

Fall Social Media Promotion Get Social This Season

The Fall is a great time to connect (or re-connect) with your customers on social media. If you have been thinking it's time to "do something about your marketing," this is a great way to take action. Now through November 15, 2018, take advantage of TLG's experts with this jump start promotion.

Small Business leaders tell us:



don't know if their marketing strategies work



know their strategies aren't working



can say their marketing efforts are effective

What you get:

- 10 professionally crafted posts/month tailored to your specific audience and goals
- Choose your platform(s): Facebook, Instagram, Twitter
- Professional monthly performance report, including results and recommendations
- 1 hour/month consultation with our Digital Manager

How it works: *It's Easy!*

- You sign up for three or more months (you may lock in up to 12 months at promotional pricing).
- Provide a credit card for monthly billing (this helps us cut down on overhead to bring you low prices)
- Set up a call with Kieran Bailey, our Digital Manager. She will walk you through every step of the process.

How much does it cost?

- \$296/month

TLG can help you meet your goals.

Contact **Robert Hart**

rhart@thelazogroup.com

(617) 447-6111

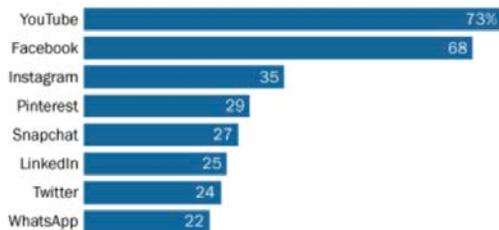
thelazogroup.com

In the Know: Social Media

A reflection of society today, social media is always changing. From eyeballs to algorithms, TLG has you covered. Here's a list of recent facts and figures we've recently compiled.

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use ...



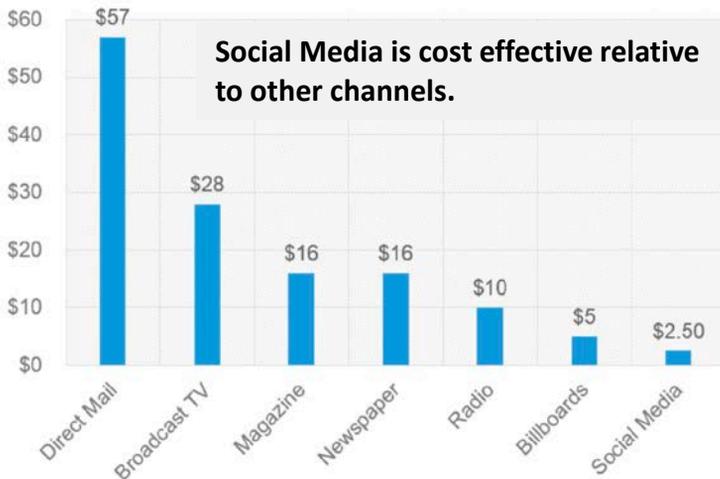
Source: Survey conducted Jan. 3-10, 2018

Pew Research Center

Is YouTube an opportunity for you?

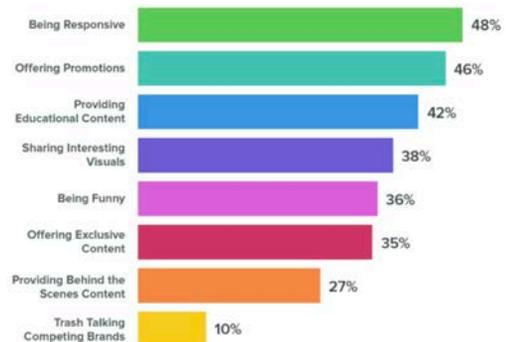


Marketing Profs



Brand Actions on Social That Prompt Consumers to Purchase

Q2 2017



sproutsocial

sproutsocial.com/index

Social Media Budget Recommendations

A question we are frequently asked is what should my budget be? You are in the driver's seat of your business, but below is some guidance compiled from experts.

General rules of thumb for how much your budget should be:

- Most companies spend about 5% to 15% of annual revenue on marketing
- Of the total marketing budget, approximately 30% to 35% should be spent on digital marketing activities
- Of the digital marketing budget, about 15% to 25% usually gets spent on social media marketing efforts(organic and paid)
- Many of the social platforms, like Facebook, give some degree of preference to video content, even paid video content.

(Source: <https://www.webstrategiesinc.com/blog/how-to-set-a-realistic-social-advertising-budget>)

Guidance from Facebook on how to allocate your social dollars:

- Keep in mind what's most important for you to control - your total spend or your cost per optimization event.
- If your main goal is to spend a specific total amount, set that amount as your budget. Then give Facebook as much flexibility as possible in bidding and targeting so we can spend it. For example:

If you have \$1000 to drive people to your website, set a budget of \$1000, set link clicks as your optimization event, make your target audience broad and use the lowest cost bid strategy without a bid cap. This tells the delivery system to get you the most link clicks for the lowest cost possible while also spending your full \$1000 budget.

- If your main goal is to control your cost per optimization event, you'll want to choose a constrained bid strategy and enable us to spend as much as possible as long as we meet that cost goal. For example:

Say your optimization event is purchases and you know you make a \$10 profit as long as the cost of a purchase is \$100 or less. You could set a high budget as long as you pair it with a bid cap or cost target of \$100 or less. Since you're profiting from each purchase, there's probably no reason you wouldn't want as many as possible. Eventually we might saturate your audience and run out of purchases or your creative might stop working, but this type of constraint may be preferable to missing out on profit because your budget was too low.

Tip: If you use a bid cap or cost target for a conversion-optimized ad set, we recommend setting your budget at least five times as high as your bid cap or cost target. This makes it possible to get at least 5 conversions per day. Learn more about conversion optimization.

(Source: https://www.facebook.com/business/help/214319341922580?helpref=faq_content)