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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. There’s a Facebook business tool for every business goal. Whether you sell in person, online or through an app, you know what you’d like to do next as your business grows. More than 2.2 billion people use Facebook to connect with friends and family, and to discover things that matter to them. 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. When we think about how Facebook can achieve its mission, we think about a series of timescales stretching from today into the future. The last three years have been focusing on what we’ve come to call the Big Blue App. That means growing our core platform and helping people find new and better ways to stay connected.

But beyond the core app, we’re beginning to invest in new ways to help people connect across a family of apps and services. What we’ve found is that 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. But then, there’s the really long-term bets, the cutting-edge stuff that’s not just going to help connect the world, it’s going to help change the world.

The Value to Marketers

Why should I use Facebook as a marketer? Where’s the value? 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.

First of all, 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. That’s a very scalable audience, which you can reach. And secondly, 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. If you have a Facebook Page, event or app, you can also target people who have already connected with your Page or app.

And the third value is 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 our marketing tools to create personalized advertising campaigns to reach and connect with people that matter to their business.

Facebook Terminology

Now, let’s move on to the Terminology. These are the key terms you need to know about Facebook.
First of all, there's the News Feed where people spend most of their time. Then there's the Timeline for the Page. Then you'll also have the Desktop Right-Hand Column, and then, of course, you have the Page itself. And of course, the Page is for your business. And then, you have the Page Posts, the content you post from that Page. Moving on, then you will have your Unpublished Page Posts. These are the posts that aren't shown on the Page itself, but can be used as Ads. Then, of course, you have your Ads and your Ad Type. Ad Type will be the format, which we will look at later on. And then, you have your Ad Set, which is the space in the ad system where you select your targeting and people you want to reach. And, of course, you have your Ad Placement, where you want the ad to show up on what part of the Facebook platform.

And then, you have the Objective. This is what you tell the ad system to do, what you want to get out of the system. Then, you have Campaign, and that holds all your Ad Sets and your Ads. Then of course, there's Clicks and Conversions. These can happen in your app or on your website, as a result of your Facebook advertising.

Then, we have Video Views, and then you have your standard digital marketing terms that are applicable also to Facebook, like Cost per Click, CPM, and then you have ROAS, Return on Ad Spend. And then, you have Stories, the new format that we are seeing in Instagram and Facebook. And do check out the notes I have in the lecture notes for more details on each of these terminologies.
LESSON 2:
SETTING UP A FACEBOOK PAGE
**Setup and Customization**

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 on the other hand look similar to personal profiles but offer unique tools for businesses, brands, and organizations. They are managed by people who have personal profiles. You can like a Page to see updates in the news feed. You can use your Page to tell your story, photos, videos, links, reach people, whether they’re engaged on a desktop or mobile, or create a dialog through Pages that people can engage with through commenting, liking, sharing. And then you can find new supporters and understand more about those supporters and what they are interested in.

Having a Facebook Page allows you to connect with the audience that means most to you. Your Page is the center of your Facebook marketing plan, in that everything begins with your Page presence. Make sure your Page has the right look and feel and is representative of your brand in the world. Now, we’ll look at setting up and customizing your Page.

First of all, you can start by selecting the right representation of your Page, be it a local business an organization, or a cause or community and more. By creating a Facebook Page, you need to prepare for your communication goals. Figure out what your story is. What it is about this business or this organization that you want to tell people, and then figure out who you’re going to start reaching out to. What your audience is going to be. And figure out what resources you’re going to need, what content and what kind of community management team you need to put in place to deal with all the people who’ll come to your Page, and you will reach.

And before we talk about posting and content best practices we need to address fundamentals that brands and businesses sometimes overlook. This is essentially the mechanics of the structure of the Page. It’s good to know that you need to have a Page name and, of course, have a Page URL. And this can be seen at the top of the browser. Then there is the About section, this is a description of your business, which you can include your contact details, and then you’ll have the profile picture and cover photo. These are the static representations of your brand. Then you have your call-to-action button, which is an easy way for people to contact you, or ring you, or visit your site. And then of course, you can set where the business is located.

As mentioned, your Facebook Page should reflect your branded identity and you’ll be prompted all along the way on the setup elements listed above. For example, you will not be able to move to the next stage without picking a Page name. Make sure this name is the one that you want to share publicly.

Follow the step-by-step instructions, to set up your Page. Each tab will ask you for more information to display for your business, including the information that’s most reflective of your business including locations, opening hours, phone numbers, and websites is important. Depending on your Page’s category or industry there’ll be different sections for you to fill out in the About section. This example we see here, you see Burberry, and Burberry wants you to engage with them on Messenger. So they have the messenger call-to-action button front and center, and they’ve also included their website contact details and a brief description of what they’re about, and who they are as a business. So the order of your Page’s sections matches the order of the tabs in your Page. It’s all about how you want to set the look and feel of the Page and its various components you could set and various rankings for them. So you have posts and then you have videos, photos, locations, about, and likes. And if you want to adjust the order of these sections, just visit the Page, go to your settings, and then select Edit.
Page from the menu on your left. And then you can reorder the tabs that reflect what you wanted to be reflected as your business.

**Newsfeed**

So the Facebook newsfeed is a center of discovery for digital mobile audiences where you see posts from friends, brands that you’re connected with, and advertisements from organizations that would want to connect with you. It’s constantly updating to provide a list of stories in the middle of your homepage. Newsfeed includes status updates, photos, videos, links, apps, app activity and likes from people, Pages, and groups that you follow on Facebook. Facebook delivers personal relevance.

The Facebook newsfeed is different, personal, customized for every person that uses Facebook. Your newsfeed is different from mine, and different from Lianne’s or Li’s. The newsfeed reflects your interests and connections, and the marketing you receive is also personalized to you. The stories that show on your newsfeed 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 number of comments and likes a post receives and what kind of story it is, for example, photo, video, or status update can also make it more likely to appear in your newsfeed. The newsfeed algorithm aims to surface the most relevant content to each individual on Facebook.

The algorithm works to determine what is the best piece of content to show you at the time that you open up your newsfeed. The typical user is eligible to view up to 1,500 pieces of content each time they refresh their newsfeed. And the algorithm works to make sense of this data and presents the best options possible.

**Page Posts**

So, what are Page posts? Page posts are the main method of communication with your Facebook community and a way to generate engagements with fans and your target audience. Once you post something on your Page, it will then be distributed to fans via their newsfeed. 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.

So let's discuss organic distribution on Facebook. For many years now, organic reach or organic distribution has been declining for Pages. There are two reasons for this. First of all is, there is just so much more content being produced and shared by people on the platform. And there has to be a certain way for businesses and people to get a fair amount of distribution for what they wanted to share. As mentioned, there are 1,500 stories that appear in your newsfeed, and every time you refresh your newsfeed, so that’s a lot of opportunities for people to reach you. And as a result, organic reach had to decline because there’s just so much competition for your attention.

The second reason involves how the newsfeed actually works. Rather than showing people all the possible content, the newsfeed is going to show each person on Facebook what’s most relevant to them. And of their 1,500 stories a person might see on their newsfeed, we’re going to show about 300, and to choose from those stories they show you, newsfeed ranks each possible story in terms of relevance. And the likelihood is you’re going to see more relevant content from your friends and family, but also businesses who know a bit more about you than the Page that you liked last week. So they have better, more relevant targeting to show you, so therefore, they will more likely be able to reach you as opposed to every Page you liked in the last couple of months.
There are many, many different varieties of posts you can share, different types of content or media, and first of these is the photo and video. And this has been very, very important to the Facebook platform, particularly photos. And video is now becoming a very important medium or format on the platform as people watch more video every day. Then there is the posts that uses ads that can advertise your business. And these can use many different formats as well. Then you can go live, Facebook Live is a feature where you can broadcast in the moment from your Page as a video. And then we have messaging. You can now encourage people to engage with you in Messenger from Facebook, so you can post from Facebook, encouraging them to start a conversation in Messenger.

Moving on, you can also part-publish a job post. If you have openings in your business, you can post what that is to people in their newsfeeds. And then as a business, you can create offers which you can extend to people and these can be redeemed in store or online. And then there’s events. You can actually create an event that will organize gatherings and allow people to respond to your invites and keep you up-to-date about what’s going on in your business in a live setting. And you can create a poll, you can poll your fans and ask them questions relating to your business and understand what their tastes and preferences are. And you can also write a note and this follows the historical blog post. You can have a very long form piece of copy and distributed that to your fans and customers to inform them of new changes, or big updates.

It’s very important to try to optimize your Page post as best possible, 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 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. And then use the best medium or piece of content you have, be it the best video, or photo. Always put your best foot forward in order to win attention in the feed. With Page post you can save and pin them.

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 and then 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 pin post allows marketers to move posts to the top of their Pages’ timeline for seven days. When you pin a post the post 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.

Within your Page you’ve insights which provide you information about the Pages’ performance from demographic data of your audience and to how people are responding to your posts. You can use these insights to learn more about the types of posts that are resonating most with an audience, you can understand how people are engaging with your Page. You can view metrics on the Pages’ performance from reach to engagement, to likes growth. And you can see when your audience is on Facebook and what times.

**Page Promotion**

There are various ways to increase the attention and following of your Page. The first of course, is you can invite friends to ‘like’. These are friends of yours that you can reach out to and say, “Could you like my new Page?” Then you can ask people to connect via email and then you can include the Page URL in your email signatures as a means of awareness. And then you can promote organically. For that we say you post regularly, posting regularly and with the best practices will allow people to see you and hear from you regularly and encourage others to follow.
Then you could include a link to the Page in your company website, and of course, you can cross-post on other social media platforms. And then you can use the Page ads, which we’ll discuss later. And last but not least, you can get your Page verified. This is the blue tick you’ll see on Pages. But this is only open to certain businesses and organizations who have a certain scale.

There’s a few things to note when you’re looking to promote your Page. It is not really advisable to run campaigns and have a primary objective of getting new followers or fans. It isn’t a measurement of true business success. Instead, just focus on great, relevant, and timely content and this will lead to higher post engagement. And the secondary outcome is increased Page likes. When you boost a post you select the audience you want to see with it. This is a way to reach out. You can choose people who like your Page and extend it to friends of those, so friends are people who like your Page. If you do boost a post ensure that the objective is greater than just Page engagement, it’s just driving inquires to your Page. So it’ll help determine the success of the ad campaign as much more measurable and more meaningful to your business objectives. And when you are boosting your posts, you can control how much you can spend on a boosted post. The budget you select is price per day, and depending on the audience and the budget you choose, you may or not reach the maximum out of your budget that day.

**Page Management**

Page Management is important for these three following reasons. Firstly, your Page is a starting point of your Facebook marketing. From here you will build out your brand’s presence and tone that will be the hub for all your Facebook marketing. Secondly, it is where your customers come to discover more about your business and receive the latest communications. Finally, it keeps customers informed and interested in your business.

A useful feature is the view as Page Visitor Mode. Sometimes it’s not clear to you what the Page looks like to your customers. So you can go to the view as a Page Visitor Mode, as you can see here, and it makes it easier for marketers to understand how a Facebook Page looks from the user’s point of view. Let’s look at the methods of customization of your Page.

First of all, there’s favorites. You can add a Page to your favorites and this will show up on your newsfeed in the menu on the left. It’s good to know if you manage a lot of Pages and you want to quickly access one. Then there’s Page visibility. This is published versus the unpublished Page. For example, leave your Page if you’re not ready for it to be live yet, and you can go back and finish it setting it up and then publish it when you’re ready. An unpublished Page is visible only to admins not to the public. And then there’s visitor posts and this is a section on the bottom left that can be removed if wanted. People have two options when they wanted to publicly write their Page. They can, a) leave a comment on a post or, b) write a message in a text box at the top of your Page. When someone does that, the message does not go into the Page timeline, but in the visitors post section. The timeline of the Page is reserved to content from the Page only if brands prefer to keep all the noise in their timeline or is recommended to disable the post for other sections. You also have the choice to allow, or not allow pictures and videos there. And finally, you can review posts by other people before they are published to the Page. You can review them on a case by case basis via the activity log.

Fourth, there’s a newsfeed audience and visibility of the posts. This setting is turned off by default. When you reach 5,000 files, 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: geotarget and geogate post. More on that later. And then we have expiring posts. You can select a date and time when your post will automatically unpublish. When a post is unpublished it’s no longer visible to the public, but
it’s not deleted. Page managers can still view unpublished posts and their insights. With messages you can decide if you want the message button to appear publicly on your Page. If it is enabled, people will be able to contact you privately via a message.

And then there’s tagging ability. You can allow or not allow others to tag photos and videos published on your Page.

With country and age restrictions, you have a default if the Page is public. And then you have country and age restrictions. By default, when a Page is public there’s no settings. However, you can introduce country or age restrictions. For example, an alcohol brand or product not available in a certain country. At country level you can hide the Page from a selected country and countries, or you can choose to show a Page to only certain people or other countries. And then with age, it’s good to know that there is a specific alcohol age restriction setting since it varies for every country. Or if a Page has restrictions applied against it, we will always need to verify who is trying to access the Page to check that they’re eligible to see it. You can now verify the age, location of someone if they’re not logged onto Facebook.

A common confusion point is that there are restrictions against a Page and if someone is not logged onto Facebook, they will be shown a message on a blank Page asking them to sign in. If there are no restrictions, we’ll show the user a preview of the Page within a sign-up homepage.

And then with 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. If one of these keywords is used within a post or a comment, it will automatically be marked as spam. A Page admin can approve or delete the content. The limit is 10,000 characters and every word has to be separated by a comma. Facebook determines what to block by using the most commonly reported words and phrases marked offensive by the community.

And then with similar Page suggestions, here’s an exercise. Go like a new Page and notice that Facebook will recommend you similar Pages that you may like. For example, if you like Volvo, then Mercedes, Audi, BMW and the likes will get recommended. From this setting, you can opt out not to show up as a recommended Page, for instance, if you don’t want to get shown up beside competitors. But if you disable the setting, similar Pages will not be shown when people come to like your Page either. Note the 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, as will comments from other verified Pages and profiles. If this setting is not checked, your Page will display the most recent comments first. With merged Pages, if you’re an admin and have another Page with a similar name you can then merge them. When you merge Page A into Page B the fans from Page A are transferred to Page B. Page A gets deleted along with its content and Page insights.

And finally, if you want to remove a Page or delete a Page, notice deleting or removing a Page is different from then unpublishing a 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 in the case you want to change your mind. After that you will be asked to confirm whether to delete it permanently. And if you choose to change to unpublish and to save, only admins will be able to see your Page.

With Page management, you have a variety of roles, consigned to different people in your business. And this allows them different access and different responsibilities and different actions they can take. And this is important to determine who will run the Page content and who acts as the overall editor and owner of the Page. Take note of the variety of Page role types and information from the
table above. So, you have your admin, who has full access to everything. Then the editor is allowed access to posting, messaging, commenting, and follow management, ad creation, and insights. The moderator then just has access to messaging, commenting, follow management, ad creation, insights. This is usually community managers. And then you'll have the advertiser. At advertiser level you've access to ad creation and insights. And then the analyst has access to just insights.

And then there is the live contributor. These are people that can go Live from the Page and from a mobile device, i.e. they can go on Facebook Live as that Page.

Page manager app helps you communicate with your audience on the go and keep up-to-date with activity and all your Pages and share those 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, and iPad, and Android.

**Business Manager**

Business manager is a relatively new platform that lets businesses more securely share and control access to their ads accounts, their Pages, and all their other assets on Facebook. It’s very beneficial to the marketers because it allows you to monitor all the Pages and ad accounts you have in one place without having to share login details and so on. It also allows you to manage access to Pages and ad accounts for new employees or agencies, and then you can give account access to designated agencies and their third-parties. With ad Pages, ad accounts, or apps to business manager the major changes that you now have to sign in through new URL. It is business.facebook.com. And your ad campaigns will keep running a schedule when you want to make that change. Adding Page or an ad account into your business manager won't change how other people access it if they had permission before. To give a new person access you just add them to business manager and then you give them a role on the Page or the ad account. Once you've added an ad account to business manager it can then 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.

To summarize, there’s the admin level that can add and remove employees and partners, view settings for the business, change settings for the business, and manage employee permissions. And then also add Pages, add accounts and other assets, and can also be assigned to Pages, ad accounts, and then other assets. And then at the employee level, they can view settings for the business and be assigned to Pages, ad accounts, and other assets.

The useful feature is the one you can apply to your finance team because they may request an oversight of the ad spend on the platform and also other insights they want to understand. You can then assign them roles as either a finance editor or a finance analyst. Finance editor can view and edit financial details about the business such as transaction information, account spending and billing minutes. Then the finance analyst can view all these, but does not have the permission to make any changes.
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. We’ll first of all start with an overview, then we’ll look at 360 Video, and Facebook Live, events, milestones, branded content, and we’ll finish with Messenger.

So what tools are available to me as a publisher? We’re going to look at 360 Panorama, Facebook Live events, milestone branded content, and messaging. Let’s take a deeper look at each of these features.

360 Video

So what is a 360-degree 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 could pan rotate a 360 perspective to watch from different angles, a much more immersive way to engage with a piece of content like there hasn't been before. And these 360 degree videos and photos can be used to meet your marketing objectives, particularly in means of awareness and engagement.

And here you see a 360-degree video live in action. As you can see, as a user, you can change the perspective of where and what you see at the time. It’s good to know that if you’re creating these you should optimize for your viewers’ comfort. There shouldn’t be any jolting or quick movement of the camera because that can lead to a poor user experience.

Also be sure to consider the audio experience when you’re creating these 360-degree videos. And does it sync and match the way that user will move within that video? Some of the creative considerations for your 360 video would be to just focus on the audience engagement. The best brand experience is the one the audience wants to be a part of.

Ensure you have an amazing or compelling story or moment to tell in a 360-degree environment. Also, you can splice the canvas into sections which gives you a richer experience and can allow you to tell parallel stories like never before. You can also pivot in the center of the scene, allowing the viewer to navigate the space and piece of the experience just a bit more.

Facebook Live

Facebook Live is a feature that allows people, public figures, and their Pages to share live video with their followers and friends on Facebook. It’s authentic because it’s not edited. The experience for the user is it will first show up in their news feed like a normal video, but it’ll have a red light button to the top right. And in that moment, people can, in real time comment, like, and share while the video is broadcasting live.

People can also invite their friends into live broadcast to watch it, to hear it, and to engage in comments with each other. Facebook Live can be used for a variety of marketing objectives. First of all is, of course, brand awareness, increasing customer advocacy. Second of all, is to engage and interact with customers. You can almost think of doing a live Q&A with your customers.
And then there is applying your native sponsorship or influencers to Facebook Live. Influencers have become very important to marketers and this is a way for brands to bring influencers into the brand experience in a live setting. There are a variety of formats available to a Facebook Live broadcast. We recommend finding the right format that fits your brand, weigh the risk with how much you’re willing to take on the reward for the audience.

A live experience is putting the brand out in the open so it’s important to be somewhat cautious. 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 Q&A format where they’re 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 take note of the following things you need to do and consider before going live on Facebook. You must write a compelling broadcast description of fewer than 255 characters to encourage people to tune in. Ensure that you possess or have access to 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 and check that your live stream is original and interesting to retain user attention. When experimenting with live video, there are a few things to consider. Make live part of your broader campaign strategy. Live shouldn’t be the sole form as your campaign focuses on. Find the right idea for your content. Does it need to be live, or how much control and planning is needed.

Drive tune ins. It sounds obvious, but live has introduced a new element into newsfeed. So just that when someone is scrolling through their feed, so the right time for them to view. And then promote the video on demand. After your live broadcast ends, your video access you can use in various ways with our broader video solutions.

There are other ways to help drive distribution and tune into live video broadcasts. Soon there will be the ability for verified Pages to schedule live broadcasts starting with live videos created via publishing tools or our live API. Scheduling a live video makes easier to build anticipation and buzz with your audience before the broadcast begins.

When you schedule a live video an announcement post will be published to the newsfeed, letting your fans know that the broadcast is happening. People can see the post and opt in and receive a one-time reminder that will alert them shortly before your broadcast begins. People can then join a pre-broadcast lobby directly before that live video starts where they can connect and interact with other viewers.

Pages can also promote their live video while the broadcast is happening to increase distribution and engagement. So how can you measure and report on the success of the Facebook Live stream or campaign? The following are our key metrics you should look at and analyze to determine how successful that live broadcast has been. This includes looking at the peak live viewers, how many people were on the most at one time. Then you have the 10-second views, then you have minutes viewed, then you have unique viewers, people reached, and what kind of engagement you got the word reactions, comments and shares.

Then you can look at your overall video views and then the average percentage completion of the video.
Events

Now let’s look at Events and what they are. They 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.

You communicate directly with engaged users of your events, you can create excitement or buzz to increase participation in advance of an event or a launch. You can increase ticket sales and you can house content about the event. Before setting up a Facebook event, make sure you use the brand assets that are consistent with yours, with your brand, and your other marketing activity so people are fully aware of what they’re seeing or attending.

There are many ways to get the most out of events on Facebook. First of all, start with the photo. Start with a visual representation of what is the event about. Then use concise event names and descriptions. Be sure of course to add a location for where the event is on and the specific time and date.

Then it’s all about reaching the right audience, people who would be most likely to turn up to events and engage with others. And then you can also add a cohost, another Page or another brand who you’re working with on the event. And then be sure to include keywords that are most relevant to that event in that category. Then it’s important to have a helpful description to include important information about the lineup and the goings on of that event.

Then be sure to manage your event effectively, be organized and clear in planning your execution in the description. You can then moderate the post for your event, such as people asking questions about when it’s on or what’s happening. Be sure to respond to these.

Also save your event drafts. You can create these and not publish them and go back and re-edit them if you need.

You can also schedule events to publish later and you can duplicate regular events. If you’ve regular nights or monthly sessions for your clients or customers, you can just duplicate these. You don’t have to do the work again.

Milestones

Milestones are a special type of Page post that lets you 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. Click the ‘offer events’ plus symbol at top of timeline’s Page, select the milestone, add details of your milestone, and then hit Save. The earliest days allowed for a milestone is your Pages start date.

And to edit your Page’s start date, go to Edit all section, click Edit the start date, then select the Start Date, Most Relevant, and then click Save Changes. A great example is seen here of milestones used by “The New York Times” to display all the most important moments in their newspaper’s history throughout the decades.
**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’s perceived as more educational and performed better on mobile devices.

So what is the benefit to you with branded content? Well, it gives publishers, brands, people what they want from advertising. Publishers need to monetize and diversify the revenue streams. This allows them to team up with other brands in order to do so. The brands themselves, they’re always looking for ways to stand out and make meaningful connections with customers based on shared values and experiences. They want to build meaningful relationships with customers. The influencer ecosystem stems from this. And then people, first and foremost, want a good user experience and branded content can do that.

And most importantly, branding content can help you achieve your marketing objectives as it increases brand awareness. It makes the most of sponsorships and alliances and it’s a great way of distributing your brand’s message. When a marketer gets tagged with branded content ID, it means the marketer Page will get a notification. And clicking on this notification will bring you to a space where you get more insights into the branded content and the Page it came from.

**Messenger**

Messenger to business. What is this? It’s a business communication tool used by marketers to engage with customers via private message for one-to-one conversations. For businesses, the main benefits of it are, well, it allows for one-to-one or group private messaging between people. It also allows businesses and customers to talk on a one-to-one level like never before, digitally, at scale.

And then people can communicate by text, video, photo, and emojis, and you can also encourage transactions within messenger. The overall benefits of messenger are that it’s instantaneous communication between brand and customer happen in the moment and it’s very quick. It’s also very expressive because of the various mediums you can include like photo image and emoji, and it’s all converged as well. It allows various features and functionalities all in one place like peer to peer payments, access to transportation, and more to come.

Now let’s look at the features of Messenger and what they can do to help deliver on your marketing objectives. First of all, there’s the send and receive API that takes full advantage of the instant expressive and convergent nature of your messaging. You’ll need a developer to plug into this. And native images allow you to take advantage of the expressive nature of messaging. Then restructure messages which are combinations of messages, native gifs and videos, title and 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 comes to. It also enables businesses to receive the following signals from customers: text responses, URLs triggered by customer tapping, and I see call-to-action or the quick reply button. You can record and program automated actions based on user activity within a trade.

For example, a restaurant reservation service could enable an automated action when a customer tapped on the custom call-to-action cancel reservation. This would trigger an action that will cancel the reservation and send a confirmation to the customer in the thread. In order to create the best experience for you and your customers in Messenger, there’s a few areas you should manage well.

First of all, is to have a plan in place to be responsive to incoming messages. It's important not to leave messages idle. Then you should set a response time to set expectations. Most businesses strive to respond to messages but in an hour. You also set a welcome greeting for those people who message you for the first time.

New customers would like to get a warm sense of the business. You can use instant replies to greet customers. This is a feature we'll explore soon. And you can limit save replies to your frequently asked questions.

Instant replies is an auto response feature Facebook Messenger for best to center Facebook Page from a customer. It helps improve customer experience and reduces pressure on the customer service teams. With the Messenger greeting you can automatically welcome people to your Page with a customized message. There are a variety of personalization options when creating your greeting you can start with the person’s first name, surname, then their full name. You can have the website URL and your phone number and your address, should you want them to reach out to you.

Then with instant replies you can create an automatic response that people receive with a message from your Page that will let them know your response. ‘Away’ messages will allow you to tell customers that you’re not able to respond in time because you’re out of the office or on holidays. And then you could set instant replies for certain times or certain cadences in order to keep customers updated on communication from you.

Here you see a great example of a business that is using messenger in the best way possible to engage with customers and give them great service. KLM have set up their own bot, which allows automated responses to customers’ queries that are regular in the airline industry. Here you see them relaying your boarding pass, and answering queries about seizing and so on.

It’s also worth noting that messenger is an entire ecosystem of platform development providers providing bots for the platform that can help you achieve your business objectives, such as raising awareness, gaining customers, enabling transactions, and providing a service. They provide out of the box solutions for you in messenger.
LESSON 4: FACEBOOK ADVERTISING
Facebook Ads

The Facebook ad system, what is it? It’s a self-serve digital ads platform that enables businesses of all sizes, you know, very small or very large, to advertise at scale to real people across their devices at each stage of the purchase journey. There are over two billion people on the platform that you can reach to on an almost one-to-one level or in the millions. And when you’re leveraging this ad platform you’re reaching people as real people.

People are their true selves on Facebook and it is a substantial gain to marketers to be able to market these people at a personalized way at scale. And these people can be reached at any stage of their purchase journey, be it at the brand awareness stage or two, at a later stage lower down the funnel.

And any business as I mentioned of any size can grow their business. An advertiser can launch an ad in less than two minutes with just a credit card or, conversely, a very large global consumer packaging goods company can reach millions of people interested in their hair care products across all of Europe in just a few clicks.

Now let’s look at the 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. First of all, there’s video ads that put video front and center in feeds. Then you have image ads, which leverage photos. Then you have link ads, which allows the advertisers to bring people to their website or ad. Then you’ve carousel ads, which allow advertisers to upload multiple images and users can scroll across them.

Then we have dynamic ads. These ads help you promote relevant products to shoppers browsing your product catalog on your website or mobile app. And there’s lead ads, and these ads allow people on mobile complete forms with just a couple of taps making it incredibly easy for people to send you their information. App ads then allow advertisers to drive new installs to your app or engage existing users. And event ads allow advertisers to get people to attend or respond to their Facebook events.

With local awareness ads, they’re a new way for businesses to reach people close to their business and help them find it. With collection ads, it is an ad format that makes it easier for people to discover, browse, and purchase products and services from their mobile device in a visual and immersive way. And then Instant Experiences (Canvas) ads are an immersive and expressive experience on Facebook for businesses to tell their stories and showcase their products.

Here we can look at where your ads can be delivered in order to encourage users to engage with your objective and your format. To the left we have the Facebook Audience Network. This is the third-party network that allows you to reach people from your Facebook audience with a format on other apps from different publishers. Then there’s Messenger, the messaging platform, and then you have the Facebook app itself, and then you have Instagram in the feed environment, and finally, you have Instagram stories.

When building a campaign on Facebook, it’s important to note this is a three-tiered structure to preparing for the campaign on the Facebook ads platform. At campaign level, the objectives are set to determine what you want to accomplish with an ad. At ad set level, you select the audience you want to target, where you want to place the ads, what amount of budget you wish to spend, and also the time schedule of the ads.
At ad level you can select the ad format you wish to use and then select either Facebook Page or Instagram profile where the ads will come from, and then you can input whichever link you wish to send people to. It’s good to know that within a campaign there can be as many ad sets as you wish and be as many audiences and placements you wish to go to. But within the ad set, you can have as many ads as you like. But the best practice will be to have four to six ads in order to get the optimum delivery and return for that ad set. When you’re running your Facebook ads, you select the objective you want to meet for your business and your business needs. And these break down across the marketing funnel.

The awareness stage, you can select brand awareness or reach. At the consideration level, you can opt to drive traffic to your website or app. You can also choose engagement of your app or app installs. You can also optimize towards video views of your contents. And you can also encourage lead generation and then encourage messages, bringing people to your master conversation.

At conversion level, you could optimize towards conversions at various stages of the website, be it at the cart, purchases, and so on. Then you can encourage and optimize towards catalog sales of your product catalog and finally you can optimize towards store visits encouraging footfall into your store.

When you’re creating ads you have the option to include various call-to-action features for your ad formats. Each call-to-action relates back to a certain specific action for customers so they know what to do when they see your ad. These call-to-actions include apply now, download, send message, book now, get showtimes, request time, contact us, learn more, and shop now.

**Brand Awareness**

Given the number of people on Facebook platforms, marketers have a unique opportunity to drive awareness for their brand. Over one billion people use Facebook every day and over 500 million use Instagram every month. When an advertiser selects a certain audience, for instance, females age 25 to 30 in Ireland, they can reach them across mobile and desktop devices at the same time. This cross device control accuracy is a big benefit for brand awareness as the world’s 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 audience network. There are four key considerations to take note of when trying to enhance your brand awareness activity on Facebook and Instagram.

First is capturing attention quickly across all mediums, especially mobile. People make fast decisions around what content they want to engage with. Capturing people’s attention in the first few seconds is key to keeping their attention to communicate your message.

The second principle is to design for sound off, knowing that most people will consume video content in a mobile field without sound, be it on a Luas [tram], you should design your video to communicate clearly in this environment. Think about the person watching video in line in the busy shop, the train or plane, they aren’t likely to want to have sound on and if they did turn sound on it would be very hard to hear.

Thirdly, you should frame your visual story. People will watch videos on mobile just inches from their face, often in vertical orientation, rather than turning their phones to landscape. The way you tell a story visually matters.

And the final consideration is play more. We’re seeing more and more that brands and businesses need to get more out of their content. So it’s good to adjust, edit and break up your content in your
videos and your photos to try and get them to stretch more across different formats across different placements.

**Targeting**

Now let's look at the targeting from the options we have.

With audience targeting, it 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 Facebook’s business Page, you’ll have the opportunity to target your ads people based on location and demographics like age, gender, and interests to even target your ads to people based on what they do off Facebook.

It’s up to you to choose the audience you want to reach. You can choose from one or a combination of targeting options that suits your business needs, while helping you reach the people you care about. There are a number of targeting options available on Facebook. Let’s take a look at each.

First off there’s core audiences. These are the targeting options available via the data given submitters or shared by people on Facebook. This includes age, gender, location, and Pages, or topics they like. Custom audiences are target audiences of people you already know created from information provided or from information generated on Facebook’s products. You can create customized from your customer files, for example, emails to your top customers or from the Facebook pixel or the Facebook SDK and engagement on Facebook. For example, people who watched your video. Lookalike audiences then are target audiences you create from a source, from your custom buying source. It finds other people on Facebook who are 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 these options allow you to target real people with precision and scale. This means that algorithms can eliminate any wastes when you’re advertising on Facebook and Instagram. For instance, a golf shop can reach out to people with golf club offers 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.

It’s worth dwelling in custom audiences in more detail. This is one of the most powerful targeting skills available. There are several benefits of utilizing custom audiences as well. Namely, you can upsell and cross-sell customers. So someone who has bought something from you last week might be interested in a related product in the next month or so. You can reach out to them with that. For instance, if I bought a pair of runners this week, I might be interested in buying a pair of jeans next week from that same brand. Then there’s the retention reengagement. You can reach out to customers who haven’t bought from you in more than six months and remind them of the value you gave to their shopping habits.

A common concern with advertisers is around how Facebook controls the data and custom audiences is very strictly controlled and managed. Facebook hashes the data provided by the advertiser. It’s hashed locally in your browser before it’s uploaded to Facebook. And after your hash data is upload to Facebook, Facebook matches it against this data. The matches are added to the custom audience for you and the matched and unmatched hashes are deleted. So Facebook never actually sees who exactly is in your customer list. The data is hashed.

Here’s an example of the options available when selecting your targeting in Ads Manager. You can firstly create a new audience, cluster or select the saved audience you created in the past. You then have an option to select or upload a custom audience. And take note that you can use custom
audiences for exclusion purposes also. For instance, if you want to drive new customer acquisition, you can exclude your database of current customers from your campaign.

From there you can select core audiences like location, age, and so on. And to your right you'll see the potential size of that audience from your selections. It's important to note the distinction between estimated data reach and potential reach. Estimated data reach is the estimated number of people your ad can reach daily based on factors including performance of similar ads from different advertisers targeted by the same people you're targeting.

And then there's potential reach and this is the number of monthly active people on Facebook that match the audience you defined through your audience targeting selections.

**Audience Insights**

A very useful tool is the audience insights tool. It allows you to learn more about your audience engagement and performance metrics from Page campaign activity in order to deliver meaningful and targeting messages to people.

It allows you to learn more and more about the formats you're advertising and the audience and who they are that's reacting. And within the audience insights you can get aggregated anonymous information such as demographics to Page likes, Page interests, their location, language, their Facebook usage, where they're logging in, what device or type of device, and also their purchase activities, past purchase behavior, such as heavy buyers of women's apparel, and purchase methods, be it in store or offline.

You can view this information from three different groups of people, people on Facebook, the general Facebook audience, people connected to your Page or your event, or people in your custom audiences that you've already created so you can get a good view of your current customers. Now let's have a look at the audience insights tool and navigate its user interface.

You can find it by clicking on the Ads Manager link at the top your left-hand page. You'll then be brought to audience insights portal. From here you get to choose an audience to look at. And here you have everyone on Facebook are the people connected to your Page. Should you have uploaded a custom audience, you'll get to see this selection as well. And here you see all the various insights available to you. Here we select the country that's the most meaningful to us. In this case, Ireland.

And here you get a breakdown of all the age, gender, demographics, and so on of people in Ireland and you can make a selection of whichever age you wish. Going further, you can drill down and look into interests from what business or industry they work in or are interested in, and also Pages they're connected to or not connected to and keep drilling down and finding out more about the people from their behaviors, their languages, work their financials through market segments they exist in.

It's good to note that a lot of this data is only available in the U.S. Here we get a look at the Page likes which people like the most Pages in certain categories across the country. What location they're based in? What does their activity look like? Are they regular posters of videos or photos and what devices they use most for Facebook? As mentioned, some data is only available in the U.S., in this case, household and purchase info.
**Ads Manager**

So what is the Facebook Ads Manager? The starting point to selecting objectives, building a campaign, and starting campaigns live on the platform. It is the best buying channel to use from starting off advertising and here we can create and manage all your activity in advertising. You can create ads, run ads, target ads to people you care about and set your budgets and also see how you’re doing, billings, and payment history.

Let’s navigate the Ads Manager system. And here you can see all the various features. You have your planning section, your create and manage section, your measuring reporting section, all your reporting, where your assets are housed.

And then you have your settings for billing and more. Then within the Ads Manager system, you have your account overview which gives you a breakdown of the performance of all your advertising against different demographics. Then you could look at campaign level, then your ad set level, and of course, you’ll have metrics and breakdowns for each.

Then finally, you have your ad level housing at all the ads you’ve ever run in a certain timeframe that you select.

To get the best use of Ads Manager it’s worth addressing these key six areas. By saying the best use of Ads Manager is to get the most use of your campaigns. First of all, it's vital to align your marketing objectives when selecting them in Ads Manager with the objectives of your business.

If your job is to grow the brand or drive new customers, reaching awareness objectives should be set. If you're set to get new signups, selected lead collection. Always structure your campaign and ad sets to the audience you select and the desired outcome. If you're reaching out to new customers, be sure to exclude existing customers in your targeting.

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. As you’ve seen, there are many ways and permutations of which to reach out to audiences on the Facebook platforms. Be sure to build precise targeting clusters. There are a few ways to bid on advertising. I’m going to discuss those later in the module.

And finally, always be sure to look back over your reporting and optimize frequently on the learnings you have from what you see in the reports. Here you see where to access the billing section. This is the area we can manage and monitor the financials of your advertising activity and you can add or edit payment methods and access invoices.

Let’s look at how to create and publish Page posts within Facebook Ads Manager. Go to your top left section in the create and manage section of create posts. First of all, you must select the Page you want to post from. From here you go to create post and you have the options of link, carousel, photo, video, and status. Simply fill in which one you’d like, upload the various assets, and then select create post.

**Instant Experiences (Canvas)**

Instant Experiences (Canvas) helps advertisers achieve any objective by giving businesses a fully customizable digital space on which to build multimedia stories. Instant Experiences (Canvas) is open from Facebook ads and newsfeed 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 Instant Experiences (Canvas) people enjoy moving through digital stories easily, and they can swipe through a carousel of images to view panoramic images and zoom in to view images in detail, making the ad experience immersive and engaging in a way that mobile sites aren’t. And Instant Experiences (Canvas) uses the same technology that makes photos and videos load quickly on Facebook, so it loads as much as 10 times faster than the standard mobile web.

To create an ad, use the Facebook Instant Experiences (Canvas) Builder and Instant Experiences (Canvas) management tools within your Pages publishing tools. Marketers can select various components such as video, text, and headers to include in their ads. It’s totally up to you. It’s recommended that marketers test and learn which components work best with each other and especially in relation to third marketing objectives.

It’s good to take note of the advertising objectives available with the ads by choosing the correct objective no matter what stage your buyer is at in the purchase funnel. Instant Experiences (Canvas) ads can help you achieve your wider marketing goals. They can generate intent with ads in the newsfeeds as they're designed to drive discovery and attention in feeds. They can also nurture intents through the implementation of a full-screen experience that drives engagement and interest when someone clicks on the ad.

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. The objective you set for your ads has an impact on desired outcome. When choosing an objective, keep in mind that your ads full-screen experience will open after someone taps on your ad.

If you’re choosing the traffic objective, it’s optimized towards people who open your ads, not go to your site. That’s very important to know. Secondly, the conversion objective results in website traffic. So if you want to bring people to your website, it’s better to select conversions as opposed to traffic, as it looks to move people beyond Instant Experiences (Canvas) to your website. And finally video views as an objective optimized to videos viewed within the Instant Experiences (Canvas), not the first video in the feed.

Now let’s look at how to build an ad starting within Ads Manager. Go to your campaign level and then hit Create. Select your objective for your ad. Again, we’re going to go with traffic. From here you can build out your ad set as you normally would. Select your audience, your placements, and your budgeting and your scheduling.

Then in the ad level select Collection and then go down past the grades and layouts to the Advanced Instant Experiences (Canvas) builder.

And here you have the option to open a blank Canvas and select whichever components you want. Let’s start with Button, which you can personalize with text. This will be the first component people see when they open your ad. And continue on adding more components and improve the experience and keep people within the ad and inform them of your business and your service.

Once you’ve built Instant Experiences (Canvas) you can save it and return to it at a later time to edit again. It’s very much worth noting that this ad has unique reporting metrics that you won’t see in other formats. The first is the ad view time. How long was the average total time people spend within
your ad? Then you have the ad view percentage. What’s the percentage of people viewing 20% of the ad to 40% and 50%, and so on? And then there’s the ad component duration percentage. That’s the average percentage of time spent viewing each different component of your ad.

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. You utilize the exact same technology as Instant Experiences (Canvas), but it’s designed specifically to get you new customers, sell products, and showcase your business. And as you’ve seen, there are preset templates for collection ads within Ads Manager at ad level for you to create the collection to match your marketing objectives.

**Campaign Planner**

Campaign Planner is a useful tool for media planners and marketers to draft, compare, and share different media plans for their buying across Facebook and Instagram. There are a couple of features here. First, you can create and save reach and frequency predictions, then you can create multiple versions of a plan. You can share your plans in various formats from email to PDF, and so on.

And then the plan you set in Campaign Planner, you can set to launch as an ad campaign in Ads Manager. Let’s look at navigating the tools in the Campaign Planner interface. You can see where it’s just like reach, frequency, and schedule. You can also set what budgets you want to spend and once you input these details the system will give you a prediction of what performance and reach across that audience will look like.

**Ad Policies**

Facebook has a range of policies around their advertising that you should really take note of. First of these is in the ‘things you should know’ section. These are various legal statements around advertisers’ rights. Secondly, there’s the ad review process. Before ads show up on Facebook or Instagram, they’re reviewed to make sure they meet Facebook’s advertising policies.

Then you have the steps to take if disapproved. And there are two steps to take if your ad was flagged for noncompliance. Editing the ad. You can either edit the ad or appeal the decision. Then there’s prohibited content. These are the various products and categories not allowed to be promoted on Facebook, for instance weaponry.

Then there’s restricted content. These are the various products and categories that can be promoted but with strict guidelines applied, for instance alcohol. Then there’s video ads. Disruptive content like flashing imagery and particular aspects of entertainment such as profanity are covered here. Number seven is targeting. Targeting with a view to harass or provoke is prohibited.

Number eight, positioning, accuracy and relevancy of advertising activity is covered here. Number nine is 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 and use little or no image text when possible. With lead ads, there’s certain restrictions that are put on what information advertisers can ask audiences for.

Eleven, the use of brand ad sets. Restrictions as to how people can use Facebook brand ad sets in their own ads are covered here. And finally, data use restrictions. The allowances and limitations on Facebook that are covered here.
LESSON 5: FACEBOOK CAMPAIGN EXECUTION AND ANALYSIS
Strategy Process

When thinking about the strategy for your Facebook advertising, these are the key components to look at. First of all, the objectives, what do you want to achieve in the platform? And how would you wanted to do it? Then we look at audience segmentation. Who’s the best audience to reach for your certain objectives for your business? And third, we have budgeting.

What budget do you have to allocate? How much do you spend? How should you spread it across a certain time? Then we look at the creative, what assets and what messages do you want to show to the world? Then we look at measurement, how to measure that the effectiveness of your advertising. What are the metrics that are important to you? And then we look at the resources, be it time and energy put into the advertising.

Then we look at scheduling, what are the right times, the right moments for you to reach out to people and what seasons? And finally, we look at optimization which is looking at performance, your advertising through the various reports, and learning what’s working what’s not and showing to scale up or do more of what’s working and turn off what’s not working.

When planning your ad campaign and labeling it for reporting purposes, it’s advisable to map the activity back to each stage of the marketing funnel. As a reminder here are the objectives that we can match to each stage of funnel. And awareness, you have brand awareness and reach. At consideration level you have traffic engagements, app installs, video views, lead generation, and messages.

And finally, conversion. You have conversions, catalog sales, and store visits. When it comes to segmenting audiences for targeting, you have a wealth of options, everything from CRM data run via customizes to demographics and device usage. It’s important to profile your audience and align them with various targeting capabilities. For instance, if you were advertising high ticket washing machines, you can select the following, parents based in New York who own the latest iPhone, have bought a washing machine from you within the last five years, and have looked at a washing machine 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 and frequency tool. And here you can select an audience and then enter your desired reach frequency over a certain time period. You’re then given a cost and you can book this fixed purchase or not.

In this case you’re charged on a CPM basis. The system has to show ads to different types of people to learn who is most likely to achieve your objectives. It learns this at the ad set level. Your ad set needs to get about 50 conversion events within a week for the ad sets to learn who’s most likely to react best. It learns to optimize towards your objectives at the best cost.

Buying Channels and Ad Auctions

So where can you buy ads for Facebook? The first way is through the self-serve tool Ads Manager, and the second way to buy ads is through The Facebook Marketing Partner Network, who we’ll talk about more in detail.

It is very important to understand how the auction works in the Facebook ad system. The auction determines how you get the most value from it. Here’s a video that illustrates exactly how the ad system works for you.
There are over one billion people on Facebook and millions of advertisers trying to reach them every day. We want to create value for people and businesses using Facebook. So people see the ads they want to see.

And advertisers reach people who can help them meet their objectives. To deliver this value, Facebook ads are run on an auction system. Here’s how it works. When you place an ad, it’s given a total value number that’s based on the amount you bid. So we know how much you value the action you want people to take, how likely it is that a person will take that action so we can make it easier for you to reach those people, and how relevant your ad is to a potential viewer.

Because we want to make sure that what people see is interesting to them, your ad competes with other ads, and the one with the highest total value wins the auction. So here are some things you can do to stay competitive. First, choose the objective that aligns with your business goal so we can deliver the results you truly care about.

Second, get the maximum amount the ad is worth to your business to keep your ad competitive. Third, make sure you’ve set the budget and bid on your ad set so that you are more likely to capture at least a few of your desired actions each day. And last, choose ad content that’s relevant and interesting to the people in your target audience.

The Facebook ads auction is designed to deliver relevant content to people while providing maximum value for your advertising budget to help ensure you can reach people who are interested in what you are advertising and meet your business goals.

So how do you win a spot in the ad auction? The ad that wins an auction and gets shown is the one that has the highest total value. The total value isn't how much the advertisers are willing to pay, like you'd see in other auctions, it's a combination of the following three factors. First of all, it's the advertiser bid, be it the lowest cost bid or the target cost bid. You select the cost goals for your business, for your objectives, and you tell the system that that is your target cost bid. And that tells the system I want to reach this amount of people who will convert at this price. The lowest cost bid then allows the system just to find the cheapest conversions for you. The second factor in how the auction determines value is the ad quality and relevance. For this the quality of your creative and your relevancy of your retargeting is key. And then there is finally the estimated auction action rates. The system estimates the likelihood of an audience reacting positively or negatively to an ad.

All these together combined will determine how much value you get from the auction. The system also gives a relevance score from 1 to 10, and that’s calculated differently depending on what objective is set. This can be a useful benchmark to determine how well your ad’s performing against a certain audience, although it should only be treated as a proxy.

Selecting automatic placements results in the best performing outcome for you. By selecting automatic placements in your ad set, you tell the system to find the most relevant optimization events available across all those placements. By taking advantage of every placement it is the most efficient use for your budget. The system optimizes delivery of your ads to get the lowest cost, overall cost per optimization event, be it on Facebook, Instagram, audience network. And this optimization takes place in the context of the full range of opportunities available across all the platforms at that time.
As I mentioned, Facebook marketing partners are another way to buy ads on Facebook. They are trusted third-party partners that provide self-service tools and managed services to create custom solutions for your advertising campaign. They allow for the management of campaigns at scale improving measurements and reaching new audiences and also keeping ahead of the technology.

**Campaign Display**

It’s good to break down the components to assess the success of a planned or existing ad campaign on their Facebook platforms. And simply there’s three key areas.

First, is creative. The relevancy of the creative, visuals, and copy is vital to the success of the campaign. If the messaging doesn’t suit the audience, very few will react positively. The ad system will regard the ad as not interesting to the audience and delivering it will get more costly. On the flip side of that, if the audience is reacting very well to the creative, it’s going to cost the advertiser less to reach more people.

The second part is targeting. Selecting the right audience for your product and offering is also vital. Relevancy is key.

Finally, bidding. As mentioned earlier, when you bid for value you get the most optimum delivery for your ads.

**Reports**

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

The best place to see how they’re performing is the reports area of Ads Manager. Here you can create and export ad reports across all the important ad metrics for you. In the table you can see data for your active campaigns, ad sets, or ads. See data about specific campaigns, ad sets, or ads. You can check the boxes next to them and then click View and you sort data by clicking on any column names, for example delivery.

You can select export in the top right corner, and you can choose whatever date ranges matter to you. Also when you start to click campaigns and ad sets and ads, you get graphs showing results and visual formats. It can be very easy to understand what’s happening very quickly. You can also save reports.

After choosing a date range, you can schedule reports from the date ranges you set. By doing this, you click and then select Save new report, enter the report name, and then click the schedule email box. And you get delivery of reports to your email when you wish. There are a range of metrics that can be analyzed in the customized columns tab in reporting ads measured. These areas include delivery, how often it can be reached, and how often, and at what cost.

Engagement, how many people liked, commented, and shared your ads and the costs associated with those. Then there’s video views. We can see the amount of video views across a range of timescales from three-second views to the duration of views, and also the cost associated. In app engagement you can see not only how many install your app, and then went on to complete certain actions or events within the app.
And then carousel engagement; you can see the amount of clicks and the amount of swipes across your carousel. Within performance to clicks you can see all clicks, the click through rates and the costs associated with these and the ad types. And in cross device, you can see the impact of ads on various objectives across desktop and mobile. In offering conversions, you can see how many people took action off Facebook as a result of your ads.

And in entire link and creative, you see a breakdown performance of ads against selected devices for different formats and messaging. And then in messaging engagement, you see how many people start messaging with your business as a result of seeing and clicking on an ad. When you go to campaign level reporting, you get a snapshot of performance, the demographics of those who respond to your ads, and also which placements saw the most action.

At performance level you get a read of the actions against the objective you set. In this case it’s conversions on the website in terms of demographics, then you can age and gender split. Customizing columns is a way to see more metrics you care about. You really get to drill down into a wealth of metrics that allow you to learn exactly how people are resonating with your ads.

To do this choose from the Columns performance drop down above your campaign table. And each report can be configured by date range, gender, device placement, account campaign, ad set, and an individual ad. Here are some of the details of how the metric customization options available to you will help you understand your performance, your ads. In performance, these can be customized further to include metrics like results from reach, frequency, and impressions. Engagements, you can see what Page likes, Page engagement, and post engagements look like. In videos, you can drill down to customize it further to look at three-second video views to people who just watch 25%.

Website, then you can see all the various website actions from add to cart to payments initiated and to purchase. Apps is very similar where you can see people, what levels they go through or credit spends they had and what purchases they had. And events, you can look at the different metrics around event responses and the cost per event response. And in settings, you can drill down and categorize the reports by start date, end date, ad set names, IDs, deliveries, bids, and objectives.