







X2025











ESTE PRETORIUS BOOST SALES



The Challenge...

- Choosing the right platform mix
- Creating effective content with limited resources
- Competing against larger brands
- Measuring true business impact
- Converting engagement to business results
- Keeping up with platform changes



So how do you choose where to advertise?

Match your objective to the right platform

	LinkedIn	Instagram	Facebook
	in		•
Best For	B2B, Professional Services	Visual Products, Lifestyle	Local Business, Broad Reach
Audience	Professional, Industry-specific	18-34, Visually-driven	Diverse demographics, Local
Content	Thought leadership, Case studies	Visual storytelling, Product showcase	Community, Testimonials, Events
Objectives	Lead generation, Recruiting	Brand awareness, Engagement	Sales, Community building

Channel decision framework

Questions to Ask:

- 1. Where does your target audience spend their time?
- 2. What is the primary objective of your campaign?
- 3. What type of content can you consistently create?
- 4. What is the buying cycle of your product/service?
- 5. How will you measure success?



LinkedIn for SMEs



CHOOSE LINKEDIN WHEN:

- Targeting business professionals or B2B customers
- Selling high-value services or solutions
- Recruiting talent is a primary goal
- Industry expertise is your competitive advantage
- Your buying cycle involves multiple decision-makers

Industries that excel on LinkedIn:

- Professional services
- B2B technology
- Financial services
- Consulting firms
- Enterprise solutions



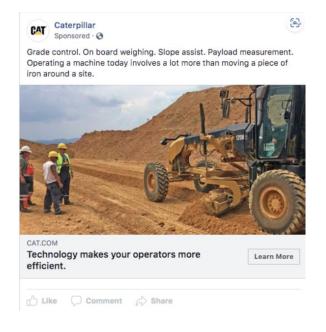
LINKEDIN BEST PRACTICES:

CONTENT:

- Focus on professional insights and industry expertise
- Share case studies demonstrating tangible results
- Provide educational content addressing business challenges
- Highlight team expertise and professional credentials
- Use data and research to support key points

- Target by job title, seniority, company size, and skills
- Use Sponsored Content for thought leadership
- Implement Lead Gen Forms for direct lead capture
- A/B test different professional headlines and images
- Monitor and respond to comments to build engagement

LINKEDIN BEST PRACTICES:



Caterpillar uses short sentences and phrases to convey its value proposition effectively.

It doesn't waste time with fluffy wording. It ensures that the time-saving benefits of using its machinery are clear.

By appealing to a construction manager's challenges and pain points, the copy is highly relevant to its target audience.



LINKEDIN PITFALLS:

STRATEGIC:

- Using LinkedIn for B2C products with low consideration value
- Expecting immediate results from thought leadership content
- Neglecting to segment professional audiences properly
- Using overly promotional language instead of educational content

- Poor targeting leading to wasted ad spend
- Generic company updates without valuable insights
- Inconsistent posting schedule undermining presence
- Failing to optimise for mobile viewing experience
- Neglecting to engage with comments and messages

IG for SMEs



WHEN TO CHOOSE IG:

- Visual appeal is central to your product/service
- Targeting primarily 18-34 year old demographic
- Building brand identity through visual storytelling
- Product demonstrations benefit from visual formats
- Influencer marketing is part of your strategy

Industries that excel on Instagram:

- Fashion and apparel
- Food and beverage
- Travel and hospitality
- Beauty and cosmetics
- Home décor and design





IG BEST PRACTICES:

CONTENT:

- Maintain consistent visual identity and aesthetic
- Tell stories through carousel posts and multi-image sequences
- Use authentic imagery rather than stock photography
- Create content that encourages saves and shares
- Leverage Stories for timesensitive and behind-thescenes content

- Optimise for mobile viewing (9:16 ratio for Stories)
- Use Instagram Shopping tags for product-focused posts
- Implement strategic hashtags (mix of broad and niche)
- Create content for Reels to leverage algorithm preference
- Use strong visuals with minimal text overlay

IG PITFALLS:

STRATEGIC:

- Using Instagram for complex B2B services without visual component
- Inconsistent visual identity causing brand confusion
- Focusing on follower count rather than engagement quality
- Creating overly polished content that lacks authenticity

- Poor image/video quality undermining brand perception
- Using business-focused hashtags on a lifestyle platform
- Ignoring Instagram Stories and focusing only on feed
- Failing to optimiSe landing pages for mobile users
- Not utilising Instagram Insights to refine strategy

Facebook for SMEs



WHEN TO CHOOSE FACEBOOK:

- Reaching diverse age demographics is important
- Local customer targeting is a priority
- Community building supports your business goals
- You need versatile ad formats for different objectives
- E-commerce is a significant sales channel

Industries that excel on Facebook:

- Retail stores with physical locations
- Local services and businesses
- E-commerce brands
- Event-based businesses
- Community organiSations



FB BEST PRACTICES:

CONTENT:

- Share content that sparks conversation and community
- Include testimonials and social proof elements
- Create video content optimised for in-feed viewing
- Balance promotional content with value-driven posts
- Personalise messaging to specific audience segments

- Utilise precise location targeting for local businesses
- Implement Facebook Pixel for conversion tracking
- Use Custom Audiences for retargeting website visitors
- Test multiple ad formats (image, video, carousel)
- Leverage Automated Rules to optimise campaign performance

FB PITFALLS:

STRATEGIC:

- Using the same content strategy as organic posts for ads
- Targeting too broadly, wasting budget on irrelevant audiences
- Focusing on likes and reactions instead of conversions
- Inconsistent posting causing audience disengagement

- Poor ad targeting leading to low relevance scores
- Ignoring ad frequency leading to audience fatigue
- Text-heavy images triggering reduced delivery
- Weak landing page experience causing drop-offs
- Failing to implement proper conversion tracking











THANK YOU FOR JOINING US!

