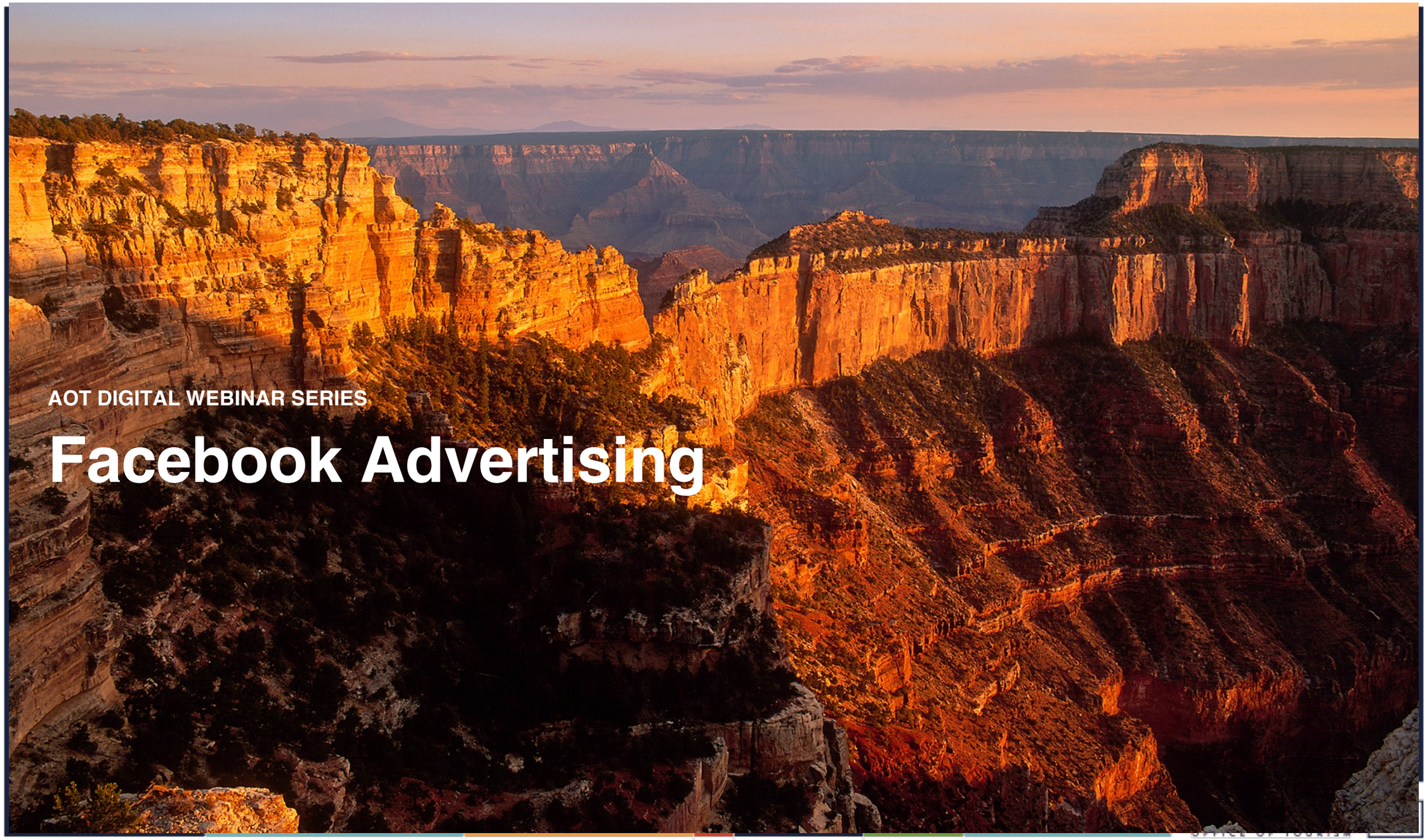

AOT DIGITAL WEBINAR SERIES

Facebook Advertising

Contents:

- What is Social Advertising
- Why use Social Advertising
- Structure of an Ad Account
- How to measure your success

Facebook Business Manager

MEDIA 101

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Why Advertise on Facebook?

Large and Active Audience

- On average **1.45 billion** users are on Facebook daily and **2.2 billion** users are active monthly. Facebook is one of the best opportunity for hitting a qualified online user outside of Search Advertising

1.45 Billion Daily Users

Why Advertise on Facebook?

Low Advertising Costs

- Facebook is affordable and scalable. Across our client base, in 2017, we saw an Avg. CPC of **$1.86.** With the lower ad costs, Facebook allows you to reach a larger, more qualified audience

Highly Qualified Audience

- Facebook offers amazing targeting capabilities. Within Facebook you have the ability to not only target a user's location but their buying habits, family size, lifestyle, interests, career, and more

Expanding Your Audience

- Like any network, over time your audience becomes saturated due to high ad exposure. Facebook makes it easy to find new and relevant audience via lookalike audiences

Rescued Conversions

- Facebook is great for triggering users that have entered the funnel and assist them in completing their purchase. With Facebook you have the ability to target users that have already expressed interest in your product and assist them in completing a purchase

Getting Started on Facebook

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Setting Up Business Manager Account

- Before you can begin running amazing ads, you first need to create a Business Manager Account
- A business Manager Account will allow you to create / manage ad accounts as well as assign individual users to the ad accounts
- It is at the Business Manager Level where you can apply different payment methods such as a credit card authorization or a monthly invoice

Building an Ad Account

- After your Business Manager Account has been set up, you are ready to begin building the individual ad accounts
- Ad Accounts are broken up into three main areas - campaign, ad set, and ad
- Before you begin building your campaigns you will first need to set up your tracking pixel.
- This pixel will need to be placed onto the web page in order for Facebook to optimize towards your KPIs. In most cases, you cannot complete a campaign build without your tracking pixel being created (creating a pixel will be covered in a later webinar)

Building a Campaign

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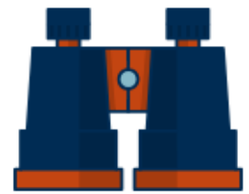
Building a Campaign

There are several different campaign types you can choose from. The campaign type you select indicates the marketing objective that you want Facebook to optimize towards

Campaign Types:

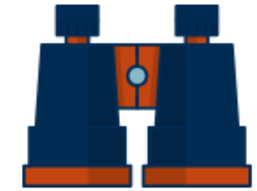
- **Awareness**
  - Brand Awareness
  - Reach



- **Consideration**
  - Traffic
  - Engagement
  - App Installs
  - Video Views
  - Lead Generation
  - Messages

- **Conversion**
  - Conversions
  - Catalog Sales
  - Store Visits

Building a Campaign: Awareness Campaigns



There are two types of Awareness campaigns called *Brand Awareness* and *Reach*. These campaigns are particularly useful when launching a new product or service and you are trying to gain as much exposure as possible

These campaigns should not be used to try to drive page traffic, website traffic, or conversions

Campaign Types:

- **Brand Awareness**
  - Reach people more likely to pay attention to your ads and increase awareness for your brand.
- **Reach**
  - Show your ad to the maximum number of people.

Building a Campaign: Consideration Campaigns

There are six types of Consideration campaigns. These campaigns are particularly useful for getting people to start thinking about your business and look for more information about it.

Consideration Campaigns

- Traffic
- Engagement
- App Installs
- Video Views
- Lead Generation
- Messages

Building a Campaign: Consideration Campaigns

Traffic Campaign

- Send more people to a destination on or off Facebook such as a website, app or Messenger conversation

Engagement Campaign

- Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.

- When building an engagement campaign you have the following campaign objective selections
  - Post Engagements
  - Event Responses
  - Page Likes

Building a Campaign: Consideration Campaigns

App Install Campaign

- Mobile app install ads allow you to grow the user base of your mobile app while also gathering useful data on how it's being used

- The App Install Campaign sends people to the app store where they can download your app

Video Views Campaign

- Promote videos that show behind-the-scenes footage, product launches or customer stories to raise awareness about your brand.

Lead Generation Campaign

- Collect lead information from people interested in your business.

Messenger Campaign

- Get more people to have conversations with your business in Messenger to complete purchases, answer questions or offer support.

Building a Campaign: Conversion Campaigns

There are 3 types of Conversion campaigns. Conversion campaigns are useful in driving online sales or helping users find nearby locations.

Conversion Campaigns

- Conversions
- Catalog Campaigns
- Store Visit Campaigns

Building a Campaign: Conversion Campaigns

Conversions Campaign

- Get people to take valuable actions on your website, app or in Messenger, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

Catalog Sales Campaign

- Create ads that automatically show items from your catalog based on your target audience

Store Visit Campaign

- Promote multiple business locations to people who are nearby.

Building an Ad Set

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Building an Ad Set:

After building your campaign you will create your ad set

At the Ad Set level you will have control over the following elements:

- Select where you would like to drive traffic
- Target Audience
- Ad Placements
- Budgets
- Ad Schedule
- Optimization tactic
- Delivery type

Building an Ad Set:
Select Where to Drive Traffic

When deciding where to drive traffic you have the following three options

- **Website**
  - This is the most common tactic and will drive users directly to your website
- **App**
  - Increase the number of visitors to a mobile or desktop app
- **Messenger**
  - Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

Building an Ad Set:
Target Audience

These are the options available for creating a new audience, which you can find in the "Audience" section of ad set creation:

Location

- Target ads to people based on locations (ex: country, state, province, city, congressional district, zip or post code).

Age

- Target ads to people within an age range.

Gender

- Target ads to women, men or people of all genders

Detailed Targeting

- Include or exclude people from an audience based on demographics, interests and/or behaviors.

Building an Ad Set:
Target Audience - Continued

Connections

- Include or exclude people from your audience based on connections to your Pages, apps or events.

Custom Audiences

- Custom Audiences are target audiences of people you already know created from information you provide or from information generated on Facebook's products.
- You can create Custom Audiences from customer files, the Facebook pixel, the Facebook SDK and engagement on Facebook.

Lookalike Audiences

- A subset of Custom Audiences is Lookalike Audiences. A Lookalike Audience is 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.

Building an Ad Set:
Ad Placements

Ad Placements allow you to choose where you would like your ads to appear. It is here that you can decide to target users through Instagram as well as Facebook

Four Placement Categories

Facebook:
- Feeds
- Instant Articles
- In-Stream Videos
- Right Column
- Suggested Videos
- Marketplace

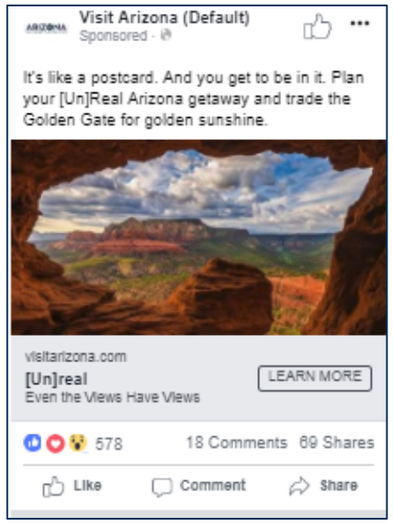
Instagram:
- Feed
- Stories

Audience Network:
- Native, Banner, and Interstitial
- In-Stream Videos
- Rewarded Videos

Messenger:
- Home
- Sponsored Messages

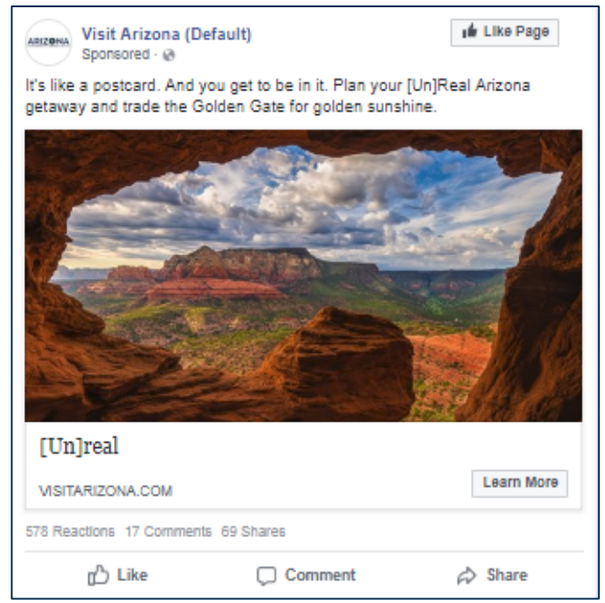
Building an Ad Set:
Example of Ad Placements

Mobile News Feed

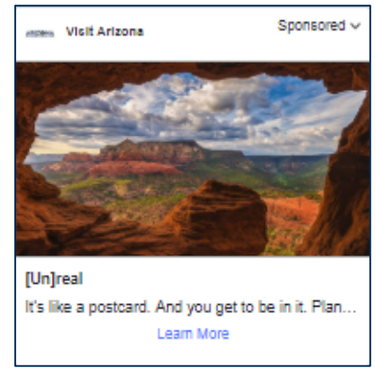


Feature Phone

Desktop News Feed



Instant Article



Building an Ad Set:
Example of Ad Placements

Desktop Right Column

[Un]real
visitarizona.com
It's like a postcard. And you get to be in it. Plan your [Un]Real Arizona getaway and trad...

Messenger Home

Sponsored

Visit Arizona
It's like a postcard. And you get to be in it. Plan your [Un]Real Arizona getaway an...

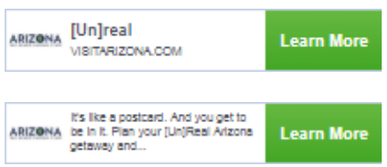
[Un]real
LEARN MORE

Audience Network Interstitial

Audience Network Medium Rectangle

Audience Network Native

Audience Network Banner



Building an Ad Set:
Ad Placements - Facebook

Feeds
- Your ads appear in the desktop News Feed and/or the mobile News Feed

Instant Articles
- A tool designed for media publishers to distribute fast, interactive articles to their readers within the Facebook mobile app and Messenger. By using the same infrastructure we use to load photos and videos, Instant Articles can load up to 10 times faster than standard mobile web articles
- Your ads appear in Instant Articles within the Facebook mobile app and Messenger

In-Stream Videos
- Your ads appear as short videos in both Live video and Video on Demand on Facebook.

Right Column
- Your ads appear in the right-side columns across Facebook
- Right column ads only appear to people browsing Facebook on their computer

Suggested Videos
- Your ads appear between suggested videos on Facebook. People see suggested videos when they interact with a video in the Feed

Marketplace
- Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app on their phone

Building an Ad Set:
Ad Placements - Instagram

Feed

- Your ads appear in the desktop News Feed and/or the mobile News Feed

Stories

- Your ads appear in people's stories on Instagram.
- Ads in stories **only** appear to people browsing stories on Instagram.

Building an Ad Set:
Ad Placements – Audience Network

Your ads appear on apps and websites in the Audience Network. With Audience Network, you can extend your ads beyond Facebook to reach your audiences on mobile apps and websites, desktop websites and connected TV apps.

Native, Banner, and Interstitial

- Image and video ads can appear in the formats banner, interstitial and native.

In-Stream Videos

- Video can be shown to people while they're watching videos on websites and apps off Facebook

Rewarded Videos

- Video can be shown to people who choose to watch them in exchange for a reward within an app, such as currency or a special object

Building an Ad Set:
Ad Placements - Messenger

Home

- Your ads appears in the Home tab of Messenger.

Sponsored Messages

- Your ads appear as messages that are delivered directly to a person when they have an existing conversation with your in Messenger.

Building an Ad Set: Budget & Schedule

Budget
Define how much you'd like to spend, and when you'd like your ads to appear. At this point you can determine how much you would like to spend daily or over the lifetime of the campaign

Ad Schedule
The Ad Schedule is where you can set the start and end dates for your Ad Set

Building an Ad Set: Optimization Tactic

Optimization tactic

- At this point you can determine what you would like Facebook to optimize towards. There are a number of Ad Delivery tactics to choose from

Optimization Tactics

- Landing Page Views
- Link Clicks
- Impressions
- Daily Unique Reach
- Post Engagements
- App Installs
- App Events
- 10-Second Video Views
- 2-Second Continuous Video Views
- Leads
- Replies
- Conversions
- Store Visit

Building an Ad Set:
Optimization Tactic - Continued

Landing Page Views

- Deliver your ads to people who are more likely to click on your ad's link and load the landing page. You'll need a pixel installed on your landing page to track views

Link Clicks

- Deliver your ads to the right people to help you get the most link clicks from your ad to a destination, on or off Facebook, at the lowest cost

Impressions

- Deliver your ads to people as many times as possible

Daily Unique Reach

- Deliver your ads to people up to once a day

Building an Ad Set: Optimization Tactic - Continued

Post Engagements

- Deliver your ads to the right people to help you get the most likes, shares, or comments on your post at the lowest cost

App Installs

- Deliver your ads to the right people to help you get the most app installs at the lowest cost

App Events

- Deliver your ads to the people who are most likely to take a specific action at least once

10-Second Video Views

- Deliver your ads to the right people to help you get the most video views of 10+ seconds at the lowest cost

Building an Ad Set:
Optimization Tactic - Continued

2-Second Continuous Video Views

- Deliver your ads to get the most video views of 2 continuous seconds or more. Most 2-second continuous video views will have at least 50% of the video pixels on screen

Leads

- Deliver your ads to the right people to help you get the most leads at the lowest cost

Replies

- Deliver your ads to people most likely to have a conversation with you through messages

Conversions

- Deliver your ads to the right people to help you get the most website conversions

Store Visit

- Deliver your ads to people most likely to visit your business locations

Building an Ad Set: Delivery Type

Delivery type allows you to select how quickly you would like to serve your ads. You can select between Standard and Accelerated Delivery

Standard Delivery

- Get results throughout your selected schedule

Accelerated Delivery

- Spend your budget and get results as quickly as possible
- This option is only available if you select a bid cap when selecting your bid strategy

Selecting Ad Types

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Facebook Ad Types

Facebook offers several different kinds of ad type. When utilized properly to align with your campaign goals you can see very strong success

Ad Types

- Video
- Image
- Collection
- Carousel
- Slideshow
- Canvas
- Lead Generation Ads
- Offers
- Post Engagement
- Event Responses
- Page Likes

Facebook Ad Types
Video Ad

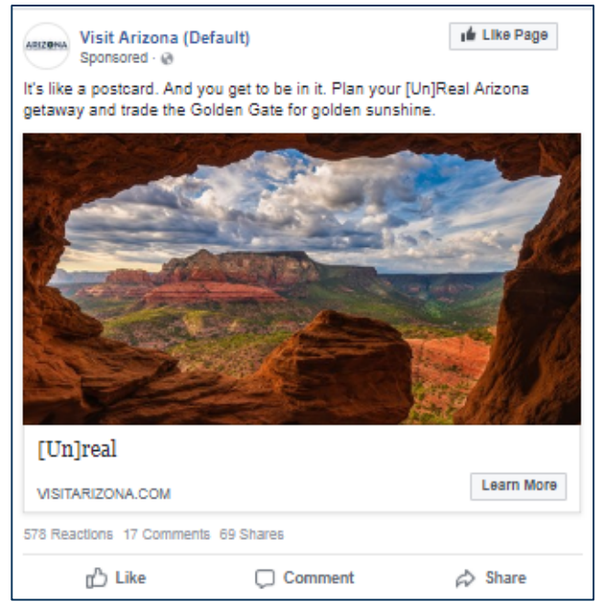
Facebook offers several different kinds of ad type. When utilized properly to align with your campaign goals you can see very strong success

Ad Types

- Video
- Image
- Collection
- Carousel
- Slideshow
- Canvas
- Lead Generation Ads
- Offers
- Post Engagement
- Event Responses
- Page Likes

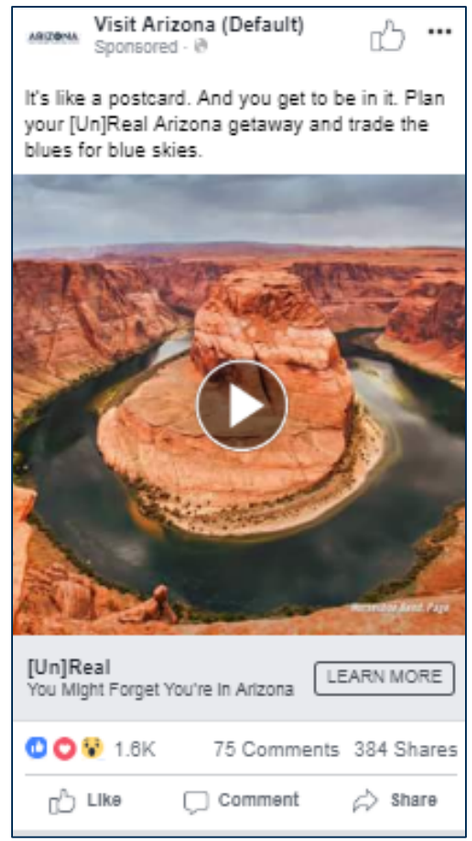
Facebook Ad Types
Image

Drive people to destination websites or apps through high-quality visuals



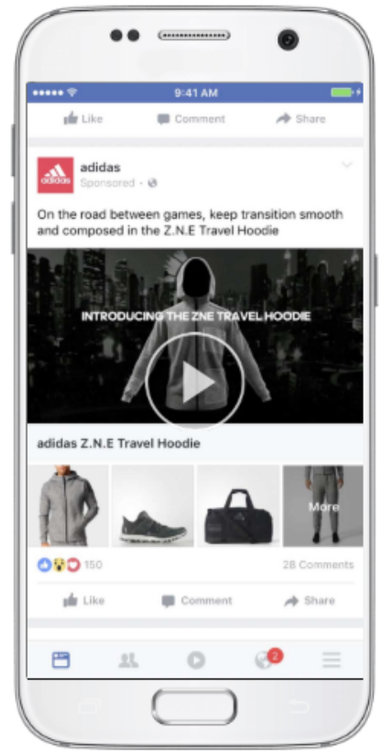
Facebook Ad Types
Video Ad

Show off product features, and draw people in with sound and motion



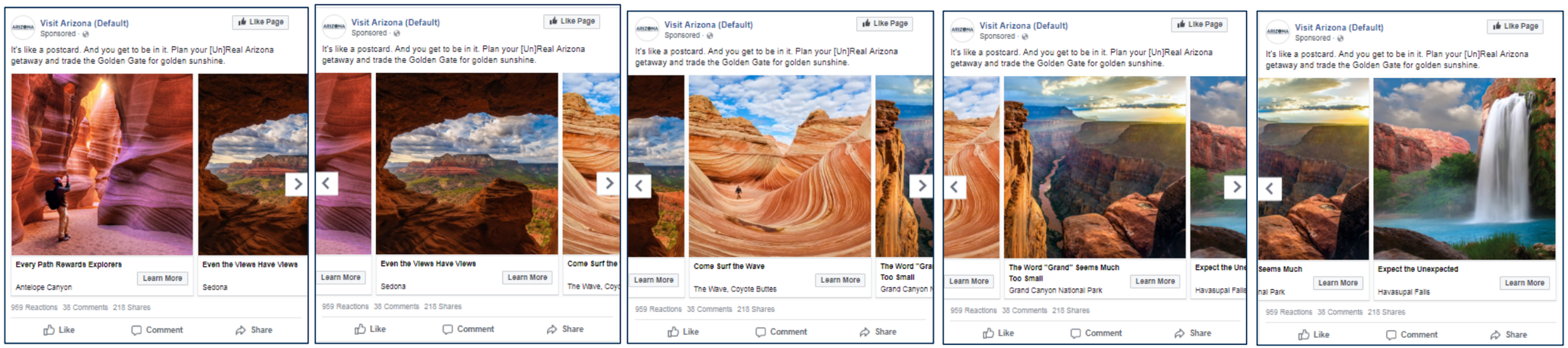
Facebook Ad Types
Collection Ad

Encourage shopping by displaying items from your product catalog—customized for each individual



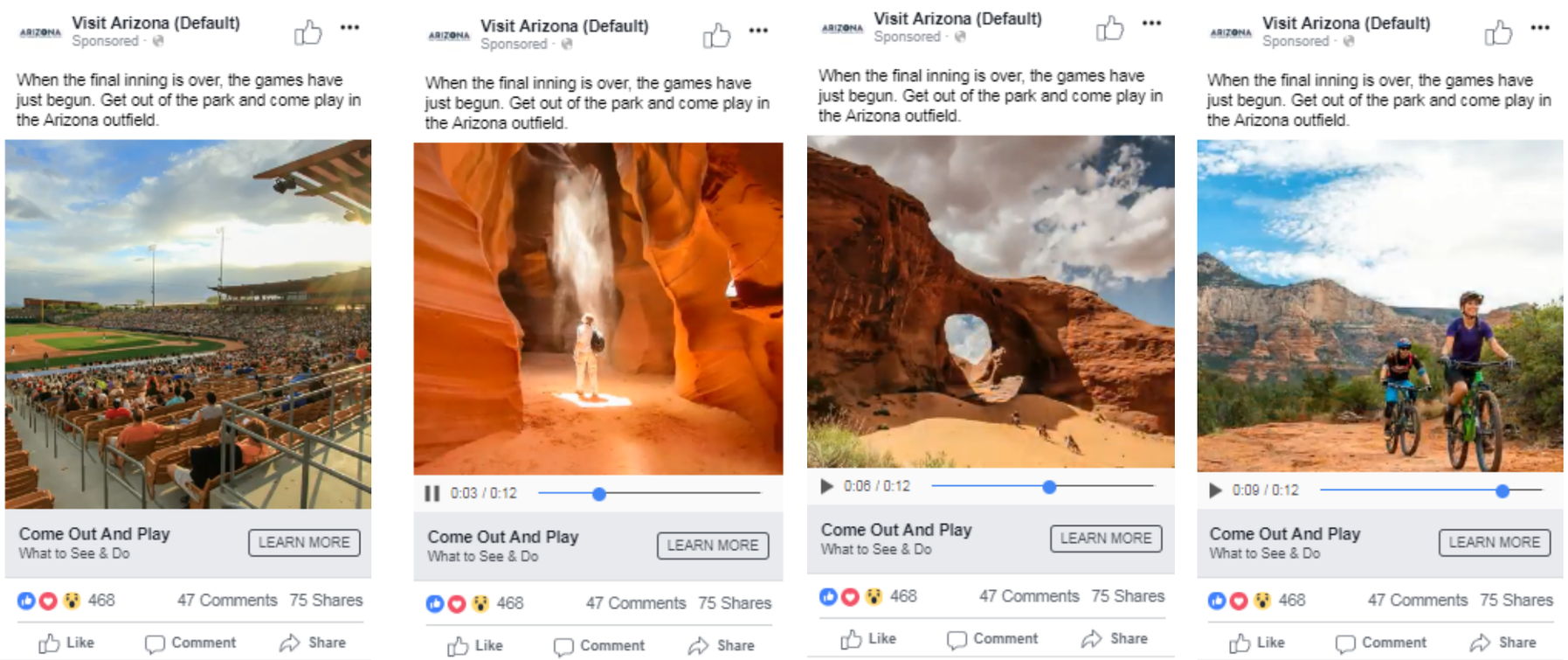
Facebook Ad Types
Carousel Ad

Showcase up to ten images or videos within a single ad, each with its own link



Facebook Ad Types
Slideshow Ad

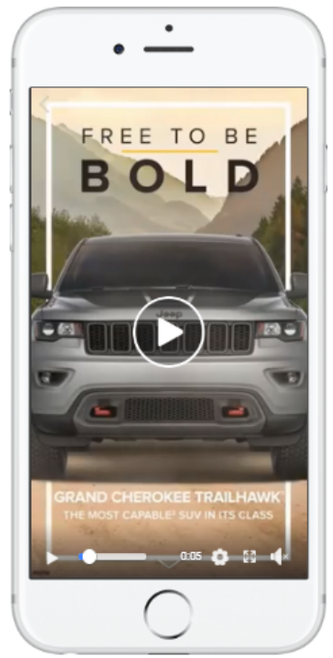
Use motion, sound and text to tell your story beautifully on any connection speed.



Facebook Ad Types
Canvas Ad

Let people open a full-screen, mobile-optimized experience instantly from your ad. The Canvas Ad can include Video, Images, Carousel, and more.

Start Canvas



Video Element

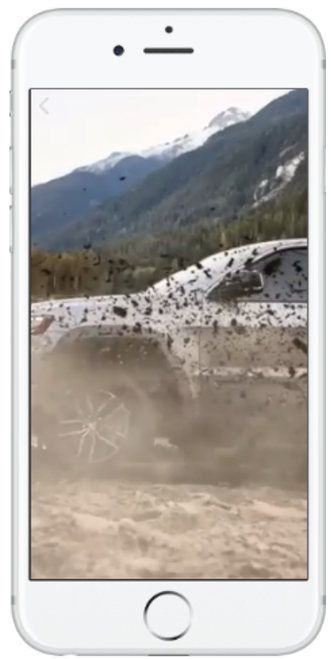
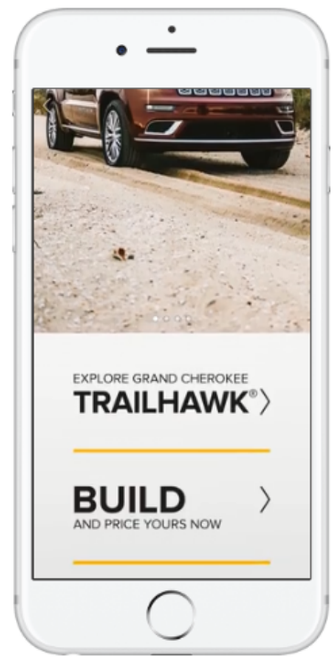


Image Element



Facebook Ad Types

Facebook offers several different kinds of ad type. When utilized properly to align with your campaign goals you can see very strong success

Ad Types

- Video
- Image
- Collection
- Carousel
- Slideshow
- Canvas
- Lead Generation Ads
- Offers
- Post Engagement
- Event Responses
- Page Likes

Facebook Ad Types
Ad Specs

Ad Types

Video
- https://www.facebook.com/business/ads-guide/video#

Image
- https://www.facebook.com/business/ads-guide/image#

Collection
- https://www.facebook.com/business/ads-guide/collection#

Carousel
- https://www.facebook.com/business/ads-guide/carousel#

Slideshow
- https://www.facebook.com/business/ads-guide/video#

Canvas
- https://www.facebook.com/business/learn/facebook-create-ad-canvas-ads?ref=ads_guide#

Lead Generation Ads
- https://www.facebook.com/business/learn/facebook-create-ad-lead-ads?ref=ads_guide#

Offers
- https://www.facebook.com/business/learn/facebook-create-ad-offer-claim?ref=ads_guide#

Post Engagement
- https://www.facebook.com/business/learn/facebook-create-ad-page-post-engagement?ref=ads_guide#

Event Responses
- https://www.facebook.com/business/learn/facebook-create-ad-event-response?ref=ads_guide#

Page Likes
- https://www.facebook.com/business/help/507612906001199?ref=ads_guide#

How to Measure Your Success

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Measuring Your Success

Facebook offers several different performance templates dependent on your campaign objective. Most of the time we use the Facebook Custom Report because we run a variety of campaign types

Report Types

- Delivery
- Engagement
- Video Engagement
- App Engagement
- Carousel Engagement
- Performance and Clicks
- Cross Device
- Offline Conversions
- Targeting and Creative
- Messenger Engagement
- Bidding Optimization
- Custom Reports

Measuring Your Success
KPIs

Reach
- The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people.

Frequency
- The average number of times each person saw your ad.

Website Conversions
- The number of events or conversions recorded by the pixel on your website and attributed to your ads

Post Reactions
- The number of reactions on your ads. The reactions button on an ad allows people to share different reactions to its content: Like, Love, Haha, Wow, Sad or Angry

Measuring Your Success
KPIs

Post Shares
- The number of shares of your ads. People can share your ads or posts on their own or friends' Timelines, in groups and on their own Pages

Post Comments
- The number of comments on your ads

Post Engagements
- The total number of actions that people take involving your ads

Page Likes
- The number of likes of your Facebook Page attributed to your ads

Video Percentage Watched
- The average percentage of your video that people watched

Video Watches at 25%-100%
- The number of times your video was watched at 25%-100% of its length, including watches that skipped to this point (Includes 5 KPI Metrics)

Resources

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Measuring Your Success
KPIs

Facebook Ads Guide
- https://www.facebook.com/business/ads-guide

Choose an Audience
- https://www.facebook.com/business/products/ads/ad-targeting

Choose a Goal
- https://www.facebook.com/business/goals

Choose a Placement
- https://www.facebook.com/business/products/ads/how-ads-show

Measurement
- https://www.facebook.com/business/measurement

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