# Facebook Advertising

## What We're Going To Cover Today

•Getting started with Facebook Advertising
•Setting-up a new Ad Campaign
•Creating your Ad
•Targeting your Audience
•Setting your Budget
•Analyzing your Ad Performance
•… and all of the juicy details in between…

## Getting Started with FB Advertising

- You must have a Facebook account
- Log-in to your account...
- Click "Advertising" at the bottom of the screen
- Click green button that says "Create An Ad"
- Create the Ad
- Preview and Accept Ad

## Targeting Your Ideal Client

- *Choose proper Geographic Locations
- Target by age, gender, workplace, relationship status, language, <u>birthday</u>
- *Select proper "interests" for the campaign
- Do your "Profile Research"...

## Profile Research

**Personal Information**

| | |
|---|---|
| Activities: | Makin' it.... |
| Interests: | Surfing, Da' Beach, Building neat internet businesses, Vacations, Vegas, Anything But Stupid Work, Smart Work, Read good books |
| | COSTA RICA! |
| Favorite Music: | 311, Incubus, Hoobastank, Secondhand Jive, 30 Seconds to Mars, Story of the Year, Breaking Benjamin, Sublime (of course – 40 oz. to Freedom) |
| Favorite Movies: | Fletch, Caddy Shack 1 &2 (2 is better), The Last Dragon (Leroyyyy) |

## Creating Your Ad

- **The Headline**
  - -25 characters
- **Pose an intriguing question**
- **Attention-Getting Images**
  - -110x80 pixels-5 megs
- **Make sure you use <u>Royalty-Free Images Only</u>**
  - -iStockPhoto.com
  - -Flickr(settings:creative commons)
- **Use of Image Text**
  - -http://www.online-image-editor.com

# Creating Your Ad

- **The Body**
  - -135 characters MAX
  - -Must be compelling to generate click
  - -Benefits, benefits, benefits!
- **Include a clear Call-to-action**
- **Relevant Landing Page**
  - -I recommend info-based offers
  - -Test "Sandwich Page"
- **Understand the "Thumb Rule"**

# Ad Creation Rules

- **We require that all ads include grammatically correct sentences. This includes correct spelling, sentence structure and punctuation. Ads can't contain spelling mistakes, improper/unnecessary punctuation or incomplete sentences.**

- **We require all ads have appropriate and grammatically correct capitalization. The title of your ad, as well as the first word in each sentence, must begin with a capital letter but cannot be written in all capital letters. The first letter of all proper nouns should be capitalized and acronyms may be capitalized. Words may not be written in all capital letters (unless they are known acronyms e.g. USA or NRA), and words that do not require capitalization should not be capitalized in any way (e.g. "FREE" should be "free").**

- **We require all ads to have grammatically accurate single spacing. Ads may not use multiple spaces or punctuation that mimics line breaks for any reason.**

- **We require all symbols, numbers and letters to adhere to their true meaning. Symbols may not be used to substitute for words or letters for emphasis or to reduce character count (e.g. "$ave money" or "save $$"). Symbols may also not be used in place of proper punctuation (e.g. "Free-book-save today" should be "Free book. Save today.")**

# Ad Creation Rules

•Health and Diet The text and image on a diet ad should present realistic accurate info...The text and image on a diet ad should present realistic accurate information about weight in a neutral manner. Content may not depict health conditions in a derogatory or inflammatory manner. Health or diet ads

•Ads for health or diet products services must be targeted to users over the age of 18.

Health ads may not:
*single out individuals or degrade the viewer of the ad.
*guarantee or claim specific weight loss results.
*imply that certain body types are more desirable than others.
*present weight conditions or any other health conditions in a negative light. Pop-Ups

•The destination URL of your ad cannot employ pop-ups or pop-unders when a user opens or closes the destination URL. This includes browser trapping behavior when a user attempts to close the destination window. Pop-ups are defined as windows that open in addition to the original window.

# Common Ad Mistakes

•Capitalization of Every Word
•Capitalization of Entire Words
•Incorrect Grammar, spelling, and Slang
•Inaccurate Ad Text
•Deceptive Discounts and Offers
•Irrelevant or Inappropriate Images
•Inappropriate Targeting
•Irrelevant Destination
•Sentence Structure
•Unacceptable Language Choice
•Incorrect Punctuation
•Symbols and Numbers in Place of Words

## Setting Up Pricing and Budget

- **Understanding Campaigns**
- **Your Daily Budget**
  - Difference between Daily Spend Limit and Daily Budget
  - Minimum Daily Budget $1.00 CPC
- **Difference between CPC and CPM**
  - Minimum CPC 0.01
- **Choose Ad Schedule (Continuous or Date)**
- **Understanding MAX Bid and Avg. CPC**
  - Start high, then adjust down

## Understanding Ad Performance Terms

- **Max Bid ($):** This is your current bid and represents the most that you will be charged either per click (if you selected CPC) or per thousands impressions (if you selected CPM).
- **Type:** The table will show either CPC (Cost per click) or CPM (cost per thousands impressions). You chose one of these options during ad creation. Once the ad has been created, you can't switch between CPC and CPM
- **Imp.:** This stands for impressions and gives you the number of times your ad has been shown during the selected time period.
- **Clicks:** This shows you the number of times your ad has been clicked on during the selected time period.
- **CTR (%):** CTR stands for click through rate, which is the total number of clicks divided by the total number of impressions.
- **Avg. CPC ($):** Your average CPC is calculated by taking your total spend during the selected time period and dividing it by the total number of clicks. This statistics will be available even if you are running a CPM ad.
- **Avg. CPM ($):** Your average CPM is calculated by taking your total spend, dividing it by your total number of impressions, and then multiplying it by 1000.This statistics will appear even if you are running a CPC ad.
- **Spent ($):** This is the total cost of your campaign or ad during the selected date range.

# Analyzing Ad Performance

| Status | Bid | Type | Clicks | Impressions | CTR (%) | Avg. CPC | Avg. CPM | Spent |
|--------|-----|------|--------|-------------|---------|----------|----------|-------|
| Completed | $0.52 | CPC | 80 | 153,208 | 0.052% | $0.47 | $0.24 | $37.21 |

- **Bid**
- **Clicks**
- **Impressions**
- **CTR**
- **Avg. CPC**
- **Total Spend**

# Analyzing Ad Performance

| Campaign Name | Campaign ID | Demographic | Bucket 1 | Bucket 2 | % of Impressions |
|---------------|-------------|-------------|----------|----------|------------------|
| free karate kids | 6002352397979 | country | US | | 100.000% |
| free karate kids | 6002352397979 | gender_age | F | 25-34 | 35.071% |
| free karate kids | 6002352397979 | gender_age | F | 35-44 | 37.215% |
| free karate kids | 6002352397979 | gender_age | F | 45-54 | 14.777% |
| free karate kids | 6002352397979 | gender_age | M | 25-34 | 4.942% |
| free karate kids | 6002352397979 | gender_age | M | 35-44 | 6.232% |
| free karate kids | 6002352397979 | gender_age | M | 45-54 | 1.763% |
| free karate kids | 6002352397979 | region | us | Illinois | 100.000% |

# Analyzing Ad Performance

| Campaign Name | Campaign ID | Demographic | Bucket 1 | Bucket 2 | % of Impressions |
|---|---|---|---|---|---|
| 30 day mma | 6002352411779 | country | US | | 100.000% |
| 30 day mma | 6002352411779 | gender_age | F | 13-17 | 7.249% |
| 30 day mma | 6002352411779 | gender_age | F | 18-24 | 11.307% |
| 30 day mma | 6002352411779 | gender_age | F | 25-34 | 7.188% |
| 30 day mma | 6002352411779 | gender_age | F | 35-44 | 3.630% |
| 30 day mma | 6002352411779 | gender_age | M | 13-17 | 27.370% |
| 30 day mma | 6002352411779 | gender_age | M | 18-24 | 27.252% |
| 30 day mma | 6002352411779 | gender_age | M | 25-34 | 10.904% |
| 30 day mma | 6002352411779 | gender_age | M | 35-44 | 4.680% |
| 30 day mma | 6002352411779 | gender_age | M | 45-54 | 0.421% |
| 30 day mma | 6002352411779 | region | us | Illinois | 99.193% |
| 30 day mma | 6002352411779 | region | us | Indiana | 0.807% |

# Analyzing Ad Performance

| Campaign Name | Campaign ID | Demographic | Bucket 1 | Bucket 2 | % of Impressions |
|---|---|---|---|---|---|
| choose the right ma school | 6002352406979 | country | US | | 100.000% |
| choose the right ma school | 6002352406979 | gender_age | F | 25-34 | 32.952% |
| choose the right ma school | 6002352406979 | gender_age | F | 35-44 | 40.762% |
| choose the right ma school | 6002352406979 | gender_age | F | 45-54 | 26.286% |
| choose the right ma school | 6002352406979 | region | us | Illinois | 100.000% |

## What To Do with Poor Performance?

- **Raise Bid**
  -Facebook runs ads mainly based on Max Bid
- **Test Different Headline**
- **Test Different Image**
- **Test Different Body Copy (offer)**
- **\*Regardless, refresh ads every few days so they don't get stale**

## Responder Profiles Reporting

- **You'll see...**
  - -Interests
  - -Books
  - -Music
  - -Movies
  - -Television Shows
  - -...and ranked by popularity according to your clicks

- **Helps you to better understanding and target your market**

**What To Do Now?**

**<u>Commit</u> to setting up and running your first Facebook Ad within the next 24 hours!**