

WHAT IS PERSONALIZATION ON SOCIAL MEDIA?



Customers expect personalized moments across all digital marketing touchpoints, and social media is no exception. Creating unique messaging and experiences for a specific group or individual fosters a deeper brand connection and can drive behavior change. With this in mind, platforms are adapting their offerings and products to include more dynamic and responsive content rather than executing on a one-size-fits-all approach.

PX

WEBSITE PIXELS

The simplest way to ensure personalization across social media is installing website pixels and retargeting those who have visited with personalized media. Social platforms, including **Twitter**, **Snapchat**, **Reddit**, and **Meta** allow for pixels to be placed on your brand's website to track user actions taken from paid media. This tracking can be used to create personalized content based on actions they took on your website through lookalike audiences.

Given Apple's iOS updates in 2021 which allowed users to opt-out of in-app tracking, being able to gather data from external sources like a website pixel is more important than ever.

HCP OPPORTUNITIES

To ensure you're reaching customers after they've taken action from your social ads, leverage website pixels to inform personalized content around specific interests. In addition to tracking website actions, pixels allow for insight into demographics such as location and interests, making them critical for key congresses and conferences.

DIRECT MESSAGING

Advertisers aren't just contained to in-feed social content, and can capitalize on Direct Messages for customizable and engaging paid media. This placement allows for **personalized conversations** between brands and a user, driving a stronger connection than traditional media.

SERMO

Sermo's messaging ads are delivered to users' inboxes on the platform to further drive awareness and education in a **branded** or **unbranded** capacity. These opportunities have evolved to offer dynamic content including images, content CTAs, and salutations, allowing for engaging 1:1 experiences with users.

FACEBOOK

Similarly, **Facebook** can retarget those who have previously engaged in Messenger ads, where brands can provide customized information based on their specific interests and past messages. For example, if a user has previously messaged a page asking for information around access and support, the brand can retarget this individual with future messages specific to access.

HCP OPPORTUNITIES

If your social content plan focuses on clinical data but you would still like to explore personalized direct messages, consider activating on Sermo, as this platform can more easily incorporate branded components such as ISI and data references.

For more options when it comes to delivery, consider exploring Facebook and its various in-message formats to easily diversify content.

While Direct Messages may present new regulatory considerations, they epitomize social media's purpose of *being social* in a personal way that is unique to this medium.

Be on the lookout for our next Socialsetter!
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