

Niche Marketing to Consumers with Facebook

Vermont Small Business Development Center

Lamoille Economic Development Corporation

3W Promotions

Thank you to Charlie Ininger of the Vermont Small Business Development Center who has sponsored today's workshop. He is a great resource, free of charge, for business development assistance.

I am Elisa Clancy, the Marketing Consultant for Lamoille Economic Development Corporation, the other sponsor of today's workshop. I am also the owner of 3W Promotions, a full-service digital marketing and web development agency.

My primary role in my business is web design. I've been a Webmaster for 24 years. Before becoming a Webmaster, I received an MBA in Marketing and worked in the traditional fields of print advertising and event marketing with both private companies and the State of Vermont. When the digital age of marketing began in 1994, I worked with UVM to put their first course catalog on the Internet.

Now, in addition to web design, I manage email and social media campaigns, create digital advertising and plan marketing strategies for a wide variety of clients.

Workshop Summary

Part 1

Setting Up Your Ad Account

Facebook's Advertising Policies

Creating Ads

Accessing Reports

Today we are here to talk about Advertising on Facebook.

I've broken the workshop into two parts.

The first part we are going to discuss: setting up your ad account, Facebook's Advertising Policies and then move onto

Creating Ads, the Components of a FB ad, the various formats of the ads, and take a look at reports available.

Workshop Summary

Part 2

Campaign Examples

Audience Targeting

Facebook Pixel

The second part we are going to discuss stuff I love, niche markets. There has been a ton of news lately about FB and all the data they collect on its 1.8 billion active users. Well that data is truly a gold mine for businesses that are looking for a very particular customer, or several different target audiences.

We will start part 2 with discussing our marketing objectives including: branding, engagement and conversions and create some ad campaigns.

Then we'll move onto creating our target and custom audiences and we will end with an explanation.

Setting Up Your Ad Account

To begin you need a

- Facebook Business Page and
- Ad Account

Facebooks Ad Manager is where you go to create and manager your ads.

I'd like to start with saying that Facebook is a highly complex marketing tool that slices and dices user data in every imaginable way that advanced marketers can think of. So there will be features all along the way today that we will be bypassing with the intent of accomplishing our primary task of creating ad campaigns with custom audiences for your business.

I have been a participant in numerous workshops myself and I think I know that you are particularly interested in taking action with what you learn today. Your questions are welcome during the presentation. We have a lot of material to cover and I will be moving quickly so we can get through it all.

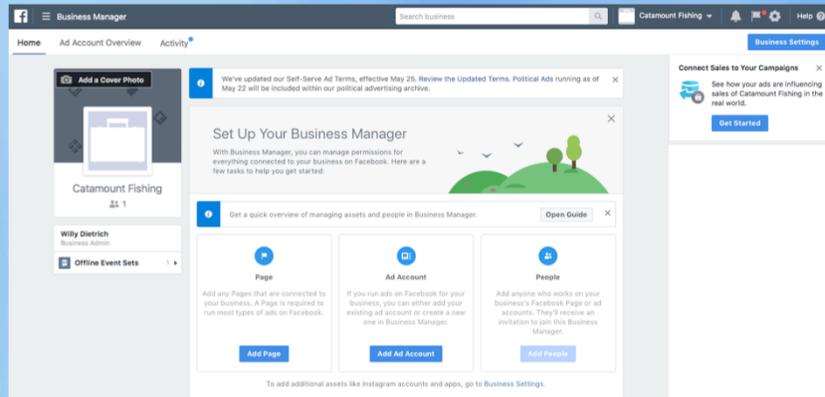
Many of you will have more questions when you are doing the actual implementation of your advertising campaigns. I encourage you to take my business card and contact me for individualized assistance.

Setting Up Your Ad Account

If you haven't set up an ad account, go to business.facebook.com and "Create Account". Login to Facebook as yourself, fill out your business information.

There are lots of ways to advertise with Facebook, this is just one of the ways.

Setting Up Your Ad Account



Once you've added an ad account in Business Manager, you can't remove it.

Add your business page.

Then, depending on whether you have advertised in the past on Facebook or are new, you will either “Add an ad account you own” or “Create a new ad account”.

Add an ad account to control campaigns and billing for this ad account.

Adding an ad account moves it into Business Manager. Going forward, only your business will be able to assign permissions to this account.

Add People

Add a Payment Method

Facebook's Advertising Policies

www.facebook.com/policies/ads

Your ad will go through an Ad Review Process, it will not be published immediately, it can take a day or two.

Your landing page on your website, must match your ad.

FB Policies

You should review Facebook's [Advertising Policies](#) which provide guidelines about which ads are acceptable and unacceptable on the site. (no sex, drugs, gambling, weapons, tobacco or illegal activity. Alcohol is allowed but restricted, as are vitamins, supplements and fitness products).

A **landing page** is the page the user is redirected when they click on your ad. Make sure that page has your company name and information the user will need.

Facebook's Advertising Policies

No reference to a person's personal characteristics

No before and after images



The **content of your ad** cannot refer to a person's personal characteristics. This includes a person's name, race, ethnic origin, sexual orientation, physical or mental disability or medical condition, financial status, and more.

As you will see later on, we can target specific audiences to send our ads to, but we can't always refer directly to the name of that audience in our ad. So your headline can't say "Car Insurance for 18-24 year olds", but it could say, "A Service for Teens", which is more generic.

Facebook's policies have some **specific policies** that are not necessarily intuitive. One policy is that they do not allow Health and Fitness, "Before and After" images. Images that are sexually suggestive, scary, gory or sensationalized aren't allowed either.

Facebook's Advertising Policies



No more than 20% of the image covered with text

Facebook prefers ad images with little or no text, because images with a lot of text may create a lower-quality experience for people on Facebook.

Images used in your ads should have no more than 20% of the image covered with text. Facebook would like to see the text in the post, rather than the image, but there are exceptions, so have images with text, go ahead and submit them for approval and see if they get approved.

Campaign Objectives

Choose Your Advertising Objective

Before creating your ad campaign, you need to decide what your objective is.

What do you want people to do when they see your ad?

Awareness Objectives will generate interest in your product or service.

Consideration Objectives will get people to start thinking about your business and look for more information about it.

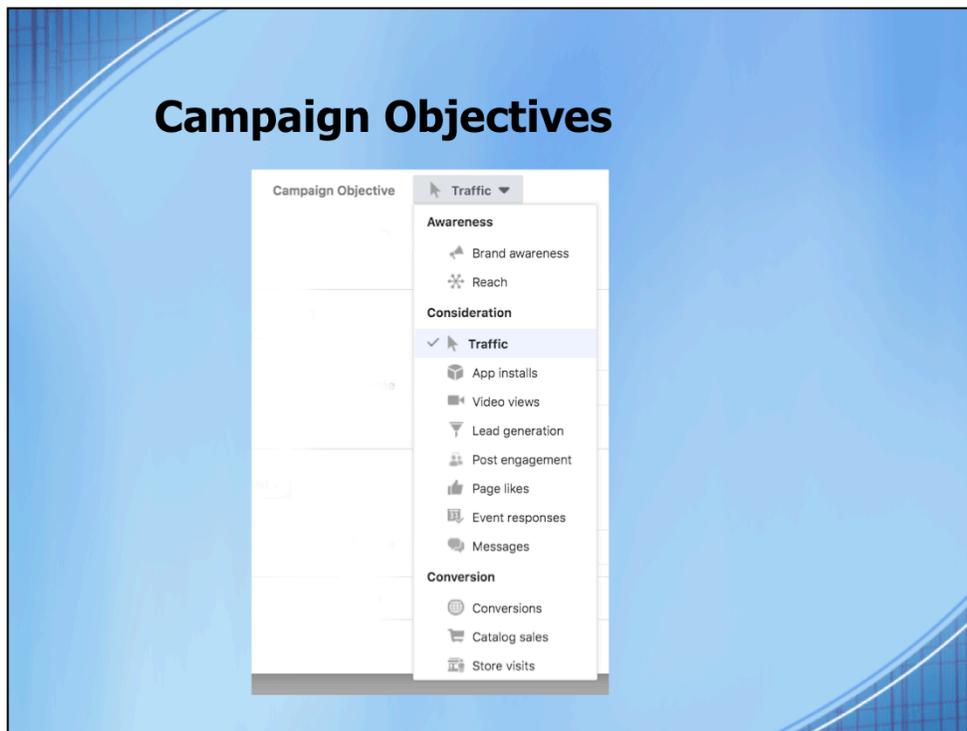
Conversion Objectives encourage people interested in your business to purchase or use your product or service.

In marketing we talk about the process a person goes through when making a decision. First they must be aware of your products or services. Next they will find out more information about it, and lastly they will convert to a sale or not.

Many of us would like to jump right into the conversion, but that isn't always possible unless you are selling to people who are already aware of you and know something about your products.

Facebook allows us to serve those people their own advertising, and then what we call the "Cold" audiences – those who have never heard of you – different ads.

Campaign Objectives



The first consideration we have is our campaign objective. Here is a list of your choices for a Facebook campaign.

(Go around the room and introduce participants.) State your name, your business name and which objective you would like to start a campaign with today.

Now keep this objective in your mind as we continue with creating a campaign.

Workshop Objective

Today's Focus:

Facebook Ads on the Newsfeed
(not Instagram or Messenger or Network)

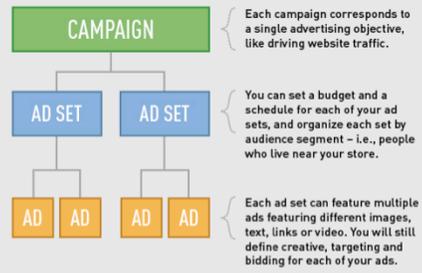
For Traffic and Conversions to
Websites

You will see there will be lots of places to run your Facebook ads and today we will focus on the Facebook Newsfeed.

Campaign Structure

What Facebook's Campaign Restructure Means for You

The New Campaign Structure



Facebook for business

Facebook Ad Formats

Image Ads

Jasper's Market
Sponsored · 🌱

Get inspired and see what our chefs are cooking up in the kitchen. Our dishes are 100% organic.

Shop Now

Jasper's Market
Sponsored

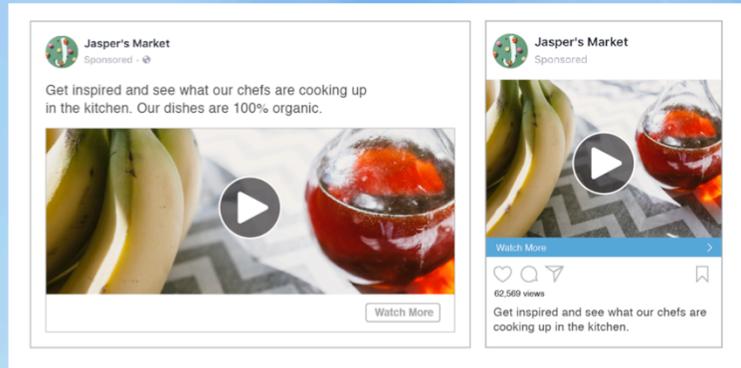
Shop Now

62,569 views

Get inspired and see what our chefs are cooking up in the kitchen.

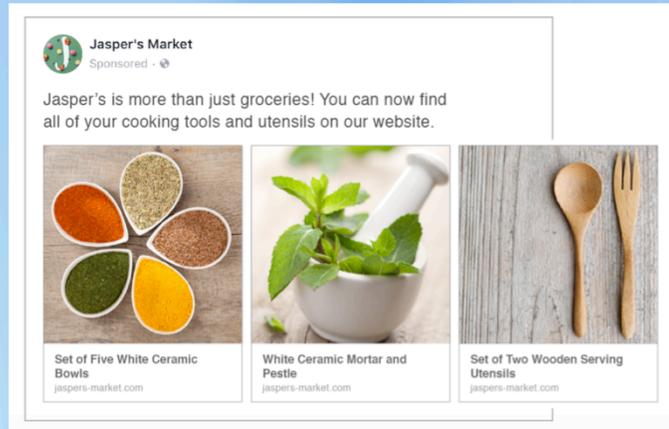
Facebook Ad Formats

Video Ads



Facebook Ad Formats

Carousel Ads



The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. Carousel Ads are available for the following advertising objectives: brand awareness, conversions, reach, store visits and traffic.

Facebook Ad Formats

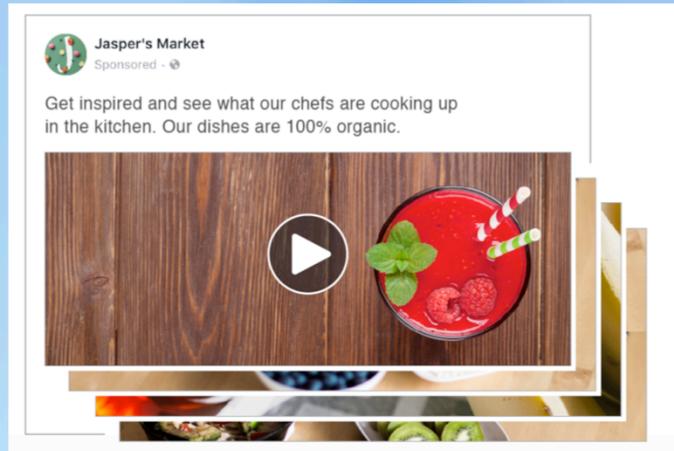
Collection Ads



The collection ad format allows you to combine video, slideshow or image with product images taken from a catalog. Collection is ideal for eCommerce advertisers because it allows them to show multiple pieces of content alongside a main creative.

Facebook Ad Formats

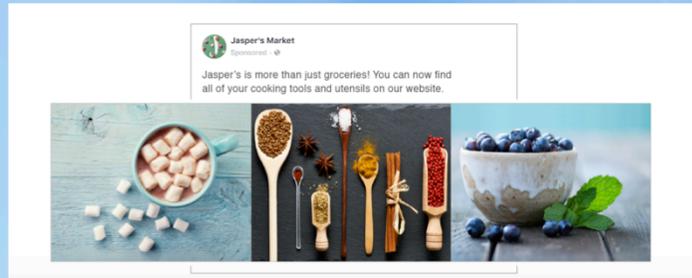
Slideshow Ads



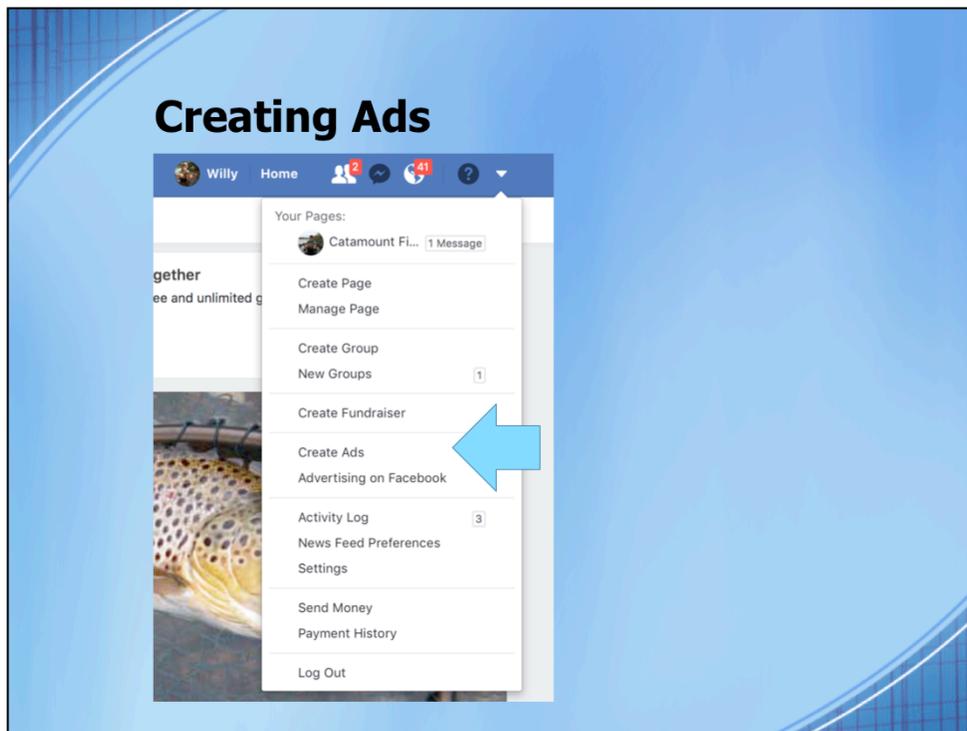
The format combines multiple images or videos, text and sound.

Facebook Ad Formats

Canvas Ads



This mobile only format can be used with all Facebook ad formats – carousel, single image, single video, slideshow or collection.



So let's get started. Go to your business page and in the top right, in the blue bar, click the black triangle and choose Create Ads.

Creating Ads

Components of a Facebook Ad

The diagram illustrates a Facebook content ad for Digital Marketer. The ad is titled "CONTENT AD EXAMPLE" and includes a "Like Page" button. The main text reads: "This is the formula for the growth potential of your business... L x C x M x F = Growth Potential. In today's post on the DigitalMarketer blog - I'll walk you through the specific 'Growth Lever' you can pull to double any of the variables in that formula... See More". Below the text is an image of a hand holding a magnifying glass over a lightbulb, with a green line graph showing an upward trend. The image contains the text: "DOUBLING ANY OF THESE VARIABLES WILL DOUBLE YOUR SALES...". Below the image is the headline: "Want to Double Sales? Pull One of These 4 Levers" and a sub-headline: "Doubling any of these variables: leads, customers, margin, or frequency... DIGITALMARKETER.COM".

Branded image or use a photo... Portray the marketing message.

Summary of Content

Content Headline

TEXT HEAVY
What's the benefit of the content?
Make it actually look like content!

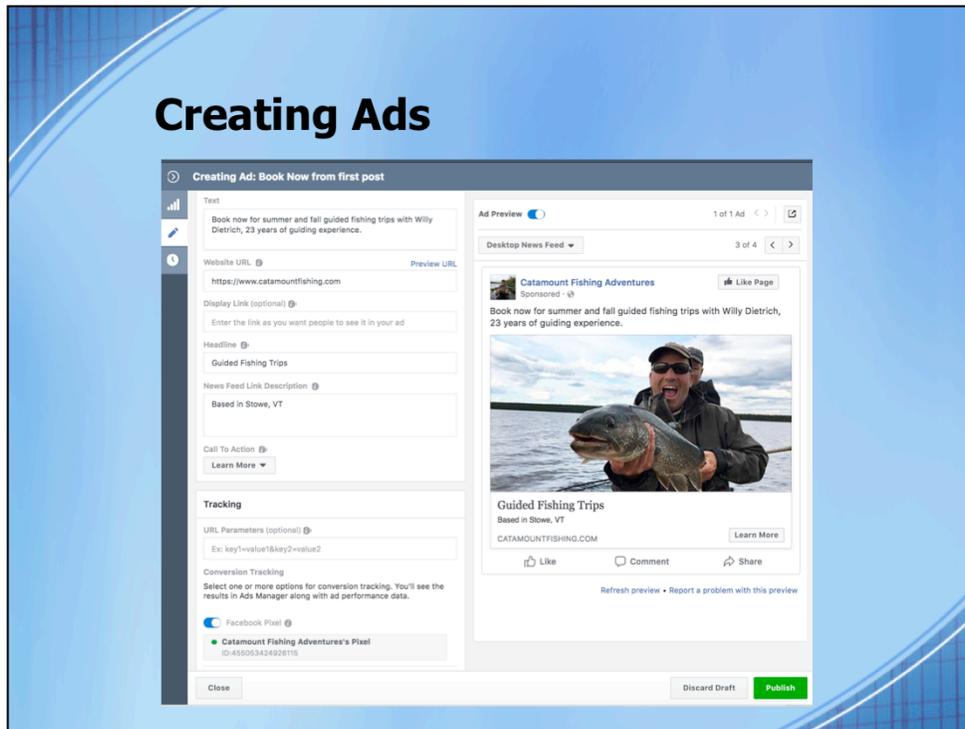
Text, Image, Headline, Description, URL

Creating Ads



An example of a Newsfeed ad that links to content on a website.
Text, Image, Headline, Description, URL

Creating Ads

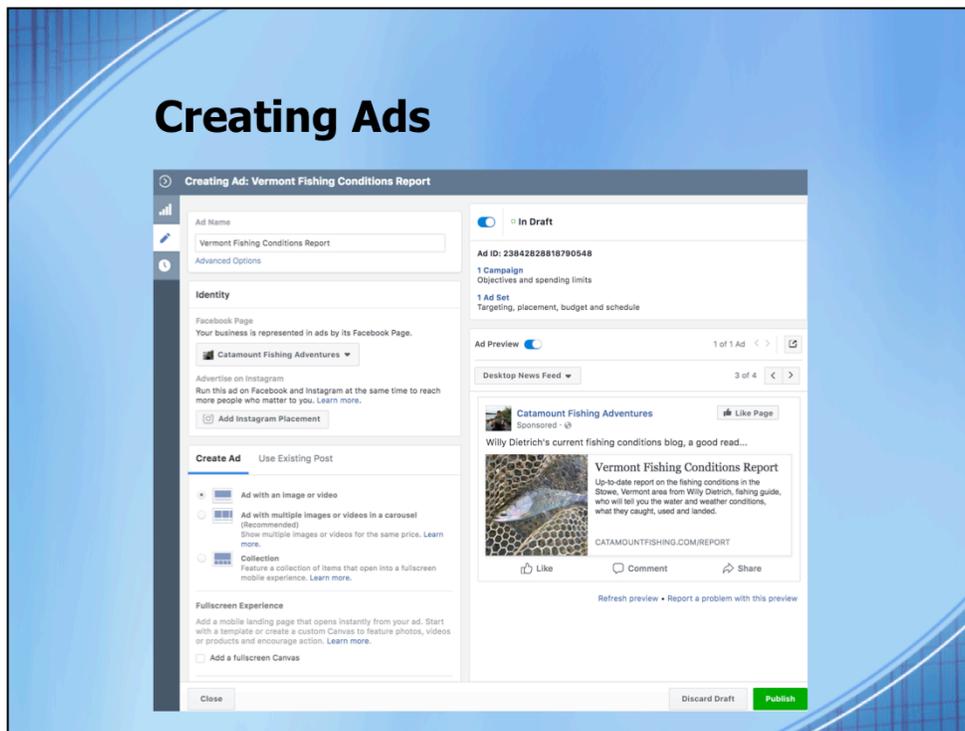


Here is the backend and what it looks like when you are creating a content ad.

Creating your ads is rather straightforward. The Text appears above the photo. Decide where you'd like to send your visitor, whether it is the home page or an internal page of your website. The address that displays can be shortened – in this case I didn't need it to be – but it doesn't effect where the page actually goes. The headline will be right below the photo and the description below that. For tracking I've indicated the Facebook Pixel, which we'll talk about later.

This ad we are looking for conversion, we are asking them to "Book Now", this will be good to send to folks who know Willy and their friends.

Creating Ads



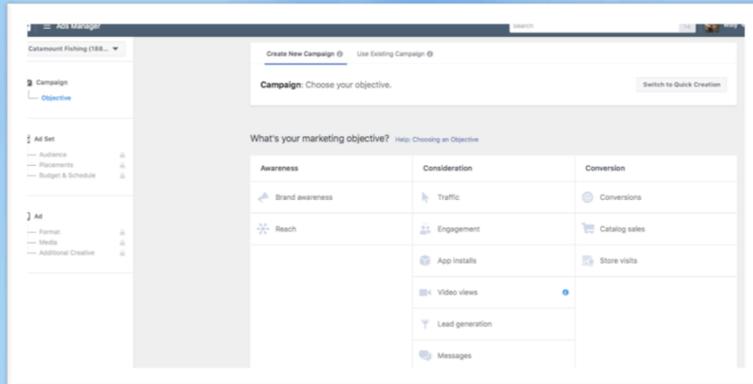
Here is a Newsfeed Ad to Blog Content.

This ad is a little more subtle, trying to pique readers interest, get to know Willy. We are looking more for consideration, so this will be good to send to folks who haven't heard of Willy before.

Creating Campaigns

Guided Creation

This option walks you through the steps to create a campaign to completion. → Choose this workflow if you are new to Facebook ads and want step-by-step instruction.



You have two options for creating ads: Guided Creation and Quick Creation.

Creating Campaigns

Guided Creation

Note: when using Guided Creation, your campaign will go live (pending review from Facebook) immediately upon clicking the **Confirm** button.

You have two options for creating ads: Guided Creation and Quick Creation.

Creating Campaigns

Quick Creation

Will let you skip around do things in the order you prefer.

The screenshot shows the 'Quick Creation' interface for creating a campaign. It features three main sections: 'Create New Campaign', 'Create New Ad Set', and 'Create New Ad'. The 'Create New Campaign' section includes fields for 'Campaign Name' (Book Now for Summer), 'Buying Type' (Auction), and 'Campaign Objective' (Traffic). There is also a 'Split Test' toggle. The 'Create New Ad Set' section has an 'Ad Set Name' field (Caramount Clients from MailChimp). The 'Create New Ad' section has an 'Ad Name' field (Book Now). At the bottom, there is a 'Cancel' button and a 'Save as Draft' button. A status message at the bottom reads 'Creating 1 campaign, 1 ad set and 1 ad'.

You have two options for creating ads: Guided Creation and Quick Creation.

Creating Campaigns

Quick Creation

Once you've edited your campaign details, you have two options:

Publish your campaign immediately by clicking **Publish**.

Save your campaign details as a draft by clicking **Close**, so that you can come back and edit and publish them at a later point in time by clicking **Review and Publish**.

So Quick Creation is the one to use if you want a little more flexibility. There used to be more differences between the two options, but the new Ads Manager has changed and made them more similar. Before you couldn't create custom audiences with the Guided Creation, but now you can.

Budgeting

You have the choice when setting a budget:

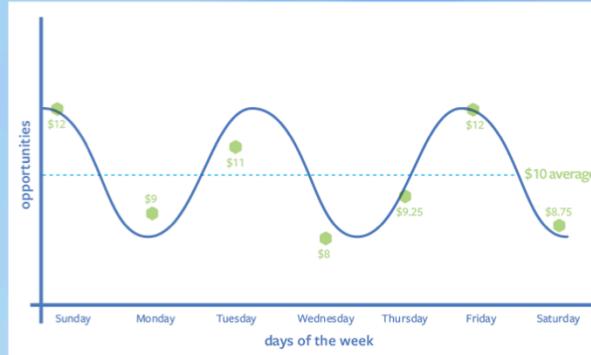
- Lifetime of the campaign, \$100 minimum
(can schedule days and hours your ad runs)

or

- Daily budget

So I don't want to talk in length about budgeting because I'd like to spend most of our time on targeting, which is the focus of today, but I did want to make sure you knew these options for budgeting.

Budgeting



The daily budget is an average, Facebook may spend 25% over your budget on one day, and under another day to give them flexibility, and they balance out spending over a week. (Sunday to Saturday).

You have the choice of this, which is “standard delivery” or “accelerated delivery”

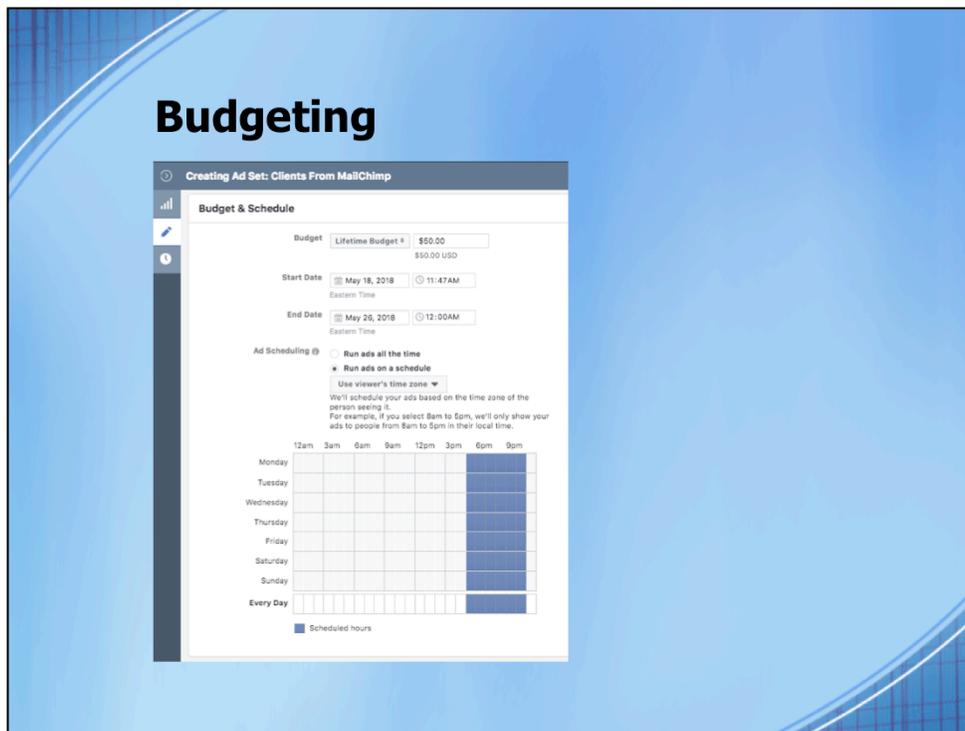
Budgeting

The screenshot displays a web interface for creating a campaign. At the top, the title is "Creating Campaign: Book Now For Summer". Below this, there is a form with the following fields and options:

- Campaign Name:** A text input field containing "Book Now For Summer". Below it is a link for "Advanced Options".
- Campaign Details:**
 - Objective:** A dropdown menu currently set to "Traffic".
 - Buying Type:** A dropdown menu currently set to "Auction".
 - Campaign Spending Limit:** A text input field containing "\$100.00 USD". To its right, it shows "\$0.00 of \$100.00 Limit Spent" with a progress bar. Below this, there is a note: "New limit must be at least \$100.00" and a "Remove Limit" link.
- Notification:** A blue box with an information icon and the text: "Please allow 15 minutes for these changes to take effect after you save them."

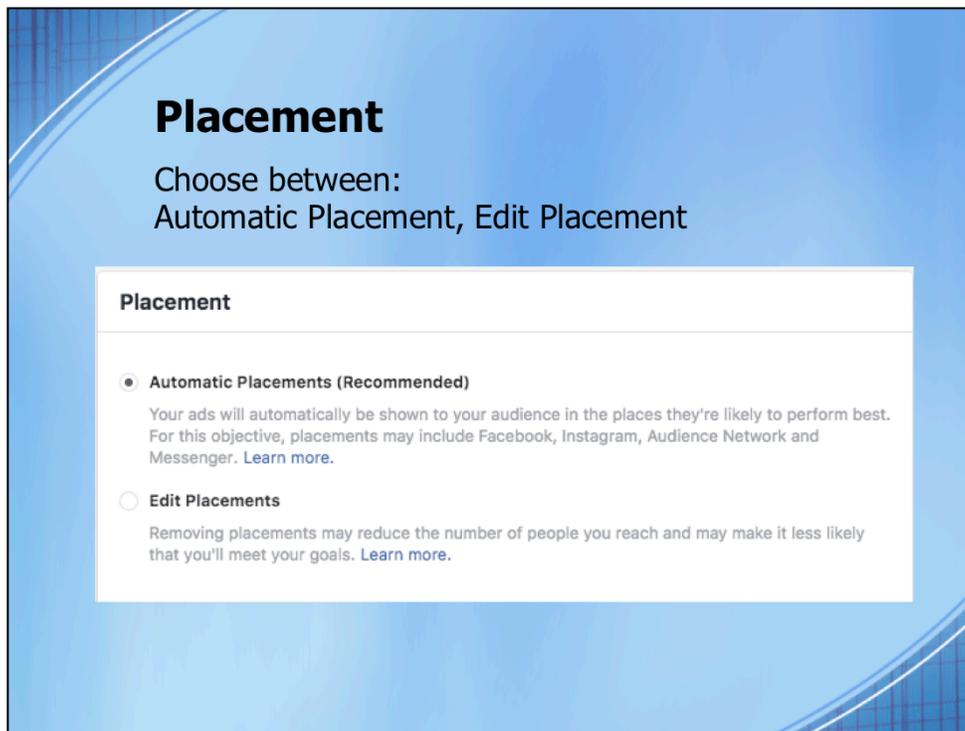
Here is an example of a \$100 campaign.

Budgeting



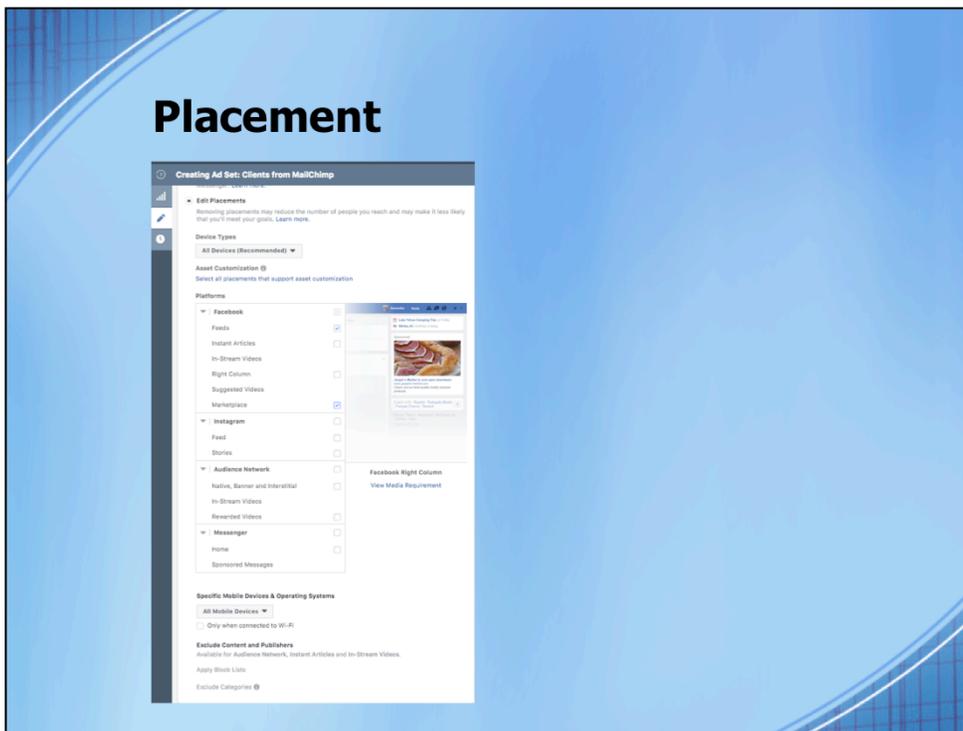
Within your campaign, you will have Ad Sets, where you set your target audience. You can divide your campaign budget up among your various ad sets. So in this slide you'll see I am setting the budget for the Ad Set: Clients from MailChimp, and since this campaign will have more than one ad set, I've put half of the budget in this ad set.

I like to schedule my ad times so they are being shown in the middle of the night, but I have no hard evidence to show you that proves to be a good strategy.



Placement is where your ads will be running. What is good for Facebook isn't always good for your business. So they recommend automatic placement, which is not necessarily bad, but do consider your choices, by clicking "Edit Placements".

Placement



Again, we could spend a lot of time on debating placement and discussing the various platforms, but for this workshop we are going to use just Facebook, and just the Feeds, which for ads is called “Marketplace”, for your ad to appear in the user’s Newsfeed.

Optimization & Delivery

Link Click

Landing Page Views

Impressions

Daily Unique Reach

Optimization tells Facebook who, among your target audience they will deliver your ad to. You have the choice of people who click on links, or who will just see your ad. Impressions are good for brand awareness, but for today we want people to visit our website, so we will be using link click and landing page views.

Accessing Reports

Ads Reporting is found within the Ads Manager main menu. To create reports, you'll also need to navigate to Ads Reporting.

- **To create reports:**
- Click **Ads Reporting** from the main menu
- Click **Create Report**
- In the drop-down menu above the reporting table, select **Account, Campaign, Ad Set** or **Ad** depending on the information that you want to report on
- In the reporting table, select the campaigns, ad sets or ads that you want to report on and then click **Apply**

- To save your report, click **Save Changes**, name the report, and click **Save**

You can schedule ad reports to be emailed to you daily or weekly.

More Help

The Facebook Ads Guide

<https://www.facebook.com/business/ads-guide>

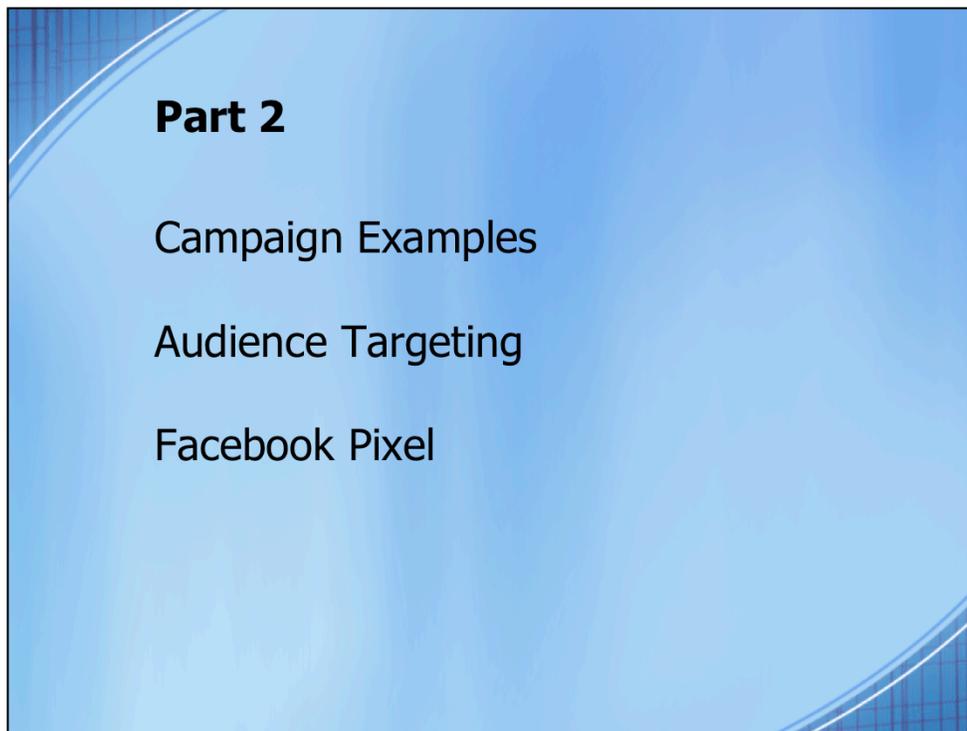
An extremely helpful tool for diving deep into everything we are talking about today.

<https://www.facebookblueprint.com>

Is a series of mini online courses on Facebook advertising.

TAKE A BREAK

Come back and create some ad campaigns.



In this second part we are going to discuss stuff I love, niche markets. There has been a ton of news lately about FB and all the data they collect on its 1.8 billion active users. Well that data is truly a gold mine for businesses that are looking for a very particular customer, or several different target audiences.

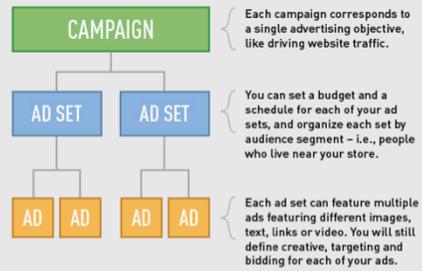
We will start part 2 with discussing our marketing objectives including: branding, engagement and conversions and create some ad campaigns.

Then we'll move onto creating our target and custom audiences.

Campaign Structure

What Facebook's
Campaign
Restructure
Means for You

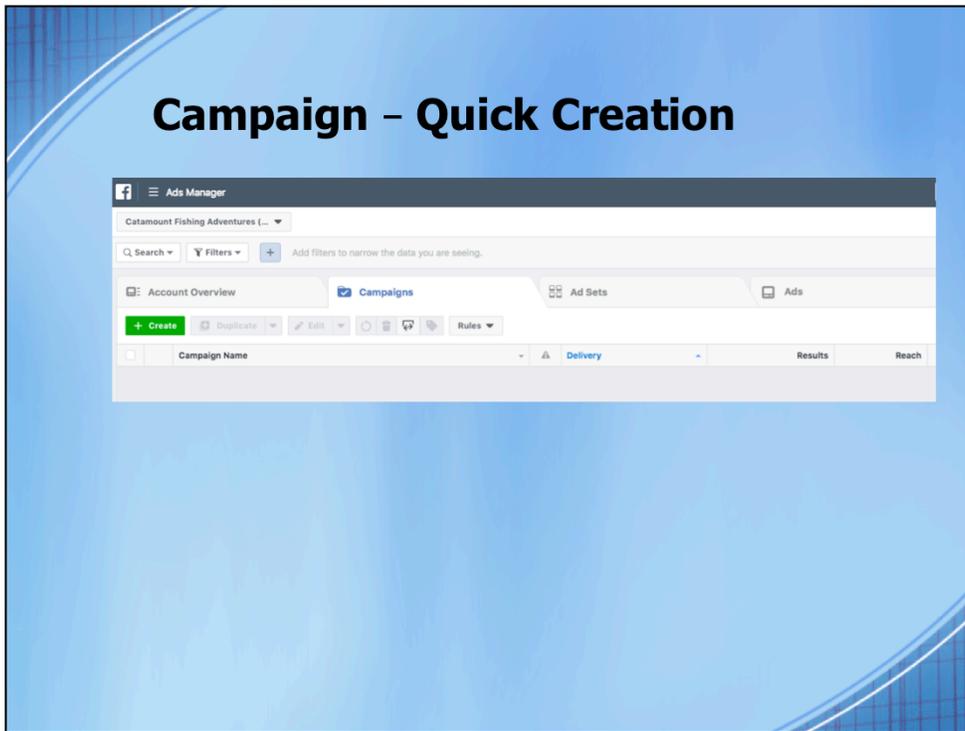
The New Campaign Structure



Facebook for business

Here is a reminder of the Campaign Structure – Campaign > Ad Sets > Ads

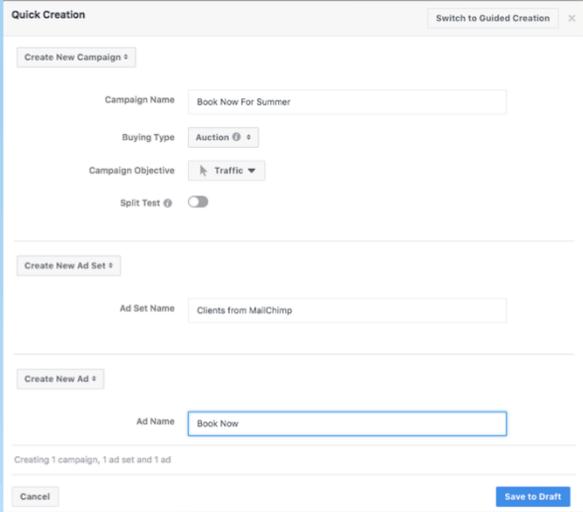
Campaign – Quick Creation



So let's do an ad campaign using Quick Creation.

Click the green +Create button under the Campaign tab.

Campaign – Quick Creation



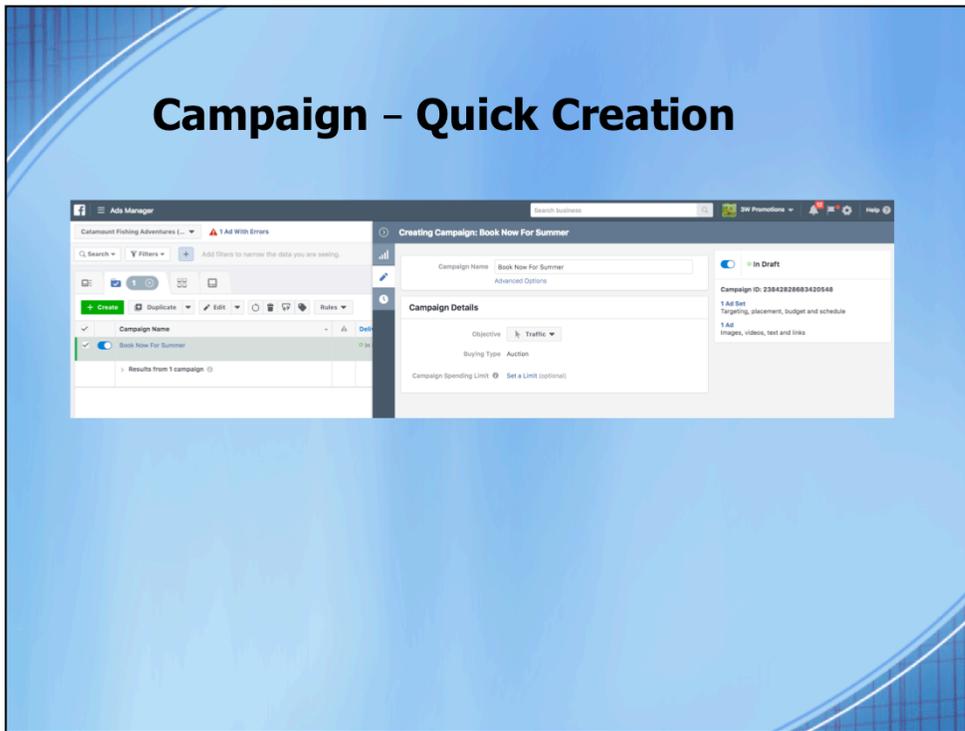
The screenshot shows the 'Quick Creation' interface for a Facebook campaign. The window title is 'Quick Creation' with a 'Switch to Guided Creation' link and a close button. The interface is divided into three sections: 'Create New Campaign', 'Create New Ad Set', and 'Create New Ad'. In the 'Create New Campaign' section, the 'Campaign Name' is 'Book Now For Summer', 'Buying Type' is 'Auction', 'Campaign Objective' is 'Traffic', and 'Split Test' is turned off. In the 'Create New Ad Set' section, the 'Ad Set Name' is 'Clients from MailChimp'. In the 'Create New Ad' section, the 'Ad Name' is 'Book Now'. At the bottom, it says 'Creating 1 campaign, 1 ad set and 1 ad' and has 'Cancel' and 'Save to Draft' buttons.

We can quickly create a campaign that we will be working on, give the campaign a name, give the ad set a name, and give the ad a name. The name of the ad set should be the name of the audience you are targeting – this is for your own information only.

As you go along and develop the campaign you can have multiple ad sets (audiences) for the same campaign.

You can also have multiple ads.

Campaign – Quick Creation



With Quick Creation you can move around and create your campaign in any order you want, or “Close” it and come back to it later.

Ad Sets – Quick Creation

The screenshot displays the 'Budget & Schedule' configuration for an ad set. The budget is set to a lifetime budget of \$50.00 USD. The start date is May 18, 2018, at 11:47 AM Eastern Time, and the end date is May 20, 2018, at 12:00 AM Eastern Time. The ad scheduling is set to 'Run ads on a schedule' with a dropdown menu set to 'Use viewer's time zone'. A grid below shows the ad is scheduled to run from 6pm to 9pm every day of the week.

Day	12am	3am	6am	9am	12pm	3pm	6pm	9pm
Monday							■	■
Tuesday							■	■
Wednesday							■	■
Thursday							■	■
Friday							■	■
Saturday							■	■
Sunday							■	■
Every Day							■	■

Ad sets can have their own Budget & Schedule. I showed this slide before when I talked about Campaign Budgets. This overall campaign has a budget of \$100 and this ad set has a budget of \$50. I've schedule the ad to run in the evenings.

Ad Sets – Quick Creation

Creating Ad Set: Clients From MailChimp

Ad Set Name: Clients From MailChimp
Advanced Options

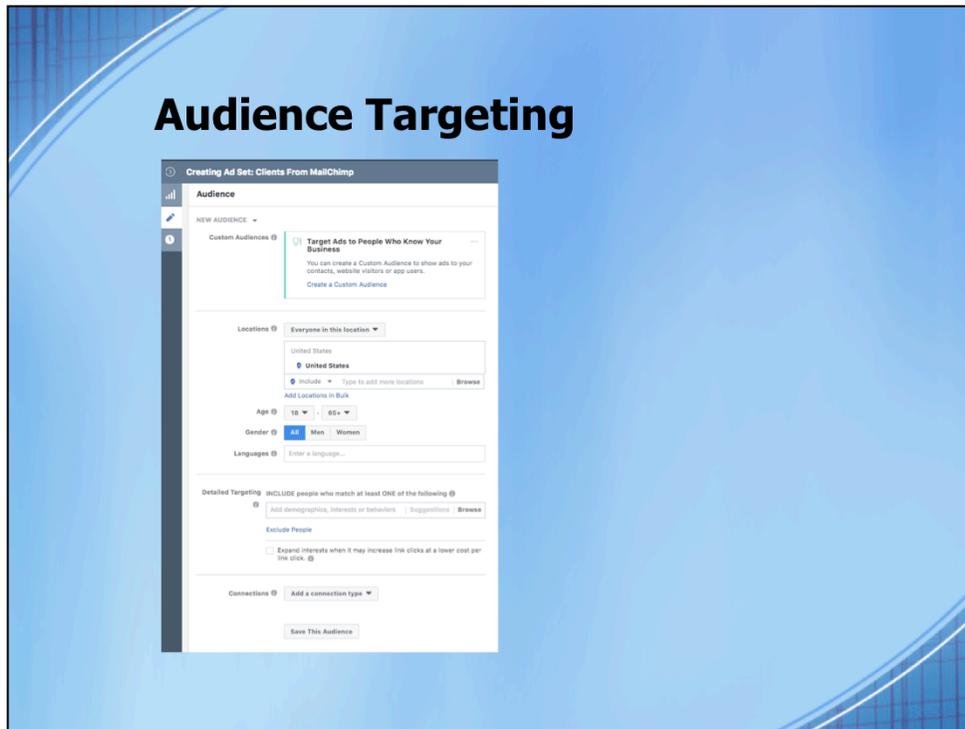
Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

- Website
- App
- Messenger

When you click on “Ad Set” you’ll see the name you gave it when you set up the campaign, and we want to drive traffic to our “Website.”

Audience Targeting



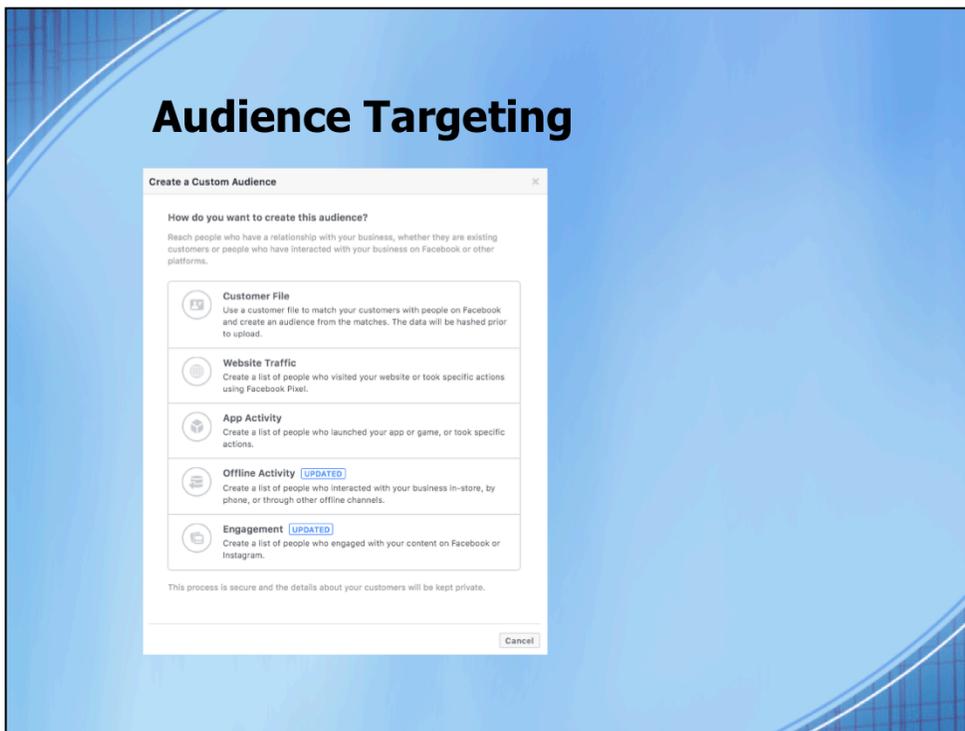
Here is where things get exciting, because we have so many ways to reach our target markets.

Earlier we began creating a Campaign and we set up the objective, the budget & schedule, we said we wanted it to run in the Facebook newsfeed only, and we defined our campaign to be optimized for Link Clicks so we get traffic to our website.

Now we are going to define our audiences and we do that in the “Ad Set”. Again we have lots of choices. We are going to start with developing one of your core audiences. If you have a mailing list that you regularly use to send people Email News, your newsletter mailing list. Any of your newsletters subscribers, who also use Facebook will see this ad.

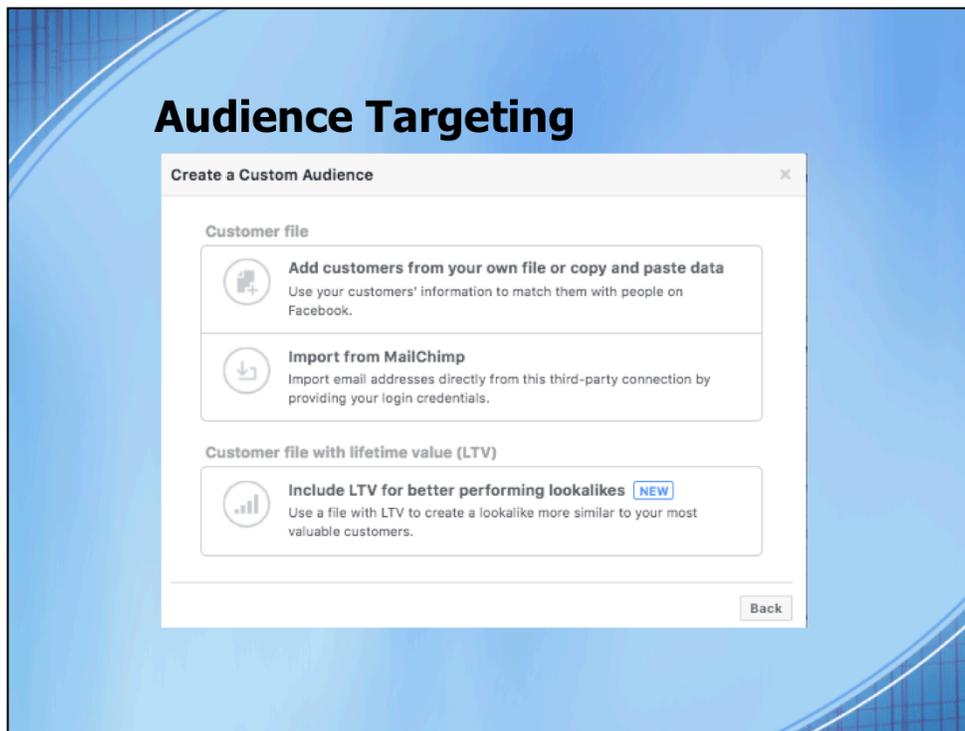
Click “Create a Custom Audience”.

Audience Targeting



Now click on “Customer File”

Audience Targeting

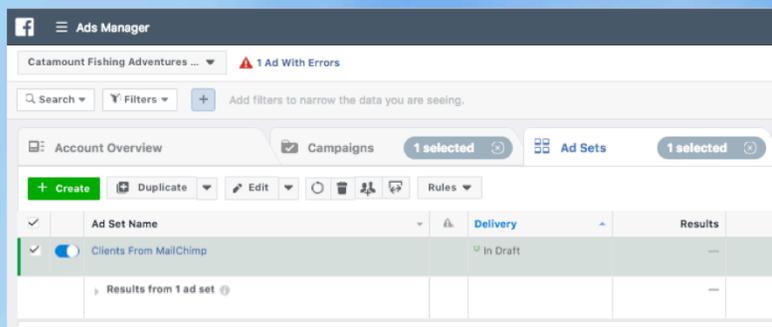


Now in our case, “Import from MailChimp”. If you use a different Email Service Provider you can “Add Customers From Your Own File.”

You will then login to your MailChimp account, select which lists you’d like to use, agree to Facebook’s Custom Audience Terms.

It will take a half hour or so for your audience to be ready to use.

Audience Targeting



Now in the same campaign, we want to create another audience. We want to target the type of person who is a typical client. So first we click on the tab for “Ad Sets” and click the green +create button. Then type in the campaign name and give the ad set a name.

Audience Targeting

Audience

SAVED AUDIENCE: Clients' Friend City Dweller with Fishing Interest ▾

AUDIENCE DETAILS

Location: United States: New Haven (+50 mi) Connecticut; Boston (+50 mi) Massachusetts; New York (+50 mi) New York

Age: 35 - 65+

Gender: Male

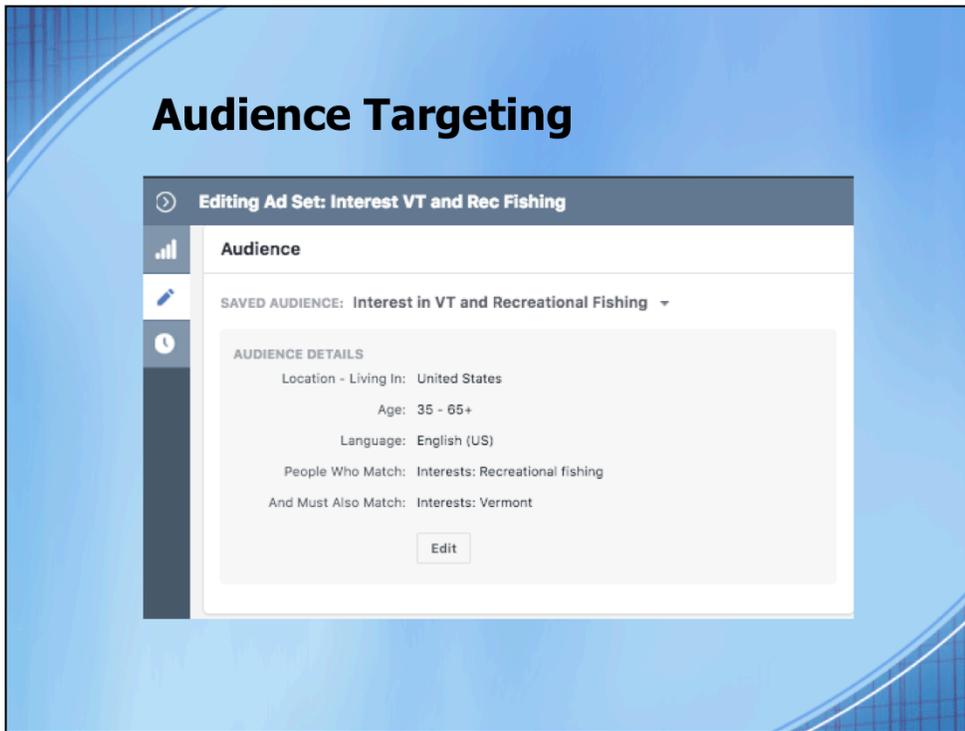
Language: English (US)

People Who Match: Interests: Fishing

[Edit](#)

Here we've picked a core audience for Catamount Fishing clients, based on past clients demographics, Northeastern, Men who live in the city and are interested in fishing.

Audience Targeting



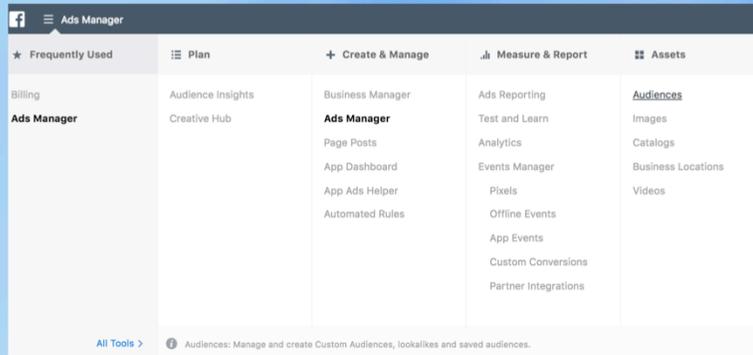
Here is another ad set I tried. No location or gender for the customer, but with an interest in Vermont and Recreational Fishing.

Audience Targeting

- Clients from Email List
- City Dwellers with Fishing Interest
- Interest in Vermont and Fishing

So we've created an audience of our clients that we send email newsletters to, and we've created an core audience of Facebook users.

Managing Audiences



From Ads Manager click “All Tools” > “Audiences”

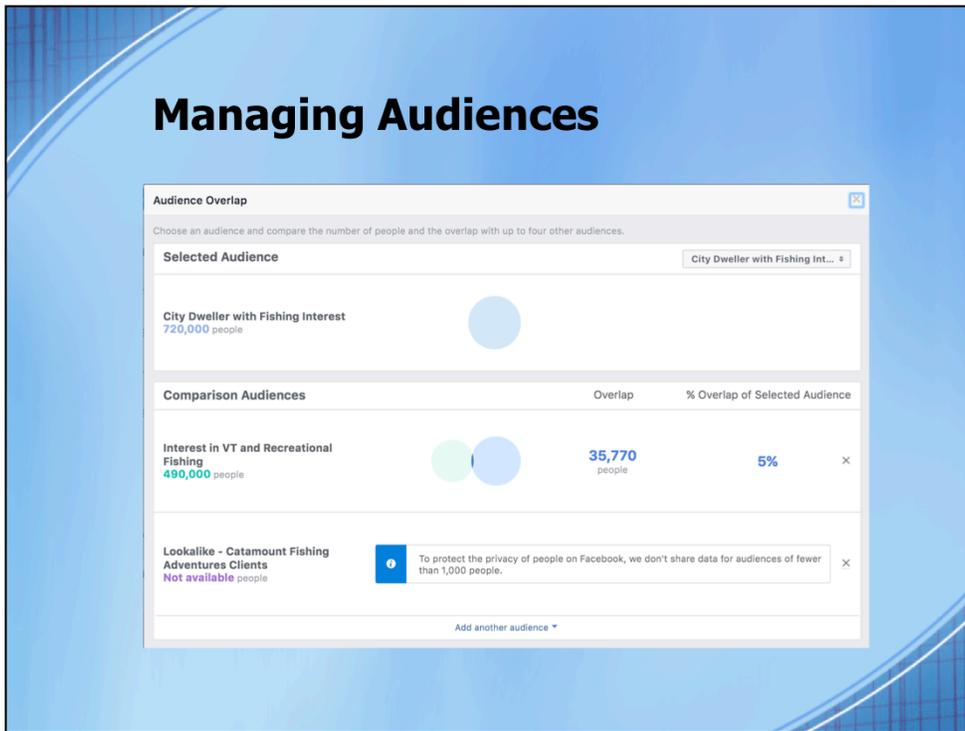
Managing Audiences

Name	Type	Size
Catamount Fishing Adventure From Email, Web and FB	Saved Audience	Not available
Interest in VT and Recreational Fishing	Saved Audience	490,000
Lookalike (US, 2% to 5%) - Engaged with Catamount FB Page	Lookalike Engaged with Catamount F	6,400,000
Engaged with Catamount FB Page	Custom Audience Engagement - Page	Fewer than 1000
Lookalike (US, 1%) - Catamount Fishing Adventures Clients	Lookalike Custom Audience: Catamount Fishin...	2,100,000
Web Visitors From Facebook	Custom Audience Website	--
Lookalike - Catamount Fishing Adventures Clients as of May 19, 2018	Custom Audience MailChimp	Fewer than 1000
City Dweller with Fishing Interest	Saved Audience	720,000
Catamount Fishing Adventures Clients	Custom Audience MailChimp	Fewer than 1000

When you save a Core Audience, you can reuse it and refer back to it for future ad campaigns. Access all saved audiences, Custom Audiences, and Lookalike Audiences associated with your ad account in the **Audiences** area of Ads Manager

When you create and save audiences based on demographics and interests of your customers, you can look at whether in fact these are distinct audiences of not with the “Show Audience Overlap” tool.

Managing Audiences



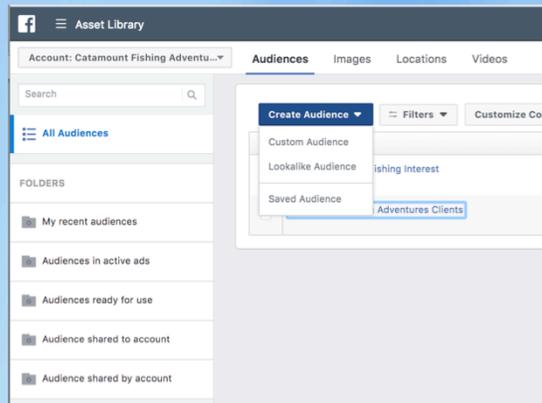
Here are our two Core Audiences: City Dwellers and People with an Interest in Vermont and an Interest in Recreational Fishing. When we look at the overlap of this audience, I am please to see that these are different people, so it is worthwhile targeting both of these audiences.

You will also see that I've included another Audience that I had Facebook create for me, people who "look like" our Catamount Fishing Client Core Audience. Since this audience is small, we don't see the results here.

Audience Targeting

Add a Look-A-Like Audience

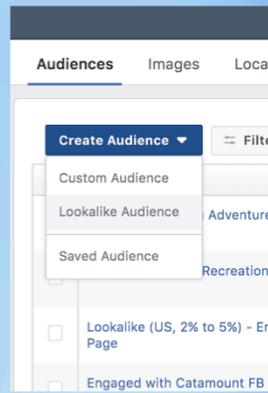
People who look like our clients.



Let me show you how to create a, “Lookalike Audience”.

Audience Targeting

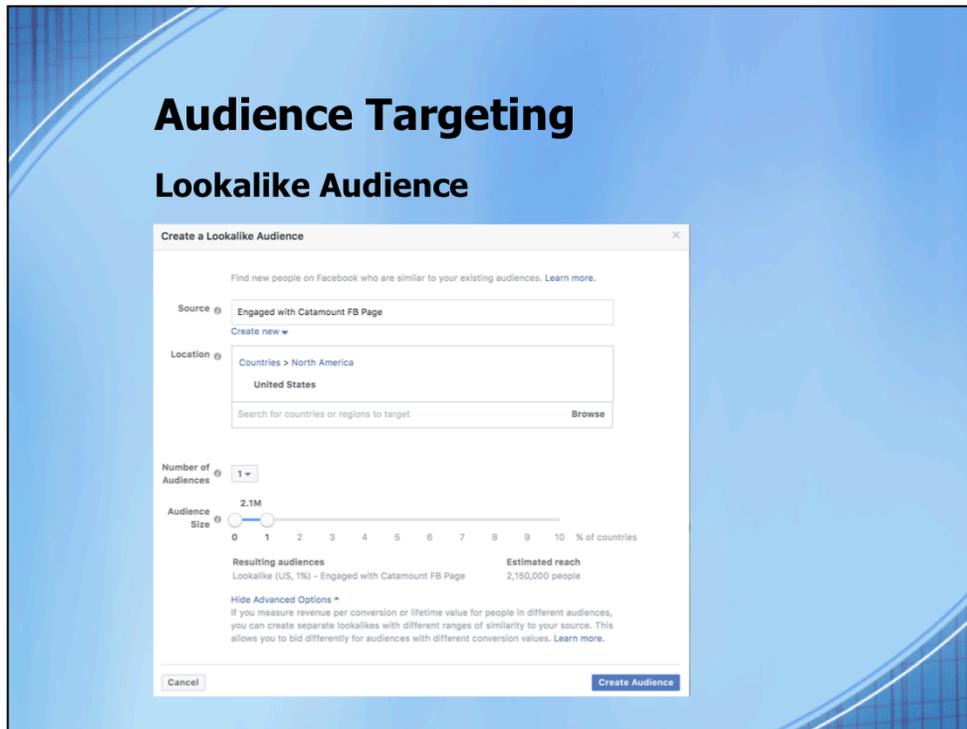
Lookalike Audience



Lookalike Audiences are created from Facebook users who have similar characteristics as an audience you've already created.

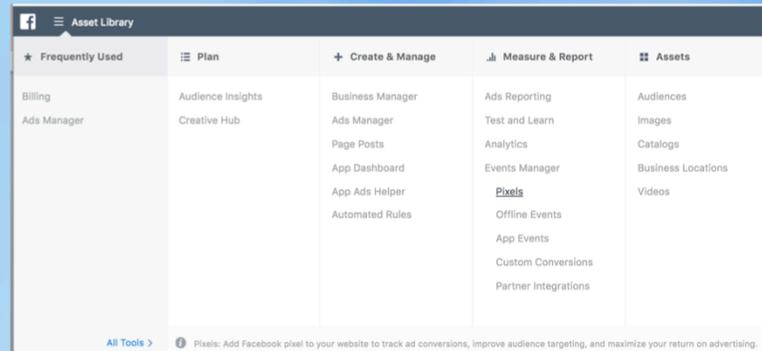
Audience Targeting

Lookalike Audience



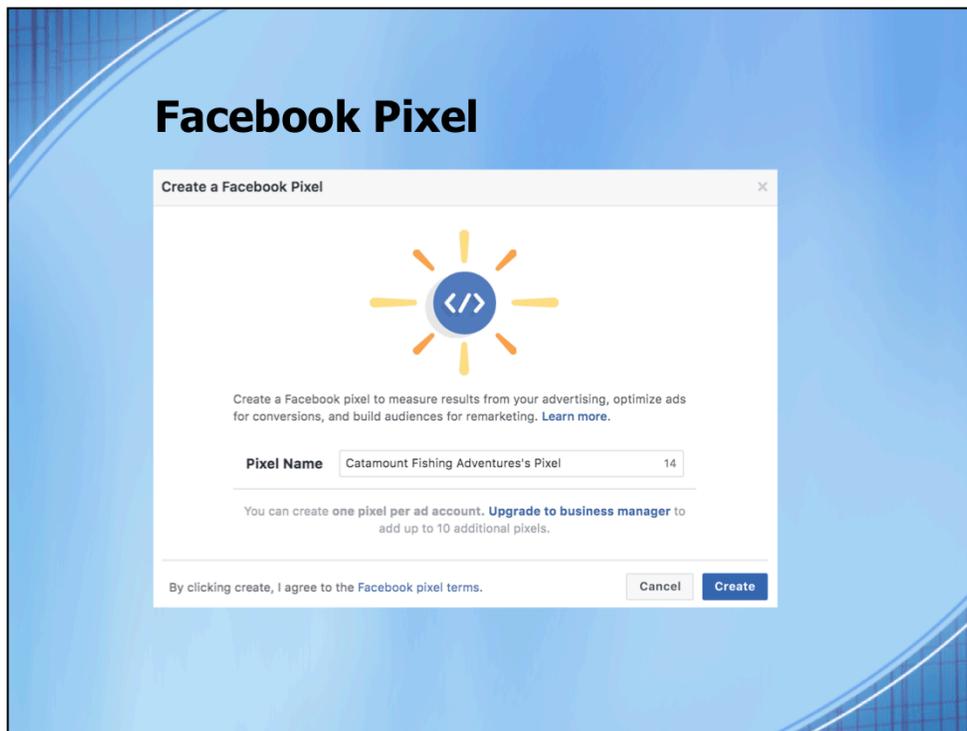
So in my Audience Manager I created an audience that combined, our MailChimp Subscribers, Our Website Visitors, and People who have Engaged with our Facebook Page and called it Engaged with Catamount FB page. Now I am creating an audience based on that audience called a Lookalike Audience. We don't get a lot of choices here, we don't get to pick states, just countries. We do get to pick the audience size, and the recommended size is 1,000,000, to 3,000,000.

Facebook Pixel



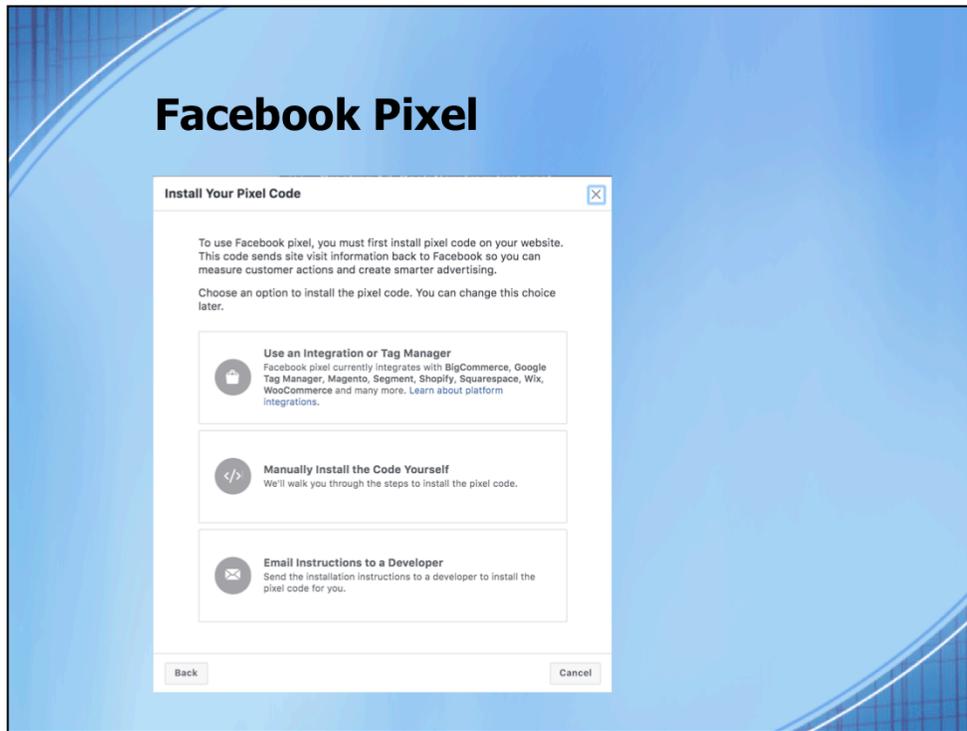
In the previous slide, I mentioned that I included our Website visitors in our audience. This is how I've done that.

Facebook Pixel is code you put on your website that helps you analyze your visitors and create ads and remarket to them. You'll find it under Events Manager, because it is the action of the user you are measuring. We are going to use the Facebook Pixel to capture the visitors we get to our website from this Book Now for Summer ad campaign and create a Custom Audience we can use in a new campaign to those who visited our website from our campaign. We put this Custom Audience here in our Asset Library so we can save it and use it for another campaign.

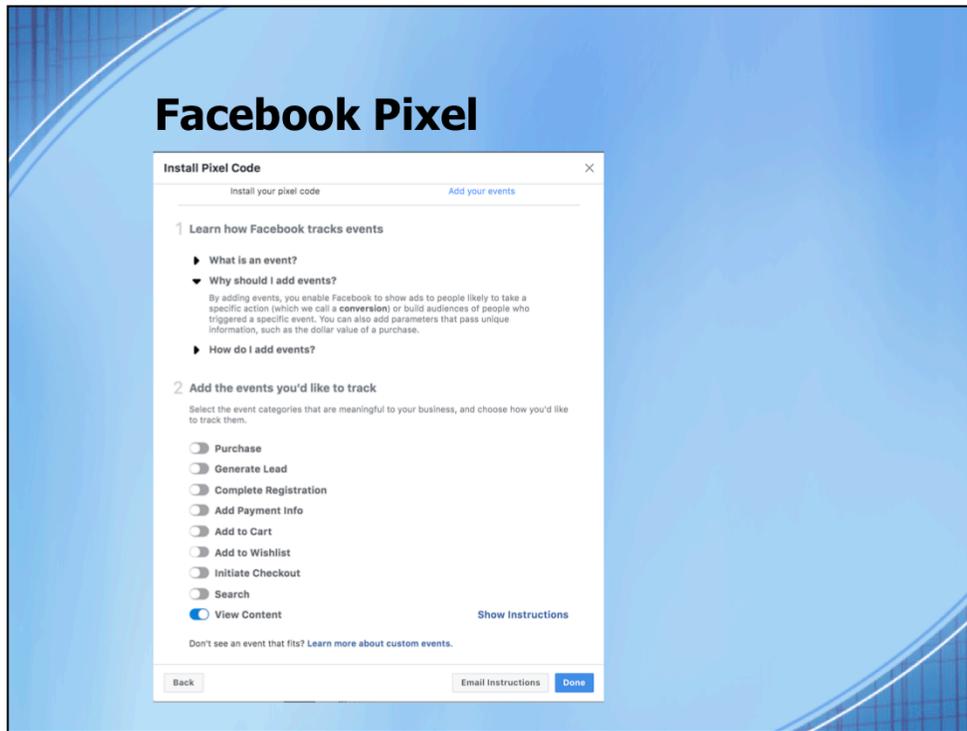


Create and name your pixel and review the Pixel terms of service.

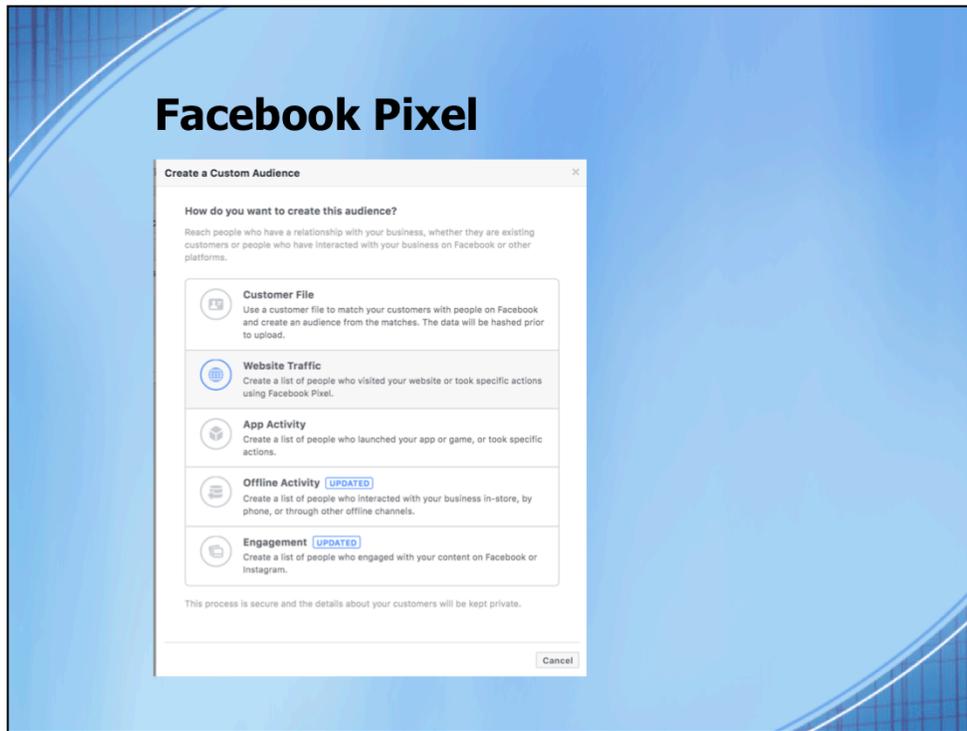
Facebook Pixel



You'll need to install code on your website that will track your visitors. You have three choices on how to install the code.

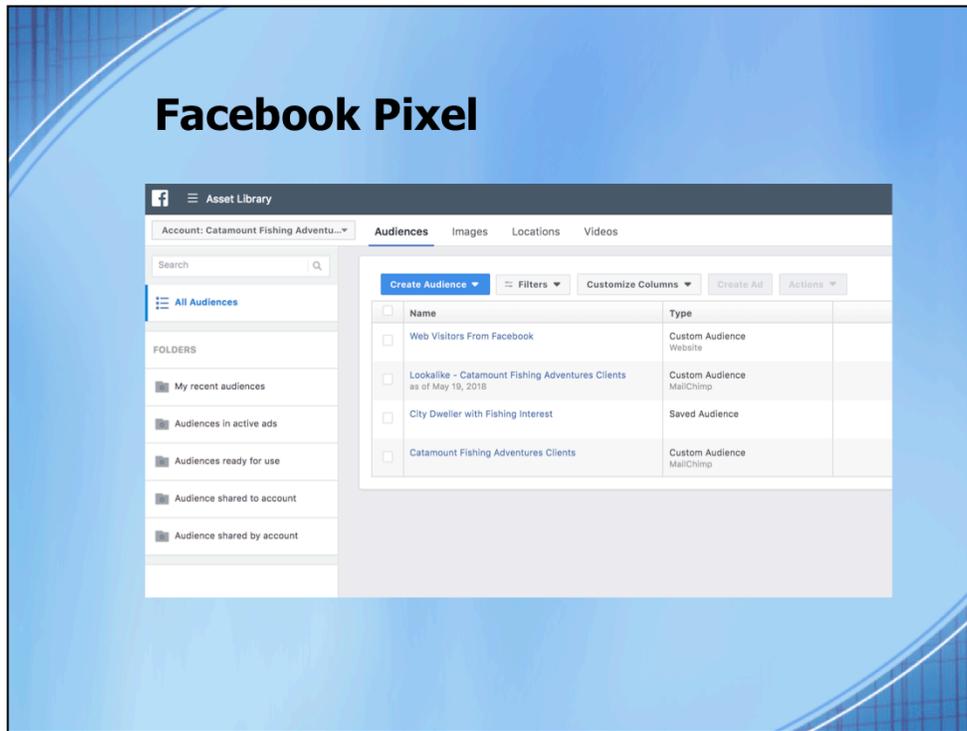


Our Campaign objective we decided was to drive traffic to our website. The event we'd like to track is "View Content". We will then be able to see how many unique visitors came to our page from Facebook, and we can decide if our money was spend wisely.



Once we have our pixel installed, we can create a Custom Audience for remarketing to the people who visited our website. In this case we would base our Custom Audience on “Website Traffic”.

Facebook Pixel



Now you'll see in our Asset Library of Audiences we have one called Web Visitors From Facebook, and this audience should grow over the length of your ad campaign.

Thank You For Coming

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