

PAID SOCIAL MEDIA /

JACKSON HOLE COMMUNITY SESSION  
MAY, 2014

73
PERCENT

**OF ONLINE ADULTS USE SOCIAL
NETWORKING SITES**



CACTUS

OF THE **143 MILLION** ONLINE ADULTS IN THE UNITED STATES



72 PERCENT

Use
Facebook
{93 MILLION}



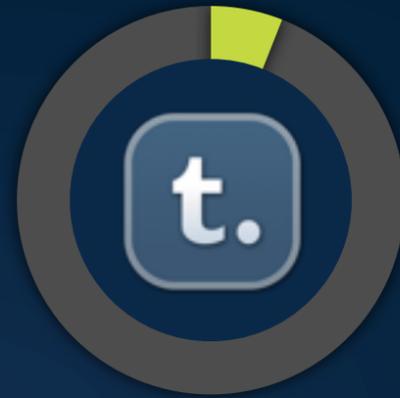
18 PERCENT

Use
Twitter
{23 MILLION}



17 PERCENT

Use
Instagram
{19 MILLION}



6 PERCENT

Use
Tumblr.
{9 MILLION}



21 PERCENT

Use
Pinterest
{22 MILLION}



22 PERCENT

Use
LinkedIn
{28 MILLION}



CACTUS



62 PERCENT

OF FACEBOOK
USERS LOGIN
EVERY DAY

27 PERCENT

OF TWITTER
USERS LOGIN
EVERY DAY

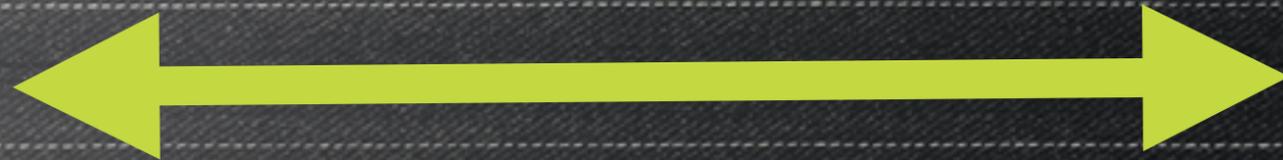


CACTUS



3 FEET

**MOST PEOPLE ARE
NO MORE THAN 3
FEET FROM THEIR
MOBILE DEVICES
AT ANY TIME**



CACTUS

WHY USE PAID SOCIAL MEDIA?

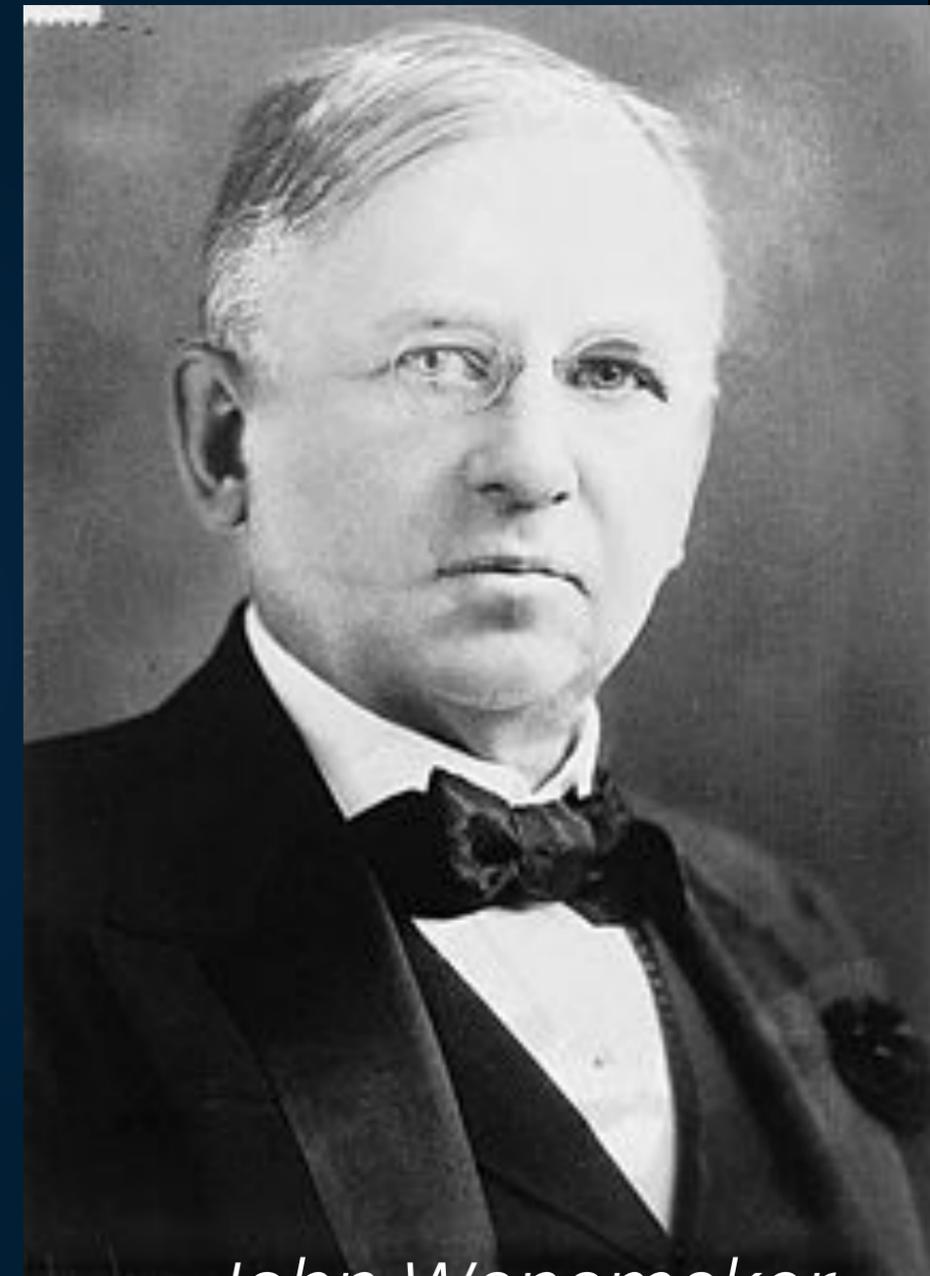
EFFECTIVE MARKETING IS SIMPLY
THE RIGHT MESSAGE
DELIVERED TO THE RIGHT PERSON
AT THE RIGHT TIME AND PLACE



CACTUS

"I KNOW THAT HALF OF
MY ADVERTISING
DOLLARS ARE WASTED

... I JUST DON'T KNOW
WHICH HALF."



John Wanamaker

RIGHT MESSAGE



1,673 Post Engagements
\$0.19 Per Post Engagement
110,306
\$0.00



2,473 Post Engagements
\$0.14 Per Post Engagement
110,306
\$0.00



4,233 Post Engagements
\$0.09 Per Post Engagement
110,306
\$0.00

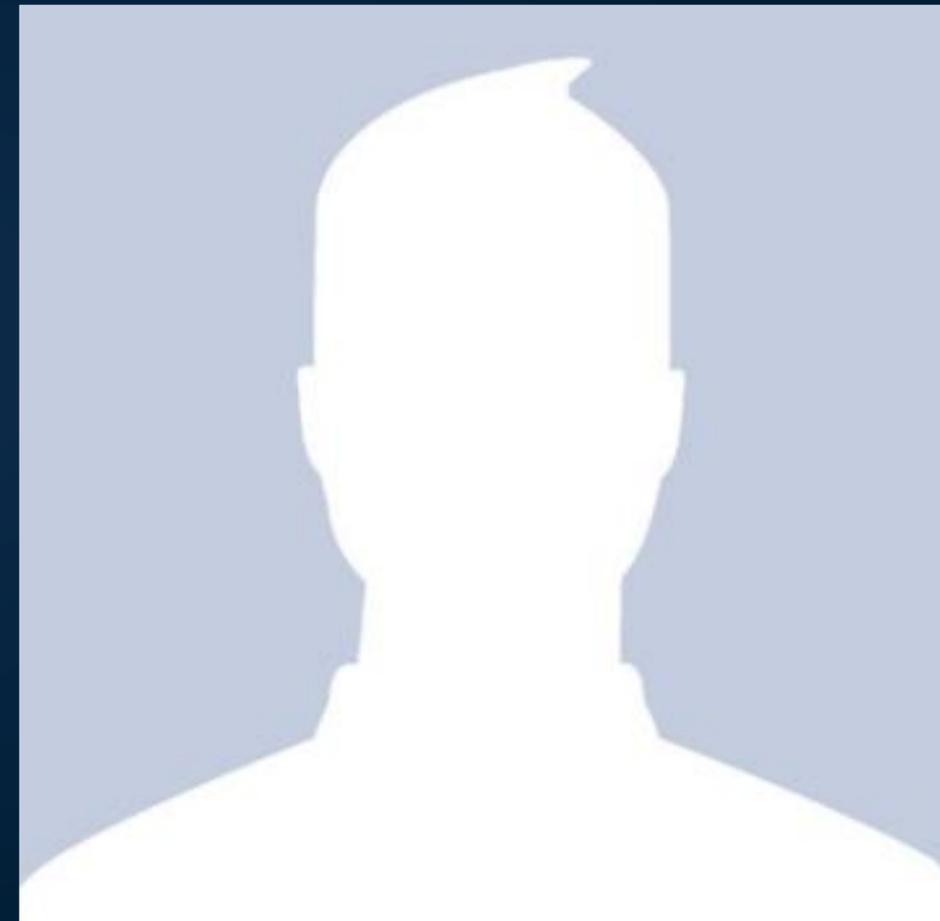


CACTUS

RIGHT PERSON

Unprecedented targeting capabilities

- Demographics
- Behavioral
- Life Stage
- Interest
- Technology usage
- Relationships
- Custom



CACTUS

RIGHT TIME AND PLACE



Checks her email & Facebook when she wakes up



Grabs coffee, checks Instagram while waiting in line



Listens to custom Spotify / Pandora station at work



Researches products that will be going on sale this weekend



Texts with kids to check in / confirm pick up after practice



Calls friends / family on way home, stops by store or restaurant



Flips through Pinterest / Facebook before bed

Listens to her favorite music in her car on her way to drop kids at school / work

Scans the latest news when she gets to work

Checks Facebook, twitter and celeb gossip site during lunch

Watches short / funny online video at desk

Checks Pinterest / web for quick and easy meal ideas or Yelp for restaurants for dinner

On the weekend, gets some me time with her friends, happy hour

Watches TV with her family while also surfing / tweeting on second screen

7:00 am

9:00 am

11:00 am

1:00 pm

3:00 pm

5:00 pm

7:00 pm

9:00 pm



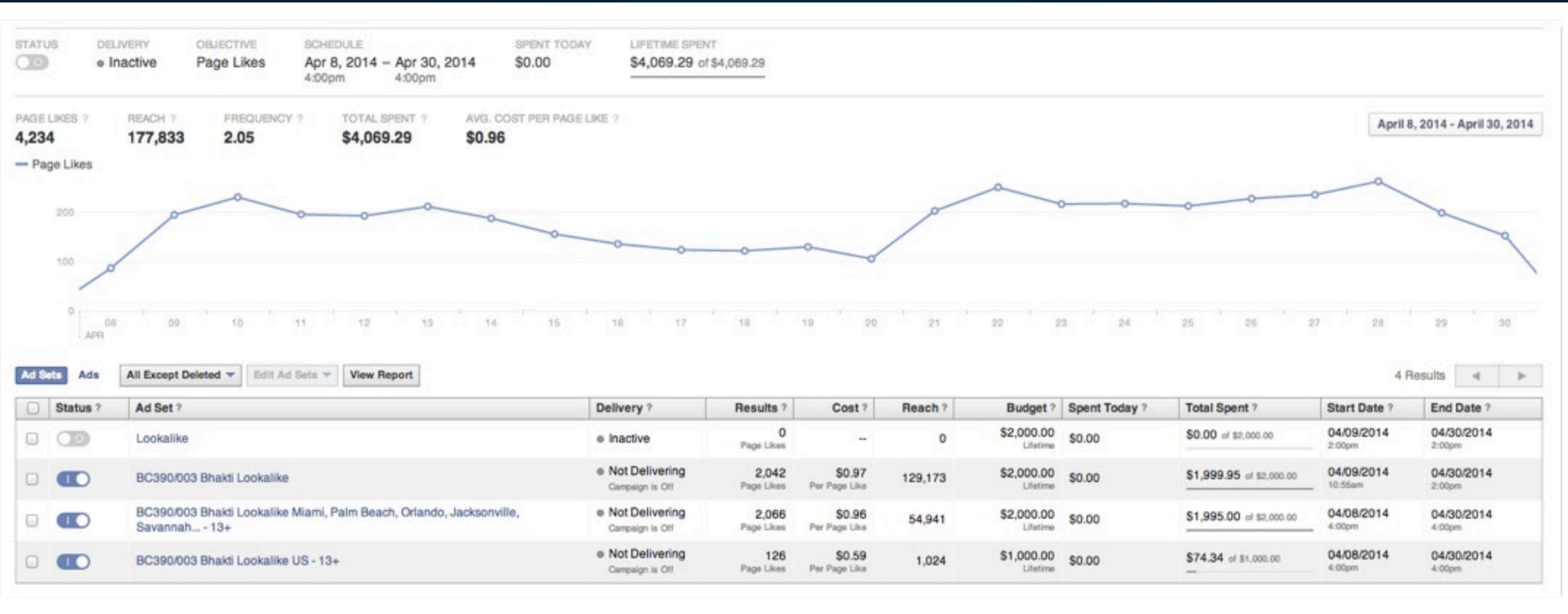
CACTUS

SOCIAL AMPLIFICATION



CACTUS

BUILT IN METRICS



CACTUS

CAN I AFFORD IT?



CACTUS



CACTUS

FACEBOOK BY THE NUMBERS

1.28

BILLION
USERS

1.23

BILLION
MONTHLY
ACTIVE
USERS

1

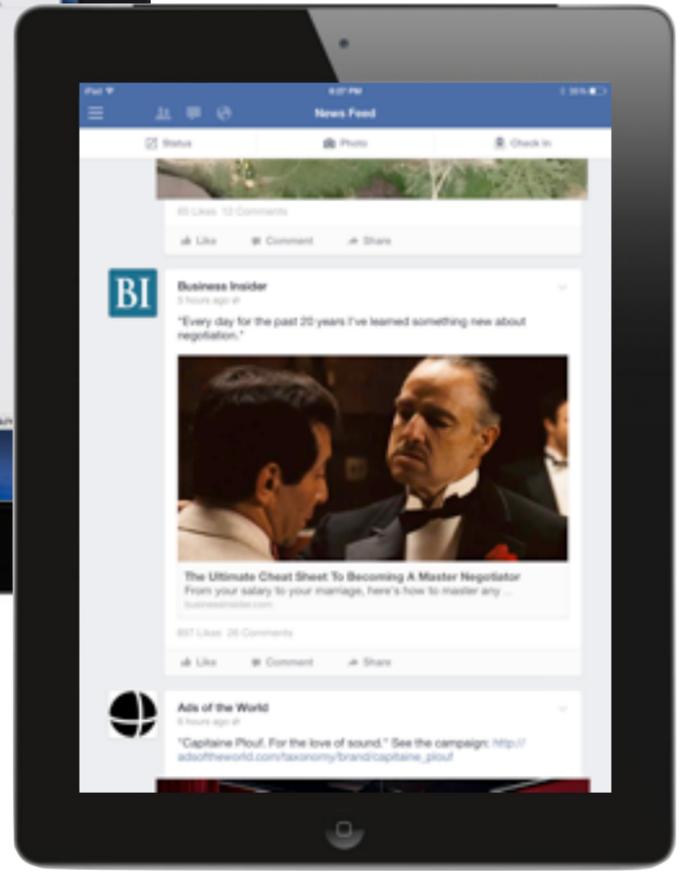
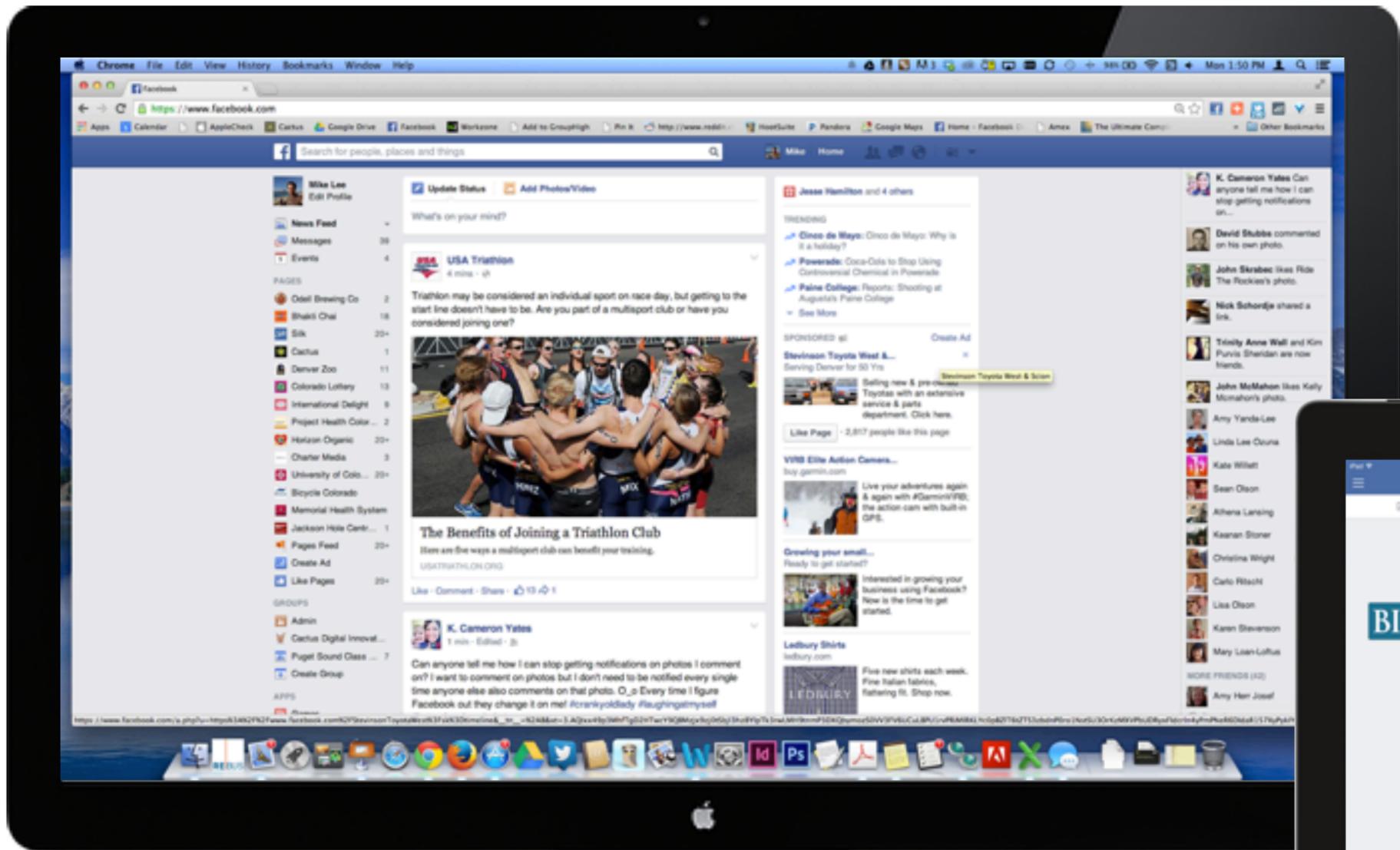
BILLION
MOBILE
MONTHLY
ACTIVE
USERS

756

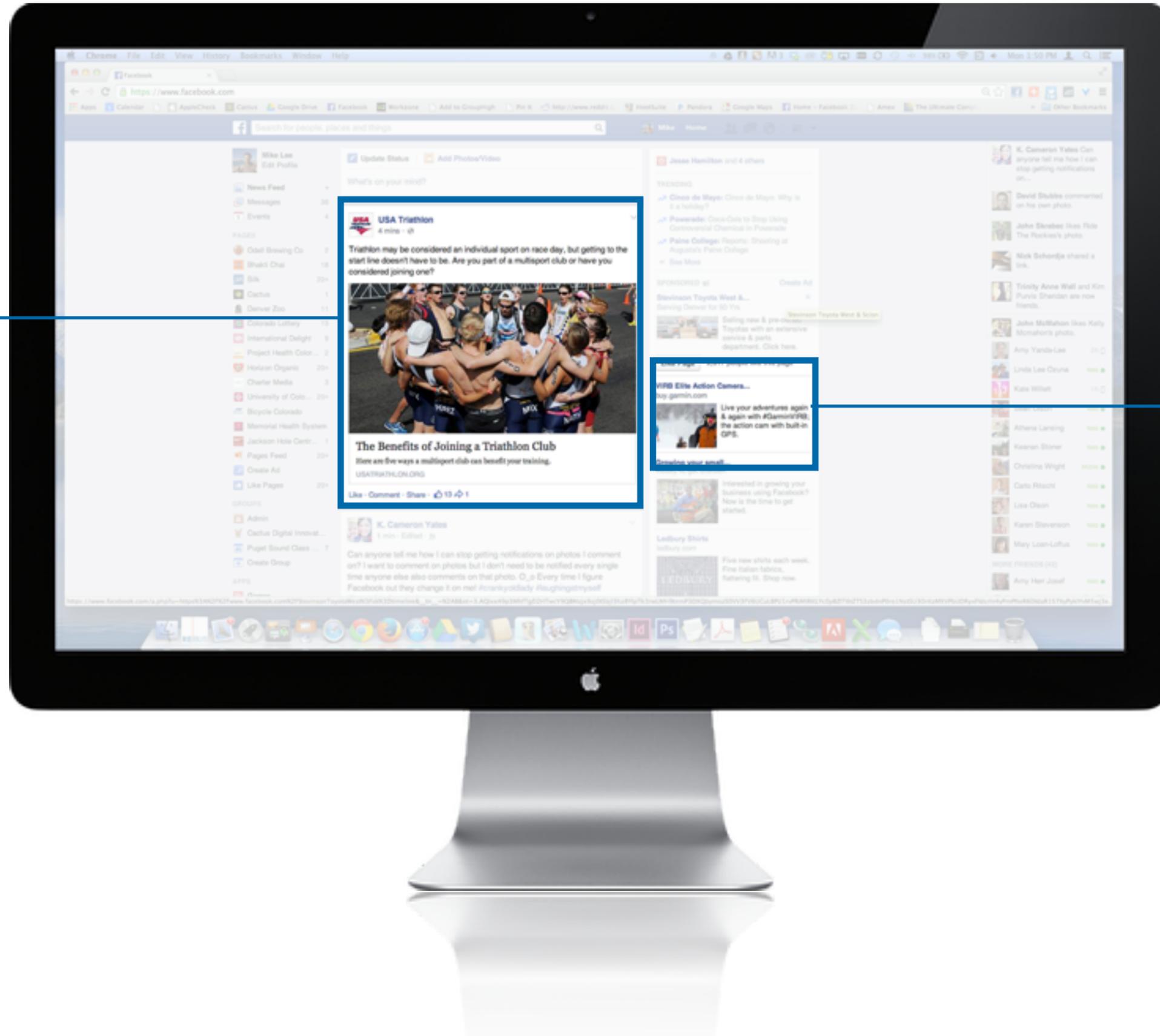
MILLION
DAILY
ACTIVE
USERS



CACTUS



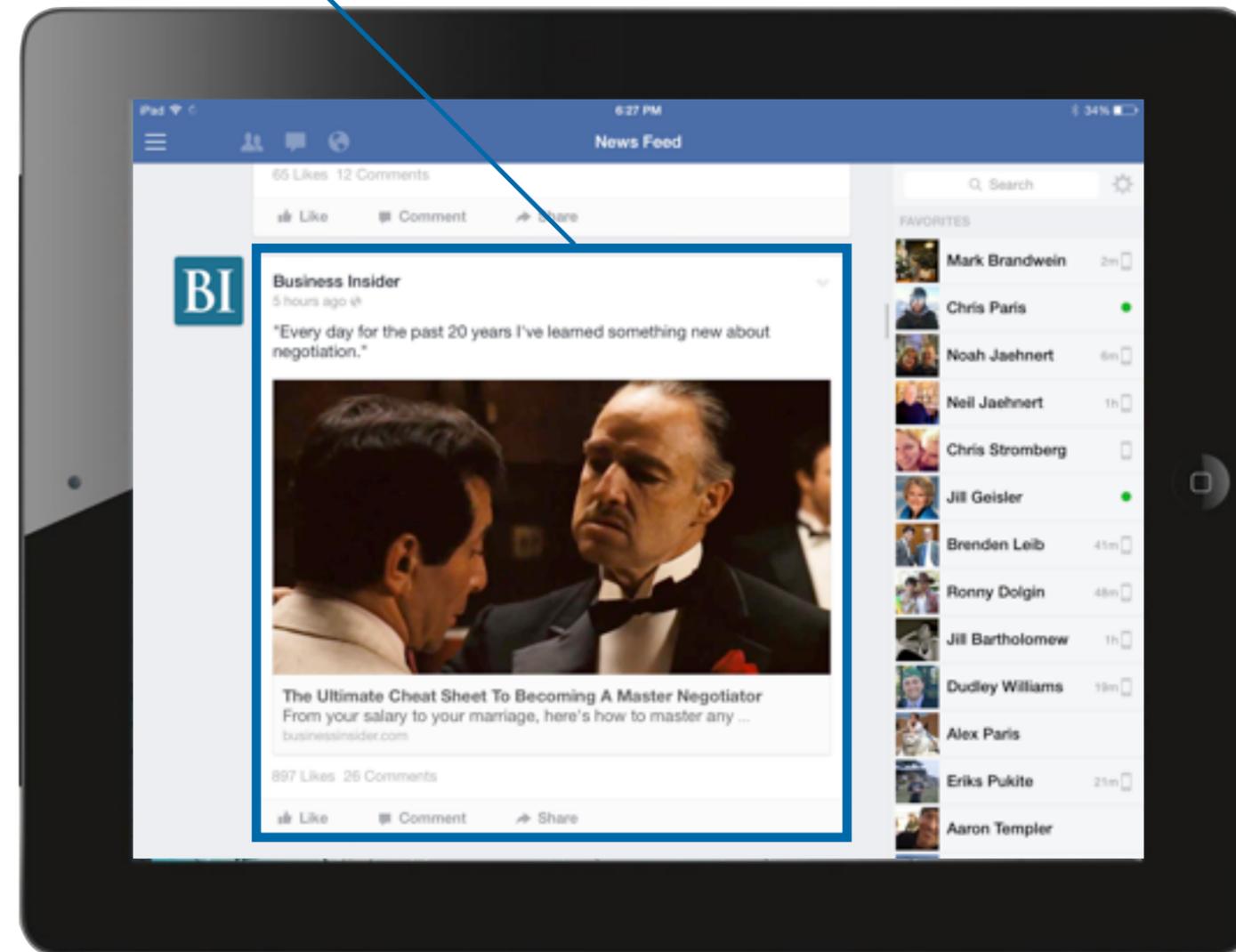
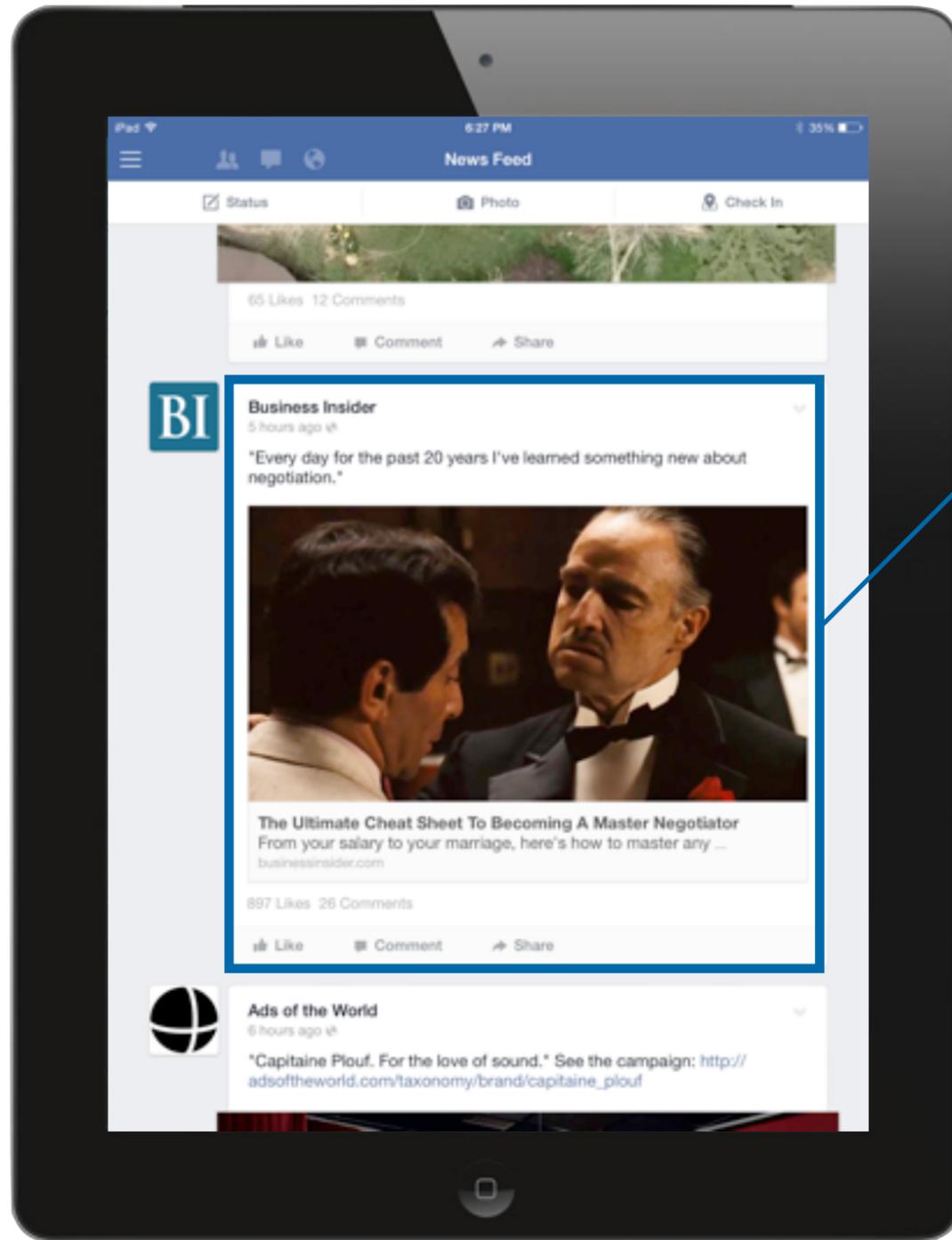
Page Post /
Promoted Post



Ad Unit /
Right Rail

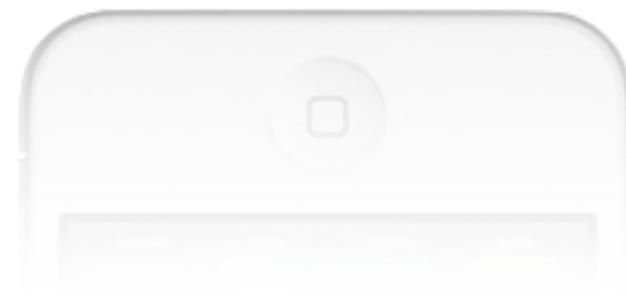
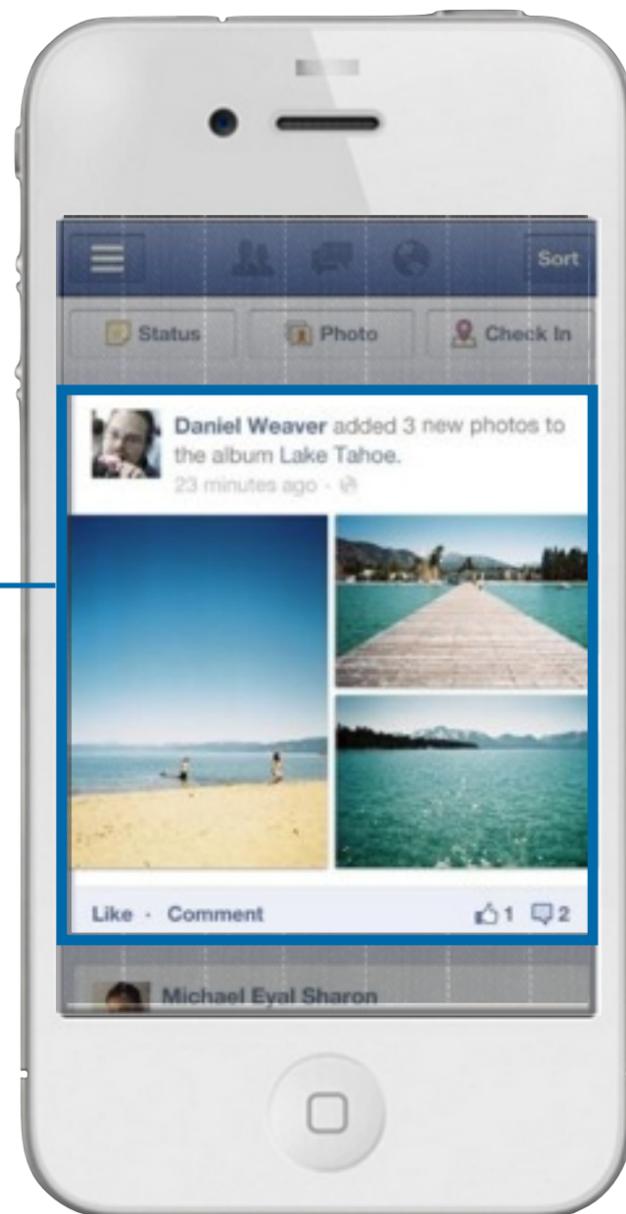


Mobile Page Post / Promoted Post





Mobile Page Post /
Promoted Post



Unit	Objective	Desktop News Feed	Mobile News Feed	Right Rail
Page Post: Photo	Awareness / Engagement			
Page Post: Video	Awareness / Engagement			
Page Post: Text	Awareness / Engagement			
Page Post: Link	Web Traffic			
Domain Ad	Web Traffic			
Offer Ad	Sales			
Event Ad	Responses / Attendance			
Page Like Ad	Page Likes			
Mobile App Ad	Drive to Mobile App			
App Ad	Drive to Desktop App			

GETTING STARTED



CACTUS



Search for people, places and things



Mike Home



Mike Lee
Edit Profile

- News Feed
- Messages 39
- Events 4
- Ads Manager

PAGES

- Odell Brewing Co 1
- Bhakti Chai 16
- Silk 20+
- International Delight 9
- Denver Zoo 10
- Cactus 1
- Memorial Health Syst... 14
- Colorado Lottery 14
- Project Health Colo... 2
- Horizon Organic 20+
- Charter Media 3
- University of Col... 20+
- Bicycle Colorado 1
- Pages Feed 20+
- Like Pages 20+

GROUPS

- Admin
- Cactus Digital Innova...
- Puget Sound Class... 7
- Create Group

APPS

- Games

Update Status | Add Photos/Video

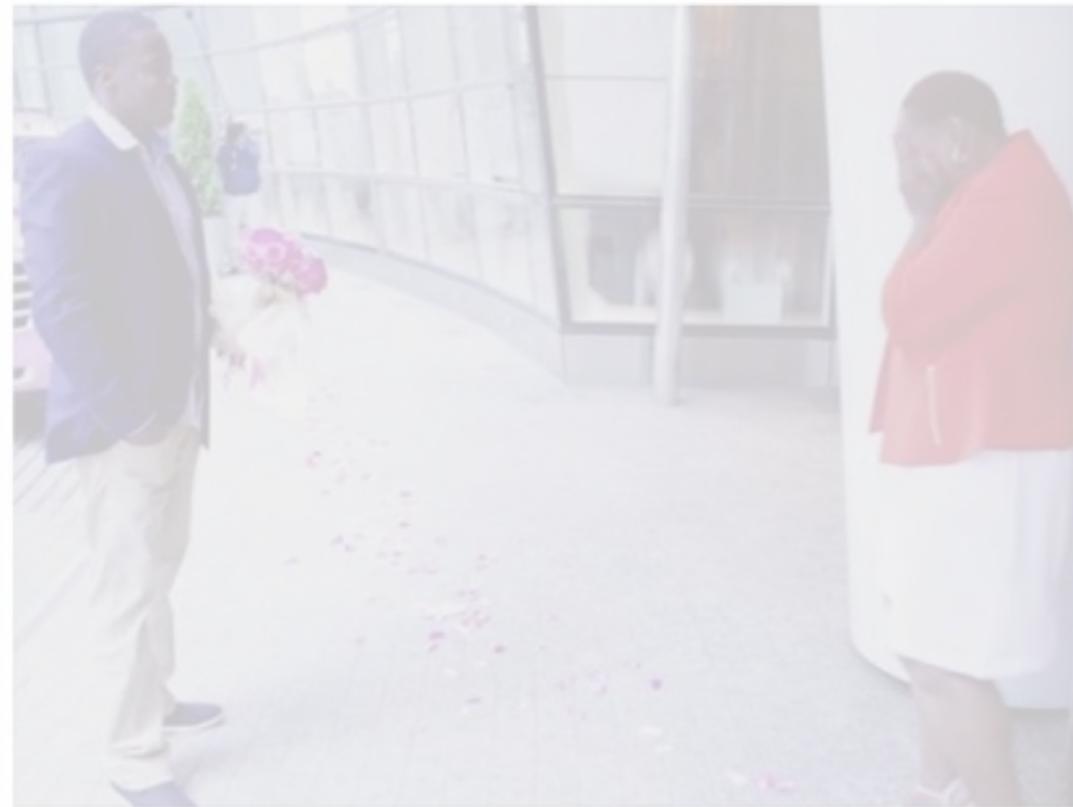
What's on your mind?



7News and TheDenverChannel.com with Bino BadAzz

26 mins · Edited ·

THANKS, MOM! NFL draft hopeful Teddy Bridgewater fulfills a promise he made to his mom when he was just 8 years old. Rose Murphy raised her son while battling and eventually beating breast cancer. "When I make it to the NFL, I'm going to buy you a pink Cadillac Escalade with pink rims," Bridgewater, now 21, recalled telling his mom when he was in the third grade. Robin Roberts was there when he made good on his promise. Watch the heartwarming surprise: <http://ch7ne.ws/QbuVrQ>



Like · Comment · Share · 832 48 99

YOUR ADS

Create Ad

Cactus - Lottery

Today Monthly

0

Ads

0

Ad Sets

0

Clicks

Boost Your Post



This post "Laila U. from Westminster won ..." is getting more engagement than 75% of your recent posts. Get more likes, comments and shares by promoting your post.

Boost Post

Tamala Creed Smith's birthday is today

Kirk Montgomery's Go... on May 12

TRENDING

Beastie Boys: Four monks breakdancing to honor Beastie Boy Adam Yauch

Gilbert Arenas: Gilbert Arenas takes shot at Roy Hibbert on Instagram

WWE

See More

SPONSORED

Create Ad

Phone + TV for \$29.90

business.comcast.com

COMCAST BUSINESS

Start with fast Internet from Comcast Business then save on phone and TV.

It all starts at Toyota

denver.buyatoyota.com

 **Mike Lee**
Edit Profile

- News Feed
- Messages 39
- Events 4

PAGES

- Odell Brewing Co
- Bhakti Chai 20
- Silk 20+
- Cactus 1
- Denver Zoo 20+
- Colorado Lottery 15
- International Delight 11
- Project Health Colo... 2
- Horizon Organic 20+
- Charter Media 3
- Bicycle Colorado 2
- University of Col... 20+
- Memorial Health S... 2
- Jackson Hole Cent... 1

- Create Ad
- Pages Feed 20+
- Like Pages 20+

GROUPS

- Admin
- Cactus Digital Innova...
- Puget Sound Class... 7
- Create Group

[Update Status](#) [Add Photos/Video](#)

What's on your mind?

 **Michael Rucier**
14 hrs · 🌐

Just done with the doctor. 18 months all clear! #beatcancer

Unlike · Comment · Share

👍 You, Tod Lokey, Jen Wigglesworth Rucier, Alyssa Maidegen Hagmann and 54 others like this.

View 11 more comments

-  **KC Dietz yes!**
12 hours ago · Like
-  **Barbara Smith Wonderful!**
12 hours ago · Like
-  **Chris Treichel I love great news!!!**
11 hrs · Like
-  **Margery Bailey doing the happy dance**
11 hrs · Like

Write a comment... 

 **Brian Wrabetz with Taylor Wrabetz and 2 others**
13 hrs · Broomfield, CO · 🌐

Our dog Maggie passed today. We hope we gave her a good life when we rescued her, and I'm certain someone left the door in heaven ajar, and she's currently checking out the whole neighborhood. We'll miss you, Maggie.



Use Facebook as:

-  Denver Zoo 20+
-  Colorado Lottery 14
-  CeDAR Alumni 5
-  Scandinavian Des... 5
-  Bhakti Chai 5

Create Page

Manage Pages

Create Ads

Manage Ads

Create App

Manage Apps

Activity Log

Settings

Log Out

Help

Report a Problem

 Tamala

 Kirk Mo

TRENDING

-  Corey P Perry
-  Jon Ste
-  Batman

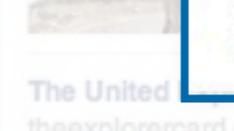
SPONSORED

Sunshine H
www.prrac

The United
theexplorercard.com

 Earn 30,000 bonus miles, priority boarding, and other travel benefits. Learn more now!

Free Shipping-\$50 Orders
competitivecyclist.com

 Castelli Body Paint Tour Limited Bib Shorts - Men's - \$124.98 - Shop Now

Why Bottled Water?
deeprokwater.com



Search for people, places and things



Mike

Home



Advertise on Facebook

Help: Choosing an Objective

#40445779 (Cactus, USD) ▾

What kind of results do you want for your ads?

-  Page Post Engagement
-  Page Likes
-  Clicks to Website
-  Website Conversions
-  App Installs
-  App Engagement
-  Event Responses
-  Offer Claims

Create ads that boost your posts and increase likes, comments, shares, video plays and photo views.



Search for people, places and things



Mike

Home



Advertise on Facebook

Help: Choosing an Objective

#40445779 (Cactus, USD) ▾

What kind of results do you want for your ads?

 Page Post Engagement

 Page Likes

 Clicks to Website

 Website Conversions

 App Installs

 App Engagement

 Event Responses

 Offer Claims

Create ads to build your audience on Facebook.



Search for people, places and things



Mike

Home



Advertise on Facebook

Help: Choosing an Objective

#40445779 (Cactus, USD) ▾

What kind of results do you want for your ads?

-  Page Post Engagement
-  Page Likes
-  **Clicks to Website**
-  Website Conversions
-  App Installs
-  App Engagement
-  Event Responses
-  Offer Claims

Create ads to encourage people to visit your website.



Search for people, places and things



Mike

Home



Advertise on Facebook

Help: Choosing an Objective

#40445779 (Cactus, USD) ▾

What kind of results do you want for your ads?

-  Page Post Engagement
-  Page Likes
-  Clicks to Website
-  **Website Conversions**
-  App Installs
-  App Engagement
-  Event Responses
-  Offer Claims

Create ads to promote specific actions for people to take on your website. You'll need to use a conversion-tracking pixel to measure your results.



Search for people, places and things



Mike

Home



Advertise on Facebook

Help: Choosing an Objective

#40445779 (Cactus, USD) ▾

What kind of results do you want for your ads?

-  Page Post Engagement
-  Page Likes
-  Clicks to Website
-  Website Conversions
-  **App Installs**
-  App Engagement
-  Event Responses
-  Offer Claims

Create ads to encourage people to install your app.



Search for people, places and things



Mike

Home



Advertise on Facebook

Help: Choosing an Objective

#40445779 (Cactus, USD) ▾

What kind of results do you want for your ads?

-  Page Post Engagement
-  Page Likes
-  Clicks to Website
-  Website Conversions
-  App Installs
-  **App Engagement**
-  Event Responses
-  Offer Claims

Create ads that get more activity on your app.



Search for people, places and things



Mike

Home



Advertise on Facebook

Help: Choosing an Objective

#40445779 (Cactus, USD) ▾

What kind of results do you want for your ads?

-  Page Post Engagement
-  Page Likes
-  Clicks to Website
-  Website Conversions
-  App Installs
-  App Engagement
-  **Event Responses**
-  Offer Claims

Create ads to promote your event.



Search for people, places and things



Mike

Home



Advertise on Facebook

Help: Choosing an Objective

#40445779 (Cactus, USD) ▾

What kind of results do you want for your ads?

-  Page Post Engagement
-  Page Likes
-  Clicks to Website
-  Website Conversions
-  App Installs
-  App Engagement
-  Event Responses
-  Offer Claims

Create ads to promote offers you created. You'll need to use an offer you've created on Facebook or create a new one right here.

FACEBOOK OFFERS

The image shows a Facebook interface. On the left, a post from Odell Brewing Co is visible, featuring a photo of a beer tent and a text update about a 5K run. On the right, a social graph shows 37 friends who liked the post and 2 friends who were present. A modal menu is open in the foreground, displaying options for creating content: Status, Photo / Video, Offer, Event, and Milestone. The 'Offer' option is highlighted.

Status **Photo / Video** **Offer, Event +**

What have you been up to?

Odell Brewing Co
Posted by Amanda King [?] · Yesterday ✨

Way to go Team Odell! These two gents represented in the Colorado Half Marathon, and we had another compete in the 5K! #BeerAndRunning!

37 Friends
Connected to Odell Brewing Co

37 friends like this

2 friends were here

Invite
Type

Status **Photo / Video** **Offer, Event +**

Offer

Event

Milestone

OFFER PREVIEW

A preview will also be sent to michael.lee@mac.com.



Odell Brewing Co posted an offer

Yesterday

Take 25% off your total purchase!



25% off

Expires 6/5/2014

Get Offer

Like · Comment · Share

Brewery · Arts & Entertainment
Keeping the craft in craft beer
Open: Sun - Tues 11am-6pm
Tours: Mon - Sun at 1, 2, 3

About

Status

Photo / Video

Offer

Event

Milestone



Odell Brewing Co
Posted by Amanda Kir...

Way to go Team Odell! Team
Colorado Half Marathon,
the 5K! #BeerAndRunning



Create Offer

Title

25% off

Description

Take 25% off your total purchase!

Image

Upload or select an image for your offer

Upload Image



Expiration Date

6/5/2014

Claims Limit

No Limit

400,000

Choose Audience

Location

Fort Collins, CO

See More Audience Options

Choose Lifetime Budget

\$98

\$260

\$520

\$780

Other

EST. REACH

20,000 - 52,000 people

More Options



Create Offer

By clicking the "Create Offer" button, I agree to Facebook's [Terms and Advertising Guidelines](#).

ese two gents
do Half



Search for people, places and things



Mike

Home



Advertise on Facebook

Help: Choosing an Objective

#1376148675986848 (Cactus, ...)

What kind of results do you want for your ads?



Page Post Engagement



Page Likes



Clicks to Website



Website Conversions



App Installs



App Engagement



Event Responses



Offer Claims



Page Post Engagement

Boost your Page post.

Ja



Jackson Hole Central Reservations



Search for people, places and things



Mike

Home



Advertise on Facebook

Help: Choosing an Objective

#1376148675986848 (Cactus, ...)

What kind of results do you want for your ads?

Page Post Engagement

Page Likes

Clicks to Website

Website Conversions

App Installs

App Engagement

Event Responses

Offer Claims



Page Post Engagement

Boost your Page post.



Jackson Hole Central Reservations



The Wort Hotel: Exclusive Spring S... ▾



The Wort Hotel: Exclusive Spring Special - Jackson Hole WY Central Reservations

6 hours ago · 4 likes

PTO kicking up their heels at the Center for the Arts Kentucky Derby party!

Saturday · 13 likes

Rise and shine. Sunrise over the National Elk Refuge.

Boosted Page Post

Your ad will boost this Page post. You can preview your ad on the right.

Show Advanced Options ▾

AD PREVIEW AND PLACEMENTS

✓ Desktop News Feed

Remove



Jackson Hole Central Reservations

Sponsored · 🌐

You still have time to save on a spring trip to Jackson Hole! The Wort Hotel is offering a discounted nightly rate for travel in May. Give us a call at 888-838-6606 to book today. <http://tinyurl.com/oeslb8z>



The Wort Hotel: Exclusive Spring Special - Jackson Hole WY Central Reservations
Famous for its rich history & beautiful style, The Wort Hotel offers a unique lodging property in the heart of downtown Jackson.

✓ Mobile News Feed

Remove

✓ Right Column

Remove

Custom Audiences ⓘ

[Create New Custom Audience...](#)

Locations ⓘ

Age ⓘ

-

Gender ⓘ

 All Men Women

Languages ⓘ

Interests ⓘ

[Suggestions](#)[Browse](#)

Behaviors ⓘ

[Browse](#)

Connections ⓘ

 All Only people connected to Denver Zoo Only people not connected to Denver Zoo Advanced connection targeting

Audience Definition



Your audience is defined.

Audience Details:

- Location: Denver (+50 mi), Colorado, United States
- on News Feed on desktop computers and mobile devices

Potential Reach: 1,880,000 people

Custom Audiences ⓘ

Choose a Custom Audience

Create New Custom Audience...

Locations ⓘ

United States

Denver + 50 mi

Add a country, state/province, city or ZIP

Age ⓘ

13 ▾

- No max ▾

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

More Demographics ▾

Interests ⓘ

Search interests

Suggestions

Browse

Behaviors ⓘ

Search behaviors

Browse

Connections ⓘ

 All Only people connected to Denver Zoo Only people not connected to Denver Zoo Advanced connection targeting

Audience Definition



Specific Broad

Your audience is defined.

Audience Details:

- Location: Denver (+50 mi), Colorado, United States
- on News Feed on desktop computers and mobile devices

Potential Reach: 1,880,000 people

Custom Audiences 

Choose a Custom Audience

Create New Custom Audience...

Audience Definition



Your audience is defined.

Create Audience **Choose the type of audience you want to create on Facebook.**

This process is secure and the details about your customers will be kept private.



Data File Custom Audience



MailChimp Custom Audience



Custom Audience from your Mobile App



Custom Audience from your Website

Cancel

Source

People

ed on FB ID

e Audience	3,300
ke Audience	1,999,700
e Audience	2,400

Custom Audiences ⓘ

Choose a Custom Audience

Create New Custom Audience...

Audience Definition



Your audience is defined.

Create Audience



Information in your file will be matched with people on Facebook to create an audience. Your contacts won't be notified that you've added them to an audience and we'll never contact them without your permission.

Name

Name your audience

Description

Add a description of your audience

Data Type

Select one ▾

Emails

User IDs

Phone Numbers

Mobile Advertiser IDs

 I agree to the Facebook Custom Audiences Terms

Cancel

Create Audience

Source

People

E
Audience

3,300

K
Audience

1,999,700

E
Audience

2,400

ed on FB ID

Custom Audiences ⓘ Choose a Custom Audience

Create New Custom Audience...

Audience Definition



Your audience is defined.

Create Audience

Choose the type of audience you want to create on Facebook.
This process is secure and the details about your customers will be kept private.

-  **Data File Custom Audience**
-  **MailChimp Custom Audience**
-  **Custom Audience from your Mobile App**
-  **Custom Audience from your Website**

Cancel

Source	People
e Audience	3,300
ke Audience	1,999,700
e Audience	2,400

Custom Audiences ⓘ

Choose a Custom Audience

Create New Custom Audience...

Audience Definition



Your audience is defined.

Create Custom Audience Pixel



Copy the code below and paste it between the <head> and </head> in your website code. Then you can set up rules to track specific actions people take across your website. Learn more in the [Help Center](#).

Send the code to your website developer

```
<script>(function() {
  var _fbq = window._fbq || (window._fbq = []);
  if (!_fbq.loaded) {
    var fbds = document.createElement('script');
    fbds.async = true;
    fbds.src = '//connect.facebook.net/en_US/fbds.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(fbds, s);
    _fbq.loaded = true;
  }
  _fbq.push(['addPixelId', '281718178669624']);
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', 'PixelInitialized', {}]);
```

Cancel

Create Audience

Source

People

ed on FB ID

e
Audience 3,300ke
Audience 1,999,700e
Audience 2,400

Developers Careers Privacy

Locations *i* United States, Colorado
Denver + 50 mi
Add a country, state/province, city or ZIP

Age *i* 13 - No max

Gender *i* All Men Women

Languages *i* English (All) x
Enter a language...

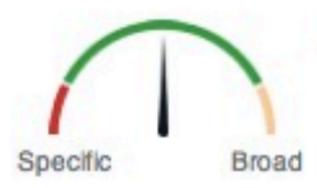
All Parents *i* Parents (All) x x
Choose parents Browse

Life Events *i* Choose life events Browse x

- Newly engaged (6 months) +
- Newlywed (1 year) +
- Newlywed (3 months) +
- Newlywed (6 months) +
- Recently moved +
- Upcoming birthday +

Connections *i* All
 Only people connected to Denver Zoo
 Only people not connected to Denver Zoo
 Advanced connection targeting

Audience Definition



Your audience is defined.

Audience Details:

- Location: Denver (+50 mi), Colorado, United States
- Parents: Parents (All)
- Language: English (US) or English (UK)
- on News Feed on desktop computers and mobile devices

Potential Reach: 400,000 people

17,148,636 people

Facebook Categories > Life Events > Upcoming birthday

Description: People who are going to have their birthday within one week.

Locations ⓘ United States, Colorado
Denver + 50 mi
 Add a country, state/province, city or ZIP

Age ⓘ 13 ▾ - No max ▾

Gender ⓘ **All** Men Women

Languages ⓘ **English (All)** ×
 Enter a language...

All Parents ⓘ **Parents (All)** × ×
 Choose parents | **Browse**

Life Events ⓘ **Upcoming birthday** × ×
 Choose life events | **Browse**

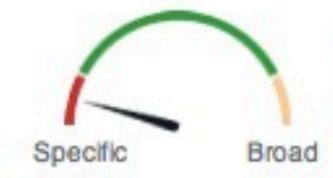
More Demographics ▾

Interests ⓘ Additional Interests
Wildlife
 Search interests | **Suggestions** | **Browse**

Behaviors ⓘ Conservation biology +
 Wildlife photography +
 Nature photography +

Connections ⓘ Canoeing +
 National park +

Audience Definition



Your audience is too specific for your ads to be shown. Try making it broader.

Audience Details:

- Location: Denver (+50 mi), Colorado, United States
- Interests: Wildlife
- Parents: Parents (All)
- Life Event: Upcoming birthday
- Language: English (US) or English (UK)
- on News Feed on desktop computers and mobile devices

Potential Reach: Fewer than 1000 people

Interests ⓘ

Additional Interests

Wildlife

Search interests

Suggestions

Browse

Behaviors ⓘ

Purchase behavior > Buyer profiles

Outdoor enthusiasts

Search behaviors

Browse

Connections ⓘ

All

Only people connected to Denver Zoo

Only people not connected to Denver Zoo

Advanced connection targeting

Include people who are connected to ⓘ

Do

25th Annual Do At The Zoo

Enter your Page, app, or event names..

Include people whose friends are connected to ⓘ

Denver Zoo

×

Enter your Page, app, or event names..

Audience Definition



Your audience is too specific for your ads to be shown. Try making it broader.

Audience Details:

- Location: Denver (+50 mi), Colorado, United States
- Interests: Wildlife
- Behaviors: Outdoor enthusiasts
- Parents: Parents (All)
- Life Event: Upcoming birthday
- Language: English (US) or English (UK)
- Friends of people connected to: Denver Zoo
- on News Feed on desktop computers and mobile devices

Potential Reach: Fewer than 1000 people

TOP TARGETING OPTIONS

Location

Reach people in cities, countries and communities where you want to do business. For example: If you're a local business, you can show your ads to people who are near your store.

Demographics

Choose the audience for your ad based on demographics like age, gender, education and more. For example: You can create different ads to appeal to different age groups or genders.

Interests

Reach people based on their interests, hobbies and Pages they like on Facebook. For example: If you sell cookware, you can reach people who like "cooking," and also cooking shows or recipe sites.

Behaviors

Find people based on their purchase behaviors, device usage and other activities. For example: App developers can reach people who are early adopters or who use a specific type of phone.

Connections

Reach people who are connected to your Page, event or app, as well as their friends. For example: You can promote an event by showing ads to the friends of people who are attending.

Custom Audiences

Create audiences based on your own customer data, including emails, phone numbers or user IDs. For example: Share a customized ad with people who've signed up for your email newsletter

CAMPAIGN AND AD SET

Help: Campaign

Campaign ⓘ Denver Zoo - Post Engagement [Change Campaign](#)

Ad Set Name ⓘ

Budget ⓘ **Per day** ▼ \$5.00

Schedule ⓘ **Per day** ✓ continuously starting today
Lifetime Budget [] date

CAMPAIGN AND AD SET

Help: Campaign

Campaign ⓘ Denver Zoo - Post Engagement [Change Campaign](#)

Ad Set Name ⓘ

Budget ⓘ **Lifetime Budget** ▼ \$350.00

Schedule ⓘ **Lifetime Budget** ✓ 2014 [] 11:11 AM
End 6/6/2014 [] 11:11 AM
(America/Los_Angeles)

Estimated Daily Reach

680 - 1,800 people

0 of 3,000 ⓘ

Ad Set Duration: 31 days

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

FUNDING SOURCES

- Ads Manager
- Account
 - Cactus - Lottery
- Campaigns
- Pages
- Reports
- Settings
- Billing**
 - Payment Methods
- Conversion Tracking
- Power Editor
- Account History
- Audiences
- Email Support

Billing Summary

Outstanding Balance
\$4,960.40 USD



\$10,000.00 USD

\$02,745.51 of Unlimited

Manage

Month of: May 2014

Payment Method: All payment methods

Download all monthly invoices

Activity Date	Transaction Date	Transaction
---------------	------------------	-------------

Invoicing over \$10,000 / month

BIDDING AND PRICING

[Help: Bidding and Pricing](#)

Bidding ⓘ

Bid for Page post engagement ▾

Pricing ⓘ

✓ **Bid for Page post engagement**

Bid for clicks

Bid for impressions

engagement on your Page post. You will
own your ad.

Place Order

Review Order

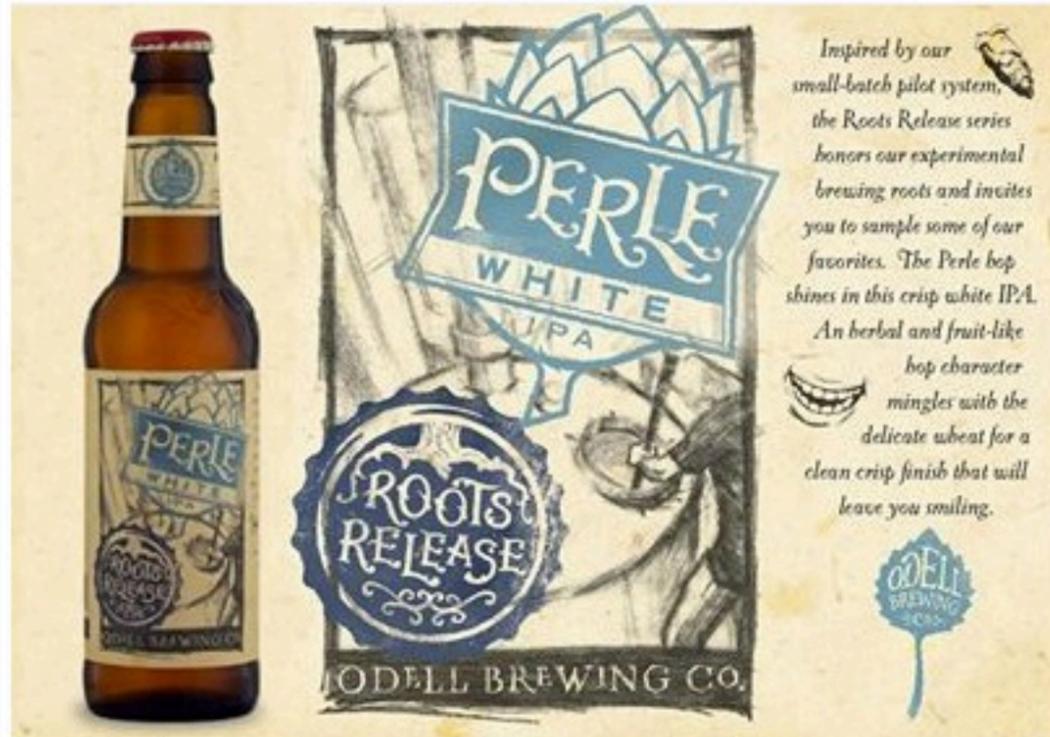
✉ [Questions about creating your ads?](#)



Odell Brewing Co

Posted by Amanda King [?] · May 2 ✨

Haven't tried Perle White IPA yet? We'll be tapping it at the brewery this weekend, and it's sure to make you smile!
#RootsRelease



Like · Comment · Share 17

270 people like this. Top Comments

Write a comment...

Shannon King Hackett Yay, Tony!
Unlike · Reply · 1 · May 3 at 9:34pm

Juhrmy Uh Obenshlags It's a good one! But I always enjoy it more on tap.
Unlike · Reply · 1 · May 3 at 9:46am

View 18 more comments

5,694 people saw this post

Boost Post

knowing what's great. It is like the water of life.

Like 1 · about 2 months ago

Recent Posts by Others on Odell Brewing Co

[See All](#)

Jonathan Oetken
Odell I'd like to introduce you to Blue Bell.... A Texa...
9 · 4 hours ago

Jeremiah Wilke
When will your brews be available in Las Vegas?
1 · 19 hours ago

[More Posts](#)

Likes

[See All](#)

Lake Flying Saucer
Gastropub · Beer Garden

Coaltrain Wine & Spirits
Liquor Store

Campus West Liquors
Wine/Spirits

The LABB
Sports Bar

Mile High Brews
Personal Blog

[See Your Ad Here](#)

Odell Brewing Co
Way to go Team Odell! These two gents represented in the Colorado Half Marathon, and we ha...



141 · 10 · 1

Boost Post Cactus © 2010 All Rights Reserved.

Odell Brewing Co shared a link.
Posted by Amanda King [?] · May 1 ✨

Throwback Thursday: The Coloradoan recently shared



Search for people, places and things



Mike

Home



Advertise on Facebook

Help: Choosing an Objective

#40445779 (Cactus, USD) ▾

What kind of results do you want for your ads?



Clicks to Website



Website Conversions



Page Post Engagement



Page Likes



App Installs



App Engagement



Event Responses



Offer Claims



Website Conversions

Promote actions you want people to take on your website.



<http://www.visitjacksonhole.com>



A conversion-tracking pixel is a small piece of code that lets you keep track of conversions, such as purchases and sign-ups, on your website.

What type of conversion do you want to measure?

Choose a category ▾

Checkouts

Registrations

Leads

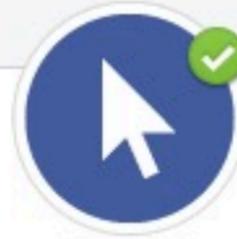
Key Web Page Views

Adds to Cart

Other Web Conversions

Use Existing Pixel

WHAT KIND OF RESULTS DO YOU WANT FOR YOUR ADS?



Clicks to Website



http://www.visitjacksonhole.com



← Back

IMAGES

[Help: Selecting Images](#)

- Use up to 6 different images to create more ads in your campaign at no extra cost. [?](#)
- Recommended image size for News Feed: 600 pixels x 315 pixels



Upload Images

Browse Library

Find Images

Reposition Images



Search for people, places and things



Mike

Home 1



Take Tour [Create Ad](#)

Ads Manager

Account

Bhakti Chai

Campaigns

Pages

Reports

Settings

Billing

Conversion Tracking

Power Editor

Account History

Audiences

Email Support

Learn More

Help

Help Community

Search your ads

HOME

All Campaigns

Notifications

You don't have any notifications

Daily Spend

You didn't have any spend during the last 5 days

February 5, 2014 - May 7, 2014

Campaigns

Ad Sets

Ads

All Except Deleted

Edit Campaigns

View Report

2 Results

<input type="checkbox"/>	Status ?	Campaign Name ?	Delivery ?	Results ?	Cost ?	Reach ?	Spent Today ?	Total Spent ?	Start Date ?	End Date ?
<input type="checkbox"/>	<input type="checkbox"/>	Bhakti Chai - Page Likes	● Inactive	4,234 Page Likes	\$0.96 Per Page Like	177,833	\$0.00	\$4,069.29 of \$4,069.29	04/08/2014 4:00pm	04/30/2014 4:00pm
<input type="checkbox"/>	<input type="checkbox"/>	Bhakti Chai - Page Likes - Los A... - 13-65	● Inactive	3,730 Page Likes	\$0.66 Per Page Like	94,856	\$0.00	\$2,497.12 of \$2,497.12	03/06/2014 8:00pm	03/30/2014 7:00pm

Ads Manager

Account

Interline

Campaigns

- Pages
- Reports
- Settings
- Billing
- Conversion Tracking
- Power Editor
- Account History
- Audiences

- Email Support
- Learn More
- Help
- Help Community

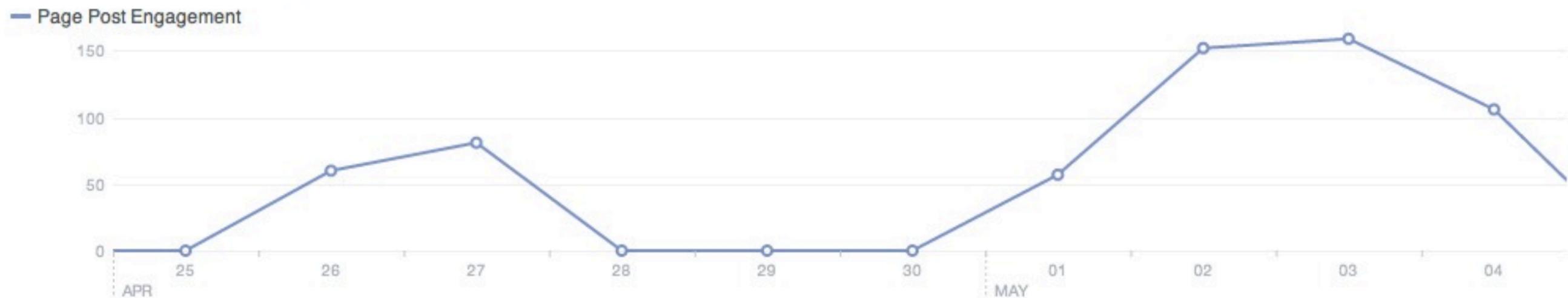
Search your ads

HOME CAMPAIGN
All Campaigns ▶ Plummers Outdoor Furniture

Create Ad In Campaign

STATUS <input checked="" type="checkbox"/>	DELIVERY ● Not Delivering Ad Sets Completed	OBJECTIVE Post Engagements	SCHEDULE Apr 25, 2014 – May 4, 2014 5:58pm 3:05pm	SPENT TODAY \$0.00	LIFETIME SPENT \$800.00 of \$800.00
--	--	--------------------------------------	--	------------------------------	---

POST ENGAGEMENTS ? 615	REACH ? 67,866	FREQUENCY ? 1.29	TOTAL SPENT ? \$800.00	AVG. COST PER POST ENGAGEMENT ? \$1.30	April 25, 2014 - May 4, 2014
----------------------------------	--------------------------	----------------------------	----------------------------------	--	------------------------------



Ad Sets Ads All Except Deleted Edit Ad Sets View Report 2 Results

<input type="checkbox"/>	Status ?	Ad Set ?	Delivery ?	Results ?	Cost ?	Reach ?	Budget ?	Spent Today ?	Total Spent ?	Start Date ?	End Date ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post 2	● Completed	474 Post Engagements	\$0.84 Per Post Engagement	43,804	\$400.00 Lifetime	\$0.00	\$400.00 of \$400.00	05/01/2014 4:05pm	05/04/2014 3:05pm
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Huntington Beach, Irvine, Los Angeles, North Hollywood... - 30+	● Completed	141 Post Engagements	\$2.83 Per Post Engagement	31,101	\$400.00 Lifetime	\$0.00	\$400.00 of \$400.00	04/25/2014 5:58pm	04/27/2014 2:37pm

FACEBOOK BEST PRACTICES

Include a [bit.ly](#) link in copy

Use the “Learn More” action button, it converts better than the other ones and versus having nothing.

Avoid the right rail ads for now. They can be effective when purchased through FBX as a retargeting unit, but significantly outperformed by in-feed units.



CACTUS

<https://www.facebook.com/help>

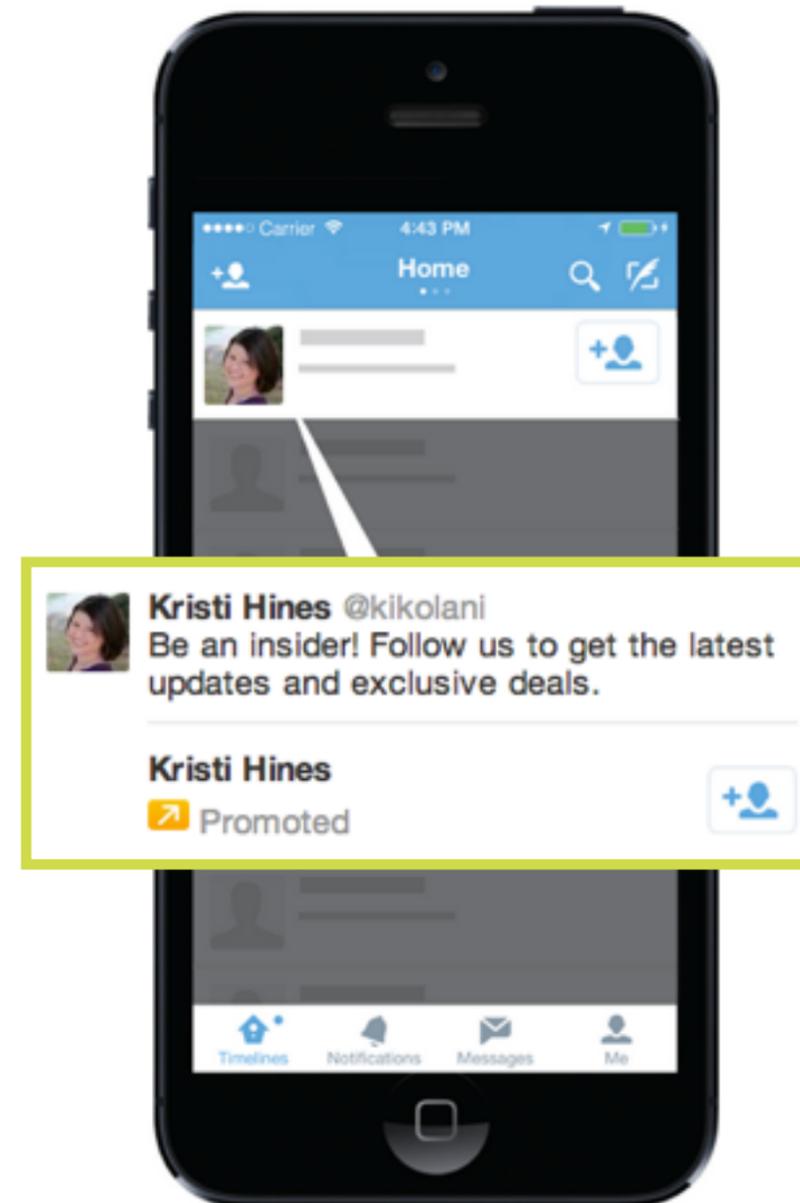


CACTUS



TWITTER ADVERTISING

- Twitter offers several types of ads
 - Promoted Accounts
 - Promoted Tweets
 - Promoted Trends



TWITTER GOALS

- **Several ways to drive results**
 - Drive Sales
 - Drive Traffic
 - Generate Engagement
 - Reach New Customers
 - Increase Brand Awareness
 - Enhance Customer Service
 - Lead generation



TWITTER TARGETING

- **Target Users By A Combination Of**
 - Keywords in timeline / Hashtags
 - Interests
 - Geography
 - Gender
 - Device (mobile, desktop)
 - Keyword search results



TWITTER PRODUCTS

- **Ad Units/Products/Services**
 - Cards (Richer content/CTAs)
 - Lead Generation
 - Website Cards
 - Conversion Tracking
 - Lookalike Targeting
 - Custom Audiences (by Twitter handle)



TWITTER CARDS

- Richer media than just 140 characters of text
 - Summary Cards
 - Photo Cards
 - Gallery Cards
 - App Cards
 - Player Cards
 - Product Cards
- Works on Mobile and Desktop

1 Bryan expands @BaristaBar's Tweet to show a signup opportunity
Bryan's info is already filled in. He only has to click the button to sign up.



The Barista Bar @baristabar
Love coffee culture? Love saving \$? Join our Coffee Club - we'll send you deals on our best drinks and treats!
[cards.twitter.com/xyz/123...](#)
Promoted by The Barista Bar

THE BARISTA Bar

Join the coffee club for daily deals
Accept this offer by sharing your email address with Barista Bar:

Bryan Sise
@bryansise
bs @gmll.com

Join the club! [View advertiser privacy policy](#)

Customizable call to action

2 Bryan's info is securely sent to The Barista Bar
He completed the entire signup in his Twitter timeline.
Now he'll receive great coffee deals by email.



Gareth Paul Jones

@gpj

Follow

Sometimes I think my days can't get any more ridiculous until today. vine.co/v/howAe99rx7u

12:46 PM - 18 Dec 2013 📍 San Francisco, CA, United States



Vine @vineapp



SoundCloud

@SoundCloud

Follow

#SCOTD is Stockholm, Sweden-based Daniel Rosenholm, aka @dubiousquip who creates a blend of blues, soul and pop. [soundcloud.com/dubiousquip/te...](https://soundcloud.com/dubiousquip/tears-of-happiness)

3:28 PM - 24 Apr 2014



SoundCloud @SoundCloud

25 RETWEETS 23 FAVORITES



TWITTER AD PRICING

- Pricing Features
 - Pay per follow
 - CPF between \$1.50-\$3.50 depending on industry/target
 - Pay for engagement
 - Only pay when someone interacts with your content
 - Bidding
 - Set Lifetime/Daily Budget



TWITTER ANALYTICS

- **Ongoing optimization**
 - In-campaign guidance
 - Instant reporting
 - Suggested Accounts
 - Suggested Interests



All campaigns Across all funding sources



Enter a credit card that will be used to pay for your advertising costs

All Tweets Account

22 Apr 2014 2PM - 6 May 2014 2PM Update



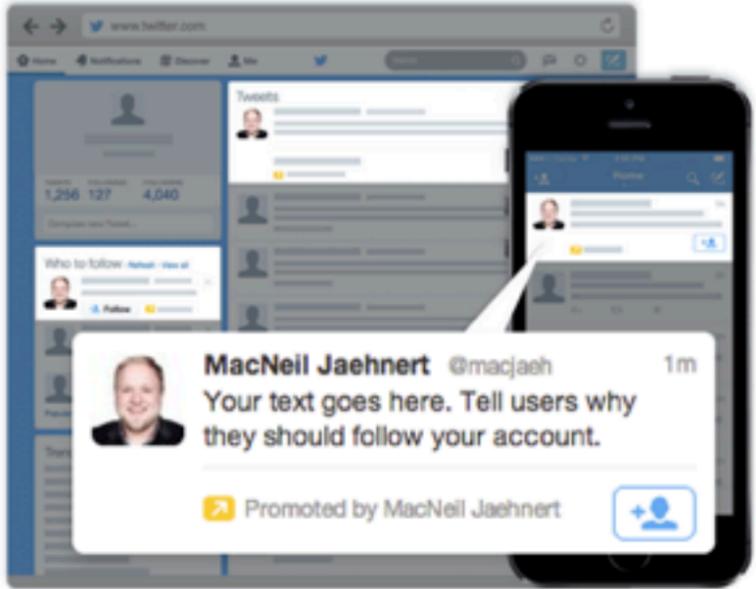
Showing 3 existing campaigns

Engagement metrics Spend metrics

CSV Daily or download XLS file CSV Hourly or download XLS file

Name and campaign type	Dates		Impressions	Engagements ?					Eng. rate
	START	END		👤	🗨️	👍	👎	🗑️	
All campaigns	-	-	0	-	-	-	-	-	-
Mac Test Account · Interests	25 Feb	-	0	-	-	-	-	-	-
First Promoted Tweets campaign Tweets · Interests	21 Mar	-	0	-	-	-	-	-	0.00%
First Promoted Account campaign	21 Mar	-	0	-	-	-	-	-	-

Launch a campaign with Twitter Ads



MacNeil Jaehnert @macjaeh 1m
Your text goes here. Tell users why they should follow your account.
Promoted by MacNeil Jaehnert

Gain more followers · [Learn more](#)

- Pay only when you add a follower via your Promoted Account

[New Promoted Account campaign](#)



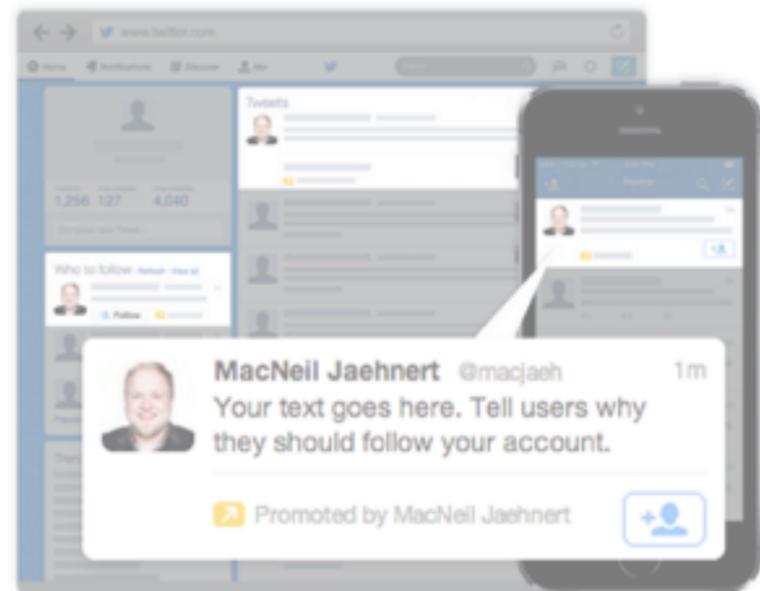
MacNeil Jaehnert @macjaeh 1m
Your text goes here. Promote engaging Tweets and reach your targeted audience at scale.
Promoted by MacNeil Jaehnert

Reach more people with your Tweets · [Learn more](#)

- Pay only when users engage — clicks on a Tweet, retweets, replies, favorites, and follows

[New Promoted Tweets campaign](#)

Launch a campaign with Twitter Ads



Gain more followers · [Learn more](#)

- Pay only when you add a follower via your Promoted Account

[New Promoted Account campaign](#)



Reach more people with your Tweets · [Learn more](#)

- Pay only when users engage — clicks on a Tweet, retweets, replies, favorites, and follows

[New Promoted Tweets campaign](#)



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All program features in Twitter's Promoted Products are confidential, including pricing, analytics, metrics, and the user interface.



My First Campaign!
PROMOTED ACCOUNT

Give your campaign a name.

My First Campaign!

PROMOTED ACCOUNT CAMPAIGN - SWITCH

When do you want to run this campaign?

[Learn more about setting campaign timeframes.](#)

- Start immediately, run continuously
- Customize start and end dates

Targeting

Choose your primary method of targeting.

- Interests and followers**
Reach people with specific interests or who are similar to followers of specific accounts
FINDING NEW AUDIENCES · CONVERSATION · PUBLICITY

- Tailored audiences**
Reach people using your own data
TARGET YOUR EXISTING CUSTOMERS AND PROSPECTS



My First Campaign!
PROMOTED ACCOUNT

Give your campaign a name.

My First Campaign!

PROMOTED ACCOUNT CAMPAIGN - SWITCH

When do you want to run this campaign?

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Reach people using your own data
TARGET YOUR EXISTING CUSTOMERS AND PROSPECTS



My First Campaign! ✎ PROMOTED ACCOUNT

Starts now, runs continuously ✎

Targeting

Choose your primary method of targeting.

Interests and followers

Reach people with specific interests or who are similar to followers of specific accounts
FINDING NEW AUDIENCES · CONVERSATION · PUBLICITY

Tailored audiences

Reach people using your own data
TARGET YOUR EXISTING CUSTOMERS AND PROSPECTS

Add @usernames to target people similar to that user's followers.

Targeting @usernames allows you to reach users with interests similar to followers of any of those accounts. For example, enter @TwitterAds to target people likely to be interested in advertising on Twitter. [Search Twitter for @handles to include.](#)

or

Then you can expand your reach by adding recommended @usernames

Also target users like your followers

620
ESTIMATED AUDIENCE SIZE

TARGETING SUMMARY

- Users like your followers
 - Enter @usernames
 - Enter interests
 - Enter locations
- AND Any gender

Add interest categories to target a broader audience as well.

Interest categories increase potential reach. We will target users interested in any of the categories you enter, in addition to any @usernames you enter above.

or

Choose all of the locations you want to reach.

Enter countries, states/regions, metro areas, or postal codes. Limit your reach to any combination of locations currently available. [Learn more](#)



My First Campaign! ✎ PROMOTED ACCOUNT

Starts now, runs continuously ✎

Targeting

Choose your primary method of targeting.

Interests and followers

Reach people with specific interests or who are similar to followers of specific accounts
FINDING NEW AUDIENCES · CONVERSATION · PUBLICITY

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Also target users like your followers

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620
ESTIMATED AUDIENCE SIZE

TARGETING SUMMARY

- Users like your followers
 - Enter @usernames
 - Enter interests
 - Enter locations
- AND Any gender



My First Campaign!

PROMOTED ACCOUNT · TARGETING INTERESTS AND USERS

Starts now, runs continuously

Users like your followers · In 1 location
1 Tweet manually selected

Tell users why they should follow your account

Displayed in both the mobile and web timelines. See best practices.

Available	1 currently promoted	Promote a new Tweet
-----------	----------------------	---------------------



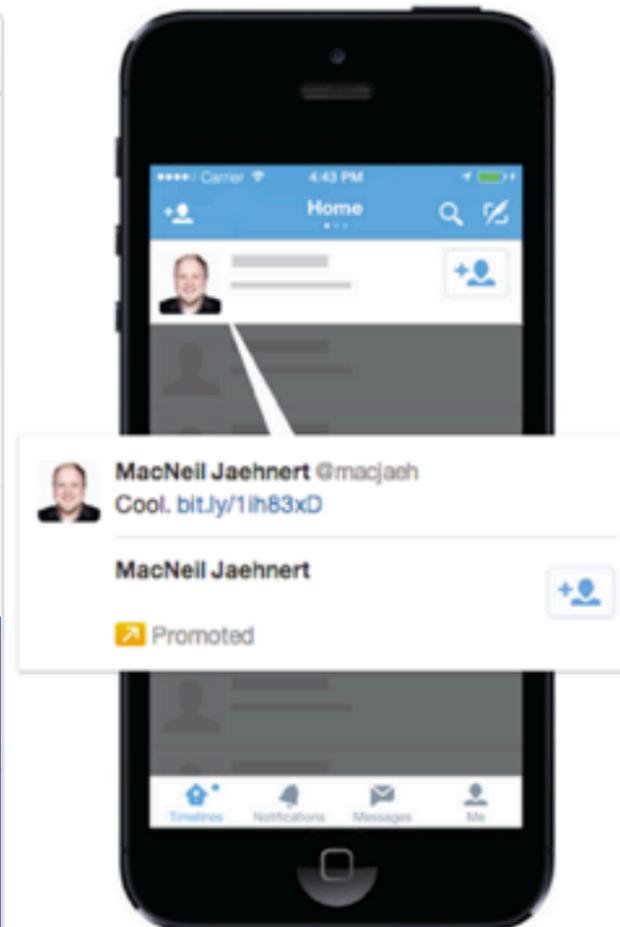
Retweeted by MacNeil Jaehnert

MacNeil Jaehnert @macjaeh 23 Apr, 11:02 PM
RT @qz: Why your dinky little startup is worth billions of dollars qz.com/202181

MacNeil Jaehnert @macjaeh 23 Apr, 10:22 PM
.@elonmusk If you want to build the gigafactory in a one bedroom apartment, I would be willing to offer part of mine in exchange for a Tesla

MacNeil Jaehnert @macjaeh 23 Apr, 10:19 PM
Cool. bit.ly/1ih83xD

MacNeil Jaehnert @macjaeh
Compose a new Tweet. For example: Be an insider! Follow us to get exclusive deals and the latest updates.



Save campaign

Cancel



My First Campaign!

PROMOTED ACCOUNT · TARGETING INTERESTS AND USERS

Starts now, runs continuously

Users like your followers · In 1 location
1 Tweet manually selected

TOTAL BUDGET
\$100

DAILY BUDGET
\$30

MAXIMUM BID
\$3

Budget · All amounts in USD \$

Set a total budget (optional).

If set, this campaign will stop running once this budget has been reached. We will not exceed this amount during the life of the campaign. [Learn more](#)

\$ 100

Set a daily maximum (required).

Cap the amount you will spend each day. The maximum resets daily at midnight, America/Los Angeles time. [Learn more](#)

\$ 30

Pacing options

Enter the maximum amount you are willing to spend per follow.

You only pay when a user follows your account. You will never be charged more than your maximum bid, and you usually pay less. [Learn more](#)

\$ 3

Suggested bid: \$2.50 – 3.50

CAMPAIGN WILL

- Start now
- AND Stop after \$100 total spent

BUDGETING

- Pay at most \$30 per day
- AND Pay \$0.01 – \$3 per follower

ESTIMATED REACH



- Estimated reach
- Targeted audience

Increase your bid to move your estimated reach closer to the full targeted audience.

Save campaign Cancel



My First Campaign!

PROMOTED ACCOUNT · TARGETING INTERESTS AND USERS

Starts now, runs continuously

Users like your followers · In 1 location
1 Tweet manually selected

TOTAL BUDGET
\$100

DAILY BUDGET
\$30

MAXIMUM BID
\$3

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Suggested bid: \$2.50 – 3.50

CAMPAIGN WILL

- Start now
- AND Stop after \$100 total spent

BUDGETING

- Pay at most \$30 per day
- AND Pay \$0.01 – \$3 per follower

ESTIMATED REACH



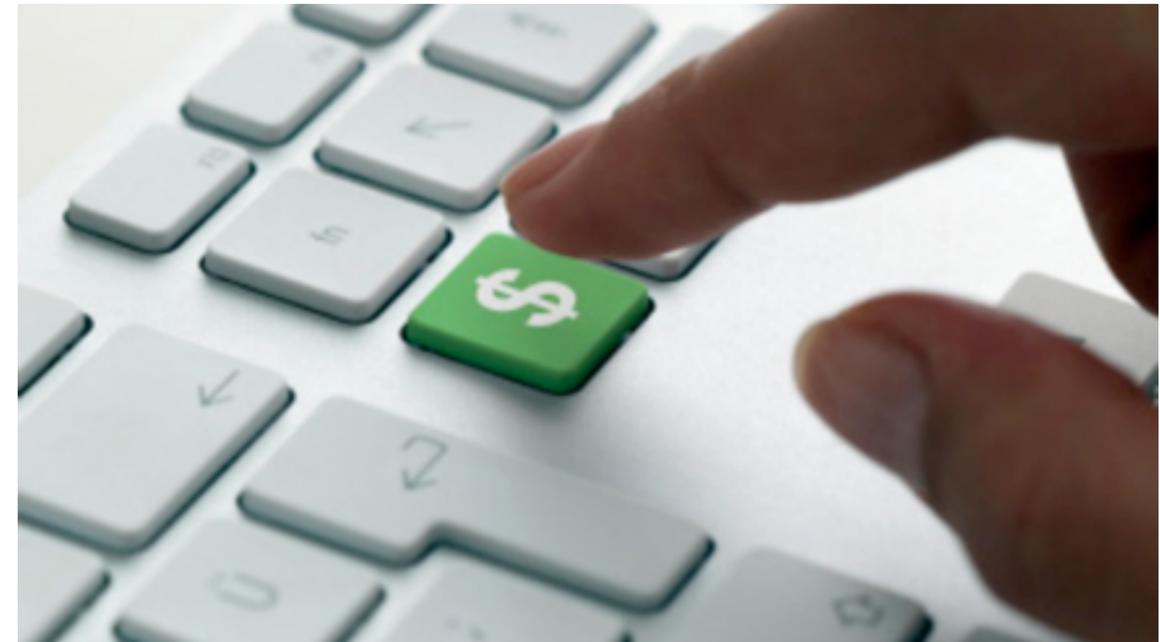
- Estimated reach
- Targeted audience

Increase your bid to move your estimated reach closer to the full targeted audience.

Save campaign Cancel

TWITTER ADS PAYMENT

- **Two ways to pay**
 - Credit Card (Under \$5k/month)
 - Invoicing (Over \$5k/month)
- **Frequency**
 - Credit Card
 - Charges occur during campaign
 - Invoicing
 - Bills are invoiced monthly



TWITTER BEST PRACTICES

Create tweets that resonate

- Powerful content will attract more engagement

Keep Tweets short and sweet

- Tweets shorter than 100 characters see a 17% higher engagement rate

Focus on real-time

- Real-time nature is twitter's primary advantage

Track trends

- Craft your content around emerging trends to gain even wider exposure



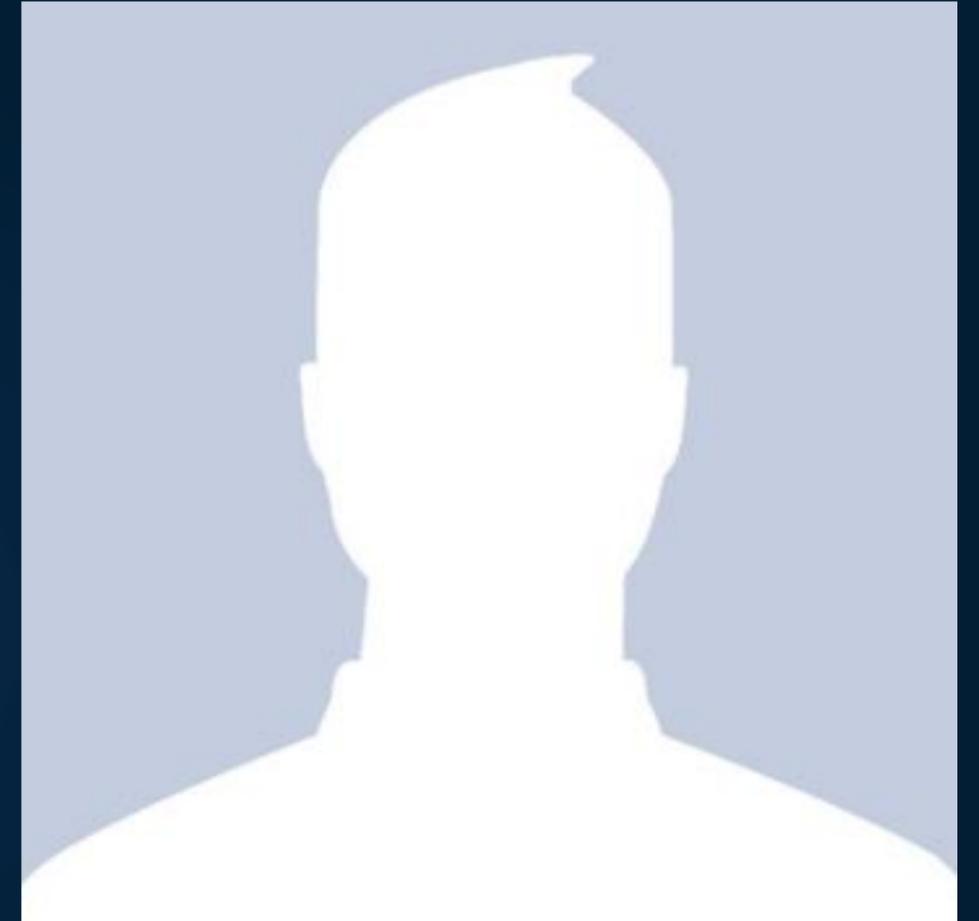
CACTUS

<https://ads.twitter.com>



CACTUS

**“IF HALF OF MY
MARKETING INVESTMENT
ISN'T WORKING, HELL IF A
QUARTER ISN'T WORKING,
A BUNCH OF PEOPLE ARE
GETTING FIRED”**



QUESTIONS?



CACTUS