

FACEBOOK & INSTAGRAM

Expand your reach with Facebook & Instagram.

Across the globe, 2.8 billion people use Facebook for an average of 37 minutes each day. Facebook also owns Instagram, which has over 1 billion monthly active users and over 25 million businesses that use the platform.

Today, social media has become the preferred place for marketers to run paid ads. Both Facebook and Instagram offer advanced audience targeting capabilities, analytics, and additional insights.



Ad Types on Facebook, Instagram, and Messenger



f Desktop Right Column - Ads appear to the right of the news feed on desktop only.

f Instagram Desktop and Mobile News Feed - Ads show up alongside organic posts. Options include single image, video, and carousel.

f Instagram Collection - A robust shopping option for a single product. A single main image or video is shown with four supplementary images beneath it. Purchases can be made within Facebook or Instagram, if preferred.

f Instagram Stories - Short video or image ads delivered one after the other.

Messenger In-Chat - Businesses can interact with audiences directly in chat.

Instagram Explore - Ads served to audiences seeking to discover and expand their interests.

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Focus on the Right Audience

Facebook and Instagram offer their own audience insight tools to ensure that you're targeting the right people.

- **Core Audience**- Define your audience based on demographic info, location, interest, behaviors, or connections.
- **Custom Audience** - Build your audience based on your CRM system, contact list, retargeted audiences, or app users.
- **Lookalike Audience** - Target based on interests that are similar to your best customers.

facebook



FACEBOOK & INSTAGRAM

Best Practices

Craft Captivating Creative - Use bright, clear pictures with a strong focal point and personalized imagery to capture the attention of your viewers.

Use the Right Copy - Attention spans are short on the news feed. Make sure to combine a strong value proposition with a good visual and a clear call to action.

Choose the Right Objective - Several built-in objective options are available. These help you deliver your ad to the right areas and audiences. These options include:

- Brand Awareness
- Lead Generation
- Engagement
- App Installs
- Video Views
- Traffic
- Reach
- Messages



Measure, Learn, and Update - Even after their launch, ads can be honed to target your audience better. Facebook makes it easy to run A/B tests so that you can evolve your ad content and targeting strategy over time. If your engagement is faltering, consider adjusting your ad's content based on testing.

Plan Your Budget - Like most social platforms, ad space is auctioned off and prices can vary. CPC & CPM are both available, but CPC is recommended and starts at \$3.

Marketing Tip

Facebook users watch 85% of Facebook videos without sound. Add captions to your video creatives for greater accessibility and increased engagement.

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Video Guidelines

- H.264 compression
- AAC audio compression (128kbps+)
- Formats: MP4, MOV
- Sound is optional but recommended
- Upload at the highest available resolution

Image Guidelines

- Text in image must take up less than 20% of an image
- Formats: JPG, PNG
- Upload gifs as videos

Copy Character Limits

- Primary Text: 125 characters
- Headline Text: 25 characters
- Description Text: 30 characters
- Any text above limit may be truncated down to the limit



TIKTOK

The Fastest-Growing Social Media App

TikTok is a popular social media platform for creating short-form mobile videos. Since its 2016 launch, it has quickly become one of the most downloaded apps in the world, with 2.6 billion downloads worldwide and 100 million monthly active users in the US as of August 2020.

- Gen Z/Millennial audience
- Average user spends 52 minutes a day on the app
- Higher engagement versus other social platforms
- Sound ON by default for videos

Age Demo

13-17	18-24	25-34	35-44	45-54	55+
27%	42%	16%	8%	3%	4%



Targeting

Advertisers can target their audience based on 50 interest categories and subcategories, as well as:

Demographic Targeting - Age and gender

Geo-Targeting - DMA, state/province, country, region (zip code targeting not available at this time)

CRM List Targeting - Target a custom audience and build a look-a-like audience

Language - Match language to location targeting or keep language broad with the 'No Limit' option

Device Targeting - Operating system, carrier provider, connection type, or keep device targeting broad

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Use the Right Tools to Drive Engagement



- **Create & Adapt** - Produce several creatives and enable TikTok's Automated Creative Optimization (ACO). This tool combines your creative assets into multiple ads and optimizes your campaign by presenting the best performing ad to your target audience.
- **Include Lookalike Audiences** - Ensure your impressions are served by including a lookalike audience when implementing a Device ID custom audience pool that is under 25k.
- **Utilize the Video Creation Kit** - This tool offers a variety of video templates to help you create your ads with ease.



TIKTOK

Video Ad Specifications

In-feed ads appear in TikTok users' 'For You' feed and include a video creative, a display image, brand/app name, and an ad description.



Specs	In-Feed Video
Aspect Ratio	9:16, 1:1, 16:9
Resolution	≥720x1280 (9:16) ≥640x640 (1:1) ≥1280x720 (16:9)
File Type	MP4, MOV, MPEG, 3GP, AVI
Duration	Best: 9-15 sec Min: 5 sec Max: 60 sec
Size	≥500 MB
App Name or Brand Name*	App Name: 4-40 character limit Brand Name: 2-20 character limit
Description**	12-100 characters
Cost	\$7-\$9 CPM range, \$3-\$4 CPC range

*Limit includes punctuation and spaces. No emojis.

**Limit includes punctuation and spaces. No emojis, "{}" or "#"

Best Practices for Creating Content

- **Watch the Crop** - Make sure ads are centered to avoid margin crops on varied screen sizes.
- **Engage Visually** - Include an attention-grabbing visual, an easy-to-read summary, and a compelling call to action.
- **Make Some Noise** - Include background music or sound.
- **Play Nice** - Adult content, CBD, alcohol, vaping, gambling and culturally insensitive content should be avoided.
- **Masks in Video Ads** - Surgical masks are not allowed to be displayed on any TikTok videos for campaigns.

SNAPCHAT

Why use Snapchat Ads?

Snapchat is a mobile messaging app in which multimedia "snaps" can be enhanced with interactive augmented reality features and lens-based filters.

Since its 2011 launch, Snapchat has grown to be one of the top social apps with over 10 billion daily video views from 249 million active daily users.

The app is most popular with younger audiences. 90% of all Gen Z and 75% of all 13-34 year olds enjoy Snapchat's authentic, casual style for 30 minutes a day.



Ad Options offered on Snapchat

Single Image or Video - A full-screen ad with an area for brand info, a headline, and a call-to-action. Users swipe up to view an attached website, app, long-form video, or an augmented reality (AR) lens.

Collection - A full-screen ad for a product showcase with four tiles at the bottom. Audiences can tap on each tile to view more details about the featured product.

Story - A branded tile viewed within the app's "Discover" section. Upon opening a story, the viewer is delivered 3 to 20 single images or videos, one after another.

Augmented Reality (AR) Lens - A unique offering which projects an interactive 3D asset onto a video. Assets can be built using Snapchat's free object and animation library or you can upload your own.

Commercials - Six-second unskippable ads that appear alongside curated content.

Filters - One of Snapchat's most well-known features where an attention-grabbing asset is offered as an artistic overlay on an image.

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Ad Spec Breakdown



- Accepted image files: JPG, PNG
- Accepted video files: MOV, MP4
- Length limits: 3 to 180 seconds
- Resolutions (in pixels):
 - Standard Image, Video, Collection or Story. . . . 1080x1920
 - Collection Thumbnail. . . . 160x160
 - Story Tile Logo. 360x600
 - Filter. 1080x2340

Character Limits [With Spaces]

- Brand: Up to 25
- Headline: Up to 34
- Story Headline: Up to 55



SNAPCHAT

Best Practices for Snapchat Ads

Define your audience and goals.

Snapchat has over 3000 lifestyle categories based on in-app behavior. Leverage this in-depth info to keep an ad highly relevant to the campaign's audience and goals.

Tell an engaging story.

While a single snap is short, multiple snaps can be combined to tell a longer story. Start with a compelling hook in the first 2 seconds, and tell a story that establishes the value of your brand.

Clear and simple is best.

Snapchat's quickly consumed content isn't for in-depth discussion. Your ad's content should be concise with a clear key message and a compelling, easy to follow, call-to-action. Always include the strong visual CTA on the opening frame of any ad.

Experiment with your ads.

An in-app ad only lasts 24 hours. Try something original, entertaining, and creative. Iterate over time to further hone your messaging in a way that engages your demographic more effectively.

Include a voiceover call-to-action.

60% of users have sound on. Encourage engagement by matching a voice-over CTA to your visual CTA.

Plan your budget.

Like most social platforms, ad space on Snapchat is auctioned off and prices can vary. CPM range for Snapchat is \$6-\$9.

Guidelines for Snapchat Filters

- The filter must have your logo or brand name.
- Do not place graphics within 310 pixels of the top or bottom of the screen to avoid cropping.
- Graphics should not take up more than 25% of screen.



Guidelines for Snapchat AR Lens

- Logo or brand must be visible.
- Do not place logo or brand where it may be obscured by UI.
- URL, QR codes, snapcodes, usernames, and social handles are not allowed.

PINTEREST

Why Use Pinterest Ads?

Pinterest is an image sharing social media platform designed to enable the discovery of ideas and information. Many brands now use Pinterest to host a virtual storefront, where users can browse and save "pins" for later. Visitors use Pinterest to find inspiration weeks and months before purchase decisions are made.

The platform's audience of 300 million users are predominantly female (71%) and usually access Pinterest via mobile devices (>80%). Men are a growing demographic, accounting for 40% of new sign-ups.

While the median user age is 40, about one-in-three users are age 18-29. One-in-two users are millennials who use the app monthly.



Crafting the Right Creative for your Campaign.

Pinterest has a reputation for tasteful and engaging visuals. Promoted pins support either static images or video. All pin types also include a title area with a 100 character limit and a description area with a 500 character limit

Static Pin

- A single PNG/JPEG image
- 2:3 ratio
- 32MB size limit per image
- 72 DPI min resolution

Carousel Pin

- A combo of 2-5 static pins
- 1:1 or 2:3 ratio
- 32MB size limit per image
- 72 DPI min resolution

Video Pins

- A single MP4, MOV, or M4V
- 1:1, 2:3 (standard)
- 1:1 or 16:9 (max width)
- 6-15 second length (best)
- 4-15 second length (min/max)
- 2GB size limit
- 23.975-30 FPS

Promoted App Pin

- Includes an app install button below a static pin

Target the Right Audience to See Your Promoted Pins



- **Customer List** - Emails, MAIDS
- **Engagement Retargeting** - ID and retarget people that already interacted with your Pinterest content and drive them to action.
- **Visitor Retargeting** - ID and retarget people on Pinterest who have interacted with your site.
- **Lookalike** - Reach audiences similar to your customer or retargeting list.
 - Age
 - Gender
 - Zip Code
 - Location
 - Interests
 - Language
 - Keywords
 - Device Type

PINTEREST

Best Practices

General Best Practices for All Pin Types

- ✓ Align to life milestones, holidays, or seasonal events.
- ✓ Keep your message concise. The average user will only see your pin for about 2 seconds.
- ✓ Use tasteful brand fonts and colors on your ads but keep it tasteful.
- ✓ Include your brand's name in the first sentence of your description to drive brand awareness.
- ✓ Use keywords in a pin's title and description in order to improve search visibility.
- ✓ If your intent is to drive clicks, include a clear call-to-action and show where you are sending your audience.
- ✗ Do not imitate Pinterest's user interface.
- ✗ Do not publish sensitive content.

Best Practices for Static Pins

- ✓ Keep your brand's logo in the top third of your pin.
- ✓ Create a headline that's clear and easy to read on mobile.
- ✓ Use overlaid text on an image that features a human or animal using your product or engaging with your service.

Best Practices for Video Pins

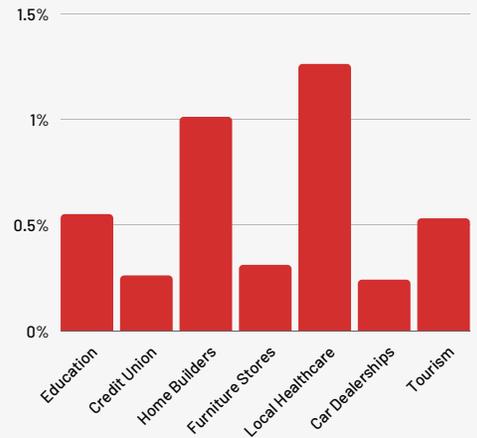
- ✓ Start with a well-designed and engaging cover image.
- ✓ Establish your brand within the first three seconds.
- ✓ Kick off your video with a strong, engaging hook.
- ✓ Do not rely on audio. Include a text overlay to convey your message if sound is muted.
- ✓ Only use max-width videos if your goals are either high-impact or brand lift.

Branding Tip

97% of Pinterest searches are unbranded. Striking imagery with strong, but subtle, branding will help get your promotion noticed on searches.

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Click-Through Rates by Vertical



Vertical Benchmarks

- **Education** - CTR: 0.55%
- **Credit Union** - CTR: 0.26%
- **Home Builders** - CTR: 1.01%
- **Furniture Stores** - CTR: 0.31%
- **Local Healthcare** - CTR: 1.26%
- **Car Dealerships** - CTR: 0.24%
- **Tourism** - CTR: 0.53%

LINKEDIN

Reach your audience on the world's largest professional network.

LinkedIn is a social network known for B2B interactions and career development. Over 738 million people and 55 million companies use it to showcase their skills, post jobs, and to network.

97% of B2B marketers utilize the platform as part of their content marketing strategy. LinkedIn is also the #1 channel to distribute content and drives more traffic to B2B blogs and sites than any other social network.



Advertising Options on LinkedIn

Sponsored Content - Posts that have been boosted by a business and show up directly in a user's feed. These can be a [single image](#), [video](#), or a [carousel of images](#) alongside copy and a URL. Viewers do not have to follow a business to see its sponsored content.

Sponsored Messaging - Short messages that are delivered to the inboxes of an audience. These can include personalization macros.

Text Ads - A basic headline, short text block, and an optional small image. Text ads are shown on the right-hand side and the top of LinkedIn's desktop feed.

Dynamic Ads - A templated ad personalized for each member in your audience, at scale. Dynamic ads are shown alongside a viewer's name and profile photo. Options for dynamic ads include:

- **Spotlight Ad** - Drive traffic to a site, promote event registrations, or showcase new products.
- **Jobs Ad** - Boost applications from top talent.
- **Follower Ad** - Invite viewers to follow a profile or a showcase page.

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Drive leads with Lead Generation forms.



- Available for sponsored content and sponsored messages.
- A link to the Lead Generation Form replaces the destination URL in an ad's call-to-action.
- Forms are pre-filled with data from LinkedIn profiles and then submitted to the company.
- Available on mobile and desktop.
- Allows for retargeting based on form submissions.



LINKEDIN

Best Practices for LinkedIn Ads



Target the decision makers.

Find the people that have the power to make decisions and offer them relevant professional content like white-papers, free trials, unique benefits, or demos.



Plan your budget.

Like most social platforms, ad space on LinkedIn is auctioned off and prices can vary. CPC and CPM are both available, but CPC is recommended and ranges from \$9-15.



Warm up audiences with useful content.

Consider starting your campaign by offering content to warm up cold audiences. Once engaged, transition over to harder lead-generation or sales messaging.



Tell an interesting story.

Copy doesn't have to feel like it's all business. Keep it relatable and engaging by telling a story.



Don't forget the image.

LinkedIn may be less image-centric compared to other platforms, but a bright colored image on the mild-colored site can help grab attention.



Leverage variant testing.

While up to 100 variations can be created for a single ad, focus on testing 2-4 and honing your communications based on their performance.

Additional Best Practice Tips

Sponsored Content

- Speak to the audience directly with "you" statements.
- Offer added value by sharing advice, education, or interesting facts.

Sponsored Messaging

- Send from a reputable profile.
- Personalize with customized macros.
- Introduce your business and state your purpose within 500 characters.

Text Ads

- Keep it quick and compelling.
- Test with 3-4 variants, and then pause any ads that are performing poorly.

Video Ads

- Keep videos under 30 seconds for brand awareness and brand consideration goals.
- Consider adding subtitles to aid with visual storytelling.

REDDIT

Reach users that are seeking instead of scrolling.

Reddit is a social news aggregation website where registered members can share and rate content on discussion forums in over 100,000 interest-based communities.

Reddit is the 5th most visited website in the US with over 52 million daily active users that spend an average of 34 minutes a day on the app. The split between female and male Redditors is 44% to 56%, with 58% of people in the age range of 18-34.

Reddit is a powerful source of influence for purchase decisions, as Reddit users engage in 4x more research sessions and make decisions 9x faster than non-Reddit users.



Targeting

Advertisers can target their audience by the following options:

Interest - Target users across 15 different interest groups. Each interest group is made up of several granular sub-groups.

Community - Reach users that are currently subscribed to or recently interacted with certain communities, also known as subreddits on specific topics.

Device - Target based on device or operating system.

Location - Target users by country, state, and DMA.

Time of Day - Specify the days and times that ads are shown.

Custom Audiences- Create a custom audience by uploading email and MAID lists.

Targeting Expansion - Expands reach by finding audiences similar to ones you are already targeting.

Budget

Like other platforms, ad placements undergo a bidding process. CPM range for Reddit is \$6-\$9.

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Best Practices



- Add a company logo to your profile picture so that it appears with your ad.
- Communicate a clear value proposition.
- Experiment with long headlines.
 - Desktop: 250 characters recommended
 - Mobile: 100 characters recommended
- Use videos and GIFs along with your static ads.
- Refresh creatives every 4-6 weeks to prevent ad fatigue.
- Upload thumbnail images for ad compatibility across different devices.
 - Specs: 400x300 px, 500 KB max file size
 - Add company logo or something that identifies your brand
 - High-quality image
 - Simple and eye-catching



REDDIT

Ad Spec Guidelines

Promoted post and video ads have all the elements of a standard Reddit post, including upvotes, downvotes and comment threads. These native ads appear like the rest of Reddit's content to provide a better experience for your target audience.

	Link Ad	Text Ad
Headline	In Feed: 300 character max. In Conversations (Beta): 300 character max. for Desktop, 100 character max. for Mobile	
Card Image	1200x628 px 3 MB max. file size	N/A
Thumbnail Image	400x300 px or 4:3 aspect ratio 500 KB max. file size	N/A
Post Copy	N/A	40,000 character max. (optional)
Call-To-Action Button	Optional	

*Link Ads must include a Destination/Clickthrough URL. A Display URL is optional.

**Comments may be enabled/disabled for both Link and Text ads.

	Video Ad
Headline	In Feed: 300 character max. In Conversations (Beta): 300 character max. for Desktop, 100 character max. for Mobile
Format	MP4 or MOV (ProRes NOT accepted) 1 GB max. file size Autoplay if native, click to play if third party video
Dimensions	1:1 Square; 4:5 Vertical; 4:3 Classic; 16:9 Full Landscape
Length & Frame Rate	:05 - :30 sec. recommended Up to 30 FPS
Call-To-Action Button	Optional

*Destination/Clickthrough URLs and Display URLs are optional.

**Comments may be enabled/disabled.

