

GETTING STARTED WITH FACEBOOK PAID ADVERTISING



Facebook (FB) offers advertising opportunities targeting consumers (B2B targeting requires LinkedIn and/or Twitter advertising). Your marketing objective — either to drive awareness, leads, acquisition or conversions — will influence your advertising decisions, so determining how advertising aligns with your overall marketing plan is a critical first step.

Ad Products	TARGETED	PREMIUM
How purchased?	Directly through established Business Page ad account	Purchased through FB sales representative
Types/Placement	<p>Ten types of ads: desktop app, domain, event, mobile app, offer, page like, page post link, page post photo, page post text, page post video</p> <p>Placement: Within News Feed or FB ad placed on right rail</p>	<ul style="list-style-type: none"> • Home Page: three spots including Desktop News Feed, Right Column, Mobile News Feed • Logout Page
Minimum Budget	None	Minimum ad budget required
How Budget is Determined	<ul style="list-style-type: none"> • Fan count • Influenced by seasonality • Quality of your ad (more CTR = less cost) • PPC – you place a bid on how much you want to pay per click OR • CPM – cost per thousand impressions 	Directly through established Business Page ad account

1

Getting Started with Targeted Ads

- Through your Business Page account, access the Ad Manager Tool using your FB admin credentials; click on create an ad

- Select from the eight objectives the Tool will present to you. Consider which objectives align with your marketing campaign:

- Clicks to Website
- Website conversion
- Page Post Engagement
- Page Likes
- App Installs
- App Engagement
- Offer Claim
- Event Responses

- Next create and target your ad using Ad Manager's help

- Design your ad with an image, title, body text – you will be able to preview it
 - Consider title content to include, offer, problem solution, CTA
 - You will be held to character limitations
 - Consider split testing to determine best combination of elements
- Determine the appropriate ad placement type and placement
- Select the appropriate audience with highly targeted options such as...
 - Geography down to zip code level
 - Age (within FB age group of 13-65)
 - Gender
 - Language
 - Interests
 - Connections – Anyone, People connected to your brand/not connected, Friends of connections
 - Custom Audience (see separate tip sheet)
- Establish campaign budget, start and stop dates

HINT: FB ads require compelling messages, eye catching visuals, mass appeal, share-ability and a strong CTA.

- Establish a FB ad budget

- You will see an Estimated Reach from targeting selects which will factor into cost
- Set your campaign budget – FB will give you a default budget limit (\$50/day) – anything higher than \$1,000 day will require contact with FB
- This will increase when your credit card is verified
- Set a Daily or Total budget for your campaign
 - Daily – sets a specific amount per day you want to spend. The ad will automatically shut off when the amount is reached.
 - Total budget requires start/end campaign with a lifetime spend set by you
- Choose between two pricing options
 - Setting budget to accrue by actions (e.g. by likes or website conversion activity)
 - Or, setting budget using standard CPM (cost per thousand impressions)
 - Default option FB sets is cost per click

HINT: The best way to get cheap clicks is to have a high CTR. Don't decrease your bid if your ad is unsuccessful – it will be shown less by FB which makes getting clicks difficult.

INSTEAD: Adjust creative and test variables to improve CTR.

In March, Facebook began rolling out a new campaign structure that includes ad sets to help organize, optimize and measure ads. Those enhancements are now reflected in the Ad Manager module.

2

Monitoring Performance

Ad Manager lets you monitor the ad performance. During your campaign, you can modify ads themselves, their placement, and spend.

- Examples:**
- Monitor reach, CTR, number of clicks
 - Adjust daily spend limits
 - Adjust messaging for more effective ads

3

Evaluating the performance of your ads with Facebook Analytics

- Three graphical options for review (table, graph, report)
- Main campaign dashboard provides last 7 days performance: analytics of your campaign and connections, click through rate and conversion rate insights
- Analytics for campaign and individual ad – performance, responder demographic, action by impression time, inline interactions, newsfeed report

HINT: Conversion Tracking provides analytics on web site activity as a result of FB ads.