

The
Marketing
Crowd



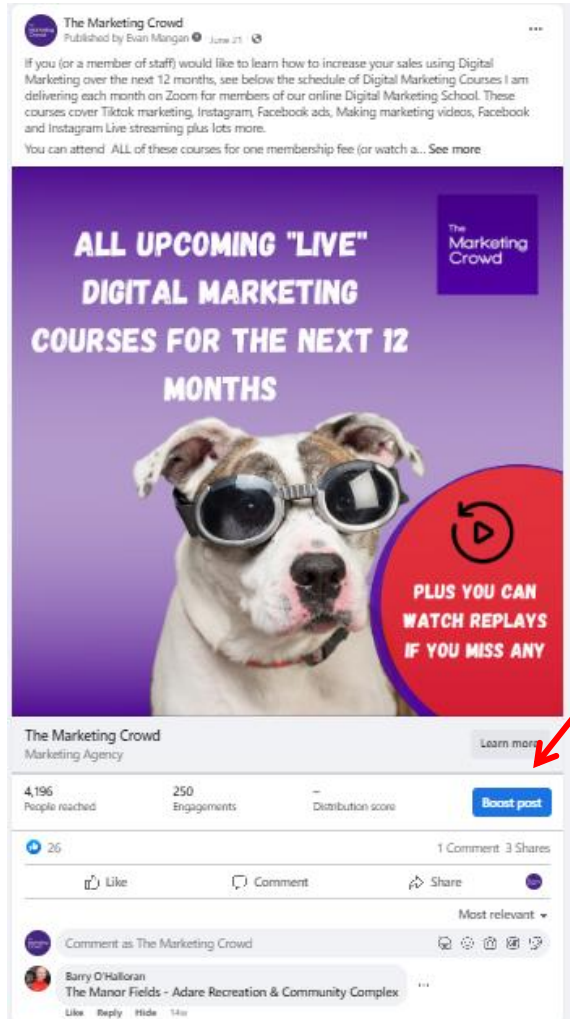
HOW TO ADVERTISE ON FACEBOOK AND INSTAGRAM (PART 2)

What We Will Cover

- 1. How to turn a post into an ad using the Ads tool.**
 - How to get to the ads tool since the recent redesign on Facebook
 - What objective should you choose
 - Overview of Budget, targeting and placement
- 2. How do you then monitor your campaign to see how each adset is performing**
 - How to check which audience (adset) is performing the best
- 3. How to setup conversion tracking**
- 4. How to convert more of your website traffic from ads into enquiries and sales**
- 5. How to design eye catching images for your ads using Canva**

Reminder - What are the 2 Big options?

1. The Boost Post Button – on a Facebook Post

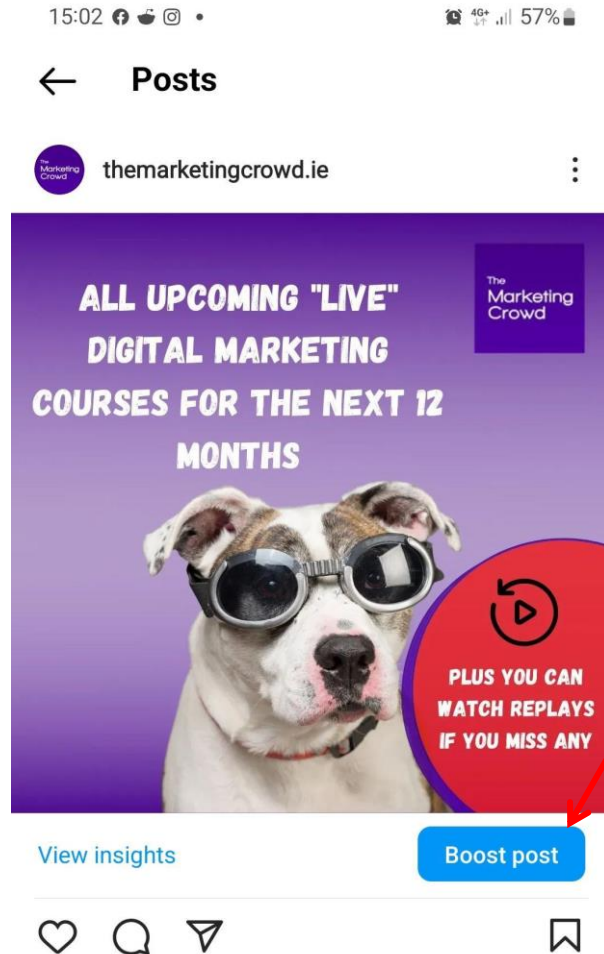


When you send out a post from your page on Facebook there will be a Boost post button that allows you to turn the post into an ad

However, not all the targeting options are available and some of the settings result in wastage

Reminder - What are the 2 Big options?

1. The Boost Post Button – on an Instagram Post

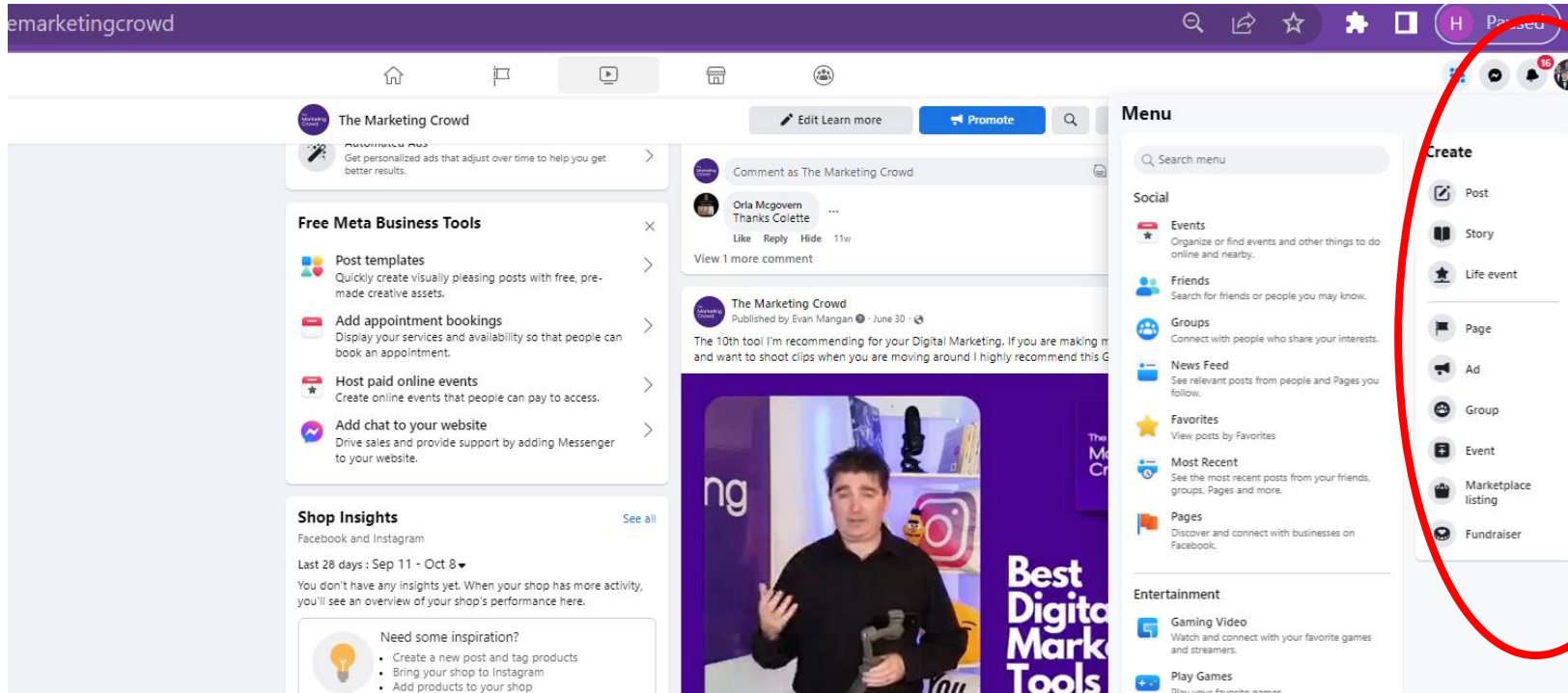


When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

The targeting options here are VERY limited. You can only target by geography, age, gender and interest

Reminder - What are the 2 Big options?

2. The Ads Tool in Ads Manager

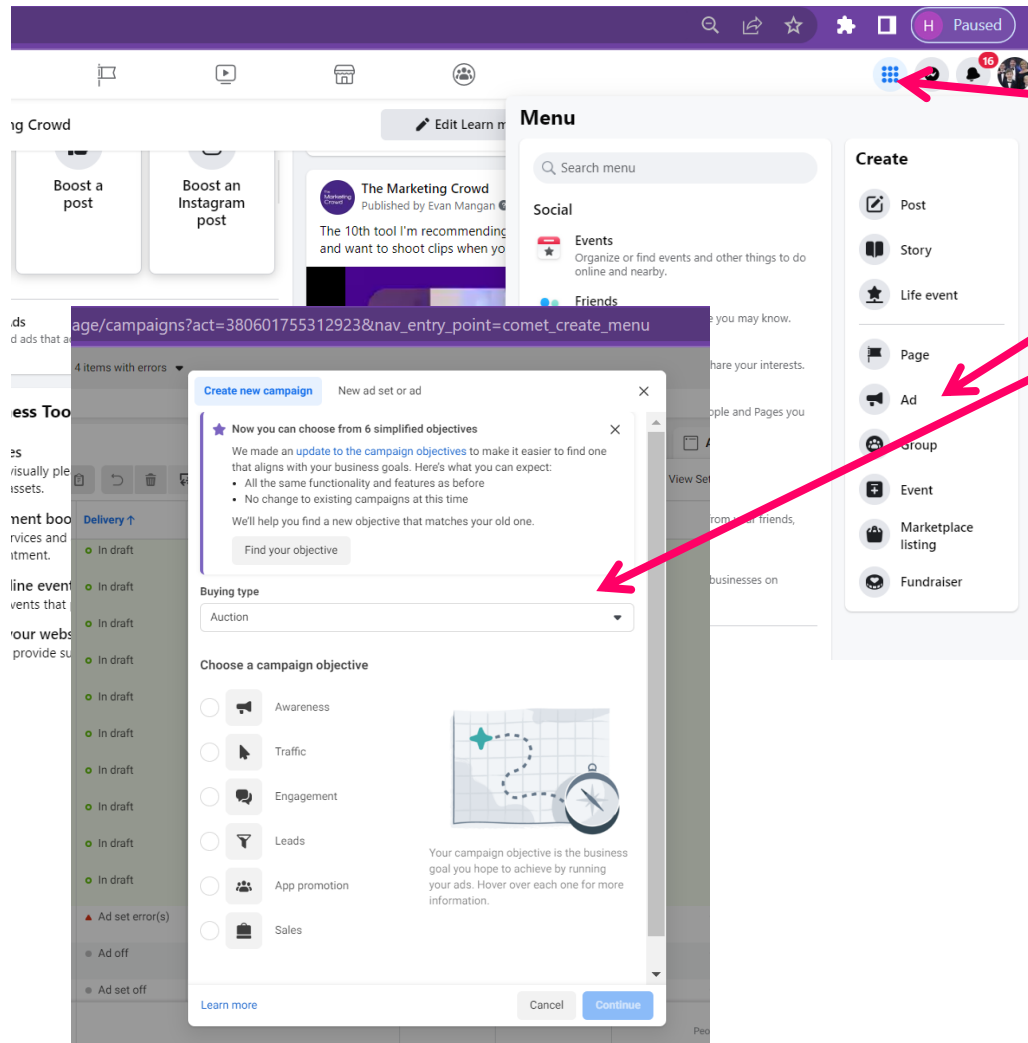


If you click on the 9 dots top right (menu) there is the option to create an Ad

This is the tool that allows small and medium sized business run ads that appear on both Facebook and Instagram but also has

1. All the targeting options
2. Allows you to avoid wastage

To access the ad creation tool within ads manager

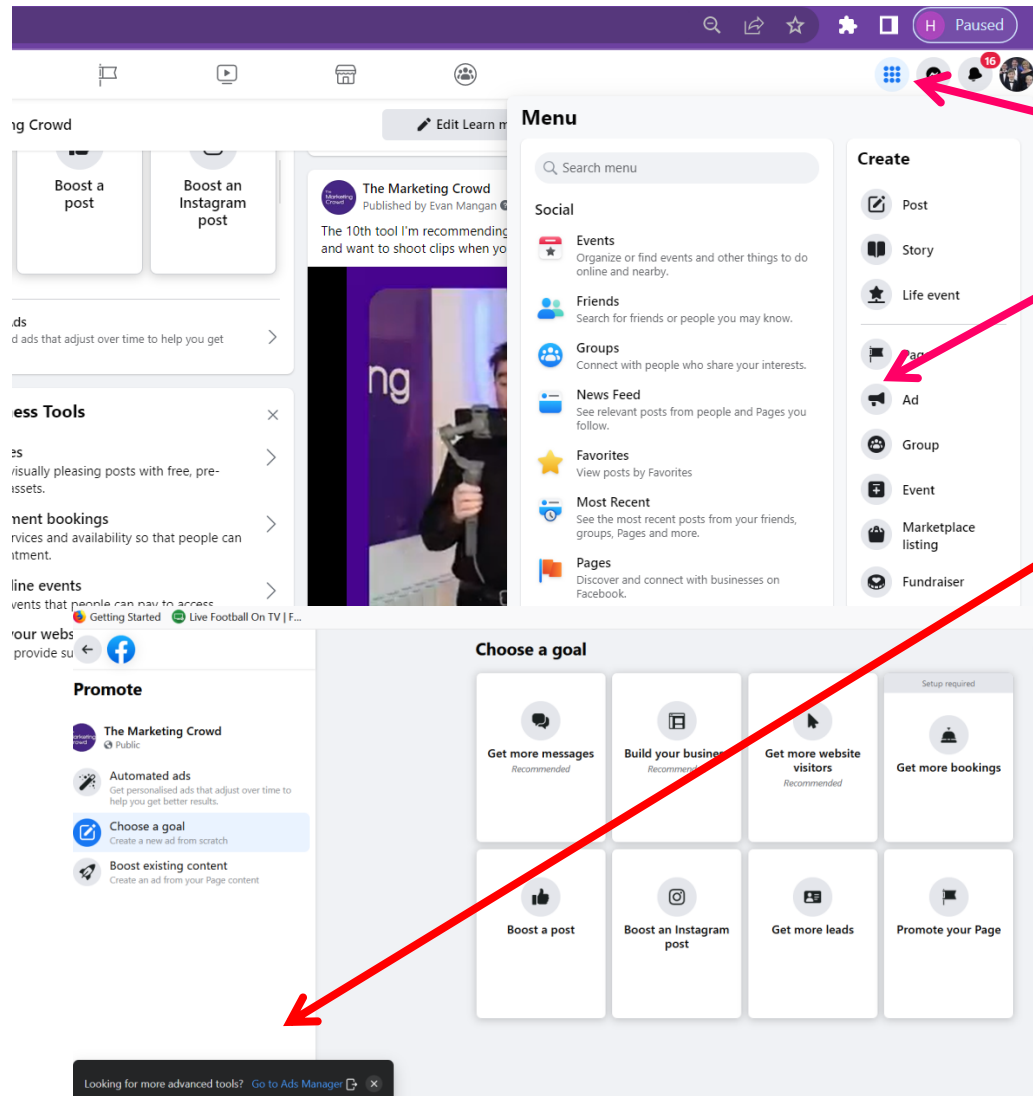


1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

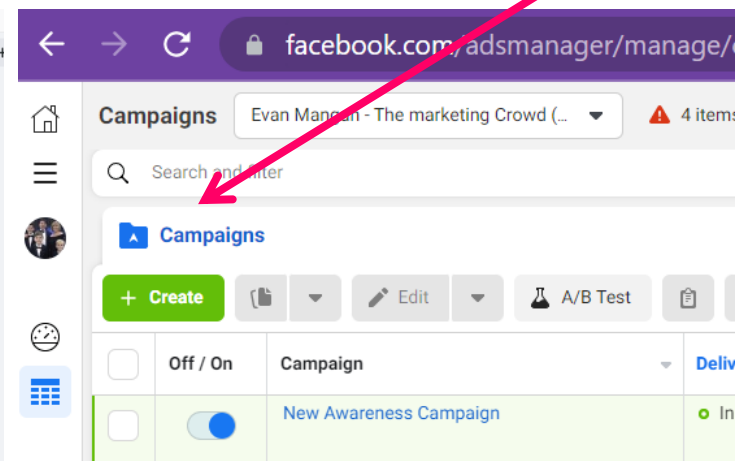
However, if you have never created an ad before this might not work for you. It might take you to their new “very basic” ads area.

If so, see next slide

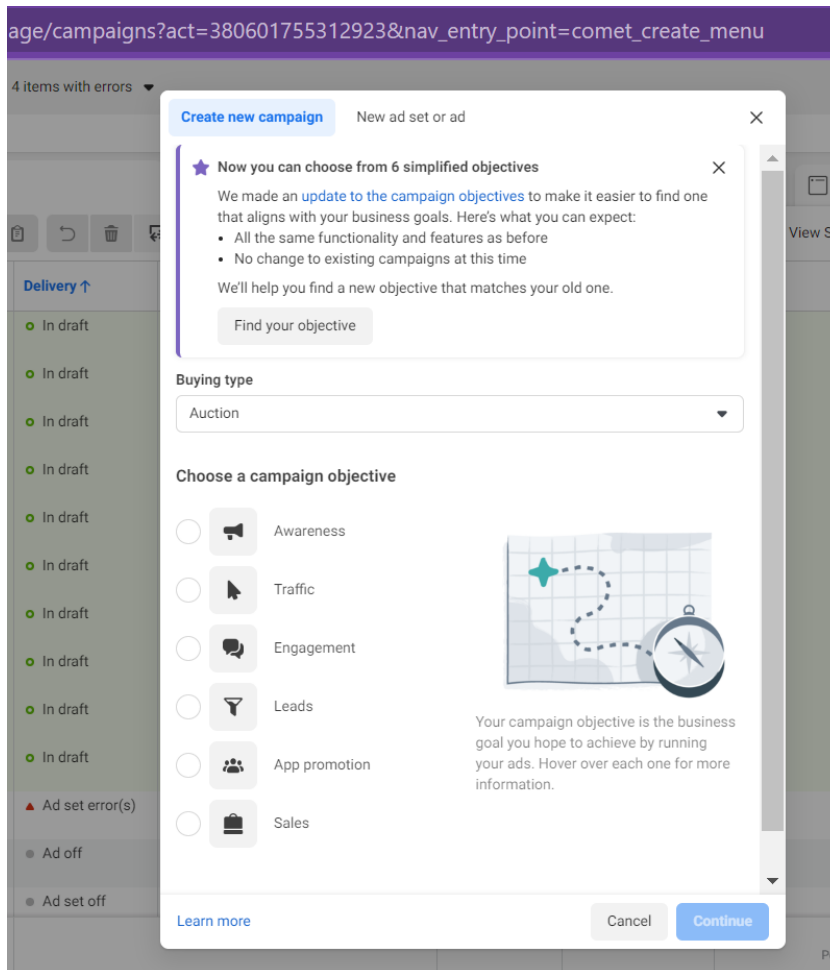
Alternative way to access the ads tool



1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It might take you to this basic ads area. If it does, click on the link in the bottom left to go to the advanced tool "Ads manager"
4. Then in Ads manager click the green Create button.



They will ask you what is your main objective



The screenshot shows the Facebook Ads interface with a 'Create new campaign' modal open. The modal has a title bar with 'Create new campaign' and 'New ad set or ad'. Below the title bar, there is a section titled 'Now you can choose from 6 simplified objectives' with a star icon and a close button. The text explains that the objectives have been updated to be easier to find and align with business goals, listing that they have the same functionality as before and no changes to existing campaigns. A 'Find your objective' button is present. Below this, the 'Buying type' is set to 'Auction'. The 'Choose a campaign objective' section lists six options: Awareness, Traffic, Engagement, Leads, App promotion, and Sales, each with a radio button and an icon. To the right of these options is a graphic of a map with a compass and a path. Below the graphic, it states: 'Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.' At the bottom of the modal are 'Learn more', 'Cancel', and 'Continue' buttons.

age/campaigns?act=380601755312923&nav_entry_point=comet_create_menu

4 Items with errors

Create new campaign New ad set or ad

★ Now you can choose from 6 simplified objectives

We made an [update to the campaign objectives](#) to make it easier to find one that aligns with your business goals. Here's what you can expect:

- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

Find your objective

Buying type

Auction

Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

Learn more Cancel Continue

You start an Ad campaign by deciding what your objective is

- Do you want to drive traffic to your website?
- Do you want to drive traffic to you site PLUS measure how many sales or enquiries or downloads you achieved from the ad campaign?
- Do you want more people to see your FB page post?
- Do you want to get more likes for your page?

How to create an ad campaign

age/campaigns?act=380601755312923&nav_entry_point=comet_create_menu

4 items with errors

Create new campaign New ad set or ad

★ Now you can choose from 6 simplified objectives

We made an [update to the campaign objectives](#) to make it easier to find one that aligns with your business goals. Here's what you can expect:

- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

Find your objective

Buying type

Auction

Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

Learn more

Cancel Continue

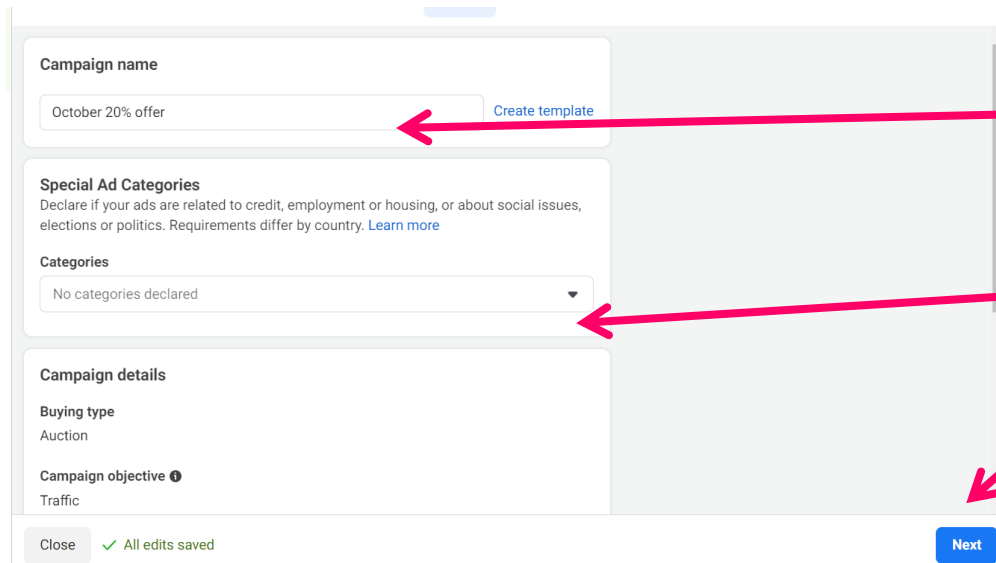
Then choose either “traffic” or “engagement”

If you are driving people off of your website choose traffic.

If you are not driving people off of Facebook choose engagement

Click on “continue”

How to create an ad campaign



The screenshot shows a web form for creating an ad campaign. It has three main sections: 'Campaign name', 'Special Ad Categories', and 'Campaign details'. The 'Campaign name' section has a text input field with 'October 20% offer' and a 'Create template' link. The 'Special Ad Categories' section has a dropdown menu showing 'No categories declared'. The 'Campaign details' section has 'Buying type' set to 'Auction' and 'Campaign objective' set to 'Traffic'. At the bottom, there is a 'Close' button, a status message 'All edits saved', and a blue 'Next' button. Three red arrows point from the right side to the 'Campaign name' input, the 'Categories' dropdown, and the 'Next' button.

Campaign name

October 20% offer [Create template](#)

Special Ad Categories
Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

Categories

No categories declared

Campaign details

Buying type
Auction

Campaign objective ⓘ
Traffic

Close ✓ All edits saved

Next

Important – Give your campaign a name you will recognise. Type in a name

You can skip these options

Click on Next

How to create an ad campaign

... Thank you for joini... Thank you for your...

October 20% offer > New Traffic Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad set name

New Traffic Ad Set [Create template](#)

Conversion

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

☒ Website
Send traffic to your website.

☐ App
Send traffic to your app.

☐ Messenger
Send traffic to Messenger.

☐ WhatsApp
Send traffic to WhatsApp.

Performance m

Evolving changes with affect your performan

Ad sets that include the E

Audience definitior

Your audience selection is

Specific

Estimated audience size:

Estimates may vary your targeting selec

Estimated daily res

In the level 2 course we cover how to structure your campaign with multiple adsets. You can type in the name of who you are targeting here. If you are not targeting multiple adsets you can leave this

Where do you want to drive traffic to?

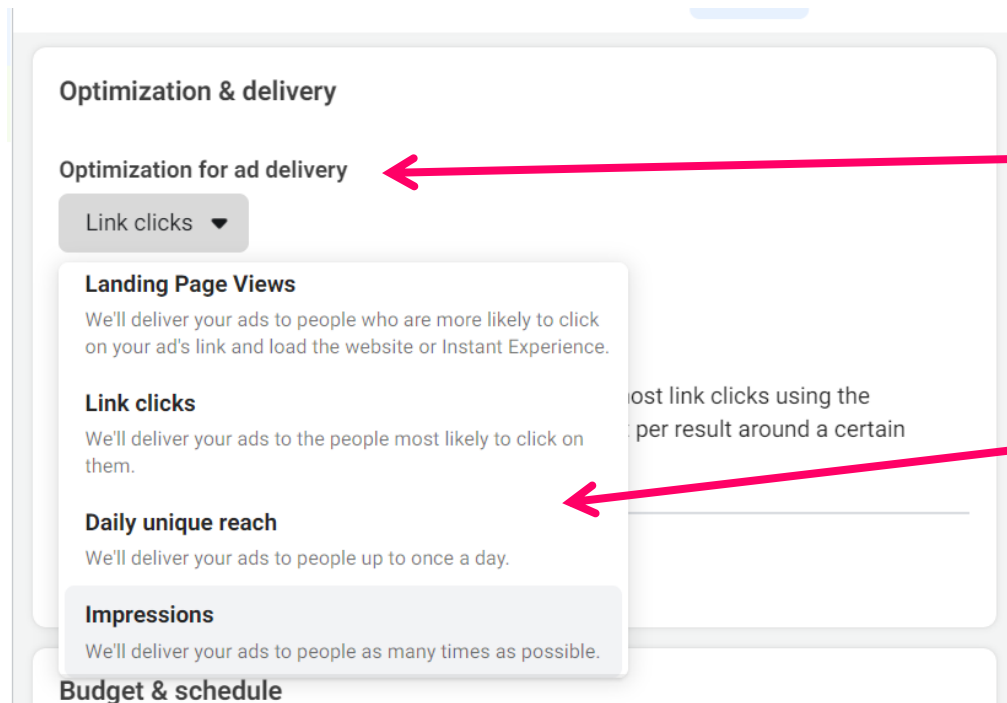
Your website?

Your App?

To Messenger so people can message you?

To WhatsApp?

How to create an ad campaign



There will be a built in optimisation in your campaign. This means Facebook will try to put your ads firstly in front of the people in Your target audiences that are likely to Perform an action

Landing page views – based on previous Actions, Facebook believes the person will Not only click but is likely to also wait Around for the Page to load

Link Clicks – people who are likely to click
Daily unique reach – your ad will appear in front of people only once a day

Impressions – it could appear in front of people many times

How to create an ad campaign

Budget & schedule

Budget ⓘ

Daily Budget ▼


€20.00 EUR

You'll spend up to €25.00 on some days, and less on others. You'll spend an average of €20.00 per day and no more than €140.00 per calendar week. [Learn more](#)

Schedule ⓘ

Start date

Oct 12, 2022

 6:25 AM

Pacific Time

End · Optional

☐ Set an end date

Step 1: Decide how much you will spend per day and for how long you will run the campaign for

How to create an ad campaign

The screenshot shows a web interface for creating a new traffic ad. The top bar is green and says 'New Traffic Ad'. The main content area is divided into three sections, each with a green checkmark icon:

- Audience controls**: Includes a sub-header 'Set criteria for where ads for this campaign can be delivered. [Learn more](#)'. Under the heading '* Locations', there is a 'Location:' field with a dropdown menu showing 'Ireland'. Below this is a 'Show more options' link with a downward arrow.
- Advantage+ audience**: Includes a sub-header 'Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely. [Learn more](#)'. Below this is a button with a plus icon and the text 'Audience suggestion (optional)'. Below the button is a 'Switch to original audience options' link.
- Beneficiary and payer**: Includes a sub-header 'Beneficiary and payer information is required for ads with audiences in the European Economic Area'.

At the bottom of the form, there is a 'Close' button and a green checkmark with the text 'All edits saved'.

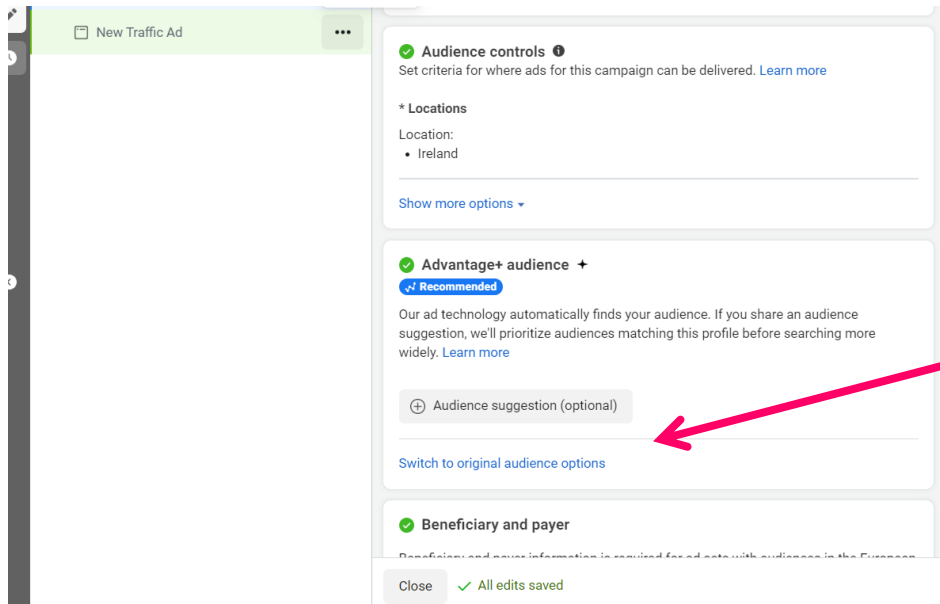
Step 2: Choose the people you want to target.

Option1 – Based on Advantage + targeting

Meta is rolling out the option to have their AI do a lot of the targeting for you. You give it an idea of what you want but you then give it the ability to find other people who it thinks will respond to your ad

1. Choose a location eg. Ireland or Kerry
2. Click show more option and you can exclude people in your custom audiences eg. Your web visitors or followers
3. Then click on audience suggestions. Here you can specify an age range and some demographics, interests / behaviours

How to create an ad campaign



The screenshot shows a web interface for creating a new traffic ad. At the top, a green header bar contains the text 'New Traffic Ad' and a three-dot menu icon. Below this, the main content area is divided into several sections. The first section, 'Audience controls', has a green checkmark icon and a sub-header 'Audience controls'. It includes a description: 'Set criteria for where ads for this campaign can be delivered. [Learn more](#)'. Under the heading '* Locations', there is a 'Location:' label and a list item 'Ireland'. A 'Show more options' link with a downward arrow is below. The second section, 'Advantage+ audience', also has a green checkmark and a sub-header 'Advantage+ audience'. It features a blue 'Recommended' badge and a description: 'Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely. [Learn more](#)'. Below this is a button with a plus icon and the text 'Audience suggestion (optional)'. A pink arrow points from the text 'switch to original audience options' in the adjacent text block to this button. Below the button is a link 'Switch to original audience options'. The third section, 'Beneficiary and payer', has a green checkmark and a sub-header 'Beneficiary and payer'. It includes a description: 'Beneficiary and payer information is required for ad sets with audiences in the European...'. At the bottom left, there is a 'Close' button. At the bottom right, there is a green checkmark and the text 'All edits saved'.

New Traffic Ad

✓ Audience controls ⓘ
Set criteria for where ads for this campaign can be delivered. [Learn more](#)

* Locations

Location:

- Ireland

[Show more options](#) ▾

✓ Advantage+ audience +
Recommended

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely. [Learn more](#)

+ Audience suggestion (optional)

[Switch to original audience options](#)

✓ Beneficiary and payer

Beneficiary and payer information is required for ad sets with audiences in the European...

Close ✓ All edits saved

Step 2: Choose the people you want to target.

Option 2 – If you don't want to use Advantage+ you can take full control of the targeting. Just click “switch to original audience options”

How to create an ad campaign

Audience
Define who you want to see your ads. [Learn more](#)

Create new audience Use saved audience ▼

Custom audiences Create new ▼

Q Search existing audiences

Exclude

Locations

People living in or recently in this location ▼

Ireland

✓ Ireland

✓ Include ▼ Q Search locations Browse

[Add locations in bulk](#)

Age

18 ▼ 65+ ▼

Gender

All genders

Detailed targeting

Include people who match ⓘ

Q Add demographics, interests or behaviors Suggestions Browse

Exclude

Advantage Detailed Targeting +

☐ Reach [people](#) beyond your detailed targeting selections when it's likely to improve performance.

Languages

All languages

Step 2: Choose the people you want to target.

Option 2 – If you don

Target your advanced custom audiences under “custom audiences”

Target by...

Location

Age & gender

Interests / Behaviours / Demographics

How to create an ad campaign

Placements [Learn more](#)

☒ **Advantage+ placements (recommended)** ✦
Use Advantage+ placements to maximize your budget and help show your ads to more [people](#). Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ **Manual placements**
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Show more options](#) ▾

Devices
All devices

Platforms

☒ Facebook ☒ Instagram
☒ Audience network ☒ Messenger

Asset customization
Select all placements that support asset customization

Placements

☒ **Feeds**
Get high visibility for your business with ads in feeds

☒ **Stories and Reels**
Tell a rich, visual story with immersive, fullscreen vertical ads

☒ **In-stream**
Quickly capture people's attention while they're watching videos

Performance may be impacted
Evolving changes within the ads ecosystem may affect your performance or reporting.

Ad sets that include the European Region ▾

Audience definition
Your audience selection is fairly broad.

Specific ☐ Broad ☒

Estimated audience size: 3,300,000 - 3,900,000 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Close ✓ All edits saved

Back **Next**

Step 3: Decide where You want your ad to appear.

To view your options click on Manual Placements

You can now see that your ad will go out on Facebook, Instagram . Messenger and Audience network.

Starting out perhaps leave all the placements ticked and you can then check after the campaign has finished which placements worked well or poorly. Based on this you might switch some off in future Campaigns However I untick audience Network

Click next

How to turn a post into an ad that goes out on Facebook & Instagram

The screenshot shows the Facebook Ads creation interface. It is divided into two main sections: 'Identity' and 'Ad Setup'. The 'Identity' section includes a 'Facebook Page' dropdown menu with 'The Marketing Crowd' selected and an 'Instagram Account' dropdown menu with 'themarketingcrowd.ie' selected. The 'Ad Setup' section includes a dropdown menu with 'Use Existing Post' selected, and three radio buttons: 'Create Ad', 'Use Existing Post' (which is selected), and 'Use Creative Hub Mockup'. Below these are two buttons: 'Select Post' and '+ Create Post'. To the right of the 'Ad Setup' section, there is a 'Select an existing post for your ad' section with a 'Select Post' button and a message 'Creative missing body text: This (#1815538)'. Below this is an 'Ad Preview' toggle switch. Red arrows point from the text on the right to the 'Instagram Account' dropdown, the 'Use Existing Post' dropdown, the 'Select Post' button, and the 'Select Post' button in the 'Ad Setup' section.

Identity

Facebook Page

The Marketing Crowd

Instagram Account

themarketingcrowd.ie

Ad Setup

Use Existing Post

☐ Create Ad

☒ Use Existing Post

☐ Use Creative Hub Mockup

[Learn More](#)

Select Post + Create Post

Select an existing post for your ad

Select Post

Creative missing body text: This (#1815538)

Ad Preview

Step 4: Choose from the dropdown a post that you want to turn into an ad

Choose your page

Decide if you want to create an ad from scratch or do you want to use an existing post

Click Select a post

Then choose a post from the list of previous posts

How to turn a post into an ad that goes out on Facebook & Instagram

Edit

Review

Ad setup

See what's new

Use existing post

Multi-advertiser ads

Help people discover your products when they show commercial intent and are in a shopping mindset. Your ads may appear alongside ads from multiple businesses in Instagram feed. [Learn more](#)

Ad creative

Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

💡 Your Instagram ad will render Facebook mentions as regular text.

Facebook Post

Ad preview

Share

Advanced preview


Facebook Feeds

The Marketing Crowd

Sponsored

If you (or a member of staff) would like to learn how to increase your sales using Digital Marketing over the next 12 ...See more

ALL UPCOMING "LIVE" DIGITAL MARKETING COURSES FOR THE NEXT 12 MONTHS



PLUS YOU CAN WATCH REPLAYS

Feeds

Preview of ad in Facebook feed

Preview of ad in Instagram feed

Preview of ad in another placement

By clicking "Publish," you agree to Facebook's [Terms and Advertising Guidelines](#).

Close

✓ All edits saved

Back

Publish

You can preview how it looks in different Placements

When you are ready to place order click the green button

What We Will Cover

1. **How to turn a post into an ad using the Ads tool.**
 - How to get to the ads tool since the recent redesign on Facebook
 - What objective should you choose
 - Overview of Budget, targeting and placement
2. **How do you then monitor your campaign to see how each adset is performing**
 - How to check which audience (adset) is performing the best
3. **How to setup conversion tracking**
4. **How to convert more of your website traffic from ads into enquiries and sales**
5. **How to design eye catching images for your ads using Canva**

How your campaign results are reported

Campaigns

1 Selected

Ad Sets for 1 Campaign

+ Create

Duplicate

Edit

Rules

1-200 of 82

<input type="checkbox"/>		Campaign Name	Results	Reach	Cost per Result
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Upcoming DMS live courses (cc)	43 Link Clicks	2,901	€0.78 Per Link Click

When you create an ad, within ads Manager you can see the results

You are told how many people you reached and what the cost per result was e.g. CPC

How your campaign results are reported

Campaigns

1 Selected x

Ad Sets for 1 Campaign

Ads for 1 Campaign

Duplicate

Edit

A/B Test

Rules

View Setup

Reports

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Attribution Setting		
Kerry - Interested in DM	Off	Lowest cost Link Clicks	€15.00 Daily		28-day click o...		
Engaged with TMC and Instagram	Off	Lowest cost Link Clicks	€10.00 Daily		28-day click o...		
Recent web visitors	Off	Lowest cost Link Clicks	€10.00 Daily		28-day click o...	13 Link Clicks	
> ⚠ Results from 3 ad sets ⓘ						28-day click o...	42

However, Try clicking Breakdown and then select “Delivery”

How your campaign results are reported

ame%2Cdelivery%2Ccampaign_nam...

y	Budget	Last Significant Edit	Setting
st cost	€15.0		<div><div><div><div></div></div>None</div><div><div></div></div>Age</div>
k Clicks	Dai		
st cost	€10.0		<div><div><div><div></div></div>Age</div><div><div></div></div>Gender</div>
k Clicks	Dai		
st cost	€10.0		<div><div><div><div></div></div>Age and Gender</div><div><div></div></div>Business Locations</div>
k Clicks	Dai		
			<div><div><div><div></div></div>Country</div><div><div></div></div>Region</div>
			<div><div><div><div></div></div>DMA Region</div><div><div></div></div>Impression Device</div>
			<div><div><div><div></div></div>Media Type</div><div><div></div></div>Platform</div>
			<div><div><div><div></div></div>Platform & Device</div><div><div></div></div>Placement</div>

By Delivery

By Action

By Dynamic Creative Eleme

13	
Link Clicks	
42	
Link Clicks	

You can then choose to get a break down of the people who clicked on your add by

Their age, gender, location

Importantly, you can get a breakdown by placement so you can see which placements are work best for you e.g. GB news feed, Instagram stories, Messenger etc.

How your campaign results are reported

<div><div>+ Create</div><div>Duplicate</div><div>Edit</div><div>A/B Test</div><div></div><div></div><div></div><div></div><div></div><div>Rules</div><div>View Setup</div><div></div><div></div><div>Reports</div></div>									
	Ad Set Name			Attribution Setting	Results	Reach	Impressions	Cost per Result	Ad Spend
	Recent web visitors			28-day click o...	13 Link Clicks	1,024	1,947	€0.85 Per Link Click	
	Facebook	Facebook Groups Feed	Mobile App	28-day click o...	—	3	3	—	
	Facebook	Facebook Stories	Mobile App	28-day click o...	—	47	49	—	
	Facebook	Feed: News Feed	Desktop	28-day click o...	1	69	109	€0.84	
	Facebook	Feed: News Feed	Mobile App	28-day click o...	10	905	1,621	€0.93	
	Facebook	Feed: News Feed	Mobile Web	28-day click o...	1	35	60	€0.22	
	Facebook	Marketplace	Mobile App	28-day click o...	1	73	105	€0.41	
	> ⚠ Results from 3 ad sets ⓘ Excludes deleted items			28-day click o...	42 Link Clicks	2,714 People	4,943 Total	€0.70 Per Link Click	

Importantly, you can get a breakdown by placement so you can see which placements are work best for you e.g. GB news feed, Instagram stories, Messenger etc.

What We Will Cover

1. How to turn a post into an ad using the Ads tool.
 - How to get to the ads tool since the recent redesign on Facebook
 - What objective should you choose
 - Overview of Budget, targeting and placement
2. How do you then monitor your campaign to see how each adset is performing
 - How to check which audience (adset) is performing the best
3. **How to setup conversion tracking**
4. **How to convert more of your website traffic from ads into enquiries and sales**
5. **How to design eye catching images for your ads using Canva**

What is Facebook conversion tracking?



If you setup conversion tracking you will be able to see how many people clicked on your ad AND took an action on your website such as making a purchase.

Therefore, when you run an ad campaign you won't just judge it on how many clicks you got and the cost per click. You can also judge it on how many sales and the cost per sale.

How to setup conversion tracking – Add your pixel



Step 1: Add your Facebook Pixel to your website

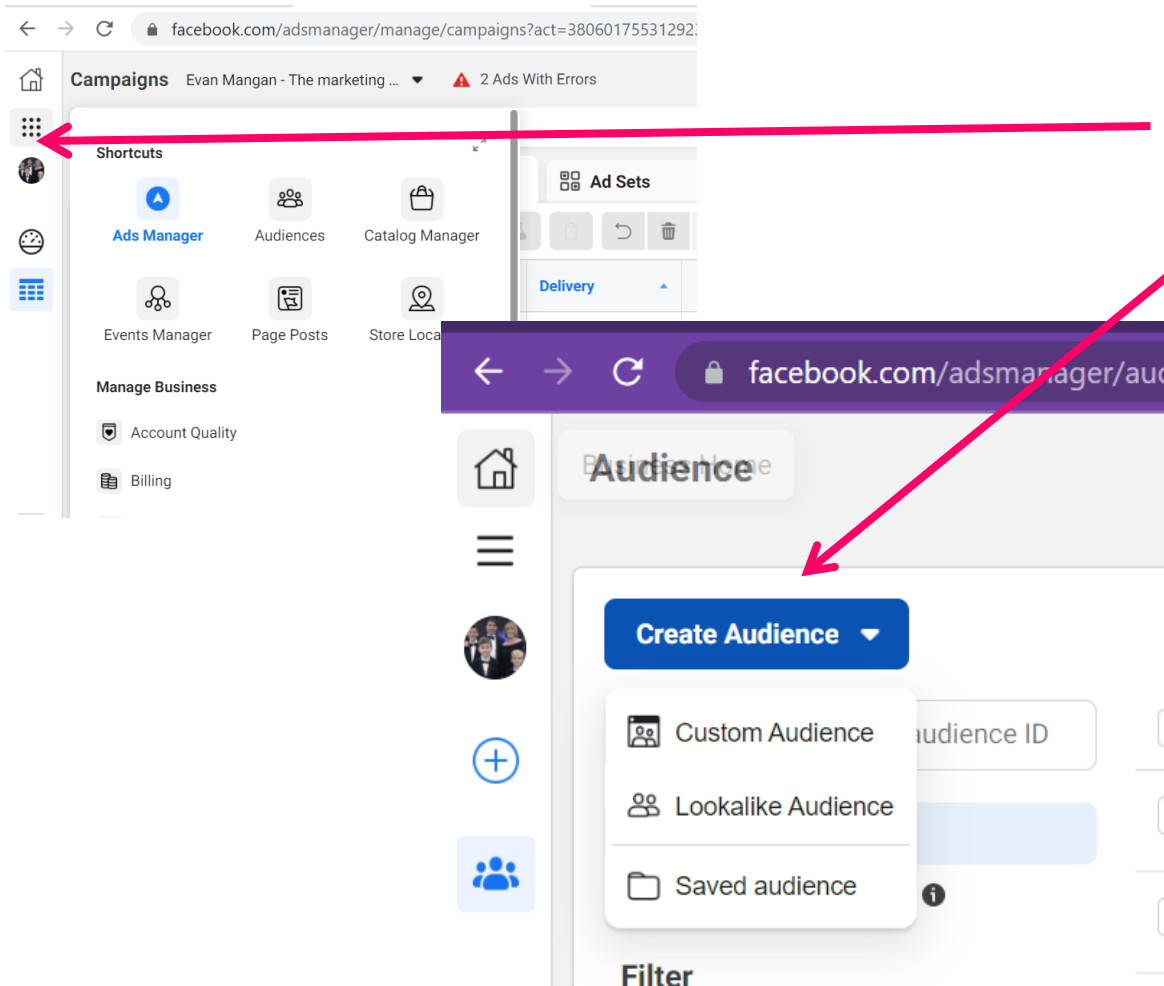
You have to have the Facebook pixel on your website in order for this to work.

Watch my tutorial videos which show you how to setup retargeting audiences and how to get the pixel

<https://themarketingcrowd.ie/how-to-start-retargeting-your-website-visitors-on-facebook-instagram/>

Reminder:

How to target your website visitors and how to get your pixel



1. Go to Ads manager
2. In Ads manager click on the menu icon top left and then select Audiences
3. In Audiences click on Create Audience
4. Click on Custom Audiences

How to target your website visitors

Choose a Custom Audience source

Connect with people who have already shown an interest in your business or product.

Your sources

☐ Website

☐ App activity

☐ Catalog

☐ Customer list

☐ Offline activity

Meta Sources

☐ Video

☐ Lead form

☐ Instant Experience

☐ AR Experience

☐ On-Facebook listings

☐ Instagram account

☐ Events

☐ Facebook page

☐ Shopping

?

Cancel

Next

Select "website traffic"

Then click Next

How to target your website visitors

Create a website Custom Audience

×

Include people who meet

Any

 Of the following criteria:

Source

Evan Mangan's Pixel

Events

All website visitors

Retention ⓘ

30

 days

+ Include more people

− Exclude people

Audience Name

Website visitors 30 days

24/50

?

Back

Create audience

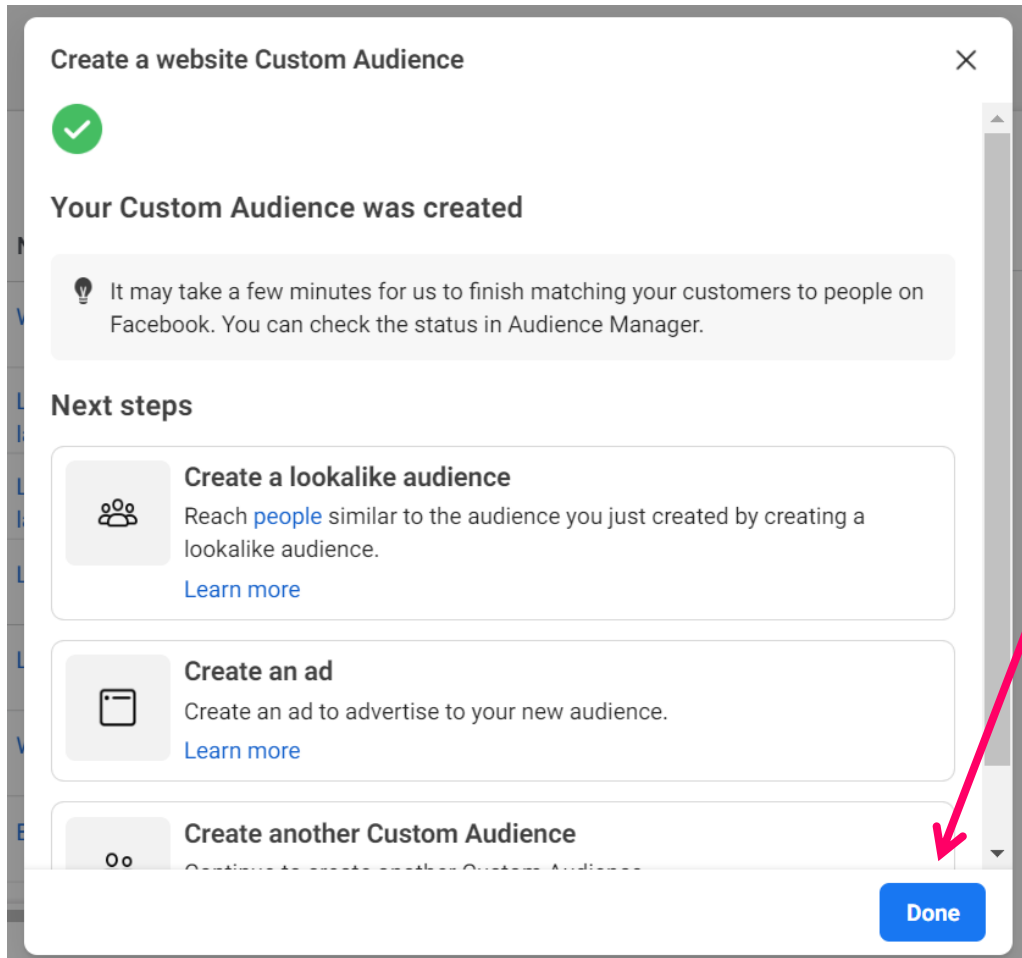
How to create an audience of people who have visited in the Last 30 days

Type in 30

Name the Audience so you will recognise it

Click “create audience”

How to target your website visitors



Click done"

How to target your website visitors

The screenshot shows the Facebook Audience Manager interface. At the top, there's a search bar and a 'Create Audience' button. Below the search bar, there's a list of audiences. The first audience is 'Website visitors 30 days', which is a Custom Audience. The second audience is 'Lookalike (GB, 1%) - Engaged with TMC on FB last 365 days', which is a Lookalike Audience. The third audience is 'Lookalike (IE, 1%) - Engaged with TMC on IG last 365 days (WM)', which is a Lookalike Audience. The fourth audience is 'Lookalike (IE, 1%) - Web visitors 180 days', which is a Lookalike Audience. The fifth audience is 'Lookalike (IE, 2%) - Web visitors 180 days', which is a Lookalike Audience. The sixth audience is 'Web visitors 180 days', which is a Custom Audience. The seventh audience is 'Engaged with TMC on IG last 365 days (WM)', which is a Custom Audience.

Name	Type	Estin
<input type="checkbox"/> Website visitors 30 days	Custom Audience Website	
<input type="checkbox"/> Lookalike (GB, 1%) - Engaged with TMC on FB last 365 days	Lookalike Audience Engaged with TMC on FB las...	
<input type="checkbox"/> Lookalike (IE, 1%) - Engaged with TMC on IG last 365 days (WM)	Lookalike Audience Engaged with TMC on IG last...	
<input type="checkbox"/> Lookalike (IE, 1%) - Web visitors 180 days	Lookalike Audience Web visitors 180 days	
<input type="checkbox"/> Lookalike (IE, 2%) - Web visitors 180 days	Lookalike Audience Web visitors 180 days	
<input type="checkbox"/> Web visitors 180 days	Custom Audience Website	
<input type="checkbox"/> Engaged with TMC on IG last 365 days (WM)	Custom Audience Engagement - Instagram	

You will now see your audience Listed here.

You should now repeat the process and create an audience for 180 days as this is the max length of time you can hold people

To do this ..

1. Click on Create audience
2. Choose Custom Audience
3. The website traffic
4. Then change the number 30 to 180 days and then name your audience

Let's visualise where we now are

Step 1: You create your Audiences

Evan

Web visitors 30 days

Web visitors 180 days

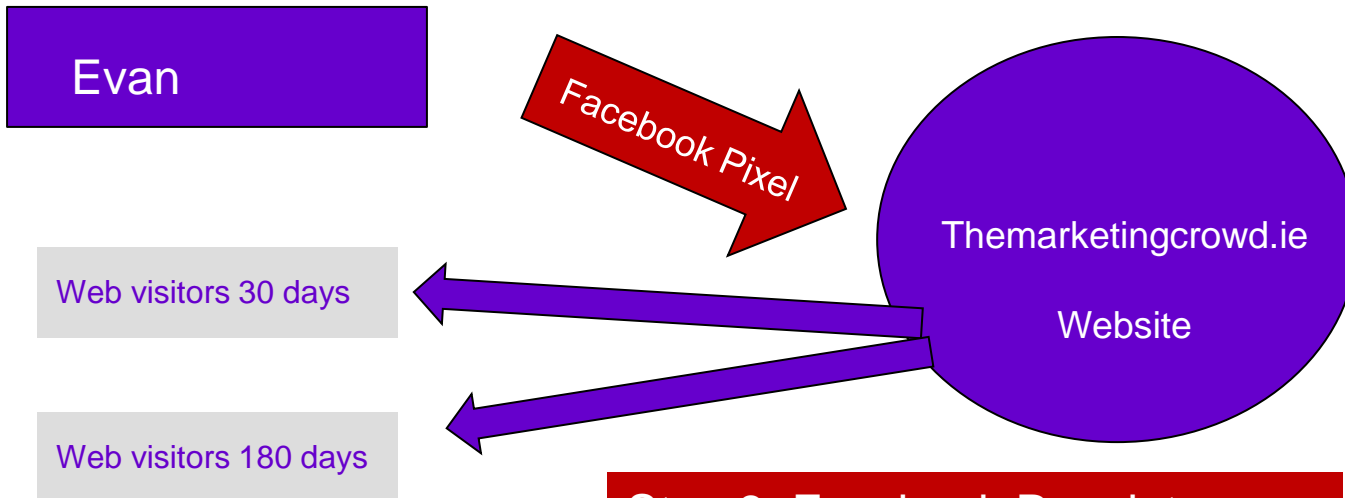
Themarketingcrowd.ie

Website

At this stage Facebook has no idea who has visited my website. However, once I add the Pixel to the website....

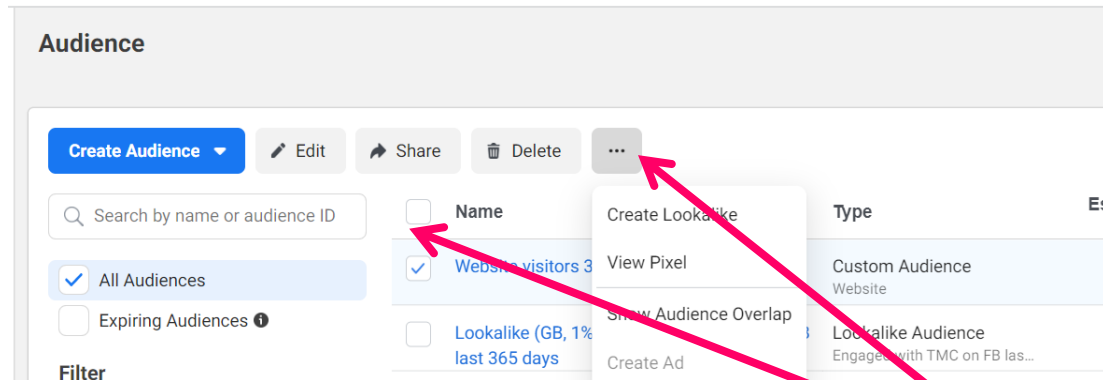
Let's visualise where we now are

Step 2: Add the Pixel



Step 3: Facebook Populates your audiences

How to get the Pixel



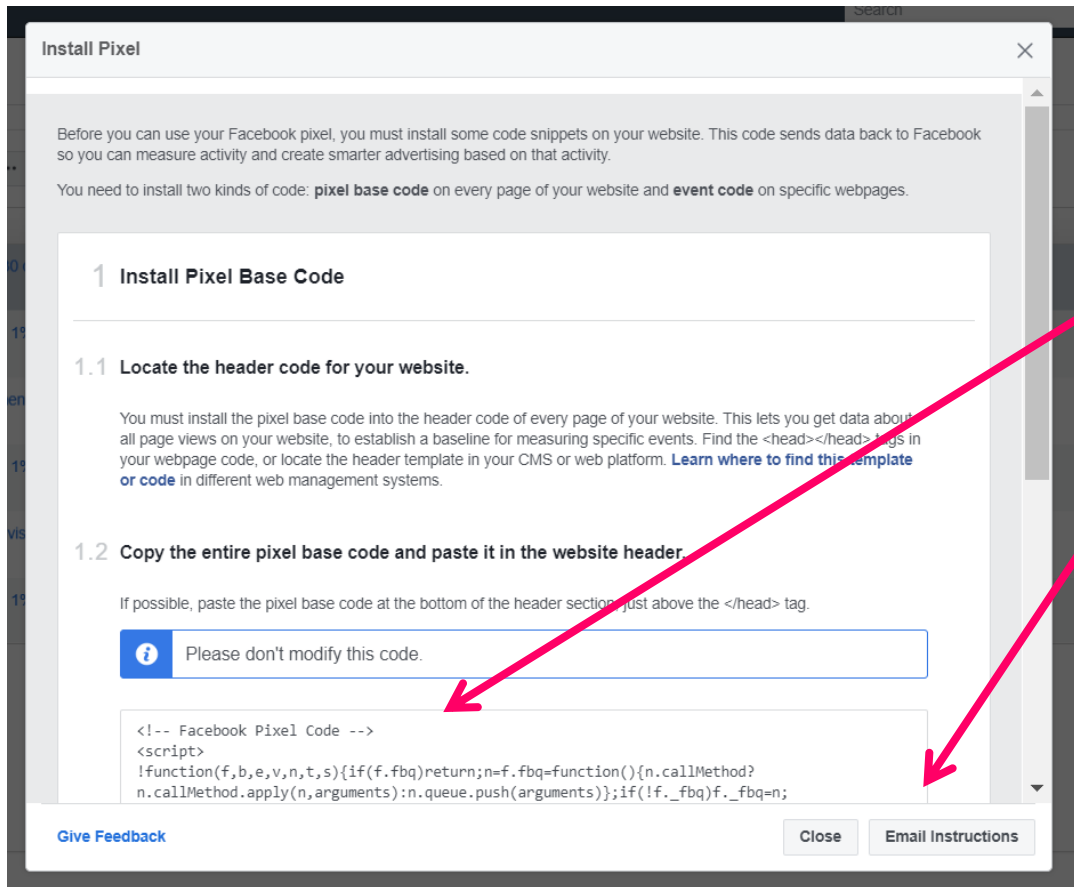
You now need to get the pixel and place it on your website.

Until the pixel gets on your site the audiences won't build.

To do this ..

1. Tick the box next to the Webs visitors 30 days audience (180 days – it doesn't matter)
2. Then click on the 3 dots
3. Then click "View pixel"

How to get the Pixel

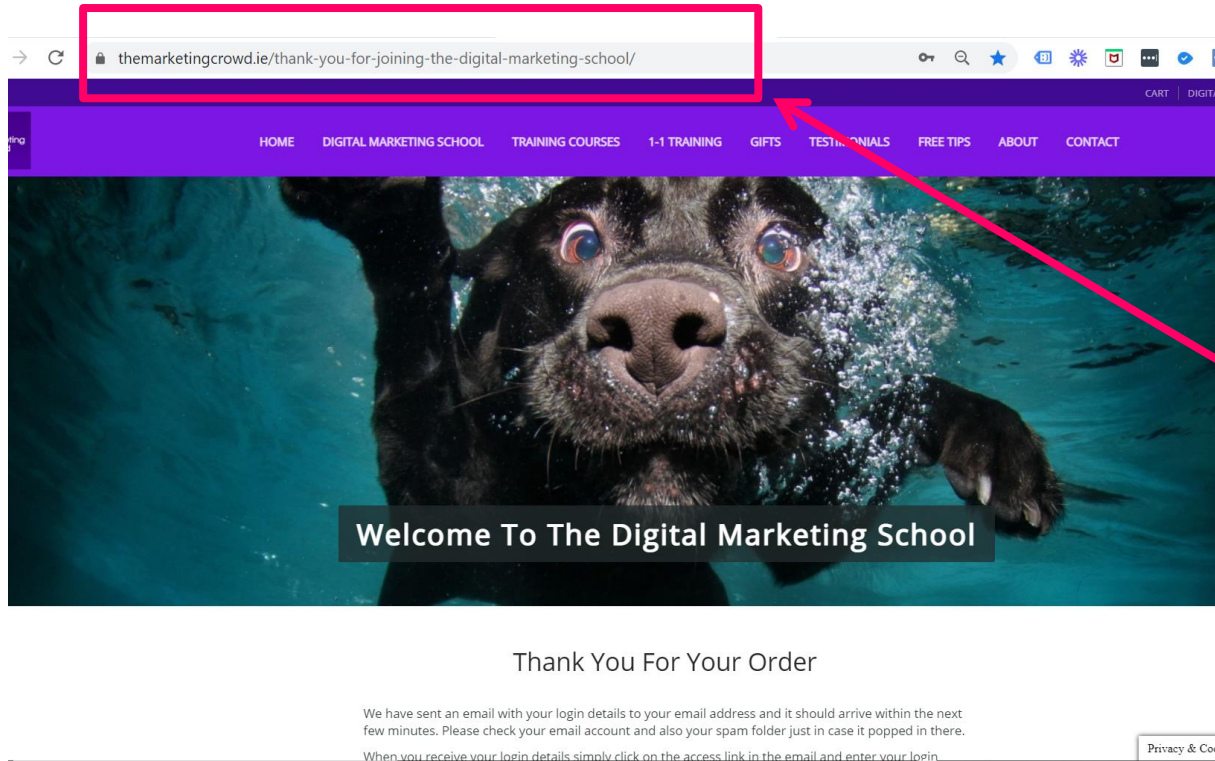


Either copy and paste the code

This is your Pixel code. You can now either

1. Copy and paste it into your website or
2. Click on email instructions and send it to your web designer or to yourself.

How to setup conversion tracking – tracking sales



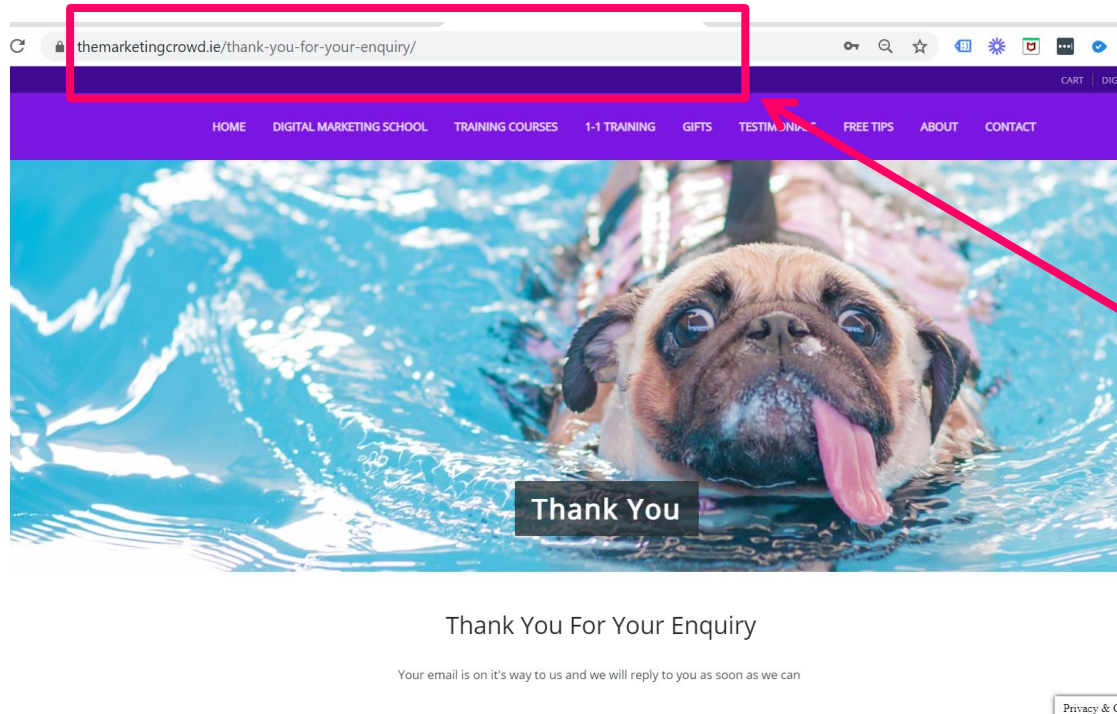
Step 2: Place an order on your website and it will take you to an order confirmation or thank you page

Only people who land on this page have placed an order. Make a note of the web address of this page.

If it is a static page, it will be the same url for everyone. However, if it is a dynamic page the url will have a different reference for each customer e.g. It could be themarketingcrowd.ie/thank-you-00123112.html

But the words thank-you will be common to all customers.

How to setup conversion tracking – tracking enquiries



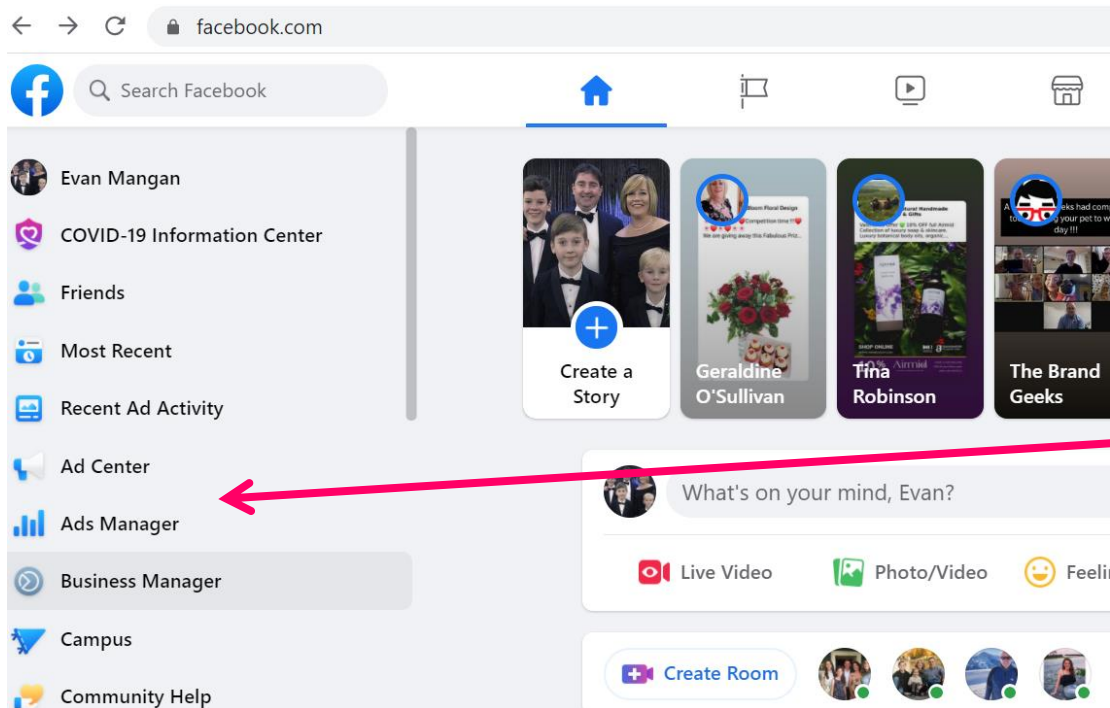
Step 3: If you want to track enquiries, fill in your enquiry form on your website and it will take you to an enquiry confirmation or thank you page

Make a note of the Web address of this page. Only people who land on this page have enquired.

If it is a static page, it will be the same url for everyone. However, if it is a dynamic page the url will have a different reference for each customer e.g. It could be `themarketingcrowd.ie/thank-you-00123112.html`

But the words thank-you will be common to all customers.

How to setup conversion tracking

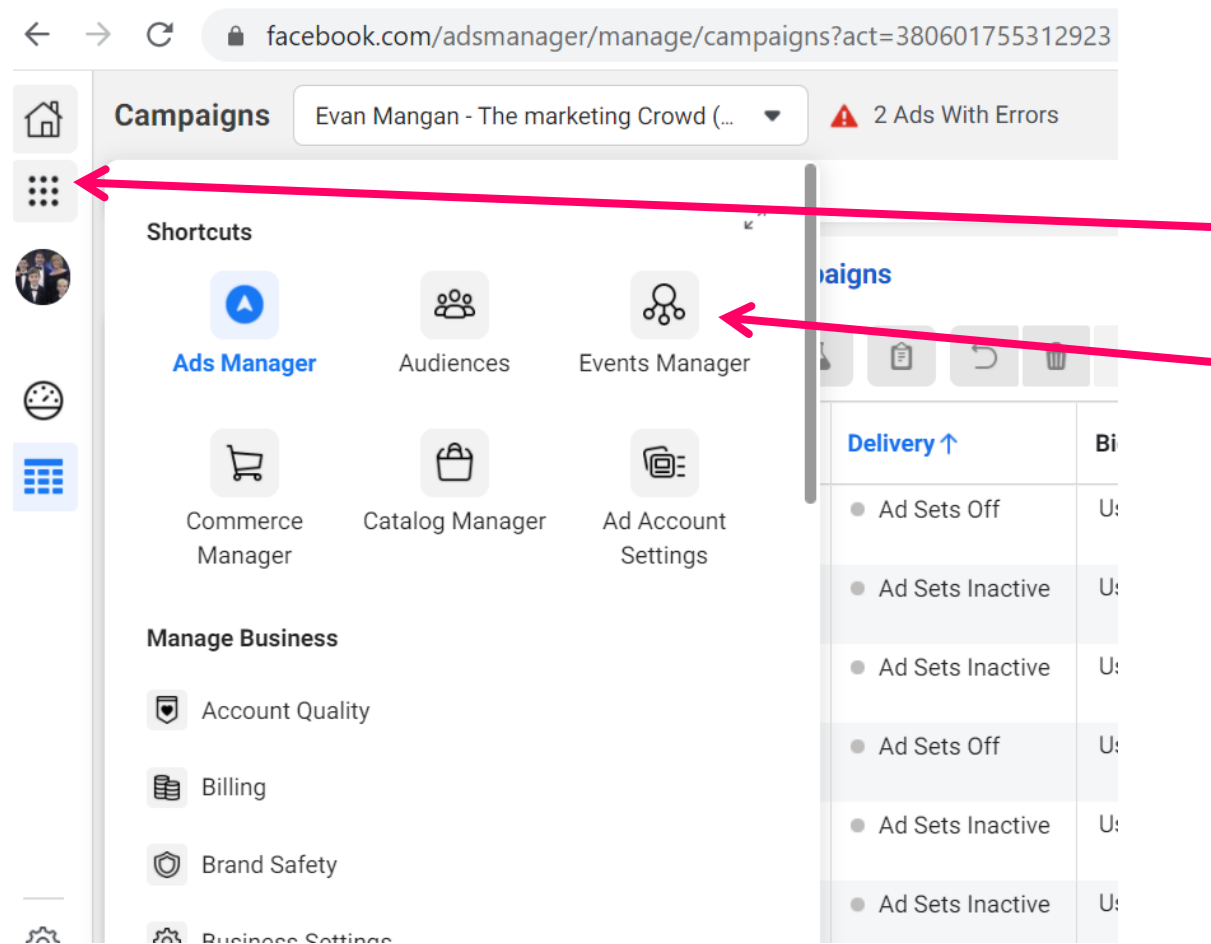


Step 4: You now need to go to the Ads manager

When you are on your FB newsfeed, look at the menu options on the very left

Click on Ads manager

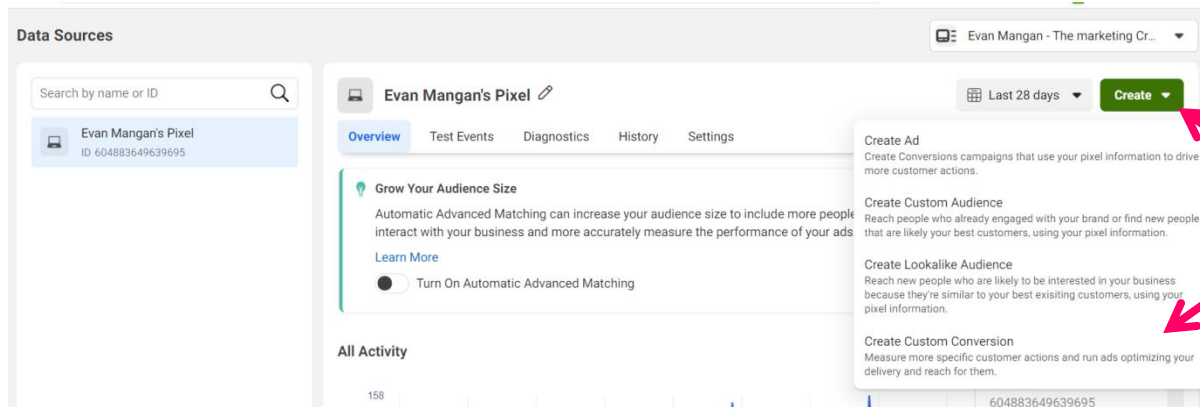
How to setup conversion tracking



Step 5: You now need to get to events manager

- Click on the 9 dots in the top left
- Click on Events Manager

How to setup conversion tracking



Step 6:

- Click on the green “Create” button
- Click on custom conversion

How to setup conversion tracking

Create a Custom Conversion

Name

Name your conversion

0/50

Description · Optional

Add a description (optional)

0/100

Data Source

Evan Mangan's Pixel

Conversion Event

All URL Traffic

Choose a Standard Event for Optimization

Facebook selected category

We use information about your business to automatically choose a category for you

[Select your own category.](#)

Rules

This custom conversion must meet all of these rules:

URL

contains

Add URL keywords

☐ Enter a conversion value

Cancel

Create

Step 7:

Type in a name e.g. Sales on The Marketing Crowd site

Leave it as url traffic

If the order/or enquiry confirmation page on your site was dynamic, leave the url as “contains” and enter the word(s) that are common to all visitors e.g. thank-you

If the order/or enquiry confirmation page on your site was static, change the url to Equals and then paste in the url

If the price is the same for all products add the price

How to setup conversion tracking

The screenshot shows the 'Create a Custom Conversion' dialog box in Facebook Ads Manager. The dialog has a title bar with a close button (X). It contains several sections: 'Name' with a text input 'Name your conversion' and a character count '0/50'; 'Description · Optional' with a text input 'Add a description (optional)' and a character count '0/100'; 'Data Source' with a dropdown menu showing 'Evan Mangan's Pixel'; 'Conversion Event' with a dropdown menu showing 'All URL Traffic'; 'Choose a Standard Event for Optimization' with a note 'Facebook selected category' and a link 'Select your own category.'; 'Rules' with a note 'This custom conversion must meet all of these rules:' and a rule configuration area showing 'URL' and 'contains' with a text input 'Add URL keywords' and a plus button; and an unchecked checkbox 'Enter a conversion value' with an information icon. At the bottom are 'Cancel' and 'Create' buttons.

Create a Custom Conversion

Name

Name your conversion 0/50

Description · Optional

Add a description (optional) 0/100

Data Source

Evan Mangan's Pixel

Conversion Event

All URL Traffic

Choose a Standard Event for Optimization

Facebook selected category

We use information about your business to automatically choose a category for you

[Select your own category.](#)

Rules

This custom conversion must meet all of these rules:

URL contains

Add URL keywords

☐ Enter a conversion value ⓘ

Cancel Create

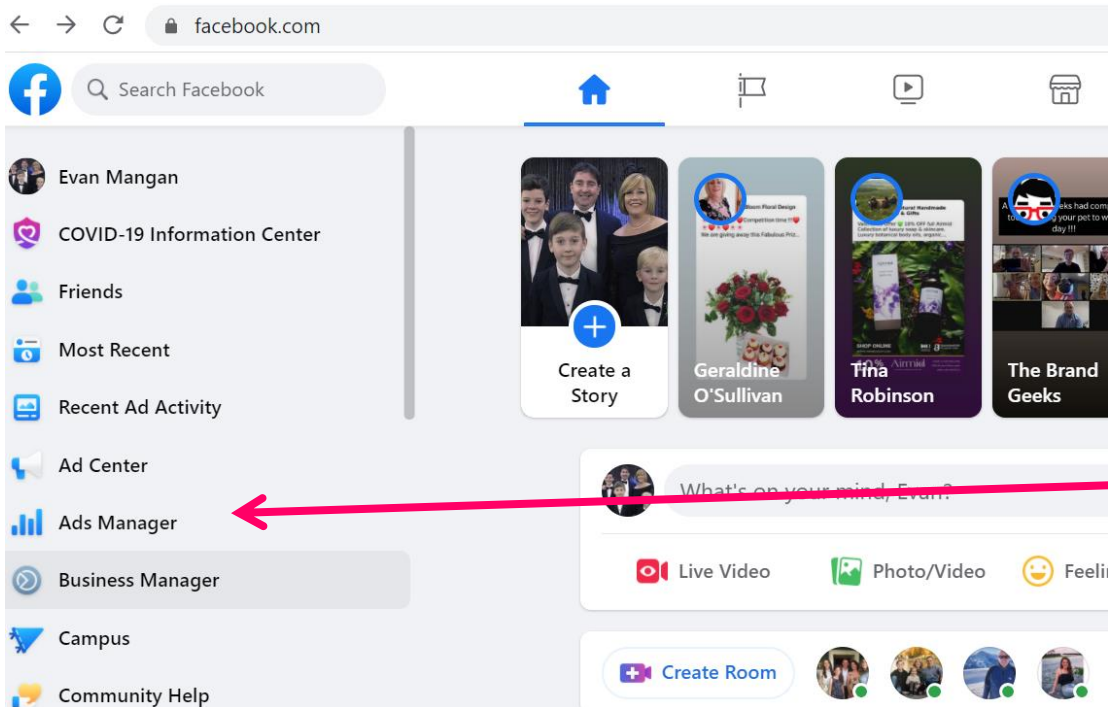
Step 8:

Repeat this process if you want to track a different conversion. E.g. you want to track sales AND you want to track enquiries

That's it. You have now setup custom conversions.

Whenever you run an ad Facebook will track whether people who clicked on your ad got to the Order Confirmation or Enquiry Confirmation pages.

How to find the report that shows you conversion tracking



To monitor your campaign you need to go to the Ads manager

When you are on your FB newsfeed, look at the menu options on the very left

Click on Ads manager

How to find the report that shows you conversion tracking

Campaigns

1 Selected

Ad Sets for 1 Campaign

Create

Duplicate

Edit

Rules

1-200 of 82

	Campaign Name	Results	Reach	Cost per Result
<input type="checkbox"/>	Upcoming DMS live courses (cc)	43 Link Clicks	2,901	€0.78 Per Link Click

You will now see your recent campaigns

Updated just now

Discard Drafts

Review and Publish (3)

Lifetime: Apr 13, 2012 – Feb 5, 2021

Ad Set

Compare

Date Presets

Rules

Category

Budget

Apr 13, 2012 – Feb 5, 2021

Cancel

Update

Quite often there won't be any data next to your campaigns so you need to click on the date on the top right of the screen and select "Lifetime"

How to find the report that shows you conversion tracking

Campaigns | **Ad Sets** | **Ads**

1-200 of 826 View Setup

	Delivery ↑	Bid Strategy	Budget	Attribution Setting	Results
courses (cc)	● Ad Sets Off	Using ad set bid...	Using ad set bu...	28-day click o...	Engagement
	● Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Video Engagement
lan zoom session (cc)	● Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	App Engagement
flow us and get tips in your...	● Ad Sets Off	Using ad set bid...	Using ad set bu...	28-day click o...	Carousel Engagement
ouncement	● Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Performance and Clicks
	● Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Cross-Device
	● No Ads	Using ad set bid...	Using ad set bu...	-	Offline Conversions
	● Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Targeting and Creative
	● Ad Set Off	Using ad set bid...	Using ad set bu...	28-day click o...	Bidding and Optimization

- Engagement
- Video Engagement
- App Engagement
- Carousel Engagement
- Performance and Clicks
- Cross-Device
- Offline Conversions
- Targeting and Creative
- Bidding and Optimization
- Messenger Engagement
- Evan's custom traffic & conversion report
- default with start column

Customize Columns... Compare Attributions

By default there won't be conversion date in your report.

You need to add the conversion data columns to the report.

Click on this icon for
“Columns performance”

Click on customise column

How to find the report that shows you conversion tracking

Customize Columns

Performance

Engagement

Conversions

Settings

A/B Test

Optimization

Search

Create Custom Metric

Metrics to Include	Total	Unique	Value	Cost	Unique Cost
Landed on purchase confirmation page (Deleted)					
Went to checkout page (Deleted)					
Went to DMA page (Deleted)					
Purchase of soft my books (Deleted)					
cHECKOUTS (Deleted)					
purchase on KC castle website (Deleted)					
2016 - purchase on TMC site (Deleted)					
purchase on website - (example for training) (Deleted)					
Purchase of DMS membership	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Purchase Of gift box or 1-1 coaching on TMC site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visited Upcoming courses page on TMC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landed on TMC homepage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20 COLUMNS SELECTED

Campaign Name

Delivery

Ad Set Name

Bid Strategy

Budget

Last Significant Edit

Attribution Settings

Results

Reach

Impressions

Cost per Result

Quality Ranking

Engagement Rate Ranking

ATTRIBUTION WINDOW

Comparing Windows

Cancel

Apply

Save as preset

Click on Custom Conversions

Then find the name of your custom conversion and tick the fields you would like to see in the report

Click apply

What We Will Cover

1. How to turn a post into an ad using the Ads tool.
 - How to get to the ads tool since the recent redesign on Facebook
 - What objective should you choose
 - Overview of Budget, targeting and placement
2. How do you then monitor your campaign to see how each adset is performing
 - How to check which audience (adset) is performing the best
3. How to setup conversion tracking
4. How to convert more of your website traffic from ads into enquiries and sales
5. How to design eye catching images for your ads using Canva

To get the most from social media you should drive people to your website where they will more info and then enquire or purchase



Use social media platforms to establish a presence and grow your followers.

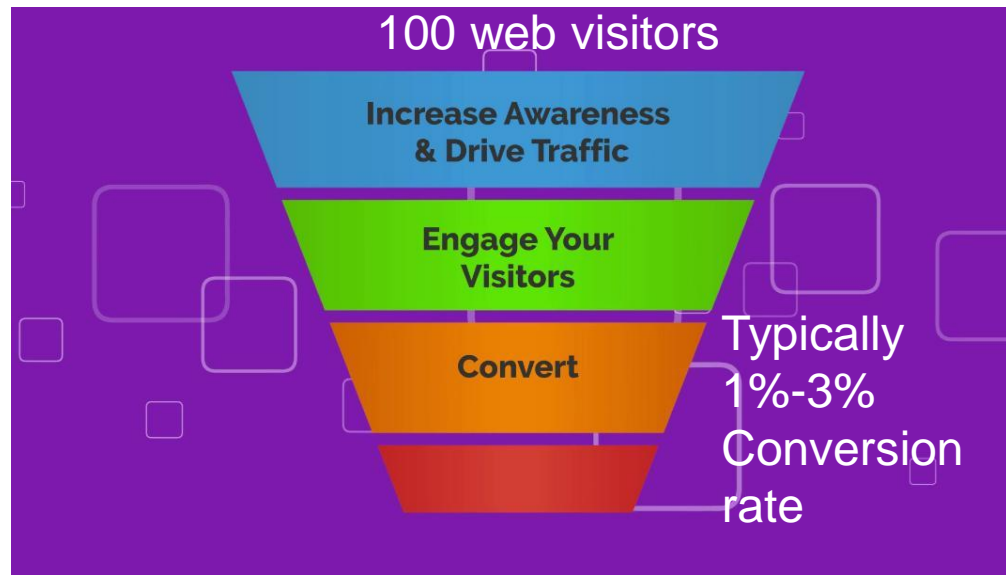
When followers see a post there is only so much information you can provide

They will want more details eg. Read testimonials, check returns policy, watch videos

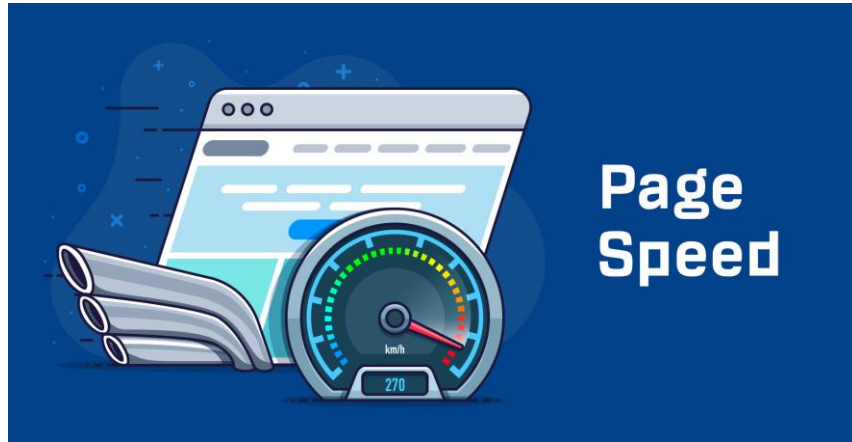
So you need to send people from Social Media to your website.

But you have to get some important things right ...

What can we do to get more website visitors to engage and convert?



Ensure your website loads quickly



Facebook tells us that when people click on a link on Facebook, 40% of people abandon if it takes more than 3 seconds for a page to load

Use [Gtmetrix.com](https://gtmetrix.com) to check your page speed

Ensure you drive them to a page that is just about what the post or ad was about



Never drive people to your homepage or a page that is about multiple products or services

Always drive people from social media to a page that is solely about that was in your post or ad

Therefore, the strategy from SEO about having a page for every topic also applies to Social Media

When planning a website, Having a page for every product or service is crucial for Social Media and SEO

Focus on the key benefits that customers are looking for.- so they immediately realise you have what they want



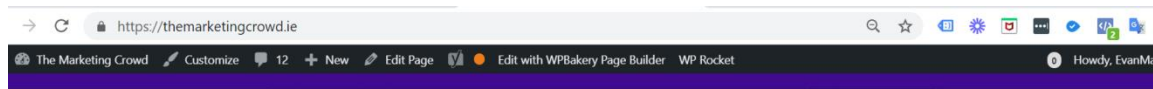
Consider the triggers to purchase

When designing your website you need to make a list of the key triggers to purchase and then make them prominent on the site

- What are the key benefits that people are looking for? E.g.. Cheap, quality, guarantee
- What are the key features?

Ensure you know these key triggers and then make them very prominent on your page. Don't hide them in the middle of paragraphs of text. Have clear bullet points.

Have image links and text links on your main pages.- to get people clicking and browsing



Our online Digital Marketing School is designed to help Irish businesses increase their sales

You'll get a digital marketing plan and you will be shown how to implement it with immediate access to seven of our latest digital marketing courses (on demand video lessons) and you can also attend a [Live online Digital Marketing Course each month](#) with Evan using Zoom. This is ideal if you want to learn how to grow your sales through website & social media marketing.



You can get "remote" 1-1 training from the comfort of your home.

Watch the video to see how it works

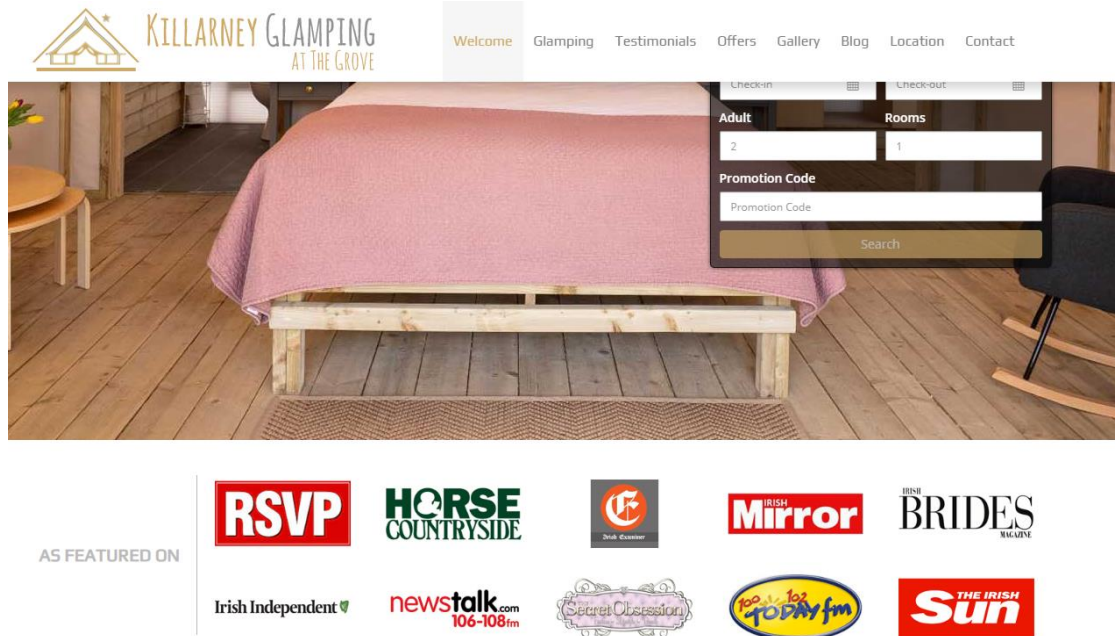


[View the 1-1 training options](#)

Your goal is to get people browsing

Adding text links and image links will prompt and tempt people to click through to the main pages of the site

Have a banner highlighting media coverage you have received – to establish credibility and trust



Include the logos of newspapers / radio stations that have written about your business.

It will immediately give your business credibility

Aim to get media coverage if you don't already have some

Ensure you have testimonials on key pages – they increase conversions



Customer testimonials provide reassurance and trust

Avoid:

- Quote from “Mary from Manchester” – they look made up
- Long detailed letters / paragraphs – keep the quote punchy and concise

Ideally

- Get a video testimonial quote
- Use the company name / logo / photo of the testimonial
- Get the quote to focus on the key barriers / Triggers to purchase
- Or embed Facebook reviews on your main pages

Try to have a product video on key pages – they increase conversions

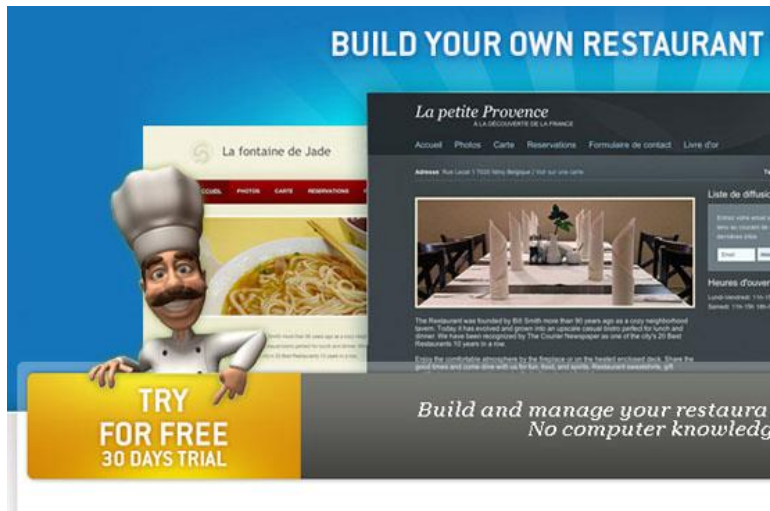


Increase website conversions

Ecommerce sites sell more products when there is a video demonstrating the product

- Ebags.com – conversion increases 50.1% for those that clicked play and 138% for those who watched the entire video (source: ebags.com)
- Onlinegolf.co.uk saw an increase in sales of 88% for items that featured a video (source:internetretailer.com)
- Shoeline.com saw an increase in sales of 44% for product pages that had a video (source:internetretailer.com)

Ensure you have a call to action button on every page



Ensure your Call To Action buttons are well designed

Ask yourself – what is the next most logical thing a web visitor would want to do and then prompt them to do it e.g.. Request a free 10 minute chat

Best practice

1. Ensure the CTA button is very prominent and located above the fold.
2. Include a benefit message / incentive within the button

What We Will Cover

1. How to turn a post into an ad using the Ads tool.
 - How to get to the ads tool since the recent redesign on Facebook
 - What objective should you choose
 - Overview of Budget, targeting and placement
2. How do you then monitor your campaign to see how each adset is performing
 - How to check which audience (adset) is performing the best
3. How to setup conversion tracking
4. How to convert more of your website traffic from ads into enquiries and sales
5. **How to design eye catching images for your ads using Canva**

Canva.com is a brilliant free image design tool



Use canva.com website

Canva is a brilliant free graphic design tool that works on PC and phone (using an app)

There is a premium version but what I will show in this course is part of the free service.

Exercise 1: How to add an image to square canvas plus your logo and text



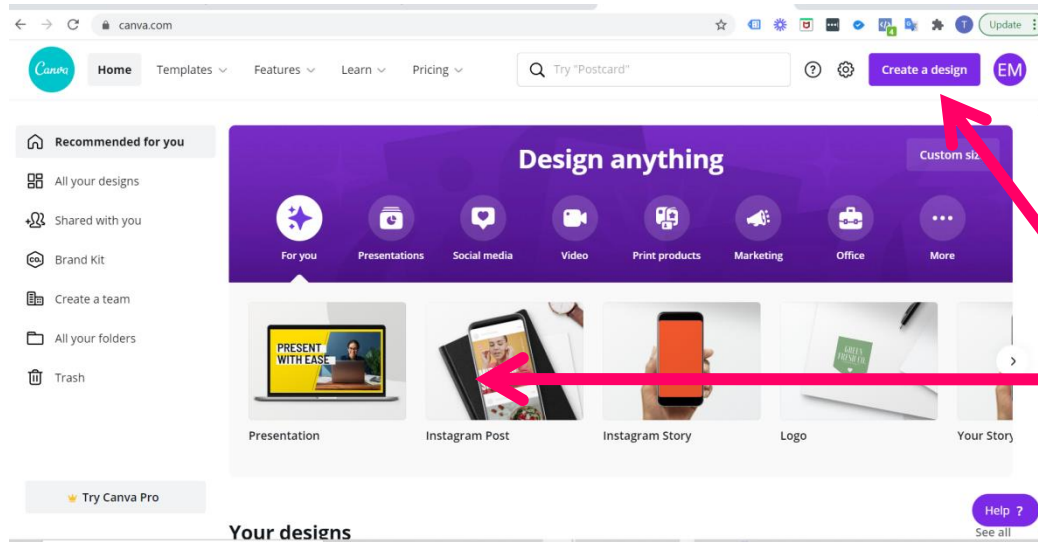
Use canva.com website

Import your image and easily crop or resize it to a specific size. Add your logo and text.

This is useful if ...

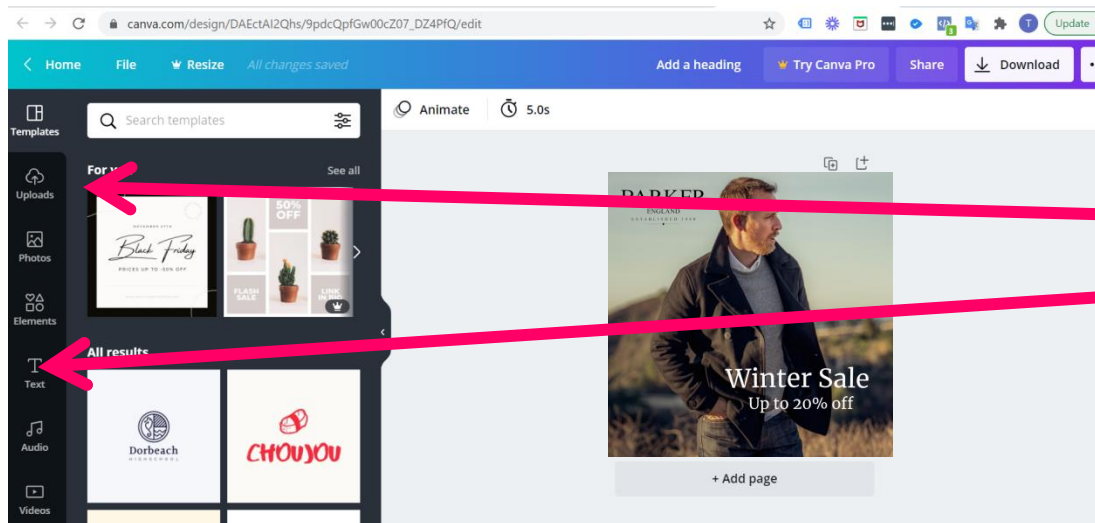
- You want to resize large images before uploading to your website
- You want to crop an image to a specific size for your website
- You want to design a web or social media graphic that is a specific size

Using your PC – How to add your image, text and your logo



Use the canva.com website

To crop to square either click on Instagram Post or Choose custom size and set the size to 1080 x 1080



Use the left hand menu in Canva to

- 1) Select your image from your PC (uploads)
- 2) Then select your logo from your PC (uploads)
- 3) Add text by clicking on on text and then choosing a Headline / subhead

To save, click on Share on the top right and scroll down to select download.

Exercise 2: How to use other text options plus how to animate text

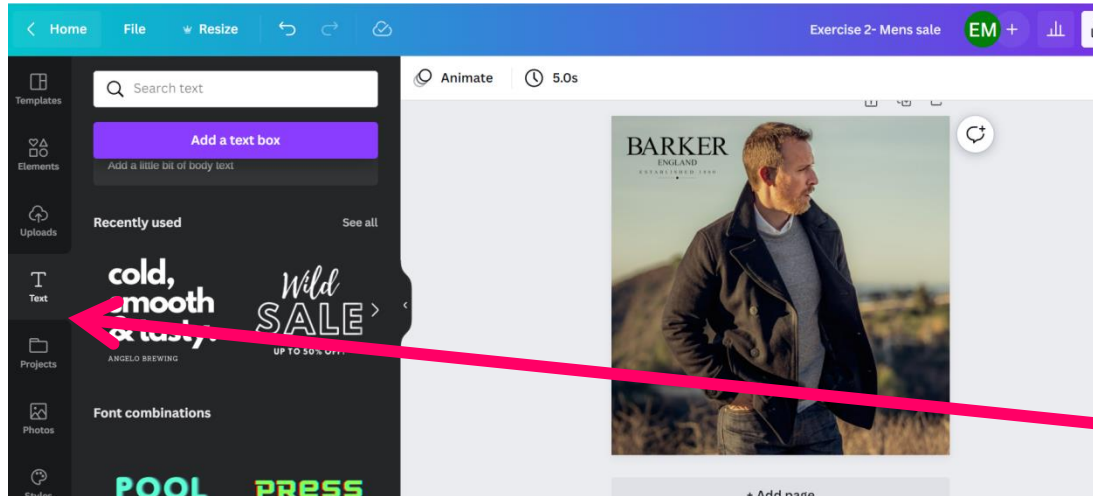


There are extra text options available under text

You can

1. Use some preformatted text options
2. You can search for some of these by topic eg. Christmas or sale

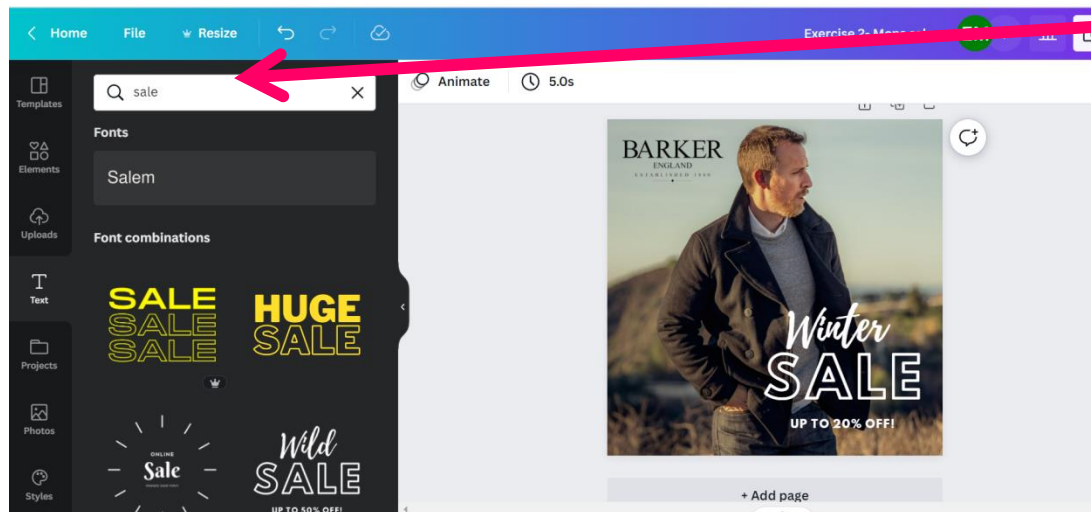
Exercise 2: How to use other text options plus how to animate text



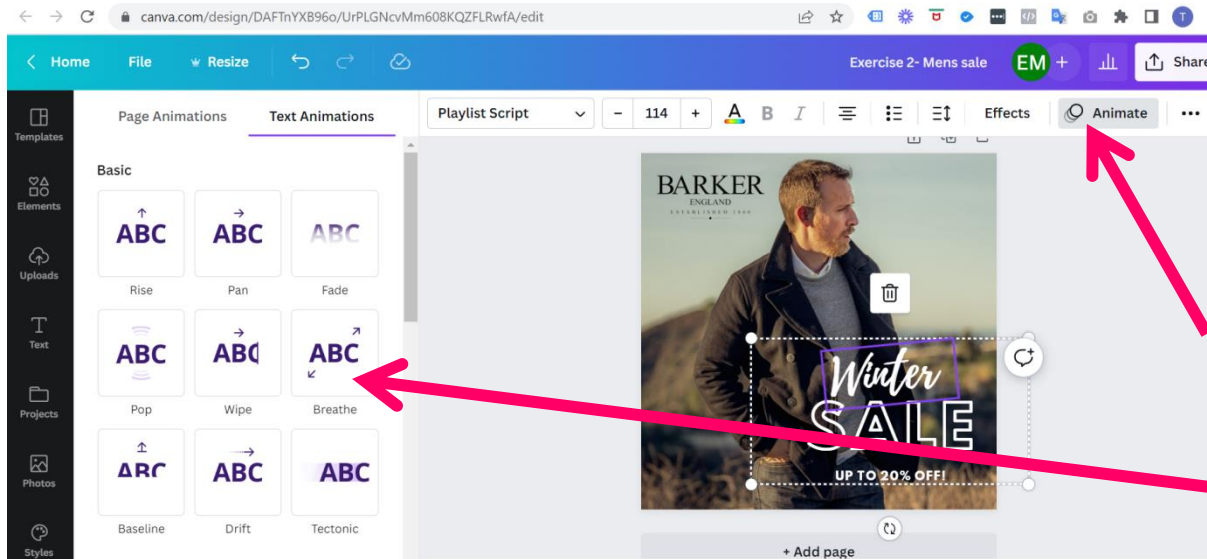
Add your image to the canvas plus add your logo

Use the left hand menu in Canva to

- 1) Click on text
- 2) Notice there are a lot of preformatted text options. You can choose any of these
- 3) Or you can type a topic such as Sale into the search box. Scroll down and you will see options
- 4) Click to add any of these to your image and change the text to what you want. You can also change the colour and size

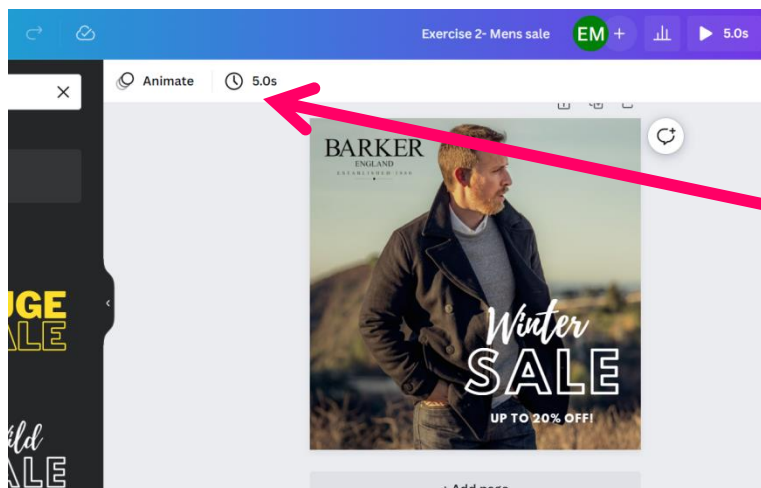


Exercise 2: How to use other text options plus how to animate text



You can add animation to your text by

- Click on the text you want to animate
- Then click animate
- Then choose from one of the animation options in the left hand side of the screen



You can repeat this with other words

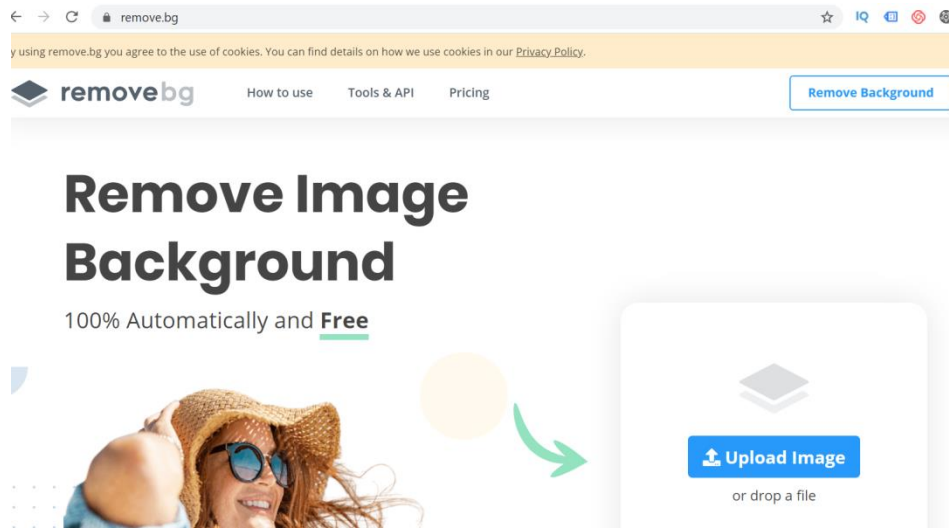
If you want to change the length of the animation, click on the number 5 next to the timer icon and change the length eg. To 3 seconds

Exercise 3: How to colour the background, add a transparent image of a person or product and some text



Lots of brands design ads using transparent images on a colour background

Free tool that removes the background of an image



Note – there is the facility to remove the background in canva.com but it is part of the premium package

Use remove.bg website

- Go to remove.bg
- Select your image and it will remove the background
- You can then download a transparent version
- Or you can add a coloured background and then download that

This is useful if ..

- You want to remove the background from a product or person
- You then want to add the product or person to a different background in order to design a graphic for your website or social media post

- **Note – check out another great tool called**

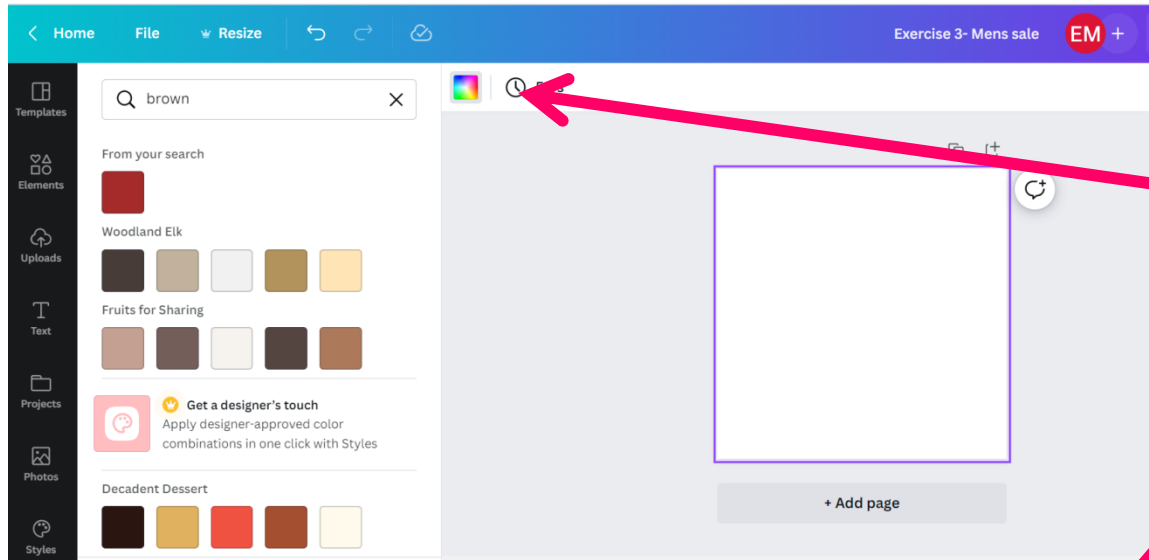
Trace
<https://www.stickermule.com/eu/trace>

How to then place your product or person on a new background with text and your logo

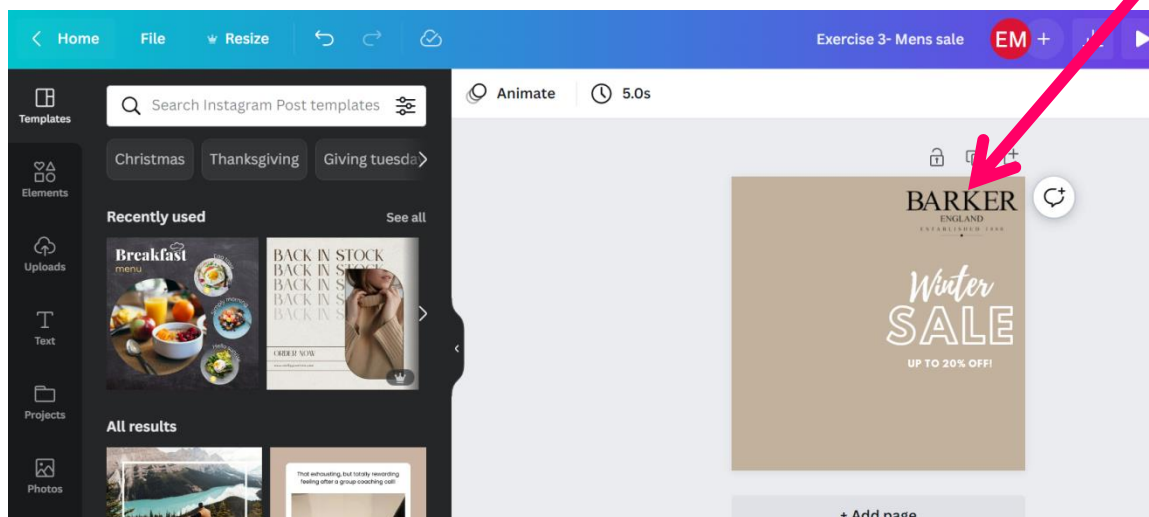


Decide what size you want the image to be. If square, choose Instagram square or custom design and set to 1080x1080

How to then place your product or person on a new background with text and your logo

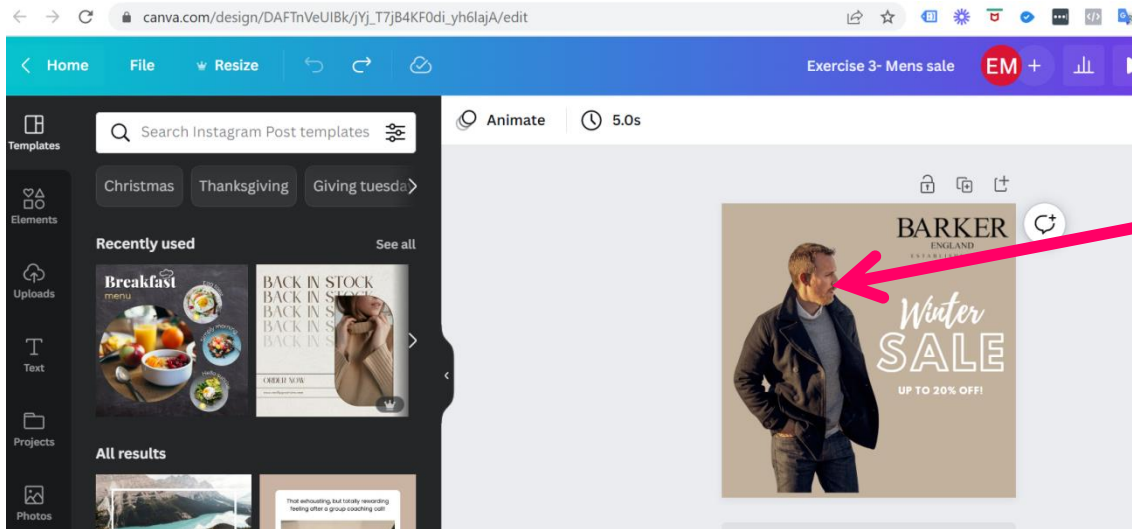


- Click on the square canvas and above it click on the colour option. Choose a colour. Search for a colour if you want more options



- Then add you logo and text
- Use remove.bg to remove the background from your main image. Save it to your pc
- Then go to upload and upload your transparent image

How to then place your product or person on a new background with text and your logo



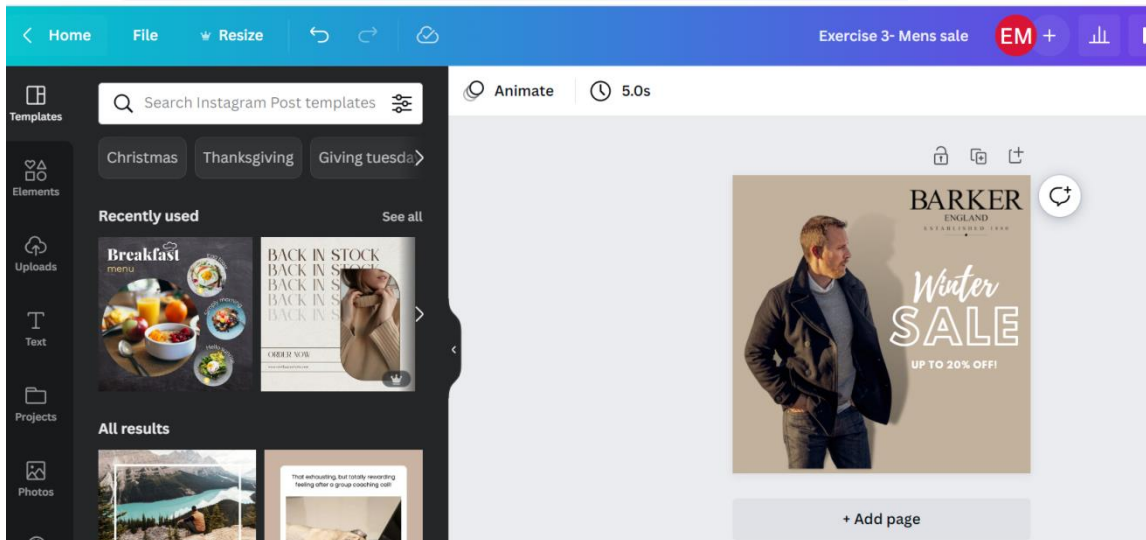
- Add the image to the Canva

To add a shadow to the image

Click on the image

Then click edit image

On the left hand side click on shadow



Click on the shadow you want to apply

Exercise 4: How to design a “Competition” graphic using your brand colours

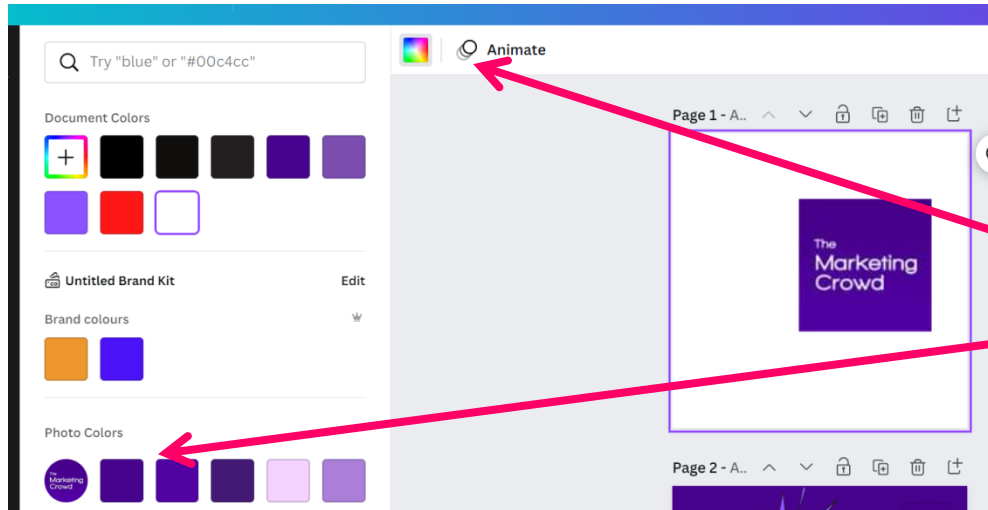


You can design graphics where the background colour is your logo colour

If you are running a competition you could then use some text graphics

You could also add text to a shape so it stands out.

Exercise 4: How to design a “Competition” graphic using your brand colours



Start by choosing a canvas shape eg. Square

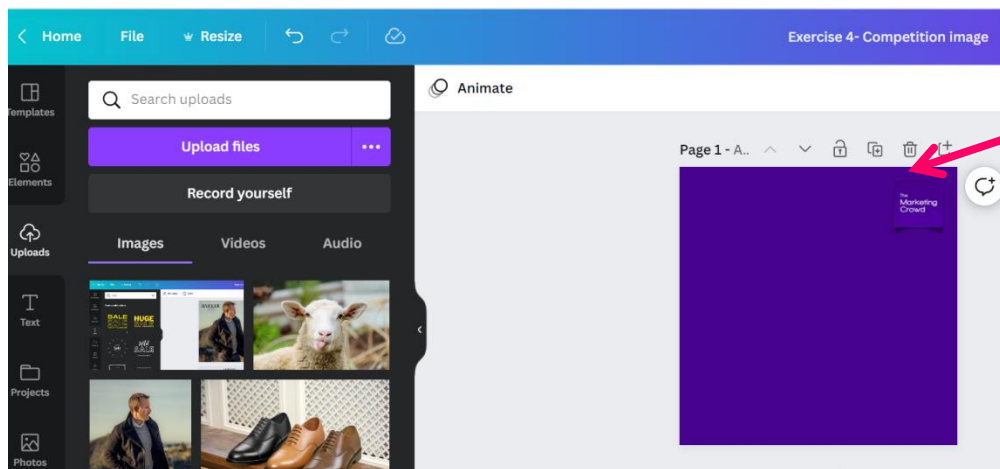
Upload your logo and add it to the Canvas

Click on background colour
Your logo colour is available as an Option. Click on it

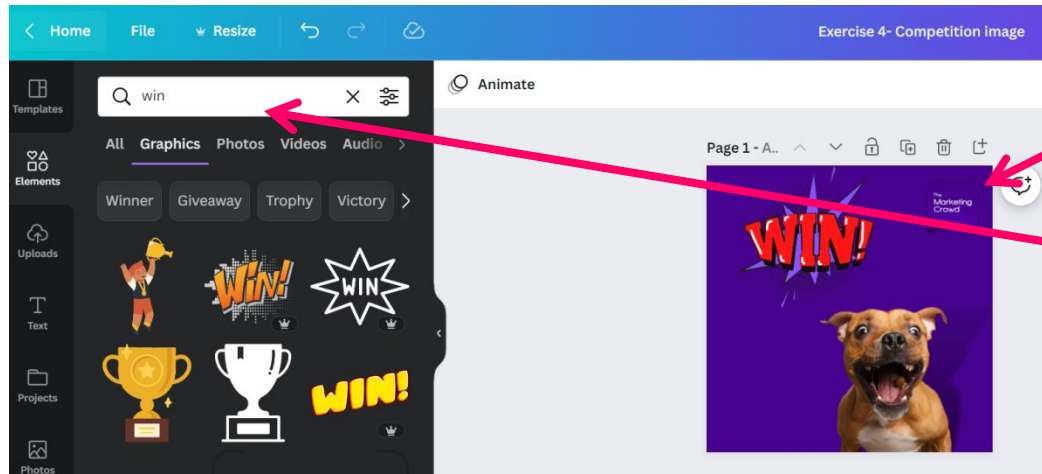
Your background now matches you logo

Move you logo to where you want it

In order for your logo to stand out more add a shadow eg. Curved shadow

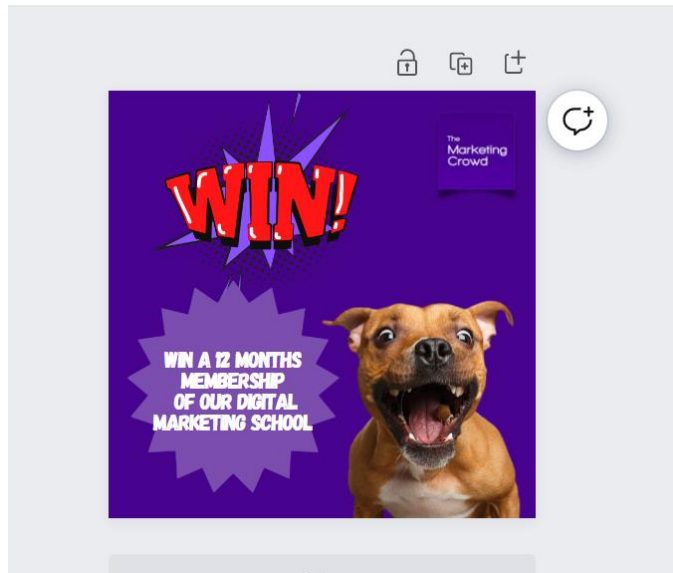


Exercise 4: How to design a “Competition” graphic using your brand colours



I then got an eye catching image of a dog and removed the background using remove.bg

To add a text graphic, click on elements, then search for win and click on graphics to browse through them



I then added text to explain what can be won.

To add the shape behind the text

Click on elements
Choose shapes
Choose a shape and add it
You can then change the size and colour

Exercise 5: How to use Canva's library of images and add transparency to your text background shapes

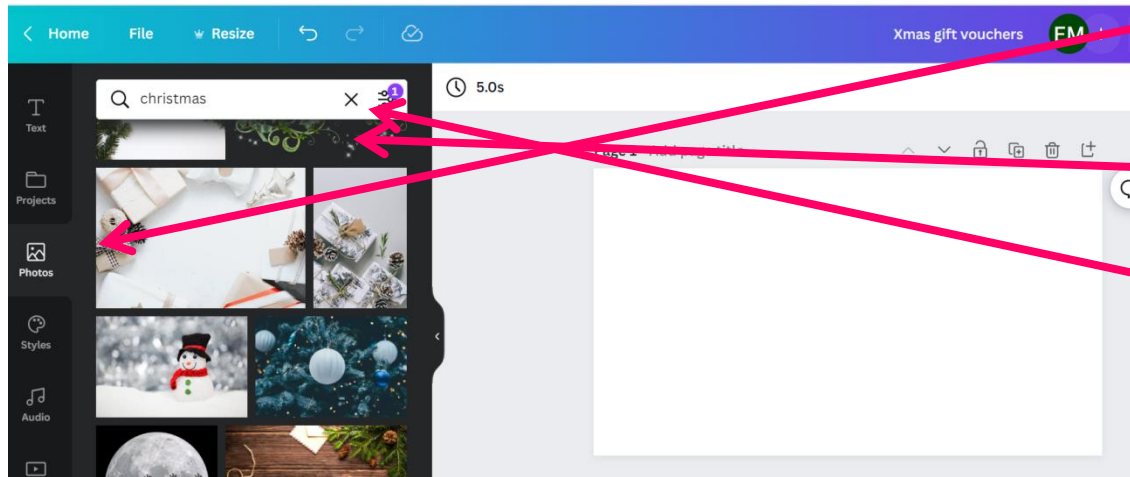


Canva has millions of stock images that you can use.

There is a mixture of free images and images that are only available for premium users.

When you add text to your image you can add a shape. But if you add transparency to the shape it can look more designed.

Exercise 6: How to use Canva's library of images and add transparency to your text background shapes



On the left-hand menu click on Photos

Then search for your topic eg. Christmas

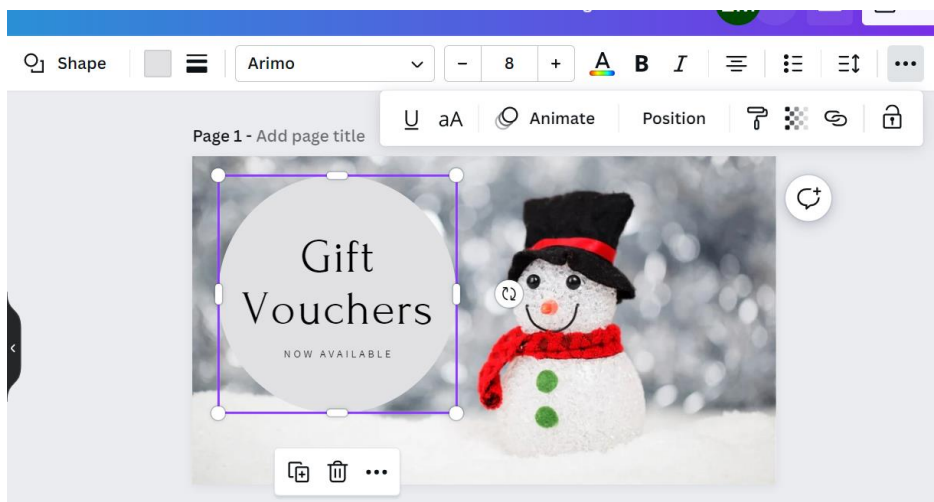
Click on filter and select free images if you want free ones

Click on an image that you want to use. When it appears on your canvas right click to add to Background

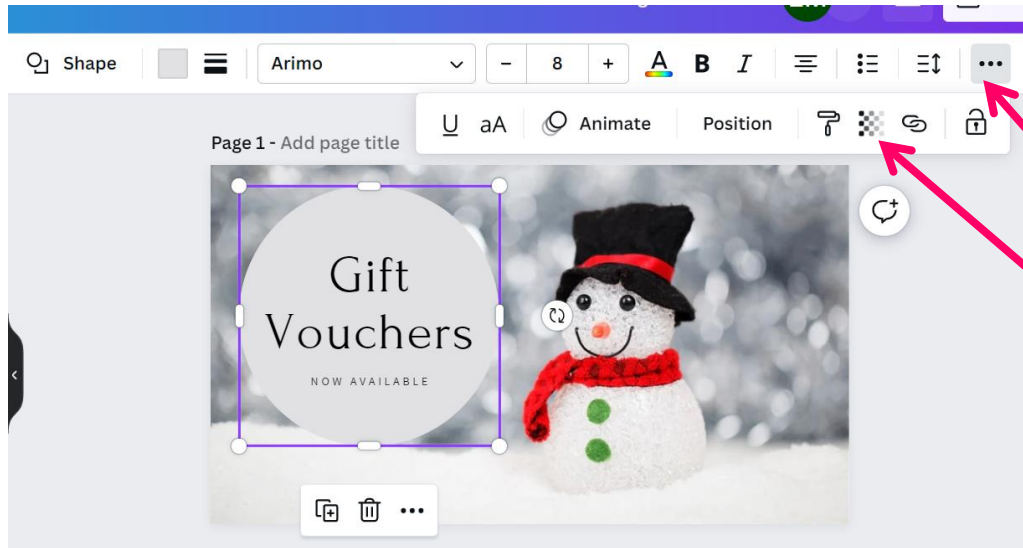
Then add your text

Add a shape e.g. circle

Add the colour to the circle



Exercise 6: How to use Canva's library of images and add transparency to your text background shapes



To make the colour in the circle more transparent ...

Click on the circle (or any shape)

Click on 3 dots

Click on transparency

Drag the transparency slider

