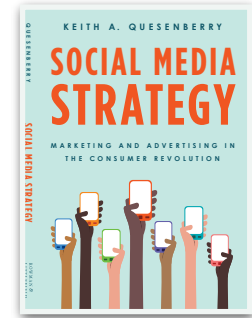


# GUIDE TO PAID SOCIAL MEDIA OPTIONS



Paid social media, sometimes known as social advertising or native advertising, is paying for posts and other forms of ads to appear in people's news feeds on social media channels. The need for paid social has been increasing as the organic reach, (percent of followers or fans that see your posts) have been decreasing significantly. As established social channels get more crowded the number of paid social opportunities are growing. Here is a list of the top social media paid options (click on the link for more details of each offering):

<p><b>Facebook Business:</b> offers ads that can appear as Sponsored Posts, Suggested Apps or Display Ads.</p>	<p><b>Twitter Business:</b> offers Promoted Tweets for Clicks, Followers, Engagement or Apps Campaigns.</p>	<p><b>LinkedIn Marketing:</b> offers highly targeted Sponsored Content, Sponsored InMail, Display Ads and Text Ads.</p>	<p><b>Pinterest Business:</b> offers Ads by Promoted Pins to build awareness, increase engagement and drive website traffic.</p>	<p><b>Tumblr Business:</b> offers Sponsored Posts and Carousel Posts, Sponsored Video and a Sponsored Day.</p>	<p><b>YouTube:</b> offers Pre-Roll (In-Stream), Video (In-Stream), In-Video Overlay, Display, Video Mastheads Ads</p>
<p><b>Snapchat Advertising:</b> offers Snap Ads, Sponsored Geofilters and Sponsored Lenses. Brands can sponsor LIVE or DISCOVER stories with publisher partners.</p>	<p><b>Periscope:</b> offers Sponsored Live Video Broadcasts with partner names in titles and video highlights with pre-roll ads.</p>	<p><b>Flickr:</b> offers in feed Interactive and Display ads through Yahoo Advertising for non-pro accounts.</p>	<p><b>Foursquare Business:</b> offers ads to promote listings, existing messages or create custom messages based on location, time or action.</p>	<p><b>Nextdoor:</b> offers Sponsored Posts that appear in users newsfeeds and daily digest emails.</p>	<p><b>Yelp Business:</b> offers ads to feature businesses first in searches and competitor pages plus incentives like Yelp Deals.</p>
<p><b>TripAdvisor:</b> offers Sponsored TripAdvisor custom content, pages, sweepstakes, advertorials, maps and forums and display ads.</p>	<p><b>Angie's List:</b> offers magazine ads, newsletter sponsorships and dedicated product and category emails.</p>	<p><b>StumbleUpon Ads:</b> offers full page native advertising that promotes any content full screen on the network.</p>	<p><b>Digg Advertising:</b> offers native advertising by working with brand partners to create display and co-created content to be featured on the platform.</p>	<p><b>Quora Advertising:</b> offers ads that appear below relevant questions that appear as "Promoted by" with a "Learn More" link.</p>	<p><b>Ask.fm Partners:</b> offers many options for advertising in apps, mobile web and desktop.</p>
<p><b>Buzzfeed Advertise:</b> offers "custom content through Custom Social Posts, Video, Promotion and Story Units plus Social Discovery.</p>	<p><b>Podcast Ads:</b> is sponsoring a show where the host usually reads promotional messages for the brand and/or has special offers for listeners.</p>	<p><b>Sponsored Blog Posts:</b> is paying for a post to be written on blogs. Sponsored Post Companies or Communities connect companies with bloggers.</p>	<p><b>Definitions:</b> <b>Social advertising</b> uses social information/networks in generating, targeting, and delivering paid communications. <b>Native advertising</b> is paid communication that delivers useful, interesting and targeted information in a form that looks like the site's native non-ad, content. <b>Organic reach</b> is the total number of unique people who saw a social media post through unpaid distribution. <b>Paid reach</b> is the total number of unique people who saw a post as a result of social ads.</p>		