



Grow your business with social media

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Connect with Your Audience & Drive Sales using Social Media Ads

Build connections that matter and accomplish your business goals.

A social media presence can help drive your business' growth. 75% of New Zealand's population use social media platforms every day to connect with friends and family, and to discover things that matter to them. It is one of the most popular online activities that users engage in.

The introduction of business management elements has redefined the way we look at social media and has created an opportunity for businesses to bridge the gap between themselves and their consumers. Whether you want to build brand awareness, drive product sales, or generate leads, social media platforms are a powerful tool.

When creating your campaigns, you need to consider your specific goals and objectives to build a tailored ad experience for your customers. In this eBook, we'll take a look at the different ad formats available on Facebook, Instagram, and LinkedIn, and how they can help you achieve your goals.



3.76 Million
monthly Facebook users in NZ



1.87 Million
monthly Instagram users in NZ



2.18 Million
monthly LinkedIn users in NZ

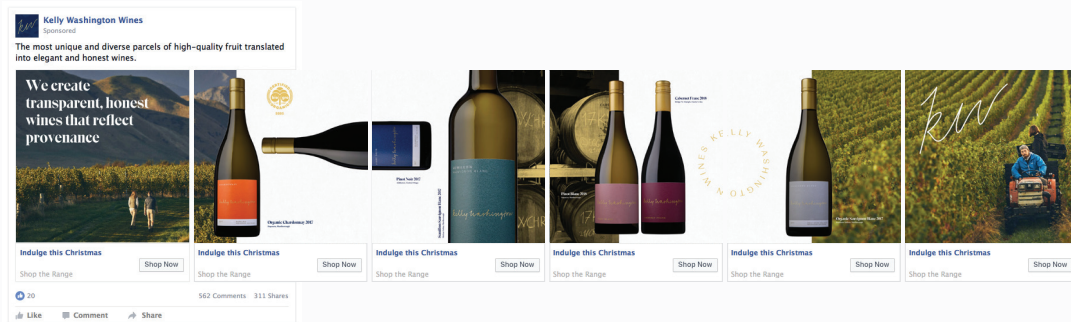
Did You Know?

**75% of New Zealand's
population use social media
platforms every day**

Source: Hubspot



So what type of ad is best for you?



Carousel Ads

Visually show off and engage your audience.

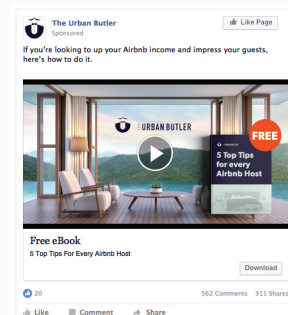
The carousel format allows you to showcase up to ten images or videos within a single ad, each with its own link. You can tell a compelling story that develops across cards, highlight different offerings, or give people a step-by-step tour of how your business or product works. The interactive format of a carousel encourages users to swipe through for more, keeping them engaged from first impression through to conversion.



Static Ads

Promote your 'hero' and get in front of your audience.

Focus on a popular product or service, capture your audience's attention and prompt action. The static ad format creates an instantly recognisable piece of artwork that speaks directly to your target audience's motivations. Whether they're active Facebook users, or spend their time scrolling through LinkedIn, you can create one campaign that reaches everyone on all their favourite websites, apps, and devices.



Video/Slideshow Ads

Reimagine the way you reach your audience by putting your message in motion.

Video and slideshow ads are eye-catching and engaging, and help you convey your message from start to finish in an easy-to-understand format. 82% of mobile traffic is expected to be video by 2020, so whether it's in stream, feed, or stories, reach your audience across various platforms with content that matches the ways they spend their time online.

Brittany Bos

Digital Account Manager

Brittany joined the team at NZD after completing her Bachelors Degree in Business, majoring in Market Insights and Accounting. She is now responsible for client and project management, digital strategisation, and helping the team to transform ideas into meaningful digital experiences.

When she's not at work, Brittany dances and often competes internationally in both ballroom and Latin American.



References:

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Need help getting it right?

We work with you to create and implement a completely tailored digital strategy, from research, concept, and planning, through to content creation, campaign setup, and reporting. Gain insights on your audience and their behaviours, and further optimise your ads for even better results.

No matter the campaign, we can help. Talk with us.



What PPC advertising services we offer

- » Google Ads
- » Google Merchant Ads
- » Facebook Ads
- » Instagram Ads
- » LinkedIn Ads
- » Remarketing

Hello, Let's Talk

The marketing landscape is constantly evolving, and so we are too. Despite this, we've never lost sight of where our strength & passion lie. We're digital experts, we've stuck with what we do best.



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Build. Sell. Engage.

No matter the campaign, our team takes a data-driven and ROI-focused approach to helping you grow your business.

Visit our website: nzdigital.co.nz

Give us a call: **0508 693 444**