

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

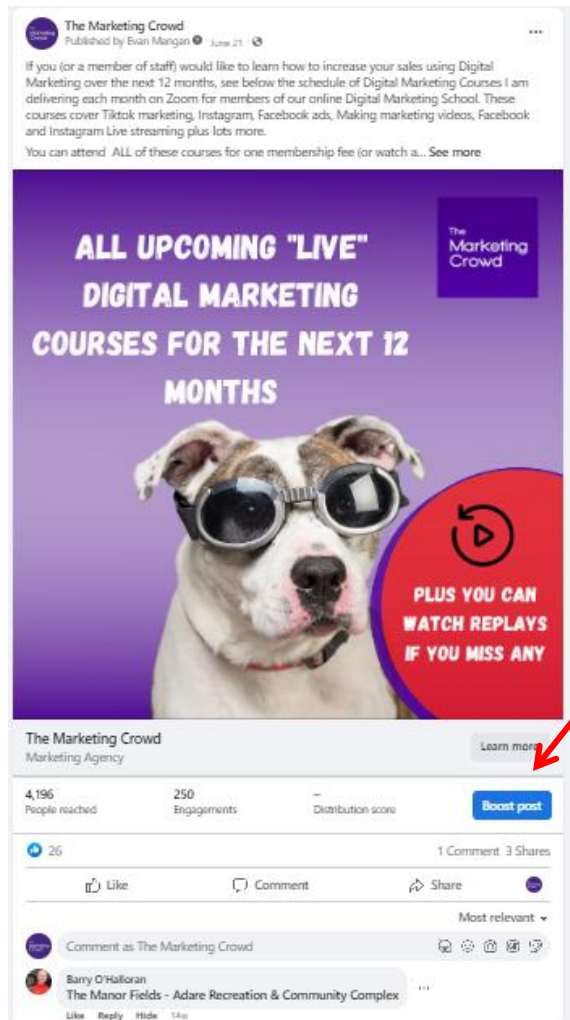
2. How do you then monitor your campaign to see how it's doing

- How to drill down and learn more about your results

3. How to setup conversion tracking

Reminder - What are the 2 Big options?

1. The Boost Post Button – on a Facebook Post

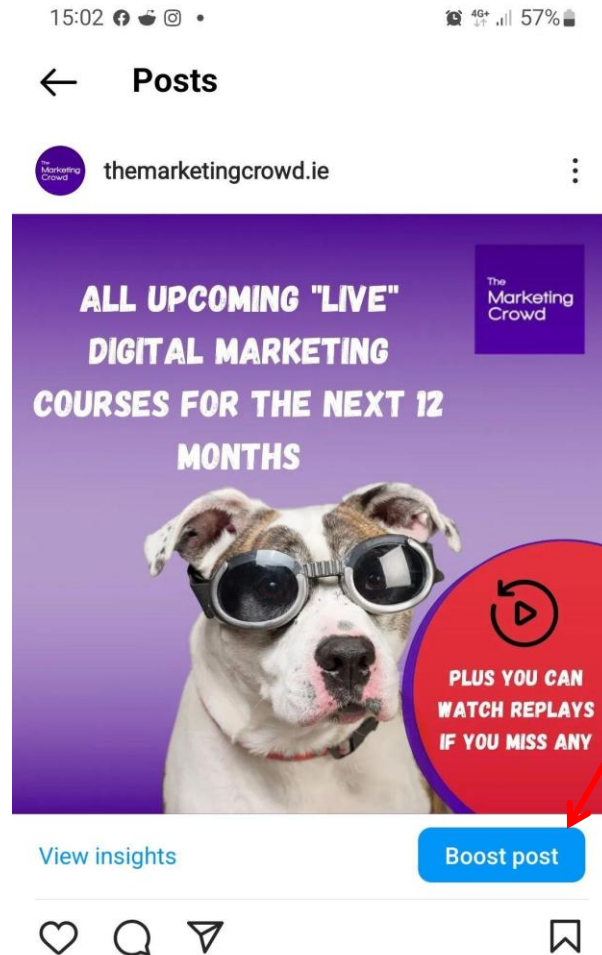


When you send out a post from your page on Facebook there will be a Boost post button that allows you to turn the post into an ad

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

Reminder - What are the 2 Big options?

1. The Boost Post Button – on an Instagram Post

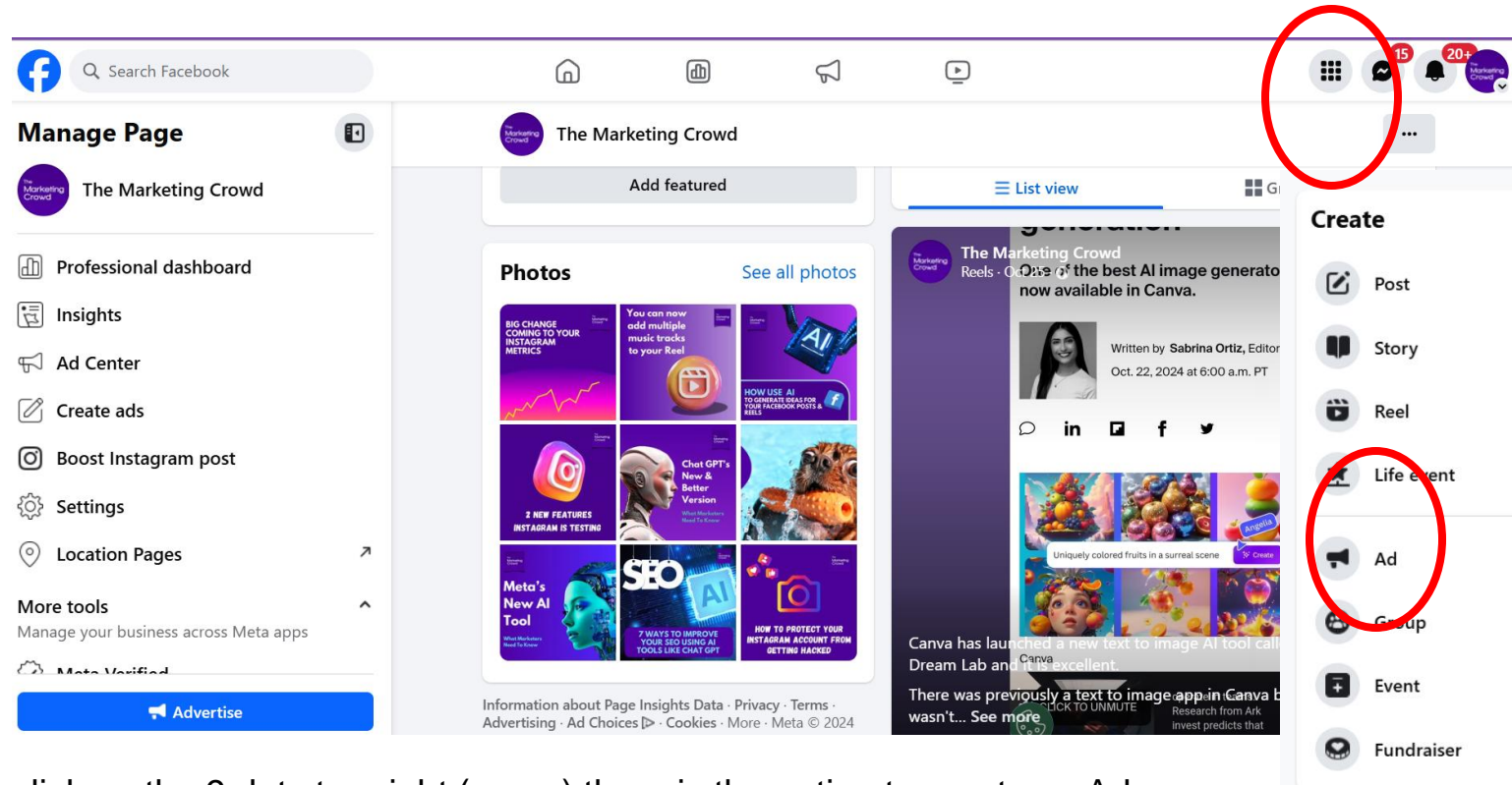


When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

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

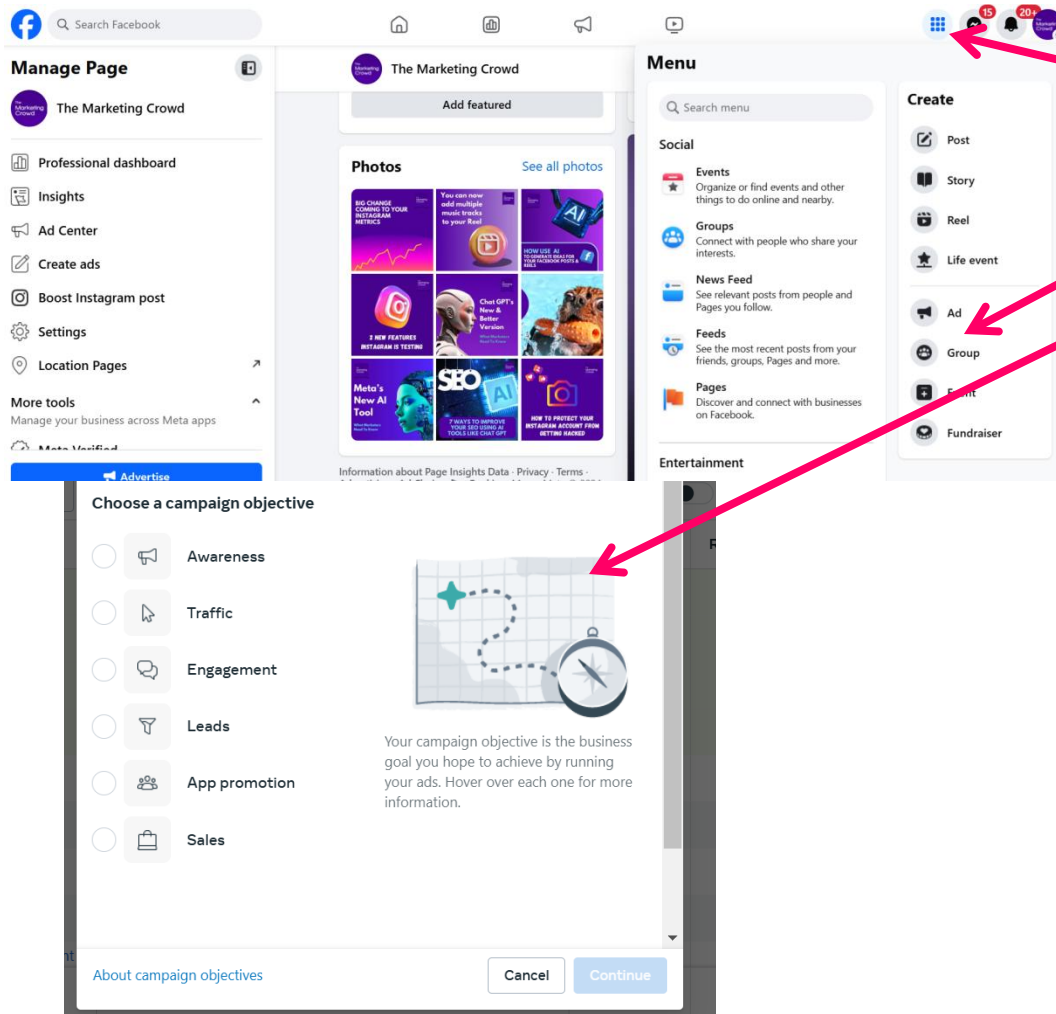


If you click on the 9 dots top right (menu) there is the option to create an Ad

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

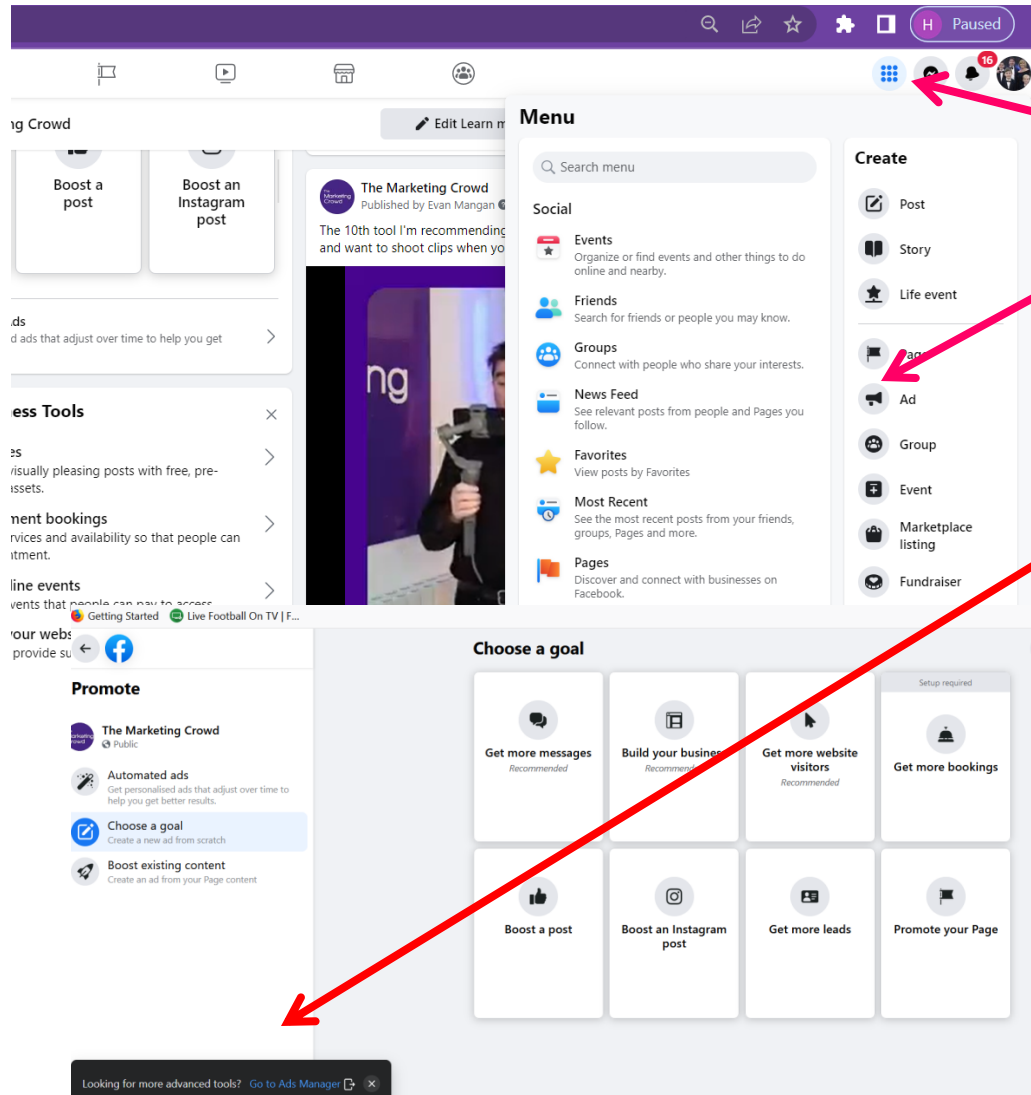


1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

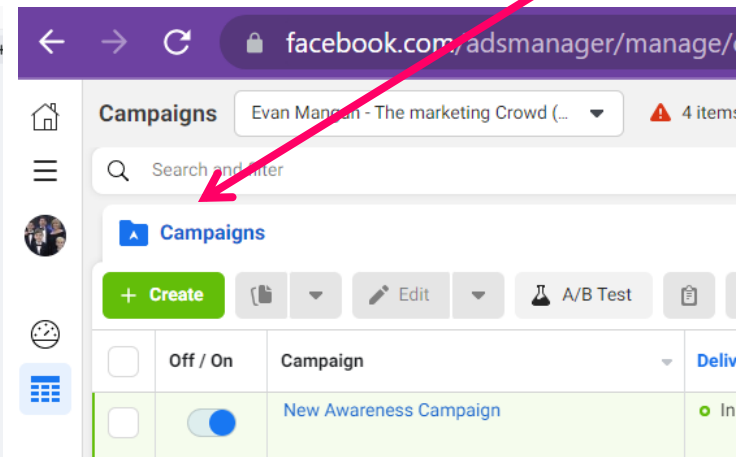
However, if you have never created an ad before this might not work for you. It might take you to their new “very basic” ads area.

If so, see next slide

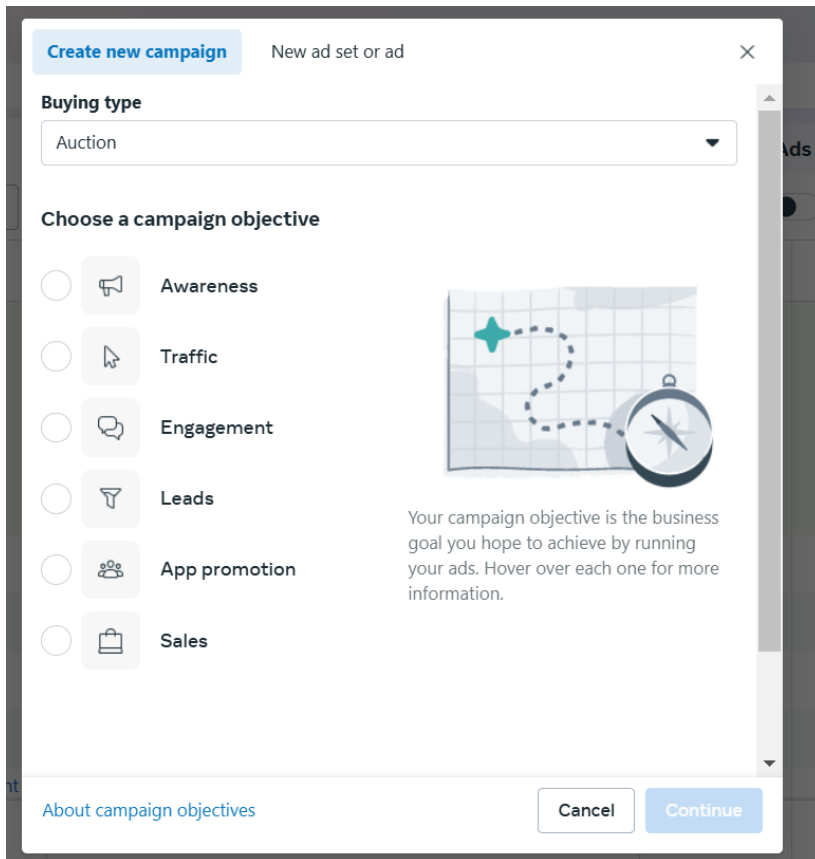
Alternative way to access the ads tool



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



The image shows a Facebook 'Create new campaign' dialog box. At the top, it says 'Create new campaign' and 'New ad set or ad'. Below this is a 'Buying type' dropdown menu set to 'Auction'. The main section is titled 'Choose a campaign objective' and lists six options: Awareness (megaphone icon), Traffic (mouse cursor icon), Engagement (speech bubble icon), Leads (funnel icon), App promotion (people icon), and Sales (briefcase icon). To the right of these options is a graphic of a map with a dashed line and a compass. Below the graphic, it says: 'Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.' At the bottom left is a link 'About campaign objectives'. At the bottom right are 'Cancel' and 'Continue' buttons.

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.

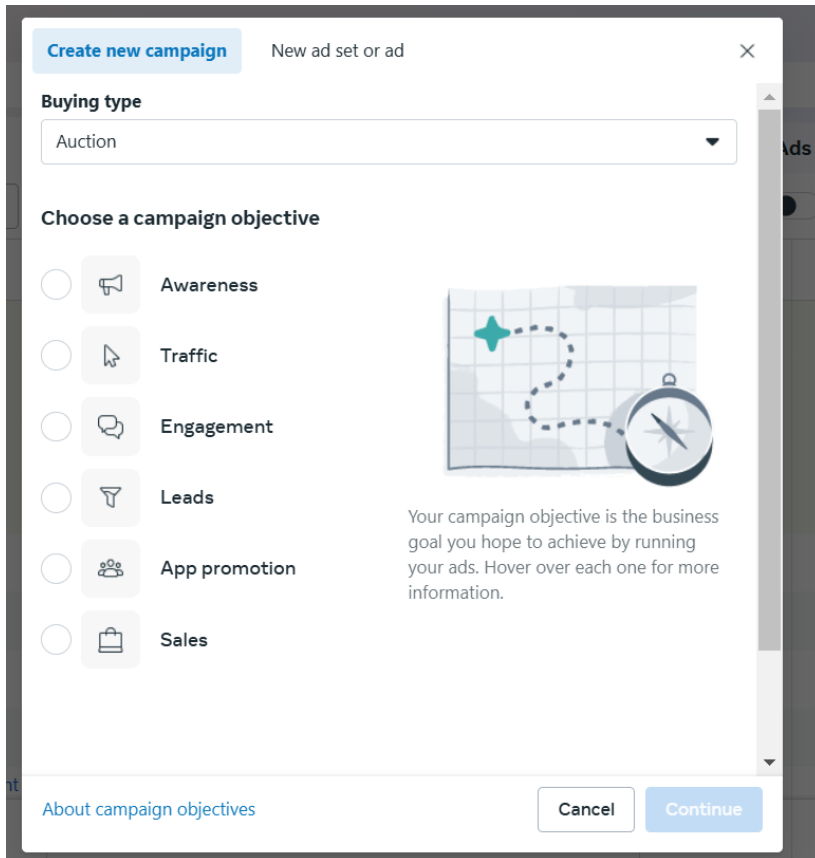
About campaign objectives

Cancel Continue

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



The screenshot shows the 'Create new campaign' dialog box in Facebook Ads Manager. At the top, there's a blue button 'Create new campaign' and a close button 'X'. Below it, the text 'New ad set or ad' is visible. The 'Buying type' is set to 'Auction' in a dropdown menu. The main section is titled 'Choose a campaign objective' and lists seven options with radio buttons: Awareness (megaphone icon), Traffic (mouse cursor icon), Engagement (speech bubble icon), Leads (funnel icon), App promotion (people icon), and Sales (shopping bag icon). To the right of the list is an illustration of a map with a dashed path and a compass. Below the illustration, a text box explains: 'Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.' At the bottom left is a link 'About campaign objectives', and at the bottom right are 'Cancel' and 'Continue' buttons.

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

age/campaigns?act=380601755312923&nav_entry_point=comet_create_menu

4 items with errors

Create new campaign New ad set or ad

★ Now you can choose from 6 simplified objectives

We made an [update to the campaign objectives](#) to make it easier to find one that aligns with your business goals. Here's what you can expect:

- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your old one.

Find your objective

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.

Learn more

Cancel Continue

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 interface for creating an ad campaign. At the top, there are two buttons: 'Edit' (with a pencil icon) and 'Review' (with an eye icon). Below these, the 'Campaign name' section is highlighted with a green checkmark. It contains a text input field with the value 'New Traffic Campaign' and a 'Create template' button. A red arrow points from the 'Create template' button to the text input field. Below this is the 'Special Ad Categories' section, also with a green checkmark. It includes a paragraph of text about declaring ad categories, a link 'Learn more about Special Ad Categories', and a section titled 'Benefits of declaring Special Ad Categories'. Below this is a 'Categorize your ads' button. Further down is the 'Categories' section, which has a dropdown menu. A red arrow points from the 'Categorize your ads' button to the dropdown menu. Another red arrow points from the right side of the form to the 'Next' button, which is partially visible on the right edge of the screenshot.

✓ Campaign name

New Traffic Campaign

Create template

✓ Special Ad Categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about Special Ad Categories](#)

Benefits of declaring Special Ad Categories

Accurately declaring your ad categories helps you run ads compliant with our advertising standards and helps prevent potential ad rejections.

Categorize your ads

Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable

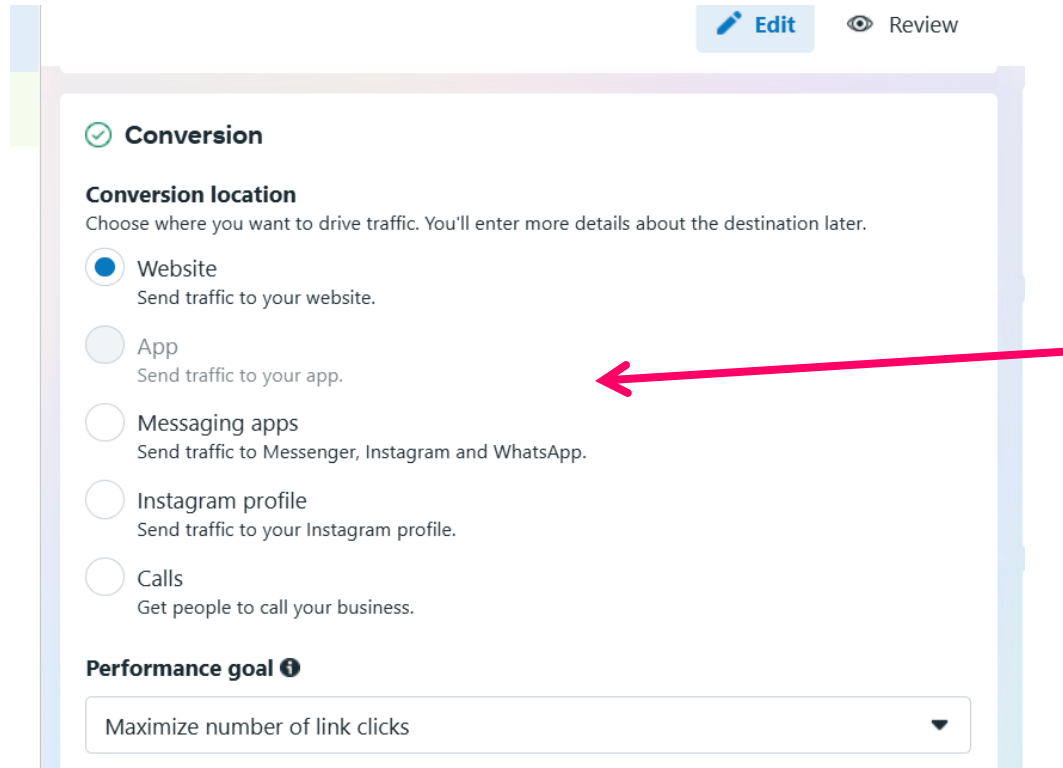

Important – Give your campaign a name you will recognise. Type in a name


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?

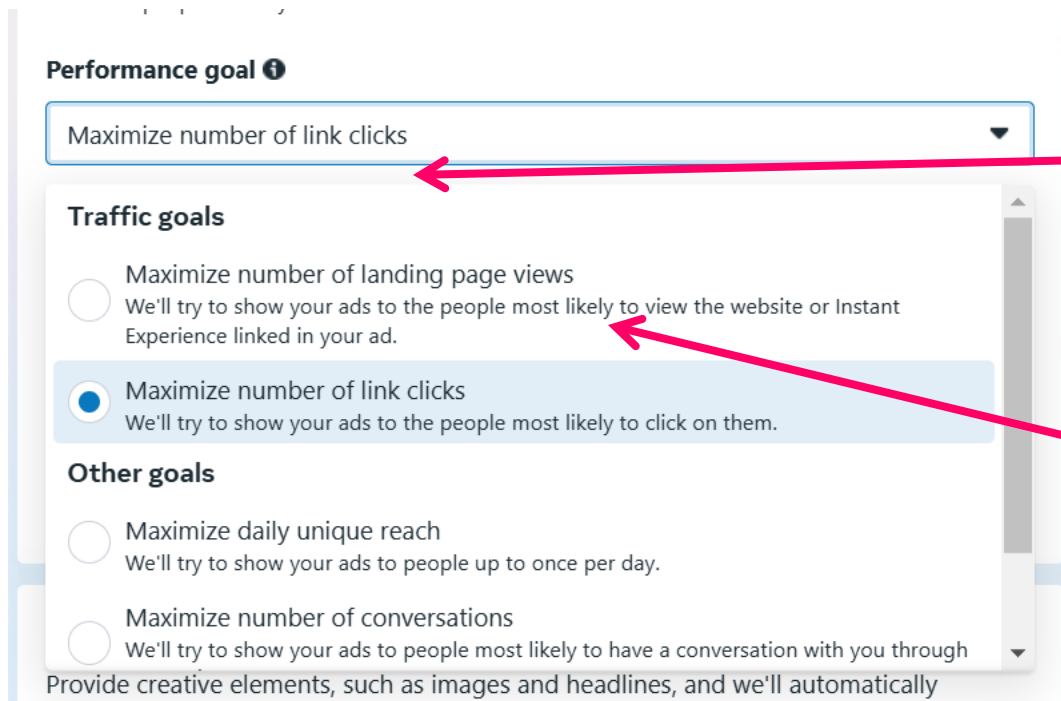
Your App?

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.

ⓘ Click and drag to schedule multiple times at once.

	12am	3am	6am	9am	12pm	3pm	6pm	9pm
Monday								
Tuesday								
Wednesday								
Thursday								
Friday							Scheduled hours	
Saturday							Scheduled hours	
Sunday							Scheduled hours	
Every day								

Legend: Scheduled hours

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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[Learn more](#)

⊕ 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

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

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

✓ 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 ▼](#)

☒ 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

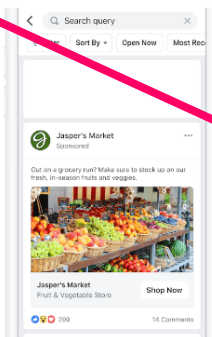
☒ Facebook ☒ Instagram
☒ Audience Network ☒ Messenger

Asset customization

23 / 22 placements that support asset customization

Placements

- ☒ Feeds
Get high visibility for your business with ads in feeds
- ☒ Stories and Reels
Tell a rich, visual story with immersive, fullscreen vertical ads
- ☒ In-stream ads for videos and reels
Reach people before, during or after they watch a video or reel
- ☒ Search results
Get visibility for your business as people search
- ☐ Messages



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

The screenshot shows the Facebook Ads creation interface. On the left, the 'Identity' section has dropdowns for 'Facebook Page' (The Marketing Crowd) and 'Instagram Account' (themarketingcrowd.ie). Below this is the 'Ad Setup' section with a dropdown menu currently set to 'Use Existing Post'. Below the dropdown are three radio buttons: 'Create Ad', 'Use Existing Post' (which is 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 message: 'Creative missing body text: This (#1815538)'. Further down is a toggle switch for 'Ad Preview'.

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

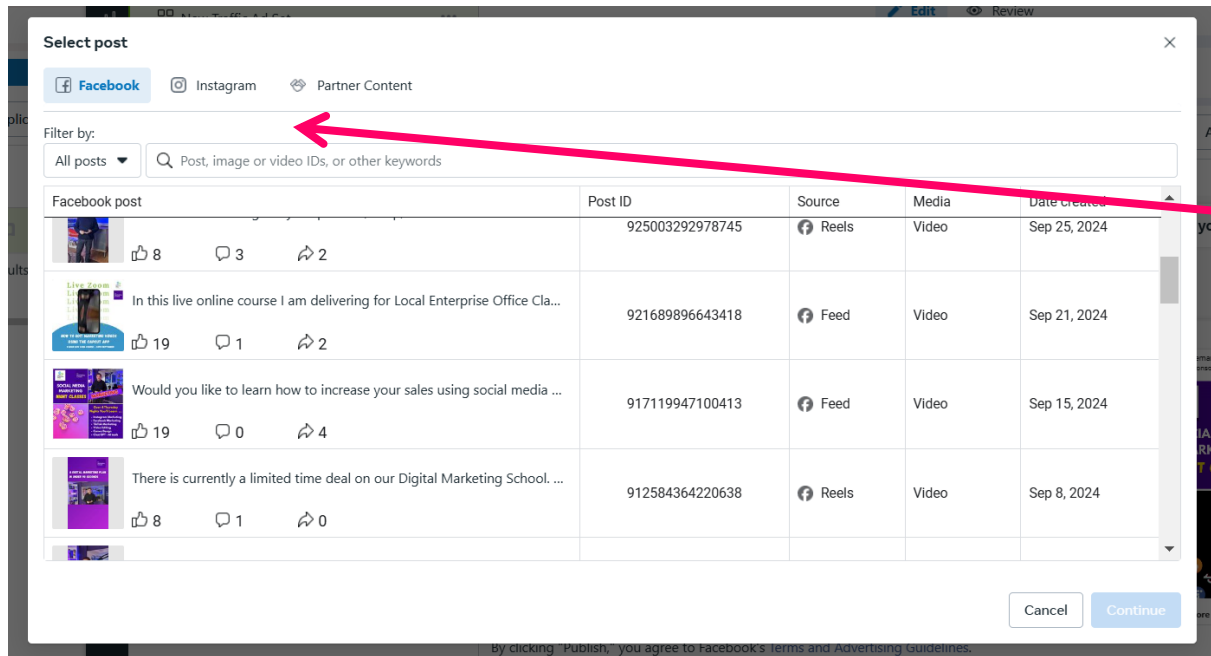
Choose your page

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

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

Close

✓ All edits saved

Back

Publish

Campaign Opportunities

Potential 33% lower cost per result.

Ad preview

Advanced preview

The Marketing Crowd

Sponsored ·

×

⋮

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

...See more

SOCIAL MEDIA MARKETING NIGHT CLASSES

Over 4 Thursday Nights You'll Learn ...

- Instagram Marketing
- Facebook Marketing
- TikTok Marketing
- Video Editing
- Canva Design
- Chat GPT · AI tools

localenterprise.ie

Social Media Marketing Night...

Learn more

Instagram

themarketcrowd.ie

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⋮

SOCIAL MEDIA MARKETING NIGHT CLASSES

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- TikTok Marketing
- Video Editing
- Canva Design
- Chat GPT · AI tools

Learn more

>

❤️

💬

🔖

🔖

themarketcrowd.ie

Would you like to learn how to increase your sales using social media marketin... more

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

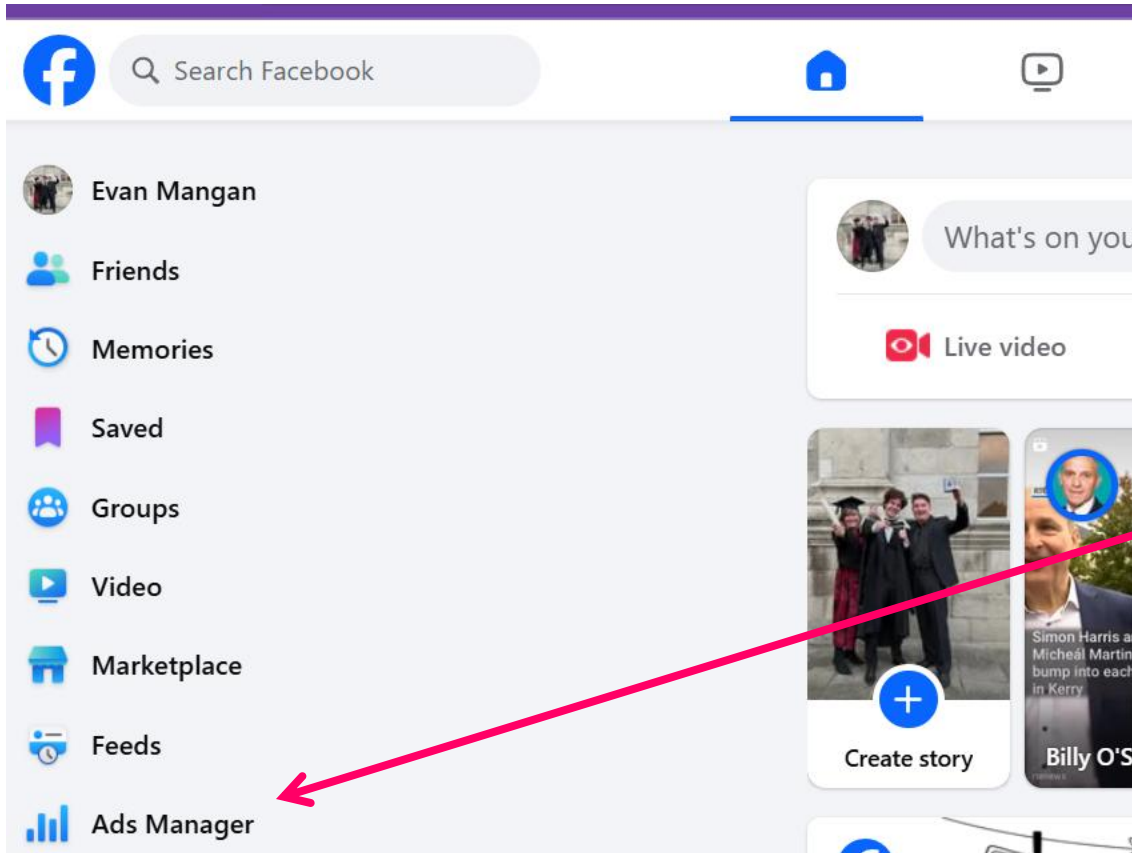
When you are ready to place order click the green Button

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 it's doing**
 - How to drill down and learn more about your results
3. **How to setup conversion tracking**

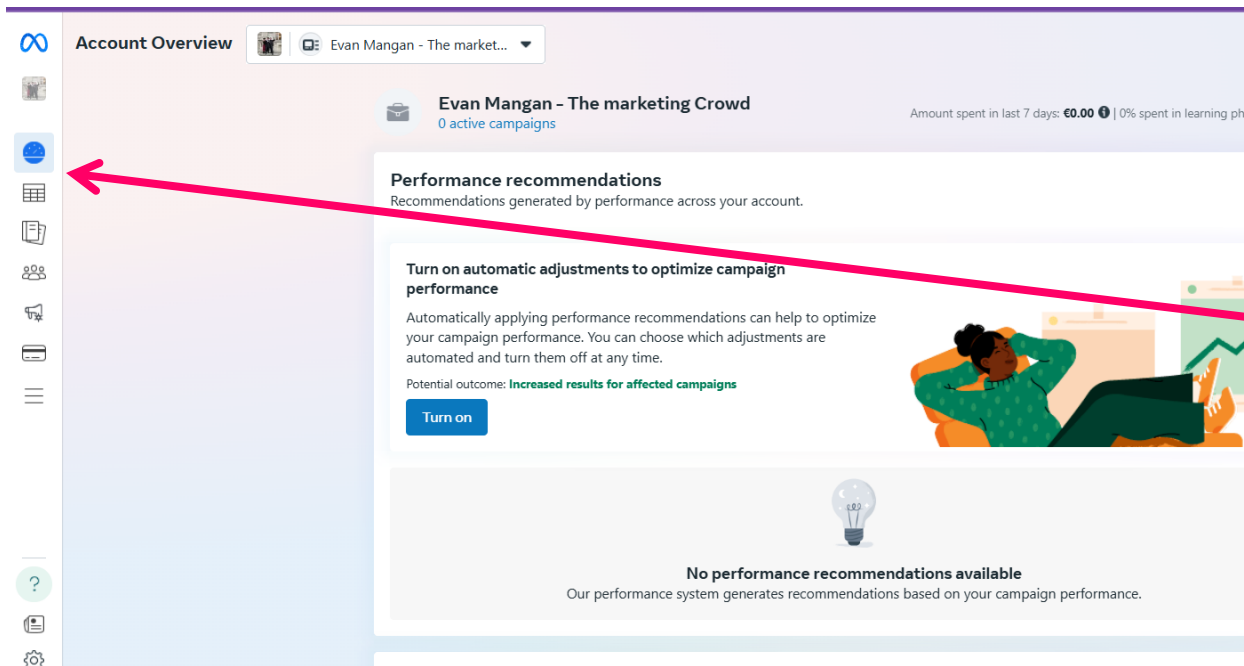
How your campaign results are reported



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

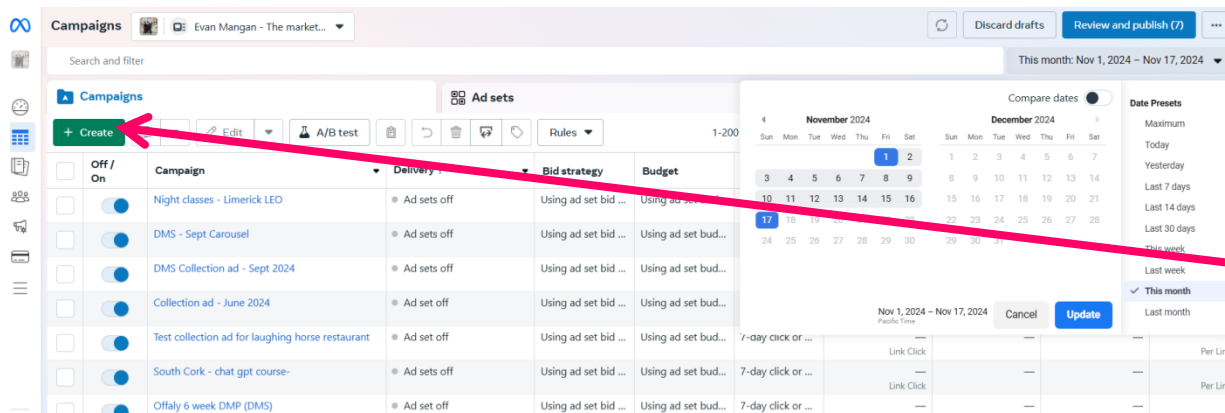
How your campaign results are reported



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



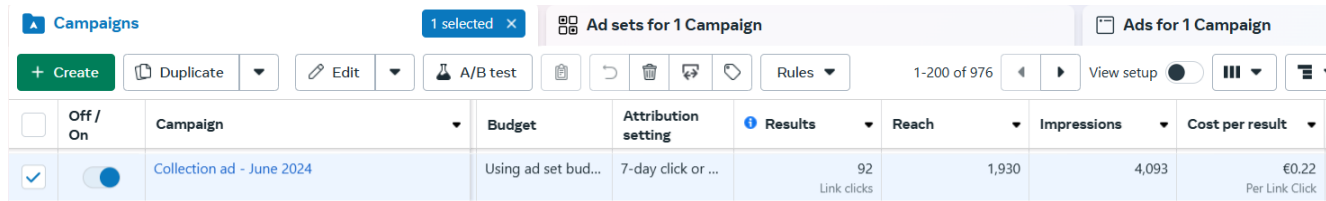
You will then see all of your campaigns

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 the Facebook Ads Manager interface. At the top, there's a 'Campaigns' tab with a '1 selected' indicator. Below it, there are buttons for '+ Create', 'Duplicate', 'Edit', 'A/B test', and 'Rules'. The main table displays campaign data for 'Collection ad - June 2024'. The table has columns for 'Off/On', 'Campaign', 'Budget', 'Attribution setting', 'Results', 'Reach', 'Impressions', and 'Cost per result'. The 'Results' column shows '92 Link clicks'. The 'Reach' column shows '1,930'. The 'Impressions' column shows '4,093'. The 'Cost per result' column shows '€0.22 Per Link Click'.

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

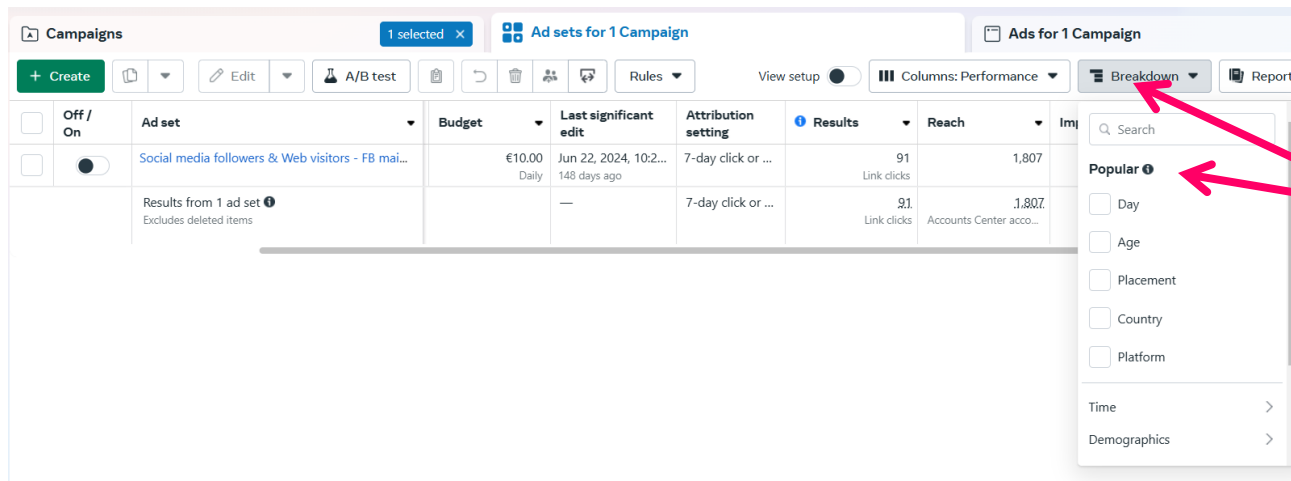
What is a good Cost per click?

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 shows the Facebook Ads Manager interface. At the top, there are tabs for 'Campaigns', 'Ad sets for 1 Campaign', and 'Ads for 1 Campaign'. Below these are various action buttons like '+ Create', 'Edit', 'A/B test', and 'Rules'. A table displays campaign data with columns: Off/On, Ad set, Budget, Last significant edit, Attribution setting, Results, and Reach. The 'Results' column shows '91 Link clicks' and the 'Reach' column shows '1,807'. 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
<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
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

ame%2Cdelivery%2Ccampaign_nam...

y	Budget	Last Significant Edit	Setting
st cost	€15.0		<div><div><div><div></div>None</div><div><div></div>Age</div><div><div></div>Gender</div><div><div></div>Age and Gender</div><div><div></div>Business Locations</div><div><div></div>Country</div><div><div></div>Region</div><div><div></div>DMA Region</div><div><div></div>Impression Device</div><div><div></div>Media Type</div><div><div></div>Platform</div><div><div></div>Platform & Device</div><div><div></div>Placement</div></div></div>

k Clicks	Dai		
st cost	€10.0		
k Clicks	Dai		
st cost	€10.0		
k Clicks	Dai		

By Delivery

By Action

By Dynamic Creative Eleme

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

<div><div>+ Create</div><div>Duplicate</div><div>Edit</div><div>A/B Test</div><div></div><div></div><div></div><div>Rules</div><div>View Setup</div><div></div><div></div><div>Reports</div></div>									
	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	Mobile App	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.

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 it's doing

- How to drill down and learn more about your results

3. How to setup conversion tracking

What is Facebook conversion tracking?



If you setup conversion tracking you will be able to see how many people clicked on your ad AND took an action on your website such as making a purchase.

Therefore, when you run an ad campaign you won't just judge it on how many clicks you got and the cost per click. You can also judge it on how many sales and the cost per sale.

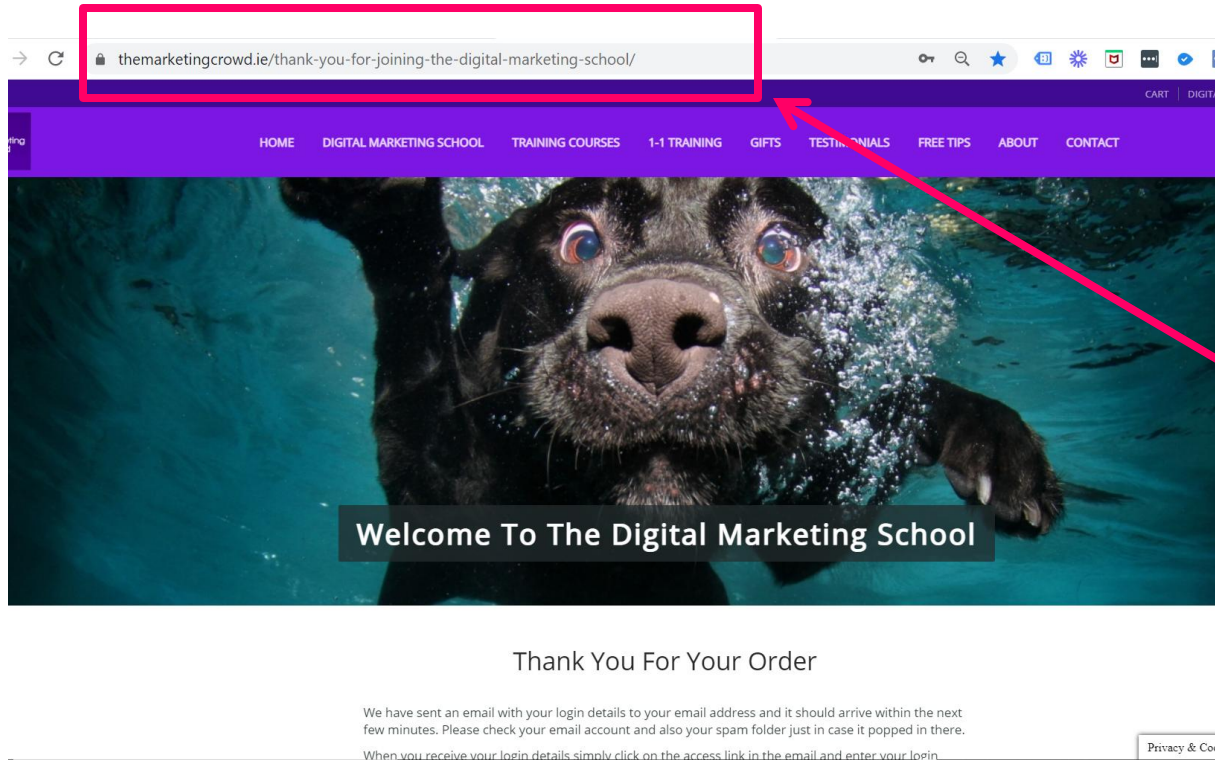
How to setup conversion tracking – Add your pixel



Step 1: Add your Facebook Pixel to your website

You have to have the Facebook pixel on your website in order for this to work.

How to setup conversion tracking – tracking sales



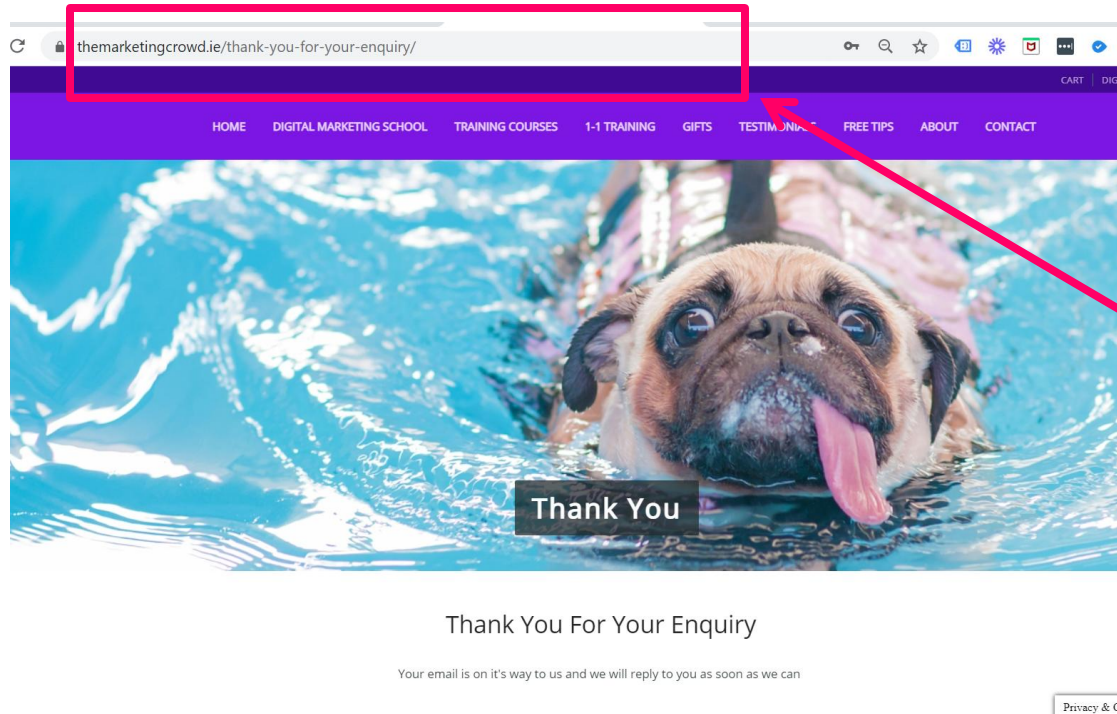
Step 2: Place an order on your website and it will take you to an order confirmation or thank you page

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

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

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

How to setup conversion tracking – tracking enquiries



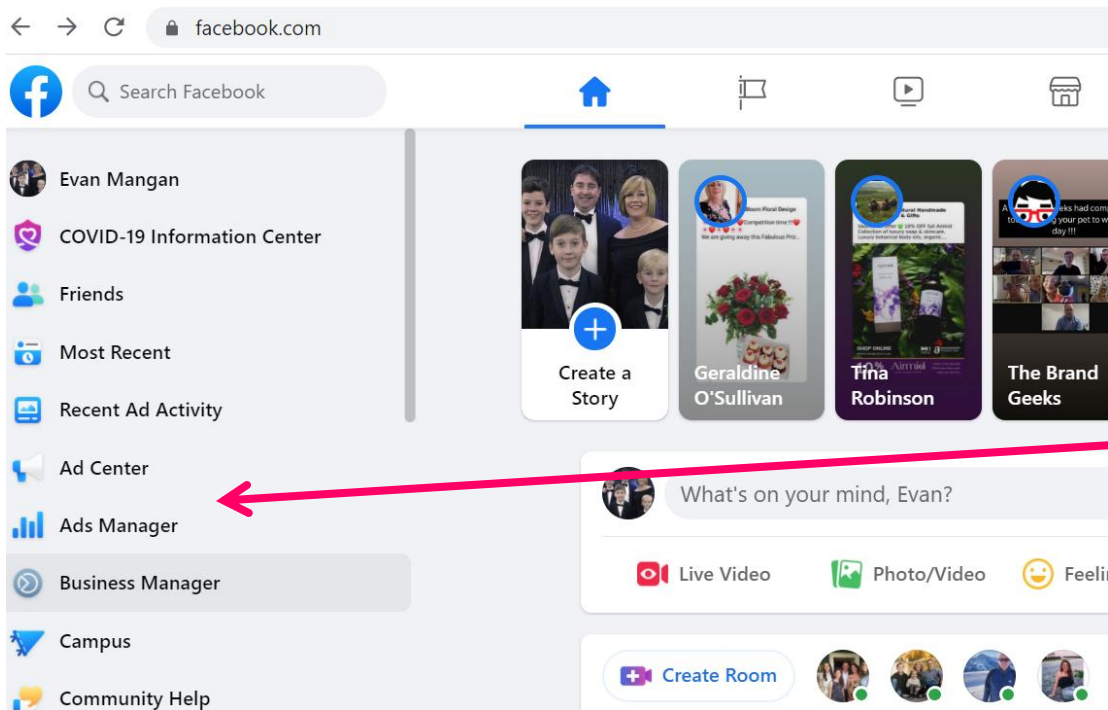
Step 3: If you want to track enquiries, fill in your enquiry form on your website and it will take you to an enquiry confirmation or thank you page

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

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

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

How to setup conversion tracking

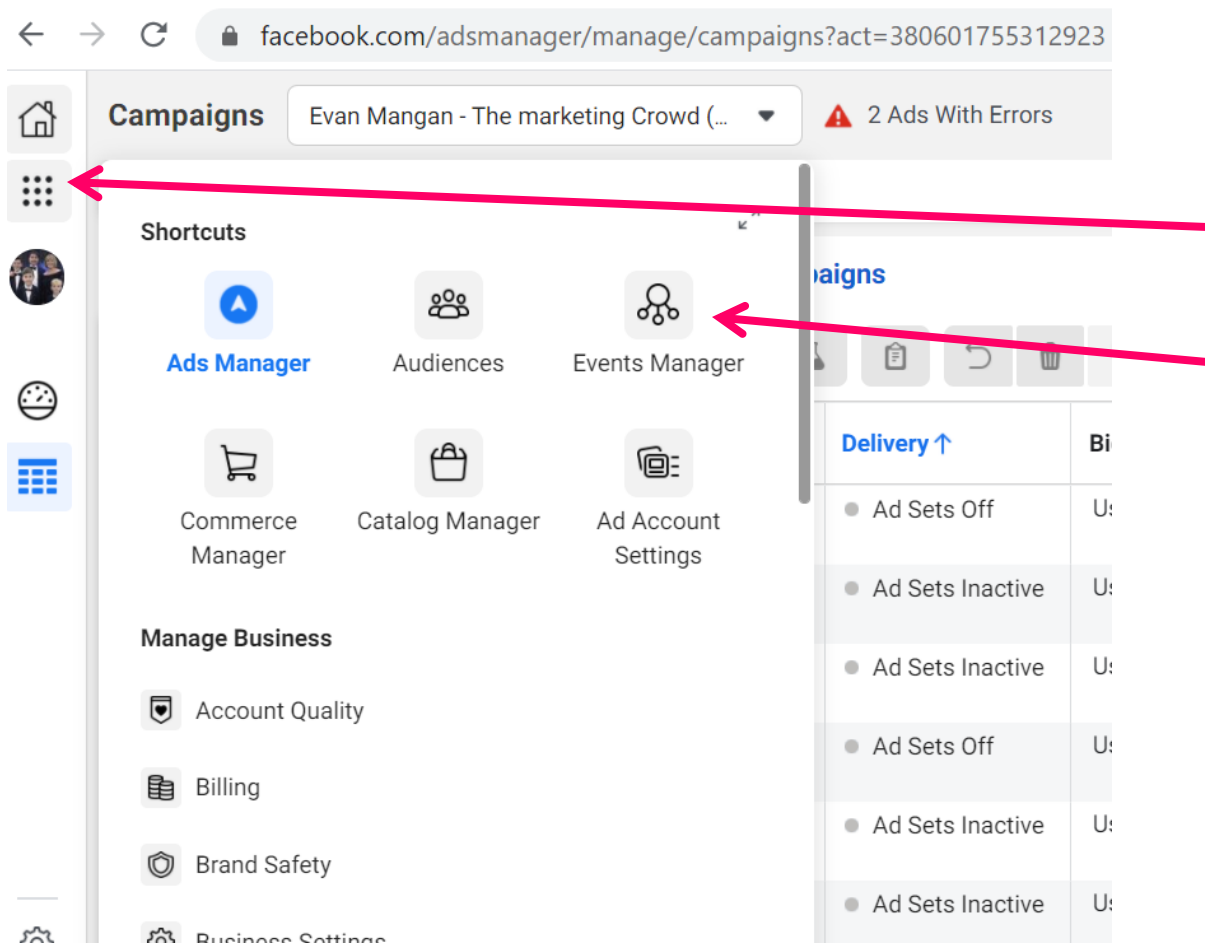


Step 4: You now need to go to the Ads manager

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

Click on Ads manager

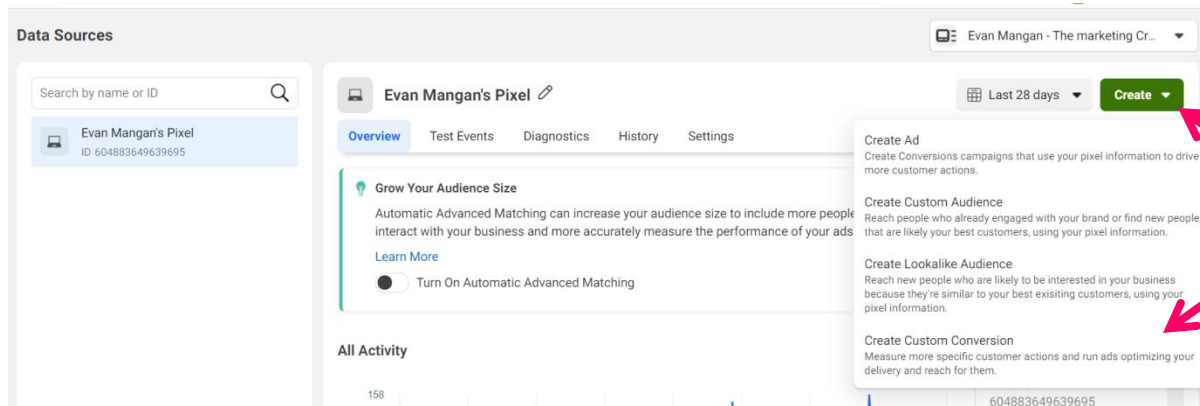
How to setup conversion tracking



Step 5: You now need to get to events manager

- Click on the 9 dots in the top left
- Click on Events Manager

How to setup conversion tracking



Step 6:

- Click on the green “Create” button
- Click on custom conversion

How to setup conversion tracking

Create a Custom Conversion

Name

Name your conversion0/50

Description · Optional

Add a description (optional)0/100

Data Source

Evan Mangan's Pixel

Conversion Event

All URL Traffic

Choose a Standard Event for Optimization

Facebook selected category

We use information about your business to automatically choose a category for you

[Select your own category.](#)

Rules

This custom conversion must meet all of these rules:

URLcontains

Add URL keywords

☐ Enter a conversion value ⓘ

Cancel

Create

Step 7:

Type in a name e.g. Sales on The Marketing Crowd site

Leave it as url traffic

If the order/or enquiry confirmation page on your site was dynamic, leave the url as “contains” and enter the word(s) that are common to all visitors e.g. thank-you

If the order/or enquiry confirmation page on your site was static, change the url to Equals and then paste in the url

If the price is the same for all products add the price

How to setup conversion tracking

The screenshot shows the 'Create a Custom Conversion' dialog box in Facebook Ads Manager. The dialog has a title bar with a close button (X). It contains several sections: 'Name' with a text input 'Name your conversion' and a character count '0/50'; 'Description · Optional' with a text input 'Add a description (optional)' and a character count '0/100'; 'Data Source' with a dropdown menu showing 'Evan Mangan's Pixel'; 'Conversion Event' with a dropdown menu showing 'All URL Traffic'; 'Choose a Standard Event for Optimization' with a note 'Facebook selected category' and a link 'Select your own category'; 'Rules' with a note 'This custom conversion must meet all of these rules:' and a rule configuration box; and an unchecked checkbox 'Enter a conversion value' with an information icon. At the bottom are 'Cancel' and 'Create' buttons.

Create a Custom Conversion [X]

Name [Name your conversion 0/50] **Description · Optional** [Add a description (optional) 0/100]

Data Source
● Evan Mangan's Pixel [v]

Conversion Event
📅 All URL Traffic [v]

Choose a Standard Event for Optimization
Facebook selected category
We use information about your business to automatically choose a category for you
[Select your own category.](#)

Rules
This custom conversion must meet all of these rules:

[URL ▼] [contains ▼] [X]
[Add URL keywords] [+]

☐ Enter a conversion value ⓘ

[Cancel] [Create]

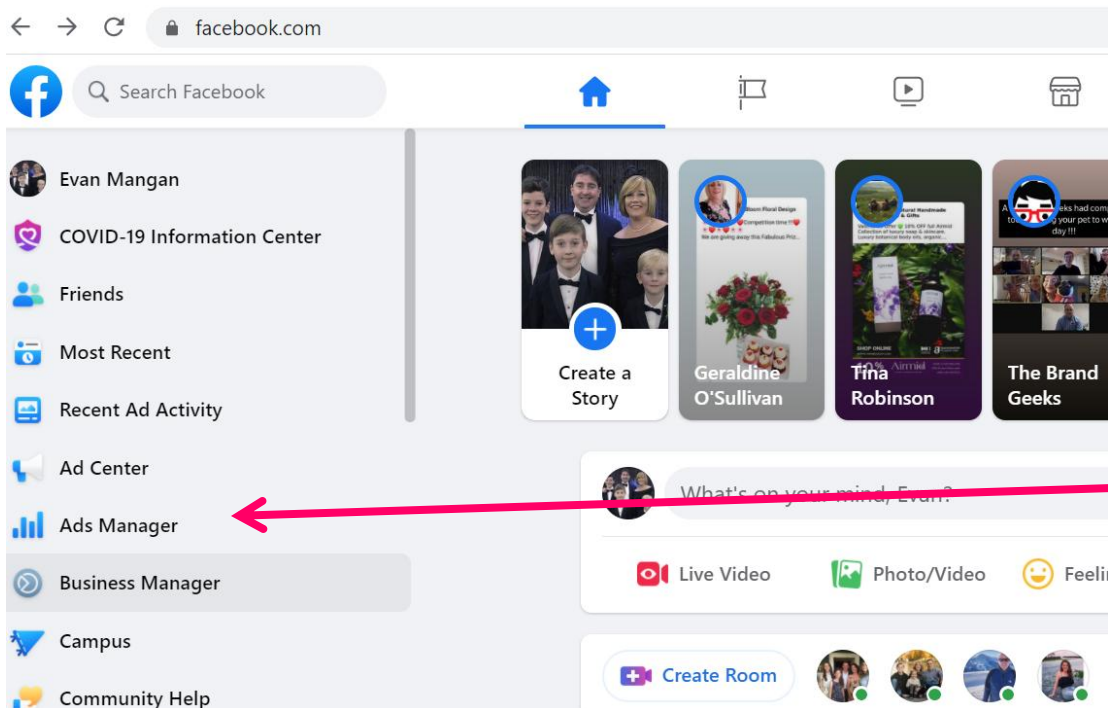
Step 8:

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

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

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

How to find the report that shows you conversion tracking



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

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

Click on Ads manager

How to find the report that shows you conversion tracking

Campaigns

1 Selected

Ad Sets for 1 Campaign

Create

Duplicate

Edit

Rules

1-200 of 82

	Campaign Name	Results	Reach	Cost per Result
<input type="checkbox"/>	Upcoming DMS live courses (cc)	43 Link Clicks	2,901	€0.78 Per Link Click

You will now see your recent campaigns

Updated just now Discard Drafts Review and Publish (3)

Lifetime: Apr 13, 2012 – Feb 5, 2021

Ad Set

Compare

Date Presets

Rules

April 2012

May 2012

Cancel Update

Category	Budget
Ad set bid...	Using ad set bu...
Ad set bid...	Using ad set bu...
Ad set bid...	Using ad set bu...
Ad set bid...	Using ad set bu...
Ad set bid...	Using ad set bu...

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

Ad Sets
Ads

1-200 of 826
View Setup

	Delivery ↑	Bid Strategy	Budget	Attribution Setting	Results
courses (cc)	Ad Sets Off	Using ad set bid...	Using ad set bu...	28-day click o...	Engagement
	Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Video Engagement
	Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	App Engagement
lan zoom session (cc)	Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Carousel Engagement
	Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Performance and Clicks
flow us and get tips in your...	Ad Sets Off	Using ad set bid...	Using ad set bu...	28-day click o...	Cross-Device
	Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Offline Conversions
ouncement	Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Targeting and Creative
	Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Bidding and Optimization
	Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	Messenger Engagement
	No Ads	Using ad set bid...	Using ad set bu...	-	Evan's custom traffic & conversion report
	Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...	default with start column
	Ad Set Off	Using ad set bid...	Using ad set bu...	28-day click o...	Customize Columns...
	Ad Set Off	Using ad set bid...	Using ad set bu...	28-day click o...	Compare Attributions

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

Customize Columns

Performance

Engagement

Conversions

Settings

A/B Test

Optimization

Search

Create Custom Metric

Metrics to Include	Total	Unique	Value	Cost	Unique Cost
Landed on purchase confirmation page (Deleted)					
Went to checkout page (Deleted)					
Went to DMA page (Deleted)					
Purchase of soft my books (Deleted)					
cHECKOUTS (Deleted)					
purchase on KC castle website (Deleted)					
2016 - purchase on TMC site (Deleted)					
purchase on website - (example for training) (Deleted)					
Purchase of DMS membership	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Purchase Of gift box or 1-1 coaching on TMC site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visited Upcoming courses page on TMC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landed on TMC homepage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20 COLUMNS SELECTED

Campaign Name

Delivery

Ad Set Name

Bid Strategy

Budget

Last Significant Edit

Attribution Settings

Results

Reach

Impressions

Cost per Result

Quality Ranking

Engagement Rate Ranking

ATTRIBUTION WINDOW

Comparing Windows

Cancel

Apply

Save as preset

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