



PAID SOCIAL GUIDE

Paid Social Services Guide

Audience strategy, creative testing, funnel planning and campaign management across major paid social platforms.

Clear strategy.

Commercial priorities.

No long-term contracts.

Direct specialist support.

Transparent reporting.

No hidden fees.

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What Paid Social does

Paid Social helps businesses reach new audiences, reconnect with people who already know the brand and move prospects through a considered journey towards an enquiry, booking or sale. It works best when targeting, creative, landing pages and measurement are planned together.

Prospecting Reach relevant new audiences using platform targeting, customer signals and structured testing.	Retargeting Reconnect with website visitors, engaged social users and other first-party audiences where appropriate.
Audience exclusions Reduce wasted budget by excluding customers, converters or overlapping audiences when the strategy requires it.	Testing Compare hooks, messages, formats, offers and audience approaches rather than relying on a single advert.

Platforms we support

- Meta Ads across Facebook and Instagram.
- TikTok Ads.
- LinkedIn Ads for B2B and professional audiences.
- Pinterest Ads for discovery-led and visual purchase journeys.
- Snapchat Ads where the audience and creative fit are appropriate.

Creative responsibilities

Creative is central to Paid Social performance, but Koupe Media is not an organic social-management or content-production agency. Clients supply the final images, video and other creative assets. We provide strategic creative direction: what to test, which hooks and messages to explore, how to adapt content for placements and what performance data suggests should change next.

Our Paid Social process

1. Paid Social Health Check Review active campaigns, audiences, exclusions, tracking, creative mix and funnel structure.	2. Strategy Define audiences, objectives, conversion events, budget approach and testing priorities.
3. Campaign setup Build or restructure campaigns around the agreed funnel, platform and measurement plan.	4. Optimisation Use audience, creative and conversion data to refine spend and identify the next useful tests.

What we measure

Paid Social should be judged against the objective it is designed to achieve. Awareness and engagement metrics can help explain behaviour, but commercial campaigns need to connect back to useful actions.

- Qualified leads, bookings or purchases.
- Cost per lead or acquisition where tracking is reliable.
- Landing-page and funnel conversion behaviour.
- Creative performance by hook, format and message.
- Audience performance and overlap.
- Retargeting contribution and frequency.

Paid Social Audit vs Health Check

Businesses often search for a Paid Social Audit when campaigns are underperforming. Our customer-facing offer is a complimentary Paid Social Health Check for businesses already running ads. We review the account and identify practical opportunities across audiences, creative testing, exclusions, tracking and campaign structure.

Get a complimentary Paid Social Health Check

Already advertising on social platforms? We can review the campaigns and highlight practical next steps, with no obligation.

<https://koupemedia.com/paid-social-audit/>