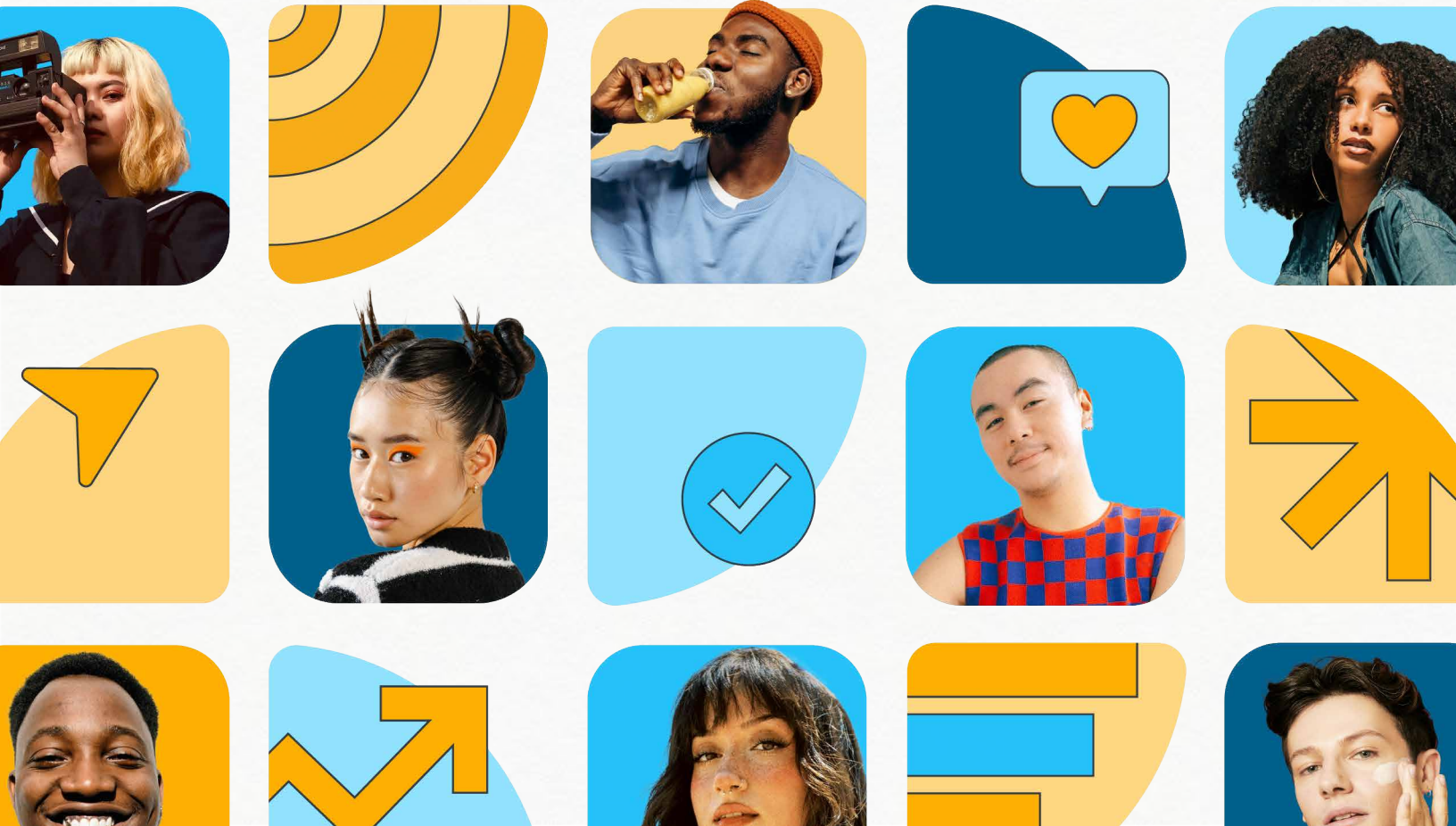


Your Guide to Influencer Marketing & Paid Media

Learn how influencer marketing and paid media work together
to drive engagement and sales.





Social media management made easy

Crush your social goals, automate daily tasks, and turn followers into customers with Linkin.bio — all from one app.

[Get Started for Free](#)



Take your influencer marketing to the next level

Easily manage your influencer programs in one place and deliver ROI consistently with tools that take the guesswork out of influencer marketing.

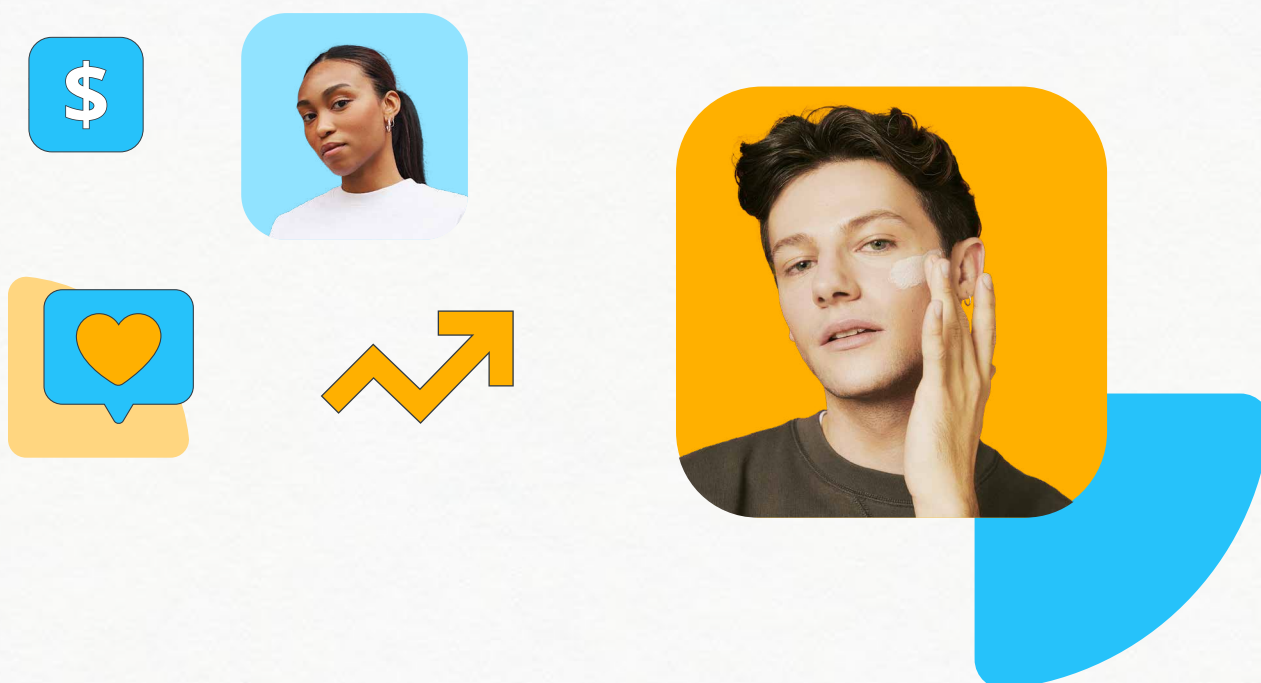
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Introduction

Both paid social and influencer marketing live under the same “social media marketing” umbrella, however, their responsibilities are often handled by different teams. The reason for this differentiation lies in the acumen and skillset required to achieve high performance in both paid and influencer marketing respectively. They are often two individual disciplines of social media marketing. This makes sense until you look at the goals of paid and influencer campaigns. The shared goal of brands that incorporate paid ads or influencer marketing campaigns is to increase their awareness, connect with their target audience, and drive conversions.

This raises the question, which is more effective: paid social or influencer marketing? Budgets will be tight in 2023, so brands want to know where they should be focusing their dollars for maximum impact.

In this resource, we will explore the benefits and challenges of paid social, which is most effective, and how paid and influencer marketing can work together.



What Is Paid Social?

Paid media is a marketing activity that results in a paid placement, whether it's display ads, branded content, or pay-per-click advertising. In a social media context, paid social or paid social ads can appear in social media platform newsfeeds, as boosted content, or can be used to promote new products and promotions in paid campaigns.

Benefits and Challenges of Paid Social

Benefits

- **Expanded audience reach** - Brands value the ability to boost the reach of their content and by using paid advertising, brands exceed impressions expected from organic posts.
- **More visibility through upgraded audience targeting** - Paid advertising enables you to focus the personas who view your ads, so not only are your ads getting more exposure but specific exposure to your desired audience.
- **Budget flexibility** - While paid ad campaigns can be expensive at scale, some platforms offer “no minimum budget” for large and small businesses. Remember, budget flexibility does not mean cheap.

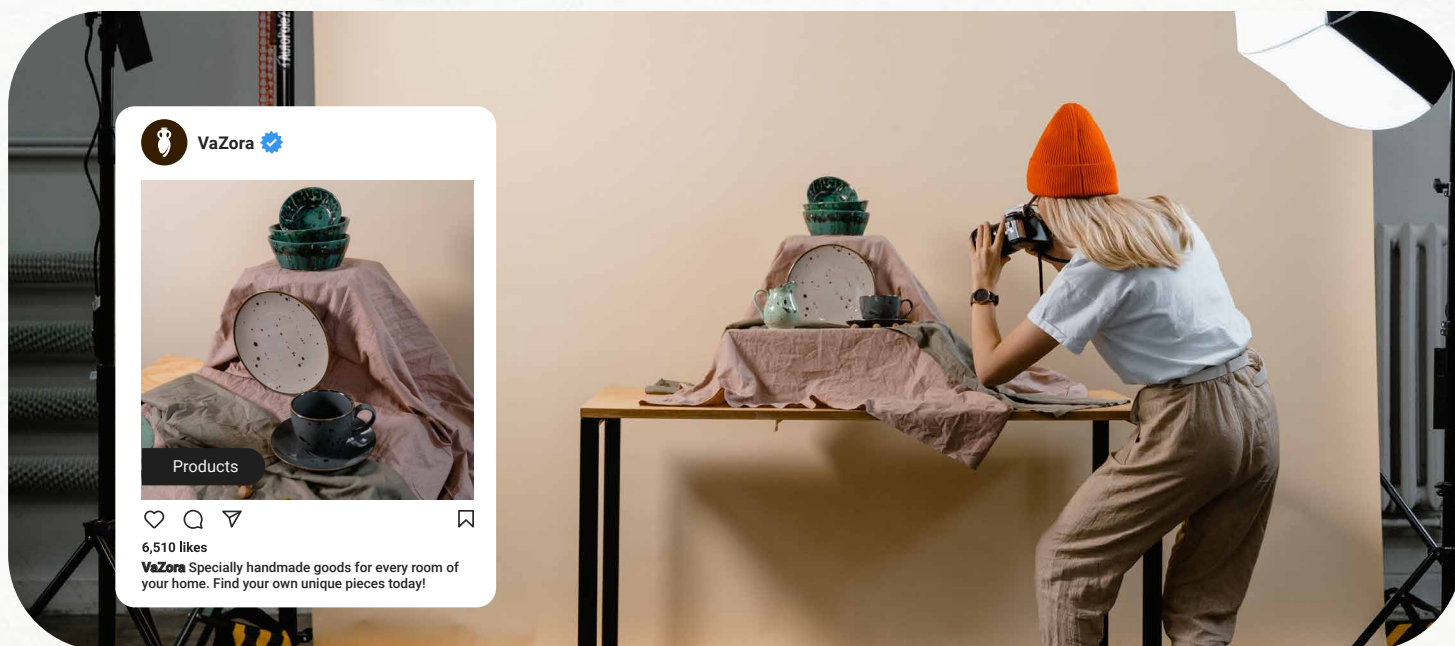
Challenges

- **Hard to stand out** - Paid ads often appear amongst other ads in newsfeeds. Unless you have the budget to boost your ads or your content is very high quality, it is difficult for ads to stand out.
- **Select the right social media platform** - Though ads allow targeting your desired audience, if you fail to consider where your audience is, your time, effort, and money may be wasted.
- **Establish your Key Performance Indicators (KPIs)** - Rigorous goal or KPI planning is important. Some platforms provide great analytics on likes, comments, and shares, but others don't. You may have difficulty analyzing and measuring KPIs on some platforms due to lack of or restricted data.

Which is More Effective: Paid Social Versus Influencer Marketing

Paid Social

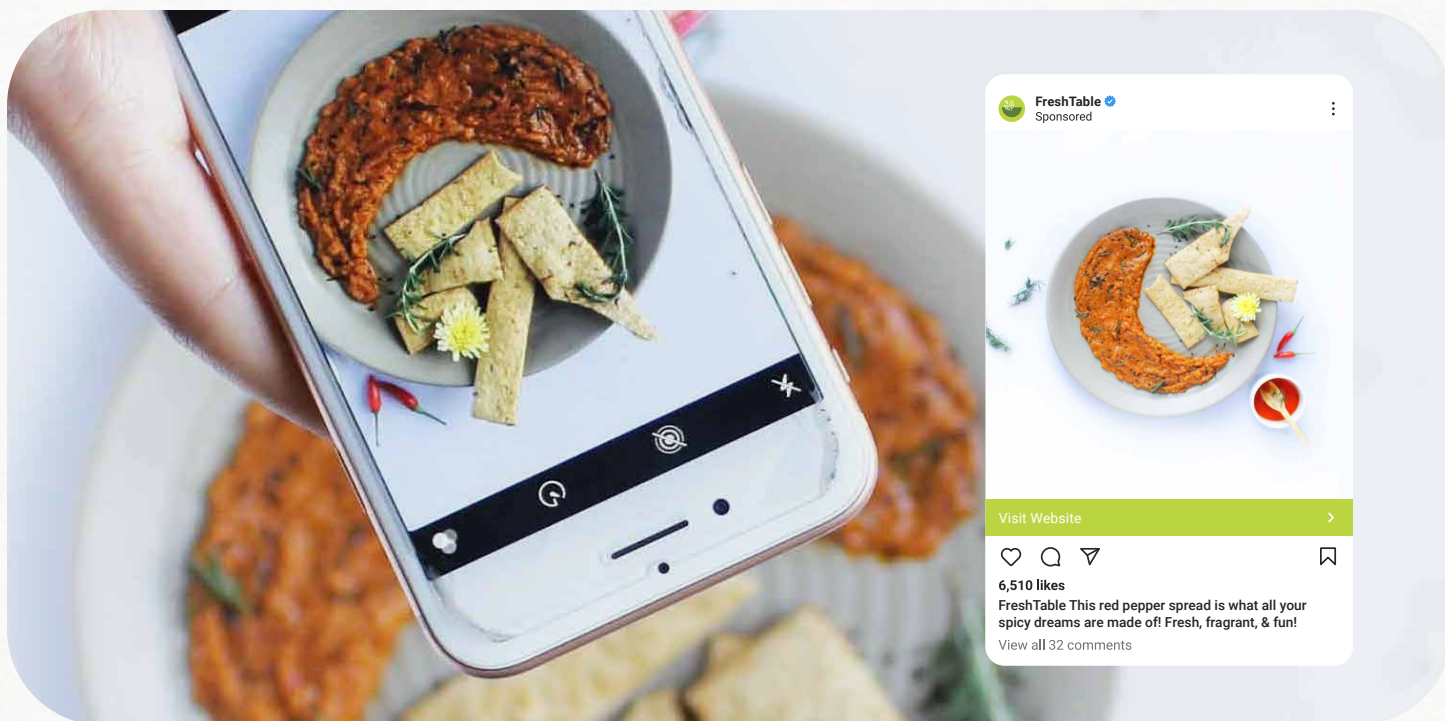
Paid social involves brands utilizing advertising channels to purchase advertising space to increase brand visibility. In this context, we're focused on paid social media but paid media also often occurs on other channels like television, radio, and display spaces on websites. Paid social offers brands complete control of their media presence, including the specific imagery and wording desired to promote the brand. This control gives brands flexibility in how and where they wish to promote their products and services while allowing them to optimize their marketing campaigns to improve outcomes.



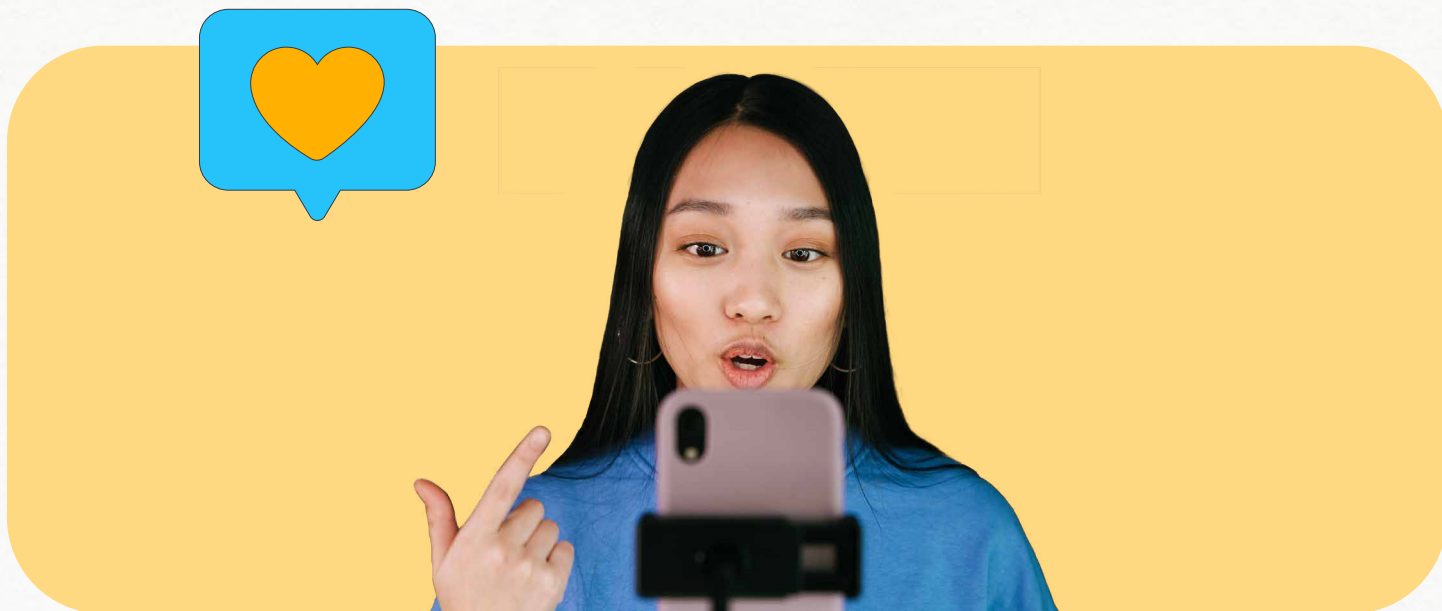
Influencer Marketing

On the other side of things, influencer marketing may not offer the same level of control, but it makes up for it in its overall effectiveness and impact. All brands in their marketing efforts are trying to emulate the authentic connection influencers have with their followers. Influencers have built trust and loyalty with their audience over time, so their product recommendations hold higher value to consumers than product recommendations from brands through paid social.

As influencer marketing only continues to develop along with the consumers' needs, paid social can't provide the same level of authenticity and doesn't contribute to establishing deeper consumer trust through the purchase journey. In fact, influencer-generated content performs better compared to branded posts. 61% of consumers trust influencer recommendations, compared to 38% who trust brand-produced content. 60% of marketers shared that influencer-generated content performs better and drives more engagement compared to branded posts.



Why You Should Utilize Both Paid Social And Influencer Marketing



This resource has first analyzed the effectiveness of incorporating paid social or influencer marketing. It is important to explore the impact a strategy with paid social and influencer marketing can have on your marketing outcomes.

Think of your influencer marketing program like a well-maintained race car, with the race track being your purchase journey and the finish line of consumer conversions. Each gear and piston in that engine is comprised of your team and the roster of influencers you partner with, all firing to drive conversions.

Paid social is your nitrous “red-button” booster jets that inject some life into your performance. Paid social along with a strong influencer program foundation can increase your marketing effectiveness, the number of KPIs, and the speed at which you drive conversions.

The critical step is to use the best parts of both paid and influencer marketing. Influencers create high-quality content but are limited by the amount of followers they have. Paid social can boost content to new audiences, but can't help you create authentic content.

By allocating paid social dollars to each influencer campaign and utilizing that high-quality content, brands have the power to boost influencer content with paid social to reach the exact target audience they desire while controlling the messaging.

By promoting this content on your own channels, you'll also be able to gather data on performance, ranging from impressions and clicks to shares and conversions. So, if your brand wants to drive additional awareness, site traffic, sign-ups, or even sales, paid social is the cherry on top of your existing, foundational influencer campaign to meet those needs.

Goals of Using Paid Social with Influencer Marketing

- To drive conversions
- To increase overall IGC reach when engaging creators with limited organic reach
- To reach people in a specific age group or location
- To improve metrics such as CPM, CPE, CPC, CTR, and ROAS
- To test out new messaging to determine what resonates with specific audiences (A/B test)

Benefits Of Influencer Marketing With Paid Social

Get More Value From IGC

- Scale IGC beyond the creators' organic audience
- Tell the brand story from the trustworthy creator's POV
- Benefit from cost and time efficiencies

Reach Your Target Audience Effectively

- Reach your desired audience through strong targeting options

Drive Towards Priority Business & Marketing Goals

- Optimize campaigns based on objectives and results that matter most to you
- Measure the impact of your influencer efforts through robust reporting, measurement and attribution tools

How Paid Social And Influencer Marketing Can Work Together

We have established why you should utilize both paid social and influencer marketing, now here's how you can do it. The best piece of advice in creating a paid influencer marketing strategy is to plan heavily up front. The more prepared you are, the higher the likelihood you will achieve your goals.

6 Steps to Create a Paid Influencer Marketing Program

- **Establish** goals and budget
- **Determine** audience target parameters
- **Source, brief, and activate** creators to create content
- **Obtain** necessary advertising permissions from creators depending on method
- **Select and amplify** content via Ads Manager
- **Measure** results and optimize

Types Of Paid Ads On Facebook

Image

Image ads are Facebook's most basic ad format. They let businesses use single images to promote their products, services, or brand. Image ads can be used across different ad types, placements, and aspect ratios.

Carousel

Carousel ads showcase up to ten images or videos that users can swipe through. Each has its own headline, description, or link. Carousels are great for displaying a series of different products.

Instant Experience

Instant Experience ads, previously known as Canvas Ads, are mobile-only interactive ads that let users engage with your promoted content on Facebook.

Lead

Lead ads are only available for mobile devices. That's because they're specifically designed to make it easy for people to give you their contact information without a lot of typing.

Slideshow

Slideshow ads are composed of 3-10 images or a single video that plays in a slideshow. These ads are a great alternative to video ads because they use significantly less data than videos.

Stories

Stories ads are a mobile-only full-screen vertical video format that allows you to maximize screen real estate without expecting viewers to turn their screens.

Messenger

Messenger ads show up in Facebook's messenger tab. Since it's where people spend time chatting with friends and family, Messenger ads feel more personal than scrolling through Image or video ads.

Video

Video ads on Facebook let businesses use a single video to showcase their products, services, or brand. They're especially helpful for product demos, tutorials, and showcasing moving elements.

Collection

Collection ads are kind of like immersive carousels — taking the user experience a step up. Collection ads are mobile window-shopping experiences where users can flick through your product lineup.

Types Of Paid Ads On Instagram

Image ads

Image ads are best suited for campaigns with compelling visual content that can be conveyed in a single image. These images can be created from high-quality photography or design and illustration.

Stories ads

Over 500 million Instagram users viewing Stories every day. Engagement is often higher with Stories ads, as the format covers the whole mobile screen and feels much more immersive than in-feed ads.

Carousel ads

Carousel ads feature a series of images or videos in-feed or within Stories to showcase a collection of products or tell a multi-part story. A call-to-action button or link leads users directly to your website.

Video ads

Video ads on Instagram allow businesses to give a closer look at their brand, products, and services. These ads can be up to 60 minutes, but shorter videos are usually more effective.

Collection ads

Collection ads show products directly from your product catalog. Best suited for E-commerce brands, these allow users to purchase products directly from the ad.

Explore ads

Explore ads appear within the Explore tab, an area where users discover new content and accounts tailored to their Instagram usage habits. More than 50% of Instagram users access Explore every month, so it's a great place to gain exposure.

IGTV ads

IGTV ads are video ads that play after a user watches an IGTV video from their feed. Videos can be up to 15 seconds long, and should be designed for vertical full-screen viewing.

Shopping ads

130 million users tap on shopping posts every month making shopping ads a great option. These ads take users directly to a product description page within Instagram. They can then purchase through your mobile website.

Reels ads

Ads are shown in between Reels, with similar specs to Stories ads (full screen vertical videos), and can be up to 30 seconds. They should include sound or music to be well-integrated with organic Reels.

Types Of Paid Ads On TikTok

In-Feed Ads

In-Feed Ads are the video ads that appear in between user videos as you scroll through your For You page. If you're unfamiliar with TikTok, In-Feed Ads are very similar to the ads you'd see while tapping through Instagram Stories.

Brand Takeover

These ads show up as soon as users open TikTok, and they can also appear on the For You page as still images, GIFs or videos — including a clickable link driving users to a landing page or a Hashtag Challenge within TikTok.

TopView

TopView Ads are a new advertising option that builds on Brand Takeovers. What makes TopView Ads different is TikTok users aren't bombarded with an ad as soon as they open the app — TopView Ads are the first in-feed post after 3 seconds.

Branded Hashtag Challenge

When a user clicks on a sponsored hashtag, they're taken to a landing page on TikTok with the brand logo, link to their website, brief description of the challenge, and popular videos using the hashtag. Branded Hashtag Challenges are a one-of-a-kind advertising opportunity exclusively to TikTok. You've probably seen branded hashtag challenges displayed on TikTok's Discovery page.

Branded Effects

TikTok now offers branded shareable stickers, AR filters, and lenses in their advertising mix. Similar to Snapchat's branded lenses, TikTok's branded effects allow brands to design their own custom filter on the app. This is a great way to encourage users to interact with your brand in a fun and unique way.

Budgeting For Paid Social

Paid social should account for at least 20% to 25% of your influencer marketing budget, if not more. Generally, higher-funnel objectives such as awareness and reach require less budget, while lower-funnel objectives such as conversions require more budget. Whether a campaign is local/regional versus national along with the duration impacts budgets. Moments in time, such as the holiday season and shopping events, typically result in higher ad costs, requiring more advertising budgets than usual.

Example Starting Campaign Budgets

Campaign Goals/ Objectives	Specific Goals/ Objectives	Local/Regional	National	Paid Media Amplification Window
Awareness: Objectives that generate interest in your product or service.	Brand Awareness, Reach	\$2,500 - \$5,000	\$7,500 - \$10,000	2 - 4 Weeks
Consideration: Objectives that get people to think about your business and seek more information.	Website Traffic, Engagement, App Installs, Video Views, Lead Generations	\$3,500 - \$6,000	\$8,500 - \$11,000	3 - 5 Weeks
Conversions: Objectives that encourage people interested in your business to buy or use your product or service	Conversions, Catalog Sales, Stores Traffic	\$10,000 - \$12,000	\$15,000 - \$20,000	4 - 6 Weeks

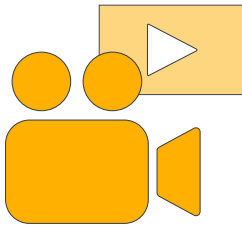


5 Steps To Measuring Paid Social Successes

- **Measure and analyze** campaign performance based on goals/objectives
- **Prioritize metrics** that connect directly to the outlined objectives
- **Compare results** between paid social campaigns and organic influencer campaigns to measure lift
- **Utilize existing data** from previous campaigns to compare how IGC ads perform vs. brand creative ads
- **Create net-new benchmarks** for IGC as ads to gauge on-going performance

Additional Resources

Bookmark this:



Influencer Marketing 101: Free Course

This course will teach you everything you need to know to run a successful influencer campaign.

[Go to Course](#)



Influencer & Creator Rates Revealed

We surveyed over 500 influencers and analyzed over 31K Instagram and TikTok posts to find out exactly how much \$\$\$ they're making from social media.

[Read Report](#)



What Is an Influencer Marketing Platform? (+ Why You Need One)

Connect with creators, streamline campaign management, and report on results. Discover the benefits of having an influencer marketing platform for your next campaign.

[Read Blog Post](#)