

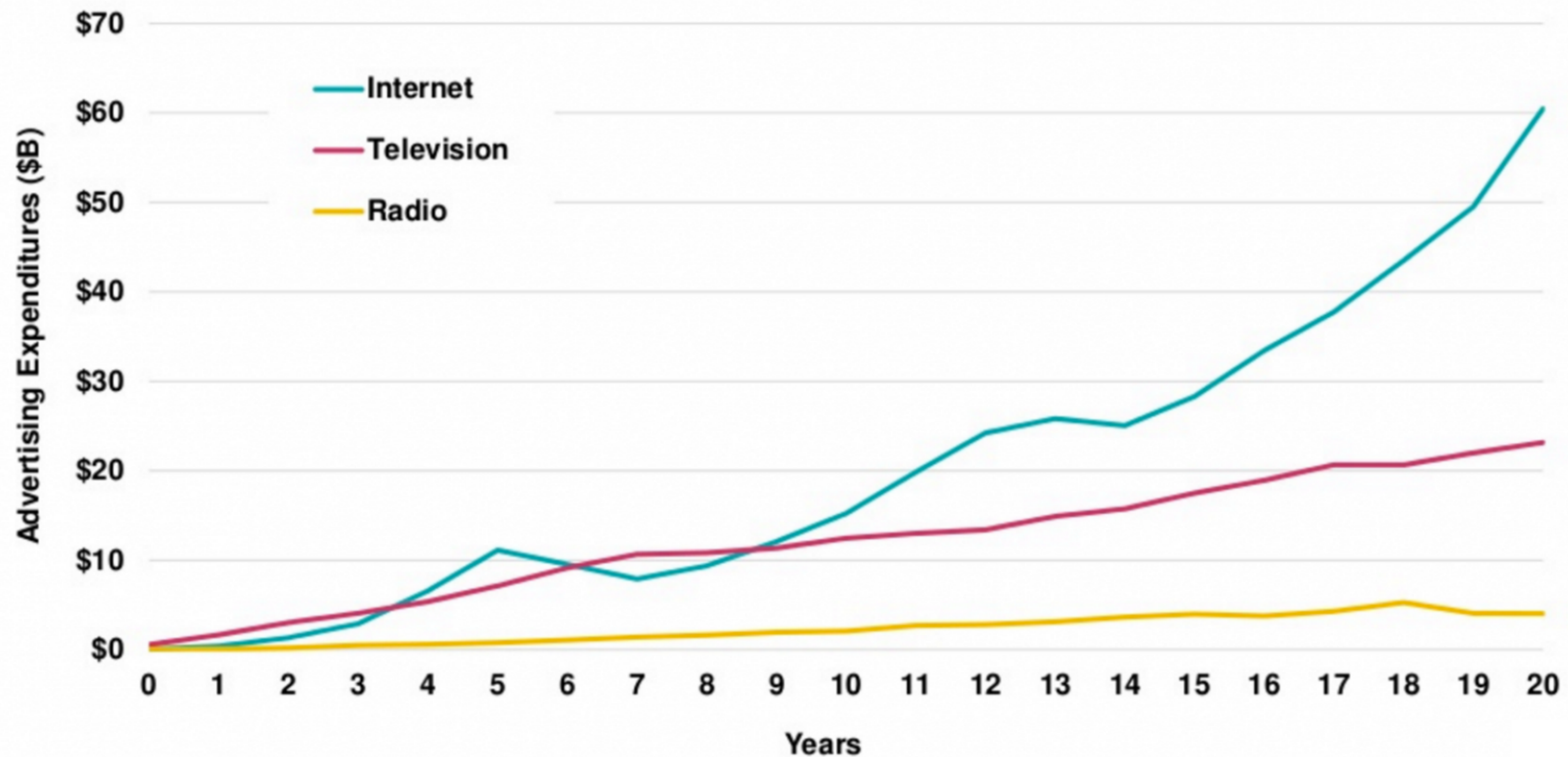
Feed the Beast

Social Media Advertising & Advocacy

Advertising Online

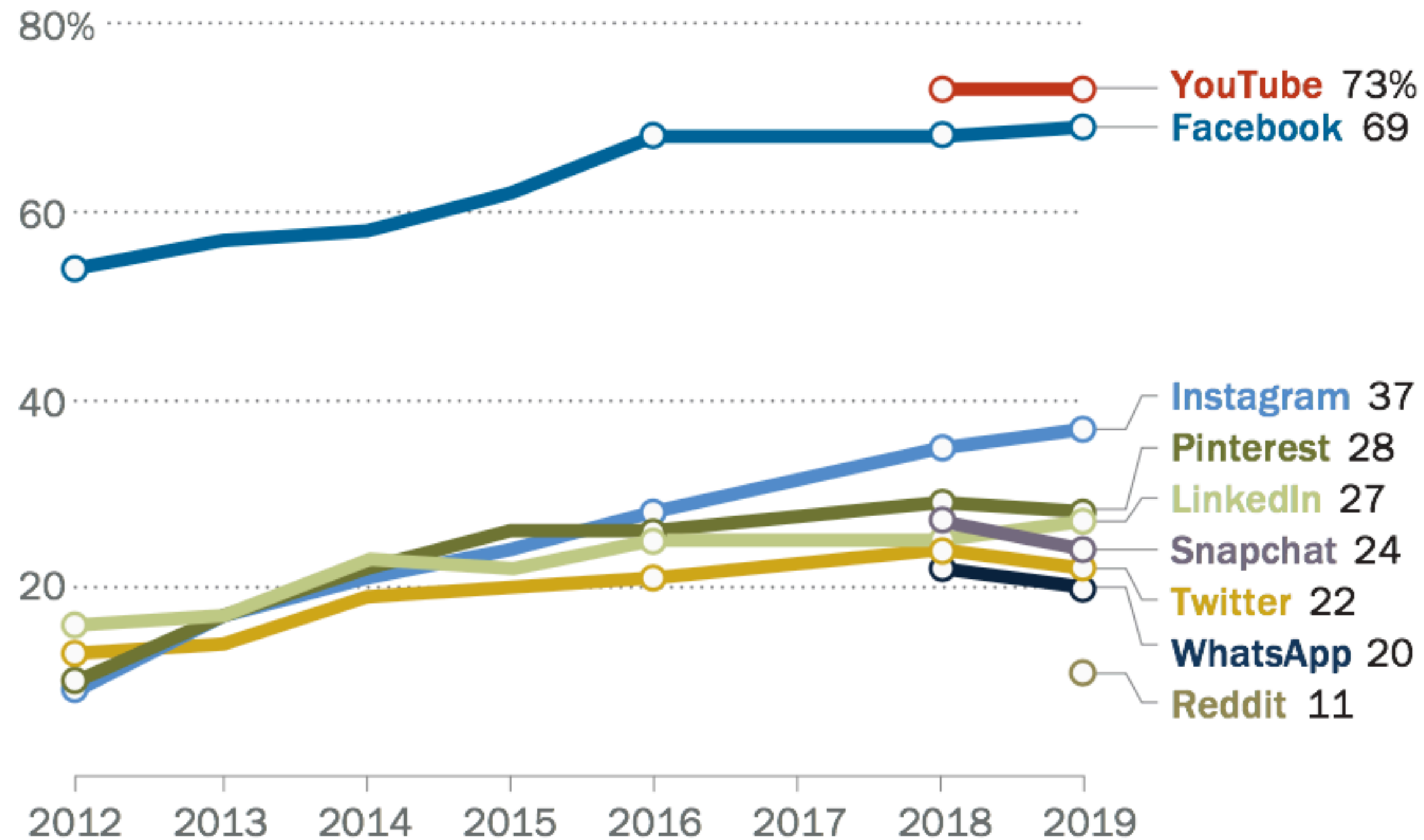
Advertising Expenditure Ramp by Channel, First 20 Years, USA, 1926 – 2015

(In 2015 Dollars)



Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



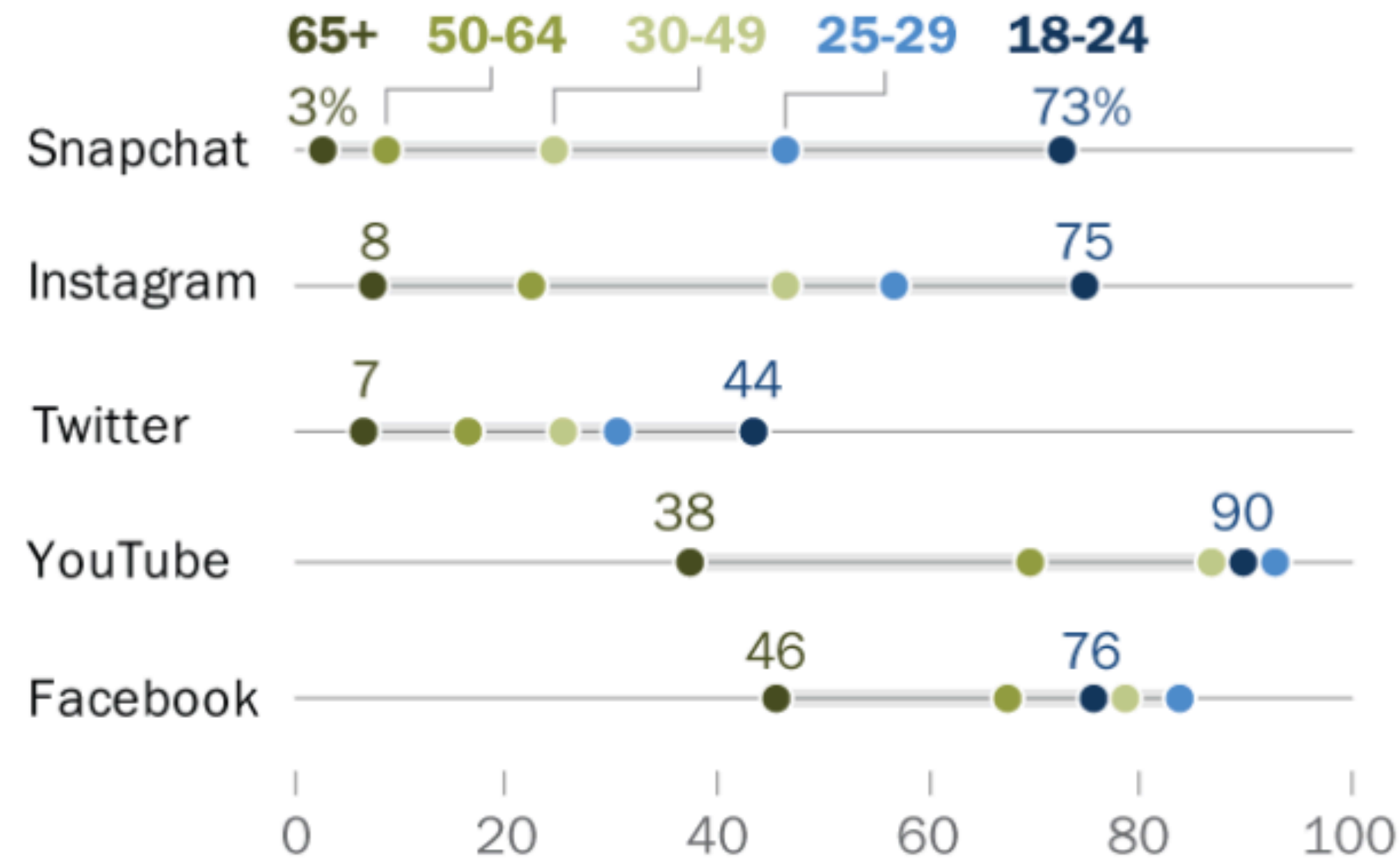
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...

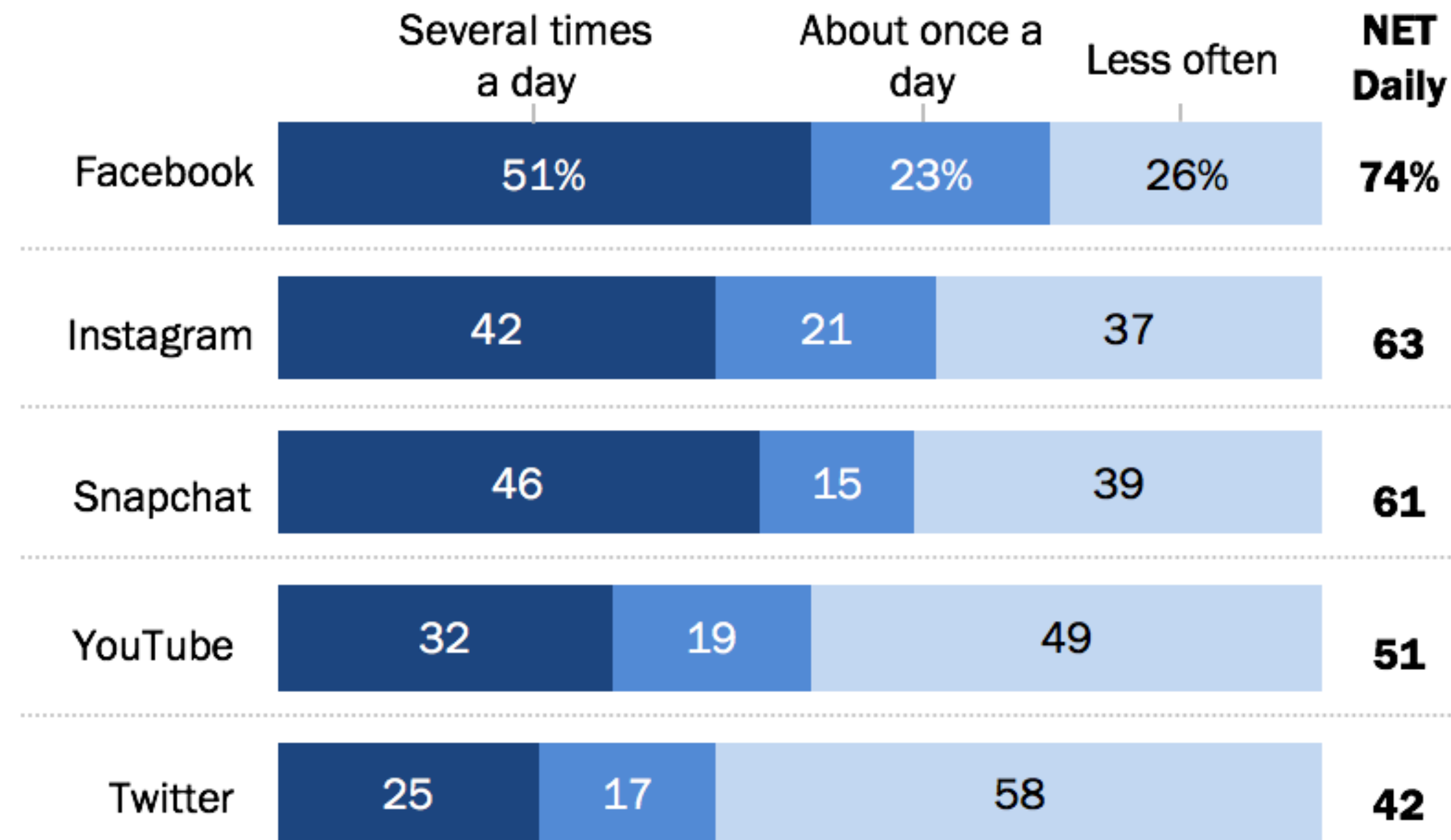


Note: Respondents who did not give an answer are not shown.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Roughly three-quarters of Facebook users visit the site on a daily basis

Among U.S. adults who say they use ____, % who use each site ...



Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

News Feeds

- Personal posts
- Page posts
- Organic reach (\$0!)
- Paid reach (Advertising)



Source: [Social Barrel](#)

1. The **INVENTORY** of all posts available to display.
2. **SIGNALS** that tell Facebook what each post is.
3. **PREDICTIONS** on how you will react to each post.
4. A final **SCORE** assigned to the content based on all factors considered.

Source: [CPC Strategy](#)

Signals

- Type of content
- Publisher
- Age of the post
- Purpose
- Likes, comments, replies, shares

Clever Marketing

- Know your audience
- Use visuals
 - Stunning images
 - Video built for social media
- Make it remarkable

Photography



Video

Let's watch

What else works

- Connect like-minded people
- Activate niche communities
- Creates meaningful interactions or reactions



Cornell Alumni Association ✓

about 3 years ago



The theme of Cornell Giving Day is "What difference can one day make?" Tell us about one day that made a difference for you during your time on campus.

300 stories will unlock \$2,500 in challenge dollars!

#cornellgivingday <http://givingday.cornell.edu>



GIVINGDAY.CORNELL.EDU

Cornell Giving Day 3.25.2015

On March 25, Cornell alumni, parents, and friends worldwide will j...

👍 156 💬 221 ➦ 39

[View Post Engagers](#)

Matched Constituent Stats

156

Engaged Constituents

87 👍

Reactions

124 🗨️

Comments

\$2,189,608

Total Lifetime Giving

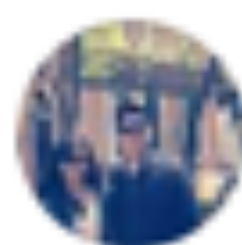
\$14,036

Average Lifetime Giving



Spencer Whale The Friday night during O-Week at Risley where I went from knowing nobody at Cornell to making friends with my future Senior year housemates.

Like · Reply · 3y



Jeff Eng The day I joined The Hangovers! Dan Cloutier Sam Breslin Steve Welker Joel Hanson David Kim Bill Wright Ben Rosenfield what's yours?

Like · Reply · 3y



Jeffrey D Osterman The day I was persuaded to visit a talent show and wound up meeting my wonderful wife, Susan Matula!

Like · Reply · 3y



Mary Sue Page Youn Too many days to count - and there are still more to come I'm sure!

Like · Reply · 3y

Ambassadors

- Start with leaders
- Share your goals with them
- Celebrate achievements

Gamification

If these walls could talk,
what would they say?

Share news from Cornell and get
rewards.



Click a social network to get started!

How To Play



Step 1

Join now by choosing a Social
Network.



Step 2

Participate in challenges on your
dashboard and check your email
for content.



Step 3

Share! The more Cornell content
you share, the more chances you
have to win prizes.




Step 4

Keep participating and earn more
chances to win.

What will they share?

Top Posts ? See More

#1




Cornell Giving Day 2018

📅 Wed March 7, 2018, 3:00 p.m. EST

🔗 167 👁 21,806 🖱 369 👍 132

#2



Cornell opens its heart to students from the University of Puerto Rico

📅 Wed January 17, 2018, 5:57 p.m. EST

🔗 136 👁 18,602 🖱 462 👍 245

What is the ROI?





07/01/2018 - 06/30/2019

Earned Media Value


Earned Media ?

Total Earned Media Value: \$26,074.50


 : \$5,921.00

 : \$5,433.30

 : \$0.00

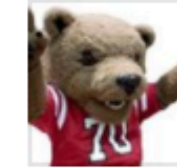
 : \$11,296.00

 : \$4.80

 : \$3,419.40

Boosting Posts

Boost Post
AUDIENCE
<input type="radio"/> People who like your Page [?]
<input checked="" type="radio"/> People who like your Page and their friends [?]
<input type="radio"/> People you choose through targeting [?]
Location United States Edit
BUDGET AND DURATION
Total budget ⓘ
<input type="text" value="\$5.00"/> ▼
Estimated People Reached ⓘ
2,300 - 6,000 people of 3,400,000
<input type="range"/>
Refine your audience or add budget to reach more of the people that matter to you.



Cornell Alumni Association

Published by Michael O'Neill [?] · 11 hrs · 🌐

If you're interested in seeing this unique event, just follow your nose... or the circling vultures.



Huge Stinky Corpse Plant to Bloom – Outdoors | CALS

It's the first time a Titan arum has bloomed outside in a temperate region
By Craig Cramer July 26, 2017 Carolus, one of Cornell's Titan arums, has broken...

CALS.CORNELL.EDU



Boost Post

Ads Manager











A screenshot of the Facebook mobile interface. At the top, the user's name 'Ashley' is visible next to navigation options 'Home' and 'Create'. There are icons for friends, messages, and notifications (with a '33' badge). A dropdown menu is open from the top right, listing various management options. The 'Manage Ads' option is circled in red. A large red arrow points from the left towards the 'Manage Ads' option.

Facebook interface showing the user's profile (Ashley) and navigation options (Home, Create). The dropdown menu is open, displaying the following options:

- Your Pages:
 - Cornell Alumni Asso... 20+
 - Higher Ed Live 20+
 - Cornell University I... 20+
 - See More...
- Business Manager:
 - Ashley Budd
 - Cornell University Alum...
- Manage Pages
- Manage Groups
- Manage Ads** (highlighted with a red circle)
- Activity Log 2
- News Feed Preferences
- Settings
- Log Out

Ads Manager

What's your marketing objective?

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Product catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	

Boost vs. Manage

- Individual posts
- Basic audience targeting

- Large campaigns
- Email uploads
- Instagram ads

Build Custom Audiences

- Upload email lists
- Facebook targeting
 - Location
 - Affiliations
 - Interests

Web Pixels

- Piece of code generated by Facebook
- Place in the `<head>` of all your web pages
- Track ad traffic
- Create a custom audience

Budgets

- Create a business account
- Set limits
- Adjust for audience reach

Call-to-Action Buttons

- Add links to videos and photos
- Donate button is available to Pages listed in the “Non-Profit Organization” category

Link Tracking

- Add UTM strings to links for Google Analytics tracking
- Use a link tracking service like bit.ly
- Beware of breaks in the chain

A/B Testing

- Test photos, copy, and call to action buttons
- Name tests at the Ad level
- Run for at least 24 hours, then make adjustments

Example Budget

2019 Giving Day ads:

- Facebook/Instagram - \$581.37
- Twitter - \$473.12
- Google - \$632.88

Total spend = \$1,687.37

Example Outcomes

<input type="checkbox"/>	Source / Medium [?]	Acquisition			Behavior			Conversions eCommerce ▾		
		Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Ecommerce Conversion Rate [?]	Transactions [?]	Revenue [?]
<input type="checkbox"/>		726 % of Total: 1.71% (42,414)	598 % of Total: 1.47% (40,727)	851 % of Total: 1.15% (74,247)	62.63% Avg for View: 44.16% (41.84%)	2.51 Avg for View: 3.87 (-35.02%)	00:02:28 Avg for View: 00:04:48 (-48.75%)	4.11% Avg for View: 19.41% (-78.81%)	35 % of Total: 0.24% (14,410)	\$10,701.00 % of Total: 0.31% (\$3,471,644.83)
<input type="checkbox"/>	1. facebook / paid	356 (48.30%)	287 (47.99%)	393 (46.18%)	63.10%	2.28	00:02:07	3.56%	14 (40.00%)	\$8,485.00 (79.29%)
<input type="checkbox"/>	2. twitter / paid	233 (31.61%)	197 (32.94%)	273 (32.08%)	69.60%	2.30	00:02:18	5.86%	16 (45.71%)	\$1,616.00 (15.10%)
<input type="checkbox"/>	3. social_media / non_paid	64 (8.68%)	42 (7.02%)	80 (9.40%)	56.25%	2.70	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. instagram / paid	45 (6.11%)	40 (6.69%)	58 (6.82%)	51.72%	2.64	00:03:01	6.90%	4 (11.43%)	\$500.00 (4.67%)
<input type="checkbox"/>	5. Social / Facebook	25 (3.39%)	23 (3.85%)	31 (3.64%)	45.16%	4.55	00:06:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	6. Social / Twitter	12 (1.63%)	7 (1.17%)	14 (1.65%)	35.71%	7.00	00:03:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	7. google / text	1 (0.14%)	1 (0.17%)	1 (0.12%)	0.00%	8.00	00:04:16	100.00%	1 (2.86%)	\$100.00 (0.93%)
<input type="checkbox"/>	8. linkedin / paid	1 (0.14%)	1 (0.17%)	1 (0.12%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Twitter Ads

- Twitter investment under \$500
- Revenue \$1,600 from 16 gifts



Google Ads

Ad group: Giving Day 2019 > Text

Keywords: cornell, cornell university, cornell giving day, giving day

Nice work! Your ad group has at least three text ads. This helps Google show your best ad more often.

Edit text ad

Final URL

<https://givingday.cornell.edu>

Headline 1

Cornell Giving Day

Headline 2

Big Mission

Headline 3

Big Community

Display path

[givingday.cornell.edu](#) / Path 1 / Path 2

Description 1

For a full 24 hours, Cornellians across the globe will join together to create change.

Description 2

See what a difference one day can make.

Ad URL options

Tracking template

https://givingday.cornell.edu/?utm_source=google&utm_medium=text&utm_campaign=

Example: <https://www.trackingtemplate.foo/?url={lpurl}&id=5>

1 of 3 previews < >

Mobile

Cornell Giving Day | Big Mission | Big Community

givingday.cornell.edu

For a full 24 hours, Cornellians across the globe will join together to create change. See what a difference one day can make.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Google Spend

Keywords



Cost



Clicks



CTR



● cornell university

\$290.39

505

3.72%

● cornell

\$257.21

461

3.23%

● cornell giving day

\$52.08

578

29.06%

● giving day

\$33.20

95

14.03%

Google Returns

Keyword ?	Acquisition					Behavior		Conversions eCommerce ▾		
	Clicks ? ↓	Cost ?	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	1,512 % of Total: 100.00% (1,512)	\$497.85 % of Total: 100.00% (\$497.85)	\$0.33 Avg for View: \$0.33 (0.00%)	1,267 % of Total: 2.99% (42,414)	1,974 % of Total: 2.66% (74,246)	46.30% Avg for View: 44.16% (4.86%)	4.15 Avg for View: 3.87 (7.20%)	9.22% Avg for View: 19.41% (-52.50%)	182 % of Total: 1.26% (14,410)	\$57,375.37 % of Total: 1.65% (\$3,471,644.83)
<input type="checkbox"/> 1. cornell giving day	575 (38.03%)	\$51.00 (10.24%)	\$0.09	496 (37.49%)	894 (45.29%)	31.32%	5.47	14.32%	128 (70.33%)	\$48,975.00 (85.36%)
<input type="checkbox"/> 2. cornell university	448 (29.63%)	\$223.78 (44.95%)	\$0.50	376 (28.42%)	479 (24.27%)	58.04%	2.96	1.67%	8 (4.40%)	\$930.19 (1.62%)
<input type="checkbox"/> 3. cornell	396 (26.19%)	\$190.93 (38.35%)	\$0.48	356 (26.91%)	444 (22.49%)	66.22%	2.83	6.98%	31 (17.03%)	\$2,015.18 (3.51%)
<input type="checkbox"/> 4. giving day	93 (6.15%)	\$32.14 (6.46%)	\$0.35	93 (7.03%)	155 (7.85%)	40.00%	4.03	9.68%	15 (8.24%)	\$5,455.00 (9.51%)
<input type="checkbox"/> 5. (not set)	0 (0.00%)	\$0.00 (0.00%)	\$0.00	2 (0.15%)	2 (0.10%)	0.00%	2.00	0.00%	0 (0.00%)	\$0.00 (0.00%)

- Google investment under \$650
- Revenue \$57K from 182 gifts

Questions?

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- ashley.budd@cornell.edu