

The Lunio logo, featuring the word "Lunio" in a bold, sans-serif font, followed by a stylized circular icon with a dot inside.

# Mastering Paid Social:

Unlock The Power of Targeted Ads



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# How to Use This Guide

## As a marketer, are you being asked to “do more with less” in 2023?

Given the current economic climate, many of us are having to adapt to less budget, reduced headcount, and fewer shiny new tools. But revenue targets remain as ambitious as ever.

So in this context, performance marketing efficiency is the key to success. Gone are the days of simply throwing more money at ad networks until goals are met.

If you’re one of the lucky ones that hasn’t been affected by budget cuts, efficiency still matters. You can become more efficient while increasing marketing spend by ensuring your campaigns are seeing higher profitability ratios over time.

It’s time to start spending smarter, not harder. And that’s exactly why we’ve created this guide, it covers the processes, practices and technologies you can put in place to ensure 100% of your Paid Social Ads budget is used wisely.

# About Lunio

[Lunio](#) is a performance marketing efficiency platform that automatically removes bots and fake ad engagements across all your paid marketing channels - including Google, Bing, Meta, LinkedIn, TikTok, and many more.

By eliminating fake traffic, 100% of your ad spend is focused on audiences with genuine conversion potential, allowing you to make better campaign optimisations with validated data. No more wasted spend. No more worthless traffic. And no more guesswork. Get complete traffic transparency to help you improve metrics that matter. The way paid media should be.



Know someone who’d find this guide useful? Share the love and pass it on!



Share on LinkedIn!





**Paid social recently overtook paid search as an advertising channel, [growing 25% YoY](#) and exceeding \$137 billion in total annual spend (just edging out search's \$135 billion).**

With more businesses pouring money into paid social, you need to make sure you're using your available budget efficiently to reach your revenue goals in an increasingly competitive space.

Higher campaign price tags, paired with the fact that many consumers have developed a tendency to ignore social ads, reduces the margin for error.

If you're not strategic with your spending, platforms like Meta and TikTok will happily eat up your budget without delivering a significant uptick in sales. So what are the key pitfalls to avoid?



**Fiona Bradley**  
Founder of FBComms

**For this chapter, we spoke to Fiona Bradley, Founder of [FBComms](#). Her 10 tips will help you to boost authentic ad engagement and reduce your cost-per-acquisition across all social channels.**

Fiona was named Social Media Business Woman of The Year 2023, and has worked on campaigns for Coca-Cola, the NHS, Rolex and many more. A committee member for the After Work Club and Guest Lecturer at Durham University, she has a proven track record of delivering outstanding campaign results.



# 01.

## Only Spend on Platforms Where Your Audience Are Actually Hanging Out

Are people likely to be searching for physios on Pinterest? Probably not. So you're best investing in Google Ads if your audience is local and will be searching on maps over social media. Always check where your traffic and conversions are already coming from and double down on those areas. You don't need to be on TikTok just because it's the new trending platform.

You can use traffic analysis tools like [SimilarWeb](#) to uncover which channels are generating most traffic for your competitors. You shouldn't blindly follow what others are doing, but this can be helpful for giving you ideas for things you're not trying already.

**"I had a client who had a competitor that was getting lots of traffic from Reddit. So we decided to experiment with Reddit ads. And it worked – they got a whole host of new loyal customers."**



## Here's Fiona's Take on Some of the Most Popular Social Platforms:

### TikTok

TikTok works really well for eCommerce companies selling lower value products. It's harder to get the same level of conversions on luxury items.

If you sell higher value products, TikTok can still be useful for brand awareness campaigns and driving traffic to your site. You can then retarget those users and pick them up on Google or Instagram.

### Facebook & Instagram

When you run ads through Meta Business Manager, you can split them between Facebook and Instagram. Often ads will be shown to more people on Instagram as it has higher engagement rates. With Facebook you tend to get fewer clicks, but more of those convert.

Facebook is really good for services like coaching and training. Localised ads and local stores also tend to do well.

### LinkedIn

LinkedIn is the go to social channel for B2B businesses. But LinkedIn ads are incredibly expensive to run. So Fiona advises focusing on your organic strategy instead if you're on a tight budget. Start creating value-added content, build up your network, and strike up conversations with the people who engage with your posts.

### Reddit & Quora

Reddit and Quora are two underused platforms. The ads are much more affordable than LinkedIn and deliver decent results when you get your targeting right. With Quora you even have the option to place your ads within the Quora Digest email, which can be particularly effective.



# 02.

## Don't Neglect Your Organic Content

If you're running ads from a dead social profile, it's going to be a bit suspect or look potentially like a scam if the last post was made in 2018. Just like your web domain and Google rankings, your social pages get a 'quality ranking'. So decent engagement on your organic content means your ads are likely to be deemed "more relevant" and shown to more people.

### How Often Should You Post?

Ideally posting frequency varies depending on your brand and audience. But if you want to gain traction, you should aim to post at least. For example, with Instagram reels daily posting is crucial for driving meaningful growth. With TikTok you should aim to post at least five times a week while tapping into all the latest trending audios.

That said, if you've got limited resources, it's better to post three times a week with content that's actually relevant. Don't continue posting daily just for the sake of it if you're getting no engagement.

## Hashtags

Hashtags used to be more important as a search tool. But now all the social platforms will search the copy within your post itself and pull keywords from there. So you don't need to spend hours doing hashtag research anymore. As a general rule of thumb, using three relevant hashtags per post is enough.

**"There's so much boring marketing spam in everyone's feeds. If you can make people smile you're far more likely to drive engagement and sales. For example, I recently created a video ad of a shark hand puppet making a cup of tea. I could have just talked about the product, materials, and specifications, but that would have undoubtedly been ignored."**

Of course there are certain scenarios where humour isn't appropriate. Some ads need a more matter-of-fact treatment. For example, if you're a wellness brand focusing on mental and physical health there's not much space for humour. But outside of those particular cases, you should aim to spark an emotion, especially one people want to share which is the key to virality.

# 03.

## Don't Rely on Campaign Budget Optimisation

Most social platforms have an option where you set the budget at campaign level, and then let the algorithm decide which ad sets to allocate more of your budget towards based on performance. The problem with this is that one ad set tends to get all the traction and the others get ignored – so those products simply sit on the shelves.

Manual bidding on keywords, ad sets and ads means they'll all get enough airtime for you to see how well they're doing. You can then go in to move budgets over to those ads and audiences with the lowest cost per acquisition.

### Maximising Manual Bidding Efficiency

The key here is to know exactly what you're looking for. Have your KPIs set. What cost-per-click are you looking for? What kind of ROAS and conversion rate do you need to hit? When these numbers aren't being met, you can reduce the budget or switch off the ad set and tweak it.

If you haven't got quantified goals in mind it's very easy to spend hours looking at all the numbers in the dashboard trying to make your budget allocation decisions.

# 04.

## Avoid Boosting Posts

If you've ever posted anything from a business Facebook or Instagram account, you'll have seen that big boost button. Don't push it. It's good for engagement (i.e. likes and views) if you've already got a well-performing organic post.

However, boosting posts offers you limited targeting capabilities. If maximising conversions and sales are your goal then Business Manager will allow much more detailed audience targeting and tracking.





# 05.

## Use Less-common Audiences

Sorry to break it to you, but most other marketers will also be targeting more affluent areas, and people who have generic interests such as “health and fitness” or “cooking”. Instead aim to use more unique targeting such as people that follow the “Ironman” page, like a similar brand, celebrity endorser, or have kids of a certain age. Only show your offering to people who it’ll be relevant for.

**“I worked with a life coach who was advertising coaching services via a free webinar about overcoming overthinking. We decided to experiment by targeting people that had just come back from holiday between one and two weeks ago. That audience blew the others out of the water in terms of sign ups. So that’s where we put all the budget.**

**On holiday people have time to relax and think. And when they come back, they often want to make a change in their life. And the webinar was a perfect fit for that frame of mind.”**

## Generating Ideas for Audience Targeting

It pays to think outside the box when it comes to audience targeting on social channels. So look at what your ideal customers are posting about on their pages. What kinds of threads are they starting or interacting with on Reddit? Do they ever mention any specific brands or influencers? It’s also worth diving into audience interest reports on Google Analytics.

It’s worth noting that Meta has become much better at wide targeting in recent years. If you have a large pool of historical conversion data the algorithm can pull from, you can just leave things running and give it enough time to optimise performance. But if you’re new to running ads on the platform and it hasn’t figured out who your best converters are, get specific.

# 06.

## Produce Content That Looks Like a Human Made It, Not a Corporate Entity

You want your ads to blend into the feed as much as possible. So avoid logos, video templates and over-produced content. They say 'create TikToks, not ads'. That means showcasing your product or services without directly and aggressively selling.

### User-generated Content

Some influencers charge extortionate fees for 15-second videos. But user-generated content (UGC) can work well if you find the right people. Twitter is a great place to start as there's a huge active UGC community on there.

**"Every time I put a call out for UGC on Twitter, I typically get more than 20 portfolios in my inbox I can choose from."**



### CapCut

If you'd rather not work with UGC creators, you can do it yourself using [CapCut](#) - which is still completely free to use. And provided you put a bit of thought and effort into it, often the output is just as good.

### Optimising CTAs

If it's a paid social ad, it's going to have the "Shop Now" or "Learn More" button attached anyway. So you don't need to put anything overly pushy or salesy in the copy itself.

CTAs are more important to think about when it comes to organic posts. What is it you want viewers to do? You need to be explicit, otherwise they'll do nothing.

- Save this post
- Share it with friends
- Tell me what you think in the comments
- Tag us in your photos to be featured on our page



# 07.

## Only Use Lookalike Audiences With Enough Data

If you've got a small number of customers, the platforms will find it hard to generalise and find decent lookalikes. If you have a batch of 10,000 super loyal repeat customers, the algorithm will have a much easier time finding people similar.

As a minimum cutoff point, Fiona advises against using lookalike audiences unless you've got at least 5,000 really engaged and loyal customers. And the "engaged and loyal" part really matters. If you've got 20,000 overall customers, but they're not loyal repeat buyers, it's not going to work as well.



### **TIP:**

Always exclude your current customer list when using lookalike audiences to avoid spend inefficiency due to audience overlap.

# 08.

## Make Sure Your Tracking Is Properly Set Up

Each platform uses their own tracking systems, usually a piece of code called a tracking pixel that you'll have to upload on the website. When customers take action on your site, these codes will fire and tell your ad platform it's working and your ads will get shown to more users.

After setup, make sure your pixel is working correctly. [Meta Pixel Helper](#) (other social platforms have equivalent features) reports common errors that can happen after installation:

- Check out this guide to v

## Always Crosscheck Your Conversion Data

Even when your pixel tracking is working correctly, you should never take the sales and conversions you see within social platforms as gospel. Pixels record clicks. But someone can click on your website and then be refused for finance or payment may have been declined.

Always crosscheck the sales you see in the social platform with CMS and Google Analytics data. They'll inevitably all tell you different numbers. So you need to define what your source of truth is. What are you actually going to base your performance off?

Ultimately, the only thing that really matters is the money that went into your bank account. Which is another reason why calculating your marketing efficiency ratio is so important:

$$\text{Total revenue from paid media} \div \text{total paid media spend} = \text{marketing efficiency ratio}$$





# 09.

## A/B test Everything

Your first ad is almost always going to perform poorly. So you should be setting up multiple audiences, creatives, calls to action, and conversion points to continuously improve your ads and reduce cost per click every time you run a new campaign.

**“Always experiment with products too. Sometimes people just won’t care much about a specific product on a specific platform, no matter how good your ad is. If things aren’t working out, switch off the campaign and test the product on a different platform.”**

# 10.

## Optimise Your Checkout Process

There’s no point running ads and spending money if there’s a huge drop-off between initiating checkout and purchase because your PayPal button isn’t working. Check each step is optimised at the outset. Here are few things that can kill your conversion rates:

- A slow or poorly designed website
- A postage payment that’s way above average
- A complex purchase process with multiple steps
- A basket that’s hidden in the menu and difficult to access
- A purchase page filled with terms and conditions copy

**“You should be checking your campaigns every day to nip these kinds of problems in the bud. If you only check on a weekly basis you may have already spent thousands of pounds before you realise you’ve got no conversions because you drove visitors to an incorrect landing page.”**



# End Wasted Spend Across Paid Search & Shopping Ads

Save up to 20% of your advertising budget by automatically excluding fake ad engagement. Get a demo and a free 14-day trial now!

Book a Demo

HUGO  
BOSS

M&S  
EST. 1884

ebay

DIESEL

norwegian



INCUBETA



Red Pandaton

LUNIO

Platform Overview

Google

Google Overview

Google Ad Accounts

Google Ads Campaigns

Google Ad Stats

Clicks Log

Exclusions

Conversions



Ready For Take Off, Red?

Active Platforms Health

< 1 / 3 >



Meta  
Platform Health: 18%



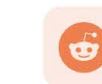
Twitter  
Platform Health: 31%



LinkedIn  
Platform Health: 29%



TikTok  
Platform Health: 32%



Reddit  
Platform Health: 64%



Google  
Platform Health: 0%



Clicks from Legitimate  
Sources  
88,465 (68.11%)



Clicks from Suspicious  
Sources  
7,992 (5.97%)



Clicks from Invalid Sources  
37,357 (27.92%)

Cost of clicks from Invalid Sources

\$79,503.16

Active Exclusions

17,947 IPs