

CHAPTER OVERVIEW

13: Engage - Social media advertising

Learning Objectives

In this chapter, you will learn:

- How to use social media advertising as part of your complete paid, earned and owned strategy.
- How to create and place effective social media ads for a number of platforms.
- How to use the available targeting options to reach consumers at the right time and in the right place.
- How to approach measuring the effectiveness of social media advertising.

[13.1: Introduction](#)

[13.2: Key terms and concepts](#)

[13.3: Understanding social media advertising](#)

[13.4: Core principles](#)

[13.5: Implementing social media advertising](#)

[13.6: Advantages and challenges](#)

[13.7: The bigger picture](#)

[13.8: References](#)

[13.9: Measuring success](#)

[13.10: Tools of the trade](#)

[13.11: Case study - Kraft Mac and Cheese](#)

[13.E: Social media advertising\(Exercises\)](#)

[13.S: Social media advertising\(Summary\)](#)

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