



Introduction

U.S.-Middle East Partnership Initiative



The Organic reach via Social Media continues to decline meaning less people see what you post.

CSOs need Social Media ads to boost visibility



Introduction



Although it is said that a number of online communities are able to reach high organic reach and engagement, however, most online communities need to use digital ads to increase awareness about their product or service, increase page likes, or divert website conversions.

Digital ads used to be complicated to launch and track optimization, but with the new technologies and platforms digital ads have become easier but more costly, because of the large number of companies and users online.



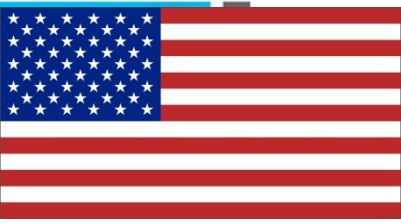
Budget For Social Media Ads



Practical Tips



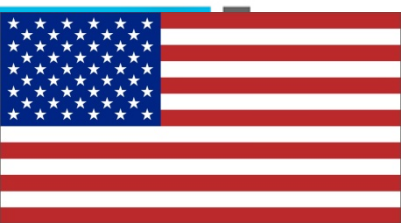
- Factor ad budget in every grant application
- Have a daily budget to boost visibility of your Social Media content.
- Target your ads to your existing email database (FB/TW)
- Use Lookalike Audiences to reach new people



Calculate Budget and Number of Visitors



- Facebook Ads: What budget can be allocated? (Cost per visitor is \$0.45 to \$2)
- Twitter Ads: What budget can be allocated? (Cost per visitor is \$0.45 to \$2) (Minimum campaign of \$12,000)
- Google Visitor: \$1 to \$1.5 per visitor
- LinkedIn Visitor: \$2 to \$3 per visitor



Calculate Ad Budget Distribution



- Do you have your ad budget?
- Do you know how you will distribute the budget?
- Are you looking for a simple way to calculate how to distribute your budget?

SIMPLE!



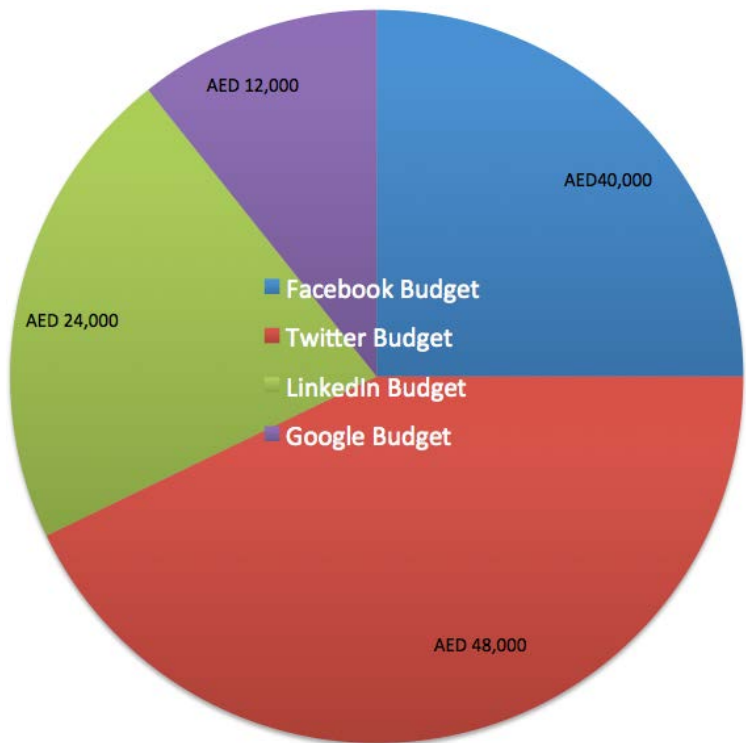
Calculate Ad Budget Distribution



- This sheet will not only allow you to distribute your budget. Moreover, it will allow you to perceive how you will spend your next budget according to the results.



Calculate Budget Distribution



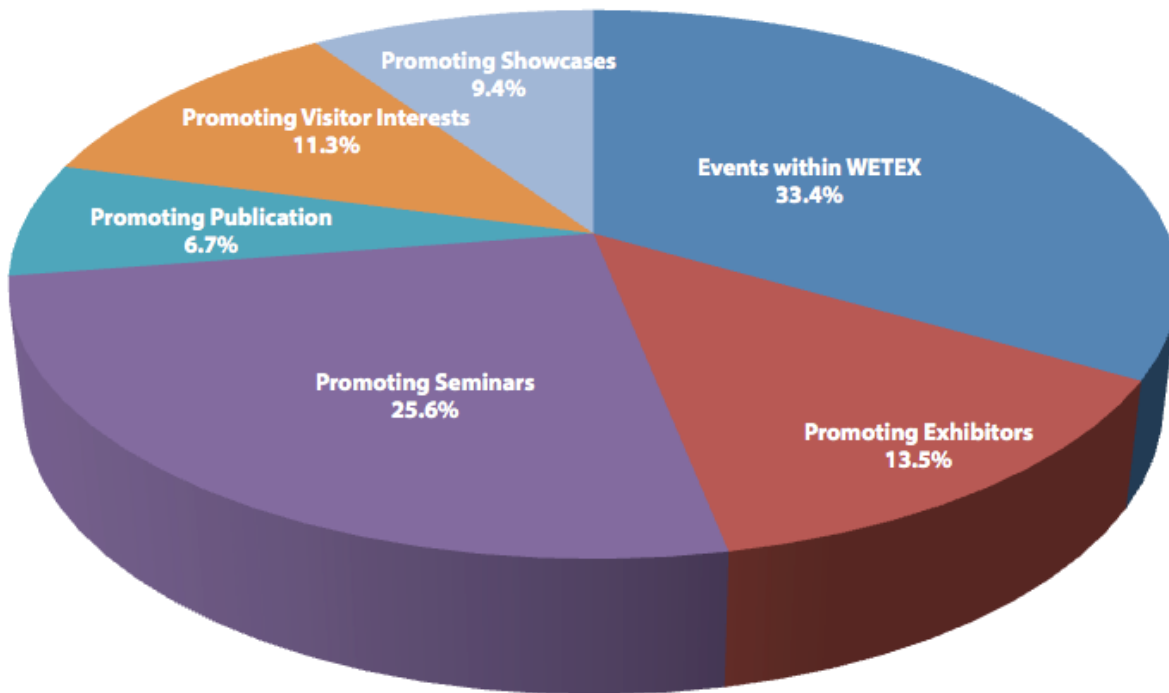
MAIN EVENTS AND THEMES FOR SOCIAL MEDIA COVERAGE		
	Budget	% of Total Budget
Total Budget for Content Promotion and Engagement:	AED 84,987	69%
Total Budget for People	AED 39,013	31%
Total Budget	AED 124,000	



Calculate Budget Distribution



Ad Budget Distribution





Facebook Ads



Facebook's Ad Structure

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Creating a Facebook Ad Structure not only helps you create full content preparation before launching ad(s).

By preparing an ad structure you are set to not lose time with:

- Number of characters in the Headline (25 characters)
- Number of characters in the text (90 characters)
- Image Size Recommendations for the ad type
- Back and forth approvals for content



Facebook's Ad Structure



Facebook Ad Structure



Headline:
(25 characters)

Social Media Campaign Strategies

Description:
(90 characters)

Are you looking to improve you social media campaigns?
Register Now!

Display URL:
(Characters depending on
Ad)

www.aymanitani.com



Facebook's Ad



Facebook Ad structure differs by where it is set on the page:

- Desktop Newsfeed
- Mobile Newsfeed
- Right-hand side Newsfeed

With the various sets of Ads, each delivers a certain dimension size for the image. The recommended sizes for images of ads are 1200 x 444 pixels or 1200 x 628 pixels.



AYMAN ITANI Social Media Assessment of Your Business

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Our CEO, Ayman Itani is speaking at #GITEX2014 tomorrow at 2:30 pm about Digital and Social Media Guidelines for Start-ups and Entrepreneurs. Don't miss it!



Like · Comment · Share



Social Media Assessment of Your Business

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Social Media Club session in GITEX2014

whatsupuae.wordpress.com

Like

Comment

Share

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Facebook Launches Cross-Device Reporting for Ads

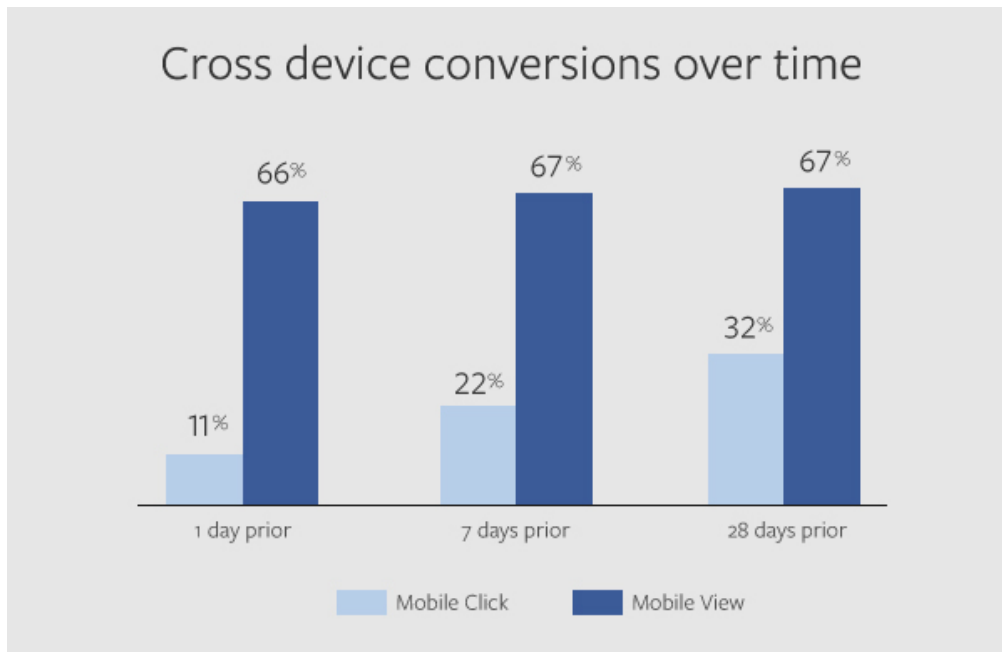


- Facebook announced a way to track performance of advertising across devices. This will enable advertisers to see how people are balancing desktop, mobile and tablet before they make a conversion.
- Advertisers can see how different devices influenced a website conversion and mobile app actions, as well as the value of the website conversion



Facebook Launches Cross-Device Reporting for Ads

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Facebook Launches Cross-Device Reporting for Ads



Facebook blogged about this new capability:

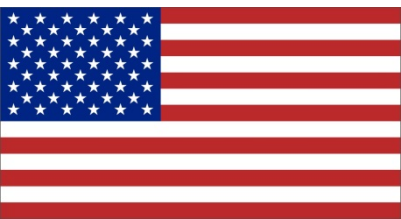
- Imagine seeing an ad for a product on your mobile phone while in line at the bank. Do you immediately make a purchase on your phone? Probably not. Facebook already offers targeting, delivery and conversion measurement across devices. With the new cross-device report, advertisers are now able to view the devices on which people see ads and the devices on which conversions subsequently occur.



Facebook Launches Cross-Device Reporting for Ads



- For instance, a marketer can view the number of customers that clicked an ad on an iPhone but then later converted on desktop, or the number of people that saw an ad on desktop but then converted on an Android tablet.



Facebook Launches Cross-Device Reporting for Ads

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Facebook Ads Reporting

Reports ▾ General Metrics: yesterday (edited) Schedule Save Share Export Reports Help ▾

Edit Columns Add Filters Dates: Yesterday ▾ All days ▾

Start Date	End Date	Placement	Impression Device	Action Device	Website Conversion	Mobile App Actions	Website Conversion Value
2014-08-11	2014-08-11	-	-	-	6,311 Total	5,961 Total	\$23,862.15 Total
2014-08-11	2014-08-11	News Feed on M	iPhone	All Devices	3,965	3,893	\$21,468.72
				Android Smartphone	131	5	\$250.08
				Android Tablet	21	8	\$0.00
				Desktop	2,066	0	\$17,557.15
				iPad	414	185	\$1,659.29
				iPhone	1,333	3,694	\$2,002.20
				iPod	0	1	\$0.00



Manage Facebook Ads through Mobile



Ad Managers is now available on mobile devices, advertisers can monitor and optimize their ads:

- Pause or resume campaigns
- Edit budgets and schedules
- View insights
- Respond to alerts



Manage Facebook Ads through Mobile





Ad Report Template

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Through Facebook Ad Managers you are able to track how your ads are performing. However, depending on the ad and objective behind the ad, you must view certain details.

For example, when running an “Install app” ad, you must look at several important factors, to identify which ad is performing better, which locations should be removed,...



Ad Report Template



Start Date	End Date	Ad Set	Ad	Country	Cost Per Click (CPC) (USD)	Click-Through Rate (CTR)	Amount Spent (USD)	Clicks	Reach	Cost Per 1,000 Impressions (CPM) (USD)
2014-08-07	2014-09-03	Mobile App Install - MiddleEast + AllParents	Mobile - App Installs	AE	0.222303	0.650657	33.79	152	8227	1.446428
2014-08-07	2014-09-03	Mobile App Install - MiddleEast + AllParents	Mobile - App Installs	BH	0.260278	0.399467	9.37	36	1971	1.039725
2014-08-07	2014-09-03	Mobile App Install - MiddleEast + AllParents	Mobile - App Installs	EG	0.099275	1.055748	354.71	3573	37227	1.048095
2014-08-07	2014-09-03	Mobile App Install - MiddleEast + AllParents	Mobile - App Installs	IQ	0.050382	1.945851	42.22	838	7216	0.980356
2014-08-07	2014-09-03	Mobile App Install - MiddleEast + AllParents	Mobile - App Installs	JO	0.080701	1.146214	48.34	599	6984	0.925008
2014-08-07	2014-09-03	Mobile App Install - MiddleEast + AllParents	Mobile - App Installs	Kw	0.21437	0.570251	25.51	119	5432	1.222446
2014-08-07	2014-09-03	Mobile App Install - MiddleEast + AllParents	Mobile - App Installs	LB	0.118295	1.161691	46.49	393	7823	1.374224
2014-08-07	2014-09-03	Mobile App Install - MiddleEast + AllParents	Mobile - App Installs	OM	0.415263	0.356272	7.89	19	1419	1.479467
2014-08-07	2014-09-03	Mobile App Install - MiddleEast + AllParents	Mobile - App Installs	QA	0.297317	0.40578	24.38	82	5232	1.206453
2014-08-07	2014-09-03	Mobile App Install - MiddleEast + AllParents	Mobile - App Installs	SA	0.206308	0.683912	84.38	409	14835	1.410966
2014-08-07	2014-09-03	Mobile App - All MiddleEast	Mobile - App Installs	AE	0.093825	1.448358	17.17	183	8556	1.358924
2014-08-07	2014-09-03	Mobile App - All MiddleEast	Mobile - App Installs	BH	0.223429	0.494001	7.82	35	2980	1.10374
2014-08-07	2014-09-03	Mobile App - All MiddleEast	Mobile - App Installs	EG	0.051898	1.341957	337.91	6511	106693	0.696453
2014-08-07	2014-09-03	Mobile App - All MiddleEast	Mobile - App Installs	IQ	0.037503	1.703504	140.45	3745	61801	0.638871
2014-08-07	2014-09-03	Mobile App - All MiddleEast	Mobile - App Installs	JO	0.040026	1.724215	46.03	1150	19552	0.690136
2014-08-07	2014-09-03	Mobile App - All MiddleEast	Mobile - App Installs	Kw	0.088059	1.322618	20.87	237	8924	1.164686
2014-08-07	2014-09-03	Mobile App - All MiddleEast	Mobile - App Installs	LB	0.055729	2.166967	32.88	590	13139	1.207625
2014-08-07	2014-09-03	Mobile App - All MiddleEast	Mobile - App Installs	OM	0.114474	0.841266	4.35	38	2002	0.963029
2014-08-07	2014-09-03	Mobile App - All MiddleEast	Mobile - App Installs	QA	0.0932	0.996169	11.96	130	6225	0.916475
2014-08-07	2014-09-03	Mobile App - All MiddleEast	Mobile - App Installs	SA	0.067301	1.631066	57.61	856	25434	1.097731



Ad Report Template

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Moreover, to identify more how your “Install App” ad is performing:

- Identify the countries the downloads are coming from
- Number of downloads in each country
- Total spent on each country
- and finally the cost per download (CPD)



Ad Report Template

U.S.-Middle East Partnership Initiative



Finally to calculate the cost per download you must:

Divide the total spent for each country with the total downloads of each country:

$\text{Total Spent} / \text{Total Downloads} = \text{CPD}$

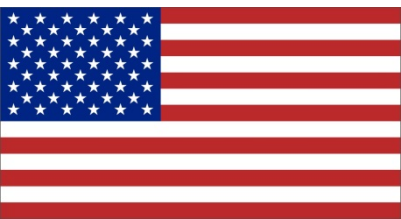


Ad Report Template

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Country	Downloads (Total: 7-14)	Total Spend(Total: 7-14)	CPD (Total: 7-14)
United Arab Emirates	164	13.28	0.08
Lebanon	65	16.16	0.25
Oman	6	3.44	0.57
Qatar	20	8.83	0.44
Kuwait	112	11.63	0.1
Jordan	162	23.29	0.14
Bahrain	10	4.62	0.46
Egypt	778	157.28	0.2
Iraq	n/a	81.61	
Saudi Arabic	282	34.19	0.12



Facebook Ads Report



Total Number
of Impressions
496,349

2,545
Total Page Likes

Total Number
of clicks
6,130

82.34%
of page like came from the Ad
Campaign.

Total Number
of Actions
6,087

2.63%
of likes came from people who
searched for the page, and liked
it

Total Reach
235,379

1.19%
of likes from Mobile

The important aspects in an ad report would be:

- Total Number of Impressions
- Total Number of Clients
- Total Number of Actions
- Total Reach
- Total Number of Page Likes



Facebook Ads Report

U.S.-Middle East Partnership Initiative



Additionally, calculating the total of posts, likes, and shares, allows you to evaluate how on ad is doing than the other. This will also provide you with information of how to enhance your future ad campaigns.



Recommended Budget

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There are 3 categories of messages that need to be boosted.

The main target of boosting a post is to reach users and increase the chances for them to see your post.

“Category A” \$5 per day for important news about the CSOs

“Category B” \$15 per day to get Page Likes

“Category C” \$50 per day for upcoming events



Facebook Lookalike Audience

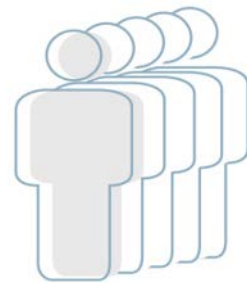


Lookalike Audience (Based on E-mail Database)



Creating a Lookalike Audience based on email database, makes you target new audience similar to your visitors or to your email addresses already matched on Facebook, and who are interested in your services and work.

Your reach will be expanded and will drive more potential users to your Facebook page or to your website.





Facebook Ads Visuals

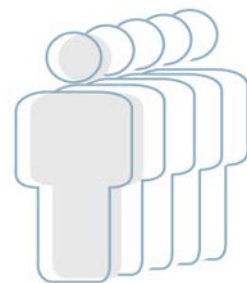


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Facebook Ads Policy

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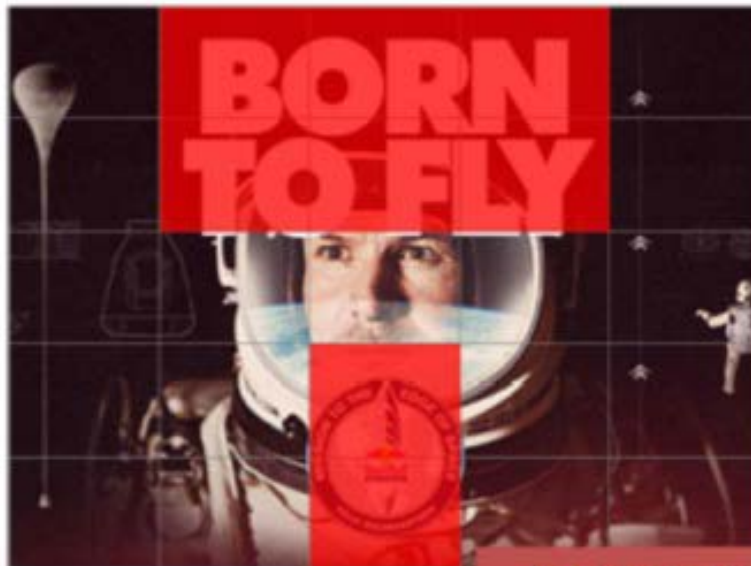


Facebook has created a web links which allows you to test your Ad and the Text percentage (%). The text must not exceed 20% of the image.

If your logo has text, Facebook might and might not take it into consideration of actual text, allowing the ad to be rejected.



Facebook Ads Policy



8 boxes = 32% text




Facebook Ads Policy



AYMAN ITANI **Social Media Assessment of Your Business** Like Page

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Free public event, exploring the latest fashion trends in Social Media. Join us now!



SOCIAL MEDIA TRENDS
Fashion & Retail

Keep Up with the Trends
www.meetup.com


Like · Comment · Share Event

10 15 event invites

Ramsey Hassan and 5 others

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Create Ad



SOCIAL MEDIA TRENDS
Fashion & Retail

Keep Up with the Trends
www.meetup.com

Free public event, exploring the latest fashion trends in Social Media. Join us now!



GITEX TECHNOLOGY WEEK
EMPOWERING. CONNECTING. ENTERTAINING.



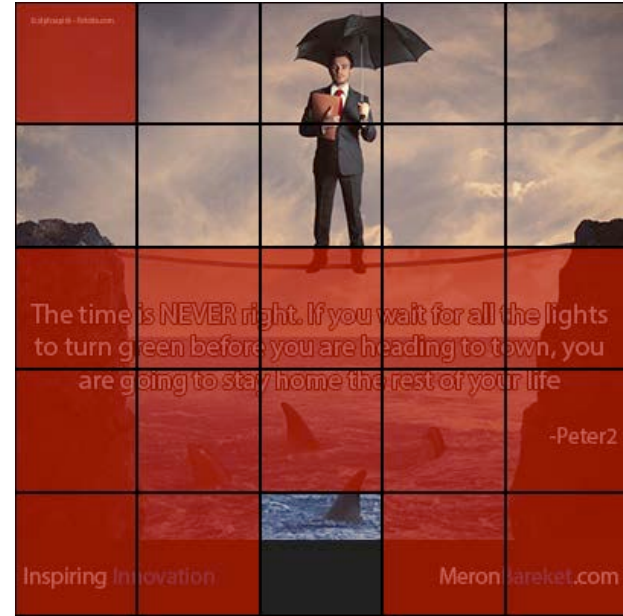
Facebook Ads Policy



Correct

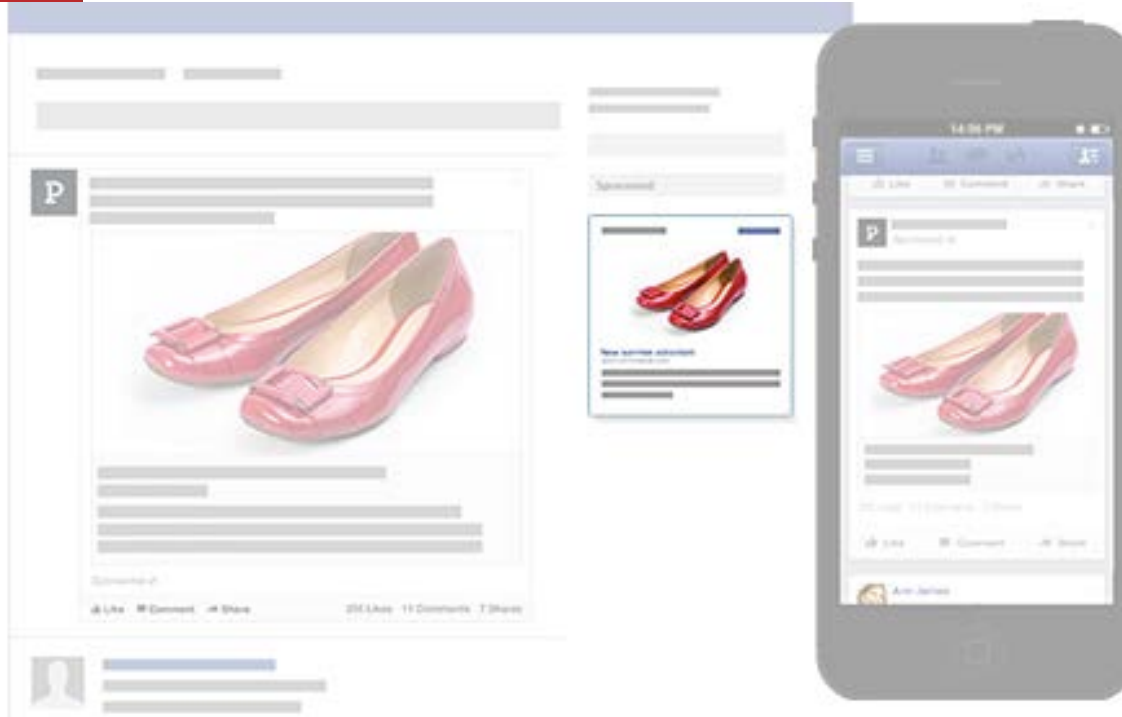


Wrong



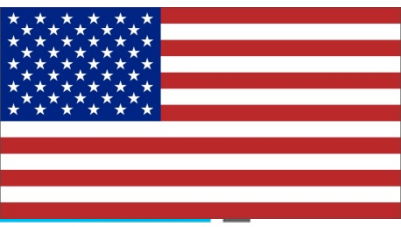


Example of Ads





Twitter Ads



Twitter Ad Interface

U.S.-Middle East Partnership Initiative



Whether you are looking for more followers, increase engagement, drive business or website traffic you can find the right ad solutions.

Twitter Ad Interface not only makes it easier to create and optimize campaigns but only pay for the actions aligned with your marketing objective.





Twitter Ad Interface



TML Reach
PROMOTED ACCOUNT

Give your campaign a name.

TML Reach

PROMOTED ACCOUNT CAMPAIGN - SWITCH

When do you want to run this campaign?

Learn more about setting campaign timeframes.

- Start immediately, run continuously
- Customize start and end dates

Targeting

Choose your primary method of targeting.

- Interests and followers**
Reach people with specific interests or who are similar to followers of specific accounts
FINDING NEW AUDIENCES - CONVERSATION - PUBLICITY
- Tailored audiences**
Reach people using your own data
TARGET YOUR EXISTING CUSTOMERS AND PROSPECTS

TML Reach
PROMOTED ACCOUNT - TARGETING INTERESTS AND USERS
Apr 10, 2014 - Apr 23, 2014

Users like your followers · Like followers of any of 2 users · In 1 location · With any of 4 interests

Target specific locations Show ads in all available locations

Search for locations, e.g. United States or Import multiple locations

Target users located in...

Country × United Arab Emirates

Limit targeting by gender.

Limit targeting by excluding list audiences.

Beta

Tell users why they should follow your account

Displayed in both the mobile and web timelines. See best practices.

Available	Currently promoted	Promote a new Tweet
<input type="checkbox"/>	<p>Think Media Labs @thinkmedialabs about 22 hours ago Facebook Pages redesign: 4 things businesses will want to do ow.ly/vAPyG</p>	
<input type="checkbox"/>	<p>Think Media Labs @thinkmedialabs 8 Apr, 3:05 AM #Twitter buys Cover, maker of alternate Android lock screen ow.ly/vy90t</p>	
<input type="checkbox"/>	<p>Think Media Labs @thinkmedialabs 8 Apr, 1:31 AM #Adobe Launches Lightroom for #iPad ow.ly/vxZAP</p>	
<input type="checkbox"/>	<p>Think Media Labs @thinkmedialabs 7 Apr, 12:26 AM Report: More ads are coming to #Twitter -a lot more ow.ly/vuUyz</p>	
<input type="checkbox"/>	<p>Think Media Labs @thinkmedialabs 5 Apr, 5:15 AM</p>	



Think Media Labs @thinkmedialabs
Be an insider! Follow us to get the latest updates and exclusive deals.



Save campaign Cancel



Twitter Ad Interface



TML Reach / PROMOTED ACCOUNT Apr 10, 2014 - Apr 23, 2014

ADD: Enter interests, Enter locations, AND: Any gender

Also target users like your followers

Add interest categories to target a broader audience as well. Interest categories increase potential reach. We will target users interested in one of the categories you enter in addition to any usernames you enter above.

Search for interest categories

Choose all of the locations you want to target. Enter countries, states/regions, metro areas, or postal codes currently available. Learn more

Target specific locations Show all locations

Search for locations, e.g. United States

Limit targeting by gender.

Limit targeting by excluding list audiences.

Browse interests

- Automotive
 - All of Automotive
 - Car culture
 - Convertibles
 - Hybrid and electric vehicles
 - Luxury
 - Minivans
 - Motorcycles
 - Offroad vehicles
 - Performance vehicles
 - Sedans
 - SUVs
- Beauty
- Books and literature
- Business
- Carsers
- Education
- Events
- Family and parenting
- Food and drink
- Gaming

0 interests selected Done

Beta

Tell users why they should follow your account

Displayed in both the mobile and web timelines. See best practices.

Available 1 currently promoted Promote a new Tweet

Think Media Labs @thinkmedialabs less than 5 seconds ago
Follow us on Twitter to stay updated with recent #SocialMedia news!
Limited delivery

Think Media Labs @thinkmedialabs about 22 hours ago
Facebook Pages redesign: 4 things businesses will want to do ow.ly/vAPgC

Think Media Labs @thinkmedialabs 8 Apr, 3:05 AM
#Twitter buys Cover, maker of alternate Android lock screen ow.ly/vy90t

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Think Media Labs @thinkmedialabs 7 Apr, 12:26 AM
Report: More ads are coming to #Twitter -a lot more ow.ly/vuUyz

Think Media Labs @thinkmedialabs 5 Apr, 5:15 AM

Compose a new Tweet. For example: Be an insider! Follow us to get exclusive deals and the latest updates.

140 Save promoted Tweet

Your Tweet will be promoted when campaign launches.

Tweet will only be shown to users targeted in a campaign (not to your followers)

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Think Media Labs @thinkmedialabs
Follow us on Twitter to stay updated with recent #SocialMedia news!

Think Media Labs @thinkmedialabs
Follow us on Twitter to stay updated with recent #SocialMedia news!

Think Media Labs Promoted



Twitter Ad Interface



Targeting

Choose your primary method of targeting.

Interests and followers

Reach people with specific interests or who are similar to followers of specific accounts
FINDING NEW AUDIENCES · CONVERSATION · PUBLICITY

Tailored audiences

Reach people using your own data
TARGET YOUR EXISTING CUSTOMERS AND PROSPECTS

Add @usernames to target people similar to that user's followers.

Targeting @usernames allows you to reach users with interests similar to followers of any of those accounts. For example, enter @TwitterAds to target people likely to be interested in advertising on Twitter. Search Twitter for @handles to include.

Search for @usernames or

Ayman Itani @aymantani **Dona-Maria Souhaid** @donmsaa

Add @usernames like @HSHMohd, @thinkmedialabs and more to expand your audience

Also target users like your followers

Add interest categories to target a broader audience as well.

Interest categories increase potential reach. We will target users interested in any of the categories you enter, in addition to any @usernames you enter above.

Search for interest categories or

Choose all of the locations you want to reach.

Enter countries, states/regions, metro areas, or postal codes. Limit your reach to any combination of locations currently available. [Learn more](#)

Target specific locations Show ads in all available locations

Search for locations, e.g. United States or

60K
ESTIMATED AUDIENCE SIZE

TARGETING SUMMARY

- Users like your followers
- Like followers of any of 2 users
- Enter interests
- Enter locations
- AND Any gender

Budget · All amounts in USD \$

Set a total budget (optional).

If set, this campaign will stop running once this budget has been reached. We will not exceed this amount during the life of the campaign. [Learn more](#)

\$ 50

Set a daily maximum (required).

Cap the amount you will spend each day. The maximum resets daily at midnight, America/Los Angeles time. [Learn more](#)

\$ 5

Enter the maximum amount you are willing to spend per follow.

You only pay when a user follows your account. You will never be charged more than your maximum bid, and you usually pay less. [Learn more](#)

\$ 3 Suggested bid: \$2.50 - 3.50

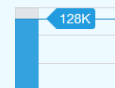
CAMPAIGN WILL

- Start on Apr 10, 2014
- AND Stop after \$50 total spent
- OR Stop on Apr 23, 2014

BUDGETING

- Pay at most \$5 per day
- AND Pay \$0.01 - \$3 per follower

ESTIMATED REACH



Estimated reach
Targeted audience

Increase your bid to move your estimated reach closer to the full targeted audience.



Twitter Ad Interface



Twitter Ads Campaign Interface

Home > Credit/debit card

TML Reach ACCOUNT - INTERESTS Started 10 Apr 2014 Ends 23 Apr 2014 [Edit campaign](#)

Targeting: 4 interests · 2 users · 1 location

TOTAL BUDGET	DAILY BUDGET	MAX BID
\$50	\$5	\$3.00

Your campaign has been created successfully [Dismiss](#)

10 Apr 2014 1AM - 10 Apr 2014 1AM [Update](#)

0	0	\$0	\$0.00
IMPRESSIONS	FOLLOWS	SPEND	CPA

Showing 1 existing campaign

Name and campaign type	START	END	Impressions	Engagements	Follow rate
TML Reach Account · Interests	10 Apr	23 Apr	0	-	0.00%

Download CSV Daily or download XLS file

Download CSV Hourly or download XLS file

Twitter Ads Campaign Interface

TML Reach PROMOTED ACCOUNT - TARGETING INTERESTS AND USERS Apr 10, 2014 - Apr 23, 2014

Users like your followers · Like followers of any of 2 users · In 1 location · With any of 4 interests · 1 Tweet manually selected

TOTAL BUDGET	DAILY BUDGET	MAXIMUM BID
\$50	\$5	\$3

[Launch campaign](#) [Save as draft and exit](#) [Modify details](#)



Google Ads



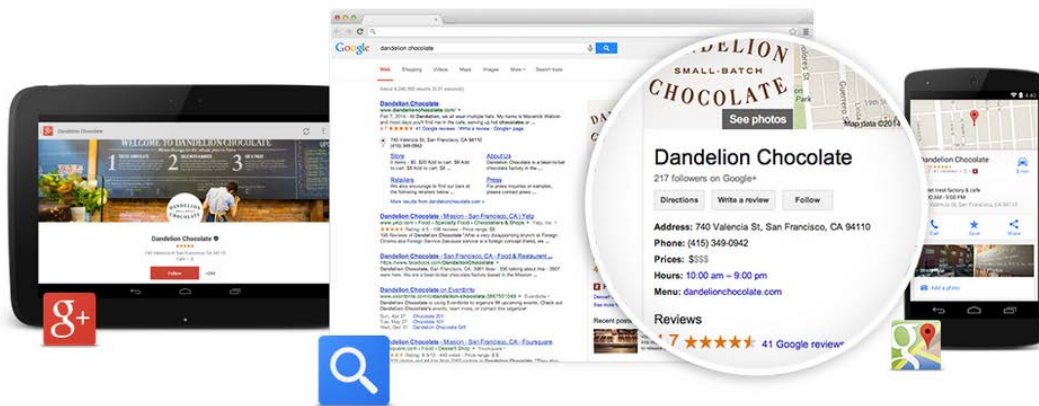
Google My Business



Get your business on Google for free

New - Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.

Get on Google





Google My Business



All you need to do is:

- Show up across Google
- Give customers the right info they need to know about your business
- Show up on Google Maps and Google+



Google My Business



- Google My Business allows you to create and verify your local business on Google and share information on Google Maps.
- You can show business locations in your AdWords ads by using location extensions where you display your business name, address and phone number with your ad to help customers connect you directly



Google My Business

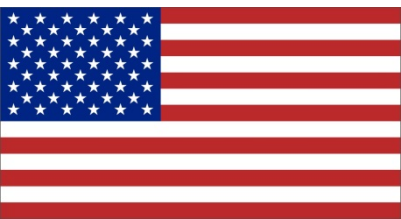


- The size limit for all image ads is 150 kilobytes.

- 468 x 60
- 728 x 90
- 1024 x 90
- 970 x 90
- 980 x 120
- 930 x 180
- 250 x 250
- 200 x 200
- 336 x 280
- 300 x 250
- 970 x 250
- 120 x 600
- 160 x 600
- 425 x 600
- 300 x 600
- 320 x 50

- 300 x 50
- 240 x 400
- 250 x 360
- 480 x 32
- 300 x 1050
- 768 x 1024
- 1024 x 768
- 580 x 400
- 480 x 320
- 320 x 480
- 300x100
- 750x300
- 750x200

- 950x90
- 88x31
- 220x90
- 300x31
- 320x100
- 980x90
- 240x133
- 200x446
- 292x30
- 960x90
- 970x66
- 300x57
- 120x60



Google My Business



- The size limit for Mobile image ads can be the following sizes (listed **as width x height x maximum size in bytes**):

- 320 x 50 x 7680
- 300 x 50 x 7680
- 216 x 36 x 4608
- 168 x 28 x 3072
- 300 x 75 x 7680
- 216 x 54 x 4608
- 168 x 42 x 3072
- 192 x 53 x 5120



U.S.-Middle East Partnership Initiative



This project is funded through the U.S. Department of State, Bureau of Near Eastern Affairs, Office of the Middle East Partnership Initiative (MEPI). MEPI is a unique program designed to engage directly with and invest in the peoples of the Middle East and North Africa (MENA). MEPI works to create vibrant partnerships with citizens to foster the development of pluralistic, participatory, and prosperous societies throughout the MENA region.



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MEPI partners with local, regional and international non-governmental organizations, the private sector, academic institutions, and governments. More information about MEPI can be found at: www.arabianpeninsula.mepi.state.gov.

“The opinions, findings and conclusions stated herein are those to the author[s] and do not necessarily reflect those of the United States Department of State.”

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