The
Marketing
Crowd
Local
Enterprise
Office
HOW TO ADVERTISE ON
FACEBOOK AND INSTAGRAM

# What We Will Cover

1. **Overview of where your ads can appear**
2. Why you should use the ads tool rather the Boost post button
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. How to target your ads
    - Around your town, county, country or multiple countries
    - By Demographics and behaviours
    - By Interests – what people have shown an interest in on Facebook
6. How to turn a post into an ad – step by step
7. How to monitor your ads

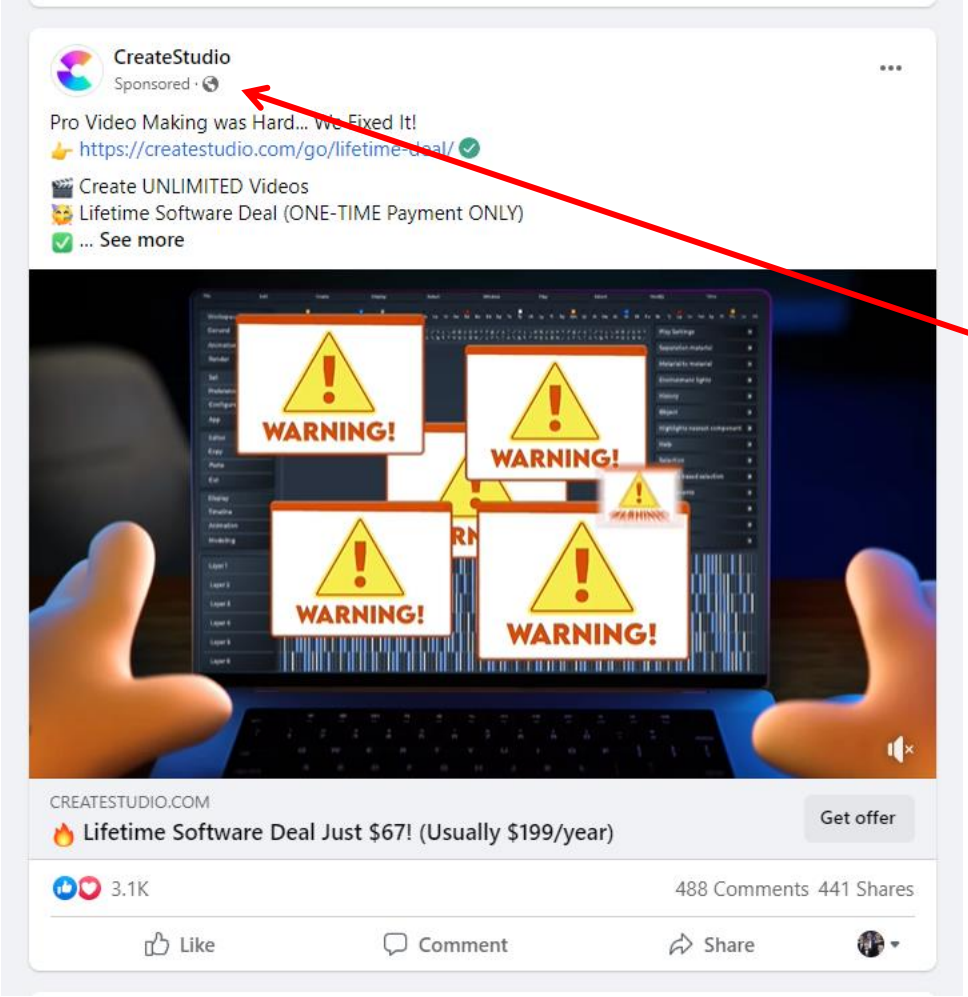
# When you run an Ad on Facebook, it also goes out on Instagram

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

In this course we will be looking at how to do this.

View Facebook and Instagram as 2 places where your ad appears

# Example Facebook Ad In Newsfeed

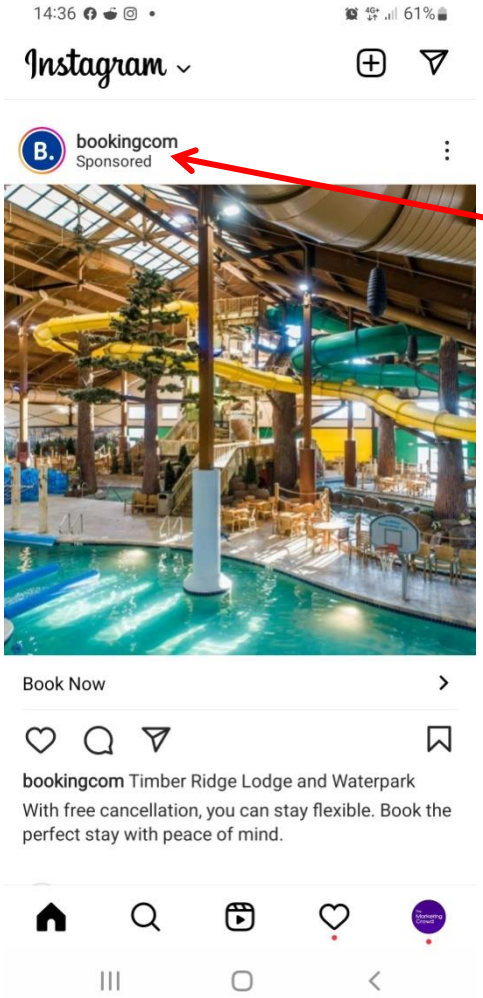



This post appeared in my Newsfeed but I have not liked their page. It appeared because they are running an Ad campaign – specifically, a promoted post campaign

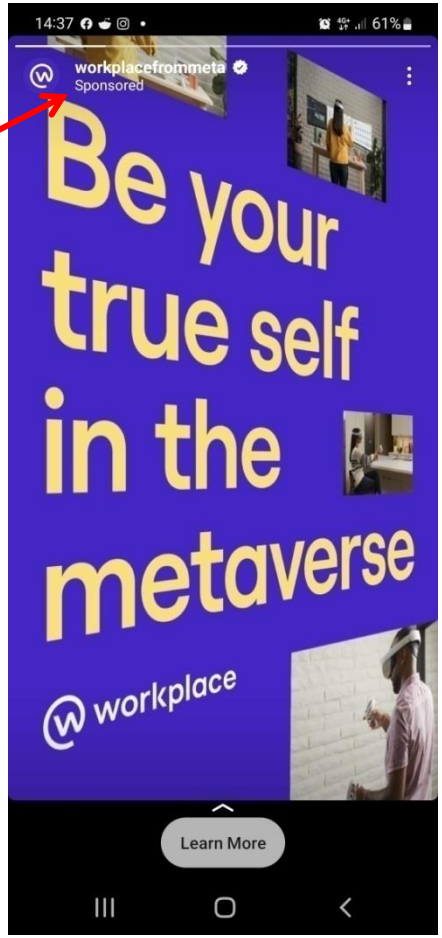
It looks like a post but I can tell it's an Ad because

- It says sponsored in light grey at the top

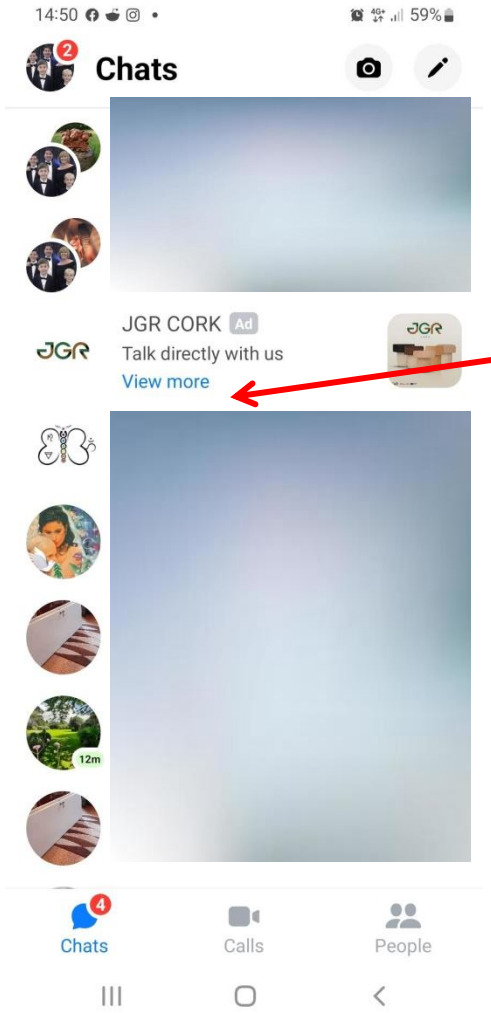
# Example ads on Instagram




Ads also appear in the Instagram feed and in Instagram Stories

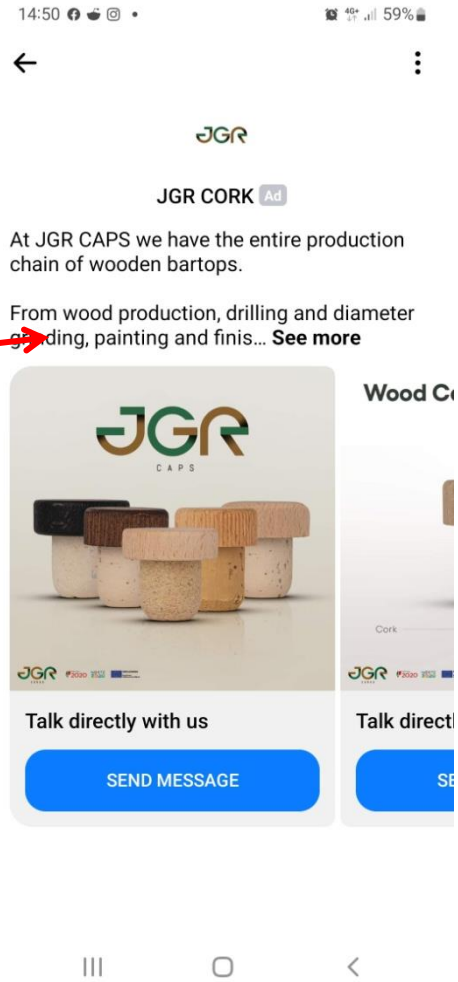


# Ads also appear in Messenger

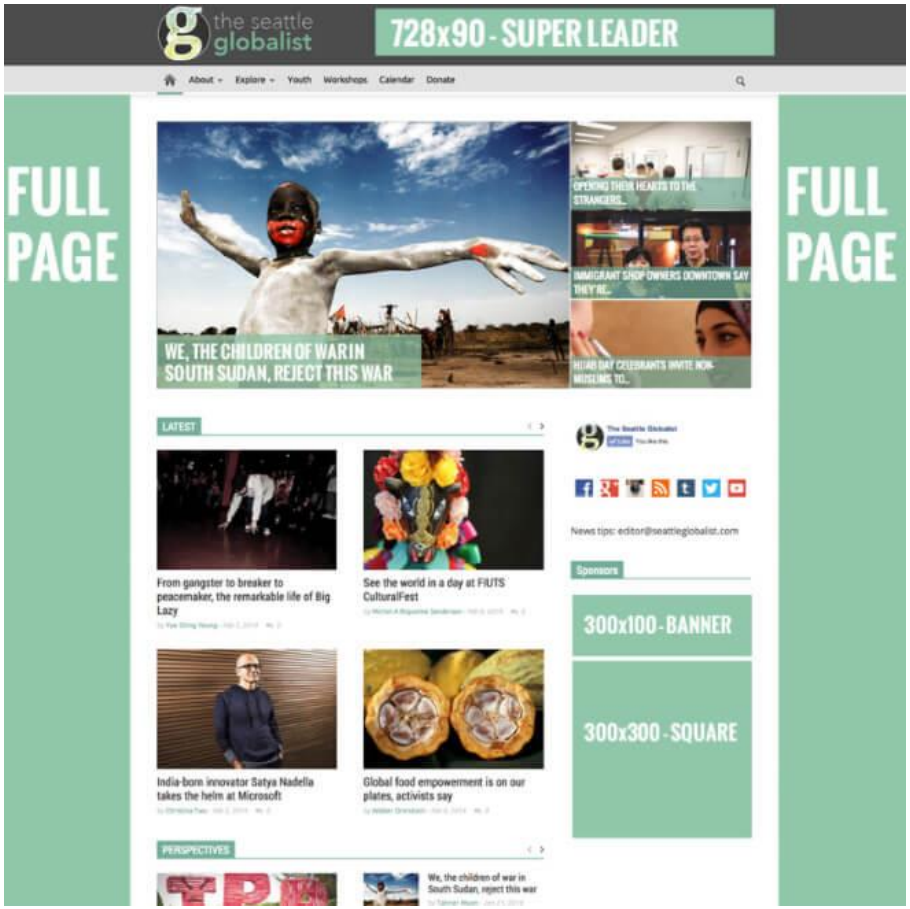



In your messenger inbox you will see an ad in-between chats

When you tap view details you see more information

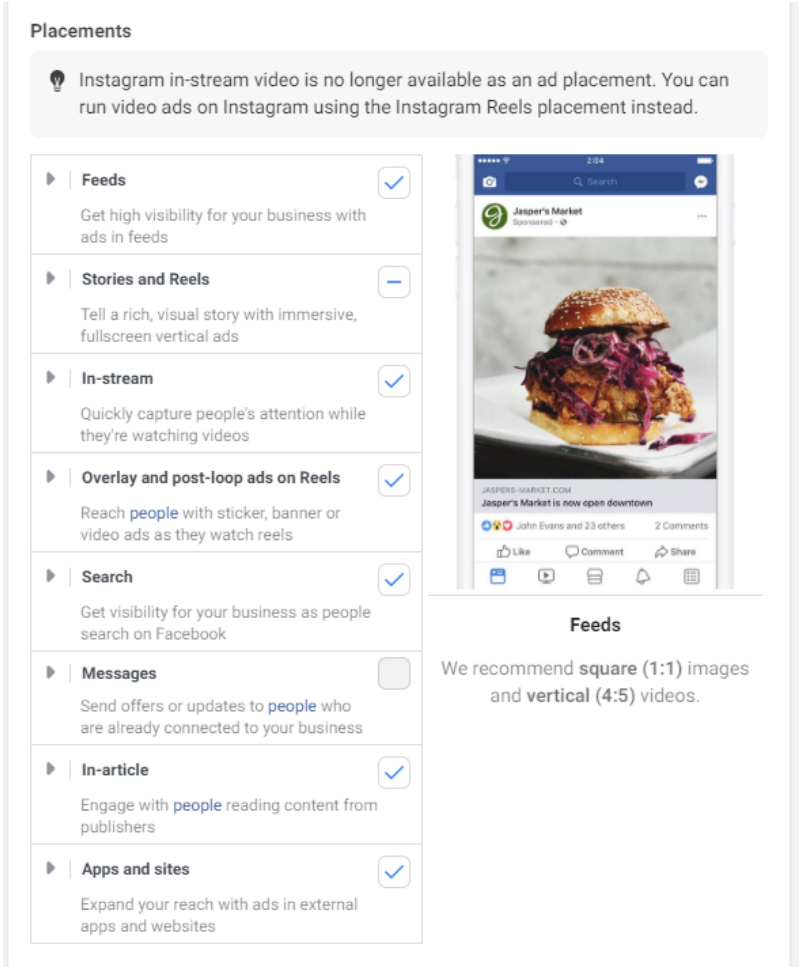


# Ads also appear in 3rd party websites and apps




Facebook also has a network of websites and app that ads appear on

# A full list of placements – where your ad can appear

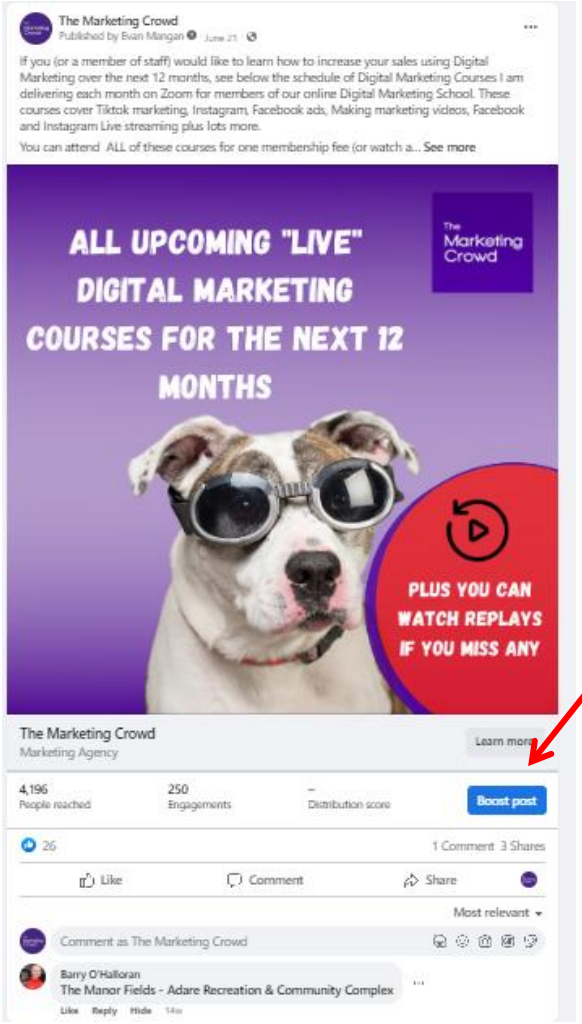



When running an ad you can decide which of these placements you want to keep or remove

# What We Will Cover

1. Overview of where your ads can appear
2. **Why you should use the ads tool rather the Boost post button**
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. How to in-between target your ads
    - Around your town, county, country or multiple countries
    - By Demographics and behaviours
    - By Interests – what people have shown an interest in on Facebook
6. How to turn a post into an ad – step by step
7. How to monitor your ads

# 1. The Boost Post Button – on a Facebook Post




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

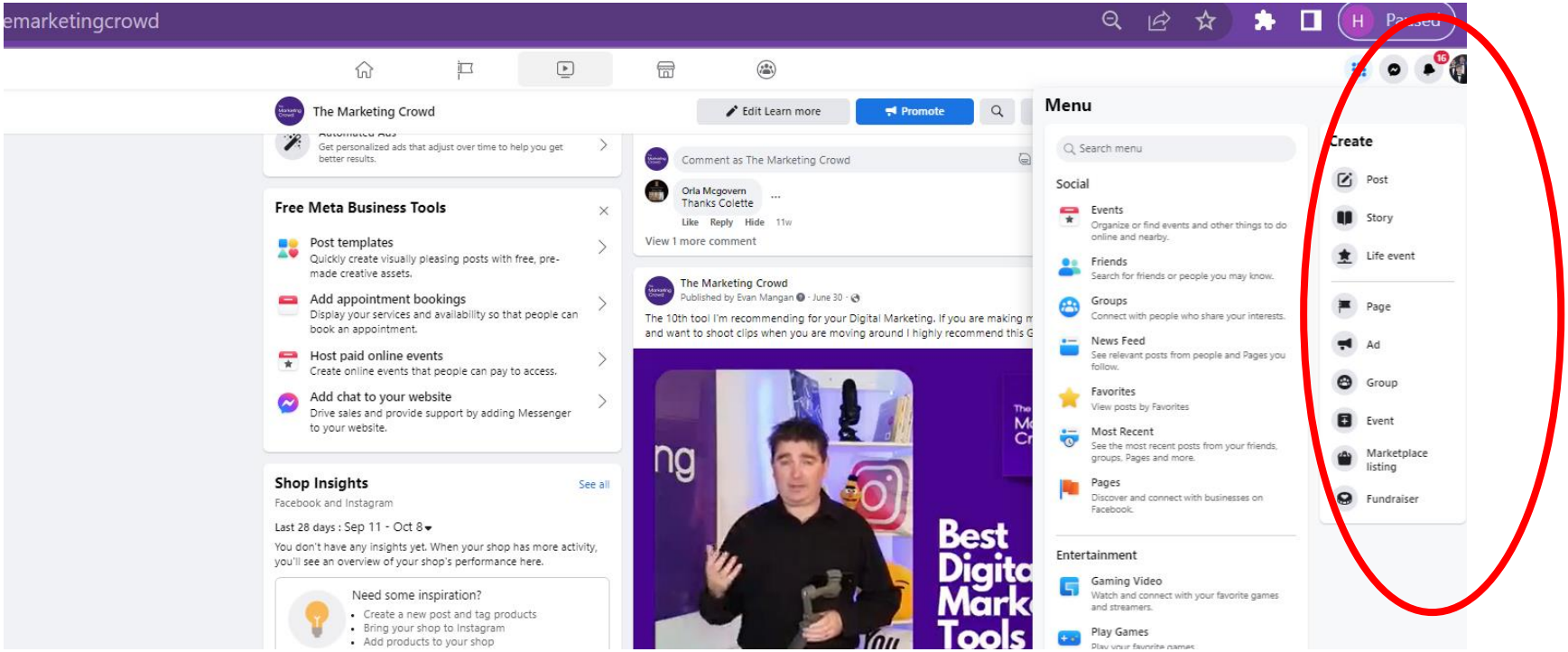
However, not all the targeting options are available and some of the settings result in wastage

# 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

# 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

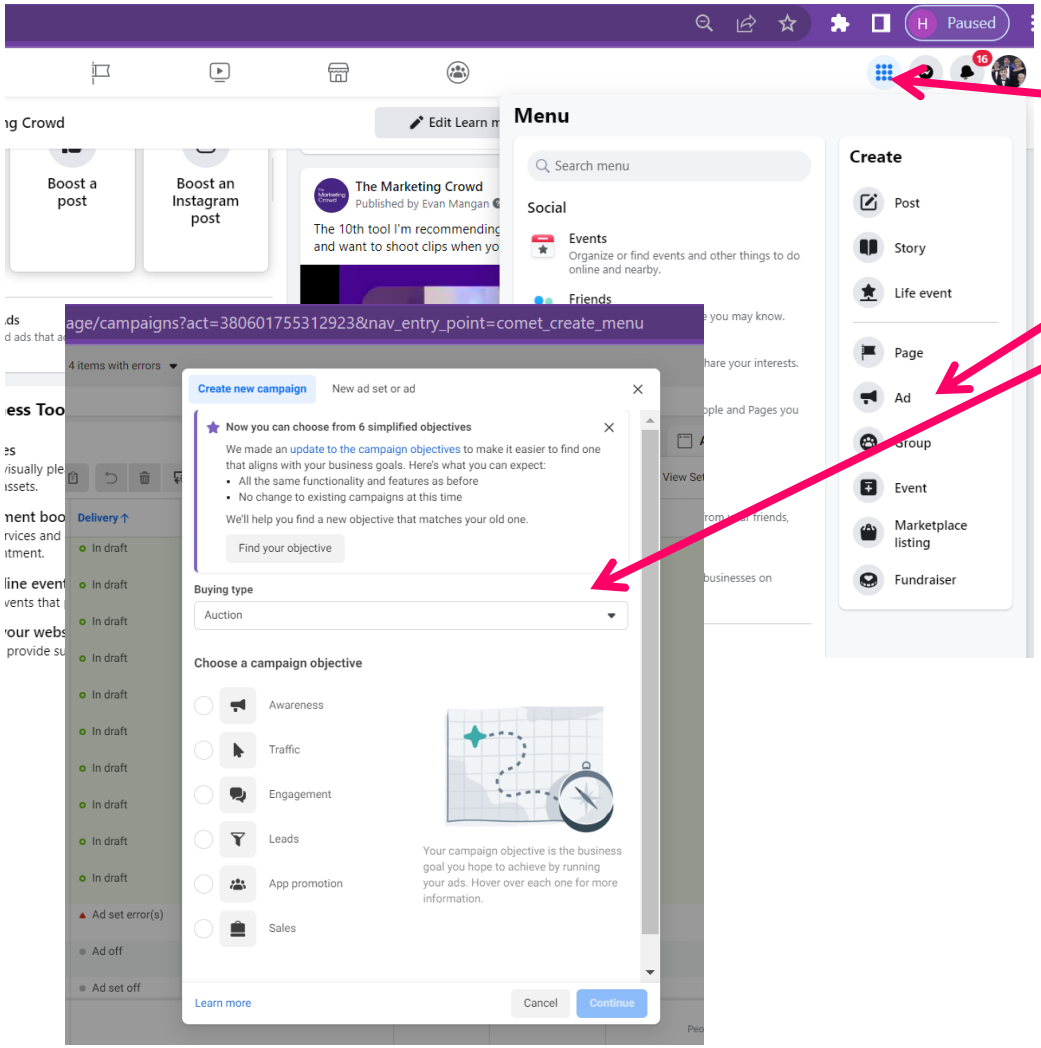
This is the tool that allows small and medium sized business run ads that appear on both Facebook and Instagram but also has

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

# What We Will Cover

1. Overview of where your ads can appear
2. Why you should use the ads tool rather the Boost post button
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. How to in-between target your ads
    - Around your town, county, country or multiple countries
    - By Demographics and behaviours
    - By Interests – what people have shown an interest in on Facebook
6. How to turn a post into an ad – step by step
7. How to monitor your ads

# To access the ad creation tool within ads manager

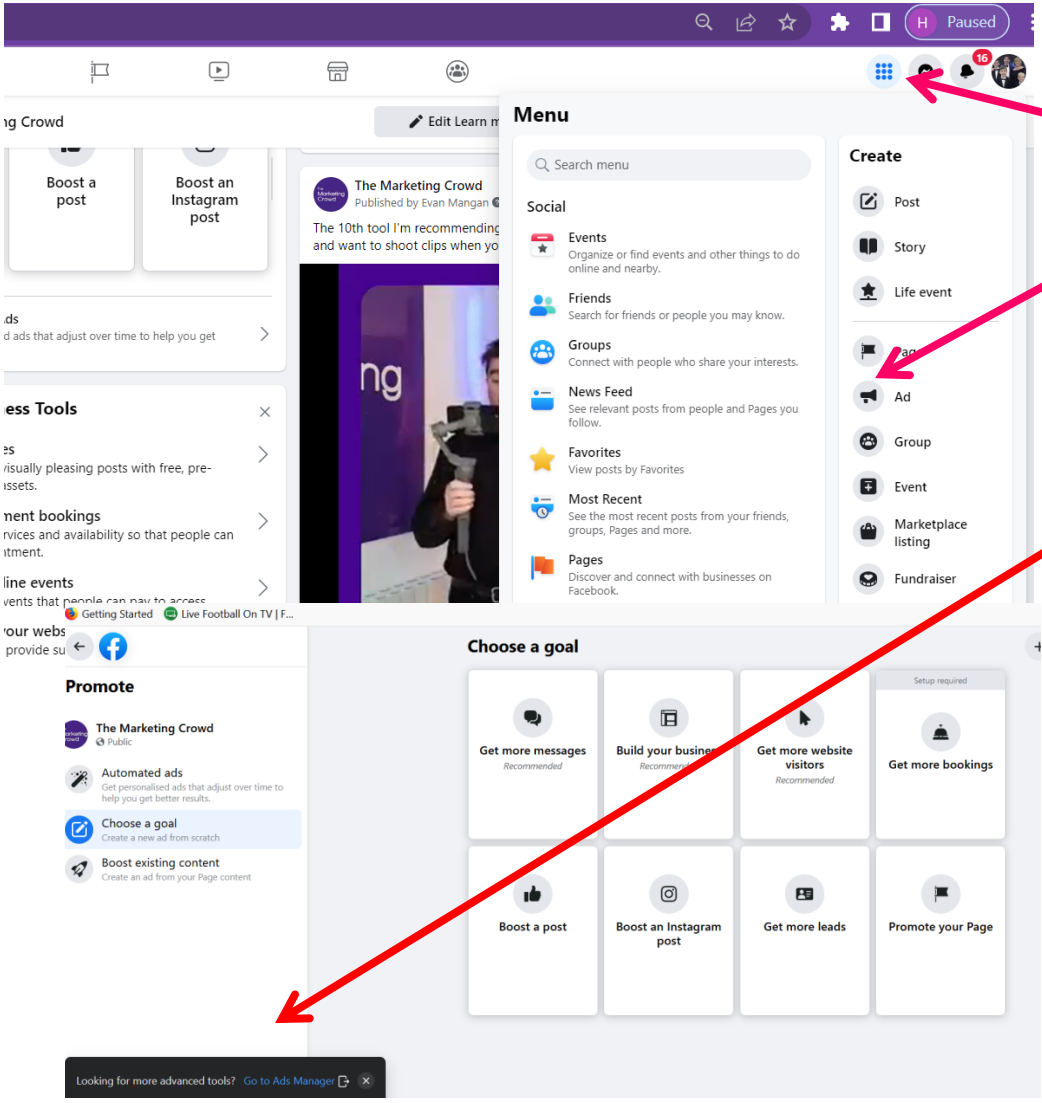



1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

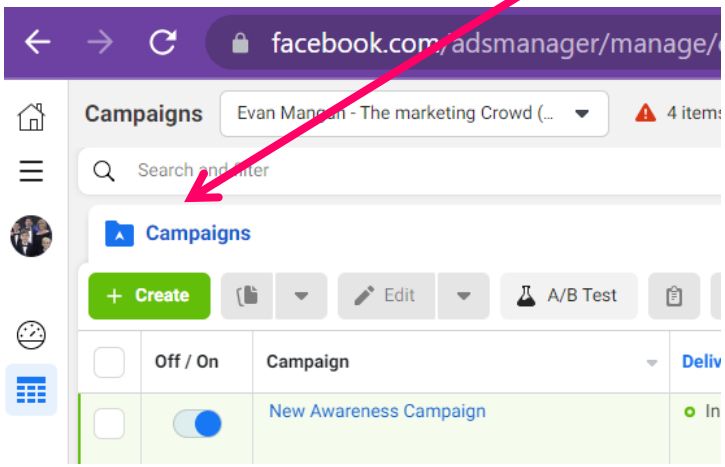
However, if you have never created an ad before this might not work for you. It might take you to their new “very basic” ads area.

If so, see next slide

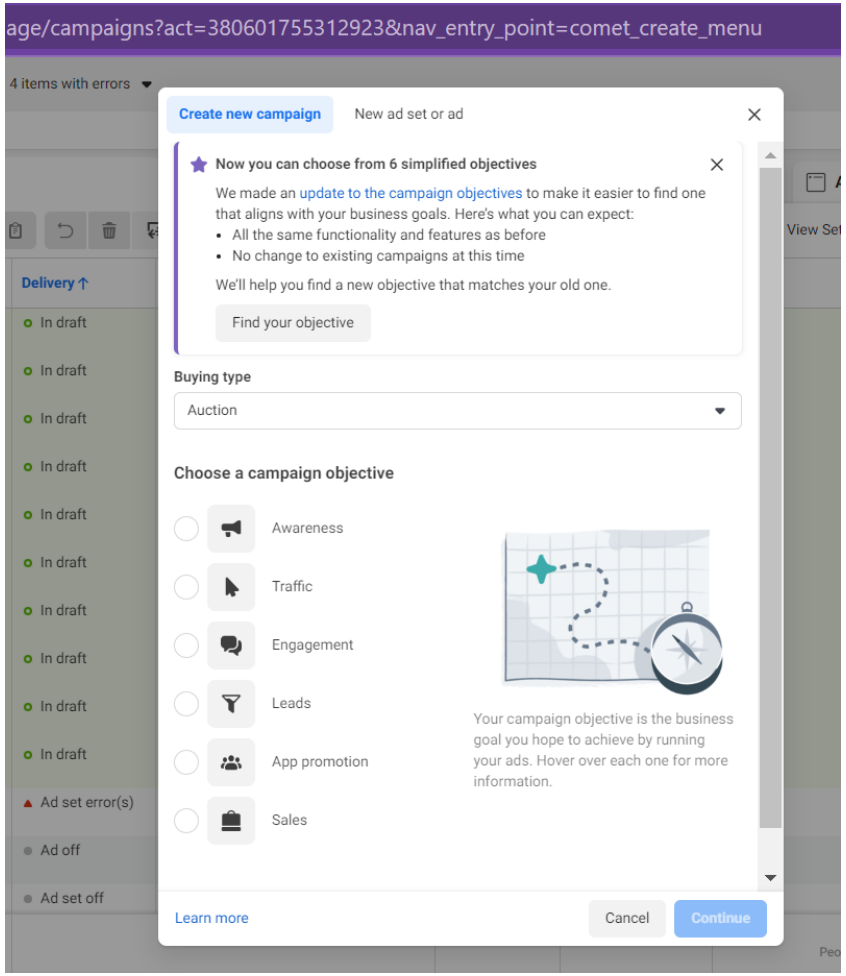
# Alternative way to access the ads tool




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 soes, 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

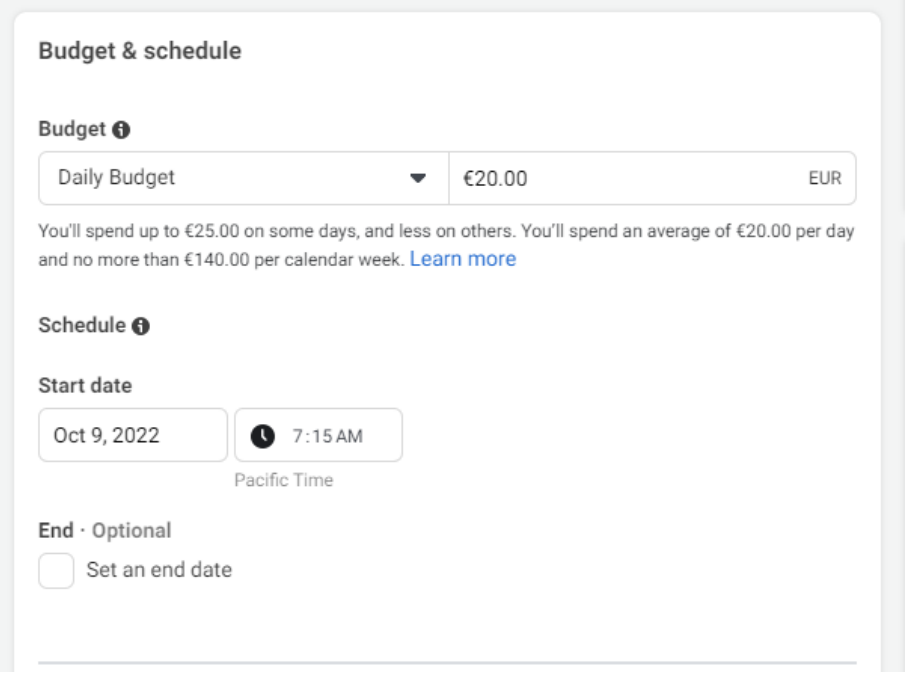



You start an Ad campaign by deciding what your objective is

Select an objective to see the available conversion location and event options for each:

**Awareness:** Show your ads to people who are most likely to remember them.
**Traffic:** Send people to a destination, like your website, app or Facebook event.
**Engagement:** Get more messages, video views, post engagement, Page likes or event responses.
**Leads:** Collect leads for your business or brand.
**App Promotion:** Find new people to install your app and continue using it.
**Sales:** Find people likely to purchase your product or service.

# You can control how much you spend on your ads

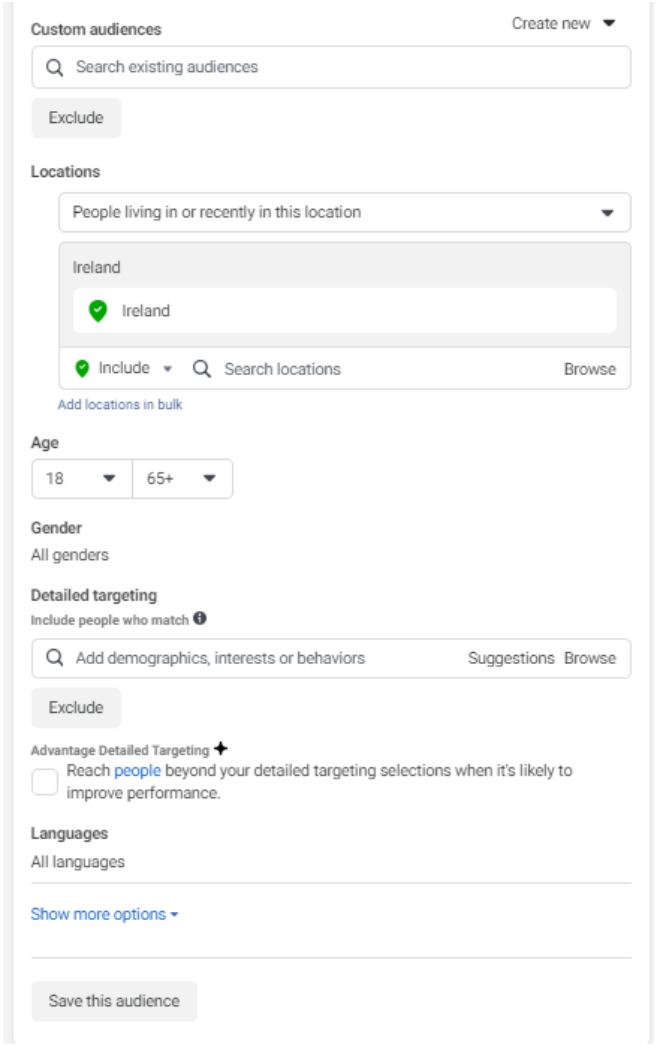



**You can specify either a daily budget or a total lifetime budget you want to spend**.

If you select to use a total lifetime budget, Facebook could spend most of it in the first few days. If you choose daily budget it will spend up to that amount each day

You can also set a start and end date

# You can target people in lots of powerful ways




You can target by:

- Country and area within a country.
- Whether some lives in the area or is visiting (Tourist)
- Age and gender.
- Precise interests
- Broad Category of interests
- Whether people are connected to your page
- Interested in
- Relationship status
- Languages
- Education
- Workplace

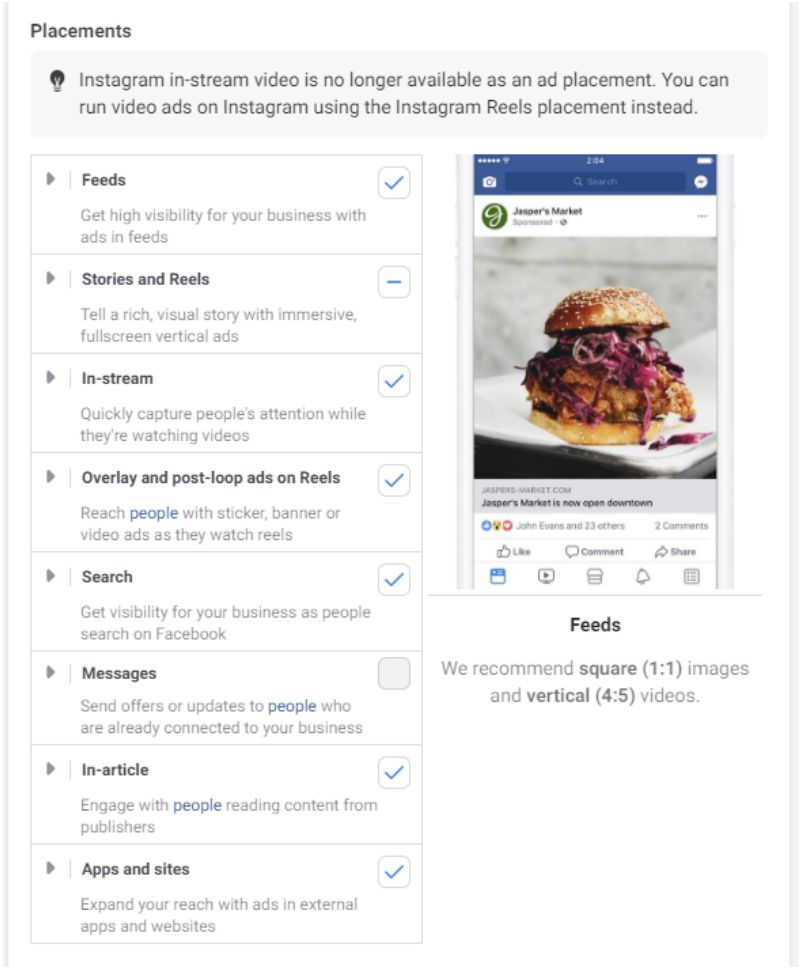
# There are also advanced targeting techniques

You can target by:

- Whether someone visited your website recently
- Whether they engaged with your profiles, posts or ads on Facebook or Instagram
- Whether they are very similar to the people who already like your page, or have visited your website.

**We will look at these in more detail later in the course**

# You can choose where your ads will appear

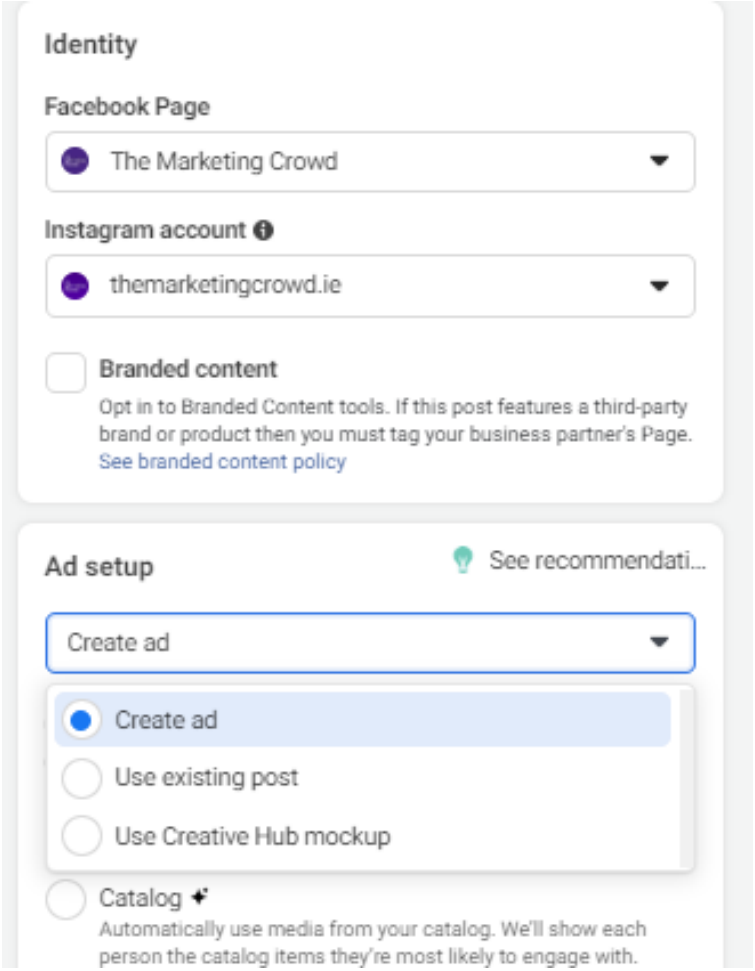



You can choose to have your ad appear

- In the desktop newsfeed (PCs and laptops)
- In the mobile newsfeed (Facebook mobile app)
- On the right hand side of the newsfeed
- In Facebook partner mobile apps (A network of 3rd party apps)
- On Instagram

You can also switch any of these off i.e. You might want to have your ad appear in the Newsfeeds but not on the right hand side of the newsfeed or in partner mobile apps

# You can choose a post to send out as an ad or design one from scratch




You can choose which page or Instagram profile you want the ad to go out from

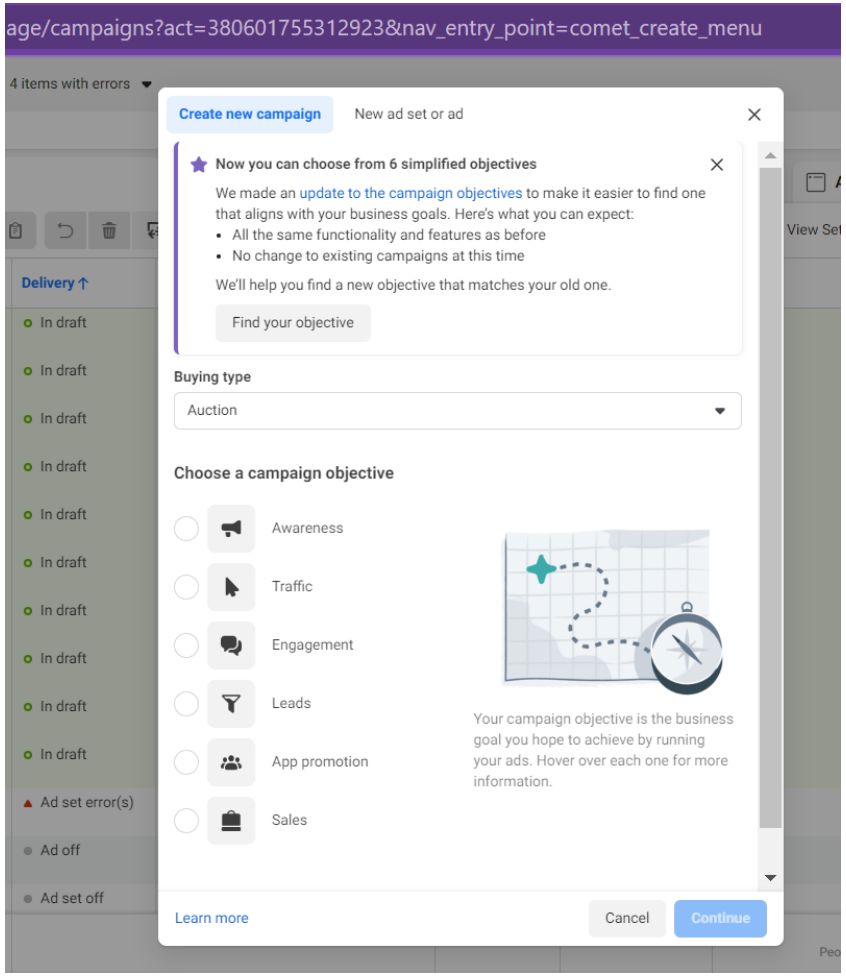
You can choose to use a previous FB post or Instagram post as the ad

Or you could choose to design it from scratch.

# What We Will Cover

1. Overview of where your ads can appear
2. Why you should use the ads tool rather the Boost post button
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. How to choose target your ads
    - Around your town, county, country or multiple countries
    - By Demographics and behaviours
    - By Interests – what people have shown an interest in on Facebook
6. How to turn a post into an ad – step by step
7. How to monitor your ads

# Which campaign objective will you choose?




You start an Ad campaign by deciding what your objective is

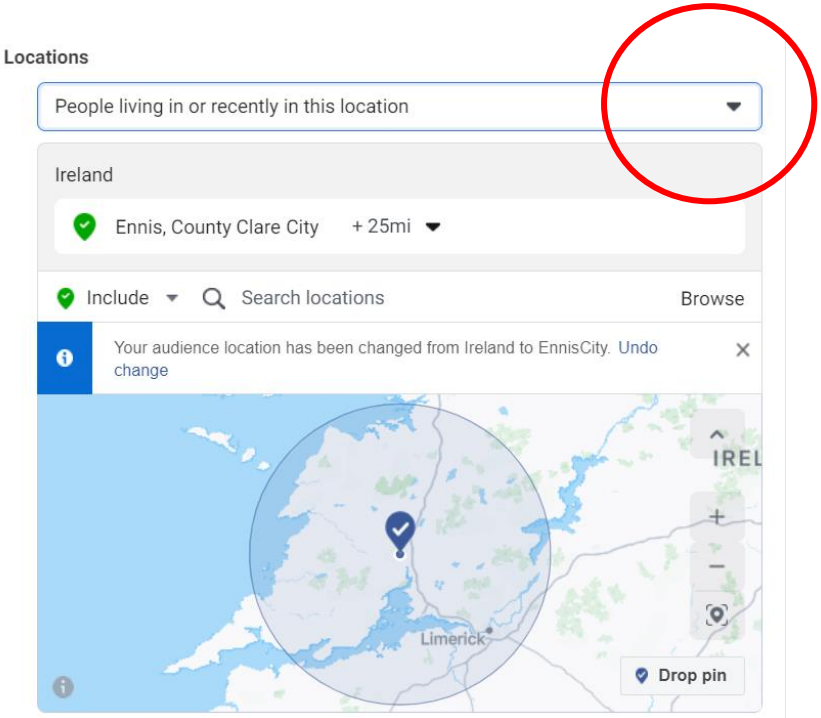
Select an objective to see the available conversion location and event options for each:

**Awareness:** Show your ads to people who are most likely to remember them.
**Traffic:** Send people to a destination, like your website, app or Facebook event.
**Engagement:** Get more messages, video views, post engagement, Page likes or event responses.
**Leads:** Collect leads for your business or brand.
**App Promotion:** Find new people to install your app and continue using it.
**Sales:** Find people likely to purchase your product or service.

# What We Will Cover

1. **Overview of where your ads can appear**
2. **Why you should use the ads tool rather the Boost post button**
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. How to target your ads
    - Around your town, county, country or multiple countries
    - By Demographics and behaviours
    - By Interests – what people have shown an interest in on Facebook
6. How to turn a post into an ad – step by step
7. How to monitor your ads

# How to target Geographically




You can ..

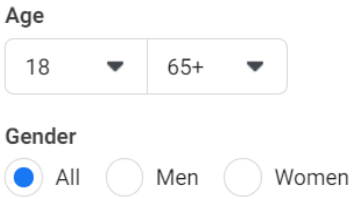
- Choose a region e.g. Worldwide or Europe
- Choose a country or Multiple countries
- Choose a county or a multiple county
- Choose a town within a country or multiple towns
- Choose a radius distance from a town
- Choose people who live in the location or who are visiting the location

This is mainly based on someone's phone GPS

Ensure you change the drop down from Living or Recently here to "Living Here" or "Visiting Here"

"Recently here" includes a lot of wastage.

# How to target by Age and Gender

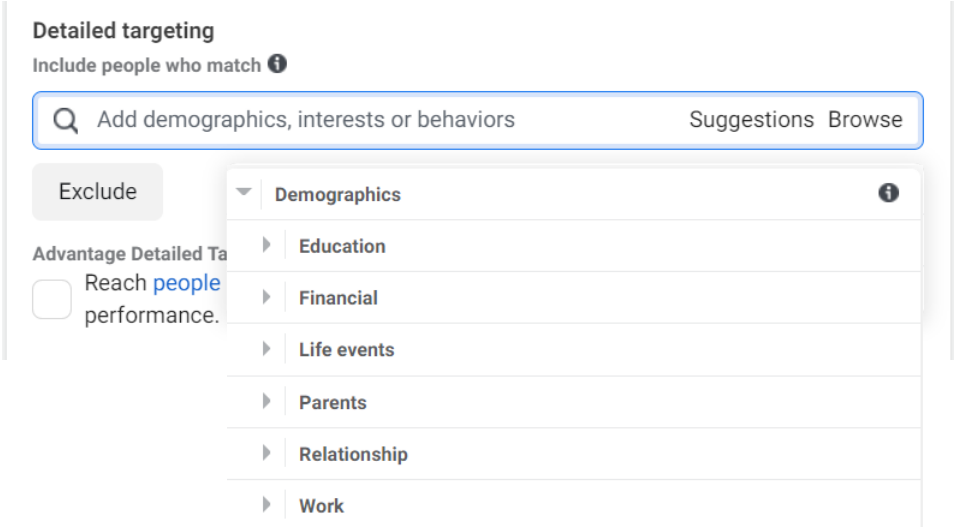



You can ..

- Target people by age range – from 13 to 65+
- Target people by gender

This information is provided by everyone when joining Facebook.

# How to target by Demographics

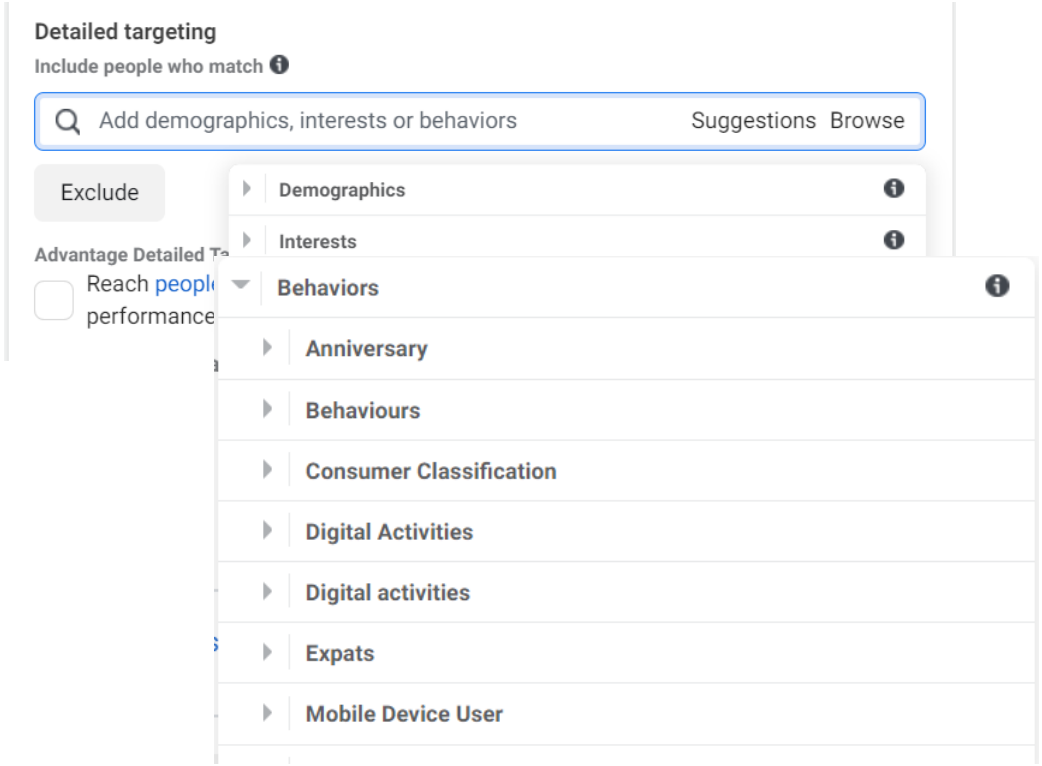



- Target people by relationship status (single, engaged, married)
- Target people by education (schools / colleges)
- Target people by Job title
- Target people by life events (married 3 months, 6 months)
- Target people who are parents or have kids of a certain age

Key Point:
Demographics are based on what people put in the About section of their profile

- You really want to have more than 1-2K people in your target audience in order for it to e cost effective and to see results.
- If your geographic targeting is narrow eg.living within 15 miles of Ennis, you are highly unlikely to have over 1,000 people in your audience.
- If you find a good targeting option, consider increasing your geographic targeting to get more people.

# How to target by people's Behaviour

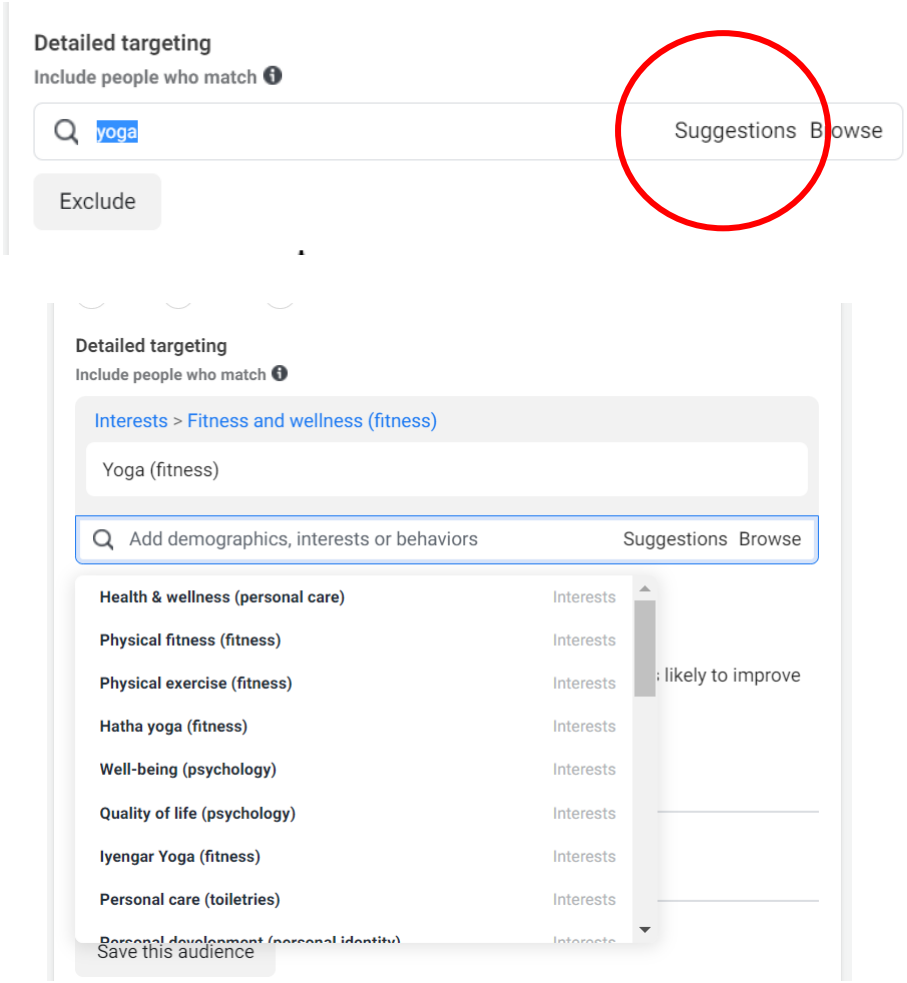



Behaviours are what Facebook has observed about us.

You can target someone based on ..

- Travel habit – frequent international travellers
- Whether they are an ex pat
- Whether they manage a Facebook page
- Whether they are an early adopter of technology

# How to target by people's Interests



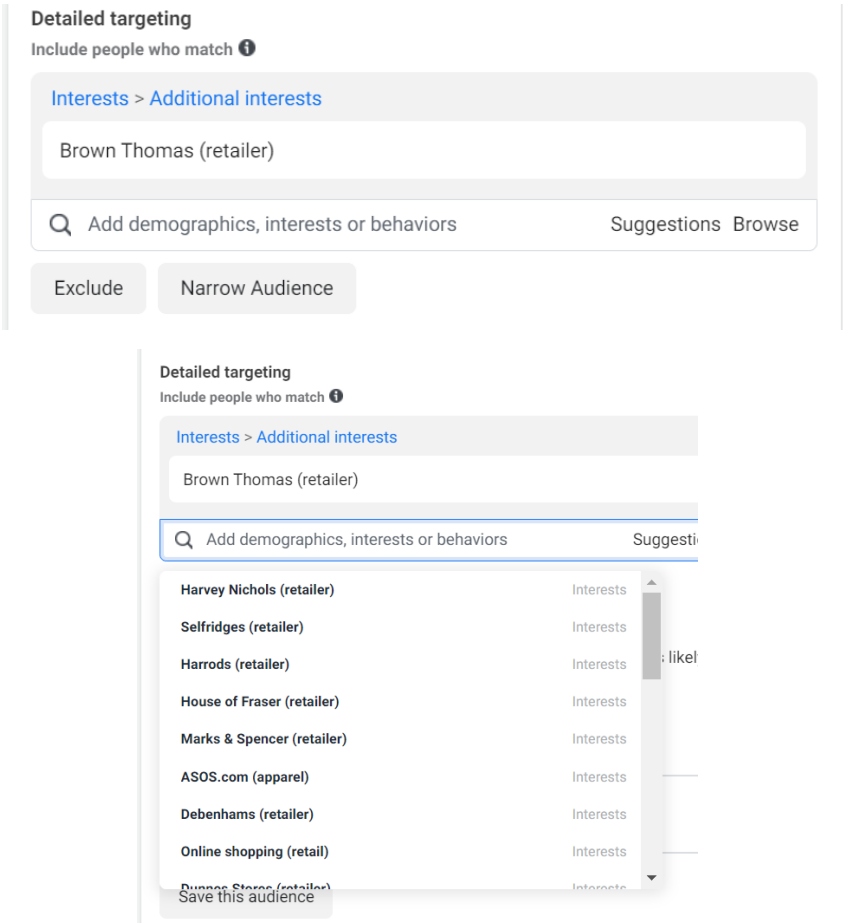

Interest targeting is one of the most powerful elements of Facebook Advertising because you can target people based on what they have shown an interest in on Facebook and outside of Facebook. Eg. The pages they have liked or the ads they have clicked on or sites they have visited.

***Step 1: Search by topic***

*For example, if you are a yoga business, search for Yoga and choose Yoga - interests or something else from the dropdown.*

*Then click on Suggestions and it will show you what other topics the people who like Yoga have shown an interest in. This should give you more targeting ideas*

# How to target by people's Interests




**Step 2: Search for people who have liked a big page**

You can also target people who have shown an interest in (liked the page or clicked on ads)  a big brand, famous people, magazines and events that your target audience would be interested in.

For example. I want to target people who have an interest in High end ladies fashion so I can search for Brown Thomas. It comes up as an option so select it. Now click suggestions and you are shown all the other big pages these people have also liked

.

*Note – unfortunately not all pages will appear so you might not be able to target some of your competitors followers.*

# Also, think like a sniper rather than a machine gun

Try not to target EVERYONE in the same ad.

*Ask yourself are there distinct audiences that I should tailor the image and text to in order for it to resonate with them?*

*Eg. As a sports physio, don't target people interested in running swimming and cycling with the one ads. Create 3 ads with an image relevant to each audience and text that speaks to them*

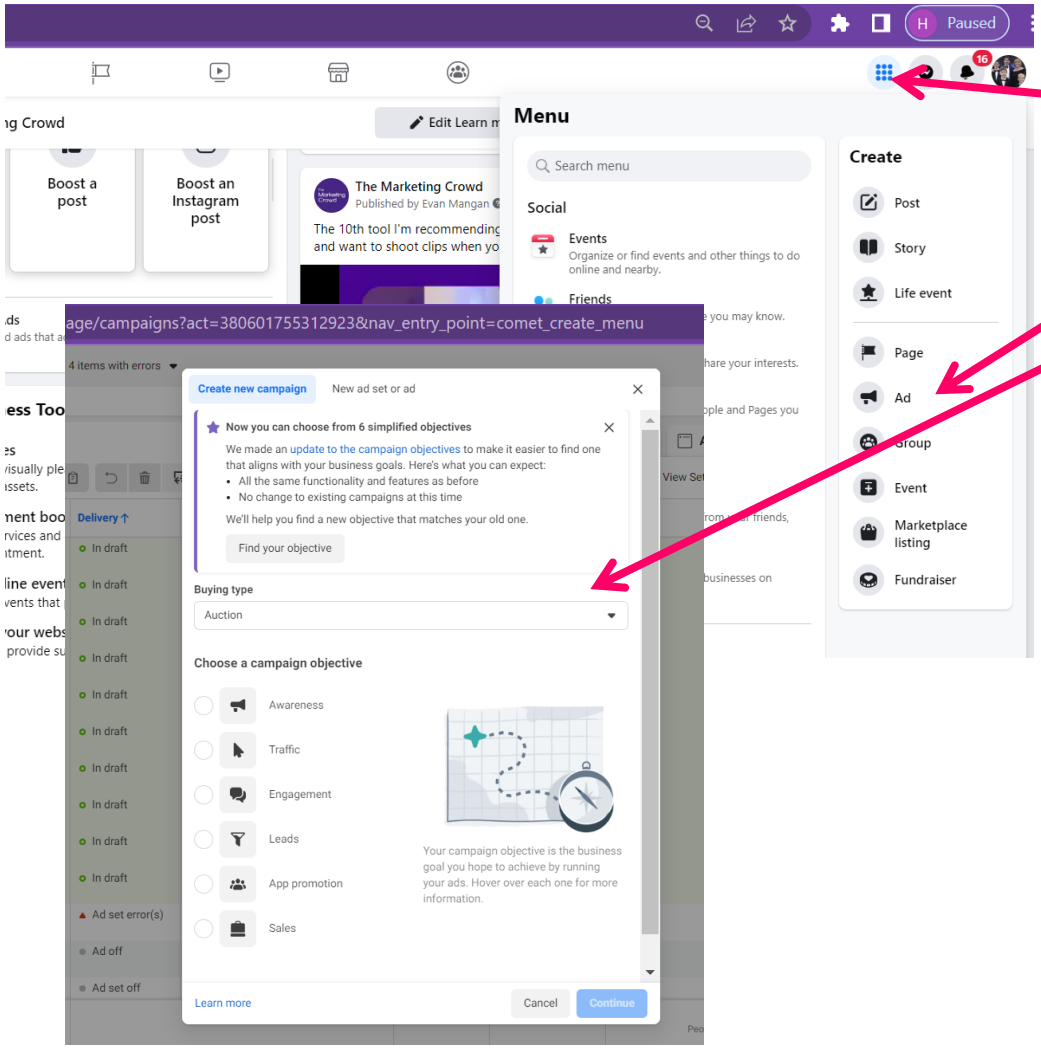
*Eg. As a gym – don't target everyone over 18 within 5 miles who is interested in fitness*

*Target guys 18-30 with an image of a ripped guy plus benefits that will resonate with them, women 18-30 with an image of a toned young woman plus relevant text, guys over 40 with a relevant image and women over 40 with a relevant image*

# What We Will Cover

1. **Overview of where your ads can appear**
2. **Why you should use the ads tool rather the Boost post button**
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. How to  target your ads
    - Around your town, county, country or multiple countries
    - By Demographics and behaviours
    - By Interests – what people have shown an interest in on Facebook
6. How to turn a post into an ad – step by step
7. How to monitor your ads

# To access the ad creation tool within ads manager

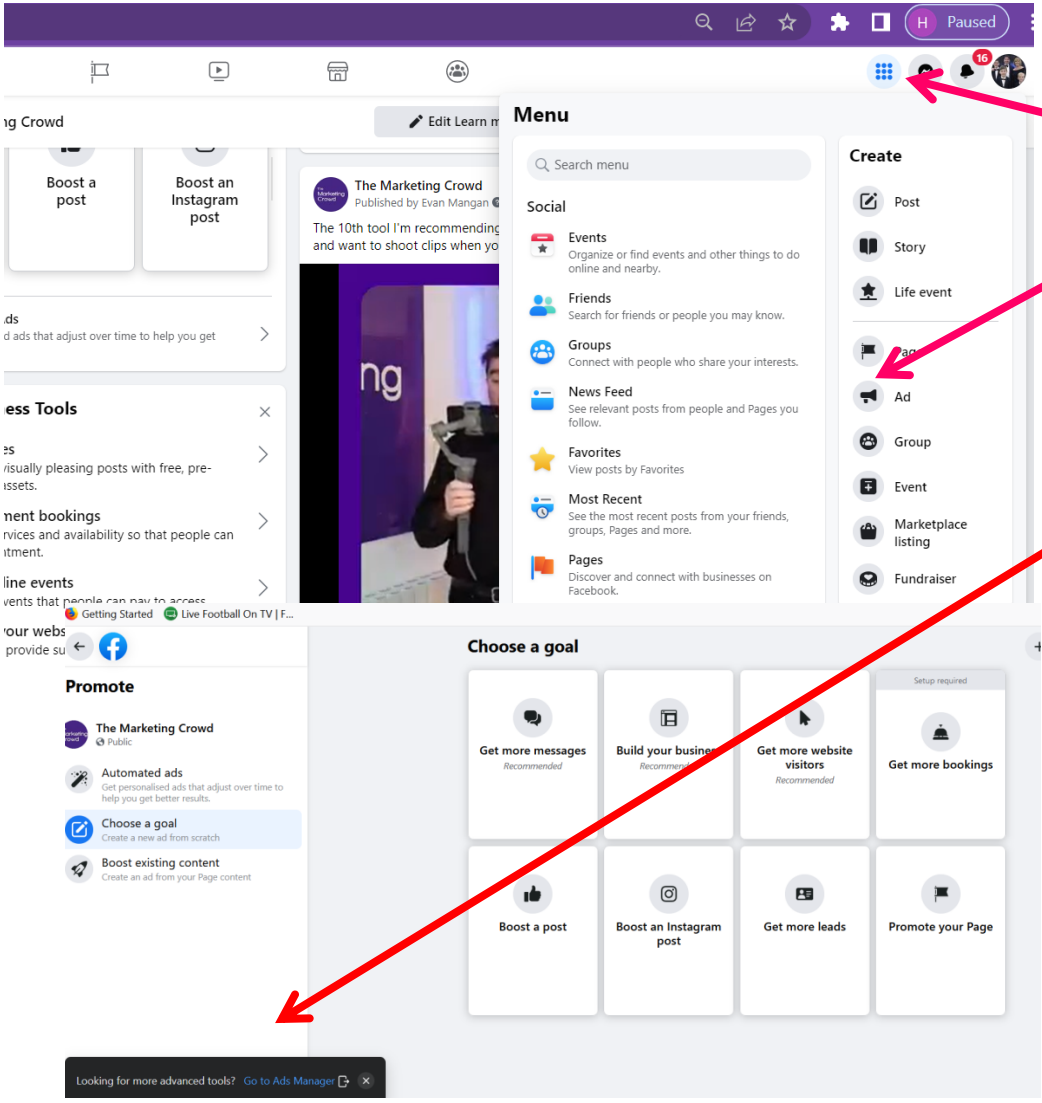



1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

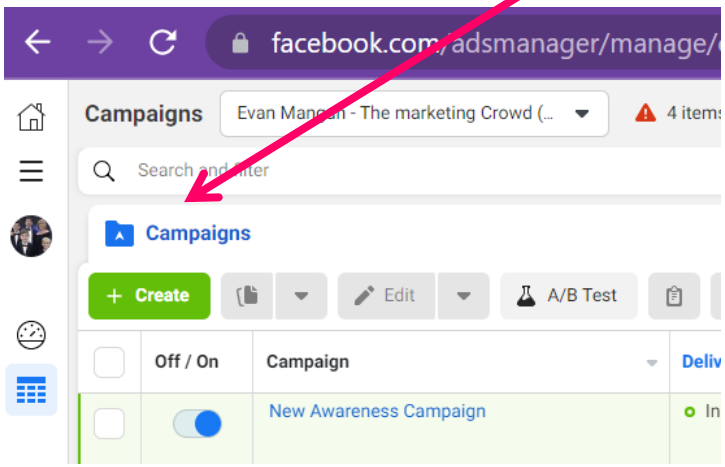
However, if you have never created an ad before this might not work for you. It might take you to their new “very basic” ads area.

If so, see next slide

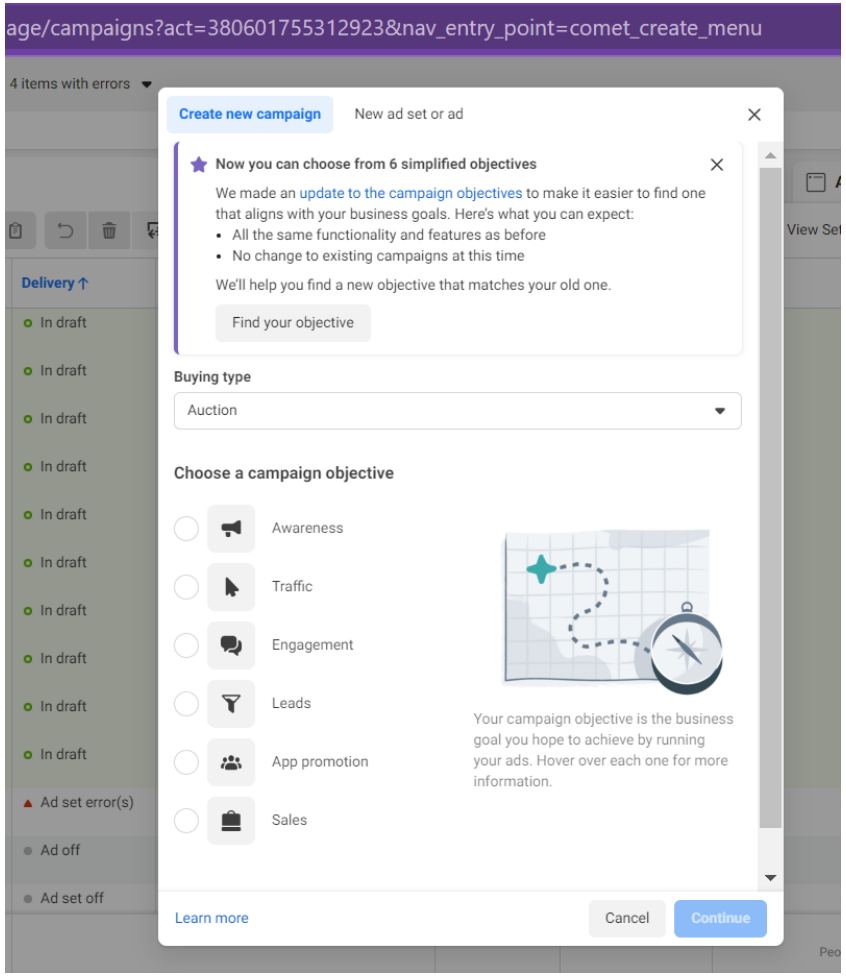
# Alternative way to access the ads tool




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 soes, 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.



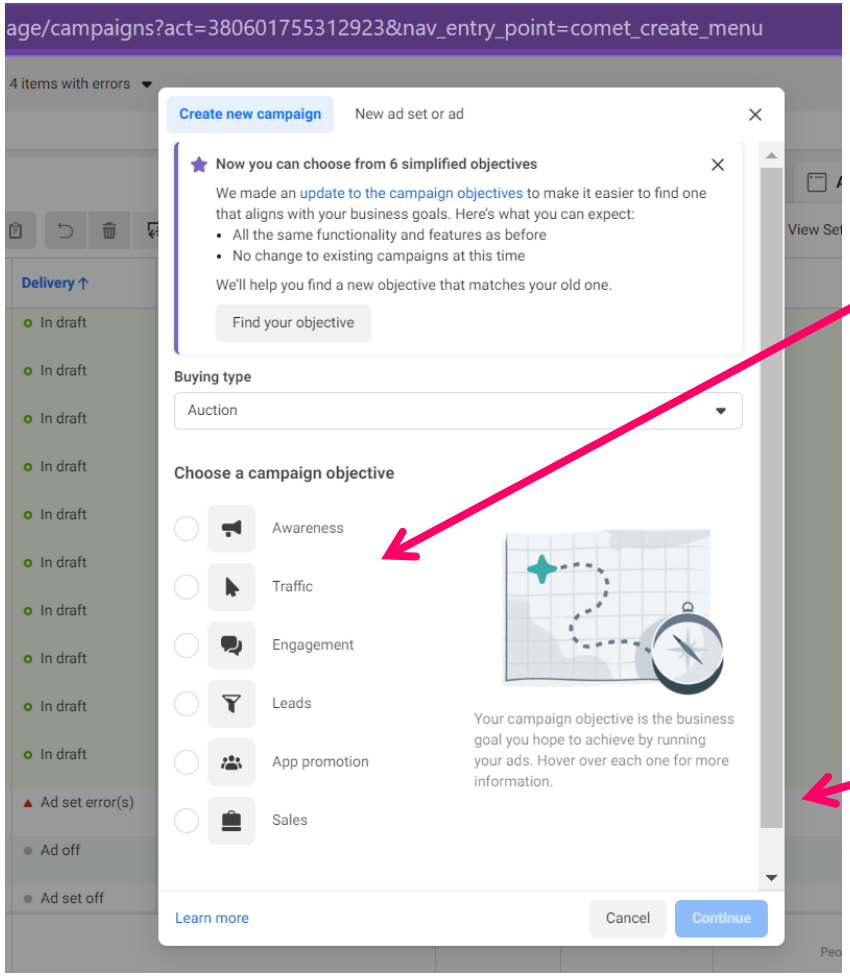
# They will ask you what is your main objective




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



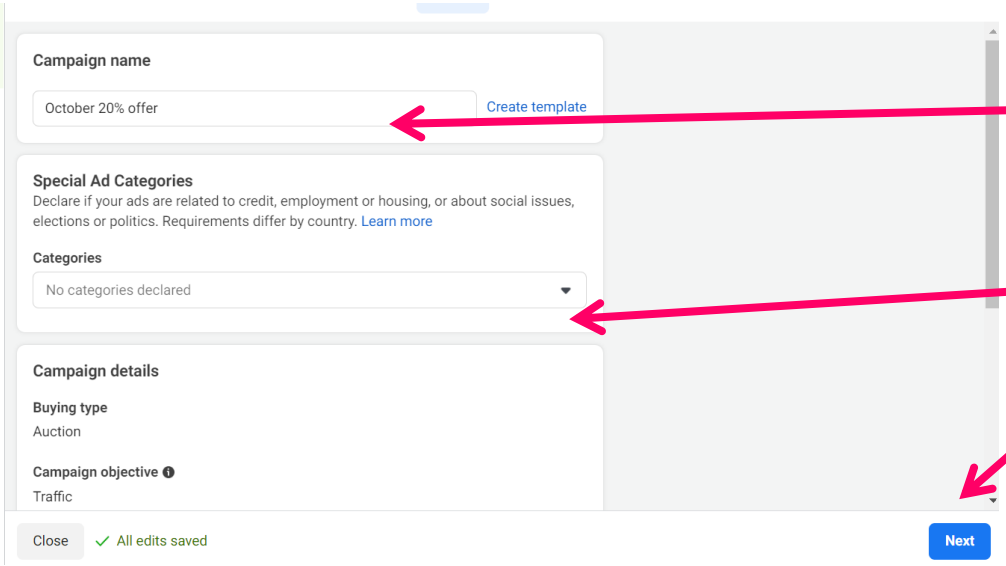

Then choose either "traffic" or "engagement"

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

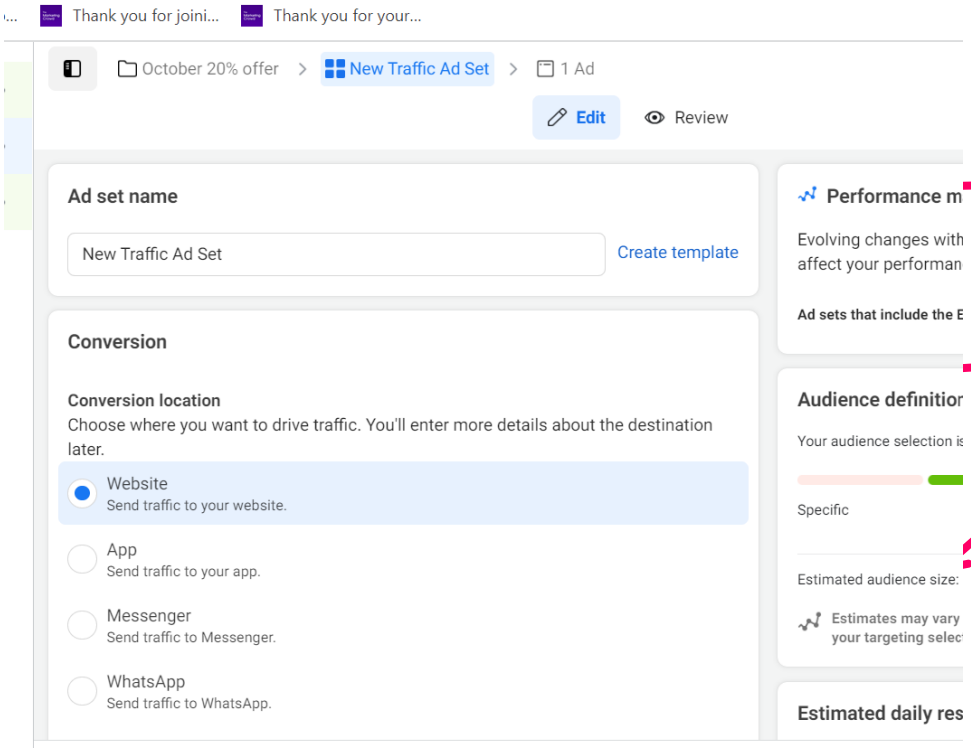



Important – Give your campaign a name you will recognise. Type in a name

You can skip these options

Click on Next

# How to create an ad campaign

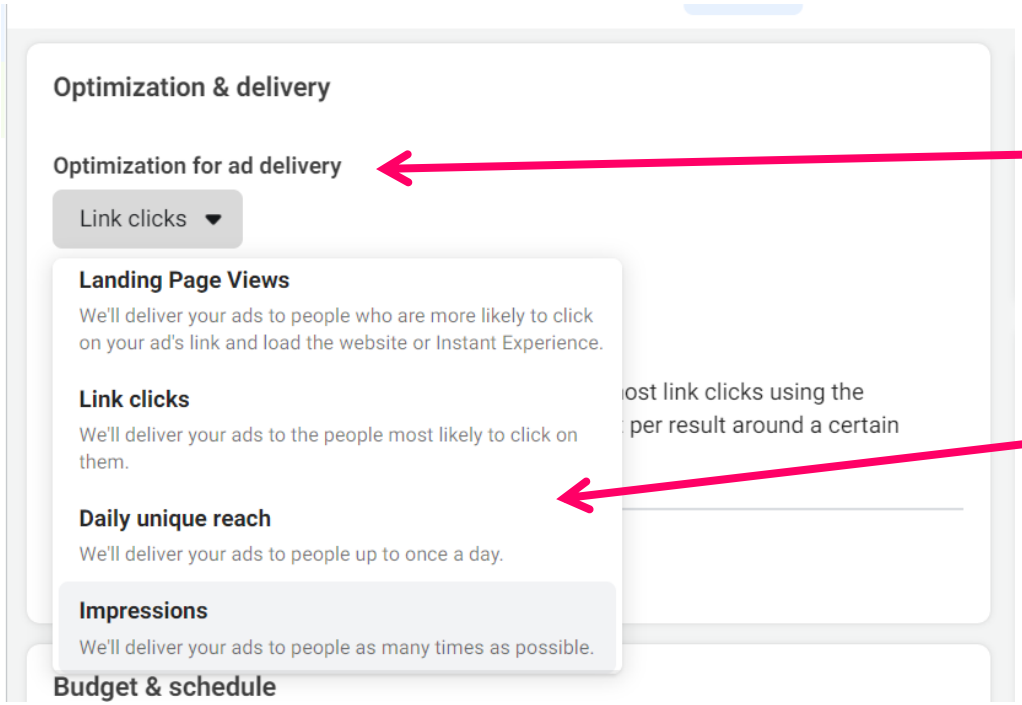



In the level 2 course we cover how to structure your campaign with multiple adsets. You can type in the name of who you are targeting here. If you are not targeting multiple adsets you can leave this

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



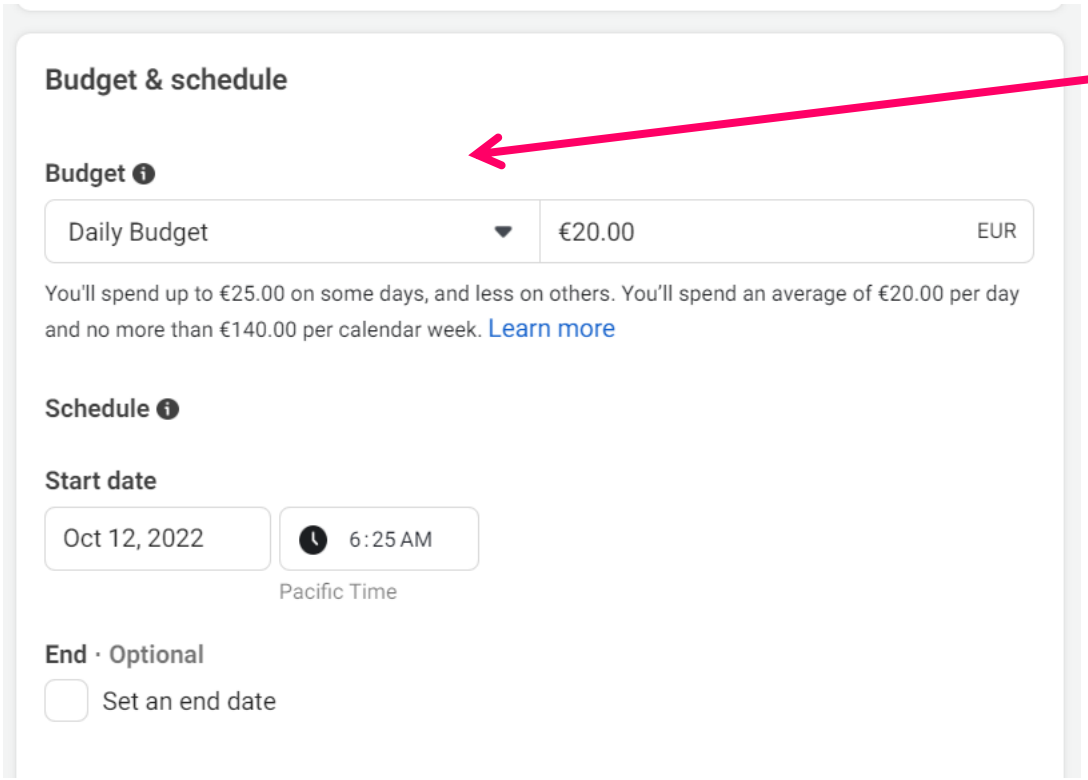

There will be a built in optimisation in your campaign. This means Facebook will try to put your ads firstly in front of the people in Your target audiences that are likely to Perform an action

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

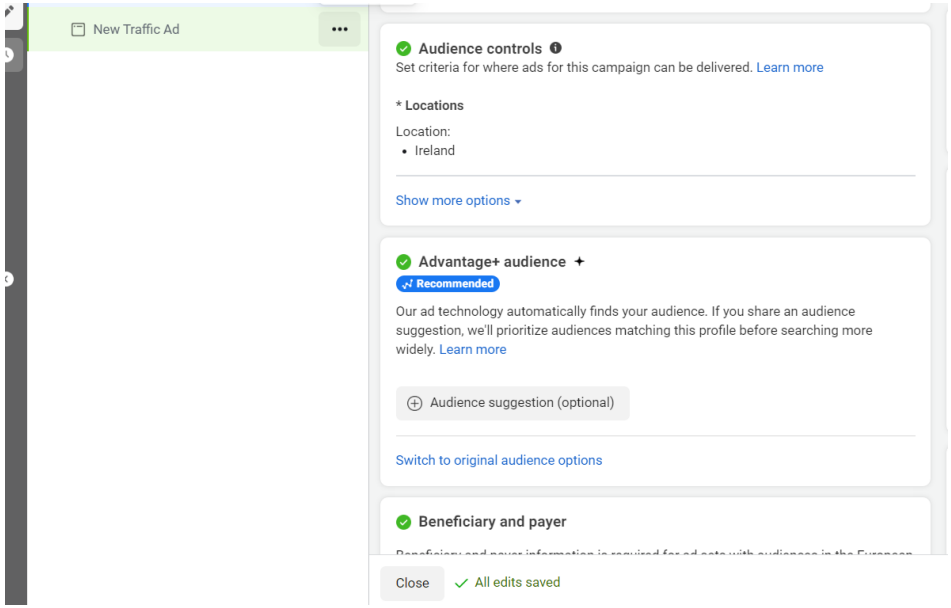
Impressions – it could appear in front of people many times

# How to create an ad campaign




**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



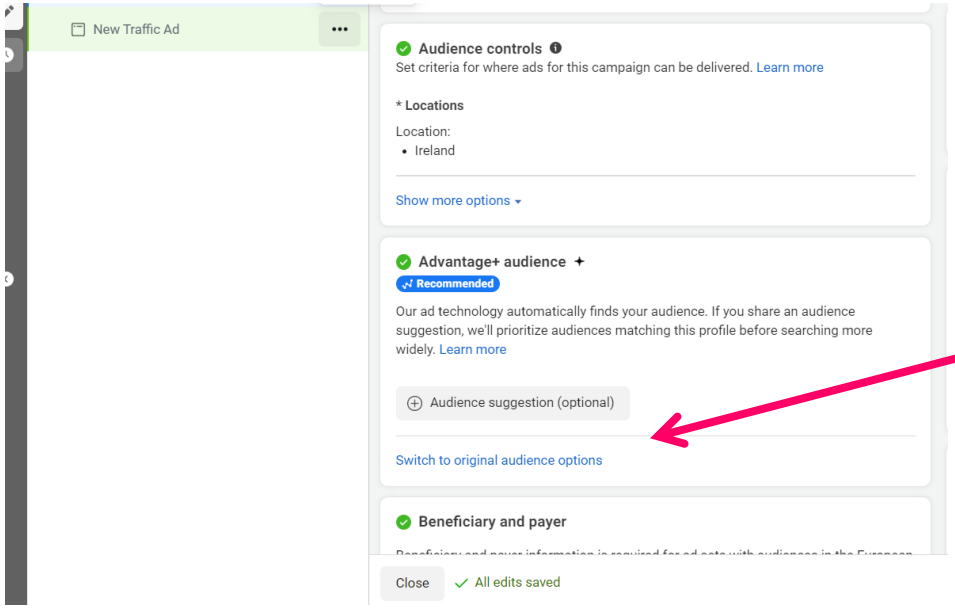

## Step 2: Choose the people you want to target.

**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

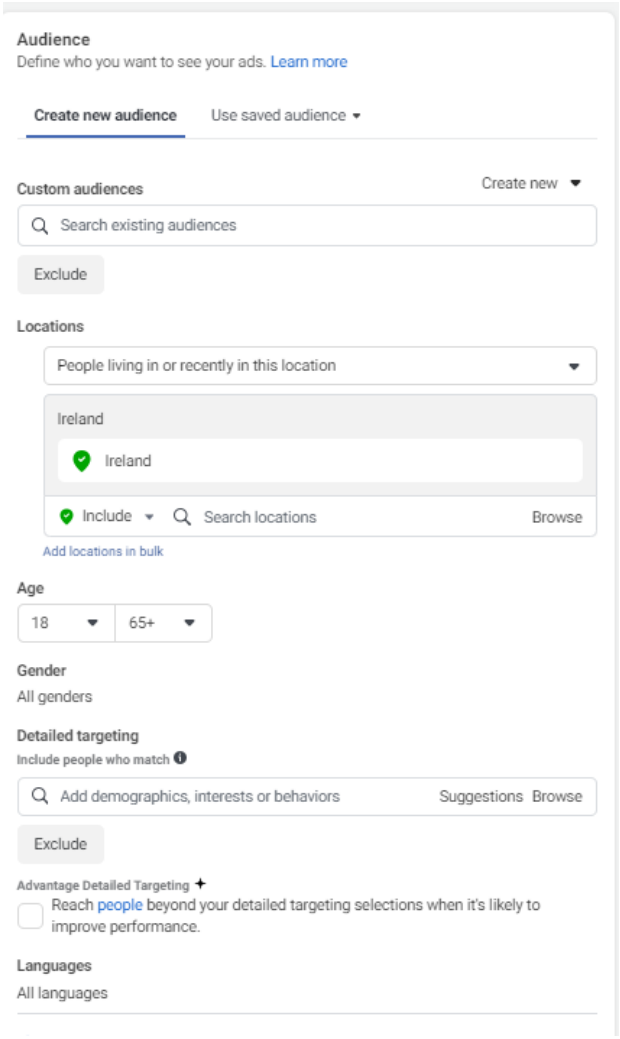
# How to create an ad campaign




**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

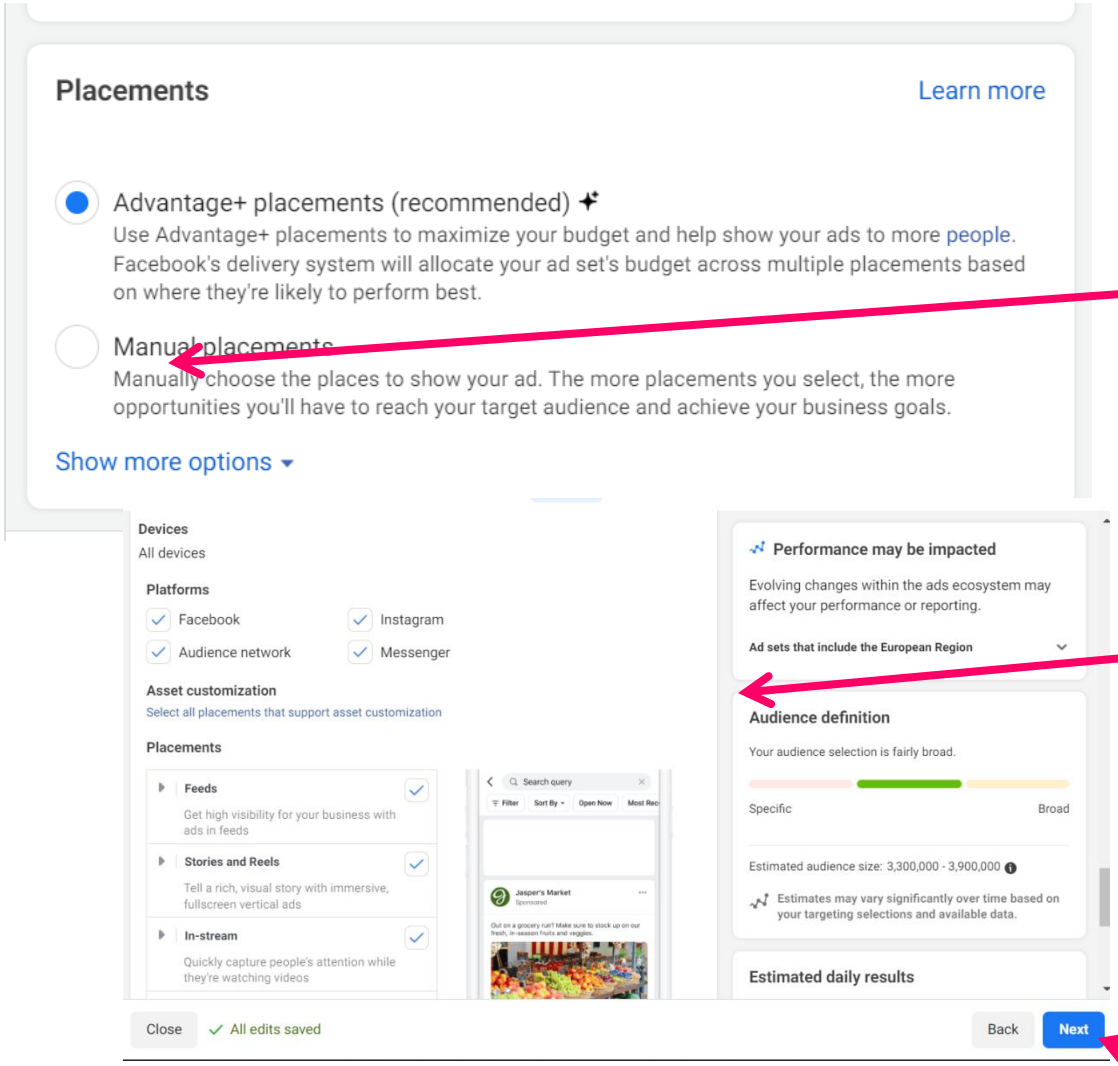



**Step 2: Choose the people you want to target.**

*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.**

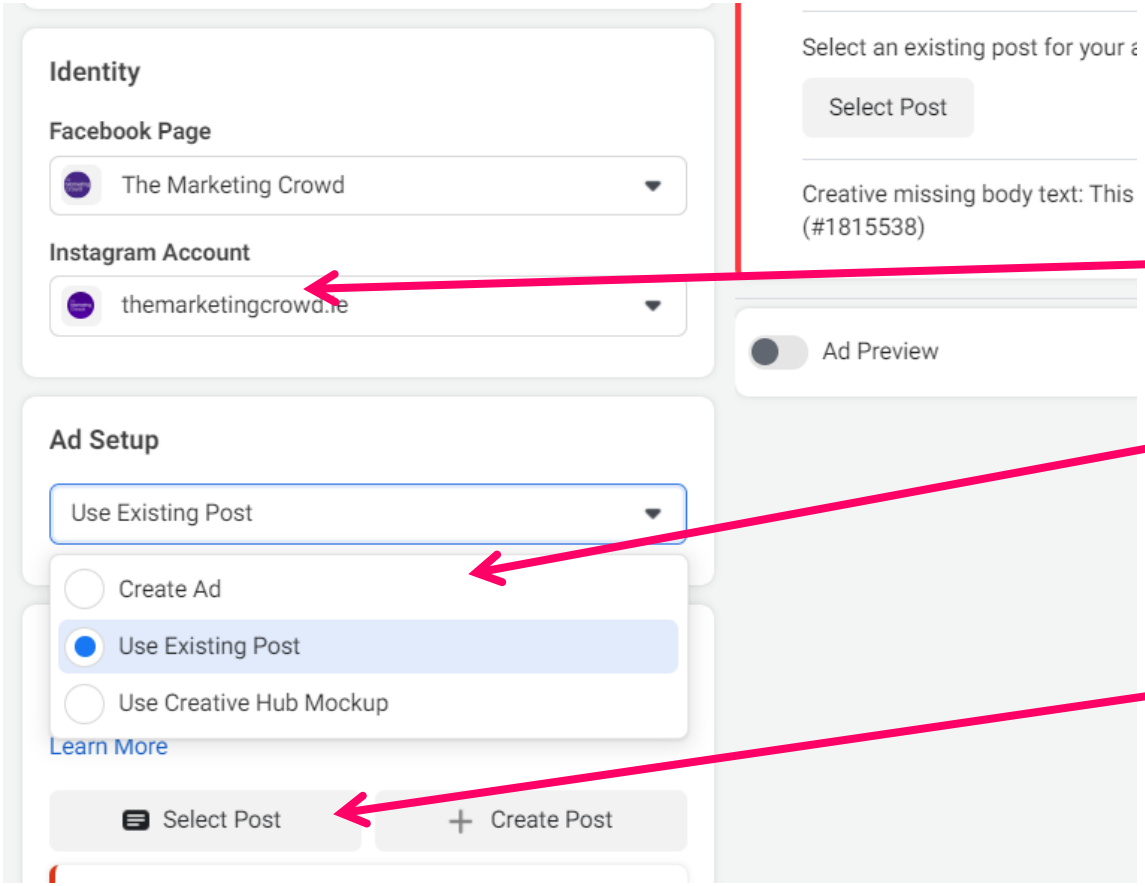
To view your options click on Manual Placements

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**

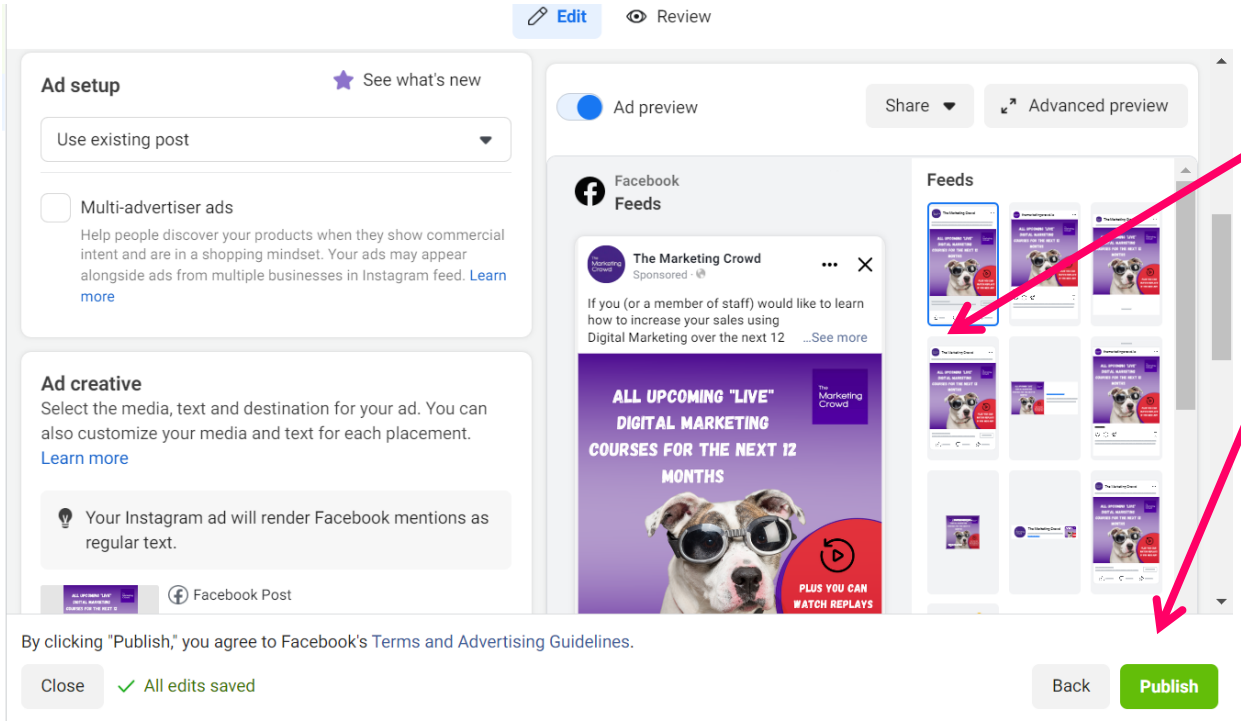
Choose your page

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



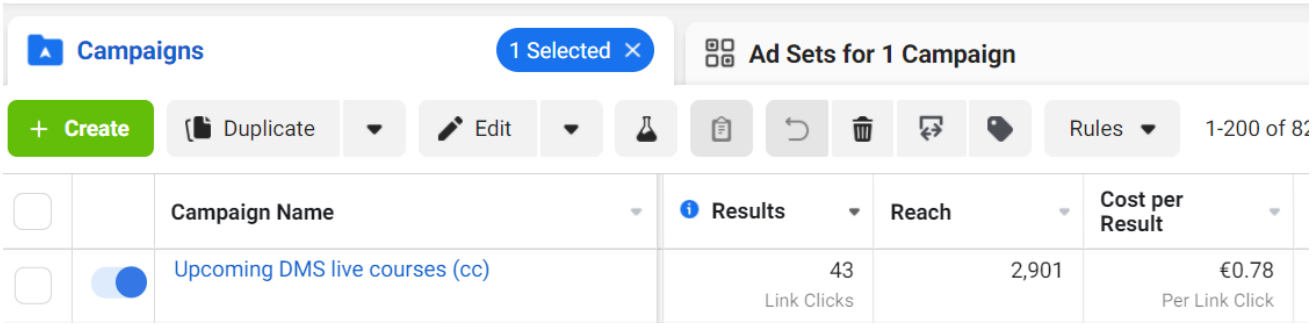

You can preview how it looks in different Placements

When you are ready to place order click the green button

# What We Will Cover

1. **Overview of where your ads can appear**
2. **Why you should use the ads tool rather the Boost post button**
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. How to  target your ads
    - Around your town, county, country or multiple countries
    - By Demographics and behaviours
    - By Interests – what people have shown an interest in on Facebook
    - Who has engaged with you on Instagram and Facebook
7. How to monitor your ads

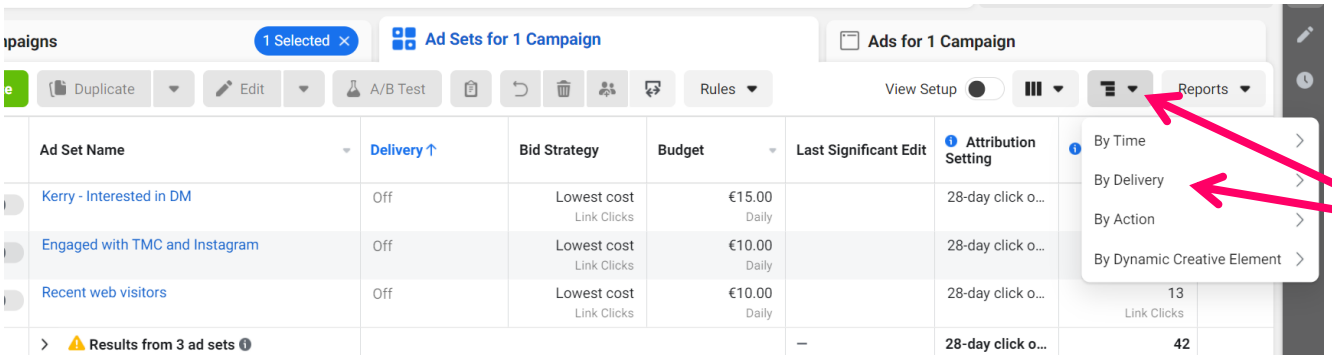
# How your campaign results are reported




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

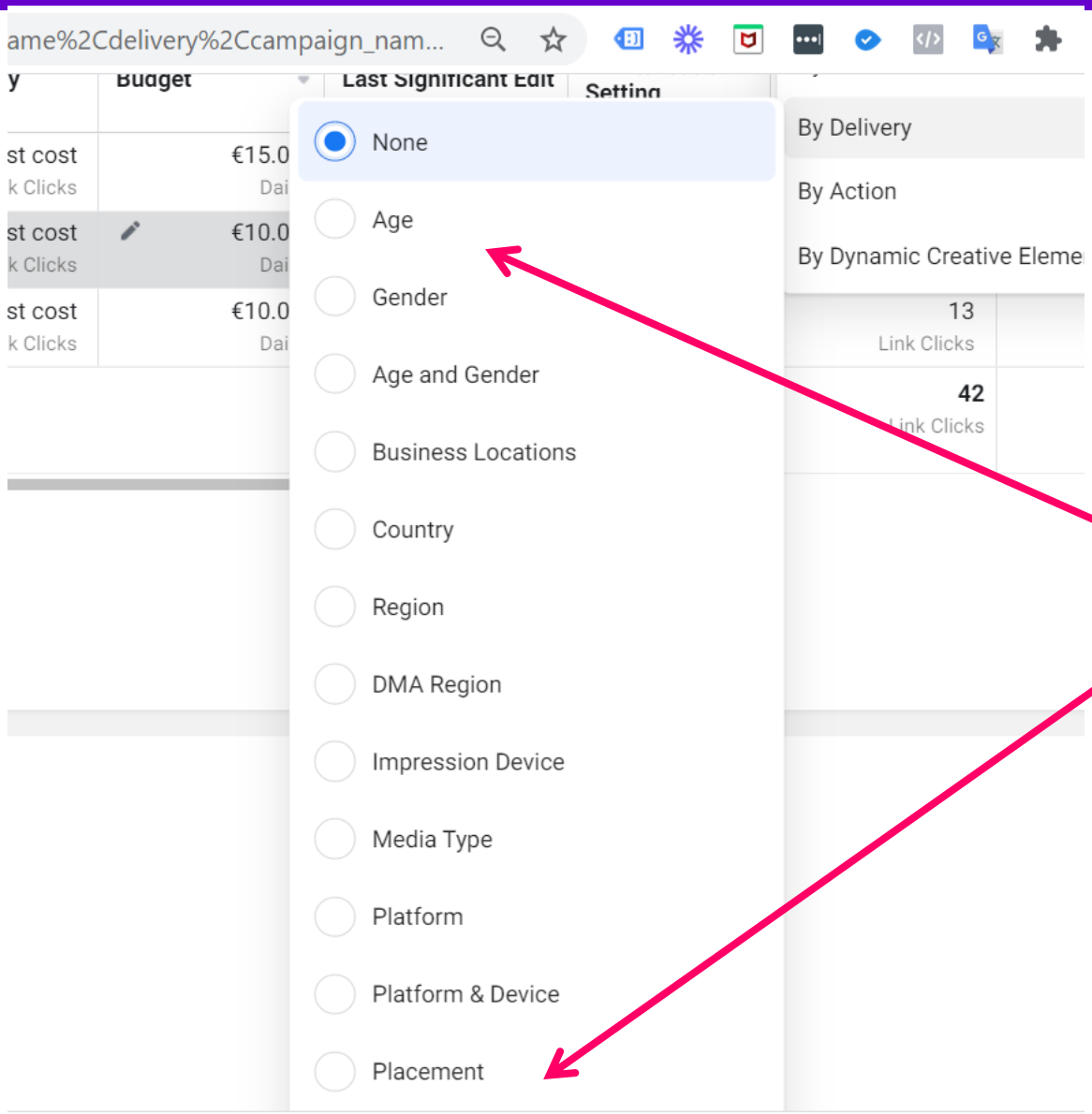
You are told how many people you reached and what the cost per result was e.g. CPC

# How your campaign results are reported




However, Try clicking Breakdown and then select “Delivery”

# How your campaign results are reported

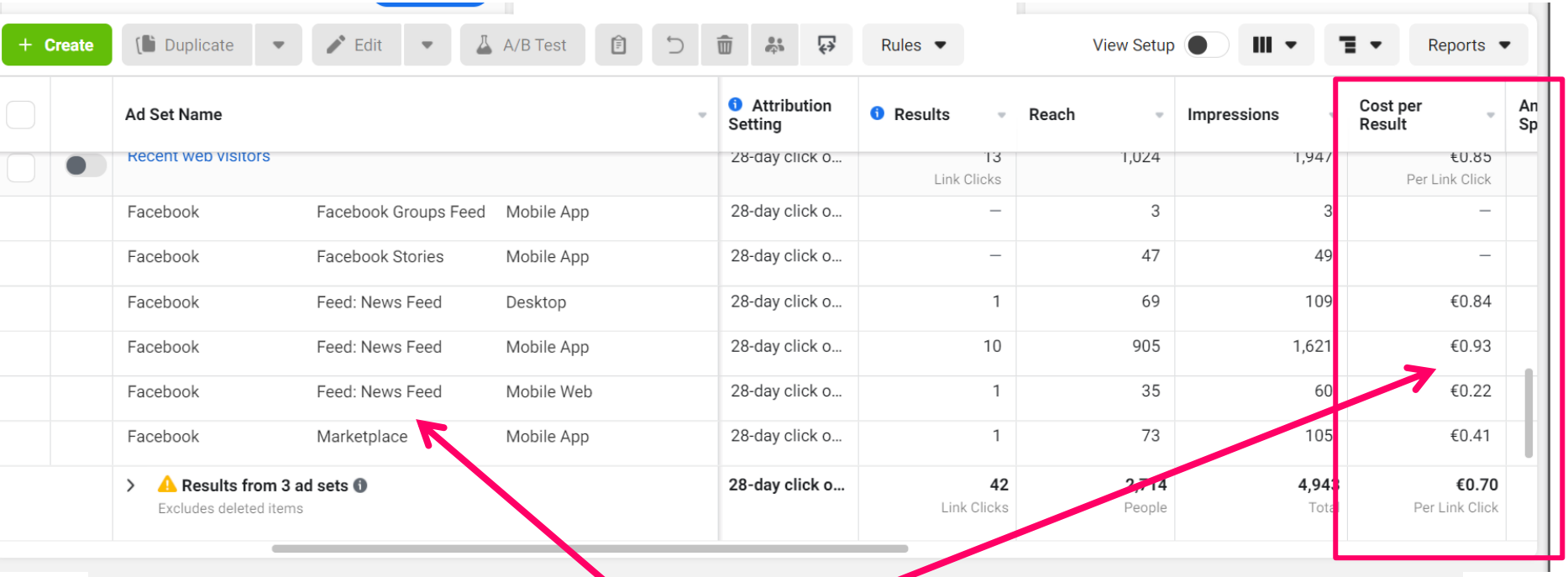



You can then choose to get a break down of the people who clicked on your add by

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




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.