



STAND OUT



BUILD RELATIONSHIPS



GROW



SUPPORT EACH OTHER

Day 4: Setting up a Facebook Ad to Drive People to your Page

Now that you have a Page, it's time to ramp it up and build an audience. Facebook Ads are one of the quickest ways I know to connect with your target market.

What is a Facebook Ad?

Facebook Ads are paid messages that appear mainly on the right hand side of your Facebook Page, but with the new format they can appear in the newsfeed and on mobile devices. With the increased usage of people using their mobile devices go log into Facebook, you need to be using certain platforms to allow you add to appear where you audience is.

Several Types of Ad Options

- **Get More Page Likes**

Reach people who aren't connected to your Page yet. You'll be asked to design your ad including headline, body text and image

- **Promote Page Posts or Boost Post:**

Promote a specific post; giving you increased reach and increasing your chance of placement in the news feed.

- **Advanced Options:**

See all creative and bidding options in one place. You can toggle your bidding options between cost per impression (CPM) and Cost per click (CPC)

Sponsored Stories

A post on your Facebook Page by or about a follower that is turned into a paid ad eg Kerry Fitzgibbon Likes Social Media Chix

For the purpose of this exercise we will be concentrating on the 'Get More Likes' to build up likes and to drive people to our Free Giveaway.

Setting up your ad:

- When writing your ad text, make sure to explain what you are advertising, the details of your products, services, and [offers](#)
- Use an eye-catching image that will look good when viewed in a small thumbnail size (100 x 72 pixels)

- Sponsored stories are messages coming from friends about them engaging with a business and are the best way encourage word of mouth marketing about your Page
- Keep in mind Facebook allows you 25 characters for the ad title and 135 characters for the ad copy

Reach the Right Audience:

- Have an idea of the ideal customer you want to target. After choosing your ads and sponsored stories, you will be able to choose the specific audience for your ad
- The estimated audience size indicates the total number of people your ad will have the opportunity to reach if your bid and budget are high enough.
- **Location, Age and Gender** allow you to choose the basic demographics of the audience you want to reach

Ads targeting tips:

- **Precise Interests** are determined by what people are connected to on Facebook, such as Pages and apps.
- **Broad Categories** allow you to select broader groups of people, based on their Activities (ex: Cooking), Family Status (ex: Parents) or Music genres (ex: Alternative)
- Use **Connections** to select your audience based on whether or not they are connected to any of your Pages, apps or events.
- Click on **advanced targeting** options to see more ways you can target your audience

Campaign, pricing and scheduling:

- Name your campaign, select your budget and set the schedule for your campaign.
- Unless you've chosen Advanced Options in the goals section, you'll pay for impressions (CPM), however you can set to (CPC)
- These impressions will be optimized so your ad shows to the people

most likely to help you reach your goal.

You will never pay more than your budget, and you'll never pay more than the actual cost to reach the people who are more likely to help you achieve your goal.

Power Editor – Allows you to place ads where you want them to go eg newsfeed and mobile and create custom audiences.

(This will be covered in more depth in some of my advance classes)

Test and Measure:

Do several variations of ads including changing pictures and text, however only change one thing at a time and check insights.

Now it's your turn:

1. Write down several variations of Ads for Facebook (like ads, and Advance Option Ads)
2. Find a suitable image (100x72px)
3. Log into Facebook , add payment options and go to Ads Manager
4. Create A Like Ad and variations
5. Let us know on Facebook when you have completed

You now have several Facebook Ads to help build your page and drive people to your business.

Day Two: Action Plan

1. Download PDF document
2. Watch Video 1: Intro to Setting up your Facebook Ads
3. Watch Video 2: How to Set up Facebook Ads
4. Post on Facebook Business Page you have completed
5. Any questions on our Group Page

[Link to Social Media Chix Facebook Page](#)