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Performance Agency + social.com

How to Build an Elite Social Advertising Team

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Agency Overview

This performance agency is an innovative, 21st century, global media agency.

Over 7,000 employees and 100 offices worldwide.

Focused on helping clients understand and deal with an ever changing media landscape.

Works with some of the largest and most innovative Fortune 500 brands worldwide, in sectors like CPG, Retail, Auto and Finance.

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European Office

A European brand office wanted to build a robust Social Advertising practice in addition to their elite agency services team across other digital channels. They engaged Social.com and our Migration Services team to help them build their expertise while supporting current clients who wanted to grow their social advertising investment.

Phase 1: Commencement (December 2013)

Phase 2: Team and client growth (January to February 2014)

Phase 3: Migration to self-service (March 2014 onwards)

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Agency Commencement

Phase 1: Commencement (December 2013)

The European Agency begins to work with Unilever to run Facebook ads with a two person team and begins growing its in-house social advertising expertise.

Social.com team provided a training syllabus and a three month plan to become experts in both the platform and social advertising.

Includes two weekly standing phone conferences to help team manage client campaigns, further training on Social.com, and education on social platforms and the overall advertising landscape.

Jointly manages campaigns for *Unilever* with Social.com.

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Social Advertising Growth

Phase 2: Team and Client Growth (January 2014 – February 2014)

The Agency hires a third person to existing team and assumes full control of client campaigns with less frequent phone and email support.
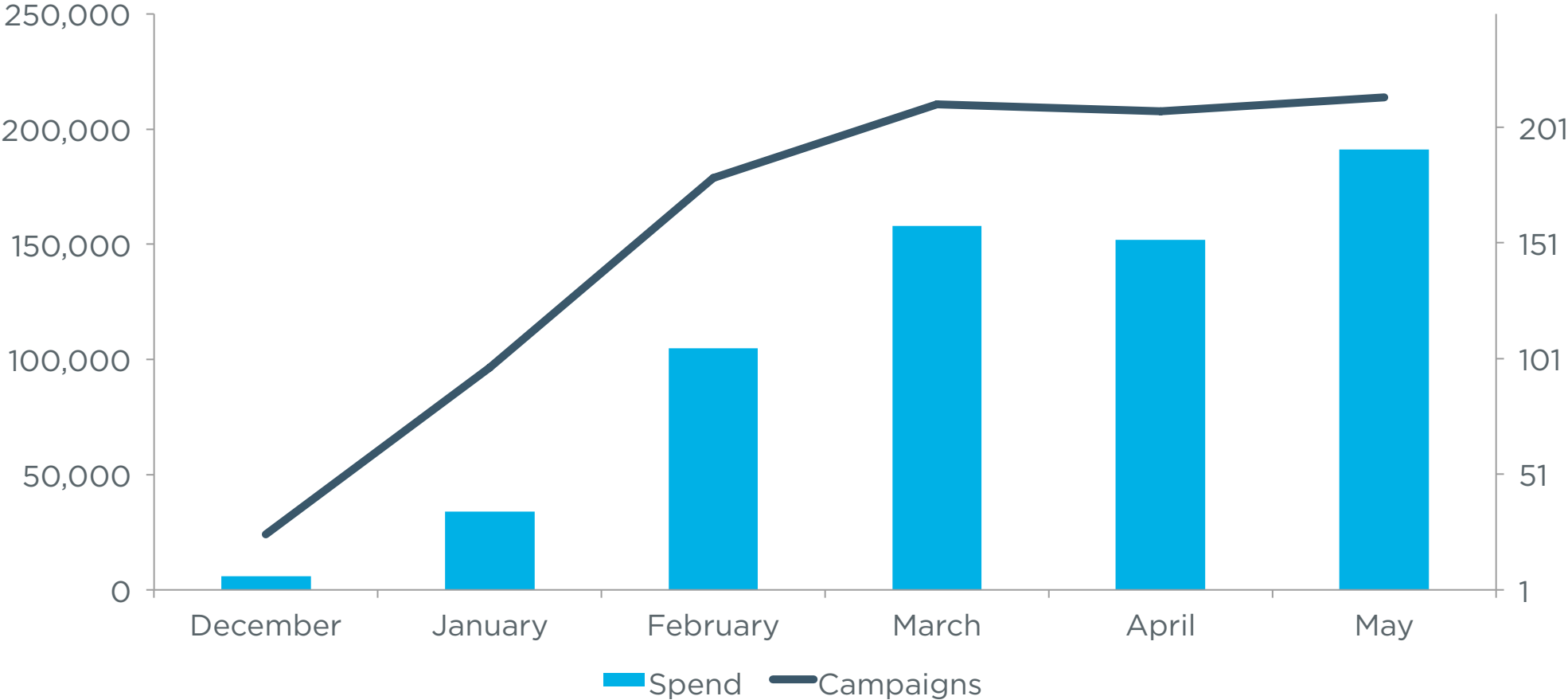
Agency completes the Social.com training program.

Agency creates some campaigns on their own, and Social.com reviews and helps optimize and confirm best practices.

Migration Service Syllabus: Facebook and Twitter
Track your progress as we 'migrate' you to Facebook ad management independence!

Social Ad Practice Maturity

Phase 3: Migration to Self-Service (March 2014 onwards)

The Agency social advertising team grows to five people in March 2014 from the original two in December 2013 and is still expanding their portfolio and team.

Runs major campaigns for multiple major customers including:

Unilever   ✿ **Kimberly-Clark**   Nike

Continues to work with Social.com as their primary PMD tool, leveraging their capabilities through global partnerships with Facebook, Twitter and Linkedin.

Agency Future

This European Agency brand continues to expand its social expertise, by running campaigns with Social.com on Facebook. In addition Linkedin will also be added to these services.

Over three months, Social.com shifted from helping train the Agency so that they can run campaigns on their own using our self-service tool to becoming a valued partner to help increase the effectiveness of the ads the Agency runs.

This Agency brand is now a valued partner of Social.com in providing robust customer and product feedback which influences the direction of the product roadmap and new innovations brought to market.

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Agency Perspective

"The partnership with Social.com has helped us to reach our goals faster than we've expected. Furthermore we now have the capabilities, in combination with right set of tools, which enable us to service the largest and most innovative brands in our market."

Director Data & Technology Agency

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What is Social.com?

A true self-service platform, that's powerful but easy-to-use and helps run efficient and effective social ad campaigns at scale. It powers the largest agencies and advertisers globally including the biggest social media advertisers in gaming, retail, CPG, finance and entertainment. We also provide premium, migration and support service options to help customers optimize, manage and scale their advertising teams and spend.

Who uses the platform?

Customer	Campaigns	Performance
Agencies	Manage thousands of clients at scale	Direct Response, Reach, Collaboration
Mobile Publishers	Drive mobile app installs & engagement	App Installs
Gaming	Drive app installs & revenue	Direct Response, LTV
Brand In-House Teams	Magnify brand message & conversions	Reach, Direct Response

What is Active Audiences?

Active Audiences helps marketers harness data from email, mobile, and social engagement along with the powerful automation and segmentation capabilities of ExactTarget to create targeted audiences for paid media campaigns that drive results.

Why use it?

Agencies and advertisers can build highly targeted campaigns quickly and easily, with sophisticated tools to optimize and automate every dollar invested. Teams can share and collaborate around campaign assets, to allow scalability across social ad buying and strategy.

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Credits

This case study was a collaboration between the European Performance Agency and Social.com.

It is intended to educate and inform readers of the best practices of building a Social Advertising team while using a best in class advertising platform and professional services team. All results reported are not indicative of future results but reflect the learnings of the Agency running their campaigns and building a team over a pre-defined period.

We would like to thank the entire team at the European Agency for helping make this a success.

We would also acknowledge the major contribution from Maria Sical leading the Professional Services practice at Social.com in EMEA and Sid Mankour in leading our overall relationship with the Agency in ensuring this endeavor was and continues to be a success.

The case study was co-authored by Zachary Reiss-Davis a leader in the Product Marketing team at Social.com and the Agency.

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