
If this post features a third-party brand or product then you must tag your business partner's Page. See branded content policy

Ad Setup [See recommendations](#)

Create Ad

Format
Choose how you'd like to structure your ad.

Single Image or Video
One image or video, or a slideshow with multiple images

Carousel
2 or more scrollable images or videos

Collection
Group of items that opens into a fullscreen mobile experience

Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media
Add Media

Create Slideshow Create Video

Primary Text
Tell people what your ad is about

Headline · Optional
Write a short headline

Description · Optional
Include additional details

Destination
 Website

Facebook Paid Advertising

- Use Facebook Ads Manager Reporting tools to create custom reports that are easily exportable to share internally with staff.
- Use insights and trends to amend strategies for the most cost-effective campaign.
- Depending on your campaign goals, your reporting metrics will be different. A traffic campaign focuses on CPC, outbound traffic and CTR. A video views campaign focuses on video completions, thru-plays and cost-per-views.

Facebook Ads Manager Reporting Interface

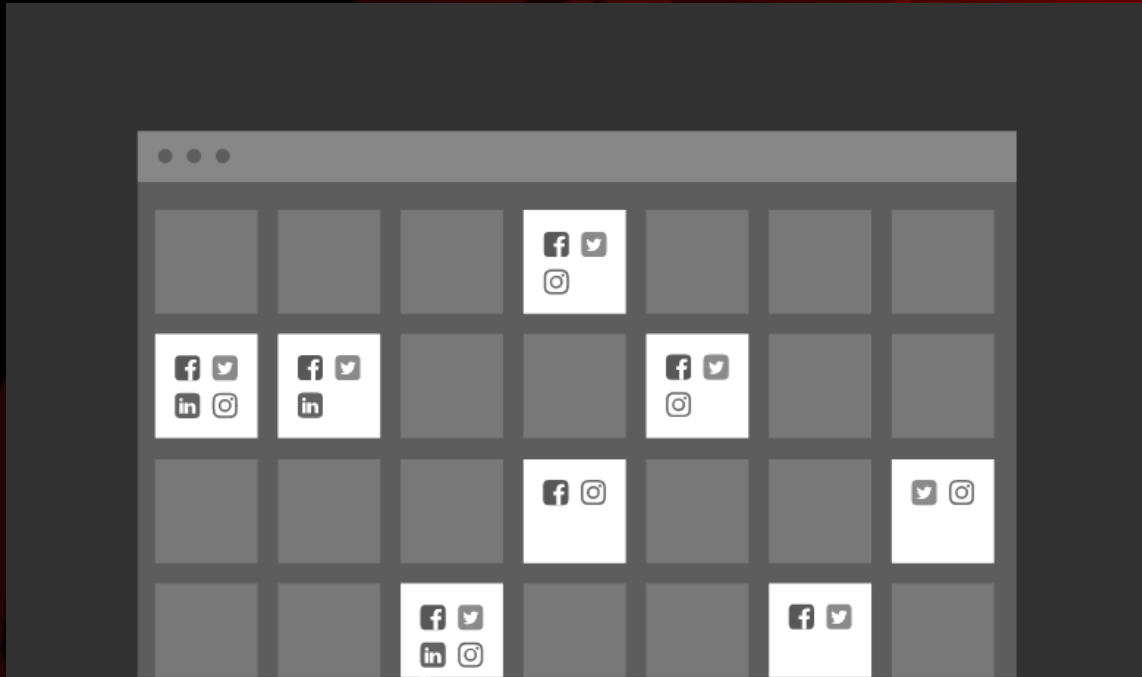
Navigation: All reports | **Untitled report** | 1 Ad account | You have unsaved data | Data refreshed less than 1 min

Search: Had delivery | Search and filter | Clear | This month: Jul 1, 2022

Tools: Pivot table | Group breakdowns | Reset column widths

Ad Set Name	Delivery	Attribution setting	Results	Reach ↓	Frequency
ND Touris...	● Active Ad set	7-day click or 1-day view	2,002 Link clicks	105,372	3.25
ND Touris...	● Recently ... Ad set	7-day click or 1-day view	1,189 Link clicks	56,544	2.65
ND Touris...	● Recently ... Ad set	7-day click or 1-day view	1,272 Link clicks	43,560	2.28
ND Touris...	● Active Ad set	7-day click or 1-day view	945 Link clicks	43,417	3.44
ND Touris...	● Recently ... Ad set	7-day click or 1-day view	706 Link clicks	40,192	3.83
ND Touris...	● Recently ... Ad set	7-day click or 1-day view	851 Link clicks	34,520	2.59
Total results 12 / 12 rows displayed		7-day click or 1-day view	9,169 Link clicks	362,413 People	3.37 Per Person

Facebook Reporting & Insights



- Strategy and Content Calendars
- Strategy and planning takes time upfront but saves time in the long run.
- Use a content calendar as a living document to map out timelines and events.
- Use the Co-op partnership program.

How to be Effective & Efficient



- Duplicate Campaigns in Ads Manager if you're targeting the same audience. You can go in and edit any part of the campaign, ad set or ad creative after duplicating.
- Save audiences for future use.
- Save customized reports for campaigns with the same objective.

How to be Effective & Efficient

- Pay attention to audience saturation. If you've used the creative repeatedly, update the creative for that same audience.
- Frequency goals should be around 3-5. Anything above 5, the costs generally increase.
- Campaign length: We recommend 4-8 weeks depending on goals, time of year and creative assets.
- Video length: Anything under 30 seconds is performing the best.



Paid Social Media Advertising Tips

Reminder: Marketing is a series of experiments that you continuously learn from. You can't be afraid to fail because it's an opportunity to make the next one better. Social media is a constantly changing landscape. Test and test again to reach the right audience, at the right time, on the right platform with the right messaging.

Questions?