



A guide to social media advertising for small businesses.





Introduction.



It's no secret that being active on social media is a great way to get your brand out there and attract new customers.

With [66.2% of the world's population](#) using social media, it's no surprise that savvy businesses are making the most of this opportunity.

The reality is, however, that social media platforms are now largely 'pay-to-play' spaces for businesses, which means getting involved with paid advertising on social media is key if you want your products or services to be seen.

The good news is that social advertising still allows you to provide genuinely valuable content to your audience – it's just a matter of putting a budget behind it to boost visibility and target the right types of people.

In this guide, we'll take you through the essentials of social advertising across different platforms.

Let's get to it!



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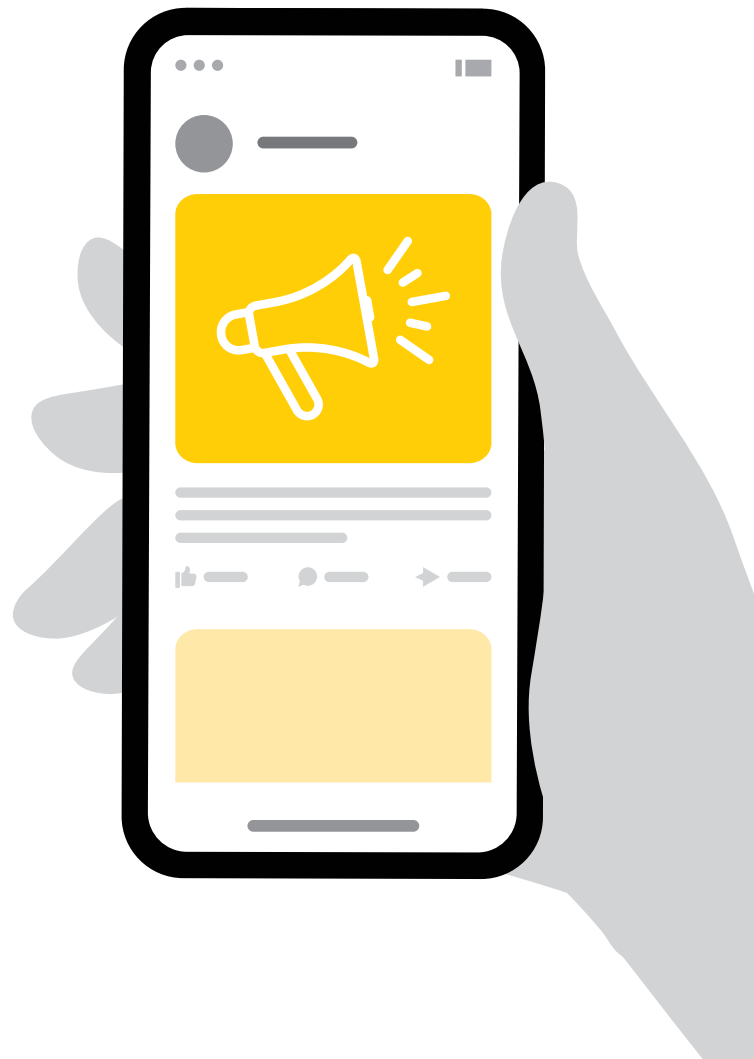
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Social media in Australia – the current state of play.

Today, there's [18.03 million Australians aged 18+ on social media](#), equating to 86.5% of the total adult population, of which 50.7% of users are female and 49.3% are male.

That's a large proportion of the country who regularly use platforms such as Facebook, Instagram, Snapchat, TikTok, YouTube and LinkedIn, all of which have a significant advertising reach.

In fact, according to the [Digital 2024 Australia](#) report, the percentage of social media users reached by ads on the various platforms are as follows:



Facebook.

16.65 million users aged 13+, equivalent to 74.1% of the eligible audience.



YouTube.

20.80 million users, equivalent to 78.3% of Australia's total population.



Instagram.

13.95 million users aged 13+, equivalent to 62.1% of the eligible audience.



TikTok.

9.73 million users aged 18+, equivalent to 46.6% of the eligible audience.



LinkedIn.

15 million users aged 18+, equivalent to 71.9% of the eligible audience.



Snapchat.

7.85 million users of 13+, equivalent to 34.9% of the eligible audience.

The most important takeaway from these statistics is that social media is no longer just a digital hangout; rather, it has transformed into a [busy marketplace](#) where users are introduced to new brands, research products and services and interact with the brands that they like.

And it's the last element – interaction – that has transformed the way consumers and businesses relate to each other. Above all, according to a recent [Forbes article](#), the current decade is about building a community around your brand on social media, creating a place where your customers feel connected and valued.

This is borne out in survey results, with [64% of consumers](#) stating that they want brands to connect with them. And, once this connection is established, consumers become more loyal, with 57% subsequently increasing their spending and 76% choosing that brand over a competitor.

So, what does all this mean for Australian businesses? The stats make it clear that investing in social media is an essential, particularly as its role in consumers' purchasing decisions becomes more and more central.



Social media advertising by the numbers.



 **2.3M**

Between January 2023 and January 2024, Instagram's ad reach increased by 2.3 million users, up by 19.7%.³

 **06:14**


Australians aged 16 to 64 spend an average of 6 hours and 14 minutes on the internet each day and 1 hour and 51 minutes on social media.²

 **AU\$5.8B**

In 2024, Australian businesses will spend US\$1.3 billion (AU\$5.8 billion) on social media advertising, representing almost one-third of total digital advertising spend.¹

 **6.4M**

Forecasts show that the number of consumers in Australia who use social media for online shopping will increase to 6.4 million by the year 2024.⁴

 **58%**

58% of Australian social media users aged 16 to 24 turn to social platforms for information about brands and products.²

 **66%**

Facebook's ad reach in Australia is equivalent to 66% of the total population of internet users.³

The takeaway?

Small to medium businesses in Australia are increasingly recognising the value of targeted advertising in reaching new customers and building brand awareness.

If you want to stay competitive in a constantly evolving market, you need to use all the marketing tools at your disposal. And social media advertising is one of the tools that can help you stay ahead of the curve.

1. <https://wa.campaignbrief.com/we-are-socials-digital-2024-australia-report-shows-strong-growth-in-social-with-tiktok-users-spending-over-42-hours-a-month-on-the-platform>

2. <https://wearesocial.com/au/blog/2024/02/digital-2024-australia-highlights-a-power-shift-towards-social-media>

3. <https://datareportal.com/reports/digital-2024-australia>

4. <https://www.statista.com/statistics/1256814/australia-consumers-who-use-social-media-for-online-shopping>



Advertising on Facebook.

If you have a business page on Facebook, you can create ads in two main ways:



1. Boosted posts.

To begin, take full advantage of the tools provided to you by the platform.

A boosted post is a post you make on your page – like an image, video, text post etc. – with money put behind it. With this type of advertising, you are essentially paying for Facebook to deliver your post to a wider audience than it would reach organically. Boosted posts are designed to reach more of your existing followers but can also be targeted to specific audiences who aren't followers – by region, age group or gender, etc. – to increase engagement with your page's posts.



2. Sponsored posts.

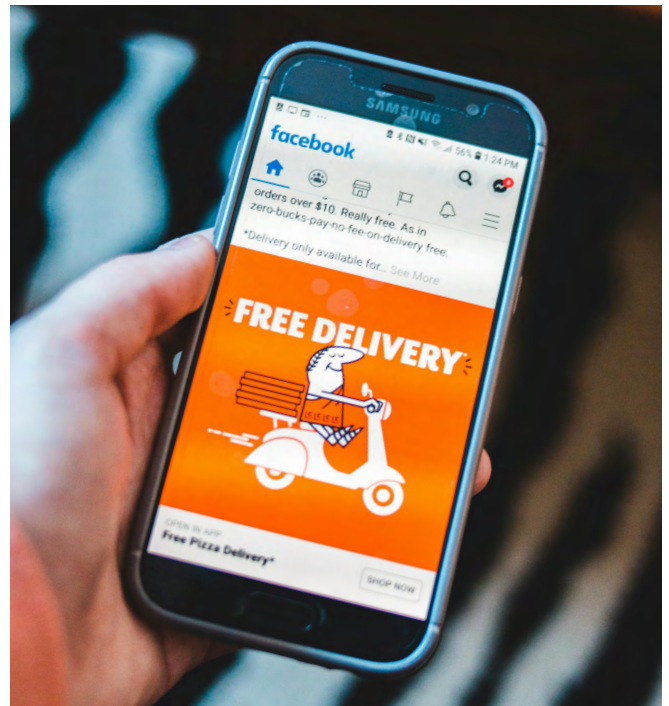
Unlike a boosted post, a sponsored post is a post created specifically for the purpose of advertising to all Facebook users across the platform. It will show up in users' news feeds like any other post but it won't show up on your business page.

With this type of Facebook ad you can target different audiences who don't follow your page, and you can test out different variations of ad copy and visuals to find out which one is working best. There are also some customisable ad features that are specifically designed for sponsored posts, such as Facebook Carousel ads.



Facebook ad campaign structure.

If you set up a sponsored post on Facebook, it needs to be part of a campaign. Facebook ad campaigns are structured on three levels:



- **Campaign** – The name of your campaign: for example, 'Winter 2024 Sale'
- **Ad set** – The names of the group of ads: for example, 'Men's Clothing', 'Women's Clothing', etc.
- **Ad** – The name of each iteration of the ad: for example, 'Men's Yellow Shirt', 'Men's Red Shirt', etc.

Under each campaign, you can have one or several ad sets, with each set targeting different audiences. Then, under each individual ad set, you can have different variations of ads with different images, copy, etc. With this structure, you can tailor ads specifically to various audiences under each campaign, enabling you to test different ad types to see which ones perform best.

- Set Campaign Objective
- Facebook Campaign
- Facebook Ad Set
- Facebook Ad Set
- Ad Ad Ad Ad Ad Ad



Advertising on Facebook.



Facebook ad types and specifications.

Here's a quick guide to the types of ads that you can create on Facebook:

- **Single image/link ad** – Good for: Driving traffic to your website, generating leads, raising brand awareness.
- **Single video ad** – Good for: Showing off your product, service or brand in visual ways, driving traffic to your website, generating leads.
- **Instant experience ad (mobile only)** – Good for: Visually highlighting your product or brand on a mobile phone.

- **Carousel ads (sponsored posts only)** – Good for: Showcasing multiple products or services, generating sales, telling a story about your brand.
- **Collection ads (sponsored posts only)** – Good for: Encouraging people to discover, browse and purchase your products or services from their mobile device.



Facebook targeting options.

When you run an ad campaign on Facebook, there are a huge number of options for targeting, including:

- **Demographics** – age, location, gender, languages spoken, financial status, marital status, politics etc.
- **Interests** – including business, entertainment, fitness, food, shopping and tech.
- **Purchasing behaviours** – data based on what types of products people buy.
- **Connections** – these are people who like your page, or friends of people who like your page.
- **Remarketing** – people who have visited your website or subscribe to your newsletter but don't necessarily like your page.

While all these options may seem a little overwhelming, remember that the experts at Yellow Pages specialise in [Social Ads](#) for Facebook and Instagram and can help you get the best results from your investment.



Advertising on Instagram.

If your business is able to be marketed in visually interesting ways, Instagram is a great medium for connecting with new customers online.

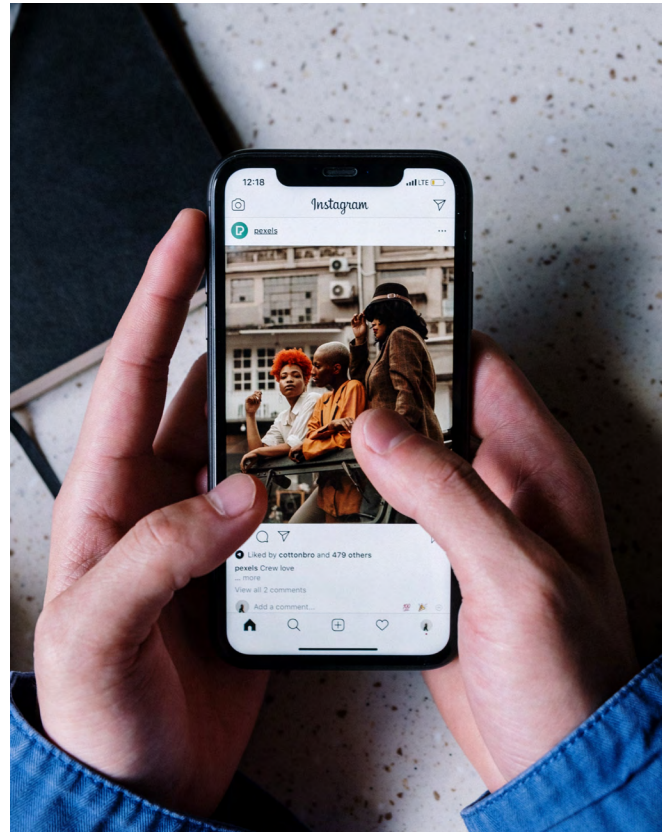
Instagram is owned by Meta (Facebook), so sponsored Instagram ads can be set up using Meta Ad Manager or by creating a 'Sponsored' post via the Instagram app.



Instagram ad types and specifications.

Here's a quick guide to the types of ads that you can create on Instagram:

- **Boosted posts** – You can use the Instagram app to boost posts similar to boosting posts on Facebook. You can also set up several types of ads to publish on Instagram via Meta Ad Manager.
- **Single image ads** – Good for: Brand awareness, driving traffic to your website.
- **Single video ads** – Good for: Brand awareness, engagement, product and service demos.
- **Stories ads** – Good for: Driving traffic to your website, capturing the attention of users unaware of your brand.
- **Carousel ads** – Good for: Showcasing multiple products or services, generating sales, telling a story about your brand.



Just like Facebook, you can use each of the ad types above to target custom audiences based on demographics, interests, behaviours and more.

You can also target 'lookalike' audiences of people with profiles similar to those who already follow your Instagram account.



Advertising on other social media platforms.



The social media advertising universe doesn't stop at Facebook and Instagram.

In fact, there are numerous other platforms that you can utilise to help expand your customer base, as long as they're a good fit for your type of business, your customer base and your objectives.

Here are just a few of the other social advertising options you should have on your radar.



YouTube.

YouTube generates more than a fifth of all global mobile Internet traffic, so having sponsored content on there has huge potential – but only with the right approach. If you can visually show how your services, products or employees are unique and/or more compelling than your competitors, this social media channel could be a winner for you.

Video ad format:

- Skippable video ads
- Non-skippable video ads
- Bumper ads
- Overlay ads

Description:

- Skippable video ads allow viewers to skip ads after 5 seconds
- Non-skippable video ads must be watched before a video can be viewed
- Short, non-skippable video ads of up to 6 seconds that must be watched before a video can be viewed. Bumper ads are turned on when skippable or non-skippable ads are turned on
- Overlay image or text ads that can appear on the lower 20% portion of a video

Platform:

- Computer, mobile devices, TV, and game consoles
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- Computer, mobile devices, TV, and game consoles
- Computer only

Specs:

- Plays in video player (option to skip after 5 seconds)
- Plays in video player 15 or 20 seconds in length, depending on regional standards
- Plays in video player, up to 6 seconds long
- 468x60 or 728x90 pixels in size



Advertising on other social media platforms.



TikTok.

TikTok attracts a huge audience (equivalent to 38.6% of the Australian internet user base) which is comprised predominantly of Gen Z and Millennials. If your customer base skews younger, this could be a worthwhile advertising channel to explore.

Image ad specs:

- File type: JPG or PNG
- Minimum recommended resolution: 1200 x 628 pixels
- App name or brand name: 4-40 characters (app) or 2-20 characters (brand)
- Max file size: 500 KB
- Ad description: 12-100 characters, no emojis

Video ad specs:

- Aspect ratio: 9:16, 1:1 or 16:9
- Minimum resolution: 540 x 960 pixels or 640 x 640 pixels
- File types: MP4, MOV, MPEG, 3GP, or AVI
- Duration: 5-60 seconds. TikTok recommends 21-34 seconds for top performance
- Max file size: 500 MB
- Profile image: Square image less than 50 KB
- App name or brand name: 4-40 characters (app) or 2-20 characters (brand)
- Ad description: 1-100 characters, no emojis

Spark ad specs:

TikTok Spark ads are a native ad format on TikTok that enables businesses to boost their own organic posts or sponsor other users' organic posts that are already trending.

- Aspect ratio: Any
- Minimum resolution: Any
- Duration: Any
- Max file size: Any
- Account mentions and emojis allowed
- Display name and text come from the original organic post



LinkedIn.

LinkedIn is the largest social media network for professionals, so advertising on the platform is typically most effective if you're a B2B or educational business. It also tends to be more expensive to advertise on LinkedIn than other platforms, so it's really only a smart investment if your business aligns with the user demographic.

There are four main types of LinkedIn ads:

Sponsored content.

Also known as native ads, sponsored content ads appear in your audiences' LinkedIn feed in the same way as regular content, except that they are marked as 'promoted'. Sponsored content ad options include single image ads, video ads and carousel ads.

Sponsored messaging.

Sponsored messaging (previously known as sponsored InMail) allows you to send direct messages to prospects via their LinkedIn inbox. Sponsored messaging is typically used to generate leads and start a conversation with potential customers.

Text ads.

Text ads appear along the top and right-hand side of LinkedIn's desktop feed. They are usually used to drive clicks through to a landing page related to a specific product, service or campaign.

Dynamic ads.

Dynamic ads appear on the righthand side of a user's feed and are personalised to include the details of a person or company's LinkedIn profile, such as their name, photo, job title or product. Like text ads and sponsored content, dynamic ads are typically used to drive leads to a specific landing page.



Social media advertising best practices.

Effective social media ads can boost brand awareness, promote your products and services, generate leads and, ultimately, help you be more profitable.

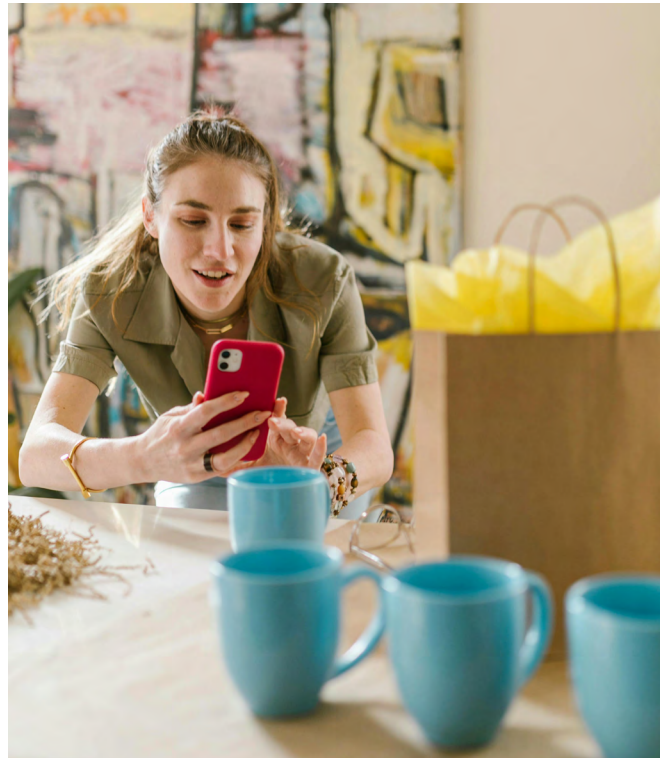
But in order to do any one of those things, your ads have to actually work.

Here are some general best practices to keep in mind when you're planning social ads for your business:

? **Choose the right platform.** As with any marketing or advertising decision, choosing the right social platform to advertise on comes down to figuring out which one is a good fit for your business. As a general rule, it's better to focus on one or two platforms that you've already had some organic success with, rather than trying to have a finger in every pie.

🎨 **Get creative with copy and visual elements.** The great thing about advertising on social media is that you can test different ad formats and variations until you find one that works well for your business. There's no secret recipe for the perfect social media ad and one that has sub-par results for another business might be a winner for yours.

When it comes to images, messaging and formats, don't be afraid to try different approaches and see what works best over time.



🔔 **Be engaging but not overwhelming.** As a general rule, when it comes to any kind of advertising, less is typically more. Use straightforward, clear messaging and stick to three or fewer colours in your design.

🔗 **Link to specific landing pages.** If you have a special offer or product launch coming up, consider creating a dedicated landing page for it and linking to that page from your social media ads. This helps ensure people who click on your ad get the information they need immediately without having to navigate around your website.



Wrapping up.



It's clear that social advertising offers huge opportunities for SMBs to connect with more customers. And, like any advertising campaign, working with a marketing expert helps deliver the best results possible.

Now that you have a top line view of the different ways to advertise on social media, you can combine your knowledge and business expertise with Yellow Pages' digital marketing know-how to flesh out and develop your social advertising strategy.

The experts at Yellow Pages then mould this information into an effective, sophisticated Facebook and/or Instagram social ads campaign that looks great, has a clear message and connects with your target audience.

Here's how we can help you make an impact in this market:

- We'll define your goals in a way that works within a social media framework
- Our knowledge of local, national and international markets helps to identify and target your ideal audience(s)
- We'll pick the right platform(s) and content for your business
- Our expert team will create your ad campaigns
- We'll track and optimise your ad campaigns to get the best results.

Find out how the team at Yellow Pages can help you grow your business through a carefully targeted, expertly managed [social media ad campaign](#).