

13.E: Social media advertising(Exercises)

Case study questions

1. Why do you think Snapchat was the right platform for this campaign?
2. What do you think was so attractive about this Lens?
3. What could other brands learn from this campaign about advertising on Snapchat?

Chapter questions

1. What should be the primary consideration when choosing a platform on which to advertise?
2. What are the most exciting targeting capabilities offered by social media advertising?
3. What sets social media advertising apart from other forms of online advertising?

Further reading

Take a look at this infographic on How to Navigate the Social Media Advertising Solar System: www.marketingprofs.com/chirp/2017/31385/how-to-navigate-the-social-media-advertising-solar-systeminfographic?adref=nl020717

Read The 7 Hidden Factors of the Most Effective Social Media Ads: blog.bufferapp.com/social-media-ads-strategies

Here is 10 Facebook Marketing Tips for Advertising on Advertising on Social Media: www.bluefountainmedia.com/blog/10-facebook-marketing-tips-for-advertising-on-social-media

And check out Social Media Advertising: The Complete Guide from Hootsuite: blog.hootsuite.com/social-media-advertising

Hootsuite's blog is always a good source of tips: blog.hootsuite.com

So is Sprout Social's blog: sproutsocial.com/insights

And Social Media Examiner has a lot of useful resources: www.socialmediaexaminer.com

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