



## **Social Media Strategy Intelligence Brief: What to Expect in 2023**

Marketing teams have fought through the “big Q4 push” and are now deep in planning for 2023. So are we. We juxtaposed paid and organic performance against wider currents, looking for trends and ways we could extrapolate best practices and ideas for the coming year. Here are a few things that jumped out at us – and which might help you pivot during post-holiday thinky time.



# 1. Humble Pinterest Just Keeps Kicking Ass

Sure, TikTok is eating the world and all the headlines (except for the “social media is dead” feeding frenzy re: Twitter and Meta). But in the last couple of years, we have steered clients in home goods, e-commerce, housing, and even home services to Pinterest when they said they wanted qualified website traffic to drive sales. Why?

On a low spend of \$1,500, we drove **14,096 clicks** with an **average cost-per-click of \$0.11** and an average click through-rate of 4.06% for one of our home communities.

A \$2,300 Pinterest campaign for our windows and siding client resulted in **307,132 impressions**, with **9,464 link clicks** at an average of **\$0.28 cost-per-click**.

\$2,000 for a master-planned community garnered **464,188 impressions** and **15,665 clicks** with an **average cost-per-click of \$0.15**.

***Takeaway:** Pinterest continues to outperform other consumer-focused social media channels on a cost-per-click basis. The post-lockdown user base remains engaged.*



## 2. It's Probably Past Time to Review Your Ad Format Mix

The fallout of a discrimination suit in mid-2022 meant that Facebook stopped offering key targeting options for master-planned communities and other real estate clients.

Good news for society, but a challenge for marketers. We worked with our reps at Meta to find solutions – and guess what? We're still delivering qualified homebuyer leads through interest targeting and other tweaks to strategy.

TikTok has pushed vertical video into the stratosphere and the other platforms have followed, but you can still attract audiences with long-form content posts or slideshow website clicks ads. Lead gen campaigns perform best with the right key answer fields.

How are you planning out your ad creatives to maximize KPIs?



**Takeaway:** Social platforms tinker with their paid offerings incessantly, which means your best bet is to watch, learn, test, and re-test – and be ready to pivot when effectiveness drops or cost spikes. Or... you know... a channel burns itself to the ground.



[www.widefoc.us](http://www.widefoc.us)

[info@widefoc.us](mailto:info@widefoc.us)

### 3. Prediction: Early 2023 Paid Social Costs-per-Result Will Take a Nosedive



Back in the spring of 2020, as CMOs of big companies panicked and COVID hollowed out marketing budgets, we told our clients to stay the course. What happened? Ad inventory surged as advertisers left the marketplace, leading to our clients' money going further with their paid social spends. When their competitors bailed, cost-per-click, CPM, and other costs-per-action plummeted – returning record-breaking results for smart marketers who rode the low.

	February 2020	April 2020	% Change
B2C Cost-per-Fan	<b>\$2.32</b>	<b>\$0.57</b>	<b>-75%</b>
B2C Cost-per-Click	<b>\$0.33</b>	<b>\$0.15</b>	<b>-54%</b>
B2B/B2C Cost-per-Fan	<b>\$0.28</b>	<b>\$0.21</b>	<b>-25%</b>
B2B/B2C Cost-per-Click	<b>\$0.26</b>	<b>\$0.12</b>	<b>-54%</b>
Home Services Cost-per-Fan	<b>\$2.06</b>	<b>\$0.57</b>	<b>-72%</b>
Home Services Cost-per-Click	<b>\$0.55</b>	<b>\$0.35</b>	<b>-20%</b>

**Takeaway:** We predict the same thing is going to happen again in early 2023 – as the holiday drop-off combines with Big Tech layoffs and general uncertainty. Maintaining a smart social presence when others go into retreat means more eyeballs and less competition.



# Bonus Insight:

## 4. January isn't dead time. It's prime time.

Many companies start slowly as they dig themselves out of the holiday lull – but it doesn't have to be that way.

Make the first few weeks of the year count through **planning**, **testing**, and **executing**. WideFoc.us can propose impactful foundational work to be completed quickly.



### Whether it's:

- developing a content plan
- auditing and optimizing social channels
- conducting competitive analysis
- testing paid campaigns
- or starting a low-level posting cadence across channels to assess content resonance...

**Takeaway:** Use the January recovery to your advantage by getting off the blocks quickly and demonstrating early wins.

If this all seems awesome – but more than you can tackle immediately – we're here to help. For about the cost of a single full-time employee, hire a team that's ready to plan, manage, and elevate your brand's social media today. Dependable, strategic, and delivering results week after week, month after month – your social will never get sick, never go on vacation, and never quit.

**Get in touch today.**



[www.widefoc.us](http://www.widefoc.us)

[info@widefoc.us](mailto:info@widefoc.us)