Feed the Beast

Social Media Advertising & Advocacy
Advertising Online

Graph: Advertising Expenditure Ramp by Channel, First 20 Years, USA, 1926 – 2015 (In 2015 Dollars)

- Internet
- Television
- Radio

(KPCB)
Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone

Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.
Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...

<table>
<thead>
<tr>
<th>Platform</th>
<th>65+</th>
<th>50-64</th>
<th>30-49</th>
<th>25-29</th>
<th>18-24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snapchat</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td>73%</td>
</tr>
<tr>
<td>Instagram</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
<td>75%</td>
</tr>
<tr>
<td>Twitter</td>
<td>7%</td>
<td></td>
<td>44%</td>
<td></td>
<td>90%</td>
</tr>
<tr>
<td>YouTube</td>
<td></td>
<td>38%</td>
<td></td>
<td></td>
<td>90%</td>
</tr>
<tr>
<td>Facebook</td>
<td></td>
<td>46%</td>
<td></td>
<td></td>
<td>76%</td>
</tr>
</tbody>
</table>

Note: Respondents who did not give an answer are not shown.

PEW RESEARCH CENTER
Roughly three-quarters of Facebook users visit the site on a daily basis

Among U.S. adults who say they use ___, % who use each site ...

<table>
<thead>
<tr>
<th></th>
<th>Several times a day</th>
<th>About once a day</th>
<th>Less often</th>
<th>NET Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>51%</td>
<td>23%</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>Instagram</td>
<td>42%</td>
<td>21%</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>46%</td>
<td>15%</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>YouTube</td>
<td>32%</td>
<td>19%</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Twitter</td>
<td>25%</td>
<td>17%</td>
<td>58%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Note: Respondents who did not give an answer are not shown. “Less often” category includes users who visit these sites a few times a week, every few weeks or less often.

PEW RESEARCH CENTER
News Feeds

- Personal posts
- Page posts
- Organic reach ( $0! )
- Paid reach (Advertising)
1. The INVENTORY of all posts available to display.
2. SIGNALS that tell Facebook what each post is.
3. PREDICTIONS on how you will react to each post.
4. A final SCORE assigned to the content based on all factors considered.
Signals

- Type of content
- Publisher
- Age of the post
- Purpose
- Likes, comments, replies, shares
Clever Marketing

- Know your audience
- Use visuals
  - Stunning images
- Video built for social media
- Make it remarkable
Photography
Video

Let's watch
What else works

• Connect like-minded people
• Activate niche communities
• Creates meaningful interactions or reactions
The theme of Cornell Giving Day is “What difference can one day make?” Tell us about one day that made a difference for you during your time on campus.

300 stories will unlock $2,500 in challenge dollars!
#cornellgivingday http://givingday.cornell.edu

Matched Constituent Stats

156
Engaged Constituents

87
Reactions

124
Comments

$2,189,608
Total Lifetime Giving

$14,036
Average Lifetime Giving
Spencer Whale The Friday night during O-Week at Risley where I went from knowing nobody at Cornell to making friends with my future Senior year housemates.

Like · Reply · 3y

Jeff Eng The day I joined The Hangovers! Dan Cloutier Sam Breslin Steve Welker Joel Hanson David Kim Bill Wright Ben Rosenfield what's yours?

Like · Reply · 3y

Jeffrey D Osterman The day I was persuaded to visit a talent show and wound up meeting my wonderful wife, Susan Matula!

Like · Reply · 3y

Mary Sue Page Youn Too many days to count - and there are still more to come I'm sure!

Like · Reply · 3y
Ambassadors

• Start with leaders
• Share your goals with them
• Celebrate achievements
Gamification

If these walls could talk, what would they say?

Share news from Cornell and get rewards.

Click a social network to get started!

How To Play

Step 1
Join now by choosing a Social Network.

Step 2
Participate in challenges on your dashboard and check your email for content.

Step 3
Share! The more Cornell content you share, the more chances you have to win prizes.

Step 4
Keep participating and earn more chances to win.
What will they share?

Top Posts

#1

Cornell Giving Day 2018

📅 Wed March 7, 2018, 3:00 p.m. EST

167 21,806 369 132

#2

Cornell opens its heart to students from the University of Puerto Rico

📅 Wed January 17, 2018, 5:57 p.m. EST

136 18,602 462 245
What is the ROI?

07/01/2018 - 06/30/2019

Earned Media Value

<table>
<thead>
<tr>
<th>Platform</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>$5,921.00</td>
</tr>
<tr>
<td>Twitter</td>
<td>$5,433.30</td>
</tr>
<tr>
<td>Instagram</td>
<td>$0.00</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>$11,296.00</td>
</tr>
<tr>
<td>YouTube</td>
<td>$4.80</td>
</tr>
<tr>
<td>Others</td>
<td>$3,419.40</td>
</tr>
</tbody>
</table>

Total Earned Media Value: $26,074.50
Boosting Posts

Boost Post

AUDIENCE

- People who like your Page
- People who like your Page and their friends
- People you choose through targeting

Location: United States

BUDGET AND DURATION

Total budget: $5.00

Estimated People Reached: 2,300 - 6,000 people of 3,400,000

If you're interested in seeing this unique event, just follow your nose... or the circling vultures.

Huge Stinky Corpse Plant to Bloom – Outdoors | CALS

It's the first time a Titan arum has bloomed outside in a temperate region.

By Craig Cramer

July 26, 2017 Carolus, one of Cornell’s Titan arums, has broken...
Ads Manager
### Ads Manager

**What's your marketing objective?**

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Brand awareness" /></td>
<td><img src="image" alt="Traffic" /></td>
<td><img src="image" alt="Conversions" /></td>
</tr>
<tr>
<td>Reach</td>
<td><img src="image" alt="Engagement" /></td>
<td><img src="image" alt="Product catalog sales" /></td>
</tr>
<tr>
<td><img src="image" alt="App installs" /></td>
<td><img src="image" alt="Video views" /></td>
<td><img src="image" alt="Store visits" /></td>
</tr>
<tr>
<td><img src="image" alt="Lead generation" /></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Boost vs. Manage

- Individual posts
- Basic audience targeting

- Large campaigns
- Email uploads
- Instagram ads
Build Custom Audiences

- Upload email lists
- Facebook targeting
  - Location
- Affiliations
- Interests
Web Pixels

- Piece of code generated by Facebook
- Place in the `<head>` of all your web pages
- Track ad traffic
- Create a custom audience
Budgets

- Create a business account
- Set limits
- Adjust for audience reach
Call-to-Action Buttons

- Add links to videos and photos
- Donate button is available to Pages listed in the “Non-Profit Organization” category
Link Tracking

- Add UTM strings to links for Google Analytics tracking
- Use a link tracking service like bit.ly
- Beware of breaks in the chain
A/B Testing

- Test photos, copy, and call to action buttons
- Name tests at the Ad level
- Run for at least 24 hours, then make adjustments
Example Budget

2019 Giving Day ads:

- Facebook/Instagram - $581.37
- Twitter - $473.12
- Google - $632.88

Total spend = $1,687.37
## Example Outcomes

<table>
<thead>
<tr>
<th>Source / Medium</th>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
<th>Transactions</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users (%)</td>
<td>New Users (%)</td>
<td>Sessions (%)</td>
<td>Bounce Rate</td>
<td>Pages / Session</td>
</tr>
<tr>
<td>facebook / paid</td>
<td>356 (48.30%)</td>
<td>287 (47.90%)</td>
<td>393 (46.18%)</td>
<td>63.10%</td>
<td></td>
</tr>
<tr>
<td>twitter / paid</td>
<td>233 (31.61%)</td>
<td>197 (32.94%)</td>
<td>273 (32.08%)</td>
<td>69.60%</td>
<td></td>
</tr>
<tr>
<td>social_media / non_paid</td>
<td>64 (8.68%)</td>
<td>42 (7.02%)</td>
<td>80 (3.40%)</td>
<td>56.25%</td>
<td></td>
</tr>
<tr>
<td>instagram / paid</td>
<td>45 (6.11%)</td>
<td>40 (5.56%)</td>
<td>58 (6.82%)</td>
<td>51.72%</td>
<td></td>
</tr>
<tr>
<td>Social / paid</td>
<td>25 (3.39%)</td>
<td>23 (3.80%)</td>
<td>31 (3.64%)</td>
<td>45.16%</td>
<td></td>
</tr>
<tr>
<td>Social / Facebook</td>
<td>12 (1.63%)</td>
<td>7 (1.17%)</td>
<td>14 (1.65%)</td>
<td>35.71%</td>
<td></td>
</tr>
<tr>
<td>google / text</td>
<td>1 (0.14%)</td>
<td>1 (0.17%)</td>
<td>1 (0.12%)</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>linkedin / paid</td>
<td>1 (0.14%)</td>
<td>1 (0.17%)</td>
<td>1 (0.12%)</td>
<td>100.00%</td>
<td></td>
</tr>
</tbody>
</table>
Twitter Ads

- Twitter investment under $500
- Revenue $1,600 from 16 gifts
Google Ads

Edit text ad

Final URL
https://givingday.cornell.edu

Headline 1
Cornell Giving Day

Headline 2
Big Mission

Headline 3
Big Community

Display path
givingday.cornell.edu / Path 1 / Path 2

Description 1
For a full 24 hours, Cornellians across the globe will join together to create change.

Description 2
See what a difference one day can make.

Ad URL options

Tracking template
https://givingday.cornell.edu/?utm_source=google&utm_medium=text&utm_campaign=

Example: https://www.trackingtemplate.to/?site=yoursite&ad=5

Nice work! Your ad group has at least three text ads. This helps Google show your best ad more often.
<table>
<thead>
<tr>
<th>Keywords</th>
<th>Cost</th>
<th>Clicks</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>cornell university</td>
<td>$290.39</td>
<td>505</td>
<td>3.72%</td>
</tr>
<tr>
<td>cornell</td>
<td>$257.21</td>
<td>461</td>
<td>3.23%</td>
</tr>
<tr>
<td>cornell giving day</td>
<td>$52.08</td>
<td>578</td>
<td>29.06%</td>
</tr>
<tr>
<td>giving day</td>
<td>$33.20</td>
<td>95</td>
<td>14.03%</td>
</tr>
</tbody>
</table>
Google Returns

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Clicks</td>
<td>Cost</td>
<td>CPC</td>
</tr>
<tr>
<td></td>
<td>(1,512)</td>
<td>($497.85)</td>
<td>$0.33</td>
</tr>
<tr>
<td>1. cornell giving day</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>575 (38.03%)</td>
<td>(51.00) (10.24%)</td>
<td>(0.09)</td>
</tr>
<tr>
<td>2. cornell university</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>448 (28.63%)</td>
<td>(223.78) (44.95%)</td>
<td>(0.50)</td>
</tr>
<tr>
<td>3. cornell</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>396 (28.19%)</td>
<td>(190.93) (38.35%)</td>
<td>(0.48)</td>
</tr>
<tr>
<td>4. giving day</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>93 (6.15%)</td>
<td>(32.14) (6.46%)</td>
<td>(0.35)</td>
</tr>
<tr>
<td>5. (not set)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Google investment under $650
- Revenue $57K from 182 gifts
Questions?

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