

SOCIAL MEDIA

AD BUYS





We are Red Rocket Media,
one of the largest by client
volume purchasers of
Facebook ads in the southern
US.

Ad Buys

“The execution of the creative is the variable”



Welcome



Where is everyone's eyes most of the time? On a screen, most commonly a phone screen. Facebook, Instagram, Youtube, and Snapchat are the "Big 4".

The Big 4

OUR SERVICE

The idea is take your well produced content and treat it like a catalog that we can pull from to create social media ads. Our belief is that most people are on their mobile devices more than ever, and more importantly they are on some form of social media.

We would like to do social media ad buys for you year around for the activities and events that people do not hear about or see.

01

Target potential people to visit.

02

Content is key to engaging with potential customers/guests.

03

Promote great content to targeted people.

PILLAR Content

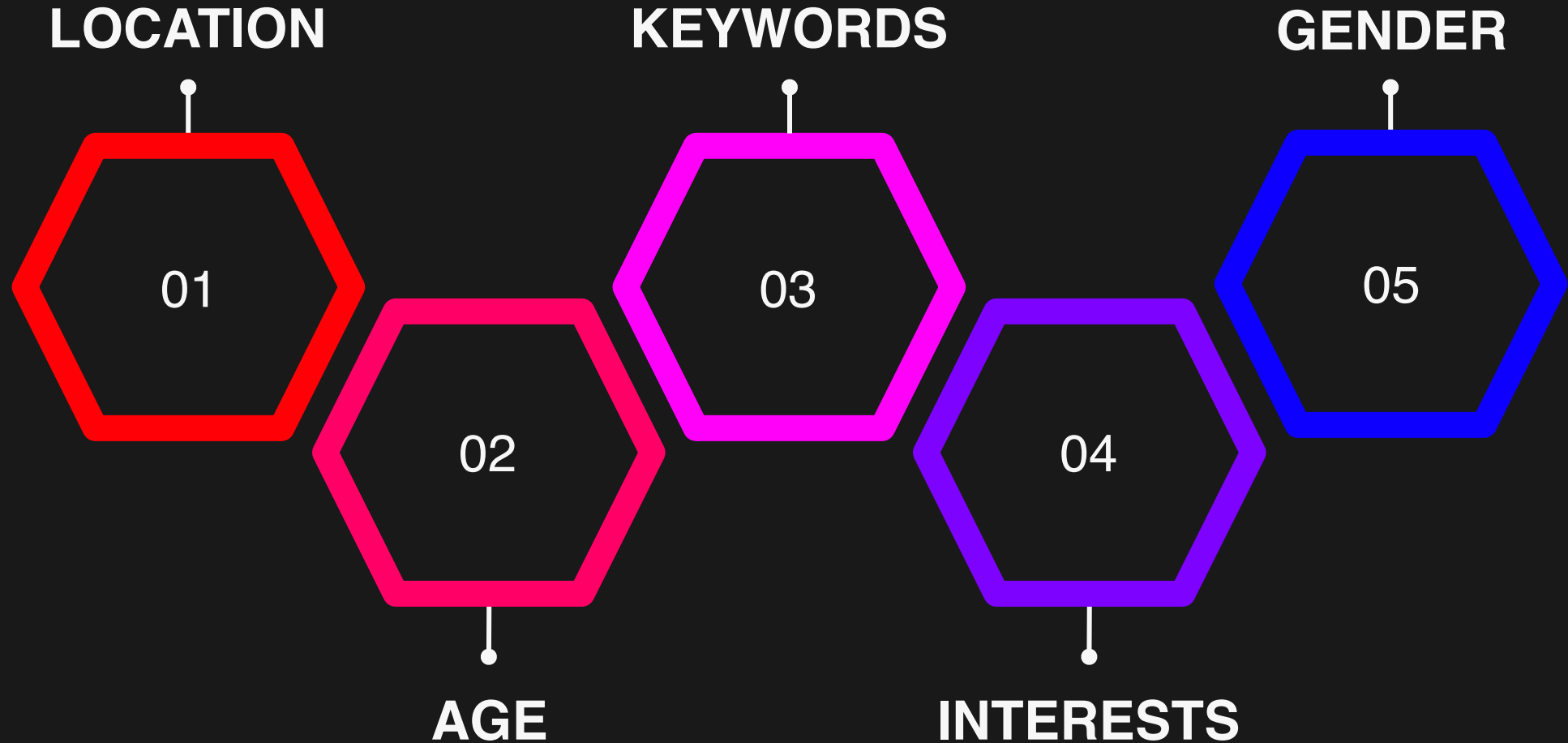


We take high level or pillar content and ideas created or saved already and turn those pieces into break out content for your smaller campaigns.

One well made press release, or photo can turn it into video, audio, graphics and more. These little pieces can then be spread across multiple platforms.

Content

TARGETING

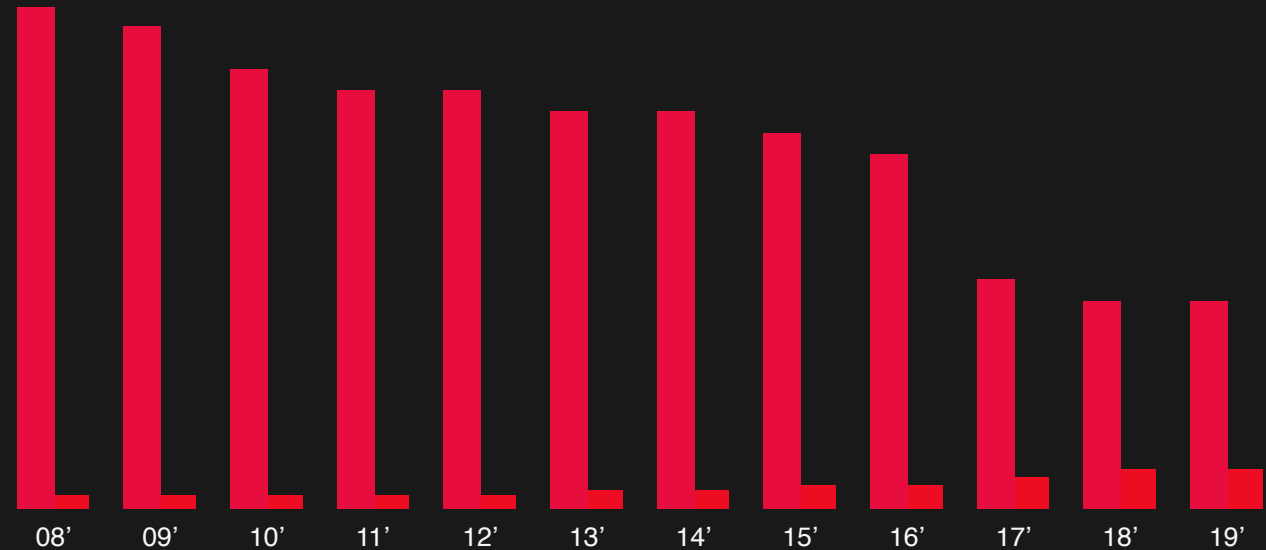


PROMOTION

Ad Buys

Unfortunately many platforms are using the “play to play” model for businesses. For anyone that has a business profile the amount of free reach has been dramatically cut back and businesses must buy ads to get views on the page and posts.

Buy



01

Social media is the cheapest form of advertising per person reached.

03

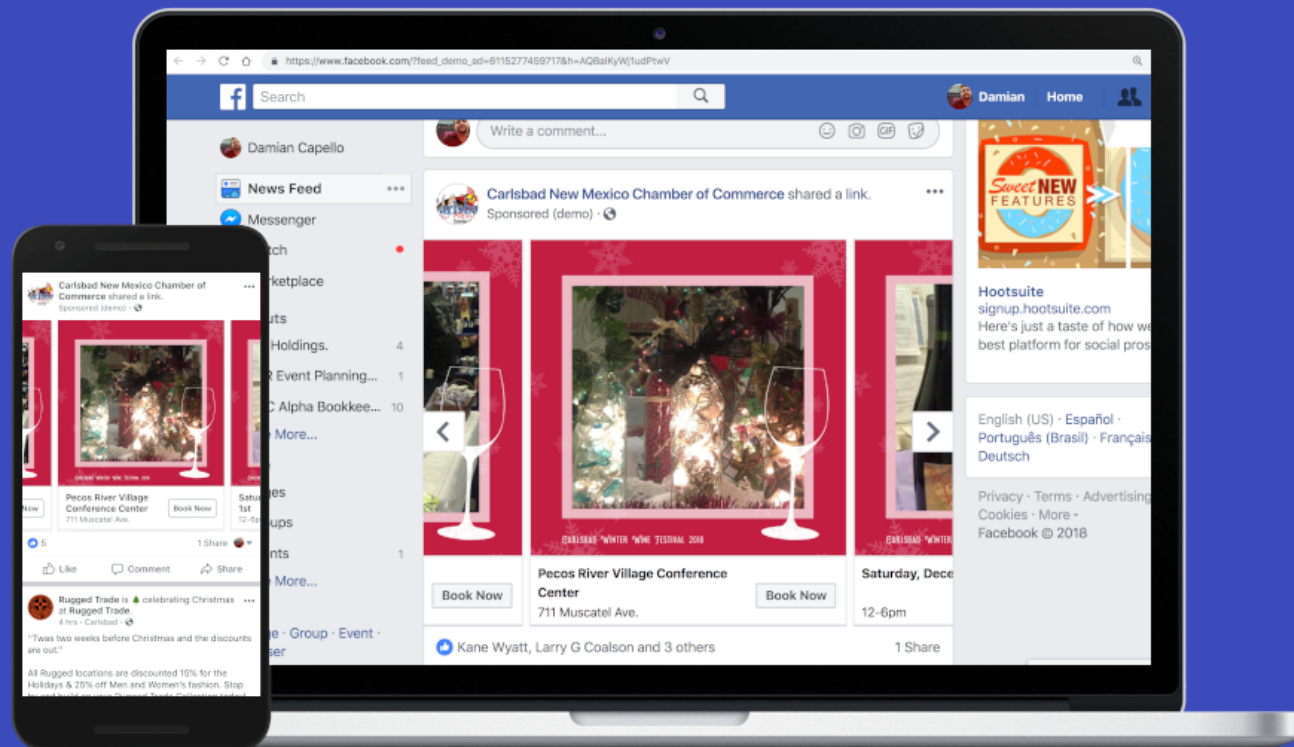
Each platform charges only for ads that are actually seen.

02

It costs more than it did to advertise, but not much more.

04

Think about where each person's eyes are at all times.



FACEBOOK Ads

Facebook is by far the largest and most used social media platform on the planet. It covers all age ranges and demographics. The advantage is Facebook reaches more people than ANY other media and is one of the cheapest.

Engage

Reach



Clicks



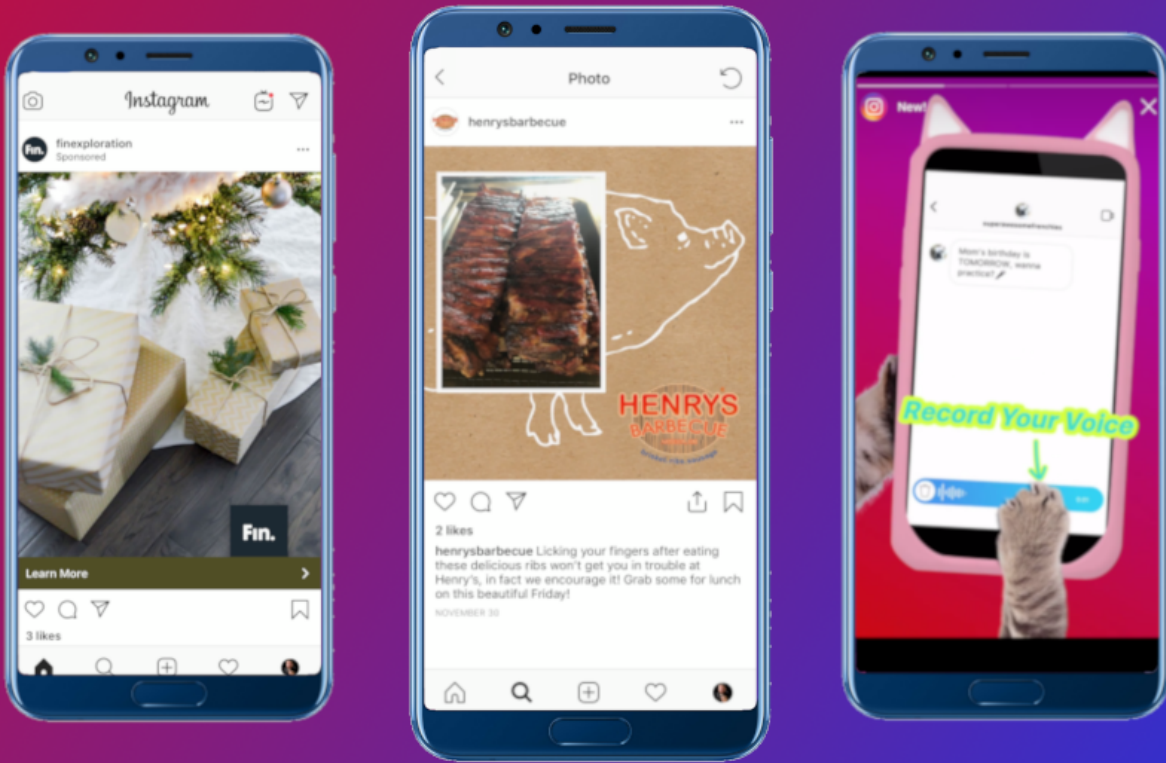
Engagement



Cost



Social



INSTAGRAM Ads

Instagram is owned by Facebook, and is the 3rd largest social media platform. Instagram is known for its youth and female dominated demographics. Instagram is mostly photo/video and because of that the engagement rates are through the roof. Since it's so new still, cost is relatively cheap.

Engage

Reach



Clicks



Engagement



Cost





YOUTUBE Ads

Youtube is the 2nd largest search engine in the US. Youtube “pre-roll” ads play before the viewers video does. We have 5 seconds to grab their attention before the skip button pops up. Engagement is high because everyone watches. But by using keywords we can put the ads in front of people who are interested.

Engage

Reach



Clicks

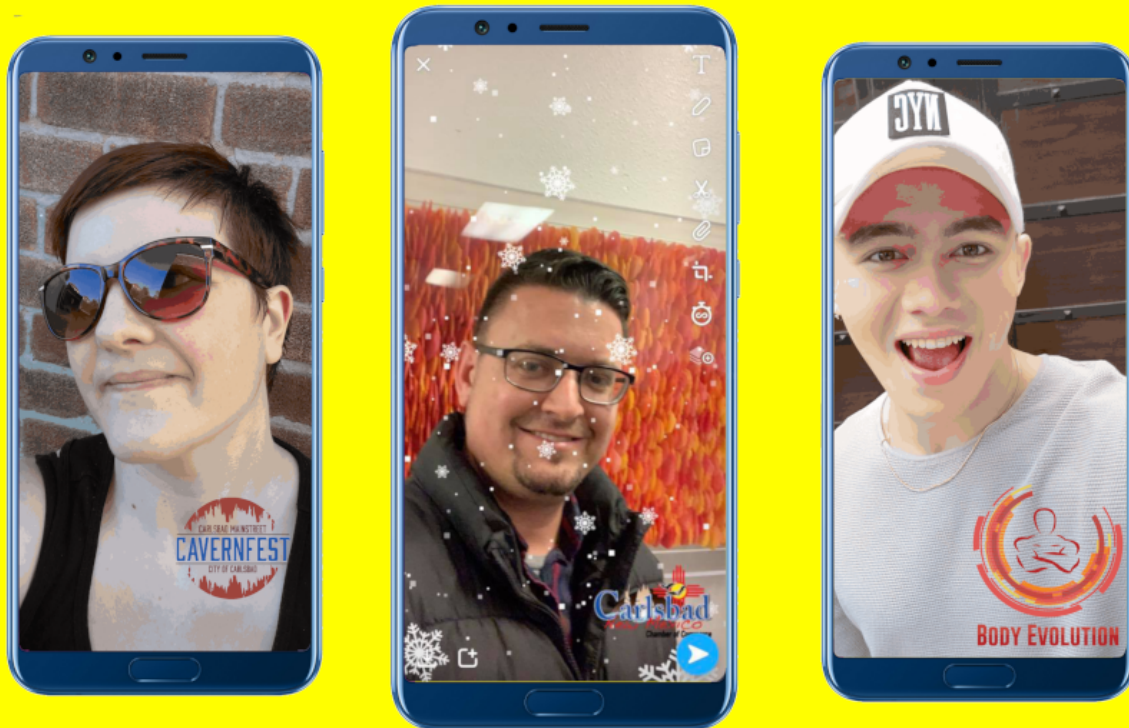


Engagement



Cost





Snapchat Ads

Snapchat is fairly new but breaking records everyday. This platform is all photo and some video. When a person visits a location they can use filters over their photo posted. These filters are seen by everyone who follows them, so while the immediate function is already done, the long term effects are vast.

Engage

Reach



Clicks



Engagement



Cost





THANK YOU

“Very simply put, everybody’s running ads like it’s 1997 where the billboard, radio, TV and newspaper are your only options”

Social
