

# Facebook/Insta advertising

A modern day approach

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Regional Integrated Marketing

# THREE MAIN CATEGORIES

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## AWARENESS

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*Brand Awareness*

*Local Awareness*

*Reach*



## CONSIDERATION

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*Traffic*

*Engagement*

*App Installs*

*Video Views*

*Lead Generation*

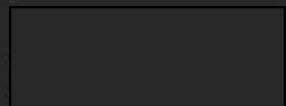


## CONVERSIONS

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*Conversions*

Click on adv  
Sign up to database  
Contact for appt  
Book a trip





# AWARENESS: REACH

*To reach the maximum number of people in your audience*

 **DKNY**




Sponsored · 🌐

Introducing the new Spring 2017 Watch Collection, worn by DKNY Heroine, Bella Hadid



[Discover the collection](#)[Shop Now](#)[Discover the Ellington Watch](#)



272 Reactions · 4 Comments · 1 Share

 Like  Comment  Share


# CONSIDERATION: TRAFFIC

*Send people to your website,  
messenger, or app*

Watch out for click bait!

 **Mouth**  
Sponsored · 

The holidays are coming, people! Sweater, mug, pair of socks? Been there, done that. Give them something you know they'll eat up – an expertly curated gift bag with the most outstanding, hard-to-find small-batch goodies – all created by makers from across America. They will be thanking you long into 2017...




**HOLIDAY SWEET & SAVORY FIX**

Give the best of both worlds!

15% off with code HOL15

[Shop Now](#)



**HOLIDAY SPARKLING COCKTAIL KIT**

Total fizz-fest

15% off with code HOL15

# CONSIDERATION: LEADS

*Gather emails or other info from your audience*

 **Shudder (Default)** Like Page

Sponsored · 🌐

Shudder is coming soon to the UK. Sign up FREE to get exclusive, invite-only access to the site that "kills Netflix on selection" -- Before it launches!



### Horror Has A New Home

Stream the UK's largest selection of horror and thrillers films 24/7

Sign Up

142 Reactions · 48 Comments

Like Comment

# CONVERSIONS: CONVERSIONS

*Drive actions on website or app*



A belt so comfortable you'll never want to take it off. A style so versatile you'll never have to.



"The Next Frontier in Men's Accessories" - WSJ

**15% Off Your First Purchase.**

Get the Style & Comfort You Deserve

[Shop Now](#)

158 Reactions · 20 Comments · 17 Shares

 Like  Comment  Share



# CREATIVE EXAMPLE



## CAPTURE

*Your audience's attention quickly.*

Make sure there are moving parts and captivating moments, so they can identify your brand early on.



## DESIGN

*For sound off.*

85% of video is watched without sound. Use captions, and split screens with subtitles to communicate via words as well as video.



## FRAME

*Your story in creative ways.*

Create visual surprises to keep the user engaged and watching longer.



## EXPERIMENT

*and make it fun.*

Keep using creative ways to present your products and story. Using visual effects, vignettes and gifs.

# WHAT HAVE WE SEEN WORK BEST?

*Across different spend levels and verticals...*



## SOCIAL PROOF

*Using other's reviews*

*Any publication*



## STRONG CREATIVE

*Dual images: showcasing  
your product along how it  
is used*

*Strong video that is  
eye-catching*



## DON'T JUST SELL

*Engage the user by asking  
questions*

*Show how service or  
product will help*

*Customer-centric not  
product - centric*



## PROMOTIONS

*Doing a first time  
customer offer*

*Careful not to become  
discounted brand*



# HOW TO TARGET ON FB

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## CUSTOM

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*Upload own CRM list*

*Create pool from website traffic*

*Gather app users*

*Create a list of people who have engaged with your FB*



## LOOKALIKE

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*Create people that are similar to a custom audience*

*Choose country*

*Create most similar (1%) to broadest (10%)*



## SAVED

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*Create a mix from custom, lookalikes, interests, and behaviors*

*Choose geo, demographics*

# DUAL STRATEGY: ALWAYS ON

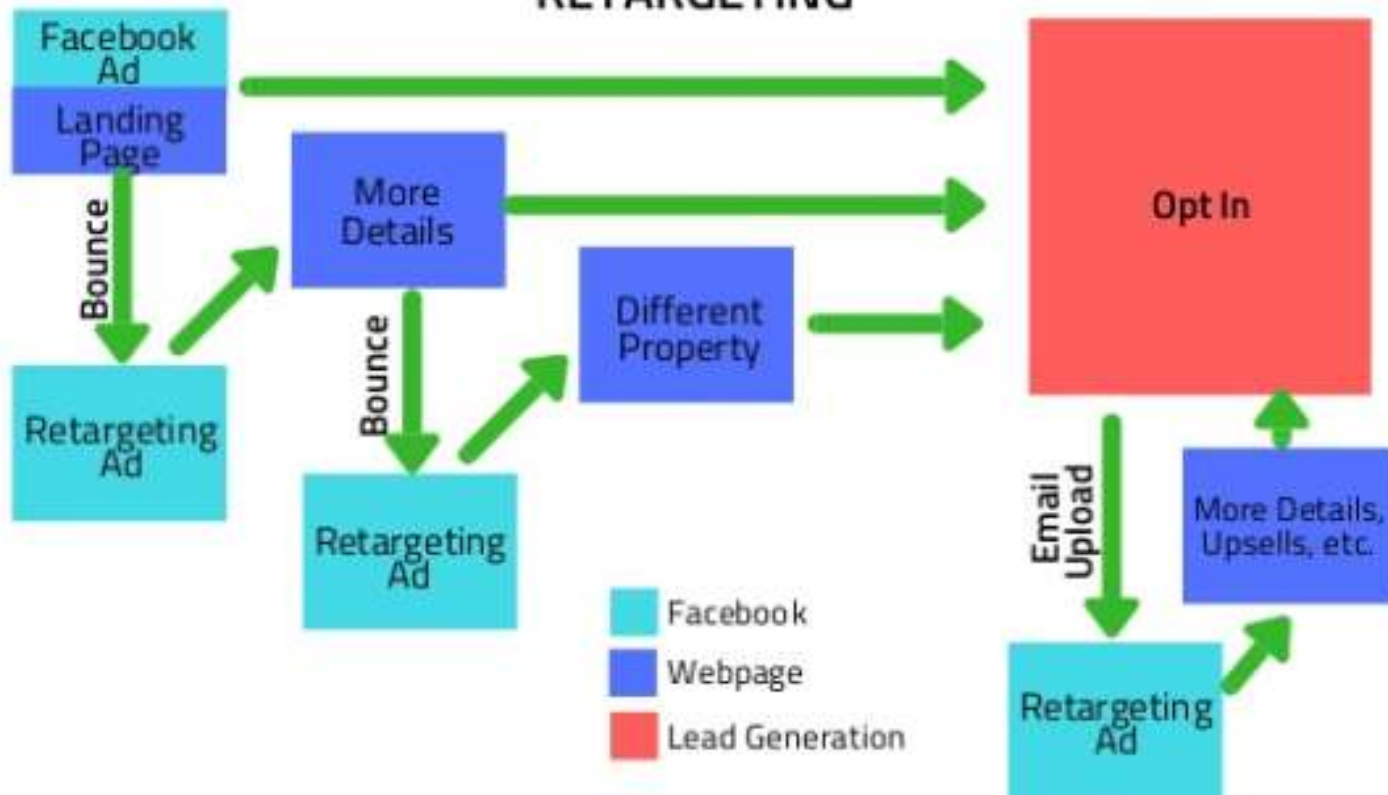


PROSPECTING

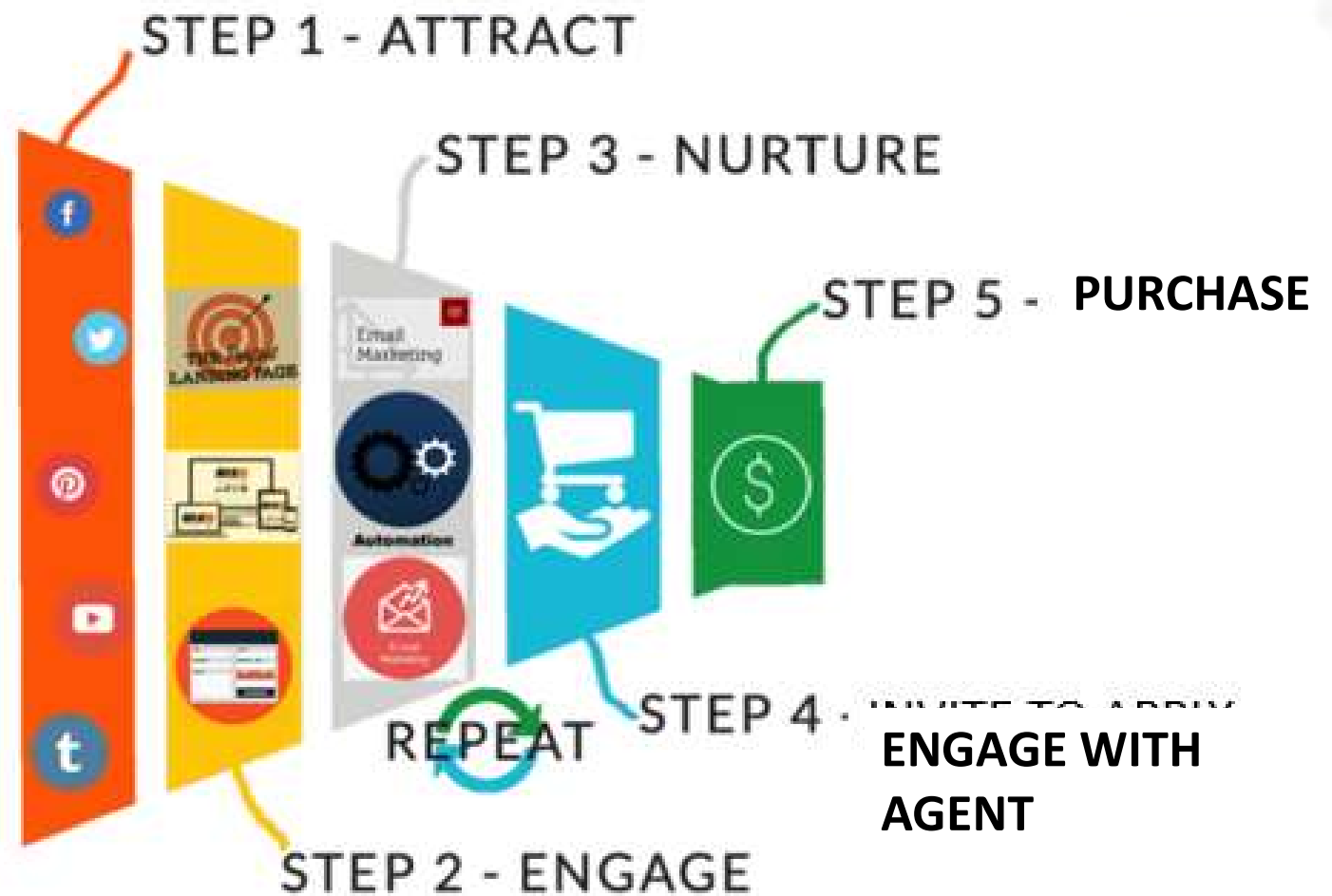


REMARKETING

## RETARGETING



Different  
messages and  
mediums at each  
stage of the  
funnel



# How social media retargeting works

A potential customer visits your site but leaves without converting.

As they later check their social media channels, you get their attention back with ads about the products they viewed before.



You create a retargeting campaign on social media to win them back.

You convert a prospect into a customer.



# RETARGETING

*Speak to them dependent upon where and when were on site*



## TIME FRAME

*Visitor within 7 days vs 30 vs 90 days*

*Relevant, timely content*



## PAGES VISITED

*Did someone bounce off home page?*


*Viewed content?*

*Added to cart?*

Create a Custom Audience

Create a list of people who interacted with your Page on Facebook or Messenger.

Page

Page:  Hennessy Cadillac

Include

✓ Everyone who engaged with your Page

Anyone who visited your Page

People who engaged with any post or ad

People who clicked any call-to-action button

People who sent a message to your Page

People who saved your Page or any post

This includes everyone who visited your Page or engaged with your Page's content or ads on Facebook or Messenger.

In the past

Audience Name

Cancel

Back

Create a Custom Audience

Engagement

Choose a content type

Browse

In the past

People who viewed at least 3 seconds of your video

People who viewed at least 10 seconds of your video

People who have watched at 25% of your video

People who have watched at 50% of your video

People who have watched at 75% of your video

People who have watched at 95% of your video

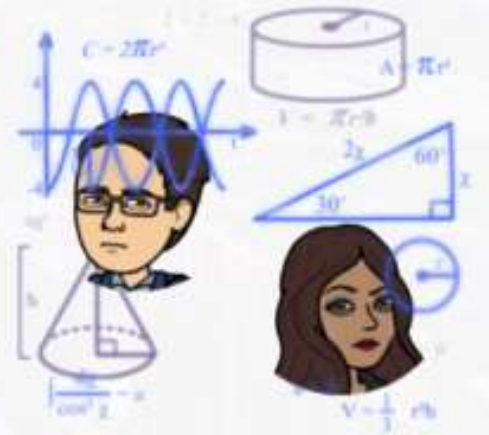
Audience Name

Back

Create Audience

# PIXEL

croud



# Facebook Pixel

One pixel for conversion tracking, optimization and remarketing.



## 1. Create and Install Your Pixel

Create your Facebook pixel in seconds, and then simply paste the code into the header of your website to get started.



## 2. Create Custom Audiences

Easily create audiences based on activity on your website. Remarket to everyone who visits your site, or define rules for people who visit specific pages or take specific actions.



## 3. Track the Actions that Matter

The pixel automatically tracks visits across your website. You can also add events to track actions like viewing specific content, adding products to a cart or making a purchase.

Create a Pixel

# Cant get pixel on site?

Create a Facebook Page Custom Audience

×

1 Add People to Your Audience

Show tips

Include people who meet ANY of the following criteria:

Page: Far West Local Health District...

People who clicked on any call-to-action button in the past 365 days

Everyone who engaged with your Page

Anyone who visited your Page

People who engaged with any post or ad

✓ People who clicked on any call-to-action button

People who sent a message to your Page

People who saved your Page or any post

Include more people

Exclude People

50

×

Add description

Cancel

Back

Create Audience



# WHAT HAVE WE SEEN WORK BEST?

*Speak to them dependent upon where and when were on site*



## TAILORED CREATIVE

*Treat each retargeting pool separately*

*E.g. Ask questions to cart abandoners*



## DIFFERENT CREATIVE

*Don't use the same creative as prospecting*

*They have already seen it*



## DON'T OVERDO IT

*Ensure to have a clean funnel*

*Don't target them for 90 days with the same ad*



## DYNAMIC PRODUCT ADS

*Showing what people want to see*

*High ROAS, even on GA*

# RETARGETING

## 30 DAYS

**boohooMAN**  
Sponsored (demo) · 🌐

Shop new season styles from £6.



Knitwear from £10

Shop Now

Coats and Jackets from £12

👍👎🗨️ 187

34 Comments · 30 Shares

👍 Like    💬 Comment    ➦ Share

## BASKET ABANDONERS

**boohoo.com (Default)**  
Sponsored (demo) · 🌐

Hey girl, we see you checking us out! We think these would look fab on you...



Shop dresses from \$16

Shop Now

Shop outerwear from \$20

👍👎🗨️ 204

2 Comments · 3 Shares

# SEQUENTIAL STRATEGY

## FIRST TOUCH

### *Prospecting Ad.*

Awareness-driven only targeting new users - clear message directed at custom audience. Video Ad would be ideal



## REMINDER

### *Reminder about services to audience in week 2.*

Carousel ads showing the whole campaign.



## SOLUTION

### *Retargeting ad focussed on services, benefits and solutions.*

Targeting those who have not yet converted.



## PERSONAL

### *Retargeting continued based on site activity.*

Ads they have seen and locations they're based in.



# Four components of a great FB adv

- **They're visual:** Humans process images far more quickly than words. Make sure to optimize images, videos, colors, and any overlaid text to catch your viewers' eye.
- **They're relevant:** Speak to what your buyer personas want. Your ad content and offers should align with the needs and desires of your selected ad audience. For instance, don't target Californians with a Midwest supermarket ad. Ad spend is precious.
- **They have a clear value proposition:** Why is it worth it for your ad viewers to interrupt their scrolling to navigate to your site? What's the value they stand to gain from engaging with your brand?
- **They entice you to take action immediately:** It should be clear what step the viewer should take next to redeem the offer, view the products, or download the content. Don't leave them to guess.









We put paradise  
on your travel map

Join us and book  
now your holiday

travel  
*Agency*

DREAM ISLAND DESTINATION

Travel packages:  
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# Further help

<https://www.facebook.com/business/learn>



Create Simple, Cost-Effective Ads that Grab Attention

15m | ★ 4.8 Beginner



Targeting: Core Audiences

15m | ★ 4.6 Beginner



Create Facebook Ads

15m | ★ 4.7 Beginner



Boost Your Marketing With Facebook Pixel

12m | ★ 4.7 Beginner



Facebook Ad Policies and Review Process

5m | ★ 4.5 Beginner



Targeting Custom Audiences

26m | ★ 5.0 Intermediate



Campaign Performance with Ads Manager

22m | ★ 4.8 Intermediate

# Questions/discussion

- Please use the chat function

# THANK YOU!