



The
Marketing
Crowd



Local
Enterprise
Office

How To Use Your Facebook Business Page For Marketing

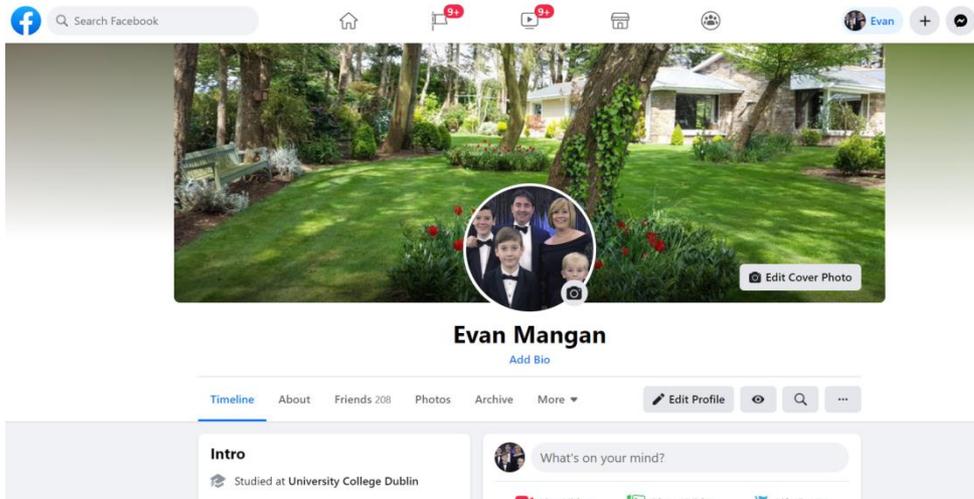
What We Will Cover

How to use your Facebook page for marketing

- The difference between Facebook for people and businesses
- How to create a Facebook business page
- Review the fundamentals of setting up a page
- Branding and settings
- The new Facebook page experience
- What to post
- How to post images, videos, links to a website
- How to schedule your posts
- How Facebook works on mobile – two apps you need to know about
- Why you should use the Meta Business Suite App
- How to grow your followers
- How the Algorithm works
- An Intro to Facebook Ads

How Facebook Works

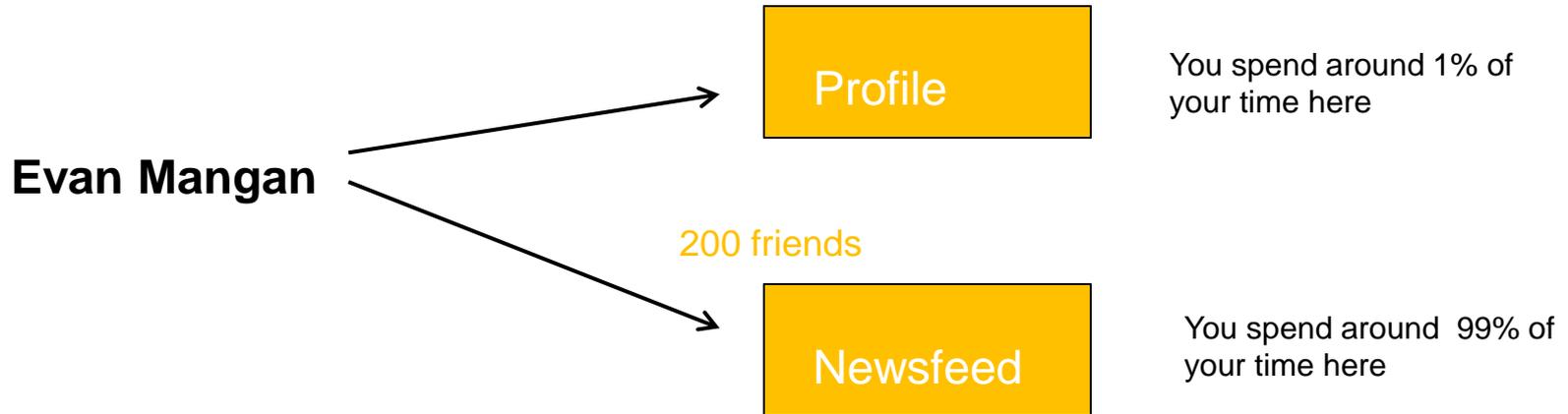
The difference between personal profiles and business pages



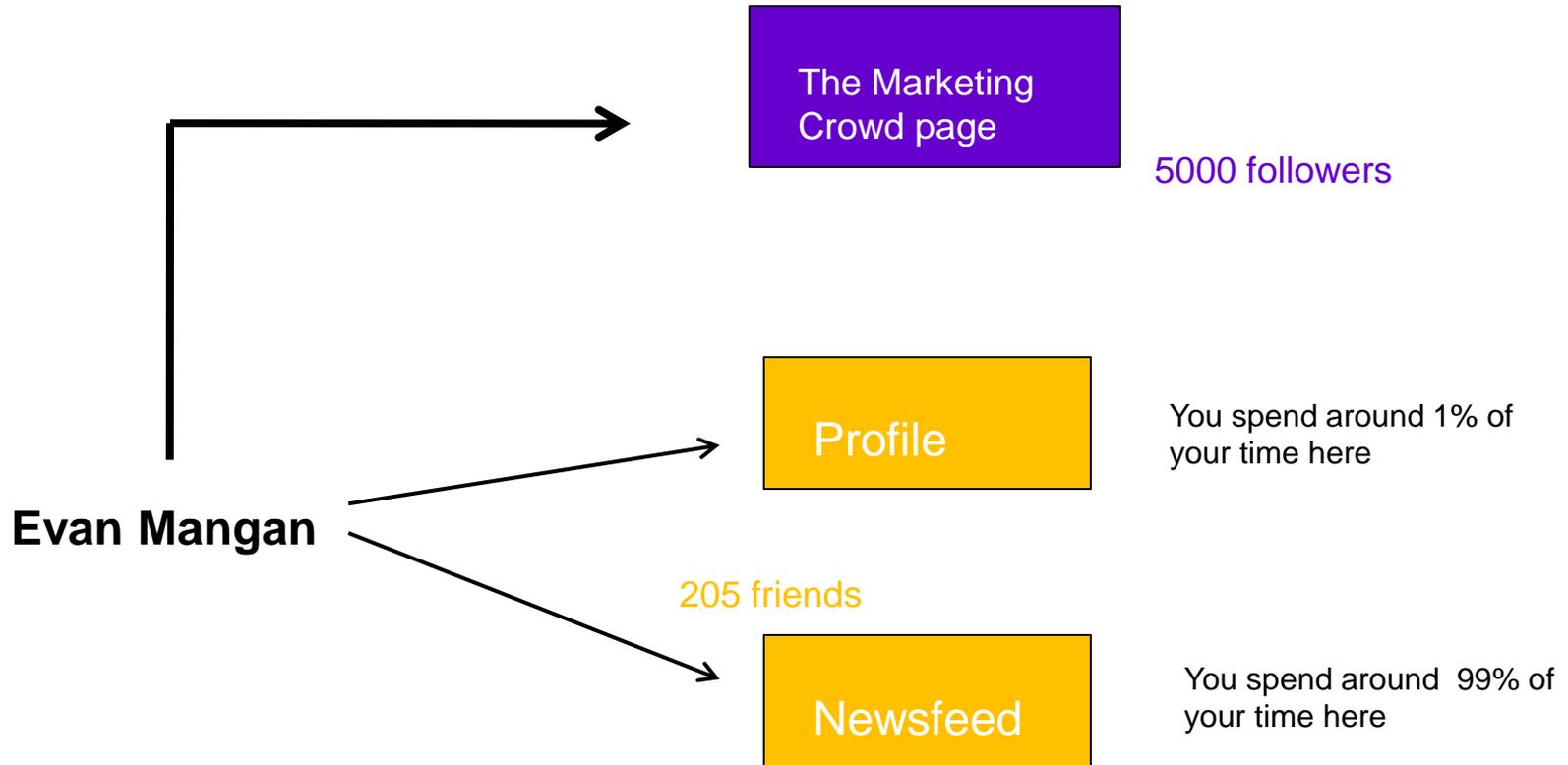
Personal Profiles

- Created for individuals – not companies.
- You can invite your friends to join your network.
- When you update your status it appears in your friends' newsfeeds.
- You can follow pages and receive updates from these pages which appear in your newsfeed.

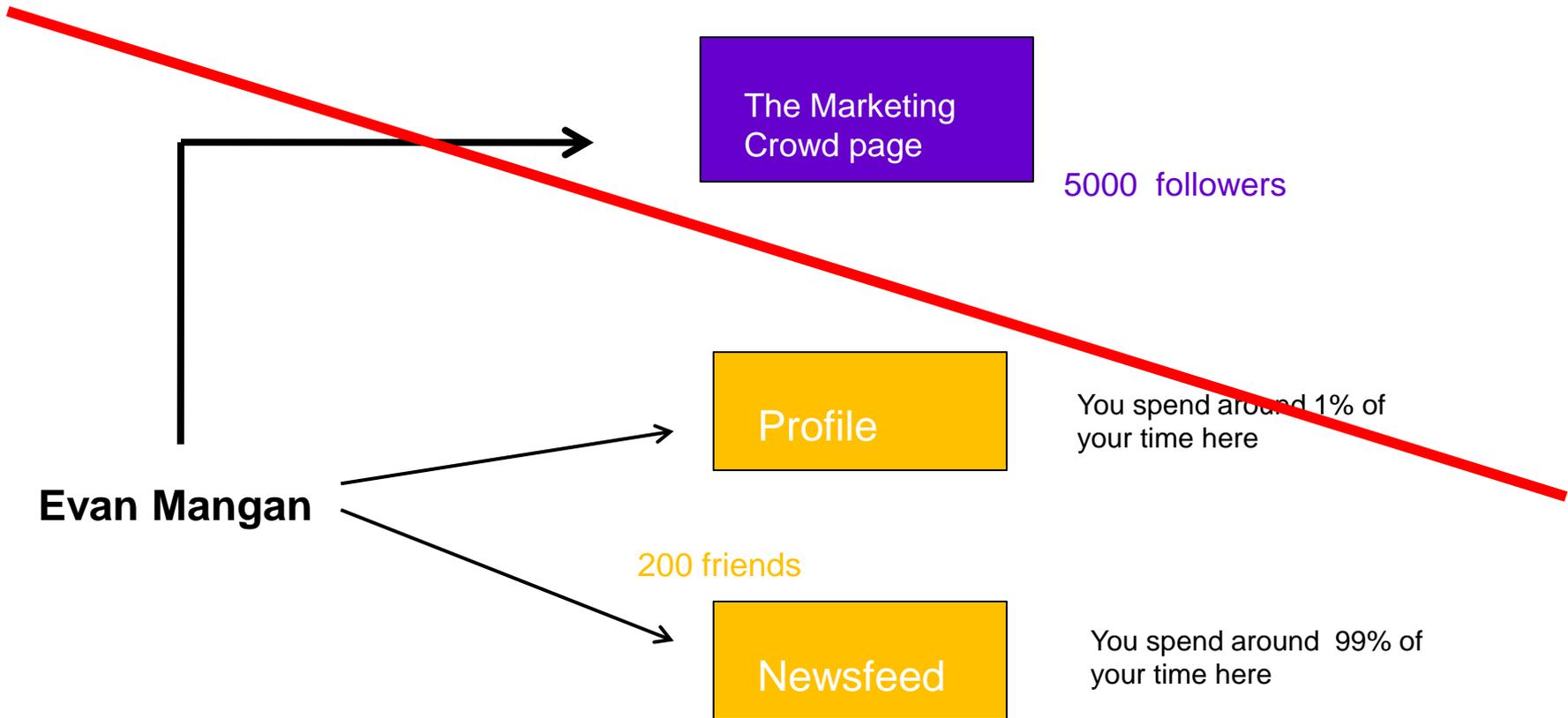
You Join Facebook as a person and you have a profile and a newsfeed



If you want to use FB for marketing you create a page when logged in as a person



However, these are separate. Your page visitors do not see your personal profile. Your friends do not automatically see your page posts.



How Facebook Works

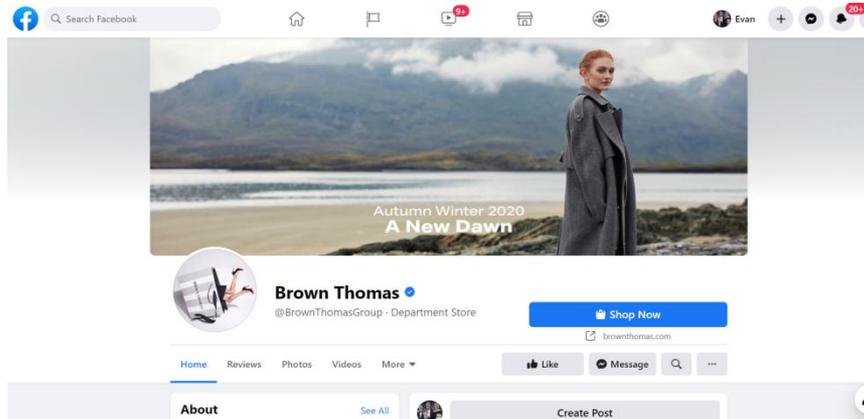
The difference between personal profiles and business pages



Business Pages

- Created for businesses – not individuals
- When you own a business page You cannot send “friend requests” to join your page.
- People “like” your page and in so doing they become fans or followers.
- When you update your status it feeds through to your followers’ newsfeeds.

Liking Business Pages



- Therefore, a Facebook user, you can find pages you like by using the search box at the top of the screen.
- Once you land on the business page there is a big like button. When you click this like button you are now "Following the page"
- This means that in your newsfeed you want to see posts that the brand or company has posted.

When deciding whether you will like a page you will probably look at their cover photo, how many other people have liked the page (followers) and the most recent updates from the page as this indicates what type of updates you are likely to receive.

How can you use Facebook for marketing?

For Free

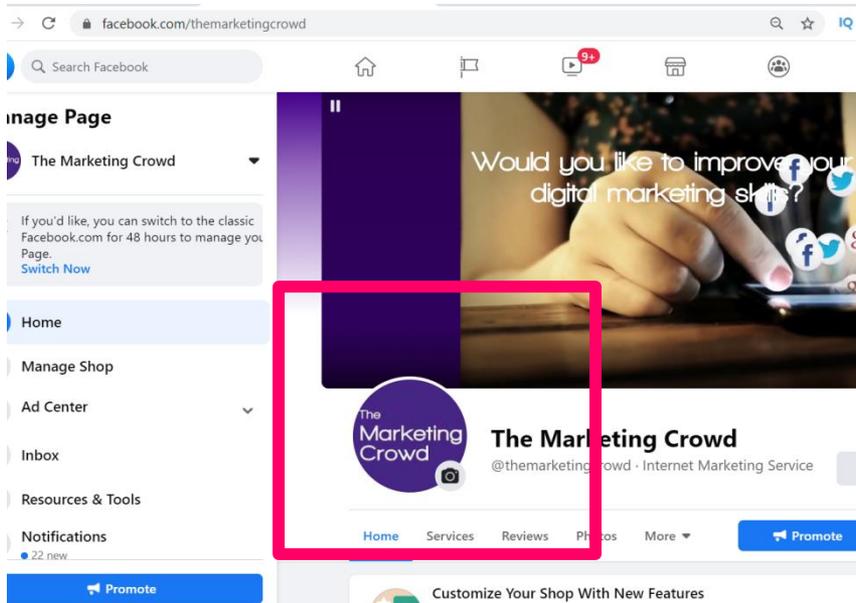
1. Increase awareness of your brand: Build a following of people who might not otherwise be aware of you.
2. Nurture prospects and existing customers. By sharing knowledge and expertise you are positioning your brand as a leader and you are keeping your brand front of mind. Not everyone is at the point of purchase but they may now consider you or might recommend you.
3. Occasionally through your updates you should link back to articles or interesting products on your website. Within this sales environment visitors are exposed to more sales related content.

By Paying

1. Run Facebook ads and drive targeted traffic to your website

Use your logo for your profile image

Ensure your uploaded logo is very visible in the newsfeed



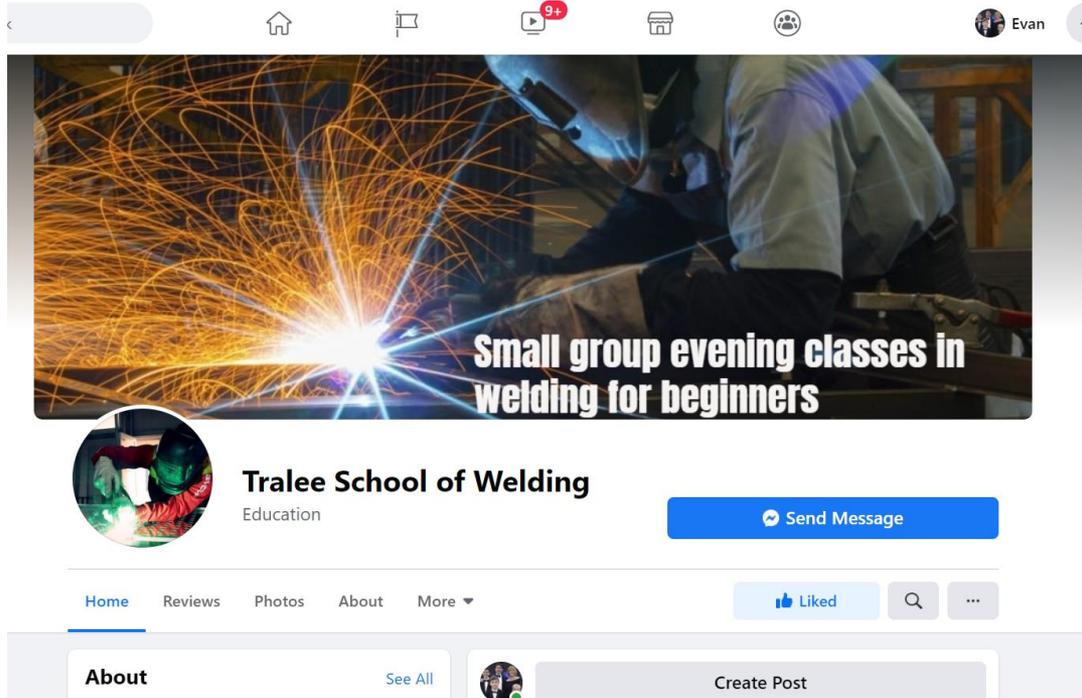
The importance of the profile picture (your logo)

What Facebook still calls the “profile picture” is now a 180-pixel square image that is inset into your cover photo in the lower-left area.

Note that the profile picture will appear as the image in your followers newsfeed when they view your posts so ensure it is legible and eye-catching

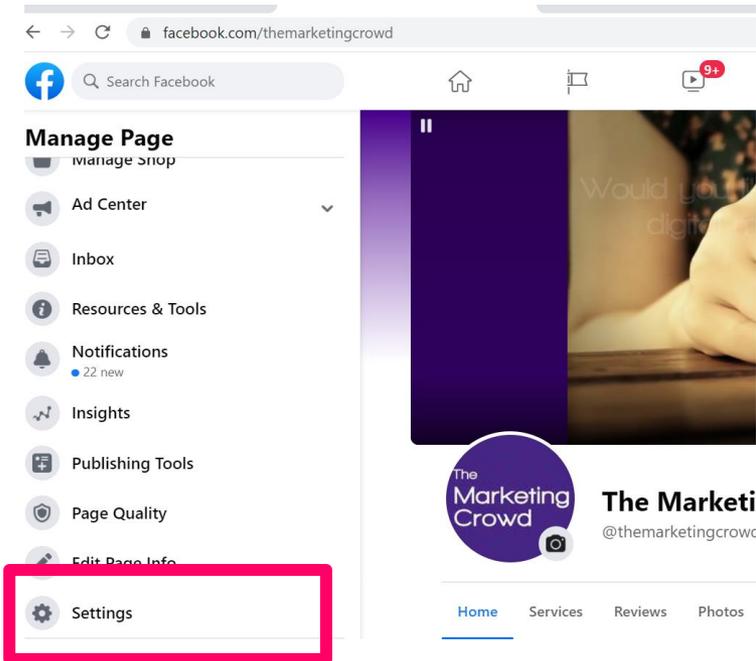
The Profile Picture = Your Logo

Add text to your cover photo to promote an event or to showcase your services



Your cover photo can be used as an advert for an upcoming event or to explain a service that you offer

Check that important settings are set up correctly



In settings / General

Page visibility – unpublish your page if it is a test page

Visitor posts – ensure you tick the box to vet posts by others before being published

Messages – ensure people can message you

Tagging ability – allow others to tag your page

Check that important settings are set up correctly

The screenshot shows the Facebook Page Settings interface for 'The Marketing Crowd'. The left sidebar contains a search bar and a list of settings categories: General (selected), Messaging, Page Info, Templates and Tabs, Event Ticketing, Notifications, Advanced Messaging, Facebook Badges, and Page Roles. The main content area displays a list of settings:

Page Visibility	Page published
Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page. Post moderation is turned on
Post and Story Sharing	Post sharing to Stories is On
Audience Optimization for Posts	The ability to select News Feed targeting and restrict the audience for your posts is turned on
Messages	People can contact my Page privately.
Tagging Ability	Other people can tag photos posted on my Page.
Others Tagging this Page	People and other Pages can tag my Page.
Country Restrictions	Page is visible to everyone.
Age Restrictions	Page is shown to everyone.
Page Moderation	No words are being blocked from the Page.
Profanity Filter	Set to strong
Similar Page Suggestions	Choose whether your Page is recommended to others
Page Updates	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.
Post in Multiple Languages	Ability to write posts in multiple languages is turned off
Translate Automatically	Your posts may show translations automatically for people who read other languages.

In settings / General

Profanity filter- set it to strong

Similar page suggestions – turn this on

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Background to the new page layout



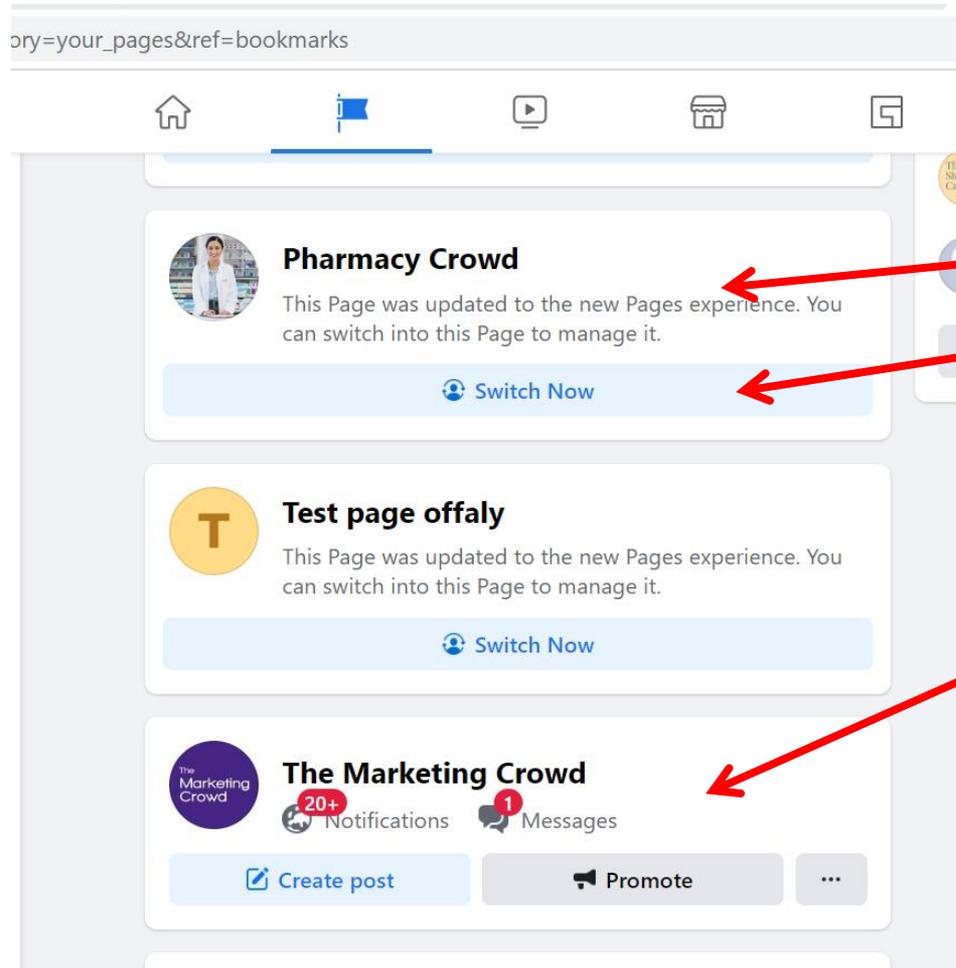
Facebook has been rolling out a new page experience

Not everyone has been moved to the new Page Experience / Design yet

When you move there are some major differences in terms of

- How you get to and use the page
- Where key components of the page are now located.

How to check if your account has been changed to the new layout



When you login to Facebook as yourself, click on the flag icon

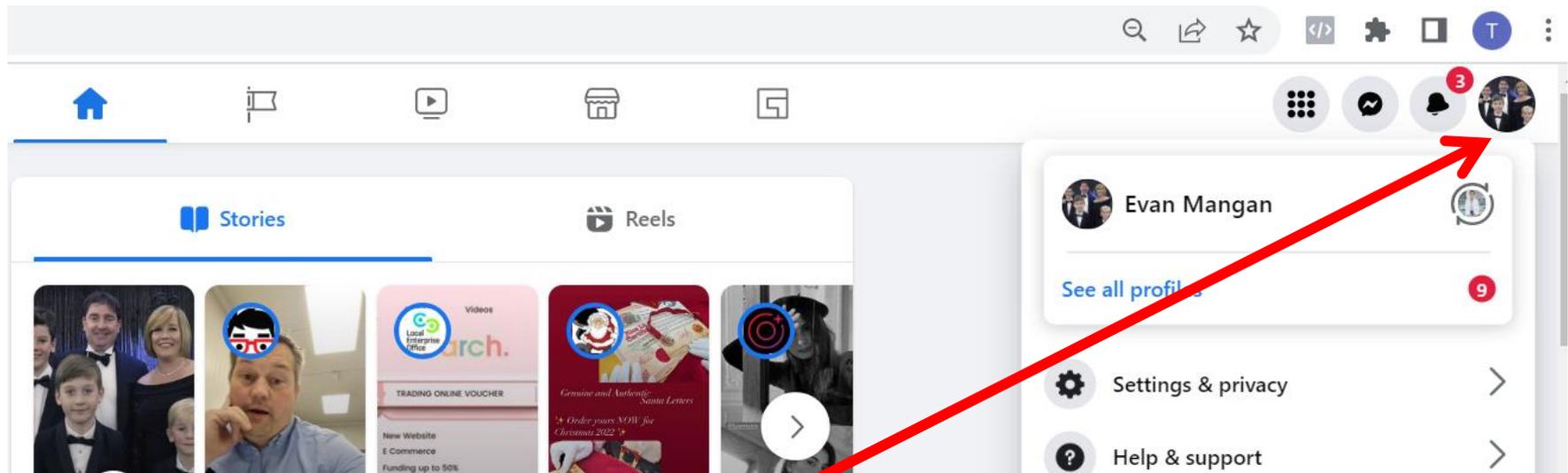
It will tell you whether your page has been updated

If it has, it will say Switch.

Switch means, switch from using Facebook as yourself to using Facebook as your page,

If it does not say that your page was updated hang tight. It will change in the coming weeks.

You now need to switch between using Facebook as a personal profile or business profile



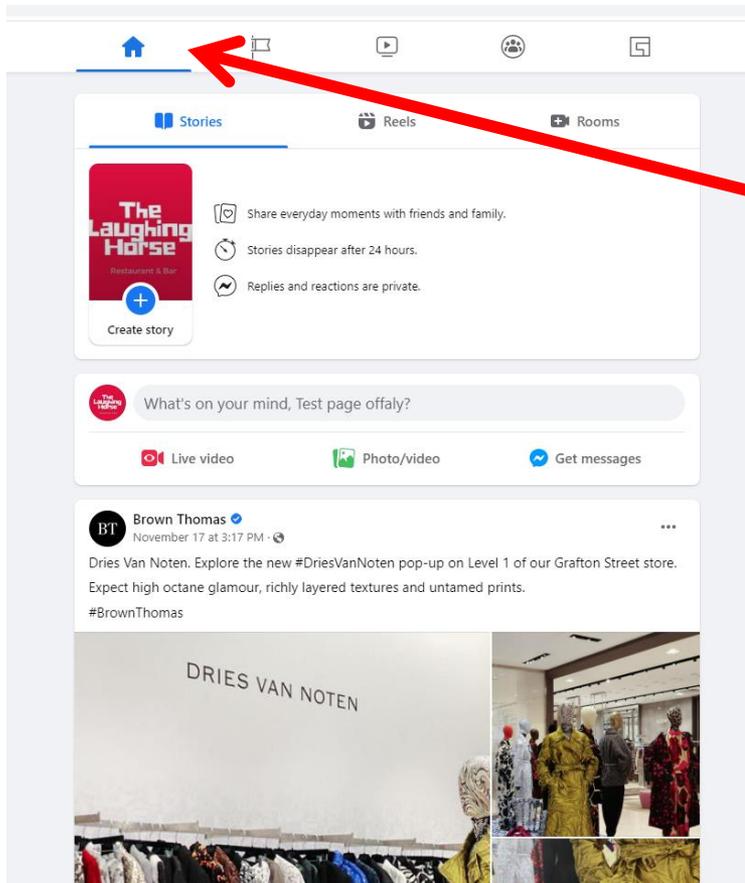
When you login to Facebook you are using Facebook as you. This means you have

- A feed for you
- A profile for you
- You post as you and like comment and share as you.

Now you can click on the circle top right and SWITCH to using Facebook as your page. This means

- You have a feed for your page
- You can like, comment, share as your page
- You can create a group as your page.

You now have a Feed for your page

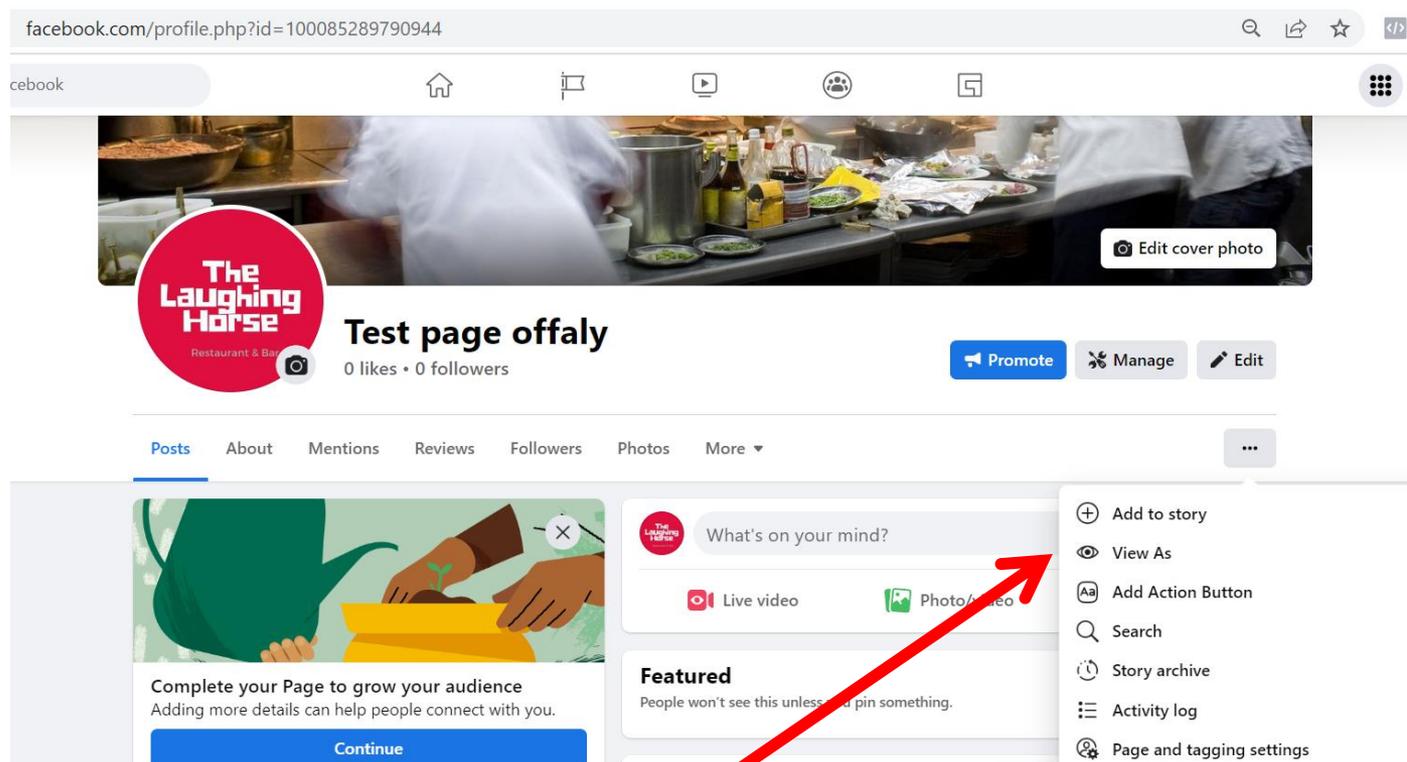


Because you are using Facebook as your page you can like another page and their posts then come into your feed.

Click on the Home icon to get to your feed

You can then Like. Comment, Share as your page

They have reintroduced "View page as a visitor"

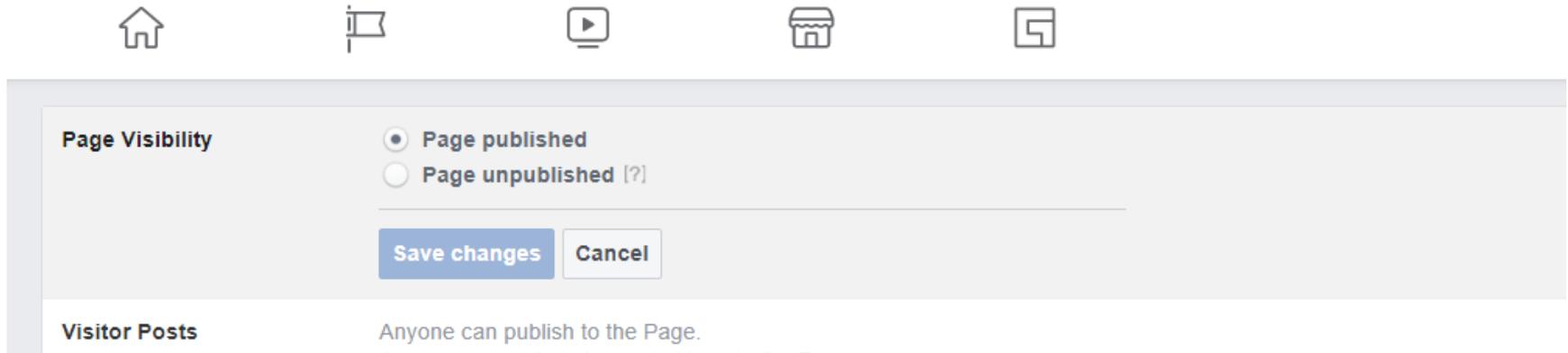


A few years ago they had the facility to check what your page looks like when people visit it. They removed this on desktop but kept it on mobile app.

It is now back on desktop.

Tap the three dots and click on View As

The option to unpublish a new page has been removed



The screenshot shows a navigation bar with five icons: a home icon, a flag icon, a play button icon, a storefront icon, and a square icon. Below the navigation bar is a settings panel with a light gray background. The panel has a title bar with a left-pointing arrow. The first section is titled "Page Visibility" and contains two radio button options: "Page published" (which is selected) and "Page unpublished [?]". Below these options are two buttons: "Save changes" (in blue) and "Cancel" (in white with a gray border). The second section is titled "Visitor Posts" and contains the text "Anyone can publish to the Page." followed by a horizontal line.

Page Visibility

Page published

Page unpublished [?]

Save changes Cancel

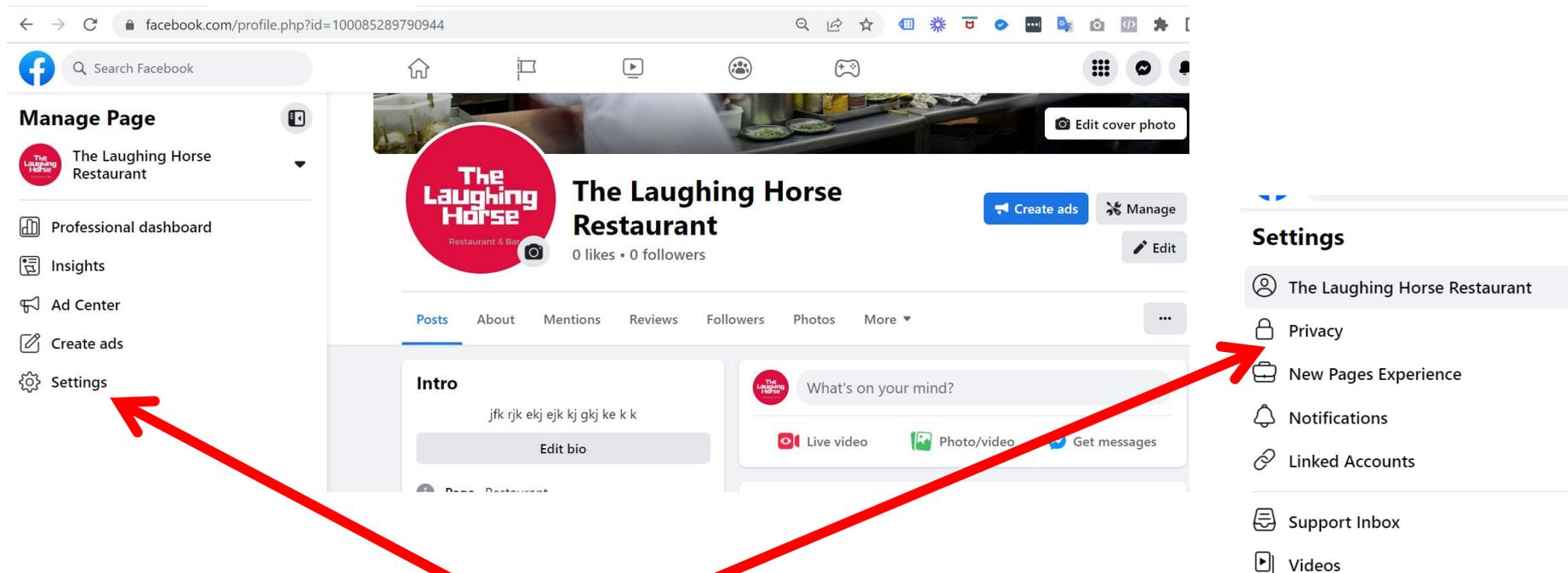
Visitor Posts

Anyone can publish to the Page.

In the classic layout you could go into settings and unpublish your page so it was only visible to you. You could then publish it when it was ready

This has been removed

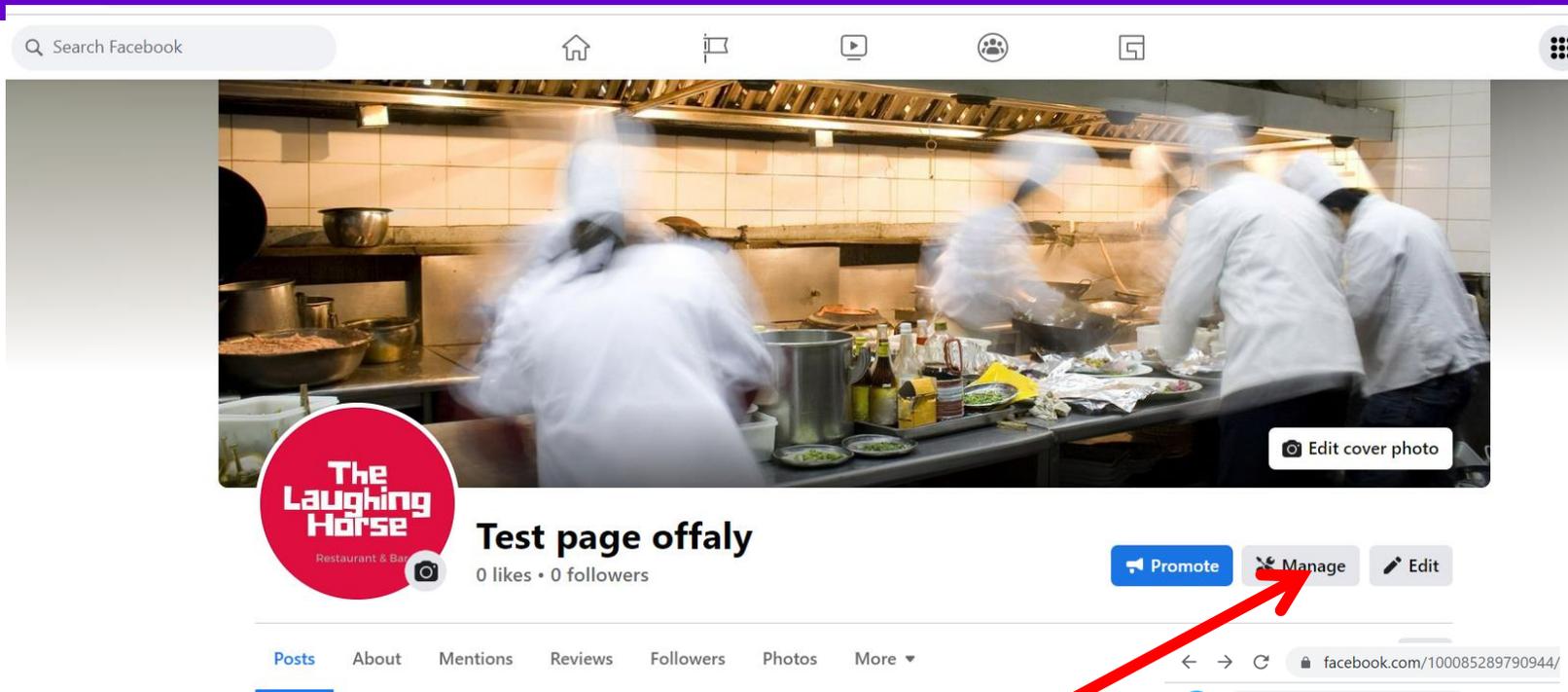
Where have all your page settings moved to?



In the classic design. Settings were on the left hand side of the page.
In the new design, they are also on the left
Click on privacy

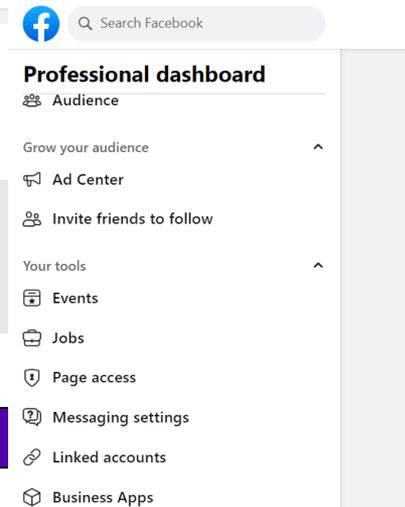
Remember, because you are using Facebook as your page, these are the settings and privacy for your page.

How to “connect to your Instagram account” has moved to “Linkedin Accounts”

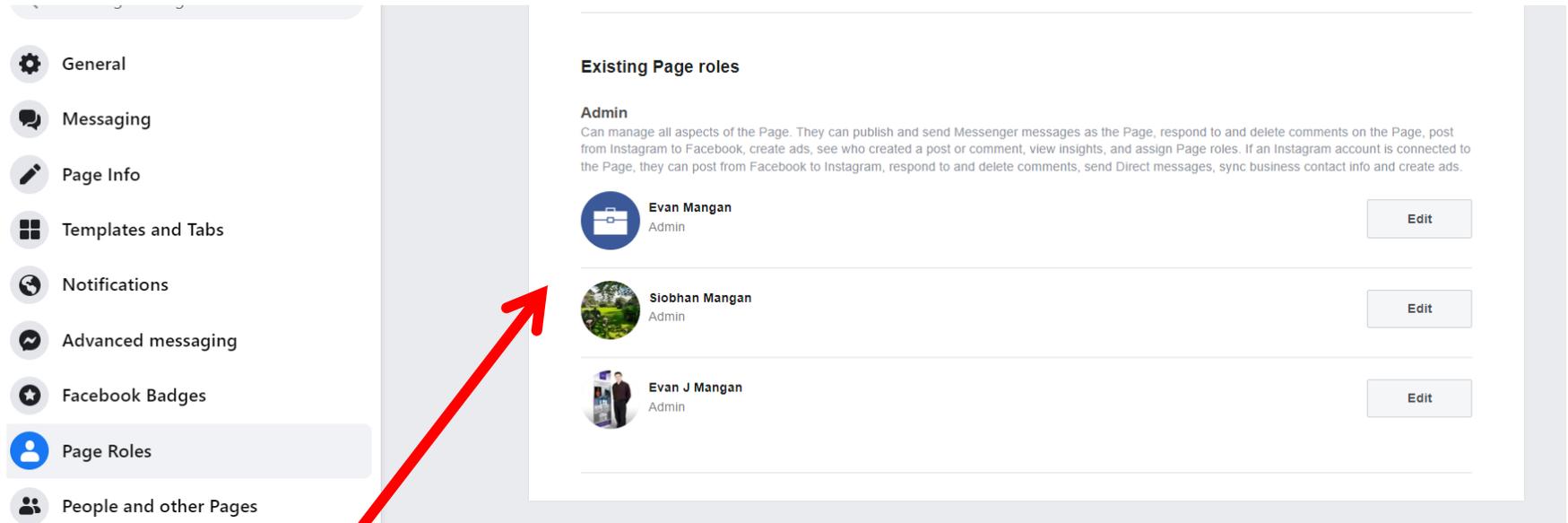


To link to your Instagram account

1. Click on Manage
2. Then Linked accounts



Page Roles (admin, editor etc) have changed to Facebook Access & Task Access



In the classic page, you could make someone an admin, editor, analyst

An Admin had full control of the page, can make other people admins, can remove people

An editor cannot change settings, make someone else an admin.

However, this has changed with the new page layout

Page Roles (admin, editor etc) have changed to Facebook Access & Task Access

The screenshot shows the Facebook interface for a page named 'The Laughing Horse Restaurant'. On the left, the 'Manage Page' sidebar includes options like 'Professional dashboard', 'Insights', 'Ad Center', 'Create ads', and 'Settings'. A red arrow points to the 'Settings' option. On the right, the 'Settings' dropdown menu is open, listing options such as 'The Laughing Horse Restaurant', 'Privacy', 'New Pages Experience', 'Notifications', 'Linked Accounts', 'Support Inbox', and 'Videos'. A second red arrow points to the 'New Pages Experience' option.

On the left hand side click on settings
Then click on New page experience
Then click on page access

What does Facebook Access mean?

Manage and view access

People with Facebook access ⓘ

[Add New](#)

...



Evan Mangan (You)

Page Deletion, Permissions, Content, Messages, Community Activity, Ads, Insights

People with task access ⓘ

[Add New](#)

[Manage](#)

Community Managers

Community managers can moderate chat comments, suspend or remove people who violate community standards and see all admins of this Page.

If you have switched to the new Pages experience, you can give trusted people Facebook access or task access to your Page to help manage it.

Compare classic Page roles on your new Page:

- Admin: Facebook access with full control
- Editor: Facebook access with partial control
- Moderator: Task access for Messages, community activity, ads, Insights
- Advertiser: Task access for ads, Insights
- Analyst: Task access for Insights

What does Facebook Access mean?

Add new ✕

Facebook access means:

-  You can switch into the Page and manage it directly on Facebook, or by using other tools like Meta Business Suite or Creator Studio. [View Tools](#)
-  Any actions you take as this Page, including when you check into a location, may be visible to anyone else who manages it. [Learn More](#)
-  Anyone else with Facebook access will share the Page experience, including News Feed and notifications for this Page. [Learn more about Facebook access.](#)

[Next](#)

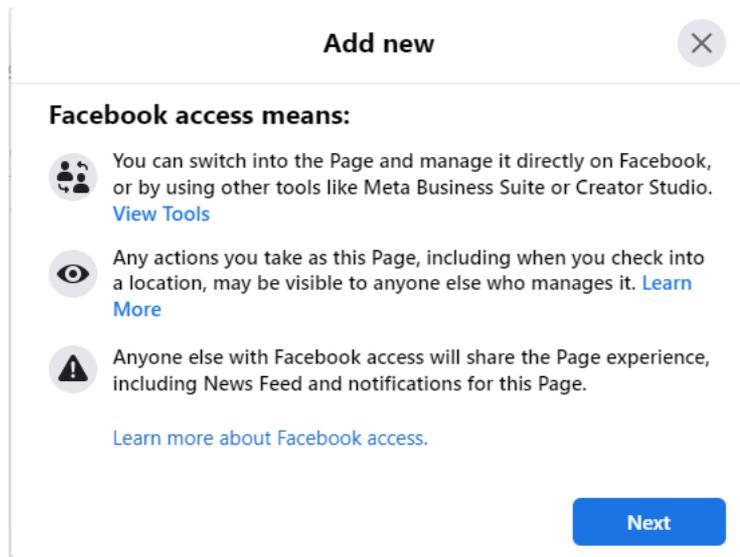
Facebook access

People can have Facebook access with full control or partial control.

People with Facebook access with full control or partial control of the new Page can manage the following:

- Content: Create, manage or delete any content on the Page, such as posts, Stories and more.
- Messages: Respond to direct messages as the Page in Inbox.
- Comments: Respond to comments on the Page, and edit or delete existing comments made by the Page.
- Linked accounts: Add, manage or remove linked accounts, such as Instagram.
- Ads: Create, manage and delete ads.
- Insights: Use Page, post and ad insights to analyze the performance of the Page.
- Events: Create, edit and delete events by the Page.
- Removal & bans: Remove or ban people from the Page.

What does Facebook Access mean?



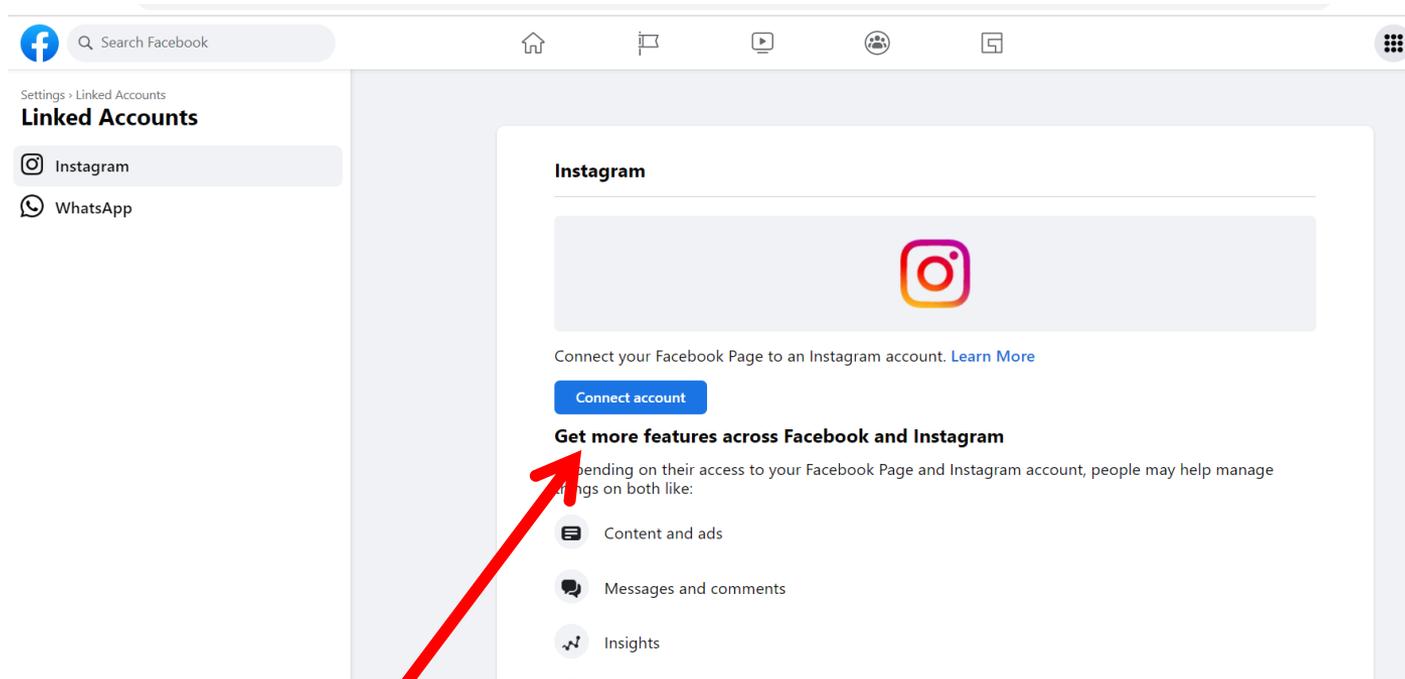
People with Facebook access with full control of the new Page can manage the following:

- Settings: Manage and edit all settings, such as Page info and deleting the Page.
- Access: Give and/or remove people's Facebook or task access to the Page or linked Instagram account, including others with Facebook access with full control.

People with Facebook access can manage the Page from:

- Facebook
- Instagram
- Meta Business Suite
- Creator Studio
- Ads Manager
- Business Manager

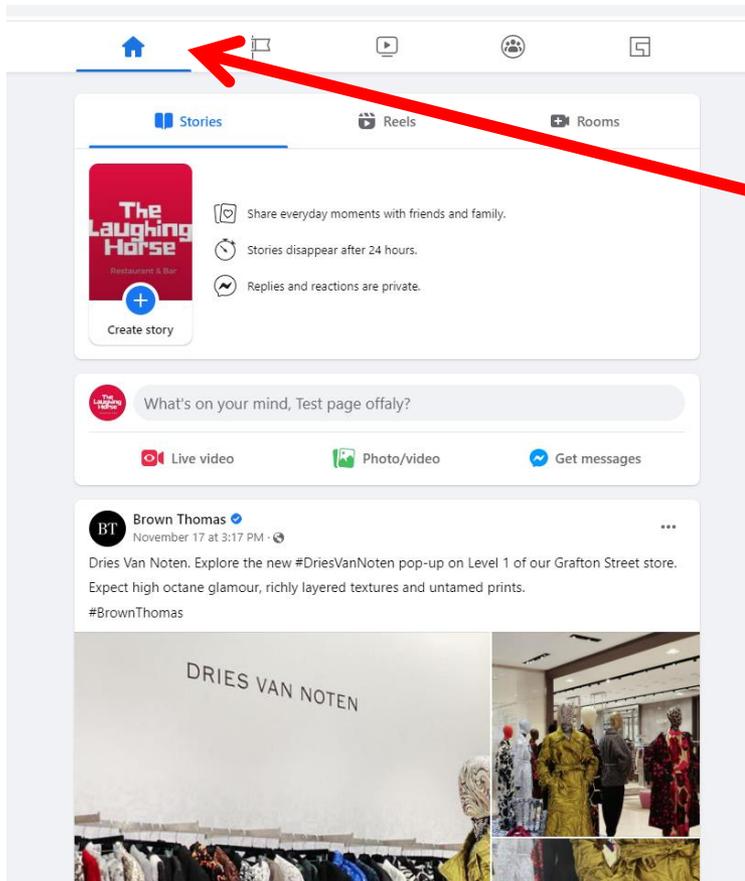
How to “connect to your Instagram account” has moved to “Linkedin Accounts”



You can now connect to your Instagram account

Click connect and enter your Instagram username and password

You now have a Feed for your page



Because you are using Facebook as your page you can like another page and their posts then come into your feed.

Click on the Home icon to get to your feed

You can then Like. Comment, Share as your page

Page Insights have moved to Meta Business Suite



Professional dashboard

- Home
- Your Page
- Posts
- Audience
- Grow your audience ^
- Ad Center
- Invite friends to follow
- Your tools ^
- Events
- Page access
- Messaging settings
- Linked accounts
- Business Apps
- Platform tools ^
- Meta Business Suite ↗
- Tools to try ^
- Moderation Assist
- Paid online events
- Menu

Page Insights are no longer available directly on your page. You need to go to Meta Business Suite

1. Click on Manage
2. Then on the next page, click Meta Business Suite

Think about what eye-catching you will Post



Develop a plan for what you will post on Facebook

What can you post that will ...

- Engage People
- Inform People
- Entertain People
- Delight People

And at the same time ...

- Will enhance your brand
- Will position your brand as a helpful expert

Plus ...

- How will you occasionally sell your products and services

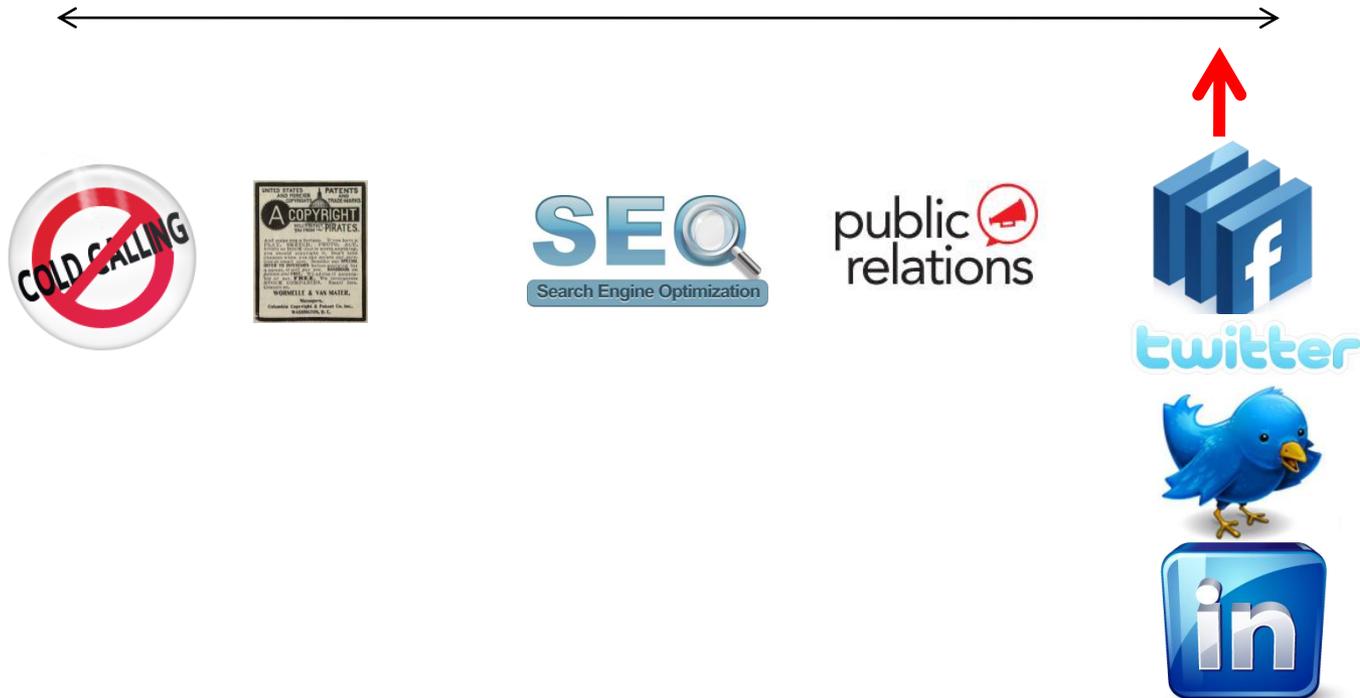
What Type Of Marketing channel is Facebook?

a) If You are using Facebook as a free marketing tool through posting updates to followers

Hard Selling

Subtle Selling

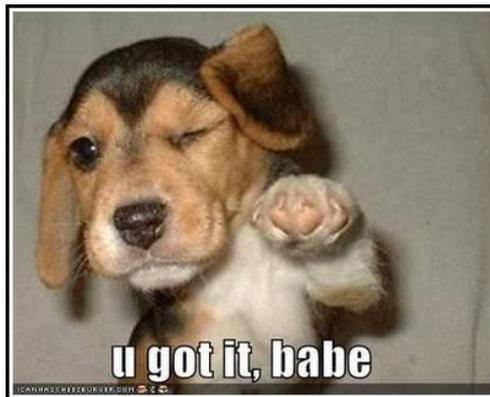
On a spectrum ranging from hard selling channels to subtle



What Type Of Marketing Tool is Facebook?

It is a Subtle form of marketing because of the way we consume our newsfeed.

The Newsfeed for most people is informal, fun, entertaining, social



What Type Of Marketing Channel is Facebook

What Doesn't Work



Positioning your brand as a boring spammer through ...

- Building a follower list to send them constant sales message
- Repetitive and boring updates
- Selling selling selling through your page updates

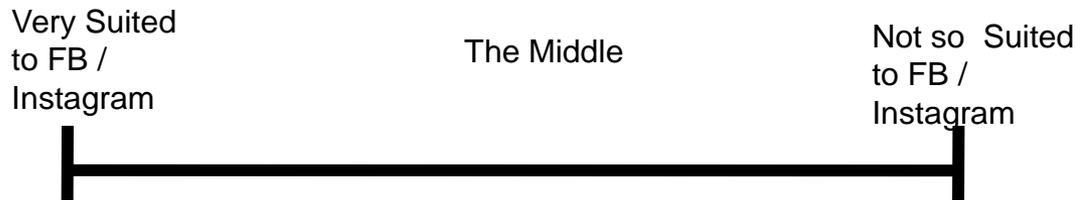
What Does Work



Increasing awareness, engagement and trust in your brand through

- Sharing your knowledge and expertise in order to help customers – e.g. through videos, blog posts or ebooks
- Sharing links to 3rd party information that they would find useful
- Sharing photos or videos about your company that are interesting and engaging.
- Giving away free products as prizes through a promotion or contest
- Encouraging followers to engage with them and other followers to share experiences of the brand

1. Strategy: Figure out where you are on this spectrum



Visual Products

- Jewellers
- Boutiques
- Florists
- Furniture
- Tattoo Parlours
- Photographers
- Crafts

- Gym
- Yoga
- Hotel
- B&B

Not visual but not so serious

- Life coach
- Mindfulness
- Recruitment
- Marketing

Not visual & Serious Information

- Solicitors
- Accountants
- Drain Company

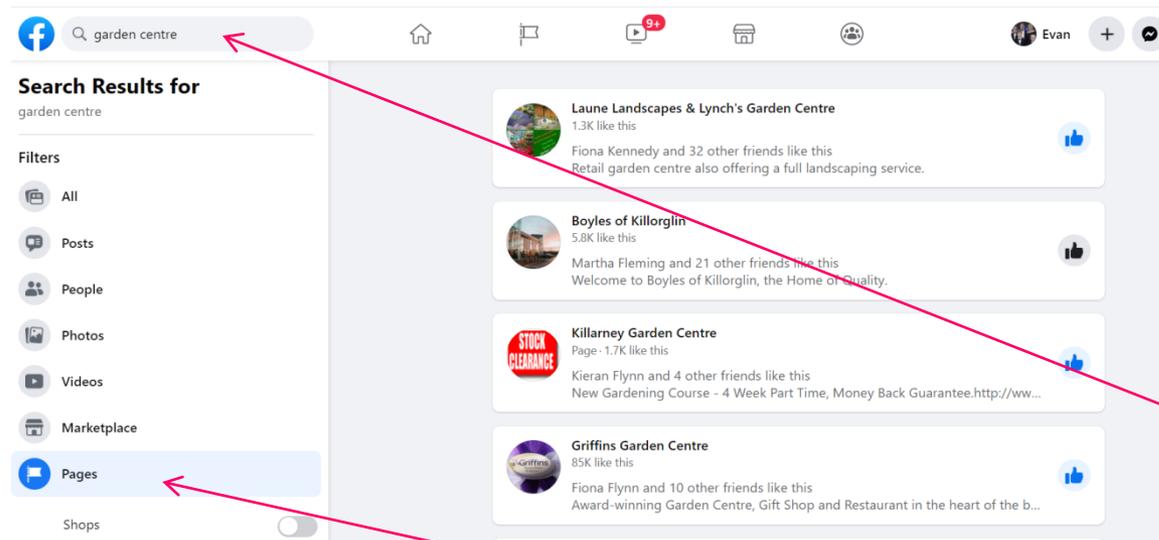
If you are visual on the left:

You can send out lots of posts about your products & services and it won't get boring. People won't feel like they are constantly being sold at

If you are in the middle you need to

- think about interesting , helpful tips and advice interspersed with sales posts
- Think about a visual strategy. What eye catching images and videos can you post?

Posting Plan



How to go about this

Unless you are in a very small niche there will be lots of other pages around the world in your sector – learn from them. Assess how they are using Facebook for marketing and what they are posting

1. Find other business pages within your sector by using the search box

- Search for a page similar to your business e.g. Hair salon

Then click on “pages” in order to see lots of pages similar to your business

Posting Plan



Like us on
Facebook

Finish this sentence. “Follow us and you will receive”
Does your sentence sound compelling and interesting?

There was a time when you could have a custom landing page and on that you would explain to people what kind of updates they would receive if they followed you.

You should still write this down on paper as it will form your posting plan

Example Posting Plan



For A Hair Stylist

Facebook updates will include ...

- DIY Hair styling tips – videos / articles
- DIY colouring tips – videos / articles
- Tips on which styles to choose – links to blog articles
- Photos - Before and after hair styles of customers
- Photos – inspiration styles
- Photos – celebrities latest styles
- Exclusive discounts for followers
- Contests – lots of free giveaways

Occasional updates about special offers on hair stylist services and products

Example Posting Plan

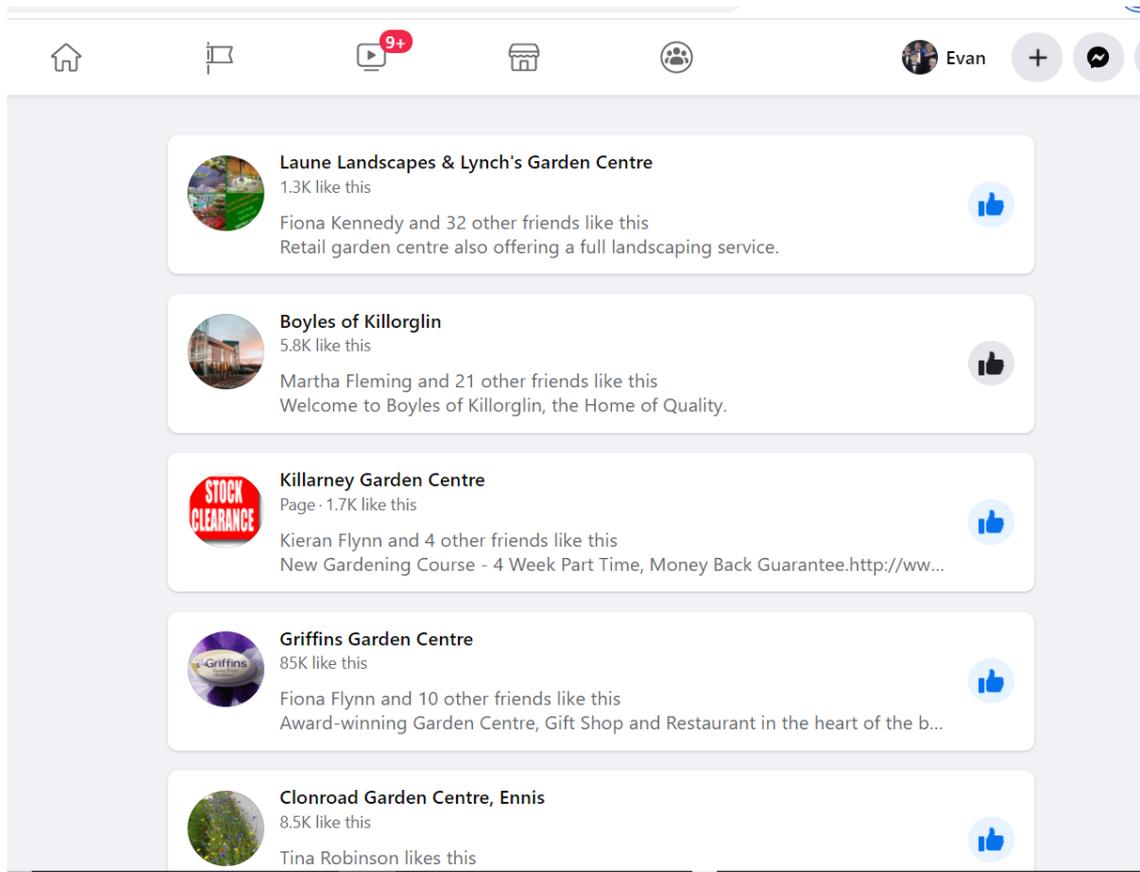


For A Hotel

Facebook updates will include ...

- Things to do when you are on holiday in this area
- Upcoming events in the area
- Recipes from the Head Chef
- Wellness tips from the Spa
- Win a free meal
- Win a free stay
- Special offers

Posting Plan



How to go about this

Visiting 5-6 pages and form an opinion on ...

- what types of posts are interesting, engaging, brand enhancing
- Which posts get a lot of likes and shares
- What type of contests are they running
- What type of images and videos do they share

Don't post plain text updates. Add an image so that it will reach more people and will stand out more

Text updates won't get noticed in the newsfeed

Always post an image



However – 1) make your image square, 2) add your logo and a caption to get the image to stand out in the Newsfeeds

This is good

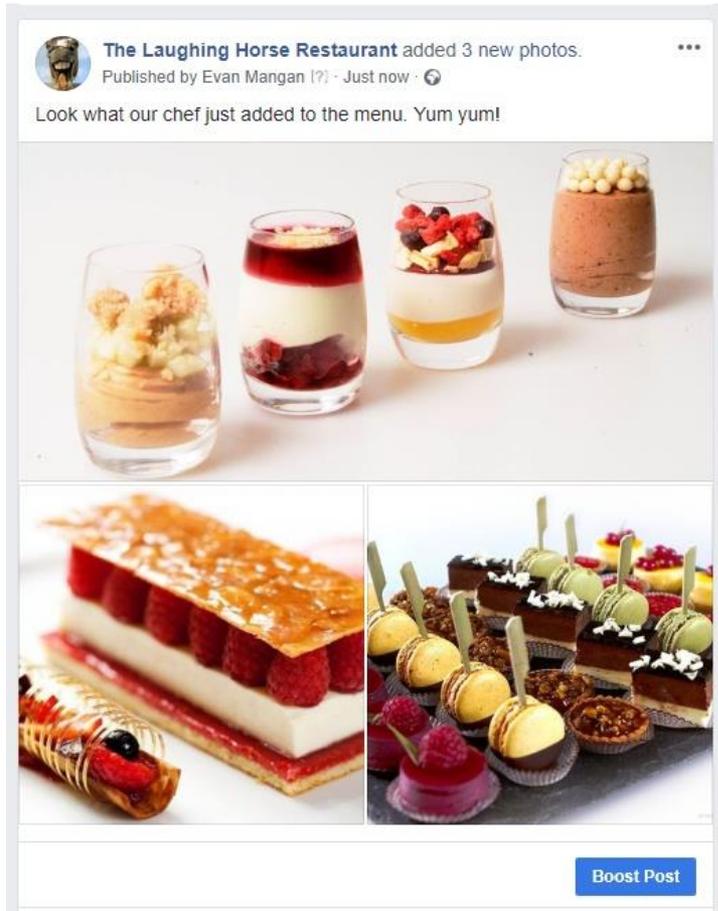


But this is better



Use Canva to crop your image to square and to add text

Post multiple images when you can – they tend to get more engagement



Ensure the 1st image is always eye catching as it will be largest

When posting a link to a website always write a caption to give it context

 Test page Lim leo
3h · 🌐

We often get asked how we bake our Pavlova. If you'd like to bake one here is a great recipe to try at home.

<https://www.jamieoliver.com/.../fru.../summer-berry-pavlova/>

 JAMIEOLIVER.COM
Strawberry pavlova recipe | Summer berries | Jamie Oliver
Jamie Oliver's summer berry pavlova is a super-simple dessert recipe that will wow your family and friends. This recipe is ideal for a picnic, dinner party, or barbecue.

1 People reached 0 Engagements ↑ +1.7x higher Distribution score [Boost a post](#)

 Test page Lim leo
3h · 🌐

We often get asked how we bake our Pavlova. If you'd like to bake one here is a great recipe to try at home. <https://thehappyfoodie.co.uk/recipes/strawberry-pavlova/>



THEHAPPYFOODIE.CO.UK
Strawberry Pavlova
A beautifully presented strawberry pavlova from Mary Berry. With a...

1 People reached 0 Engagements ↑ +1.7x higher Distribution score [Boost post](#)

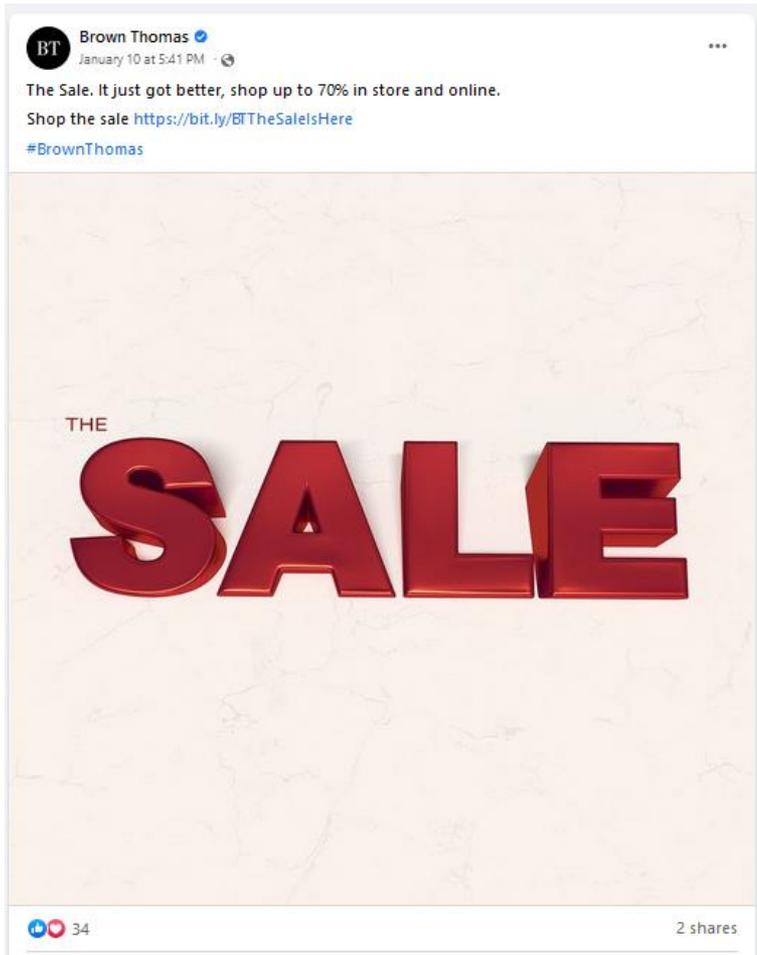
When you add a link to a page it will bring in an image plus a headline / description.

Sometimes that image could be small

Sometimes the image could be bigger

To get Facebook to present your image larger ensure your images are minimum 600 – 350 pixels in size. They can be bigger than that.

When posting a link to a website always write a caption to give it context



However, if you are linking back to a page on your OWN website, about an important product or event, you would want to have a large image of your choice, perhaps with some text on it.

So you could ...

1. Type your text
2. Design and image in Canva and then attach it
3. Then add the link.

Because you did it in this sequence, the post will have the large image and people can tap on the link within caption area.

If you look at the Brown Thomas page that is what they do all the time.

Uploading your video to Facebook rather than linking to YouTube will reach more people, it will stand out more and will auto play in the newsfeed

When you link to YouTube your post looks boring and won't get engagement and will reach less people

When you upload the video to FB it will autoplay (gets more attention) and will reach more people



The Laughing Horse Restaurant
Published by Evan Mangan [?] · Just now · 🌐

Lots of people compliment our Dover Sole. If you are planning to cook Dover Sole the trick is all in the prep and here is a great technique

 YOUTUBE.COM
How To - prepare Dover sole
Jamie Oliver's guide on how to prepare Dover sole, from Jamie's Great Britain Stay up to date with Jamie Oliver: Follow him on Twitter <http://twitter.com/JAM...>

[Boost Post](#)



The Laughing Horse Restaurant
Published by Evan Mangan [?] · 2 mins · 🌐

Lots of people compliment our Dover Sole. If you are planning to cook Dover Sole the trick is all in the prep and here is a great technique



[Boost Unavailable](#)

Post at times when your followers are most active



Figure out when your followers tend to interact more with your posts e.g.. evening or morning.

For most pages the best times are

- Lunchtime
- After 8.30 PM – 11PM
- Saturday Morning
- Sunday morning
- Friday afternoon

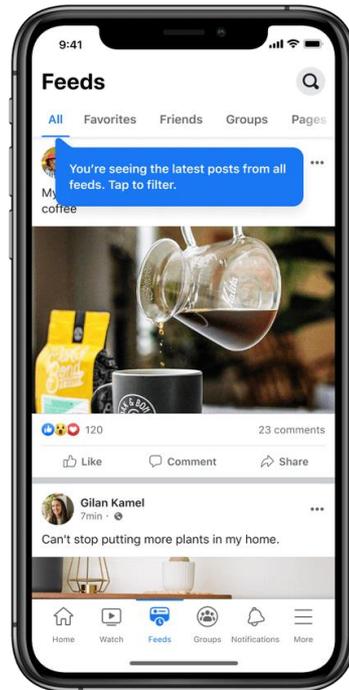
Remember, if your post get engagements in the first hour Facebook will increase the reach

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If you Want to use Facebook on your phone there are 2 apps



1. The Facebook app

This app is mainly for people but you can also use it to manage your page and post from your page

If you Want to use Facebook on your phone there are 2 apps

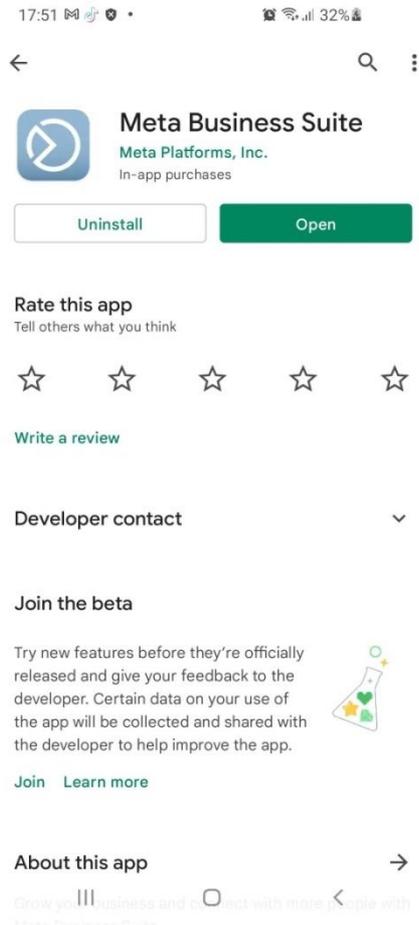
The logo for Meta Business Suite, featuring a blue infinity symbol followed by the text "Meta Business Suite" in a bold, black, sans-serif font. The logo is centered on a light blue and green gradient background.

**Meta
Business Suite**

2. The Meta Business Suite App

This app is the main app to manage
Your Facebook page and your
Instagram account from your phone

How to post and schedule post using business suite app

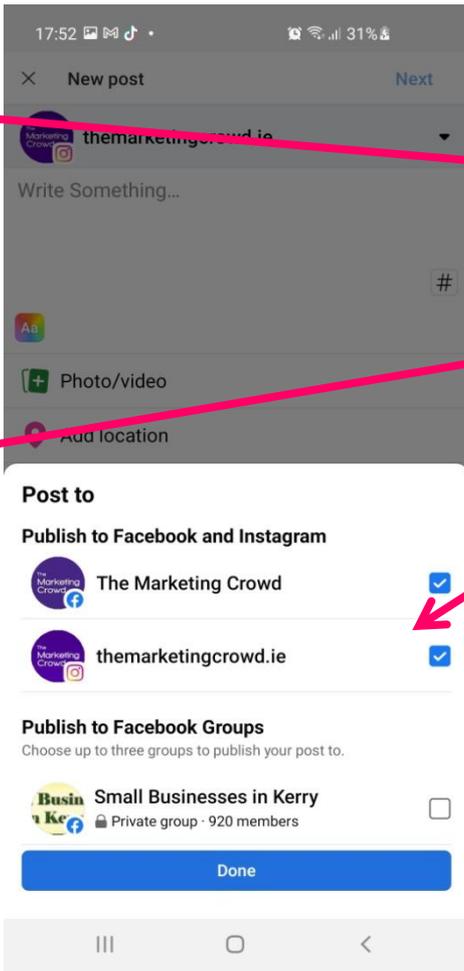
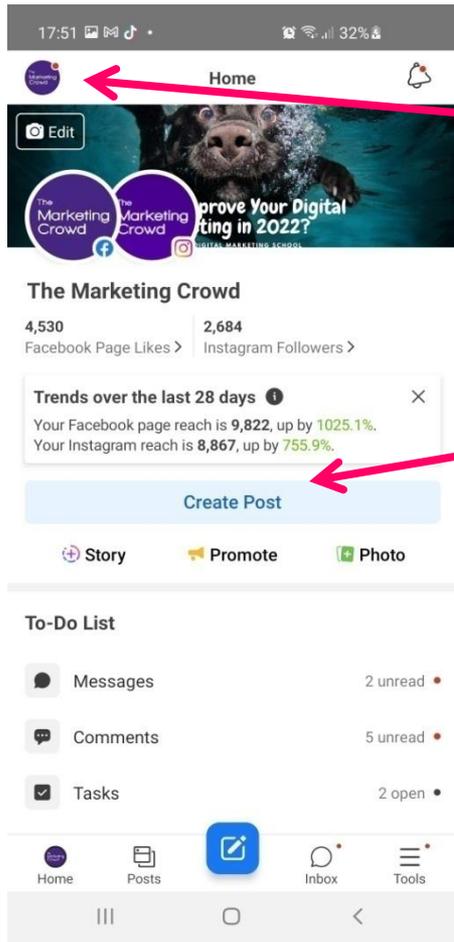


1. Download the App “Meta Business Suite”

It used to be called Facebook business Suite

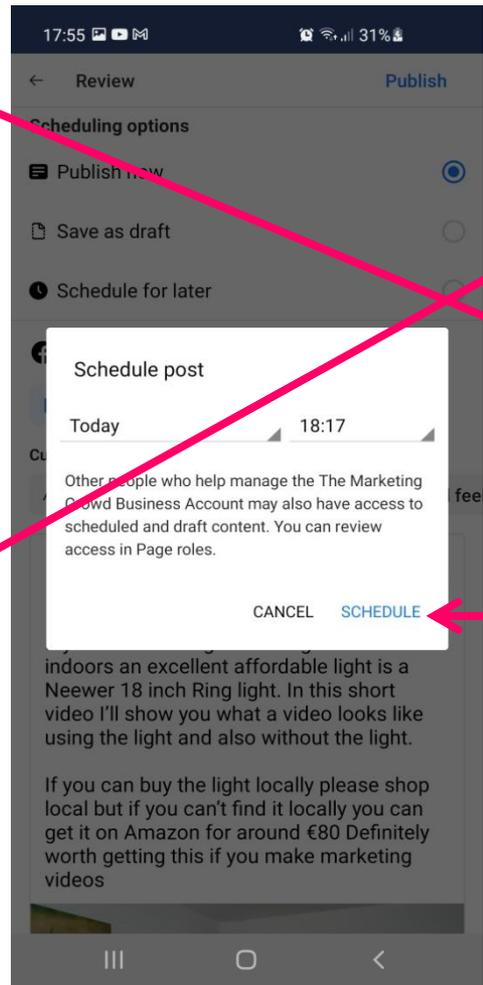
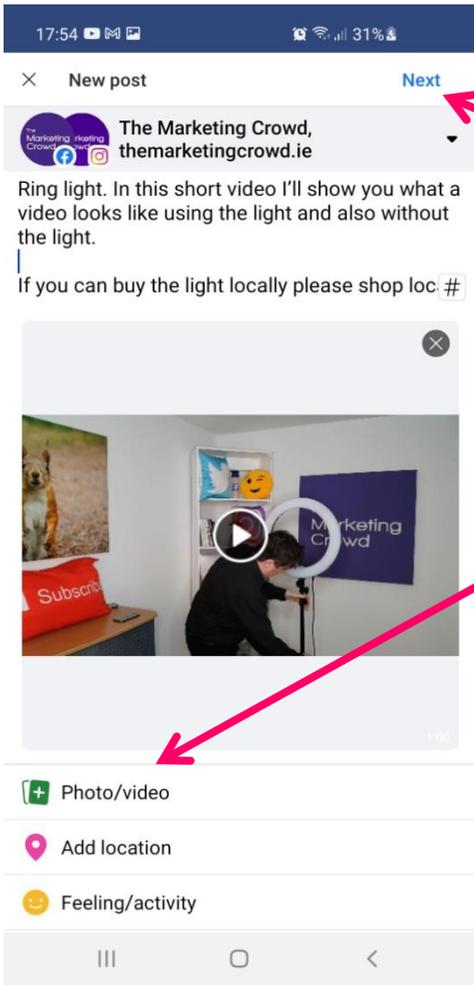
2. Login to it with your personal Facebook login.

How to post and schedule your video using business suite app



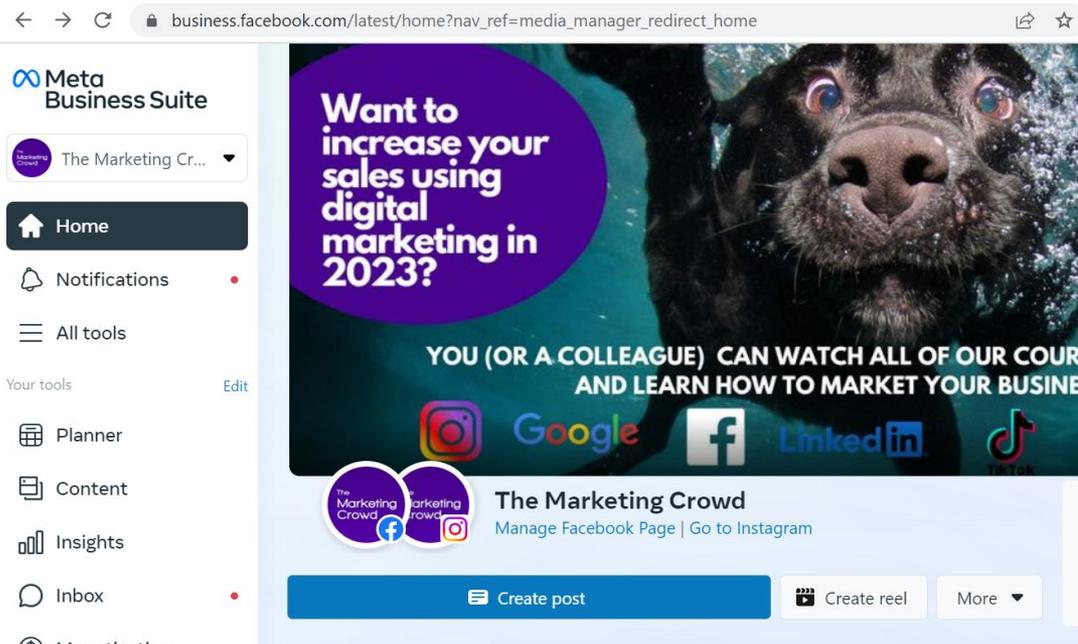
3. In the top left, choose the page that you want to send the video out from
4. Then tap create post
5. If your Facebook and Instagram accounts are connected, you can also have it go out on Facebook. Tick which ones you want

How to post and schedule your video using business suite app



6. Then type your text and select the video from your phone
7. Then tap next
8. Then tap schedule. Choose your date and time
9. Then tap schedule

How to get to Meta Business suite on your PC



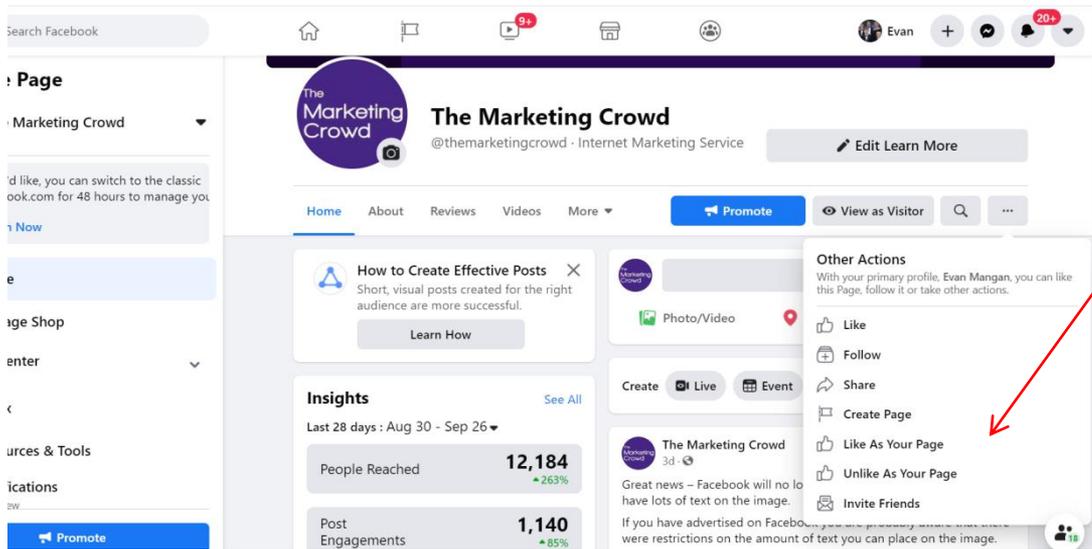
Go to

[Facebook.com/creatorstudio](https://www.facebook.com/creatorstudio)

You can then send out posts that go to Facebook and Instagram plus you can schedule them

How To Increase Followers For free – Start with your friends

The obvious place to start – invite your friends to follow you



Click the 3 dots on the right of your page - there is a dropdown. Select invite friends and you it will show which of your friends (Facebook profile friends) do not follow your page

You can invite those who are not following you

How To Increase Followers For free – Use your email signature

Promote to your business contacts via an email signature

To: "siobhan@themarketingcrowd.com" <siobhan@themarketingcrowd.com>,
"evan@themarketingcrowd.ie" <evan@themarketingcrowd.ie>
Cc: "Coughlan, Sarah" <Sarah.Coughlan@enterprise-ireland.com>

Hello Evan/Siobhan,

I have been speaking to Sarah Coughlan this morning regarding the availablilty of our computer training room next Thursday/Friday. Both days are free so if you need to use it there is no problem.

Regards,
Brigid

Local Enterprise Office Laois

Portlaoise Enterprise Centre, Clonminam Business Park, Portlaoise, Co. Laois | ☎ 057 866 1800

✉ localenterprise@laoiscoco.ie | www.localenterprise.ie/laois

Please click to Like us on Facebook Follow us on Twitter

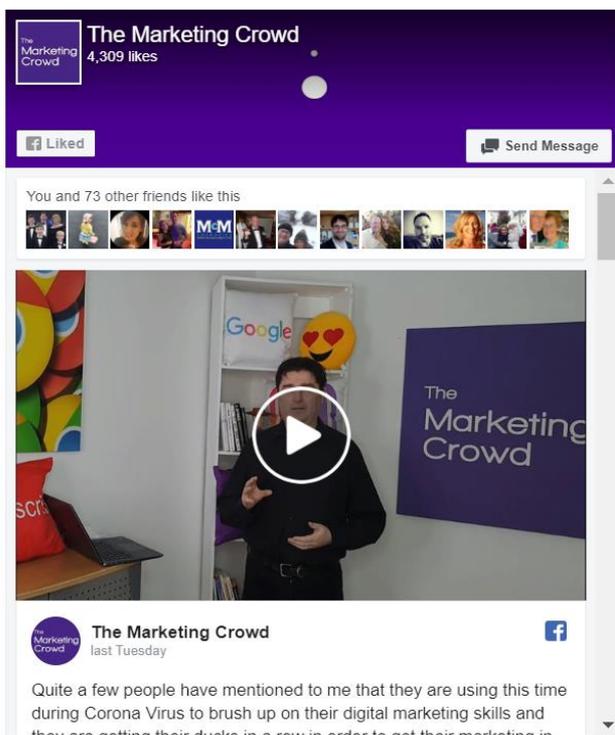
Advising... Supporting... Developing... Local business.



Insert a link to your fan page in your email signature or ideally custom design an email signature to promote your page.

How To Increase Followers For free – Convert your website visitors

Ask your web designer to embed a feed of your Facebook posts on your website

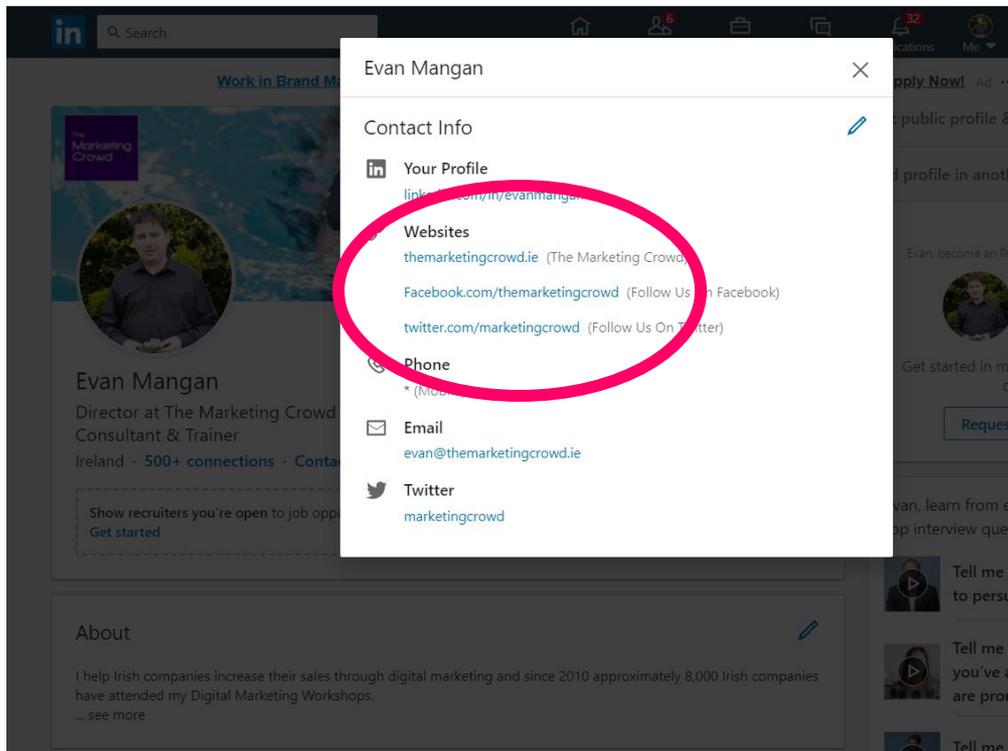


Use the Facebook page social plugin.

When web visitors see your interesting posts you have a better chance of converting them into followers

How To Increase Followers For free – Promote on other social media

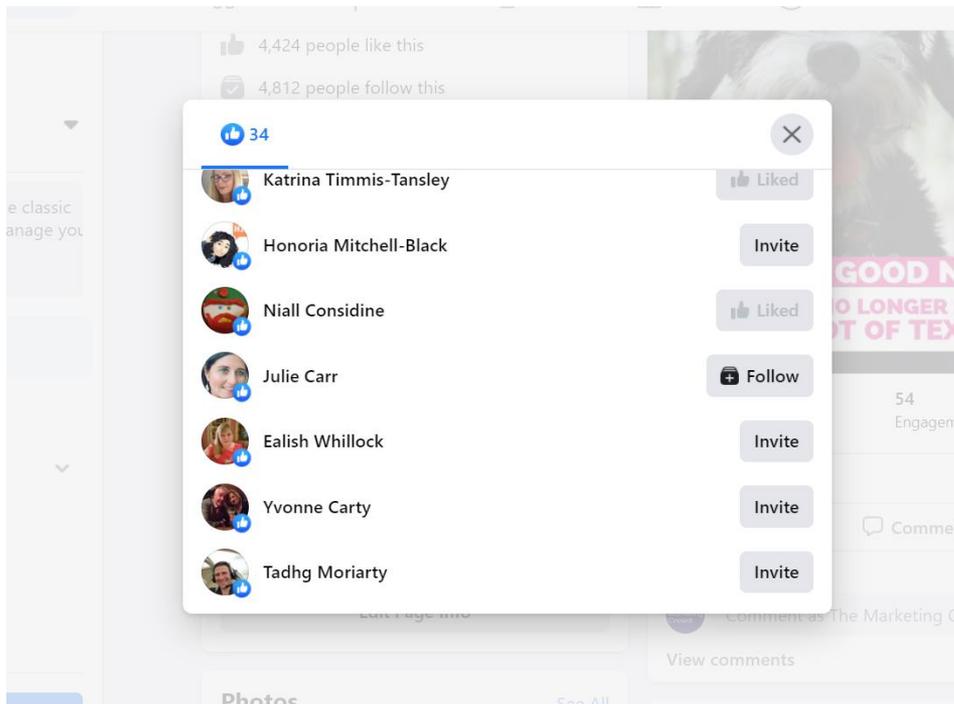
Maximise other social media - LinkedIn



Include a link on your LinkedIn profile.

How To Increase Followers For free – Invite people who liked your posts

Find the people who liked your posts but not your page



Not everyone who likes your posts has liked your page

Click on the number of likes your post has received and you will see which have already liked you page. Invite those have not

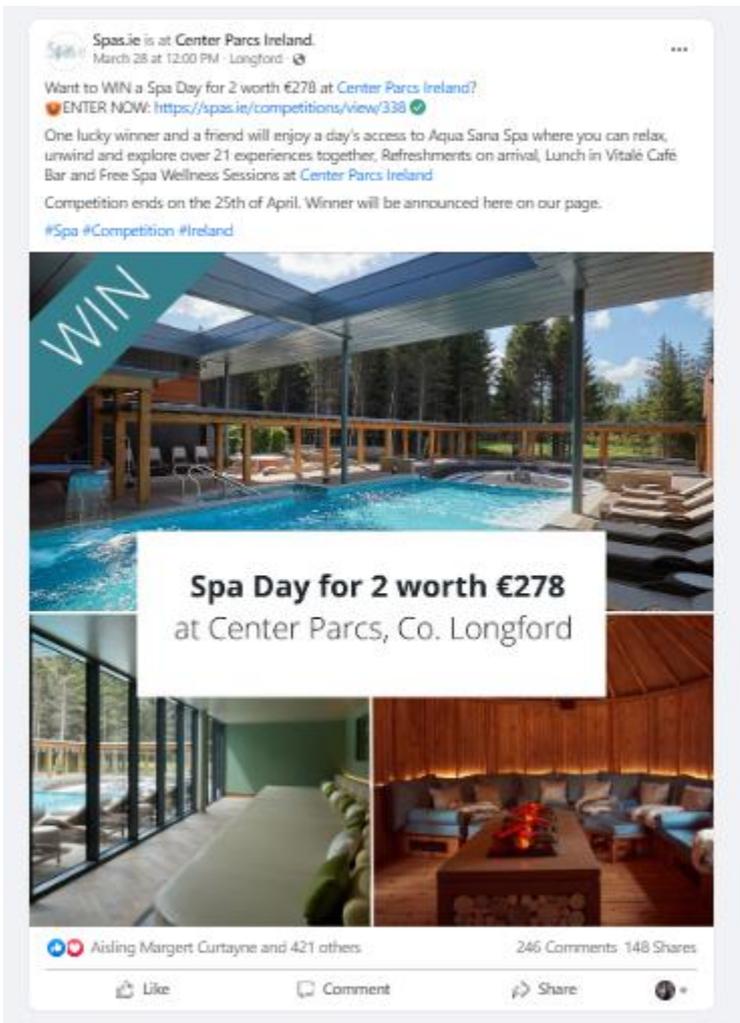
How to run a competition to grow followers



Competitions

- Get engagement which will increase the reach of the post.
- More of your followers will see it and are likely to engage which means the algorithms are more likely to show your future posts to those followers.
- It can also be a great way to grow your followers

Run a Facebook competition



Run a contest giving one of your products away.

You can ask people to enter by:

1. Liking the post
2. Commenting

You cannot require people to:

- a) Like the page
- b) Share the post
- c) Tag their friends

However, you could say “Feel free to share”

Want more details on the rules? – click this link

<https://www.knaptonwright.co.uk/facebook-competition-rules/>

Important!

When people like your post but have not liked the page you should then invite them to like the page

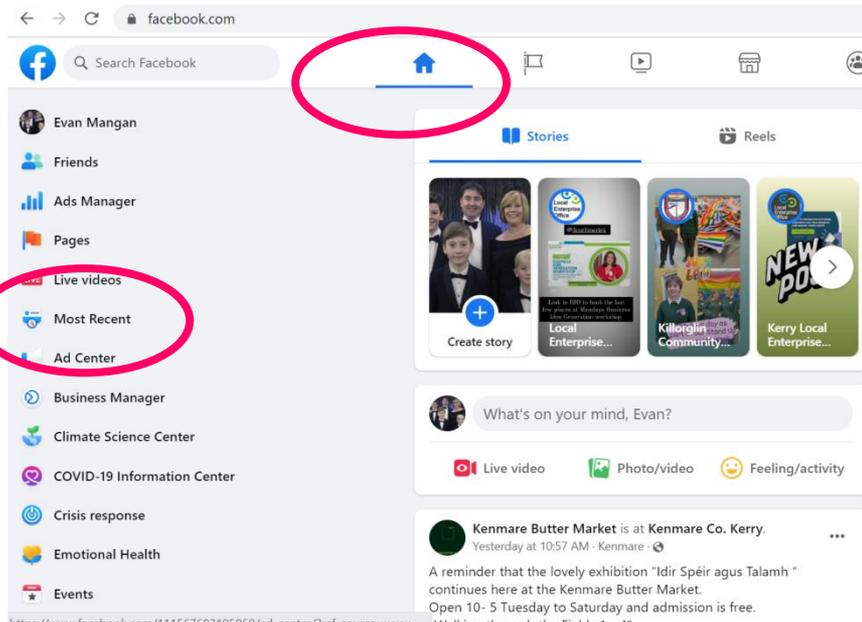
Facebook is no longer a free marketing tool



Over the past 10 years Facebook has made it clear that less followers will see posts for free.

On average, between 5% and 10% of your followers will see your posts

Why has this happened?



For a typical person, over 1000 pieces of information could appear in the newsfeed at any given time from friends and business pages.

Facebook wants to avoid us becoming bored with the Newsfeed so it wants to weed out stuff that we are less likely to be interested in.

- In your newsfeed on desktop there are 2 options
1. Feed= What Facebook thinks you are interested in
 2. Most recent = Everything in chronological order

All out Newsfeeds are set to the filtered Feed

The Algorithm controls what gets through to followers newsfeeds



For a typical person, over 1000 pieces of information could appear in the newsfeed at any given time from friends and business pages.

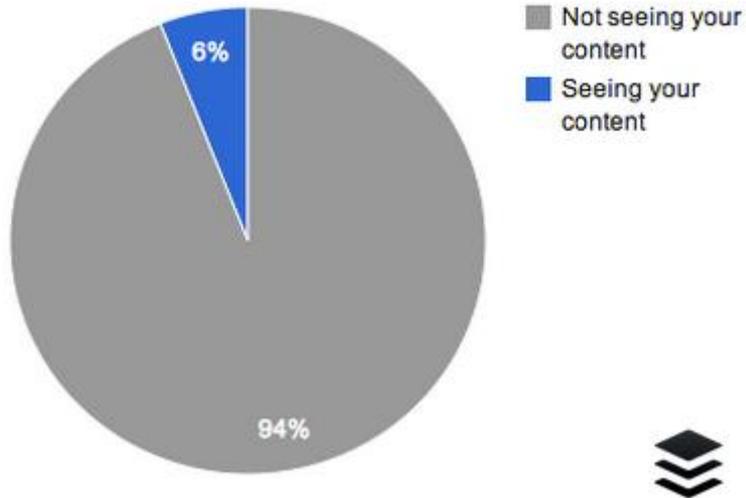
Edgerank is a formula which determines which content makes it into your Newsfeed under “Top Stories”.

The formula looks at over 1000 elements some of which are:

1. Affinity – how you interacted with that person or that business page recently?
2. Recency - how recent the post is
3. Engagements – Did people engage within the first few hours and was there a lot of engagement?
4. What type of post is it? Image, multiple image, link to YouTube, Video post?
5. Your preferences – do you tend to like images rather than videos

Is the organic reach less than 10% for all pages?

Facebook Organic Reach



Organic reach = how many people see your post for free

The organic reach will vary for each page, depending on the number of followers and how engaged they are i.e. If followers like, comment and share a lot then the reach will higher.

On average, across all pages, the organic reach is between 5% and 10%

How to check your organic reach



When you send out a post it will tell you below the post how many people your post reached.

If you promote the post (pay for more people to see it, it will split out the reach and show organic and paid reach)

There is an upside to this

 **upside**

However where they have taken with one hand they have given us a huge opportunity with the other ...

View Facebook ads as a huge opportunity



Previously

In the old way of marketing on Facebook you had to firstly get people to like / follow your page in order to get them to see your updates about your products or offers.

Now

In the new way of marketing on Facebook you can

- Get into anyone's newsfeed to tell them about your products or offers.
- Target people based on their location, interests, followers of competitors, interaction with your website etc.
- Get to 2-3K people at a fraction of the cost of radio ads, regional press ads, leaflets it is

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

CreateStudio
Sponsored · 🌐

Pro Video Making was Hard... We Fixed It!
👉 <https://createstudio.com/go/lifetime-deal/> ✓

🎬 Create UNLIMITED Videos
👤 Lifetime Software Deal (ONE-TIME Payment ONLY)
✓ ... See more

CREATESTUDIO.COM
🔥 Lifetime Software Deal Just \$67! (Usually \$199/year) Get offer

👍❤️ 3.1K 488 Comments 441 Shares

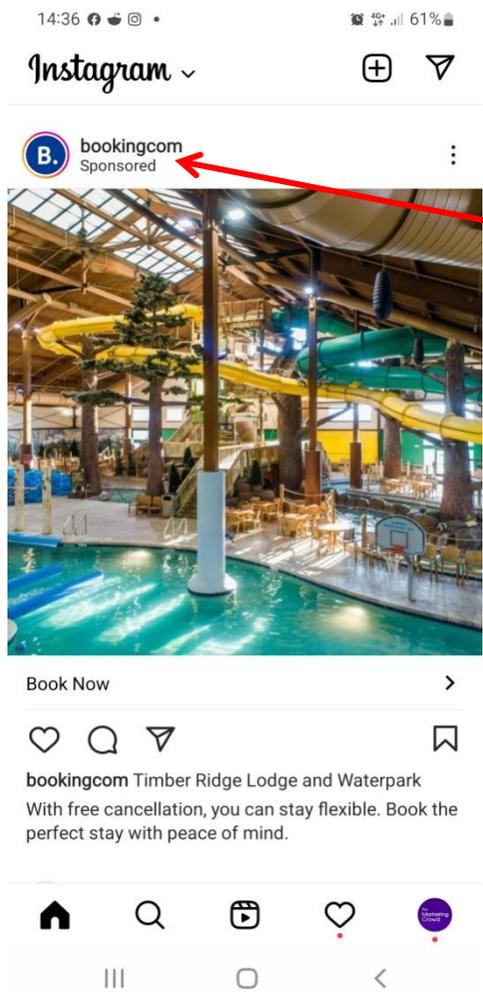
👍 Like 💬 Comment ➦ Share

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

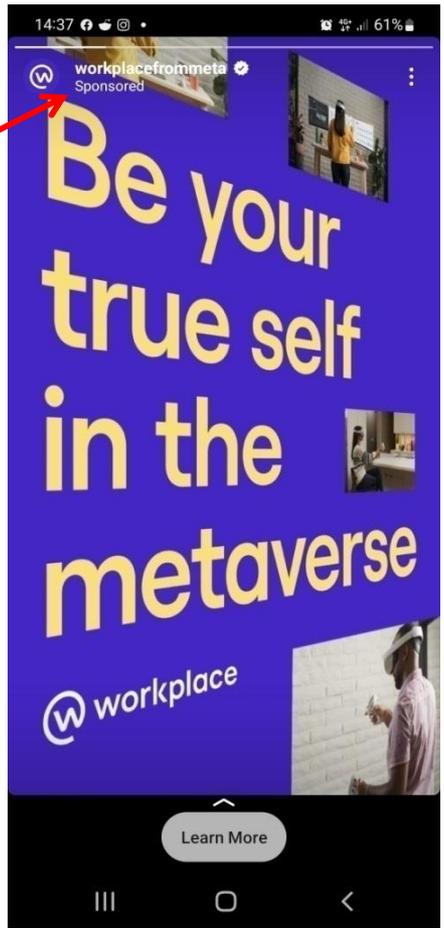
It looks like a post but I can tell it's an Ad because

- It says sponsored in light grey at the top

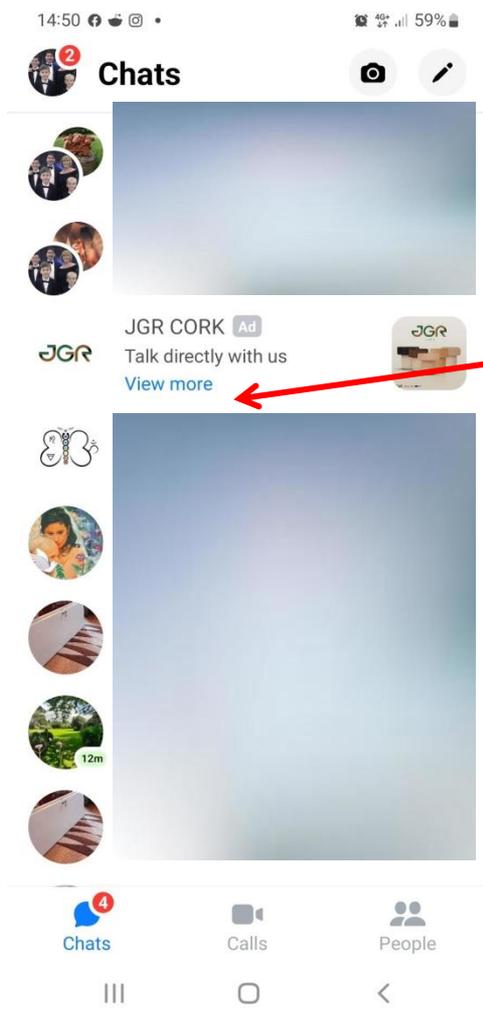
Example ads on Instagram



Ads also appear in the Instagram feed and in Instagram Stories

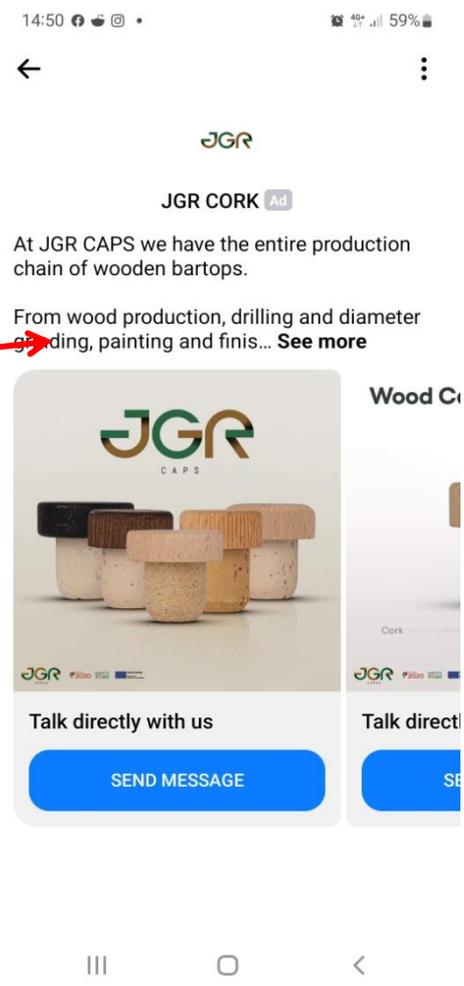


Ads also appear in Messenger



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

The screenshot displays the Seattle Globalist website with several ad placements. At the top, a green banner reads "728x90 - SUPER LEADER". The main content area features a large article titled "WE, THE CHILDREN OF WAR IN SOUTH SUDAN, REJECT THIS WAR" with a photo of a child. To the right, there are smaller article teasers: "OPENING THEIR HEARTS TO THE STRANGERS...", "IMMIGRANT SHOP OWNERS DOWNTOWN SAY THEY'RE...", and "HUNDRED CELEBRANTS WAVE NOW MUSLIMS YES...". Below the main article, there are sections for "LATEST" and "PERSPECTIVES". The "LATEST" section includes articles like "From gangster to breaker to peacemaker, the remarkable life of Big Lazy" and "See the world in a day at FIUTS CulturalFest". The "PERSPECTIVES" section includes "India-born innovator Satya Nadella takes the helm at Microsoft" and "Global food empowerment is on our plates, activists say". On the right side, there is a sidebar with social media icons, a contact email "News tip: editor@seattleglobalist.com", and two ad spots: "300x100 - BANNER" and "300x300 - SQUARE". The website is flanked by green vertical bars with the text "FULL PAGE".

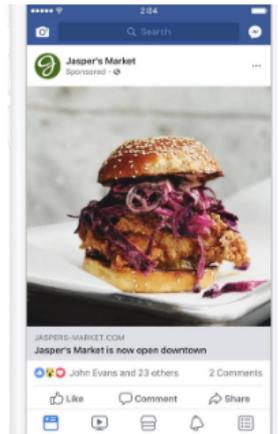
Facebook also has a network of websites and app that ads appear on

A full list of placements – where your ad can appear

Placements

💡 Instagram in-stream video is no longer available as an ad placement. You can run video ads on Instagram using the Instagram Reels placement instead.

▶ Feeds <input checked="" type="checkbox"/>	Get high visibility for your business with ads in feeds
▶ Stories and Reels <input type="checkbox"/>	Tell a rich, visual story with immersive, fullscreen vertical ads
▶ In-stream <input checked="" type="checkbox"/>	Quickly capture people's attention while they're watching videos
▶ Overlay and post-loop ads on Reels <input checked="" type="checkbox"/>	Reach people with sticker, banner or video ads as they watch reels
▶ Search <input checked="" type="checkbox"/>	Get visibility for your business as people search on Facebook
▶ Messages <input type="checkbox"/>	Send offers or updates to people who are already connected to your business
▶ In-article <input checked="" type="checkbox"/>	Engage with people reading content from publishers
▶ Apps and sites <input checked="" type="checkbox"/>	Expand your reach with ads in external apps and websites

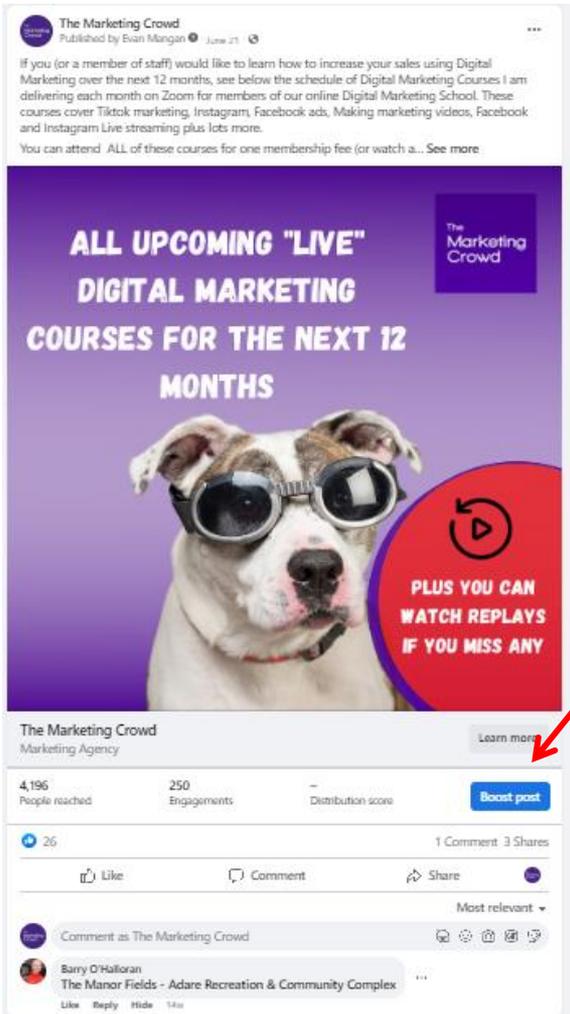


Feeds

We recommend **square (1:1)** images and **vertical (4:5)** videos.

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

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

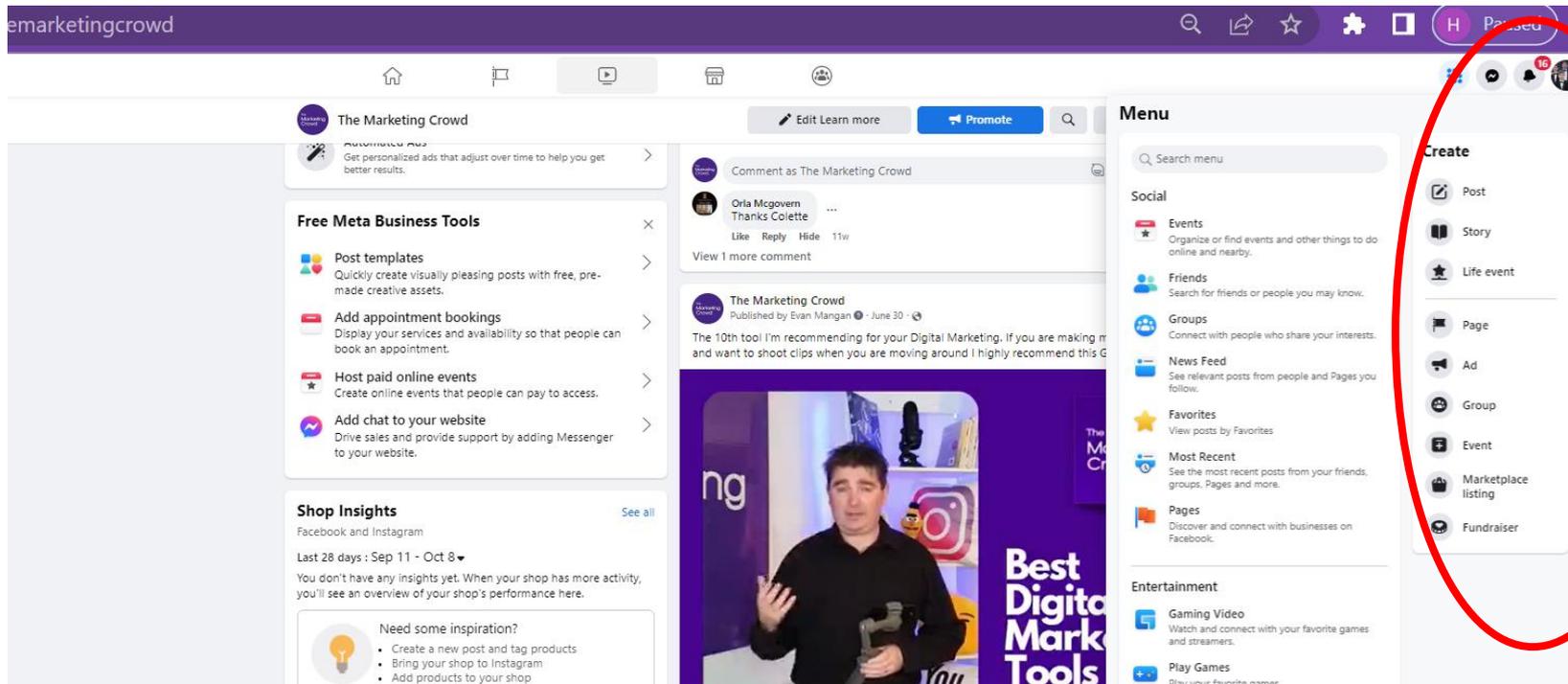
1. The Boost Post Button – on an Instagram Post



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

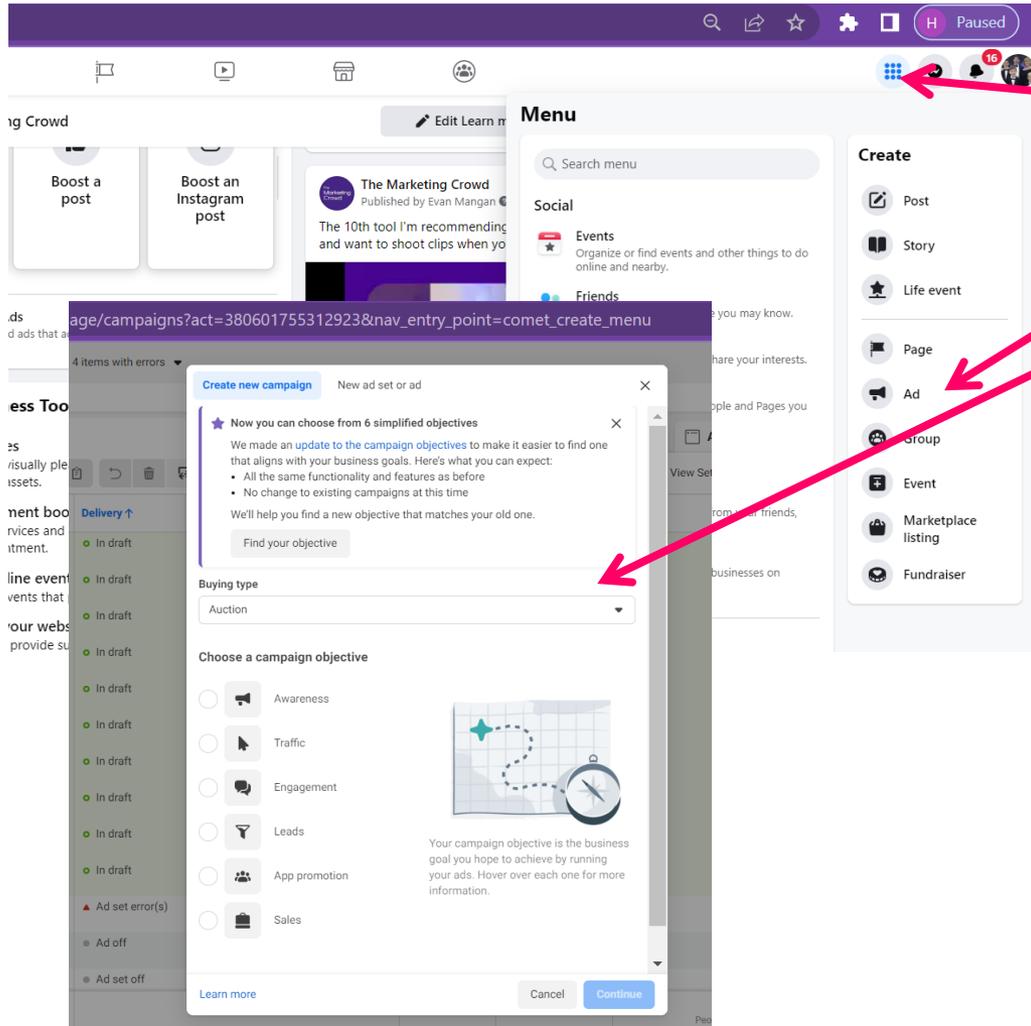


If you click on the 9 dots top right (menu) there is the option to create an Ad

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

To access the ad creation tool within ads manager

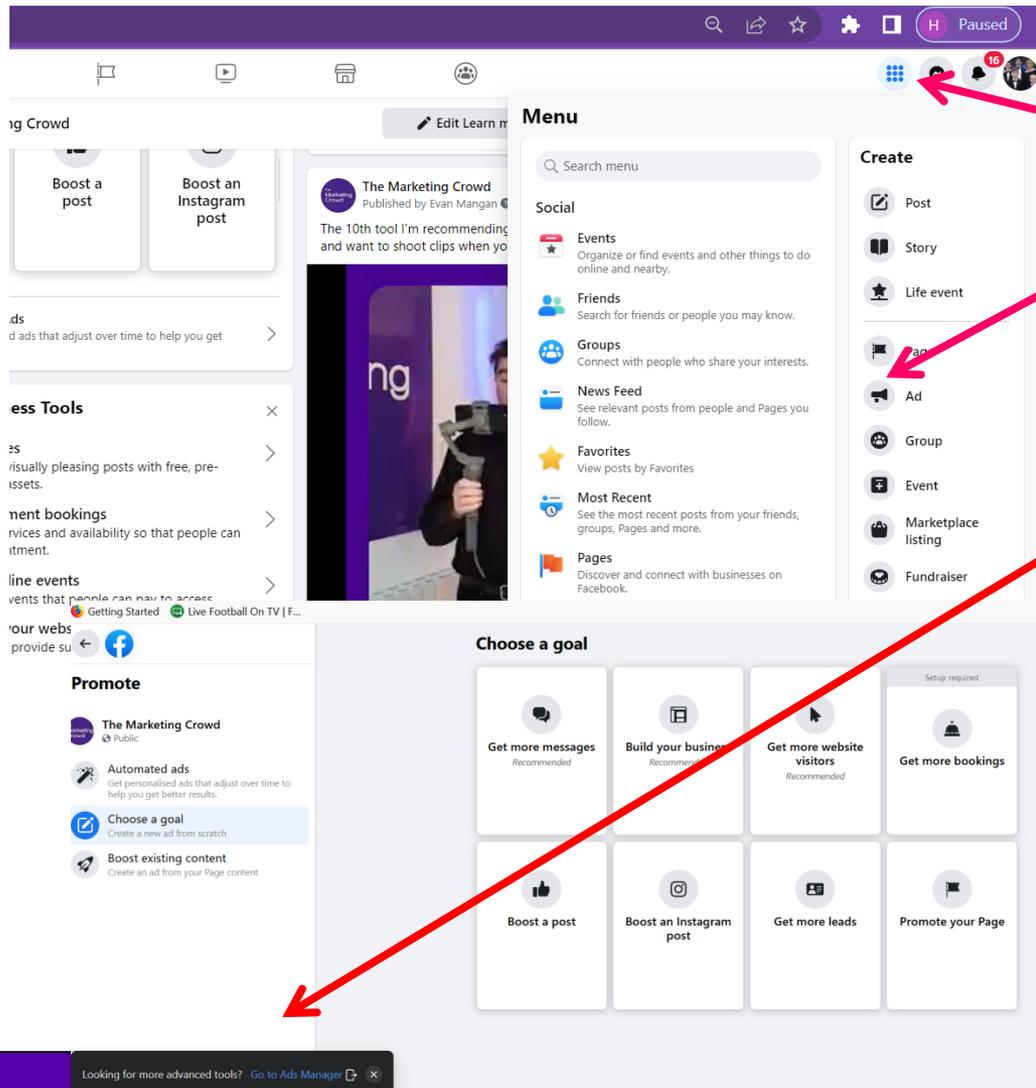


1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

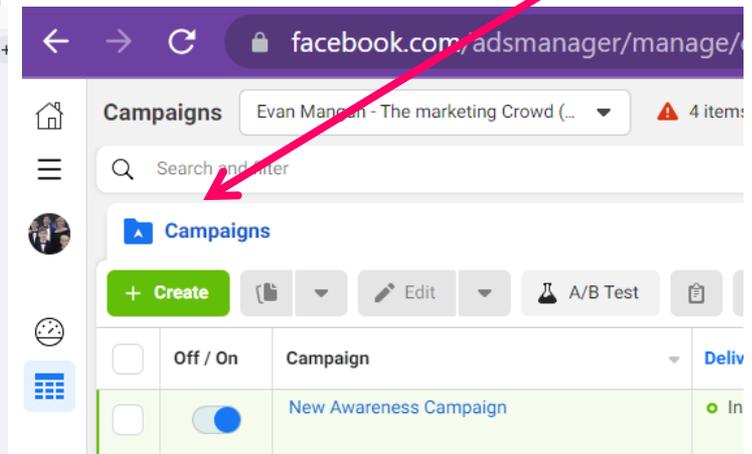
However, if you have never created an ad before this might not work for you. It might take you to their new "very basic" ads area.

If so, see next slide

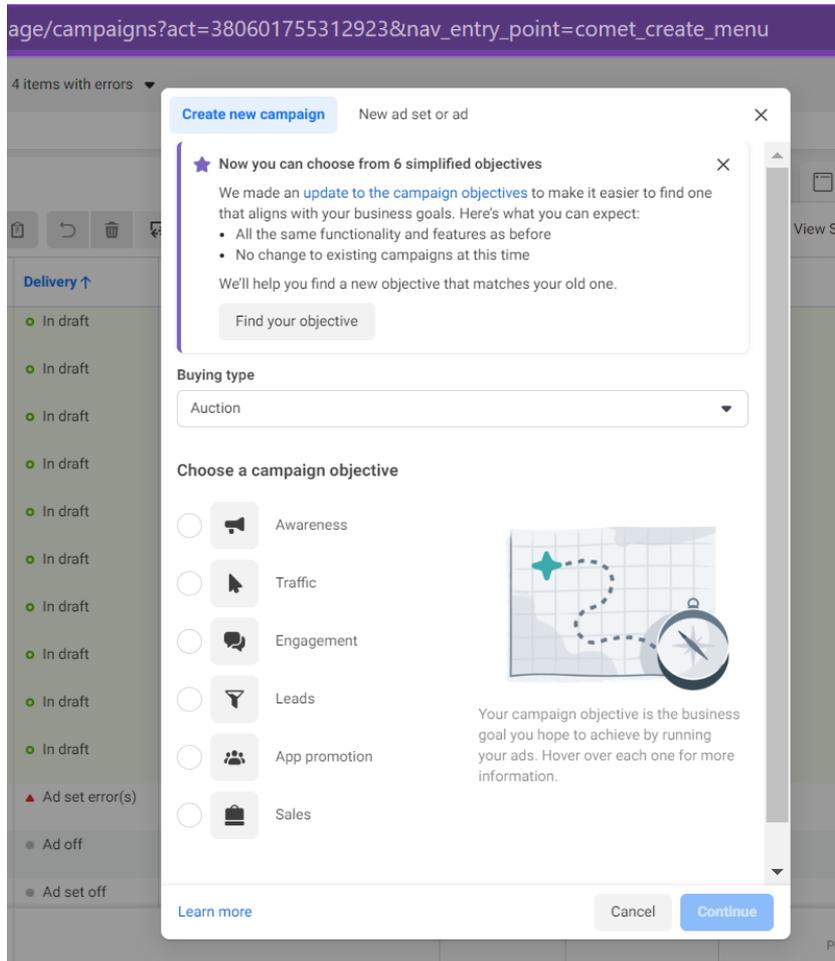
Alternative way to access the ads tool



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

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

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 9, 2022 7:15 AM
Pacific Time

End - Optional

Set an end date

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

Custom audiences Create new ▾

🔍 Search existing audiences

Exclude

Locations

People living in or recently in this location ▾

Ireland

🟢 Ireland

🟢 Include ▾ 🔍 Search locations Browse

[Add locations in bulk](#)

Age

18 ▾ 65+ ▾

Gender

All genders

Detailed targeting

Include people who match ⓘ

🔍 Add demographics, interests or behaviors Suggestions Browse

Exclude

Advantage Detailed Targeting ✦

Reach **people** beyond your detailed targeting selections when it's likely to improve performance.

Languages

All languages

[Show more options ▾](#)

Save this audience

You can target by:

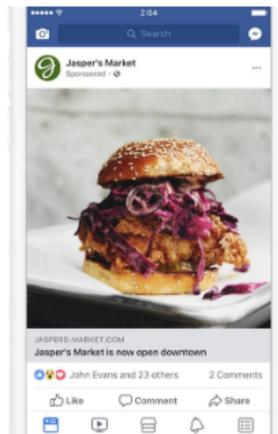
- Country and area within a country.
- Whether some lives in the area or is visiting (Tourist)
- Age and gender.
- Precise interests
- Broad Category of interests
- Whether people are connected to your page
- Interested in
- Relationship status
- Languages
- Education
- Workplace

You can choose where your ads will appear

Placements

💡 Instagram in-stream video is no longer available as an ad placement. You can run video ads on Instagram using the Instagram Reels placement instead.

▶ Feeds	<input checked="" type="checkbox"/>
Get high visibility for your business with ads in feeds	
▶ Stories and Reels	<input type="checkbox"/>
Tell a rich, visual story with immersive, fullscreen vertical ads	
▶ In-stream	<input checked="" type="checkbox"/>
Quickly capture people's attention while they're watching videos	
▶ Overlay and post-loop ads on Reels	<input checked="" type="checkbox"/>
Reach people with sticker, banner or video ads as they watch reels	
▶ Search	<input checked="" type="checkbox"/>
Get visibility for your business as people search on Facebook	
▶ Messages	<input type="checkbox"/>
Send offers or updates to people who are already connected to your business	
▶ In-article	<input checked="" type="checkbox"/>
Engage with people reading content from publishers	
▶ Apps and sites	<input checked="" type="checkbox"/>
Expand your reach with ads in external apps and websites	



Feeds

We recommend **square (1:1)** images and **vertical (4:5)** videos.

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

Identity

Facebook Page

Instagram account ⓘ

Branded content
Opt in to Branded Content tools. If this post features a third-party brand or product then you must tag your business partner's Page. [See branded content policy](#)

Ad setup 💡 See recommendati...

Create ad

Use existing post

Use Creative Hub mockup

Catalog ↗
Automatically use media from your catalog. We'll show each person the catalog items they're most likely to engage with.

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.

Any Questions?