

Social Advertising Cheat Sheet

Social Network	Type of Ad	Where the Audience Sees it	Best Used For	What to Measure
	Promoted Post	Higher up in the news feed for better visibility	This basic and less expensive option is ideal for showcasing visual content.	Reach, total interactions, engagement, CPC
	Sponsored Stories	In the news feed	Acquire new fans by showing them which of their friends have interacted with your brand.	New page likes, reach, impressions, engagement, CPC, sentiment
	Domain Ad	Right-hand side of the news feed page	Direct viewers to an off-Facebook property such as content offers and landing pages.	CTR, conversions, impressions, traffic, CPC
	Page Post Ad	In the news feed, in the right-hand column of any page on the site, or in search results	Promote Facebook pages; it's possible to include a URL to a non-Facebook property in the text, similar to the domain ad.	CTR, impressions, follower growth, CPC, engagement, conversions
	Promoted Tweets	Top of Twitter search results.	Amplify an existing tweet to a larger or targeted audience—gain new followers or get your content in front of more eyeballs.	Clicks, engagement, new followers, CPC
	Promoted Trends	In Twitter's Trending Topics list with a "promoted" label	Gain high visibility thanks to placement next to the news feed, and also make your keyword (hashtag) look like it's trending.	New followers, sentiment, conversions, retweets, engagement
	Promoted Accounts	Under 'Who to Follow,' a function that suggests new accounts that users don't currently follow and may find interesting	Increase the chances of Twitter users sharing your content organically, which works best if you already have a large existing network of content sharers.	New followers, mentions, reach, sentiment, engagement
	Sponsored Updates	In the news feed of users and on the brand's company page	B2B content marketing when the goal is a high visitor-to-lead conversion rate.	Engagement, CTR, conversions, impressions, reach, new followers
	Display Advertising	On home page, profile page, group page, company page, member inbox, or message page, depending on ad	Maintain a consistent brand across the network and gain new followers for company pages; also post job listings or industry specific services.	CTR, impressions, reach, engagement, conversions
	Sponsored InMail	In an InMail inbox	Allows you to send a personalized message to users inboxes. Messages come from individuals, rather than brands.	Network growth, engagement, sentiment, qualified leads