



# FACTSHEET SOCIAL MEDIA ADVERTISING

## SOCIAL MEDIA ADVERTISING ON FACEBOOK, TWITTER AND CO.

Social media platforms like Facebook, which has over 1 billion users, are the media drivers of Web 2.0. They don't just influence the media behavior of Internet users, they are a significant determining factor. Social media platforms intensify the dialogue between you and your customers, allowing you to lastingly improve your online marketing communication. Our experts can help you realize this potential and professionally integrate Social Media Advertising into your online marketing mix, providing you with a decisive competitive advantage. Social media is more than just a YouTube channel or a Facebook fan page and should therefore be professionally integrated into your media strategy. It is important to understand social media as a dialogue with potential customers, established customers, critics, fans and followers. The application of Social Media Advertising, such as an ad on Facebook, allows you to take advantage of first party data from platforms such as Facebook, Twitter and YouTube for interactions with your target group. This allows for user segmentation and the presentation of ads that precisely reflect the interests of a potential customer. We meticulously exploit the detailed targeting possibilities offered by social media platforms and combine them with advertising content that is relevant to your target group.



- **Integrated approach:** integration into your online marketing media plan
- **Data-driven user segmentation:** application of intelligent targeting methods to reach your target group
- **Strategy expansion:** application of accumulated user data to overall management of the online marketing campaign
- **Cross-media strategies:** campaign delivery to all devices
- **Detailed reporting:** compilation of customized KPIs, continual monitoring and transparent reporting
- **Comprehensive service:** support from a specialized online marketing consultant, advertisement optimization, A/B testing

### Summary:

Social networks and services, Facebook and Twitter first and foremost, make possible a more precise interaction with your target group than almost any other marketing method. At the same time, social media platforms offer extensive reach and numerous touch points along the entire customer journey. These two factors combine to create enormous potential for brand development, long-term customer acquisition and customer loyalty and are thus able to help you improve performance.



The Reach Group's goal is to make digital communication more efficient and effective. The core of this strategy is a steady focus on the end customer. Advertising methods dynamically address the personal needs of the consumer within the customer journey while taking into account current data protection regulations. The process starts at the first moment of contact with a brand, continues throughout the purchase decision process and goes beyond to the establishment of long-term brand loyalty.