Crunching (the Right) Numbers
A Deep Dive Into Social Media Advertising and Analytics
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Steps to Success

1. Objective
2. Audience
3. Creative
4. Plan & Execute
5. Measure
## Objectives

**What's your marketing objective?**

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand awareness</td>
<td>Traffic</td>
<td>Conversions</td>
</tr>
<tr>
<td>Reach</td>
<td>Engagement</td>
<td>Catalog sales</td>
</tr>
<tr>
<td></td>
<td>App installs</td>
<td>Store traffic</td>
</tr>
</tbody>
</table>
# Audiences

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Availability</th>
<th>Date Created</th>
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</thead>
<tbody>
<tr>
<td>Burtonsville</td>
<td>57,000</td>
<td>Ready, Last updated 09/09/2018</td>
<td>09/09/20 8:53 AM</td>
</tr>
<tr>
<td>Burtonsville (12) near Burtonsville</td>
<td>4,700</td>
<td>Ready, Last updated 09/09/2018</td>
<td>09/09/20 8:49 AM</td>
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<tr>
<td>Burtonsville</td>
<td>6,100</td>
<td>Ready, Last updated 09/09/2018</td>
<td>09/09/20 8:43 AM</td>
</tr>
<tr>
<td>Staff/Faculty</td>
<td>5,900</td>
<td>Ready, Last updated 02/23/2018</td>
<td>02/23/20 4:14 PM</td>
</tr>
<tr>
<td>Current Students</td>
<td>15,000</td>
<td>Ready, Last updated 02/23/2018</td>
<td>02/23/20 4:14 PM</td>
</tr>
</tbody>
</table>
Creative

- Tailor creative to your platform
- Create content your audience will enjoy
- Leverage existing resources and creative
- **Facebook Best Practices**
Plan & Execute

- Advertising campaign structure:
  - Campaign (Objective, Spending Limit)
    - Ad Set (Audience, Placements, Budget)
  - Ad (Creative)
Let’s Dive In!
Maryland Day 2019

- Organic content plan
- Campus partner coordination
- Paid content/ad campaign
- Facebook event and notification strategy
Advertising Walkthrough

- **Objective:** drive traffic to marylandday.umd.edu
- **Audience:** Maryland residents within a one-hour drive
- **Creative:**
  - Call to Action: Come to College Park
  - 2018 Event Photography
  - 2019 Social Media Graphic
University of Maryland

Sponsored

Celebrate #MarylandDay with UMD! Come to College Park on April 27: free admission, free parking and 400 free events.

Learn More

Like Comment Share

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#UMDSocial
THE UNIVERSITY OF MARYLAND
SOCIAL MEDIA CONFERENCE

MARYLANDDAY.UMD.EDU
Maryland Day is April 27
Explore our world of fearless ideas

LEARN MORE

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univofmaryland Maryland Day is April 27
Celebrate #MarylandDay with UMD! Come to College Park on April 27: free admission, free parking and 400 free events.
Follow Along!

Demo Materials: go.umd.edu/crunch

Facebook Ads Manager: facebook.com/adsmanager
Measure Impact

- Results (Based on objective)
- Impressions and reach
- Engagements and engagement rate
- Link clicks and cost per click
- Frequency
- Conversions
Which Performed Best?
Maryland Day Metrics

Ad Set Results: go.umd.edu/numbers
Questions?