Customizable Templates Roll Out for Stories Ads on Facebook, Instagram, Messenger

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14 hours ago
Facebook released a series of customizable templates for Stories ads across Facebook, Instagram and Messenger.

The social network said in a blog post that while it recommends that brands create unique assets for different ad placements when they can, it also realizes that not every advertiser has the time and resources to accomplish this.

Facebook said the new customizable templates will provide those brands with more flexibility by simplifying the process of customizing existing assets.

After uploading existing assets to Ads Manager, advertisers can choose from several layouts, and then use the feature’s editing capabilities to tweak background colors, text and cropping.

Facebook said in its blog post, “Using Stories templates helps extract more value from your assets and can save time and resources. They also provide any business the opportunity to extend their reach to Stories placements with creative that feels native to the immersive Stories environment.”

Streetbees, which helps businesses access real-time insights, participated in initial tests of the new templates on Instagram Stories.

Facebook said Streetbees used one of its automatic templates for an Instagram Stories ad that drove 468 incremental application installs. After using one of the new customizable Stories ad templates, incremental app installs rose 40% and cost per incremental click fell 29% versus the ad generated by the automatic template.

Streetbees head of network and growth Viktor Zaveskin said in the blog post, “After the test’s results, it was clear that the video ad created with Stories templates for Instagram Stories worked quite well and much better than a static image. As a result, we have started to customize our ads and create videos for Instagram Stories in our campaigns.”

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-for-stories-ads-on-facebook-instagram-messenger/

LinkedIn Events Is Finally Rolling Out Globally

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17 hours ago
The ability to create events was finally added to LinkedIn with this week’s global debut of LinkedIn Events.

The feature will be available worldwide over the next few days, starting with English-speaking markets.

LinkedIn Events will enable members of the professional network to create and join events, invite connections, manage events, communicate with other attendees and stay in touch after the event wraps up.

Users looking to create an event can go to the Community panel on the left side of the LinkedIn feed and click +Create, at which point they will be promoted to enter the event’s description, date, time and venue.

Connections can then be invited, and filters such as location,

company, industry and school can help LinkedIn members compile those invitation lists.

LinkedIn India head of product Ajay Datta added in a blog post, “We also recommend that you share the event as a post to leverage the power of the feed to reach relevant attendees. From your event page, you can easily track attendees and invitees, post updates and interact with other attendees. LinkedIn’s algorithm automatically provides timely and relevant notifications to attendees to make sure they don’t miss any important updates about your event. Members who have joined the event can also invite people from their own networks to attend.”

Members looking for events to attend will see invites in their My Network tab, and they can also browse feed to discover events shared by people in their network.

Once people indicate that they are attending an event, they can see who else has done so and connect with them, and they can share updates, photos and videos on the dedicated event page and on their own feed.

LinkedIn began running a pilot program of LinkedIn Events in key metropolitan cities around the globe last November, and two members shared their experiences in the blog post.

Ernst & Young senior manager Michael Quinn said, “What I really like about LinkedIn Events is the fact that I can plan

an event with my network and not be required to go to another platform to organize the event. I've organized events all across the country, and LinkedIn Events made it incredibly easy for me to market those events and invite my local connections to that specific location. Since I was sharing the event through a post, it also enabled my network to share the event with people they felt would be interested in attending."

Community creator and educator Anna McAfee added, "LinkedIn Events has really helped boost the attendance and awareness of my events. It has attracted second-tier connections to the event that I otherwise would not have known, and it has allowed others to connect and grow their networks prior to the event. It has allowed for discussions beforehand, which, I think, has helped Interested attendees to then attend the event, where they are in a position to know more and what to expect from the people who are coming."

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