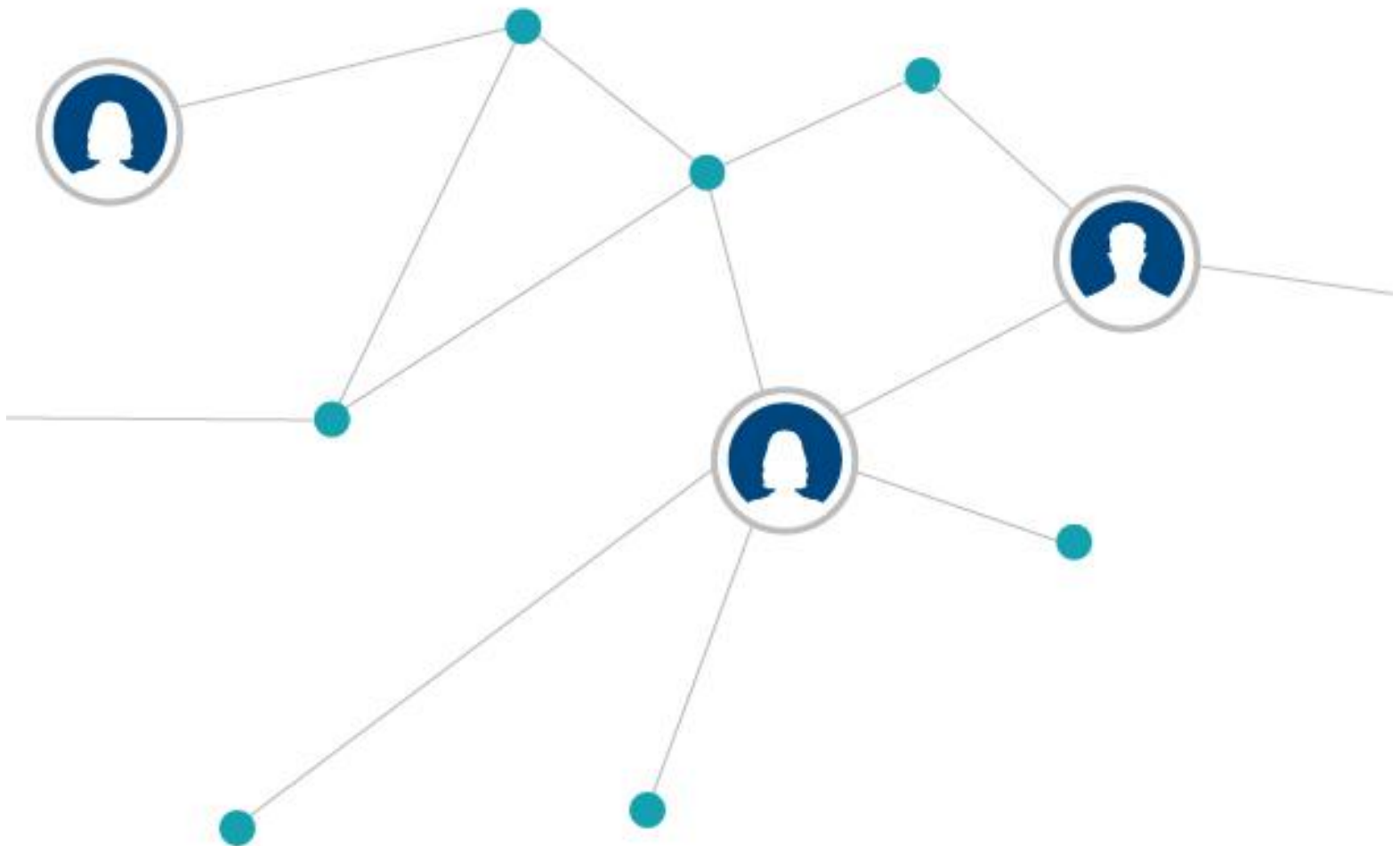


DOMINATE Facebook

Using Facebook Ads to Reach More Prospects



roundpeg.

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DOMINATE Facebook

Using Facebook Ads to Reach More Prospects

According to Facebook, there are more than 1.4 billion users in their worldwide community. With more than 900 million visits daily, it is easy to see why this has become such an attractive platform for small business owners.

But social media exposure isn't free. As Facebook has refined their advertising program few opportunities exist for organic reach, but with a small investment businesses that have been languishing in the shadows of the news feed now have the option to get back out in front.

The Pros of Facebook Advertising:

Facebook ads are relatively cheap for the reach they deliver. Often they are much cheaper than running a Google Adwords campaign. In fact, in some cases a business could get a price as low as a penny per click.

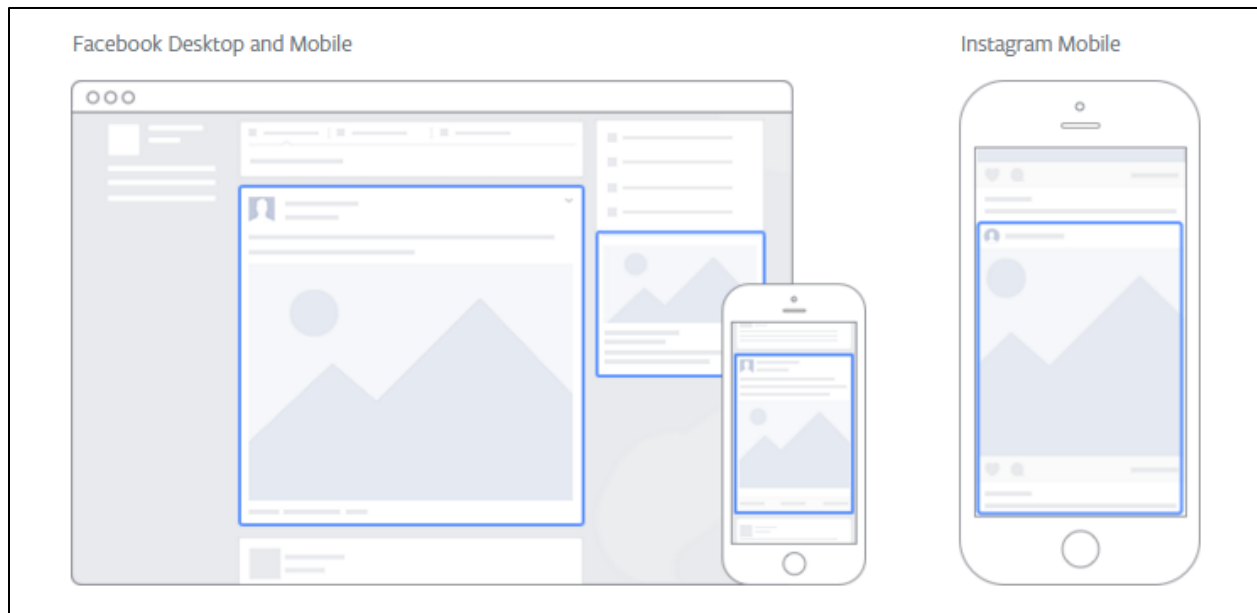
Facebook knows the demographics, interests and social connections of their users. This information gives advertisers a unique opportunity to deliver incredibly well targeted campaigns.

Advertising Options

Facebook offers a variety of advertising options. Some are designed to drive people to your Company Page (where they can become fans), and others to drive them directly to your website. A number of formats are offered (boosted posts, straight ads) that can be inserted into mobile or desktop news feeds and several ways to manage your campaign.

Desktop, Mobile or Both:

You can decide if you want your ads to appear in the desktop news feed, the mobile news feed or both. To help you decide where to invest, look at the Google Analytics for your website and data from your email marketing program. These tools will give you a breakdown of how often people are accessing your site from mobile or desktop tools. This will help you allocate your budget between the placement options.



In addition to the newsfeed, ads can appear on Facebook in the sidebar and on Instagram

Set Your Goal

There are many reasons to advertise. Having a clear objective will help you create the right advertisement and measure results when you are done. Examples of goals include:

- Promote your page – Reach new audiences and encourage them to become fans.
- Send people to your website – Having fans on social media is great, but the real pay off comes when you can get people to leave the platform and come to your site.
- Reach people near your business – For retail, restaurants and home service businesses you need to find more people within a specific geographic territory.
- Raise attendance at your event – Make more people aware of your event.
- Get people to claim your offer or download content from your site – Describe the offer and use advertising to share it to a wider group of people.
- Get video views – Maybe you have a product demo or a client testimonial, in either case an advertisement will help more people see your video

Facebook Advertising Tools

There are a number of ways to place an ad on Facebook. They include:

1. **Boosting a Post** – This is the simplest method of promoting your content. With just a few clicks you can expand the reach of content you have already shared on Facebook. This is ideal for a business which will only run ads on an occasional basis.
2. **Ad Manager** – If you are going to get serious about running advertising and want to have more control and the ability to easily compare results of campaigns, the Ad Manager is a valuable tool.
3. **Power Editor** – This tool is designed for larger advertisers who need to create lots of ads at once and have precise control of their campaigns.
4. **Advertising API** – This tool is for developers looking to integrate their applications with Facebook advertising.

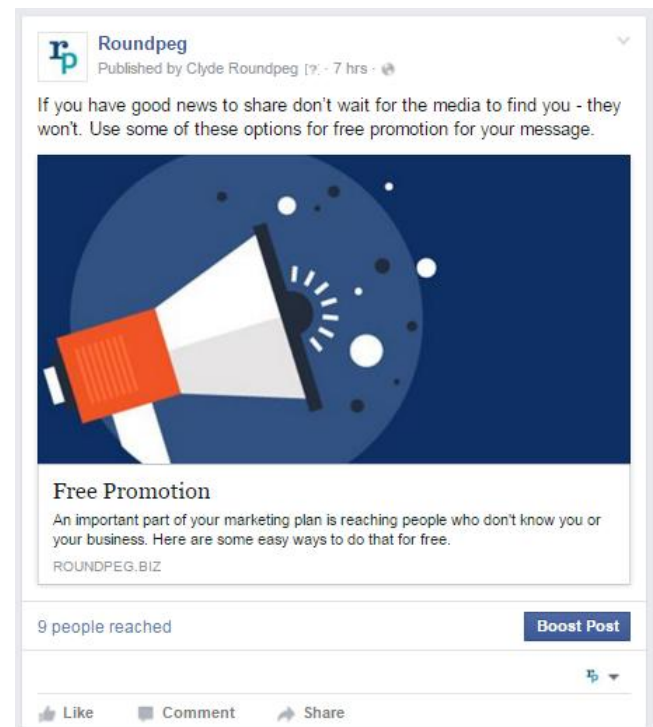
This guide will focus on the two methods which make the most sense for small business owners; simply boosting a post or using the new Ad Manager tool.

Advertising by Boosting a Post

Boosting a post is the easiest and quickest way to turn your Facebook posts into widespread advertisements. Boosting a post feels less like a sales pitch to your audience and is more likely to be shared.

How to boost a post:

Review your timeline to see which posts have been the most popular and which generated the most interaction. Armed with that information, you can either create a similar post or boost that popular post to a new audience.



Look for the button in the bottom right corner of the post which says “Boost a Post”. The ad planning window will open and you will need to make a few decisions.

- **Audience:** Who will see the ad?
- **Budget:** How much are you willing to spend?
- **Duration:** When do you want the ad to run?
- **Payment method:** You can set up a credit card or use your business Paypal account to pay for the ads.

Choosing Your Audience

Once you have selected the post you wish to promote, now you need to choose your audience. This is where we see the true advantage of advertising on Facebook. People share so much about themselves on Facebook that it is easy to target your message to very specific audiences. You can choose to display your post to people who are fans of your page and already familiar with you, their friends or a completely different audience based on the profile of your target customer.

You will have several ways to target your audience, including:

Location

Using location to specify your audience helps market to people that can actually walk through your door. For many small businesses this is crucial, especially for service companies. Targeting by location allows you to spend your ad money wisely on people that you can provide service to. Set the location parameters to a reasonable distance, include the farthest reaches of your service area.

Demographic Profile

Facebook demographics can be incredibly specific. You can select your audience using parameters like relationship status, work and finances. Targeting your audience through demographics can get difficult if you do not have a large audience base to begin with. Be aware that audiences can get too specific, so be careful to avoid making the audience so specific you end up leaving out potential customers.

Interests

If you have a large consumer base, interests can be another way to specify your ideal target audience. Again, be cautious of over-specifying your audience. If you start with a relatively small group of people to begin with, you won't need to specify interests.

Behavior

This is where Facebook has a distinct advantage. Using cookies, Facebook tracks the other sites and content customers have looked at. This allows identification and classification of online behavior and interests.

For instance, if a customer primarily looks at Facebook on their phone, it will give them mobile ads. If they're in the market for new car insurance and have looked at insurance sites, they're likely to see insurance ads on Facebook the next time they log in. As you plan your ad, think about the behaviors and interests of your target customer.

Advanced Audience Definition

Custom Audience

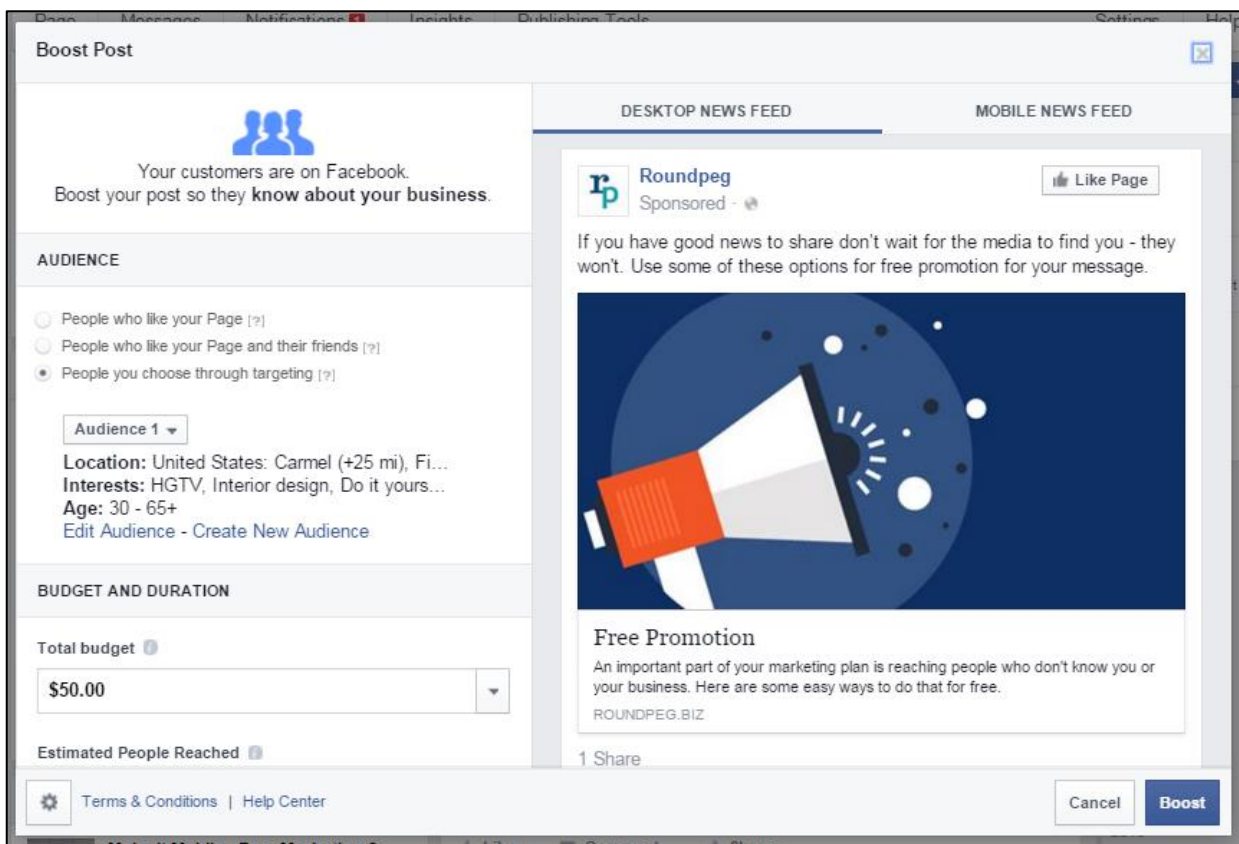
Now you can connect people who are already interested in your products/services to your Facebook community.

1. Upload your email list.
2. Facebook will match email addresses to existing Facebook accounts and build a preliminary audience for your ad.

You can expand this list by a more advanced technique described below. Look-Alike Audience

Facebook's algorithm searches out and selects people that have commonalities to the people you provided as current customers. These new audience members might not know about your business or know the people you provided to Facebook, but they share common traits with your customer list so they are a good target based off of those that already purchase from you.

Once you have decided the profile of who you want to reach, you can create a new audience or edit an existing one. Facebook will remember this audience so you can use it again and again.



Budget and Duration

As you set a budget, think about what you are trying to accomplish and set a value for that goal. Trying to get people to download something from your website or redeem a coupon? What is the value of that action? Thinking about the budget in those terms will help you decide how much you are willing to spend. With Facebook you can start advertising with as little as \$5.

You can select a daily budget or lifetime budget. If you want to be sure people will see your ad every day for a specific period of time, the daily budget is a better choice. If your objective is to control your cost then you should set a lifetime budget.

How much do you want to spend?

Help: Budgeting & Pricing

Budget ⓘ

Daily Budget ▾

\$20.00

\$20.00 USD

Schedule ⓘ

☒ Run my ad set continuously starting today
 ☐ Set a start and end date

Optimization for Ad Delivery ⓘ

Link Clicks to Your Website ▾

Bid Amount ⓘ

☒ Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price.
 ☐ Manual - Enter a bid based on what link clicks are worth to you.

Estimated Daily Reach

5,900 - 15,000 people on Facebook

0

of 130,000,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Once you select your budget Facebook will give you an estimate on how many people it will reach and you can adjust your budget to reach more or fewer people.

[Review your results](#)

Remember the objective you set when you started this campaign? Once the ad has run, review your results to see if you accomplished your goal. Facebook will tell you how many people viewed your ad, liked it or shared it. You will also be able to tell if people clicked through to your website or downloaded your coupon.

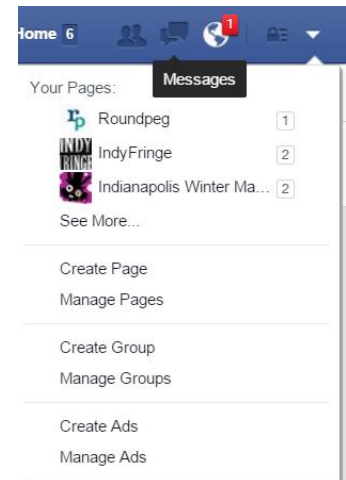
Use the results to adjust your strategy to develop new organic or paid content.

Advertising Using Facebook Ad Manager

If you've had a little experience boosting posts and you're ready to get serious, Facebook Ad Manager will give you more control over how you advertise on Facebook.

To get started, click on the arrow at the top right of your Facebook home page (it's next to the padlock icon) to open a menu.

Select the "Manage Ads" menu option, and you'll get taken to a Facebook landing page for business that will explain more about Facebook advertising and allow you to create an ad. Once this is set up, you'll have access to your Facebook Ad Manager dashboard.



Creating a Facebook Pixel

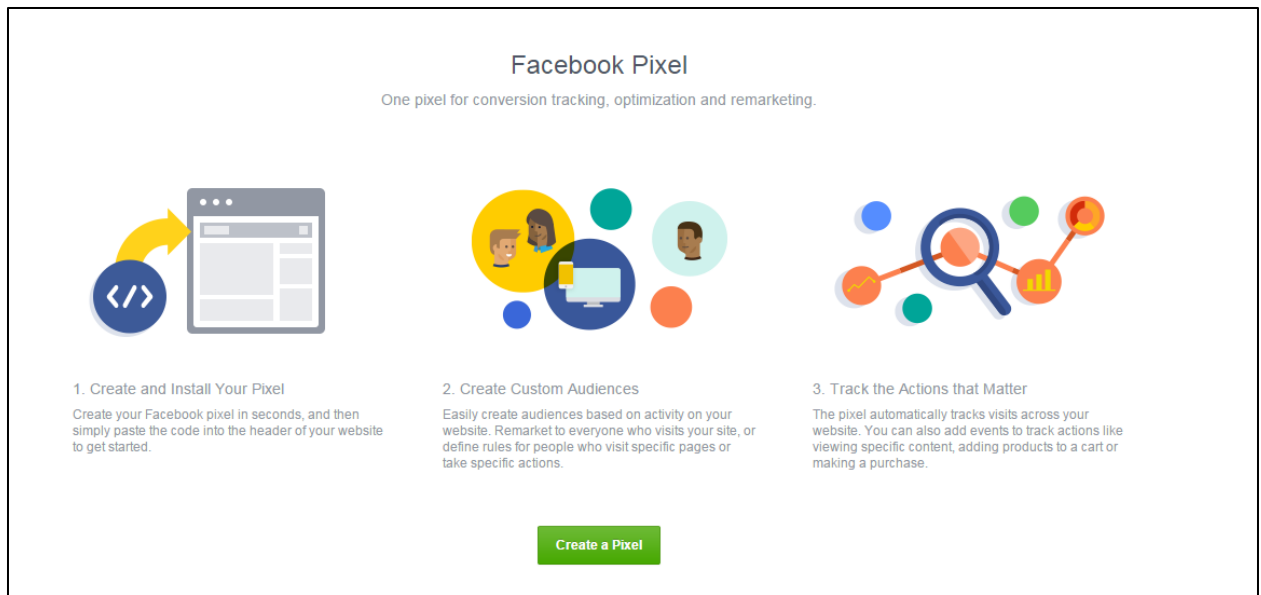
A Pixel is a small piece of code that allows Facebook to track the results of your advertising. It is inserted into the header of your site. Invisible to people, the code allows you to track what happens when someone clicks on your ad on Facebook and jumps to your website.

You don't have to set up a Pixel for your ad campaign, but if you plan to do some in-depth tracking, you'll like the customization and metrics Pixel offers. You will need to set this up before you set up your ad campaign. (Note that you can only have one Pixel per account, so name it something you'll remember.)

Here's how to do it:

1. Navigate to your ad manager.
2. Choose "Manage Ads" and you'll be taken to the dashboard.
3. Click on the "Tools" option in the dropdown menu and select "Pixels".
4. This will take you to a screen where you can create your Pixel. Click on "Create a Pixel".





5. Facebook will then generate the code you need for the Pixel to track your conversions. Copy this code.
6. Send the code to your web manager to install it in the header of your website. This will ensure that the Pixel code is listed on each page of your website and will allow for the best tracking. If you have a Wordpress site there are several simple to use plugins which will help with the installation.

Once Pixel is installed, you can track conversions that are from your ads.

Creating an Ad

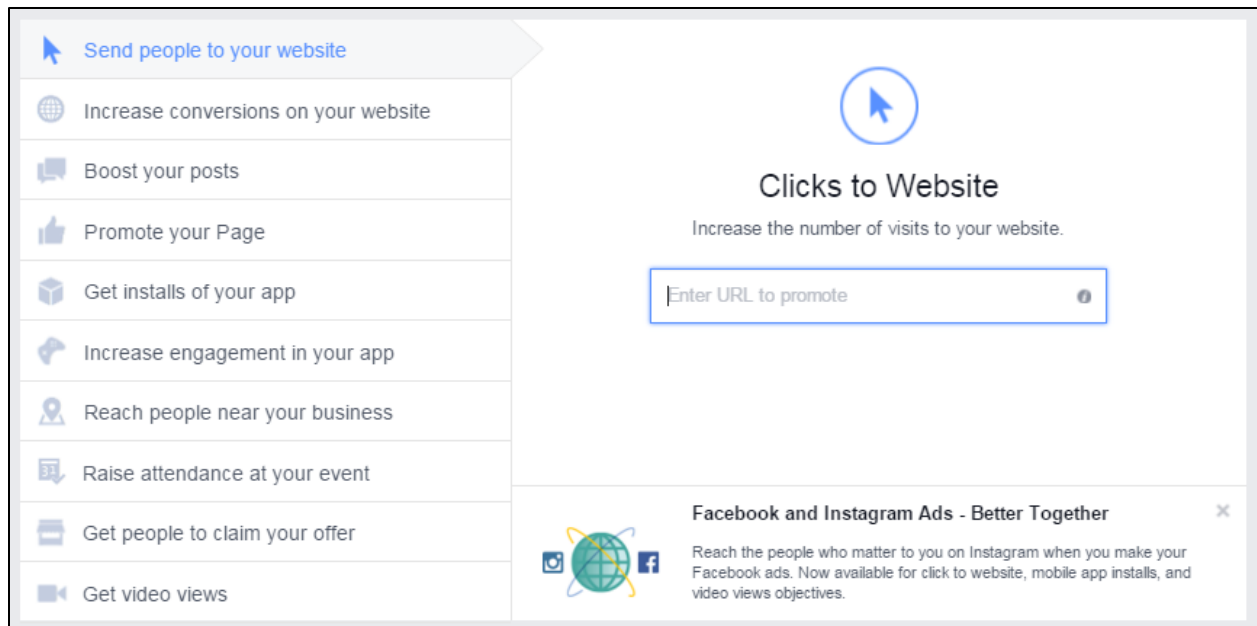
Ad Manager works much like the simple post boost function, but with more options for setting objectives and tracking the results.

Campaign Objective

If you click the “Create Ad” link, you’ll be presented with these options of what you’d like to accomplish with your ad campaign.

Audience, budget and duration

Just as with a simple boost, you will have the opportunity to set who should see the ad, how much you want to spend and how long it should run. But ad manager can do so much more.



Optimization

With ad manager you can decide if you want to pay for visibility or action. You can choose to deliver your ad to people who are most likely to click on it. You only pay when someone actually clicks on the ad (CPC). This is how Google Adwords works. Or you can pay based on impressions, or views (CPM).

If you're not trying to raise awareness, choose CPM. If you are looking for a measurable action choose CPC.

Bidding – The CPC and CPM options are both a form of “bidding” which is different from your budget.

The budget is the maximum you are willing to spend daily. In contrast, bidding is how the money is allocated. In bidding, you pay a certain amount for each click or impression and Facebook helps you get the lowest cost for each bid. You can let Facebook do this automatically for you or you can do it manually.

Scheduling and Delivery

If you've chosen a daily budget, you'll have the option to run ads at specific days and times or all the time. For delivery, you can choose to have ads shown throughout the day (standard) or as quickly as Facebook can show them (accelerated).

Ad Creative

Now comes the fun part. You get to design the media, text and links that will be in your Facebook ad.

Picture or Video

If your ad doesn't have a picture or video, it is unlikely to be noticed. So, decide if you want to show a picture or video. If you chose to show an image, you can include anywhere from 1 to 5 images. We'd recommend including 3 images at the most, since that's what will show up in the ad, without making users click to see more. Facebook recommends an image size of 1200 x 628 pixels and a 1.91:1 ratio.

It's likely the image you choose will also have copy on top of it (aka, an "ad"). If you do have an image like this, remember that : no more than 20% of your image can be text or your ad will get rejected.

Facebook wants ads in the timeline to look like organic content not like spammy, cheap ads. If you have trouble with this, you can try out Facebook's grid tool to test your photo before you launch it. (If you boost a post with a photo with too much text and it gets rejected, you'll have to create it all over again.)

Headline and Text

In addition to pulling people in with a quality image, you'll want to create text that gets clicks. Here are a few good ideas for creating copy that converts:

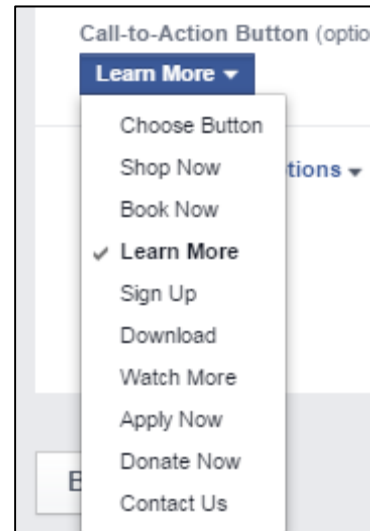
- The text should complement your image, if you're offering a cookbook, you can show a cover of the cookbook, one of the dishes inside of it or ingredients
- You've taken great pains to create an audience, so write copy as if you were talking to that specific audience
- Make it brief – no one wants to read a several paragraph ad on a mobile device and it's unlikely they'll take the time

- If you have an unbeatable sale with a price that you're willing to make public, let people know by writing the dollar amount in the ad
- Your ad won't run forever, so let your readers know that it's imperative that they act quickly with language like "ending soon" or "this week only"

Call to Action

Next, choose your call-to-action button. "Learn More" has been shown to be a very clickable sentiment but you can choose whichever one matches your original objective.

After choosing your CTA button, you're ready to preview. Facebook will show you how your ad will look on desktop, mobile, the desktop right column, audience network and Instagram. All platforms may be included, depending on which objective you chose, so make sure to remove any platforms you do not want to advertise on.



Publish

It's finally time for your ad to see the world, or the world to see your ad. Click the "Review Order" to see the specifications for the ad or "Place Order" if you're ready to publish.

Collecting and Measuring Data

Now, you have this lovely ad set to a specific run date and targeted audience. The next step is seeing if your ad is returning your investment by getting you clicks, downloads, calls or whatever your objective happens to be. Facebook quantifies these goals for you, making results tracking painless. You can access your Facebook ad manager dashboard to find all of your metrics in one place.

If you don't get the results you want from your first ad, try again. You can create something completely new, but it's likely that you'll want to try your ad again.

This is a great time to try out some A/B testing. Elements you can change out and test include: the picture, headline, text, placement, link description, landing page and CTA. You also have nearly endless options in audience targeting. Use the ad manager dashboard to see which campaign gets results. It may take a few tries, but with the customization options, you're bound to find one that works.

Help Wanted: Facebook Ads

Facebook Ads open up a lot of possibility for small businesses to reach new audiences. Hopefully, your small business is getting the results you envision with your ad campaign. If you need help creating or maintaining a Facebook ad campaign, give Roundpeg a call

317-569-1396 or email at info@roundpeg.biz