Webinar - Leveraging FB Ads (41min)

Good morning. Thank you for joining me today. We've got some people from Singapore and Norway, this is really exciting. Glad to reach out as far as we can. We of course are in Maine, beautiful sunny day and glad to have you here. We're going to establish what makes Facebook ads work and we're going to build one together.

My name is Liz Bell and I'm Director of Marketing at flyte new media. I've run an ad agency before and I've developed businesses from San Francisco to Maine. I started marketing when desktop publishing just came out, I got my first Mac in 1990. I'm currently at flyte new media working with Rich Brooks on the brands he has developed, The Agents of Change podcast and conference, and Fast Forward Maine. I've placed my email below. If you'd like to engage with our agency or just have questions, feel free to contact me. I'll also be taking questions after the live ad. You can place your questions in the chat or the Q&A section on your Zoom link.

What pushes digital marketing forward? We all know that search engine optimization drives how websites are viewed on Google, much like your branding may drive how people perceive your business and choose to buy from you. We know that social and email helps steer the consumer to make purchasing decisions and that the motor propels us quickly and produces the fastest results is paid marketing.

I wanted to give you an indication of what we do at flyte. This is how we correlate ads and content, and I wanted you to share our organic approach. We divide our social media postings in thirds. We create original content, we curate by collecting news and knowledge from other places, perhaps influencers. And we also create conversation. Transparency is key in this day and age, and we feel like people will like us at flyte, if they get to know us a little better. As well, when we produce ads, the content of the ad must match the landing page, both on social and Google ads. You want the page you are driving traffic to, to match the ad and what it is selling and offering. This allows Google or Facebook to serve your ads to the right audience who have shown interest in your business.

If you're going to use ads for multiple locations or have multiple users interact with building your campaigns, you should set up your ads in Facebook Manager. You can track more data, add more audiences, and see more of your results in this program. If you've got warm or hot leads, you can set those audience up in the business manager. Are you looking to save money? Get a higher return on your investment? Move away from boosting and reach the exact audience you want to reach at a lower cost with an increase reach of 64% and an 18% lower of cost per click.

There is a learning curve, however, but worth the time and will affect your bottom line. Just like painting a room. The room comes out perfect if the prep is done right. And the prep is close to 75% of the project. The taping, the mudding, putting down tarps, prepping the ceiling, all of that happens before a single bit of paint is placed on a brush. Understanding your audience and what you want to accomplish for your ad campaigns is all in the prep work.

So, what do you want people to do when they've arrived to your ad? Are you building relationships, trying to get more site visitors, retargeting people on your email list or going after a warm audience that already knows about your business? You'll need to decide what kind of campaign you want to run.

This is how Facebook lists their campaign options; brand awareness, traffic, do you want conversions, video views, or even list your catalog? There's a metric for every outcome. Messenger ads are serving up surveys and sales funnels now. They're using ads and bots together, and this feature is underutilized and maybe a good solution for your strategy.

Understanding your audience. How are you determining your target audience? Do you know their personas? Are they middle-aged? Are they male or female? What do they need? Do they have children? Where do they live and what is their relationship status? All of these can help you build your audience that meets your needs.

Facebook allows you to build a persona based on behaviors, demographics, and location. And those dropdown menus look like this. Interests are one of the best and easiest Facebook ad targeting options, as they allow you to target people specifically interested in a subject related to your product. Behaviors allow you to target people by purchase history, events like birthdays or personal anniversaries, or perhaps someone's moving in next door and they're having a celebration. You can target those types of audiences.

Website traffic is based on Facebook audiences that allow you to create remarketing campaigns for people who have engaged with your website. These are high value audiences, as the user seeing your ads have already shown some interest in your product. Important though, to create audience used for your website traffic, you first need to install Facebook pixel. Installing a pixel is easy and necessary and the instructions are in your Facebook manager.

Take the time to know what your audience likes and how they like their content. Baby boomers do well with retargeting, while Gen Z prefers video. Understanding how they like their content delivered will help you determine the strategies for implementation. It's also important to understand how your target audience proceeds and behaves in their world. Boomers appreciate honesty and authenticity, while millennials prefer adventure and are more open minded. There's a lot of crossover here though. So it's important to drill down your persona profiles.

There are two budgeting options on Facebook, daily and lifetime. And when you set your daily budget, you're telling Facebook to get you roughly your daily budgets worth of the results every day. If you choose a lifetime budget, Facebook will divide the total campaign budget more or less evenly across the campaign dates. If you set a lifetime budget, Facebook will ask you the campaign dates so that it can calculate the average spend for each day.

This is an example of how you might want to split your budget based on audiences. A cold audience has never heard of your brand before and has no prior knowledge of your business. It's hard to sell to cold traffic, but that doesn't mean you can't warm them up. The most effective way to get a warm audience is to offer a lead magnet or sales offer.

Your hot traffic is all about sales. And at this point they've either bought or used your product, and now you're looking to upsell them or reengage with another product. This audience is ready for retargeting.

You're worried about doing this yourself, and don't want to hire an agency. You can use third party apps for Facebook to help manage your campaigns. They do perform better and they do increase your reach by 22%.

Ads appear on mobile devices, Facebook, Instagram, and Messenger. Know your audience to determine how you want to deliver your message. You are promoting a need, you are solving a problem or a pain point or a desire. Sell the problem you solve, not the product

When it's done right, thought leadership can transform your brand. It can position you and your company as leaders in your industry, open doors to new opportunities, and build lasting trust with the people in your audience who matter the most to your company. Focus on bringing value to the customer.

Alright, let's go make a live Facebook ad. When we go into our business manager, this is what we're going to see. We're going to have our main navigation menu, we're going to create a new campaign. There's an account overview. We're going to do a campaign view, look at our ad sets, and create our ads. You can choose how you want to review your campaigns by pulling down columns based on performance, date and cost. And then you can break down and report that and edit that information for your client so that they can see it either on a CSV file or a report you put together. You're going to see campaign results and total ad spend.

Alright, let's go to a live campaign. When you first go into Facebook Manager, this is what you're going to see. You're going to see your campaigns, your ad set, and your ads. And you're going to see a button that says 'create'. And I want to just give you a little tour of what's happening in your business tools. This is a new feature in the layout, although not a new feature in the actual business settings that you can use inside of manager.

Remember we talked earlier about store locations and how easy it is to put it in to your ads manager. If you have multiple stores, you can also build your audiences here and that means retargeting. Or if you have retargeting for your website or a possible Excel file that you've uploaded using your email addresses that are your clients. These are the shortcuts here. This is more detailed, but you can get to most of those by your shortcut.

As I said, we're going to create an ad. We're not going to create a complete campaign today because we don't have time, but I will show you how to create an ad. Here's where you find your campaigns, then you're going to go here and see the ad sets within your campaigns. And then you're able to see the individual ads you've created. You can also toggle your dates and determine how you want to review your reporting information. Do you want to report it by the last five days, seven days, year over year, month to month, you can do all that in this pull down menu.

All right. Let's go to our campaign setting. So when I'm working with a campaign, there are different ones depending upon how the client wants their information delivered. Are they

looking for engagement? Are they looking for performance? I can choose how I want my column set up here so I can see exactly what my campaigns are doing, where they're being delivered, and how they're set up, what type of conversions I've got. Did I bid for an auction? All of those things we're going to set when we create the campaign.

All right. So let's create our campaign. Press the green button. All right. Now remember I showed you a slide previously that had how we're going to deliver it. Are we looking for just traffic to our site? Are we looking for conversions? Are we looking for engagement? And engagement is about - some people don't know what engagement is - but engagement is about promoting a post and getting engagement on that post for conversation. You can also do video views. And when you're creating an audience for video views, you can target people who have seen the first five seconds of your video, or have watched the video all the way through. And that's called a 'through play'. Traffic is going to be your least expensive option when creating ads, conversions are going to be your most expensive. Because that is when Facebook is targeting someone who they really feel is going to convert and they're going to make it happen for you if your ad and your content are congruent.

All right, I'm going to choose traffic. So when I choose traffic, I'm able to come down here and name my campaign. Today I am selling a golf club. This is something I know a lot about so it's a little easier and it makes this process a little easier to understand. I can choose A/B testing. I'm not going to today, but when you are A/B testing, you are choosing between copy, content, a page, a headline, or even your creative. So you can test all of those against one another to see which one turns out best for you. That helps you determine what ad works the best, and you can spend more money on that ad while decreasing the money on the other ads you've created.

All right. So I've named my campaign, let's hit continue. And I will say that I am choosing the long form of how to create an ad. I could possibly use 'quick creation' if I was more adept at working with ads, but using the long-term way of doing the ad with the guided process is just fine. So I am selling a golf club. I know that the golf club that I'm selling is probably a high ticket item. Usually people with more disposable income are a little older, so let's say I'm going to name this ad set '45 to 65 plus'.

Now you'll want to come up with a naming convention for your ads because once you start creating campaigns and ads, it's hard to keep up with how you develop that campaign. You may want to do it by your initials, the type of campaign, and the product you're selling. You may want to do it by the type of campaign and the product in a date, whatever convention works for you. I would advise you to put it in place early because after a while all these campaigns build up and you're not quite sure where you left off or how you're tracking it.

So I've come up with my audience. I know for sure that I want 45 and older. Now, if I wanted to stop at 65, I would choose 64 and that wouldn't include anybody older than 65. Facebook has it so that 65 plus is the field audience. All right. So I do want an older audience. I want all genders and here's where my detail comes in? I'm looking to sell a golf club. Now I have thought about my audience. I know Titleist is a well-known golf club and that's particularly what I'm selling today. I know that Tiger Woods used the Titleist for many years. Right now I think he's using Taylor Made. He might be using Mizuno irons right now, but he switches it

up, but I know Tiger Woods has used Titleist in the past. So let's see if Tiger Woods is an influencer. He is. All right, so I'm going to choose Tiger Woods. He's my interest, he's the main one for now.

And I'm going to narrow my audience to a state. I'm going to go with Maine. Okay. So I've got my state, I've got my geographic content, I've got my age and I've got an influencer and/or a product. Now I know I'm selling a Titleist. So let's see if Titleist has a group. They do not. So I'm also going to look for golf club. There's a golf club there. I know that another brand of golf clubs is Cleveland, let's see if Cleveland golf comes up. Okay, great. Now Facebook knows what I'm going after, so they're going to be able to supply me suggestions on further interest and golf. There's Titleist, I obviously had the incorrect spelling. So there's Titleist, let's also look at Calloway and Pink right now. I want to spread this out further and include maybe women who are golfers. Let's look at the LPGA, and they are there. Now, there's two choices here. There's employers, which is probably pretty low. But we can look at the LPGA and we can also go to international career and move further into that. So now I've added LPGA.

I also want to reach kind of a higher end demographic, so I want to look at what they might be reading right now. Are they reading in a golf magazines? They are Golf Digest, Golf Tips, and Inside Golf. And then I also want to make sure that they are able to bring in some shopping online. Let's see if we've got any shoppers who are online. All right. So now I know that I've got some online shoppers in my mix.

Alright, I want to make this a little more well-rounded so I'm going to add another female demographic in there. Unfortunately, there's not a lot of women LPGA leaders in here, which is unfortunate, but I'll be sure to let Facebook know about that. Alright, so I've got LPGA, let's see if there's others. So there's the women major golf championship, fortunate to see members of a golf club or a country club. Facebook is giving me suggestions as to how I want to move forward with engaged shoppers and bring them into my fold. So I've got 360,000 people in Maine that are interested in this type of product that I'm trying to sell.

Now let's move further down. We can also exclude people and narrow this audience. So I can narrow it down to I only want people who have all of these qualities and are parents. I know that parents with children 18 to 26 years of age might be a little bit older, so I could also match them as well. So when you're doing that type of building your audience, you can exclude people or you can narrow your audience if your audience is too big. And I don't think this audience is too big.

Okay, let's set our daily budget. We can set it by daily budget or lifetime budget. I prefer daily budget without setting an end date, because then I can change my targeting amount whenever I want. However, if I set a lifetime budget I am able to day part how the ads will be running. So let's go back to my daily budget and let's continue.

All right. Now we're going to get to the meat of this discussion. We're going to build our ad. I want to make sure my identity is right on Facebook and Instagram. Here's where I'm choosing to do a single image. I can add media here. The first thing I do when I'm promoting a product is I go and grab the URL or the landing page and paste that in. Before I do that,

however, I'm going to go to my URL builder. You can get this as a development tool for Google and you can look up 'URL builder', or 'UTM builder'. Place your link here, show your source. Come down here, copy your URL. And the reason you do this is so that all the work you've done in your analytics, you want to be able to see that the ads you've produced are doing what you've asked them to do. And you'll be able to see that by the source here of Facebook.

Alright, let's put in our URL, hit return. Now what's going to happen here is the landing page is going to pull up the artwork that is on that page. Now if I didn't like that, I could go here and I could add a different image and I can choose it from my own file. I can also choose it from my Instagram images or on my Facebook page. Okay, so I'm satisfied with this image because that's the image I'm selling.

So let's go up to Facebook. Alright. Here's my image. This is what it looks like on Facebook right now. This is a mobile newsfeed here. I can see what it looks like on my desktop. So I'm going to briefly tell people about my ad, copy this, take it over to my ads manager and place it here. Now this text is going to come up at the top of my ad. I also have an option for a headline. And I've already talked about the TS1 one here, so I don't really need it in my headline here. But what I do want is to have something that shows why I am using this particular club, and why I feel you need to see it.

So I'm going to say effortless distance. Go over our ads manager and then our headline, and take out the period, and you can see your headline comes here. You can also take a different description, again from your landing page or copy that you've already created. And let's see, I'm going to maximize moderate swings. Put that in my description, capitalize the N, and there. So I've got my effortless distance, I'm maximizing moderate swings, I've got a description at the top, and now let's see what it looks like on other interfaces.

So I want to see what it looks like on Instagram. It's really important for you to go through and see how your ad is going to look on other channels. And if it doesn't look right, you do have the option to go in and fix those ads. Okay, I've chosen learn more. It's the least expensive option for your call to action. Other options are a little bit more expensive, but if you're just looking for traffic, I think learn more will look fine.

Now we're looking at our Facebook pixel. We're making sure that the Facebook pixel is active, it's green, and it's ready. If you don't have one set up, you can set them up here.

And let's review what we've done. We've got a campaign name. We've got our audience. We know where our ad placement is going to be. If my client didn't want it on Instagram, I certainly could take that off. I've got my budget set. I know I want link clicks which is traffic, and then I'm able to create my ad. I could confirm, and I'm sure the 'fix my error' is about date. So this is because it did take a little longer to create the ad. Sometimes the date expires and you have to go back and just add a little more time to beginning the ad. And we're set to go. And then I hit confirm the ads in place and I will be able to see it in my campaign as well as my ad structure within the Facebook ad manager campaign or ad manager, and I can review and make sure that I've got everything in place. And if I need to change my budget, it will be right there for me to see.

All right. So I think we went a little over our time, but I'm glad to take any questions that you've got and hopefully I've given you the basic steps of setting up your Facebook campaign, as well as a few Facebook hacks that were inside the presentation.