

Quick Guide to Using Social Media Ads

This is an extra resource to go along with the original article:

[6 Unique Social Media Strategies You'll Want to Try ASAP](#)

Getting involved in social media advertising can be a great move for your business, but it can be confusing to figure out which methods work best and how to optimize your results, especially if you've never done it before. Here's a quick guide to help you figure out the basics of using ads as a part of your social media campaign.

Twitter



Twitter has three types of advertising options:

- **Promoted account** – Use this option as a “billboard” that will appear to followers to promote your account or business in general
- **Promoted tweets** – This is a popular option for single, compelling tweets that grab attention to get more follows
- **Lead generation cards** – This is a way of collecting email addresses that can be used later for events or marketing purposes.

Perfect for: Large social advertising, such as promoting a specific offer or event, or to give a boost to your Twitter channel and gain followers

Facebook

facebook for business

Facebook Adverts

Easy and effective Facebook Adverts



With Facebook Adverts, you can create targeted adverts to reach different audiences and meet your business goals.



Facebook has five types of advertising options:

- **Facebook ads** – This is a very popular options that helps brands find website visitors and generate new leads for their business
- **Page Post links** – This simple option using high quality images to grab attention and is perfect for testing out ad options without fully committing
- **Page Like ads** – Fairly straightforward, this option is perfect for gaining more likes for your Facebook page, in turn creating more opportunities for people to see other ads
- **Offer ads** – Like a promoted tweet, offer ads are perfectly suited for promoting specific products, services, or events
- **Sponsored Stories** – This option works a little differently from other ads, letting you highlight engagement for individual users

Perfect for: Targeted social advertising , such as promoting your website and specific products or offers to individual users and followers

Instagram



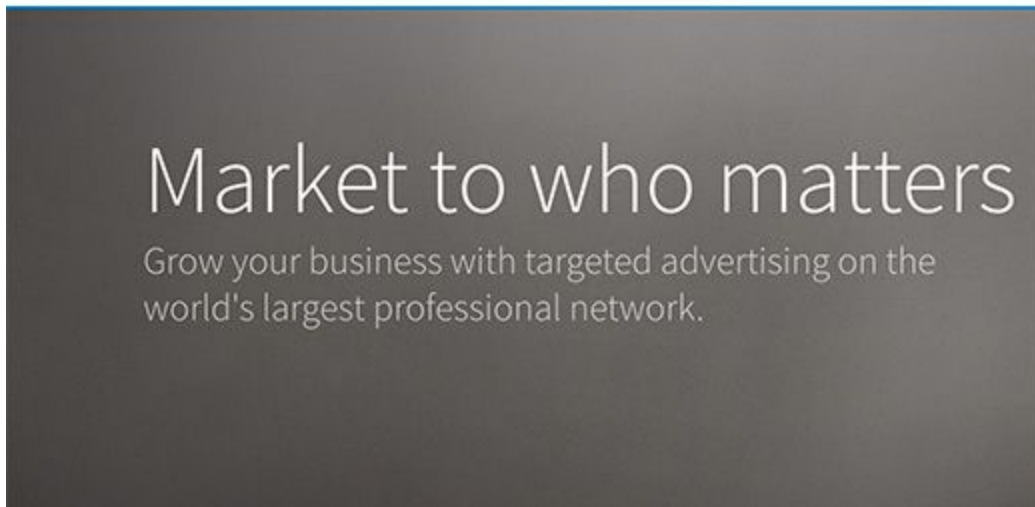
Instagram has three types of advertising options:

- **Photo ads** – Simple but effective, these sponsored ads take beautiful and creative images and put them front and center in user's feeds
- **Video ads** – Similar to image ads, these ads take short videos (up to 60 seconds) to share a message or promote a product or service
- **Carousel ads** – These are like photo ads, only you can include a series of photos that demonstrate your service or product or promote multiple items at once

Perfect for: Highly visual advertising, such as promoting any type of product or service with a great CTA

LinkedIn

LinkedIn Business Solutions



LinkedIn has essentially a single type of advertising option:

- **LinkedIn ads** – Similar to Google AdWords, you can add photos to promote networking efforts for your company, content, or events

Perfect for: Targeted professional advertising, such as promoting events, content, and services towards other professionals