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# Social Media Advertising

COLAB 2021

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# What the hell is going on?

Does Facebook even work anymore?

Is TikTok right for me?

Google and its infinite options.

Instagram, where it all started.

Organic social. Yes it still works, kinda.

What now?

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No one size fits all  
approach

Try everything  
you can until  
something sticks

If it's not broke  
don't fix it. But,  
rest assured, it  
will break.

Your agency is  
most likely  
fleecing you

FB metrics are  
garbage. 30% off.  
UTMs help.

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# Facebook. Why do you suck so bad?

Current Facebook plan of attack. It's bad but, it's still pretty good.

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The platform is aging rapidly. If you think it's not for you, you're wrong.

Content is king.  
You can't pay your way into it.

Currently  
conversion ads  
aren't hot. Great  
place for cheap  
traffic.

Think of it like a  
mini Youtube

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# If you ain't Tokin', you ain't rockin'

1 Billion active monthly users. Billion with a B!



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Currently this is your mid funnel. If the top funnel performs, google performs.

Display ads, tag manager,  
Keywords, lions, tigers, bears, oh my!

Find a trusted source if you don't have the time.

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# Google. Pay someone.

So many options. It could become your full time job.



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Like Facebook.  
Instagram feels like  
it's just trying to keep  
up with TikTok.

Many of us  
started our  
businesses here.  
Don't be  
sentimental

Many Insta  
users are  
migrating to  
other platforms

Don't  
underestimate  
reels

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## The Gram.

Still pretty ok.



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Your audience is still there. You just have to give them what they want.

Retargeting might be dead but you can still target on-platform actions.

It's free.

Leverage that UGC

Ask questions, illicit responses and ask for engagement.

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# Organic, free range, social media.

People still care.



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Q4 is a mystery. One thing is for sure. Costs will go up.

Keep hammering. Some brands have given up on digital ads altogether

Focus on your email list. Drive customers to it.

Explore creative ways to sell and make a lasting impression. Digital and retail.

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## So what now?

Stay on your toes. You rest, you rust.

