

Facebook Advertising Basics

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Marketing vs Advertising

- ▶ *“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” ~ American Marketing Association*
 - ▶ Marketing Plan
 - ▶ Brochures
 - ▶ Public Relations
 - ▶ Advertising
 - ▶ Marketing Research
 - ▶ Website
 - ▶ Facebook Page

Marketing vs Advertising

- ▶ *“To call the public's attention to your business, usually for the purpose of selling products or services, through the use of various forms of media, such as print or broadcast notices.” ~ Entrepreneur*
 - ▶ Newspaper Ads
 - ▶ Television Ads
 - ▶ Facebook Ads
 - ▶ Radio Ads
 - ▶ Tradeshows
 - ▶ Google Ads

Before You Advertise

- ▶ Who is your audience?
 - ▶ Demographics (age, sex, relationship, race)
 - ▶ Likes and Dislikes
 - ▶ Shared Interests
 - ▶ Localization (city, county, state, zip code)
 - ▶ Habits
 - ▶ Websites they visit
 - ▶ Income
 - ▶ Own or Rent
 - ▶ Behaviors (online shopping, vacation)

Is Facebook Advertising Right For You?

- ▶ Are your customers on Facebook regularly?
 - ▶ Do they have Internet access?
- ▶ Do you already have a Facebook connection to them?
- ▶ Can you define whose your customer?
- ▶ Will your customer receive Facebook advertising?
- ▶ Does your customer use a mobile device to access Facebook?
- ▶ Are you a funeral home type of business?
 - ▶ Will you have enough time to market to someone once they need your product?
- ▶ Is your competition too big to compete with online?

Before You Advertise

- ▶ Business Facebook Page
 - ▶ At least six months of regular posts.
 - ▶ Posts should only be informational, not sales
 - ▶ Posts should contain photos
 - ▶ Post at least 3-4 times per week
 - ▶ Link to other websites with a comment by you
 - ▶ Profile Picture
 - ▶ Banner Image
 - ▶ Page Likes (number based on your localization)

Facebook Advertising Tools

- ▶ **Boost A Post**
 - ▶ Gives you the least control
 - ▶ Use rarely
- ▶ **Ads Manager**
 - ▶ Basic ad creator and manager
 - ▶ Great for beginners
 - ▶ Slower than Power Editor
- ▶ **Power Editor**
 - ▶ For advanced users
 - ▶ Does everything Ads Manager, but has a few extra features.

Facebook Ad Formats

- ▶ Single Image (1280 px x 628 px)
- ▶ Carousel (multiple images and links)
- ▶ Video
- ▶ Slideshow
- ▶ Canvas
 - ▶ Combination of video, images, text and call to action
 - ▶ Only works on mobile

Facebook Ad Placement

- ▶ Desktop Newsfeed
- ▶ Mobile Newsfeed
- ▶ Right Column (least successful)
- ▶ Instagram
- ▶ Audience Network (similar to Google Ads)

Marketing Objective

- ▶ Setup Shop
- ▶ Create Awareness
- ▶ Drive Discovery
- ▶ Generate Leads
- ▶ Boost Sales
- ▶ Earn Loyalty

Building A Facebook Ad

- ▶ Campaign
 - ▶ Split Testing
 - ▶ Set Overall Budget (optional)
- ▶ Ad Set
 - ▶ Audience
 - ▶ Placement
 - ▶ Budget & Schedule
- ▶ Ad
 - ▶ Create Ad

Building A Facebook Ad

- ▶ Marketing Objective
- ▶ Audience
- ▶ Placement
- ▶ Budget
- ▶ Schedule
- ▶ Format
- ▶ Media
- ▶ Text