

# CANADIAN ADVERTISING CHRONICLE

BY SUITS SOCIAL

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CLIENT FEATURE



HOW YOUR BUSINESS  
CAN SURVIVE A  
RECESSION THROUGH  
SOCIAL MEDIA  
ADVERTISING

HOW ACCESS ENTRY  
SYSTEMS ACQUIRED 650  
B2C LEADS AND  
140 B2B LEADS  
IN JUST 5 MONTHS

HOW TO USE SOCIAL  
MEDIA TO GROW  
YOUR SERVICE-  
BASED BUSINESS



# HOW YOUR BUSINESS CAN SURVIVE A RECESSION THROUGH SOCIAL MEDIA ADVERTISING

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Recessions are tough on businesses, with many forced to close their doors for good. However, there is a silver lining – social media provides an affordable and effective way to reach new customers and keep existing ones engaged.

Here are some tips on how your business can use social media advertising to weather the economic storm:

## **1. Understand what a recession is and how it affects businesses**

A recession is a period of economic decline, typically characterized by high unemployment and low consumer spending. Businesses are particularly vulnerable during a recession, as they often have to cut costs and lay off employees.

## **2. Identify the different social media platforms that are most popular with your target market**

Different social media platforms appeal to different demographics. For example, Facebook is popular with all age groups, whereas Snapchat and Instagram are more popular with younger users.

### 3. Create targeted ads for each platform that highlight the benefits of doing business with your company

Once you know which platform(s) to target, you can create ads that highlight the benefits of doing business with your company. For example, if you're a clothing store, you could create an ad on Instagram that showcases your trendy and affordable clothes. Or if you're a restaurant, you could create a Facebook ad that highlights your delicious food and great service.

### 4. Experiment with different ad formats and strategies to find what works best for your business

There are a variety of ad formats and strategies you can use on social media, so it's important to experiment to see what works best for your business. For example, you could try using video ads, carousel ads, or even dynamic ads that change based on the user's interests.

### 5. Analyze the results of your social media advertising campaigns to see which ones were most successful

It's important to track the results of your social media advertising campaigns so you can see which ones were most successful. You can use tools like Google Analytics to track things like reach, engagement, and conversion rate. This will help you fine-tune your social media advertising strategy going forward.

Recessions can be tough on businesses, but social media provides an affordable and effective way to reach new customers and keep existing ones engaged.

By understanding how a recession affects businesses, identifying the different social media platforms that are most popular with your target market, and creating targeted ads that highlight the benefits of doing business with your company, you can weather the economic storm.



# HOW TO USE SOCIAL MEDIA TO GROW YOUR SERVICE BUSINESS

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Social media is a powerful tool for service-based businesses. It allows you to connect with potential and current customers, build relationships, and promote your business in a way that is cost-effective and efficient.

In this blog post, we will discuss how social media can help grow your service-based business. We will provide tips on how to create effective social media profiles, generate leads, and increase sales. Let's get started!

## Creating an Effective Social Media Profile

The first step in using social media to grow your service-based business is creating an effective profile. Your profile should include information about your business, such as your services, contact information, and website.



You should also include a link to your blog or website so that potential customers can learn more about your business. Additionally, you should use keywords in your profile so that potential customers can easily find you when they are searching for businesses like yours.

### **Finding the Right Platform**

Not all social media platforms are created equal. It is important to find the right platforms for your business. The most popular social media platforms, such as Facebook, Twitter, and LinkedIn, are not always the best ones for promoting a service-based business. For example, if you offer accounting services, LinkedIn would be a better platform than Facebook because it is geared towards businesses and professionals.

However, if you offer wedding planning services, Facebook would be a better platform because it has a large user base and allows you to target potential customers by location and interests.

### **Dedicating Time to Perfect Your Message**

It is important to dedicate time to perfecting your social media message. Your message should be clear, concise, and on brand. It should also be tailored to each individual platform.

For example, the message you post on LinkedIn will be different than the message you post on Facebook. Additionally, you should consider using images and videos in your posts as they capture attention and engage potential customers.

### **Generating Leads**

Once you have created an effective social media profile, you can start generating leads. To do this, you will need to post content that is relevant to your target audience and that provides value. You could post articles, tips, or advice that would be helpful to your target audience. You can also use social media to run promotions or contests that will generate leads.

## Increasing Sales with Social Media

You can use social media to increase sales. To do this, you will need to post content that is designed to convert leads into customers. For example, you could post coupons, discounts, or special offers. You can also use social media to create a sense of urgency by running limited-time sales or promotions.

## Staying On Top of Potential Leads

When you generate leads with social media, it is important to stay on top of them. You can do this by responding to comments and messages in a timely manner. Additionally, you should follow up with potential customers after they have interacted with your content. For example, you could send an email or give them a call to discuss your services further.

# Suits Social

## Outsource Your Social Media Marketing to Suits Social

Suits Social offers a complete suite of fully managed social media and digital advertising services, from content creation to paid advertising campaigns. Our team of experts will help you plan, build, and manage every aspect of a profitable digital marketing strategy.

So if you're looking to build your brand, generate more leads and make more sales online, we want to help!

Contact us today to learn more about how we can help you grow your service-based company's social media and bring in leads at [www.SuitsSocial.com](http://www.SuitsSocial.com)



# TIKTOK ADVERTISING

## The new wave of online advertising



*As with any new social media platform, businesses are looking for ways to advertise on TikTok. In this blog post, we will discuss how TikTok advertising is bringing a new wave of online advertising and why you should consider using it for your business.*

### What is TikTok?

TikTok is a short-form, video-sharing app that allows users to create and share 15-second videos on any topic. It is one of the most popular apps in the world, with over one billion users.

TikTok is available in 150 countries and is available in over 30 languages.

### How does TikTok work?

TikTok users can create short videos of themselves lip-syncing or dancing to popular songs. They can also add filters, effects, and AR (augmented reality) features to their videos. TikTok videos are typically between 15 and 60 seconds long.

Users can watch TikTok videos without creating an account, but they will need to create an account to upload videos or comment on other users' videos.

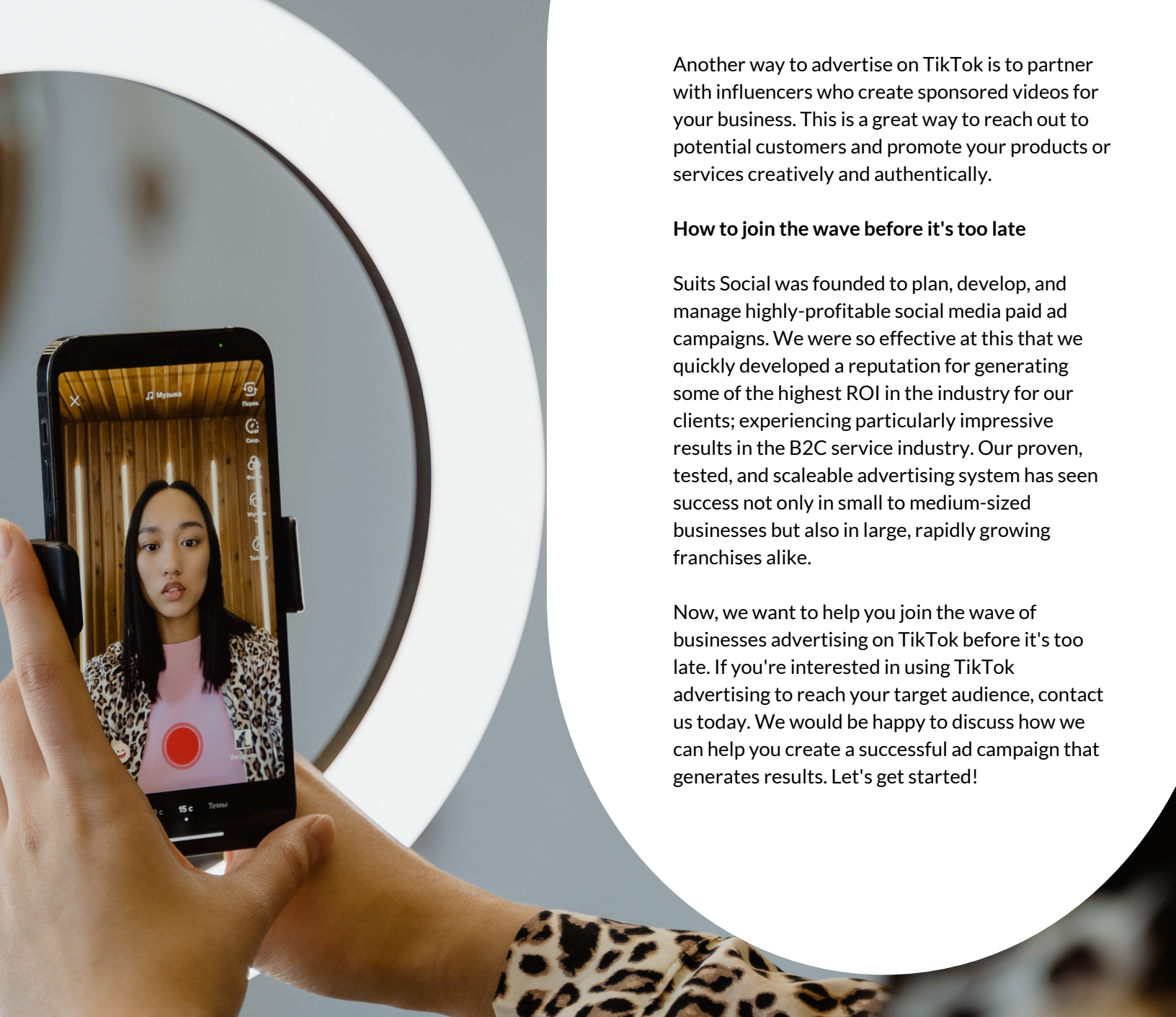
### Why is TikTok perfect for advertising?

There are a few reasons why TikTok is perfect for advertising. First, TikTok has a huge user base. With over one billion users, there is a good chance that your target audience is using TikTok.

TikTok videos are also short, which means that you can get your message across efficiently. And third, TikTok users are highly engaged with the app; the average user spends 52 minutes per day on the app. This provides businesses with a great opportunity to reach their target audience.

### How can businesses advertise on TikTok?

There are a few different ways that businesses can advertise on TikTok. One way is to create sponsored ads that appear in between users' videos. These ads can be up to 60 seconds long and can include images, videos, or a call to action.



Another way to advertise on TikTok is to partner with influencers who create sponsored videos for your business. This is a great way to reach out to potential customers and promote your products or services creatively and authentically.

### How to join the wave before it's too late

Suits Social was founded to plan, develop, and manage highly-profitable social media paid ad campaigns. We were so effective at this that we quickly developed a reputation for generating some of the highest ROI in the industry for our clients; experiencing particularly impressive results in the B2C service industry. Our proven, tested, and scalable advertising system has seen success not only in small to medium-sized businesses but also in large, rapidly growing franchises alike.

Now, we want to help you join the wave of businesses advertising on TikTok before it's too late. If you're interested in using TikTok advertising to reach your target audience, contact us today. We would be happy to discuss how we can help you create a successful ad campaign that generates results. Let's get started!

**Want To Learn How To Get More Leads For Your Service Business Using TikTok?**

Watch this [free video](#) guide we recently published on YouTube!





# CASE STUDY

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# ACCESS ENTRY SYSTEMS

Access Entry Systems is one of Canada's premier garage door wholesale distribution companies, providing residential and commercial garage doors, garage screen doors, operators, and all related accessories. The company is based in Mississauga, Ontario, and they service the Toronto GTA area and the surrounding areas.

## The Challenge

Access Entry Systems had the goal of creating leads to sell their Lifestyle Screen Doors to customers and, later on, to acquire leads from potential dealers to expand their dealer network across Ontario.



Goal #1: Create ads focusing on brand awareness to create a warm audience to generate leads

Goal #2: Acquire leads to convert to purchases of Lifestyle Screen Doors

Goal #3: Generate leads of potential dealers across Ontario to work with Access Entry Systems

**The Solution**

**Step 1 - Brand Awareness**

To achieve this, we first ran an awareness campaign in order to generate as much reach as possible for the Access Entry brand. These awareness ads included professional videos highlighting the main benefits of products and key services.

**Step 2 - Lead Acquisition**

Next, we re-targeted individuals who engaged with the content in our awareness stage with a lead-acquisition campaign. This included a specific and enticing offer to generate qualified leads.

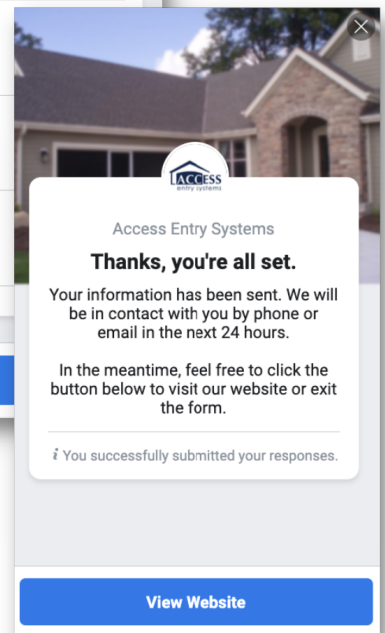
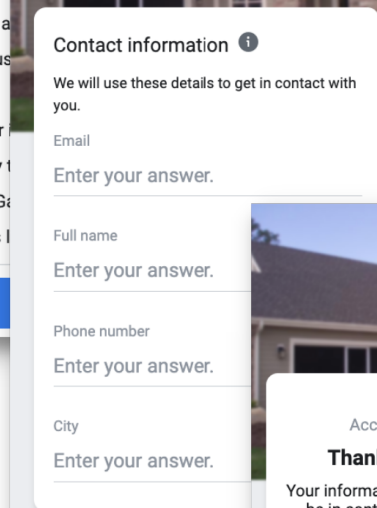
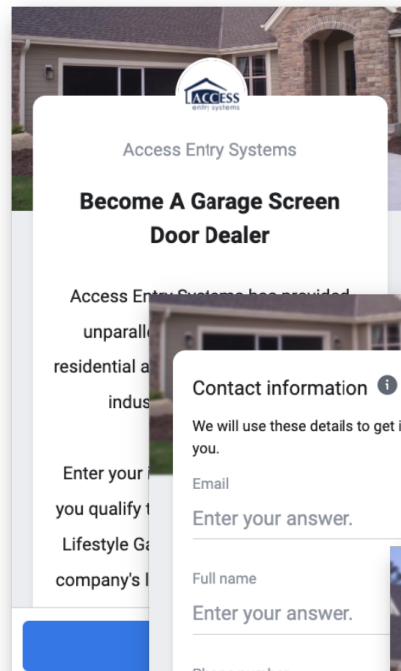
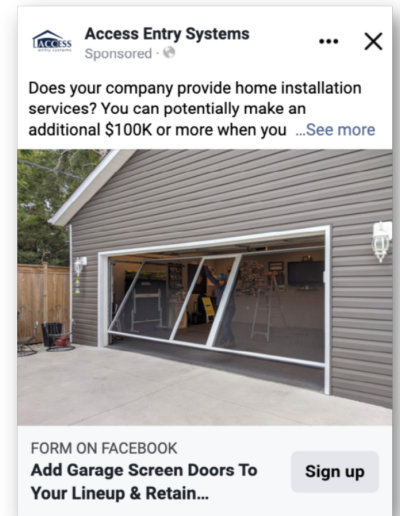
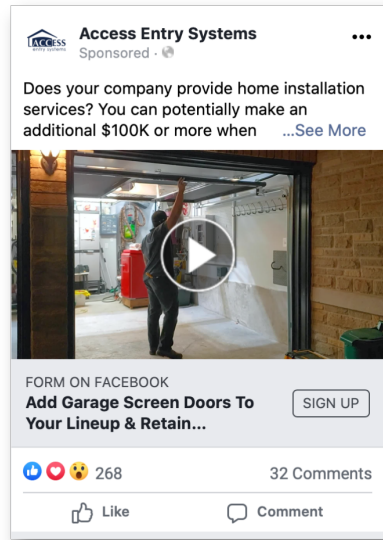
This Lead-Acquisition campaign uses “lead forms” to generate leads directly on the social and search platforms. Prospects click the ad itself; this opens up an on-page lead form, collects their information, and sends it to you or your team. We can also integrate this with your CRM or email marketing system.

**Step 3 - Lead Nurture**

The third and final step in our funnel was the lead nurture stage, where we re-targeted all of the leads with social proof, including testimonials, reviews, etc. Until they ultimately convert.

These ads help keep you top of mind with prospects and leads who might not be ready to pull the trigger just yet. Think of this campaign as patching the holes in your bucket. Most businesses miss this stage and, as a result, lose a ton of great leads that simply forget and move on.

**Facebook & Instagram**  
Examples of Lead Acquisition Ads



**Lead-Form**  
Used to capture leads information right on Facebook/Instagram without them ever having to leave the page.

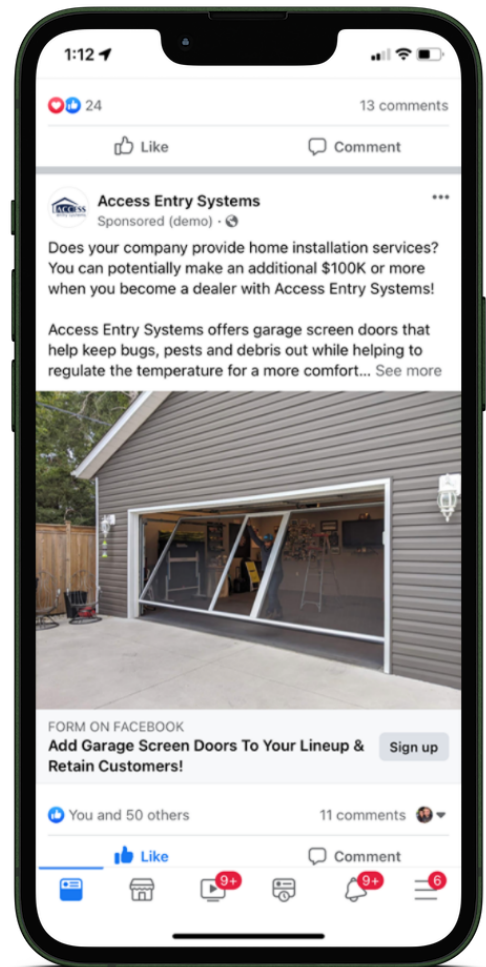
## The Results

**In just five months, Suits Social acquired 650 requests for quotes in the B2C campaign, coming in bringing in an estimated revenue of \$175,000!**

Within this conversion campaign alone, we also reached 190,032 unique and targeted individuals, with our ads generating 709,106 impressions and 10,460 unique link clicks (website traffic through ads).

Additionally, we ran a B2B campaign to acquire dealers for the Access Entry Systems Lifestyle Screen Door line with excellent results. In just two months, Suits Social received 140 requests for information on becoming a dealer.

We reached 48,432 unique and targeted individuals, with our ads generating 107,567 impressions and 1,275 unique link clicks.



LEARN HOW TO GET SIMILAR RESULTS  
FOR YOUR BUSINESS IN THIS FREE

# ON-DEMAND VIDEO TRAINING



## How To Get **UNLIMITED** High-Quality Leads For Your Local Business

Discover the three-step **recession-proof** digital advertising funnel that we've used to generate thousands of qualified leads and over **\$2,421,890** in sales for our clients.



[WATCH NOW](#)



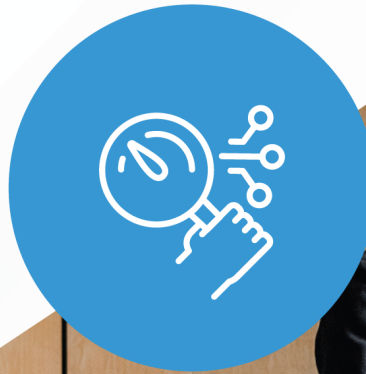
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