



Social Networks and Rationale

Facebook

Facebook makes sense for NoDa because it is the largest social media network, with over a billion users, but its ads can be incredibly well targeted to fit NoDa's target audience. Because Facebook has so much data on its users, one can target the users with a high amount of accuracy. Ads can be targeted based on location, age, gender, interests and more variables that Facebook has in its knowledge base. It is a great space to build brand awareness, as a result. It allows for sponsored posts to have rich media as well as drive traffic to both the brand's Facebook page and website. Additionally, Facebook's metrics are pretty powerful so the return on investment can be calculated rather easily.

Instagram

Instagram works well for NoDa for many of the same reasons. A large majority of its over 400 million users fall within the target audience age range for the brand. Since it is a photo sharing social network, it allows for strong visuals to be employed in the ad. Instagram also has fairly sophisticated targeting tools and metrics to measure the success of a given campaign.

Twitter

Twitter also has a large user base that fits well within the NoDa target audience. It also has targeting capabilities that can further narrow the audience for a promoted tweet to reach the appropriate users to maximize ROI. For example, users can be targeted based on interests and followers of relevant accounts. For example, users that follow craft beer accounts, and are thus likely to be interested in NoDa's product, can be specifically served the ad. There are numerous other targeting tools that can be employed to ensure the right users are seeing the ad. It's also purportedly more cost effective than Facebook.


YouTube

YouTube is incredibly powerful for displaying ads because of the amount of views its videos receive every day, and because it can harness the power of Google to reach the target audience. Demographic groups and interests that align with NoDa can be specifically targeted using YouTube. There are also a variety of ad options, from simple banner overlays to videos that play before a featured video and more. It's also quite budget friendly, as the ad is placed based on the budget one sets.

Creative

Facebook Sponsored Post

**NoDa Brewing Company**
Sponsored · 





Have you tried the new West Coast Woody & Wilcox? It's already got 7 different hop varietals in it, but for this week's NoDable we're adding one more!



WWW.NODABREWING.COM

 12K

2.3K Comments 6.6K Shares 2.3M Views

 Like  Comment  Share

This Facebook sponsored post is an example of boosting a popular NoDa YouTube channel upload to promote the brand. It highlights one of the unique things that the brewery does-- its weekly NoDable series that embraces its homebrewing roots. The video explains things about the brewing process in an interesting way, and it also includes Woody and Wilcox, who appeal to a large portion of the target audience. The post includes an action button that leads users to the brewery website where they can learn more about the beer. The copy is a bit sophisticated in terms of describing the beer, since NoDa drinkers tend to care about the beer, and it also includes a question that can spark engagement from people that have tried the beer.

Instagram Sponsored Post



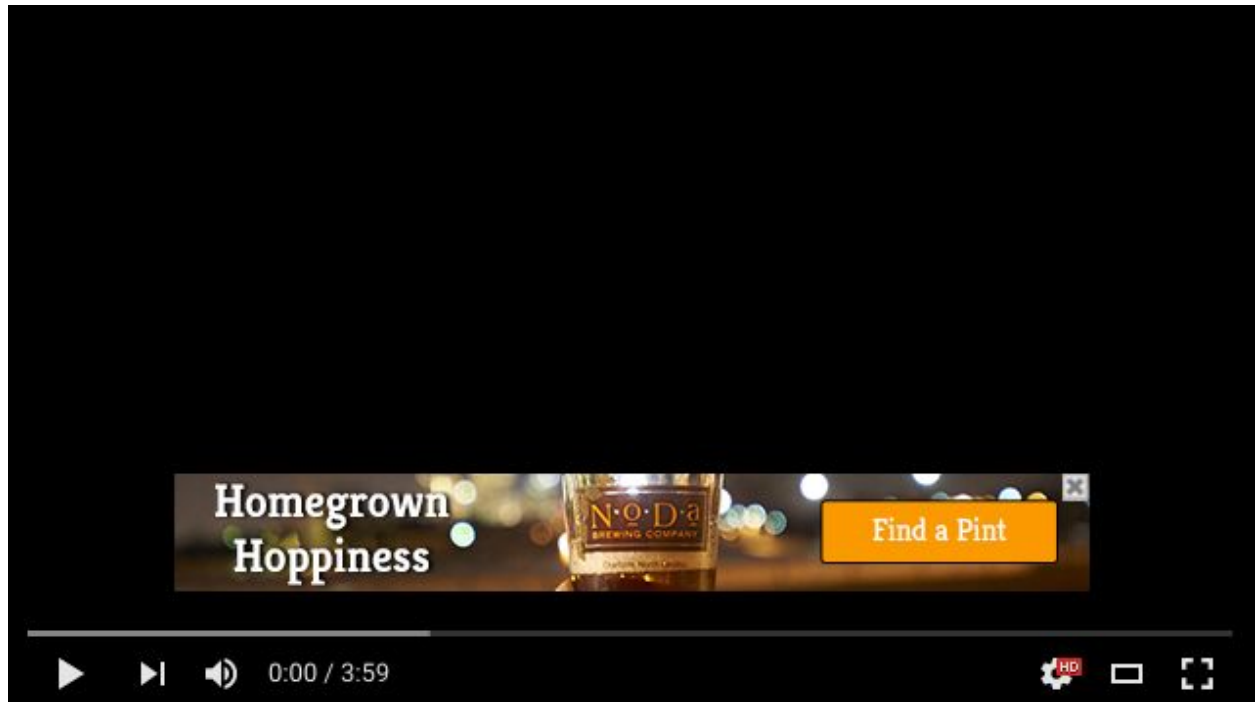
The sponsored Instagram post highlights one of the unique can designs of NoDa's beer, and is based on one of the account's more popular posts in terms of likes. The can design offers a lot in terms of the brand's personality, and this takes advantage of Instagram's built-in ability to showcase it. There is an action button to drive traffic to the website as well. The copy promotes the fact that the beer is now out in cans. It also solicits engagement in the short term by asking users to comment on the design, and in the long term by asking users to use #ShowYourCans to share where they drink their NoDa. It finishes with #BrewOfArt to tie-in the brand essence.

Promoted Tweet



This is an example of a promoted tweet that could be targeted towards Charlotte beer drinkers. It stays local in terms of copy and photography, with the message being a toast to the CLT beer community that demands more from their beer. It ties in the brand essence with the hashtag, and also drives traffic to the website with a link to the beer locator--which should help drive conversions as well. The visual is eye-catching, showcases the beer, and is also distinctly Uptown Charlotte in the background.

YouTube Image Overlay Ad



This is one of the simpler YouTube ads, but it's effective in terms of its visibility and in terms of cost. It's a simple eye-catching visual that can direct viewers to the website with a call to action button, and includes a short blurb about the brand as the video starts playing. It is much cheaper to produce than a full-on video ad, but still has the ability to reach the diverse, and quite large, YouTube audience. It promotes the brand without being overly obtrusive.