

The  
Marketing  
Crowd



# HOW TO ADVERTISE ON FACEBOOK AND INSTAGRAM (PART 2)

# What We Will Cover

- 1. How to turn a post into an ad using the Ads tool.**
  - How to get to the ads tool since the recent redesign on Facebook
  - What objective should you choose
  - Overview of Budget, targeting and placement
- 2. How do you then monitor your campaign to see how each adset is performing**
  - How to check which audience (adset) is performing the best
- 3. How to convert more of your website traffic from ads into enquiries and sales**

# 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

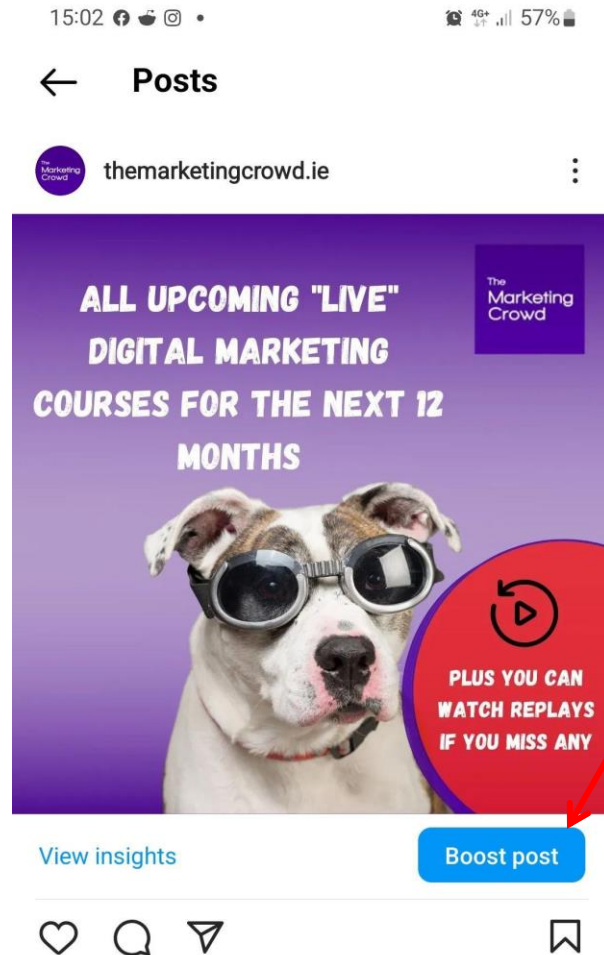
Like    Reply    Hide    14h

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

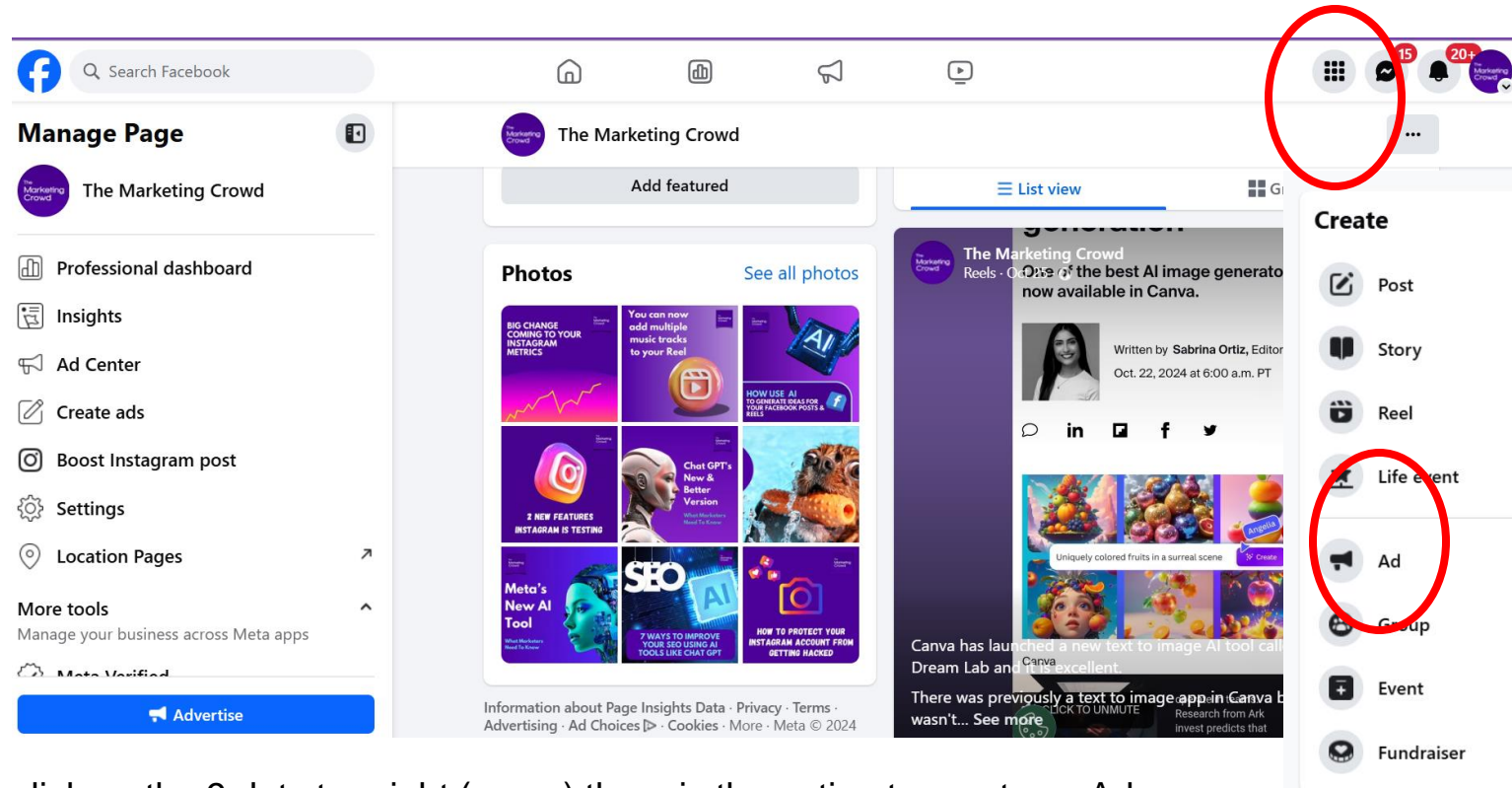


When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

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

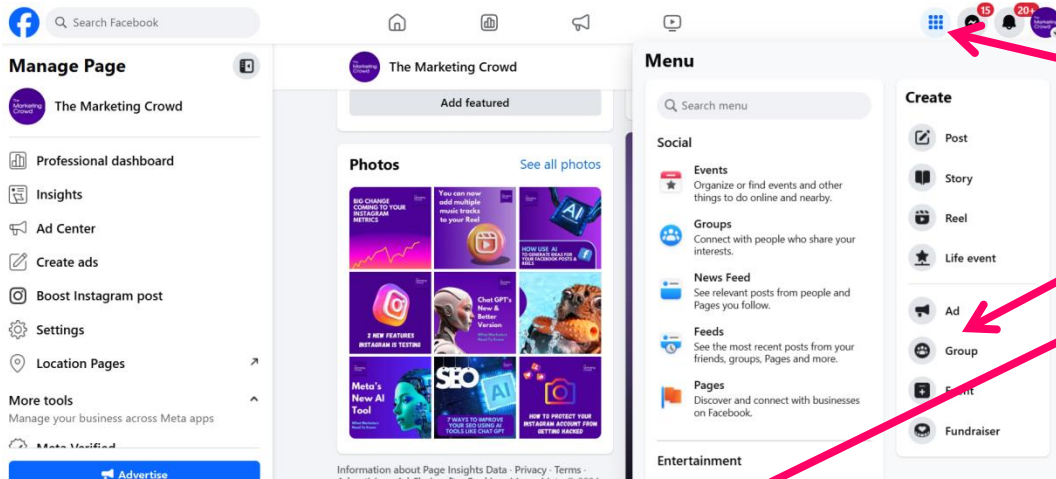


If you click on the 9 dots top right (menu) there is the option to create an Ad

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

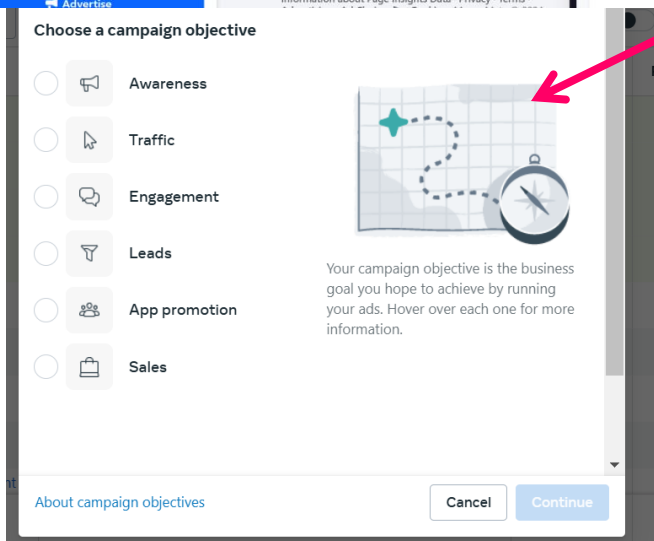
# To access the ad creation tool within ads manager



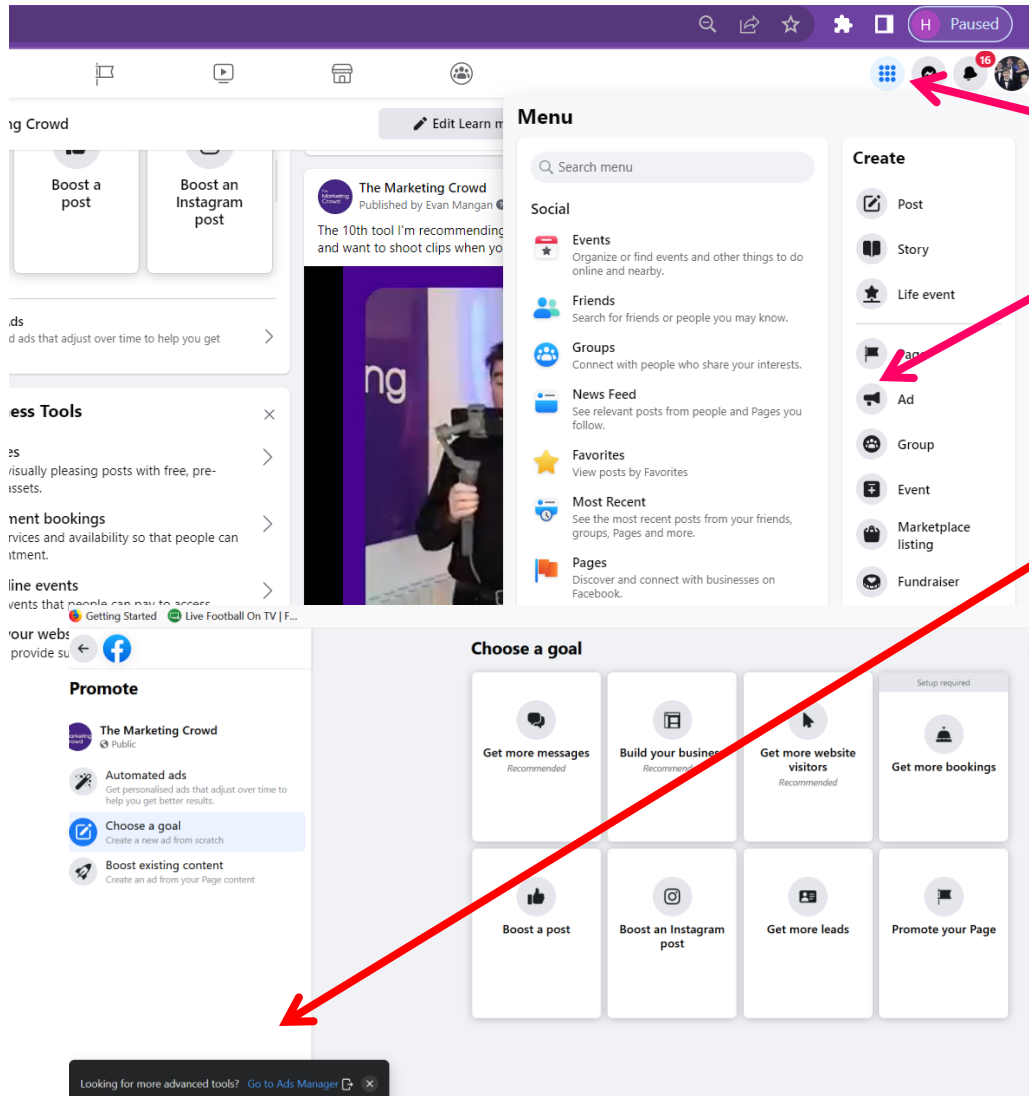
1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

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.

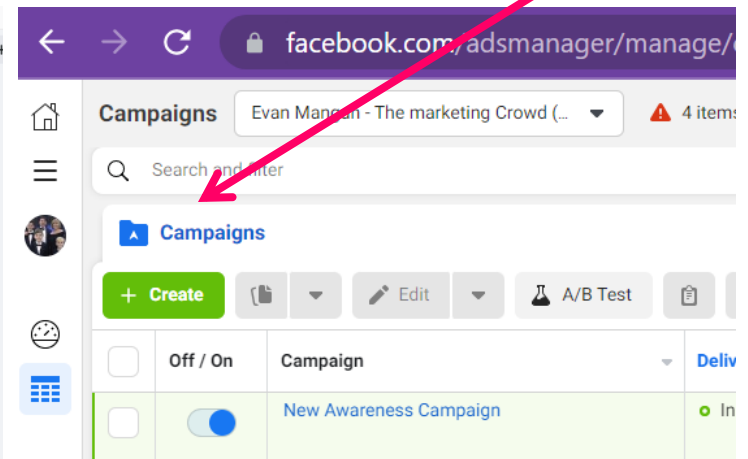
If so, see next slide



# 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

Create new campaign New ad set or ad

Buying type  
Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[About campaign objectives](#)

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?



# They will ask you what is your main objective

**Create new campaign** New ad set or ad

**Buying type**  
Auction

**Choose a campaign objective**

- Awareness
- Traffic
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Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[About campaign objectives](#)

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.

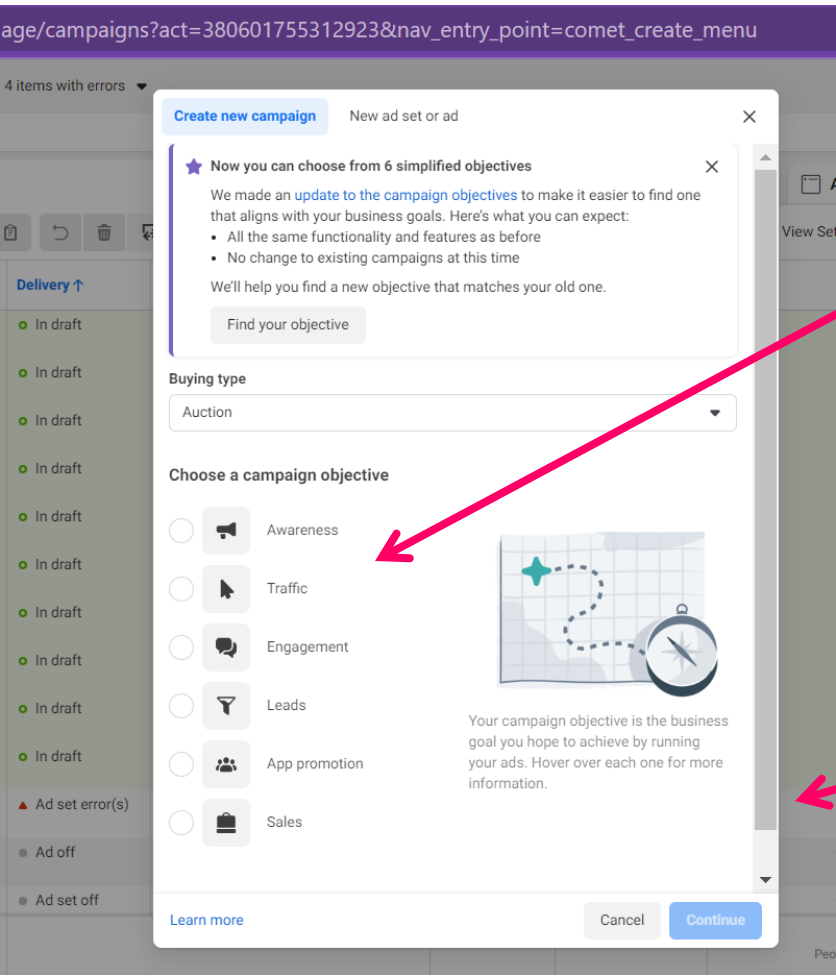
**Engagement:** Get more messages, video views, post engagement, Page likes or event responses.

**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.

# 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 web form for creating an ad campaign. At the top right, there are two buttons: 'Edit' (with a pencil icon) and 'Review' (with an eye icon). The form is divided into sections, each starting with a green checkmark icon and a title. The first section is 'Campaign name', with a text input field containing 'New Traffic Campaign' and a 'Create template' button to its right. A red arrow points from the 'Create template' button to the text input field. The second section is 'Special Ad Categories', which includes a paragraph of text, a link 'Learn more about Special Ad Categories', a sub-section 'Benefits of declaring Special Ad Categories' with explanatory text, and a 'Categorize your ads' button. A red arrow points from the 'Categorize your ads' button to the 'Categories' section below. The 'Categories' section has a dropdown menu with the text 'Declare category if applicable'. A red arrow points from the 'Categorize your ads' button to this dropdown menu. A third red arrow points from the 'Categorize your ads' button to the right side of the form, towards the 'Next' button mentioned in the text.

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

If your ad is to do with Politics / social issues, car loans, credit loans, housing you need to self declare. Then certain targeting options won't be available as they do not allow discrimination in ads targeting

You can skip everything else.

Then Click on Next to progress to page 2 out of 3

# How to create an ad campaign

 Edit  Review

## Conversion

### Conversion location

Choose where you want to drive traffic. You'll enter more details about the destination later.

- Website  
Send traffic to your website.
- App  
Send traffic to your app.
- Messaging apps  
Send traffic to Messenger, Instagram and WhatsApp.
- Instagram profile  
Send traffic to your Instagram profile.
- Calls  
Get people to call your business.

### Performance goal

Maximize number of link clicks 

Where do you want to drive traffic to?

Your website?

Your App?

To Messenger so people can message you?

To WhatsApp?

Choose the one you want. And scroll down

# How to create an ad campaign

**Performance goal** ⓘ

Maximize number of link clicks

**Traffic goals**

Maximize number of landing page views  
We'll try to show your ads to the people most likely to view the website or Instant Experience linked in your ad.

Maximize number of link clicks  
We'll try to show your ads to the people most likely to click on them.

**Other goals**

Maximize daily unique reach  
We'll try to show your ads to people up to once per day.

Maximize number of conversations  
We'll try to show your ads to people most likely to have a conversation with you through

Provide creative elements, such as images and headlines, and we'll automatically

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 an average of €20.00 per day. Your maximum daily spend is €35.00 and your maximum weekly spend is €140.00. [Learn more.](#)

**Schedule**

**Start date**

Nov 17, 2024 02:54 AM PST

**End date**

Set an end date

Budget: Decide how much you will spend per day and for how long you will run the campaign for

It is better to spend your money over 3-4 days rather than spend it all on one day.

# How to create an ad campaign

Hide options ▲

### Budget scheduling ⓘ

Increase your budget during specific time periods View ▼

Tell us the duration of your anticipated high-demand period ^

Starts on		Ends	
Nov 18, 2024	🕒 12:00 AM	Nov 19, 2024	🕒 12:00 AM
Increase daily budget by value amount (€) ▼		€ 5.00	EUR

Meta will aim to spend an average of €25 a day (a €5 increase) from Nov 18 to Nov 19.

Remove this period

If you wish you can decide to increase your budget and spend more at a certain time on specific days.

***This is totally optional.***

It might be useful if ..

1. You are running an offer and want to increase your spend at the offer deadline approaches
2. You think that you tend to get more enquiries at a certain time of day / day of week

# How to create an ad campaign

**Ad scheduling** ⓘ

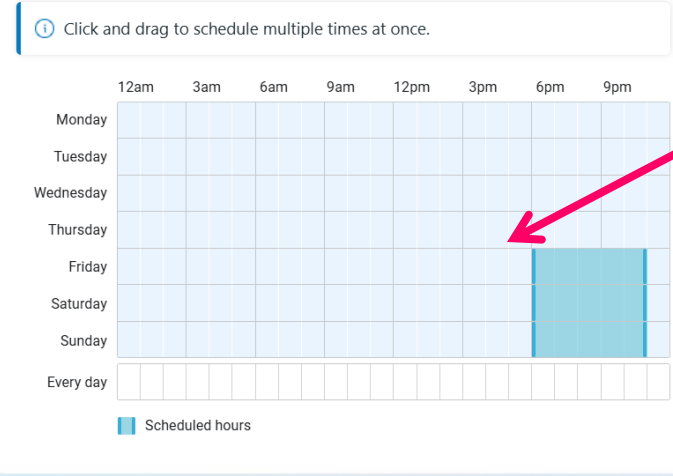
Run ads on a schedule

**Budget & schedule**

**Budget** ⓘ

Lifetime budget ▼ €40.00 EUR

You won't spend more than €40.00 during the lifetime of your ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities.



You can also schedule your ads to run a certain times of the day or only on certain days.

In order to do this you need to switch the budget from daily budget to a lifetime budget - otherwise you cannot tick the option

Then you can choose the days and times



# How to create an ad campaign

## ✔ Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

ⓘ You can set audience controls for this ad account to apply to all campaigns.

[See audience controls in Advertising settings](#)

Use saved audience ▼

## \* Locations ⓘ

Included location:

- Ireland

[Show more options](#) ▼

## ✔ Advantage+ audience ✦

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](#)

⊕ Audience suggestion (optional)

Save audience

[Switch to original audience options](#)

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

### Option1 – Based on Advantage + targeting

Meta has introduced 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

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⊕ Audience suggestion (optional)

Save audience

[Switch to original audience options](#)

**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

**Custom audiences** ⓘ Create new ▼

🔍 Search existing audiences

Add exclusions

**\* Locations** ⓘ

Included location:

- Ireland

**Age** ⓘ

18 - 65+

**Gender** ⓘ

All genders

**Advantage detailed targeting**+

Include people who match ⓘ

🔍 Add demographics, interests or behaviors Suggestions Browse

**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

## ✔ Beneficiary and payer

Beneficiary and payer information is required for ad sets with audiences in the European Union and is saved in [Advertising settings](#). This information will be publicly available in the Meta Ad Library for a year but not shown on any ads. [Learn more](#)

### \* Beneficiary ⓘ

The Marketing Crowd ▼

The beneficiary and payer are different

## Step 3: declare who is the beneficiary and payer of the ad

*If you are paying and benefiting just enter your business name*

# How to create an ad campaign

**Placements**

Choose where your ad appears across Meta technologies. [Learn more](#)

**Advantage+ placements**

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

---

[Show more options](#) ▾

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

To view your options hover your mouse over advantage + Placements and then click the edit button and then tick Manual Placements

**Manual placements**  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

**Devices**  
All devices

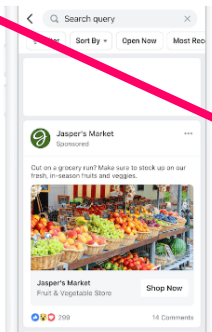
**Platforms**

Facebook       Instagram  
 Audience Network       Messenger

**Asset customization** ⓘ  
23 / 22 placements that support asset customization

**Placements**

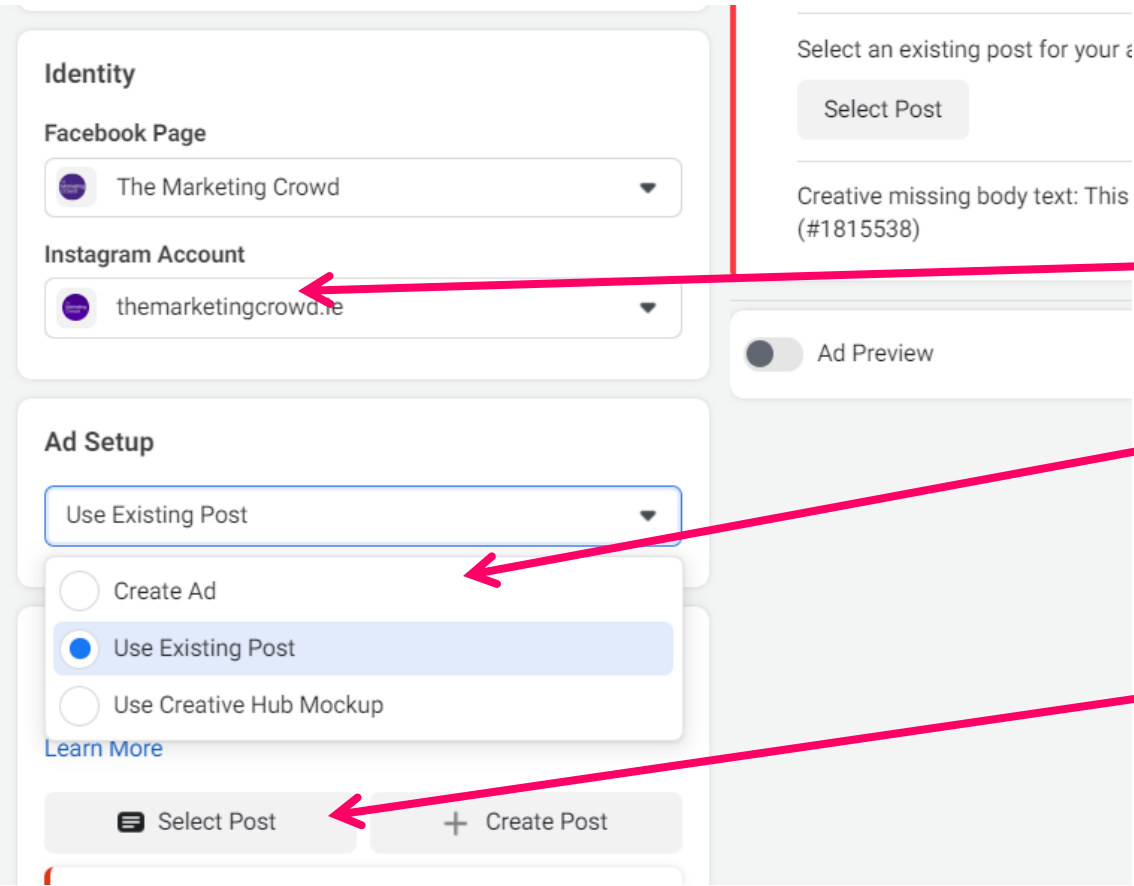
<input checked="" type="checkbox"/> <b>Feeds</b> Get high visibility for your business with ads in feeds	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> <b>Stories and Reels</b> Tell a rich, visual story with immersive, fullscreen vertical ads	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> <b>In-stream ads for videos and reels</b> Reach people before, during or after they watch a video or reel	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> <b>Search results</b> Get visibility for your business as people search	<input checked="" type="checkbox"/>
<input type="checkbox"/> <b>Messages</b>	<input type="checkbox"/>



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

# 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**

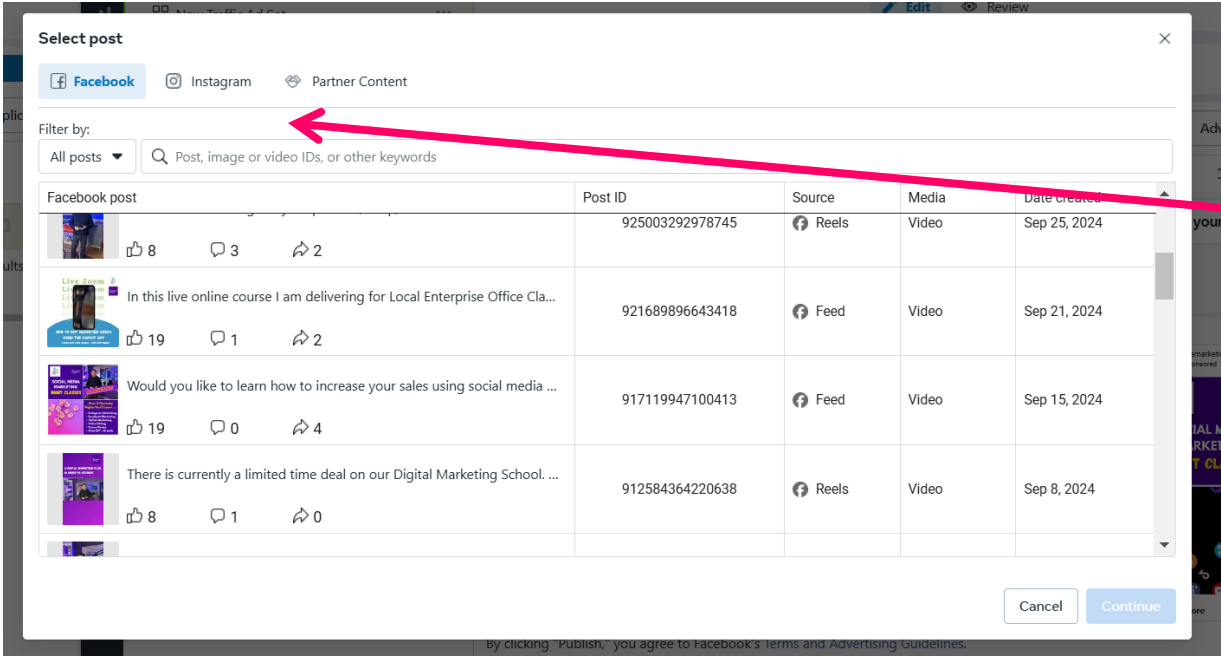
Choose your page

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



Then choose a post from the list of previous posts or reels on Facebook or Instagram

Once you select one then click continue


# How to turn a post into an ad that goes out on Facebook & Instagram

**Source URL** ⓘ  
Enter a URL to automatically find site links you can choose to add. By default, we'll use your destination Website URL.

**Site Links**  
0 site links added [Add](#)

**Ad creative**  
Select and optimize your ad text, media and enhancements.

ⓘ Your Instagram ad will render Facebook mentions as regular text.

 Facebook Post  
**Would you like to learn how...**  
917119947100413 - Sep 15, 2024

[Change post](#) [+ Create post](#)

Enter post ID


**Primary text**



By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

[Close](#) [✓ All edits saved](#)

**Campaign Opportunities**  
Potential 33% lower cost per result.

Ad preview [Advanced preview](#)

 ⚠️ 3



[Back](#) [Publish](#)

You can preview how it looks in different Placements

If there isn't already a link on your post or reel they will prompt you to enter a url and choose a call to action button

When you are ready to place order click the green Button

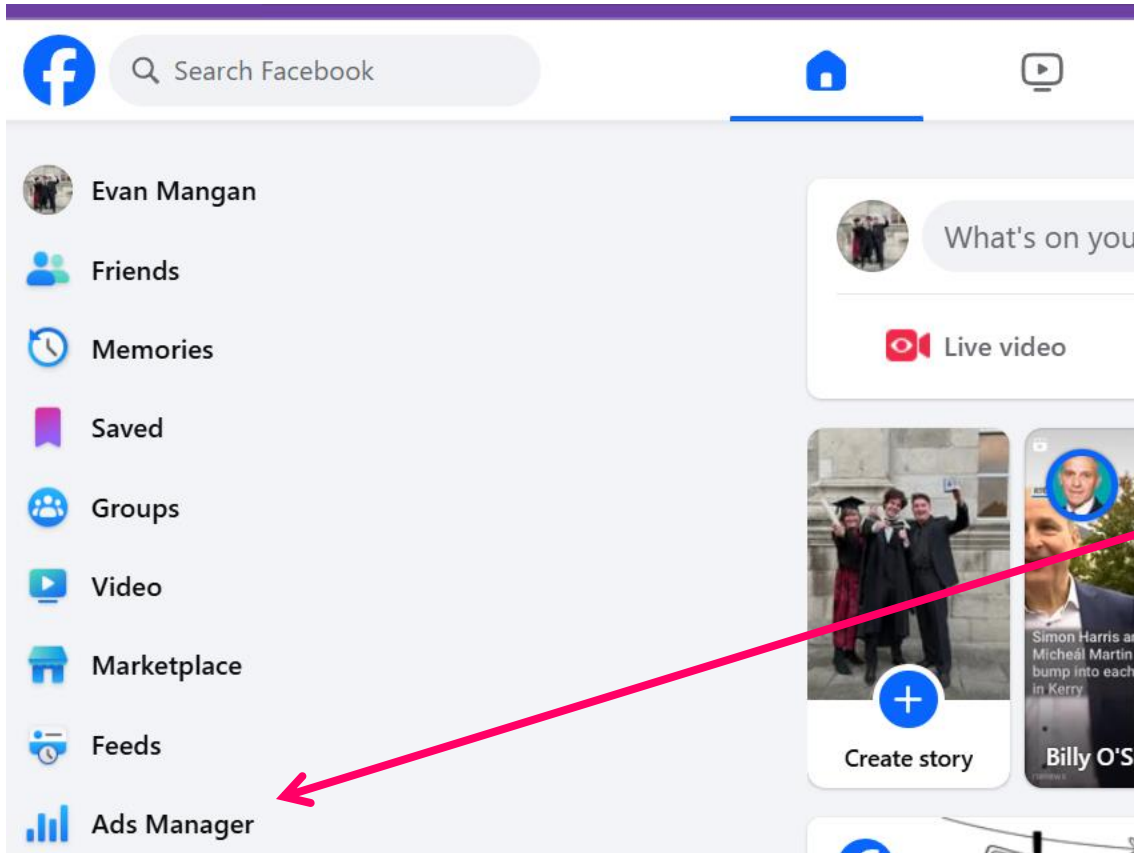
Your ad has now gone off to Facebook for review.



# What We Will Cover

1. **How to turn a post into an ad using the Ads tool.**
  - How to get to the ads tool since the recent redesign on Facebook
  - What objective should you choose
  - Overview of Budget, targeting and placement
2. **How do you then monitor your campaign to see how each adset is performing**
  - How to check which audience (adset) is performing the best
3. **How to convert more of your website traffic from ads into enquiries and sales**

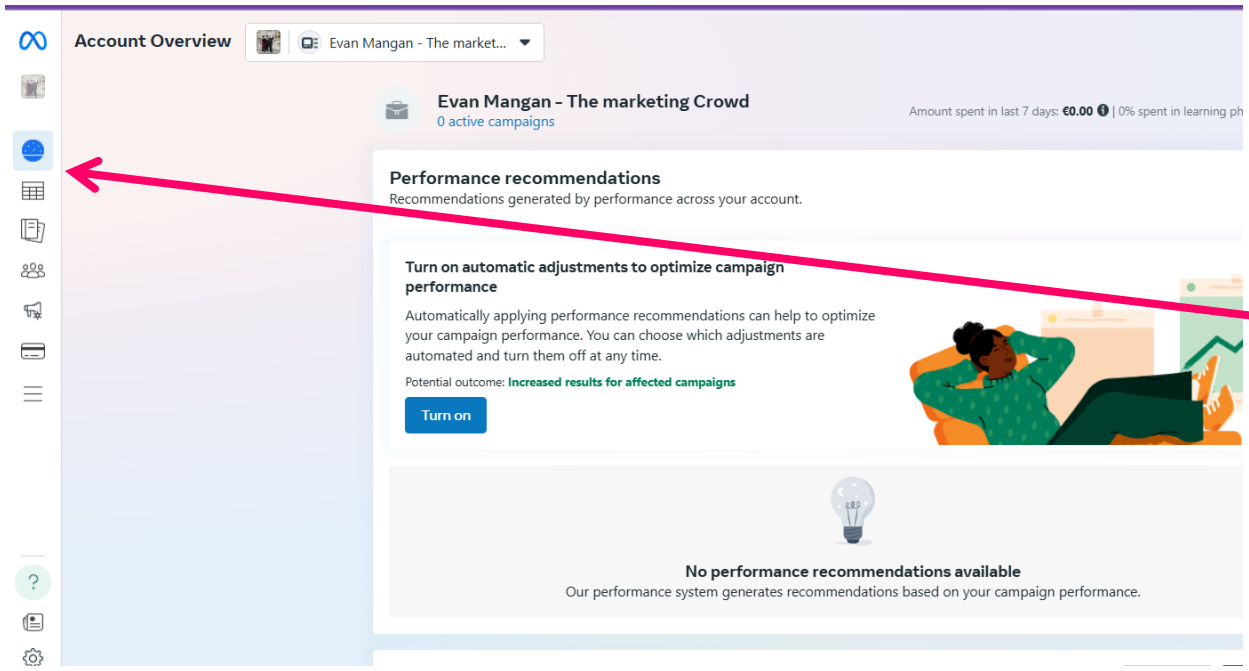
# How your campaign results are reported



In order to see the result of your campaign you need to go into Ads Manager

On your main feed, in the left-hand menu click on Ads Manager

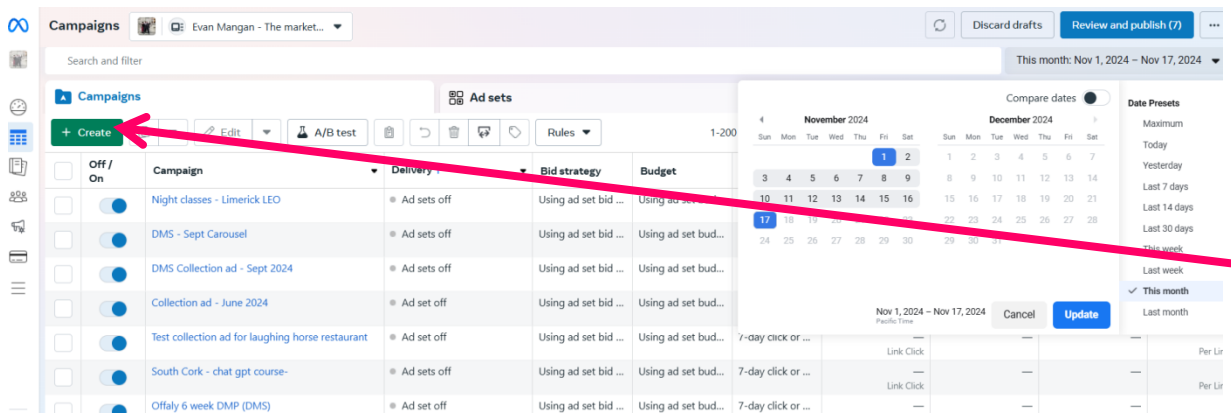
# How your campaign results are reported



When you land on Ads manager you are taken to account overview

Hover your mouse over the left hand menu and select campaigns

# How your campaign results are reported



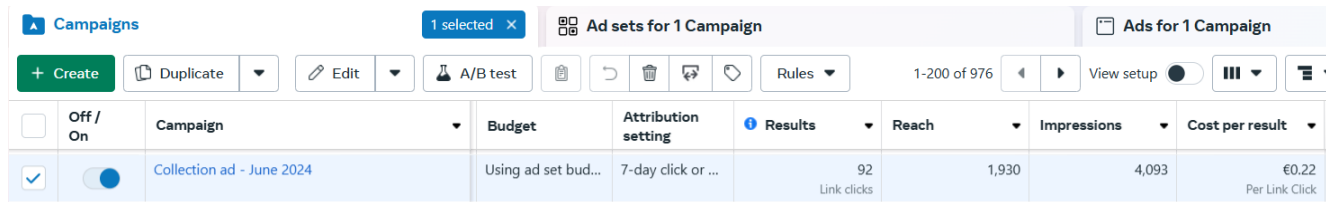
You will then see all of your campaigns

However, there might not be any data for the Campaigns

Click on the date on the top right and then select "maximum"

You will then see the data for all your previous campaigns

# How your campaign results are reported



The screenshot shows a campaign management interface with a table of results. The table has columns for 'Off/On', 'Campaign', 'Budget', 'Attribution setting', 'Results', 'Reach', 'Impressions', and 'Cost per result'. A single row is visible for a campaign named 'Collection ad - June 2024'.

Off / On	Campaign	Budget	Attribution setting	Results	Reach	Impressions	Cost per result
<input checked="" type="checkbox"/>	Collection ad - June 2024	Using ad set bud...	7-day click or ...	92 Link clicks	1,930	4,093	€0.22 Per Link Click

When you look at one of your campaigns ...

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

## What is a good Cost per click?

Between €0.20 and €0.40 is excellent

Between €0.40 and €1.20 is typical

Over €2 or €3 is getting expensive

# How your campaign results are reported

The screenshot displays 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, there are various action buttons like '+ Create', 'Edit', 'A/B test', and 'Rules'. The main table shows campaign performance metrics. A 'Breakdown' dropdown menu is open, showing options for 'Popular', 'Day', 'Age', 'Placement', 'Country', 'Platform', 'Time', and 'Demographics'. Two red arrows point from the text on the right to the 'Breakdown' dropdown and the 'Popular' option.

Off / On	Ad set	Budget	Last significant edit	Attribution setting	Results	Reach	Impressions
<input type="checkbox"/>	Social media followers & Web visitors - FB mai...	€10.00 Daily	Jun 22, 2024, 10:2... 148 days ago	7-day click or ...	91 Link clicks	1,807	
<input type="checkbox"/>	Results from 1 ad set ⓘ Excludes deleted items		—	7-day click or ...	91 Link clicks	1,807 Accounts Center acco...	

To drill down and understand more about your campaign click on your campaign

Then click Breakdown

You can then choose lots of options

# How your campaign results are reported

The screenshot shows a browser window with a campaign settings page. A dropdown menu is open, listing various reporting options. The 'None' option is selected. A table on the right shows 'Link Clicks' with values 13 and 42. Two red arrows point from the text on the right to the 'None' and 'Placement' options in the dropdown.

Reporting 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

13	
Link Clicks	
42	
Link Clicks	

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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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.

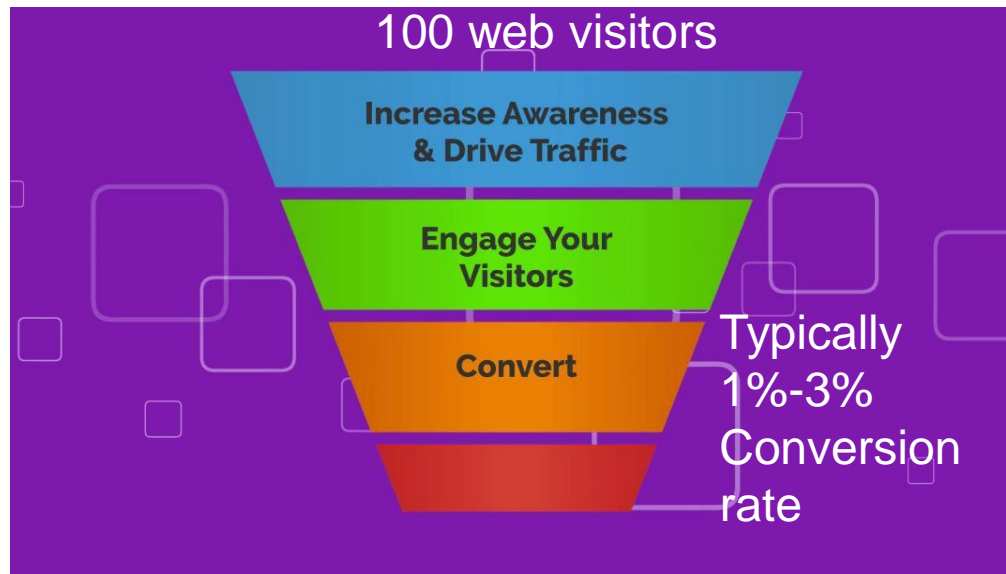
When followers see a post there is only so much information you can provide

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

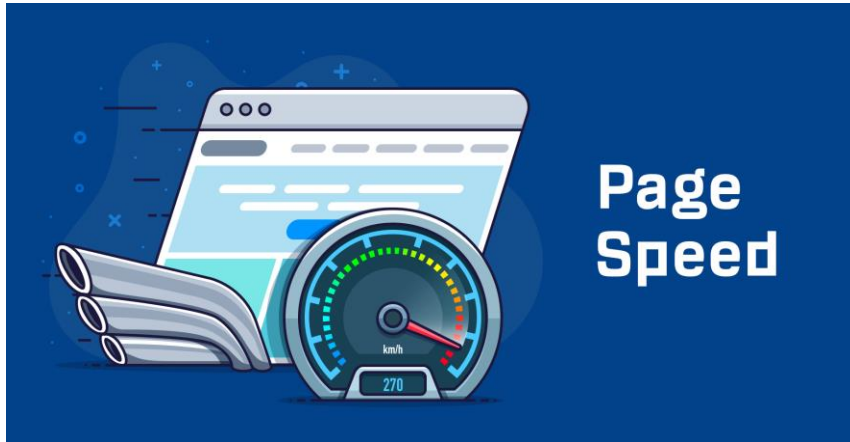
So you need to send people from Social Media to your website.

**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

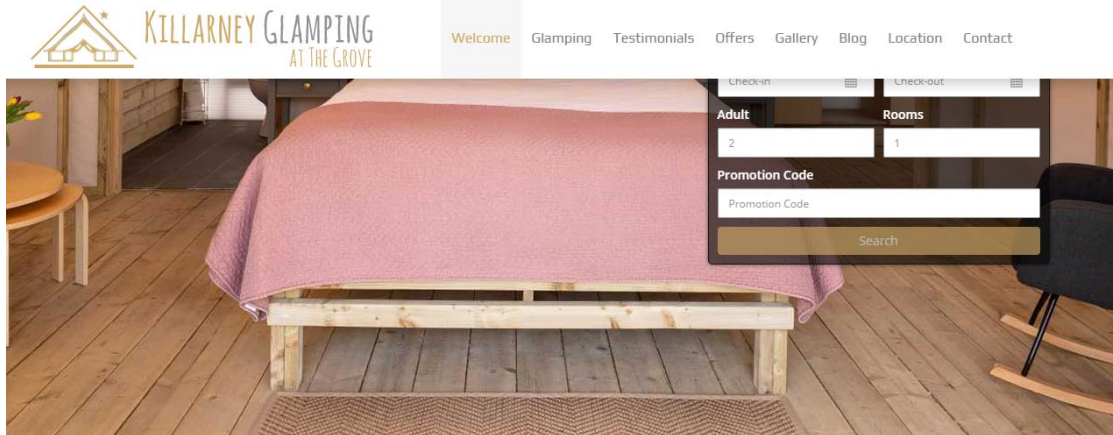


[View the 1-1 training options](#)

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

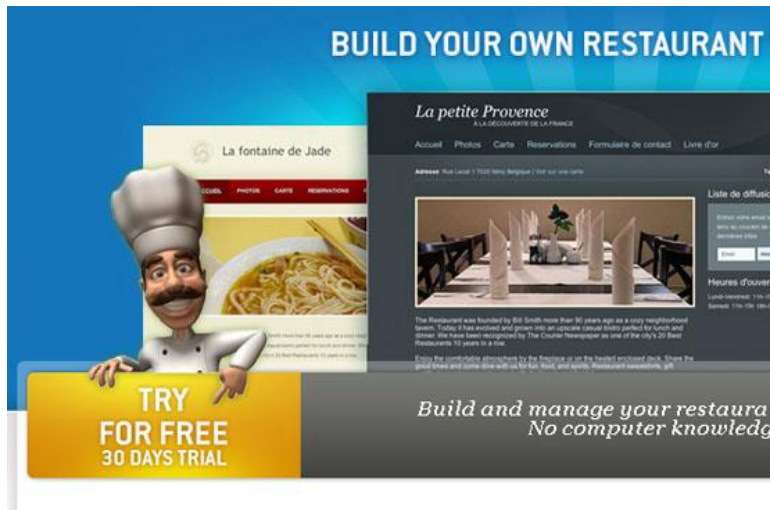


## Increase website conversions

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