

# FACEBOOK

## Study Notes

# Facebook

LESSON 1: INTRODUCTION TO FACEBOOK MARKETING.....	5
INTRODUCTION TO FACEBOOK.....	6
THE VALUE TO MARKETERS.....	6
FACEBOOK TERMINOLOGY.....	6
LESSON 2: SETTING UP A FACEBOOK PAGE.....	9
SETUP AND CUSTOMIZATION.....	10
Personal Profiles.....	10
Pages.....	10
NEWS FEED.....	10
PAGE POSTS.....	11
Organic Distribution.....	11
Post Types and Features.....	11
Optimizing Your Page Posts.....	12
Saving and Pinning Page Posts.....	12
PAGE PROMOTION.....	12
PAGE MANAGEMENT.....	13
Importance of Page Management.....	13
BUSINESS MANAGER.....	15
LESSON 3: FACEBOOK PLATFORM FEATURES.....	17
PUBLISHER FEATURES OVERVIEW.....	18
360 VIDEO.....	18
FACEBOOK LIVE.....	18
EVENTS.....	20
MILESTONES.....	21
BRANDED CONTENT.....	21
What is Branded Content?.....	21

Benefits of Branded Content .....	22
MESSENGER.....	22
Benefits of Messenger .....	22
Managing Your Messages .....	23
LESSON 4: FACEBOOK ADVERTISING .....	27
FACEBOOK ADS .....	28
What is Facebook Ads? .....	28
Formats .....	28
Ad Campaign Structure .....	29
Ad Campaign Objectives .....	29
BRAND AWARENESS.....	30
TARGETING .....	31
Audience Targeting .....	31
Custom Audiences.....	31
Estimated Daily Reach .....	32
Potential Reach .....	32
AUDIENCE INSIGHTS.....	32
ADS MANAGER.....	33
INSTANT EXPERIENCES (CANVAS) .....	34
Facebook Instant Experience (Canvas) Builder .....	34
Advertising Objectives.....	34
Key Considerations.....	35
Building an Ad in Ads Manager.....	35
Instant Experience Reporting Metrics .....	35
CAMPAIGN PLANNER.....	36
AD POLICIES.....	36
LESSON 5: FACEBOOK CAMPAIGN EXECUTION AND ANALYSIS.....	38

STRATEGY PROCESS .....	39
BUYING CHANNELS AND AD AUCTIONS .....	40
CAMPAIGN DISPLAY .....	41
REPORTS.....	41

# **LESSON 1: INTRODUCTION TO FACEBOOK MARKETING**

## INTRODUCTION TO FACEBOOK

Facebook is an online social networking service that connects people with others who work, study, and live around them. It's also a product for marketers that helps them achieve business objectives. Facebook's mission is to give people the power to build communities and bring the world closer together.

Marketing on Facebook allows you to reach new customers and build lasting relationships with them. Businesses of all kind are marketing on Facebook to be discovered, provide information, capture attention, show off products, collect leads, and boost sales. These strategies work seamlessly on mobile and appear in the places where people are spending their time.

As Facebook has grown and as consumer behaviors have changed, it has become necessary to build incredible standalone experiences rather than trying to turn one single app into something that can do everything.

## THE VALUE TO MARKETERS

There's incredible value to be gained by utilizing Facebook as part of an overall marketing strategy. Here are three key areas where it can help you as a marketer.

- It can help you connect with people who matter most to your business. Facebook has 2.2 billion monthly active users. In Ireland, there's 2.8 million.
- You can use the targeting abilities on offer by Facebook. The best marketing out there is the most relevant marketing, and with Facebook, you can target by location, age, gender, interests, and more.
- Using Facebook's advertising tools to connect with real people and build connections through the content and creative you have. Every day, on Facebook, millions of businesses are using marketing tools to create personalized advertising campaigns to reach and connect with people that matter to their business.

## FACEBOOK TERMINOLOGY

These are the key terms you need to know about Facebook:

- **News Feed.** The News Feed is where people spend most of their time.
- **Timeline.** The Timeline shows your updates on your page.
- **Desktop Right-Hand Column.** This is the area where ads are displayed on the right-hand side of the browser window in the desktop version of Facebook.
- **Page.** The page for your business is where your posts and business details are displayed.
- **Page Posts.** The content you post from your page.
- **Unpublished Page Posts.** Posts that aren't shown on the Page itself, but can be used as Ads.
- **Ads.** The ads you create for your business.
- **Ad Type.** The format used for your ad.
- **Ad Set.** The space in the ad system where you select your targeting and audience.
- **Ad Placement.** The part of the Facebook platform where you want your ad to be displayed.

- **Objective.** This is what you tell the ad system to do, what you want to get out of the system.
- **Campaign.** The section that holds all your Ads and Ad Sets.
- **Clicks and Conversions.** These are actions Facebook users take as a result of your Facebook advertising.
- **Video Views.** The number of views on your videos.
- **Stories.** A temporary video and image format.

# NOTES



# **LESSON 2: SETTING UP A FACEBOOK PAGE**

## SETUP AND CUSTOMIZATION

### Personal Profiles

Personal profiles are for non-commercial use and represent individual people. You can follow profiles to see public updates from people you're interested in, but aren't friends with.

### Pages

Pages look similar to personal profiles but offer unique tools for businesses, brands, and organizations. You can use your Page to tell your story by sharing photos, videos, and links, and creating a dialog through Pages that people can engage with through commenting, liking, and sharing.

Before creating a Facebook Page, you need to clarify your communication goals. Figure out what your story is - the message you want to tell people and who your audience is. Identify the resources you'll require - the content and community management team you'll need to put in place to achieve your goals.

The key components of a Facebook Page include:

- Page name
- Page URL
- About section
- Profile picture
- Cover photo
- Call-to-action button
- Location

Your Facebook Page should reflect your brand identity and you'll be prompted along the way to set up the elements listed above.

Follow the step-by-step instructions, to set up your Page and add information about your business. Depending on your Page's category or industry there'll be different sections for you to fill out in the About section, and you can customize it to align with the goals of your social media strategy. For example, if you want people to engage with your business on Messenger, include the Messenger call-to-action button along with your website contact details.

To make adjustments to your Page sections, go to your settings, and then select Edit Page from the settings menu.

## NEWS FEED

The News Feed displays posts from friends, brands that you're connected with, and advertisements. It's constantly updating to display content on your home page. News Feed includes status updates, photos, videos, links, apps, app activity, and likes from people, Pages, and groups that you follow on Facebook.

The News Feed is personal to everyone who uses Facebook. Your News Feed will be customized with your preferences so it will look different to your friend's News Feed. The News Feed reflects

your interests and connections, and the marketing you receive is personalized for you. The stories that show on your News Feed are influenced by your connections and activity on Facebook. This helps you to see more stories that interest you from friends you interact with the most.

The News Feed algorithm aims to surface the most relevant content to each individual on Facebook. The typical Facebook user is eligible to view up to 1,500 pieces of content each time they refresh their News Feed. And the algorithm works to make sense of this data and presents the best options possible.

## PAGE POSTS

Page posts are the main method of communication with your Facebook community and a way to generate engagement with fans and your target audience. Once you post something on your Page, it will then be distributed to fans via their News Feed. Posting on a Facebook business Page lets you to stay top of mind of people and keep customers up-to-date and interested in your news and also reach a larger audience with boosted posts.

### Organic Distribution

Organic distribution for Pages has been declining in the past few years. There are two reasons for this:

- The increase in the amount of content being produced and shared by people on the platform has drastically increased competition for organic reach.
- The way News Feed works – it ranks content in terms of relevance so users see more relevantly targeted posts that they are likely to interact with, rather than seeing content from every Page they've liked in the last couple of months.

### Post Types and Features

There are many different types of page posts on Facebook:

- **Photo and video.** Photo and video are key formats for Facebook posts. Users can upload their own photos and videos or share links to videos that are already online.
- **Ad.** Posts that uses ads to advertise businesses and products. These can use many different formats.
- **Live video.** Facebook Live is a feature where you can broadcast in the moment from your Page using video.
- **Messages.** You can encourage people to engage with your business by starting a conversation in Facebook Messenger.
- **Publish a job post.** If you have openings in your business, you can create a post with the details and it will be displayed for people in their News Feeds.
- **Create an offer.** You can create an offer which you can extend to people to redeem in store or online.
- **Create an event.** You can create an event that will organize gatherings and allow people to respond to your invites.
- **Create a poll.** You can poll your fans and ask them questions relating to your business to understand what their tastes and preferences are.
- **Write a note.** This follows the historical blog post. A note is a long-form piece of copy that can be distributed to your followers to inform them news and updates relating to your business.

## Optimizing Your Page Posts

In order to fully optimize a Page post, and there's four ways in particular to look at it.

- **Be succinct.** Just tell them what is important in that moment about that product or service. Also
- **Be topical.** Try and talk to the trends of the day and again, be relevant for them. Then have an
- **Use an explicit call-to-action.** If you want them to visit the site, ask them that. Or if you wanted to learn more ask them that or use an app. Use call-to-actions.
- **Use your best content.** Always put your best foot forward in order to win attention in the feed.

## Saving and Pinning Page Posts

The **Facebook save feature** facilitates content curation from marketers by allowing them to save various forms of content. You can save or bookmark these posts to view them later. And you can also like the links to videos that your friends post of upcoming events Page the photos from those saves.

A **pinned post** allows marketers to move posts to the top of their Pages' timeline for seven days. When you pin a post, it will move to the top of your Page or timeline for everyone to see, and a pin sign will appear on the corner of the post. The post will stay at the top of your Page's timeline for seven days, and after that it will return to the date it was published on the Page timeline.

**Page Insights** provide information about your Page's performance. You can use insights to learn more about:

- The posts that are resonating most with your audience
- How people are engaging with your Page
- Metrics on the Pages' performance
- When your audience is active on Facebook

## PAGE PROMOTION

There are various ways to increase the attention and following of your Page, including:

- Invite friends to 'like'. These are friends of yours that you can reach out to and ask - "Would you like to like my new Page?"
- Include the Page URL in your email signature to raise awareness among your business connections.
- Promote your Page organically by posting regularly to allow people to hear from you often and encourage others to follow your Page.
- Include a link to the Page in your company website.
- Cross-post on other social media platforms.
- Use Page ads to advertise your business.
- Get your Page verified, if you have a large-scale business.

## Key Things to Note

There are a few things to note when you're looking to promote your Page:

- Make sure the primary objective of your campaign is not to get new followers but instead to create and share great, relevant, and timely content, and this will lead to higher post engagement and an increase in Page likes.
- When you 'boost' a post, you can select your target audience. Choose people who like your Page, extend it to their friends, and perhaps even select a new audience tailored by age, location, interests, and more.
- If you boost a post, ensure that you have a specific objective, such as driving the number of enquiries to your Page, rather than just increasing page engagement.
- You're in control of how much you spend on a boosted post. The budget you select is the per-day price of boosting a post. Depending on the audience and budget you choose, you may or may not reach the maximum amount of your budget each day.

## PAGE MANAGEMENT

### Importance of Page Management

Page Management is important for these three following reasons:

- **Starting point.** It is the starting point of your Facebook marketing and allows you to build out your brand's presence and tone.
- **Engagement.** It is where your customers come to discover more about your business and receive the latest communications.
- **Retention.** It keeps customers informed and interested in your business.

### Page Features

- **View as Page Visitor Mode.** This mode enables marketers to see how a Facebook Page looks from the user's point of view.
- **Favorites.** You can add a Page to your favorites and this will show up on your News Feed in the menu on the left.
- **Page Visibility.** This is published versus the unpublished Page. For example, if you are not ready to make a Page visible, you can go back and finish it setting it up at a later time and publish it when you're ready. An unpublished Page is only visible to admins.
- **Visitor Posts.** Visitors can leave a comment on a post or, write a message in a text box at the top of your Page. When they write in the text box, the message is displayed in the visitor post section. You can review visitor posts before they are published to the Page.
- **News Feed Audience and Visibility for Posts.** This setting is turned off by default. When you reach 5,000 fans, the setting is automatically turned on. By enabling this setting, you have access to more tools on the post text box. There are two visibility options: geo-target and geo-gate post.
- **Expiring posts.** You can select a date and time when your post will automatically unpublish. When a post is unpublished, it is no longer visible to the public, but is still visible to the Page Admin.
- **Messages.** You can display the message button on your Page to allow people to contact you privately via Messenger.
- **Tagging Ability.** You can allow or prevent others from tagging photos and videos published on your Page.
- **Country and Age Restrictions.** You can apply country and age restrictions to a Page. If a Page has restrictions applied to it, Facebook will verify all users trying to access the Page. You cannot verify the age or location of someone if they're not logged in to

Facebook. If there are restrictions on a Page and someone tries to view it without being logged in to Facebook, they will be prompted to sign in before they can view any of the Page content.

- **Page Moderation and Profanity Filter.** You can block posts or comments that contain specific words to cut down on inappropriate content within Page moderation settings in general settings. Posts and comments containing any of these words will automatically be marked as spam and can be approved or deleted by the Page Admin. Facebook determines what to block by using the most commonly reported words and phrases marked offensive by the community.
- **Similar Page Suggestions.** Facebook suggests similar pages to users when they visit a Page. You can opt if you don't want your Page to show up as a recommended Page. Many Pages that get a lot of organic likes via this feature.
- **Comment ranking.** Comments with the most likes or replies will appear first below your post, along with comments from other verified Pages and profiles. If this setting is not checked, your Page will display the most recent comments first.
- **Merged Pages.** If you have more than one Page with a similar name, you can merge them. When you merge Page A with Page B, the fans from Page A are transferred to Page B. Page A will be deleted, along with its content and Page insights.
- **Remove Page.** Deleting a Page means nobody will be able to see it or find it. Once you click 'delete' you'll have 14 days to restore it if you change your mind.

## Page Roles

Facebook Page management includes a variety of roles and access levels, including managing Page roles, settings, posting, messaging, responding to and deleting comments, removing and banning people from the Page, creating ads, and viewing insights.

It is important to determine who will run the Page content and who will act as overall editor of the Page. This ensures that the tone and voice of the Page remains consistent with the brand and its other online and offline narratives. Establish who will manage and respond to comments and messages in a timely manner, and agree on a response template to allow for consistency in your communication.

The following Page role types and permissions are available for each Page:

- **Admin.** Full access to all features and role management.
- **Editor.** Access to posting, messaging, comment and follower management, ad creation, and insights.
- **Moderator.** Access to messaging, comment and follower management, ad creation, and insights.
- **Advertiser.** Access to ad creation and insights.
- **Analyst.** Access to insights.
- **Live Contributor.** Can go live as Page from mobile device.

The Pages Manager App allows you to communicate with your audience on the go, keep up to date with activity on all of your Pages, share with your audience, and see insights. With it you can manage up to 50 Pages from your smartphone or tablet, and it's available on iPhone, iPad and Android.

## BUSINESS MANAGER

Business Manager is a platform that lets businesses more securely share and control access to their ad accounts, Pages, and other assets on Facebook.

Business Manager is beneficial to marketers as it allows you:

**Monitor Pages and ad accounts** in one place without sharing login details or being connected to coworkers.

**Manage access** to Pages and ad accounts.

**Give account access** to designated agencies and third parties.

When you add Pages, ad accounts, or apps to Business Manager, the major change is that you'll now sign in to [business.facebook.com](https://business.facebook.com) to access them. Your ad campaigns will keep running as scheduled.

Adding a Page or ad account to Business Manager won't change how other people access it if they had permission before. To give a new person access, add them to Business Manager and then give them a role on a Page or ad account. Once you have added an ad account to Business Manager, it can't be removed later. You can remove a Page from Business Manager at any time.

There are a few different roles available within Business Manager. As a marketer, it's important for you to take note of the capabilities of each role type in the tables above, but to summarize:

➤ **Admin.** Can add and remove employees and partners, view settings for the business, change settings for the business, manage employee permissions, add Pages, ad accounts, or other assets, and be assigned to Pages, ad accounts, or other assets.

➤ **Employee.** Can view settings for the business and be assigned to Pages, ad accounts, or other assets.

Your finance team may request oversight of ad spend on the platform, and for that you can assign them roles as either a Finance Editor or Finance Analyst. A Finance Editor can view and edit financial details about your business, such as transaction information, account spending, and billing methods. A Finance Analyst can only view finance details about your business but doesn't have permission to make any changes.

# NOTES



# **LESSON 3: FACEBOOK PLATFORM FEATURES**

## PUBLISHER FEATURES OVERVIEW

Facebook is an open graph, meaning developers are allowed to build their ideas on the platform. This section will give you instructions into some of the features available for developers, such as:

- 360 Video
- Facebook Live
- Events
- Milestones
- Branded content
- Messenger

### 360 VIDEO

A 360-degree panorama video is one that's created with a camera system that simultaneously records all 360 degrees of a scene. Viewers can pan and rotate a 360 perspective to watch from different angles, a very immersive way to engage with a piece of content. 360 videos and photos can be used to meet many of your marketing objectives:

- Brand awareness
- Audience engagement
- Telling your brand story
- Displaying innovation and immersive content

As a user, you can change the perspective of where and what you see at the time. It's important to keep the following in mind when you're creating 360 video:

**Optimize for your viewers' comfort.** Avoid rotational and translational movement within your video. Instead, fade in and out of camera positions.

**Consider the audio experience.** High quality audio can really enhance the 360-degree video experience. Make sure it syncs and matches the way that the user will move within the video for the best impact.

**Creative considerations.** Focus on the audience engagement. Think about the canvas of 360 – you can splice the canvas into sections, enabling you to tell parallel stories in the one space in order to layer an idea. Or, you can pivot in the center of a scene, allowing the viewer to navigate the space and piece the experience together as they explore. Think about motivating people to engage with the space – build in narrative prompts that draw people through the space and into the experience. Consider type, sound, and lighting. The best brand experience is the one the audience wants to be a part of.

### FACEBOOK LIVE

Facebook Live is a feature that allows users, public figures, and Pages share live video with their followers and friends on Facebook. It's authentic because it's not edited. It's inherently social because users can watch and interact in real time. When a Live broadcast is over, the video persists and can be viewed from the beginning as the comments replay as if you had seen the video live.

Users can invite their friends to the broadcast to increase conversation and engagement in the moment. You can also drive awareness of an upcoming live broadcast using a Schedule Live post.

Facebook Live can be used in the following ways to meet your marketing objectives:

- Build brand awareness and increase customer advocacy.
- Promote events in real time with 'Live in Events'.
- Engage and interact with audiences with regular episodes and Q&As.
- Use native sponsorship of an influencer's channels through product placements, scripts, or stage appearances to target a brand's demographic.

A live experience is putting the brand out in the open so it's important to be somewhat cautious. There are a wide variety of formats available through a Facebook Live broadcast so it's important to find the right format that fits your brand. An unboxing Live is a common format for brands and is relatively low risk since the outcome is known in advance. While an interactive stunt may engage the audience more, it also comes with additional risk where the outcome is less known.

Consider how your audience will respond to different types of content. In this chart, you'll see that there are more controlled formats, like a talk show, where your audience is passive, or a question and answer format, where they are more interactive. There are also formats that are more entertaining, like a contest, and those that provide utility like a 'how-to' video.

It's good to consider the following before going live on Facebook:

- Write a compelling broadcast description of fewer than 255 characters to encourage people to tune in.
- Ensure that you use a high-quality recording device to live stream. It's good to convey professionalism.
- The maximum broadcast length is four hours.
- There is no control over live comments.
- Check that your live stream is original and interesting to retain user attention.

When experimenting with Live video, there are other important things to consider:

1. **Make Live part of your broader campaign strategy.** Live shouldn't be the sole form as your campaign focuses on.
2. **Find the right idea for your content.** Does it need to be live? If so, how much control and planning are needed?
3. **Drive tune-in.** It's not just when someone is scrolling through their feed; it's about the right time for them to view.
4. **Promote the video on demand (VOD).** After your live broadcast ends, your video can be promoted as video on demand.

Scheduling a Live video makes it easier to build anticipation and buzz with your audience before your broadcast begins, so you can start strong with an audience already assembled. When you schedule a Live video, an announcement post will be published to News Feed letting your fans on Facebook know when your broadcast is happening and allowing them to opt-in to receive a reminder. Pages can also promote their Live video while the broadcast is happening, to increase distribution and engagement.

## Facebook Live Metrics

The following are key metrics you should analyze to determine how successful your Live stream was, in order to optimize and improve upon it the next time:

- Peak Live viewers

- 10-second views
- Minutes viewed
- Unique viewers
- People reached
- Reactions, comments, and shares
- Video views
- Average % completion

## EVENTS

Events are a calendar-based resource used to notify users of upcoming events or occasions to reach large numbers of people in a short amount of time. They can be very effective for market projections for these reasons.

Facebook Events empower your audience to spend time together in the real world by creating a Facebook Event through your Page. Events can be used to meet your marketing objectives in the following ways:

- Communicate directly with engaged users on your event.
- Create excitement to increase participation in advance of the event.
- Increase ticket sales.
- House content about the event.

Before setting up a Facebook Event, make sure you use brand assets that are consistent with other marketing activity around the event, and assign a moderator to monitor comments and answer questions from participants.

Here are the ways you can optimize your Facebook Events to meet your objectives:

1. **Choose an event photo.** Your photo appears differently across desktop and mobile so it should be 1920 x 1080 pixels (16:9 ratio) or larger, with little or no text. If you want to set up event advertising, creative with more than 20% text often isn't approved or gets less distribution.
2. **Use a clear and short event name.** Long names can get cut off, so avoid duplicating location information in the name and don't use capital letters or symbols that can be hard to read.
3. **Add a location.** Use a location that corresponds to a Facebook Page or a Facebook-suggested location so people nearby can discover and learn about your event through suggestions. Otherwise, use the full address, including the city.
4. **Set a specific date and time.** Your event should be tied to a specific date and time so people can discover it. For events longer than two weeks, create separate events with their own time and location.
5. **Reach the right audience.** Ensure you are reaching the audience that will want to see or go to this event.
6. **Include a ticket link.** If you're selling tickets to your event, add your event's ticketing provider website link to the Ticket URL field. This makes it easier for people to buy tickets and unlocks the ability to create ads optimized to drive ticket sales.
7. **Add a co-host to help spread the word.** You can add any Page that you are admin of as a co-host of your event to drive distribution. Add all relevant Pages like performers, promoters, sponsors, and venues. When you add a co-host, the event will appear on the Page's calendar.

8. **Include keywords.** Input keywords to make it easier for people to find your event.
9. **Provide a helpful description.** Include important information like the line-up, schedule, or age requirements. Use hashtags and @mentions so people can learn more about the artists or performers on Facebook.
10. **Manage your event effectively.** Be organized and clear in your planning and execution.
11. **Moderate posts to your event.** You can choose to allow only hosts to post on the event discussion. Or, you can require that all posts be approved by an admin before they are published to your event.
12. **Save event drafts.** Create and save drafts of your event before publicly publishing them. You can access drafts through the events tab on your Page. All Page admins will have access to your event drafts.
13. **Schedule events to publish later.** Set a publication date and time to control when your event goes live. After scheduling the event, you can always make updates by going back to your event.
14. **Edit event details.** You can make edits leading up to the event. However, once you reach a large number of responses, you can only change the time or location of the event three times. Once the event begins, you will not be able to edit the event details.
15. **Regular or monthly events.** To save time, you can duplicate past events under the 'More' dropdown menu on your event page, and then update any relevant event info before publishing.

## MILESTONES

Milestones are a special type of Page post that allow you to highlight the key moments of your Page's timeline which can be used to share important events to tell your own story.

These can be moments in the history of the business that would be of interest to your customers. Here's how to highlight the key moments of your Page's timeline and milestones.

1. Click **Offer, Event +** at the top of your Page's Timeline.
2. Select **Milestone**.
3. Add details for your Milestone.
4. Click **Save**.

The earliest date allowed for a Milestone is your Page's start date. To edit your Page's start date:

1. Click **About** on the left side of your Page.
2. Click to edit the **Start Date** section.
3. Select a start type (for example, opened, or founded) and date from the dropdown menus.
4. Click **Save Changes**.

## BRANDED CONTENT

### What is Branded Content?

Branded content is any form of content including text, photos, videos, internet articles, links, 360 videos and live videos from a Page's owners that features third-party products, brands, sponsors. It's a great way for one brand to team up with another brand and leverage their brand awareness to both sponsor and boost the sales of a product or a service.

It's important that the connection is clear between the content of the brand and the brand itself becomes authentic. People have to believe that this brand is a credible source to be associated with the message. And don't be afraid to mention your brand in this branded content piece. In a recent study of 4,000 people on Forbes, when the brand appeared more, it was perceived as more educational, and performed better on mobile devices.

## Benefits of Branded Content

Branded content gives publishers, brands, and people what they want from advertising.

- **Publishers** need to monetize and diversify revenue streams.
- **Brands** are looking for ways to stand out and make meaningful connections with consumers, based on shared values and experiences. They want to build meaningful relationships with consumers.
- **People** want a good user experience, first and foremost, which branded content provides.

And most importantly, branded content can help you achieve your marketing objectives as it:

- Increases brand awareness by building on other brands' success.
- Makes the most of sponsorships and alliances.
- Is a great way of distributing your brand's message.

When you are tagged in branded content, the admin(s) of your Page will receive a notification. Clicking the notification will take them to Page Insights or Business Manager to view insights such as reach and engagement for the post. They also have the ability to share the post to their Page and put additional spend against it. Look for the 'handshake' icon in Page composer to add the branded content tag. In Ads Manager you will see a 'Sponsor' field.

## MESSENGER

### Benefits of Messenger

For businesses, the main benefits of Messenger are:

- It allows one-to-one or group private messaging between people.\*
- It allows one-to-one communication between customers and businesses.\*
- People can communicate via text, video, photo, and emojis.
- They can transact with customers.

\*Note: Pages cannot initiate communication with users on Facebook Messenger. This is to protect users from potentially being spammed by businesses, and provides a better user experience.

There are three elements that are generally consistent across messaging apps - they are Instant, expressive, and convergent.

### Instant

The mobile phone has, over the last five years, shifted from being a secondary device to the primary device that most people use to interact online, conduct business, and stay in contact with their friends. With this shift, more traditional forms of communication - such as email and phone calls - are no longer the only immediate means of connecting with friends, family, and

businesses. Messaging allows people to stay in touch with those that matter most to them without requiring the traditional structure of an email or the duration of a phone call.

## **Expressive**

Messaging allows for the sharing of content beyond just text. Messaging apps offer any number of ways to communicate: pictures, video, sound, emojis, and stickers. This environment, because it is actively connected to the internet, also allows for the easy sharing of content such as app download links, videos, web links, and more.

## **Convergent**

Messaging apps have evolved to fit the behavior of their users: features such as peer-to-peer payments, access to transportation, and more, have emerged as messaging apps become critical to everyday life. Instead of using distinct apps for each of these behaviors, more and more people are moving to Messaging apps to coordinate activities.

The following features of Messenger can help you deliver on your marketing objectives:

- Send and receive API that takes full advantage of the instant, expressive, and convergent nature of messaging.
- Native images allow you to take advantage of the expressive nature of messaging.
- Structured messages are combinations of images, native GIFs and videos, title, subtitle, and call-to-action buttons. These templates allow you to replicate common types of messages to your customers.
- Carousels feature multiple message bubbles contained within a single message that a user can thumb through.
- It enables businesses to receive the following signals from customers: text responses, and URLs triggered by a customer tapping on a CTA or 'Quick Reply' button.
- Record and program automated actions based on user activity within a thread. For example, a restaurant reservation service could enable an automated action when a customer tapped on the custom CTA 'Cancel Reservation' – this would trigger an action that both cancelled the reservation and sent a confirmation to the customer in the thread.

## **Managing Your Messages**

### **1. Have a plan in place to be responsive to incoming messages**

Depending on how many messages you anticipate, assign a person or a team of people to take the lead with monitoring and responding to messages. Bear in mind that if you are running adverts with the 'Send Message' CTA, you may receive quite a few messages from people.

### **2. Set a response time to set expectations**

Response times let people know when they can expect a response from your business. They show up in the 'About' section of your Page and in the chat window, when someone messages your Page. Page Admins can choose to show that they respond either 'within minutes', 'within an hour', 'within hours,' or 'within a day'. Set a response time for your Page that is accurate. This will set expectations with people who are sending you messages and establish response time guidelines for the people on your team who are in charge of responding to messages.

### **3. Set a welcome greeting**

Messenger greetings are customizable notes from your business that appear in a new message thread before messages are sent. You can use this text to greet people, set a friendly tone, and set expectations before someone messages you the first time. You can use a greeting to proactively provide a link to FAQs or other information. Set and edit your greeting in your Page's Message Settings.

#### **4. Use Instant Replies to greet customers and set expectations**

When you have messaging enabled for your Page, you have the option of turning on Instant Replies to send an automated reply to anyone who messages your Page. This feature can be used to greet customers and thank them for contacting you before you're able to respond personally and manage expectations about when they'll hear back.

#### **5. Limit saved replies to frequently asked questions**

The Save Replies feature helps Page Admins respond quickly to high volumes of messages asking similar questions. Use them to respond to frequently asked questions, such as your business hours and the details of your return policy. For one-off questions from people, send a personal reply.

Instant Replies is an auto-response feature on Facebook Messenger for messages sent to a Facebook Page from a customer. It helps improve customer experience and reduces pressure on customer service teams.

**Messenger Greeting.** Automatically welcome people to your Page with a customized message. There are a variety of personalization options when creating your greeting, including:

- Person's first name
- Person's surname
- Person's full name
- Your website URL
- Your phone number
- Your address

**Instant Replies.** Create an automatic response that people receive when they message your Page to let them know that you'll respond soon.

**Away Messages.** Create a message to let people know that they've reached you outside of your business hours and that you will respond soon. This is important for keeping up your responsiveness rating whenever you're away.

To set up Instant Replies and Away Messages, go to the 'Messaging' setting of your Page Settings. From there, follow the on-screen directions to set up your Response Assistant. You can also set up a Messenger greeting for new customers, and follow up messages for customers who have used the service.

**Account Linking Feature.** This feature in Messenger has a secure protocol for businesses to connect their customers' accounts with Messenger accounts, enabling a deeper and more personal experience. People have to opt in to this experience.

**Bot Menu.** The bot 'menu' or 'settings' option makes it easier to access with the launch of a persistent menu. This eliminates the need for people to remember text commands and provides a great way to restart the flow. The menu can be accessed by an icon in the message composer.



**Quick Replies.** Quick replies offer a more guided experience for people as they interact with your bot, which helps set expectations for what the bot can do. They allow for simple state management for developers — no need to manage button taps from ten messages ago — and make chat history cleaner, by only showing the selected responses.

One great example of this in practice is from KLM. The airline added Messenger as a new entry point for customers to ask questions and receive flight information, including boarding passes, resulting in 40% more customer interactions.

Messenger has an entire ecosystem of Platform Development Providers that provide bots for the platform. These bots can help you achieve business objectives such as raising awareness, gaining customers, enabling transactions, and providing a service. They provide out-of-the-box bot solutions for you in Messenger.

# NOTES

# **LESSON 4: FACEBOOK ADVERTISING**

# FACEBOOK ADS

## What is Facebook Ads?

Facebook Ads is the native advertising (paid media) platform offered and developed on Facebook. Advertising across Facebook's properties is done on a self-serve basis. The ads platform is designed to give everyone the ability to advertise to anyone on Facebook, Instagram, and the Audience Network. It enables businesses of all sizes to advertise with ease and accuracy. They can reach people with exceptional scale, as there is the ability to reach over 1.8 billion people.

When leveraging the ads platform, you are reaching real people, as people are the truest representations of themselves on the internet on Facebook. Being able to advertise to real people with accuracy is a substantial benefit to marketers. Those real people can be reached across desktop and mobile, and they can also be reached at each stage of the purchase journey. Marketers can reach people at any point with a brand awareness message, with a message to consider purchasing, or a direct conversion message.

Any business of any size can grow its business on the ad platform. An advertiser can launch an ad in less than two minutes with just a credit card. For instance, a local shopkeeper can launch an ad to reach people in their area with a special offer. Conversely a multi-market FMCG brand can reach millions of people interested in their hair care product – across all of Europe – in just a few clicks.

## Formats

Marketers can use an array of ad formats to meet their marketing objectives. These ad formats are designed to work at certain stages of the marketing funnel and fulfill the marketer's objectives.

- **Video Ads.** These ads put video front and center in feeds.
- **Image Ads.** These ads allow you to use static images to highlight the offering.
- **Link Ads.** These ads allow an advertiser to input a URL that people will visit once they click the ad.
- **Carousel Ads.** Carousel Ads allow advertisers to upload multiple images and users can scroll across them.
- **Dynamic Ads.** These ads help you to promote relevant products to shoppers browsing your product catalog on your website or mobile app.
- **Lead Ads.** These ads allow people on mobile to complete forms with just a couple of taps, making it incredibly easy for people to send you their information.
- **App Ads.** These allow advertisers to drive new installs to your app or engage existing users.
- **Event Ads.** Advertisers can get people to 'attend' or respond to their Facebook Event.
- **Lead Ads.** These ads allow people on mobile to complete forms with just a couple of taps, making it incredibly easy for people to send you their information.
- **App Ads.** These allow advertisers to drive new installs to your app or engage existing users.
- **Event Ads.** Advertisers can get people to 'attend' or respond to their Facebook Event.

Here is a look at where ads can be delivered, in order to encourage users to engage with your objective and ad format.

- Facebook
- Instagram
- Audience Network (third-party apps and mobile websites approved by Facebook)

## Messenger

The same people can be reached across all placements in the same campaign for several objectives.

### Ad Campaign Structure

When building a campaign on Facebook, it should be noted that there is a three-tier structure to preparing ads on the Facebook ads platform. These are:

1. **Campaign Level.** Objectives are set to determine what you want to accomplish with an ad.
2. **Ad Set Level.** You select the audience you want to target, where you want to place your ads, what amount of budget you wish to spend, and also the time schedule of the ads.
3. **Ad Level.** You select the ad format you wish to use, and then you select either Facebook Page or Instagram Profile, where the ads will come from, and the link you wish to send people to.

Within a campaign there can be as many ad sets as you wish. There can also be as many ads as you wish in an ad set, but it is best practice to include no more than six ads in an ad set. Too many ads in an ad set means there are too many ads competing for the same audience, and it will impact delivery negatively.

### Ad Campaign Objectives

Before you build an ad campaign, you need to decide what marketing objective you wish to address. As you can see here, the objectives are set against each stage of the marketing funnel.

For **the awareness stage**, you can run ads that optimize for brand awareness or reach.



For **the consideration stage**, you can select to drive traffic to a destination on or off Facebook. You can select to increase engagement of posts and ads. You can also get app installs, increase video views, get video views, and collect leads. Selecting 'Messages' will drive people to open conversations with the business in Messenger.

For the bottom of the marketing funnel – **the conversion stage** – you can increase conversions on your website, promote products in your catalog, and get people to visit your store.

Be sure to figure out what you want to get out of your campaign, as that will dictate what objective you select here. For example, if you wanted to reach new people who aren't your customers, you would select 'Reach' in the awareness stage.

When you are creating ads, you have the option to include various CTA buttons with your ad formats. Each CTA specifies a specific action, and that action should be aligned with your marketing objective.

For example, if you want people to purchase an item from your online shop, you would select the 'Shop Now' call to action. If you want someone to install your app, you would select 'Install Now'. Examples of CTA buttons include:

-  Shop Now
-  Book Now

- Learn More
- Sign Up
- Download
- Watch More
- Contact Us
- Apply Now
- Subscribe
- Get Quote
- Get Directions
- Like Page
- Call Now
- Install Now
- Use App
- Listen Now

## BRAND AWARENESS

Given the number of people on Facebook's platforms, marketers have a unique opportunity to drive awareness for their brand. Over 2 billion people use Facebook every day, and over 700 million use Instagram every month.

When an advertiser selects a certain audience (for instance, females aged 25–30 in Ireland), they can reach them across both mobile and desktop devices at the same time. This cross-device control and accuracy is a big benefit for brand awareness, as the world is becoming more fragmented with the proliferation of devices per person. Marketers can leverage the rise in video viewing online by running video ads across Facebook, Instagram, and Audience Network.

There are four key considerations to take note of when trying to enhance your brand awareness activity on Facebook and Instagram.

There are four considerations to take note of when trying to enhance your brand awareness activity on Facebook and Instagram. They are:

1. **Capture attention quickly** across all mediums, but especially on mobile; people make fast decisions around what content they want to engage with. Capturing people's attention from the first seconds is key to keeping their attention long enough to communicate your message.
2. **Design for sound off.** Knowing that most people will consume video content in mobile feed without sound, design your video to communicate clearly in this environment. Think about the person watching video in line in a busy coffee shop. They aren't likely to want to have sound on, and even if they did turn on sound it would be hard to hear.
3. **Frame your visual story.** People watch videos on mobile just inches from their face and often in vertical orientation, rather than turning their phone to landscape. The way you tell a story visually matters.
4. **Play more.** This is the most important consideration. We are still learning what video content works well in mobile feed. Plus the tactics that make each piece of content successful may be different. So we recommend experimenting to learn.

Advertisers should also take note of these considerations when they are using their TV ads for brand awareness on mobile feeds. TV ads, as they are, don't adapt well to mobile – so these four considerations are crucial.

# TARGETING

## Audience Targeting

Audience targeting helps you show your ads to the people you care about as a marketer. When you create an ad in Ads manager or directly from your business's Facebook Page, you'll have the opportunity to target your ad to people based on location and demographics like age, gender, and interests.

You can choose the audience you want to reach by selecting one or a combination of targeting options that suit your business's needs, while helping you reach the people you care about. There are a number of targeting options available on Facebook:

1. **Core Audiences** are the targeting options available via the data given, submitted, or shared by people on Facebook. This includes their age, gender, location, and Pages or topics they like.
2. **Custom Audiences** are target audiences of people you already know, created from information you provide or from information generated on Facebook's products.
3. **Lookalike Audiences** are a target audience you create from a 'source'. It finds other people on Facebook who are the most similar to the people in the source. For example, you upload an email list of your VIP customers, and you can then target people who look like your VIP customers.

All of these options allow you to target real people with precision and scale. This means that advertisers can eliminate any waste in their advertising on Facebook and Instagram. For instance, a golf shop can reach out with golf club offers to people in the local area who have an interest in golfing, but exclude anyone who has bought golf clubs from the shop in the past two years.

## Custom Audiences

Custom Audiences is one of the most powerful targeting tools available. There are several benefits to utilizing Custom Audiences, namely:

### Upsell/cross-sell customers:

- Target email lists of customers who have purchased in the last 30-60-90 days with complementary products. For example, target an apparel buyer with an ad for shoes.
- Target email lists of customers who have purchased in the last 30-60-day days with new products in the same category.
- Target all existing customers to invite them to a promotional sale – segment by brand preferences and buying habits, for example.

### Retention/re-engagement:

- Target customers who haven't purchased any product over the last six months with an offer.
- Target customers who last purchased over a holiday with an offer for an upcoming holiday.

Custom Audiences are another targeting tool that significantly minimizes wasteful advertising. A common concern with advertisers is around how Facebook controls the data. There are a number of steps taken to protect both the business's and customer's data:

- Facebook hashes the data provided by the advertiser. It's hashed locally in your browser before it's uploaded to Facebook.
- After your hashed data is uploaded to Facebook, Facebook matches it against its data.
- The matches are added to a Custom Audience for you.
- The matched and unmatched hashes are deleted.

There are many options available when selecting your targeting in Ads Manager. You can create a new audience cluster, or select a saved audience you created in the past. You also have an option to select or upload a custom audience, which you can use for exclusion purposes. For instance, if you wanted to drive new customer acquisition, you could exclude your database of current customers from the ad campaign. Then you can select core audiences like location, age, and so on. You can then view the size of audience that is available to reach after your targeting specifications are set. It's important to distinguish between estimated daily reach and potential reach:

### Estimated Daily Reach

This is an estimate of the number of people your ad can reach daily, based on factors including the performance of similar ads from different advertisers targeted to the same people you're targeting, and how much you're willing to spend to reach them (that is, what you set as your budget). Because the number of advertisers and people on Facebook changes from day to day, you might see changes in these numbers from time to time.

*Important:* These numbers are estimates only. They're meant to help you decide how much you want to spend on ads, not as guarantees of how many people will actually see your ad once it starts running.

### Potential Reach

This is the number of monthly active people on Facebook that match the audience you defined through your audience targeting selections.

## AUDIENCE INSIGHTS

Audience Insights lets you gather aggregate and anonymous information such as:

**Demographics.** Age and gender, lifestyle, education, relationship status, job role, and household size.

**Page likes.** The top Pages people like in different categories, like women's apparel or sports. Location and language: Where people live, and what languages they speak.

**Facebook usage.** How frequently people in your target audience are logging onto Facebook and what device(s) they are using when they log on.

**Purchases activity.** Past purchase behavior and purchase methods (in-store or online).

You can view this information for three different groups of people:

1. People on Facebook (the general Facebook audience)
2. People connected to your Page or event
3. People in Custom Audiences you've already created

The Audience Insights tool allows you to look at insights of people on Facebook, and people connected to your Page, and you can also analyze your custom audiences.



Once you have selected one of these audiences, you can dig into their location, age, gender, and more. You can check what interests them, and look at what Pages they like. You can even look at their activity on how they use Facebook, and from what device. Extra data is available for household and purchase activity with US-based audiences.

## ADS MANAGER

Ads Manager is the starting point to selecting objectives, building campaigns, and setting campaigns live on the platform.

Ads Manager is the best buying channel to use when starting off advertising, and it is here where you can create and manage your Facebook ads. In Ads Manager you can create and run your ads, target your ads to the people you care about, set your budget, see how your ads are performing, and see your billing summary, payment history, and payment method information.

The primary features and settings available in Ads Manager include:

- **Marketing Objectives.** These are the various brand and direct response approaches an advertiser can take.
- **Campaign Structures and Planning.** These are the Campaign, Ad Set and Ad levels that allow you to set the right Objective, Targeting, and Creative.
- **Ad Creation and Management.** This is the section that lets you build ads across the three layers.
- **Assets Management.** This is a space that holds your pixels, audiences, product catalogs, and more.
- **Ads Reporting.** This is the interface that allows you to analyze the performance of all campaigns.
- **Billing and Payment Methods.** Here you can add new payment methods, download invoices, and set spending limits.

In Ads Manager, you can view the reporting of your latest campaigns. You can select to break down the reporting into different levels. You can then select to create a new campaign, where you go through the create flow to begin with selecting your marketing objective. After selecting your objective for your campaign, you are brought to ad set level to select your targeting.

Then you select which placements you want ads to go to, followed by the bid amount and charge. Then you can select format type, creative, and call-to-action. Then you can set your campaign live.

To get the best use of your campaigns in Ads Manager, keep these points in mind:

1. Make sure the objectives you select in Ads Manager align with the objectives of your business.
2. Always structure your campaign and ad sets to the audience you select, and the desired outcome. If you are reaching out to new customers, be sure to exclude existing customers in targeting.
3. Strong, impactful copy, imagery, and video should be provided for the campaign. The success of the campaign is strongly influenced by the quality of the creative and its relevancy to the target audience.
4. As you have seen, there are many ways and permutations with which to reach out to audiences on Facebook platforms. Be sure to build precise targeting clusters.
5. There are a few ways to bid on advertising. We will discuss those later in the module.

6. A 'test, learn, and scale' approach is the best way in which to approach advertising in general, but particularly on Facebook. It is important to frequently check the performance of campaigns against metrics that matter to you. Analyze what works, and what doesn't. Whatever works well, be sure to invest more in it so you can scale success.

The billing section is the area where you can manage and monitor the financials of your advertising activity and you can add or edit payment methods and access invoices.

To create and publish Page posts in Facebook Ads Manager, go to the create and manage section of Create Posts. First of all, you must select the Page you want to post from. From here, go to Create Post where you have the options of link, carousel, photo, video, and status. Simply fill in which one you'd like, upload the assets, and then select create post.

## **INSTANT EXPERIENCES (CANVAS)**

Instance Experience (Canvas) helps advertisers achieve any objective by giving businesses a fully customizable digital space on which to build multimedia stories. Instance Experience (Canvas) open from Facebook ads in News Feed to reveal a full-screen experience where advertisers can use a mix of video, still images, text, and call-to-action buttons to build beautiful and effective brand and product experiences on mobile.

Within an Instance Experience (Canvas), people can swipe through a carousel of images, tilt to view panoramic images, and zoom in to view images in detail – making the experience immersive and engaging. Instance Experience (Canvas) uses the same technology that makes photos and videos load quickly on Facebook, so it loads as much as ten times faster than the standard mobile web.

### **Facebook Instant Experience (Canvas) Builder**

To create an ad, use Facebook Instant Experience (Canvas) Builder and the management tools within your Page's Publishing Tools. Marketers can select various components such as video, text, and headers to include. It is recommended that marketers test and learn which components work best with each other, especially in relation to their marketing objectives.

### **Advertising Objectives**

Take note of the advertising objectives available with Instant Experience (Canvas) ads. By choosing the correct objective, no matter what stage your buyer is at in the purchase funnel, the ads can help you achieve your wider marketing goals.

They can generate intent with ads in the News Feed as they are designed to drive discovery and attention in feed. They can also nurture intent through the provision of a full-screen experience that drives engagement and interest when someone clicks on the ad. And finally, Instant Experience (Canvas) ads can also harvest intent as they will send people to your website or app, which helps you turn their intent into valuable conversions.

And finally, Instant Experiences (Canvas) ads can also harness intent as they will send people to your website or app, which helps you turn their intent into valuable conversions. With Instant Experiences (Canvas) there's a few things to note.

## Key Considerations

The objective you set for Instant Experience (Canvas) has an impact on the desired outcome. When choosing an objective, keep in mind that your add full-screen experience will open after someone taps on your ad.

If you choose the **traffic objective**, this optimizes towards people who will open your ad. You will see the number of taps to open your ad included in the website clicks delivered in reporting, and any billing based on clicks.

If you'd like to **optimize your ad** for clicks to your website, you should choose an objective that supports conversions on your website or in your app.

If you care about **people watching your video ad** alongside your ad, it's best to use the video views objective.

When you use the **video views objective**, the video will continue to play above the ad after someone taps on your ad. Just note, to avoid two videos being shown at the same time to people who tap your ad, make sure your first Instant Experience (Canvas) component isn't a video.

## Building an Ad in Ads Manager

To build an ad in Ads Manager, go to your campaign level and then hit Create. Select the objective for your ad. From there, you can build out your ad set as you normally would. Select your audience, placements, budgeting, and scheduling. Then in the ad level, select Collection and go to the Advanced Instant Experiences (Canvas) builder.

And here you have the option to open a blank Canvas and select whichever components you want. You can start with Button, which you can personalize with text. This will be the first component people see when they open your ad. Continue adding more components to improve the experience and engage people through the ad to inform them of your business and service. Once you've built Instant Experiences (Canvas) you can save it and return to it at a later time to edit again.

## Instant Experience Reporting Metrics

It's worth noting that Instant Experience (Canvas) also has unique reporting metrics to other formats. The added metrics are:

- **View Time.** The average total time, in seconds, that people spent viewing a Facebook Instant Experience (Canvas).
- **View Percentage.** The average percentage of the Facebook Instant Experience (Canvas) that people have viewed.
- **Component Duration Percentage.** The average percentage of time spent viewing each component of a Facebook Instant Experience (Canvas).

With Collection Ads, people who tap on your ad can browse more products or learn more about the features of a specific product, all within a fast-loading experience. It utilizes the same technology as Instant Experience (Canvas), but is designed to help you get new customers, sell products, or showcase your business.

There are preset templates for Collection Ads that enable marketers to sell products effectively. Those templates are the Grid layout, Lifestyle layout and the Showcase Your Business layout.

## CAMPAIGN PLANNER

Campaign Planner is a standalone tool for media planners to draft, compare, share, and buy media plans across Facebook, Instagram, and Audience Network. For marketers, Campaign Planner is a really useful tool as it allows you:

1. Create and save reach and frequency predictions
2. Create multiple versions of a plan, and compare them to find the best settings for your campaign
3. Share your plans in various formats including email, a preview link, or .csv format
4. Buy your plan in Ads Manager

In the Campaign Planner interface, you can see where you can select reach, frequency, and schedule. You can also set what budget you have to spend. Once you input your details, you will get a prediction of the performance of the activity on the right-hand side. Just note that Campaign Planner is only available to ad accounts that have used Reach and Frequency buying.

## AD POLICIES

Facebook has a range of policies around their advertising that it is important to be aware of:

- **Things You Should Know.** These are the various legal statements around advertiser rights.
- **The Ad Review Process.** Before ads show up on Facebook or Instagram, they're reviewed to make sure they meet Facebook's Advertising Policies.
- **Steps to Take if Disapproved.** These are the two steps to take if an ad was flagged for non-compliance; editing the ad, or appealing the decision.
- **Prohibited Content.** These are the various products and categories not allowed be promoted on Facebook (for example, weaponry).
- **Restricted Content.** These are the various products and categories that can be promoted, but with strict guidelines (for example, alcohol).
- **Video Ads.** Disruptive content like flashing imagery and particular aspects of entertainment such as profanity are covered here.
- **Targeting.** Targeting with a view to harass or provoke is prohibited.
- **Positioning.** The accuracy and relevancy of advertising activity is covered here.
- **Text in Image Ads.** Excessive text in ad images may result in your ad reaching fewer people or not running at all. It's advisable to try to use little or no image text when possible.
- **Lead Ads.** Certain restrictions are put on what information advertisers can ask audiences for.
- **Use of Brand Assets.** The restrictions as to how people can use Facebook Brand Assets in their own ads are covered here.
- **Data Use Restrictions.** The allowances and limitations of Facebook data are covered here.

# NOTES

# **LESSON 5: FACEBOOK CAMPAIGN EXECUTION AND ANALYSIS**

## STRATEGY PROCESS

When beginning to strategize how to create successful Facebook ads, it is worth reflecting on the key components of success. Let's have a look at each of them:

- **Objectives.** Facebook offers many advertising objectives to help you reach your business goals.
- **Audience Segmentation.** It is important to understand what your current and future customers look like, and to segment them accordingly.
- **Budgeting.** Budget allocation is important. You need to set aside enough budget to drive impact.
- **Creative.** Creative is one of the most important components. It should be interesting, relevant, and plentiful.
- **Measurement.** Analyzing and reporting on your campaign activity is important, both for understanding what works and what doesn't.
- **Resources.** The amount of time and headcount dedicated to Facebook ads is important to figure out. Enough of both must be given to running ads in line with the opportunity for growth.
- **Scheduling.** Setting campaign flight dates is important to acknowledge. For instance, at certain times of year more activity is needed (for example, at Christmas).
- **Optimization.** With thorough analysis and reporting, you will understand what works well and what doesn't. It is important to scale up what works well.

When planning the ad campaign and labelling it for reporting purposes, it is advisable to map the activity back to each stage of the marketing funnel. As a reminder, here are the objectives you can match to each stage of the funnel:

- **Awareness:** Brand Awareness, Reach
- **Consideration:** Traffic, Engagement, App Installs, Video Views, Lead Generation, Messages
- **Conversion:** Conversions, Catalog Sales, Store Visits

When it comes to segmenting audiences for targeting, you have a wealth of options. Everything from CRM data run via Custom Audiences, to Demographics and Device Usage! It is important to profile your audience and align them with various targeting capabilities. For instance, if you were advertising high-ticket washing machines, you could select the following:

- Parents based in New York
- Who own the latest iPhone
- Have bought a washing machine from you five years ago
- Have looked at washing machines on your site in the past 30 days

Budgeting is key. When it comes to predicting the cost of Facebook ads before you set them live in the auction, you can utilize the Reach & Frequency tool. Here you can select an audience, and then enter your desired reach and frequency over a certain time period. You are then given a cost. You can book this fixed purchase, or not. In this case you are charged a CPM.

The system has to show ads to different types of people to learn who is most likely to help achieve your objectives. It learns this at the ad set level. Your ad set needs to get about 50 optimization events within a week of the ad set starting to run, or from the last significant edit, to complete the learning phase.

## BUYING CHANNELS AND AD AUCTIONS

There are two ways to buy ads on Facebook. The first is through the self-serve tool, Ads Manager. You can create and deliver campaigns to meet business objectives by themselves through this system.

The second way to buy ads on Facebook is through a Facebook Marketing Partner. Facebook Marketing Partners are Facebook-approved companies who either give technology to advertisers to enhance their advertising, or run campaigns for businesses as a managed service.

It is important to know how the auction works in the Facebook Ads System. An ad that wins an auction and gets shown is the one with the highest 'total value'. A 'total value' is assigned to every ad competing in the auction. Your ad competes with others, and the one with the highest total value wins the auction.

The 'total value' number is based on:

- The amount you have bid.
- The likelihood of your ad leading to your desired outcome.
- The quality of your ad.

Bidding affects the delivery of your ads as follows:

- Bid type and amount can dictate whether an ad gets a large amount of delivery or not.
- Low bids tend to result in slow delivery to a small percentage of the selected audience.
- High bids tend to result in speedy delivery to a large percentage of the audience.

So how do you win a spot in the ad auction? The ad that wins an auction and gets shown is the one with the highest 'total value'. The total value isn't how much an advertiser is willing to pay Facebook to show their ad. It's a combination of the following three factors:

- **Advertiser Bid, Lowest Cost Bid, and Target Cost Bid.** You select your cost goals with your bid strategy and the system will bid for you to help you meet that goal. This may include a bid cap (for the lowest cost bid strategy) or cost target (for the target cost big strategy) to guide the system bidding.
- **Ad Quality and Relevance.** For this second factor, targeting and quality of creative are important to get right in order to win the auction.
- **Estimated Action Rates.** The system estimates the likelihood of an audience reacting positively or negatively to the ad.

The system gives ads a 'Relevance' score from 1-10. This is calculated differently depending on the objective set, and is based on positive and negative feedback the system expects from the people seeing it, and how the ad is performing. The Relevance Score can be a useful benchmark to see how ads are being judged by the auction system.

By selecting automatic placements in your ad set, you tell the system to find the most relevant optimization events available across all of these placements. Taking advantage of every placement is the most efficient use of your budget.

The system optimizes delivery of your ads to get you the lowest overall cost per optimization event. This optimization takes place in the context of the full range of opportunities available.



Facebook Marketing Partners are trusted third-party partners that provide both self-serve tools to make advertising easier, and managed marketing services to create custom solutions for your advertising campaign. They act as a partner to drive success.

Whether it's managing campaigns at scale, improving measurement, reaching new audiences, or more, they tend to work with big advertisers who need to scale their advertising across many markets. Examples of FMPs are Smartly, Stitcherads, Kenshoo, and Nanigans.

## CAMPAIGN DISPLAY

To simply break down the components to success for a planned or existing ad campaign on the Facebook platforms, these three elements are key:

- **Creative:** The relevance of the creative visuals and copy is vital to the success of the campaign. If the messaging doesn't suit the audience, very few users will react positively, the ads system will regard the ad as not interesting for the audience, and delivery will get more costly.
- **Targeting:** Selecting the right audience for your product offering is also vital.
- **Bidding:** As mentioned earlier, when you bid for value you get the most optimum delivery for your ads.

## REPORTS

Ad reporting and analysis is crucial to understanding how well ads are performing, and allows marketers make changes in real time to live ads to enhance their performance.

The best place to see how your ads are performing is the reports area of Ads Manager. Here you can create and export Facebook ad reports to see your most important ad metrics and learn how you're reaching your business goals. Ads Manager can also break down the performance of each campaign to date across all metrics. The ad performance metrics in your Ads Manager (impressions or clicks, for example) are updated in real-time.

In the table, you'll see data for your active campaigns, ad sets, or ads. To see data about specific campaigns, ad sets, or ads:

1. Check the boxes next to them and then click View.
2. Sort the data you see by clicking any of the column names (for example, Delivery).
3. Click Export and choose the format for your data.
4. Choose the date range you want to use in your report by clicking the Last 30 Days dropdown in the top-right.

There are a range of metrics that can be analyzed in the Customize Columns tab in reporting in Ads Manager – these areas include:

- **Delivery:** See how many people you reached, how often, and at what costs.
- **Engagement:** See how many people liked, commented, and shared your ads, and the costs associated with the interactions.
- **Video Views:** See the amount of video views across a range of timescales, from three second views to 100% video completion, and more. The costs tied to each video view length are also included.

- **App Engagement:** See how many people installed your app from ads, their engagement in the app as a result of the ad, and the costs associated with it.
- **Carousel Engagement:** See the amount of clicks, click through rates, and costs of Carousel ads.
- **Performance and Clicks:** See all clicks, click through rates, and costs for all ad types.
- **Cross Device:** See the impact of ads on various objectives across desktop and mobile devices.
- **Offline Conversions:** See how many people took action off Facebook, and the costs.
- **Targeting and Creative:** See a breakdown of the performance of ads against the selected audiences.
- **Messaging Engagement:** See how many people started messaging with the business and the steps taken after like replying or purchasing.
- **Bidding and Optimization:** See the performance of bidding strategies and the actions taken by people as a result of ads across different events like 'Add To Cart' or 'Purchasing'.

When you go to campaign-level reporting, you can get a snapshot of performance, the demographics of those who responded to your ads, and also which placement saw the most action.

At performance level you get a read of the actions against the objective you set. In this case it is conversions on the website. In terms of demographics, you get an age and gender split.

Customizing columns is a way to see more of the metrics you care about. For example, if you want to check your ad's success through conversion tracking, you can customize the columns you're seeing to get that data. Choose from the **Columns: Performance** dropdown above your campaign table and click the column set to see specific metrics in your report.

Each report can be configured by date range, gender, device, placement, action, account, campaign, ad set, or individual ad. Here's some details on the metric customization options available to you for reporting purposes:

- **Performance:** Can be customized further to include metrics like results, reach, frequency, and impressions.
- **Engagement:** Can be customized further to include metrics like Page likes, Page engagement, and post engagement.
- **Videos:** Can be customized further to include metrics like three-second video views and video watches at 25%.
- **Website:** Can be customized further to include metrics like website actions (all), checkouts, payment details, purchases, and adds to cart.
- **Apps:** Can be further customized to include metrics like app installs, app engagement, credit spends, mobile app actions, and cost per app engagement.
- **Events:** Can be further customized to include metrics like event responses and cost per event response.
- **Clicks:** Can be further customized to include metrics like clicks, unique clicks, CTR (click-through rate), and CPC (cost per click).
- **Settings:** Can be further customized to include metrics like start date, end date, ad set name, ad ID, delivery, bid, and objective.

# NOTES

