

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

The Marketing Crowd  
Published by Evan Mangin · June 21

If you (or a member of staff) would like to learn how to increase your sales using Digital Marketing over the next 12 months, see below the schedule of Digital Marketing Courses I am delivering each month on Zoom for members of our online Digital Marketing School. These courses cover Tiktok marketing, Instagram, Facebook ads, Making marketing videos, Facebook and Instagram Live streaming plus lots more.

You can attend ALL of these courses for one membership fee (or watch a... See more

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

The Marketing Crowd

**PLUS YOU CAN  
WATCH REPLAYS  
IF YOU MISS ANY**

The Marketing Crowd  
Marketing Agency

Learn more

4,196 People reached    250 Engagements    - Distribution score

**Boost post**

26    1 Comment    3 Shares

Like    Comment    Share

Most relevant

Comment as The Marketing Crowd

Barry O'Halloran  
The Manor Fields - Adare Recreation & Community Complex

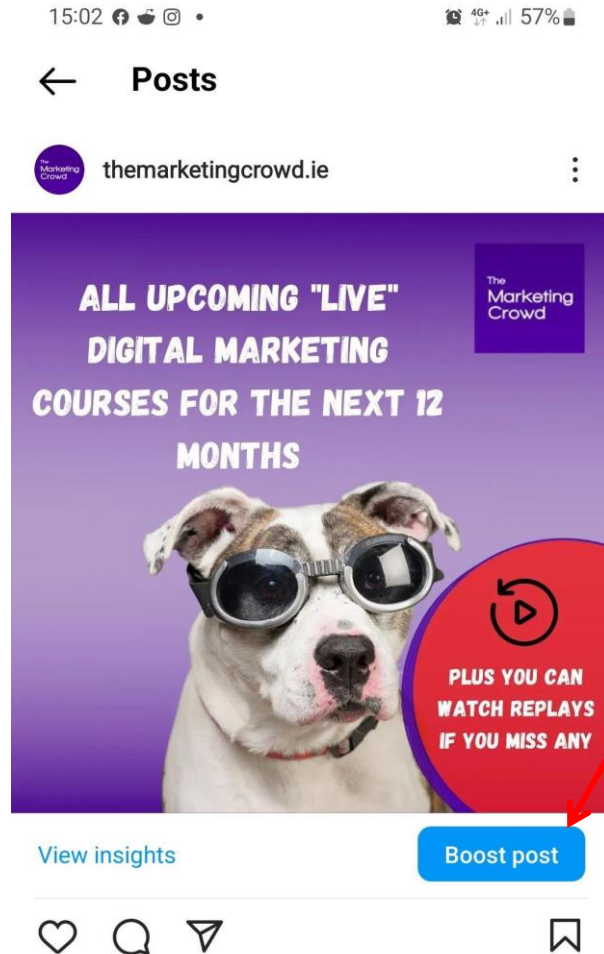
Like    Reply    Hide    14

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

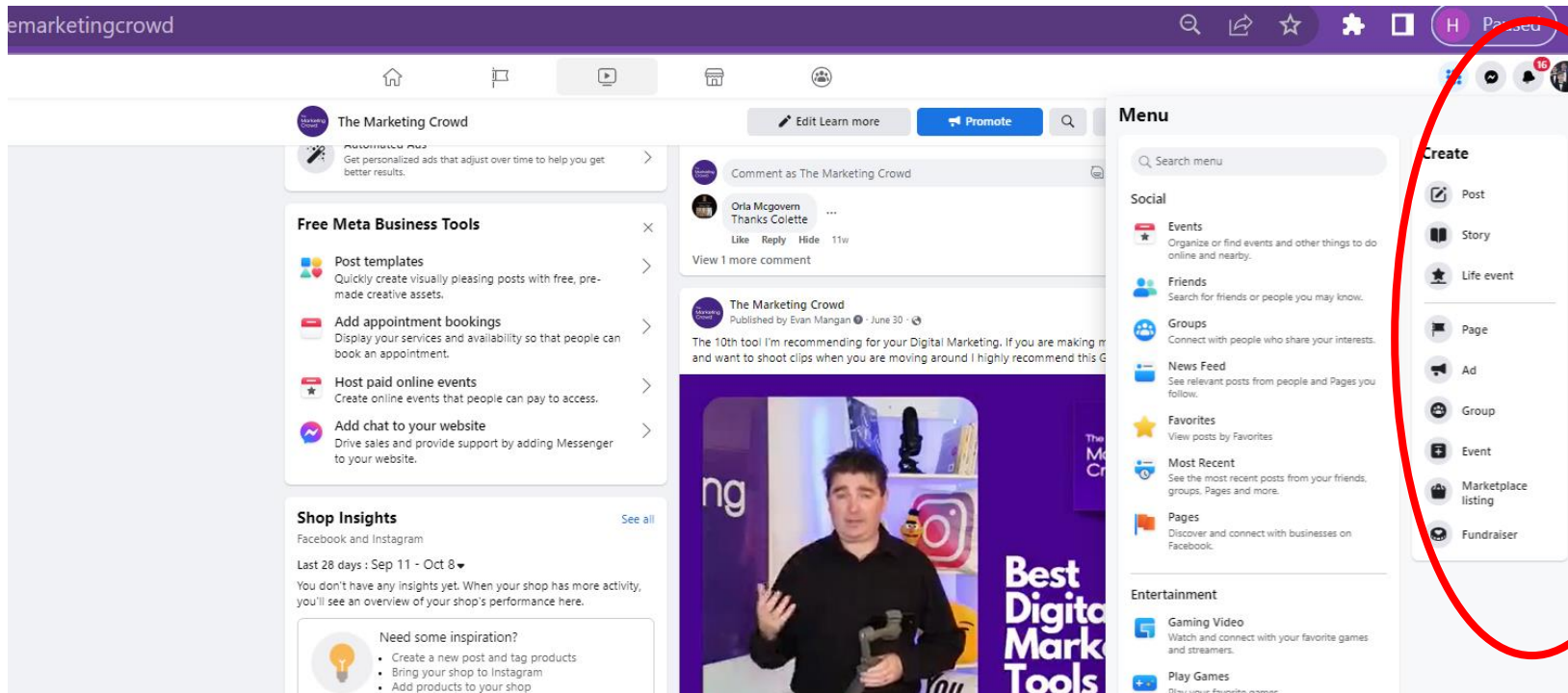


When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

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

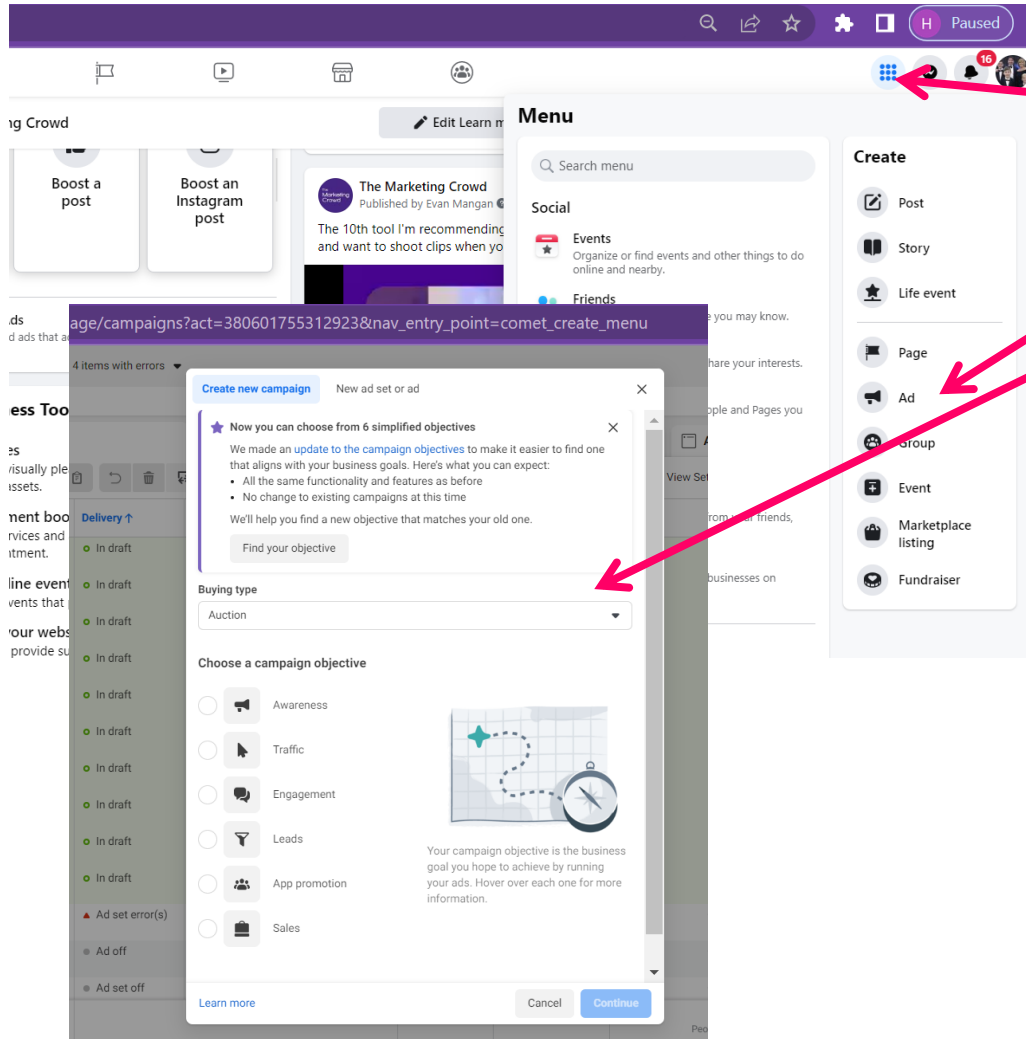


If you click on the 9 dots top right (menu) there is the option to create an Ad

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

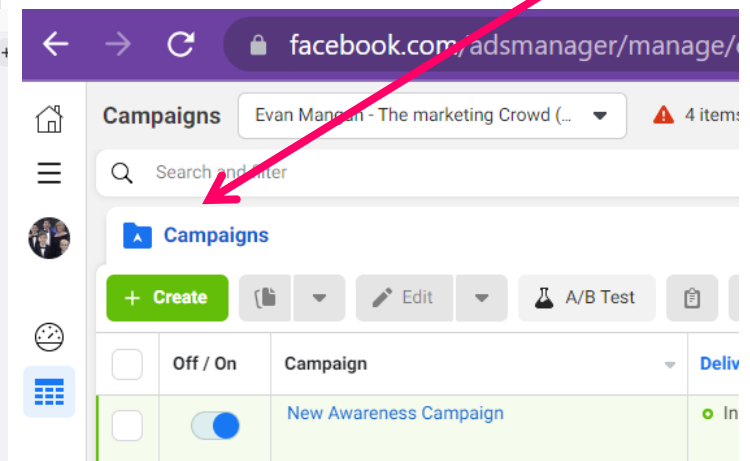
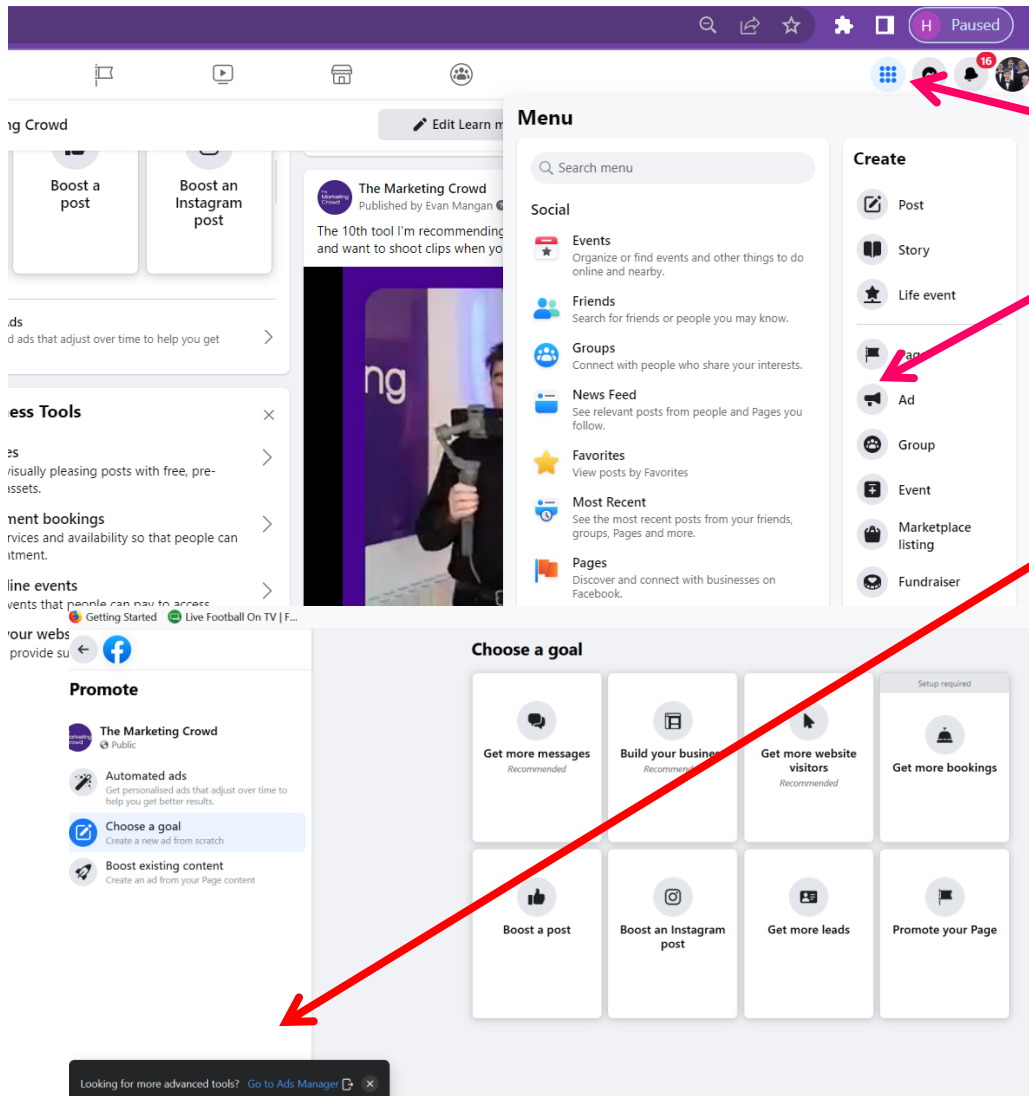


1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

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.

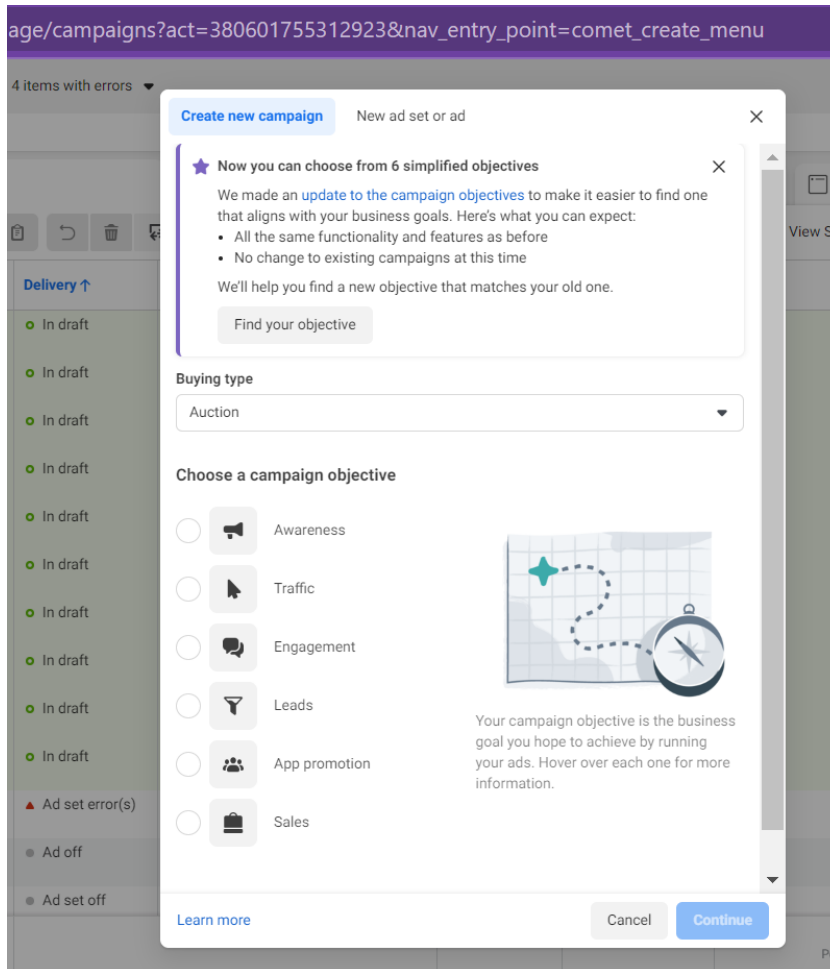
If so, see next slide

# 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

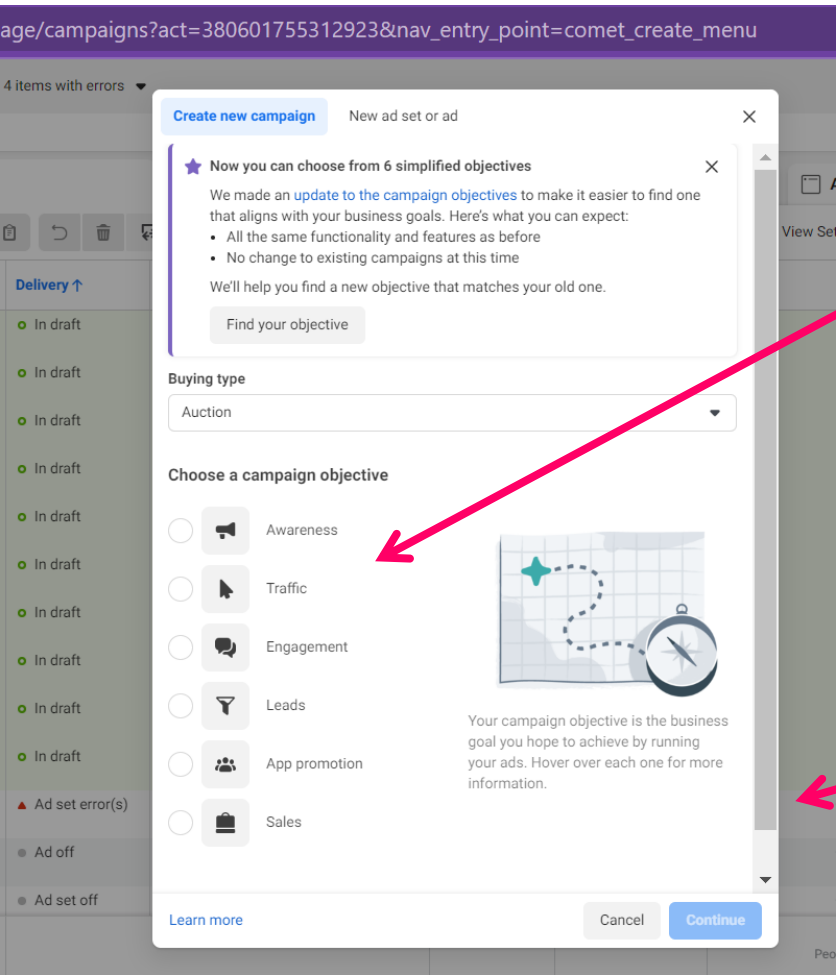


You start an Ad campaign by deciding what your objective is

- 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



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

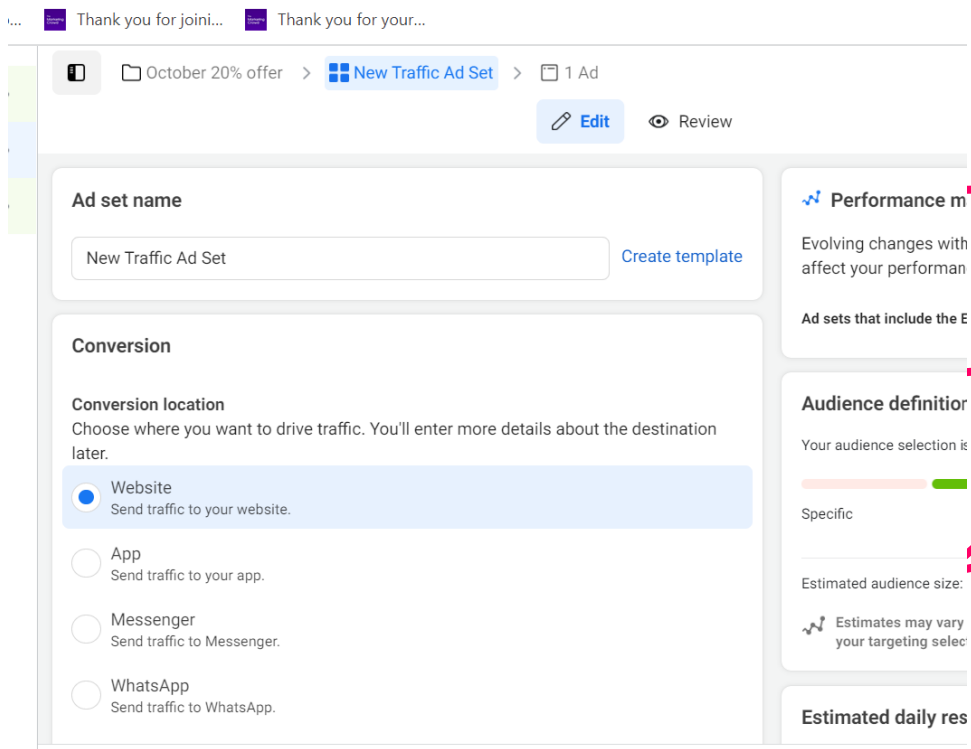
The screenshot shows a form for creating an ad campaign. It is divided into three main sections: 'Campaign name', 'Special Ad Categories', and 'Campaign details'. The 'Campaign name' section has a text input field containing 'October 20% offer' and a 'Create template' link. The 'Special Ad Categories'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

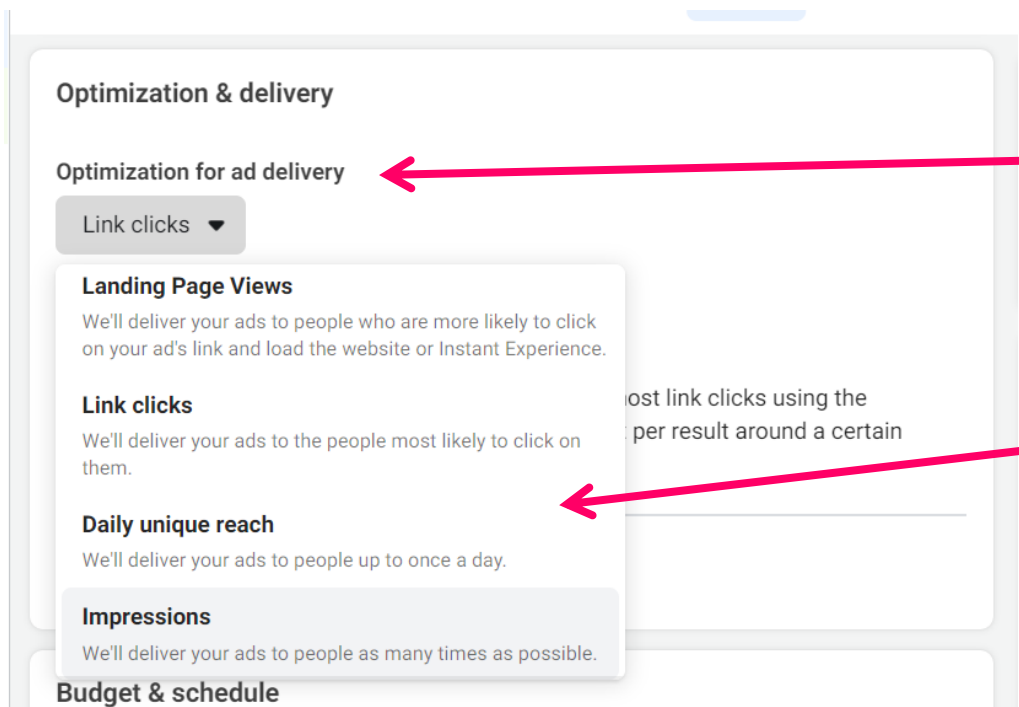


In the level 2 course we cover how to structure your campaign with multiple adsets. You can type in the name of who you are targeting here. If you are not targeting multiple adsets you can leave this

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:

- 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](#)'. Below this is a sub-section for '\* Locations' with 'Location:' and a list containing 'Ireland'. A 'Show more options' link is at the bottom.
- Advantage+ audience:** A section with a green checkmark and a plus icon. It includes a 'Recommended' badge and 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](#)'. Below this is an 'Audience suggestion (optional)' input field and a 'Switch to original audience options' link.
- Beneficiary and payer:** A section with a green checkmark. It includes the text 'Beneficiary and payer information is required for ads with audiences in the European...'. At the bottom, there is a 'Close' button and a green checkmark with the text 'All edits saved'.

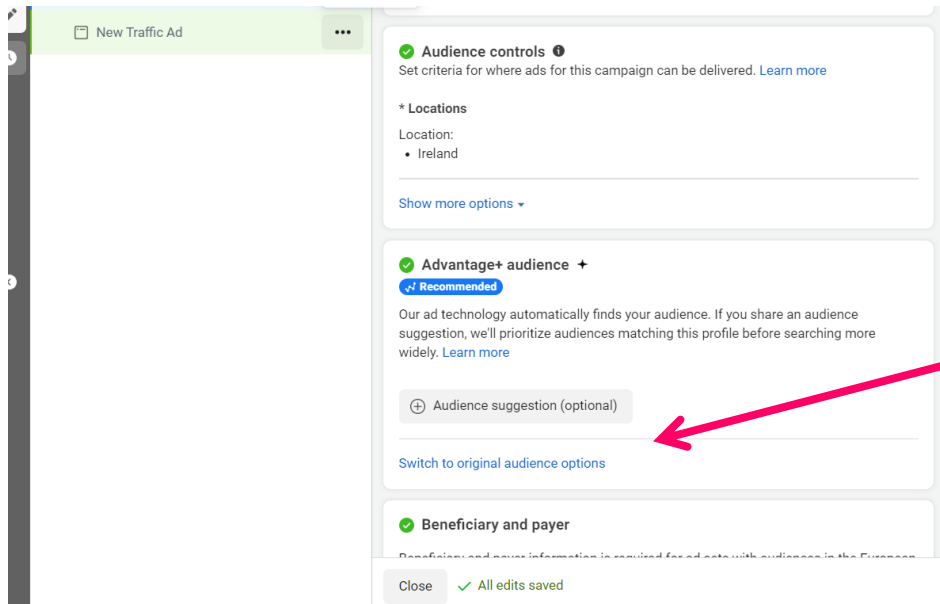
## Step 2: Choose the people you want to target.

### 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 the 'New Traffic Ad' configuration page. It features three main sections for targeting and delivery:

- Audience controls**: Includes a sub-section for 'Locations' with 'Ireland' selected. A 'Show more options' link is visible below.
- Advantage+ audience**: Marked as 'Recommended'. It includes an 'Audience suggestion (optional)' button and a 'Switch to original audience options' link. A red arrow points from the text on the right to this link.
- Beneficiary and payer**: A section for compliance 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 ▾

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.**

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

*Target by...*

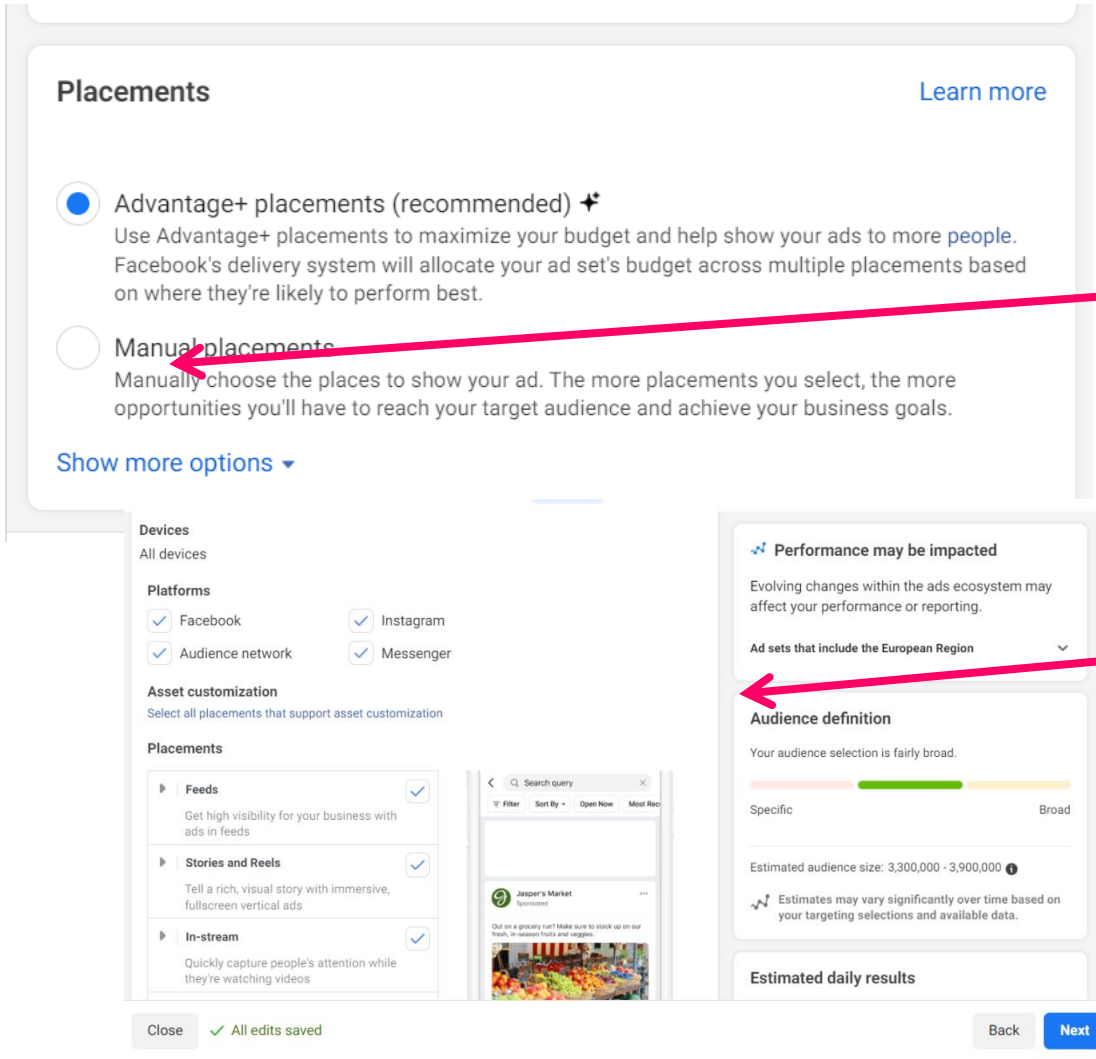
*Location*

*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

The screenshot shows the Facebook Ad creation interface. On the left, the 'Identity' section has dropdowns for 'Facebook Page' (The Marketing Crowd) and 'Instagram Account' (themarketingcrowd.ie). Below that, the 'Ad Setup' section has a dropdown menu set to 'Use Existing Post', with radio buttons for 'Create Ad', 'Use Existing Post' (selected), and 'Use Creative Hub Mockup'. At the bottom of the 'Ad Setup' section are two buttons: 'Select Post' and '+ Create Post'. On the right side of the interface, there is a 'Select an existing post for your ad' section with a 'Select Post' button, and a 'Creative missing body text: This (#1815538)' warning. Below that is an 'Ad Preview' toggle switch.

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.

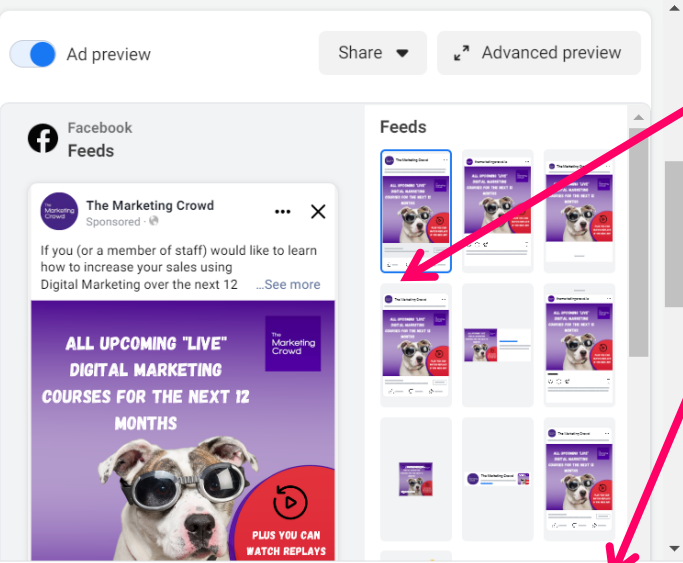
Facebook Post

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



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# How your campaign results are reported

The screenshot shows the Facebook Ads Manager interface. At the top, there is a 'Campaigns' header with a '1 Selected' filter. Below this is a toolbar with buttons for '+ Create', 'Duplicate', 'Edit', and various icons for campaign management. A 'Rules' dropdown menu is also visible. The main content area is a table with the following data:

<input type="checkbox"/>	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

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

The screenshot shows the Facebook Ads Manager interface. At the top, there are tabs for 'Campaigns', 'Ad Sets for 1 Campaign', and 'Ads for 1 Campaign'. Below the tabs is a toolbar with various actions like 'Duplicate', 'Edit', 'A/B Test', 'Rules', and 'View Setup'. A 'Reports' dropdown menu is open, showing options: 'By Time', 'By Delivery', 'By Action', and 'By Dynamic Creative Element'. Two red arrows point from the text on the right to the 'By Delivery' option in the menu and the 'Reports' button.

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Attribution Setting	Link Clicks
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
Results from 3 ad sets						42

However, Try clicking Breakdown and then select "Delivery"

# How your campaign results are reported

The screenshot shows a browser window with a campaign settings page. A dropdown menu is open, listing various reporting options. The options are:

- None
- Age
- Gender
- Age and Gender
- Business Locations
- Country
- Region
- DMA Region
- Impression Device
- Media Type
- Platform
- Platform & Device
- Placement

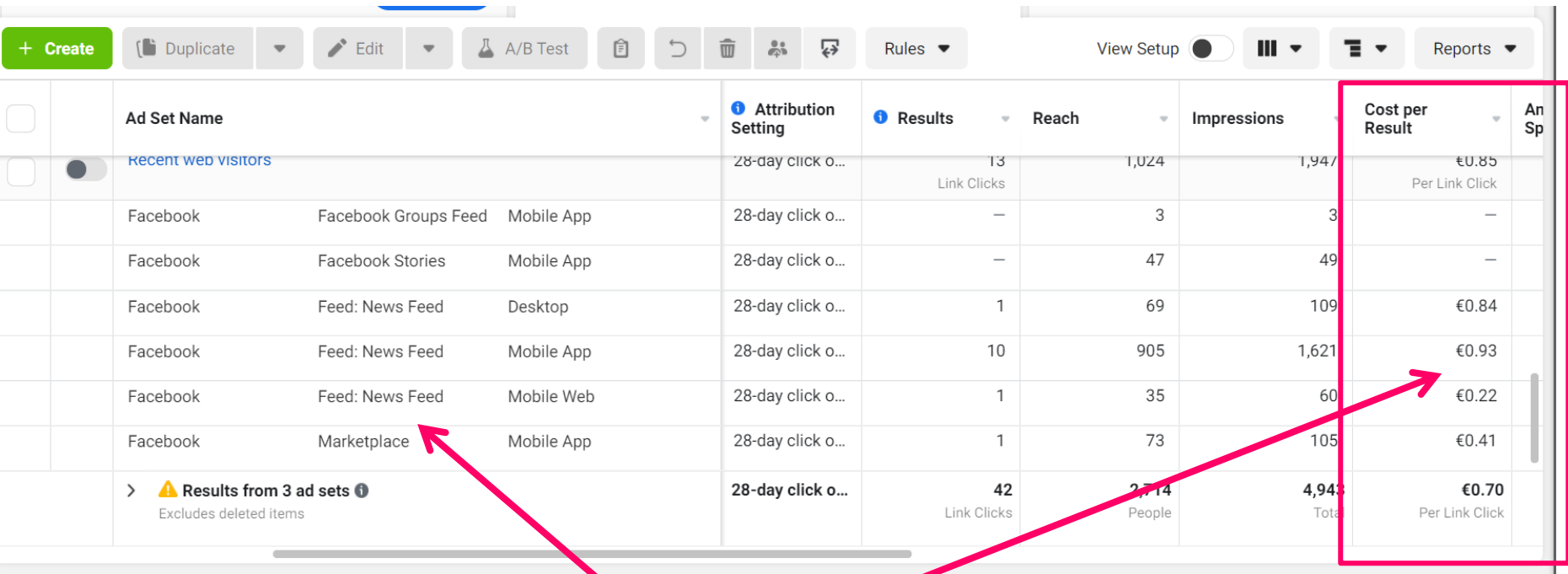
Two red arrows originate from the text on the right. One arrow points to the 'None' option, and the other points to the 'Placement' option.

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



The screenshot shows a table of Facebook ad campaign results. A red box highlights the 'Cost per Result' column, and a red arrow points from this box to the 'Marketplace' row. Another red arrow points from the 'Marketplace' row to the 'Results from 3 ad sets' summary row. The table includes columns for Ad Set Name, Attribution Setting, Results, Reach, Impressions, and Cost per Result.

Ad Set Name	Attribution Setting	Results	Reach	Impressions	Cost per Result	An Sp
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	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.



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# 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



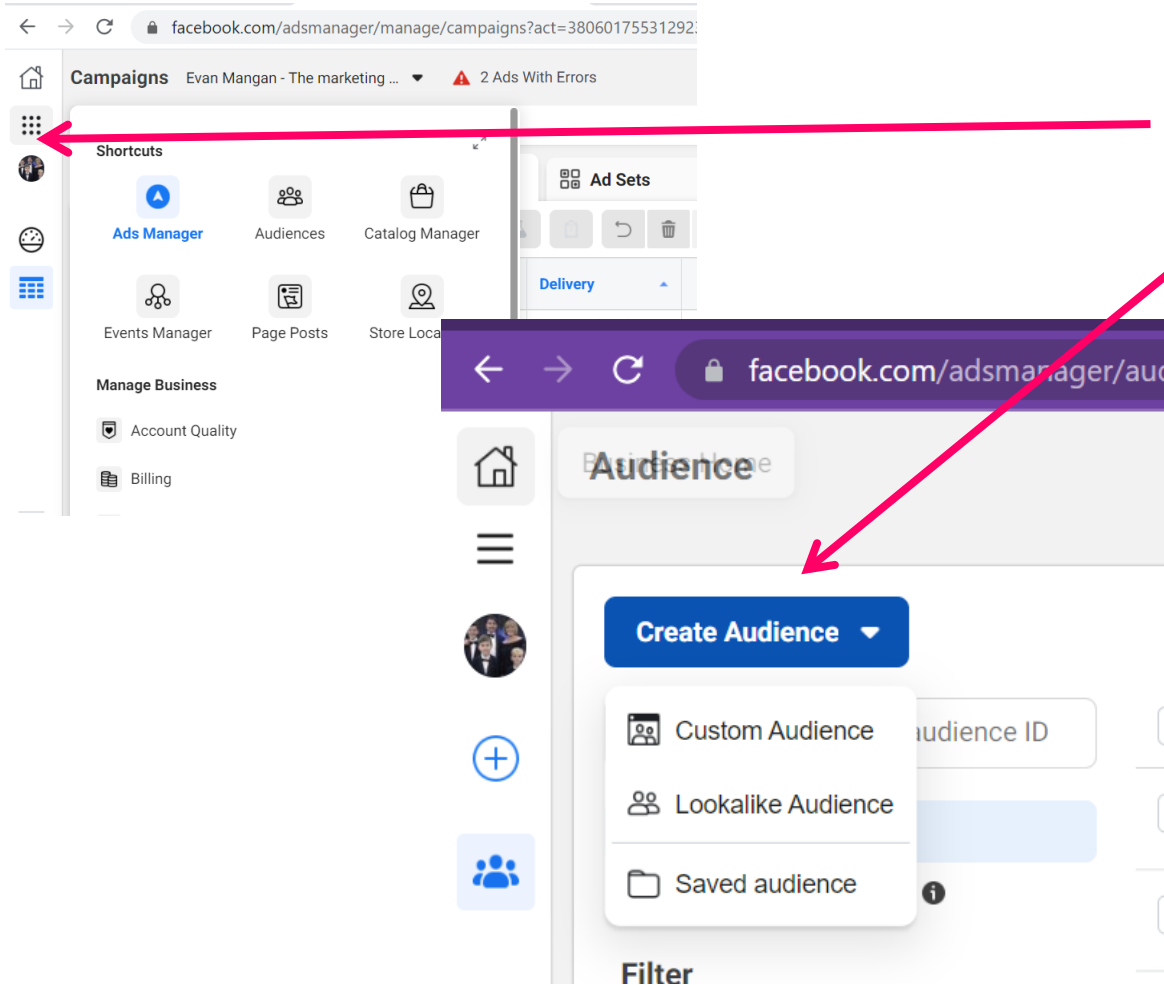
## Step 1: Add your Facebook Pixel to your website

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

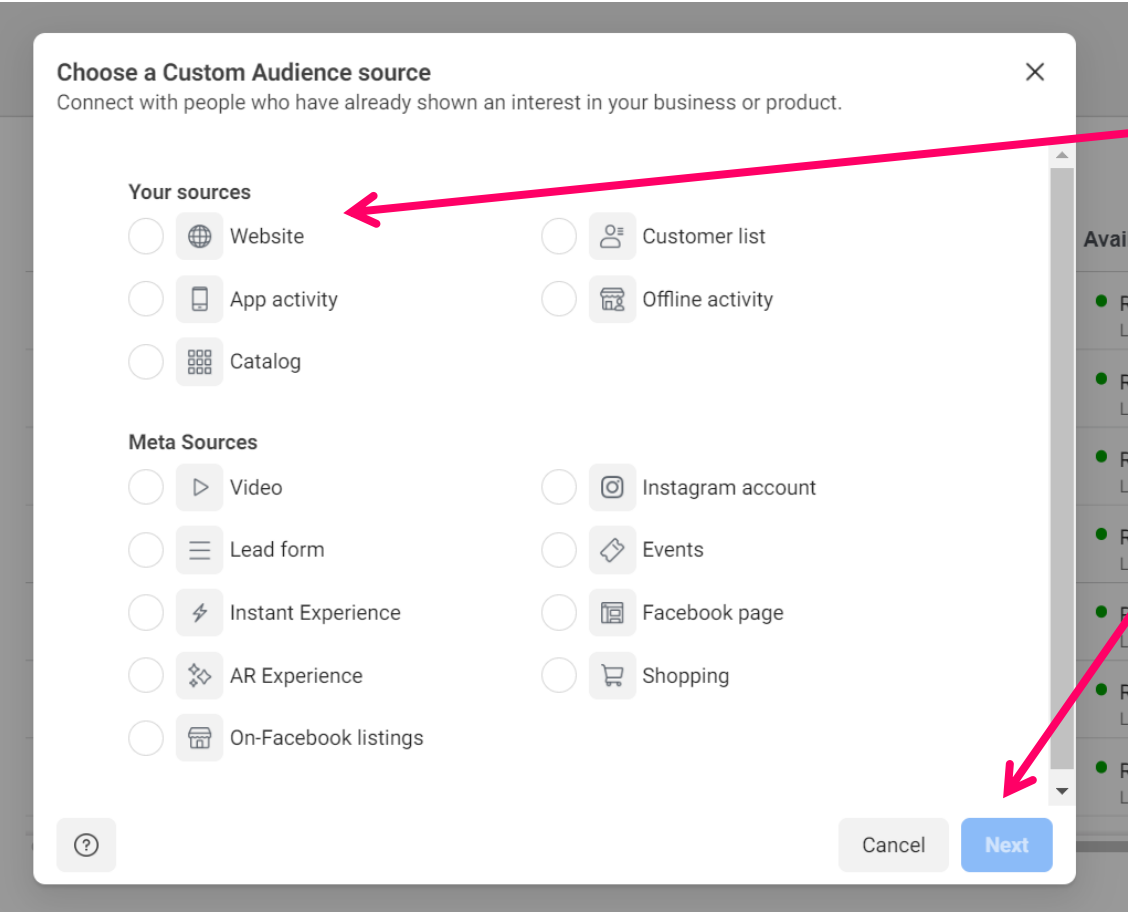
<https://themarketingcrowd.ie/how-to-start-retargeting-your-website-visitors-on-facebook-instagram/>

# 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



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

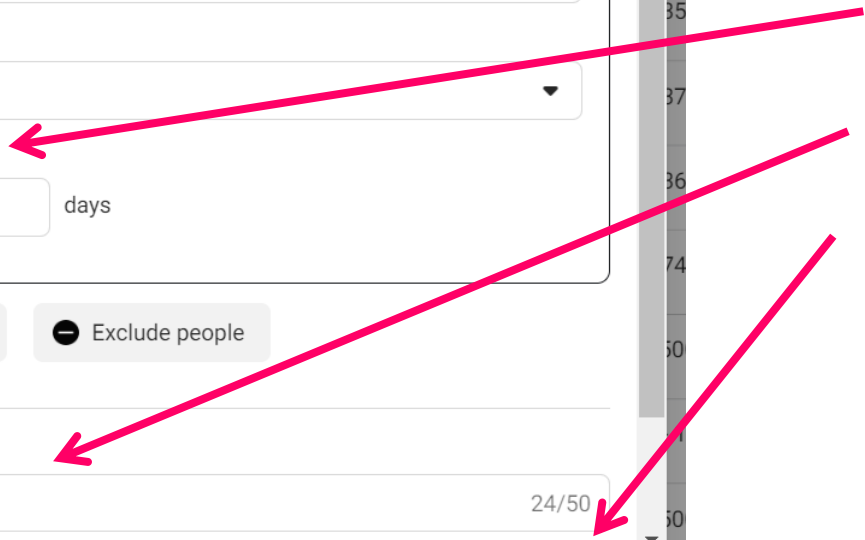
? Back Create audience

**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




Create a website Custom Audience ✕



**Your Custom Audience was created**

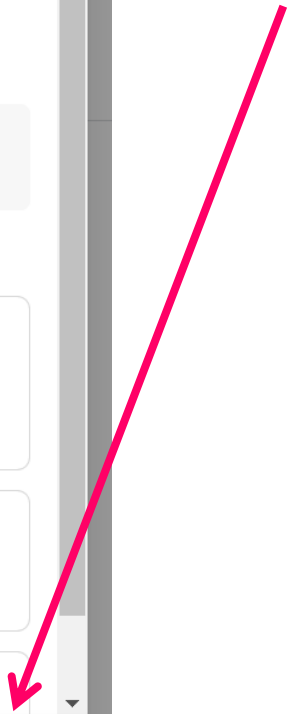
 It may take a few minutes for us to finish matching your customers to people on Facebook. You can check the status in Audience Manager.

**Next steps**

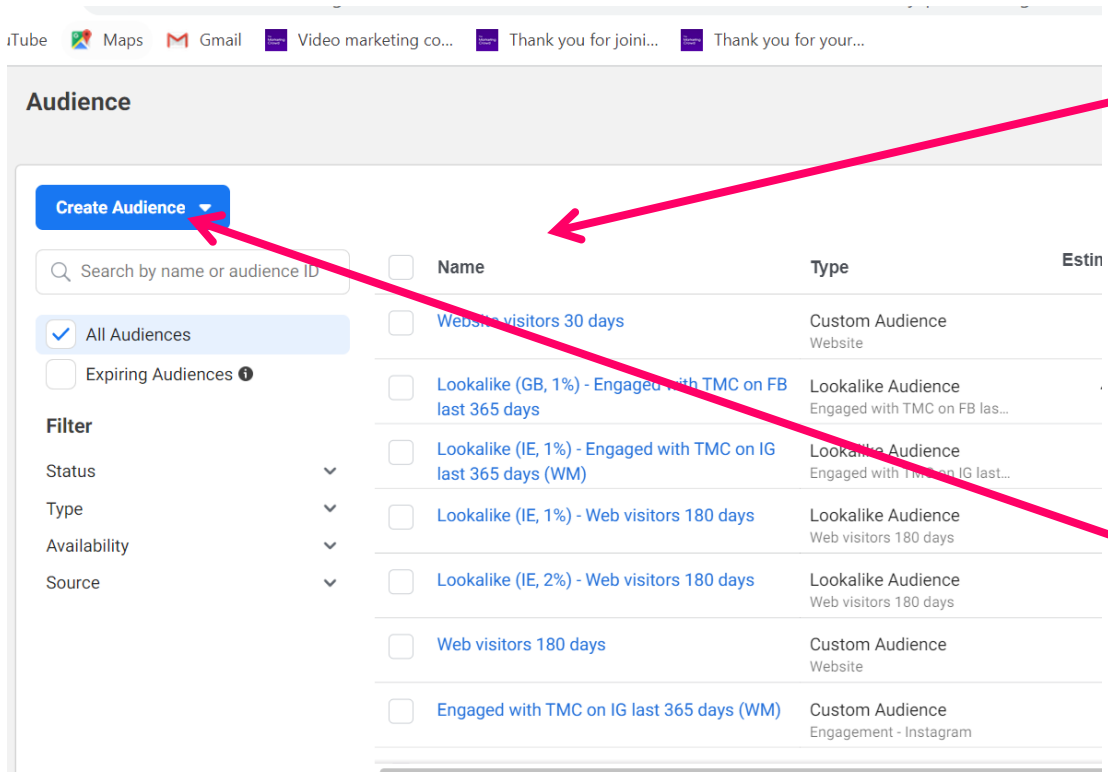
-  **Create a lookalike audience**  
Reach [people](#) similar to the audience you just created by creating a lookalike audience.  
[Learn more](#)
-  **Create an ad**  
Create an ad to advertise to your new audience.  
[Learn more](#)
-  **Create another Custom Audience**  
Continue to create another Custom Audience

[Done](#)

Click done"



# How to target your website visitors



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

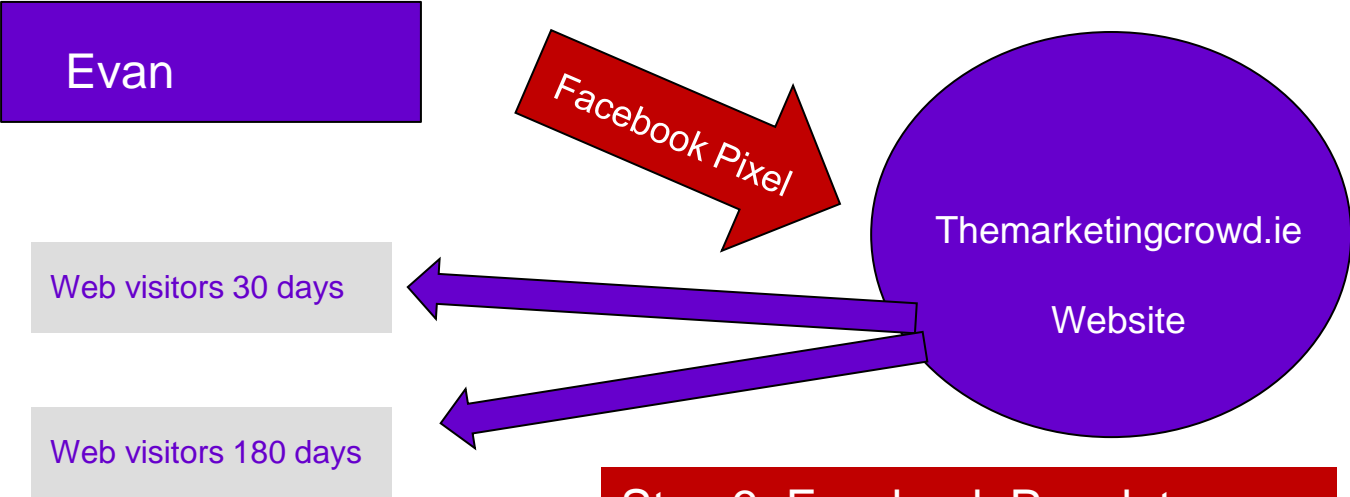
Themarketingcrowd.ie

Website

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

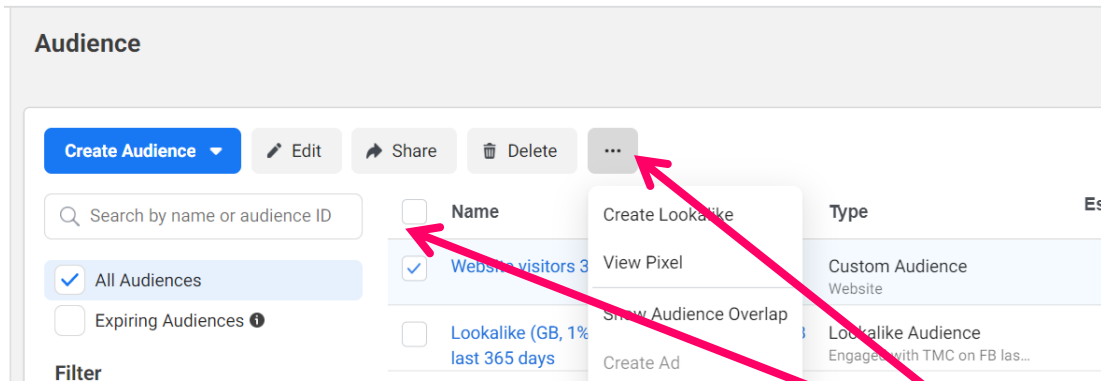
# Let's visualise where we now are ....

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

**Install Pixel**

Before you can use your Facebook pixel, you must install some code snippets on your website. This code sends data back to Facebook so you can measure activity and create smarter advertising based on that activity.

You need to install two kinds of code: **pixel base code** on every page of your website and **event code** on specific webpages.

### 1 Install Pixel Base Code

#### 1.1 Locate the header code for your website.

You must install the pixel base code into the header code of every page of your website. This lets you get data about all page views on your website, to establish a baseline for measuring specific events. Find the `<head></head>` tags in your webpage code, or locate the header template in your CMS or web platform. [Learn where to find this template or code](#) in different web management systems.

#### 1.2 Copy the entire pixel base code and paste it in the website header.

If possible, paste the pixel base code at the bottom of the header section, just above the `</head>` tag.

**Please don't modify this code.**

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
```

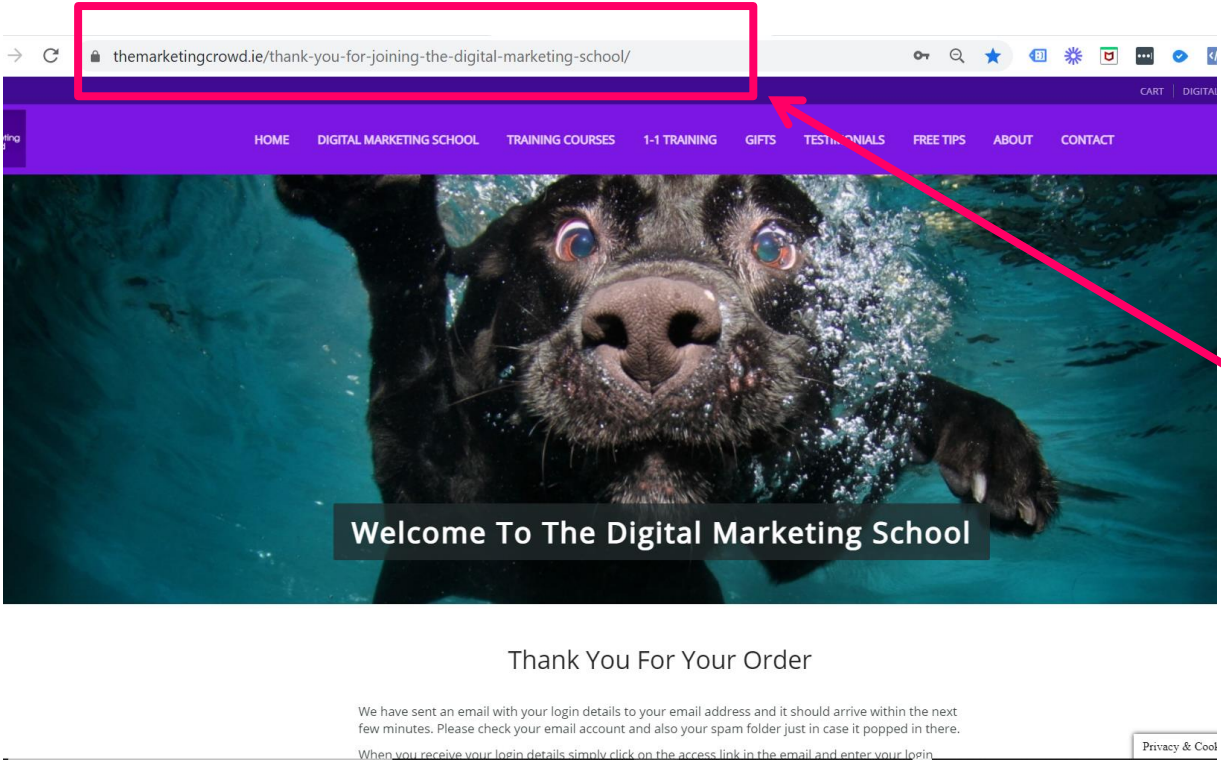
[Give Feedback](#) [Close](#) [Email Instructions](#)

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



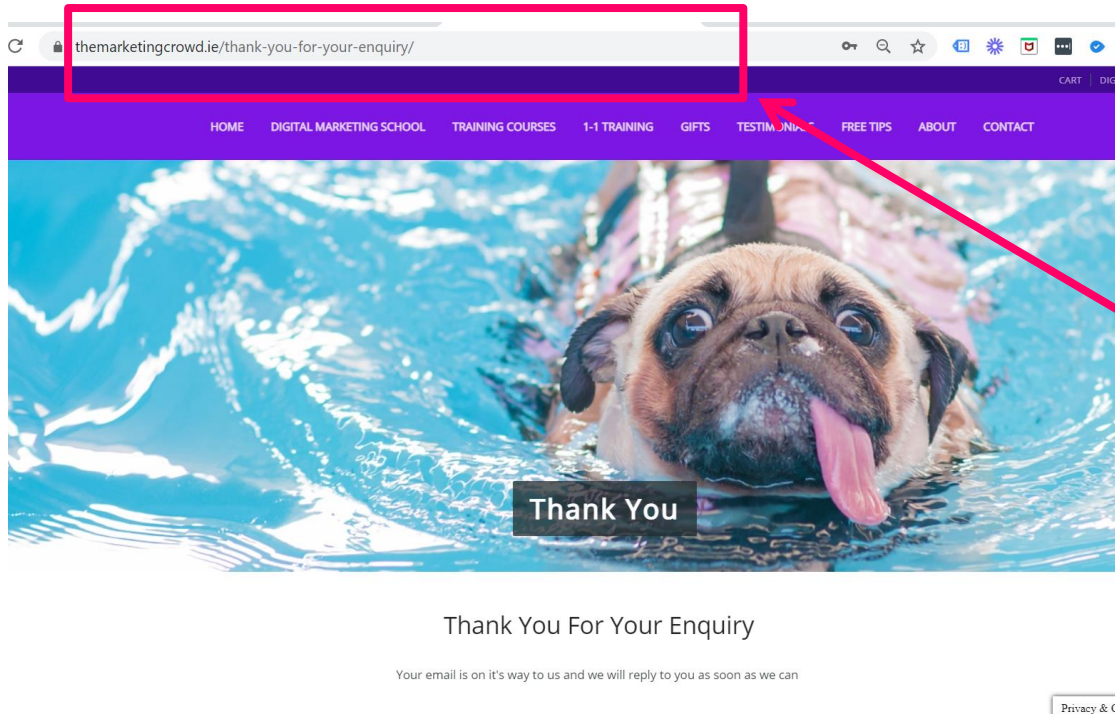
**Step 2: Place an order on your website and it will take you to an order confirmation or thank you page**

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



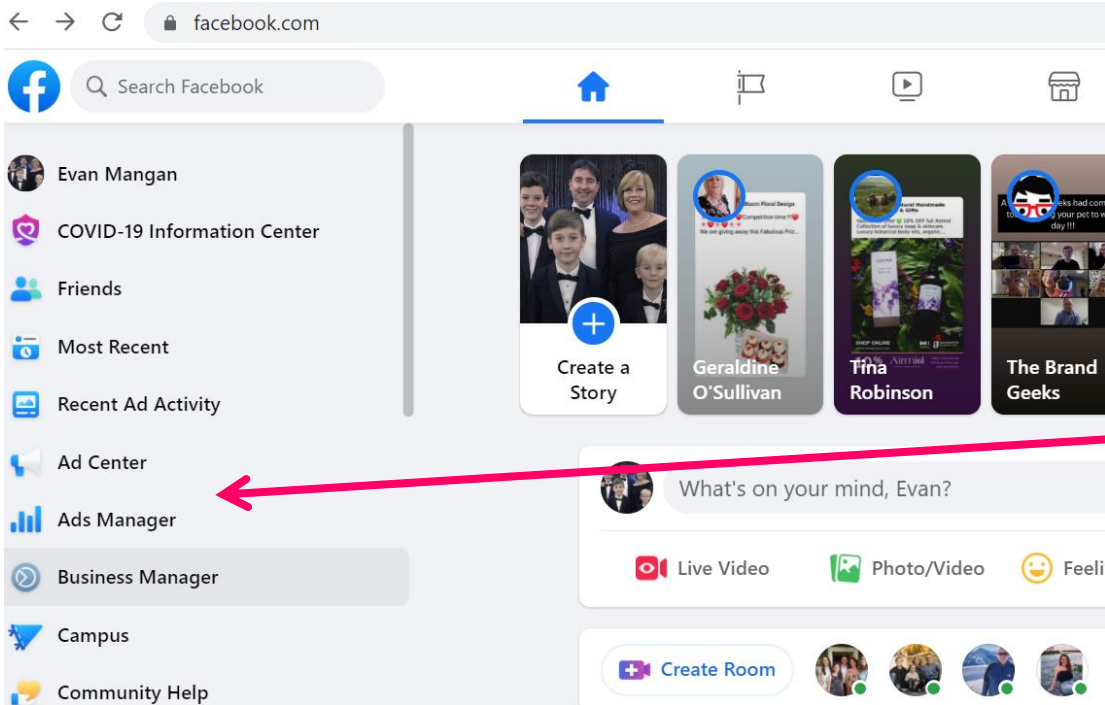
**Step 3: If you want to track enquiries, fill in your enquiry form on your website and it will take you to an enquiry confirmation or thank you page**

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

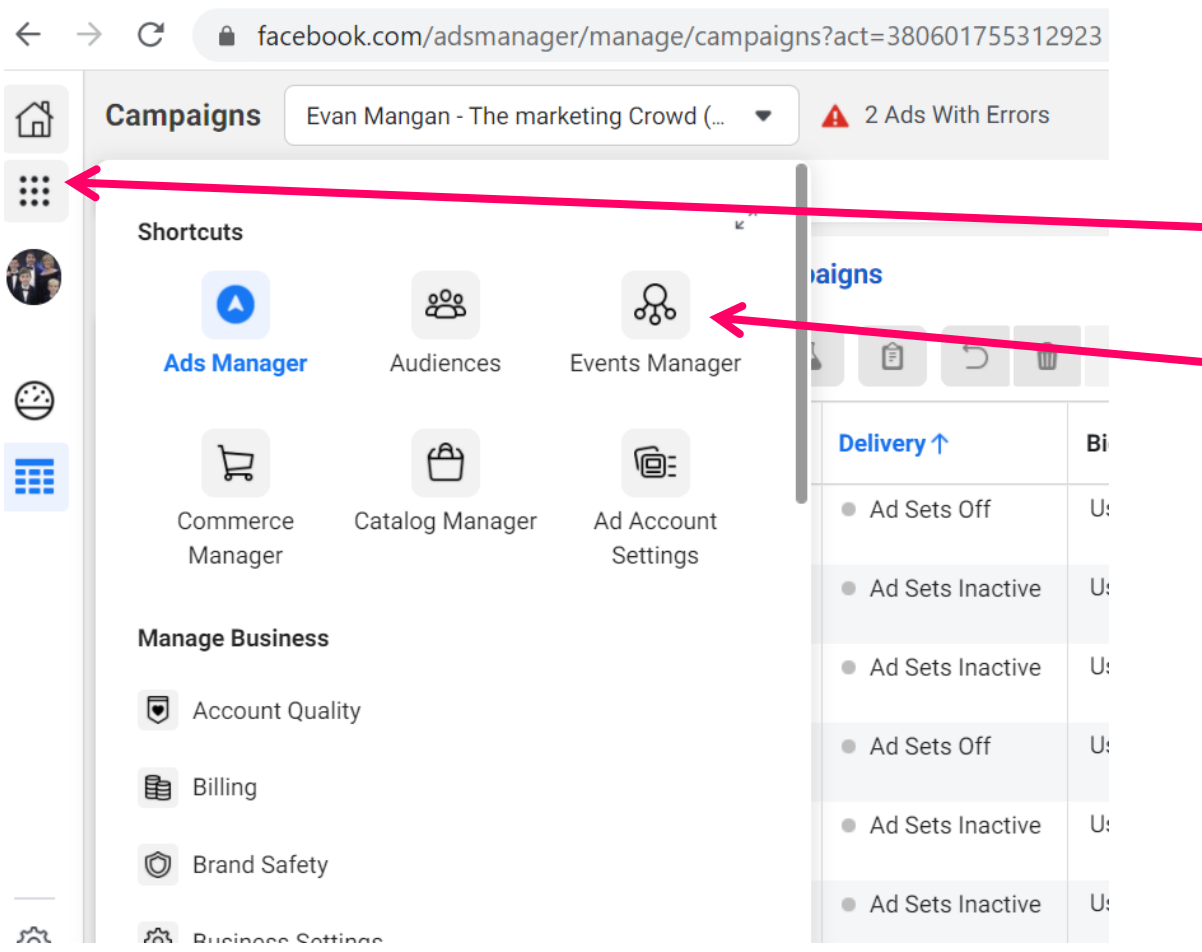


**Step 4: You now need to go to the Ads manager**

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

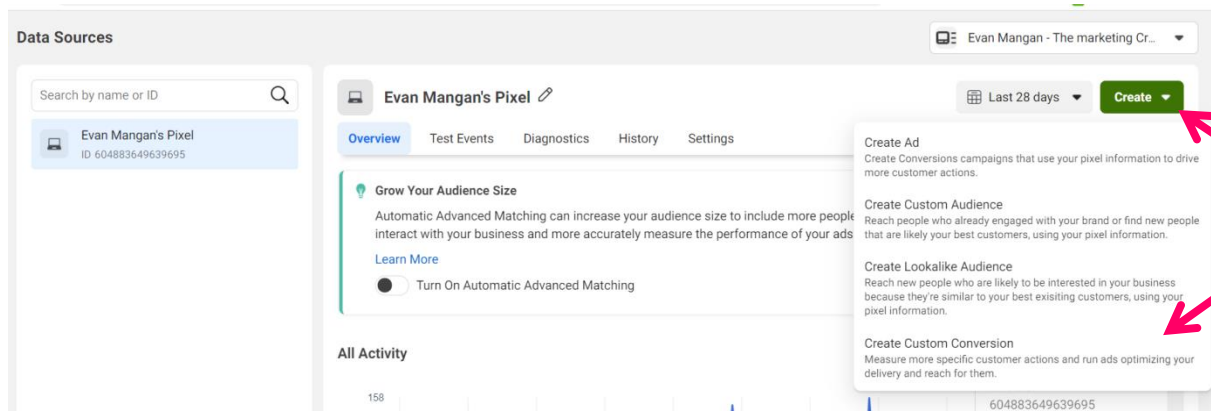


## Step 5: You now need to get to events manager

- 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** Description · Optional

Name your conversion 0/50 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 is titled 'Create a Custom Conversion' and has a close button (X) in the top right corner. It is divided into several sections:

- Name:** A text input field with the placeholder 'Name your conversion' and a character count of '0/50'.
- Description · Optional:** A text input field with the placeholder 'Add a description (optional)' and a character count of '0/100'.
- Data Source:** A dropdown menu showing 'Evan Mangan's Pixel' with a green dot icon and a downward arrow.
- Conversion Event:** A dropdown menu showing 'All URL Traffic' with a calendar icon and a downward arrow.
- Choose a Standard Event for Optimization:** A section with the text 'Facebook selected category' and 'We use information about your business to automatically choose a category for you'. Below this is a link: [Select your own category.](#)
- Rules:** A section with the text 'This custom conversion must meet all of these rules:'. Below this is a rule configuration box containing:
  - A dropdown menu set to 'URL'.
  - A dropdown menu set to 'contains'.
  - A text input field with the placeholder 'Add URL keywords'.
  - A plus sign (+) button to add more rules.
  - An X button to remove the rule.
- Enter a conversion value:** A checkbox that is currently unchecked, with the text 'Enter a conversion value' and an information icon (i).

At the bottom of the dialog are two buttons: 'Cancel' and 'Create'.

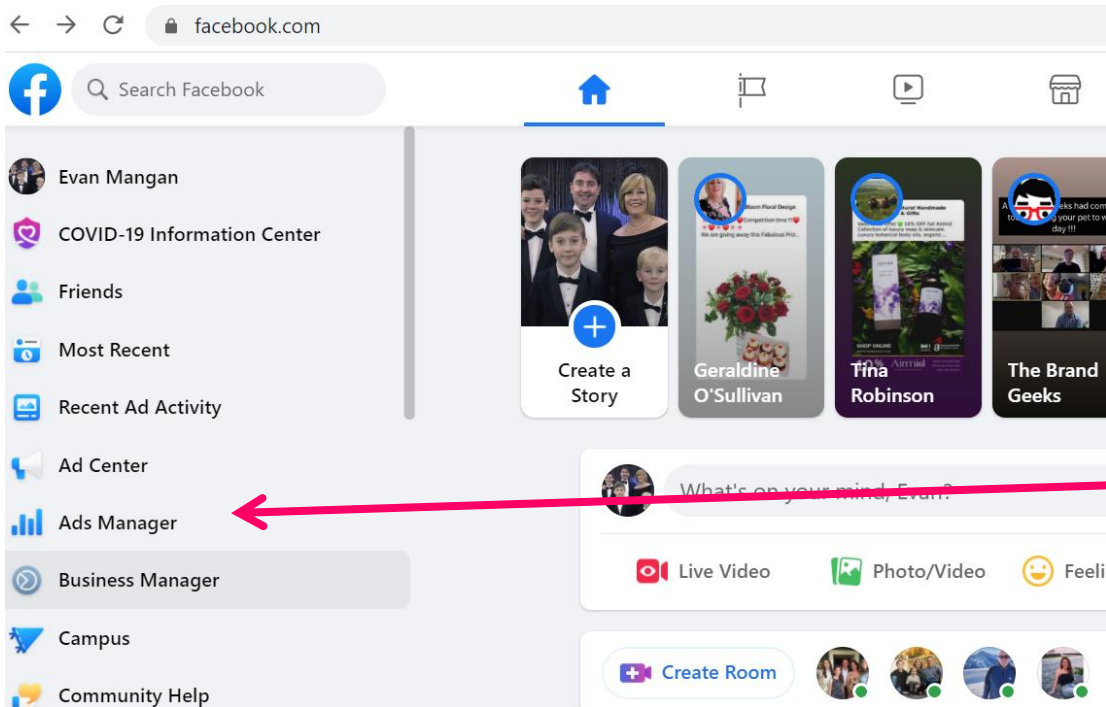
## Step 8:

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 X 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"/>	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 Budget

Compare

Date Presets

- Lifetime
- Today
- Yesterday
- Last 7 days
- Last 14 days
- Last 30 days
- This week
- Last week
- This month
- Last month

Apr 13, 2012 – Feb 5, 2021 Pacific Time 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

The screenshot shows the Facebook Ads interface. At the top, there are tabs for 'Campaigns', 'Ad Sets', and 'Ads'. Below these are navigation icons and a 'Rules' dropdown. A table of ad sets is visible with columns for 'Delivery', 'Bid Strategy', 'Budget', 'Attribution Setting', and 'Results'. On the right side, a 'Columns performance' dropdown menu is open, listing various report categories like Engagement, Video Engagement, App Engagement, etc. Two red arrows point to the 'Columns performance' icon and the 'Customize Columns...' option in the dropdown.

	Delivery ↑	Bid Strategy	Budget	Attribution Setting	Results
courses (cc)	Ad Sets Off	Using ad set bid...	Using ad set bu...	28-day click o...	Lin
lan zoom session (cc)	Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Lin
llow us and get tips in your...	Ad Sets Off	Using ad set bid...	Using ad set bu...	28-day click o...	Lin
ouncement	Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Lin
	Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Post Engag
	Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Post Engag
	No Ads	Using ad set bid...	Using ad set bu...	-	Post Engag
	Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Post Engag
	Ad Set Off	Using ad set bid...	Using ad set bu...	28-day click o...	Post Engag

By default there won't be conversion data 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

- Page Post
- Messaging
- Media
- Clicks
- Awareness

**Conversions**

- Standard Events
- Custom Conversions**

Settings

- Object Names & IDs
- Status & Dates
- Goal, Budget & Schedule
- Targeting
- Ad Creative
- Tracking

A/B Test

Optimization

Search

Create Custom Metric

20 COLUMNS SELECTED

Metrics to Include	Total	Unique	Value	Cost	Unique Cost
Landed on purchase confirmation page (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Went to checkout page (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Went to DMA page (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchase of soft my books (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
cHECKOUTS (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
purchase on KC castle website (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2016 - purchase on TMC site (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
purchase on website - (example for training) (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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"/>

- 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

Save as preset

Cancel Apply

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.

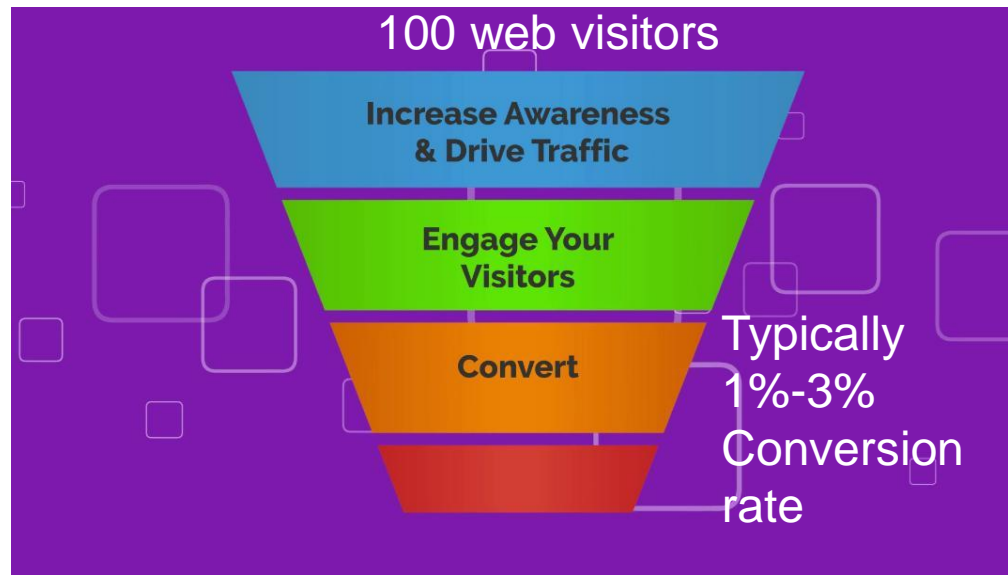
When followers see a post there is only so much information you can provide

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

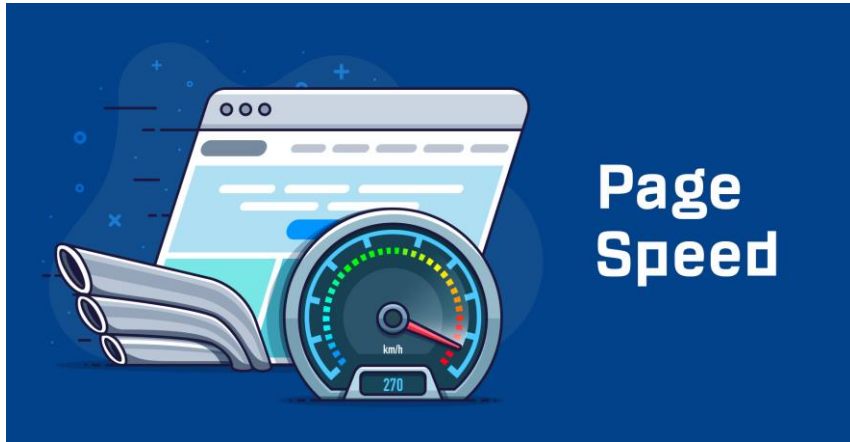
So you need to send people from Social Media to your website.

**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

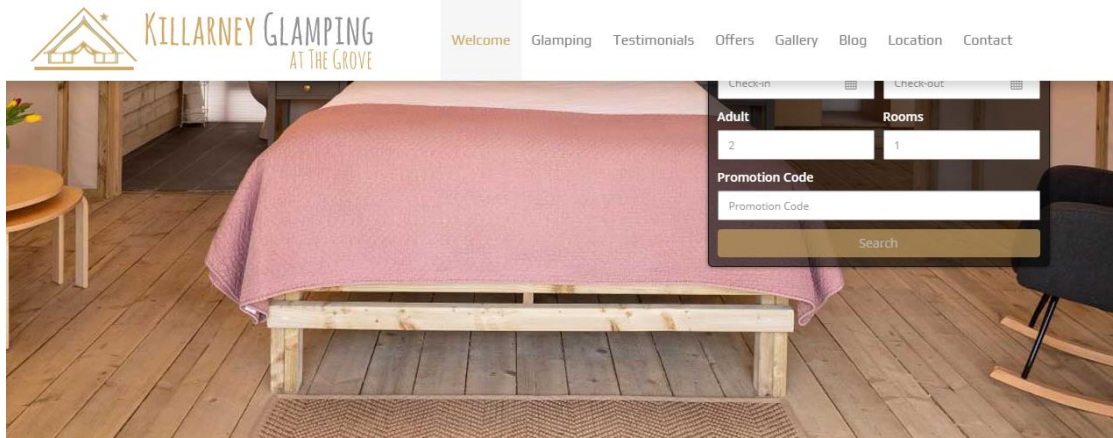


[View the 1-1 training options](#)

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



AS FEATURED ON



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

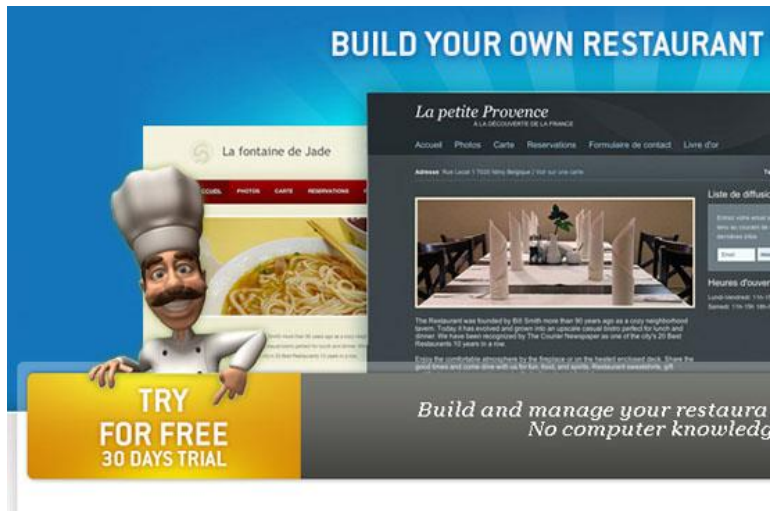


## Increase website conversions

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.
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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



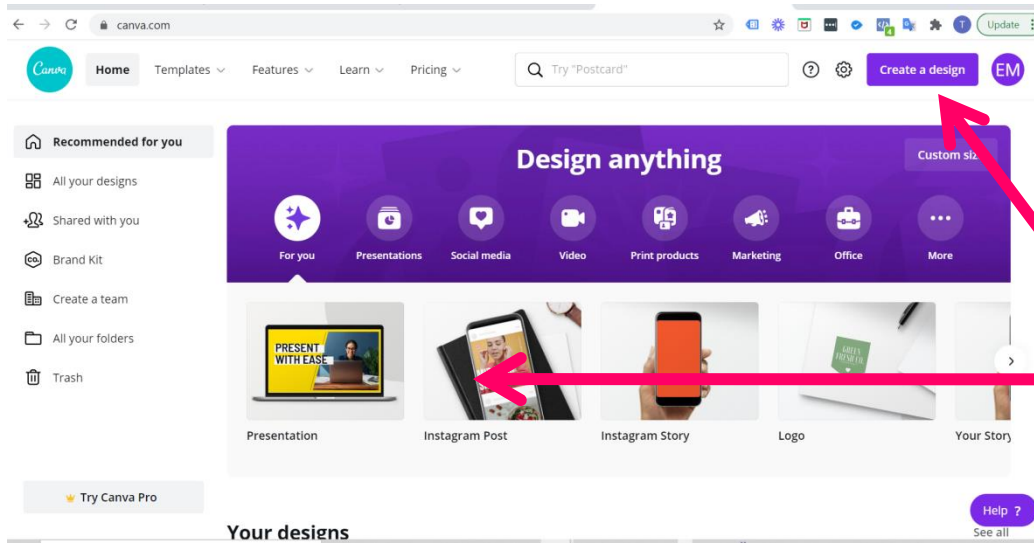
## Use canva.com website

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

This is useful if ...

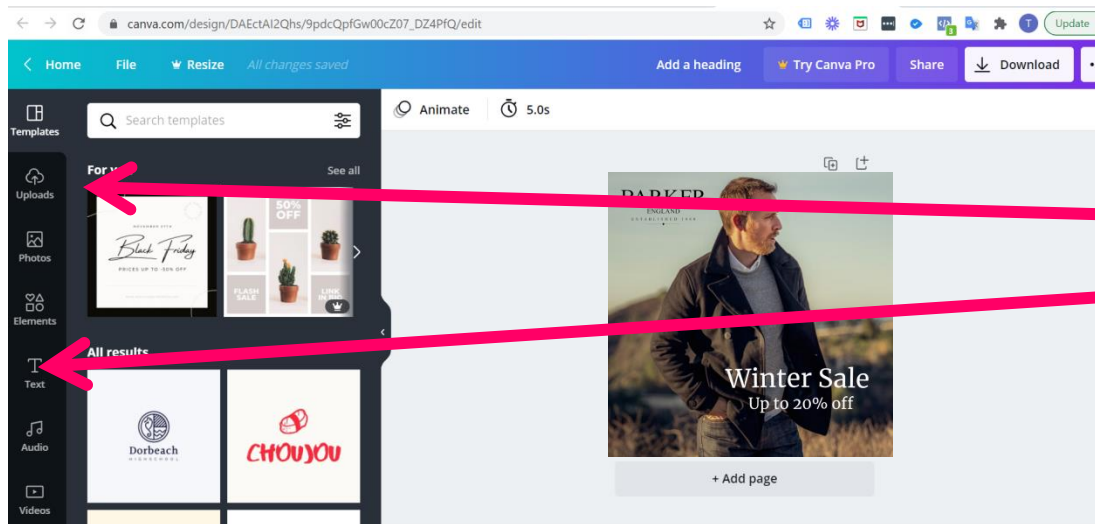
- You want to resize large images before uploading to your website
- You want to crop an image to a specific size for your website
- You want to design a web or social media graphic that is a specific size

# 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

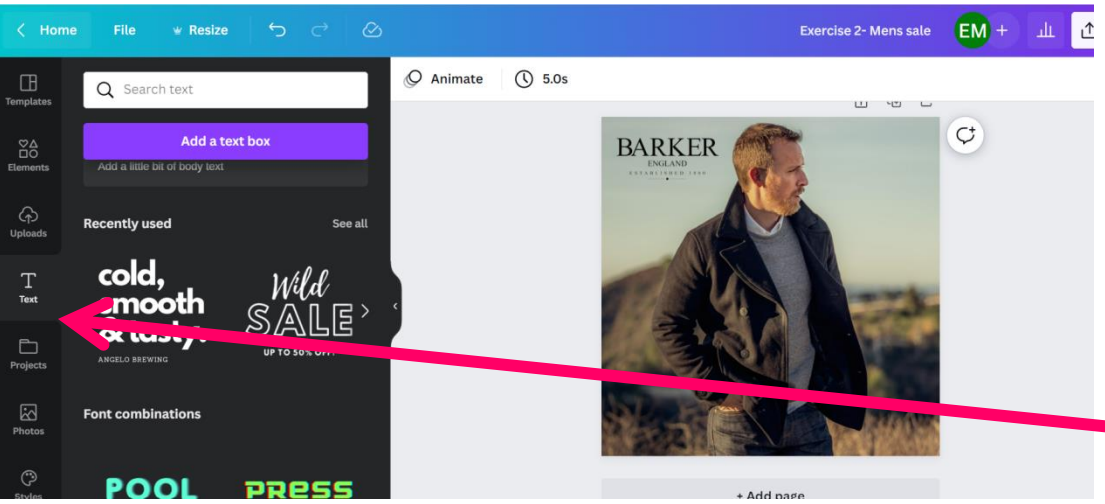


There are extra text options available under text

You can

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

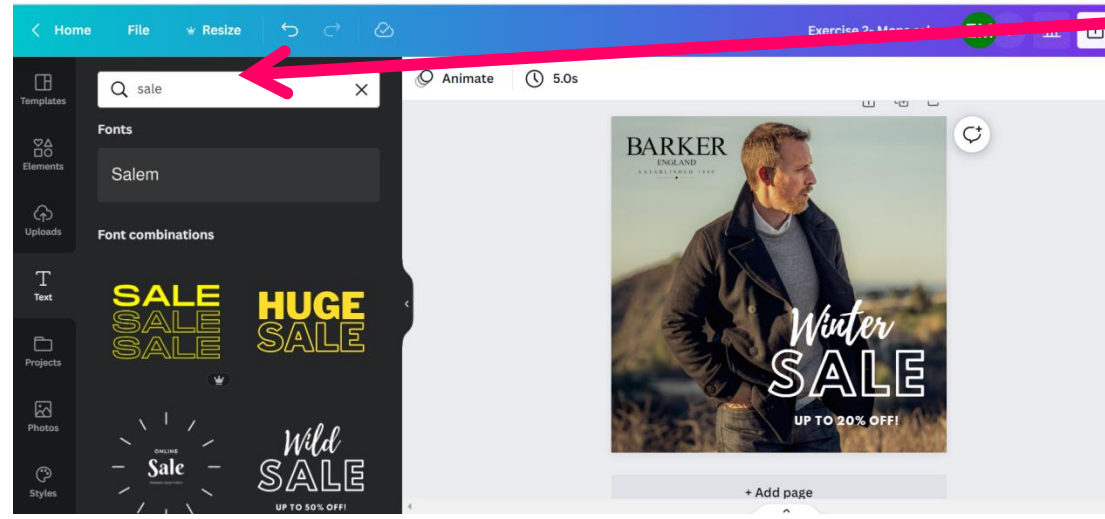
# Exercise 2: How to use other text options plus how to animate text



Add your image to the canvas plus add your logo

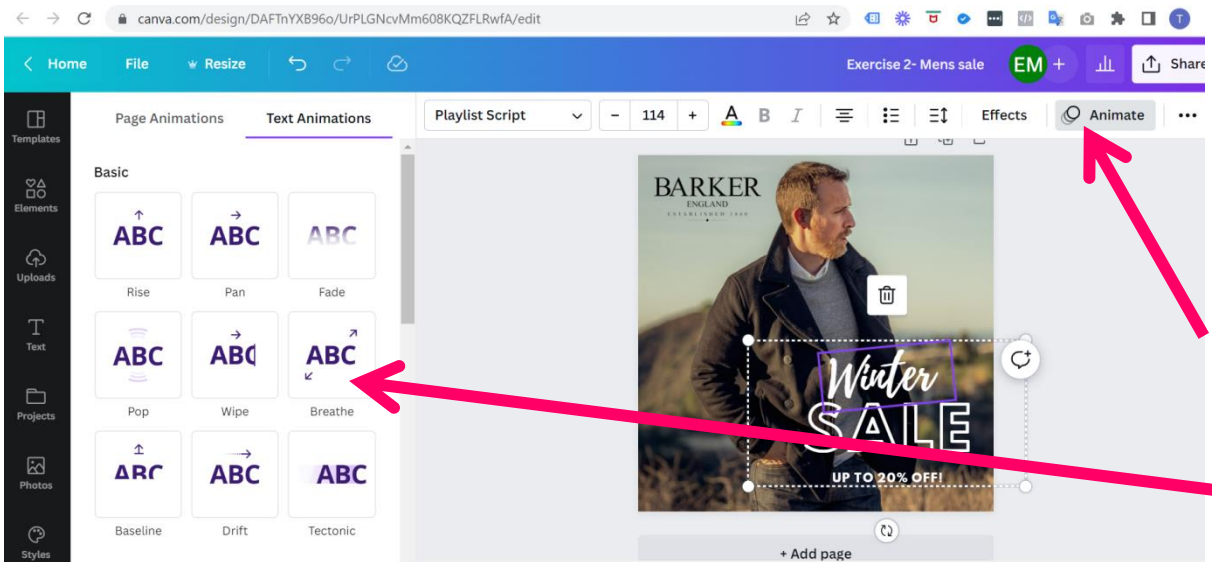
Use the left hand menu in Canva to

- 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



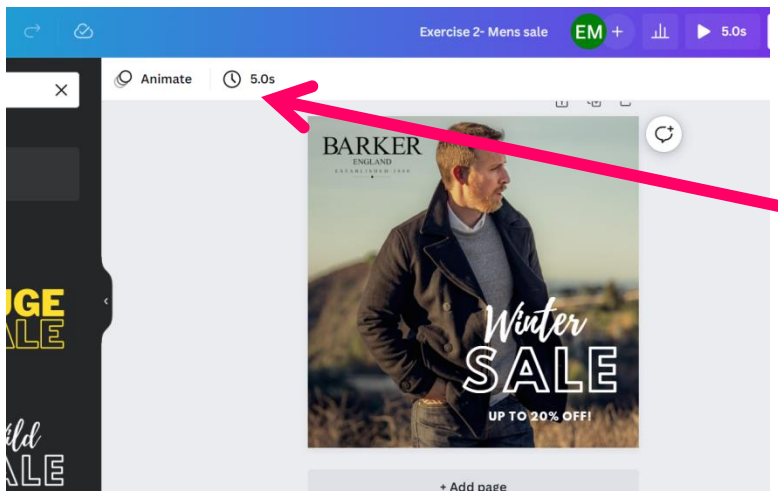


# Exercise 2: How to use other text options plus how to animate text



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

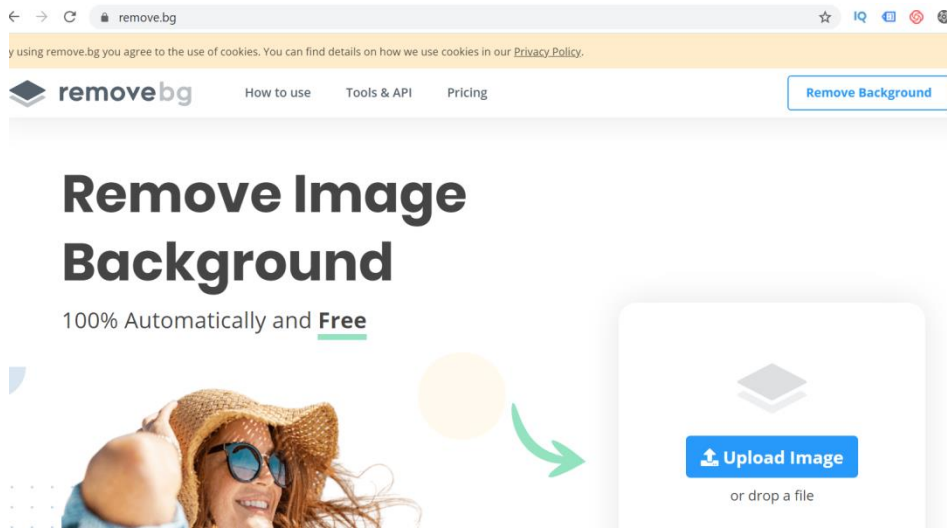
If you want to change the length of the animation, click on the number 5 next to the timer icon and change the length eg. To 3 seconds

## 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**

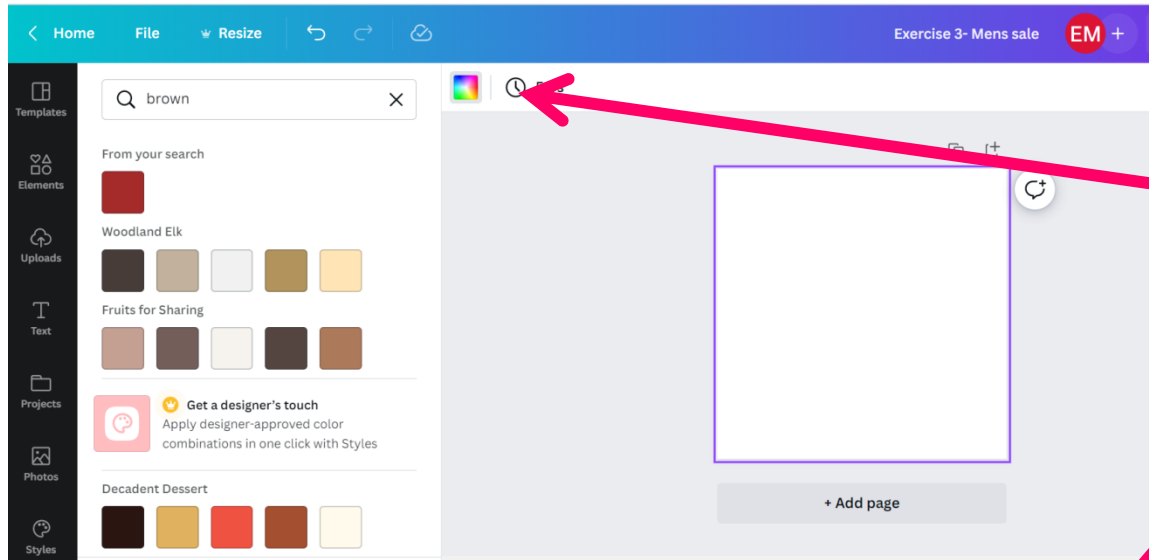
<https://www.stickermule.com/eu/trace>

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

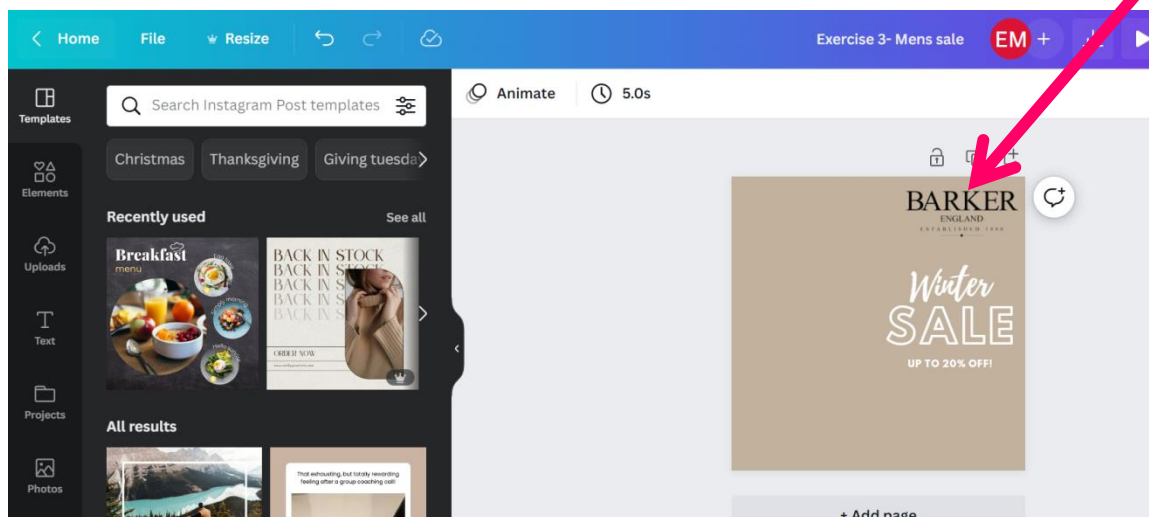


Decide what size you want the image to be. If square, choose Instagram square or custom design and set to 1080x1080

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

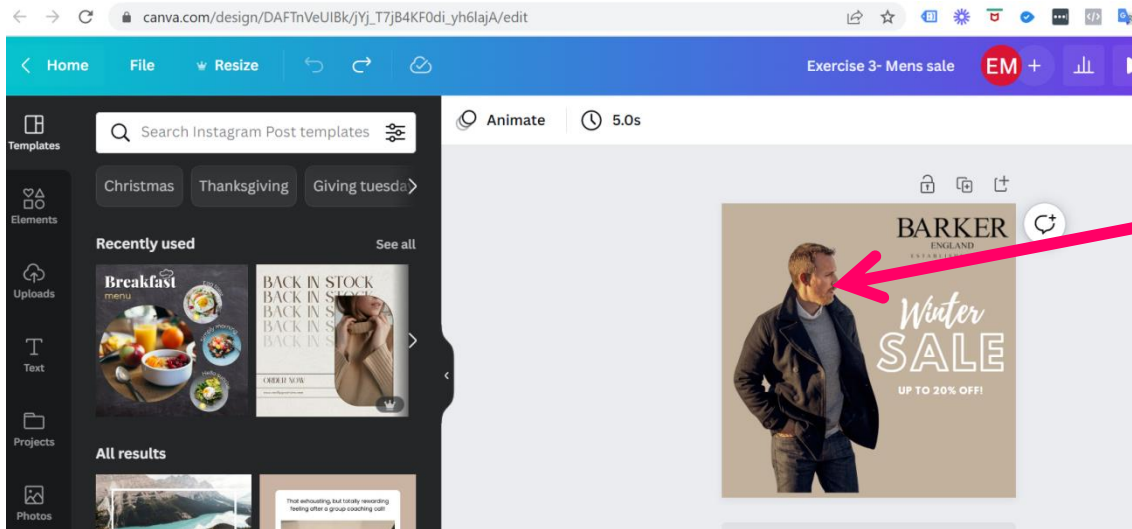


- Click on the square canvas and above it click on the colour option. Choose a colour. Search for a colour if you want more options



- 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



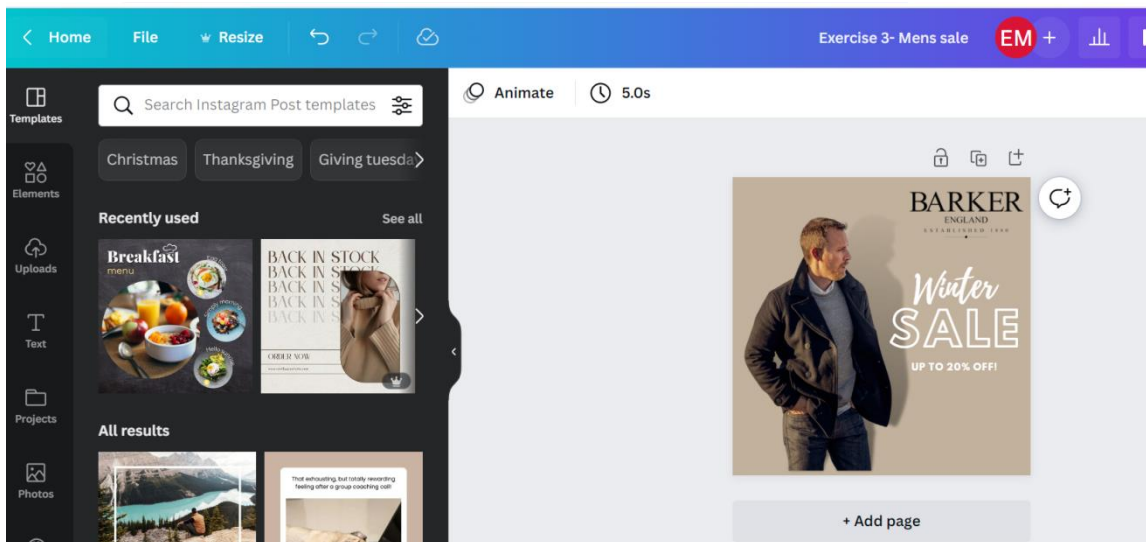
- Add the image to the Canva

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

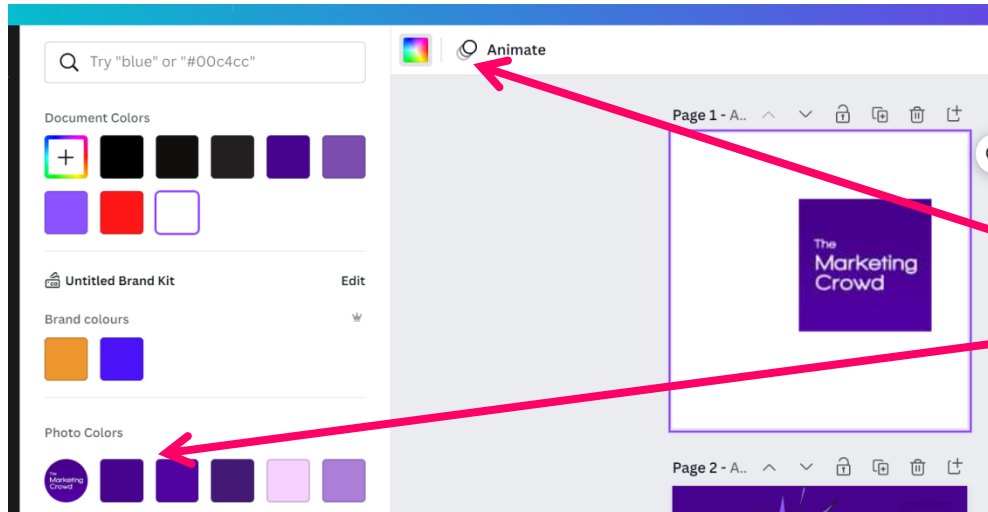


You can design graphics where the background colour is your logo colour

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.

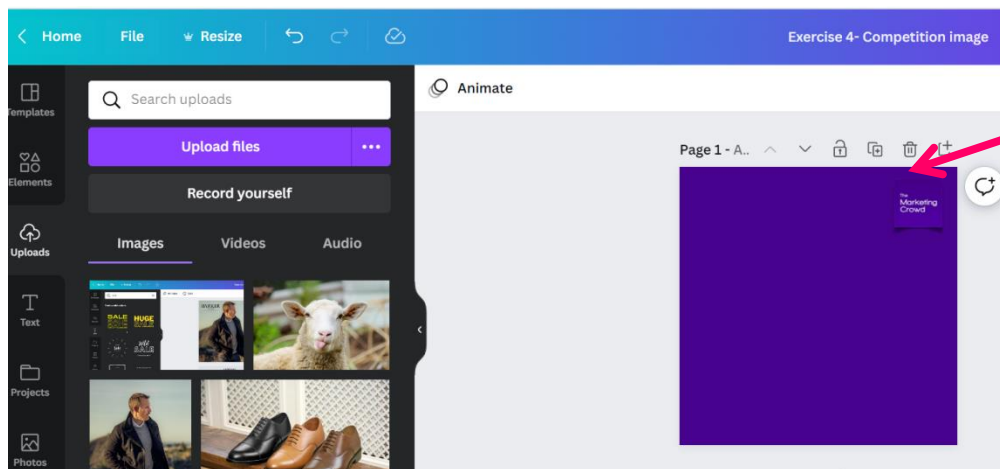
# Exercise 4: How to design a "Competition" graphic using your brand colours



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

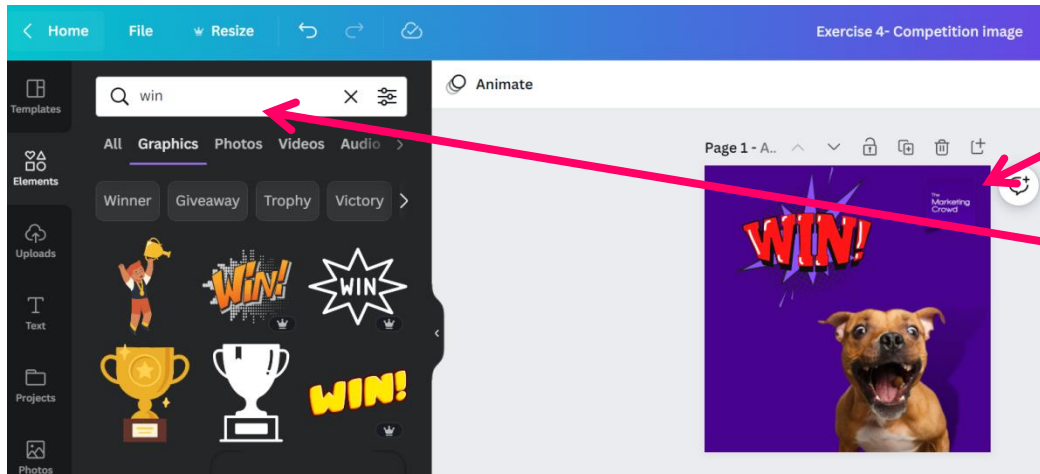


Move you logo to where you want it

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

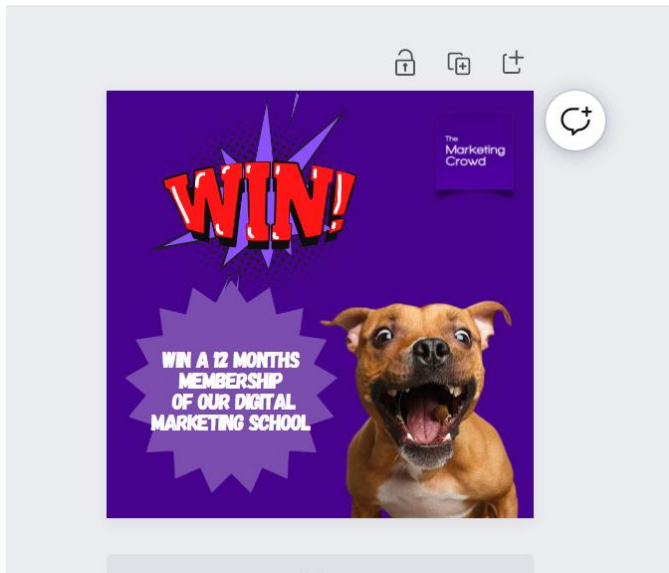


# Exercise 4: How to design a "Competition" graphic using your brand colours



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

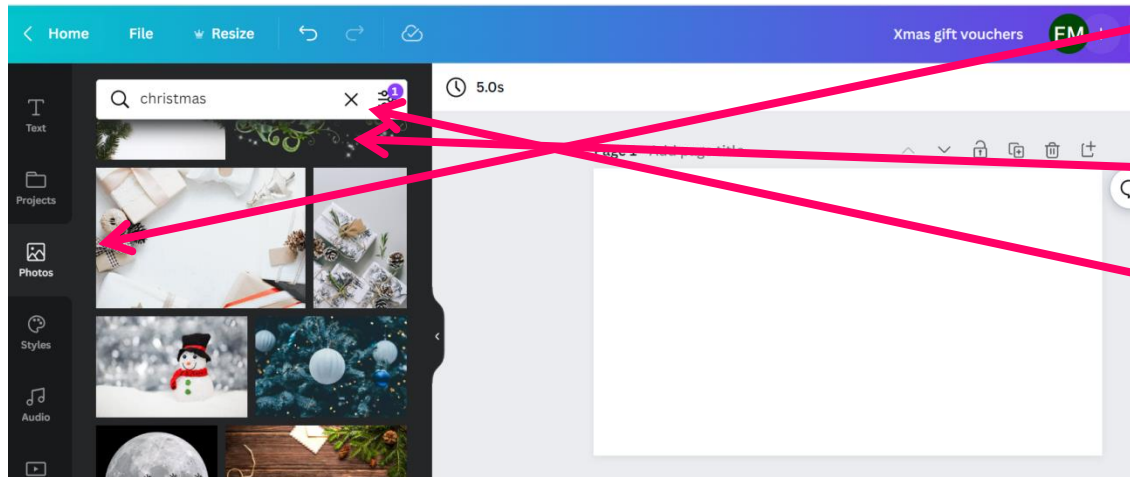


Canva has millions of stock images that you can use.

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

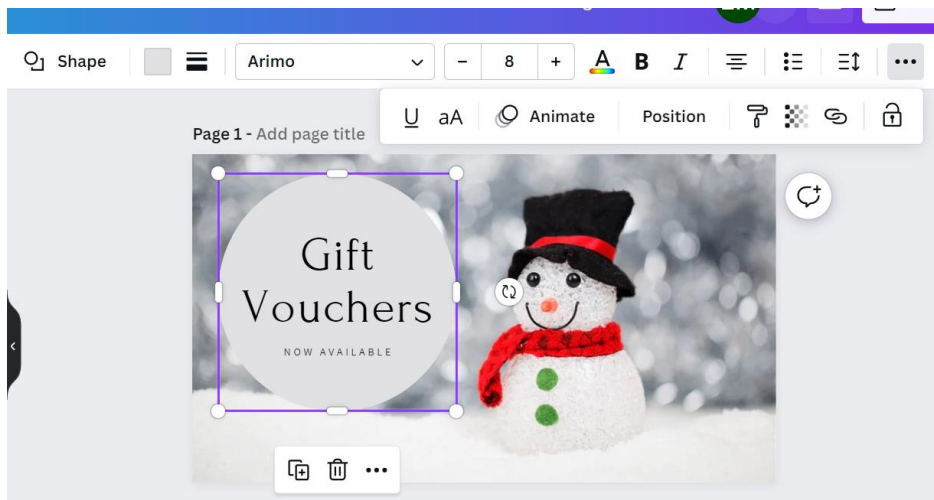
Click on filter and select free images if you want free ones

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

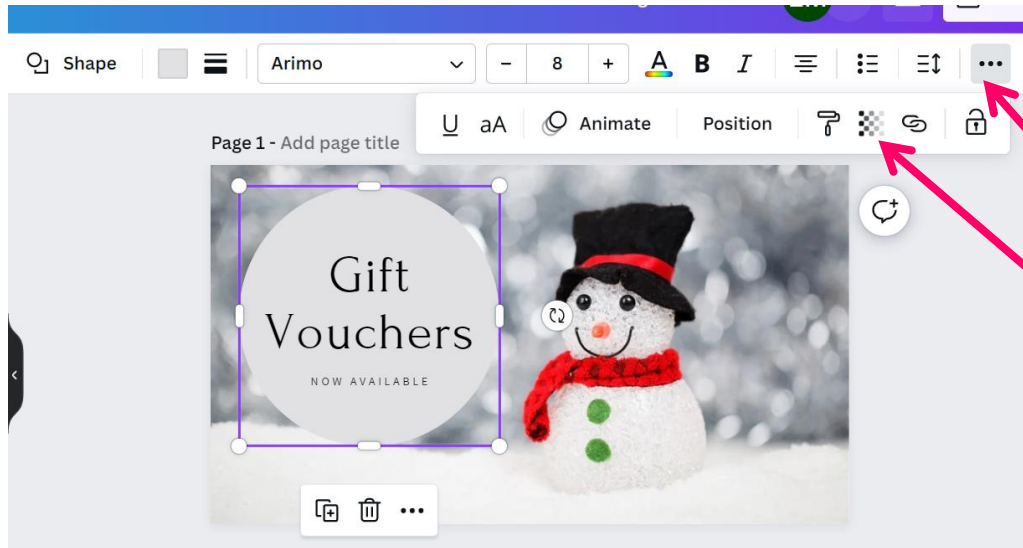
Then add your text

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

