

The  
Marketing  
Crowd



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

# What We Will Cover

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

# Reminder - What are the 2 Big options?

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

The Marketing Crowd  
Published by Evan Mangin · June 21

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

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

The Marketing Crowd

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

The Marketing Crowd  
Marketing Agency

Learn more

4,196 People reached   250 Engagements   - Distribution score   **Boost post**

26   1 Comment   3 Shares

Like   Comment   Share

Most relevant

Comment as The Marketing Crowd

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

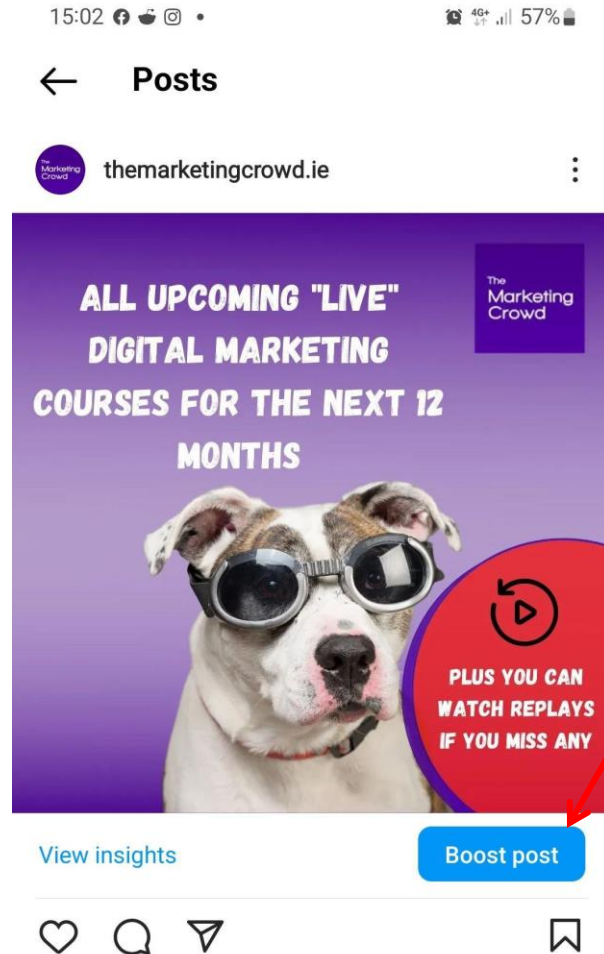
Like   Reply   Hide   14h

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

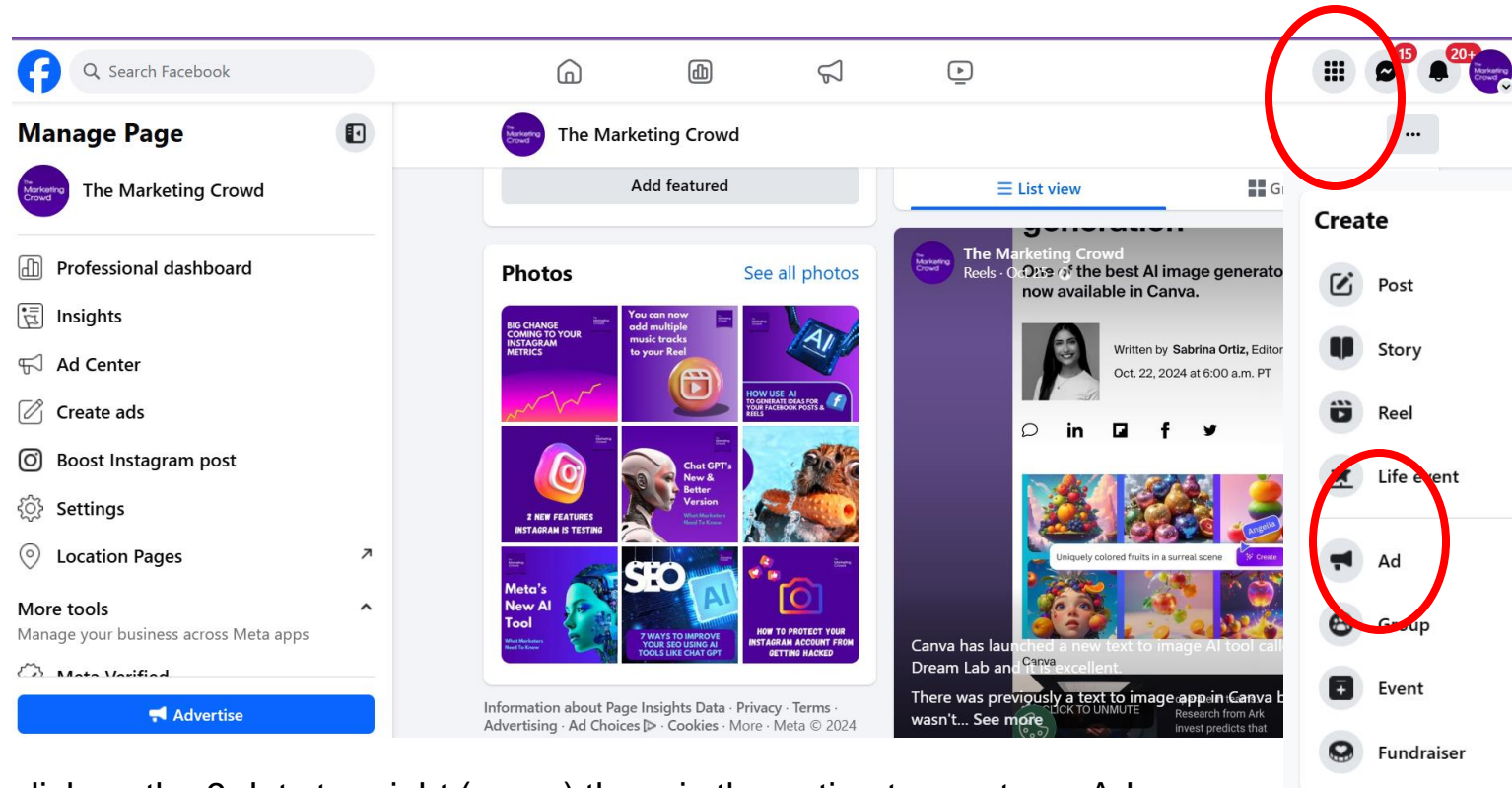


When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

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

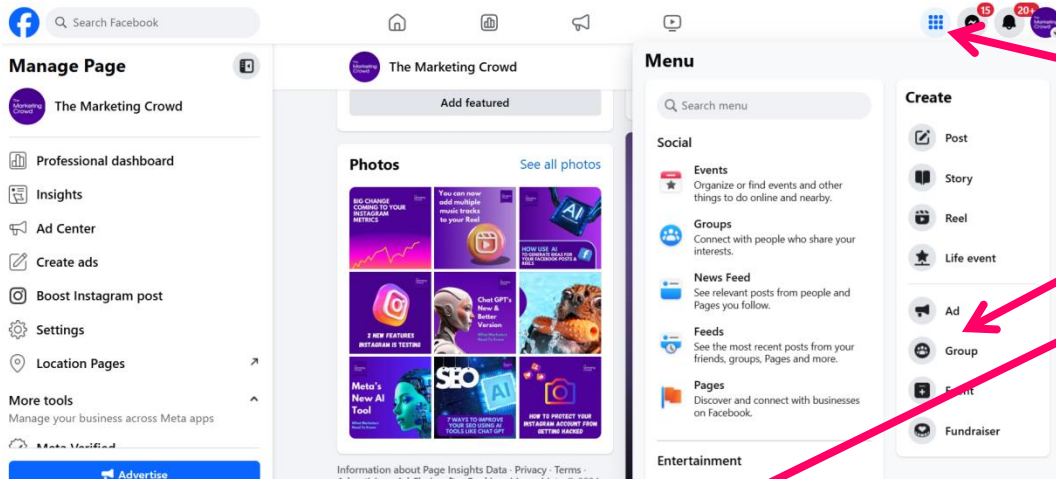


If you click on the 9 dots top right (menu) there is the option to create an Ad

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

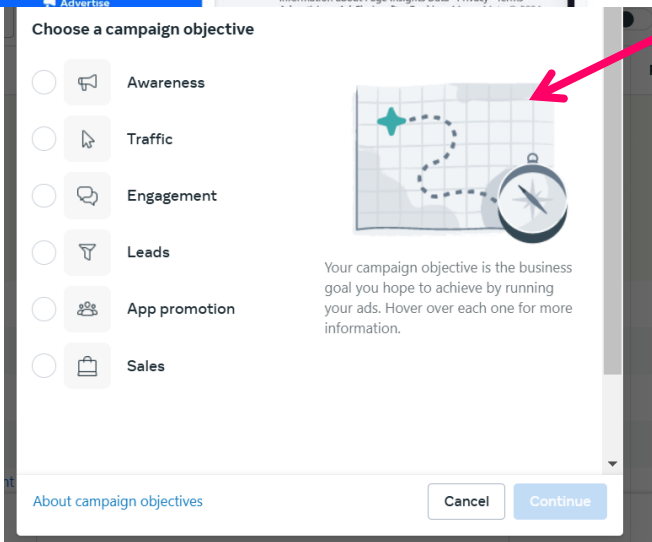
# To access the ad creation tool within ads manager



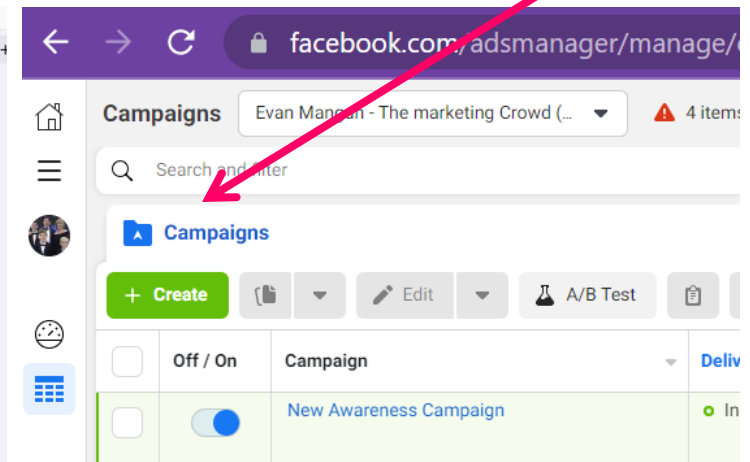
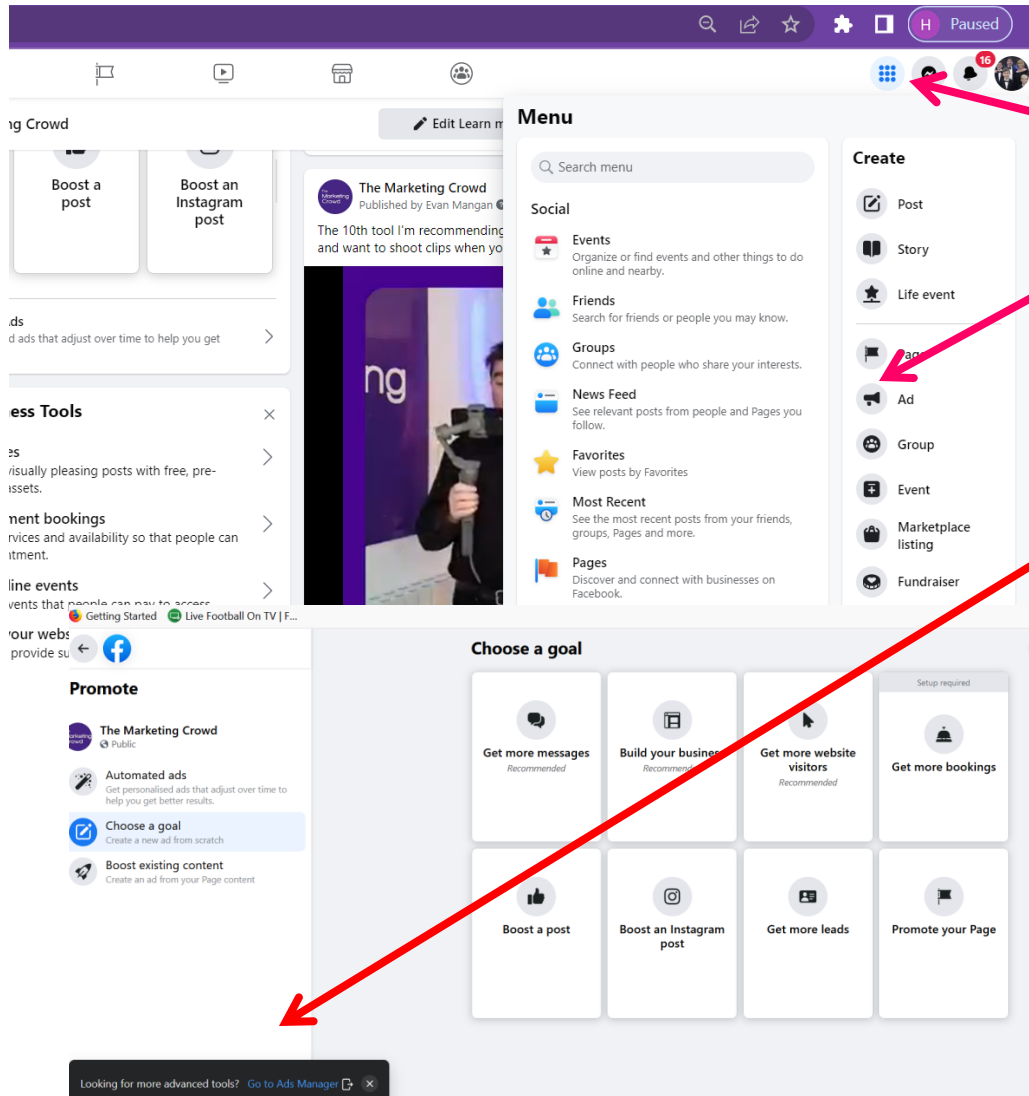
1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

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.

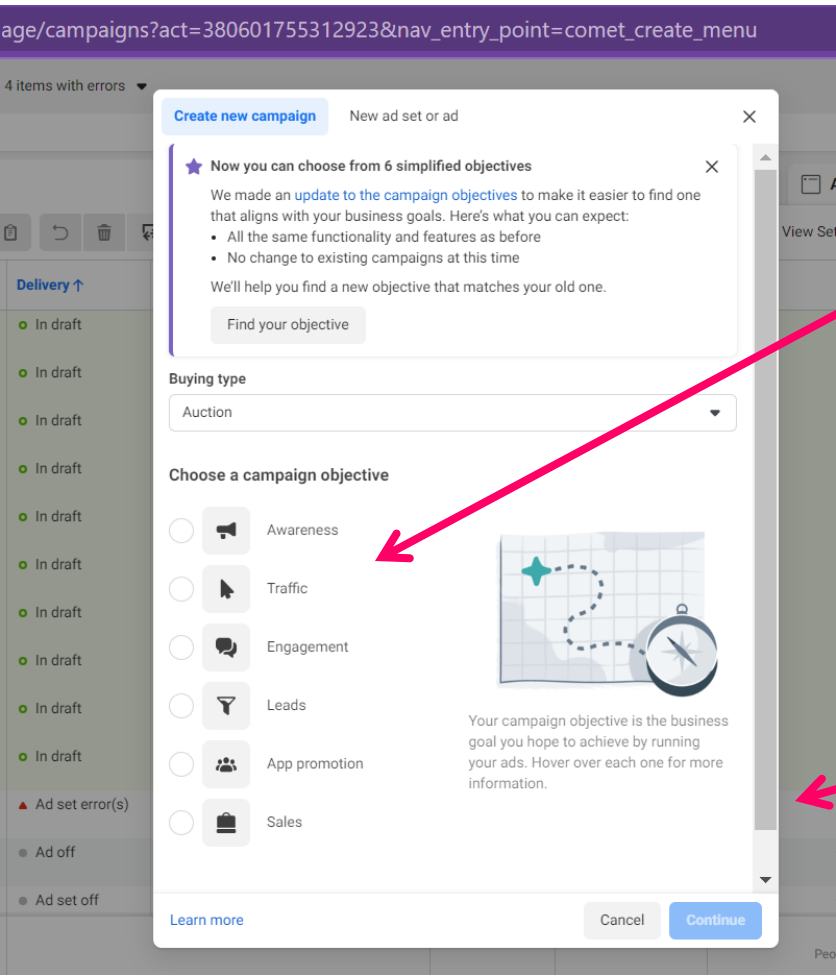
**Engagement:** Get more messages, video views, post engagement, Page likes or event responses.

**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 dropdown menu to the right side of the page.

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

Nov 18, 2024

🕒 12:00 AM

Ends

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** ⓘ

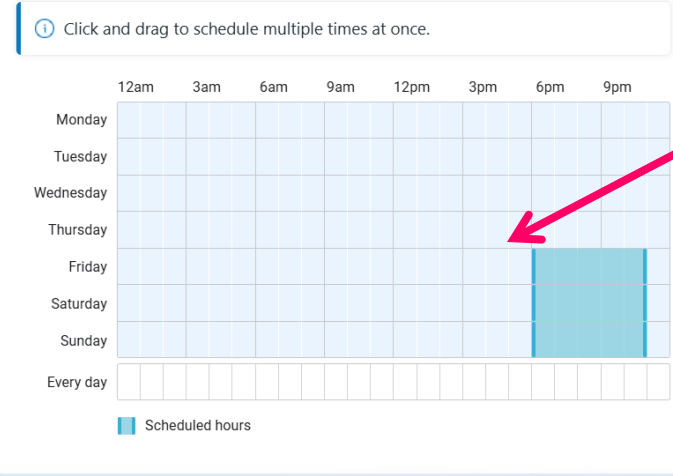
Run ads on a schedule

**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

# How to create an ad campaign

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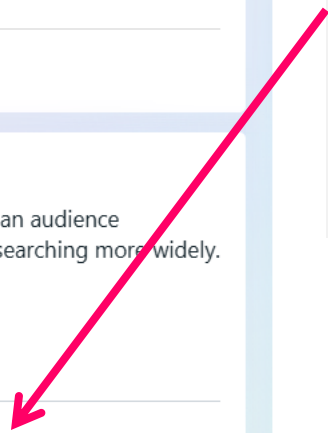
⊕ Audience suggestion (optional)

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.

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[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

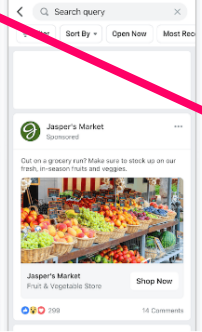
**Platforms**

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

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

Identity

Facebook Page

The Marketing Crowd

Instagram Account

themarketingcrowd.ie

Ad Setup

Use Existing Post

Create Ad

Use Existing Post

Use Creative Hub Mockup

[Learn More](#)

Select Post + Create Post

Select an existing post for your ad

Select Post

Creative missing body text: This (#1815538)

Ad Preview

**Step 4: Choose from the dropdown a post that you want to turn into an ad**

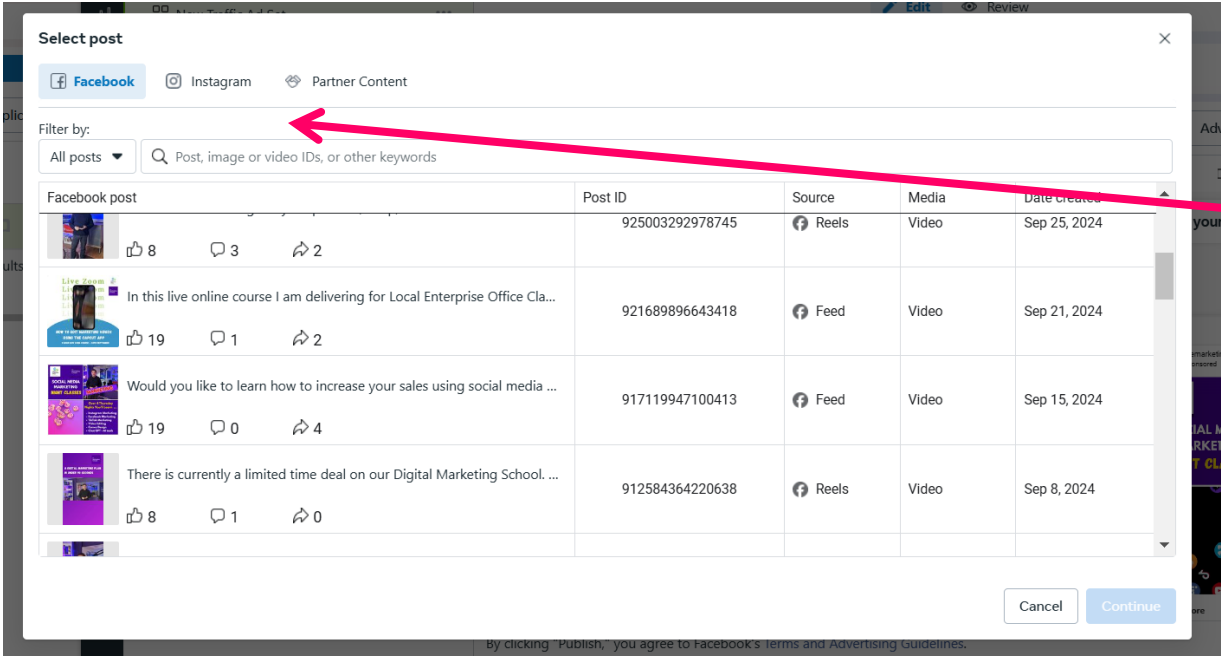
Choose your page

Decide if you want to create an ad from scratch or do you want to use an existing post

Click Select a post

Then choose a post from the list of previous posts

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



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**  
Would you like to learn how to increase your sales using social media marketing?



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](#) [Share](#)

 ⚠️ 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

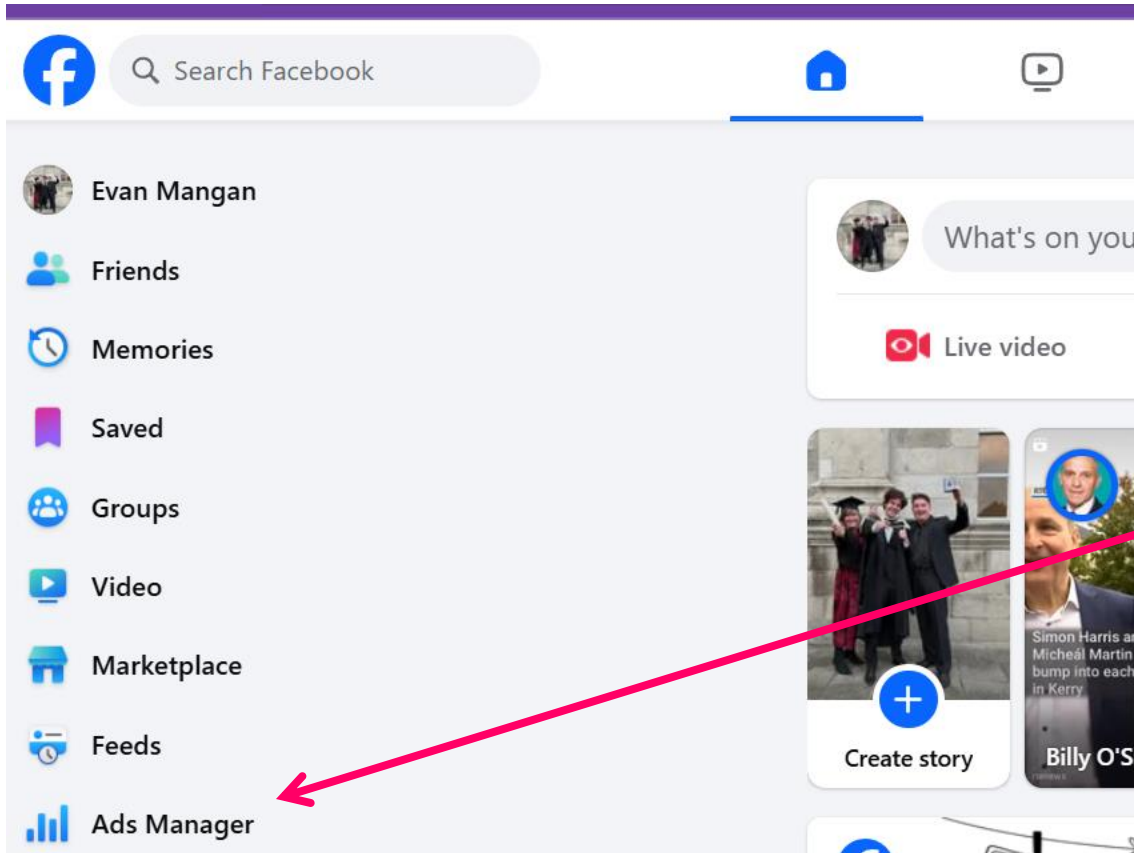
Your ad has now gone off to Facebook for review.



# What We Will Cover

1. **How to turn a post into an ad using the Ads tool.**
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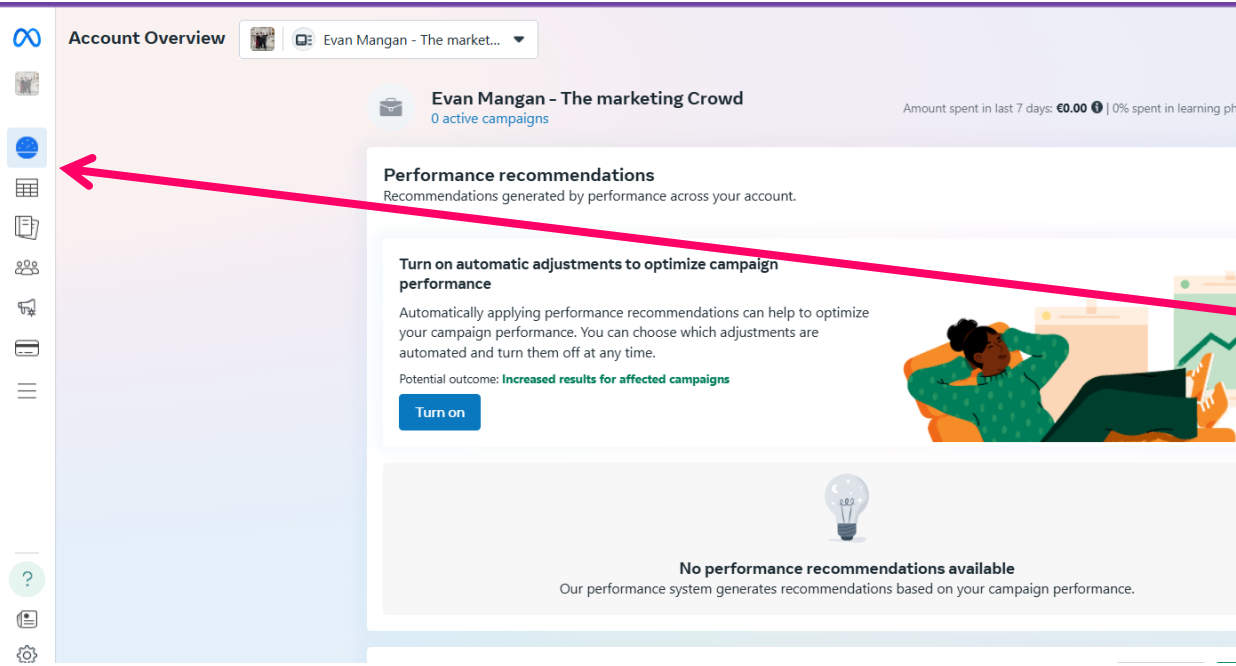
# How your campaign results are reported



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

On your main feed, on 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

The screenshot shows the Facebook Ads Campaigns interface. At the top, there's a search bar and a date range selector set to "This month: Nov 1, 2024 - Nov 17, 2024". Below that, there are tabs for "Campaigns" and "Ad sets". A red arrow points to the "+ Create" button in the Campaigns tab. Another red arrow points from the "Maximum" option in the "Date Presets" dropdown menu to the "Night classes - Limerick LEO" campaign row in the table below.

Off / On	Campaign	Delivery	Bid strategy	Budget	Start Date	End Date	Frequency	Per Link
<input type="checkbox"/>	Night classes - Limerick LEO	Ad sets off	Using ad set bid ...	Using ad set bud...	Nov 1, 2024	Nov 17, 2024	7-day click or ...	Per Link
<input type="checkbox"/>	DMS - Sept Carousel	Ad sets off	Using ad set bid ...	Using ad set bud...	Nov 1, 2024	Nov 17, 2024	7-day click or ...	Per Link
<input type="checkbox"/>	DMS Collection ad - Sept 2024	Ad sets off	Using ad set bid ...	Using ad set bud...	Nov 1, 2024	Nov 17, 2024	7-day click or ...	Per Link
<input type="checkbox"/>	Collection ad - June 2024	Ad set off	Using ad set bid ...	Using ad set bud...	Nov 1, 2024	Nov 17, 2024	7-day click or ...	Per Link
<input type="checkbox"/>	Test collection ad for laughing horse restaurant	Ad set off	Using ad set bid ...	Using ad set bud...	Nov 1, 2024	Nov 17, 2024	7-day click or ...	Per Link
<input type="checkbox"/>	South Cork - chat gpt course-	Ad sets off	Using ad set bid ...	Using ad set bud...	Nov 1, 2024	Nov 17, 2024	7-day click or ...	Per Link
<input type="checkbox"/>	Offaly 6 week DMP (DMS)	Ad set off	Using ad set bid ...	Using ad set bud...	Nov 1, 2024	Nov 17, 2024	7-day click or ...	Per Link

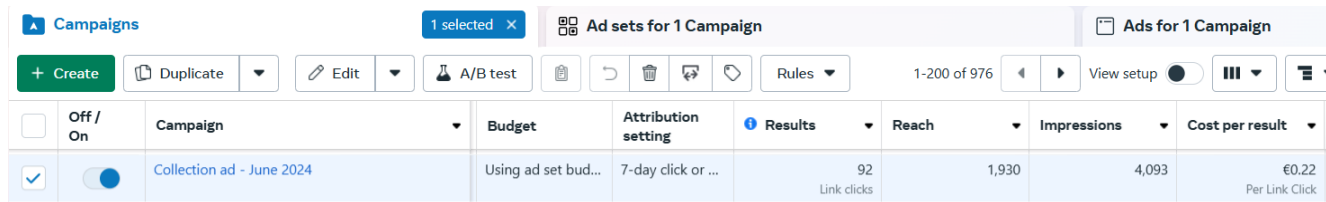
You will then see all of your campaigns

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 like 'Day', 'Age', 'Placement', 'Country', 'Platform', 'Time', and 'Demographics'. Two red arrows point from the text on the right to the 'Breakdown' button and the 'Day' option in the menu.

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' data.

Reporting Option	Selected
None	<input checked="" type="radio"/>
Age	<input type="radio"/>
Gender	<input type="radio"/>
Age and Gender	<input type="radio"/>
Business Locations	<input type="radio"/>
Country	<input type="radio"/>
Region	<input type="radio"/>
DMA Region	<input type="radio"/>
Impression Device	<input type="radio"/>
Media Type	<input type="radio"/>
Platform	<input type="radio"/>
Platform & Device	<input type="radio"/>
Placement	<input type="radio"/>

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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4. **How to convert more of your website traffic from ads into enquiries and sales**
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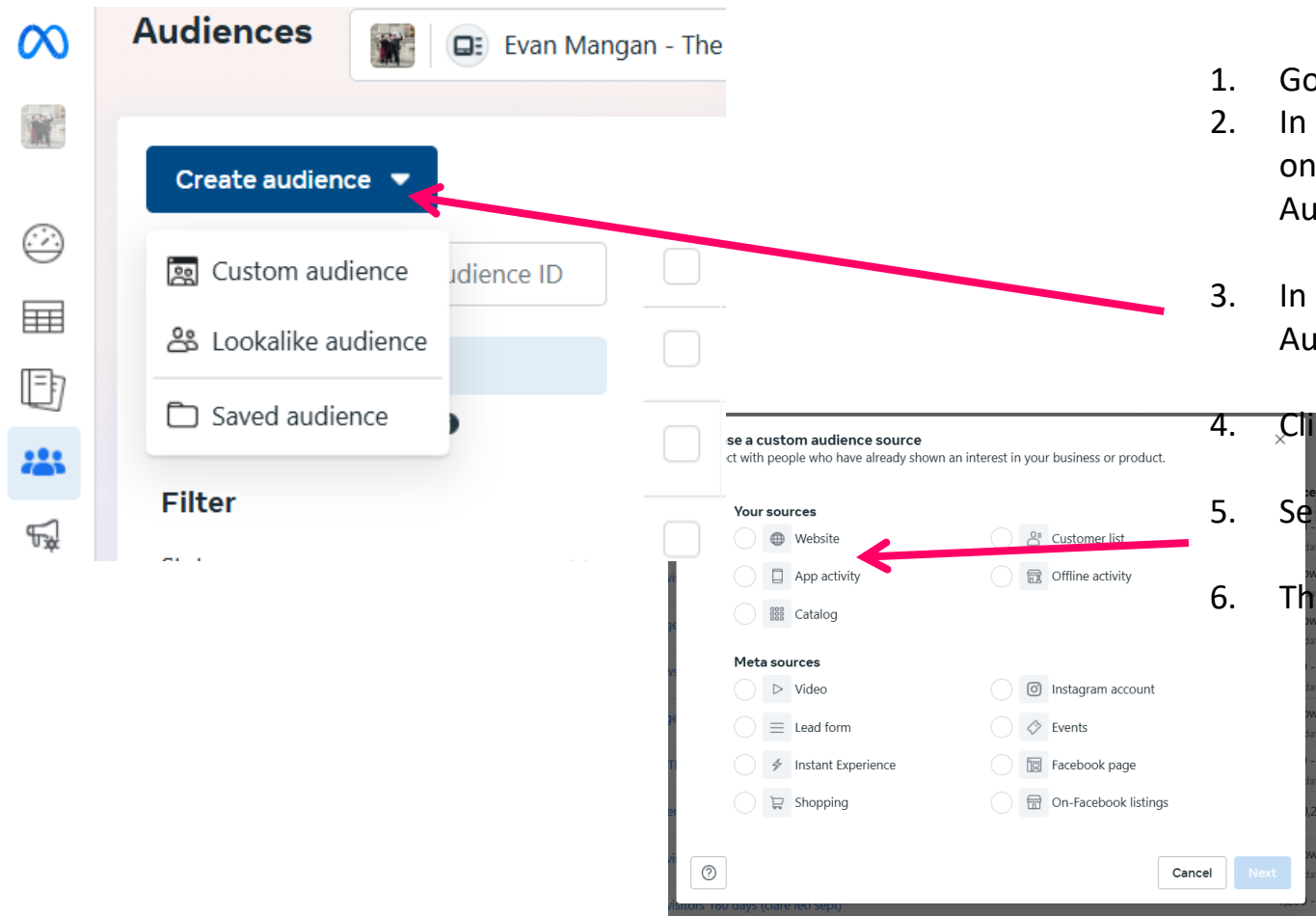
# What is Facebook conversion tracking?



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.

# Reminder - How to target your website visitors



1. Go to Ads manager
2. In Ads manager click on All tools on the left and then select Audiences
3. In Audiences click on Create Audience
4. Click on Custom Audiences
5. Select website
6. Then click on Next

# How to target your website visitors

Create a website custom audience ×

Include [Accounts Center accounts](#) who meet Any ▾ Of the following criteria:

**Source**

Evan Mangan's Pixel ▾

**Events**

All website visitors ▾

**Audience retention** ⓘ

days

---

**Audience Name**

0/50

**Description · Optional**

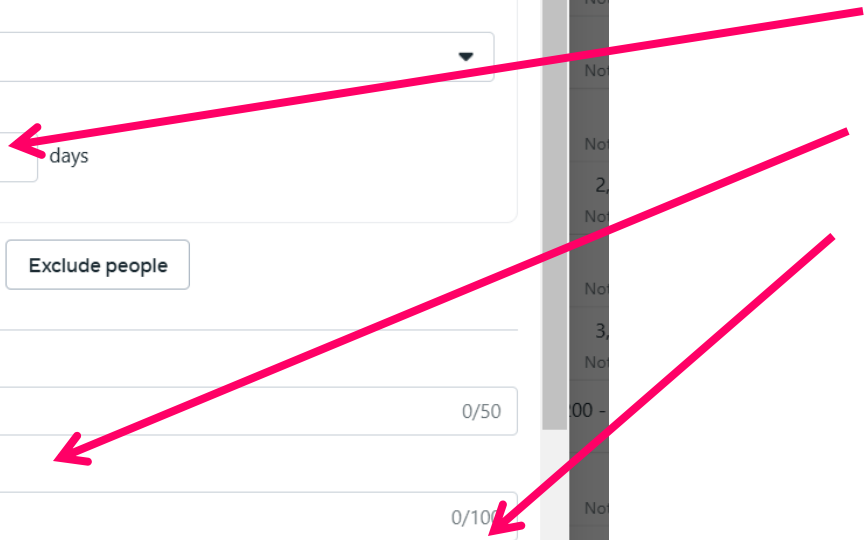
0/100

**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** ✓

ⓘ We're matching your audience to profiles on Meta technologies. This can take up to 3 days. You can start running ads with this audience right away, but be aware that your audience size will increase as the audience is populated.

#### Next steps

- Create a lookalike audience**  
Reach [Accounts Center accounts](#) 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.  
[Learn more](#)

[Done](#)

LOW website traffic

Click done"



# How to target your website visitors

The screenshot shows the Facebook Audiences interface. At the top, there's a search bar and a dropdown menu for 'Evan Mangan - The market...'. Below that is a 'Create audience' button. A search bar with the placeholder 'Search by name or audience ID' is present. On the left, there are filter options: 'All audiences' (selected), 'Expiring audiences', and a 'Filter' section with dropdowns for 'Status', 'Type', 'Availability', and 'Source'. The main area displays a table of audience segments:

Name	Estimated audience size	Availability
<input type="checkbox"/> Web visitors 30 days	Below 1000 Low website traffic	● Populating Available for use
<input type="checkbox"/> Web visitors 180 days (s cork)	1,200 - 1,500 Not updated	● Ready
<input type="checkbox"/> Web visitors 30 days (s cork)	Below 1000 Low website traffic	● Ready
<input type="checkbox"/> engaged with TMC on IG 365 days (S cork)	Below 1000 Not updated	● Ready
<input type="checkbox"/> Follows TMC on IG (South cork)	2,100 - 2,500 Not updated	● Ready
<input type="checkbox"/> engaged with TMC on FB 365 days (south cork)	Below 1000 Not updated	● Ready

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

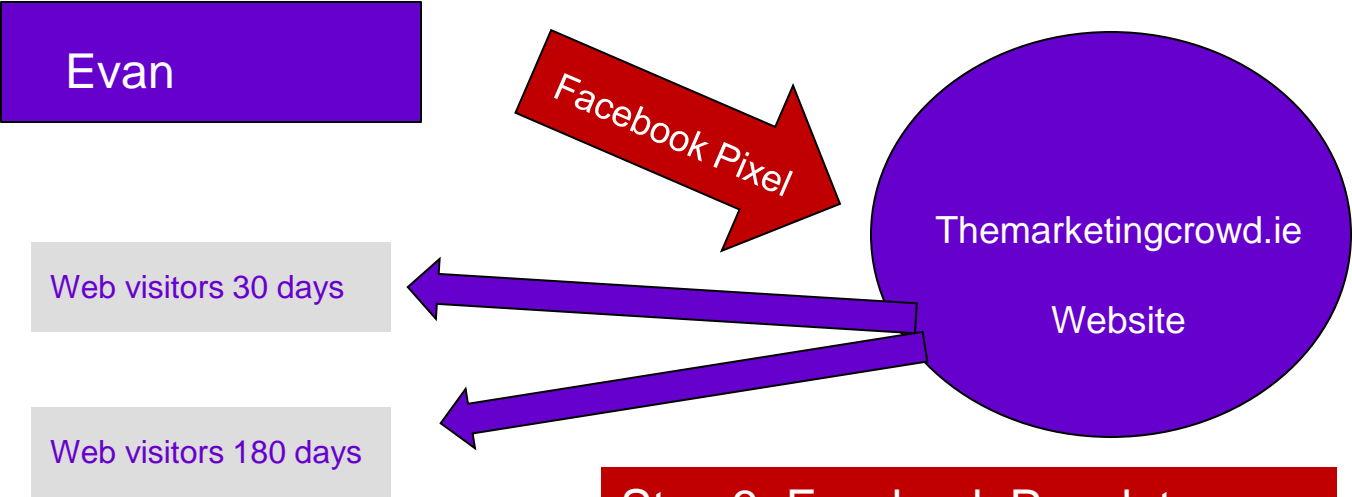
Themarketingcrowd.ie

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 ....

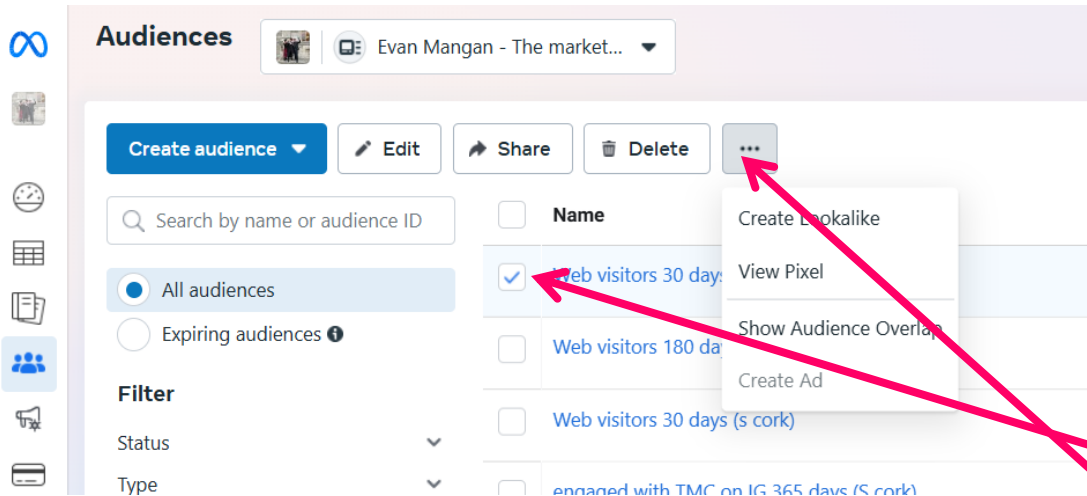
Step 2: Add the Pixel



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

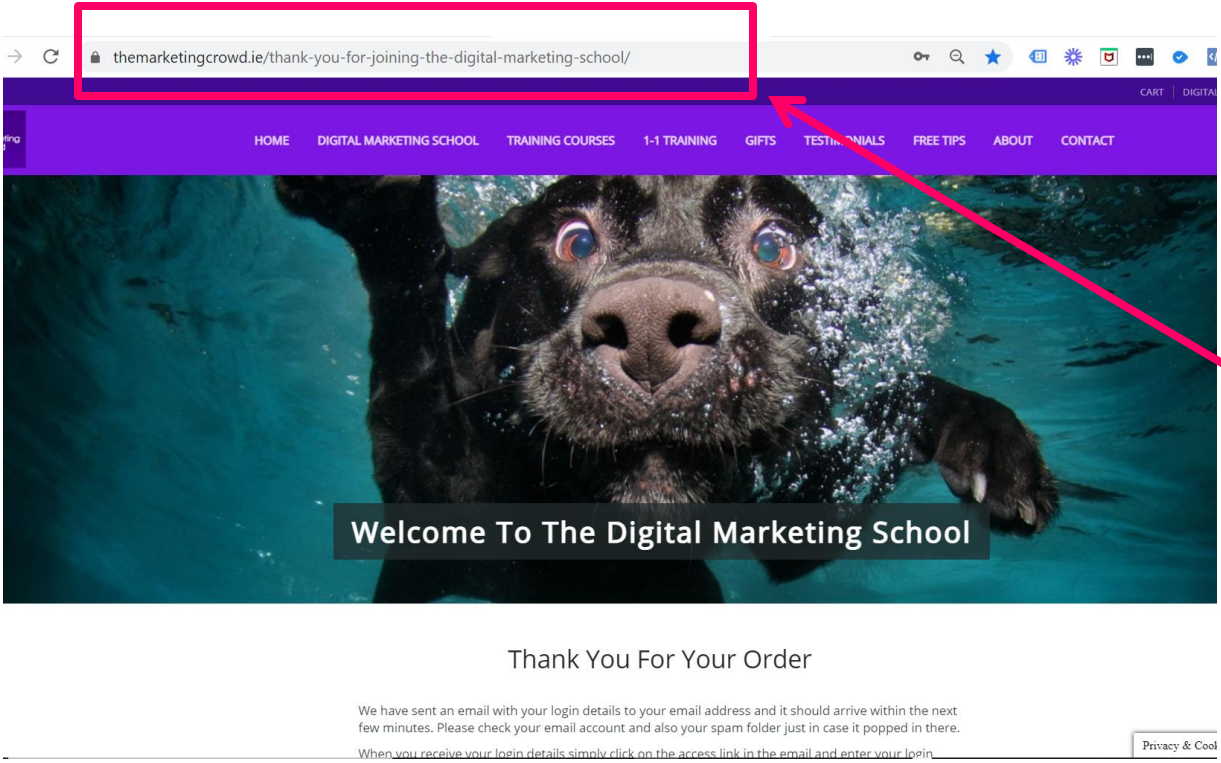
[Give Feedback](#) [Close](#) [Email Instructions](#)

Either copy and paste the code

This is your Pixel code. You can now either

1. Copy and paste it into your website or
2. Click on email instructions and send it to your web designer or to yourself.

# How to setup conversion tracking – tracking sales



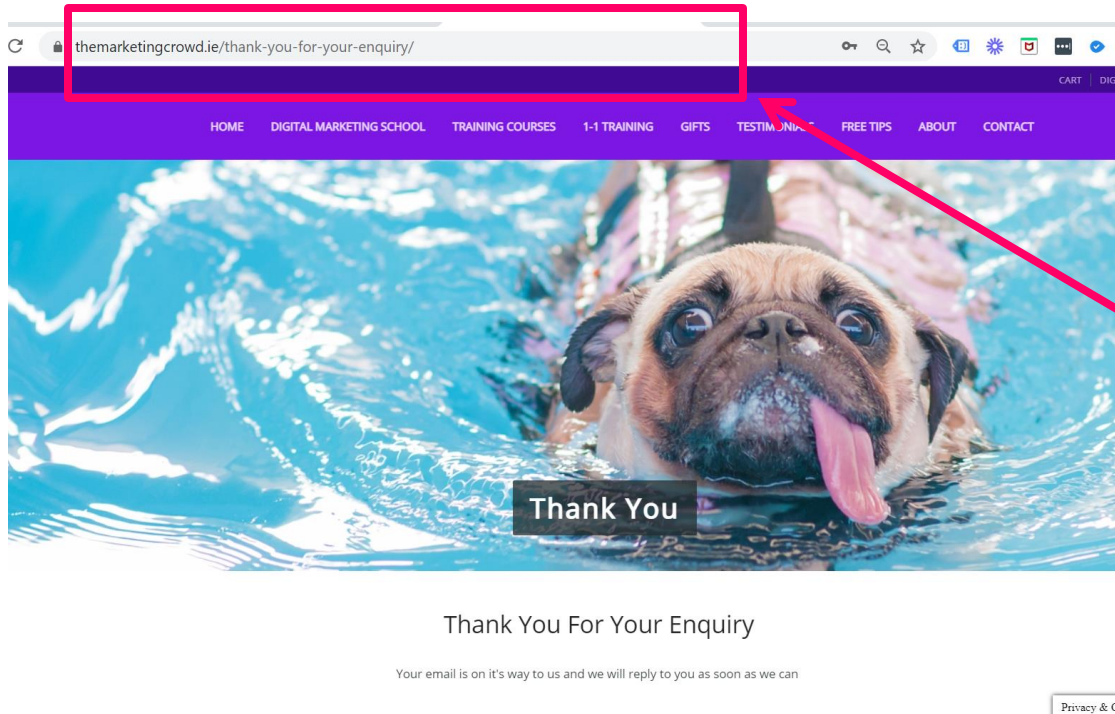
**Step 2: Place an order on your website and it will take you to an order confirmation or thank you page**

Only people who land on this page have placed an order. Make a note of the web address of this page.

If it is a static page, it will be the same url for everyone. However, if it is a dynamic page the url will have a different reference for each customer e.g. It could be `themarketingcrowd.ie/thank-you-00123112.html`

But the words thank-you will be common to all customers.

# How to setup conversion tracking – tracking enquiries



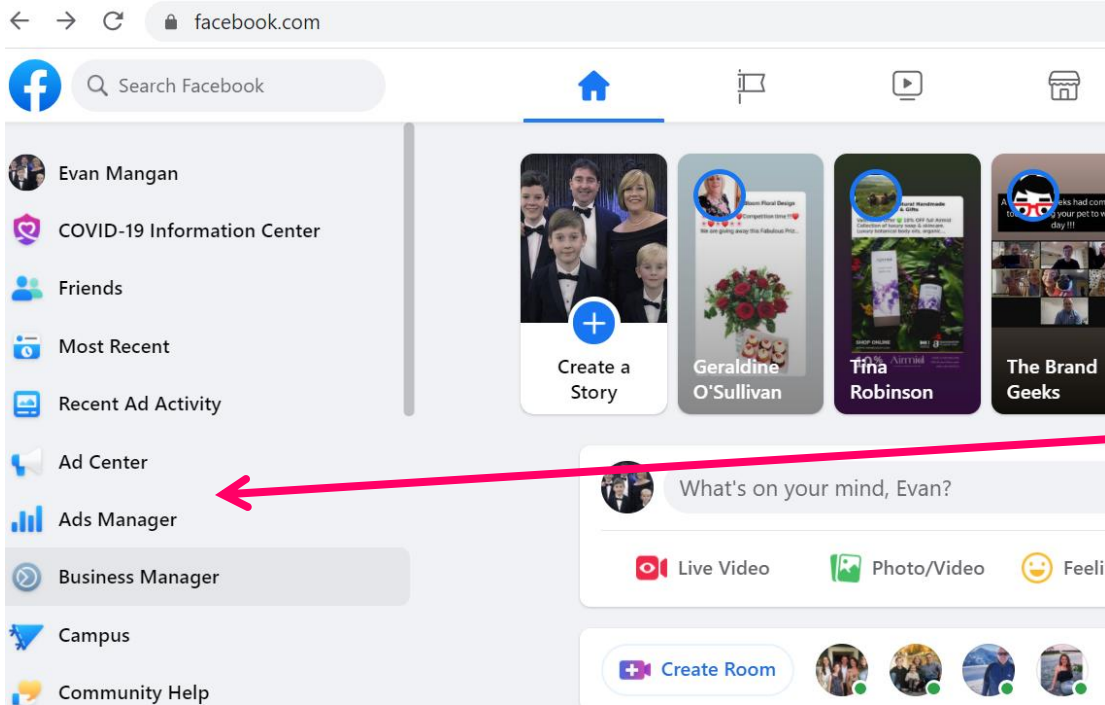
**Step 3: If you want to track enquiries, fill in your enquiry form on your website and it will take you to an enquiry confirmation or thank you page**

Make a note of the Web address of this page. Only people who land on this page have enquired.

If it is a static page, it will be the same url for everyone. However, if it is a dynamic page the url will have a different reference for each customer e.g. It could be `themarketingcrowd.ie/thank-you-00123112.html`

But the words thank-you will be common to all customers.

# How to setup conversion tracking

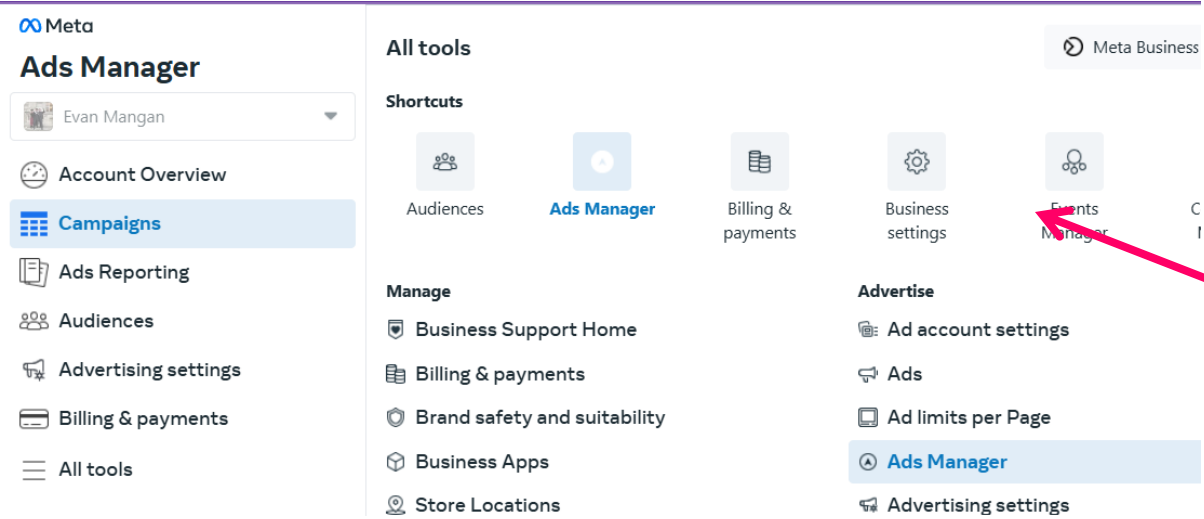


**Step 4: You now need to go to the Ads manager**

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

Click on Ads manager

# How to setup conversion tracking

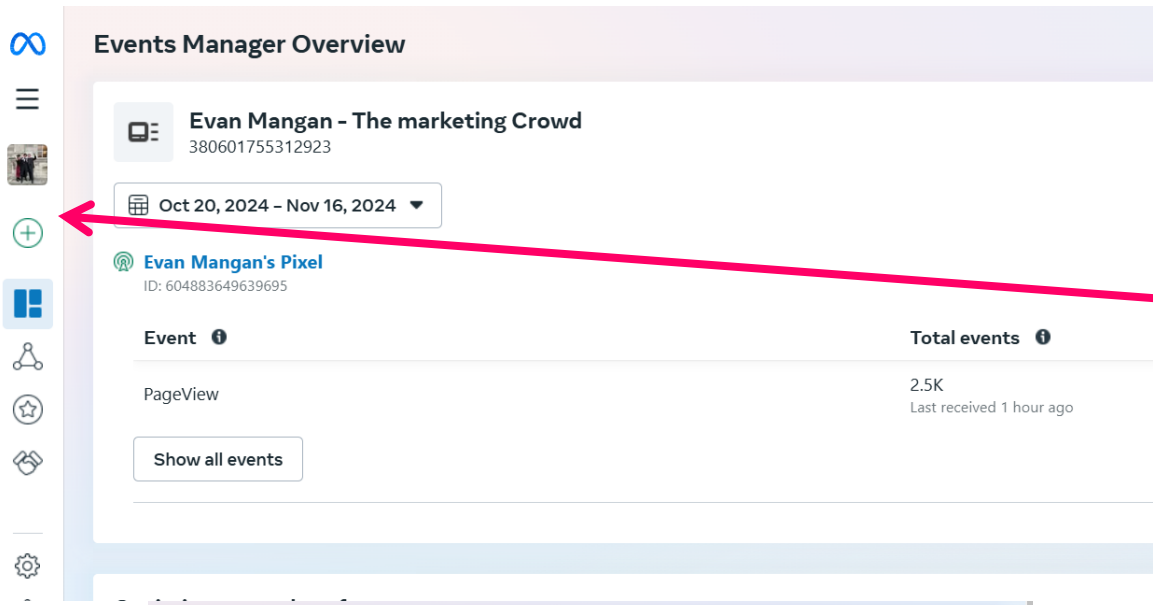


## Step 5: You now need to get to events manager

- Hover your mouse over the menu on the left
- Click on All tools

Click on Events Manager

# How to setup conversion tracking



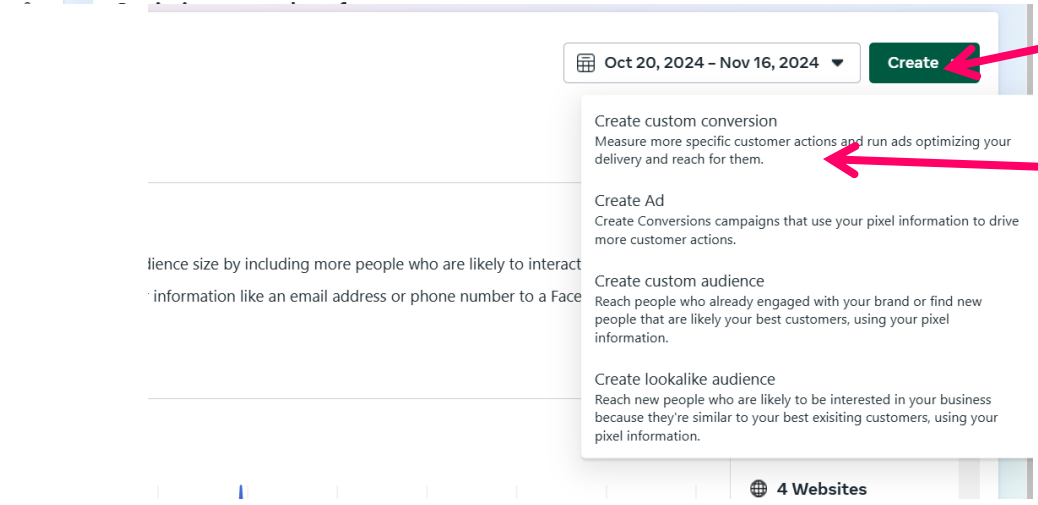
Step 6:

Hover your mouse over the left hand menu

Click on Data Sources

• Then Click on the green "Create" button

• Click on create custom conversion



# How to setup conversion tracking

## 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 currently showing 'Evan Mangan's Pixel'.
- Conversion Event:** A dropdown menu currently showing 'All URL Traffic'.
- Choose a Standard Event for Optimization:** A section with the text 'Facebook selected category' and 'We use information about your business to automatically choose a category for you'. Below this is a link: '[Select your own category.](#)'
- Rules:** A section with the text 'This custom conversion must meet all of these rules:'. Below this is a container for rules, currently showing one rule: 'URL' (selected from a dropdown) 'contains' (selected from a dropdown). There is an 'Add URL keywords' input field and a '+' button to add more rules. There is also an 'X' button to remove the current rule.
- Enter a conversion value:** A checkbox that is currently unchecked, with the text 'Enter a conversion value' and an information icon (i).

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

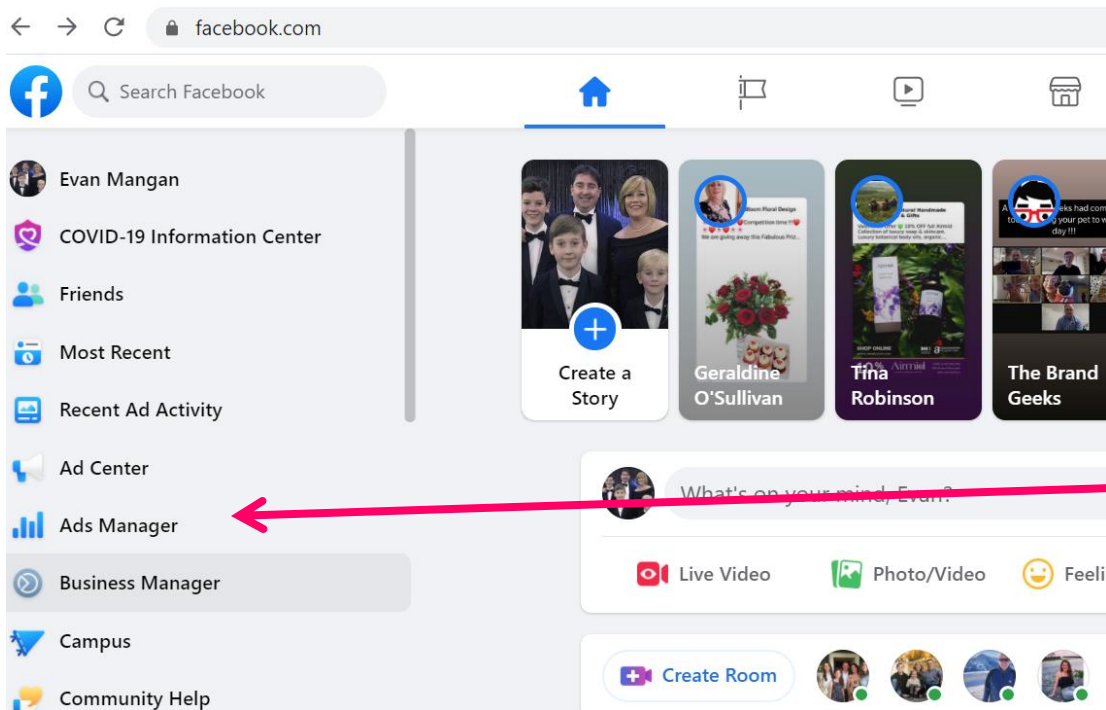
## Step 8:

Repeat this process if you want to track a different conversion. E.g. you want to track sales AND you want to track enquiries

That's it. You have now setup custom conversions.

Whenever you run an ad Facebook will track whether people who clicked on your ad got to the Order Confirmation or Enquiry Confirmation pages.

# How to find the report that shows you conversion tracking



To monitor your campaign you need to go to the Ads manager

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

Click on Ads manager

# How to find the report that shows you conversion tracking

<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

Discard drafts Review and publish (7)

This month: Nov 1, 2024 - Nov 9, 2024

Off / On	Campaign	Delivery	Bid strategy	Budget
<input type="checkbox"/>	Night classes - Limerick LEO	Ad sets off	Using ad set bid ...	Using ad set bud...
<input type="checkbox"/>	DMS - Sept Carousel	Ad sets off	Using ad set bid ...	Using ad set bud...
<input type="checkbox"/>	DMS Collection ad - Sept 2024	Ad sets off	Using ad set bid ...	Using ad set bud...
<input type="checkbox"/>	Collection ad - June 2024	Ad set off	Using ad set bid ...	Using ad set bud...
<input type="checkbox"/>	Test collection ad for laughing horse restaurant	Ad set off	Using ad set bid ...	Using ad set bud...

Nov 1, 2024 - Nov 17, 2024 Pacific Time

Nov 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Nov 1, 2024 - Nov 17, 2024 Pacific Time

Cancel Update

Date Presets

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

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 Manager interface. At the top, there's a header with 'Campaigns', a user profile 'Evan Mangan - The market...', and a refresh button. Below that is a search bar and navigation tabs for 'Campaigns', 'Ad sets', and 'Ads'. A toolbar contains buttons for '+ Create', 'Edit', 'A/B test', and 'Rules'. The main table displays campaign data with columns for 'Off/On', 'Campaign', 'Budget', 'Attribution setting', 'Results', and 'Re'. A dropdown menu is open, showing various column presets like 'Evan's custom traffic & conv...', 'Performance and clicks', and 'Engagement'. A 'Customize columns' option is at the bottom of the menu. Two red arrows point to the dropdown icon and the 'Customize columns' option.

Off / On	Campaign	Budget	Attribution setting	Results	Re
<input type="checkbox"/>	Night classes - Limerick LEO	Using ad set bud...	7-day click or ...	50 Link clicks	
<input type="checkbox"/>	DMS - Sept Carousel	Using ad set bud...	7-day click or ...	36 Link clicks	
<input type="checkbox"/>	DMS Collection ad - Sept 2024	Using ad set bud...	7-day click or ...	116 Link clicks	
<input type="checkbox"/>	Collection ad - June 2024	Using ad set bud...	7-day click or ...	92 Link clicks	
<input type="checkbox"/>	Test collection ad for laughing horse restaurant	Using ad set bud...	7-day click or ...	1 Link Click	
<input type="checkbox"/>	South Cork - chat gpt course-	Using ad set bud...	7-day click or ...	28 Link clicks	
<input type="checkbox"/>	Offaly 6 week DMP (DMS)	Using ad set bud...	7-day click or ...	105 Link clicks	
<input type="checkbox"/>	Wexford Inshot marketing course	Using ad set bud...	7-day click or ...	110 Link clicks	
<input type="checkbox"/>	TikTok course - LEO clare Sep 23	Using ad set bud...	7-day click or ...	11 Link clicks	
<input type="checkbox"/>	Offaly SMB in Sept 2023	Using ad set bud...	7-day click or ...	48 Link clicks	
Results from 976 campaigns ⓘ Excludes deleted items			Multiple attrib...	Multiple conversions	Acc

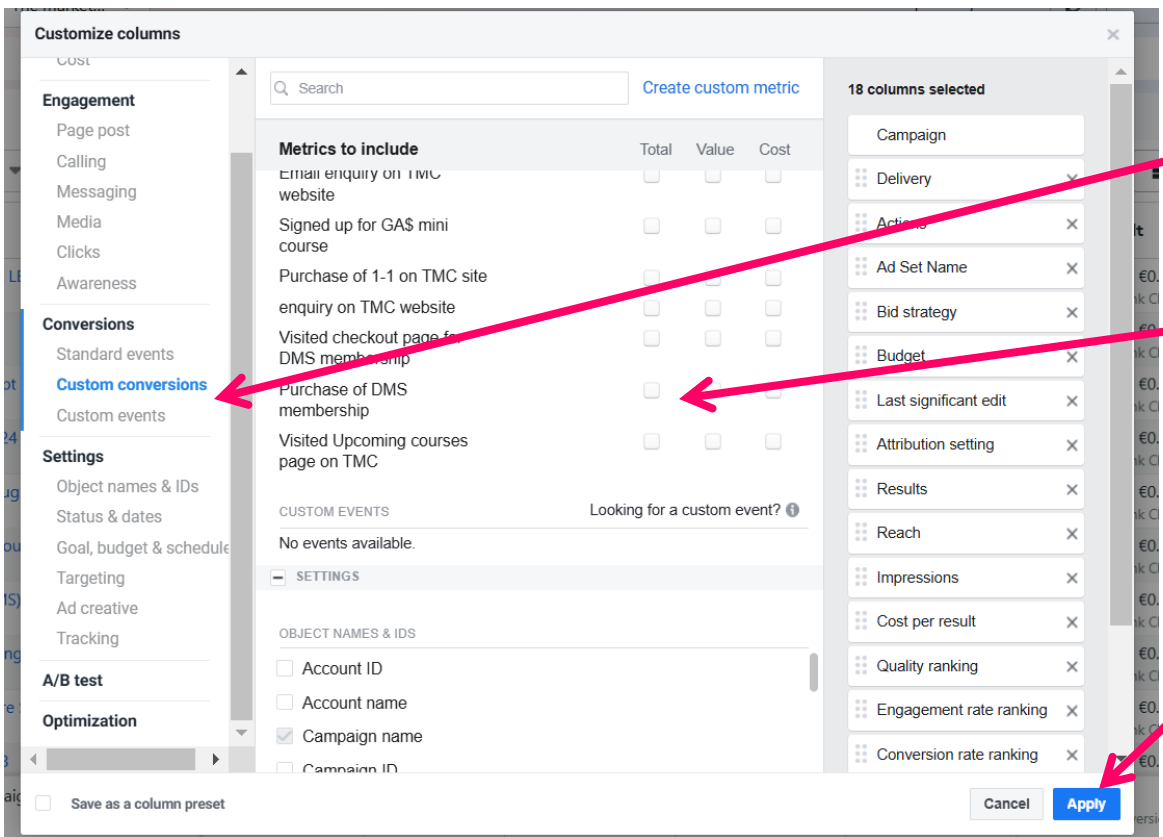
By default there won't be conversion date in your report.

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



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

Now when you look at your campaigns there will be a column for that specific conversion and it will tell you how many conversions you got.

# What We Will Cover

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

To get the most from social media you should drive people to your website where they will more info and then enquire or purchase



Use social media platforms to establish a presence and grow your followers.

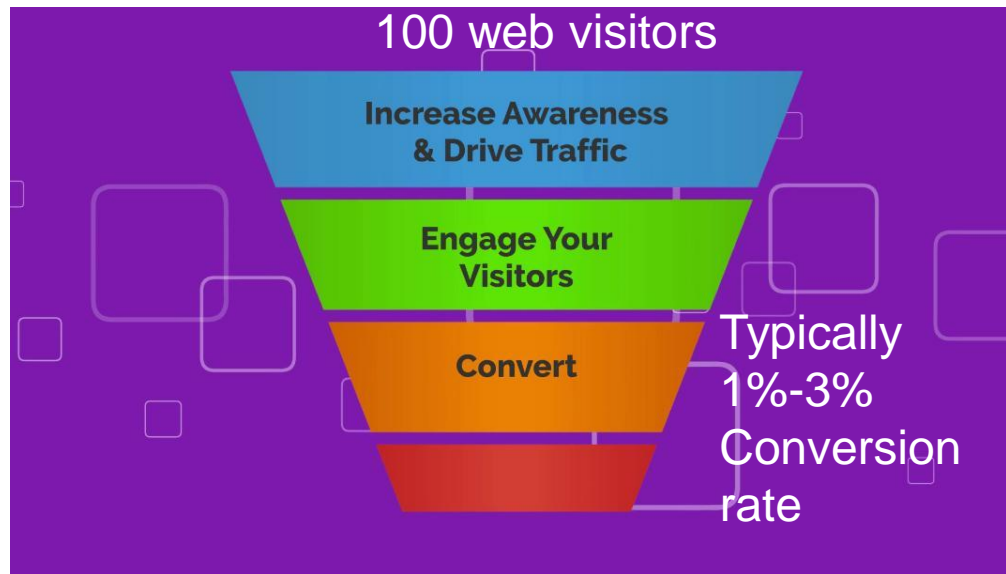
When followers see a post there is only so much information you can provide

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

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

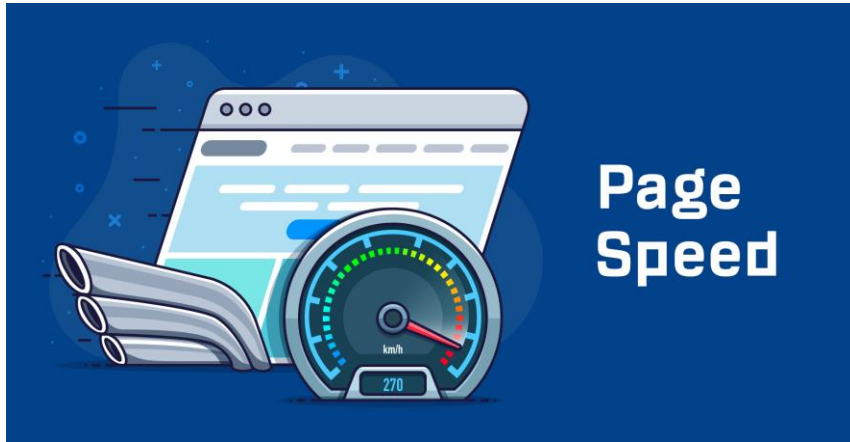
**But you have to get some important things right ...**

# 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

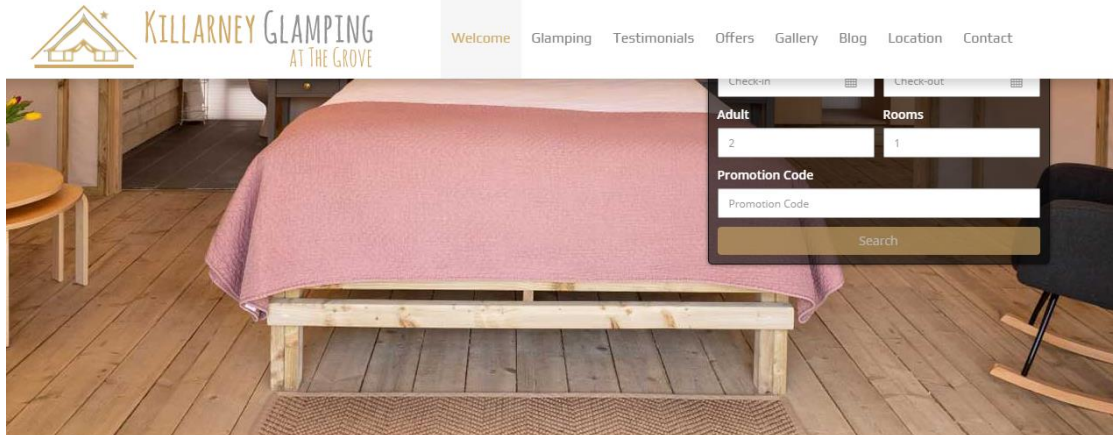


[View the 1-1 training options](#)

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

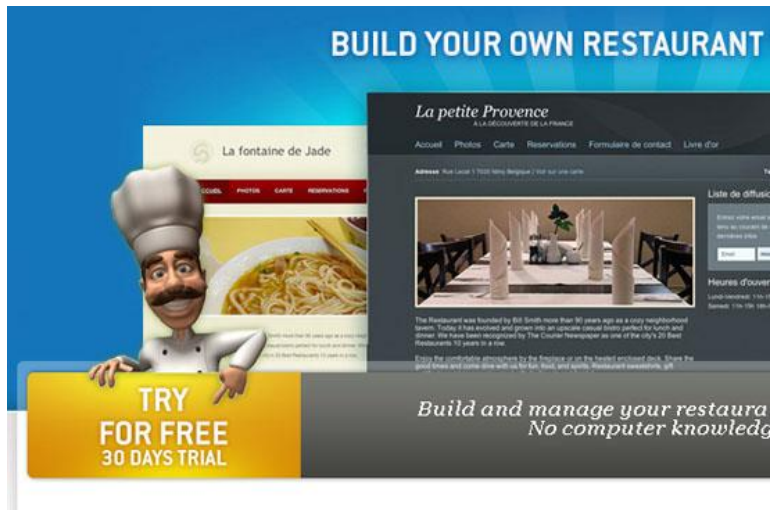


## Increase website conversions

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