



FACEBOOK ADS: TARGETING BY GENERATION

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WHAT WE'LL DISCUSS PART 1

- How FB compares to other social media
- Why small businesses may need FB ads
- Results of Facebook's "Pay to Play"
- Benefits of FB advertising
- The structure of Facebook's ad program
- Generational preferences
- Targeting ads by generational information

WHAT WE'LL DISCUSS PART 2

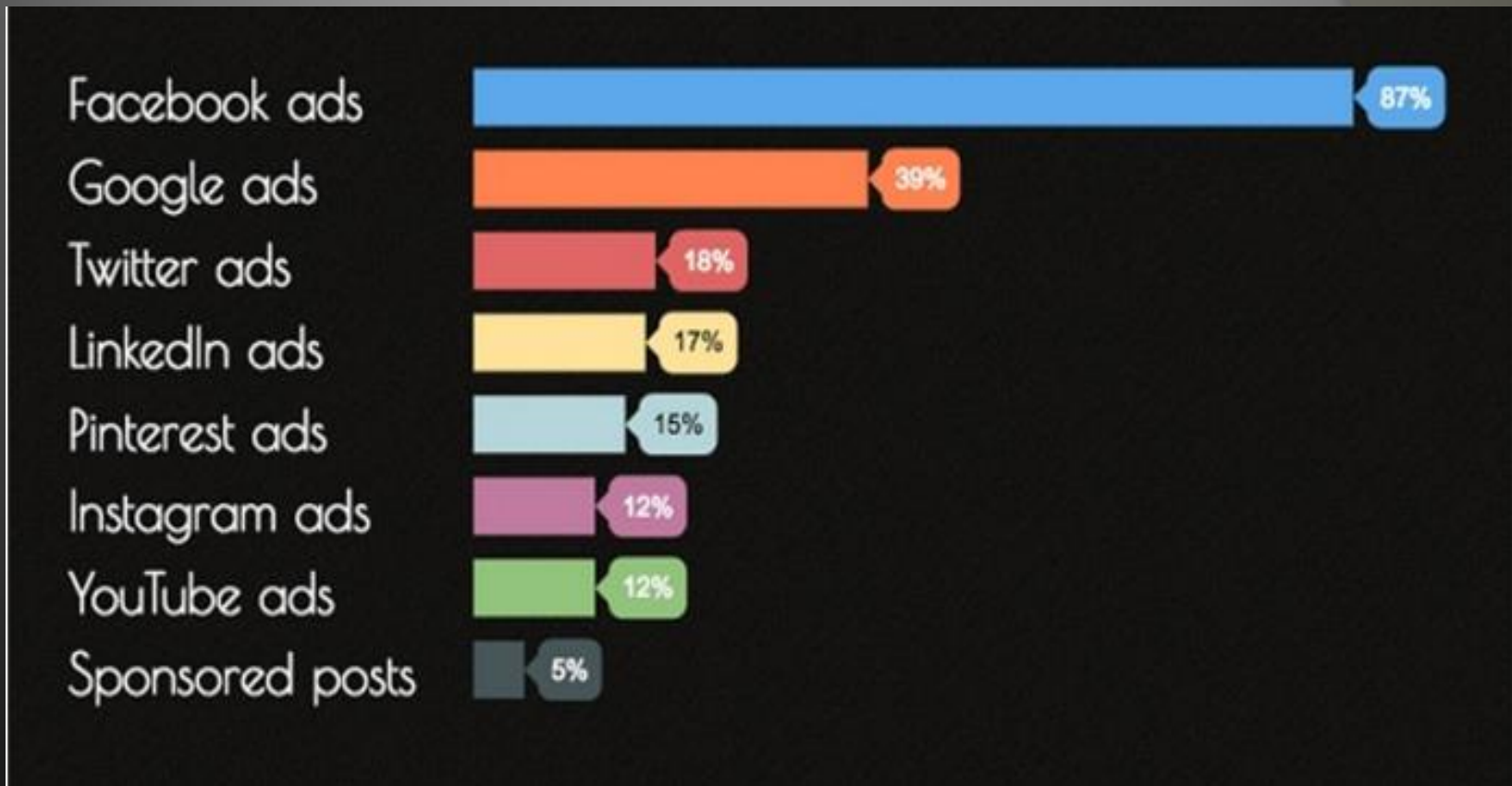
- Using Facebook's Ads Create tool
- The difference between promoted posts and ads
- Using Facebook's Ads Manager tool
- Building an ad campaign in real-time!
- Analyzing campaign results
- Promoting other Facebook activities
- What to expect in the future

FACEBOOK COMPARED TO OTHER AD PLATFORMS

- Click-thru rate (CTR) on right column (0.36%) not as high as on other PPC (1.5% on Google) CTR on newsfeed ads is 1.8%; higher than other PPC platforms.
- Facebook's CTR is highest on mobile
- Cost per click (CPC) and per conversion usually lower on Facebook than on Google, LinkedIn, Twitter
- Offers excellent demographic, behavioral, & interest targeting
- Conversion rate and ROI lower on Facebook

PAID SOCIAL MEDIA

socialmediaexaminer.com/wp-content/uploads/2016/05/SocialMediaMarketingIndustryReport2016.pdf



WHY ADVERTISE: PAY TO PLAY

- ⦿ “Reach” for unpaid content has dropped to 2% of fans and has been declining since 2012
- ⦿ Pushed small businesses to boost posts or use paid ads
- ⦿ Summer 2016 Facebook announced started prioritizing posts from users’ friends and family over brands & companies
- ⦿ New program gives users more control over where, when, and how often they see ads.

EXPOSURE TO FACEBOOK ADS CAUSES A CONVERSION LIFT

1. **Auto Sector:** consumers were more likely to search for branded keywords versus non-branded keywords
2. **Financial Services:** found a 19% lift in paid search conversion and a 10% improvement in CPA
3. **Retail Space:** found a significant boost in search return on ad spend in markets that included Facebook ads exposure
 - Average order value grew from search conversions when paired with Facebook ads.
 - Searches for physical store locations grew. 13% more likely to buy online. 79% more likely to seek out the brand's physical store

FB MOBILE FACTS: CONVERSION LIFT

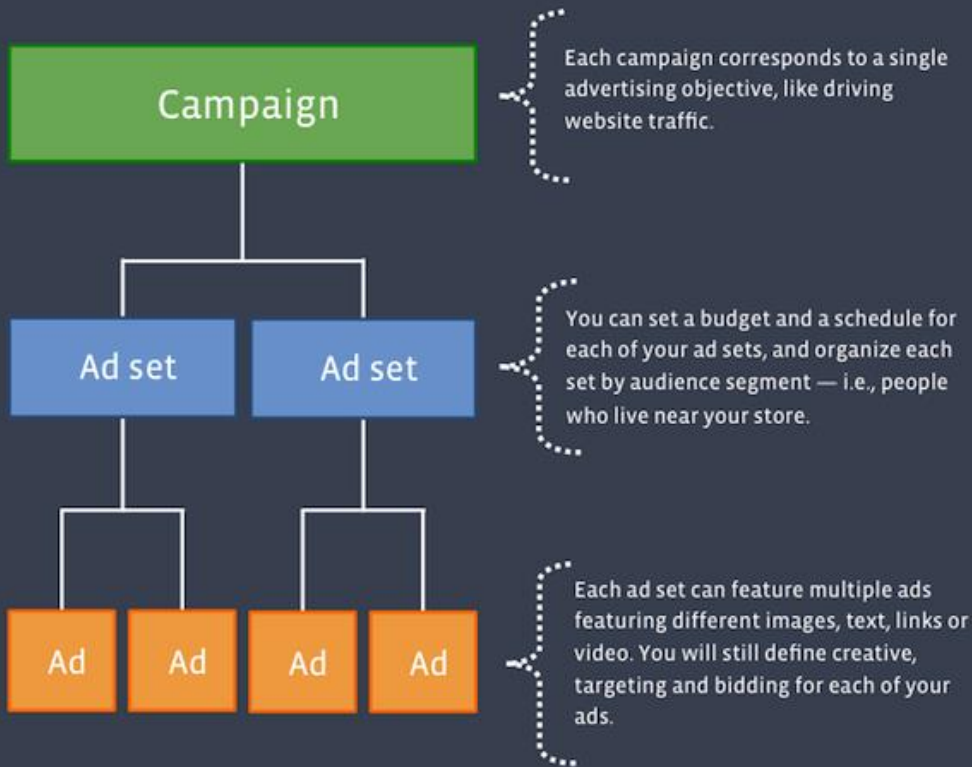
wordstream.com/blog/ws/2015/12/18/facebook-ads-roi

1. Consumers exposed to Facebook ads are more likely to conduct a new search on mobile
2. Referral search traffic climbed to 12.8%
3. 6% average lift for mobile search referral traffic
4. Less than 1% average lift for desktop search referral traffic
5. Small businesses see the largest variance in lift.

THINK STRATEGICALLY ABOUT PAID ADS

- ⦿ Integrate with other Facebook activities
- ⦿ Coordinate with other paid ad campaigns, offline and online
- ⦿ Coordinate with other online marketing activities
- ⦿ Coordinate with offline marketing goals
- ⦿ Coordinate with other mobile marketing

The new campaign structure



facebook for business

Facebook Campaign Structure

Organize Ads Into Campaigns

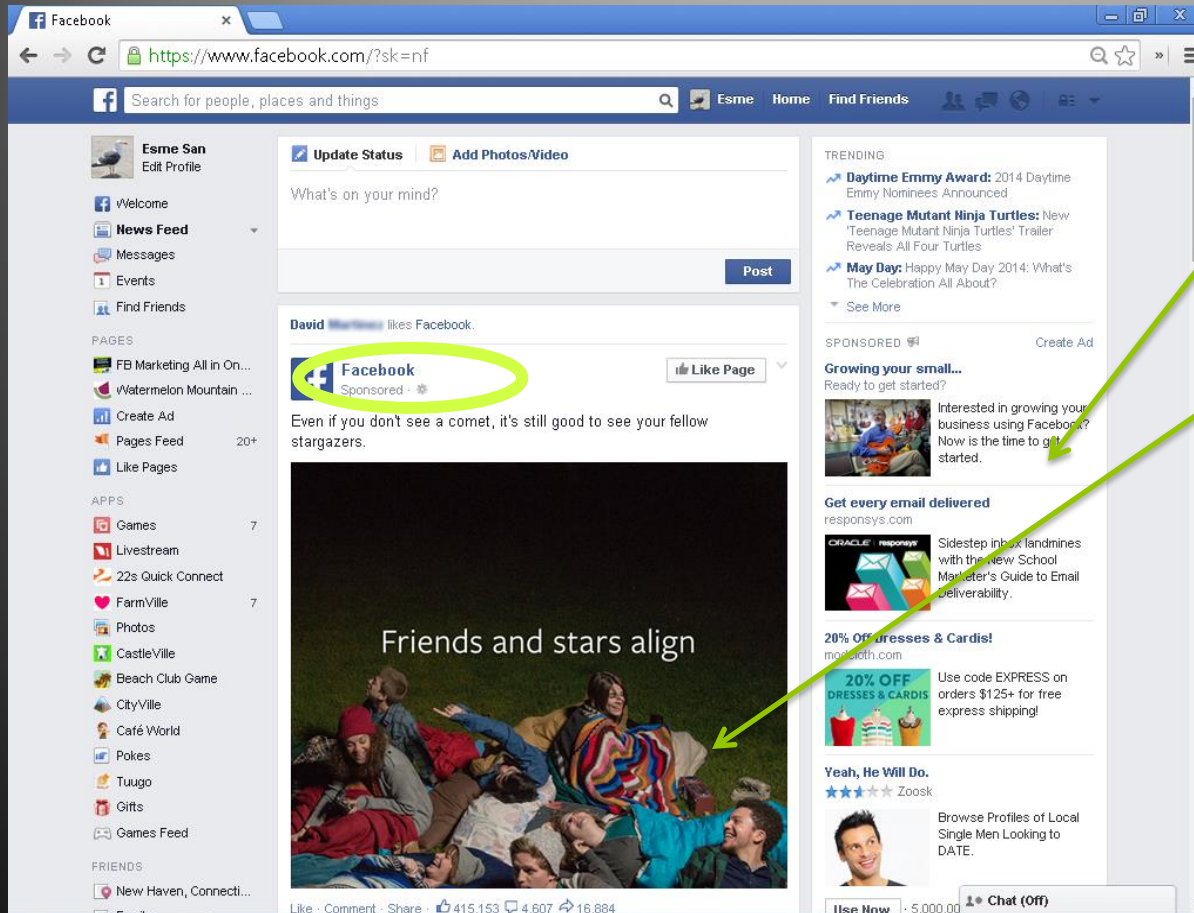
Set up separate campaigns for

- Particular target markets
- Particular products
- Particular geographic regions
- Events
- Pages or Posts
- Facebook-engagement options

Make Campaign Level Decisions

- Determine goals and objectives
- Define a desired target market
- Allocate a budget
- Set a time frame
- Do A/B pre-testing if desired
- Schedule ad rotations and variations

WHERE FACEBOOK ADS RUN



- Right Column
- News Feed (aka Wall/ Timeline)
- Mobile Facebook

Sample Right Hand Column Ads

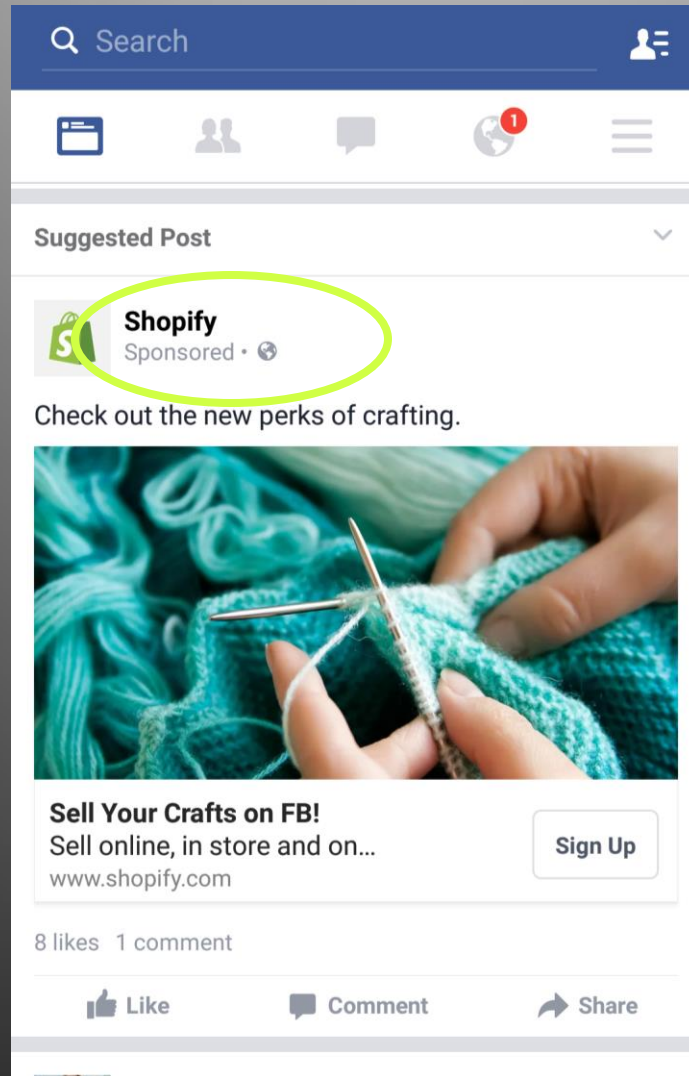
The image shows a screenshot of a Facebook profile page. The browser address bar at the top displays "https://www.facebook.com". The page header includes a search bar, navigation links for "Home" and "Find Friends", and notification icons. The left sidebar contains navigation options such as "Edit Profile", "News Feed", "Family", "Close Friends", "Pages and Public...", "Saved", "Games", "On This Day", "Find Friends", "Pokes", "Events", "Messages", "Family Tree", "Games Feed", "Friends", and "Groups".

The main content area features a status update with the text "What's on your mind?" and a "Post" button. Below this is a video post from "Katherine Wiley" shared 1 hour ago, showing a dog in a yard at night. The video has 5,340,856 views and a caption that reads: "Security light went off at 1 am. These little guys found my dog's ball. Zero fox was given that day".

The right-hand column contains a "TRENDING" section with news items about Josh Duggar, Caitlyn Jenner, and Ashley Madison. Below the trending section is a "SPONSORED" ad for "Free-shipping for All" from www.rosegal.com, featuring images of ethnic dresses. Further down is another sponsored ad for "ReTrain Your Brain. Free Event!" with a brain image and text: "Press For Success Discover the Groundbreaking New Brain Techniques to Erase Your Fear of Failure or Success:..."

A green circle highlights the sponsored ad section on the right-hand column.

Ads on Mobile Facebook



Tips for Writing Good Ads

- Eye-grabbing headlines
- Write a good call to action
- Don't repeat yourself - make the best of limited space
- Consider keywords
- Emphasize benefits, not features
- Second person, active voice
- New 20% text rule guideline for images

Tailor content to audience motivation: Maslow's Hierarchy of Needs



TARGET AUDIENCES TACTICALLY

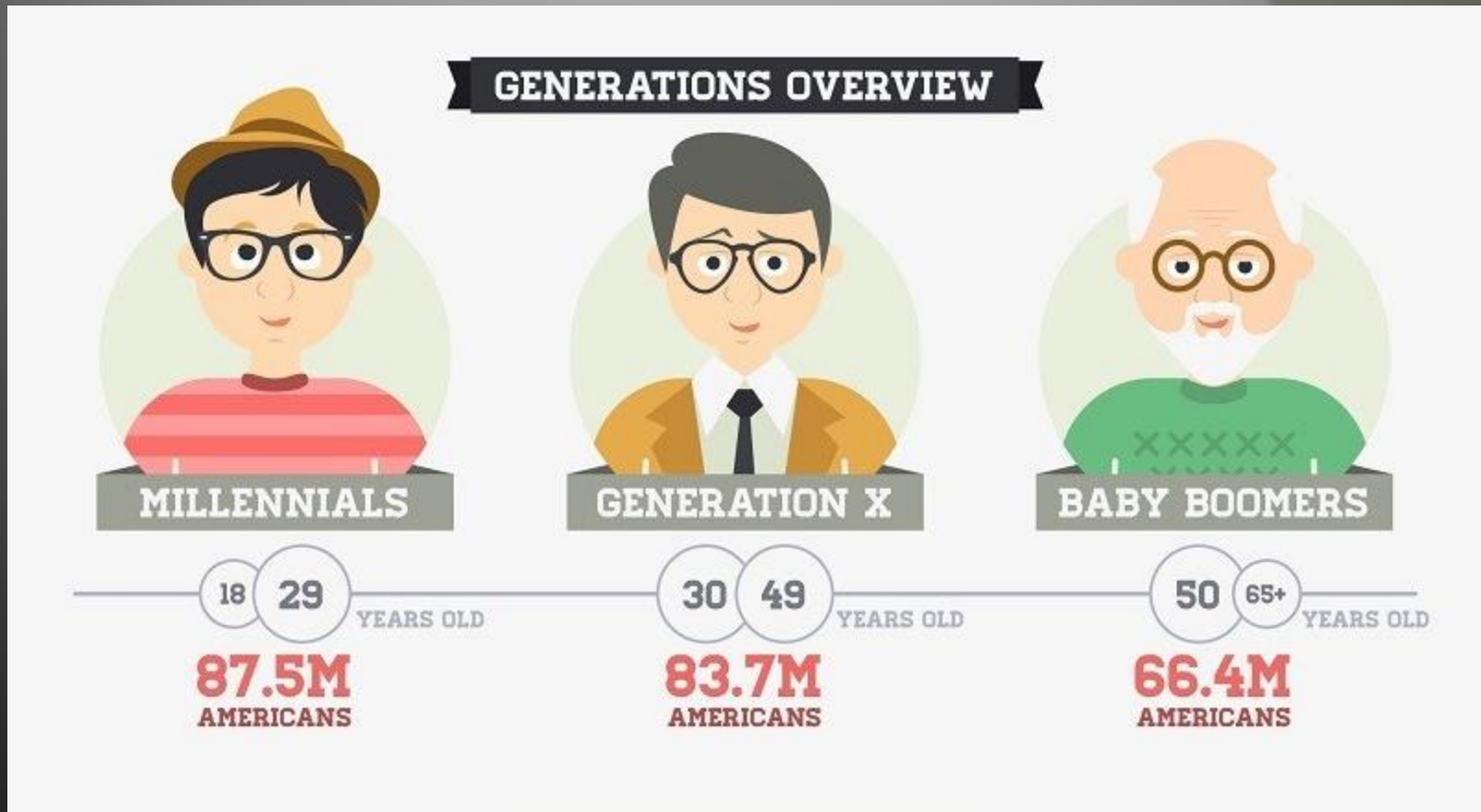
- Audience demographics - age/generational
- Generational differences appear in platform choice
- Generational differences appear in interests
- Generational differences appear in behaviors
- Evaluate results and modify

GENERATIONAL SHORTHAND

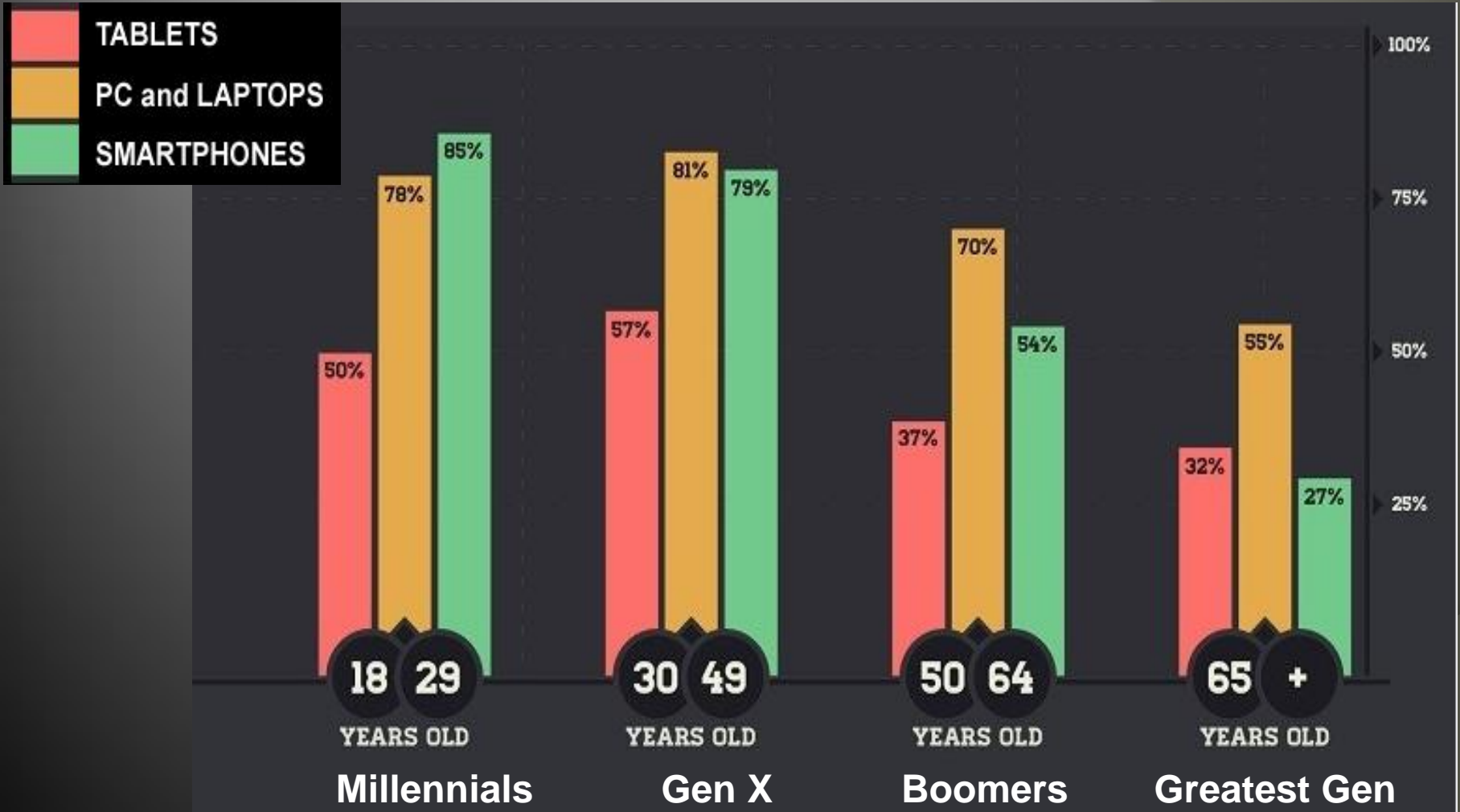
- Greatest Generation: born pre 1945
- Boomers: born 1946-1964
- Gen X: born 1965-1984
- Gen Y/Millennials: born 1985-2004
- To be named: born 2005 – 2024...

Generations Overview

i.marketingprofs.com/assets/images/daily-chirp/160730-the-psychology-of-marketing-to-millennials-infographic.jpg

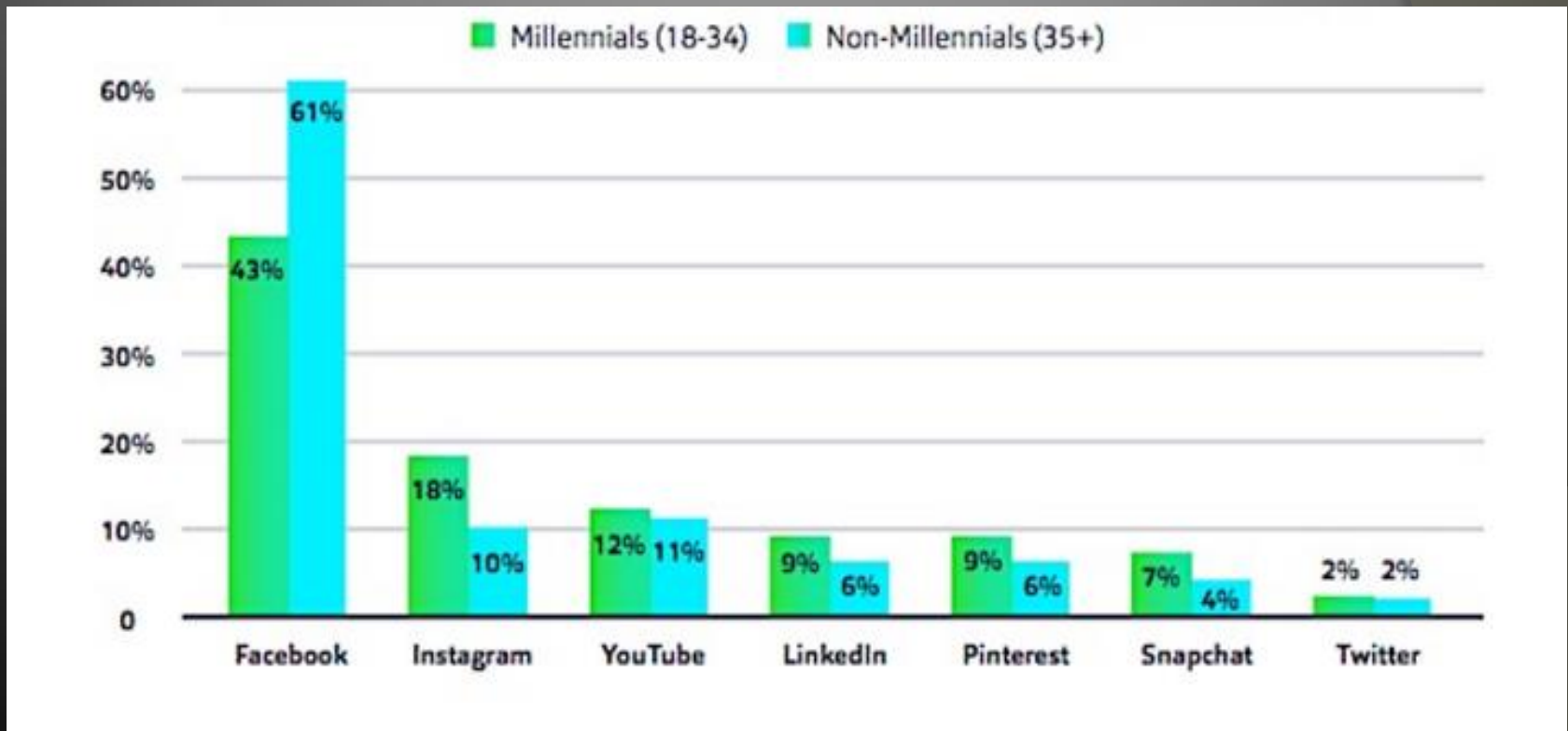


Device Usage



Social Media Usage by Generation

marketingprofs.com/charts/2016/30615/marketing-to-millennials-social-media-privacy-and-email-trends



Social Media: Millennial Use by Age and Gender

Millennials (18-34)

By Age

	18-24	25-29	30-34
Facebook	36%	41%	50%
Instagram	24%	17%	13%
YouTube	12%	14%	11%
LinkedIn	7%	10%	10%
Pinterest	9%	8%	8%
Snapchat	9%	9%	5%
Twitter	3%	1%	2%

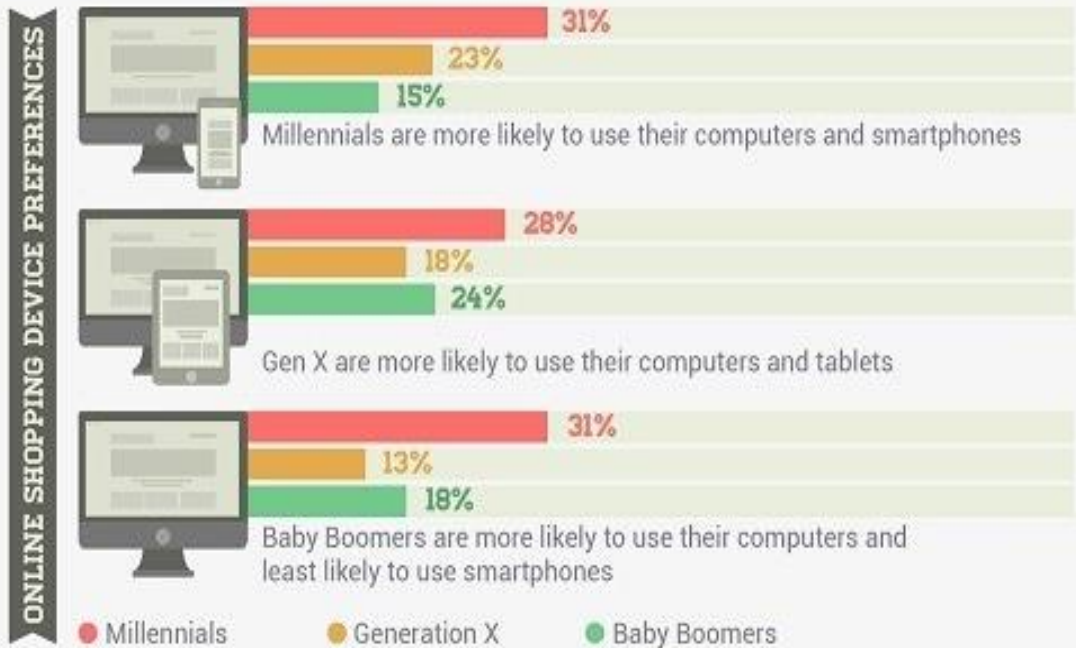
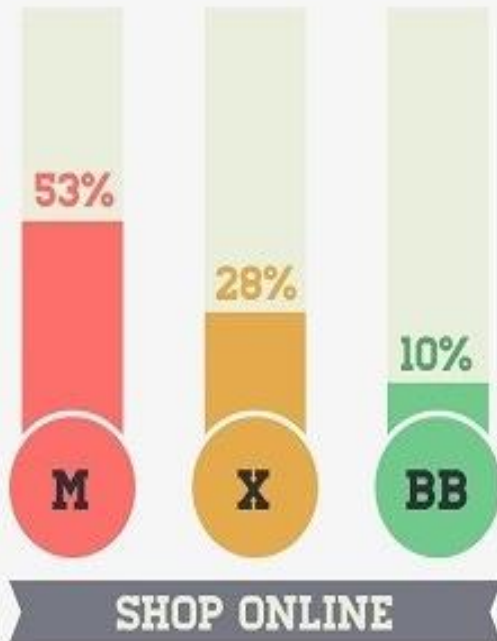
By Gender

	Women	Men
Facebook	51%	36%
Instagram	17%	18%
YouTube	9%	16%
LinkedIn	6%	11%
Pinterest	7%	10%
Snapchat	8%	7%
Twitter	2%	2%

Fluent, 2016

Shopping Preferences by Device

SHOPPING PREFERENCES



Millennials' Digital Involvement



DIGITAL WINDOW SHOPPERS

Less engaged online than other millennials



23%

of the millennial population



DIGITAL SOCIALITES

Highly social and engaged online



26%

of the millennial population



DYNAMIC MEDIA JUNKIES

Extremely tech savvy and engaged with online video and streamed content



23%

of the millennial population



CASUALLY ENGAGED

Least engaged in digital world, more likely to be unemployed



17%

of the millennial population



EMERGING TECHNOCRACY

Strongly engaged digitally and highly influential

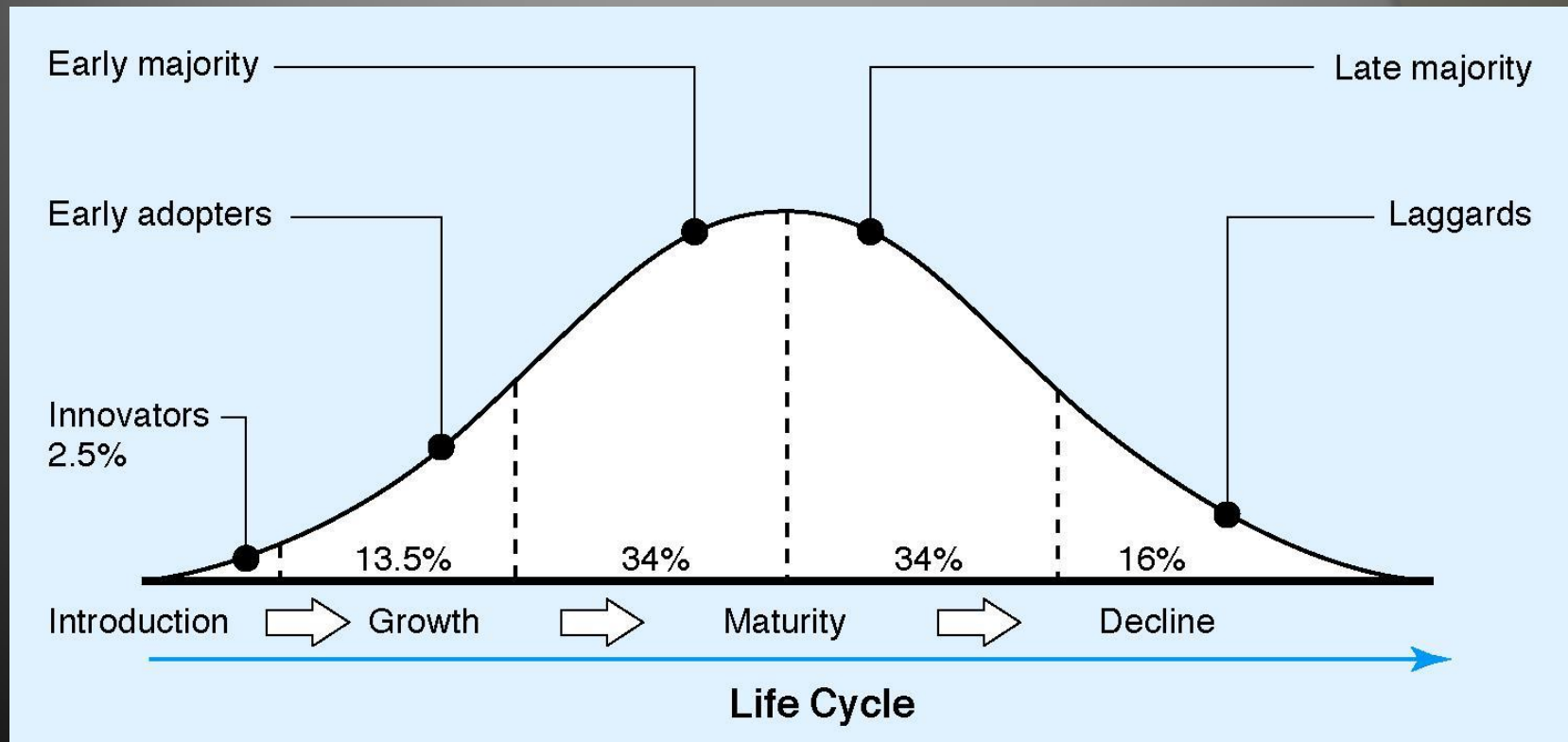


15%

of the millennial population



Targeting by Product Adoption Cycle



Targeting by Life Cycle



Single Stage Young, Not Living at Home	Newlyweds Young, No Children	Full Nest 1 Youngest Child Under Six	Full Nest 2 Youngest Child Over Six	Full Nest 3 Older Married Couples	Empty Nest No Children In Home Not Retired	Retired	Solitary Survivor
Few Financial Obligations	Better off financially than they will be in near future.	Dissatisfied with financial position and savings	Financial position improving.	Financial position improved.	Most satisfied with financial position and savings.	Drastic cut in income, concerned about wealth preservation.	Limited income, sell home.
Fashion Opinion Leaders	Highest purchase rate & highest average purchase of durable goods.	Home purchasing peak, liquid assets low.	Less influenced by advertising. Buy large sized packaging.	Hard to influence with advertising.	Home ownership at peak. Not interested in new products.		Special need for attention, affection and security.
Recreation Oriented	Recreation Oriented	Interested in new products.	Time limited.		Interested in travel, recreation, health, self-education.		
Buy Basic Furniture, Cars, Entertainment, Clothes	Buy Basic Furniture, Cars, Entertainment, Clothes	Buy durable goods and childrens toys.	Buy many foods, cleaning materials, home supplies.	Upgrade home, furniture, appliances, cars	Buy vacations, luxury home improvements.	Buy medical supplies and health aids.	Buy medical supplies and healthcare.

Spending Preferences

SPENDING PREFERENCES

MILLENNIALS
are spending
more of their
income on



SOCIALIZATION



EDUCATION



APPAREL



SERVICES



FOOD AWAY
FROM HOME



FOOD
AT HOME



TRANSPORTATION

GENERATION X
are spending
more of their
income on



PERSONAL
INSURANCE



PENSIONS ENTERTAINMENT



BABY BOOMERS
are spending
more of their
income on



HEALTH CARE



SERVICES



PERSONAL
CARE PRODUCTS



READING



MISCELLANEOUS
SPENDING

Best Practices for Millennials

BEST PRACTICES FOR MARKETING TO MILLENNIALS



OPTIMIZED MOBILE

Mobile is the **BEST WAY TO REACH MILLENNIALS** - they have the highest rates of ownership of smartphones of all generations.



MULTI-PLATFORM

Millennials **CONSUME CONTENT ACROSS MULTIPLE DEVICES**, so marketers need to create content with a multi-platform strategy. For example, **55%** are watching videos several times a day on multiple devices.



PERSONALIZATION

85% of Millennials are **MORE LIKELY TO MAKE A PURCHASE IF IT IS PERSONALIZED** to their interests, both in-store and with digital displays.



SOCIAL MEDIA PRESENCE

Millennials are **MORE LIKELY TO USE SOCIAL MEDIA DAILY** with 62% reporting that brand engagement is more likely to make them a loyal customer.



BE AUTHENTIC

Millennials are willing to share good advertising, but **DISLIKE WHEN ADVERTISING FEELS DECEPTIVE**



believe brands say something about who they are, their values and where they fit.



INFORMATIONAL BLOGS

One in three millennials choose **BLOGS** as the top media source **BEFORE MAKING A PURCHASE**. Traditional media sources like TV and magazines have less impact on this generation.

Targeting by Psychographics

- Grouping people according to attitudes, values, or lifestyles

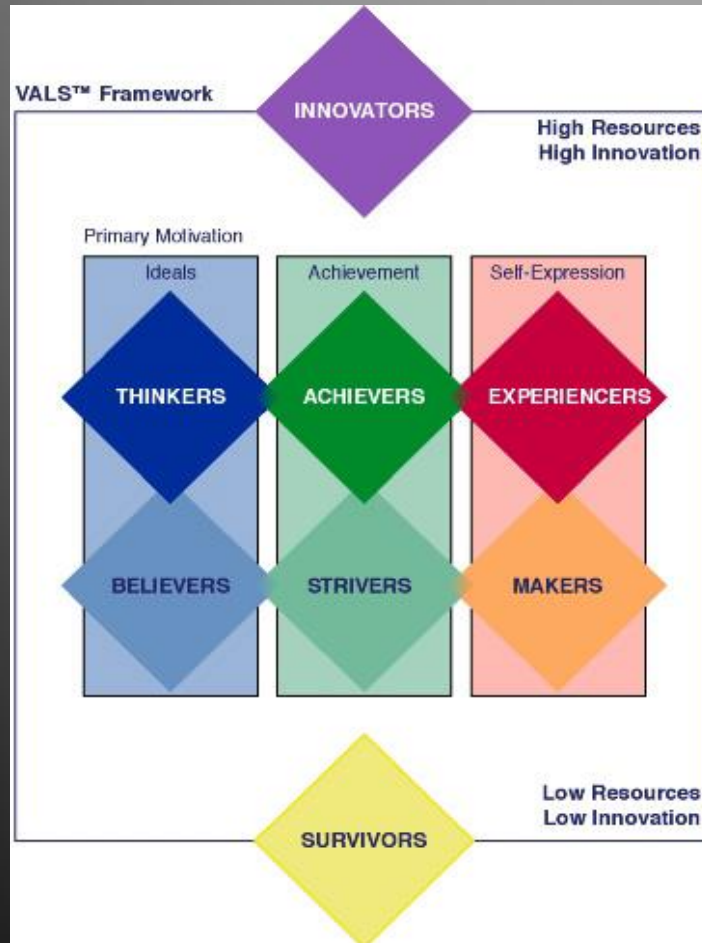
www.strategicbusinessinsights.com/vals/presurvey.shtml

- Porsche example

- Top Guns (27%): Ambition, power, control
- Elitists (24%): Old money, car is just a car
- Proud Patrons (23%): Car is reward for hard work
- Bon Vivants (17%): Car is for excitement, adventure
- Fantasists (9%): Car is form of escape

Stanford Research Institute Consulting

strategicbusinessinsights.com/vals/presurvey.shtml



“VALS™ places U.S. adult consumers into 8 segments.... The main dimensions are primary motivation (the horizontal dimension) and resources (the vertical dimension).”

Let's all try it now!

Let's Take a Break



Start with Ads Create Tool

facebook.com/ads

The screenshot shows the Facebook Ads Create Tool interface for the 'Care Car Insurance' page. The page name 'Care Car Insurance' is visible in the top left, along with a search bar and navigation links like 'Home', 'Find Friends', and 'Settings'. The main navigation bar includes 'Page', 'Messages', 'Notifications', 'Insights', and 'Publishing Tools'. The left sidebar shows the page's profile picture, name, and navigation options like 'Home', 'About', 'Photos', 'Likes', 'Videos', 'Welcome', 'Pagemodo Promotion', 'Posts', and 'Manage Tabs'. The main content area features a large image of a red car on a road, with 'Like', 'Message', and 'More' buttons below it. A 'Status' section with a 'Write something...' prompt is visible. Below that, a post from 'CARE CAR INSURANCE' is shown, dated '6 mins' ago, with the text 'Let us help you navigate through the changes. Learn how to lower your auto insurance bill today.' The right sidebar contains a 'Your Pages' section, a 'Business Manager' section, and a 'Local Business' section. The 'Your Pages' section lists 'Care Car Insurance' and other pages. The 'Business Manager' section lists 'Watermelon Mountain Web Marketing'. The 'Local Business' section has a search bar and a list of pages, including 'carecarinsurance.com'. The 'PAGE TIPS' section at the bottom right provides advice on creating a username for the page. A green circle highlights the 'Create Ads' option in the 'Your Pages' section, and another green circle highlights the 'Settings' option in the 'Business Manager' section.

Select Objective

Account: **Anna Adams** (12965...)

CAMPAIGN: Choose your objective [Help: Choosing an Objective](#) [Use Existing Campaign](#)

	Awareness	Consideration	Conversion
<input checked="" type="checkbox"/> Campaign └─ Objective	Boost your posts	<input checked="" type="checkbox"/> Send people to your website	Increase conversions on your website
<input checked="" type="checkbox"/> Ad Set ├─ Audience ├─ Placements └─ Budget & Schedule	Promote your Page	Get installs of your app	Increase engagement in your app
	Reach people near your business	Raise attendance at your event	Get people to claim your offer
	Increase brand awareness	Get video views	Promote a product catalog
<input checked="" type="checkbox"/> Ad ├─ Format └─ Page & Links		Collect leads for your business	

Clicks to Website
Increase the number of visits to your website.

Internal vs. External Objectives

Internal Marketing

- Page Post Engagement
- Page Likes
- Event Response
- Offer Claims

External Marketing

- Clicks to Website
- Website Conversions
- App Installs

Ways to Target FB Audiences

- Location
- Demographics
 - Age
 - Gender
 - Languages
 - Relationship
 - Education
 - Work
 - Home
- Ethnic Affinity
- Generation
- Parents
- Politics (U.S.)
- Life Events
- Interests
- Behaviors
- Connections

Audience Demographics 1

Facebook Ads Manager interface showing the "AD SET: Define your audience, budget and schedule" configuration page.

Account: Ana Adams (12956...)

AD SET: Define your audience, budget and schedule

Audience
Define who you want to see your ads. [Learn more.](#)

Campaign
Objective

Ad Set
Audience
Placements
Budget & Schedule

Ad
Format
Page & Links

New! Reach People Who Have Watched Your Videos
• Choose from multiple view lengths: 3s, 10s, 25%, 50%, 75% or 95%.
• Select multiple videos from any of your Pages.
[Get Started](#)

Audience Definition
Your audience selection is fairly broad.
Specific Broad

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- Placements:
 - Facebook Feeds, Facebook Right Column, Instagram and Audience Network

Potential Reach: 193,000,000 people

Estimated Daily Reach

- 2,500 - 6,600 people on Facebook (of 140,000,000)
- 3,200 - 8,300 people on Instagram (of 38,000,000)

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.
Ad set duration: 31 days

Create New Use a Saved Audience

Prefill with options from your last ad set

Target Ads to People Who Know Your Business
You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience.](#)

Locations Everyone in this location

United States
United States
Include | Add locations

Add Bulk Locations...

Age 18 - 65+

Gender All Men Women

Languages Enter a language...

Close

Audience Demographics 2

AD SET: Define your audience, budget and schedule

Include | Add locations

Add Bulk Locations...

Age 18 - 65+

Gender All Men Women

Languages Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following

Demographics > Generation

Generation X

Demographics > Parents > All Parents

(13-18 Years) Parents with Teenagers

Add demographics, interests or behaviors

Exclude People or Narrow Audience

Connections Add a connection type

Save This Audience

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- People Who Match:
 - Generation: Generation X
 - Parents: (13-18 Years) Parents with Teenagers
- Placements:
 - Facebook Feeds, Facebook Right Column, Instagram and Audience Network

Potential Reach: 70,000,000 people

Estimated Daily Reach



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

Ad set duration: 31 days

Placements

Show your ads to the right people in the right places.

Audience Interests & Behaviors

AD SET: Define your audience, budget and schedule

Age 18 - 65+

Gender **All** Men Women

Languages Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following

Demographics > Generation

Generation X

Demographics > Parents > All Parents

(13-18 Years) Parents with Teenagers

Interests > Additional Interests

College Road Trip

Vehicle insurance

Add demographics, interests or behaviors

Exclude People or Narrow Audience

Connections Add a connection type

Save This Audience

Audience Definition



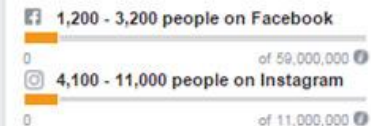
Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- People Who Match:
 - Interests: Vehicle insurance or College Road Trip
 - Generation: Generation X
 - Parents: (13-18 Years) Parents with Teenagers
- Placements:
 - Facebook Feeds, Facebook Right Column, Instagram and Audience Network

Potential Reach: 76,000,000 people

Estimated Daily Reach



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

Ad set duration: 31 days

Placements

Show your ads to the right people in the right places.

Watch the Dial!

AD SET: Define your audience, budget and schedule

Age 18 - 65+

Gender **All** Men Women

Languages

Detailed Targeting INCLUDE people who match at least ONE of the following

Demographics > Generation

Generation X

Demographics > Parents > All Parents

(13-18 Years) Parents with Teenagers

Interests > Additional Interests

College Road Trip

Vehicle insurance

[Add demographics, interests or behaviors](#)

[Exclude People or Narrow Audience](#)

Connections

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- People Who Match:
 - Interests: Vehicle insurance or College Road Trip
 - Generation: Generation X
 - Parents: (13-18 Years) Parents with Teenagers
- Placements:
 - Facebook Feeds, Facebook Right Column, Instagram and Audience Network

Potential Reach: 76,000,000 people

Estimated Daily Reach

1,200 - 3,200 people on Facebook

0 of 59,000,000

4,100 - 11,000 people on Instagram

0 of 11,000,000

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

Ad set duration: 31 days

Placements

Show your ads to the right people in the right places.

Audience Connections Options

AD SET: Define your audience, budget and schedule

Generation X

Demographics > Parents > All Parents

(13-18 Years) Parents with Teenagers


Interests > Additional Interests

College Road Trip

Vehicle insurance


Add demographics, interests or behaviors

Exclude People or Narrow Audience

Connection  **Add a connection type** ▼

- Facebook Pages > People who like your Page
- Apps > Friends of people who like your Page
- Events > **Exclude people who like your Page**
- Advanced Combinations

Audience Definition




Your audience selection is fairly broad.


Audience Details:


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 - Interests: Vehicle insurance or College Road Trip
 - Generation: Generation X
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Potential Reach: 76,000,000 people

Estimated Daily Reach

 **1,200 - 3,200 people on Facebook**

0 of 59,000,000 

 **4,100 - 11,000 people on Instagram**

0 of 11,000,000 

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

Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places where they're likely to perform best. [Learn more.](#)

Edit Placements

Placement Options

AD SET: Define your audience, budget and schedule

Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places where they're likely to perform best. [Learn more.](#)

Edit Placements

Device Types **All Devices (Recommended)** ▼

Platforms	
Facebook	<input checked="" type="checkbox"/>
Feeds	<input checked="" type="checkbox"/>
Right Column	<input checked="" type="checkbox"/>
Instagram	<input type="checkbox"/>
Audience Network	<input type="checkbox"/>

ADVANCED OPTIONS

[Specific Mobile Devices & Operating Systems](#)

[Exclude Categories for Audience Network](#)

[Apply Block Lists for Audience Network](#)

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- People Who Match:
 - Interests: Vehicle insurance or College Road Trip
 - Generation: Generation X
 - Parents: (13-18 Years) Parents with Teenagers

PLACEMENTS

Facebook - Feeds - News Feed



DEVICES

- Mobile Enabled
- Desktop Enabled

0 of 59,000,000

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

Ad set duration: 31 days

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Account & Campaign Settings

- Establish currency, country, and time zone
- Name your ad set
- Set budget
- Establish schedule
- Choose bid option
- Set pricing option

Set Budget, Pricing, Schedule

AD SET: Define your audience, budget and schedule

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget Daily Budget
\$10.00 USD

Actual amount spent daily may vary.

Schedule Run my ad set continuously starting today

Set a start and end date

Start

End
(Mountain Time)

Your ad will run until Friday, September 23, 2016.

You'll spend up to \$310.00 total.

Optimization for Ad Delivery Link Clicks

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.

per link click

Suggested bid: \$4.30 USD (\$3.53-\$5.54)

When You Get Charged Impression (CPM)
 Link Click (CPC)

Ad Scheduling Run ads all the time
 Run ads on a schedule

Ad scheduling only works with lifetime budgets.

Delivery Type Standard - Show your ads throughout the day - Recommended
 Accelerated - Show your ads as quickly as possible

Audience Definition



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- People Who Match:
 - Interests: Vehicle insurance or College Road Trip
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 - Parents: (13-18 Years) Parents with Teenagers
- Placements:
 - Facebook Feeds and Audience Network

Potential Reach: 76,000,000 people

Estimated Daily Reach

1,200 - 3,300 people on Facebook

0 of 58,000,000

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

Ad set duration: 31 days

Create Your Ad

AD: Select media, text and links to create one or multiple ads

Create New Ad Use Existing Post

Format

Choose how you'd like your ad to look.



A single image or video in your ads

Show only one image or video at a time in your ad. [Learn more.](#)

Multiple images and videos in one ad

Show up to 5 images at a time at no extra cost. [Learn more.](#)

Media

Choose the image or video you'd like to use in your ads.

[Back](#)

SELECT IMAGES

Select images to create one or multiple ads

You can create up to 6 ads at once by uploading multiple images. [Learn more](#)

Browse Library

Free Stock Images



Add more images



Choose a
single image
or up to 5
image
carousel



Selecting Images is Critical

Select media, text and links to create one or multiple ads

Choose how you'd like your ad to look.

- A single image or video in your ads**
Show only one image or video at a time in your ad. [Learn more.](#)
- Multiple images and videos in one ad**
Show up to 5 images at a time at no extra cost. [Learn more.](#)




Media
Choose the image or video you'd like to use in your ads.

[Back](#) | [SELECT IMAGES](#)

Select images to create one or multiple ads
You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

[Browse Library](#) | [Free Stock Images](#)

[+](#)
Add more images

-  960 x 720
-  752 x 504
-  960 x 616

- Simple
- Eye-catching
- Bright colors
- Related to text
- Right size

Editing Text, Links, Where Shown

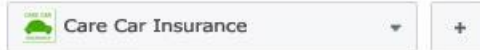
Select media, text and links to create one or multiple ads

Page & Links

Enter the text for your ad. [Learn more.](#)

Connect Facebook Page

Your business is represented in ads by its Facebook Page.



Website URL

<http://www.carecarinsurance.com/>

Headline

Find a Great Deal!

Text

Shopping for car insurance for your teen?

Call To Action (optional)

[Learn More](#)

Hide Advanced Options

News Feed Link Description

Care Care Insurance offers discounts for good students. Compare quotes and find a great deal. It's That Easy!

Ad Preview

1 of 1

✓ Facebook Feeds (Desktop)

The ad preview shows a Facebook post for Care Car Insurance. It features the company logo, a 'Like Page' button, and the headline 'Find a Great Deal!'. The main image shows a smiling woman in a car holding up a set of keys. Below the image is the text 'Shopping for car insurance for your teen?' and 'Care Care Insurance offers discounts for good students. Compare quotes and find a great deal. It's That Easy!'. At the bottom, there is a 'Learn More' button and the URL 'CARECARINSURANCE.COM'.

✓ Facebook Feeds (Mobile)

✗ Facebook Right Column

✗ Instagram

✓ Audience Network

Review Your Bid

Here's what you'll be creating ✕
You can review these objects in the Manage Ads tab of Ads Manager.

CAMPAIGN

Campaign Name Website Clicks

Campaign Objective Clicks to Website

AD SET

Ad Set Name US - 18+

Targeting Location: United States
Age: 18 - 65+
People Who Match: Interests: Vehicle insurance or College Road Trip, Generation: Generation X, Parents: (13-18 Years) Parents with Teenagers
[Less +](#)

Ad Placement Facebook Feeds and Audience Network

Budget & Schedule \$10.00 Daily | Aug 24, 2016 - Sep 24, 2016

Optimize For Link Clicks

Bid \$1.00


Pay For Link Click (CPC)
[Less +](#)

AD

Ad Name

Headline Find a Great Deal!

Text Shopping for car insurance for your teen?

Image 

[Edit Order](#) [Place Order](#)

[Review Order](#) [Place Order](#)

By clicking "Place Order" you agree to our Terms of Service and you acknowledge that you have read and understand the Advertising Guidelines for users. Failure to follow these guidelines may result in your ads not being shown.

By clicking "Place Order" you agree to our Terms of Service and you acknowledge that you have read and understand the Facebook Self-Serve Ad Terms and the Facebook Advertising Guidelines for users. Failure to follow these guidelines may result in your ads not being shown. In a variety of consequences, including the cancellation of your account and the closure of your place of business in the US or Canada, you are contracting with Facebook.

Remember

- Facebook approves all ads; may take 24 hours
- You can't advertise:
 - Anything that infringes others' intellectual property
 - Multi-level marketing
 - Malware or spyware
 - Sites with domain forwarding
 - Pages with popup windows
 - Restricted items (tobacco, gambling, porn, alcohol, pharmaceuticals, guns)
 - Adult content
 - Hate content

Boosted Posts

- ⦿ Paid service that pushes a post into more of your fans' News Feeds
- ⦿ Can create Boosted Posts
 - directly from the Facebook Timeline (shortcut) on your Page
 - from Insights

Promote from Timeline

CARE CAR

What do you want to do?

- Boost Your Post**
Get more people to see and engage with your page posts
- Promote Your Call Now Button**
Encourage more people to take an action
- Promote Your Website**
Get more people to visit your website
- Promote Your Local Business**
Connect with more people in your local area.
- Promote Your Page**
Connect more people with your Page
- Invite Your Friends**
Grow your audience by inviting your friends

See All Promotions

Promote

CARE CAR

Let us help you navigate through the changes. Learn how to lower your auto insurance bill today.

126 people reached

Boost Post

Like Comment Share

Local Business Albuquerque, New Mexico

Search for posts on this Page

80% response rate, 29-mins response time
Respond faster to turn on the badge

229 likes +2 this week

15 post reach this week

See Pages Feed
Posts from Pages you've liked as your Page

ABOUT

123 Main Street
Albuquerque, NM 87107

Add Price Range

Typically replies within an hour
Message Now


505-555-1234

Promote Website

Boost Post Options

Want More Phone Calls?

Boost Post

 Your customers are on Facebook.
Boost your post so they **know about your business.**

AUDIENCE

People who like your Page

People who like your Page and their friends Edit

Location - Living In: United States: New Mexico
Age: 18 - 65+


Default Audience

[Create New Audience](#)

BUDGET AND DURATION

Total budget ⓘ


\$1.00

 [Terms & Conditions](#) | [Help Center](#)


[Cancel](#) [Boost](#)

DESKTOP NEWS FEED

MOBILE NEWS FEED

 **Care Car Insurance** Sponsored · ⓘ [Like Page](#)

Let us help you navigate through the changes. Learn how to lower your auto insurance bill today.



Boost Posts from Insights

Watermelon Mountain Web Marketing

Shawna Home Find Friends

Page Messages Notifications **8** Insights Publishing Tools Export Settings Help

Overview Likes Reach Visits Posts Videos

Showing data from 08/15/2015 - 08/21/2015

Page Likes

31 Total Page Likes
▲ 3.3% from last week

1 New Page Likes
0%

Post Reach

3 Total Reach
▲ 200% from last week

2 Post Reach
▲ 100%

Engagement

1 People Engaged
0% from last week

0 Likes

0 Comments

0 Shares

0 Post Clicks

Your 5 Most Recent Posts

Reach: Organic / Paid Post Clicks Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/29/2015 2:10 pm	Discover how to boost the visibility of your Facebook ads. http://ow.ly/QfqNR			2	0 0	Boost Post
07/28/2015 2:03 pm	The impact of Google's Mobilegeddon has been growing weekly since April 21. http://ow.ly/Qcf13			2	0 0	Boost Post

BUILD LOOK-ALIKE AUDIENCES

facebook.com/business/a/lookalike-audiences

- **Custom Audiences:** upload a list of your existing customers to find people that resemble that audience.
- **Website Visitors:** create audience based visitors on your website using a Facebook pixel.
- **Page Fans:** create an audience based on people that like your page.

BUILD LOOK-ALIKE AUDIENCES

The image shows a screenshot of the Facebook Ads Manager interface. The browser address bar displays the URL: <https://www.facebook.com/ads/manager/account/campaigns/?act=12955>. The main navigation bar includes 'Ads Manager', a search bar, and a 'Help' button. Below this, a horizontal menu contains 'Frequently Used', 'Plan', 'Create & Manage', 'Measure & Report', 'Assets', and 'Settings'. The 'Assets' menu is expanded, showing options like 'Audiences', 'Images', 'Pixels', and 'Product Catalogs'. The 'Audiences' option is circled in green. The left sidebar shows 'Ads Manager' and 'Audiences' also circled in green. An inset window shows the 'Audiences' page with the 'Create Audience' button circled in green. Below this button, a dropdown menu lists 'Custom Audience', 'Lookalike Audience', and 'Saved Audience'. A table below the dropdown shows existing audiences, including 'GAB Like Audience'.

Type
Saved
Saved
Saved

Get Ideas from Success Stories

facebook.com/business/success

Real businesses. Real results.

Find Stories

By Business Size ▾

By Goal ▾

By Industry ▾

By Product ▾

By Region ▾



Carol's Daughter

Launching beauty products in a big way



Lionsgate: The Age of Adaline

Building cinematic anticipation



Wayfair

Sharing a multiple product story



Exercise: Create a Facebook Ad Campaign

- Log into the account you want to use
- Be sure that you are an Admin or team up with someone who is
- Go to Create Ads in the left column or in the dropdown under arrow in upper right
- Use your own SBDC or pick a sample advertising problem
- Make campaign level decisions
- Create one or more ads

Let's Take a Break

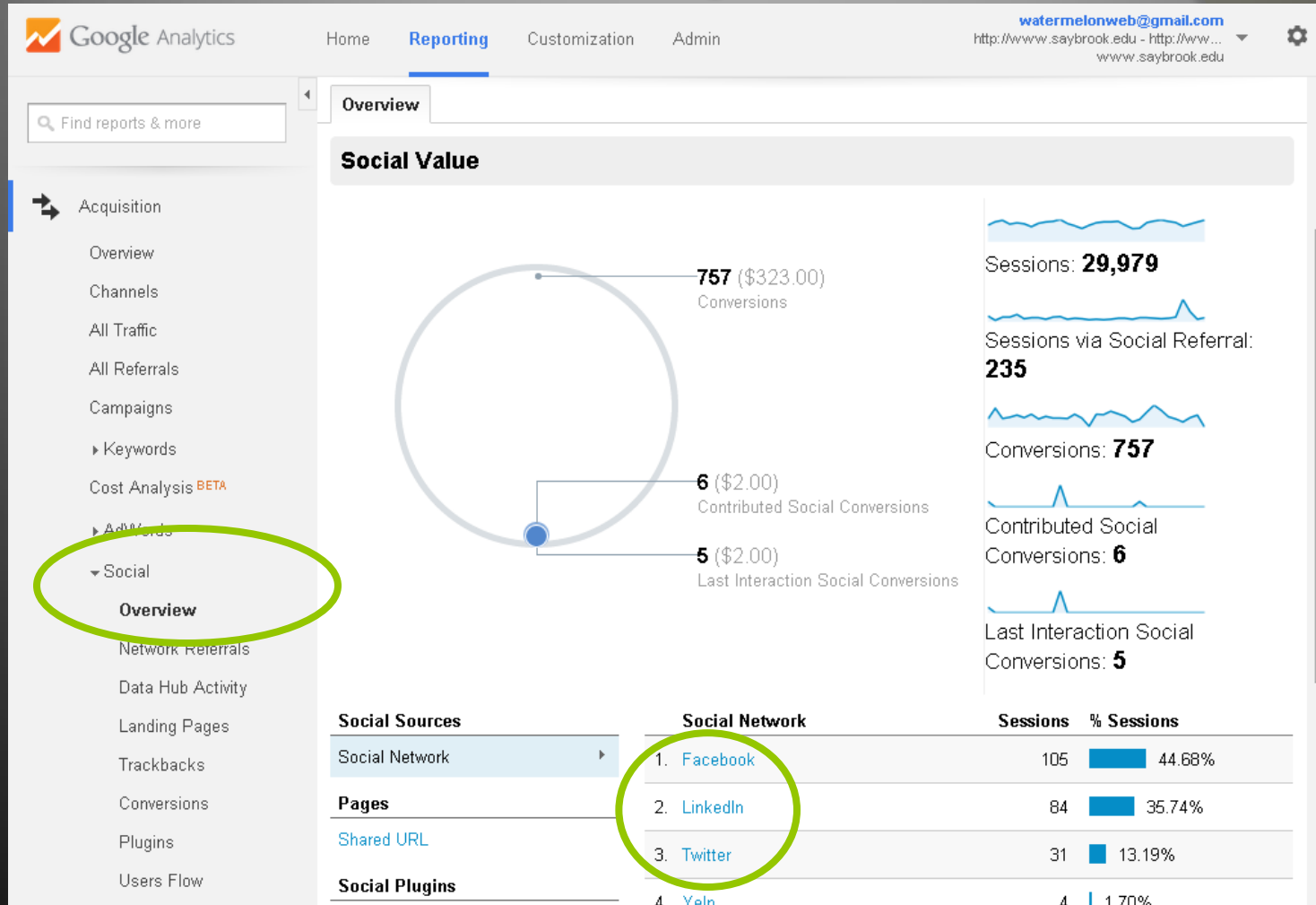


How to Assess Success

- Set up Google Analytics to include local and social media
- Take advantage of Facebook Insights
- Facebook's Ads Manager for detailed reports



Measuring FB on Google Analytics



Getting to Insights

The image shows a screenshot of a Facebook page for 'Care Car Insurance'. The page is viewed from the perspective of someone logged in as the page administrator. The top navigation bar includes 'Page', 'Messages', 'Notifications', 'Insights' (highlighted with a green circle), and 'Publishing Tools'. The main content area features a large image of a red sports car driving on a road at sunset. Below the image are interaction buttons for 'Like', 'Message', and 'More', along with a 'Learn More' button. The left sidebar contains the page's profile picture, name, and navigation menu. The right sidebar displays local business information and analytics for the page.

CARE CAR INSURANCE

Care Car Insurance
Create Page @carecar

Home
About
Photos
Likes
Videos
Welcome
Pagemodo Promotion
Posts
Manage Tabs
Promote

Local Business Albuquerque, New Mexico

Search for posts on this Page

80% response rate, 29-mins response time
Respond faster to turn on the badge

229 likes +2 this week

15 post reach this week

See Pages Feed
Posts from Pages you've liked as your Page

ABOUT

Facebook Insights

Facebook interface for 'Care Car Insurance' showing the Insights section. The top navigation bar includes 'Page', 'Messages', 'Notifications', 'Insights', and 'Publishing Tools'. The left sidebar lists various page metrics like 'Overview', 'Promotions', 'Likes', etc.

Page Summary Last 28 days Export Data

Results from Jul 28, 2016 - Aug 24, 2016 Organic Paid

Metric	Value	Change
Actions on Page	1	▲ 0%
Page Views	37	▲ 61%
Page Likes	8	▲ 700%
Reach	231	▼ 24%
Post Engagements	124	▲ 176%
Videos	1	▲ 100%

Your 5 Most Recent Posts

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/28/2016 4:27 pm	More and more people are thinking about what they want their own	Text	Public	126	20	Boost Post
07/21/2016 12:37 pm	Timeline Photos	Photo	Public	203	215	Boost Post
06/23/2016	When it comes time to plan a fune	Text	Public	151	6	Boost Post

What Ads Manager Does

- Customizes reports for desired data
- Specifies date ranges
- Allows you to organize column format
- Lets you view and manage multiple ad sets and campaigns
- Lets you set and modify bids and spending limits for multiple campaigns
- Lets you copy ads

How to Access Ads Manager

The image shows a Facebook page for 'Care Car Insurance'. The page header includes the Facebook logo, the page name 'Care Car Insurance', and navigation links for 'Home', 'Find Friends', and a profile picture. Below the header, there are tabs for 'Page', 'Messages', 'Notifications', 'Insights', and 'Publishing Tools'. The main content area features a large image of a red sports car on a road, with a 'Like' button, a 'Message' button, and a 'More' button. Below the image is a status update area with a 'Write something...' prompt. A post from 'CARE CAR INSURANCE' is visible, dated '6 mins' ago, with the text 'Let us help you navigate through the changes. Learn how to lower your auto insurance bill today.' and an image of a smartphone. On the right side, a dropdown menu is open, showing 'Your Pages:' with a list of pages, 'Business Manager' with a link to 'Watermelon Mountain Web...', and a section for 'Create Page' and 'Manage Pages'. The 'Manage Ads' option is highlighted with a green circle. Other options in the menu include 'Create Group', 'Manage Groups', 'Create Ads', 'Activity Log', 'News Feed Preferences', 'Settings', and 'Log Out'. The bottom right corner of the page shows 'Local Business' and 'PAGE TIPS'.

Ads Manager Dashboard

Browser address bar: <https://www.facebook.com/ads/manager/account/campaigns/?act=L295590307425844&pid=pl>

Account: Care Car Insurance Search Filters Lifetime Create Ad

Spent Last 7 Days: \$0.00

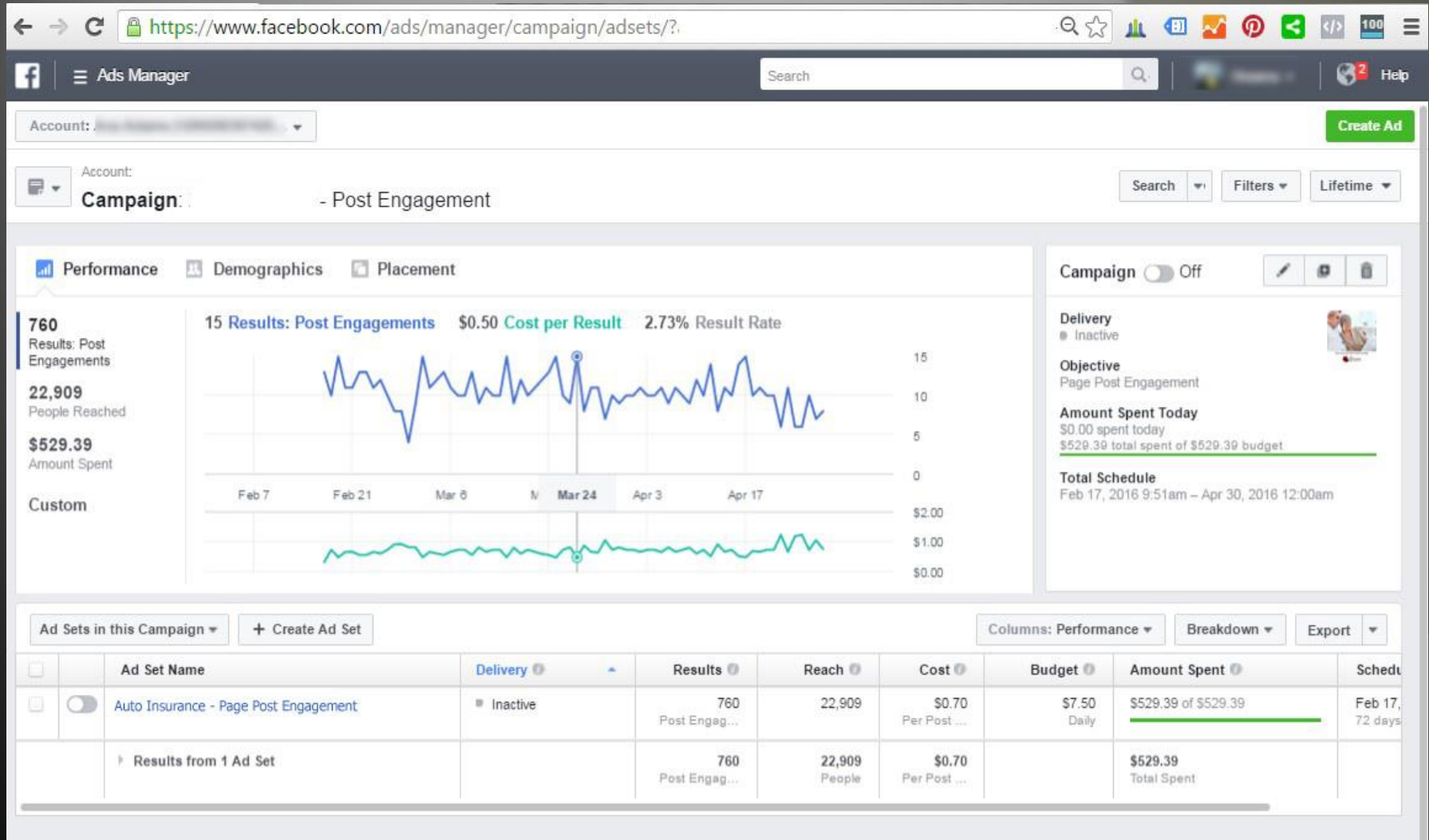
\$0.01	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	8/18	8/19	8/20	8/21	8/22	8/23	Today

Start Tracking Conversions
Track and optimize for specific actions on your website using your Facebook pixel.

All Campaigns + Create Campaign Columns: Performance Breakdown Export

Campaign Name	Delivery	Results	Reach	Cost	Amount Spent	Ends
2016 Teen - Post Engagement	Inactive	760 Post Engagem...	22,909	\$0.70 Per Post En...	\$529.39 of \$529.39	Apr 30, 2016
2016 Collision Coverage - Website Clicks	Inactive	448 Link Clicks	33,638	\$0.89 Per Link Click	\$399.93 of \$399.93	May 30, 2016
2015 Liability Insurance - Website Clicks	Inactive	584 Link Clicks	21,602	\$0.41 Per Link Click	\$238.46 of \$238.46	Dec 30, 2015
2015 Auto Insurance - Post Engagement	Inactive	—	—	— Per Result	\$0.00	Ongoing
2015 Personal Injury Protection	Inactive	—	—	— Per Result	\$0.00 of \$0.00	Dec 25, 2015
Results from 5 Campaigns			67,966 People	—	\$1,167.78 Total Spent	

Ads Manager Campaign Report



Metrics to Watch

- Reach
- Frequency
- Impressions
- Clicks & Unique Clicks
- CTR & Unique CTR
- Page Likes
- Delivery & Spend
- CPM
- CPC
- Actions
- People Taking Action
- Revenue
- Cost per Action

Customize Detailed Report

Account: [Account Name] Account: [Account Name] Campaign: [Campaign Name] - Post Engagement Search Filters Lifetime Create Ad

Performance Demographics Placement

760 Results: Post Engagements \$0.50 Cost per Result 2.73% Result Rate

22,909 People Reached

\$529.39 Amount Spent

Custom

15 Results: Post Engagements \$0.50 Cost per Result 2.73% Result Rate

Feb 7 Feb 21 Mar 6 Mar 24 Apr 3 Apr 17

0 \$2.00 \$1.00 \$0.00

Campaign Off

Delivery Inactive

Objective Page Post Engagement

Amount Spent Today \$0.00 spent today \$529.39 total spent of \$529.39 budget

Total Schedule Feb 17, 2016 9:51am - Apr 30, 2016 12:00am

Ad Sets in this Campaign + Create Ad Set

Ad Set Name	Delivery	Results	Reach	Cost	Amount Spent	Schedule
Auto Insurance - Page Post Engagement	Inactive	760 Post Engag...	22,909	\$0.70 Per Post ...	\$529.39	Feb 17, 72 days
Results from 1 Ad Set		760 Post Engag...	22,909 People	\$0.70 Per Post ...		

Columns: Performance Breakdown Export

- Performance (Default)
- Delivery
- Engagement
- Video Engagement
- App Engagement
- Carousel Engagement
- Performance and Clicks
- Customize Columns...
- Set as Default
- Reset Column Widths

Export Detailed Report

Campaign: **Bliss Sun Care Design - Page Likes** Filters Last 30 days

Performance Audience Placement

114 Results: Page Likes
Results: Page Likes

2,106 People Reached

\$19.98 Amount Spent

Custom Jul 21 Jul 28 Aug 4

\$0.18 Cost per Result
Cost per Result

5.06% Result Rate
Result Rate

Campaign On Edit

Delivery Active

Objective Page Likes

Amount Spent Today \$0.63 spent today
\$19.98 total spent of \$32.98 budget.

Total Schedule Aug 12, 2015 1:05pm - Aug 23, 2015 1:05pm

Ad Sets in this Campaign + Create Ad Set Columns: Custom Breakdown **Export**

Ad Set Name	Results	Reach	Cost	Amount ...	Clicks	CT...	Fre...	Impress...	Page Lik...	Page Er
FB Like Ad 1 Bliss Sun Care Design - Page Likes	114 Page Likes	2,106	\$0.18 Per Page ...	\$19.98	124	5.50%	1.07	2,255	114	
Results from 1 Ad Set	114 Page Likes	2,106 People	\$0.18 Cost Per ...	\$19.98 Total Spent	124 Total	5.50% Per Imp...	1.07 Per Per...	2,255 Total	114 Total	

Split Testing with Ads Manager

- Try different titles with same body, image & target audience
- Keep all copy the same, but change image
- Run similar ad different weeks with different calls to action
- Test landing pages
- For validity, run ads for at least 1 week and 50 clicks

Facebook Marketing Opportunities

facebook.com/socialmediaonlineclasses

● Fans

● Events

● Contests

● Ads

● Share

● QR Codes

● Collaboration

● Ongoing

Integrating Paid Ads with Other Activities

- Engagement with Likes, Comments & Shares (promote page or post)
- Contests (promote post)
- Events (promote event)
- Custom apps (promote engagement)
- Facebook Offers
- Expand Exposure with Retargeting

Create an Event

The image shows a screenshot of a Facebook page for 'Care Car Insurance'. The page header includes the Facebook logo, the page name 'Care Car Insurance', and a search bar. The navigation bar shows 'Page', 'Messages', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The main content area features a large image of a red sports car driving on a road at sunset. Below the image are 'Like', 'Message', and 'More' buttons. The 'More' button is open, showing a dropdown menu with options: 'Edit Page Info', 'View as Page Visitor', 'Add To Favorites', 'Create Event' (highlighted with a green circle), 'Like As Your Page', 'View Insights', 'Block Page', 'Share', and 'Create a Page'. To the right of the main content is a 'Local Business' section for 'Albuquerque, New Mexico' with a search bar and various statistics. The left sidebar contains navigation links: 'Home', 'About', 'Photos', 'Likes', 'Videos', 'Welcome', 'Pagemodo Promotion', 'Posts', 'Manage Tabs', and a 'Promote' button.

Running a Contest

Braxton's Animal Works

1,347 people like this
Shawna Araiza

324 people have been here
Shawna Araiza

Open · 9:00AM - 8:00PM
Get additional info

Invite friends to like this Page

4.9 ★ 4.9 of 5 stars · 35 reviews
View Reviews

ABOUT

620 W Lancaster Ave
Wayne, Pennsylvania

(610) 688-0769

26053632/?type=1

Braxton's Animal Works
Pet Store

75th
BRAXTON'S
animal works

Like Follow Message

Braxton's Animal Works
5 hrs · Edited ·

Braxton's Customers: Take the Up Country check-in to win challenge to enter to win a fabulous gift basket. All you need to do is like Up Country Inc on Facebook and then using your mobile device check in on Braxton's Facebook page with the #BeFamily. Can't hurt, so give it a try. Good luck.

Up Country
SINCE 1984

It's Our Summer
Check-in To Win!
7/20 - 8/31

In honor of our wonderful retail partners and customers, we want you to...
Check-in to Win!

1. Like Up Country's Facebook page
2. Like and "check-in" with your mobile device on this store's Facebook page with the hashtag... #BeFamily.

Now you are BOTH entered to win a prize for your store - and a fabulous gift basket for yourself - good luck!

For rules: www.upcountryinc.com/blog

Facebook Offers

The image shows a screenshot of a Facebook page for 'Care Car Insurance'. The page header includes the name 'Care Car Insurance', a search bar, and navigation links like 'Shawna', 'Home', and 'Find Friends'. Below the header, there are tabs for 'Page', 'Messages', 'Notifications', 'Insights', and 'Publishing Tools'. The main content area features a large image of a red sports car driving on a road. Below the image are 'Like', 'Message', and 'More' buttons, along with a blue 'Learn More' button. On the left side, there is a navigation menu with options like 'Home', 'About', 'Photos', 'Likes', 'Videos', 'Welcome', 'Pagemodo Promotion', 'Posts', and 'Manage Tabs'. A 'Promote' button is also visible. In the center, there is a post creation menu with options: 'Status', 'Photo / Video', 'Offer, Event +', 'Offer', 'Event', 'Milestone', and 'Note'. The 'Offer' option is circled in green. Below the menu, there is a text snippet 'auto insurance bill today.' and a photo of a smartphone displaying a map. On the right side, there are analytics and business information, including 'Local Business Albuquerque, New Mexico', a search bar, and performance metrics like '80% response rate, 29-mins response time' and '229 likes +2 this week'. At the bottom right, there is an 'ABOUT' section with the address '123 Main Street, Albuquerque, NM 87107'.

Expand Exposure with Retargeting Ads

The image shows a screenshot of a Facebook profile page for Patricia Jephson. The page layout includes a left-hand navigation menu with options like News Feed, Messages, Events, Photos, and Find Friends. The main content area shows a post by Lucia Gonzalez with a long text update about a friend's recovery. The right-hand sidebar contains a 'TRENDING' section, a 'PEOPLE YOU MAY KNOW' section featuring Stephen Benson, and a 'SPONSORED' section. A green circle highlights the sponsored advertisement for ModCloth, which features two red dresses and the text 'Shop Women's Dresses, Shoes, Tops and more now at ModCloth!'. Below the ad, it says '1,081,858 people like this.' Other sponsored ads for 'Create a FREE Website' and '2014 Designer Shoes' are also visible.

What the FB Future Holds

- Businesses can send users automated messages from “chatbots”
- Make purchases from Facebook Messenger
- New feature in Facebook Messenger to share video while chatting
- Video and Slideshow Ads
facebook.com/GabaldonMortuary



Resources

Jan Zimmerman

Watermelon Mountain Web Marketing

info@watermelonweb.com

(505) 344-4230

watermelonweb.com/resources

Don't forget to rate this workshop in the Conference APP

- **In the mobile app, select the workshop you attended.**
- **Scroll Down and Select Workshop Survey.**
- **Enter your ratings and comments**
- **Select Finish.**