

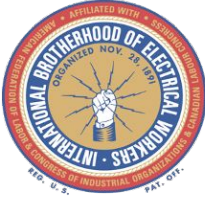
8 tips on social media ads in 30 minutes

Prepared for the International Labor Communications Association

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A UNION AGENCY FOR UNION CLIENTS



LiUNA!

Feel the Power



COMMUNITY LABOR UNITED

A Union of Professionals



MetroBTC



About 617MediaGroup:

A national strategic partner for unions

617MediaGroup is a full-service, strategic, national communications firm for leading labor unions, coalitions, labor management funds, and workers' rights causes and campaigns.

We are an **aggressive, creative, campaign-style firm with a winning track record**. Our firm was built to help unions and social justice organizations achieve key legislative, contract, organizing, and electoral victories. **We win tough fights when the odds are stacked against our labor and community clients.**

617MediaGroup is the only full-service unionized firm in the nation that works exclusively with mission driven clients. We are proud to be a **union shop** affiliated with **IUPAT DC35 Local 391**.

We are a union agency for union clients. In just under five years we have become the fastest-growing and most impactful national communications firm advancing workers' rights and workers' fights.

Our national firm includes more than **80 communication professionals from coast to coast**, with staff members in nearly a dozen U.S. states, including in Colorado, Florida, Louisiana, Maryland, Massachusetts, Michigan, New York, Pennsylvania, Wisconsin, and more, plus Washington, D.C.

“Do more social media”

We all face pressure to “do more social media” or “get some ads going”

We need to be mindful if we are doing:

- **Recruitment**
- **Corporate accountability**
- **Voter or public persuasion**
- **General awareness / branding**

Strategy and prep are more than half the game!

What measurable outcomes do we want to achieve?

How many sets of creative do we want to A/B test?

When do we want to achieve the goal by?

What cost per conversion have we seen in similar campaigns?

How does our budget position us for success with those conversion metrics in mind?

How big is the workforce – some jobs are easier to recruit from on digital ads than others?

Digital Ad Strategy + Tactics

Begin including digital tactics in your annual plans, campaign plans, and strategic planning

Many are familiar with Goals/Strategies/Tactics...

Remember: Digital is often going to fall in the strategies and tactics categories.

Digital without a goal is like organizing without a target.

Would you just hand organizing leaflets to any worker on the street?

Probably not.

Don't let fall victim to “directionless digital” or thinking increasing your following is the only goal that matters.

Geotargeting and geofencing – what's the difference?

- . Geofence: zone and map
- . Geotarget: pinpoint and list

General tips

- 1.) Register your campaign pages early – budget at least one week for Meta (Facebook/Instagram) to give approval in ads manager for new campaigns running issue ads
- 2.) On issue ads, particularly in election season, budget at least one week for creative approval after you are certified
- 3.) The pre-populated lead capture forms are generating a major uptick in conversion
- 4.) Still content and carousel content is trending upwards

The key question for digital ads

The question to always remember with digital ads is:

Is your audience going to do what you want them to do?

- Target: Are they the right people?
- Ask clearly: Is your ask clear?
- Ask rationally: Is your ask reasonable?
- User experience: Is it EASY for them? Does it WORK? Is the path direct or are there too many things to click?
- Follow-through: What happens next?
- Timeliness: Did you get back to them quickly to say thank you and/or to say what is next?

Two recruitment ad campaign tips

1. **“Getting paid what you deserve” is resonating big time on recruitment and organizing ads. We know as unions we don’t necessary talk “money first” in PR but on digital it is working.**
2. **Using the Meta lead forms is blowing the doors of landing page links... You still need a landing page but it is not the main engine**

Two corporate accountability ad tips

3. Blend with traditional media to ensure biggest impact – consider zip code targeted cable TV to supplement geofence.

4. Target what their customers are looking for with google keywords

Two voter or public persuasion digital ad tips

5. Be mindful of your FEC and local election reporting responsibilities

6. YouTube pre-roll getting higher quality / duration of impressions on political ads without all the Meta comment chatter

Two general awareness / branding digital ad campaign tips

7. Leverage your member lists and zip codes

8. If you are targeting workers who are licensed – nurses or trades workers, for example - leverage FOIA abilities on state licensure lists. Even if you can't drop a pin on specific addresses on some platforms, analyze your zip codes to see where highest density is and target those zip codes.

Thank you

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