EUROPE IN MY REGION

Promoting co-funded projects through paid social media – learn the ins and outs!

WPP GOVERNMENT & PUBLIC SECTOR PRACTICE

Europe in my region

Agenda

- Introduction: What's on offer?
- Part 1: Getting set up – a refresher
- Part 2: Important reminders when setting up your campaigns
- Part 3: Paid social best practices
- Part 4: Creative support – What's in it for you?
- Q&A

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Introduction: What’s on offer?

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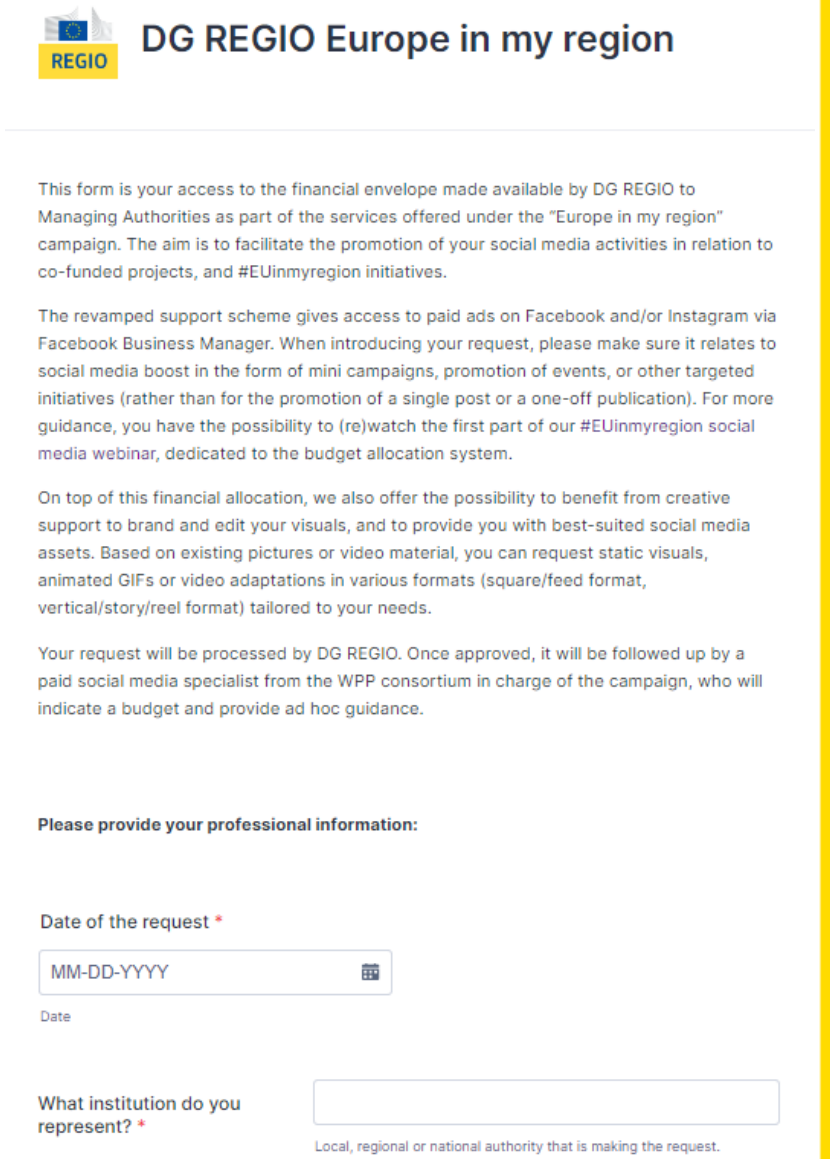
Request social media budget…

- To send via JotForm
- By national coordinators and/or MAs
- No lump sump but activity-based:
  - Depending on promotion foreseen *(objective, platform (FB/IG) target audience, duration, number of posts, type of assets…)*
  - While maintaining equity between users
- Including media recommendation and hands-on tips *(before, during, after)*



REGIO

DG REGIO Europe in my region

This form is your access to the financial envelope made available by DG REGIO to Managing Authorities as part of the services offered under the "Europe in my region" campaign. The aim is to facilitate the promotion of your social media activities in relation to co-funded projects, and #EUinmyregion initiatives.

The revamped support scheme gives access to paid ads on Facebook and/or Instagram via Facebook Business Manager. When introducing your request, please make sure it relates to social media boost in the form of mini campaigns, promotion of events, or other targeted initiatives (rather than for the promotion of a single post or a one-off publication). For more guidance, you have the possibility to (re)watch the first part of our #EUinmyregion social media webinar, dedicated to the budget allocation system.

On top of this financial allocation, we also offer the possibility to benefit from creative support to brand and edit your visuals, and to provide you with best-suited social media assets. Based on existing pictures or video material, you can request static visuals, animated GIFs or video adaptations in various formats (square/feed format, vertical/story/reel format) tailored to your needs.

Your request will be processed by DG REGIO. Once approved, it will be followed up by a paid social media specialist from the WPP consortium in charge of the campaign, who will indicate a budget and provide ad hoc guidance.

Please provide your professional information:

Date of the request *

MM-DD-YYYY

Date

What institution do you represent? *

Local, regional or national authority that is making the request.

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… and creative support

- In complement to budget
- Production of visual assets branded with the *#EUinmyregion* look and feel
- Based on your pre-existing pictures / video material
- Format tailored to your needs *(static, animated/GIF, video adaptation…)*
- To request via JotForm

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Part 1: Getting set up

A refresher

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A reminder of the overall request process

1 **MA makes a new request for paid social budget for their local campaign using JotForm**

Jotform

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This form is your access to the financial envelope made available by DG REGIO to Managing Authorities as part of the services offered under the "Europe in my region" campaign. The aim is to facilitate the promotion of your social media activities in relation to co-funded projects, and #EUinmyregion initiatives.

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Your request will be processed by DG REGIO. Once approved, it will be followed up by a paid social media specialist from the WPP consortium in charge of the campaign, who will indicate a budget and provide ad hoc guidance.

DG REGIO gets notified

2 **DG REGIO reviews and approves overall request**

OSL gets notified

3 **OSL reviews the request, provides a paid social recommendation and give final approval**

MA gets notified

4 **MA receives paid social recommendation, access to the Ad Account and allocated budget**

OC gets notified

If creative support has been requested, OC to get in touch with MA

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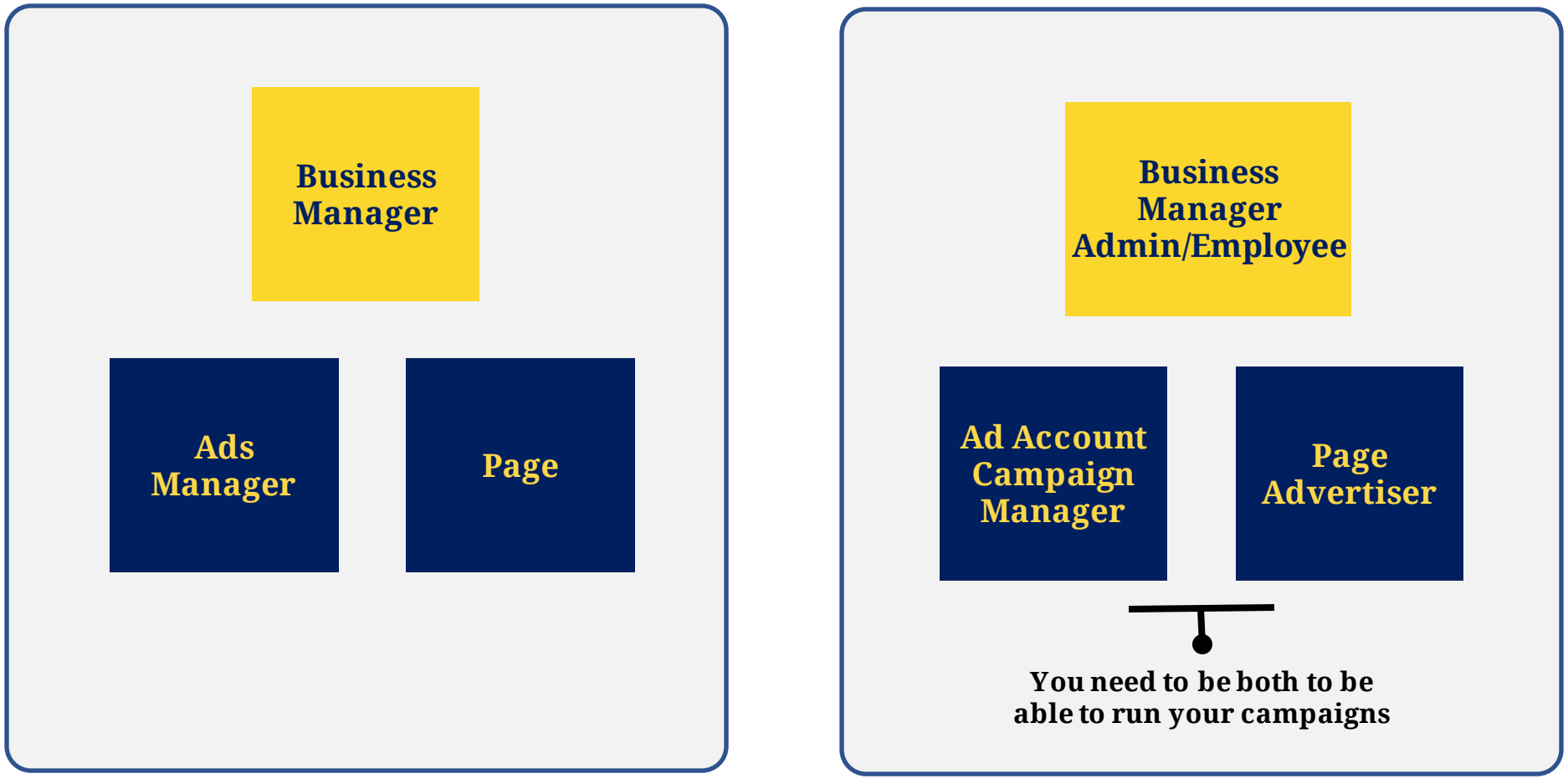
Ad Account Access - A reminder of the elements you need to get started



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Ad Account Access – Business Manager vs. No Business Manager

Business Manager

If you already have your own Business Manager or Business Suite, please provide us with your Business Manager ID and we can assign the corresponding Ad Account to your Business Manager

No Business Manager

If you don't have a Business Manager or Business Suite that you use to manage your Meta assets (pages, etc.), we are then inviting you to our Business Manager and assigning you the corresponding Ad Account there

We need your professional email to invite you

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Ad Account Access – No Business Manager

No Business Manager

1 **OSL invites the relevant people from each MA using their professional email**

Each person on the MA side gets notified via an email, which contains a link to join our Business Manager

Please check your spams!

2 **MA clicks through the invite link and follow the steps**

We invite you using your professional email for safety and internal policy reasons but when you follow the steps, you will be prompted to log in using your personal Facebook profile credentials

3 **At the end of the process, you are a member of our Business Manager and have access to the Ad Account**

A reminder of the overall Ad Account structure

27

EUROPEANCOMMISSION_DGREGIO_SelfService_MA_Austria_EUR_OSBXL_OSBXL_POL_A
EUROPEANCOMMISSION_DGREGIO_SelfService_MA_Belgium_EUR_OSBXL_OSBXL_POL_A
EUROPEANCOMMISSION_DGREGIO_SelfService_MA_Bulgaria_EUR_OSBXL_OSBXL_POL_A
EUROPEANCOMMISSION_DGREGIO_SelfService_MA_Croatia_EUR_OSBXL_OSBXL_POL_A
EUROPEANCOMMISSION_DGREGIO_SelfService_MA_Cyprus_EUR_OSBXL_OSBXL_POL_A
EUROPEANCOMMISSION_DGREGIO_SelfService_MA_CzechRepublic_EUR_OSBXL_OSBXL_POL_A
…

There is one Ad Account per Country, not one Ad Account per Managing Authority

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Part 2: Important reminders when setting up your campaigns

- Use Lifetime budget
- Don’t overspend
- Exclude neighbouring countries when targeting border cities
- Be mindful of political ads content
- Follow the shared naming convention

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Part 3: Paid social best practices

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1 Use Facebook and Instagram combined

- Give more room for optimisation
- Leverage each platform strength
- Decrease overall cost per result

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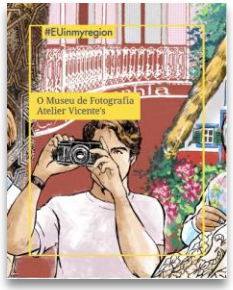
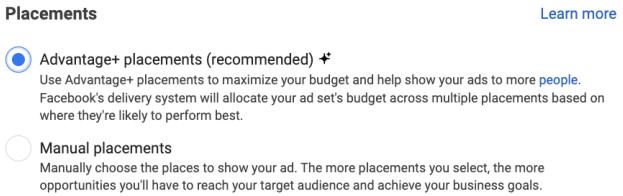
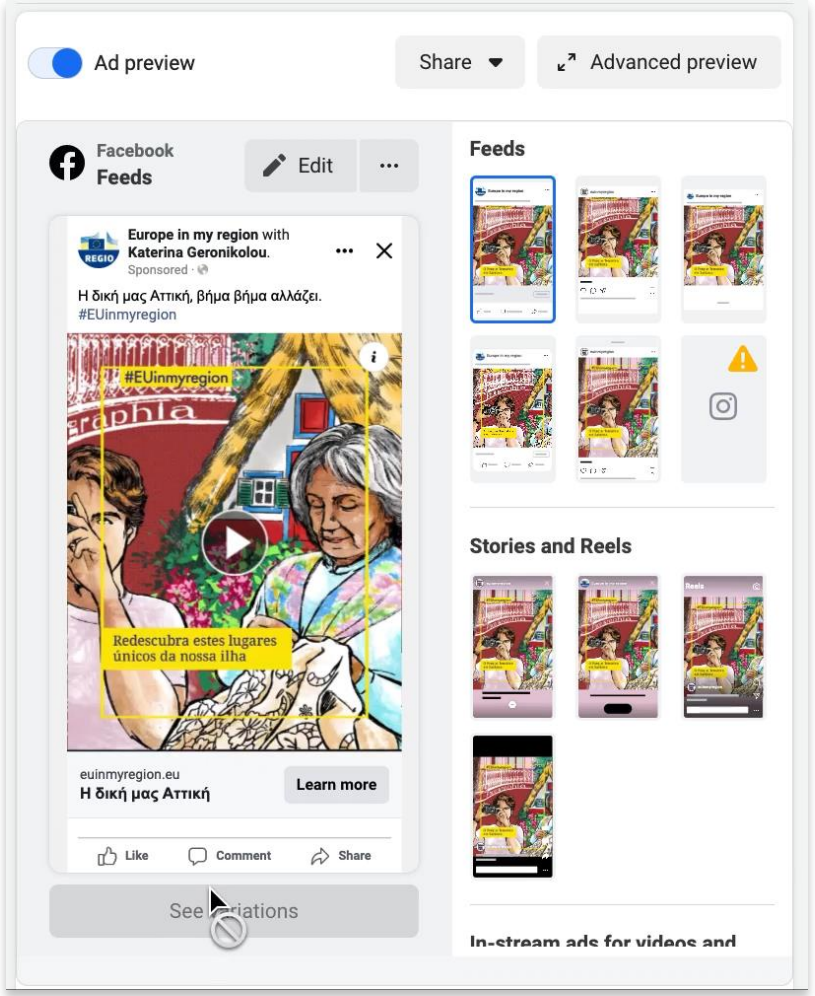
2 Using all placements is good practice but only if you have all the right assets for it



One creative ratio (4:5)



Advantage+ placements selected



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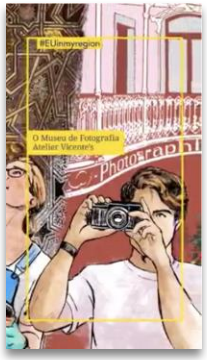
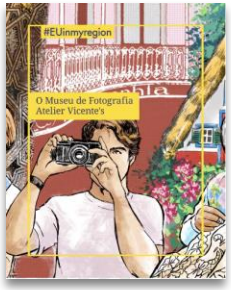
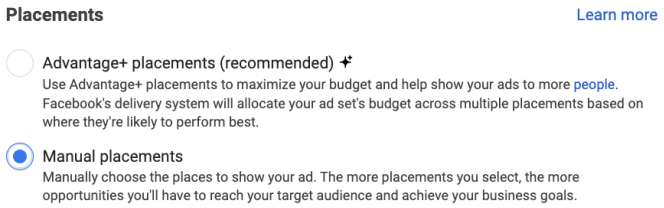
3 Use placement customisation

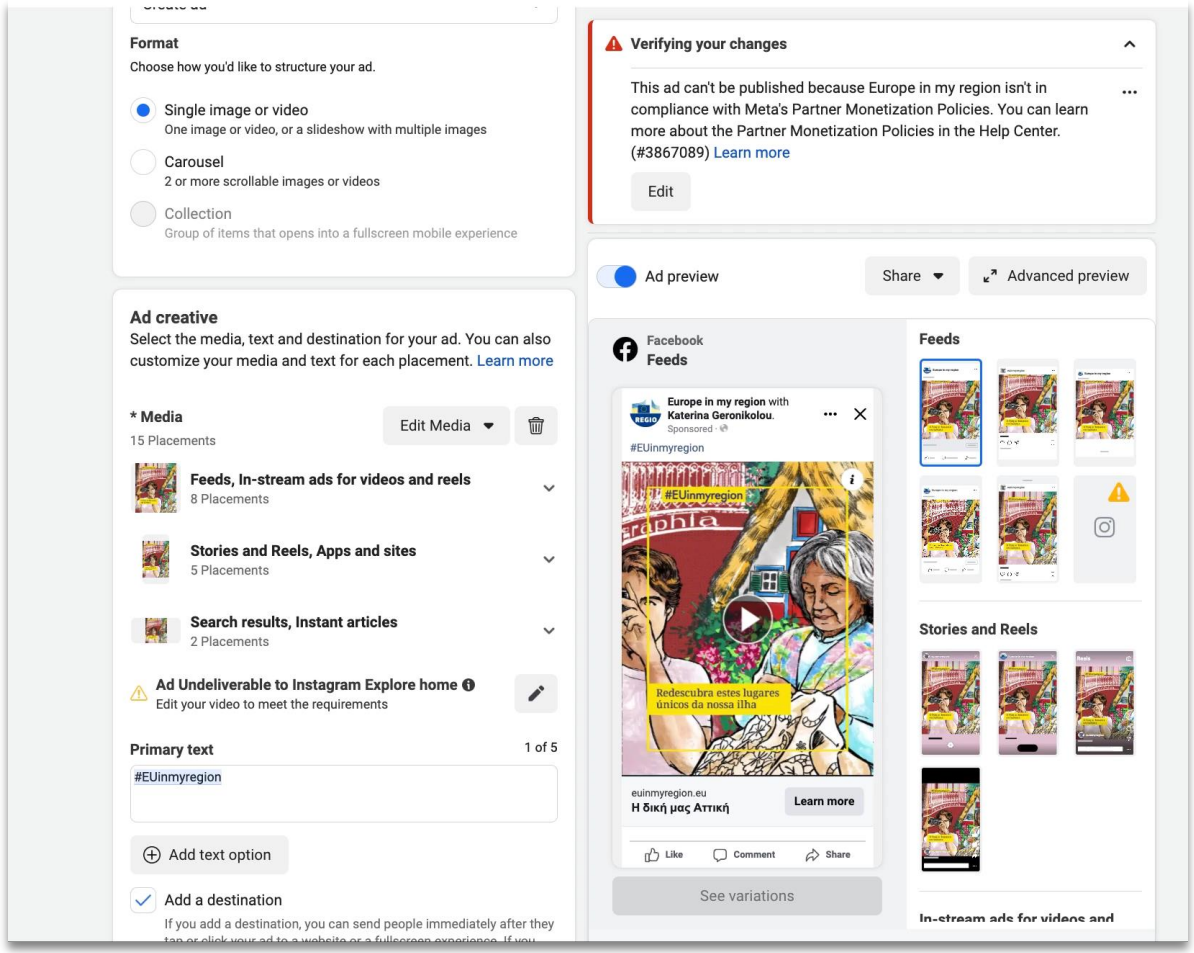




two creative ratio (9:16 and 4:5)



Select manual placements to use those that fit with your available assets



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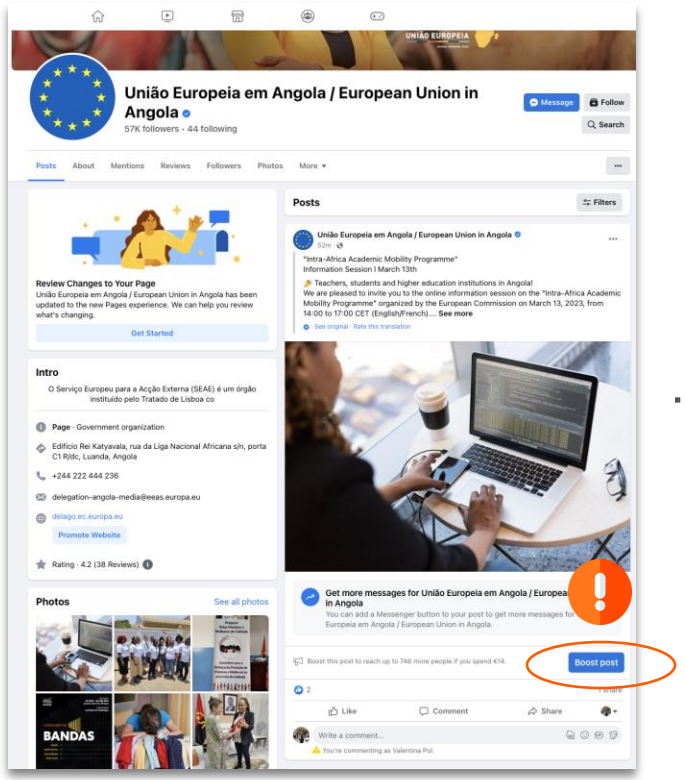
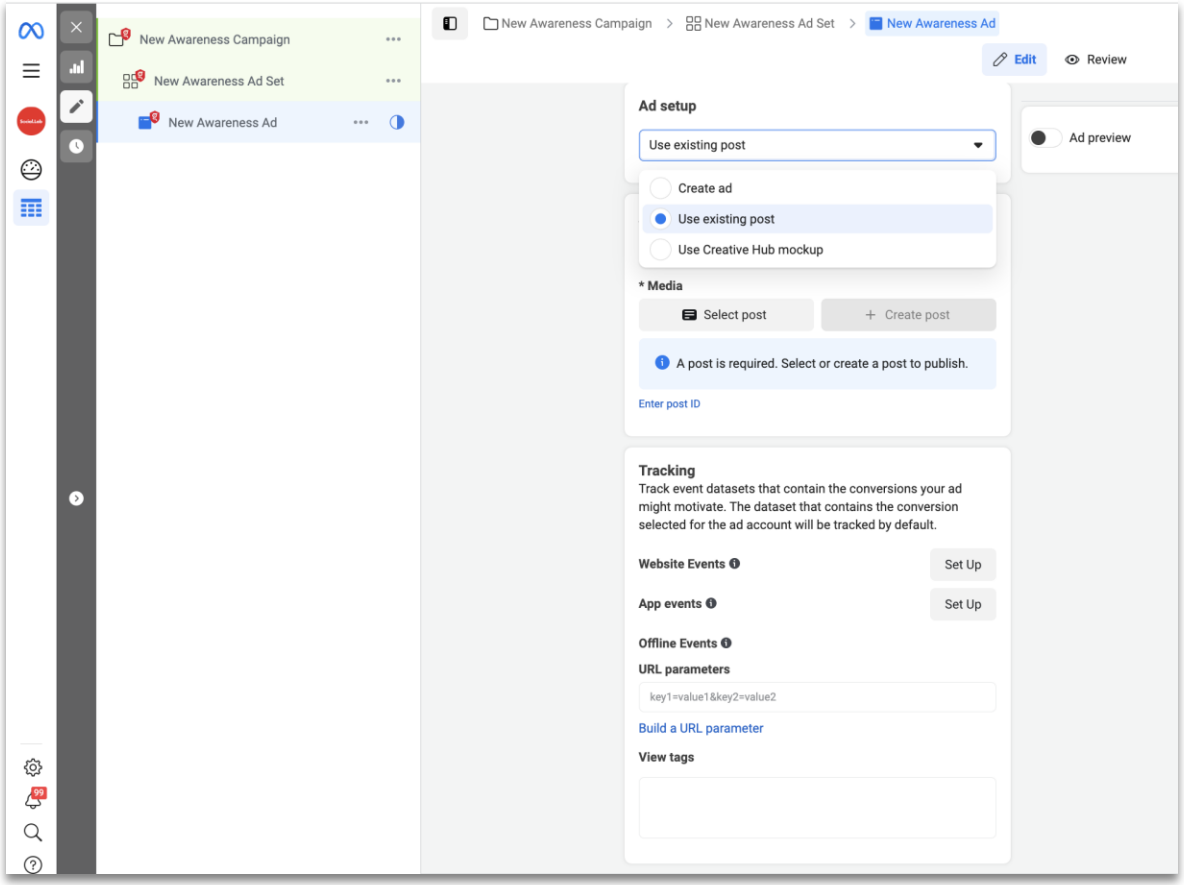
4 Create your ads from Ads Manager, don't use "Boost" button





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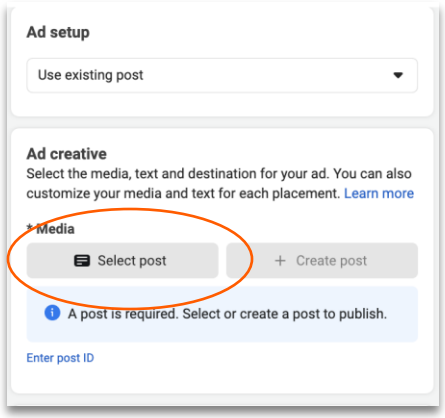
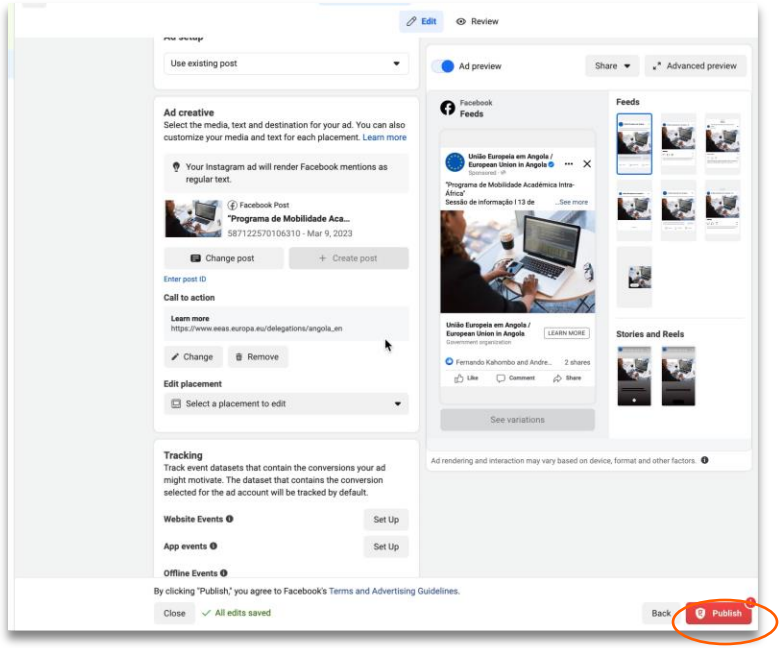
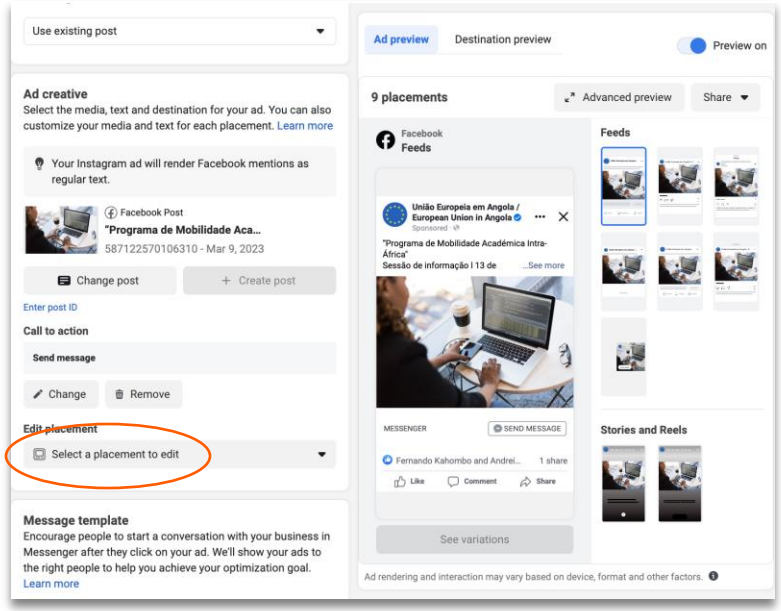
Select the post from the existing ones







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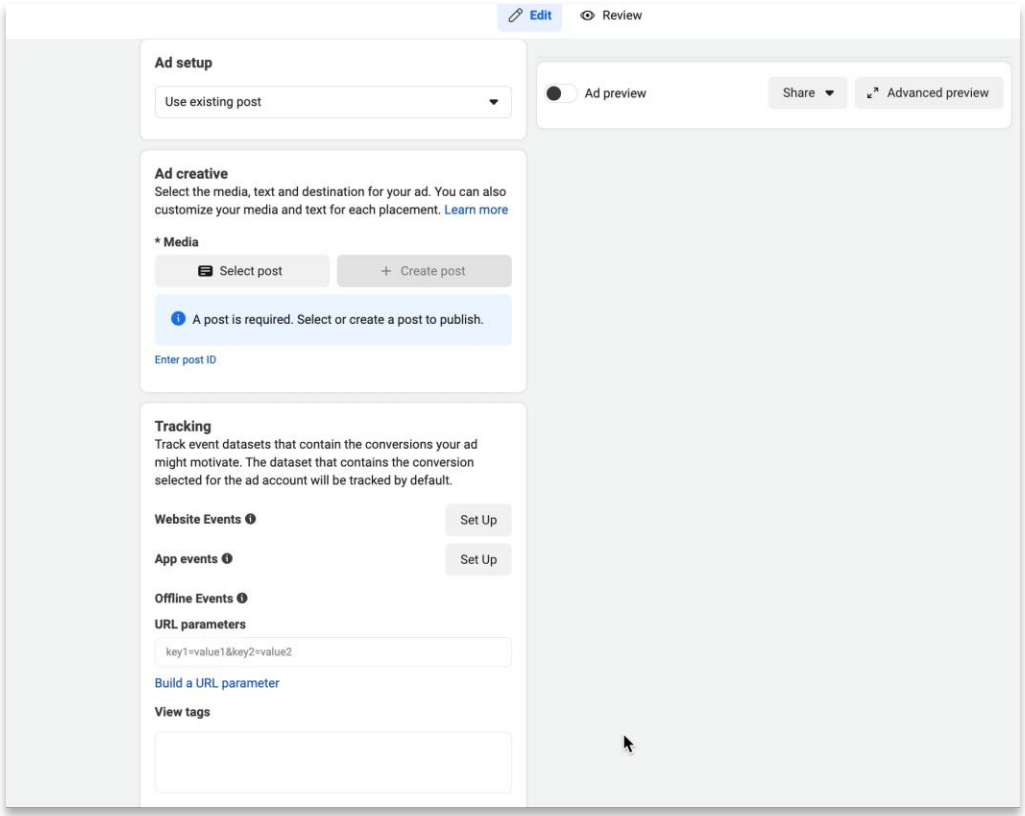
Add Call to Action and placement customisation

1



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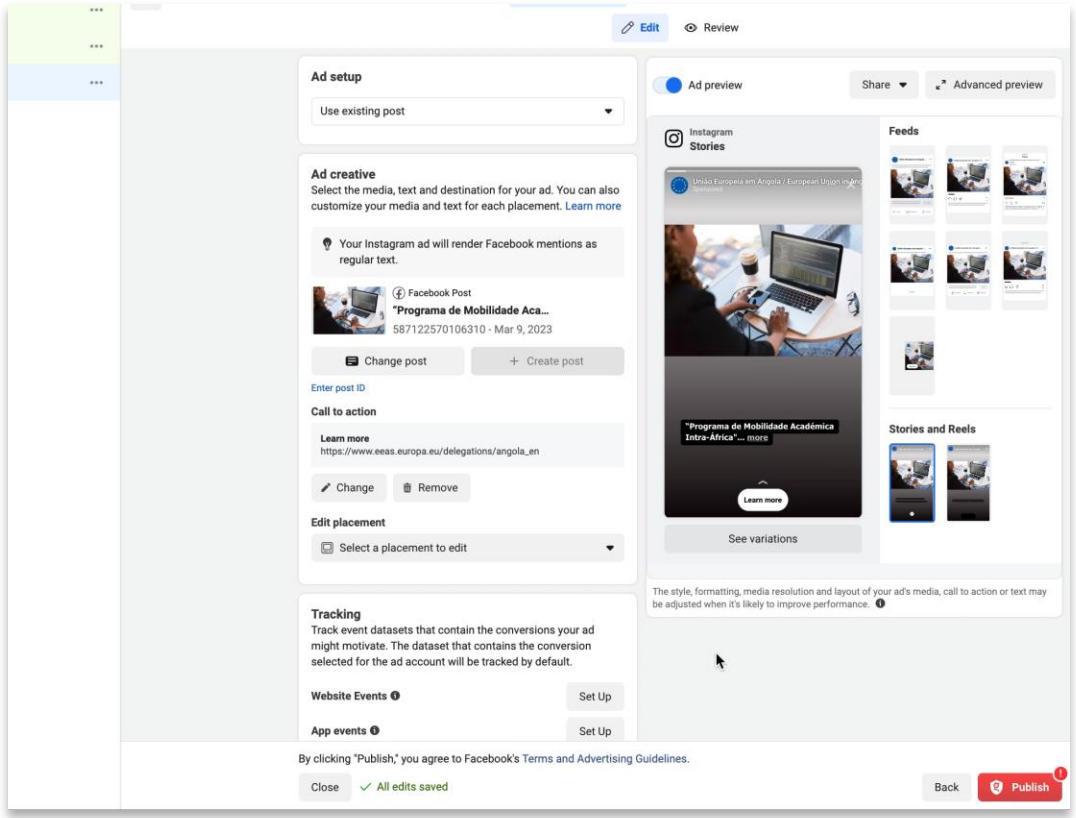

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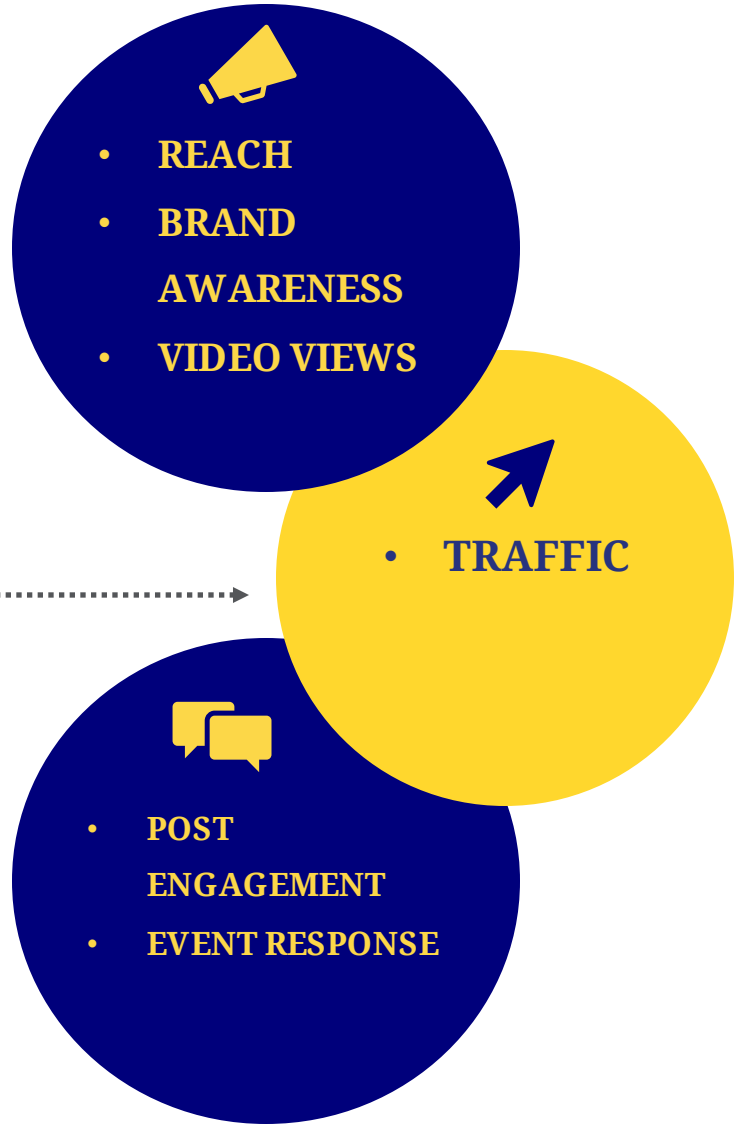
5 Choose the right objective and goal

AWARENESS → *To raise awareness around your message: reach the maximum number of people and get more people to watch your video.*

TRAFFIC → *Drive Link Clicks to your Website*

ENGAGEMENT → *Get more people to interact with your post or drive attendees to your or Facebook Event*



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5 Choose the right objective on Ad Manager

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Awareness

Show your ads to people who are most likely to remember them.

Good for:

- Reach
- Brand awareness
- Video views
- Store location awareness

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Traffic

Send people to a destination, like your website, app or Facebook event. Learn more

Good for:

- Link clicks
- Landing page views
- Messenger and WhatsApp
- Calls

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Engagement

Get more messages, video views, post engagement, Page likes or event responses.

Good for:

- Messenger, Instagram and WhatsApp
- Video views
- Post engagement
- Conversions

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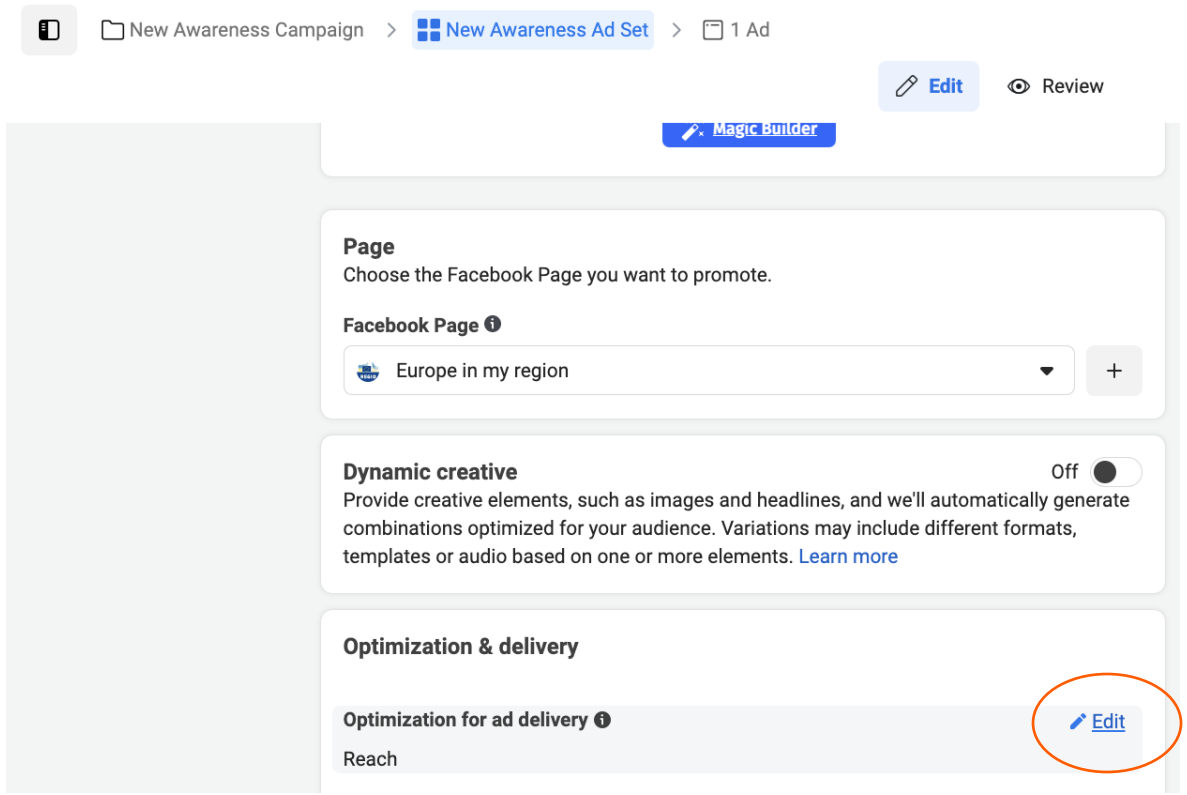
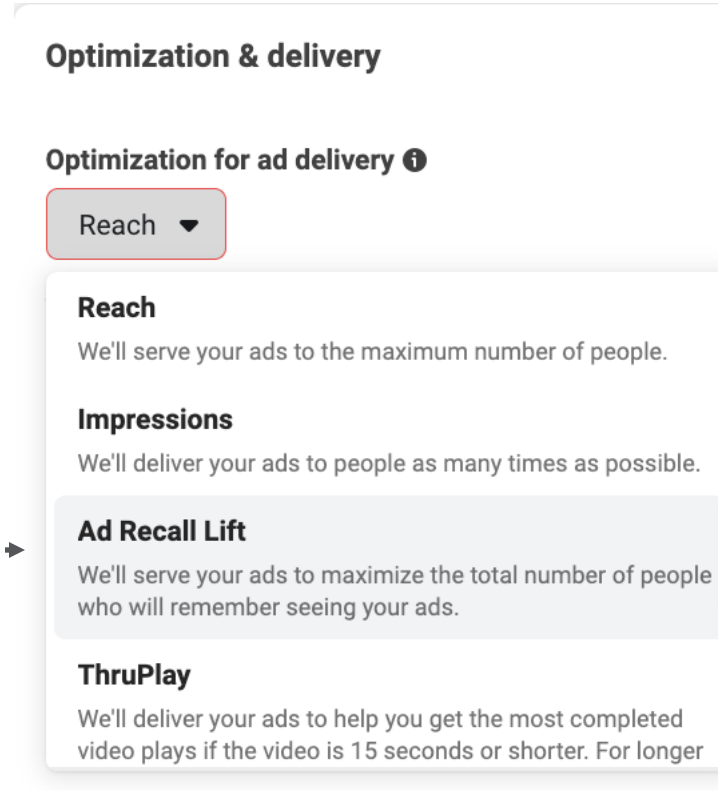
5 Choose the right goal at the Ad Set Level





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6 Leverage retargeting

Campaigns | 1 selected | Ad sets for 1 Campaign | Ads for 1 Campaign

+ Create | Edit | A/B Test | Rules | View Setup | Reports

Off / On	Ad Set	Amount spent	3-second video plays	Cost per 3-second video plays	VTR	VTR100	Engagement	ER
	Video Viewers	€1,239.47	202,543	€0.01	↑ 22.85%	9.03%	2,152	0.24%
	Lookalike audience of video viewers	€519.80	40,330	€0.01	↑ 15.29%	9.31%	780	↑ 0.30%
	Broad Audience with detailed targeting	€1,487.67	172,374	€0.01	16.68%	8.78%	2,347	0.23%
	Results from 3 ad sets	**€3,246.94** Total Spent	**415,247** Total	**€0.01** Per Action	**19.02%**	**8.95%**	**5,279**	**0.24%**

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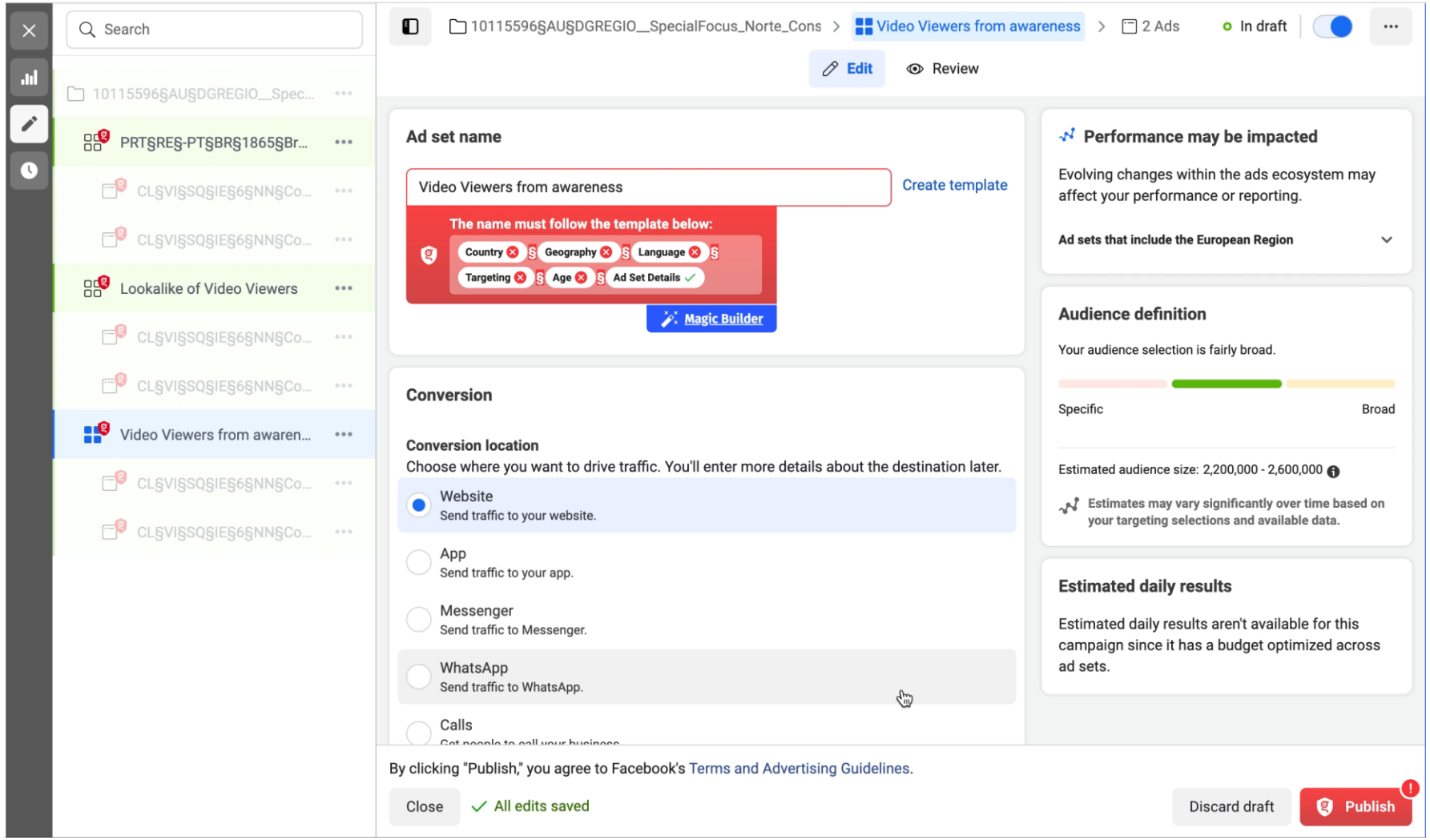
Create Lookalike audiences and Video Viewers



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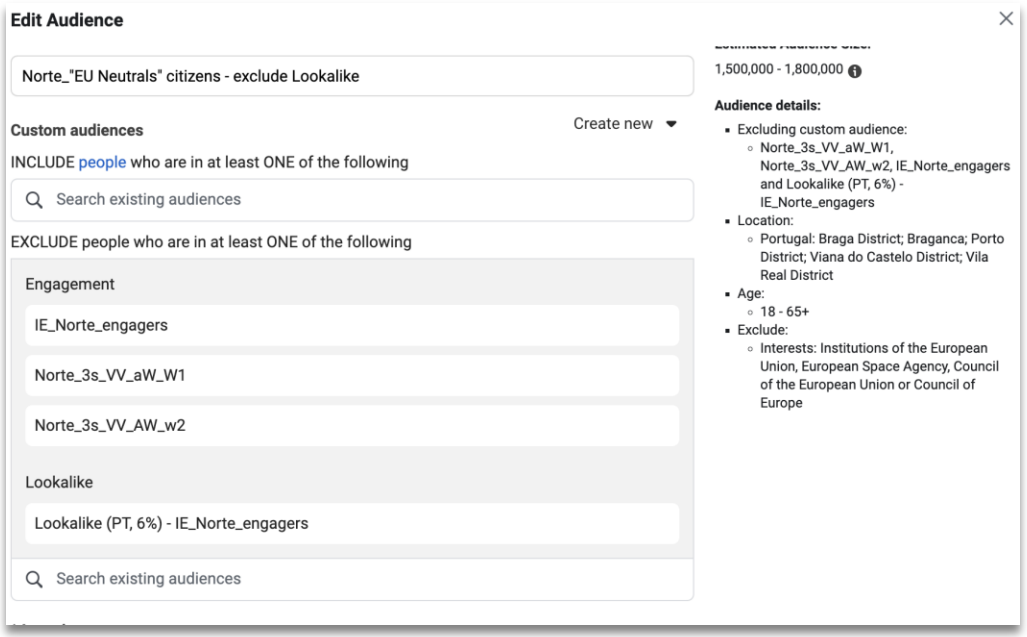
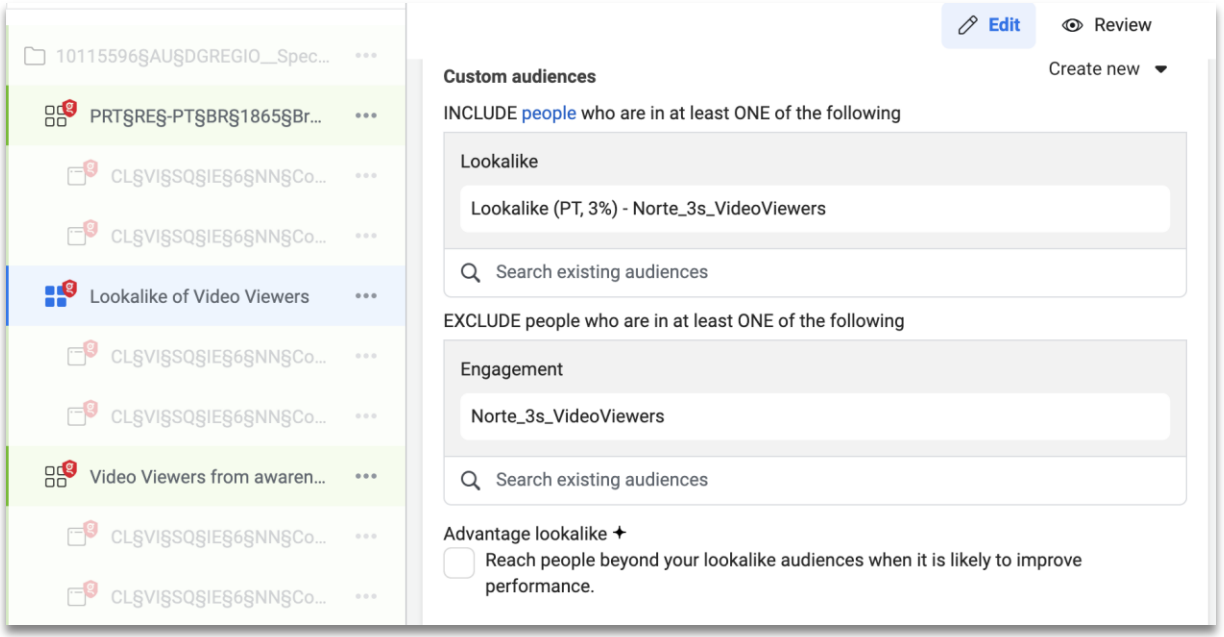
Make sure to avoid audience overlapping





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7 Maintain brand consistency across all creative executions

Learn more

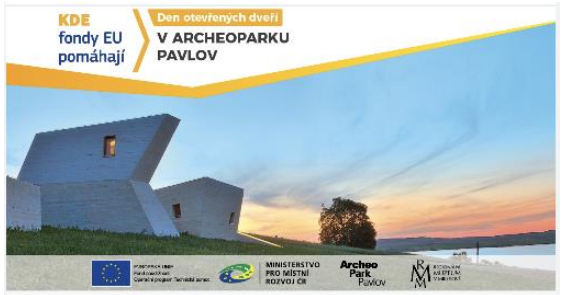
Cooperation is central

Learn more

SAT, SEP 25, 2021

Den otevřených dveří na biostatku Bemagro

Interested



SAT, SEP 18, 2021

Den otevřených dveří v Archeoparku Pavlov

Interested

SAT, SEP 4, 2021

Den otevřených dveří v Muzeu Olomouckých...

Interested

SUN, AUG 29, 2021

Den otevřených dveří na Zámeckém návrší v...

Interested

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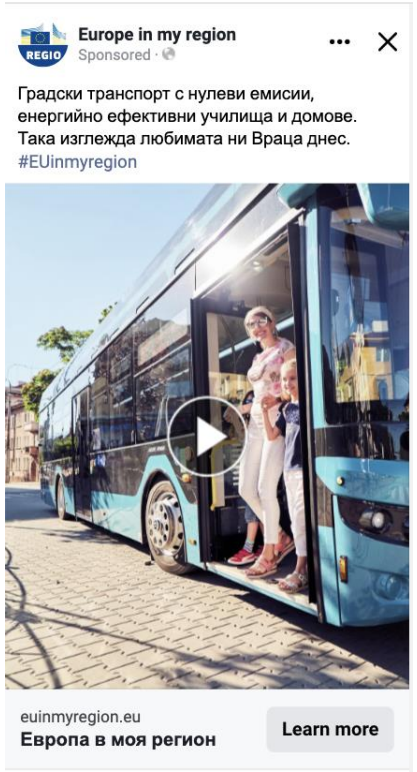
8 Use multiple creative and/or copy variations

- Give more room for optimisation
- Improve campaign performance
- Reduce ad fatigue

Best practice from Meta recommends 4-5 ads per Ad Set

1



2

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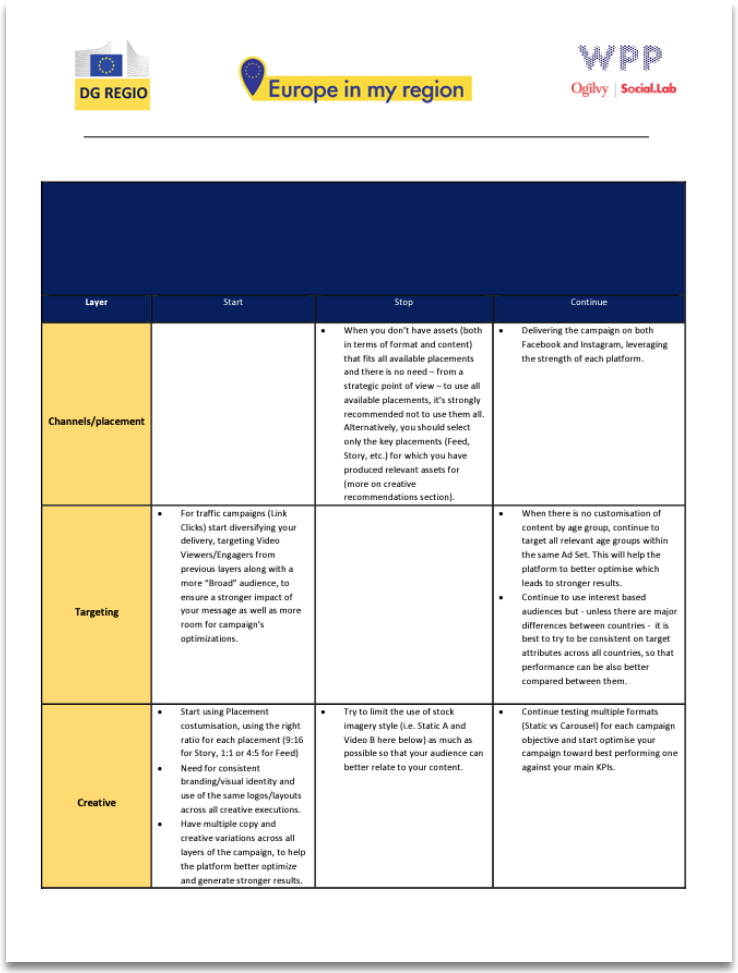
9 Make the most out of your qualitative feedback report



DG REGIO | Europe in my region | WPP Ogilvy | Social.Lab

Layer	Start	Stop	Continue
Channels/placement		• When you don't have assets (both in terms of format and content) that fits all available placements and there is no need – from a strategic point of view – to use all available placements, it's strongly recommended not to use them all. Alternatively, you should select only the key placements (Feed, Story, etc.) for which you have produced relevant assets for (more on creative recommendations section).	• Delivering the campaign on both Facebook and Instagram, leveraging the strength of each platform.
Targeting	• For traffic campaigns (Link Clicks) start diversifying your delivery, targeting Video Viewers/Engagers from previous layers along with a more "Broad" audience, to ensure a stronger impact of your message as well as more room for campaign's optimizations.		• When there is no customisation of content by age group, continue to target all relevant age groups within the same Ad Set. This will help the platform to better optimise which leads to stronger results. • Continue to use interest based audiences but - unless there are major differences between countries - it is best to try to be consistent on target attributes across all countries, so that performance can be also better compared between them.
Creative	• Start using Placement costumisation, using the right ratio for each placement (9:16 for Story, 1:1 or 4:5 for Feed) • Need for consistent branding/visual identity and use of the same logos/layouts across all creative executions. • Have multiple copy and creative variations across all layers of the campaign, to help the platform better optimize and generate stronger results.	• Try to limit the use of stock imagery style (i.e. Static A and Video B here below) as much as possible so that your audience can better relate to your content.	• Continue testing multiple formats (Static vs Carousel) for each campaign objective and start optimise your campaign toward best performing one against your main KPIs.

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Part 4: Creative support

What’s in it for you?

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CREATIVE SUPPORT

What is it?

Additional service offering the possibility to:

- Brand and edit your pictures
- Create best-suited social media assets

Assets

Based on existing pictures:

- Static visuals
- Animated visuals (GIFs)
- Video adaptation (NEW!)

Formats

- Square
- Horizontal/header
- Vertical/story

•Upload the **source files** (it will smooth the process and diminish time span between request and delivery)

•Take into account **2-5 working days** for production (depending on requested asset)

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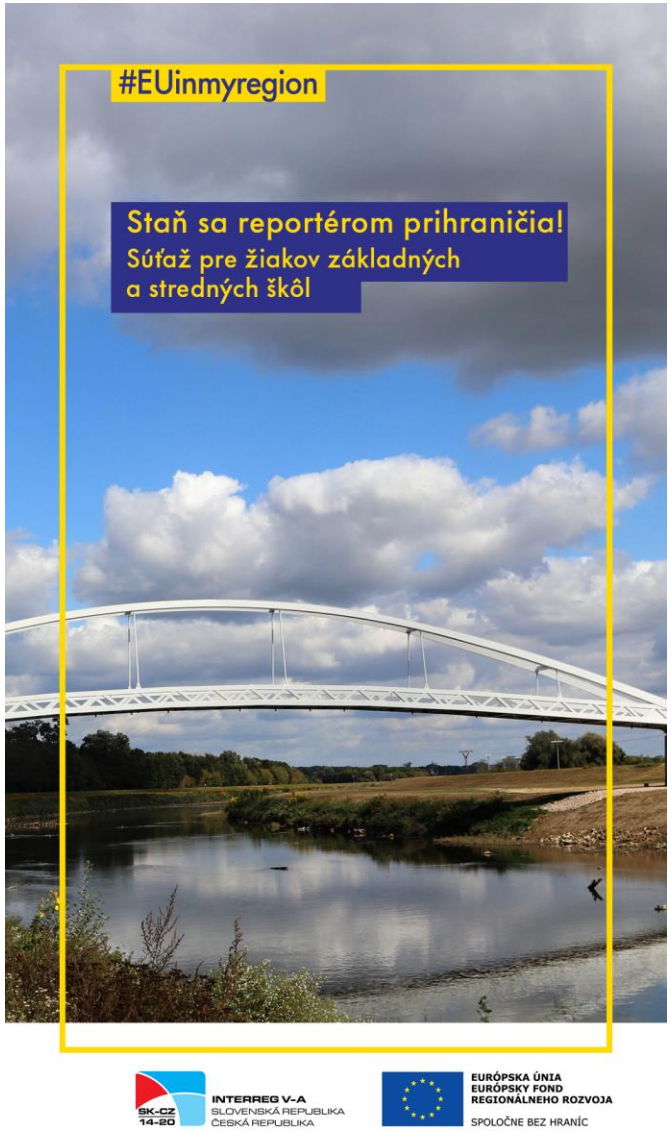
STATIC VISUALS



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STATIC VISUALS

Europe in my region

ANIMATED VISUALS (GIFS)

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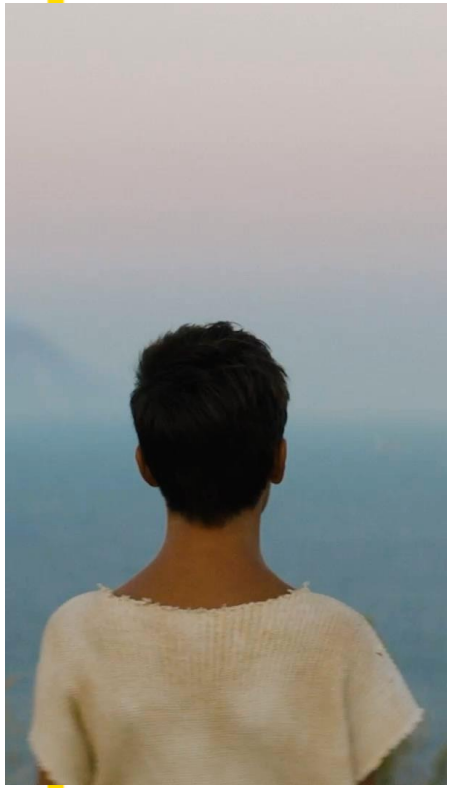
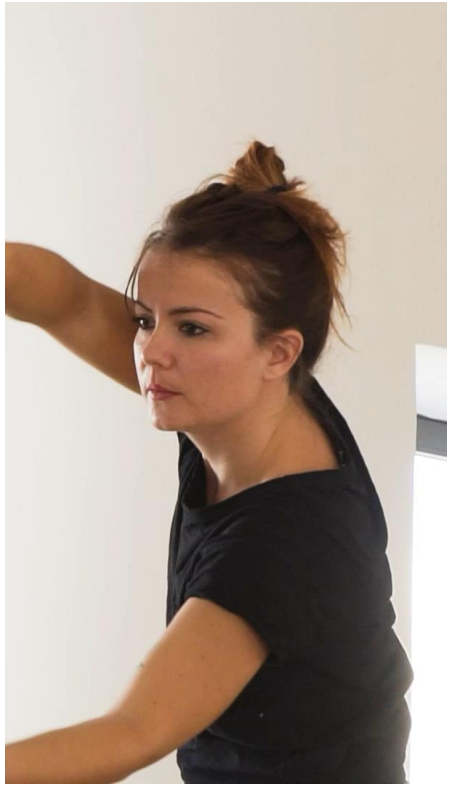
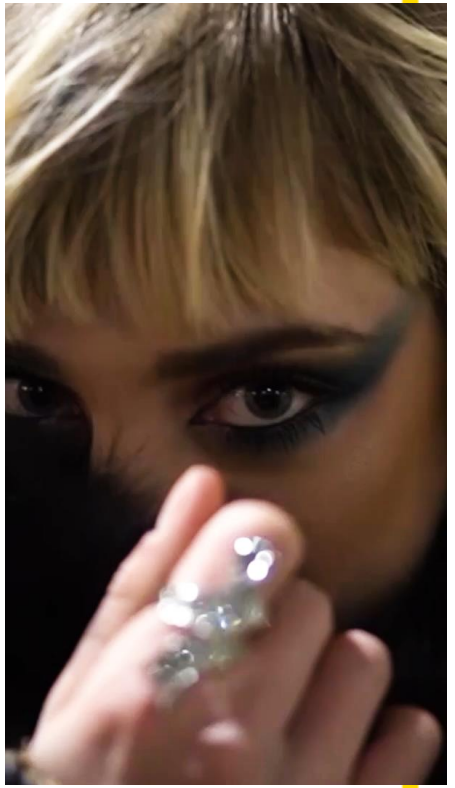
VIDEO ADAPTATIONS







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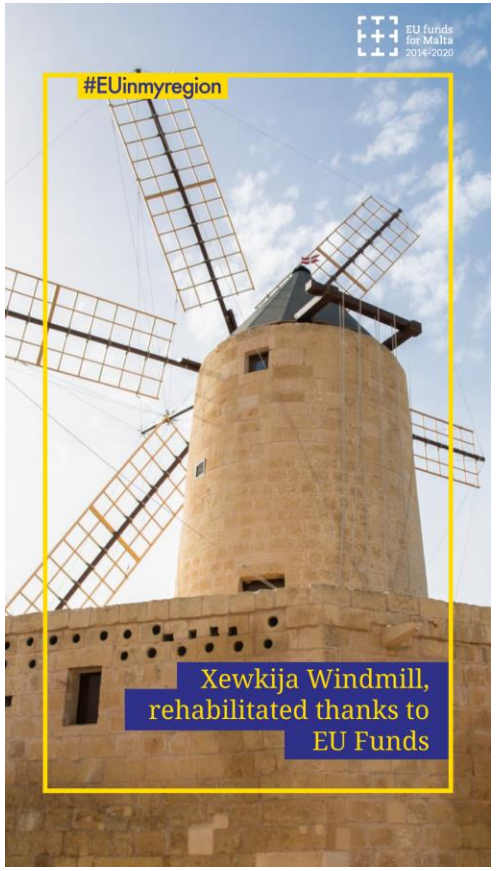
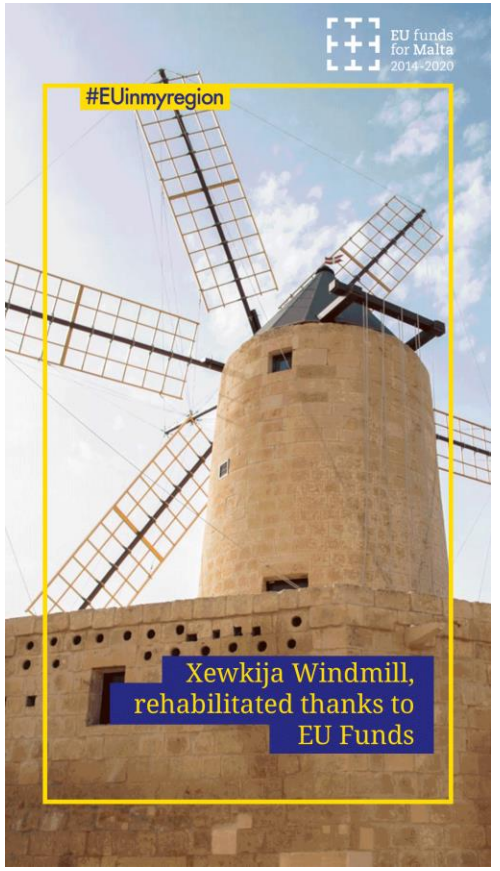
MULTIFORMAT – REAL PICTURES





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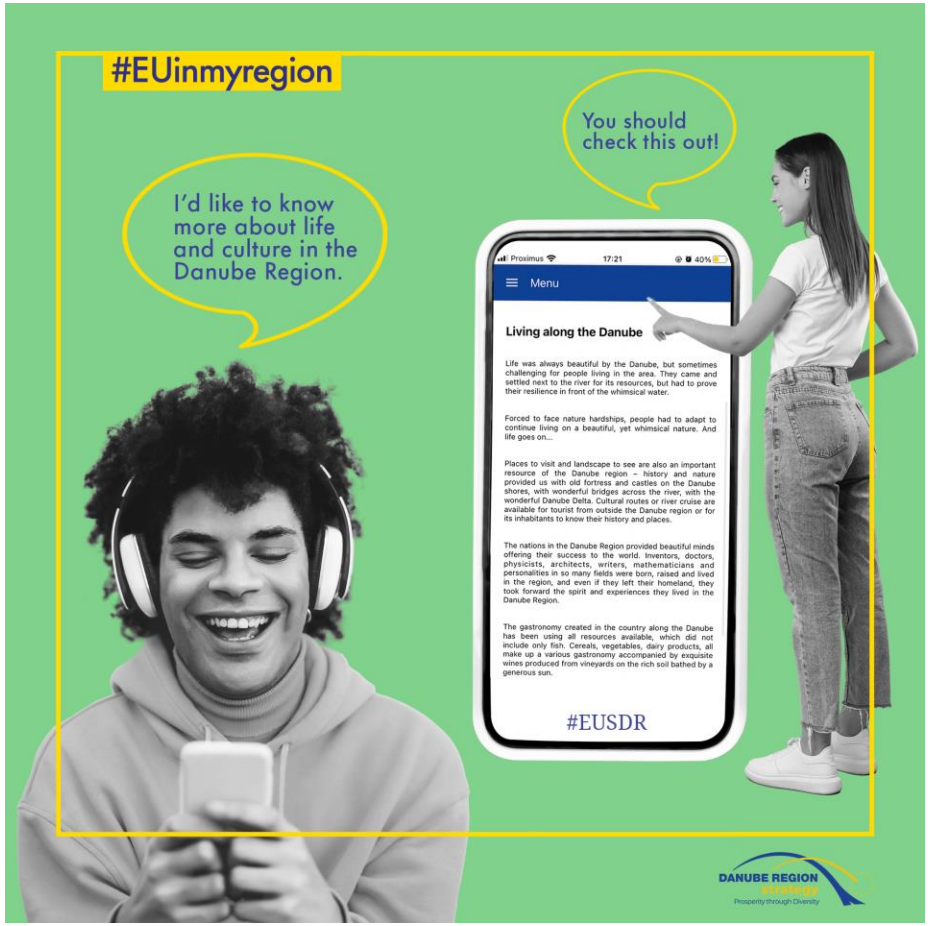
MULTIFORMAT - CREATIVE



THANK YOU