Introducing SOCIAL COMPLETE

"Realize a remarkable online presence from the majority of social media traffic in your geo-location"

How it Works

Our ad management experts run your campaign across the 3 top social networks: **Facebook, Twitter, Instagram.**
Each campaign is targeted specifically towards your **geo-location**, with additional targeting towards beneficial **demographics** and **interests**.

Based on the targeting selected and the population in your geo-location, our team produces an estimated "daily reach" across each social network. The daily reach is the total estimated targeted impressions per day for your campaign.
Campaigns run for a full 30 day period, 7 days a week. Ads are shown in multiple ad placement locations across multiple devices, on the 3 top social networks: Facebook, Twitter and Instagram.

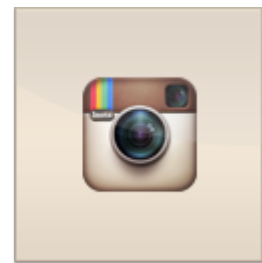### Facebook

Audience
1.6 BILLION

Targeting Options
Geo-Location
Interests
Age Range/Gender

Placement Locations

Twitter

Audience
300 MILLION

Targeting Options
Geo-Location
Household Income
Interests
Gender

Placement Locations

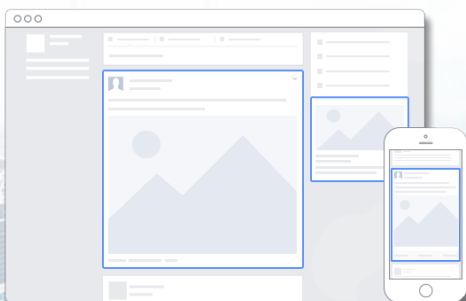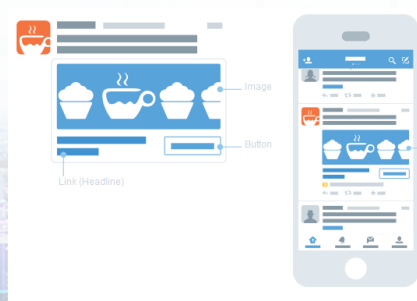### Instagram

Audience
400 MILLION

Targeting Options
Geo-Location
Interests
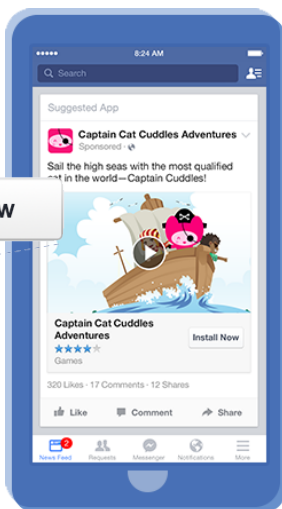Age Range/Gender

Placement Locations
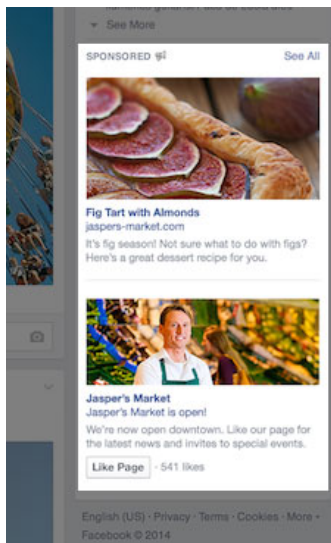
Sample Ads & Placement Locations
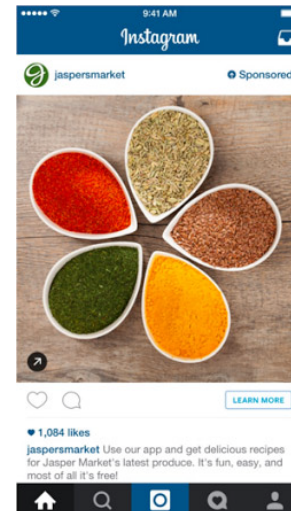
Tablet/Desktop Feed

Mobile Newsfeed

Desktop Sidebar

Instagram

Sample Campaign Targeting

Our ad experts apply the maximum amount of targeting while maintaining high audience levels for each campaign

Traffic and Results

Daily Reach

The social networks determines the total daily impressions to be delivered based on how well the ad performs. The estimated daily reach is provided as a range at the beginning of each campaign.

The better the ad performs (the higher the clickthroughs), the more impressions will be generated each day for that ad. As a result, better performing ads receive total impressions closer to the maximum value in the daily reach range.

When 3-5 image ads are used per campaign, Facebook will automatically perform further optimization by displaying the top converting image ads first, hence improving overall campaign performance and generating more impressions for the campaign.
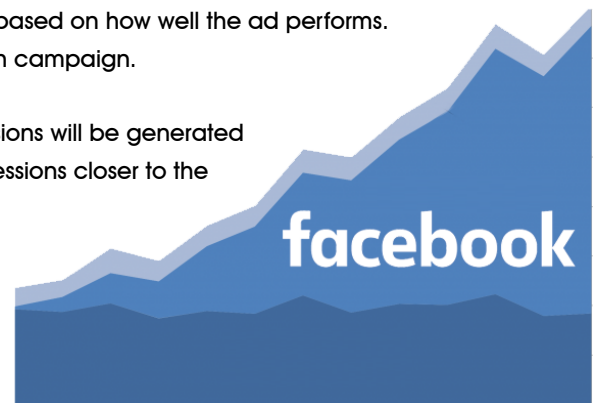
Measuring Results

Traffic across all 3 social networks are tracked separately in **Google Analytics.**
This makes it easy to compare traffic generated from different social networks and other sources side by side.
In addition, a **variety of buttons** can be added to your social media landing page to capture visitor contact/postal info and generate real-time leads. Alternatively, a **dedicated phone number** can be displayed for each social landing page for tracking calls generated by social traffic. The receptionist or sales agent answering the call would collect the required user info.
Multiple button options, email signups, or lead forms can be used on the same landing page for maximum effect.

BUTTONS OPTION 1:
Add a "Get Quote", "Request More Info" or "Apply Today" button to collect visitor's phone and postal info. The info collected is instantly passed onto your sales team via email/SMS, and automatically saved to our master database along with the referring social network.

BUTTONS OPTION 2:
Add a "Get Directions" button that requests visitor's address & zip. Once submitted, visitors are presented with google maps directions to your business. Their address and zip is automatically saved to our master database along with the referring social network.

BUTTONS OPTION 3:
Add a button promoting an Incentive (discount, free gift, bonus, etc) in order to collect visitor's email, phone and/or postal info. Incentives can be customized for each campaign. The info collected is instantly passed onto your sales team via email/SMS, and automatically saved to our master database along with the referring social network.

Full-Service Ad Management

Our team of ad management experts setup, monitor and optimize your campaign throughout the full 30 day period.
This ensures the most possible daily impressions and highest quality of traffic for your campaign.

1) POWERFUL SOCIAL ADS/CREATIVES

- Our marketing experts create 3-5 enticing image ads based on existing promotion/campaign material.
- In addition, powerful text content featuring top converting keywords, and eye-catching phrases is created to match the image.
- Finally we ensure all text and image content passes Facebook/Twitter Ad Compliance requirements.

2) CAMPAIGN MONITORING

- Our experts perform in-depth bi-weekly reviews of statistics for all active campaigns to ensure optimal performance.
- Creatives and Targeting are constantly optimized to ensure best ad performance and highest traffic.

3) OPTIMIZING TARGETING

- Initial optimization is based on the campaign and targeting requirements and consists of multiple targeting selects such as age group, gender, geo-location, interests, etc.
- As clickthrough statistics accumulate, our ad management experts can see the demographics of the clickers. With this information ad targeting can be further optimized to those with the higher amount of clickthroughs: specific age groups, genders, interests, geo-locations, etc. This further increases clickthrough rates of the campaign.

4) OPTIMIZING CREATIVES

- Once a campaign has begun, image ads and text is further optimized, thus increasing daily clicks
- An ad management expert reviews statistics for each individual ad to determine which is performing the best.
- Multiple variations of the top performing ad is then created in order to find a version that will achieve even higher conversions.
- Single wide ad clickthroughs are compared to multiple carousel ads to further improve conversions
- If available, video/slideshow ads are compared to static image ads to determine the best performer.
- Variations of button text is tested to determine which call to action generates the most clicks.

Premium Add-Ons:

- Video/Slideshow Ads
  We create a 20-30 sec Video/Slideshow Ad using top key phrases and select photos

- Smart Lead Form (for landing page)
  We create a custom 2 step Lead Form. Starting with email or phone, then asking additional questions to maximize submissions/leads

- Call to Action System (for landing page)
  We add relevant call-to-action button to the landing page. This get communications started with the visitor and collects critical contact info