



GOVERNMENT &
PUBLIC SECTOR
PRACTICE



Europe in my region

**Webinar:
Support for paid social media
activities by partner MAs**

#EUinmyregion

The WPP team

SPEAKERS



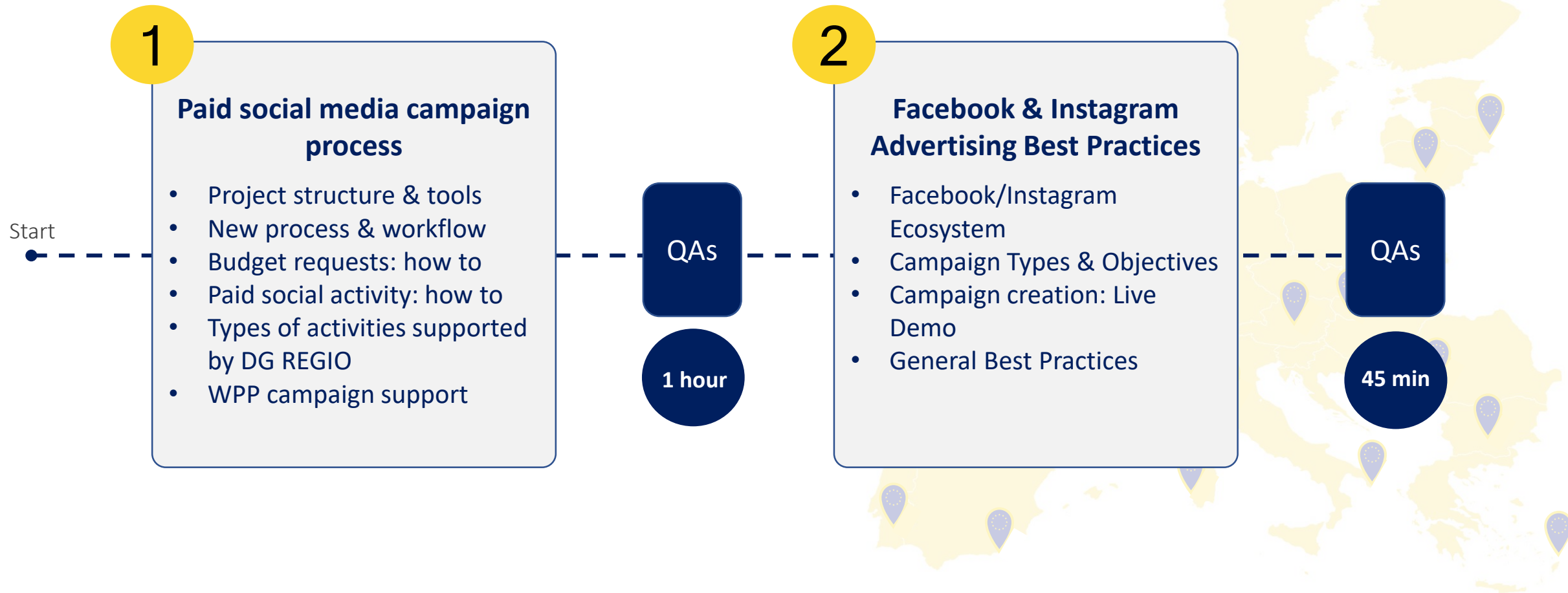
Agustin Prats
Paid Social Director
at OSL (WPP)



François Faggianelli
Paid Social Strategist
at OSL (WPP)



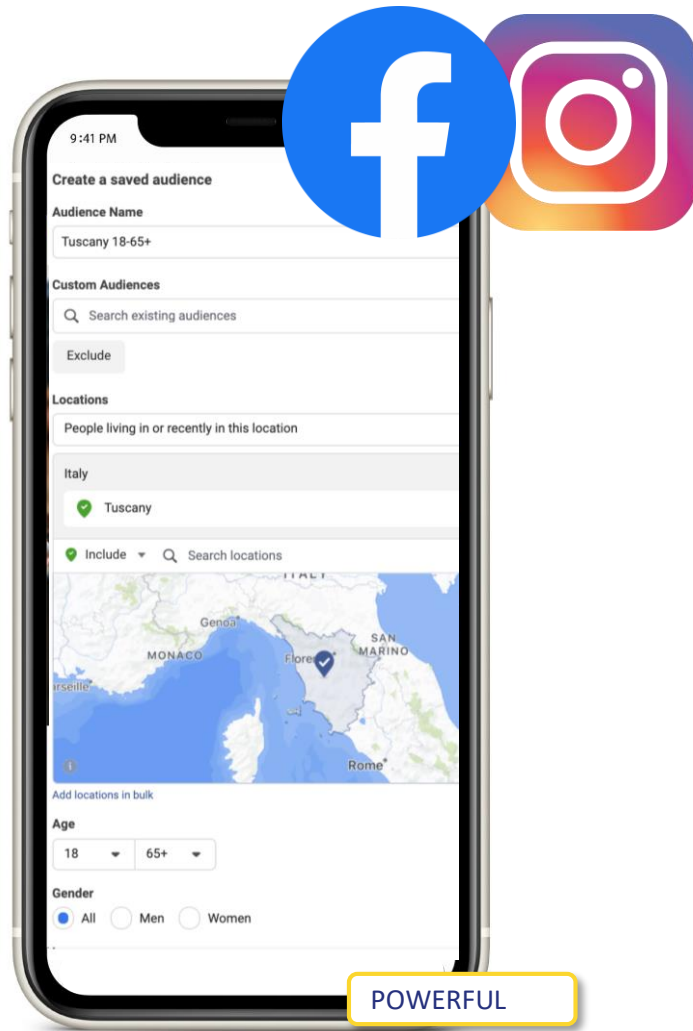
Agenda for today





**1 PAID SOCIAL MEDIA
CAMPAIGN PROCESS**

Why paid social?



Paid social will help us amplify our message by reaching out to larger audiences through the digital environment.

- Thanks to paid social media we can define our audiences as we need, reaching those that are relevant to the project.
- The reach of our campaign is defined by both our targeting and the budget allocated to the campaign.
- Paid social opens a door to our citizens' pockets via their smartphones.
- This is now more relevant than ever as COVID-19 has caused a quick acceleration of digitalisation.

1 PAID SOCIAL MEDIA CAMPAIGN PROCESS:
PROJECT STRUCTURE

1 Central team
at DG REGIO

27 Member
States

+ Complex
national
realities



1 PAID SOCIAL MEDIA CAMPAIGN PROCESS:

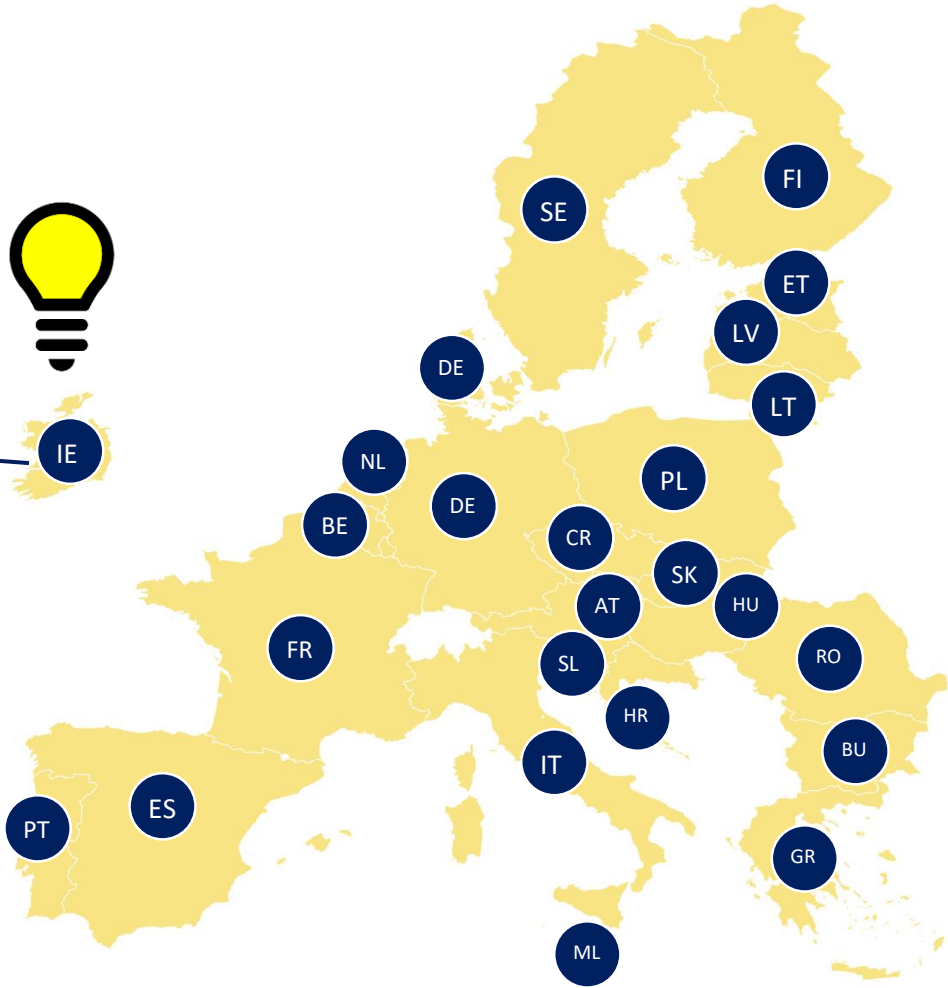
NEW PROCESS & WORKFLOW

Working model: budget requests



DG REGIO is giving the opportunity to regional Managing Authorities to tap into a budget to p... EU supported activities. Due to the vol... IAs and the variety of projects, we need a process that provides flexibility to the MA... and facilitates DG REGIO's coordination and management.

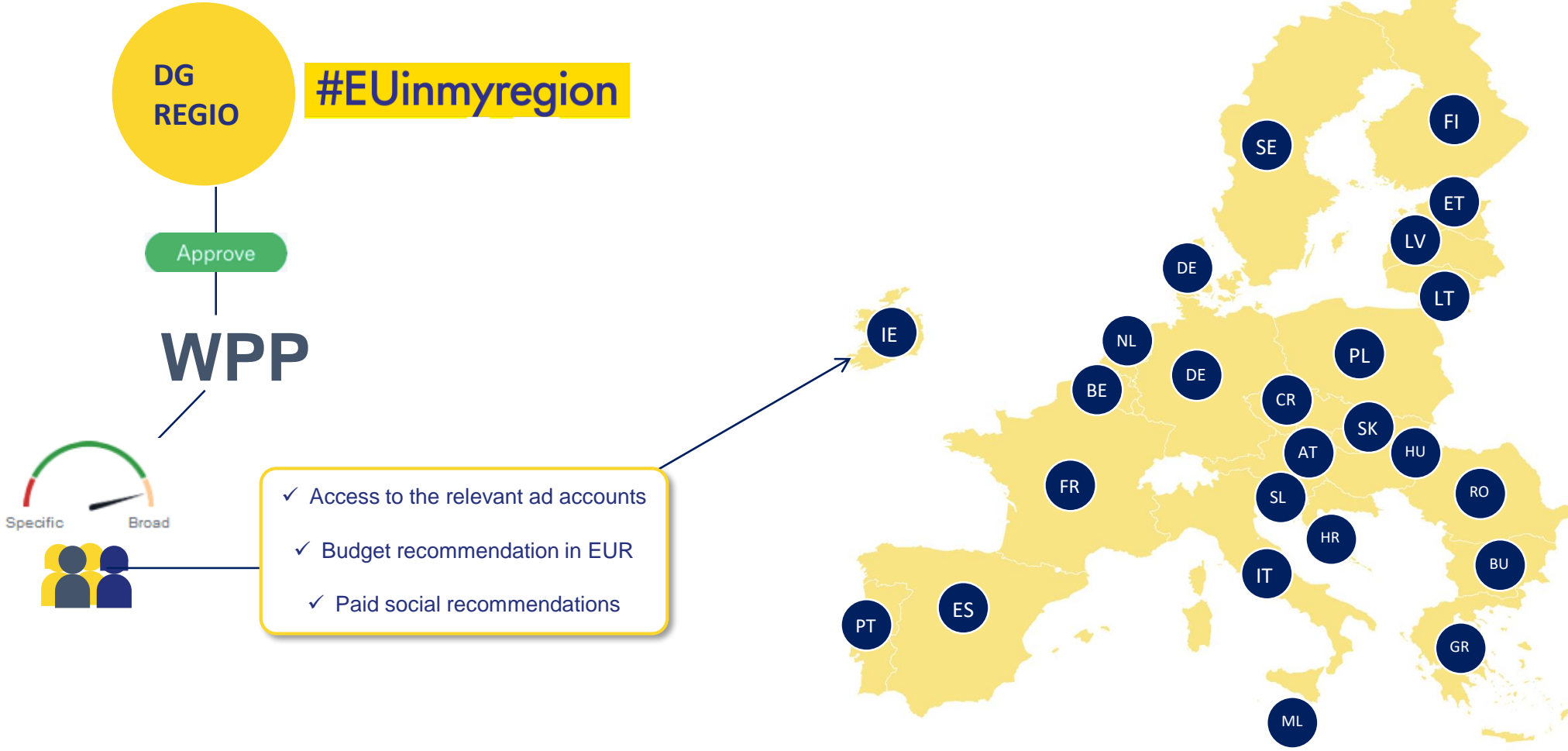
Budget request



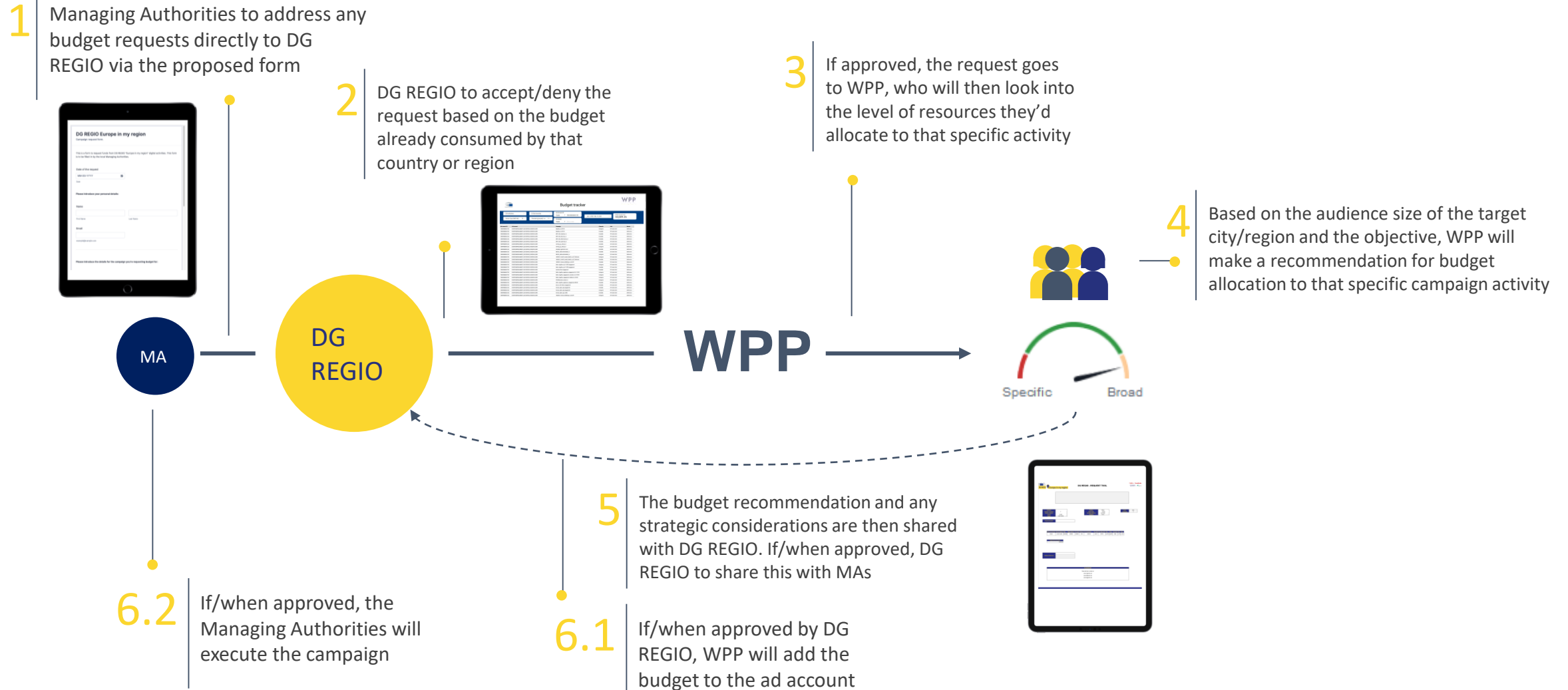
DG REGIO will evaluate the requests based on

- Type of request
- Budget consumed by region/country

Working model: budget requests



Bullet-proof semi-automated process



1 PAID SOCIAL MEDIA CAMPAIGN PROCESS:

TYPES OF ACTIVITIES COVERED OR ENCOURAGED

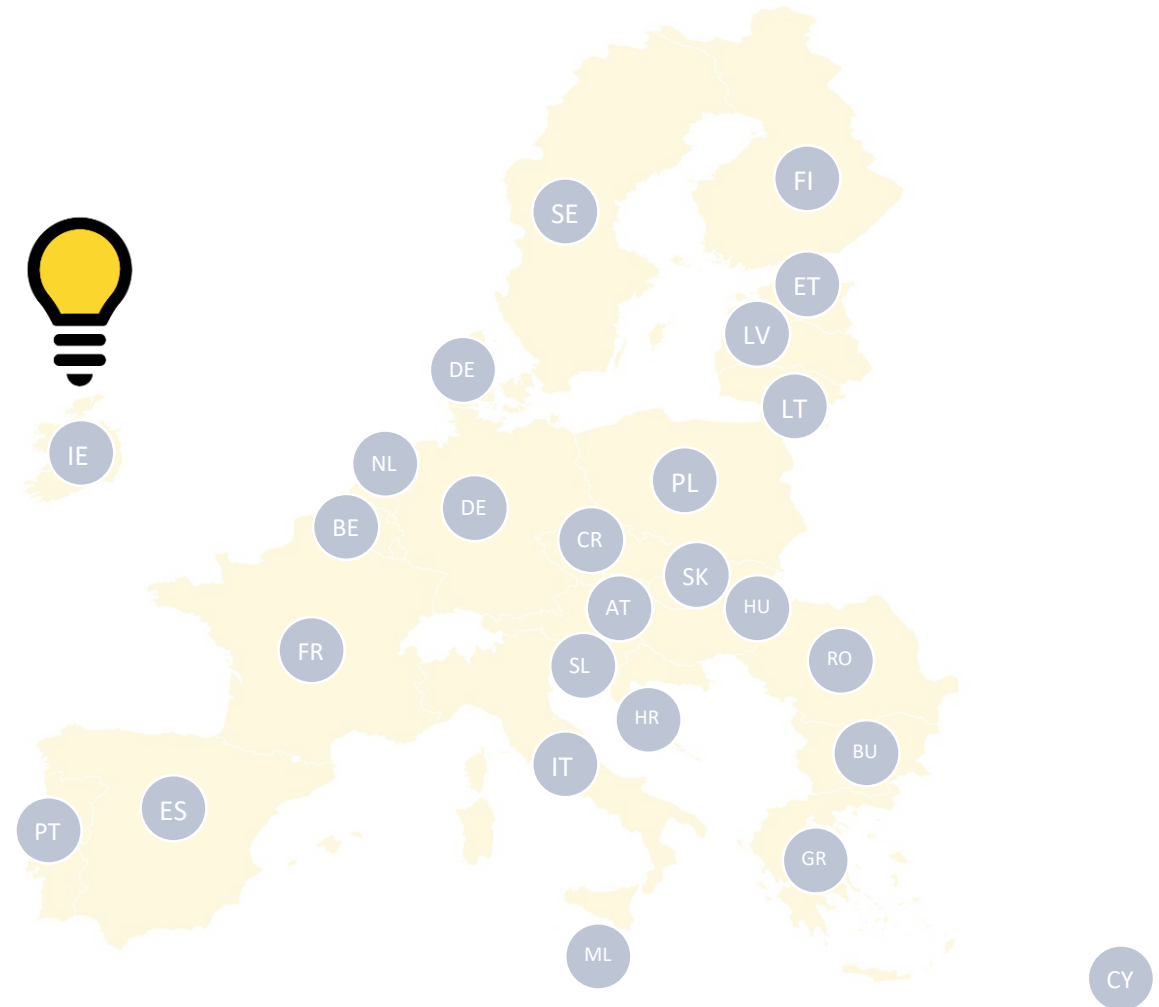
Which activities?

Local festivities, events...

Online events such as webinars, digital expositions...

Promoting videos

Any other ideas? Share them with us!



1 PAID SOCIAL MEDIA CAMPAIGN PROCESS:

BUDGET REQUEST: HOW TO



1 Basic information about the request (date & person that made the request)

2 Information about the campaign you're requesting budget for

3 Information about access to DG REGIO's ad accounts

4 Form submission

1 Date of the request *
MM-DD-YYYY
Date

Please introduce your personal details:

Name *
First Name Last Name
Email *
example@example.com

2 Please introduce the details for the campaign you're requesting budget for:

What institution do you represent? *

What EU-27 country would this budget be used for? *
Please Select

What region(s) of that country? *

Please describe the type of content you wish to promote: *
Examples of content are: short videos, story videos, carousels, still image...


What platforms would you like to push this content on? If you don't know, WPP specialists will provide a recommendation for you. *

Facebook
 Instagram
 Both
 I don't know

Ideal start date of the campaign: *
MM-DD-YYYY

Please bear in mind that the request will have to be processed by DG REGIO and the communication agency, so please make sure you give them enough time to prepare this request. We would advise to give them at least 3 weeks to process this request.

Upload any relevant files you wish to share with DG REGIO or WPP


Browse Files
Drag and drop files here

3 Please read carefully

The campaign has to be executed via DG REGIO ad accounts. To do so you need to receive access to one or more of these ad accounts.

You can either request to receive access directly to our ad account, or link this ad account to your Facebook Business Manager if you have one.

If you need access to one ad account, please fill in section (1) or (2) below. We would recommend option (1), if possible, so you can manage access to the ad account on your side. If you already have access to DG REGIO's ad account, then please skip this step.

Do you already have access to DG REGIO ad accounts? If you don't, how would you prefer to receive access? *

I already have access to DG REGIO ad accounts (if so, no need to complete the steps below)

(1) Request to link the ad account(s) to your Business Manager

(2) Request to receive access to our ad accounts directly via your email address

(1) Request to link our ad account(s) to your Business Manager

(2) Request to access directly to our ad account(s) via your email address

4 Submit the form



Form submitted by a **Managing Authority**



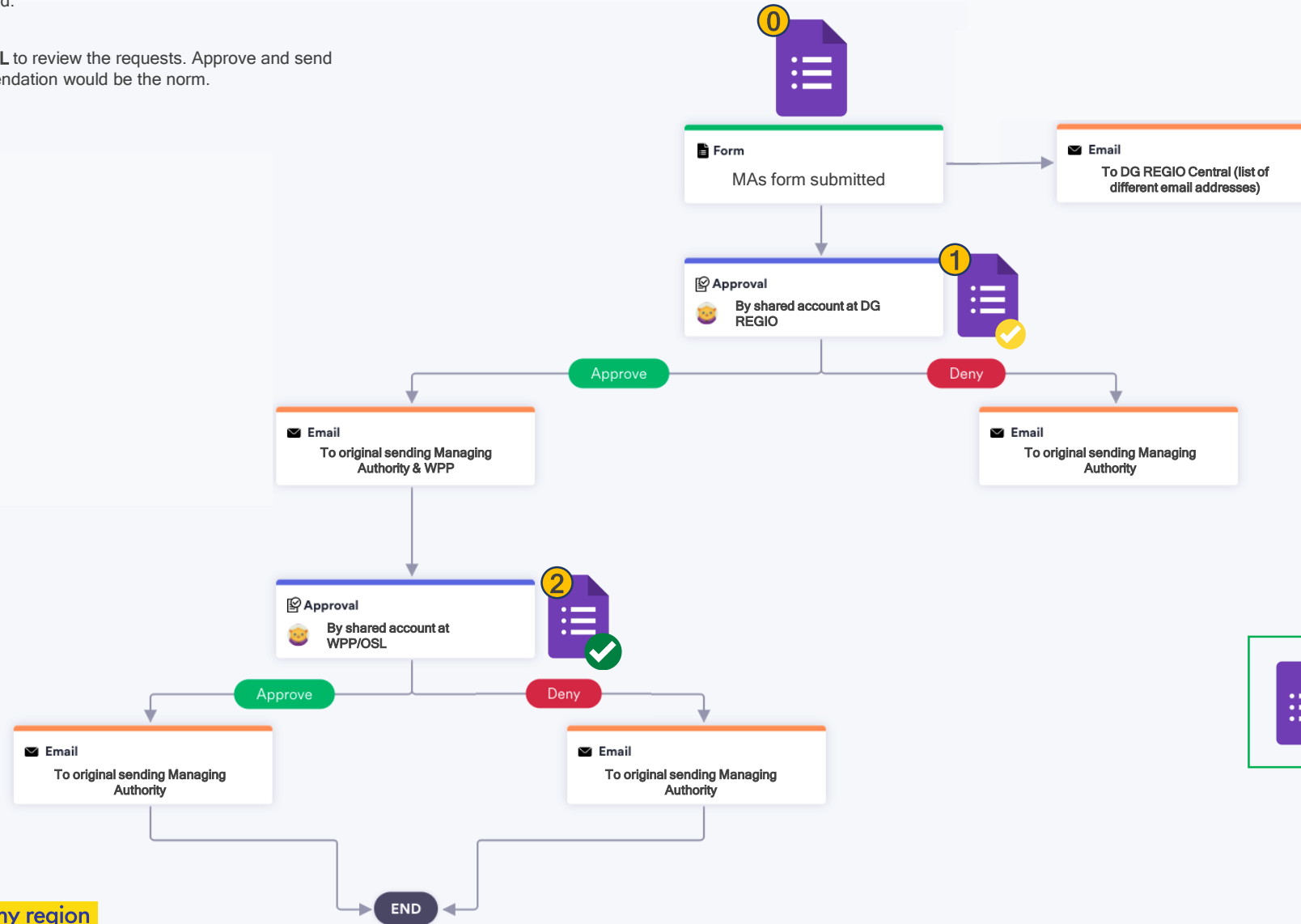
DG REGIO (central) to review the requests based on budget allocation and/or criteria previously mentioned.




WPP/OSL to review the requests. Approve and send recommendation would be the norm.

MAs budget request reviewal process - JotForm

The process outlined below captures the workflow starting with the Managing Authority making a budget requests from DG REGIO EUIMR campaign, right until the end when the budget gets approved, and they receive a set of recommendations.



 All steps except those with this icon are fully automated.

LIVE DEMO

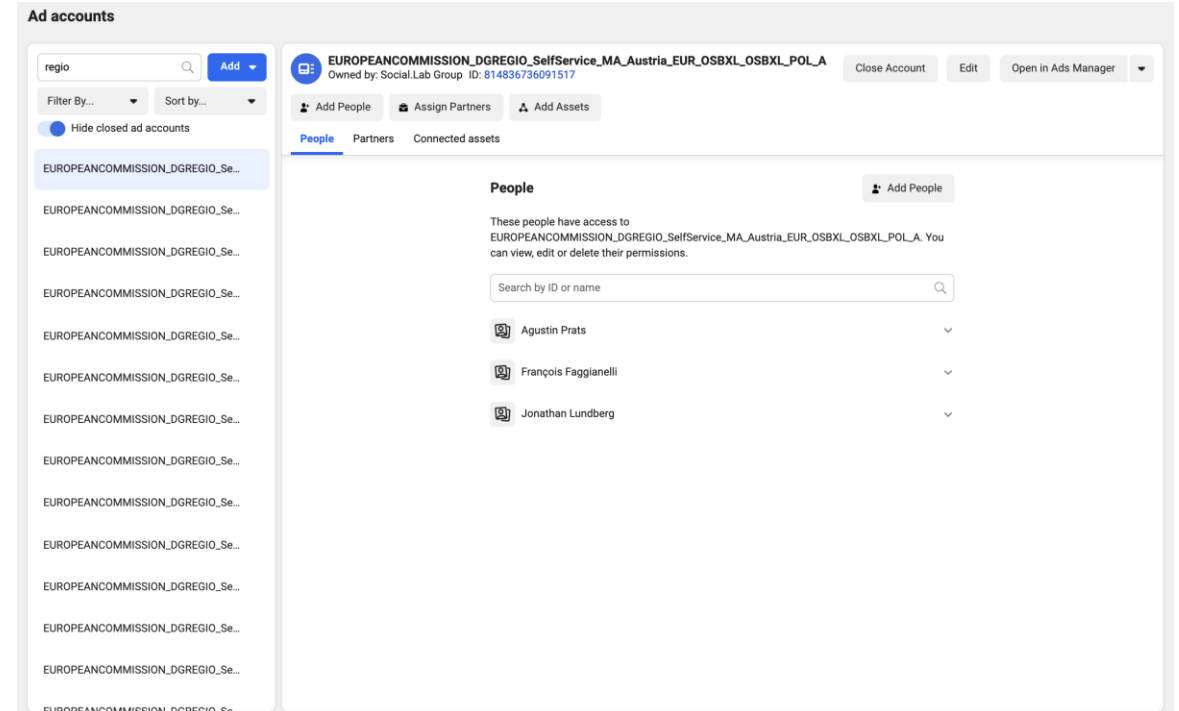
1 PAID SOCIAL MEDIA CAMPAIGN PROCESS:

PAID SOCIAL ACTIVITY: HOW TO

Ad accounts & Facebook pages

The campaign will be managed by you, the Managing Authorities of the EU, but will be launched through DG REGIO ad accounts.

- ✓ 27 self service ad accounts: one per Member State
- ✓ 1 Central DG REGIO ad account
- ✓ 1 Central WPP ad account



The screenshot displays the Facebook Ad Manager interface for an ad account. The account name is "EUROPEANCOMMISSION_DGREGIO_SelfService_MA_Austria_EUR_OSBXL_OSBXL_POL_A" and it is owned by "Social.Lab Group" with ID "814836736091517". The interface includes a search bar with "regio" entered, filter and sort options, and a "Hide closed ad accounts" toggle. The main content area is divided into "People", "Partners", and "Connected assets" tabs. The "People" tab is active, showing a list of users with access to the account: Agustin Prats, François Faggianelli, and Jonathan Lundberg. A search bar for "Search by ID or name" is also present.

How to access DG REGIO ad accounts?

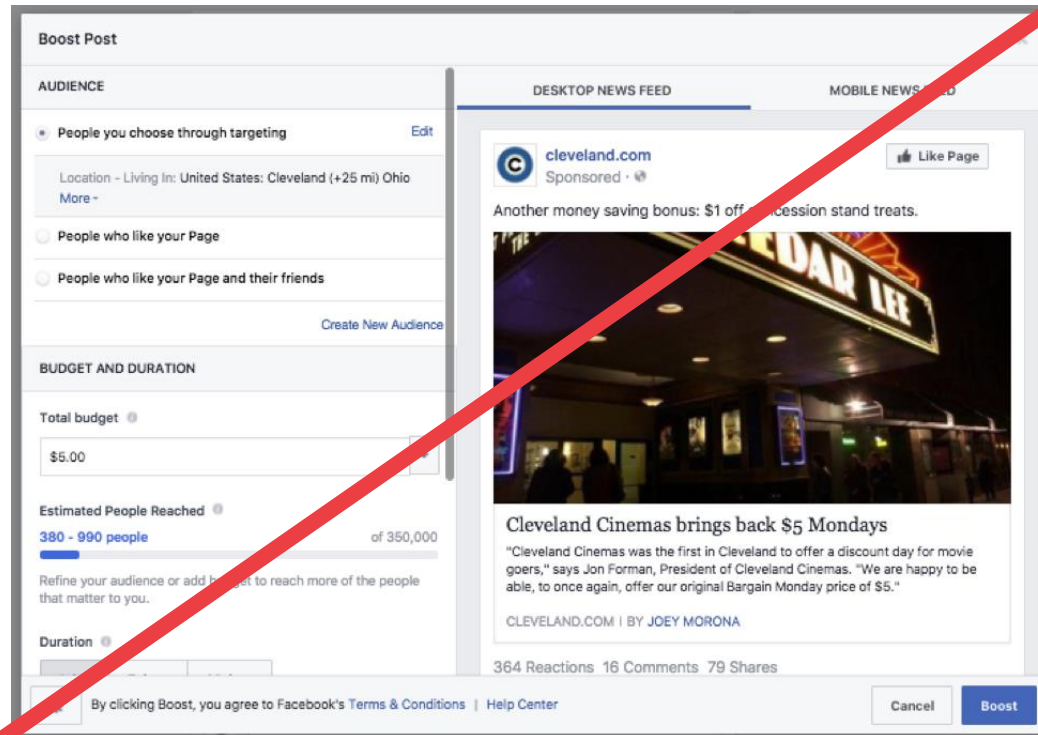
1 We link the ad account to your own Business Manager

2 We provide you with access to our ad account directly



How to proceed once you're in the right ad account?

1 Do not use Boost Post functionalities



2 Follow this naming convention

- Institution name
- Country
- Region
- Activity name

Example:


JuntadeAndalucia_Spain_Andalucia_ticketsmuseum


1 PAID SOCIAL MEDIA CAMPAIGN PROCESS:

WPP CAMPAIGN SUPPORT

- ✓ Recommendation on platform and placements
- ✓ Some benchmarks you can compare your campaign against
- ✓ Budget recommendation
- ✓ Variety of resources to improve your experience and campaign management

This tool is a WIP




Europe in my region

DG REGIO - REQUEST TOOL

| | |
|---------------------|---------------|
| Institution | |
| Number of countries | 2 |
| Number of regions | |
| Country | Austria |
| Region | Lower Austria |

| | |
|--------------------|-------------|
| Platform | FB&IG |
| Buying Type | Auction |
| Campaign Objective | Link Clicks |
| Targeting | Broad |

| | |
|--------------|-----|
| Reach | 25% |
| Frequency | 2 |

| | |
|----------------------------|--|
| Project Description | |
|----------------------------|--|

| Name of Country(s) | name of region(s) | MAU | Target audience | Est. reach | Reach (%) | Est. impressions | Est. CPM | Est. Video views | WVR | CPV | Link clicks | CTR | CPC |
|--------------------|-------------------|---------|-----------------|------------|-----------|------------------|----------|------------------|--------|---------|-------------|-------|--------|
| Austria | Lower Austria | 2000000 | 1200000 | 300000 | 25% | 600000 | 5,92 € | 136740 | 22,79% | 0,026 € | 10620 | 1,77% | 0,33 € |

| | |
|------------------------------|-----------|
| Budget Recommendation | 3552,00 € |
|------------------------------|-----------|

| | |
|-----------------------------|--|
| Additional Resources | |
| | |
| | |
| | |

Any Questions?

Please feel free to contact us:

person1@email.com

person2@email.com

person3@email.com



QUESTIONS & ANSWERS SESSION



2 FACEBOOK & INSTAGRAM ADVERTISING BEST PRACTICES

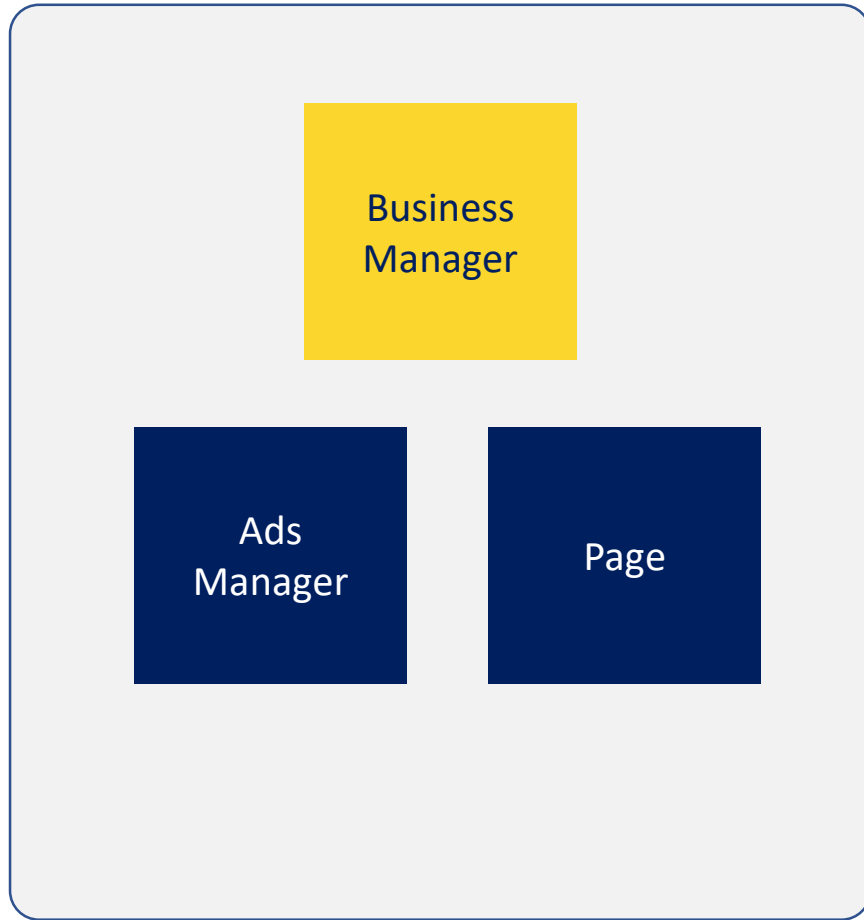
2 FACEBOOK & INSTAGRAM ADVERTISING BEST PRACTICES

FACEBOOK/INSTAGRAM ECOSYSTEM

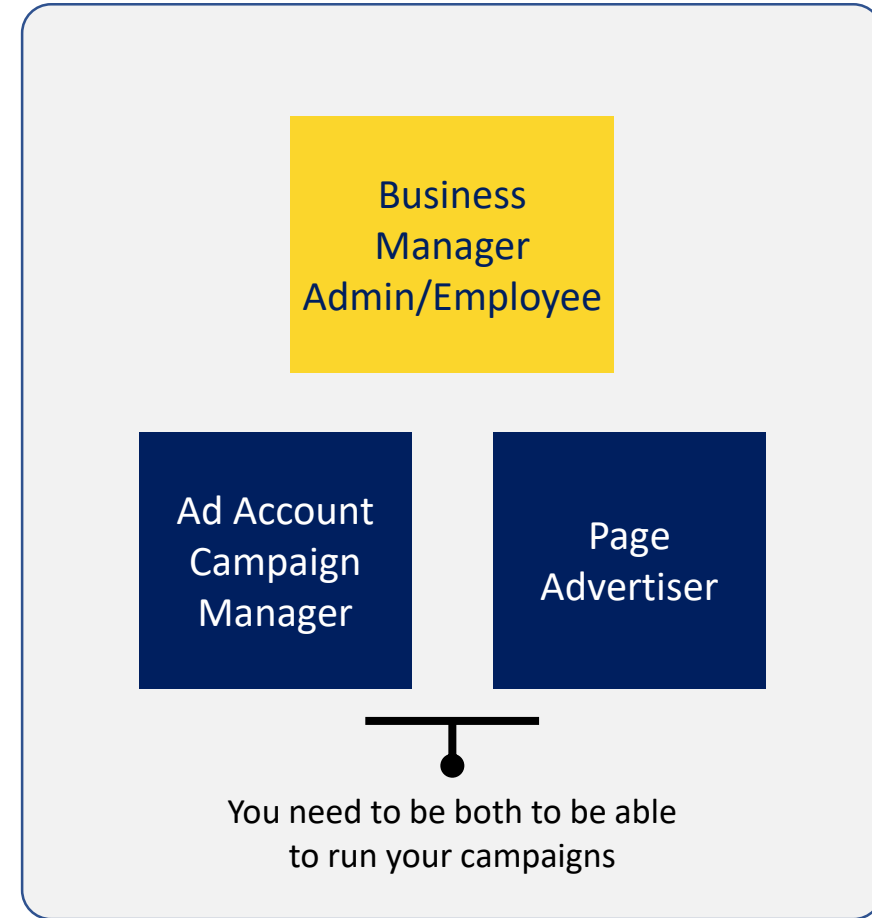
A unified advertising solution



Facebook Business Manager



TOOLS



ROLES

2 FACEBOOK & INSTAGRAM ADVERTISING BEST PRACTICES

CAMPAIGN TYPES & OBJECTIVES

Reach & Frequency VS. Auction

Buying Type

Reach and Frequency












Auction

Reach and Frequency

- Good for all types of budget and audience size
- Cost effective for direct-response campaigns
- Full freedom to edit, pause and cancel the campaign

- Broad Awareness campaigns
- Wide audience
- Predict reach and frequency
- Predict placements and costs
- Significant budget needed

Facebook/Instagram Campaign Objectives - Overview

| Awareness | Consideration | Conversion |
|---|--|---|
|  Brand awareness |  Traffic |  Conversions |
|  Reach |  Engagement |  Catalog sales |
| |  App installs |  Store traffic |
| |  Video views | |
| |  Lead generation | |
| |  Messages | |

Objectives - A selection

- **Brand awareness:** Show ads to people who are more likely to recall them
- **Reach:** Maximise the number of people who see your ads and how often they see them
- **Traffic:** Send more people to a destination on or off FB, such as a website, app or Messenger conversation
- **Engagement:** Get more people to see and engage with your FB post or Page
- **Video Views:** Get more people to watch your videos
- **Lead generation:** Collect information from people interested in your organisation
- **Messenger:** Start or renew conversations with your audience

Choosing the right objective

When running a paid social campaign, it is important to focus on one or two main objectives, so you can more easily achieve that objective, optimise your campaign for it and track your performance.

Indeed, your campaign could be successful at a certain level (engagement) while not achieving its actual main purpose (driving traffic).

EXAMPLE



You want as many people as possible to 'attend' your conference about Erasmus



You run a video post on Facebook which drives people to your Facebook Event page

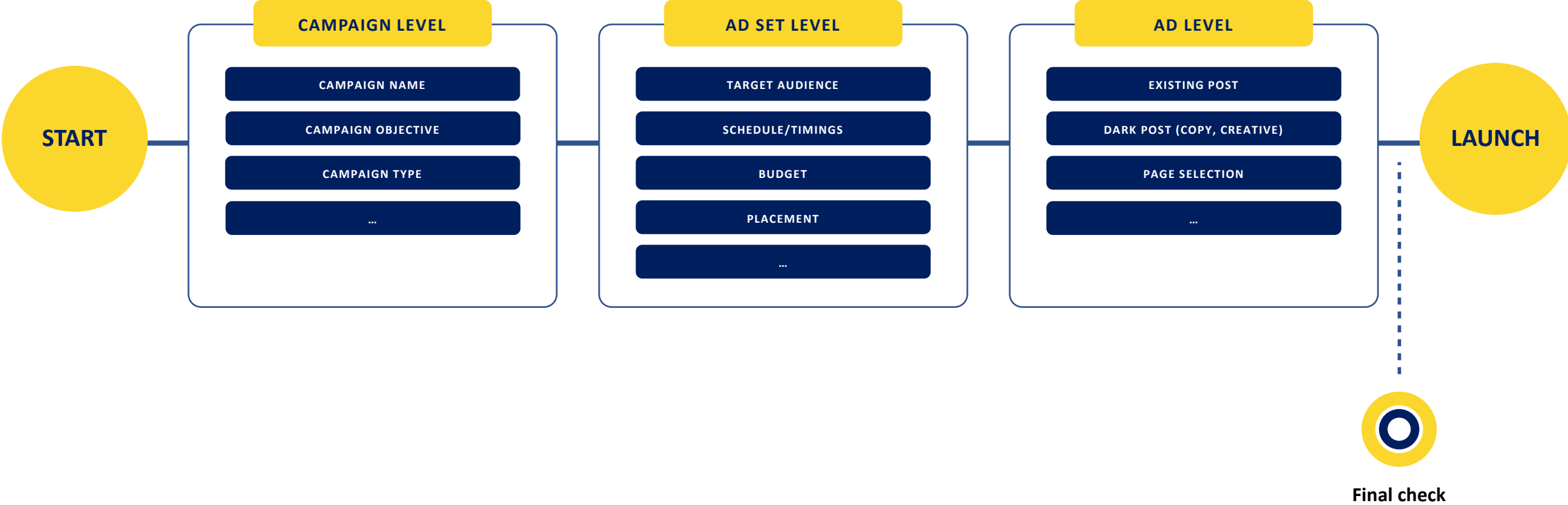
At the end of the campaign, your video has driven a lot of views, reactions and comments but only 10 people are 'attending' your event



2 FACEBOOK & INSTAGRAM ADVERTISING BEST PRACTICES

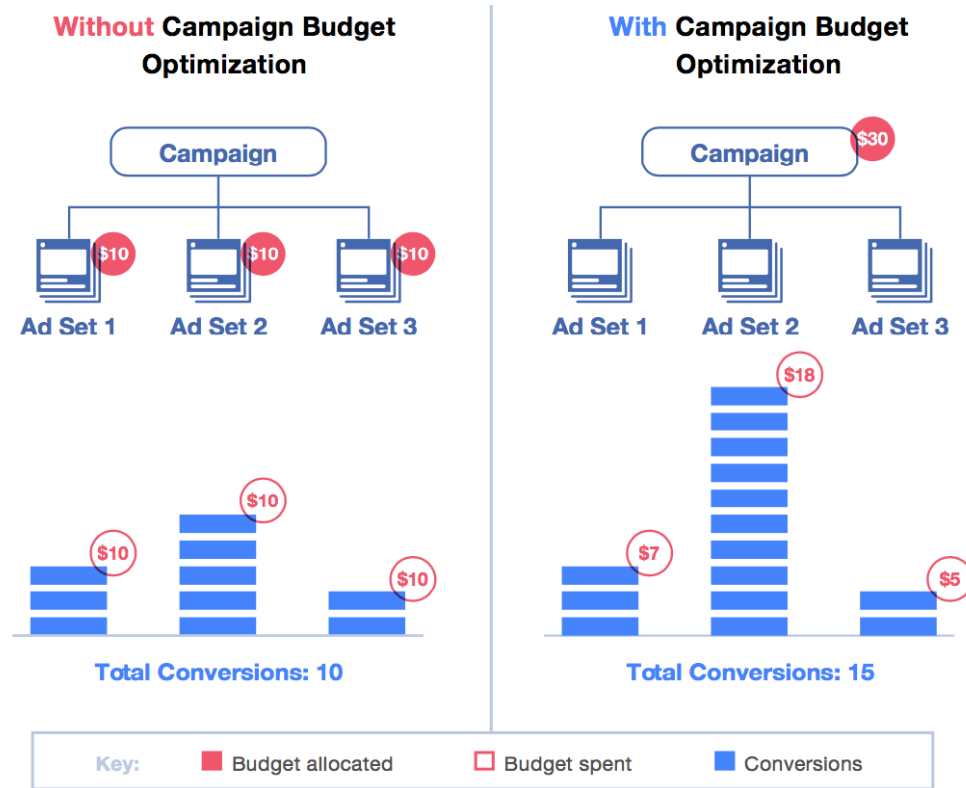
CAMPAIGN CREATION: HOW TO?

Setting up your campaign - Process Overview



LIVE DEMO

Campaign Budget Optimization - What and Why?



FOR ILLUSTRATIVE PURPOSES ONLY

- Obtain more value for your campaign
- Reduce campaign management time
- De-duplicate audiences
- Avoid restarting the learning phase
- Efficiently spend across audiences

Audience - Size matters

- Not too wide, not too narrow
- Use exclusion wisely
- Use narrow audience wisely
- Monitor your potential reach
- Find the sweet spot between size and relevance

Detailed Targeting **INCLUDE** people who match at least ONE of the following

Interests > Additional Interests

- Cake
- Cake decorating
- Cupcake

Interests > Food and drink > Cooking

- Baking

Interests > Food and drink > Food

- Desserts

Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

[Exclude People or Narrow Audience](#)

Connections [Add a connection type](#)

Audience Size

Your audience is defined.

Specific Broad

Potential Reach: 520,000 people

Estimated Daily Results

Reach
1,600 - 8,400 (of 480,000)

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

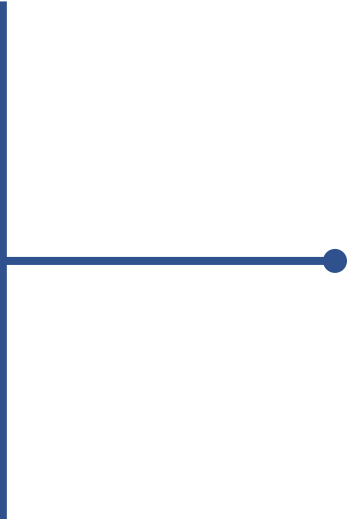
2 FACEBOOK & INSTAGRAM ADVERTISING BEST PRACTICES

GENERAL BEST PRACTICES

Campaign optimisation

ON-GOING OPTIMISATION

POST-CAMPAIGN OPTIMISATION



CREATIVE

- Use of multiple creative variations
- Reuse of best-performing creative

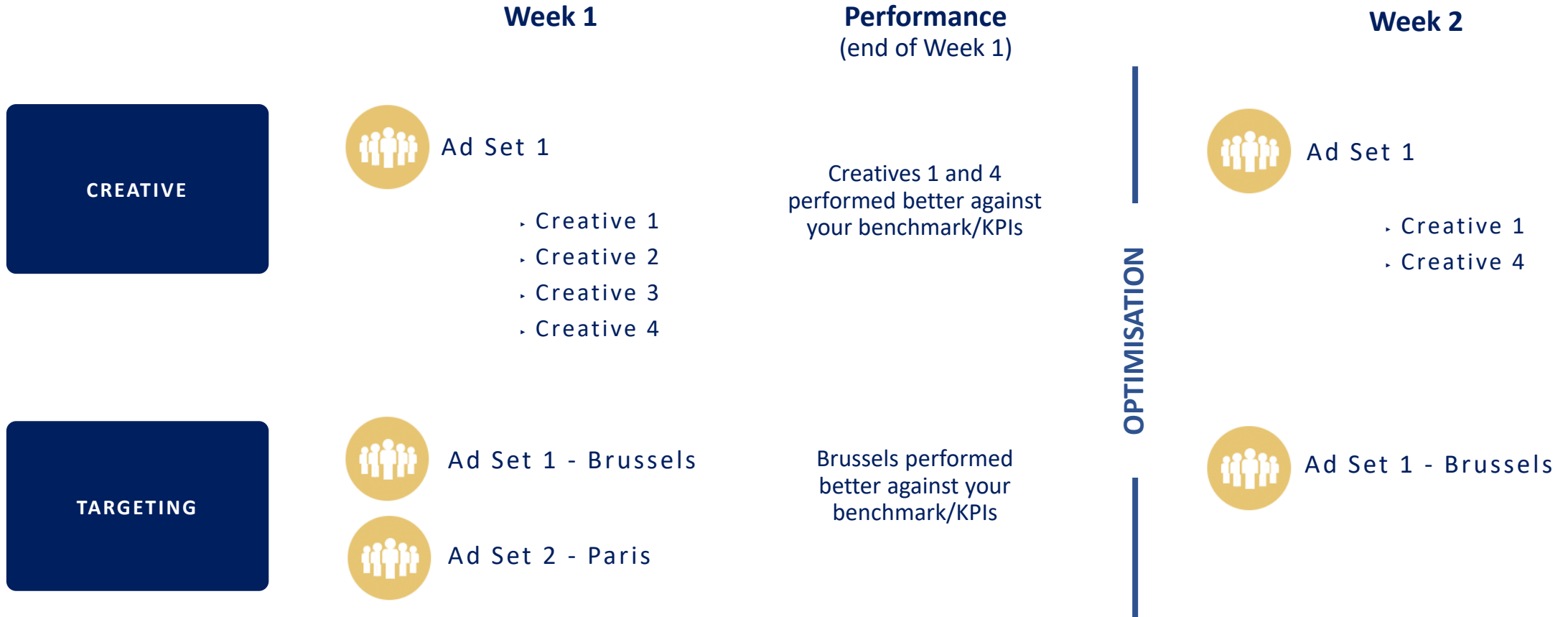
TARGETING

- Excluding less-performing segments
- Retargeting engaged users

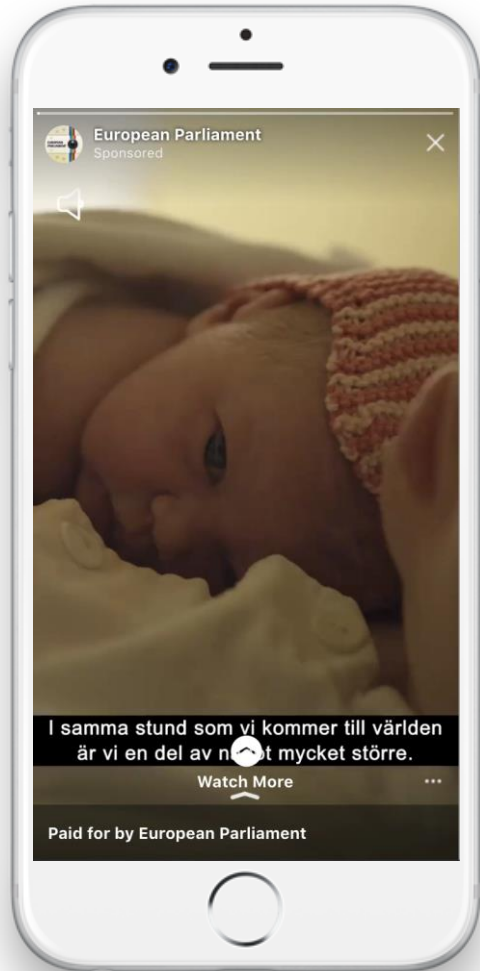
BIDDING

- Switch campaign objective
- Switch bidding type

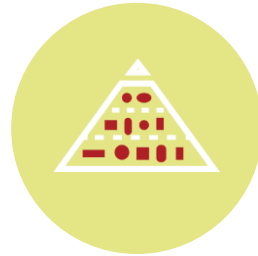
Campaign optimisation - Examples



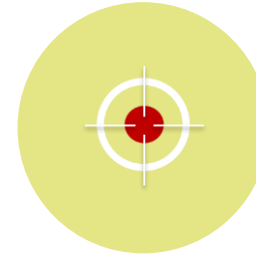
Creative Execution Checklist



Instant Attention
Incorporate strong stopping power to grab attention within the first 1-3 seconds



Brand Link
Incorporate brand identity to be recognised within the first 1-5 seconds



Business Objective
Tie the creative to one singular message/benefit



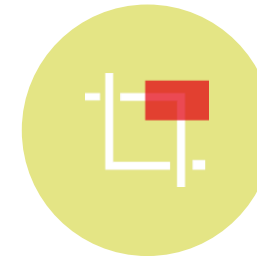
Highlight what matters
Highlight key elements with zooming, framing or graphics



Sound off/on
Design for sound off as default... but delight with sound on

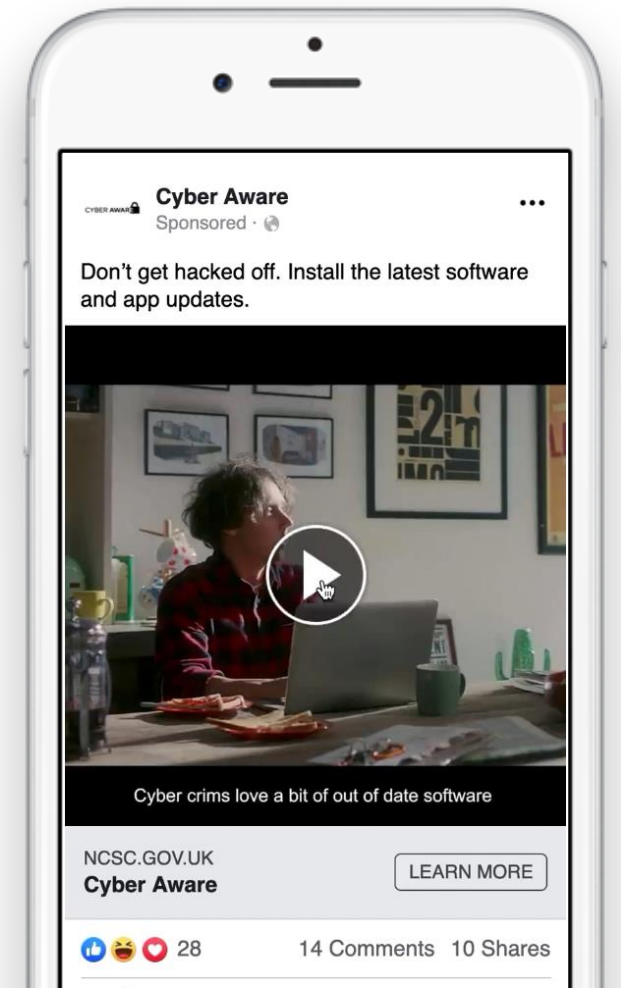
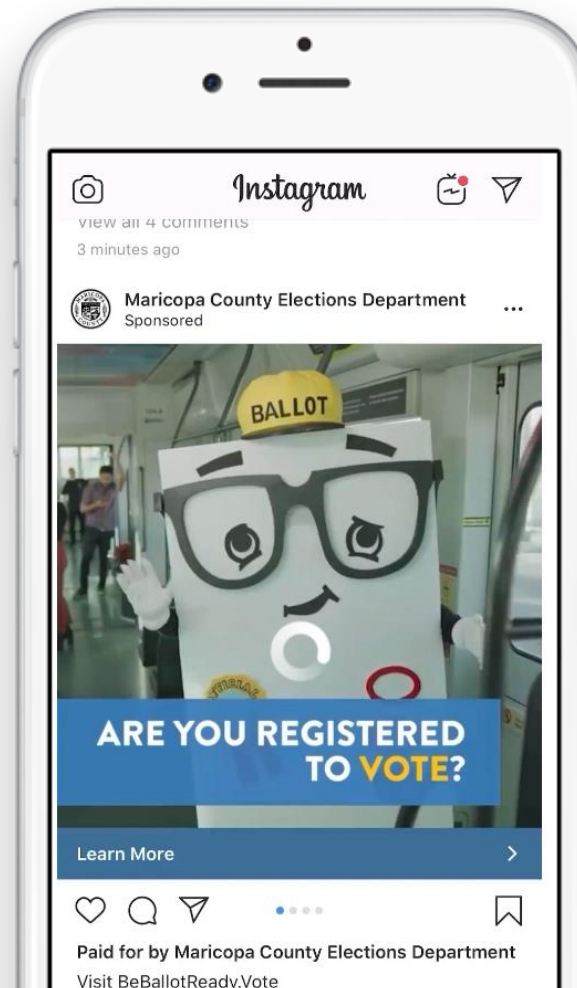
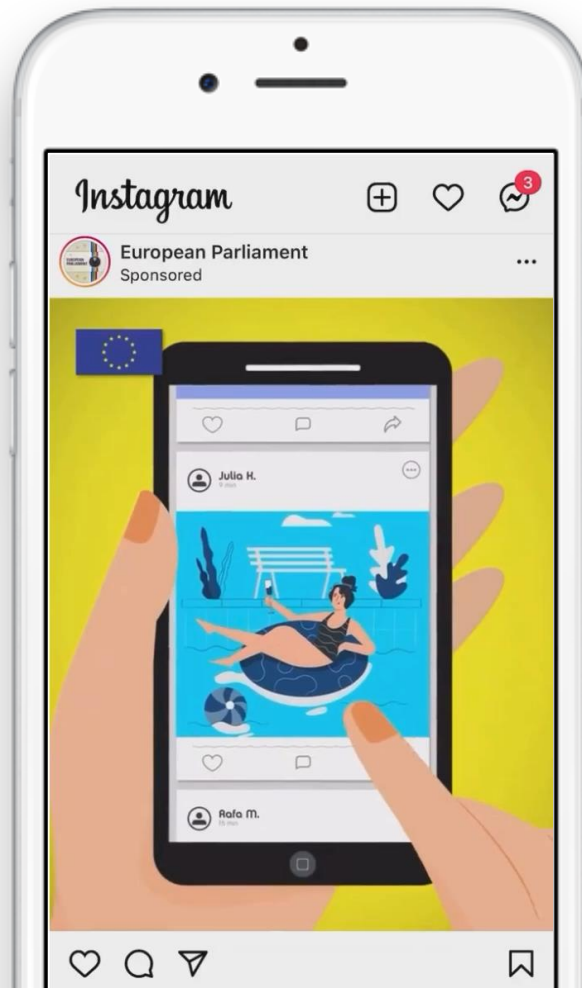


Retain Interest
Retain attention to the end (completion), and ensure the right length

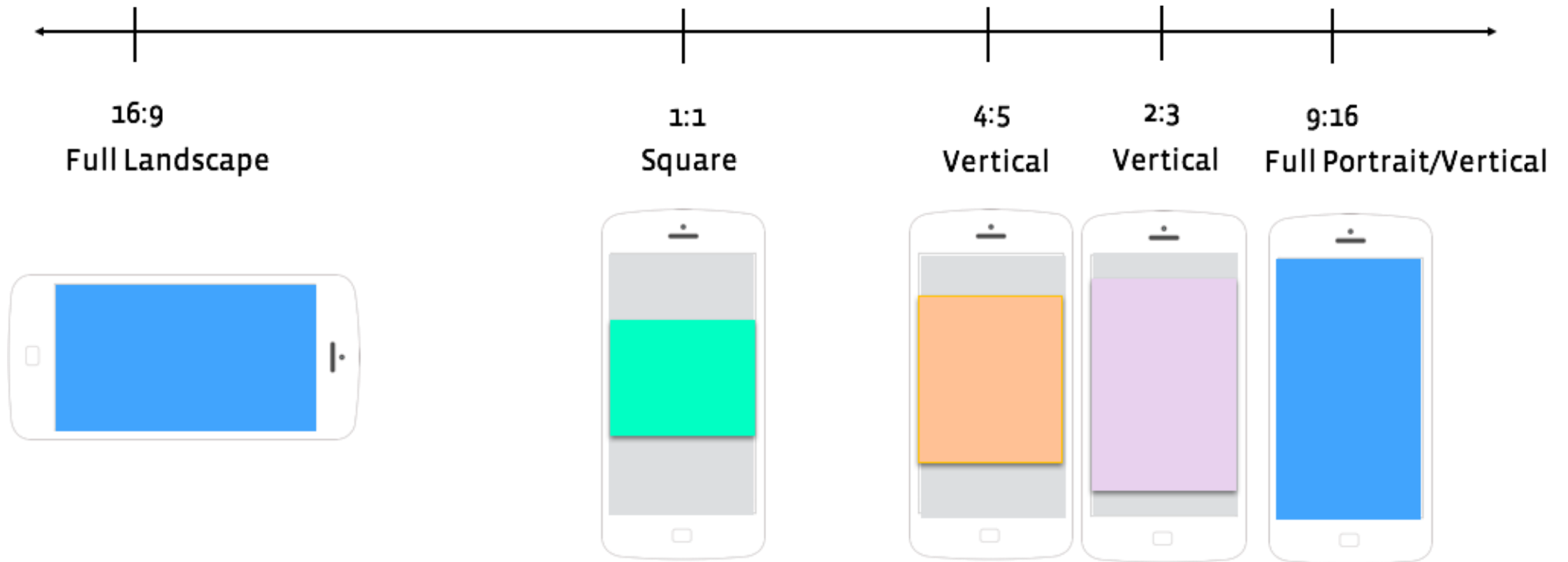


Frame for Mobile
Frame the asset for mobile feed with a 1:1, 2:3, 4:5 or 9:16 aspect ratio

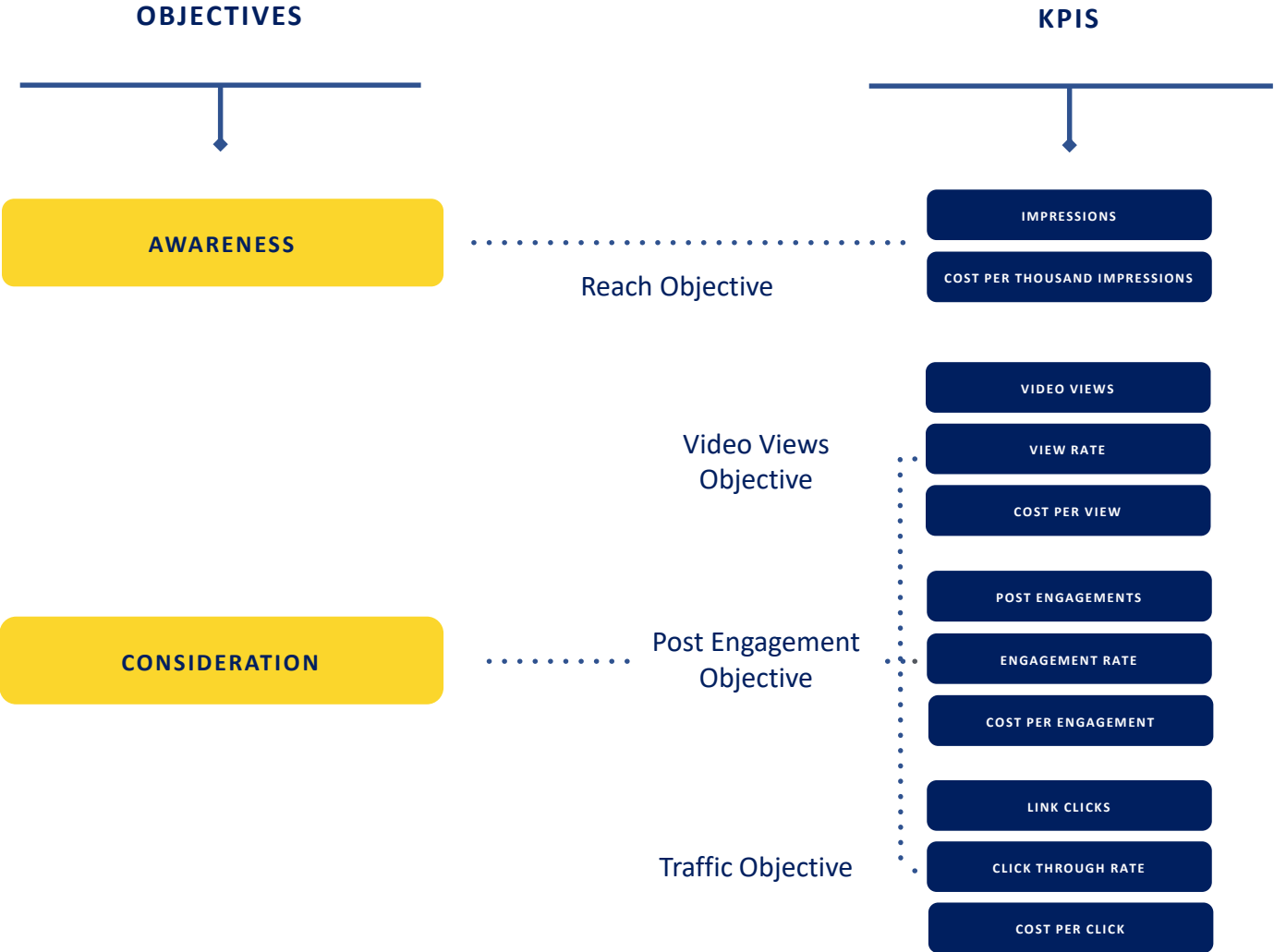
Catch people's attention within the first 3 seconds



Design for mobile screen



Campaign measurement





QUESTIONS & ANSWERS SESSION



THANK YOU