

The
Marketing
Crowd



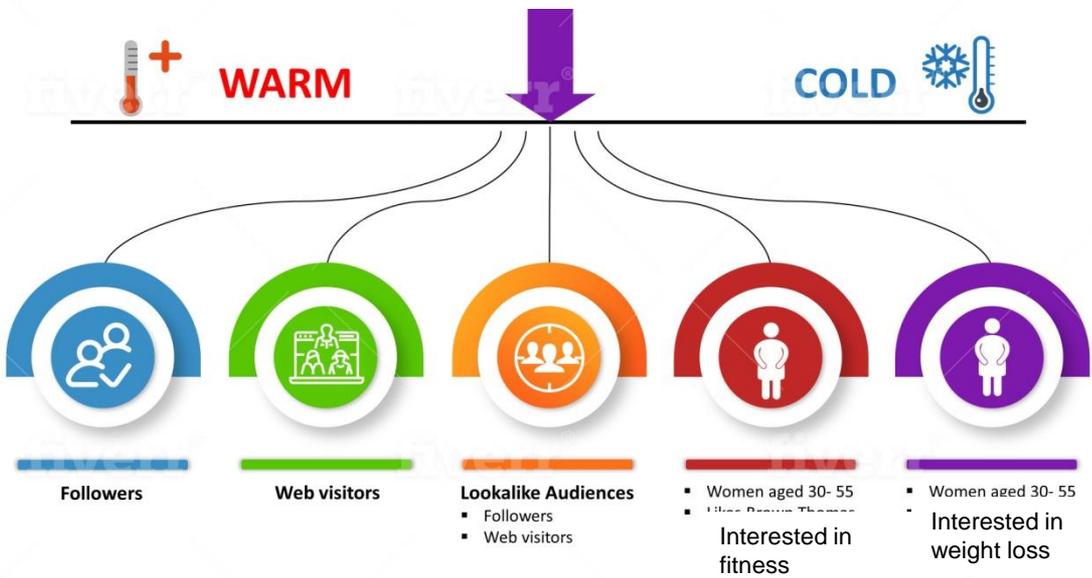
HOW TO ADVERTISE ON FACEBOOK AND INSTAGRAM (PART 2)

What We Will Cover

- 1. How to setup advanced targeting audiences**
- 2. Recap on Part 1: How to turn a post into an ad using the Ads tool.**
 - Audiences selection
 - Overview of Budget, targeting and placement
- 3. 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 more enquiries and sales**

How to take your campaigns to the next level

Summer Fitness Classes

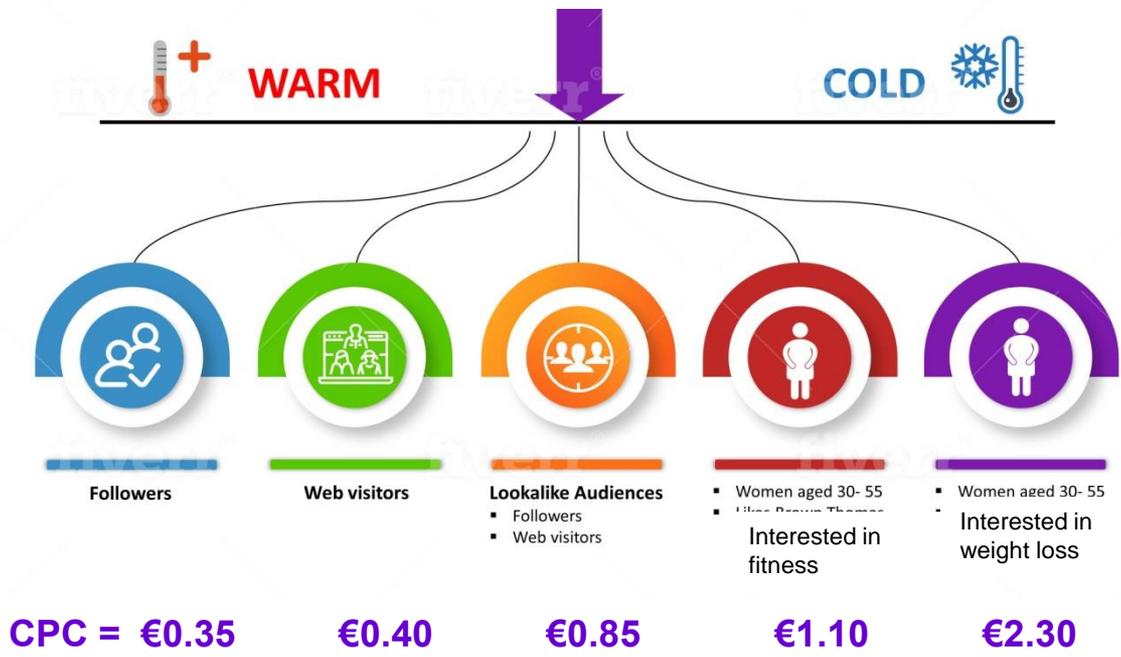


You should not view it as one ad campaign but actually a multi campaign where you

1. Focus first on your warm audiences (Those who have interacted with your brand) and prioritise your ad spend on those.
2. Then work towards colder audiences (those who have not heard of you / interacted with you)

How to take your campaigns to the next level

Summer Fitness Classes



3. Then monitor the Cost Per Click of each target group to see which ones are worth targeting again and which ones have a very high cost per click

CPC of 10c to 40 c is excellent
CPC of 40c to €1.20 c is ok
CPC of €2 – €3 euro is getting very expensive

Advanced ways to target your social media followers / engagers



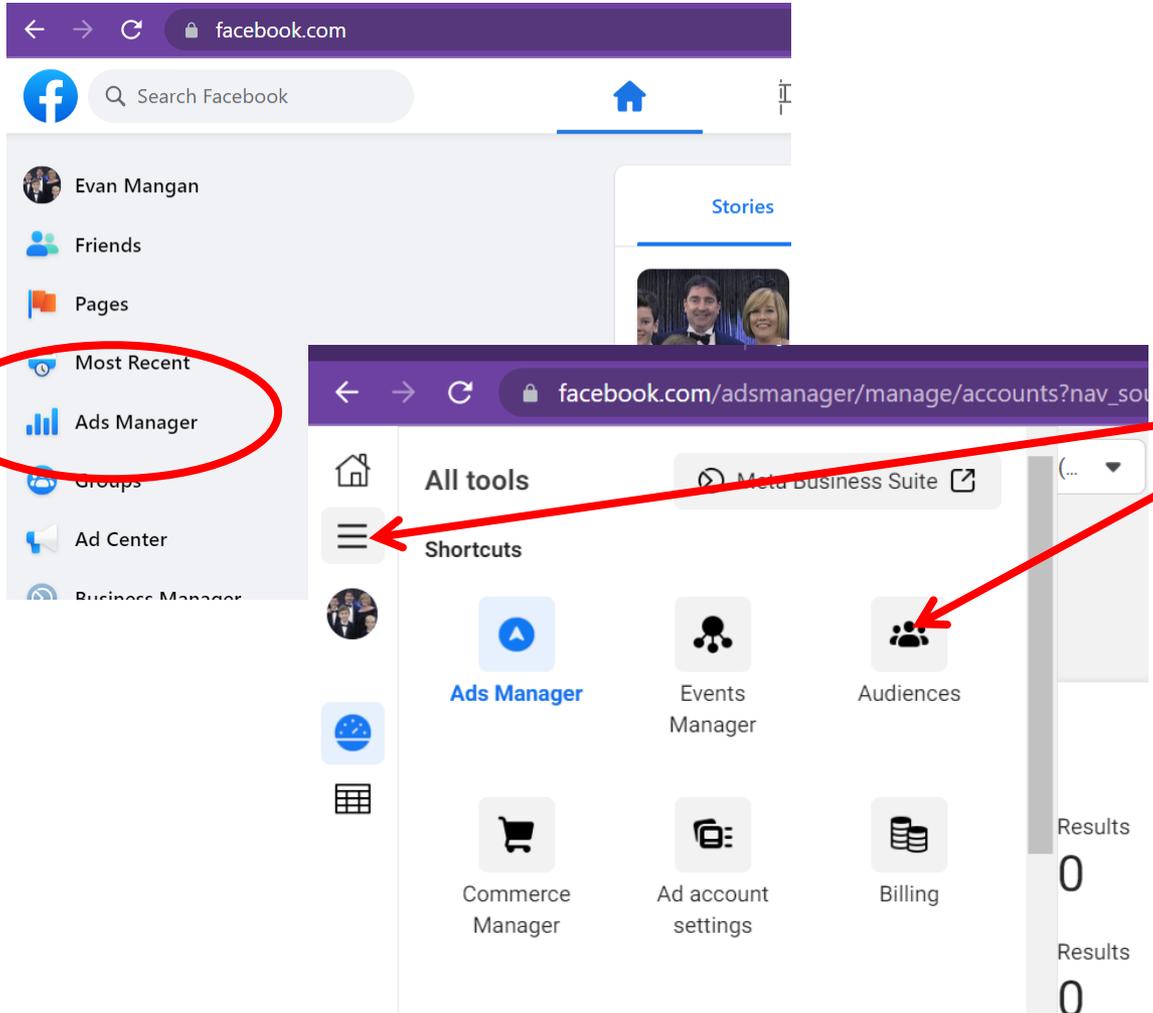
Earlier we looked at how to target your Facebook page followers.

But some of those might not be that interested. How can you target those who have recently shown an interest?

How can you target non followers who have engaged with your posts or ads?

How can you target people who have engaged with you On Instagram?

Advanced ways to target your social media followers / engagers



Go to the audiences section of Ads Manager

- 1. Go to your Feed*
- 2. Click on Ads Manager*
- 3. Click on the Menu top left*
- 4. Click on Audiences*

Advanced Facebook page targeting

facebook.com/adsmanager/aud

Audience

Create Audience ▾

- Custom Audience
- Lookalike Audience
- Saved audience

Filter

Choose a Custom Audience source

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

Your sources

- Website
- App activity
- Catalog
- Customer list
- Offline activity

Meta Sources

- Video
- Lead form
- Instant Experience
- AR Experience
- On-Facebook listings
- Instagram account
- Events
- Facebook page
- Shopping

Cancel Next

Click create audience

Click Custom audience

Then select Facebook page

Advanced Facebook page targeting

Create a Facebook page Custom Audience ×

★ A new way to reach **people** who currently like or follow your Page
Now you can reach **people** who currently like or follow your Page by selecting that option in the Events dropdown.

Include **people** who meet Any ▾ Of the following criteria:

Page
The Marketing Crowd ▾

Events
Everyone who engaged with your Page ▾

People who currently like or follow your Page
This includes people who currently like or follow your Page on Facebook. People who unlike or unfollow your Page will be removed from this audience.

Everyone who engaged with your Page
Includes people who have visited your Page or taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

Anyone who visited your Page
This includes anyone who visited your Page, regardless of the actions they took.

People who engaged with any post or ad
Includes **people** who have taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

People who clicked any call-to-action button
Includes people who clicked on a call-to-action button on your Page, such as

Choose your page from the drop down

Either select Everyone who engaged or choose a specific Engagement

Advanced Facebook page targeting

The screenshot shows the 'Create a Facebook page Custom Audience' dialog box. It includes a close button (X) in the top right corner. The main content area is divided into several sections: 'Page' with a dropdown menu showing 'The Marketing Crowd'; 'Events' with a dropdown menu showing 'Everyone who engaged with your Page'; 'Retention' with an input field containing '365' and the unit 'days'; a section with two buttons: '+ Include more people' and '- Exclude people'; 'Audience Name' with an input field containing 'Engaged with TMC FB page 365 days' and a character count of '33/50'; and 'Description · Optional' with an empty input field and a character count of '0/100'. At the bottom, there is a help icon (question mark), a 'Back' button, and a blue 'Create audience' button. Red arrows point from the text on the right to the 'Retention' field, the '+ Include more people' button, the 'Audience Name' field, and the 'Create audience' button.

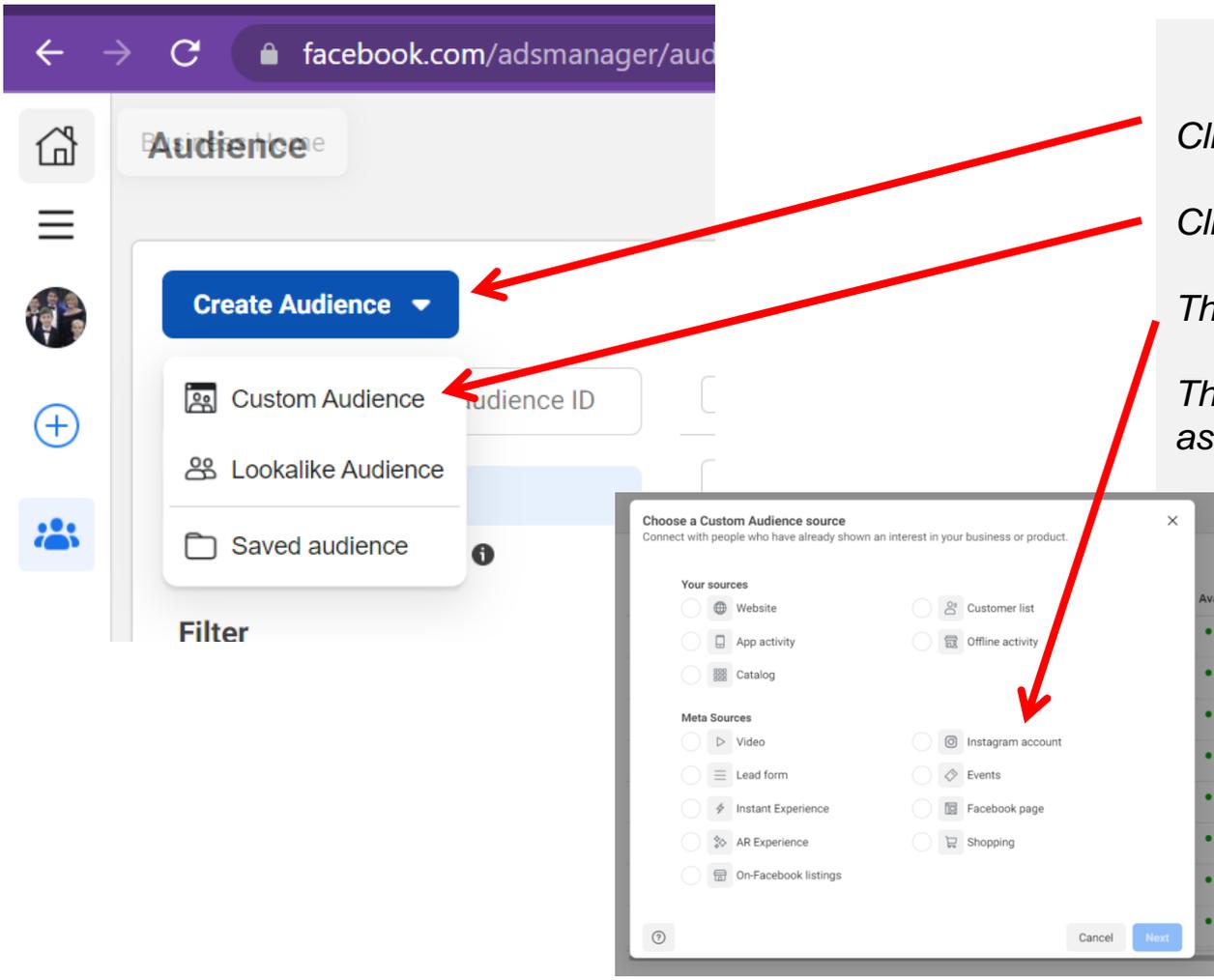
Choose the number of days up to a max of 365

Include more people - You can also add those who engaged with another page you manage

Write a name you will recognise

Click create audience

Advanced Instagram account targeting



Click create audience

Click Custom audience

Then select Instagram account

The follow the exact same process as the Facebook audience

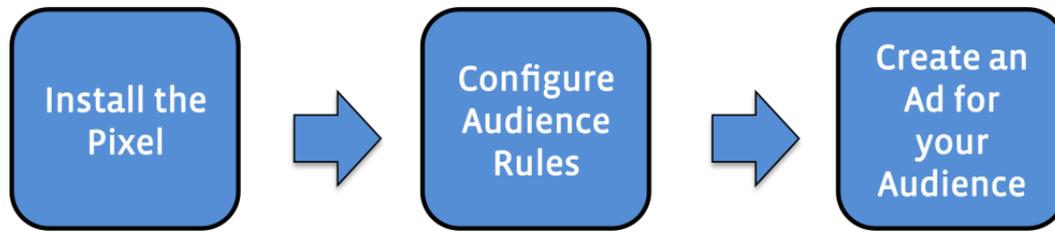
How to target your website visitors



Remarketing is a powerful way of targeting people who have visited your website recently. These people are interested in your product or service but might not have been at the point of purchase.

By retargeting them you are keeping your brand top of mind and re-prompting them to consider your product or service

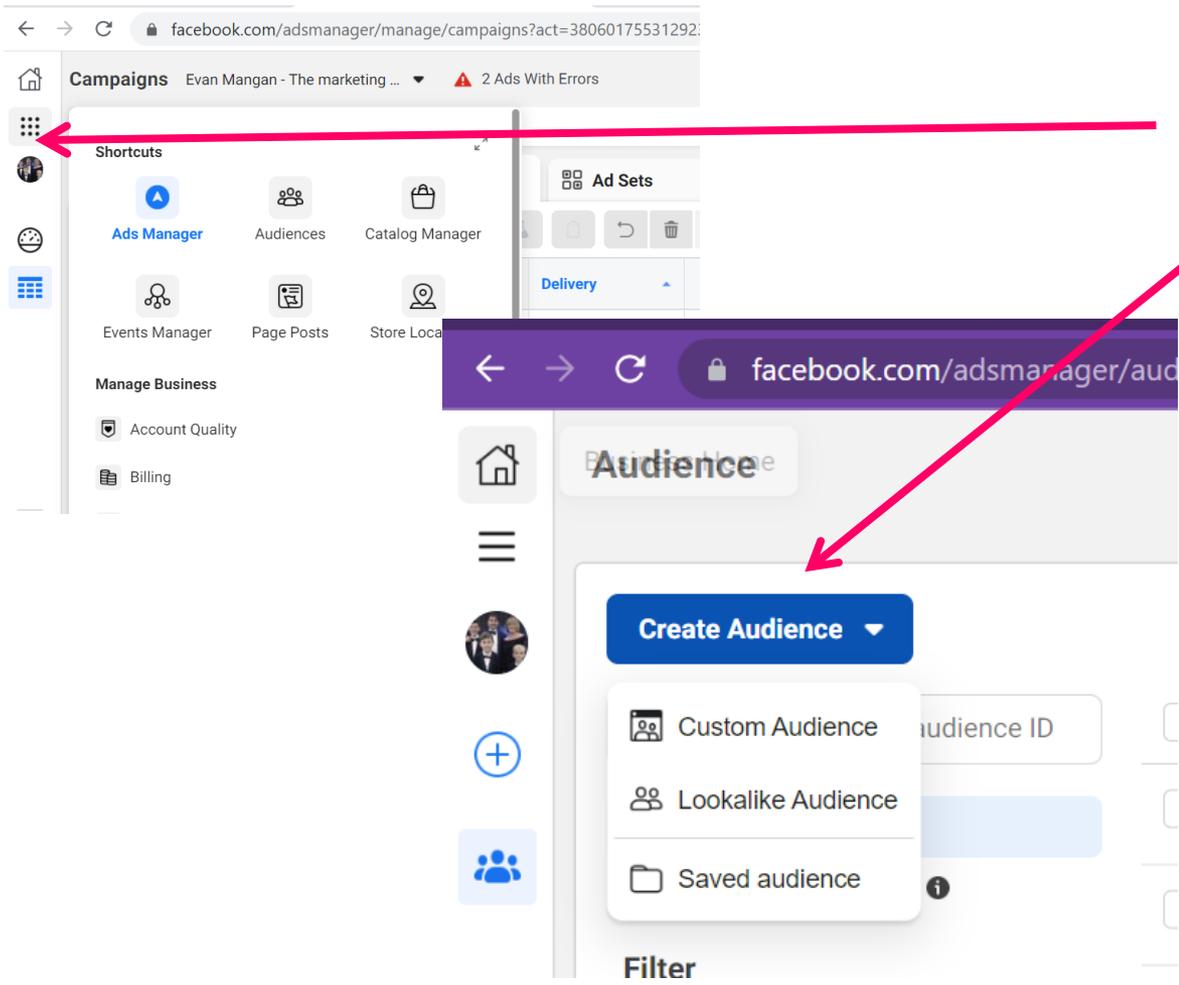
How to target your website visitors



How it works:

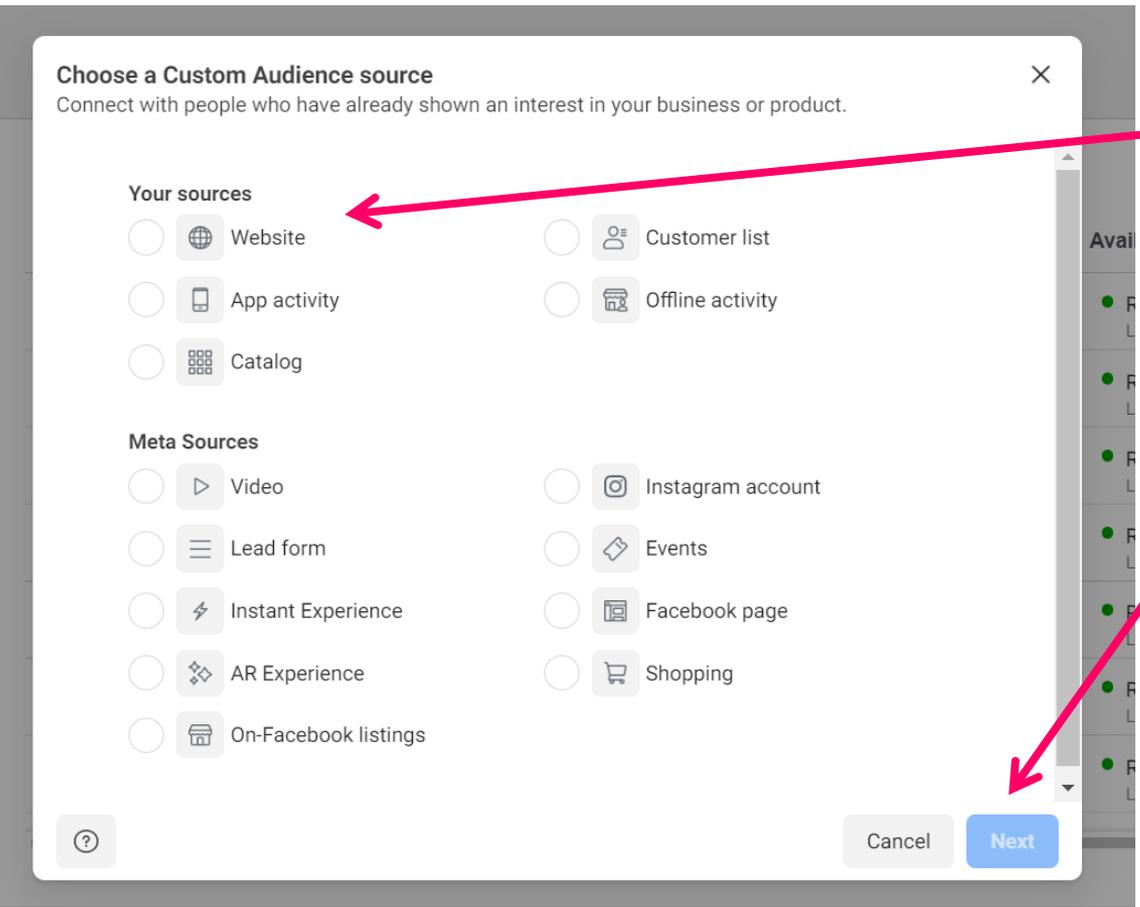
- 1. You get your Facebook tracking pixel and you (or web designer) adds it to your web pages*
- 2. You configure the audience rules e.g. are you targeting all visitors to the site or just specific pages. Over what time period 30 days, 60 days.*
- 3. After the audience starts building over time, you then create an ad set for your campaign targeting this audience*

How to target your website visitors



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 ⓘ

days

+ Include more people - Exclude people

Audience Name

24/50

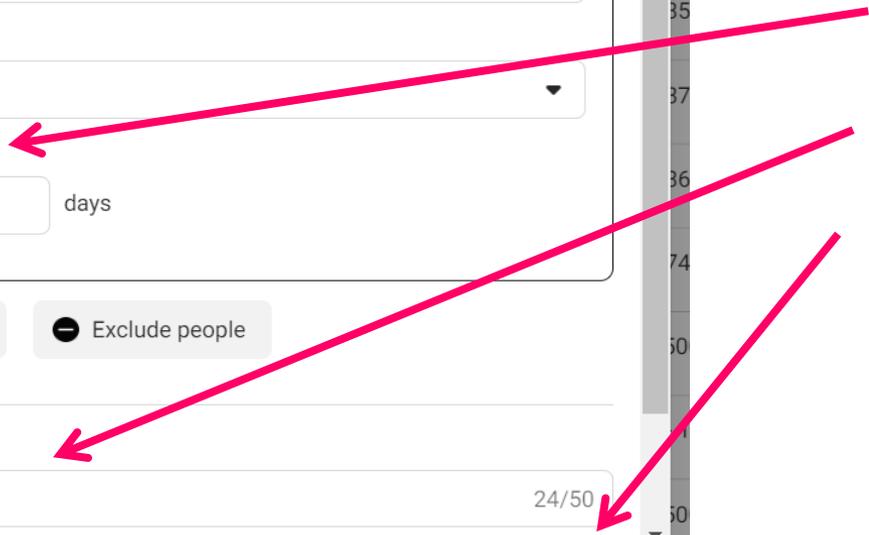
? Back Create audience

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

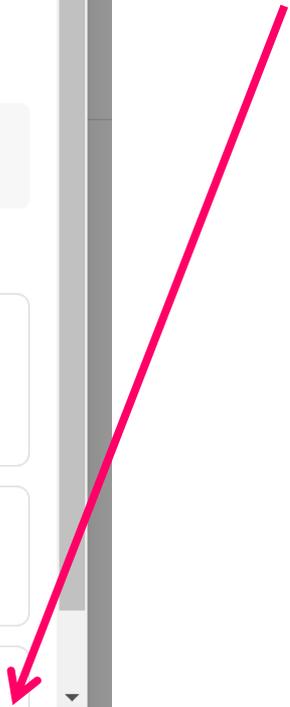
 It may take a few minutes for us to finish matching your customers to people on Facebook. You can check the status in Audience Manager.

Next steps

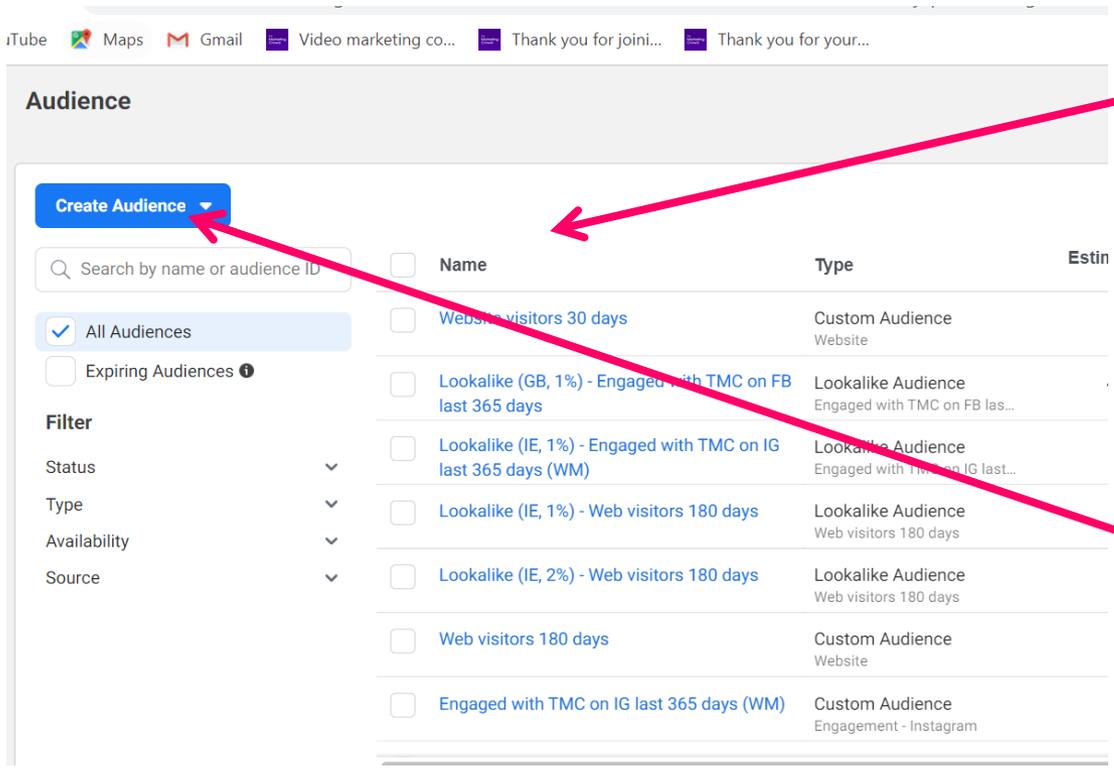
-  **Create a lookalike audience**
Reach [people](#) similar to the audience you just created by creating a lookalike audience.
[Learn more](#)
-  **Create an ad**
Create an ad to advertise to your new audience.
[Learn more](#)
-  **Create another Custom Audience**
Continue to create another Custom Audience

[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

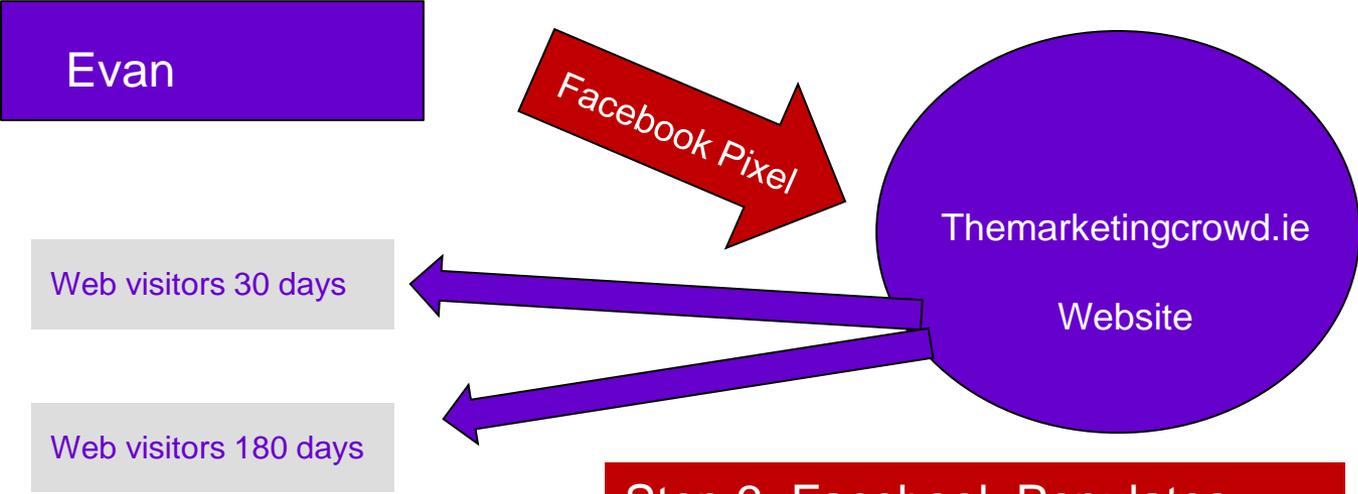
Themarketingcrowd.ie

Website

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

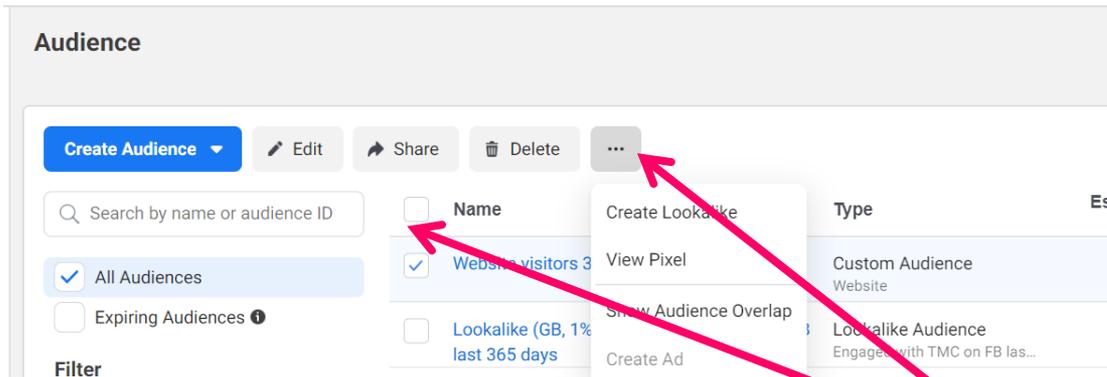
Let's visualise where we now are

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;
```

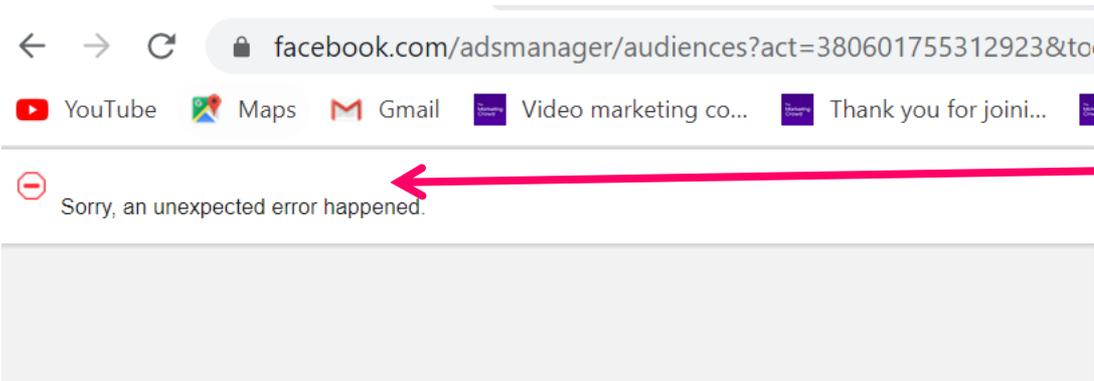
[Give Feedback](#) [Close](#) [Email Instructions](#)

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.

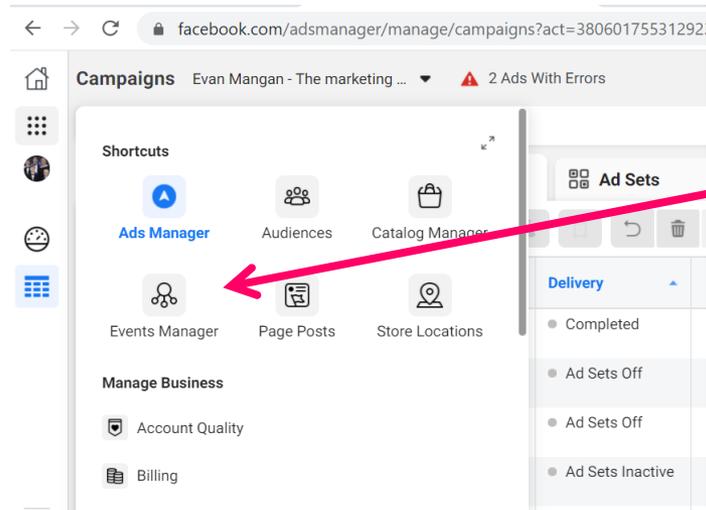
If that doesn't work ... A second way to get the pixel



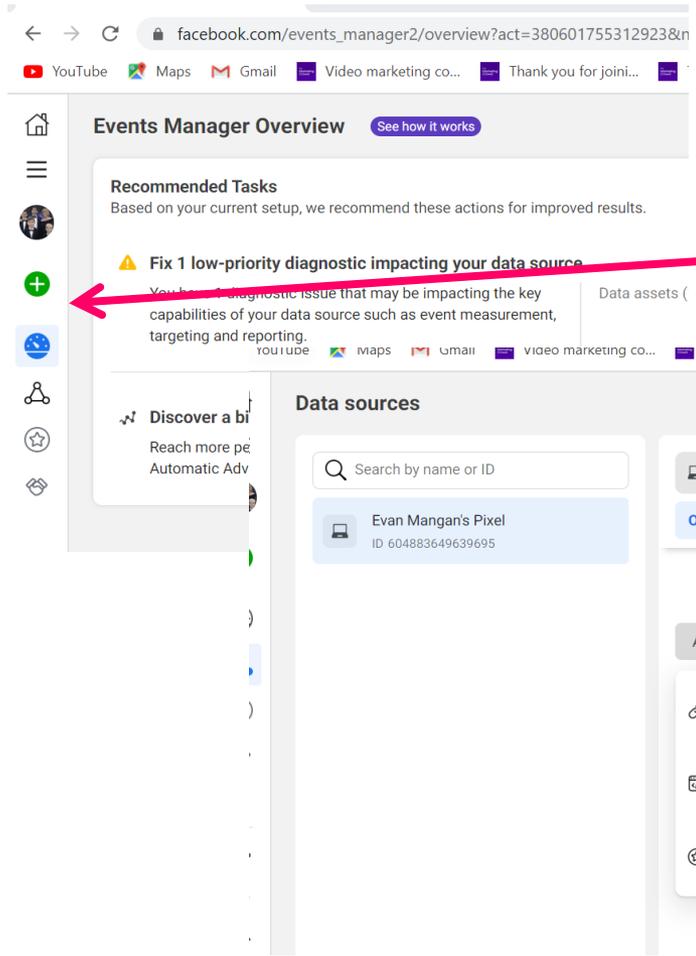
Facebook can be glitchy and it's possible you might see this error message

If you do ...

1. Go to Ads manager
2. Click on the menu top left
3. Choose Events manager



If that doesn't work ... A second way to get the pixel



Now you are in Events Manager

Hover your mouse over these icons and select Data Sources

Then click Add events

Then click From a new website

If that doesn't work ... A second way to get the pixel

Connect website activity using pixel ×

Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code and your technical support.

</> Manually add Pixel code to website
Follow guided installation instructions with detailed developer documentation, or [email instructions](#) to your developer. [Learn more](#)

Install code manually

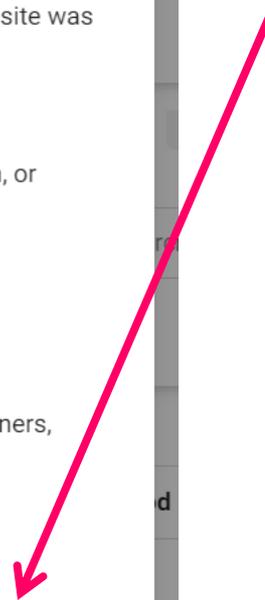
Use partner integration
Check if your website is eligible for integration with one of our supported partners, like Shopify, WordPress and more. [Learn more](#)

Check for partner

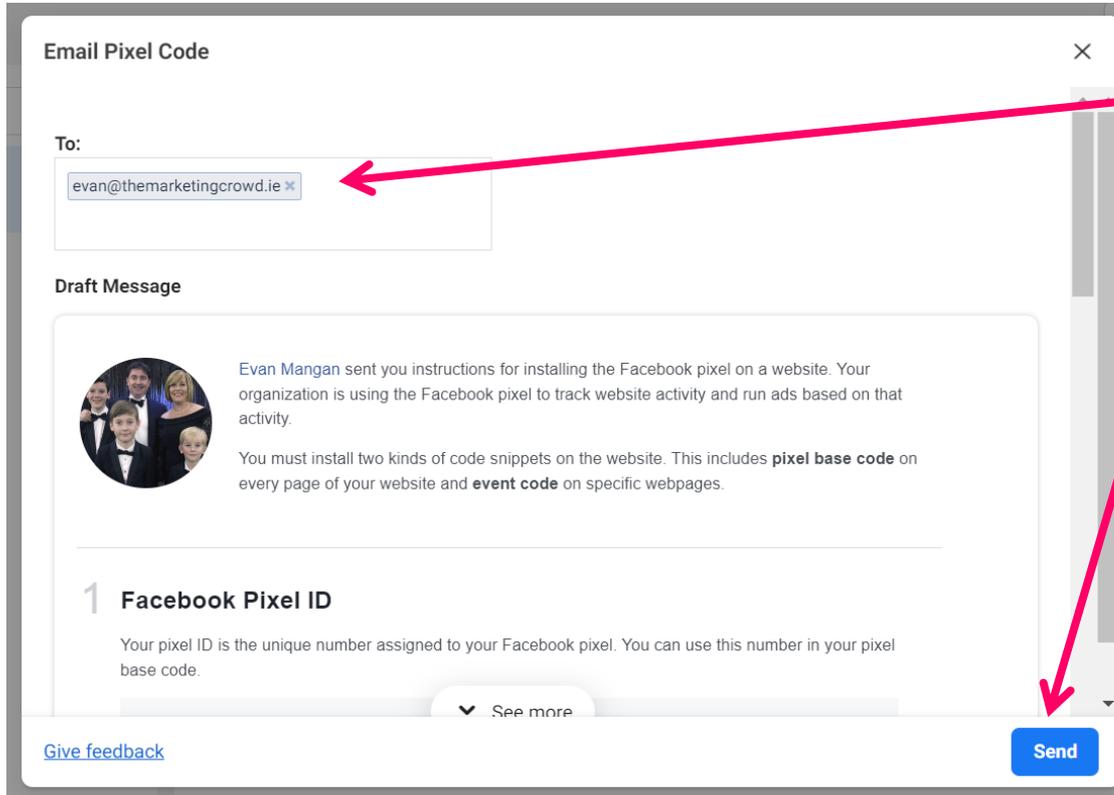
[Give feedback](#)

Email instructions

Click email Instructions



If that doesn't work ... A second way to get the pixel



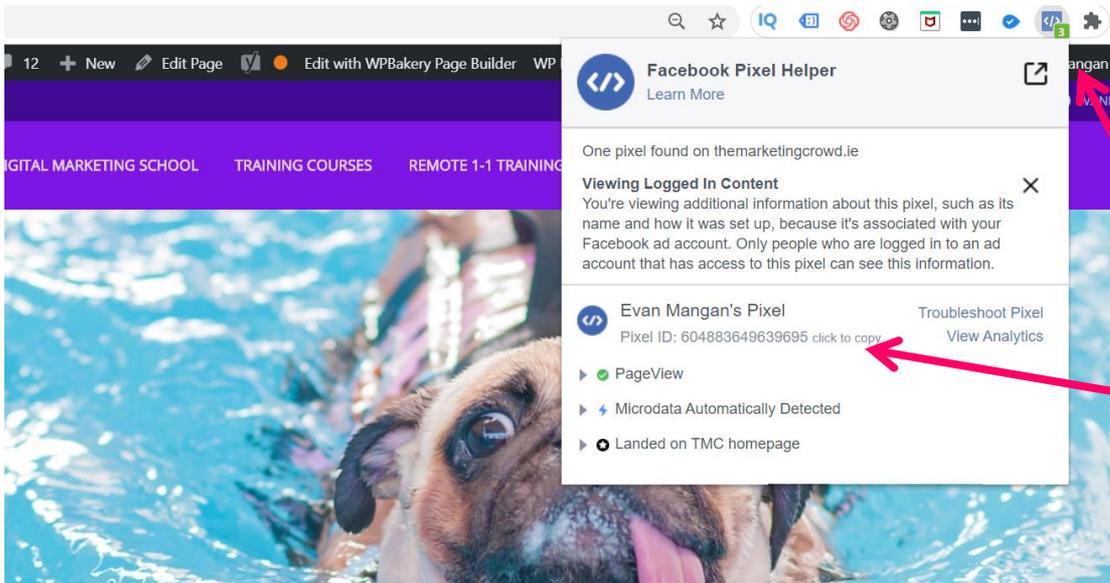
Type in your email address

Click send

You will then receive an email with your Pixel code and your pixel ID

Depending on your website you will either be asked to enter your code or just the Pixel id

How to check if the Pixel is already on your site



Use the Chrome extension called "Facebook pixel helper"

1. Use the Chrome browser
2. Google "Facebook pixel helper"
3. Install the extension
4. Go to your website
5. Click on the Extension icon
6. If there is a Pixel on the page it will tell you and also the Pixel ID

Ensure you are GDPR compliant



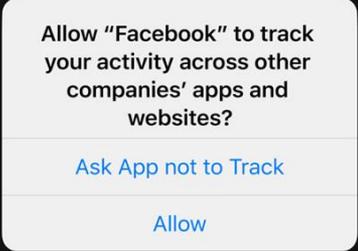
In your privacy statement ensure you make clear ...

- That third parties, including Facebook / Instagram, may use cookies, web beacons, and other storage technologies to collect or receive specific types of information and use that information to provide targeted ads
- How they can opt-out of this data collection and use of information for ad targeting, and
- Where they can actually opt out of this, such as an actual link to an opt-out form.

Here are some useful links to help you do this ...

- a) This is an excellent article showing some examples of companies privacy policies in relation to Facebook ads/retargeting <https://termsfeed.com/.../privacy-policy-facebook-retargeting/>
- b) Here is where people can opt out of Facebook's Ads that use external data for targeting <https://www.facebook.com/help/568137493302217>
- c) Here is the privacy statement on The Marketing Crowd website if you would like to read it. You can take the section relating to retargeting if you wish <https://themarketingcrowd.ie/privacy-statement/>

Be aware that Apple's ios privacy update has impacted the effectiveness of retargeting

A screenshot of an iOS privacy dialog box. The dialog is white with rounded corners and is centered on a black background. It contains the text: "Allow 'Facebook' to track your activity across other companies' apps and websites?". Below the text are two buttons: "Ask App not to Track" and "Allow".

Allow "Facebook" to track your activity across other companies' apps and websites?

Ask App not to Track

Allow

In 2021, Apple made a change to its privacy settings which meant that when people opened any app including Facebook it asked – Do you want this app to be able to track you across the internet.

96% of people said no

Since then, if anyone visits your site using an apple device they are not tracked and will not be in your retargeting Audience

As a rough guide ...

50% of your website visitors might be on mobile
Around 50% of mobiles are apple phones

So it could impact 25% of your traffic

How to target “lookalike” audiences

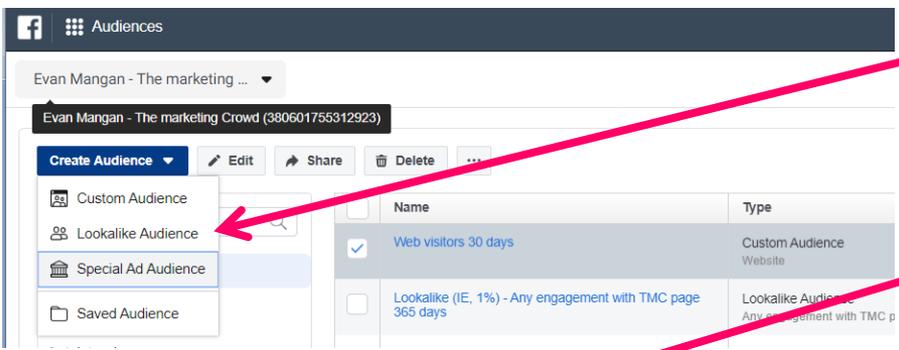


You can target people who look similar (similar age / location / interests) to your followers , or web visitors

They are called lookalike audiences.

A lookalike audience will include the top 1% to 10% of people in the selected country who are most similar to the seed custom audience.

How to target "lookalike" audiences

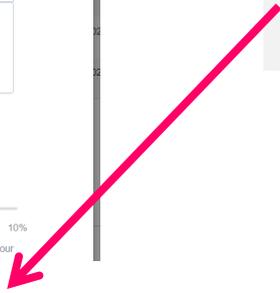
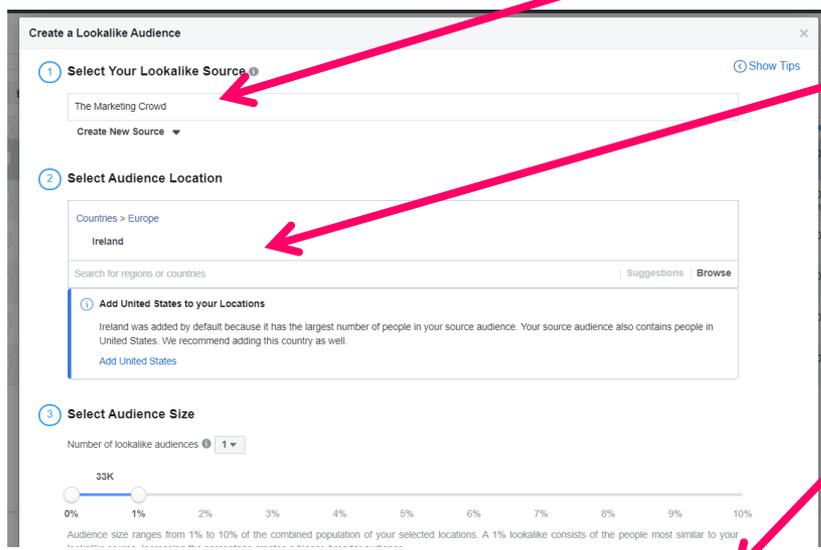


Click on the Create Audience button but instead of selecting custom audience as we did earlier, select Lookalike audience

Then type in the name of the audience that you want to develop a lookalike e.g., enter your page name or if you have created a custom audience (web visitors / customer s/ email list) select one.

Also enter the country that you wish the audience to be in. E.g. Ireland

Then click on Create audience. It can take several hours for the audience to be created.



What We Will Cover

1. How to setup advanced targeting audiences
2. **Recap on Part 1: How to turn a post into an ad using the Ads tool.**
 - Audiences selection
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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

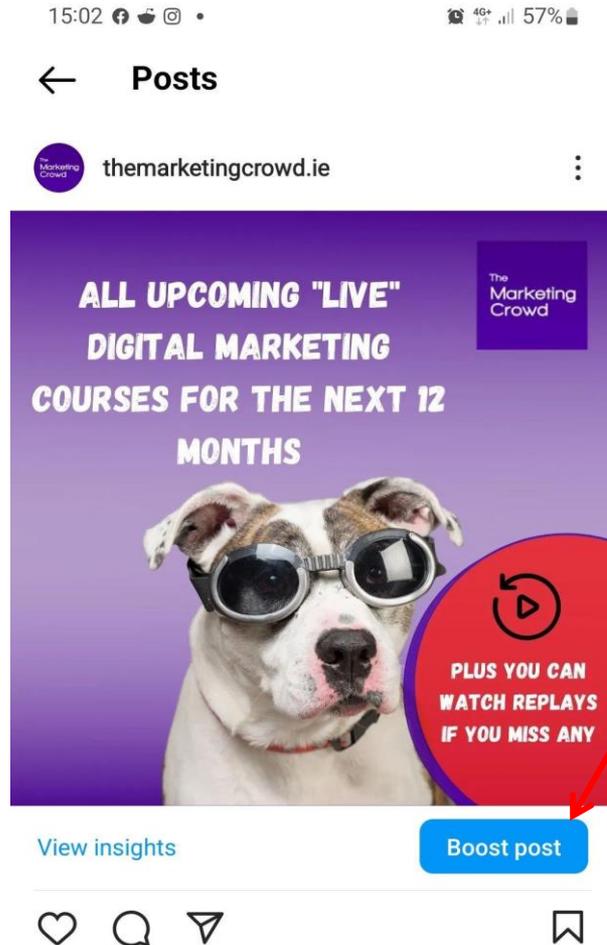
Like Reply Hide 14m

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

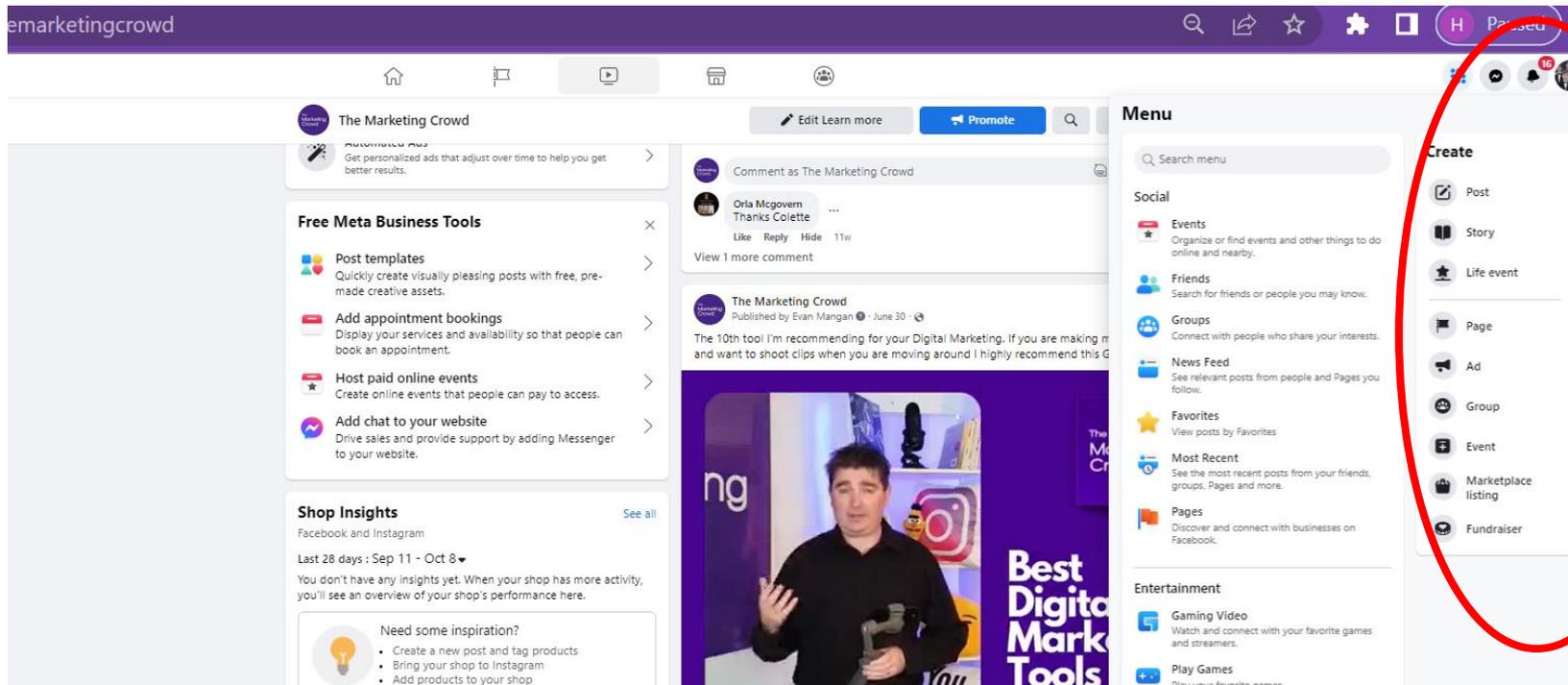


When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

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

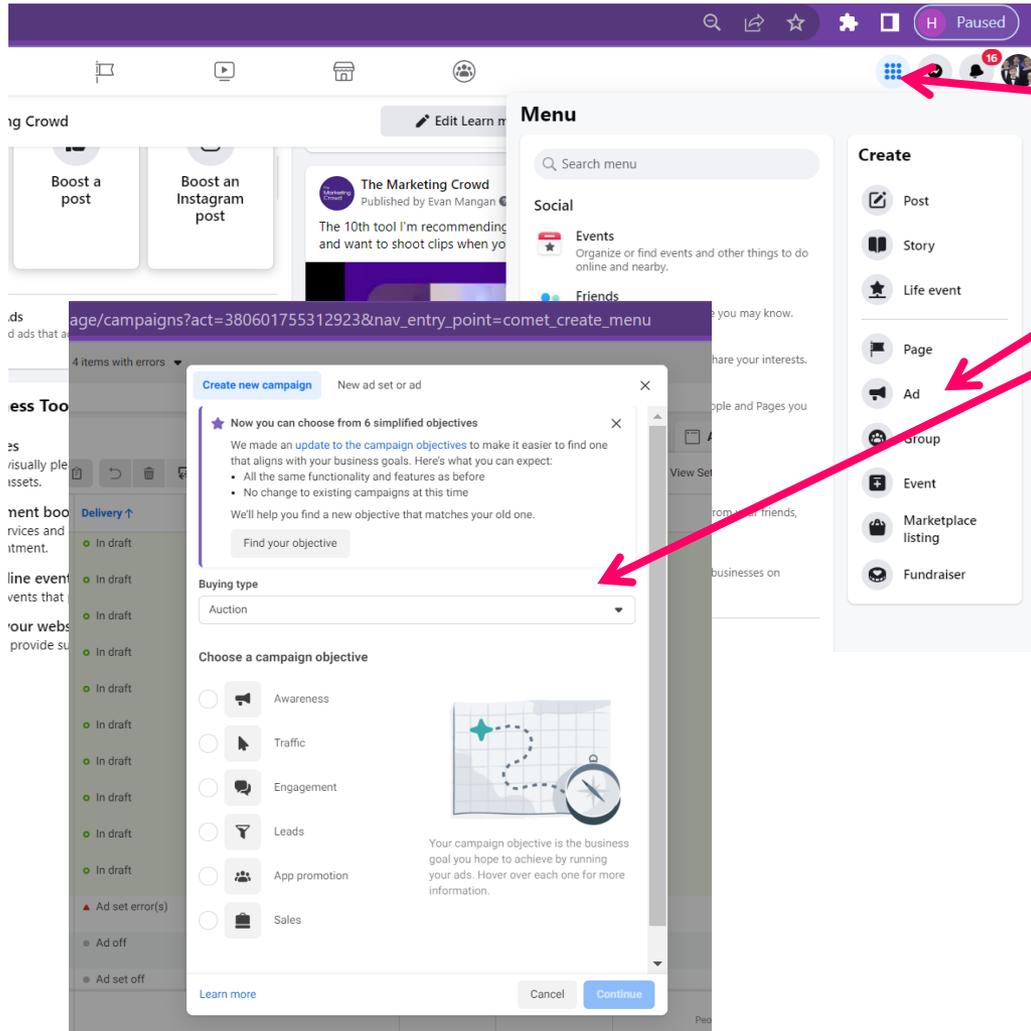


If you click on the 9 dots top right (menu) there is the option to create an Ad

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

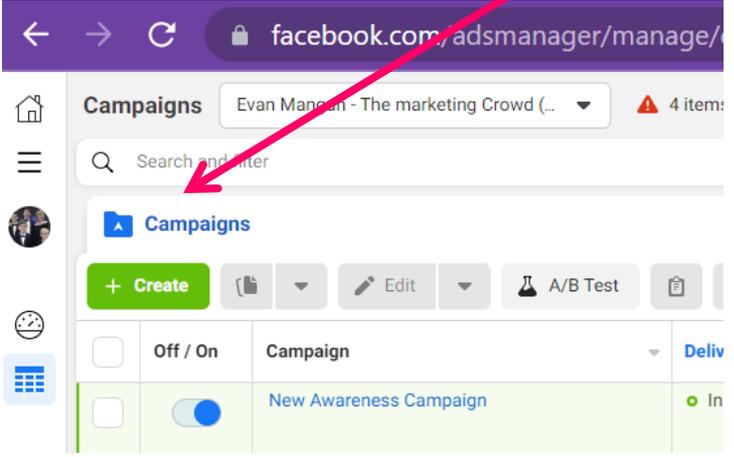
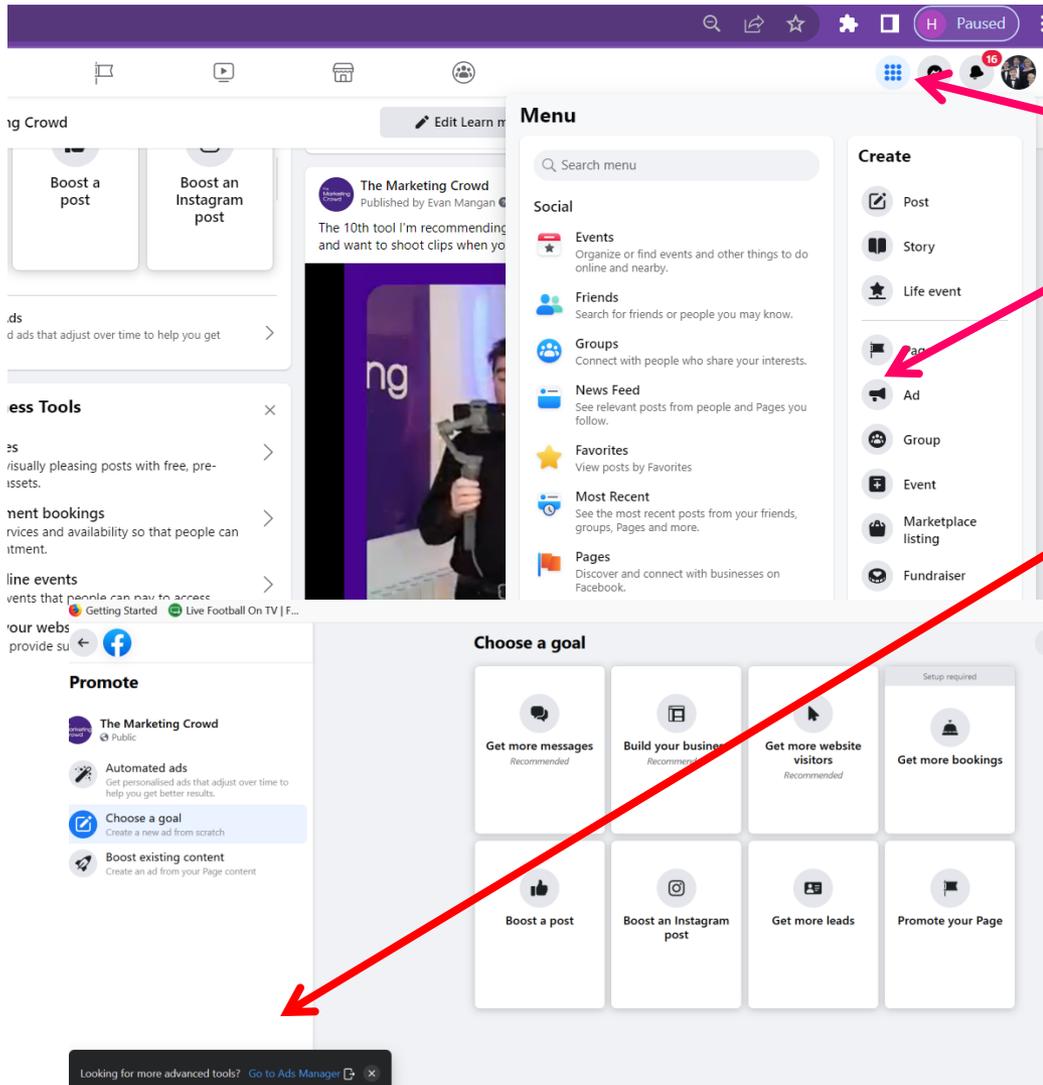


1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

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.

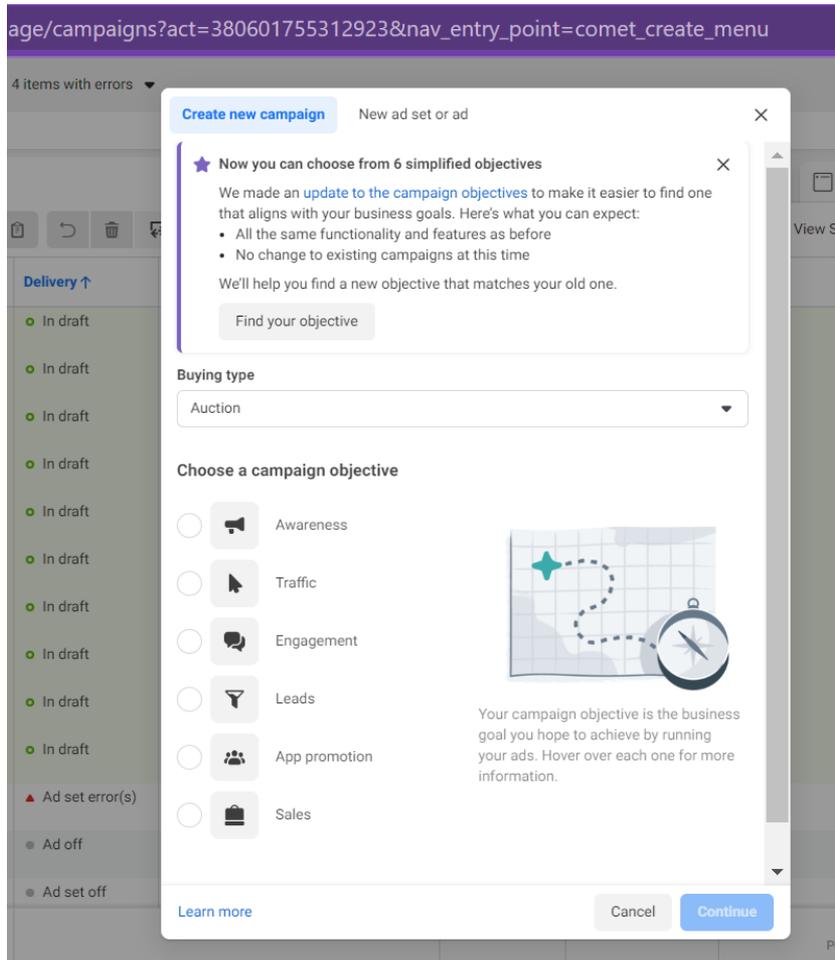
If so, see next slide

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.

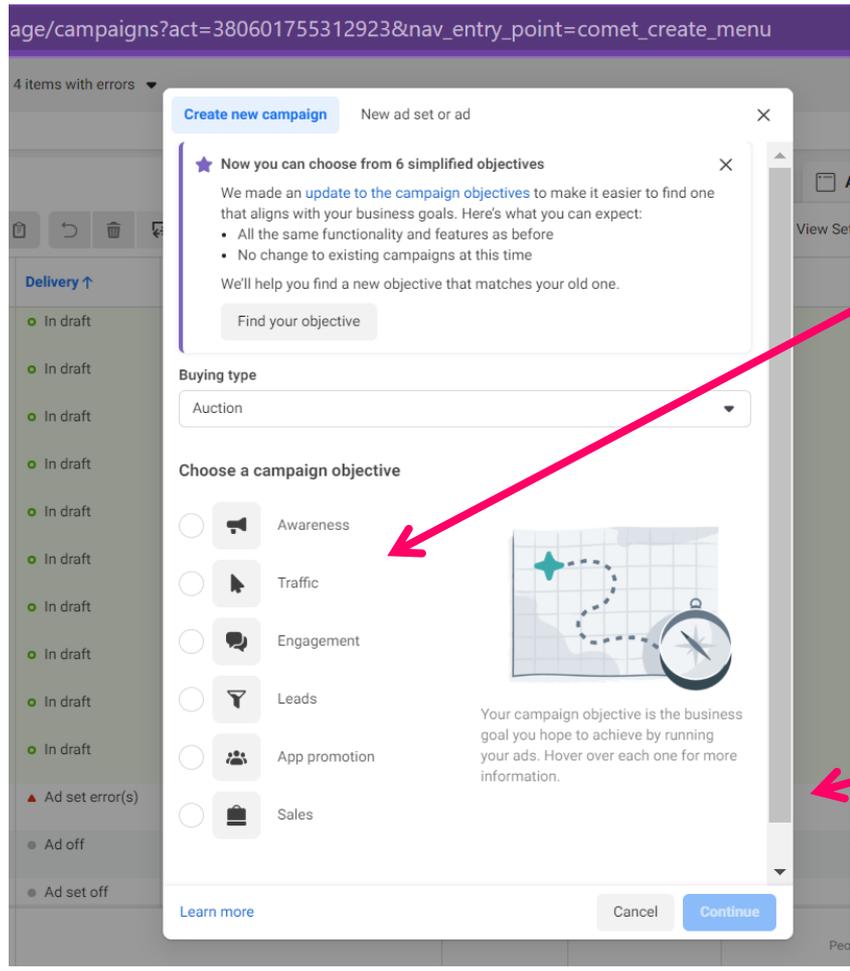
They will ask you what is your main objective



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

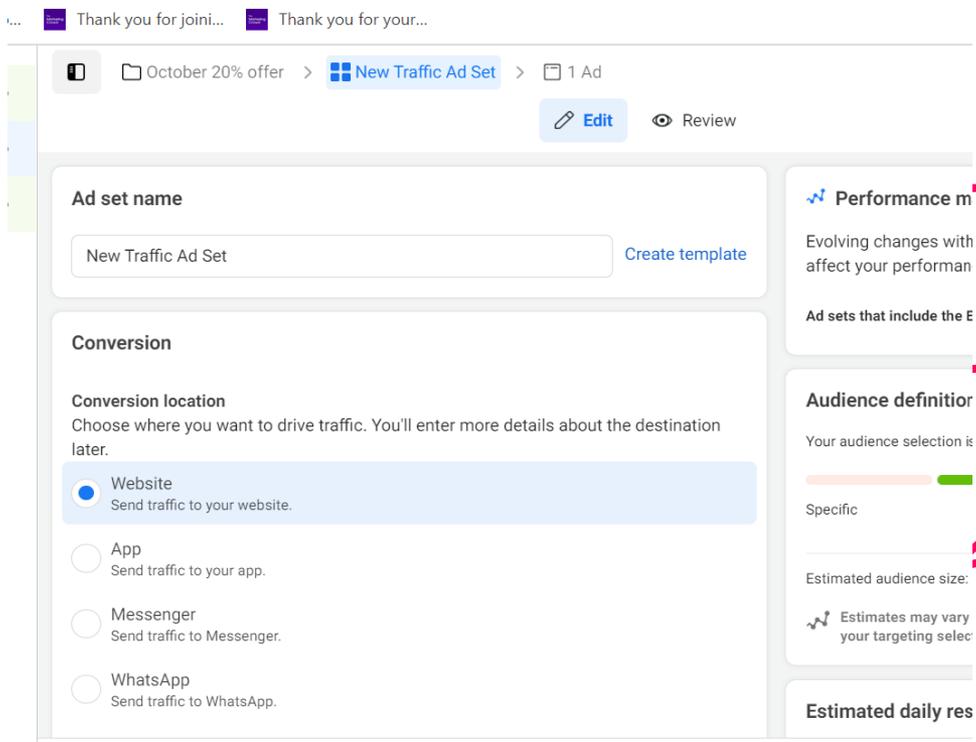
The screenshot shows a form for creating an ad campaign. It is divided into three main sections: 'Campaign name', 'Special Ad Categories', and 'Campaign details'. The 'Campaign name' section has a text input field containing 'October 20% offer' and a 'Create template' link. The 'Special Ad Categories' section has a 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 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

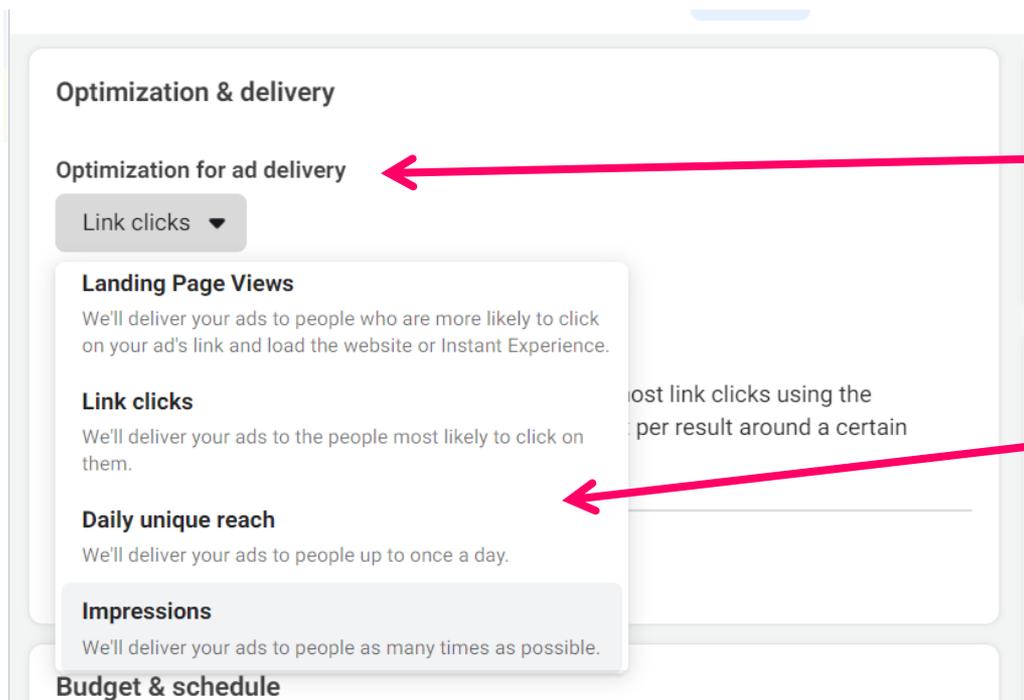


In the level 2 course we cover how to structure your campaign with multiple adsets. You can type in the name of who you are targeting here. If you are not targeting multiple adsets you can leave this

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 a sidebar on the left with a 'New Traffic Ad' button and a main content area on the right. The main content area is divided into three sections:

- Audience controls**: A section with a green checkmark and a help icon. It contains the text 'Set criteria for where ads for this campaign can be delivered. [Learn more](#)'. Below this is a 'Locations' section with a sub-section 'Location:' containing a list item 'Ireland'. A 'Show more options' link is at the bottom of this section.
- 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 and a plus icon. It contains the text 'Beneficiary and payer information is required for ads with audiences in the European...'. Below this is a 'Close' button and a green checkmark with the text 'All edits saved'.

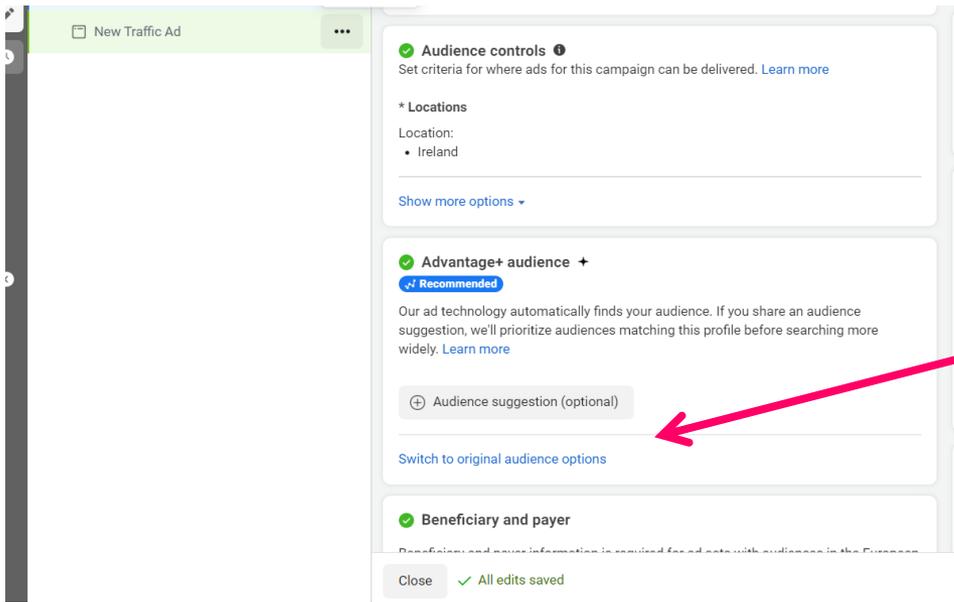
Step 2: Choose the people you want to target.

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



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”

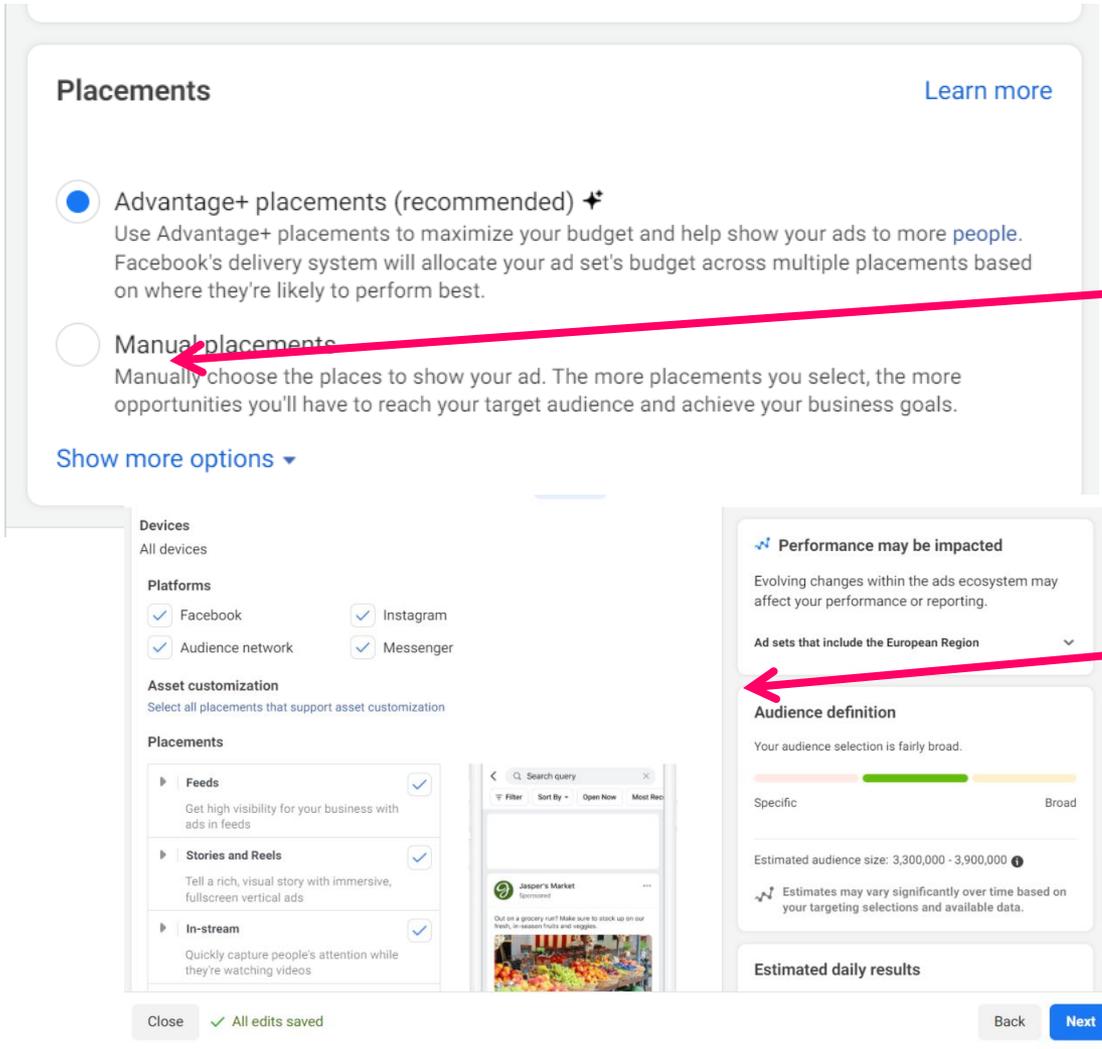
Target by...

Location

Age & gender

Interests / Behaviours / Demographics

How to create an ad campaign



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

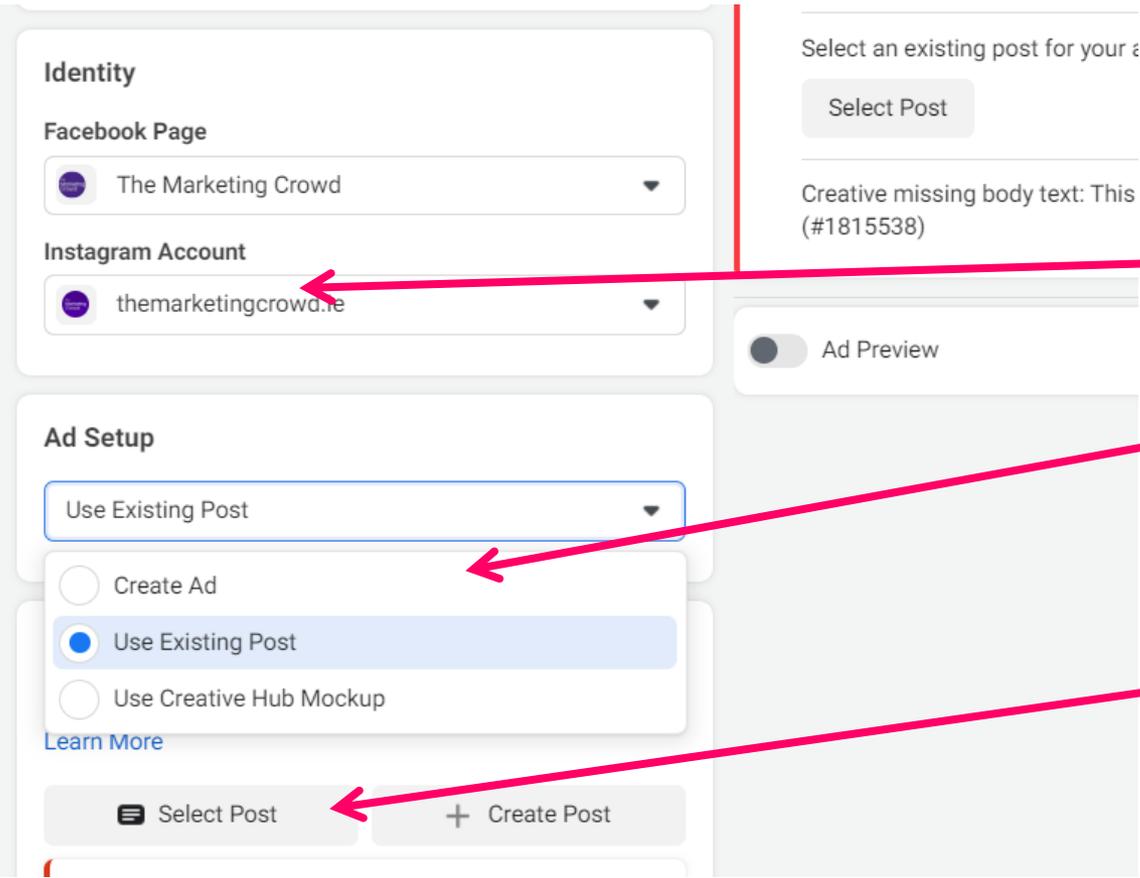
To view your options click on Manual Placements

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



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.

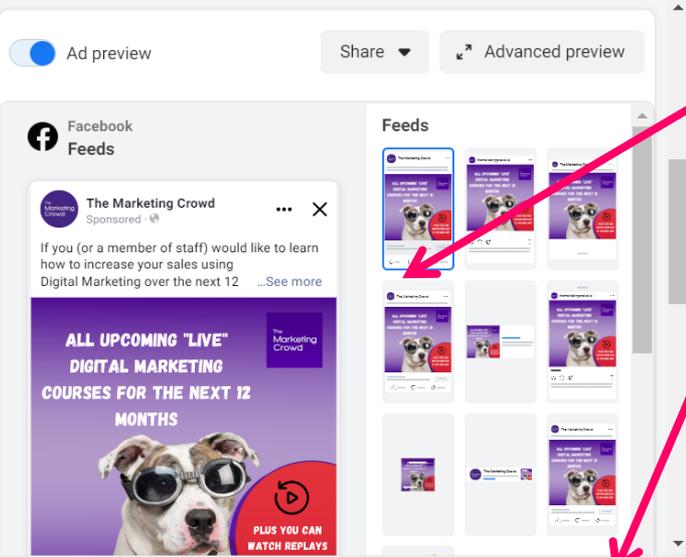
Facebook Post

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

1. How to setup advanced targeting audiences
2. Recap on Part 1: How to turn a post into an ad using the Ads tool.
 - Audiences selection
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3. **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 more enquiries and sales**

How your campaign results are reported

The screenshot shows the Facebook Ads Manager interface. At the top, there's a 'Campaigns' header with a '1 Selected' filter. Below it, there are action buttons: '+ Create', 'Duplicate', 'Edit', and a 'Rules' dropdown. The main table displays 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 icons for actions like Duplicate, Edit, A/B Test, and Rules. A 'View Setup' toggle and a 'Reports' dropdown menu are also visible. The '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 dropdown menu.

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. Two red arrows point from the text on the right to the 'None' and 'Placement' options in the menu.

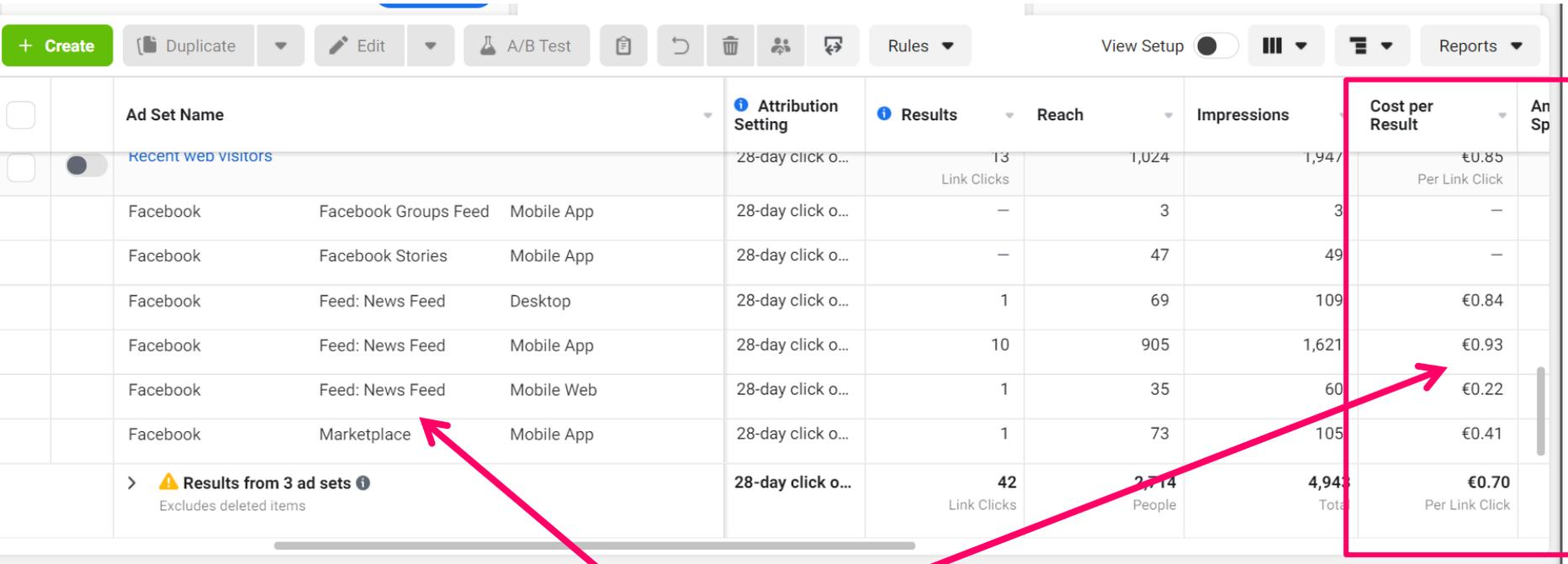
Option	Selected
None	Yes
Age	No
Gender	No
Age and Gender	No
Business Locations	No
Country	No
Region	No
DMA Region	No
Impression Device	No
Media Type	No
Platform	No
Platform & Device	No
Placement	No

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



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



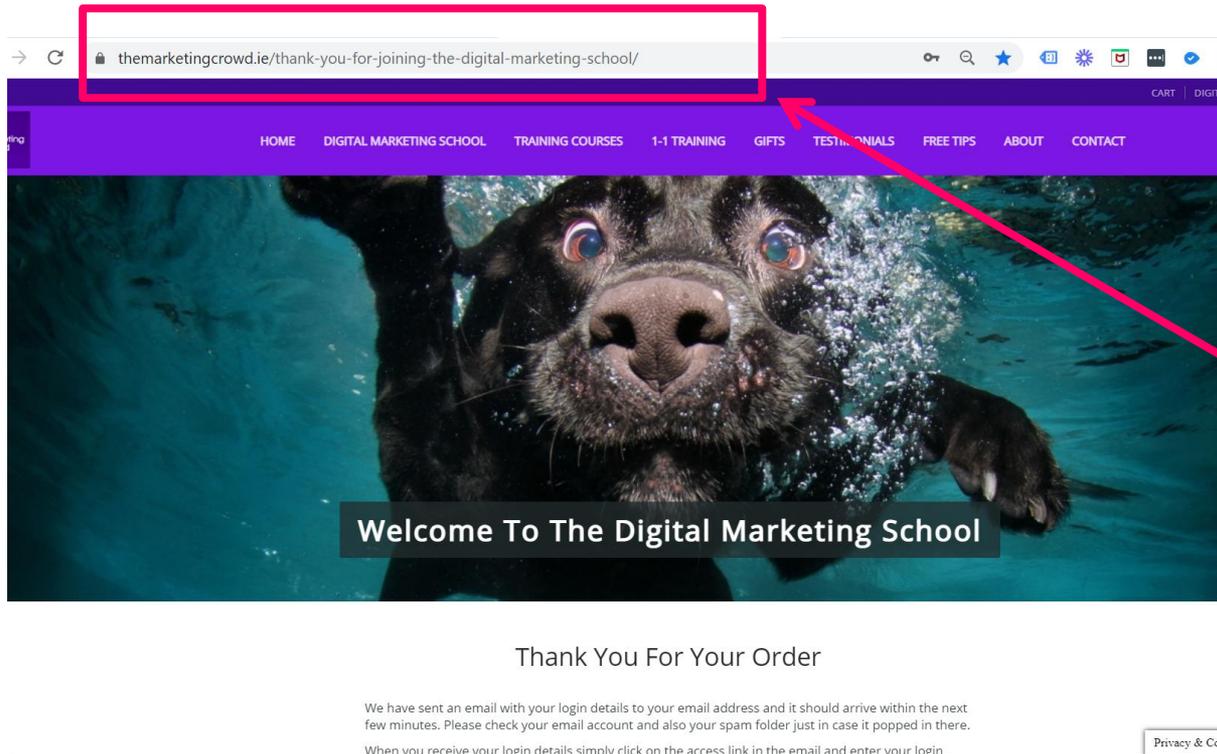
Step 1: Add your Facebook Pixel to your website

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/>

How to setup conversion tracking – tracking sales



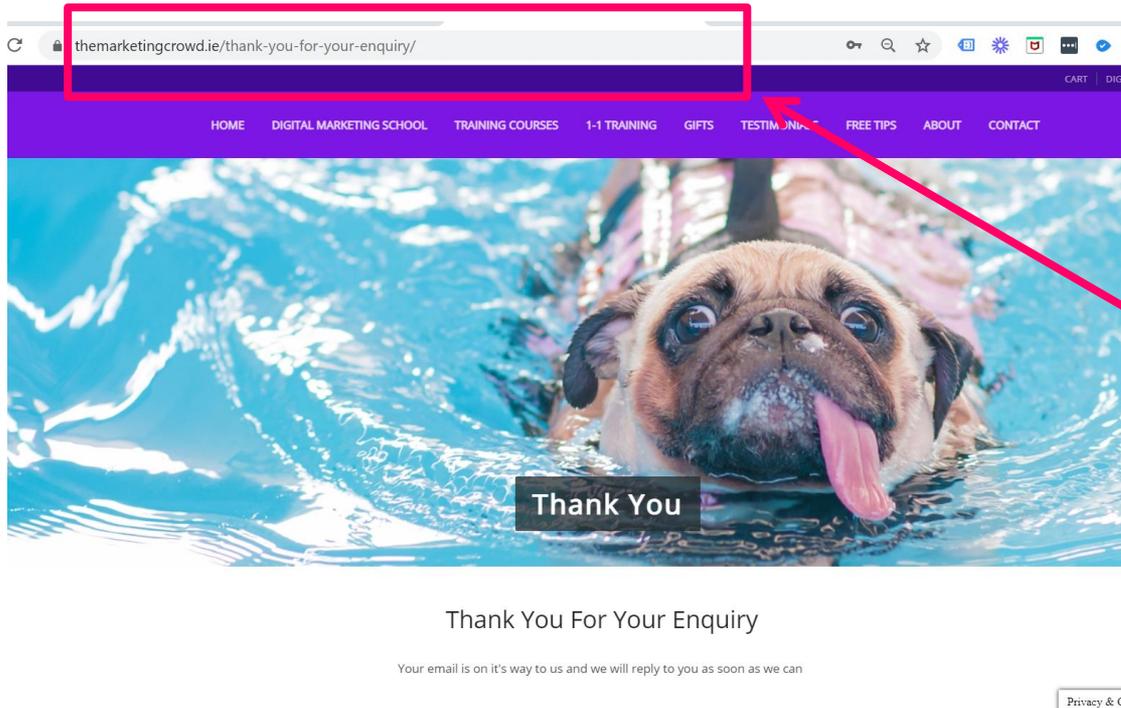
Step 2: Place an order on your website and it will take you to an order confirmation or thank you page

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



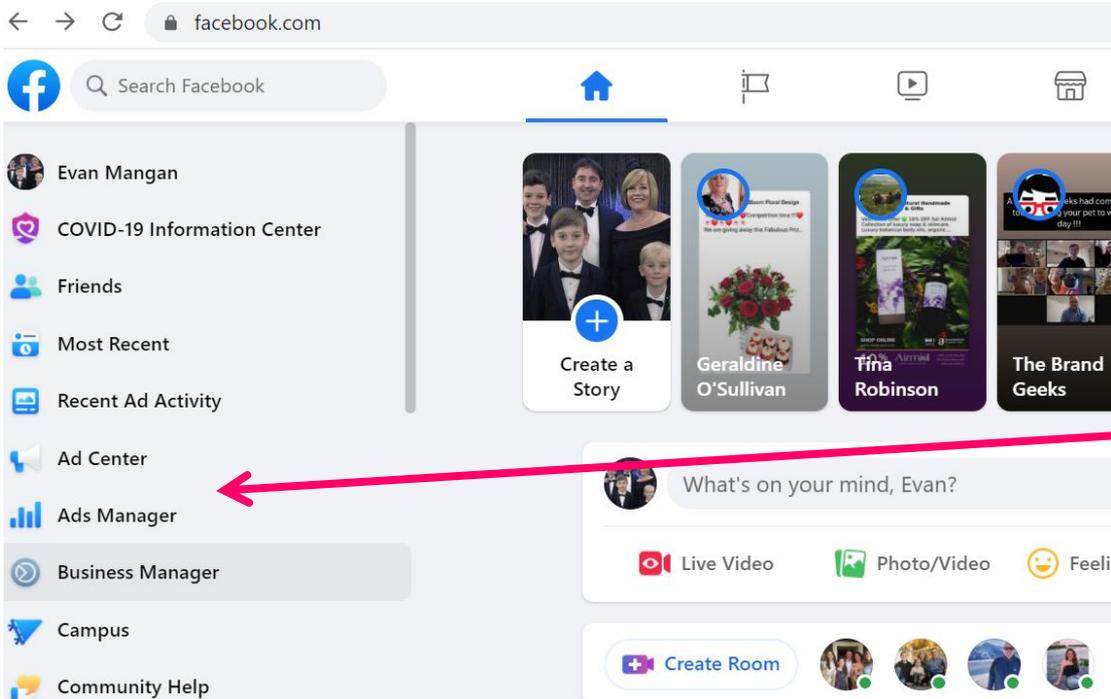
Step 3: If you want to track enquiries, fill in your enquiry form on your website and it will take you to an enquiry confirmation or thank you page

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

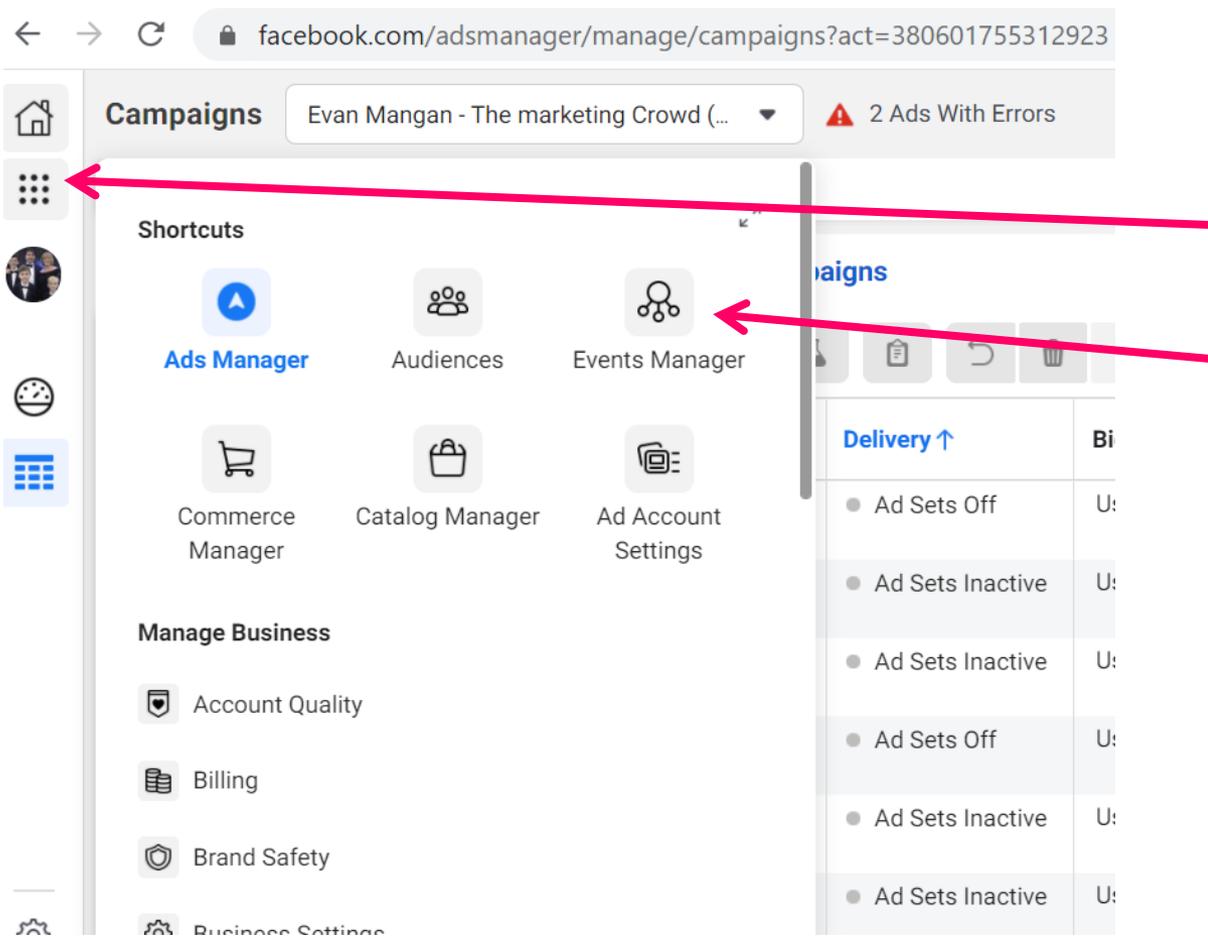


Step 4: You now need to go to the Ads manager

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

Click on Ads manager

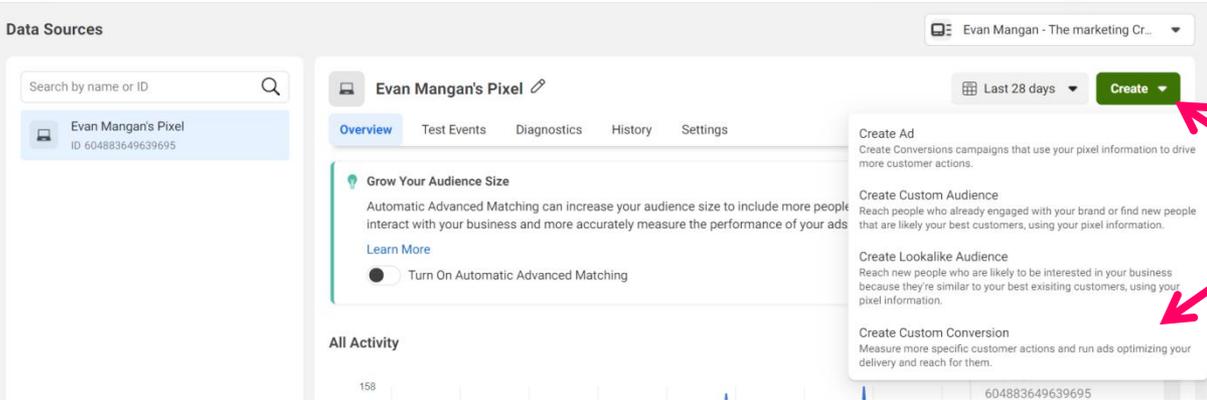
How to setup conversion tracking



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 0/50 **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'. It includes a link: [Select your own category.](#)
- Rules:** A section with the text 'This custom conversion must meet all of these rules:'. It contains a rule configuration box with a dropdown set to 'URL', a dropdown set to 'contains', and a text input field 'Add URL keywords'. There are 'X' and '+' buttons for managing rules.
- Enter a conversion value:** A checkbox that is currently unchecked, with the text 'Enter a conversion value' and an information icon.

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

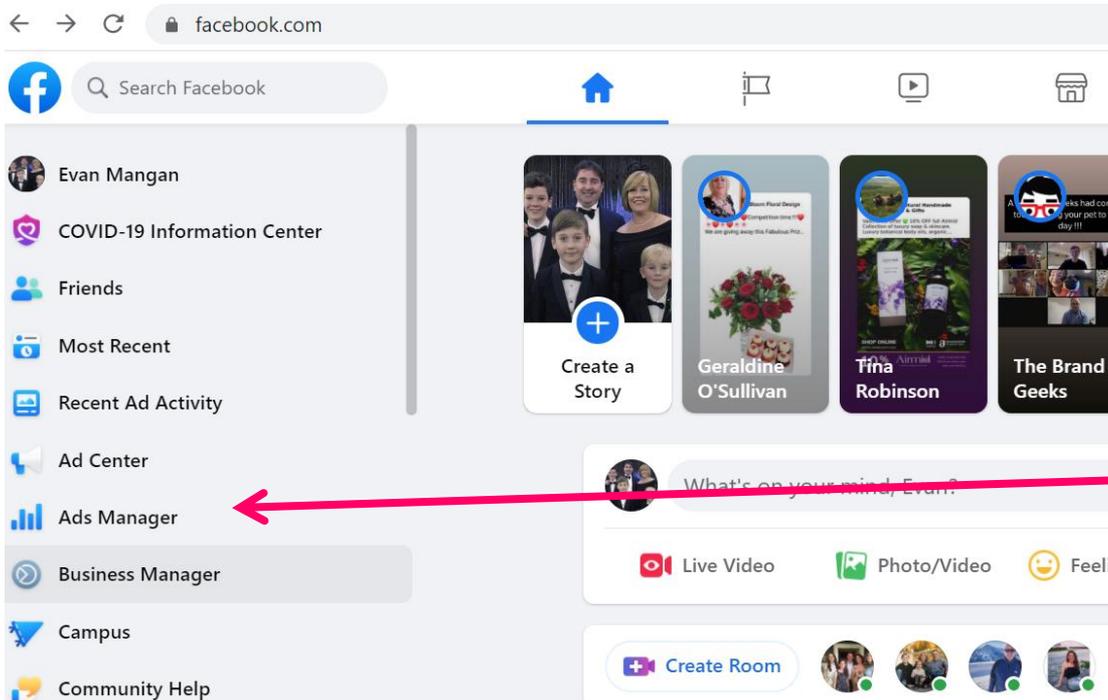
Step 8:

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 the tabs is a toolbar with icons for 'Edit', 'Rules', and 'View Setup'. A table of ad sets is visible with columns for 'Delivery', 'Bid Strategy', 'Budget', 'Attribution Setting', and 'Results'. A dropdown menu is open on the right side, showing 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 menu.

	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](#)

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"/>

20 COLUMNS SELECTED

- Campaign Name
- Delivery
- Ad Set Name
- Bid Strategy
- Budget
- Last Significant Edit
- Attribution Settings
- Results
- Reach
- Impressions
- Cost per Result
- Quality Ranking
- Engagement Rate Ranking

ATTRIBUTION WINDOW

Comparing Windows

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

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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.

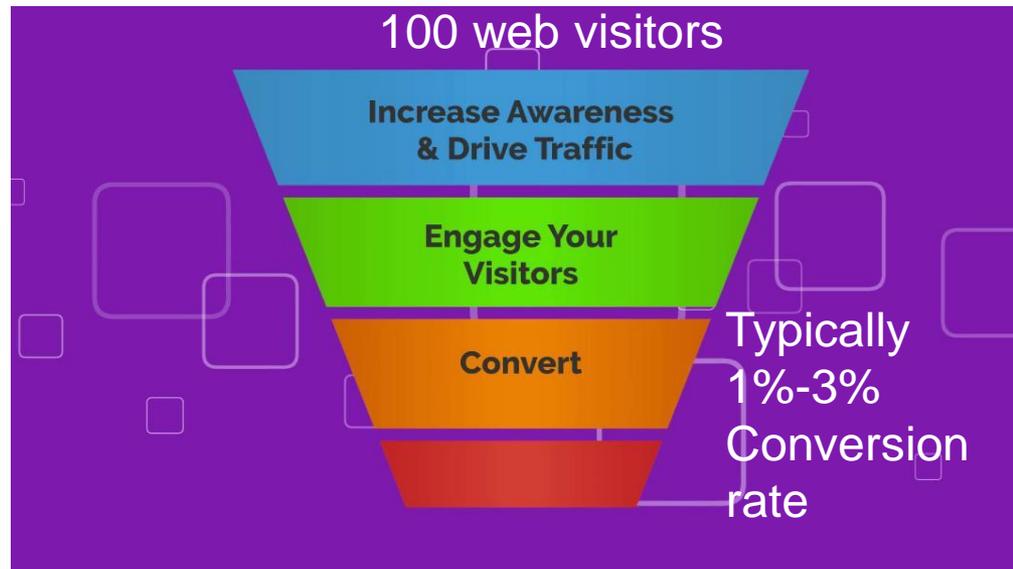
When followers see a post there is only so much information you can provide

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

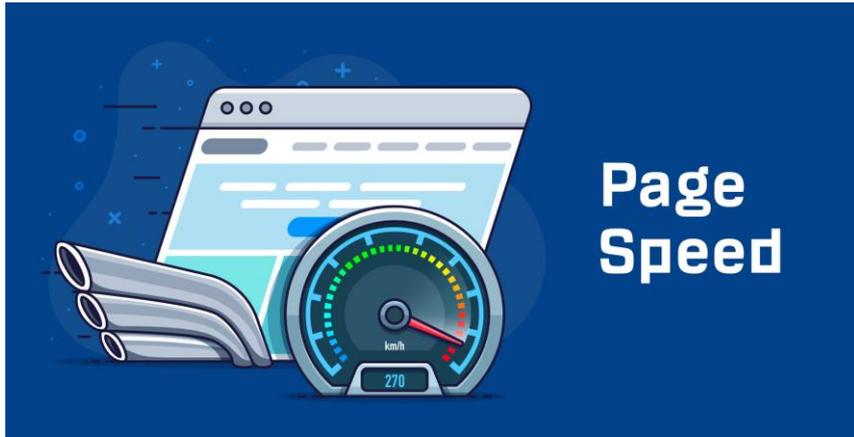
So you need to send people from Social Media to your website.

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

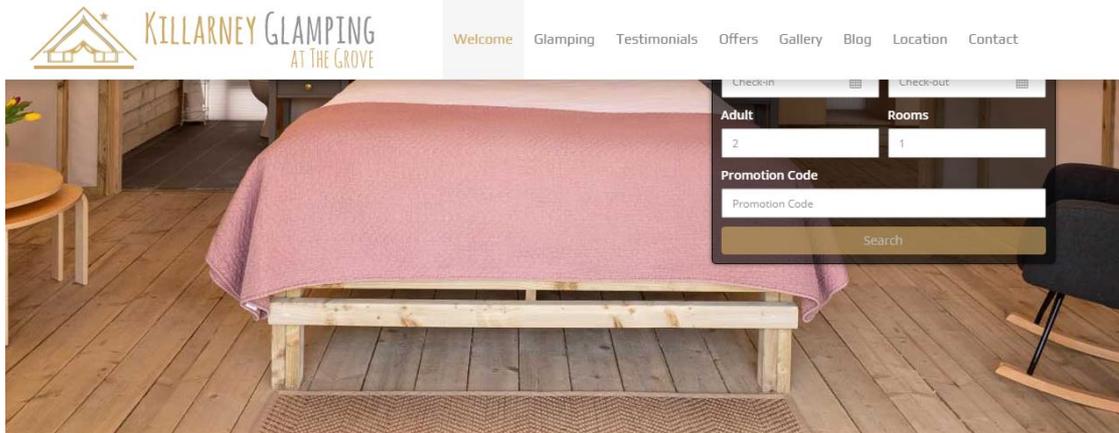


[View the 1-1 training options](#)

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