

Social Media Marketing and Digital Advertising

Lecture Title: Audience Analysis and Advertising on Social Media



Lecturer: PIERRE PORTELLI

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Undergraduate Diploma in
Digital Marketing

Audience Analysis and Advertising on Social Media

Introduction to Facebook Advertising

Facebook Advertising allows businesses to create and display ads on Facebook's platform, which includes Facebook itself, Instagram, Messenger, and the Audience Network.

Meta Audience Network allows you to extend your campaigns to also reach people on mobile apps that partner with Meta Audience Network. In a Facebook ad campaign study, conversion rates were 8x higher among people who saw ads across Facebook, Instagram and Audience Network than people who only saw the ads on Facebook.

Various ad formats include photo ads, video ads, carousel ads, slideshow ads, collection ads, and more. Ads can appear in users' newsfeeds, stories, Marketplace, video feeds, right column on desktop, and more.



Audience Analysis and Advertising on Social Media

Introduction to Facebook Advertising

Tools like Facebook Ad Manager and Facebook Business Suite help in creating ads.

Advanced targeting options based on demographics, interests, behaviors, location, and more.

Flexible budgeting options, including daily and lifetime budgets.

Detailed insights and analytics on ad performance, helping businesses track and optimise their campaigns.



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Introduction to Facebook Advertising

Reaching the Right Audience

Precision Targeting: Facebook's advanced targeting options allow businesses to reach specific audience segments. This ensures that ads are shown to people who are most likely to be interested in the products or services offered.

Examples: A local restaurant can target ads to people within a specific geographic area who have shown interest in food and dining.



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Introduction to Facebook Advertising

Cost-Effectiveness

Efficient Spending: By targeting ads to relevant audiences, businesses can avoid wasting money on uninterested viewers, ensuring a better return on investment (ROI).

Budget Control: Businesses can set daily or lifetime budgets and adjust them based on performance.



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Introduction to Facebook Advertising

Higher Engagement and Conversion Rates

Relevant Content: Targeted ads are more likely to resonate with the audience, leading to higher engagement rates (likes, comments, shares) and conversion rates (clicks, purchases).

Personalisation: Personalizing ads based on user data makes them more appealing and effective.



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Introduction to Facebook Advertising

Building Brand Awareness

Wide Reach: With over 2.8 billion monthly active users (Statista, 2023), Facebook offers unparalleled reach. Targeted ads can help build brand awareness among relevant audience segments.

Consistency: Regularly targeted ads keep the brand top-of-mind for potential customers.



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Introduction to Facebook Advertising

Small Business: A local bakery uses Facebook ads to target nearby residents interested in pastries and desserts. The ads include special promotions and mouth-watering visuals of their products. The bakery sees a 20% increase in foot traffic and a 15% boost in sales within the first month.

E-Commerce: An online fashion retailer targets young adults aged 18-34 who have shown interest in fashion and online shopping. The ads feature the latest collections and offer exclusive discounts. The campaign resulted in a 30% increase in online sales.



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Introduction to Facebook Advertising

Non-Profit Organization:

A non-profit organisation uses Facebook ads to target individuals who have engaged with environmental content.

The ads promote a fundraising campaign for a new project. The organisation achieves a 25% increase in donations compared to previous campaigns.



Audience Analysis and Advertising on Social Media

Introduction to Facebook Advertising



Audience Analysis and Advertising on Social Media

Introduction to TikTok

TikTok is a social media platform primarily focused on short-form video content. Users create and share 15-second to 3-minute videos on various topics, including comedy, dance, education, and more.

It includes a vast library of sounds and music, special effects, filters, and editing tools that make content creation easy and engaging.

TikTok has rapidly grown to become one of the most popular social media platforms globally, particularly among younger audiences.



Audience Analysis and Advertising on Social Media

Introduction to TikTok

- Content Relevance:** Understanding your audience ensures the content you create resonates with viewers, increasing engagement and followers.
- Targeted Marketing:** Helps in crafting targeted ad campaigns that reach the right demographic.
- Trend Identification:** Keeps you updated with trending topics, allowing timely and relevant content creation.



Audience Analysis and Advertising on Social Media

Introduction to TikTok

Key Statistics on TikTok Users

Global Reach: TikTok had over 1 billion monthly active users as of 2023 (Statista).

Age Distribution: Approximately 60% of TikTok users are aged between 16 and 24 years (Business of Apps).

Gender: The platform has a slightly higher percentage of female users (60%) compared to male users (40%).



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Introduction to TikTok

Demographic Breakdown of TikTok Users

Teens and Young Adults:

The primary user base consists of teenagers and young adults, with the majority being under 30 years old.

Geographic Spread:

High penetration in countries like the United States, India, and Brazil.



Audience Analysis and Advertising on Social Media

Introduction to TikTok

Psychographic Analysis of TikTok

Understanding User Interests and Behaviors

Interests: TikTok users are interested in a wide variety of content, including music, dance, DIY projects, cooking, fitness, beauty, and education.

Behaviours: Users frequently engage by liking, sharing, and commenting on videos, participating in challenges, and creating content using trending sounds and hashtags.



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Introduction to TikTok

Popular Content Categories on TikTok

- Dance Challenges:** Dance trends and challenges are incredibly popular, often going viral and reaching millions of users.
- Educational Content:** Bite-sized educational videos on topics like science, history, and language learning have a significant following.
- DIY and Life Hacks:** Practical tips and tricks, DIY projects, and life hacks are frequently shared and engaged with.



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Introduction to TikTok

Behavioral Analysis on TikTok

Engagement Metrics: Key metrics include likes, comments, shares, views, and follower growth.

Content Interaction: Users tend to engage more with visually appealing, relatable, and entertaining content. Challenges and trends significantly boost interaction rates.



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Introduction to TikTok

Engagement Metrics for Different Types of Content

High Engagement: Videos featuring popular music, current trends, or visually striking content tend to receive higher likes and shares.

Moderate Engagement: Informative and educational content usually garners steady views and comments.

Low Engagement: Content that lacks novelty or entertainment value tends to have lower engagement metrics.



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Introduction to TikTok

Tools for TikTok Audience Analysis

TikTok Analytics: Built-in analytics tool available for TikTok Pro accounts. Provides data on follower growth, profile views, content performance, and audience demographics.

Third-Party Tools: Tools like Hootsuite, Sprout Social, and Socialbakers offer advanced analytics and reporting features for TikTok.



Audience Analysis and Advertising on Social Media

Introduction to TikTok

Using TikTok Analytics to Understand Audience Insights

Follower Insights: Analyze data on when your followers are most active, their demographics, and interests.

Content Performance: Track metrics for each video, including views, average watch time, and engagement rate.

Trend Analysis: Identify trending sounds, hashtags, and content formats that resonate with your audience.



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Introduction to TikTok

Analysis of a Successful Brand Campaign on TikTok

Campaign Overview

- Brand: **Ryanair (European low-cost airline)**
- Objective: Improve brand perception and connect with Gen Z
- Ongoing organic content strategy, not a one-off paid campaign
- Known for **“low fares, no frills”** – turned this into content gold



Audience Analysis and Advertising on Social Media

Introduction to TikTok



Audience Analysis and Advertising on Social Media

Introduction to TikTok

TikTok Strategy

- Relied on **humour, irony, and memes**
- Used **TikTok voice filters** and **face filters** on planes
- Engaged with viral trends and commented on user posts
- No polished ads – **leaned into raw, low-budget content**



Audience Analysis and Advertising on Social Media

Introduction to TikTok

Creative Elements

- Self-aware jokes about delays, legroom, and cheap flights
- Made **Ryanair planes “talk”** with human eyes and expressions
- Content that felt *relatable* and **“in on the joke”**
- Tapped into current trends and TikTok audio memes



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Introduction to TikTok

Performance Metrics

- Over **2 million** followers
- Videos often reach **millions of views**
- Created massive **brand affinity** among younger audiences
- Increased user engagement and online mentions



Audience Analysis and Advertising on Social Media

Introduction to TikTok

Key Success Factors

- Bold tone: **embraced humour over polish**
- Consistent posting and **trend-jumping**
- Leveraged **TikTok's native tools** to appear relatable
- Focused on **entertainment first**, brand second



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Introduction to TikTok

Lessons Learned

- Authenticity > advertising on TikTok
- Don't be afraid to **laugh at your own brand**
- Speaking the audience's language **builds loyalty**
- Consistent, creative content pays off over time



Audience Analysis and Advertising on Social Media

Introduction to TikTok



Audience Analysis and Advertising on Social Media

Class Activity: 120 min

- Produce a TikTok ad for a brand of your choice.
- Work as a group on the strategy, the script, filming and uploading of the ad.
- Decide on your target audience and give reasons for your choice.



Audience Analysis and Advertising on Social Media

Identifying and Understanding Target Audiences

Understanding and identifying target audiences is crucial for creating effective social media marketing strategies.

Different methodologies can be applied to gather insights and segment the audience to tailor content and campaigns effectively.



Audience Analysis and Advertising on Social Media

Identifying and Understanding Target Audiences

Demographic Segmentation

- Collect Data:** Gather demographic information such as age, gender, income, education level, occupation, and location from social media analytics tools.
- Analyse Patterns:** Look for patterns and trends within the demographic data to understand the composition of your audience.
- Segment Audience:** Create segments based on the demographic criteria that are most relevant to your business.



Audience Analysis and Advertising on Social Media

Identifying and Understanding Target Audiences

Demographic Segmentation

Facebook: Use Facebook Insights to analyse the age, gender, and location of your followers.

For example, if you find that a significant portion of your audience is women aged 25-34, you can create content and ads specifically targeting this group.



Audience Analysis and Advertising on Social Media

Identifying and Understanding Target Audiences

Psychographic Segmentation

Interest and Lifestyle Analysis: Identify interests, values, hobbies, and lifestyle choices through surveys, social media interactions, and third-party data providers.

Content Analysis: Analyze the type of content your audience engages with, such as likes, shares, and comments.

Create Personas: Develop detailed personas that represent different segments based on psychographic data.



Audience Analysis and Advertising on Social Media

Identifying and Understanding Target Audiences

Psychographic Segmentation

Pinterest: Users often pin content that reflects their interests and hobbies.

Analyse the boards and pins your audience engages with to understand their psychographic profile.

LinkedIn: Analyze professional interests, group memberships, and the type of content your audience shares. For example, if your audience engages with content about leadership, create content and ads that cater to aspiring leaders.



Audience Analysis and Advertising on Social Media

Identifying and Understanding Target Audiences

Behavioural Segmentation

Track Interactions: Monitor how users interact with your social media channels, including likes, shares, comments, and clicks.

Analyse Purchase Behavior: Segment users based on their purchase history, website visits, and interaction with past campaigns.

Engagement Metrics: Use engagement metrics to understand which content types and topics resonate most with different segments.



Audience Analysis and Advertising on Social Media

Identifying and Understanding Target Audiences

Behavioural Segmentation

X: Use X Analytics to track engagement and interaction metrics.

Segment your audience based on their interaction with tweets about specific topics or hashtags.

YouTube: Analyse viewer behavior using YouTube Analytics. Segment your audience based on video watch time, engagement with specific types of videos, and subscription status.



Audience Analysis and Advertising on Social Media

Identifying and Understanding Target Audiences

Geographic Segmentation

Location-Based Data: Use location data from social media platforms to segment your audience geographically.

Cultural Preferences: Understand regional and cultural preferences to tailor your content and campaigns accordingly.

Local Campaigns: Create localised campaigns and promotions that appeal to specific geographic segments.



Audience Analysis and Advertising on Social Media

Identifying and Understanding Target Audiences

Geographic Segmentation

- Snapchat:** Use Snapchat's geo-filters and location-based targeting to create content and ads for specific locations. For example, a local event can use geo-filters to target attendees in a specific area.
- Google Ads:** Utilise location targeting in Google Ads to reach audiences in specific geographic areas. For instance, a local restaurant can target ads to users within a certain radius.



Audience Analysis and Advertising on Social Media

Identifying and Understanding Target Audiences

Sentiment Analysis

Monitor Conversations: Use social listening tools to monitor conversations about your brand, products, or industry.

Analyse Sentiment: Assess the sentiment (positive, negative, neutral) of these conversations to understand public perception.

Adjust Strategies: Use sentiment analysis to inform your content strategy and address any negative feedback.



Audience Analysis and Advertising on Social Media

Identifying and Understanding Target Audiences

Sentiment Analysis

Brandwatch: A social listening tool that helps brands monitor and analyse sentiment across various social media platforms.

Sprout Social: Offers sentiment analysis features to track and understand audience sentiment over time.



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Class Activity: 60 min

Developing Detailed Personas Based on Psychographic Data

Group 1: A new eco-friendly fashion brand

Group 2: A new gourmet coffee shop

Group 3: A new fitness app

Each group must identify the target audience for its client and create 3 detailed personas based on the psychographic data collected.

Look for Name, age, occupation, interests, lifestyle, values, favourite social media platforms, typical day, pain points, goals, preferred content types, etc.



Audience Analysis and Advertising on Social Media



Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Personas are semi-fictional representations of your ideal customers based on data and research.

They help businesses understand their customers better, enabling more targeted and effective marketing strategies. By understanding their interests, challenges, and preferences, you can create posts, videos, and articles that attract and engage them.



Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Example: Persona: Yoga Enthusiast Yasmine

Content Strategy: Share yoga tutorials, healthy recipes, and eco-friendly product reviews on Instagram and Pinterest.

This type of content is likely to attract and engage Yasmine and others with similar interests.



Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Targeted Advertising

Using personas, businesses can design targeted ad campaigns that speak directly to the needs and desires of different audience segments.

This results in higher engagement rates and better ROI.



Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Example: Persona: Marathon Runner Mike

Ad Strategy: Create Facebook ads promoting running gear, training programs, and marathon events.

Use targeting options to reach users who have shown interest in running and fitness.



Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Platform Selection

Different personas are active on different social media platforms.

Understanding where your personas spend their time online helps in choosing the right platforms for your marketing efforts.



Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Example: Persona: Fitness Newbie Nina

Platform Strategy: Focus on YouTube and Instagram, where fitness tutorials and motivational content are popular.

These platforms are ideal for reaching and engaging with fitness enthusiasts like Nina.



Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Engagement Strategies

Personas provide insights into the best ways to engage with different segments of your audience.

This includes understanding the type of content they interact with, the best times to post, and the tone of voice that resonates with them.



Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Example: Persona: Eco-conscious Emma

Engagement Strategy: Use a conversational and informative tone to discuss sustainability topics. Engage with Emma through comments and messages about eco-friendly products and practices.



Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Influencer Collaboration

Personas can guide businesses in selecting the right influencers to collaborate with. By choosing influencers who resonate with your target personas, you can extend your reach and build credibility.

Persona: Tech-Savvy Tom

Influencer Strategy: Partner with tech influencers who review gadgets and provide tech tips. This will attract Tom and similar tech enthusiasts.



Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Customer Journey Mapping

Personas help in mapping out the customer journey and identifying key touchpoints where customers interact with your brand.

This information can be used to optimise marketing strategies across different stages of the buyer's journey.



Audience Analysis and Advertising on Social Media

How Personas Inform Social Media Marketing Strategies

Example: Persona: Travel Enthusiast Tina

Journey Mapping: Identify touchpoints from initial travel inspiration on Instagram to booking trips on your website.

Tailor content and ads to guide Tina through her journey seamlessly.



Audience Analysis and Advertising on Social Media

Social Media Ad Placements

Social media platforms offer a variety of ad placement options, each with unique benefits and ideal use cases.

Understanding these placements is crucial for optimising your advertising strategy and maximising reach and engagement.



Audience Analysis and Advertising on Social Media

Social Media Ad Placements

- Facebook Feed:** Ads appear in the main news feed, blending seamlessly with organic content. Ideal for high-visibility campaigns.
- Right Column:** Desktop-only placement where ads appear on the right-hand side. Typically cheaper but with lower engagement.
- Instant Articles:** Ads within Facebook's fast-loading articles, providing an immersive experience.



Audience Analysis and Advertising on Social Media



Facebook Feed



Right Column



Instant Articles



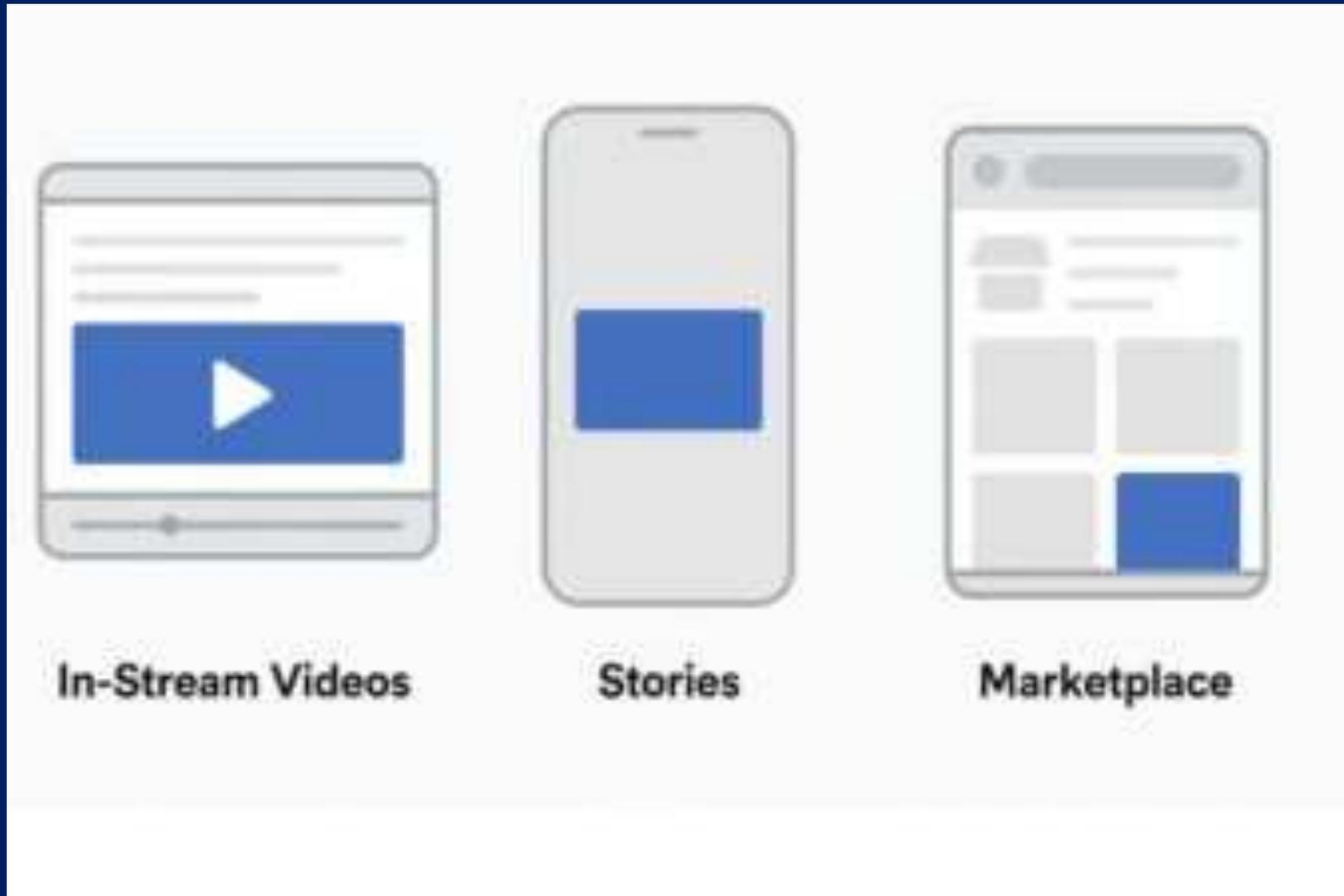
Audience Analysis and Advertising on Social Media

Social Media Ad Placements

- In-Stream Videos:** Short video ads that play during Facebook videos.
- Stories:** Full-screen vertical ads that appear between user stories.
Effective for immersive, short-form content.
- Marketplace:** Ads appear in the Facebook Marketplace, ideal for retail and e-commerce businesses.



Audience Analysis and Advertising on Social Media



Audience Analysis and Advertising on Social Media

Social Media Ad Placements

- Instagram Feed:** Ads appear in users' main feed as they scroll, blending with organic posts.
- Instagram Stories:** Full-screen vertical ads appearing between user stories, great for short, engaging content.
- Explore:** Ads appear in the Explore tab, targeting users actively seeking new content.
- Reels:** Ads within Instagram Reels, targeting users consuming short-form video content.

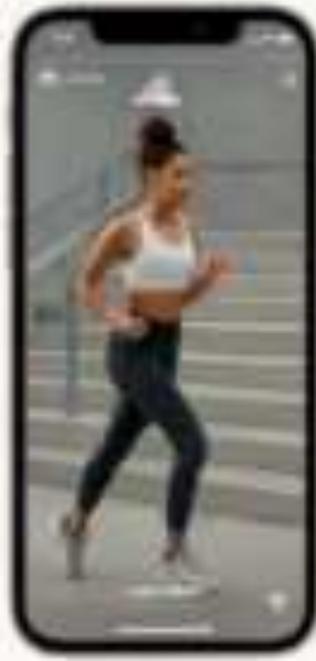


Audience Analysis and Advertising on Social Media



Instagram Feed

Ads appear in users' main feed as they scroll, blending with organic posts



Instagram Stories

Full-screen vertical ads appearing between user stories, great for short, engaging content



Explore

Ads appear in the Explore tab, targeting users actively seeking new content



Reels

Ads within Instagram Reels, targeting users consuming short-form video content



Audience Analysis and Advertising on Social Media

Social Media Ad Placements

X (Twitter)

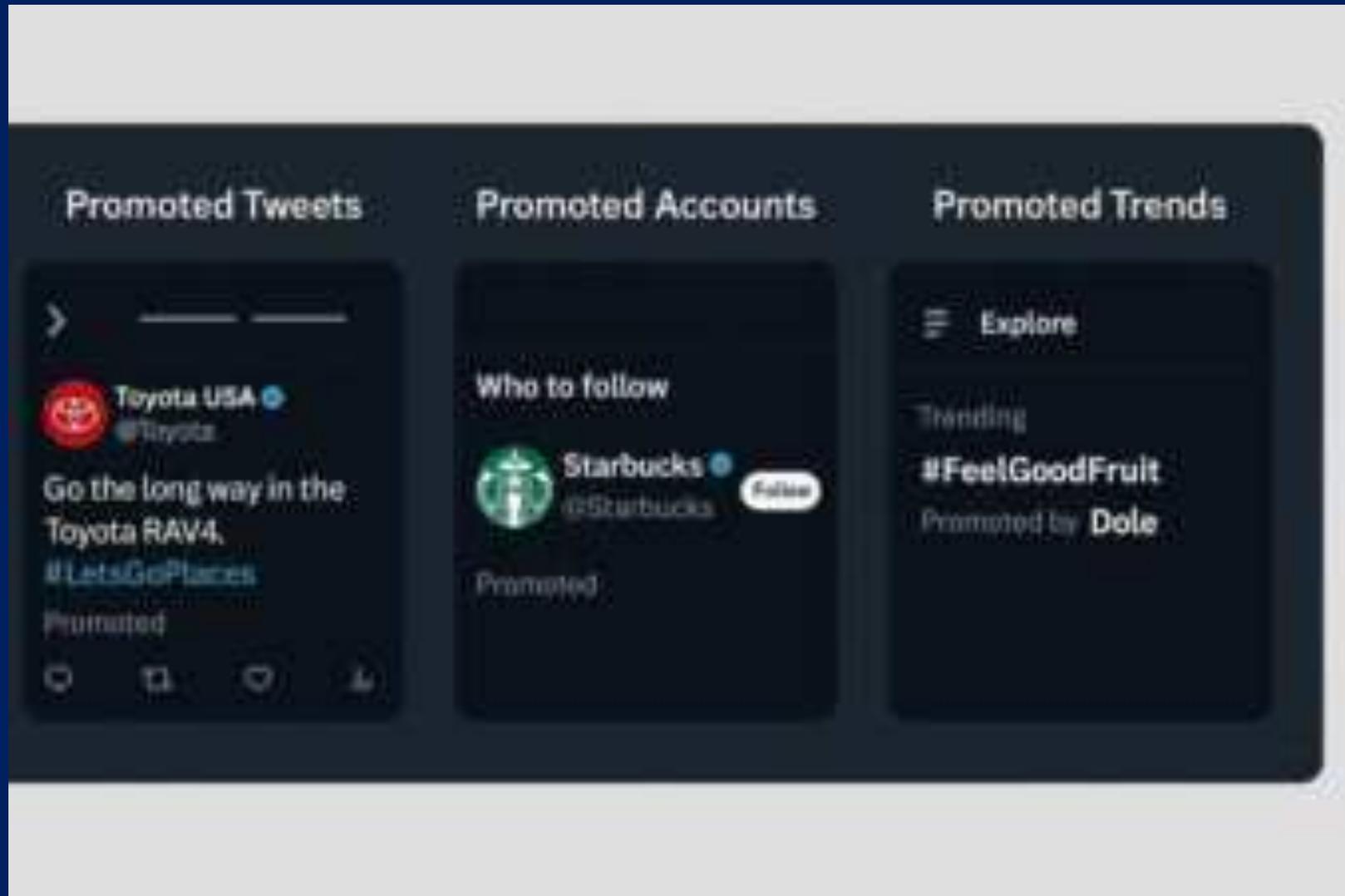
Promoted Tweets: Tweets that appear in users' timelines, marked as "Promoted".

Promoted Accounts: Appear in users' "Who to follow" suggestions.

Promoted Trends: Ads appearing in the trending section to amplify specific hashtags.



Audience Analysis and Advertising on Social Media



Audience Analysis and Advertising on Social Media

Social Media Ad Placements

LinkedIn

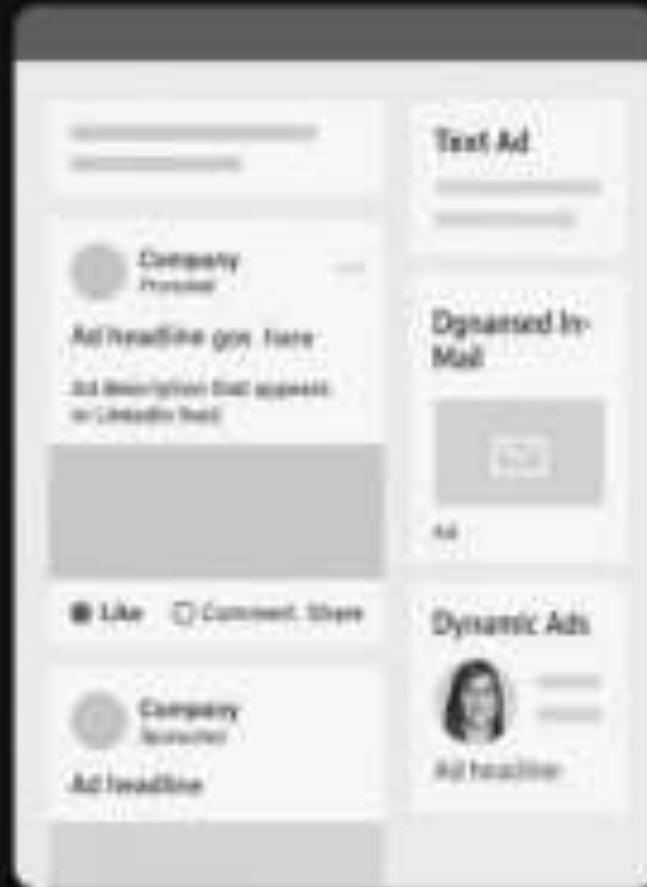
- Sponsored Content:** Native ads appearing in the LinkedIn feed, blending with organic posts.
- Sponsored InMail:** Personalized messages delivered directly to users' inboxes.
- Text Ads:** Displayed in the right-hand column or top banner of the LinkedIn desktop interface.
- Dynamic Ads:** Personalized ads that use LinkedIn profile data to target users.



Audience Analysis and Advertising on Social Media

LinkedIn

- **Sponsored Content:** Native ads appearing in the LinkedIn feed, blending with organic posts.
- **Sponsored InMail:** Personalized messages delivered directly to users' inboxes
- **Text Ads:** Displayed in the right-hand column or top banner of the LinkedIn desktop interface
- **Dynamic Ads:** Personalized ads that use LinkedIn profile data to target users.



Audience Analysis and Advertising on Social Media

Social Media Ad Placements

Snapchat

Snap Ads: Full-screen vertical video ads appearing between user stories.

Story Ads: Appear within Discover, a curated section of content.

Sponsored Lenses: Branded lenses users can apply to their snaps.

Geofilters: Location-based filters users can apply to their snaps.



Audience Analysis and Advertising on Social Media



Audience Analysis and Advertising on Social Media

Social Media Ad Placements

TikTok

- In-Feed Ads:** Appear as users scroll through their "For You" feed, blending with native content. Ideal for high engagement.
- TopView Ads:** Full-screen takeover ads that appear when users first open the app. Maximum visibility and impact.
- Branded Hashtag Challenges:** Encourage user participation and engagement by creating challenges. These are featured on the Discover page.
- Branded Effects:** Custom filters and effects that users can apply to their videos, increasing brand interaction.
- Spark Ads:** Allow brands to boost organic content from other creators as ads, leveraging user-generated content.



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THANK YOU FOR TODAY



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