WEBINAR  -  8/13  11:00-11:30

Leveraging Facebook for Your Business – “Beyond the Boost”

And a Few FB Hacks!
About Me

Liz Bell, flyte new media
liz@takeflyte.com
What Pushes Digital Marketing Forward?
This is What We Use at flyte

### The Social Media Rule of Thirds

<table>
<thead>
<tr>
<th>Type of Post</th>
<th>Goal</th>
<th>How to Manage (and helpful tools)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creation</td>
<td>Promote content and drive traffic</td>
<td>Automate or delegate (CoSchedule, Agorapulse)</td>
</tr>
<tr>
<td>Curation</td>
<td>Networking, follower growth, staying top of mind</td>
<td>Schedule (Buffer, HootSuite)</td>
</tr>
<tr>
<td>Conversation</td>
<td>Networking and friendship</td>
<td>Manual (Native app or HootSuite)</td>
</tr>
</tbody>
</table>

Link to an article

Link to industry news

Thank you, hello, questions, answers, etc.
Facebook Business Manager

MORE SECURE

LESS DISTRACTING

ADD USERS
Ads Manager Is Cheaper Than Boosted Posts

Facebook Ads Manager outperformed boosted posts on all three categories:
- 17.28% more clicks
- 64.26% higher Reach
- 18.42% lower CPC
Killing it with Facebook Ads is 73% in the Setup
What Do You Want People To Do?

- Build audience/start a relationship
- Generate traffic to your site
- Get people on your email list
- Customer retention
# What Facebook Campaign Will Get You There?

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>🔄 Brand awareness</td>
<td>🔄 Traffic</td>
<td>🌐 Conversions</td>
</tr>
<tr>
<td>⚡ Reach</td>
<td>🗣 Engagement</td>
<td>🛒 Catalog sales</td>
</tr>
<tr>
<td></td>
<td>📱 App installs</td>
<td>🛍️ Store traffic</td>
</tr>
<tr>
<td></td>
<td>📹 Video views</td>
<td></td>
</tr>
<tr>
<td></td>
<td>🍺 Lead generation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>🖋️ Messages</td>
<td></td>
</tr>
</tbody>
</table>

**Hack:** Consider Messenger Ads – Surveys, Registrations and Sales Funnels
Understanding Your Audience

39% of consumers are annoyed by content that’s too wordy or poorly written.

- Too wordy or poorly written: 39%
- Poorly designed: 28%
- Too personalized, where it’s creepy: 25%
- Old or stale: 23%
- Isn’t personalized or relevant to me: 22%
- Isn’t optimized for my device: 21%
- Doesn’t have video or images: 17%
- Already purchased: 16%

3 out of 5 say experiencing one of the situations above would prevent them from making a purchase.

What other pages do they like?
What do they shop?
What does their life look like?
Interest Based and Behavior Based Targeting
Custom Audience

Create a Custom Audience

How do you want to create this audience?
Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

Customer File
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

Website Traffic
Create a list of people who visit your website or view specific web pages

App Activity
Create a list of people who have taken a specific action in your app or game

Engagement on Facebook
Create a list of people who have engaged with your content on Facebook

Create Audience

Pixel
Website Traffic
- Anyone who visits your website
- People who visit specific web pages
- People visiting specific web pages but not others
- People who haven't visited in a certain amount of time
- Custom Combination

In the Last

Audience Name
Enter a name for your audience
Add a description

This process is secure and the details about your customers will be kept private.
Generational Targeting

Tactics & Preferences

Pre-Boomers (1925-1945)
- Direct Mail
- OTT/CTV
- Magazines
- Mobile
- Native
- Social

Baby Boomers (1946-1964)
- Align w/Passion Points
- Cross-Platform
- OTT/CTV
- Native – digital and magazines.
- Search
- Retargeting
- Influencers
- Social

Gen X (1965-1980)
- Personalization
- Traditional Media
- OTT/CTV
- Magazines
- Cause Marketing
- Social
- Mobile

Millennials (1981-1996)
- Experiential
- Social
- Podcasts
- Television
- YouTube
- Magazines
- OTT/CTV
- Mobile

Gen Z (1997-2010)
- Visual
- Video
- Cause Marketing
- Experiential
- Social
- OTT/CTV
- Mobile
- Print

Gen Alpha (2011-Present)
- Social
- Video
- Cause Marketing
- Experiential
- Environmentally Conscious
## Generational Viewpoints

### Top-Ranked Values & Priorities

<table>
<thead>
<tr>
<th>Generation</th>
<th>Values/Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Millennials</strong> (1981-1996)</td>
<td>Adventure, Ambition, Sex, Excitement, Romance, Curiosity, Creativity, Knowledge, Having Fun, Open-Mindedness</td>
</tr>
<tr>
<td><strong>Gen Z</strong> (1997-2010)</td>
<td>Self-Interest, Adventure, Ambition, Creativity, Being Youthful, Curiosity, Knowledge, Looking Good</td>
</tr>
</tbody>
</table>
Hack: We recommend that you set a **daily budget** and an **unlimited campaign duration**, so that you can later edit the size of your daily budgets and pause the campaign whenever you see fit.
## Budget

### Cold Audiences Budget

<table>
<thead>
<tr>
<th>Category</th>
<th>Budget Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lookalike Audience (LAL) Website Visitors</td>
<td>$750</td>
</tr>
<tr>
<td>Lookalike Audience (LAL) Email Subscribers</td>
<td>$750</td>
</tr>
<tr>
<td>Radius / Pin Drop Geographical Area</td>
<td>$750</td>
</tr>
<tr>
<td>Detailed Targeting: Interests / Behaviours</td>
<td>$750</td>
</tr>
</tbody>
</table>

### Warm Audiences Budget

<table>
<thead>
<tr>
<th>Category</th>
<th>Budget Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Views</td>
<td>$500</td>
</tr>
<tr>
<td>Engaged with Instagram Profile</td>
<td>$500</td>
</tr>
<tr>
<td>Engaged with Facebook Page</td>
<td>$500</td>
</tr>
</tbody>
</table>

### Hot Audiences Budget

<table>
<thead>
<tr>
<th>Category</th>
<th>Budget Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Visitors</td>
<td>$250</td>
</tr>
<tr>
<td>Email Subscribers</td>
<td>$250</td>
</tr>
</tbody>
</table>
3rd Party Apps Perform Better – An Increased Reach By 22.61%
Let’s Make Some Ads
No Fluff – Find the Pain-Point

Sell the Problem You Solve, Not the Product.

Hack: If you have a small budget just run re-marketing campaigns.
Brands Become Thought Leaders

Thought leadership is a great way to build consumer trust.

Social Media offers the opportunity to become the go-to source for information on topics related to your niche.
Let’s Go Already!
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