



# HOW TO MARKET YOUR BUSINESS LOCALLY AROUND YOUR TOWN OR COUNTY

## What we are NOT covering on this course



**This isn't a course that will teach you a topic like SEO, Instagram marketing or Facebook ads in detail**

This course is designed to

1. Give you a helicopter view of how to market your business locally using digital marketing
2. Explain how the main areas fit together

# What We Will Cover Today

## Free Google Search Tactics

1. **How to get your Google Business Profile found in Google's 3 local map results**
2. What you need to do to get your website found on page 1 of organic results for local searches
3. How to get found for local image search results:
4. Get listed on directory sites that appear on page 1

## Paid Advertising Tactics

5. How to use Facebook & Instagram ads to target people who live within a few miles of your town or within your county

## Free Social Media Tactics

6. Consider hashtags, Geotags, Profile names, local Facebook groups

# Google has changed "Google My Business listings" to "Google Business Profiles"

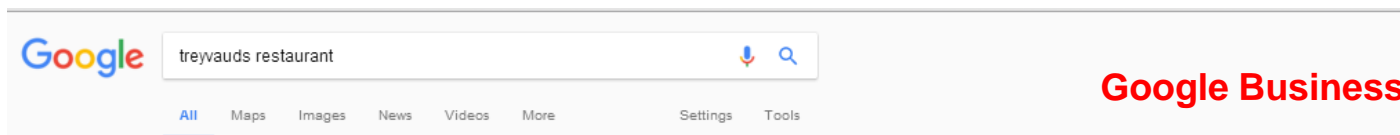


Google has renamed Google My Business to Google Business Profile

It is trying to bring more of the business profile management out of the Google My Business app and directly into Google Search and Google Maps



# What is a Google business profile – it also appears on the right hand side when people search for your business by name



## Google Business Profile

[Treyvaud's Restaurant](#)  
treuvaudsrestaurant.com/v  
This site may be hacked.  
Treyvaud's is a family run Restaurant located in the heart of Killarney. Specialising in International cuisine, you can sample such mouth watering delights like, ...  
Menu · Sunday Lunch · Lunch

[Treyvaud's, Killarney - Restaurant Reviews, Phone Number & Photos ...](#)  
<https://www.tripadvisor.ie> · ... · County Kerry · Killarney · Killarney Restaurants  
★★★★★ Rating: 4.5 - 546 reviews  
Treyvaud's, Killarney: See 546 unbiased reviews of Treyvaud's, rated 4.5 of 5 on TripAdvisor and ranked #8 of 182 restaurants in Killarney.

[Dinner Menu - Treyvaud's Restaurant / Killarney County Kerry ...](#)  
[www.ireland-guide.com/menu/treyvauds-restaurant.5649.4497.html](http://www.ireland-guide.com/menu/treyvauds-restaurant.5649.4497.html)  
Dinner Menu for Treyvauds Restaurant in Killarney County Kerry Ireland.

[Lunch Menu / Treyvauds Restaurant / Killarney County Kerry ...](#)  
[www.ireland-guide.com/menu/treyvauds-restaurant.5648.4497.html](http://www.ireland-guide.com/menu/treyvauds-restaurant.5648.4497.html)  
Lunch Menu for Treyvauds Restaurant in Killarney County Kerry Ireland.

[Treyvaud's Restaurant Reviews Online | Menupages Community](#)  
[www.menupages.ie](http://www.menupages.ie) · Kerry · Kerry Central · Killarney  
★★★★★ Rating: 4 - 18 reviews - Price range: €€€€  
Read reviews of Treyvaud's Restaurant Killarney Kerry from the Menupages Community. Submit your Review today.

[Treyvaud's | Facebook](#)  
<https://www.facebook.com> · Places · Killarney · Restaurant  
★★★★★ Rating: 4.3 - 332 votes  
Treyvaud's, Killarney, Ireland. 15644 likes · 108 talking ... Been to many top restaurants all over the world and this is one of the best. Beautiful food, prepared and ...

[Treyvauds - 12 Photos & 14 Reviews - French - 62 High St, Killarney ...](#)  
<https://www.yelp.ie> · Restaurants · French  
★★★★★ Rating: 4.4 - 14 reviews - Price range: €€€

was on our short list of

A screenshot of a Google Business Profile for "Treyvaud's Restaurant". The profile includes a header with a photo of food and a map, a 4.2 star rating from 20 Google reviews, and contact information: "Address: 62 High Street, Killarney, Co. Kerry", "Hours: Open today · 12–11:30p.m.", and "Phone: (064) 663 3062". It also features a "Reviews from the web" section with ratings from MenuPages.ie (4/5) and Facebook (4.3/5), and a "Popular times" bar chart showing activity levels throughout the day.

**Treyvaud's Restaurant**

4.2 ★★★★★ 20 Google reviews  
Restaurant

Smart, family-run restaurant with a Modern Irish and international menu, plus regular event nights.  
**Address:** 62 High Street, Killarney, Co. Kerry  
**Hours:** Open today · 12–11:30p.m.  
**Phone:** (064) 663 3062

Suggest an edit

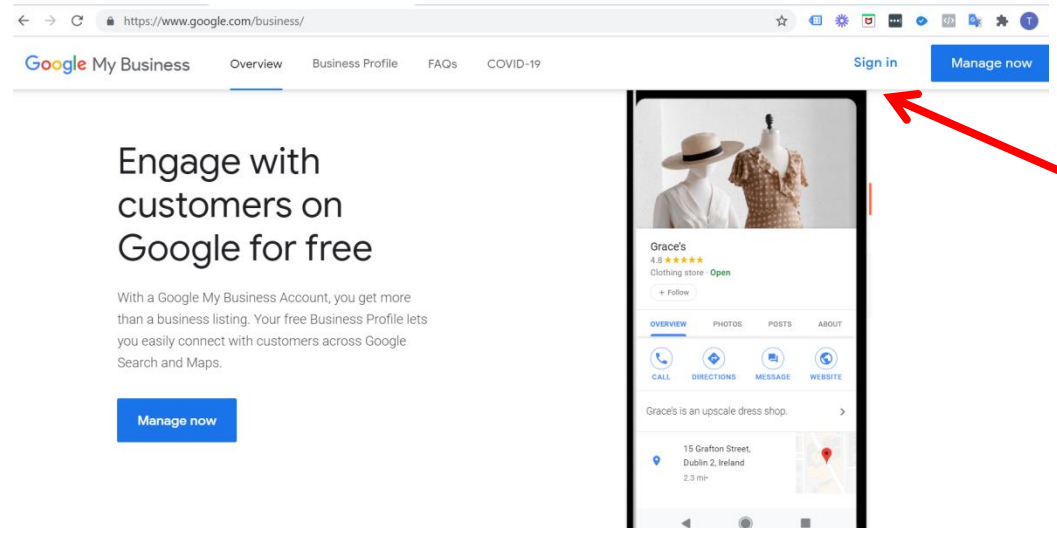
Reviews from the web

MenuPages.ie	Facebook
4/5	4.3/5
18 reviews	332 votes

Popular times

Now: Usually not too busy

# Getting started



**Go to Google.com/business**

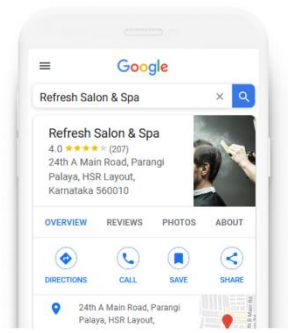
Click sign in on the top right and login with your Gmail account logins

If you have a listing setup using that account it will take you to it.

If not it will ask you to search for your business

If you business doesn't have a listing it will ask you to create one

Google My Business



Find and manage your business

Q Type your business name

Can't find your business?

[Add your business to Google](#)

Red arrow pointing from the text 'Can't find your business?' to the link 'Add your business to Google'.

# How do you now update your Google Business Profile?

The screenshot shows a Google search for "The Marketing Crowd". The search results page displays the business profile management interface. A red box highlights the "Your business on Google" section, which includes the following options:

- Edit profile
- Read reviews
- Messages
- Add photo
- Performance
- Advertise
- Edit products
- Edit services
- Booking
- Q & A
- Add update
- Ask for review...

Below the highlighted section, there are four cards with icons and text:

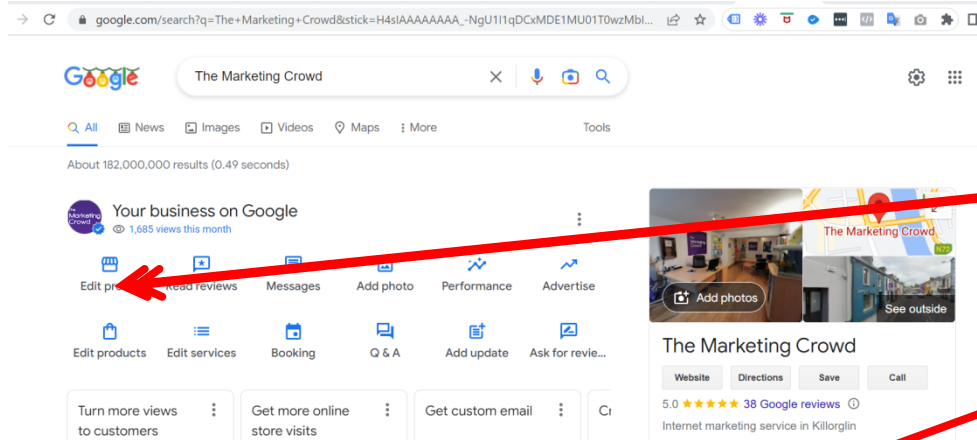
- Turn more views to customers
- Get more online store visits
- Get custom email
- Cr

To the right of the highlighted section, there is a map showing the location of "The Marketing Crowd" in Killorglin, Ireland. Below the map, there is a "See outside" button. Further down, there is a section for "The Marketing Crowd" with a 5.0 star rating, 38 Google reviews, and a link to the website. Below this, there are buttons for "Website", "Directions", "Save", and "Call".

## Do a search for your business name in Google

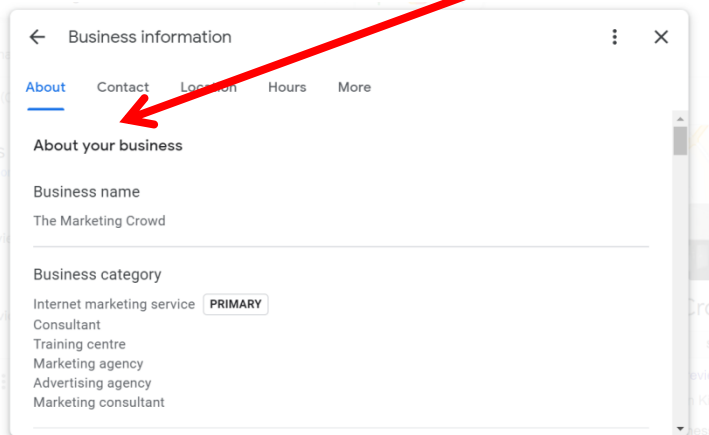
- If you are logged in with the gmail address that you used to created you GMB listing, you will see a big edit profile button
- Click edit profile – this allows you to edit your details
- Click “promote” – this allows you to check your stats, ask for reviews, add offers etc
- Click “customers” – this allows you to reply to reviews, answer message or questions

# How to optimise your Google My Business listing



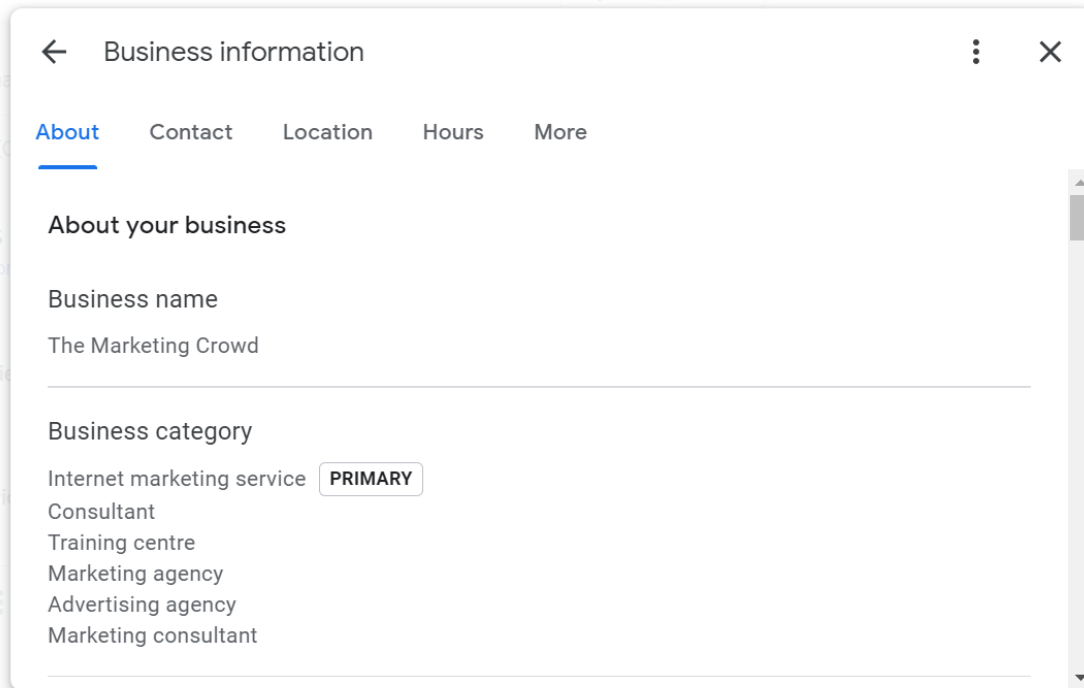
**Click on Edit profile"**

**You can then edit the key sections of your profile.**





# How to setup and optimise your Google My Business listing



← Business information

About Contact Location Hours More

About your business

Business name  
The Marketing Crowd

Business category

Internet marketing service **PRIMARY**

Consultant

Training centre

Marketing agency

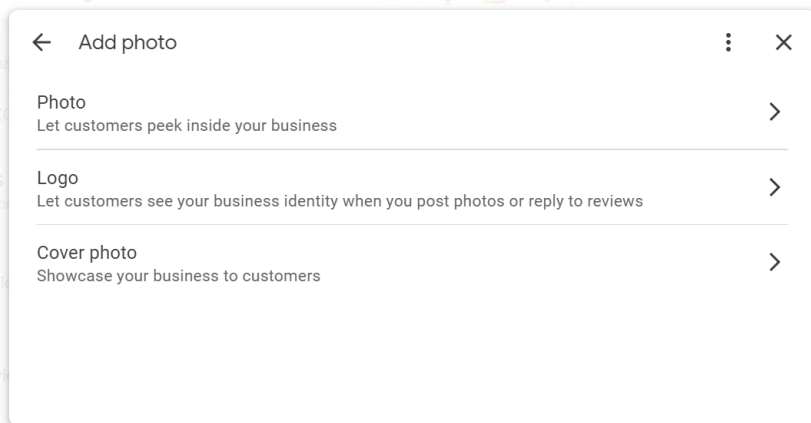
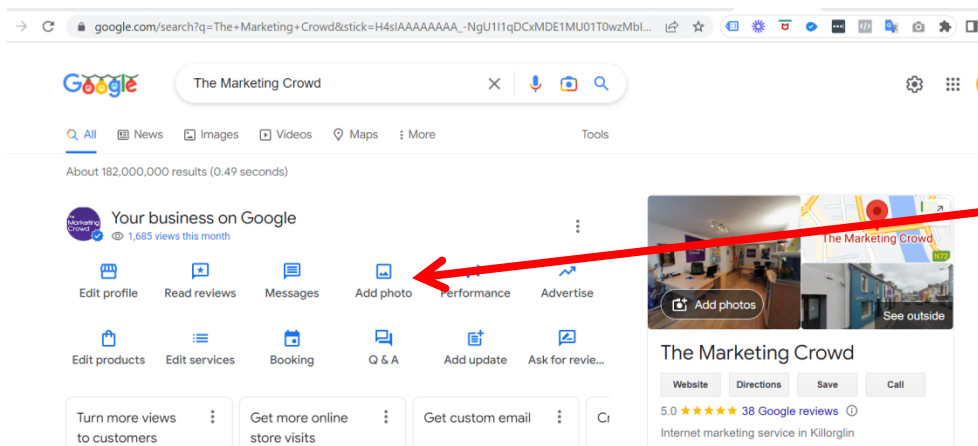
Advertising agency

Marketing consultant

**Then work your way through each section and ensure you complete each section**

- **Add 4-5 categories and not just one**
- **Add a geographic Service area – this is crucial in getting you found in those locations**
- **Add opening hours, products, services, company overview etc.**

# How to setup and optimise your Google My Business listing



## Add images to your listing

To add images click "Add photo"

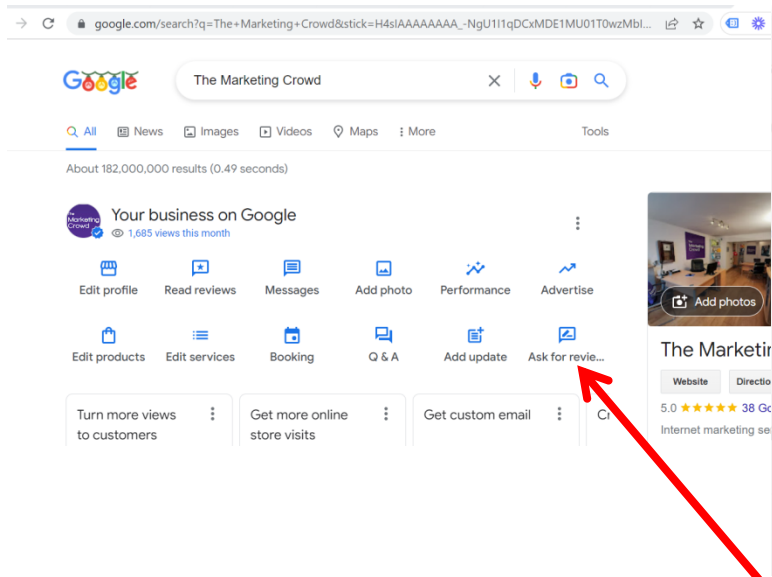
Ensure you upload your "identity" photos.

## Cover Photo

Your cover photo is displayed on your [Google+ page](#) and should be something that showcases your business's personality and helps potential customers identify you. The best dimensions for your cover photo are 2120 x 1192 pixels.

**Add photos to all sections – exterior, interior, staff etc.**

# How to setup and optimise your Google My Business listing



← Get more reviews

## Give customers a link to review your business on Google

Reviews build trust and help your Business Profile stand out to customers on Search and Maps

Email WhatsApp Facebook

Review link

[https://g.page/r/CWeG5\\_74Go7FEbM/review](https://g.page/r/CWeG5_74Go7FEbM/review)

[Learn more](#) about best practices for asking for reviews, and what to do about negative reviews

## Try to get reviews for your Google listing

If you are in a very competitive market for local searches E.g. Hotels, restaurants, plumbers, Google will place the Listings with the most / best reviews highest in the search results.

To get more reviews, when you are in your listing click on "Ask for review". It will give you a link that you can then email customers. When they click it will take them directly to the reviews section of your listing

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6. Consider hashtags, Geotags, Profile names, local Facebook groups

# Getting found on page 1 Organic results is a top priority

The screenshot shows a Google search interface with the following elements:

- Address bar: <https://www.google.ie/search?q=estate+agents+in+limerick&xsrf=ALeKk00d2z0PkrN>
- Search bar: estate agents in limerick
- Results list:
  - Limerick Estate Agents & Auctioneers, Co Limerick | Sherry ...**  
Your local **Estate Agents in Limerick**, servicing over 35 locations. If you are thinking of selling, get a free valuation on your home.
  - <https://www.daft.ie> > limerick > estate-agents ▾  
**Find an Estate Agent in Limerick | Daft.ie**  
Limerick · Anthony Galvin Property Management · Aviary Estates · Carroll Auctioneers · Charles O'Brien · Chesser Auctioneers · Collins & Co. · Cushman & Wakefield ...
  - <https://michaelroberts.ie> ▾  
**Michael Roberts Estate Agents Limerick | Auctioneers Limerick**  
At Michael Roberts **Estate Agents**, we are continually seeking fresh and innovative strategies to successfully market and promote our clients' **properties** to ...
  - <https://www.dng.ie> > estate-agent > dng-cusack-dunne ▾  
**DNG Cusack Dunne:City Centre (Limerick) Estate Agents**  
DNG Cusack Dunne is a multi disciplinary real **estate agency** in **Limerick** . Key to our strength is our local property market knowledge reinforced with a ...
  - <https://rfauctioneers.ie> ▾  
**Rowan Fitzgerald Auctioneers Limerick | Estate Agent ...**  
Valuers, Letting **Agents**,Property Managers and Auctioneers in **Limerick**. Rowan Fitzgerald Auctioneers **Limerick** and RentinLimerick.ie are a boutique style ...
  - <https://decourcy.ie> ▾  
**DeCourcy Estate Agents & Auctioneers Limerick City ...**  
2 May 2018 — **Estate Agents in Limerick** City since 1932. Residential & Commercial Property for sale in Limerick & Munster.

In local marketing, You would want to appear on page 1 when people search using the name of your town or county

It's a complicated topic but it can be distilled into this:

Google is in the business of serving the most relevant and trustworthy results.

Therefore, it looks for ...

1. The most relevant pages for the topic that is being searched for
2. On sites that it trusts
3. But the sites also need to provide a good experience for users.

# In a nutshell, what makes sites appear high up in search results

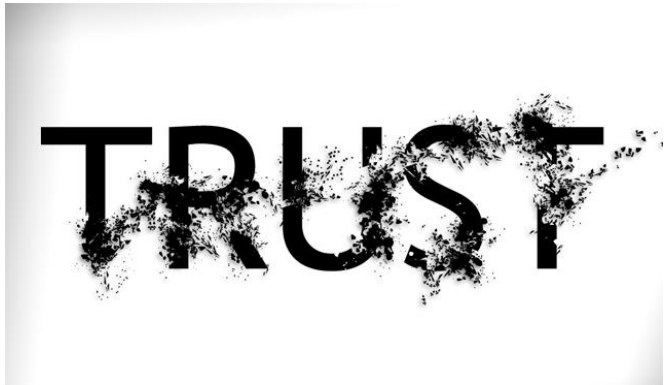


a) How relevant to the search terms Google thinks your page is

- The search term is in the page meta title
- There is relevant content for the search term on the page e.g. Headline, body text, image tag, url
- There are other sites within your sector linking to your site / page.



# In a nutshell, what makes sites appear high up in search results?



b) How trustworthy Google thinks your page is

There is also a trust score assigned to your site called domain authority

Having a high domain authority score does not guarantee that you will appear high up in results but it is a good indicator of how trustworthy Google thinks your site is

E.g. A new site with no sites linking to it doesn't look very trusted to Google

# In a nutshell, what makes sites appear high up in search results?



GOOGLE'S  
PAGE  
EXPERIENCE  
UPDATE

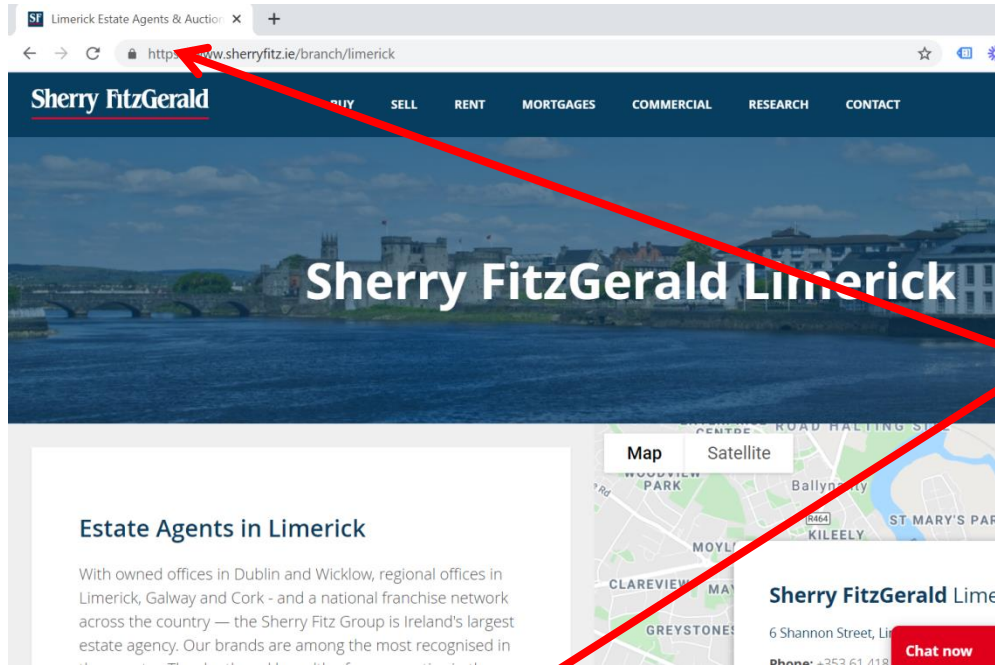


- c) Whether Google thinks your page provides a good experience

It isn't sufficient to be trusted and relevant

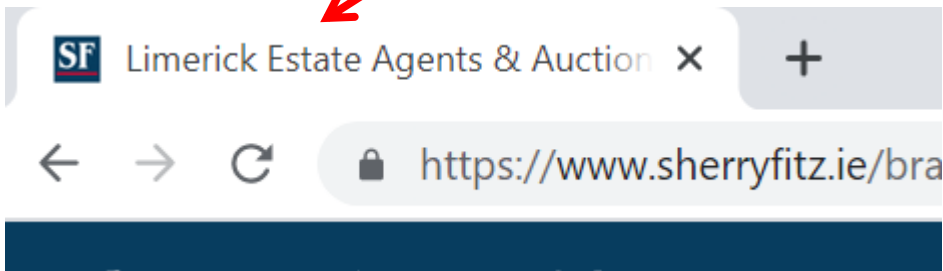
Your site also needs to be secure, mobile friendly and needs to pass some "Core web vitals" tests such as page load speed and page responsiveness.

# Geographic Relevance tactic 1: Ensure the town / county name is in the meta title of a relevant page

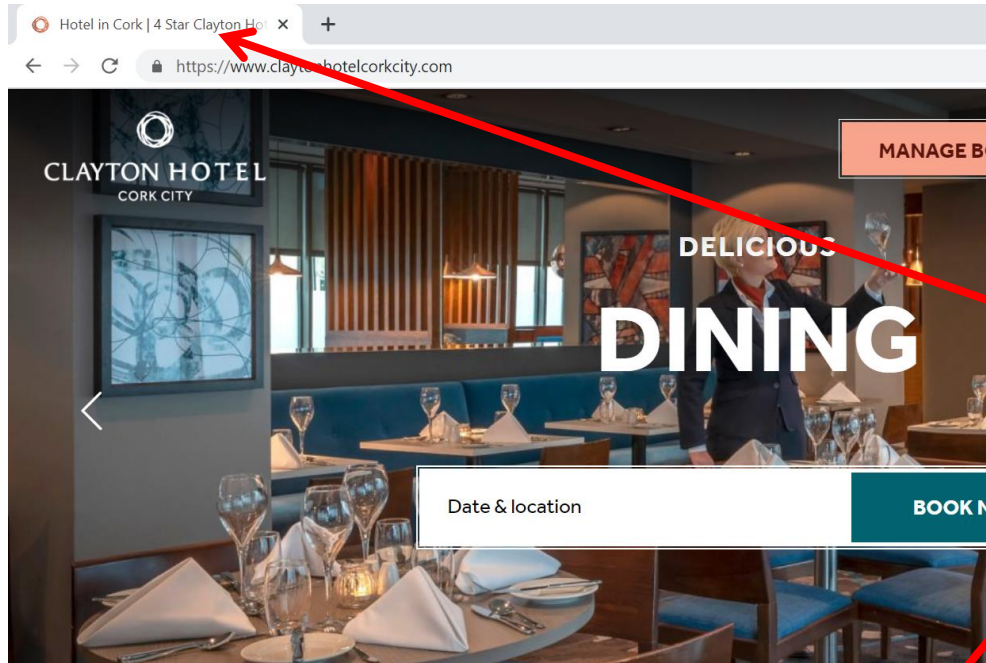


Sherry Fitzgerald are top of page 1 for the search "Estate Agents in Limerick"

Notice that their meta title says "Limerick estate agents and Auctioneers"



# Geographic Relevance tactic 1: Ensure the town / county name is in the meta title of a relevant page



The Clayton Hotel are top of page 1 for the search "Hotels in Cork City"

Notice that their meta title includes "Hotel Cork City"

<https://www.claytonhotelcorkcity.com>

**Hotel in Cork | 4 Star Clayton Hotel Cork City | Official Site**

One of the best **hotels in Cork City**, Clayton **Hotel Cork City** offers beautiful air-conditioned rooms with free Wi-Fi, and health centre with a swimming pool.

[Restaurant & Bar](#) · [Special Offers](#) · [Essence Spa](#) · [Rooms](#)

# Geographic Relevance tactic 2: Ensure the town / county name is in the headline of the page

Sherry FitzGerald Limerick

Estate Agents in Limerick

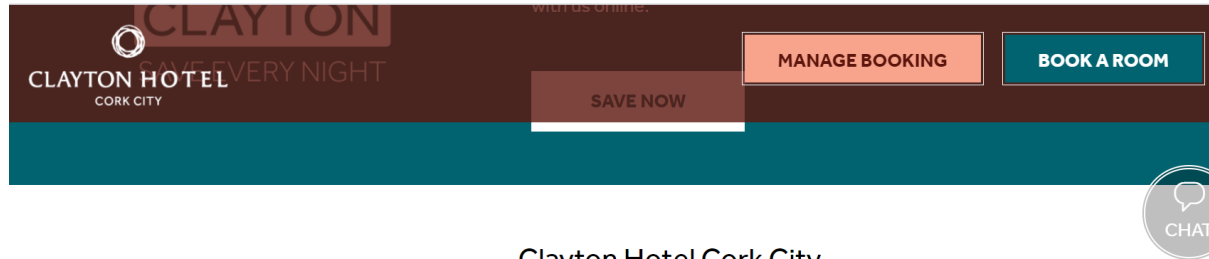
With owned offices in Dublin and Wicklow, regional offices in Limerick, Galway and Cork - and a national franchise network across the country — the Sherry Fitz Group is Ireland's largest estate agency. Our brands are among the most recognised in

Sherry FitzGerald Lime  
6 Shannon Street, Limerick  
Phone: +353 61 418 418 [Chat now](#)

You then need to ensure that you have a headline on the page.

If Google also sees that the headline has the search topic and location, it starts viewing the page as relevant

# Geographic Relevance tactic 2: Ensure the town / county name is in the headline of the page



## Clayton Hotel Cork City

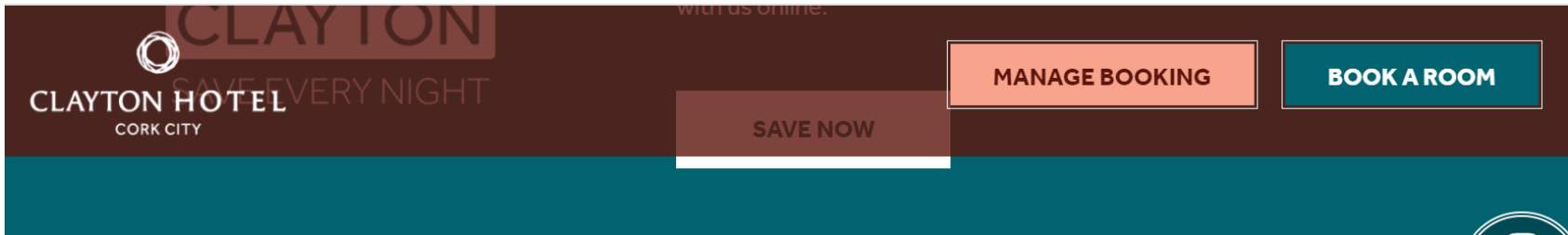
Welcome to Clayton Hotel Cork City, located right in the heart of Cork. Ideal for a [staycation](#) with family or friends for [weekend](#) or longer. Explore the city at your doorstep before returning for a relaxing dip in our pool or a delicious meal in the Globe restaurant.

You then need to ensure that you have a headline on the page.

If Google also sees that the headline has the search topic and location, it starts viewing the page as relevant



# Geographic Relevance tactic 3: Ensure the town / county name is in the text of the page



## Clayton Hotel Cork City

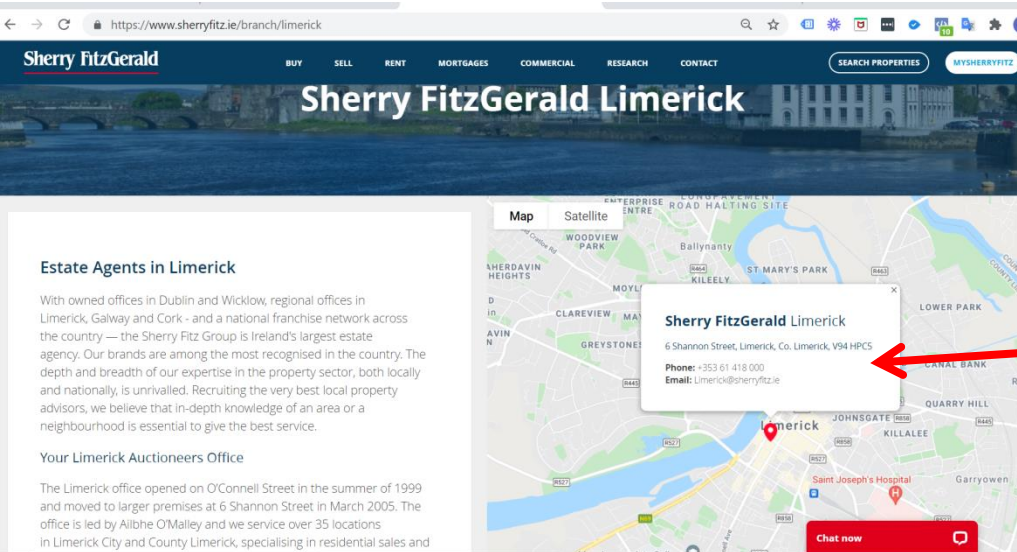
Welcome to Clayton Hotel Cork City, located right in the heart of Cork. Ideal for a [staycation](#) with family or friends for [weekend](#) or longer. Explore the city at your doorstep before returning for a relaxing dip in our pool or a delicious meal in the Globe restaurant.



You then need to ensure you have text on the page

If Google also sees that the text on the page has the search topic and location, it starts viewing the page as relevant

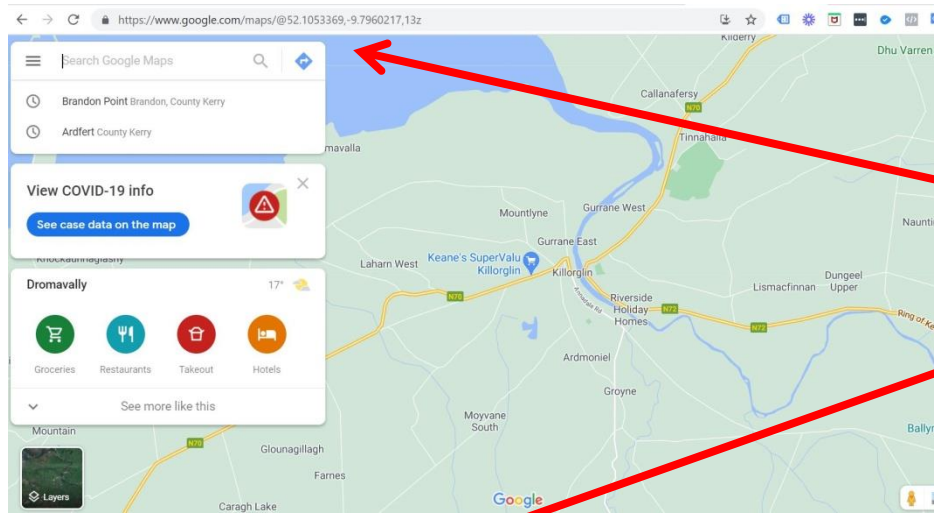
# Geographic Relevance tactic 4: Add a Google map with your location as a pin to the contact us page of your website



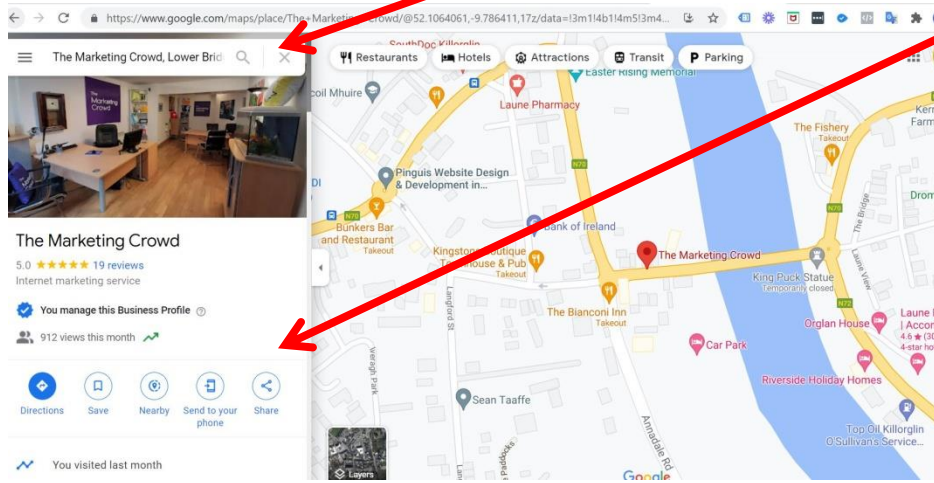
When you create a Google my Business listing your business is positioned on Google maps

If you then embed that map on your “Relevant page” or your contact us page, it reinforces to Google that your business is definitely in that town / County

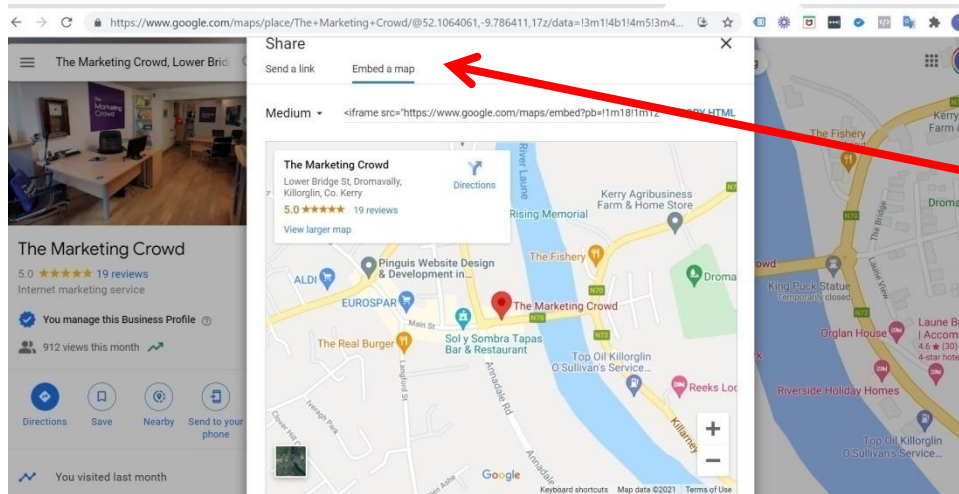
# How to Add a Google map with your location as a pin to the contact us page of your website



1. Go to Google.com/maps
2. In the top left search for the name of your business. If you have setup a Google My Business listing you will come up in the search results. If you don't come up you need to setup a GMB listing (see part 1 of this course)
3. When you find your map, click on Share



# How to Add a Google map with your location as a pin to the contact us page of your website

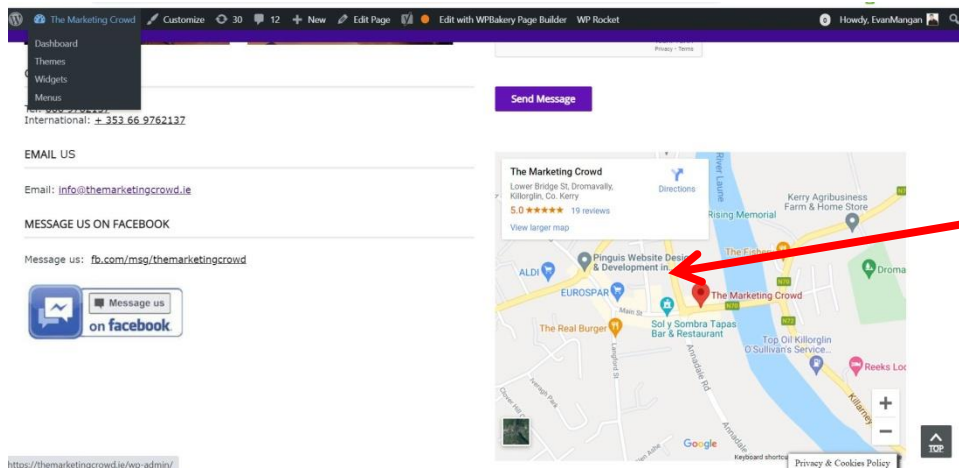


4. Then click on Embed map
5. Copy the embed code

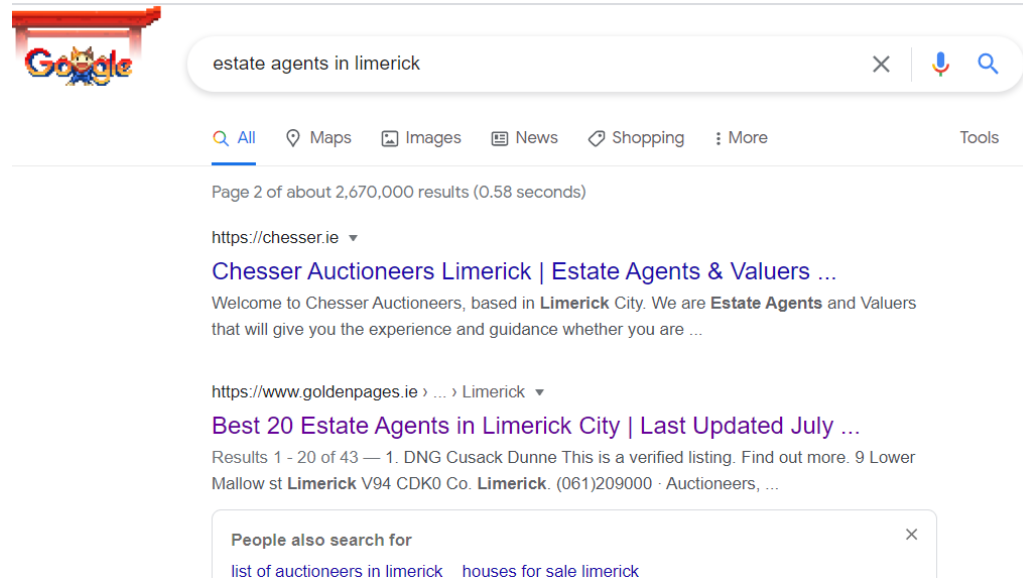
Then login to the contact us page on your website or any page that you would like the map to appear.

Remember, when embedding anything (a video, Facebook post, a map) you need to be in Text or HTML mode in the editor – not visual mode.

Once you paste in the code your map will appear.



# Geographic Relevance tactic 5: Get listed in some online directory websites which have your business name, address and tel number



The screenshot shows a Google search interface with the query "estate agents in limerick". The search results are on page 2 of approximately 2,670,000 results. The first result is from "chesser.ie" titled "Chesser Auctioneers Limerick | Estate Agents & Valuers ...". The second result is from "goldenpages.ie" titled "Best 20 Estate Agents in Limerick City | Last Updated July ...". Below the results is a "People also search for" section with suggestions like "list of auctioneers in limerick" and "houses for sale limerick".

If you get your business listed on directories such as Golden pages, menupages.ie etc. Google will see that whenever your business is listed it always refers to your address

This reinforces to Google that your business must be located in that town / county

Tip : try to ensure that your Name, address and telephone number (NAP) are displayed consistently. Avoid mis spellings or variants in the address

## Geographic Relevance tactic 6: Try to get backlinks from other businesses within the town / county



If Google sees that other websites within the locations (Town / county) and linking back to you it reinforces to Google that you are an established site within that location

Some suggestion:

- Ask local suppliers to link back to you or offer them a testimonial
- Are there any non competing local businesses that you could ask
- Are there local town directories e.g. Dingle.ie
- Could you offer to write a guest blog post for another local business website with a link back to your site at the bottom?



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## Free Social Media Tactics

6. Consider hashtags, Geotags, Profile names, local Facebook groups

# How to appear high up in Google image search

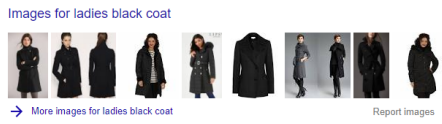
1/3 of all searches performed in Google are for images and 12.5% of SERPs show Image Pack results

If you think people might be starting their search using images search you need to know what is involved in appearing high up

If you search for “ladies black coat” you will see

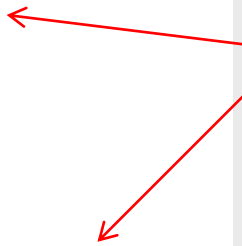
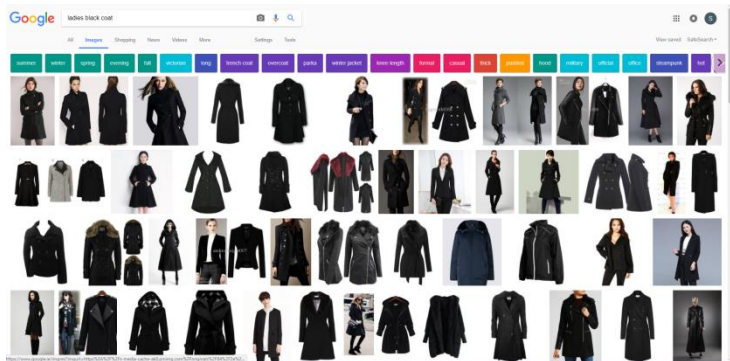
- a) Some images appearing in between the 10 organic results
- b) Or you can click on “images” in the menu and then see Google images results

Coats & Jackets | Womens Coats and Jackets | boohoo  
ie.boohoo.com/womens/coats-jackets  
Jo Boutique Reversible Faux Fur Bonded Coat. €81.00 €65.00. Lola Double Breasted Button Detail Wool Look Coat. €54.00 €43.00. camel - black - burgundy - Eva Button Front Longline Duster. €24.00 €19.00. khaki - navy - Emily Check Wool Look Coat. €61.00 €49.00. Penelope Premium Faux Suede Biker Jacket. €54.00 €...

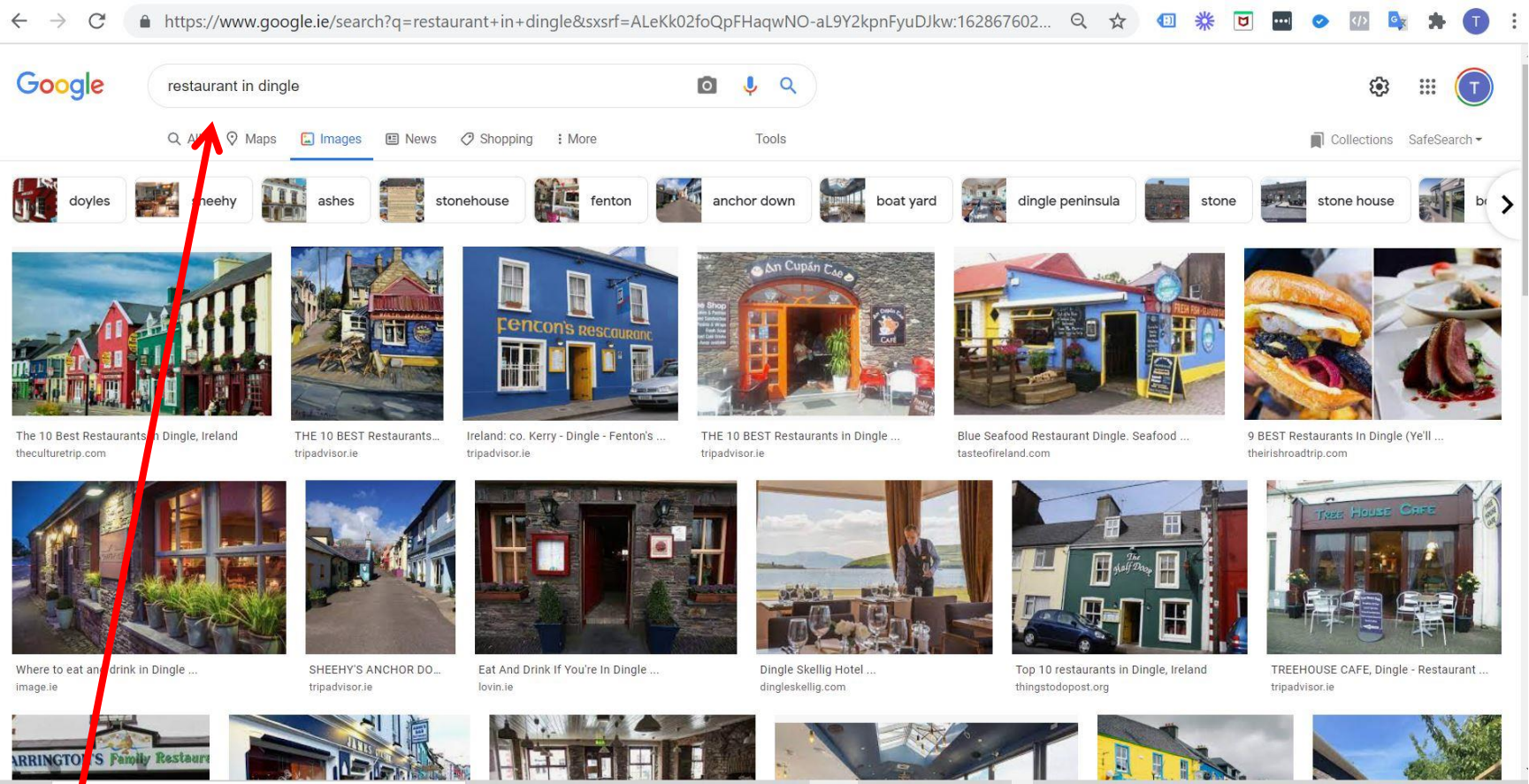


Ladies Jackets and Coats at Sports Direct  
https://ie.sportsdirect.com › Ladies  
View all ladies clothing Welcome to the SportsDirect.com Ladies Jackets and Coats department. Here you can see a wide variety of women's coats and jackets for all types of weather. You will find a huge range of styles and sizes in our coats and jackets department, whether you're after fleeces, waterproofs, gilets or ...

Women's Coats Sale & Jackets Sale | ASOS  
www.asos.com/women/sale/jackets-coats/cat?cid=2110  
ASOS TALL Denim Borg Jacket in Washed Black. €30.00 €55.00. PrettyLittleThing Leopard Print Padded Jacket. €22.00 €55.00. River Island Faux Fur Lined Patent Puffer Jacket. €36.00 €90.00. Monki Premium Shearling Aviator Jacket. €61.50 €95.00. Miss Selfridge Vinyl Trench Coat. €26.50 €59.00. ASOS PETITE Slim ...



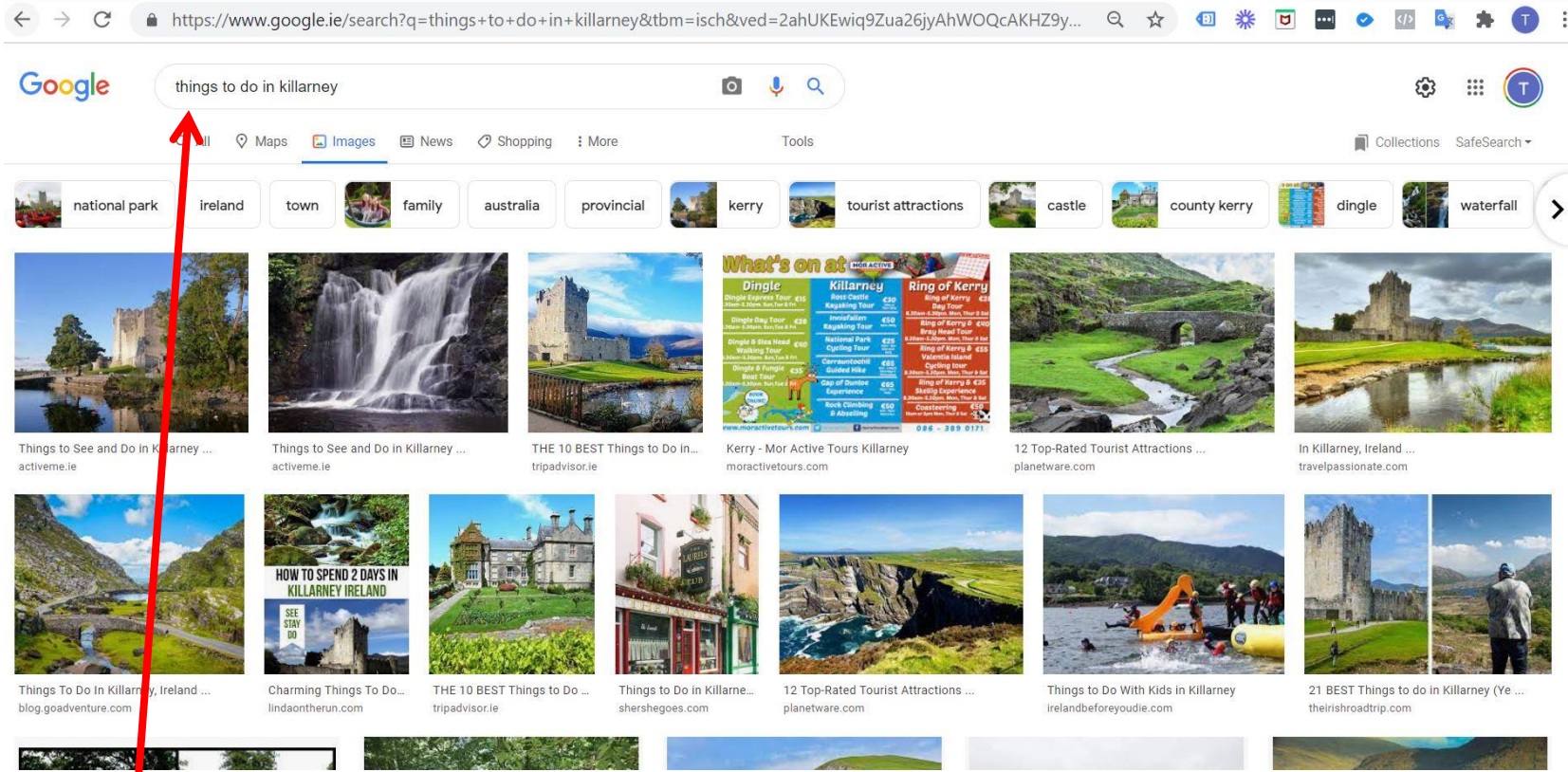
# How to appear high up in Google image search



If you had a restaurant in Dingle you'd like to appear high up in this result



# How to appear high up in Google image search



If you had a tourist activity business in Killarney e.g. Tour guide, kids adventure, yoga classes, you'd like to appear in these results

# How to appear high up in Google image search



## The main ranking factors for image results are ...

- a) **The image file name:** Rename your image from 007.jpg to your\_product\_name.jpg
- b) **The image title and the alt attribute** on the image. Add an alt tag to the image e.g. Your Product name
- c) **Surrounding text content.** Google is going to look at this text above and below and around the images to see if it has relevance.

# Action point 7 - Tag images on the page with a description relating to the topic



- d) **The page meta title.** Is the image on a page that has a meta title about the topic
- e) **The image dimensions matter.** When you do a Google Image Search, you will notice that they don't show, or they rarely show, unusual image dimensions. So an image which is very, very horizontal and not very vertical, probably wouldn't do well. Just as a very vertical, not very horizontal one.



# Action point 7 - Tag images on the page with a description relating to the topic



The main ranking factors for image results are ...

- f) **Traditional web ranking factors on the existing URL.** If the page ranks high up e.g. in the top five or six or seven for e.g. the key search terms the chances are good that images from that page would also rank in the first few images results. The reverse isn't always true
  
- g) **Image engagement and popularity.** Studies have shown that if you do a search on Google Images and you click the 12th image down and a lot of people start doing that, Google will move it up, just like in the web results, but sometimes even more so with images.

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3. How to get found for local image search results:
- 4. Get listed on directory sites that appear on page 1**

## Paid Advertising Tactics

5. How to use Facebook & Instagram ads to target people who live within a few miles of your town or within your county

## Free Social Media Tactics

6. Consider hashtags, Geotags, Profile names, local Facebook groups

# Get listed on directory sites that appear on page 1

Google

restaurants in galway

What are the best places to eat in Galway for a fancy evening meal?

<https://www.opentable.ie/galway-restaurants>

**Galway Restaurants - OpenTable**

Book for lunch today · A photo of The Yard Kitchen/Bar restaurant · A photo of Gaslight Brasserie restaurant · A photo of Cupan Tae · **Galway restaurant** · A photo of ...

<https://www.galwaytourism.ie/best-restaurants>

**Best Restaurants in Galway | Top Rated Restaurants | Best ...**

Top 5 **Restaurants** · Aniar **Restaurant** · Kai Café and **Restaurant** · Ard Bia · Brasserie on the Corner · White Gables · Best Rate Hotels.

<https://www.galwaytourism.ie/restaurants-for-outdoor...>

**Best Restaurants for Outdoor Dining Galway. Restaurants with ...**

Latin Quarter **Restaurants** · Kirwan's Lane · 1520, Quay Street · Gemelles **Restaurant** · Quay Street Kitchen · The Yard at The House Hotel · McDonaghs Seafood.

<https://www.hot-dinners.com/Features/best-restauran...>

**The best restaurants, bars and pubs in Galway | Travel | Hot ...**

13 Jul 2021 — The best **restaurants**, bars and pubs in **Galway** · Aniar · Ard Bia · Ard Bia Coffeewerk + Press · Dela · The Dough Bros · Handsome Burger · Hooked · Kai.

<https://thisisgalway.ie/eat>

**Eat - This is Galway guide to restaurants, cafes & coffee shops.**

Eat · Osteria Italiana da Simone **RESTAURANT** CITY CENTRE · Londis Newcastle Foodhall DELI, MARKET AND GROCER, PIZZA, PIZZA AND PASTA NEWCASTLE · Seacrest Kafé...

When I search for “**Restaurants in Galway**” on page 1 results there are some directory sites

We can assume that lots of people looking for a restaurant in Galway would visit those pages so if I had a restaurant in Galway it would be worth getting listed on those

# Get listed on directory sites that appear on page 1

Google

estate agents in limerick

All Maps Images News Shopping More Tools

Page 2 of about 2,670,000 results (0.58 seconds)

<https://chesser.ie>

**Chesser Auctioneers Limerick | Estate Agents & Valuers ...**

Welcome to Chesser Auctioneers, based in **Limerick** City. We are **Estate Agents** and Valuers that will give you the experience and guidance whether you are ...

<https://www.goldenpages.ie> > ... > Limerick

**Best 20 Estate Agents in Limerick City | Last Updated July ...**

Results 1 - 20 of 43 — 1. DNG Cusack Dunne This is a verified listing. Find out more. 9 Lower Mallow st **Limerick** V94 CDK0 Co. **Limerick**. (061)209000 · Auctioneers, ...

People also search for

list of auctioneers in limerick houses for sale limerick

## However ....

When I search for “**Estate agents in Limerick**” on page 1 results there are NO directory sites

The Golden pages is appearing on page 2 but very few people will visit page 2.

If I had an estate business I would NOT pay to appear on directory websites that appear below page 1

# What We Will Cover Today

## Free Google Search Tactics

1. How to get your Google Business Profile found in Google's 3 local map results
2. What you need to do to get your website found on page 1 of organic results for local searches:
3. How to get found for local image search results:
4. Get listed on directory sites that appear on page 1

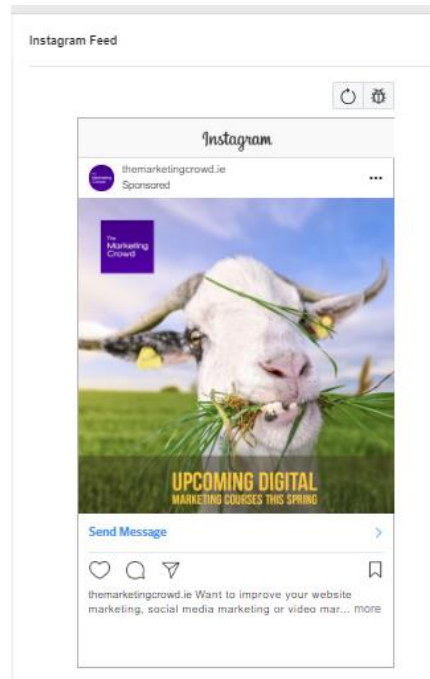
## Paid Advertising Tactics

- 5. How to use Facebook & Instagram ads to target people who live within a few miles of your town or within your county**

## Free Social Media Tactics

6. Consider hashtags, Geotags, Profile names, local Facebook groups

# When you run an Ad on Facebook, it also goes out on Instagram



When you use the Facebook Ads tool on Facebook.com, your ad will go out on Facebook AND on Instagram

View Facebook and Instagram as two places where your ad appears

# How to target Geographically

Who do you want your ads to reach? [Help: Choose Your Audience](#)

NEW AUDIENCE ▾

Custom Audiences  [Browse](#)

Create New Custom Audience...

Locations   
 ▾

Include ▾

Age   
 **Everyone in this location**  
 **People who live in this location**  
 **People whose home is within the selected area.**  
 **People recently in this location**  
 **People traveling in this location**

Gender

Languages   
[More Demographics ▾](#)


Interests  | [Suggestions](#) | [Browse](#)

Behaviors  | [Browse](#)

Connections  ▾

Save this audience

**Audience Definition**

 Your audience is defined.

**Audience Details:**

- Location:
  - Ireland: Killorglin (+50 mi) Kerry
- Age:
  - 18 - 65+

Potential Reach: 130,000 people

How much do you want to spend? [Help: Budgeting & Pricing](#)

Budget  | [Daily Budget](#) |

You can ..

- Choose a country or multiple countries
- Choose a town within a country or multiple towns
- Choose a radius distance from a town
- Choose a county or multiple counties
- Choose people who live in the location or who are visiting the location



# What are the 2 Big options?

The Marketing Crowd  
3d · 🌐

Great news – Facebook will no longer reject or penalise your ad if you have lots of text on the image.

If you have advertised on Facebook you are probably aware that there were restrictions on the amount of text you can place on the image. Up until 2018 it was called the 20% rule – if the text took up more than 20% your ad was rejected. They then relaxed that a little and said that if you keep it below 20% your reach won't be impacted. If it's more than 20% you will reach le... See More

**GOOD NEWS!**  
**FACEBOOK NO LONGER PENALISES ADS THAT HAVE A LOT OF TEXT ON THE IMAGE**

747 People Reached      54 Engagements

[Boost Post](#)

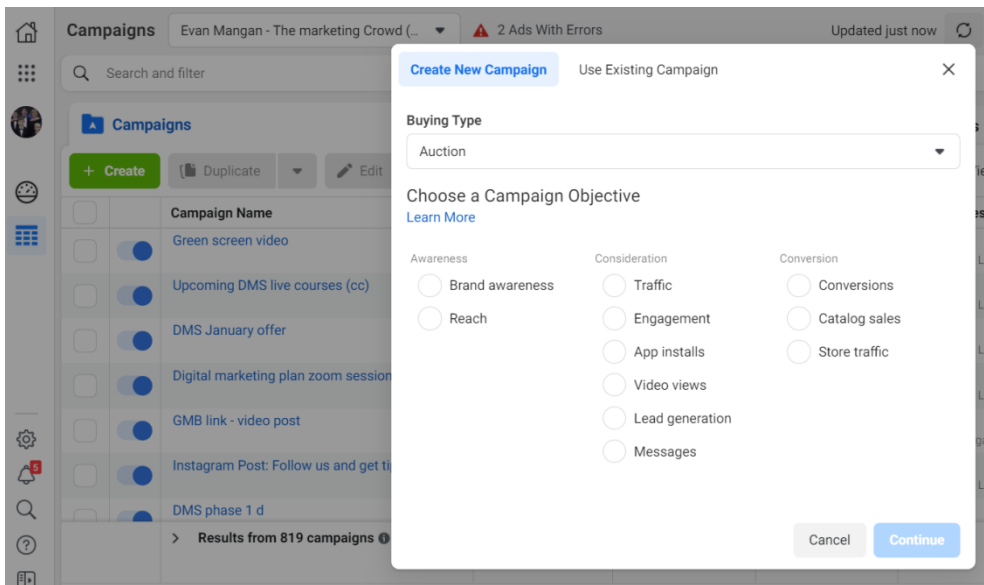
## *Option 1: Boost the post*

The boost post button was introduced by Facebook to encourage people to start advertising.

It's how to run an ad on stabilisers – but with simplicity come fewer options and a lot of wastage

It is best to use the Ad creation 2 (option 2)

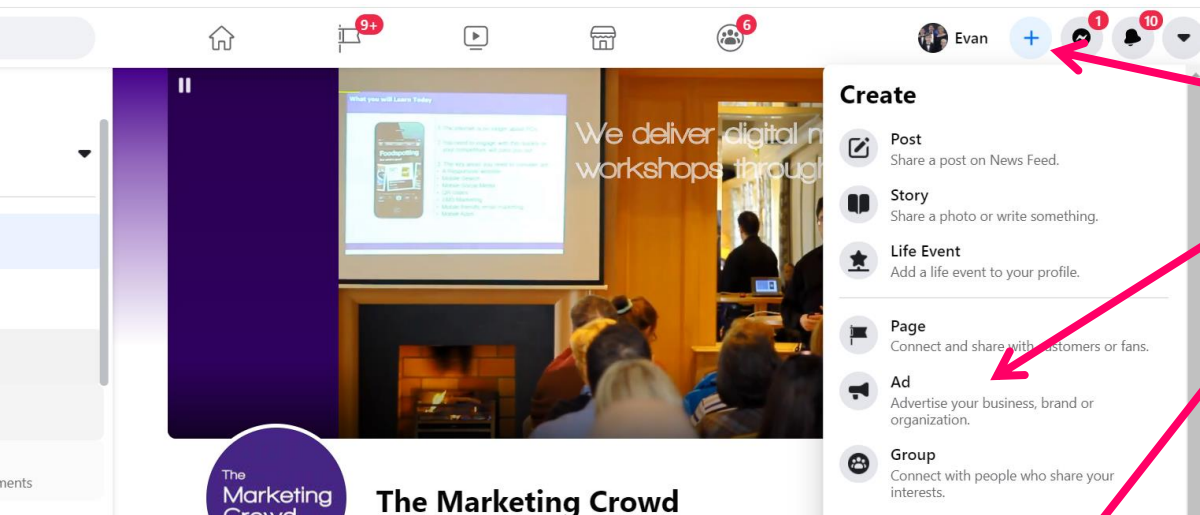
# What are the 2 Big options?



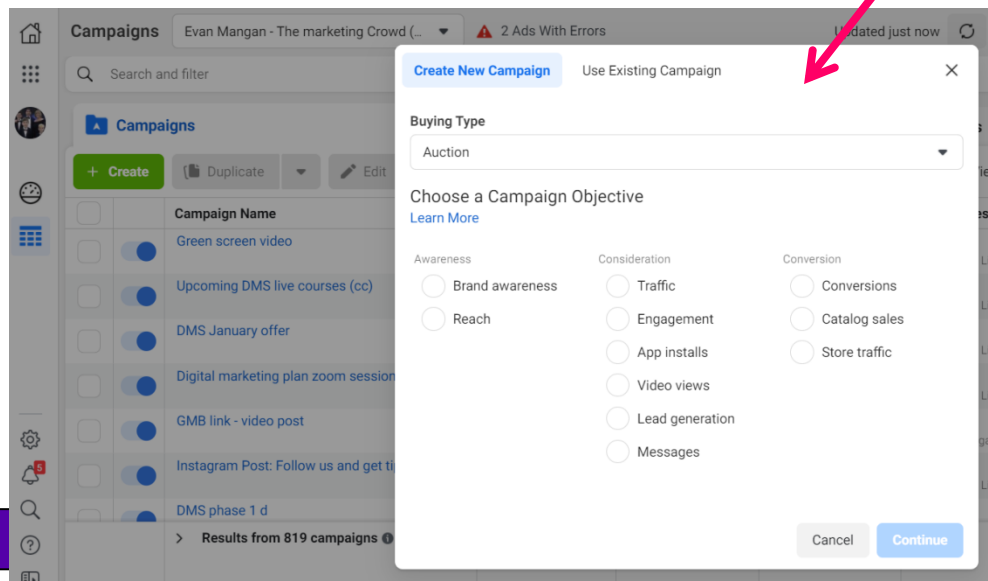
## ***Option 2: The ad Creation Tool***

This tool within ads manager gives you all the options you need and once you get the hand of it isn't complicated.

# To access the ad creation tool within ads manager



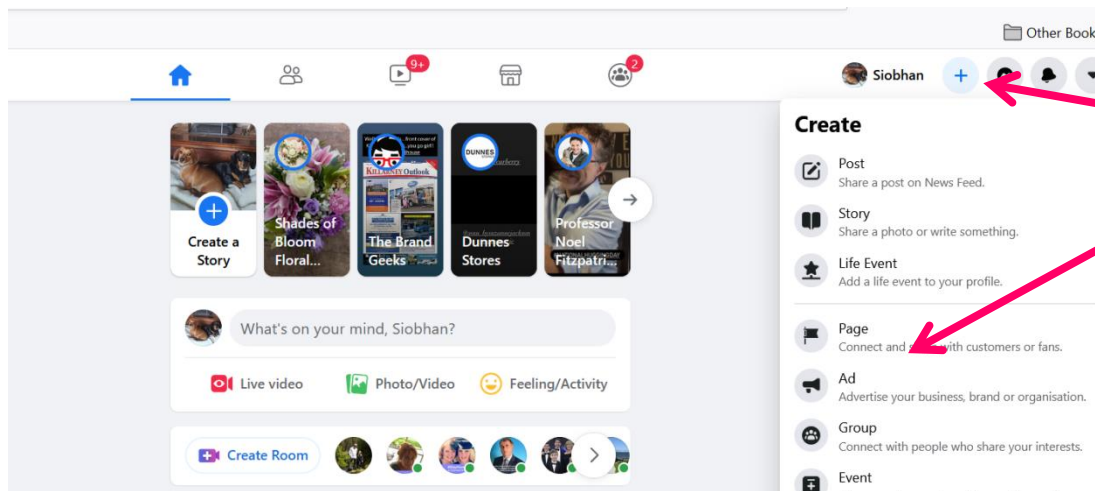
1. On the top right click on the + icon
2. Then click on Ad
3. It then takes you to the Ads tool



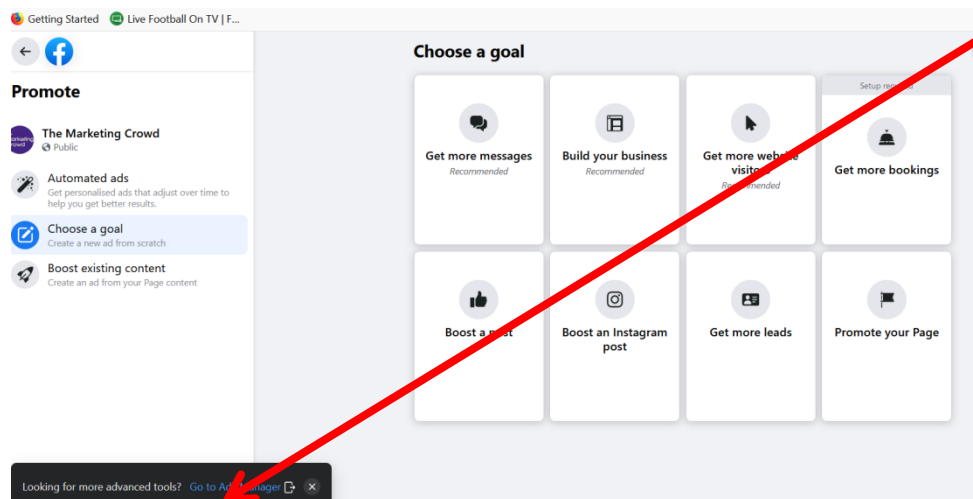
However, if you have never created an ad before this might not work for you. It might take you to their new "very basic" ads area.

If so, see next slide

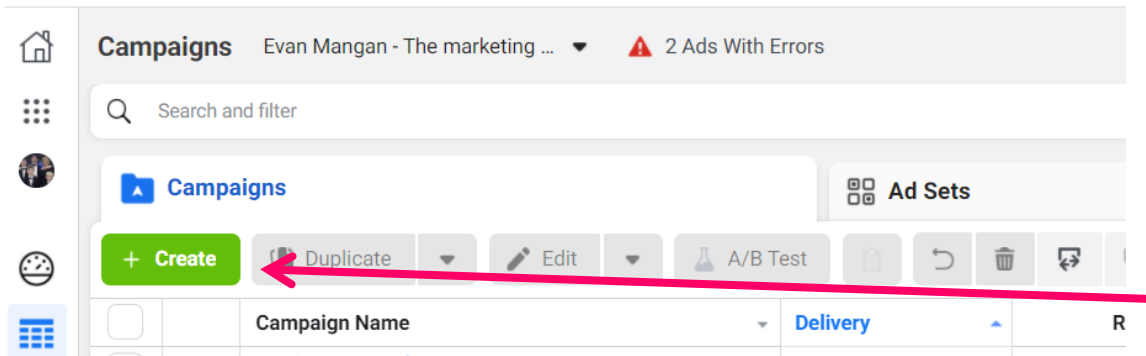
# Alternative way to access the ads tool



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



To access the ad creation tool within ads manager



Then tap on the green create button

# 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 form for creating an ad campaign. It is divided into three main sections: 'Campaign name', 'Special Ad Categories', and 'Campaign details'. At the bottom, there is a 'Next' button and a status bar.

- Campaign name:** A text input field containing 'October 20% offer' and a 'Create template' link to its right. A red arrow points from the right towards the input field.
- Special Ad Categories:** A section with a sub-header 'Special Ad Categories' and a descriptive paragraph. Below it is a 'Categories' dropdown menu currently showing 'No categories declared'. A red arrow points from the right towards the dropdown.
- Campaign details:** A section with a sub-header 'Campaign details' and two items: 'Buying type' (Auction) and 'Campaign objective' (Traffic). A red arrow points from the right towards the bottom of this section.
- Bottom:** A 'Close' button, a status indicator '✓ All edits saved', and a blue 'Next' button. A red arrow points from the right towards the 'Next' button.

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

The screenshot shows the Facebook Ads Manager interface for creating a new traffic ad set. The breadcrumb trail is: October 20% offer > New Traffic Ad Set > 1 Ad. There are 'Edit' and 'Review' buttons at the top right. The main form is divided into several sections:

- Ad set name:** A text input field containing 'New Traffic Ad Set' and a 'Create template' link.
- Conversion:**
  - Conversion location:** A heading followed by the instruction: 'Choose where you want to drive traffic. You'll enter more details about the destination later.'
  - Website:** Selected with a radio button. Description: 'Send traffic to your website.'
  - App:** Unselected. Description: 'Send traffic to your app.'
  - Messenger:** Unselected. Description: 'Send traffic to Messenger.'
  - WhatsApp:** Unselected. Description: 'Send traffic to WhatsApp.'
- Performance m:** A section with a line graph icon and the text: 'Evolving changes with affect your performan' and 'Ad sets that include the E'.
- Audience definitior:** A section with the text: 'Your audience selection is' and a progress bar. Below it is the text 'Specific'.
- Estimated audience size:** A section with the text: 'Estimated audience size:' and 'Estimates may vary your targeting selec'.
- Estimated daily res:** A section with the text: '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?

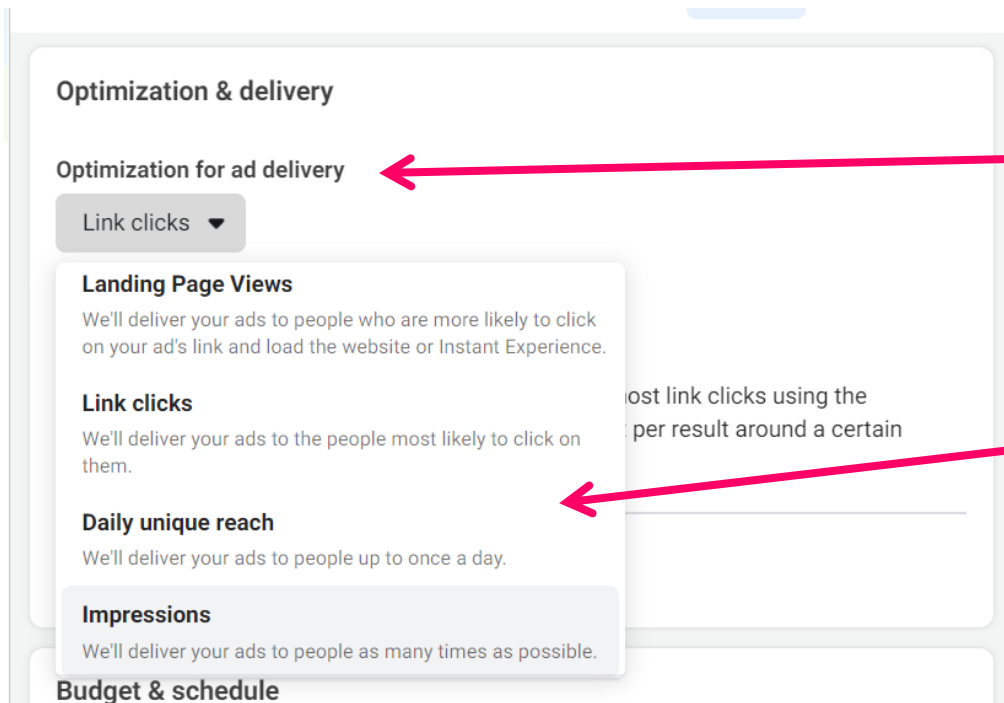
Your website?

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 the 'New Traffic Ad' configuration interface. It features three main sections for audience targeting:

- Audience controls:** A section with a green checkmark and a help icon. It includes the text 'Set criteria for where ads for this campaign can be delivered. [Learn more](#)'.
- \* Locations:** A section with a green checkmark. It includes the text 'Location:' followed by a list item 'Ireland'. Below this is a 'Show more options' link with a downward arrow.
- Advantage+ audience:** A section with a green checkmark and a plus icon. It includes a 'Recommended' badge, the text '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](#)', an 'Audience suggestion (optional)' input field, and a 'Switch to original audience options' link.

At the bottom, there is a 'Beneficiary and payer' section with a green checkmark and a plus icon, and a 'Close' button with a green checkmark and 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 the 'New Traffic Ad' configuration interface. It features a sidebar on the left with a 'New Traffic Ad' button and a main content area with three sections:

- Audience controls**: Includes a sub-section for 'Locations' with 'Ireland' selected and a 'Show more options' link.
- Advantage+ audience**: Marked as 'Recommended'. It includes an 'Audience suggestion (optional)' button and a 'Switch to original audience options' link. A red arrow points to this link.
- Beneficiary and payer**: A section for providing beneficiary and payer information.

At the bottom, there is a 'Close' button and a confirmation message: '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 ▾

🔍 Search existing audiences

Exclude

Locations

People living in or recently in this location ▾

Ireland

🟢 Ireland

🟢 Include ▾ 🔍 Search locations Browse

[Add locations in bulk](#)

Age

18 ▾ 65+ ▾

Gender

All genders

Detailed targeting

Include people who match ⓘ

🔍 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.**

*Target your advanced custom audiences under “custom audiences”*

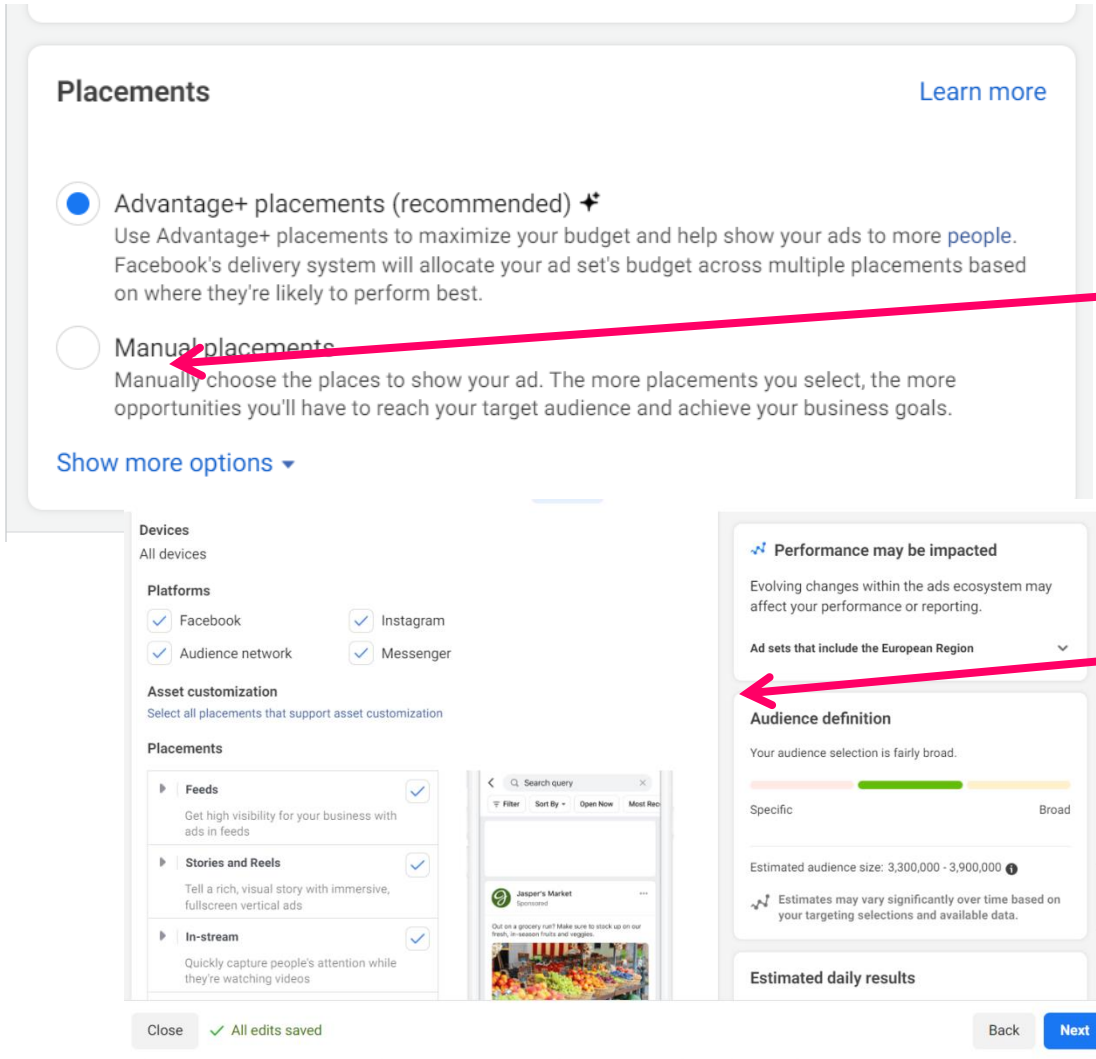
*Target by...*

*Location*

*Age & gender*

*Interests / Behaviours / Demographics*

# How to create an ad campaign



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

To view your options click on Manual Placements

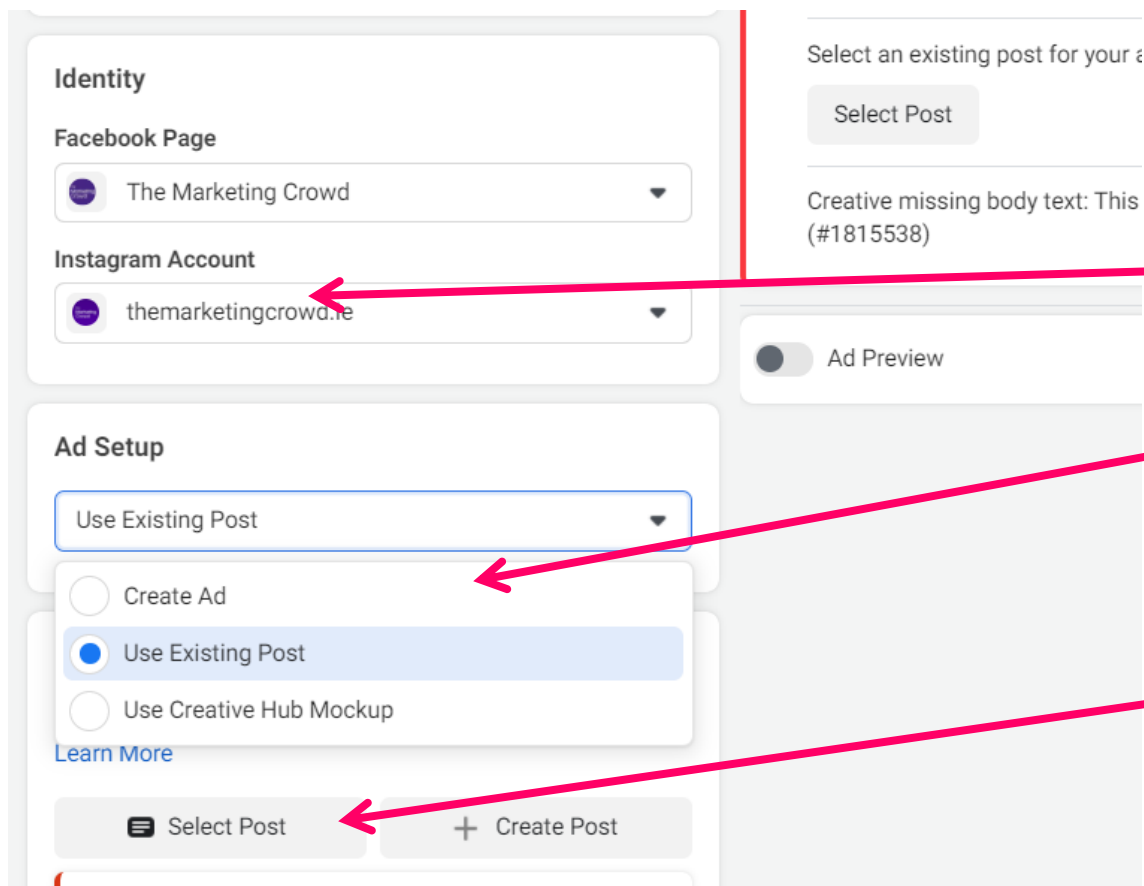
You can now see that your ad will go out on Facebook, Instagram . Messenger and Audience network.

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



**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.

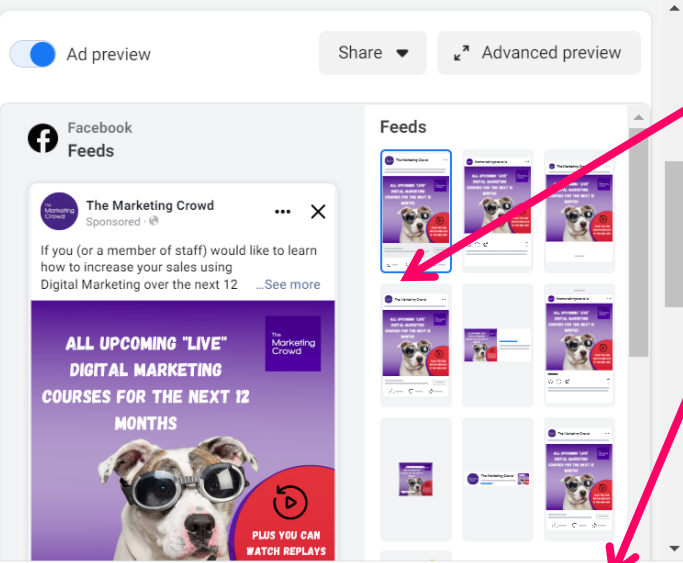
Facebook Post

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 Today

## Free Google Search Tactics

1. How to get your Google Business Profile found in Google's 3 local map results
2. What you need to do to get your website found on page 1 of organic results for local searches:
3. How to get found for local image search results:
4. Get listed on directory sites that appear on page 1

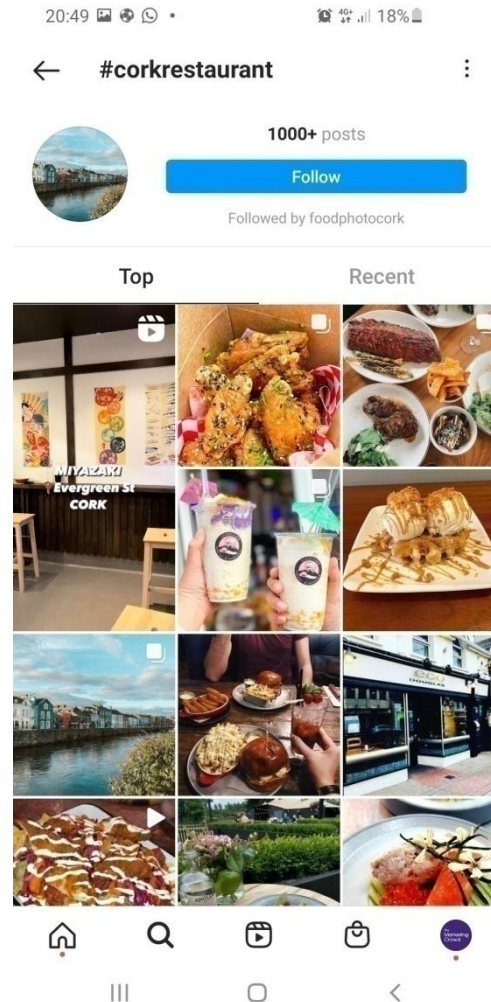
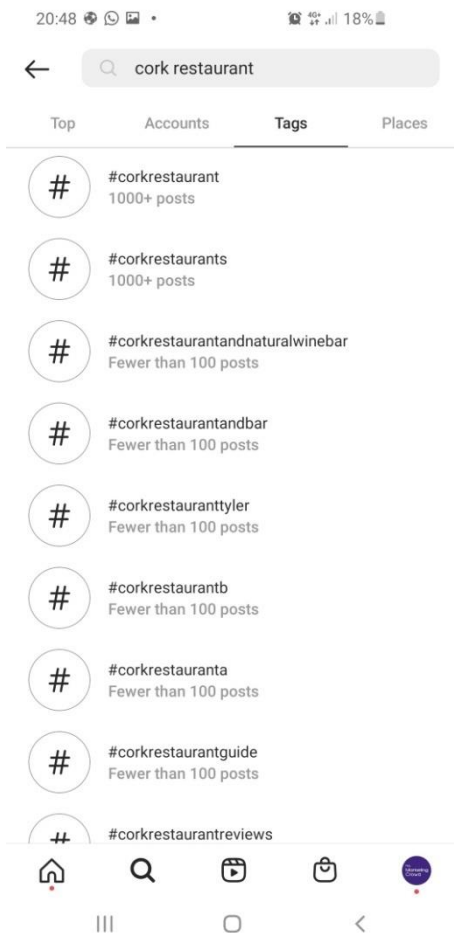
## Paid Advertising Tactics

5. How to use Facebook & Instagram ads to target people who live within a few miles of your town or within your county

## Free Social Media Tactics

6. **Consider hashtags, Geotags, Profile names, local Facebook groups**

# Use local hashtags on your posts



On Instagram, the main way to search for posts is by hashtags

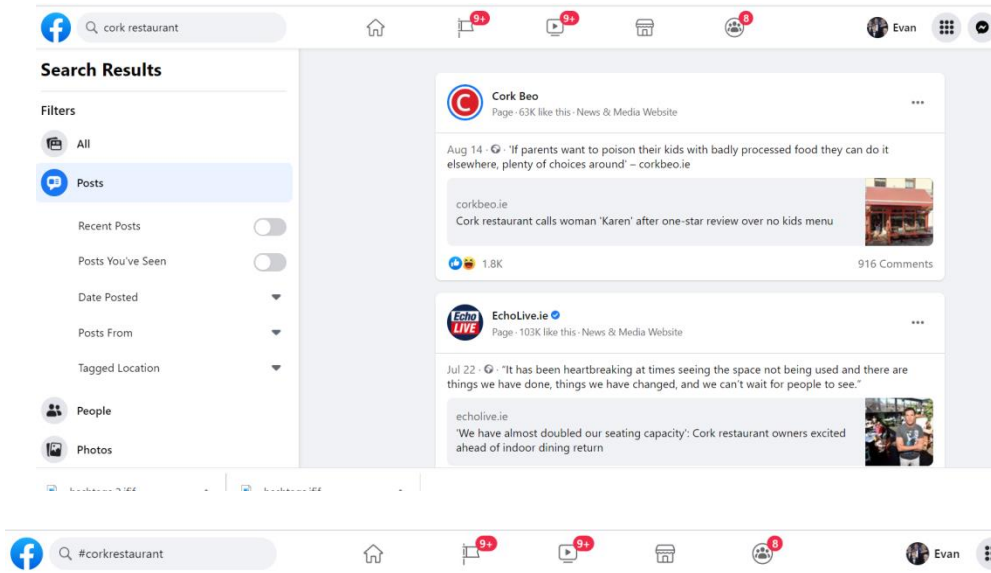
(Note - Instagram has also rolled out the ability to search for posts that contain words).

But hashtags are the most common way to search. Also people follow hashtags on Instagram.

Therefore, to get your posts found you should add hashtags that contain your geographic location e.g. #limerickproperty #corkrestaurants

Look at competitors' posts and see what hashtags they are using. Also type in the search term on Instagram and see what Instagram is suggesting

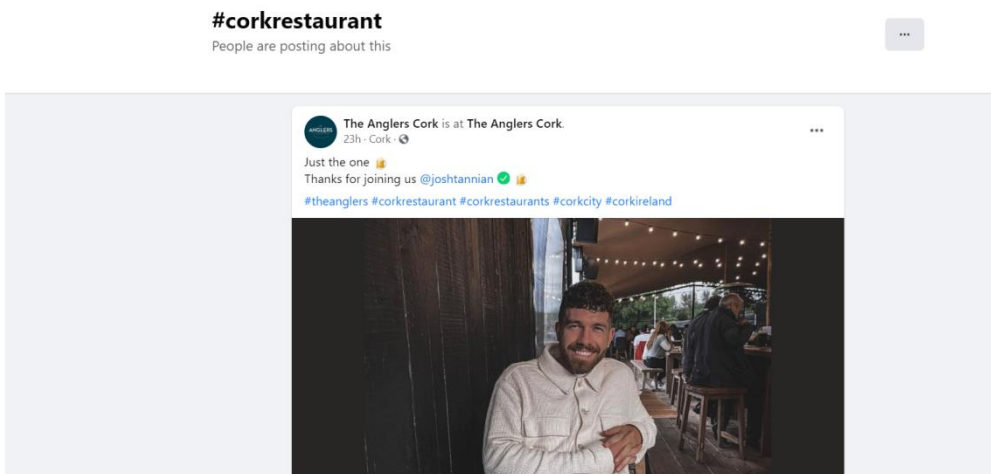
# Use local hashtags on your posts



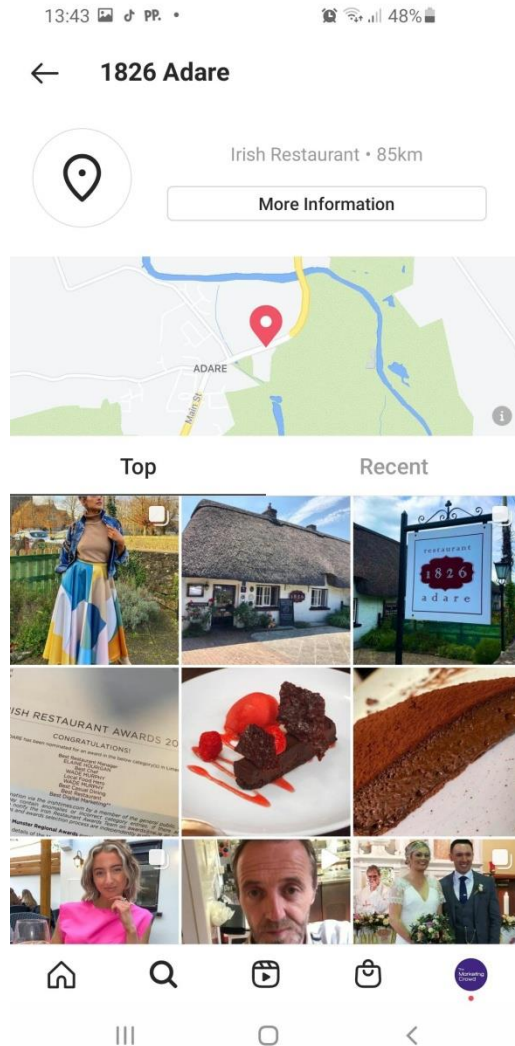
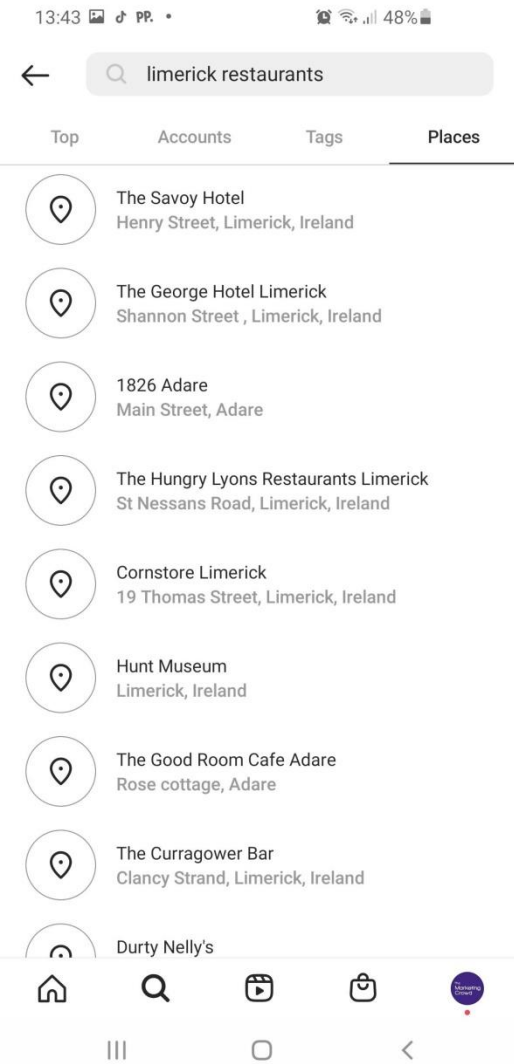
On Facebook, Twitter and LinkedIn you can use local hashtags.

However, be aware that people can find posts based on the words that are used in the post.

But the easiest / most natural way to get the search terms into your posts is via hashtags.



# Use local Geotags on your Instagram posts



On Instagram you can geotag your posts (add a location)

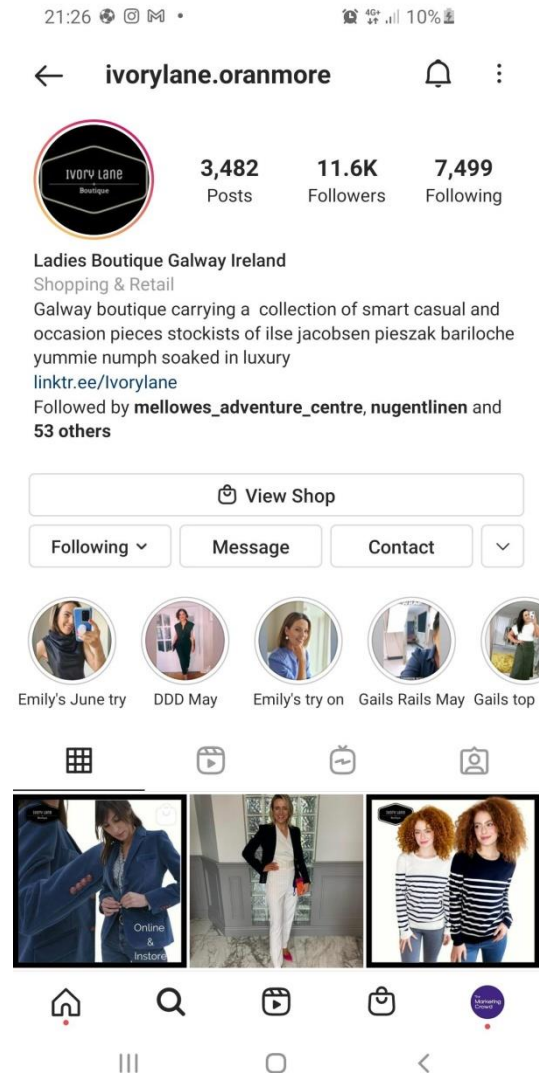
You could geotag it at your premises, town, county or country level.

This means that when people search for posts they can see what posts were sent out to do with a premises, town or country.

Appearing high up in the town and county searches will increase your visibility so it's advisable to use those tags.



# Consider using your town or County name in your profile name in order to get found when people are searching for accounts



**People are on Instagram following their interests. Therefore they are searching for accounts to do with their interests.**

When they search for account, Instagram will only list in the search results accounts that have those words in the “name” field or the “username” field of the profile.

Therefore, consider adding key words / search terms to your profile name. (max 30 characters)

Your username however should be your business name (max 30 characters)

# Engage with local accounts that your local audience would be following



leo\_limerick • Following



Liked by **traceyhackett91** and **12 others**

leo\_limerick The Food Academy 2020/2021 Programme is now open for applications!... more  
themarketingcrowd.ie Brilliant initiative 👍👍👍



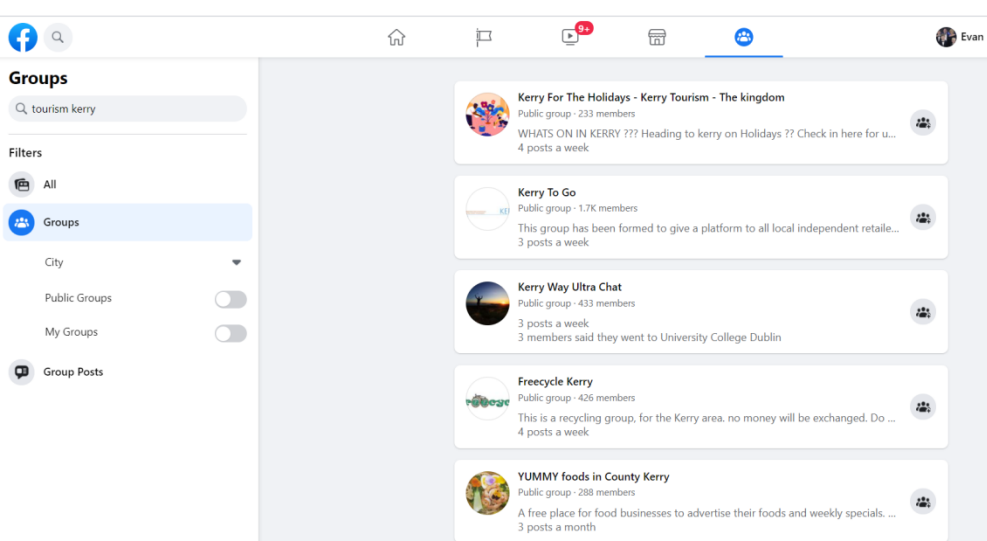
As yourself what accounts in your town or county would your customers be following (not competitor accounts).

Once you identify those, start engaging with those accounts by commenting on their posts. This will increase your visibility and awareness amongst your target audience as they will keep seeing your account name.

Lots of people could click through to your account.

Do not comment in a selling / self promotional way. Contribute to the conversation on that post.

# Local Facebook groups might be a useful option for your type of business



Are there some Facebook groups that your customers would be in and then you could join as your business?

You could then share your posts to the group.

E.g. If you are in the tourism business in Kerry there are groups like “Kerry for the holidays”.

When you send out a post from your page Facebook will occasionally prompt you – “do you want to also share this to a group you are in.”

