



HOW TO MARKET YOUR BUSINESS IN THE RUN UP TO CHRISTMAS

What We Will Cover

Step 1: Decide which “selling events” you are going to target with special offers

Step 2: Turn your service or product into a “Gift” that can be marketed

- Could your service be packaged / marketed as a Gift ?
- Could your physical product be packaged / marketed as a Gift?
- Could you offer Gift vouchers – to be redeemed for any of your products / services

Step 3: SEO – optimise your “Gift” or “Special offer” pages to get found in Google

Step 4: Source images and videos for your Black Friday / Christmas campaigns

Step 5: Create social media posts to promote your “Gifts” and “Special Offers”

Step 6: Create Facebook & Instagram ad campaigns to promote your “Gifts” and “special offers”

Step 7: Email your marketing list about your “Gifts” and “special Offers”

Step 8: Plan all of this in advance – create a campaign calendar

Decide which “selling events” you are going to target



**BLACK
FRIDAY**

Nov 28th 2025

A graphic for Cyber Monday Super Sale. The word "CYBER" is in large, glowing blue-outlined capital letters. Below it, "Monday" is written in a large, flowing, pink script font. Underneath "Monday" is the text "SUPER SALE" in smaller, white, all-caps sans-serif font. The background is dark blue with a brick-like pattern. Various small, glowing geometric shapes (squares, circles, triangles) in blue, pink, and white are scattered around the text.

Dec 1st 2025

A collage of Christmas-themed images. At the top left is a small decorated Christmas tree. Next to it is a person in a red dress standing next to a large Christmas tree. To the right is a Christmas card that says 'SEASONS GREETINGS'. Further right is a Santa Claus figure. Below the tree on the left is a card that says 'NOEL'. In the bottom left is a dog's head. In the bottom center is a person holding a donut. In the bottom right is a card that says 'EVERYBODY SING ALONG' and 'WEAVE YOUR MAGIC'. A large red banner with the word 'CHRISTMAS' in white capital letters is overlaid across the center.

Dec 1st – Dec 24th 2025

Are you going to provide “Offers” for Black Friday / Cyber Monday?



Nov 28th 2025

While Black Friday used to be almost exclusively centred around tech, we now see savings across a wide range of categories - from fashion and beauty to household goods and toys.



Dec 1st 2025

Cyber Monday is well known as being an extension of the **Black Friday** sales period and this year it falls on 1st December

Are you going to provide “Offers” for Black Friday / Cyber Monday?



Nov 28th 2025



Dec 1st 2025

Pros:

- If you have some unsold inventory (old stock) you want to sell at a discount.
- If you have a shop, once instore people might buy other more profitable products.
- It can help increase awareness of your business.
- You could use it selectively to target customers who haven't bought recently (email marketing)
- There is the possibility of upselling and cross selling to these customers in the future

Are you going to provide “Offers” for Black Friday / Cyber Monday?



Nov 28th 2025



Dec 1st 2025

Cons:

- You could get sucked into being “seen” to be participating and it isn’t profitable for you.
- If you offer a service (life coach, Yoga instructor) or hand made product or luxury product it could de- value your product
- It might not make sense to discount your product just before Christmas when people might purchase it anyway at the normal price.

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Could your service be packaged / marketed as a Gift? E.g. Gift voucher







Do you offer a service e.g. Yoga classes, Life coach, Veterinary , Driving lessons, consultant?



Could you package your service as a gift?


If so, you need to ...

- Create a “gift” page for your website
- Think about what somebody will physically give as the gift
- Think about how the gift will be redeemed and how you will track it.

Example of a service being sold as a Christmas gift. E.g. Gift voucher


→ ↻ https://strengthwithin.ie/product/giftvoucher100/    

 Dublin, Ireland 

 **STRENGTH WITHIN**

HOME ABOUT BLOG SH

Home / Gift Vouchers / €100 Gift Voucher



€100 Gift Voucher

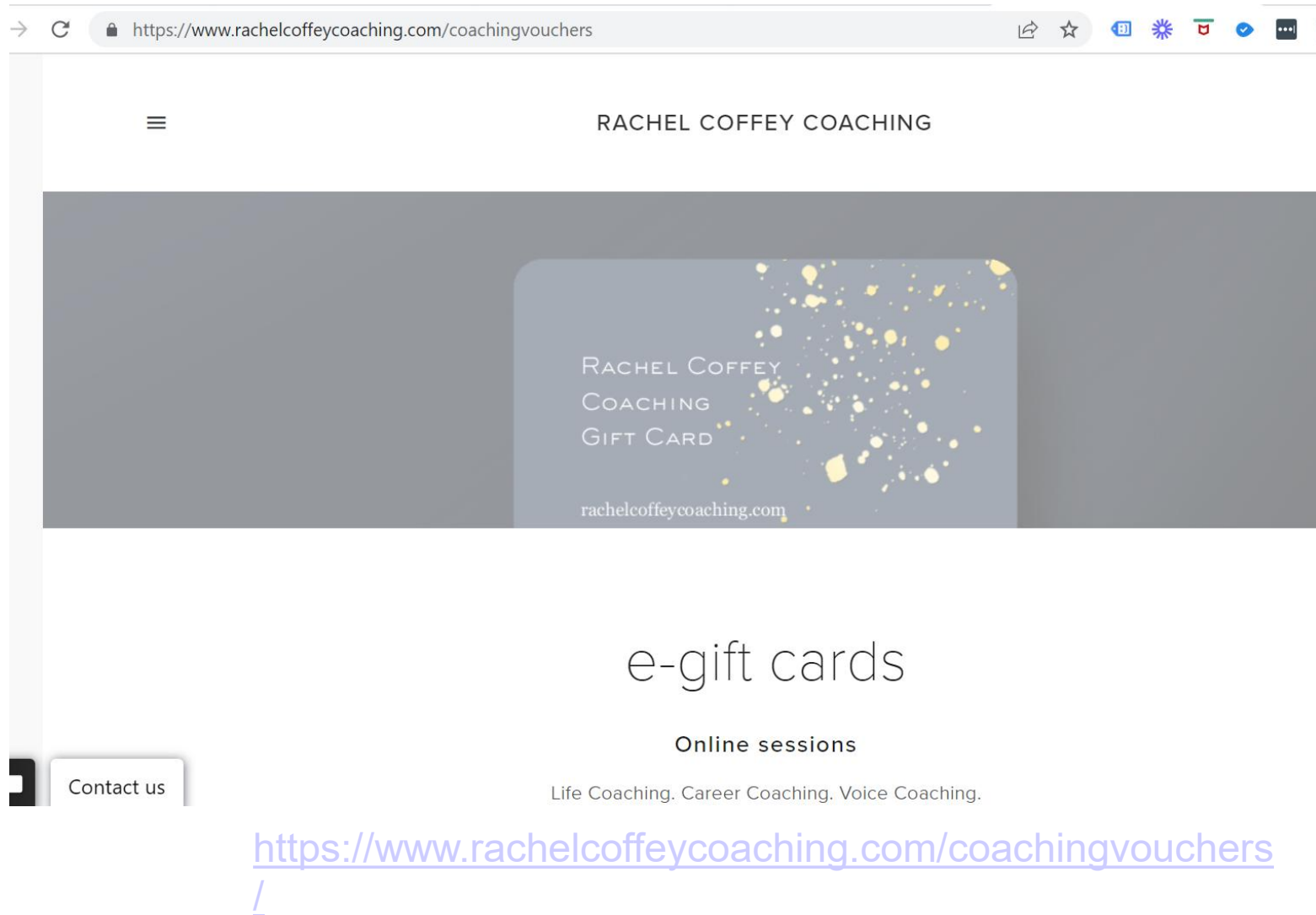
€100.00

€100 Voucher

Are you looking for a life-altering gift for a special person in your life? Are you looking for something special to support an employee during a transition. This gift is perfect for someone who is looking to gain headspace to increase clarity of thought, focus, strength and ultimately what they are looking to achieve – whether it is to succeed in a new role or to achieve a personal goal.

<https://strengthwithin.ie/product/giftvoucher100>

Example of a service being sold as a Christmas gift. E.g. Gift voucher



Example of a service being sold as a Christmas gift. E.g. Gift voucher

Photography Course Gift Voucher x +

→ ↻ dublin-photography-school.com/dps-gift-vouchers/ 🔍 ☆ IQ 100% 100% 100% 100%




Home **Vouchers** Outdoor Classrooms Location Shoots Online Photography Courses Evening Photography Courses

1 Day Photography Courses 1 Day Photography Workshops 1 Year Membership Photography Holidays Groups/One 2 One Training

About Dublin Photography School (DPS) Contact Us Online Shop More

You are here: [Home](#) / [DPS Gift Vouchers](#)

DPS Gift Vouchers



A photography voucher from Dublin Photography School makes for an ideal Christmas or Birthday gift for the photographer in your life. Or, maybe you would like to treat yourself? If photography is your hobby and/or you like to improve your skills, then go on purchase a photography gift voucher and then choose from any of our regular weekend workshops and short courses our evening classes or location shoots. Develop, learn and improve your photography skills with tutors who have hands-on approach in small classes that have a fun and friendly atmosphere.

A DPS gift voucher, gift token, gift card or gift certificate. It goes by



<https://dublin-photography-school.com/dps-gift-vouchers/>
/

Example of a service being sold as a Christmas gift

01502 578999 enquiries@wangfordvetclinic.com Pound Corner • Wangford • NR34 8RS ... your award winning, independent small animal practice



Log in or register

Home Client Information Services In the Community Meet the Team Testimonials Rehoming Contact Online shop More

Give a Wangford Vets Gift Voucher for a Meaningful Gift

Wangford Veterinary Clinic Gift Vouchers

Wangford Veterinary Clinic Gift Vouchers are a unique way of giving to pet owning friends and family.



Ask any animal lover and they will tell you, their pets are family and there are not many things in life we love more, so contributing towards their health care is a very valuable gift.

That's why we've made it possible to give the 'gift' of veterinary care to a friend or family member. Our vouchers come in denominations of £10 and £20 and can be purchased from reception either in person or by phone and sent via post to either you or to the recipient.

<https://www.wangfordvetclinic.com/page/10104/meaningful-giving-gift-vouchers>

However – Consider making it an attractive gift



Why do Hotels package their gift vouchers?

There is a reason why Hotels package a gift voucher in a way that looks like a beautiful gift

Consider making it an attractive gift



People want to give an attractive looking gift.

Printing out something that was emailed isn't a great gift to "give"

Consider making it an attractive gift



Customers will want to “Give” somebody an attractive gift. Therefore, consider investing money to make your gift more attractive e.g.

- Could you package it in the box with details of the service being gifted in the box.

Consider making it an attractive gift



Where can you get boxes?

<https://www.pixartprinting.ie/packaging/standard-packaging/pull-out-gift-box>

<https://www.barrypackaging.com/branded-bags>

<https://www.tinyboxcompany.co.uk/gift-boxes/home-craft-boxes/small-gift-boxes>

Consider making it an attractive gift

A Digital Marketing Christmas Gift Voucher

Our Gift Voucher is an ideal Christmas gift idea for a startup or entrepreneur interested in digital marketing.

What do you get the person who has everything? Well, if they have a business or are in the process of starting a business, an ideal gift would be expert guidance on how to increase their sales through digital marketing. Over 10,000 Irish businesses have attended the Digital Marketing training courses that we deliver on behalf of 9 Local Enterprise Offices throughout Ireland so they will get expert advice that they can trust.

What can the gift voucher be spent on?

A 1-1 training session (Delivered over Zoom)

The voucher can be put towards the cost of buying a one or two hour session where the gift recipient will receive expert guidance on a topic of their choice eg. A digital marketing plan for their business: How to get found high up in Google; How to use Instagram for marketing or How to run Facebook ad campaigns. The cost of a one hour session is €75 + VAT.

[Read more about how the 1-1 training works](#)

Or Membership of our online Digital Marketing School.

Or the voucher can be put towards the cost of joining our Digital Marketing School. Members receive a Digital marketing Plan, 20 of our latest digital marketing courses and can attend 12 live training courses over Zoom with Evan each year.

The cost of 12 months membership is €215 + VAT. If you give a €100 voucher as a gift the recipient can simply pay the balance when ordering the product. [Read more about the Digital Marketing School](#)

What will the person receive as a Gift?

The gift voucher is a beautifully presented gift box that will be posted to you. *(There is no extra charge for the box and delivery)*

You can then give this Gift box as the Christmas Gift



Have photos or a video of the “gift box” on the website.

Share photos and videos on social media

Your intangible service then becomes a very tangible gift that looks attractive

Make it easy for people to “let a friend know” that they would like the gift



Lots of your web visitors and social media followers will be interested in receiving your service as a gift.

Have headlines like ...

Would you like to receive this as a gift?

Are you being asked what you would like for Christmas?

Make it easy for them to share a link to this page

Would you like to receive this as a gift?

Are you being asked what would you like for Christmas? If you'd like this as a gift you can email someone you know a link to this page as a little hint 😊

Simply use the form below to write a message to a friend and the form will send a link to this page. (Tip - make sure to personalise the message and include your name so your friend knows it's from you)

Friend Email

Email

Enter your message

Message

How will the recipient redeem the gift and how can you track redemptions?



Create a process where ...

- Each gift that you post out has a unique order number that you keep a record of.
- In the gift box explain that to redeem the gift the recipient needs to contact you and quote the order number
- When the recipient gets in touch you can then record that it was redeemed

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Could your physical product be packaged / marketed as a Gift?



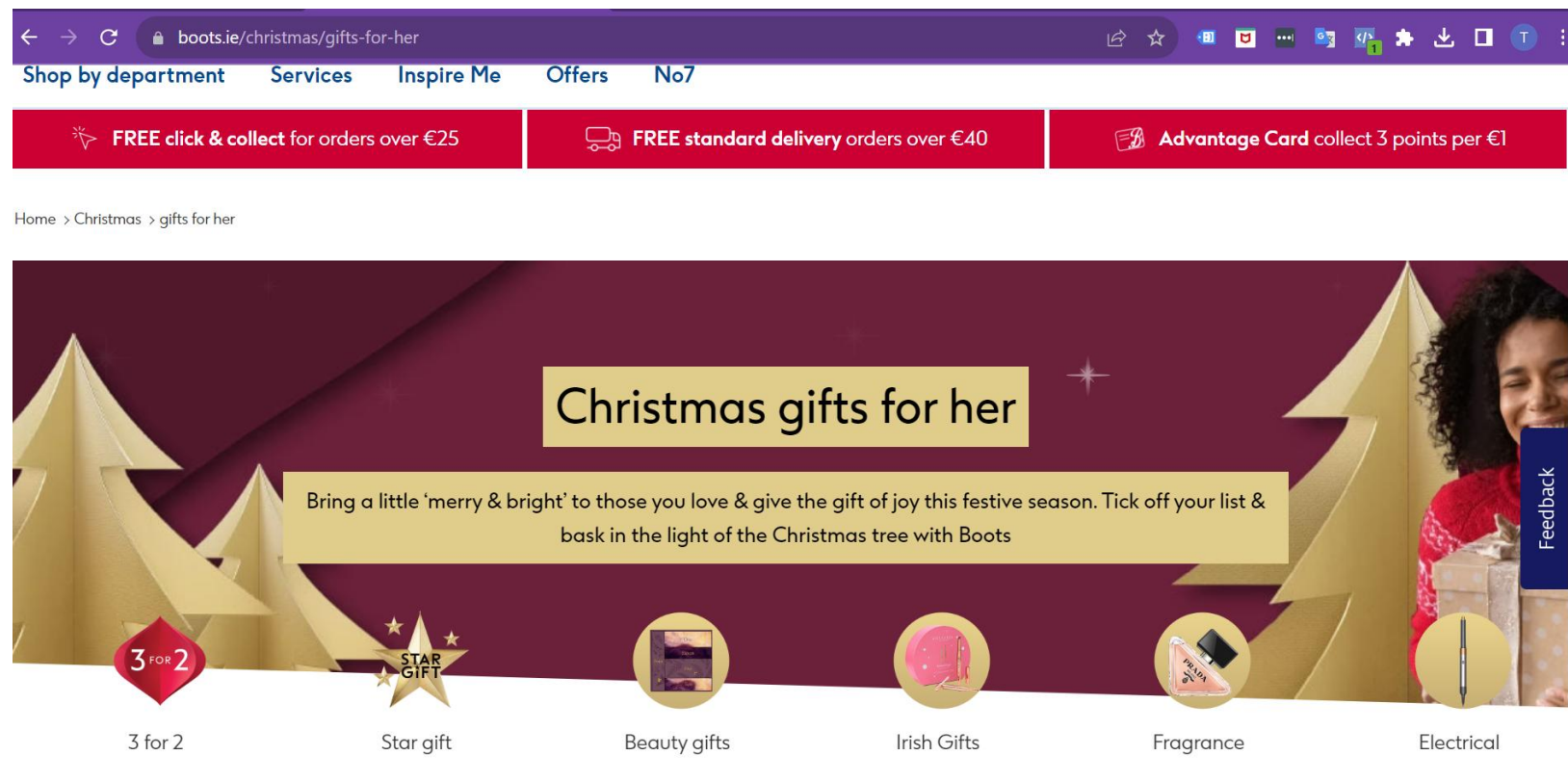
Do you sell a physical product (e.g. Jewellery, Shoes, Boutique, Garden Centre)

Could it be sold as a gift?

If so, you need to

- Consider which of your products would make a nice gift and for Whom
- Consider SEO – what search terms are you targeting e.g. Christmas Gifts for her, Gifts for children
- Then create pages NOW for these gift searches
- Add content NOW – text, images etc so your pages start climbing up the rankings in time for Christmas

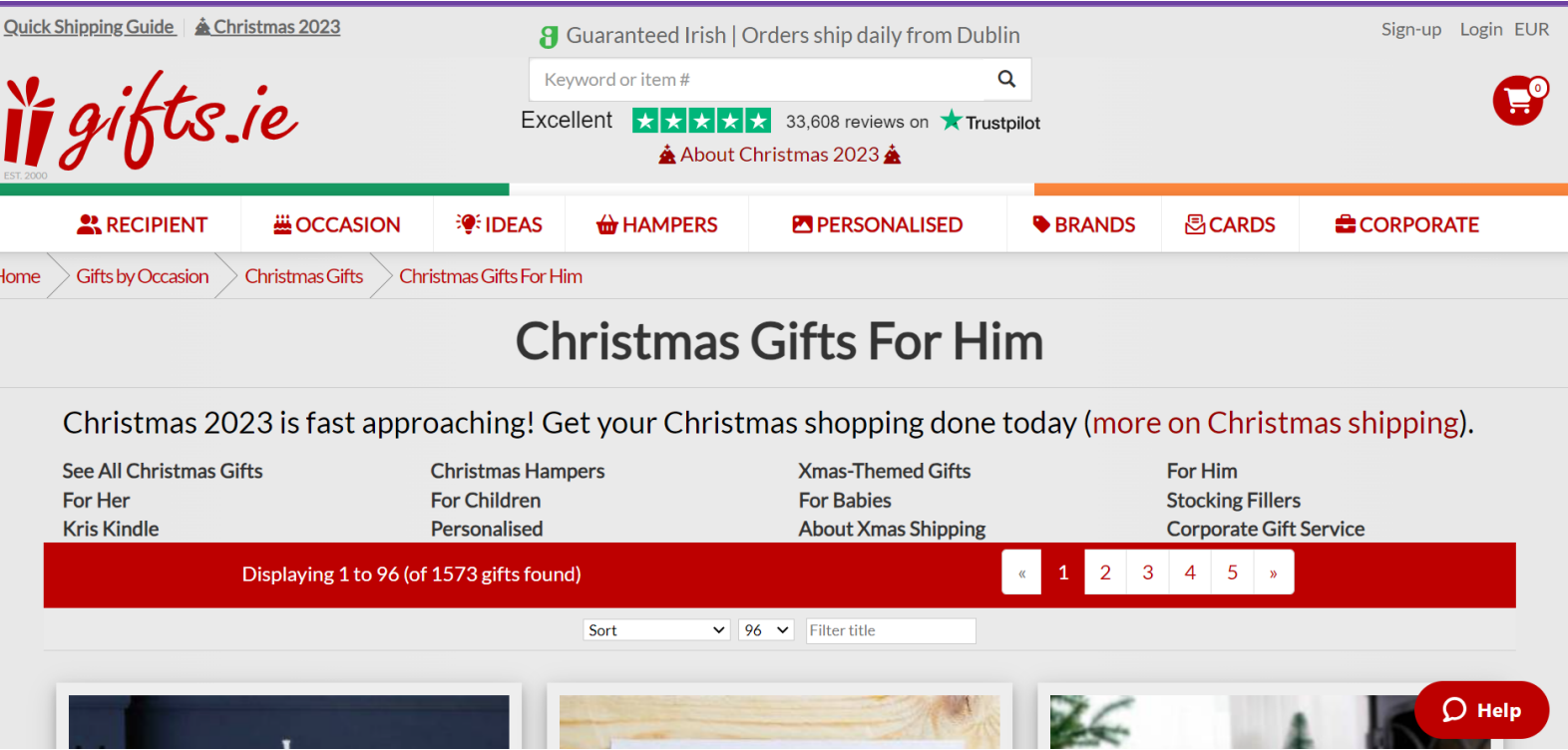
Example of products being sold as a Christmas gift



<https://www.boots.ie/christmas/gifts-for-her>

Search: Christmas gift ideas for her

Example of products being sold as a Christmas gift



<https://www.gifts.ie/occasions/christmas-gifts/christmas-gifts-for-him>

Search: Christmas gifts for men

Could your physical product be packaged / marketed as a Gift?



If you want to get found for these types of searches you need to set this up now because it will take 4-8 weeks for you to appear high up in Google search results.

- Create pages NOW for these gift searches
- Add content NOW – text, images etc so your pages start climbing up the rankings in time for Christmas

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If you don't already, could you offer gift vouchers that could be used for any of your products or services



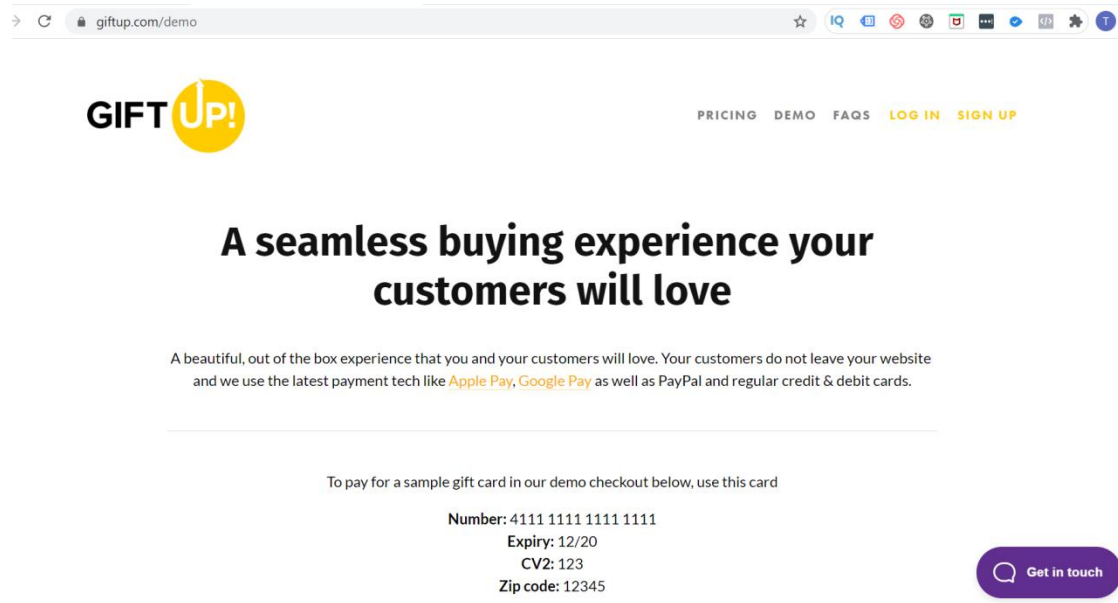
In addition to selling your service as a gift or products as a gift could you offer Monetary e.g. €50 gift vouchers?

The voucher could then be put towards the cost of ANY of your products or services

If so, how will you fulfil the vouchers e.g.

- What will you send people who buy them (physical or digital voucher)
- How can recipients redeem the voucher
- Will you monitor which have been redeemed

How could you easily offer gift vouchers? Try Gift Up



Gift Up allows you to

- ✓ Easily sell gift vouchers on your website – easy to integrate with WordPress / Shopify etc
- ✓ No monthly or setup fees & no contract
- ✓ Pay 3.49% fee only when you sell a gift card
- ✓ You get paid in full instantly
- ✓ You get to keep any expired/unused gift card value

Try a demo using the link below to see how it works

<https://www.giftup.com/demo>

Be aware that there is Gift Voucher legislation that affects expiry



**You have to have a minimum
of 5 years expiry**

If someone bought a voucher on or after 2 December 2019, the gift voucher must have an expiry date of at least five years starting on the day you bought it.

A gift voucher sold by a business with an expiry date of less than five years will be deemed to have a five year expiry date.

See link below for more details

<https://www.ccpc.ie/consumers/shopping/gift-vouchers/>

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Very important! You need to optimise the pages for SEO in order to get found



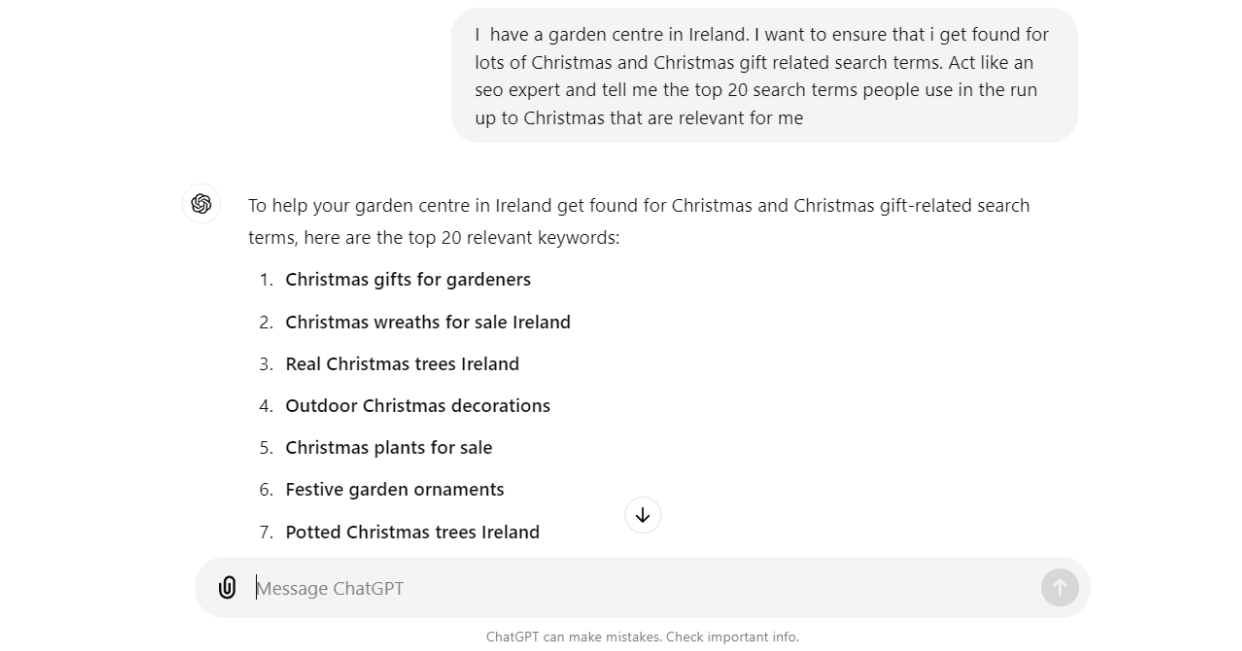
Step 1: Keyword research for Christmas

Find the search terms that people are using when looking for gifts to do with your sector. How?

You can use Chat GPT or Gemini

What words and phrases are being used?

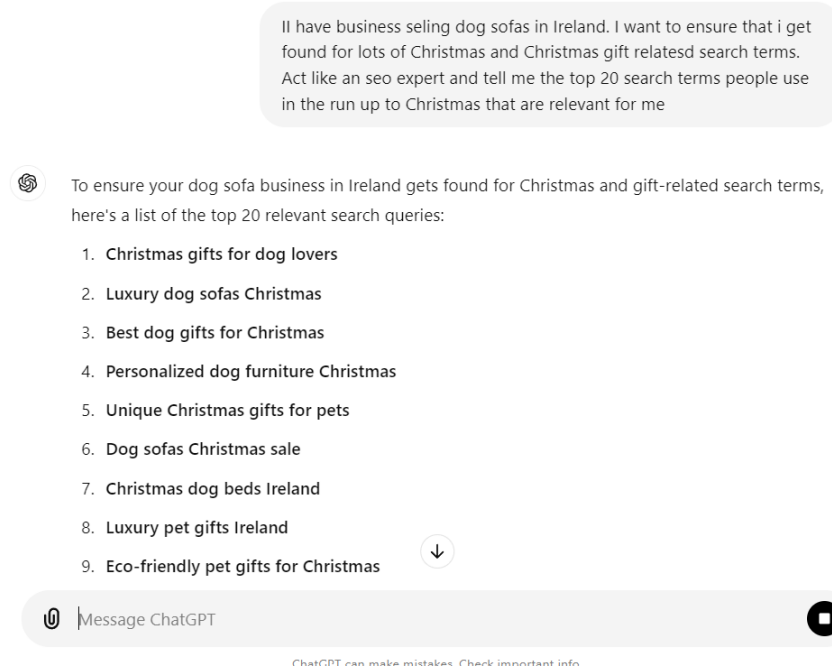
Action point 2 – Use Chat GPT



Go to chatgpt.com
Adapt this prompt for your business

I have a garden centre in Ireland. I want to ensure that I get found for lots of Christmas and Christmas gift related search terms. Act like an SEO expert and tell me the top 20 search terms people use in the run up to Christmas that are relevant for me

Action point 2 – Use Chat GPT



Go to chatgpt.com

Adapt this prompt for your business

I have a business selling dog sofas in Ireland. I want to ensure that I get found for lots of Christmas and Christmas gift related search terms. Act like an SEO expert and tell me the top 20 search terms people use in the run up to Christmas that are relevant for me

Very important! You need to optimise the pages for SEO in order to get found

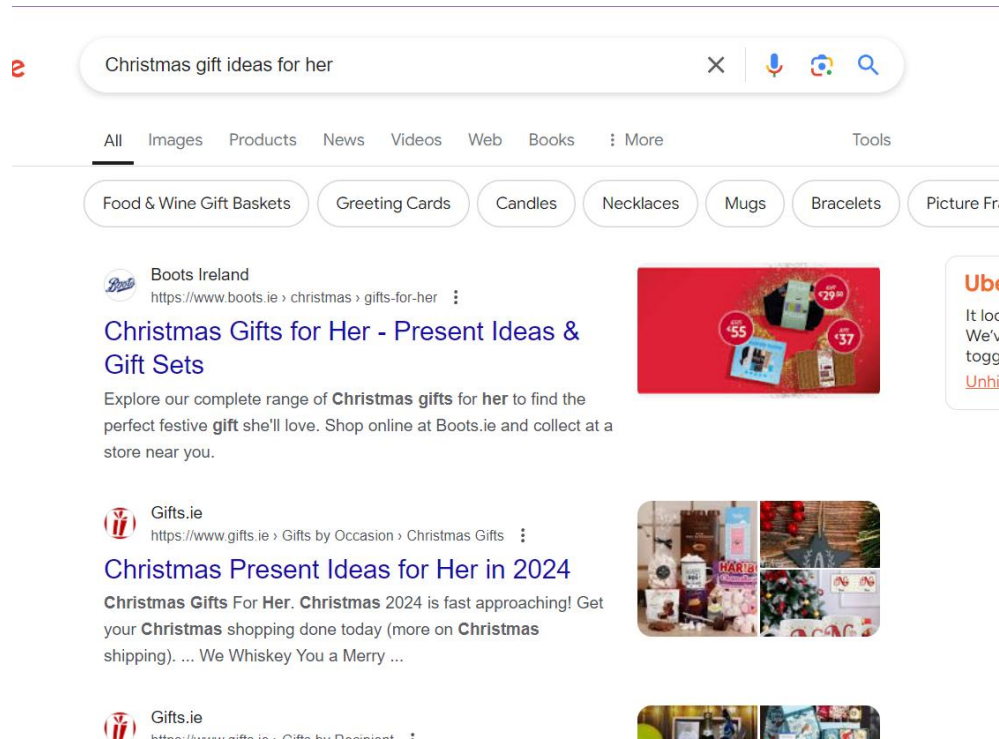


Step 2: Ensure you have a page for each topic you want to be found for.

For example, If you have a garden centre you should have pages for

1. Black Friday gardening offers
2. Christmas gift ideas for gardeners

SEO – create a page(s) on your site for each relevant event



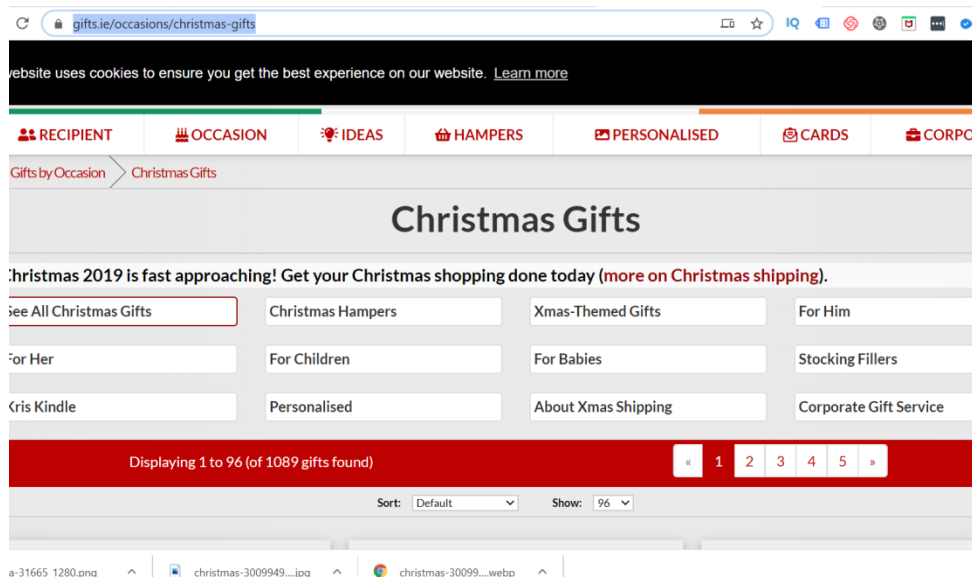
For example, do a search for Christmas gift ideas for her

Gifts.ie and Boots.ie both have pages appearing

These would have been the same pages they had last year. And the year the before

They just update them in the run up to Christmas

SEO – create a page(s) on your site for each relevant event

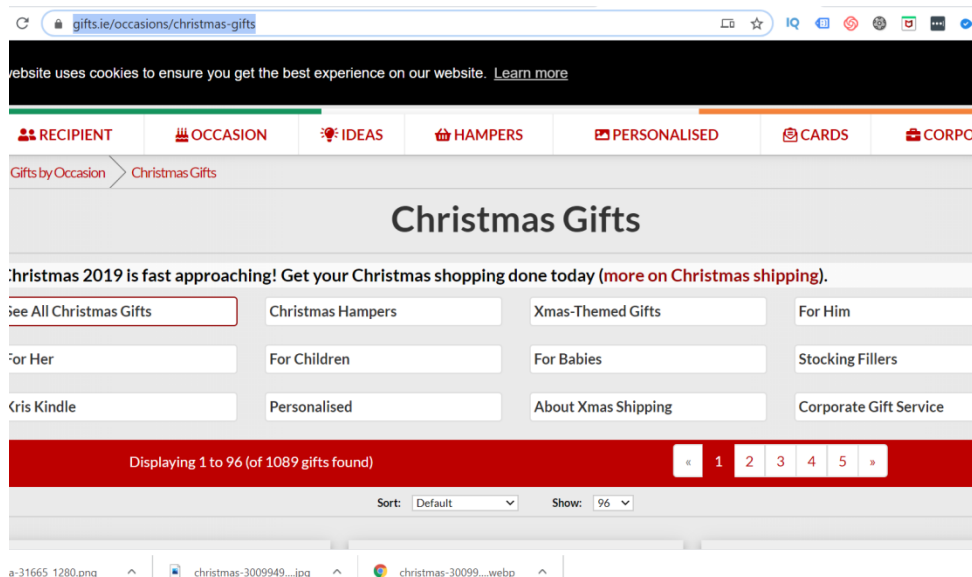


Look at this page on gifts.ie for an example

<https://www.gifts.ie/occasions/christmas-gifts>

They then have links to pages such as Christmas gifts for him etc which are optimised for search

SEO – create a page(s) on your site for each relevant event



If your product is relevant for searches such as ...

Gifts for him

Gift ideas for her

Gifts for gardeners

Mindfulness gifts

Gifts for teenage boys etc.

Create a page for each relevant gift category

Very important! You need to optimise the pages for SEO in order to get found



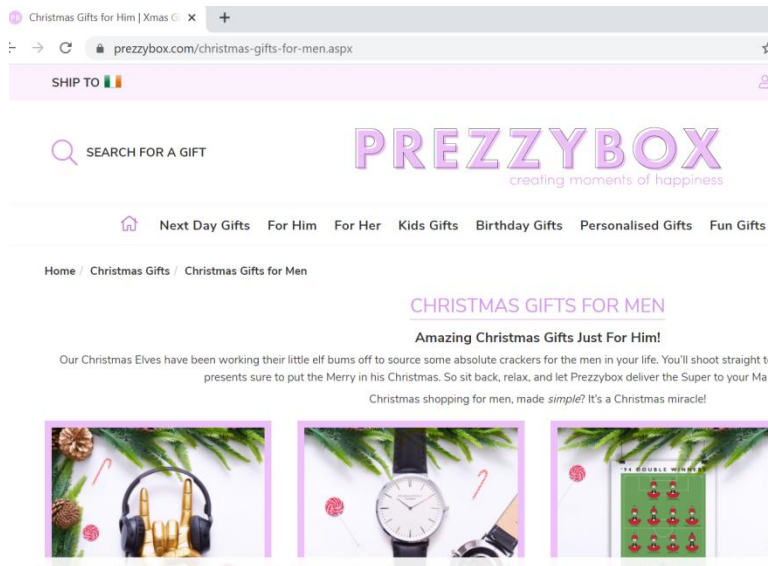
Step 3: Update the meta title of the page e.g.

“Christmas gift ideas for grandad – grandfather gifts online 2025”

“Christmas gift ideas for gardeners 2025 – garden gifts for him and her”

“Yoga Christmas gift voucher ideas 2025” – yoga gifts for him and her”

Very important! You need to optimise the page for SEO in order to get found



Step 4 – Optimise the content of the pages

- Write a compelling meta description that explains the gift
- Write a headline that incorporates the words (your product) Christmas gift voucher
- Add relevant text to the page
- Tag your images. This is really important for gifts. 27% of searches go straight to image results

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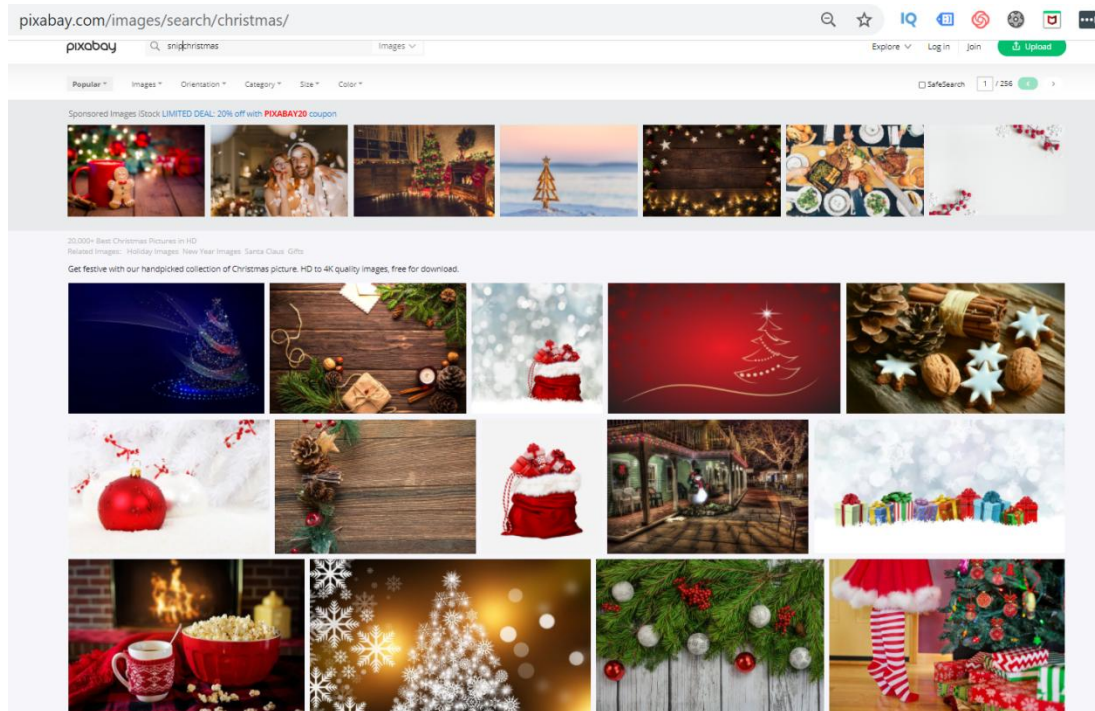
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Where to get Christmas stock images

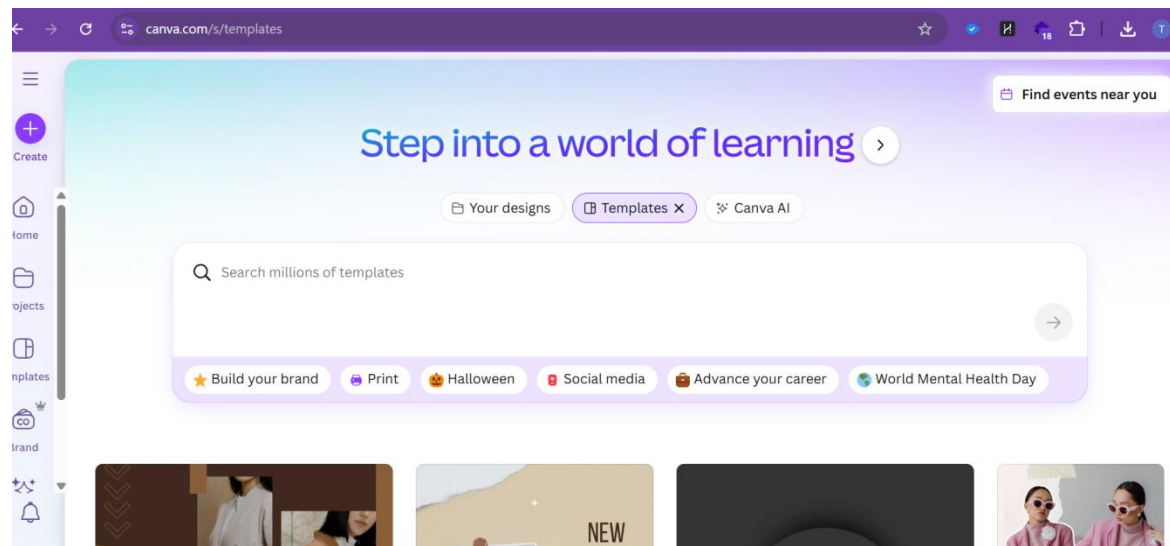


For free images go to

- Pixabay.com
- Pexels.com
- Unsplash.com
- Librestock.com

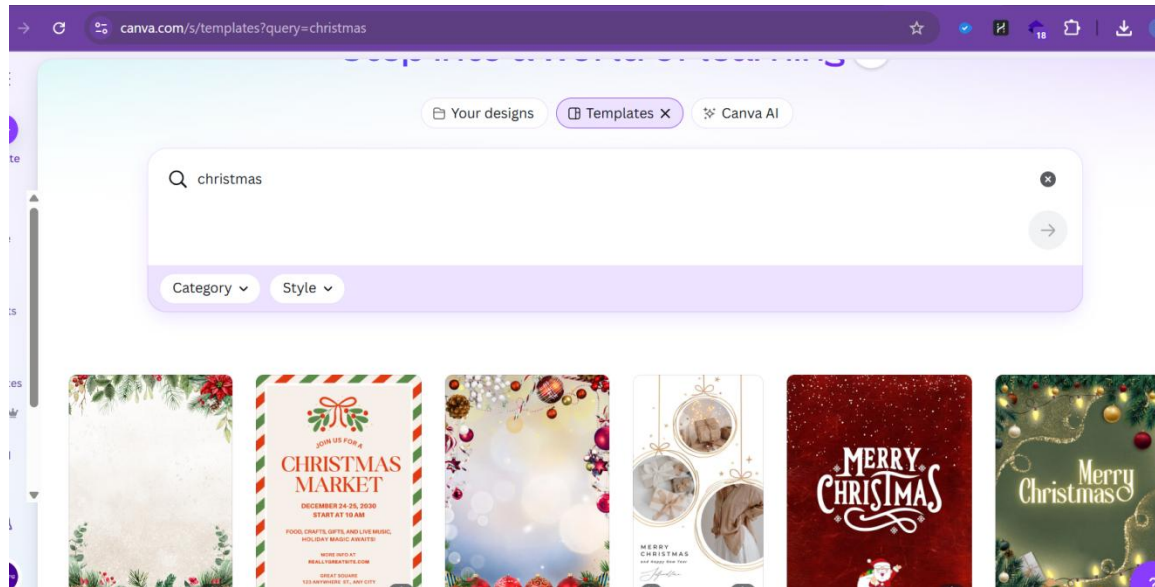
Canva.com also has a free library of images that it pulls in from a mixture of the sites above

Use Templates on Canva to design eye catching Christmas marketing graphics



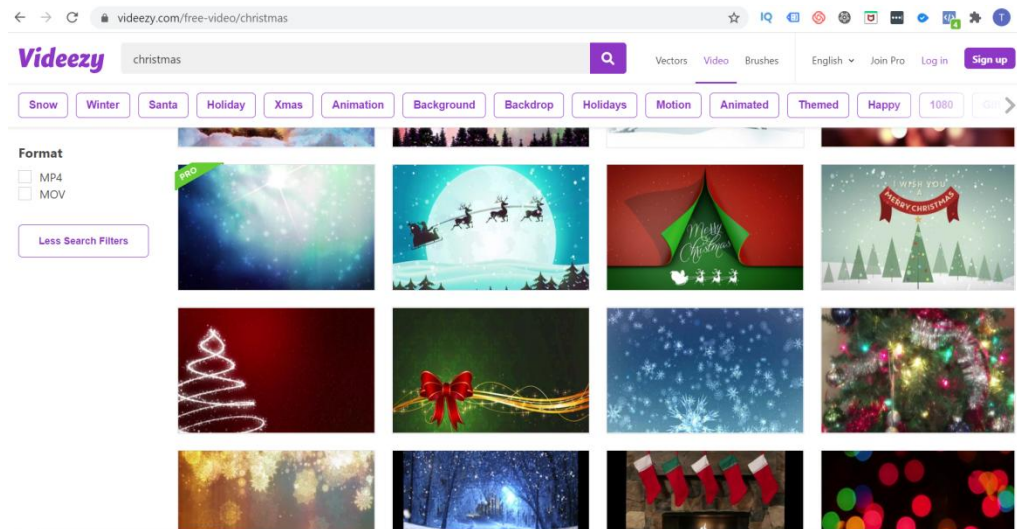
1. Go to canva.com
2. Click on Templates
3. In the search box type in Christmas

Use Templates on Canva to design eye catching Christmas marketing graphics



3. Browse through all of their professionally designed templates
4. You can also filter by Category and Style
5. Choose one you like and then edit the image or text to tailor it to you.

Where to get Christmas stock videos



You can get free Christmas videos at

Videezy.com

Exercise 6: How to use Canva's library of images and add transparency to your text background shapes



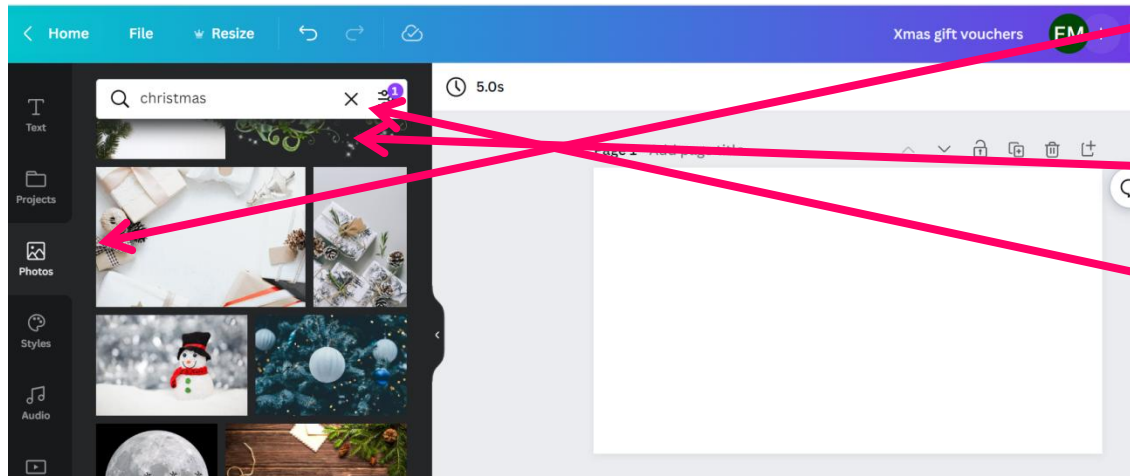
In this exercise we will look at

1. How to create an image that is the same size as another image on your website.
2. Canva has millions of stock images that you can use.

There is a mixture of free images and images that are only available for premium users.

3. When you add text to your image you can add a shape. But if you add transparency to the shape it can look more designed.

Exercise 6: How to use Canva's library of images and add transparency to your text background shapes



On the left hand menu click on Photos

Then search for your topic e.g. Christmas

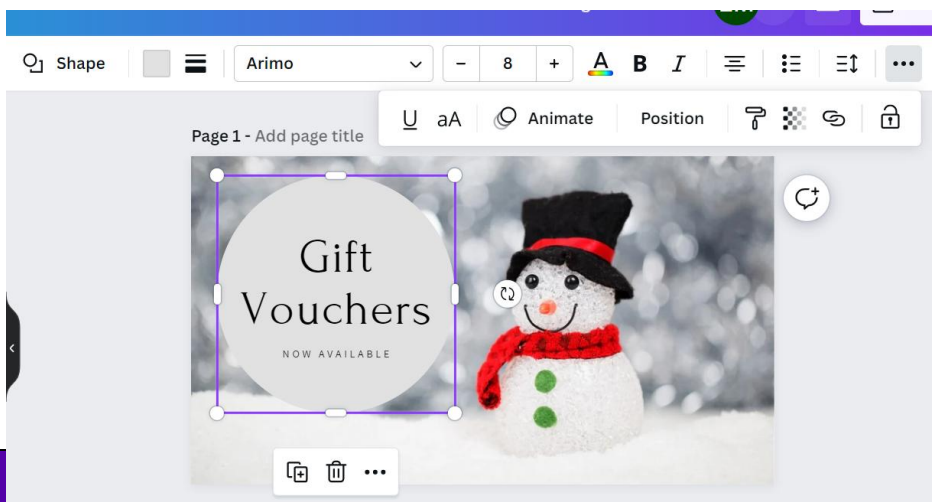
Click on filter and select free images if you want free ones

Click on an image that you want to use. When it appears on your canvas right click to add to Background

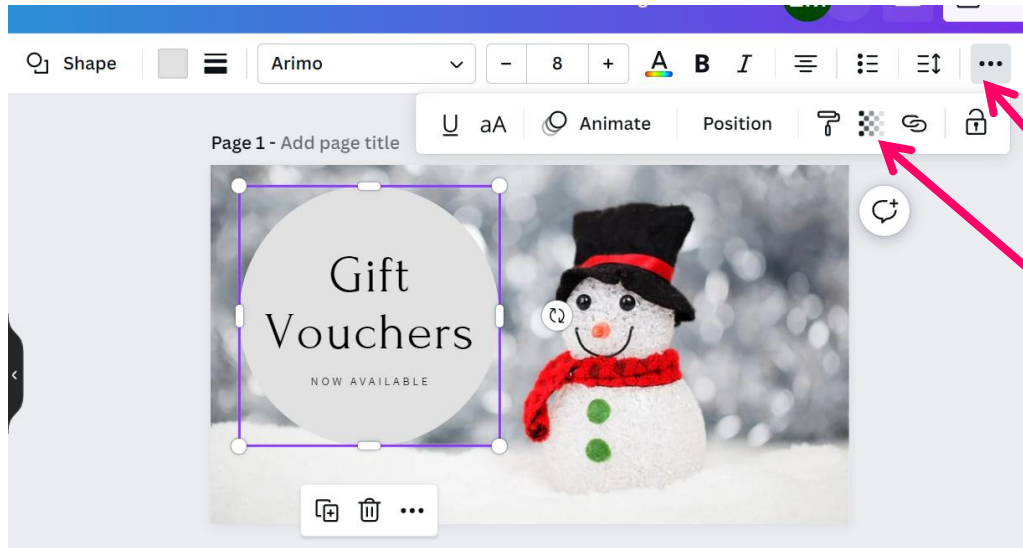
Then add your text

Add a shape e.g. circle

Add the colour to the circle



Exercise 6: How to use Canva's library of images and add transparency to your text background shapes



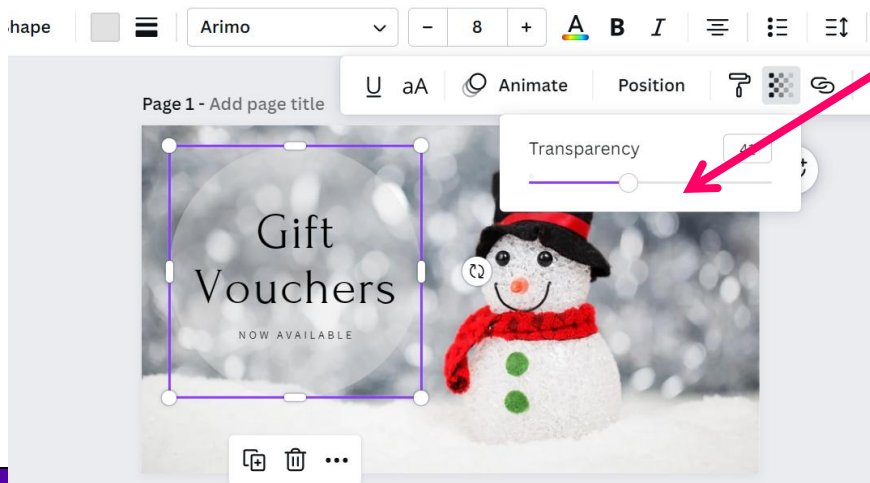
To make the colour in the circle more transparent ...

Click on the circle (or any shape)

Click on 3 dots

Click on transparency

Drag the transparency slider



How to create a Christmas marketing video



Embellish & Higgildy Piggildy - Shop Local in Skibbereen this Christmas

<https://www.youtube.com/watch?v=VZo78o1I7K4>

Examples of the type of videos you could create

Staff speaking on camera explaining your Christmas gifts

Video clips, music and text promoting your gifts or gift vouchers

Editing tools you can use



CapCut

Excellent and easy to use editor for your phone, PC or Mac

You can use most of the features for free



Edits

The new editing app from Meta. 100% free. Only available on your phone

Want to learn how to shoot and edit your own Christmas marketing videos?



Check out your Local Enterprise Office website for upcoming courses which show you how to shoot and edit your own Christmas marketing videos

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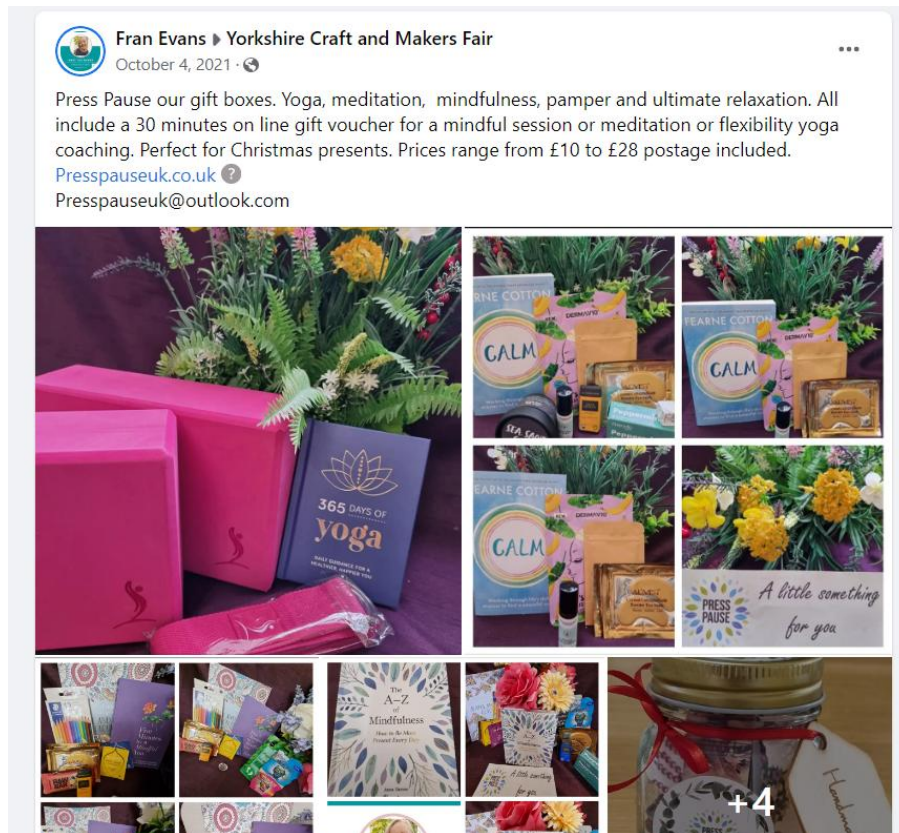
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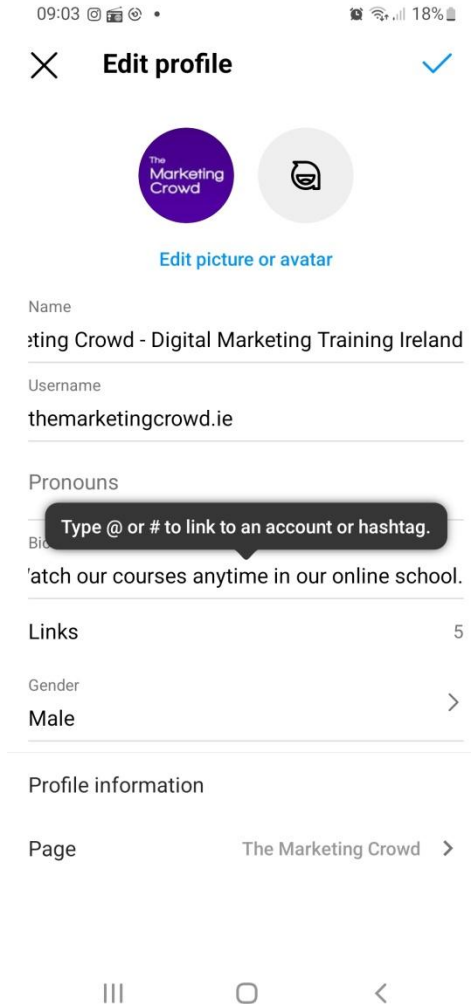
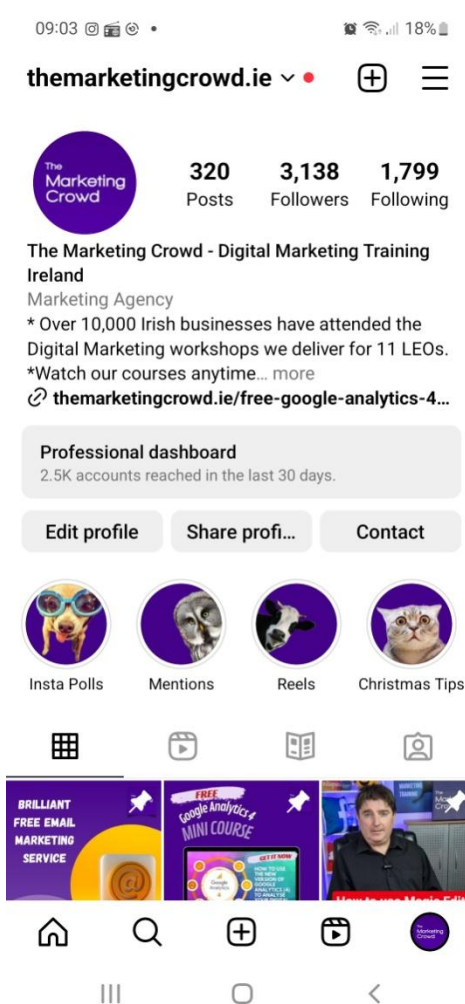
Create Social Media Posts



Key things to consider.

- Reels will give you a lot more reach on Instagram compared to posts – focus on those.
- It's ok to post about the same gift idea a number of times. But change the image and text each time to avoid wear out
- Always have a link to your website where people can buy the product
- Suggest that if you'd like to receive this as a present you might want to privately share the post with someone

Ways to drive traffic to your website from Instagram including pitfalls to avoid.

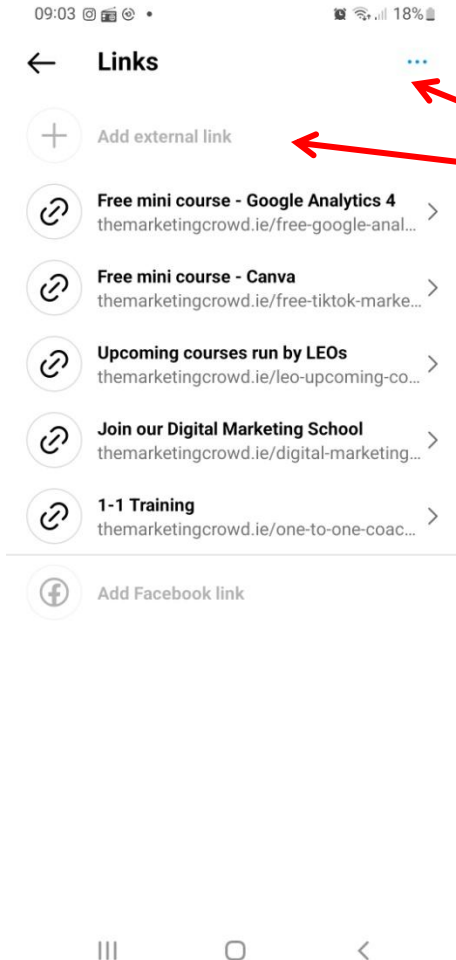


Links do not work in Posts or Reels so you need to Say “For more details see the link in our profile”

You can now add 5 links to your profile

1. Tap edit profile
2. Tap links

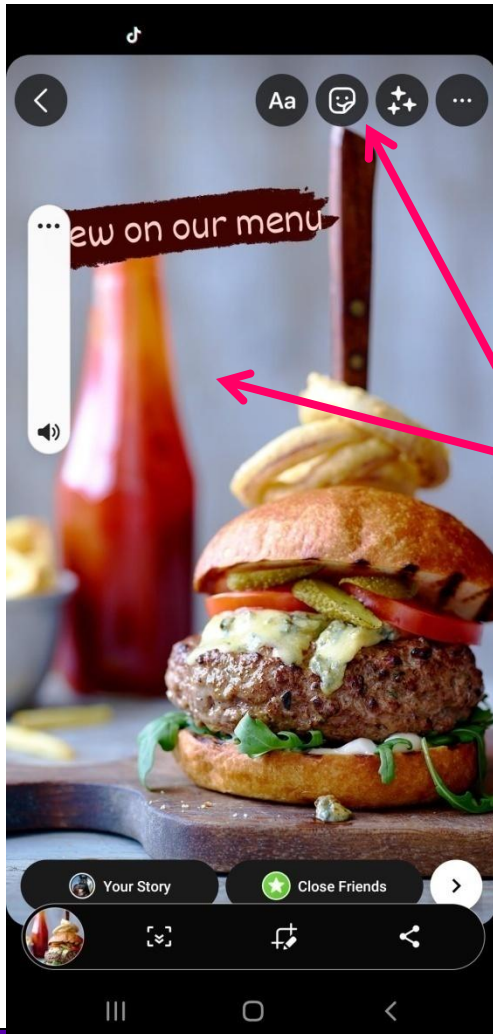
Ways to drive traffic to your website from Instagram including pitfalls to avoid.



3. You can then add a link

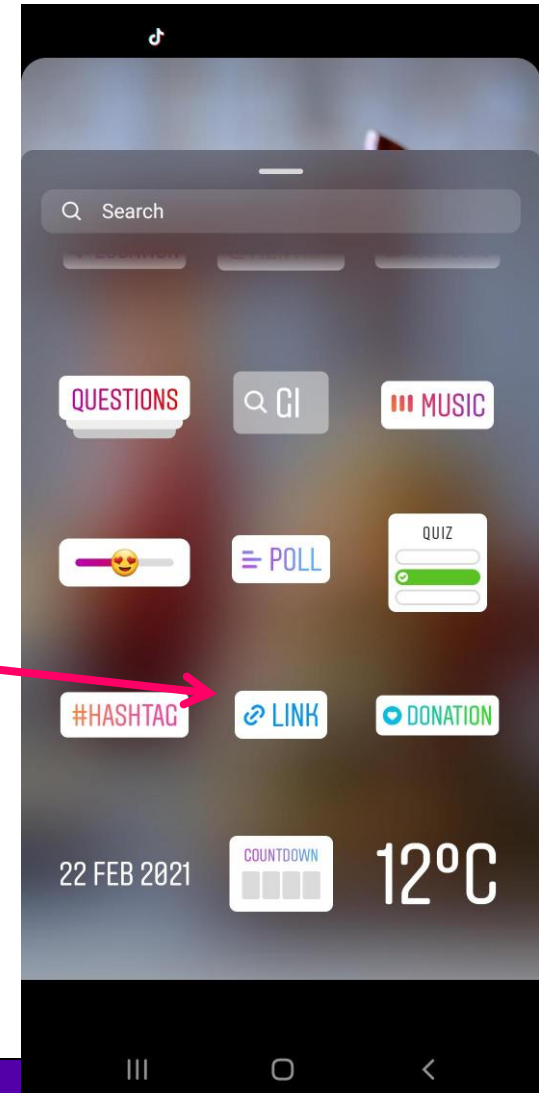
Tap the 3 dots to reorder your links to put the most important / recent at the top

You can easily drive traffic from your Stories using the link sticker

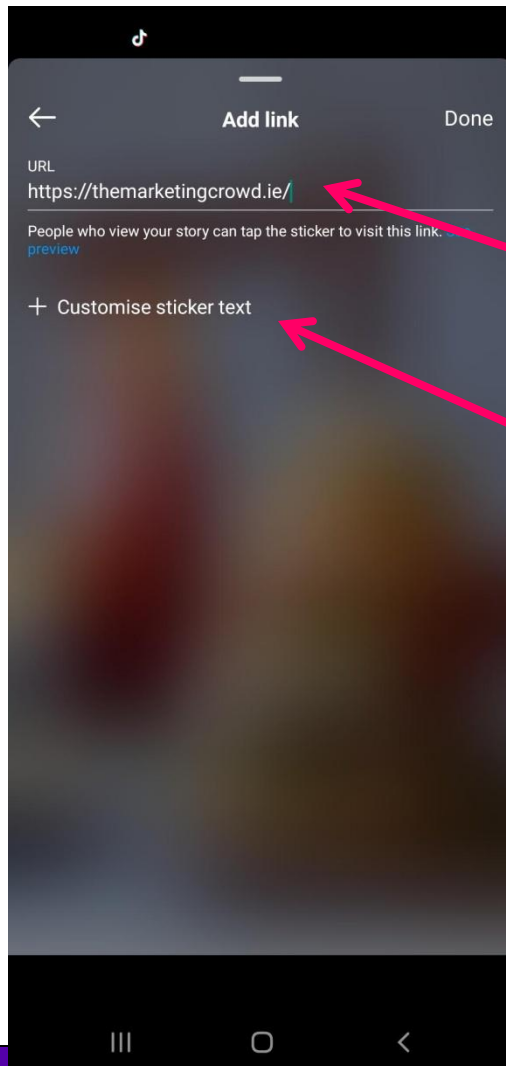


All Instagram accounts can add a link to a web page in their Story (previously you needed 10K followers)

1. Create a Story – use either an image or video
2. Tap on the sticker icon
3. Tap on the link sticker



You can easily drive traffic from your stories using the link sticker



4. Insert the url (web address) for the exact page you want to drive people to.
5. Tap customise sticker text and type the text that you want people to tap on E.g. Tap to see our menu. Tap to read the blog post. Tap to get the special offer.
6. You can then position the link anywhere on the image or video



What We Will Cover

Step 1: Decide which “selling events” you are going to target with special offers

Step 2: Turn your service or product into a “Gift” that can be marketed

- Could your service be packaged / marketed as a Gift ?
- Could your physical product be packaged / marketed as a Gift?
- **Could you offer Gift vouchers – to be redeemed for any of your products / services**

Step 3: SEO – optimise your “Gift” or “Special offer” pages to get found in Google

Step 4: Source images and videos for your Black Friday / Christmas campaigns


Step 5: Create social media posts to promote your “Gifts” and “Special Offers”

Step 6: Create Facebook & Instagram ad campaigns to promote your “Gifts” and “special offers”


Step 7: Email your marketing list about your “Gifts” and “special Offers”

Step 8: Plan all of this in advance – create a campaign calendar

Consider running ads on Facebook / Instagram ad campaigns

 **Manuel Bozzi Jewels**
Sponsored (demo) · 🌐

Gifts, gifts, and more gifts! The more hand-crafted jewelry you buy from Manuel Bozzi's shop, the more you save! Now you can get something for everyone on your Christmas list!
For a limited time only take 10, 15, even 20% OFF your ENTIRE purchase.
Here's how it works:
Buy up to 500€, Get 10% - Use code: LIGHTXMAS... [See More](#)



XMAS SALE - Save On Manuel Bozzi Jewelry
This is the biggest sale of the season! Fill up your cart before it's too late. Coupon codes valid from December 10th through December 20th. Manuel Bozzi - Must...

MANUELBOZZI.IT [Shop Now](#)

1. Turn one of your Facebook posts into an ad so it appears as an ad on FB with all the likes, comments & shares
2. Use the ads tool and select traffic as an objective

What are the 2 Big options?



Option 1: Boost the post

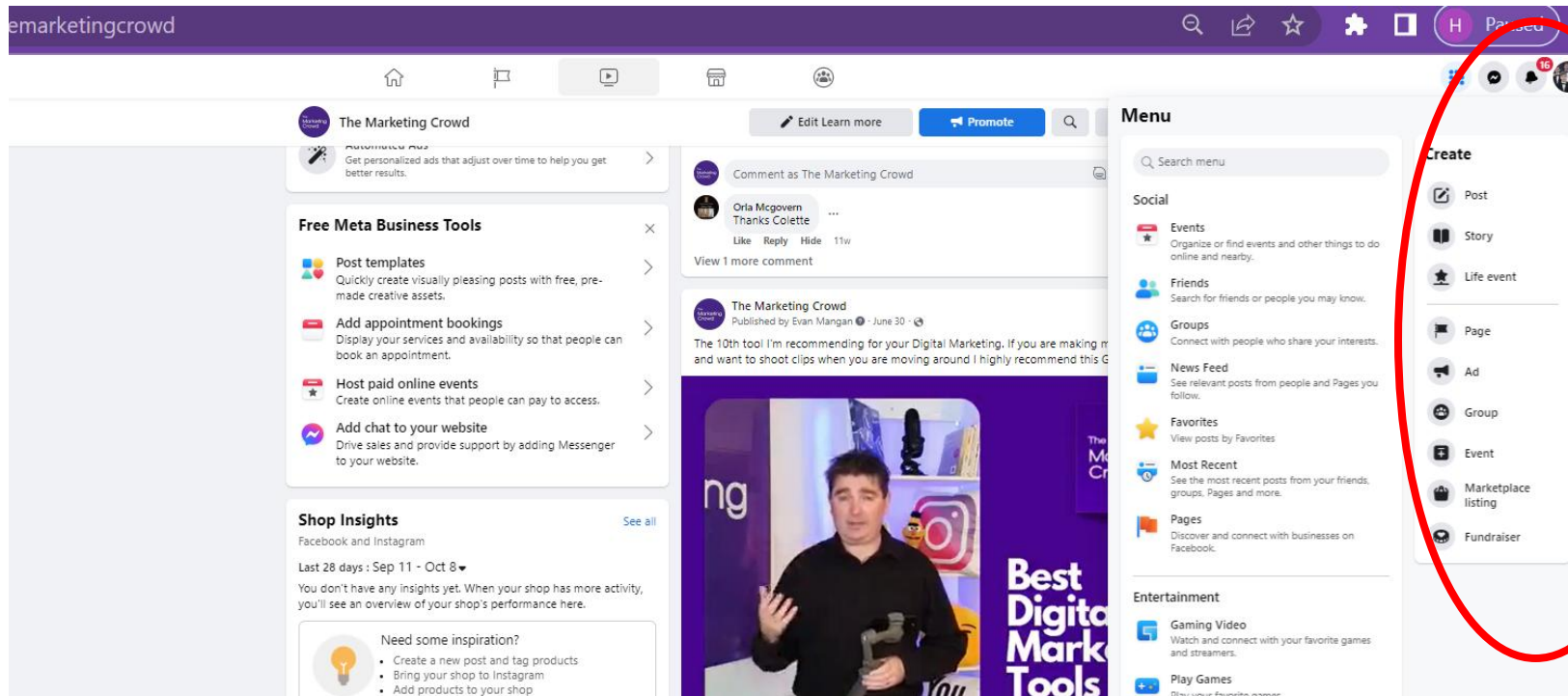
The boost post button was introduced by Facebook to encourage people to start advertising.

It's how to run an ad on stabilisers – but with simplicity come fewer options and a lot of wastage

It is best to use the Ad creation 2 (option 2)

What are the 2 Big options?

Option 2: The Ads Tool in Ads Manager

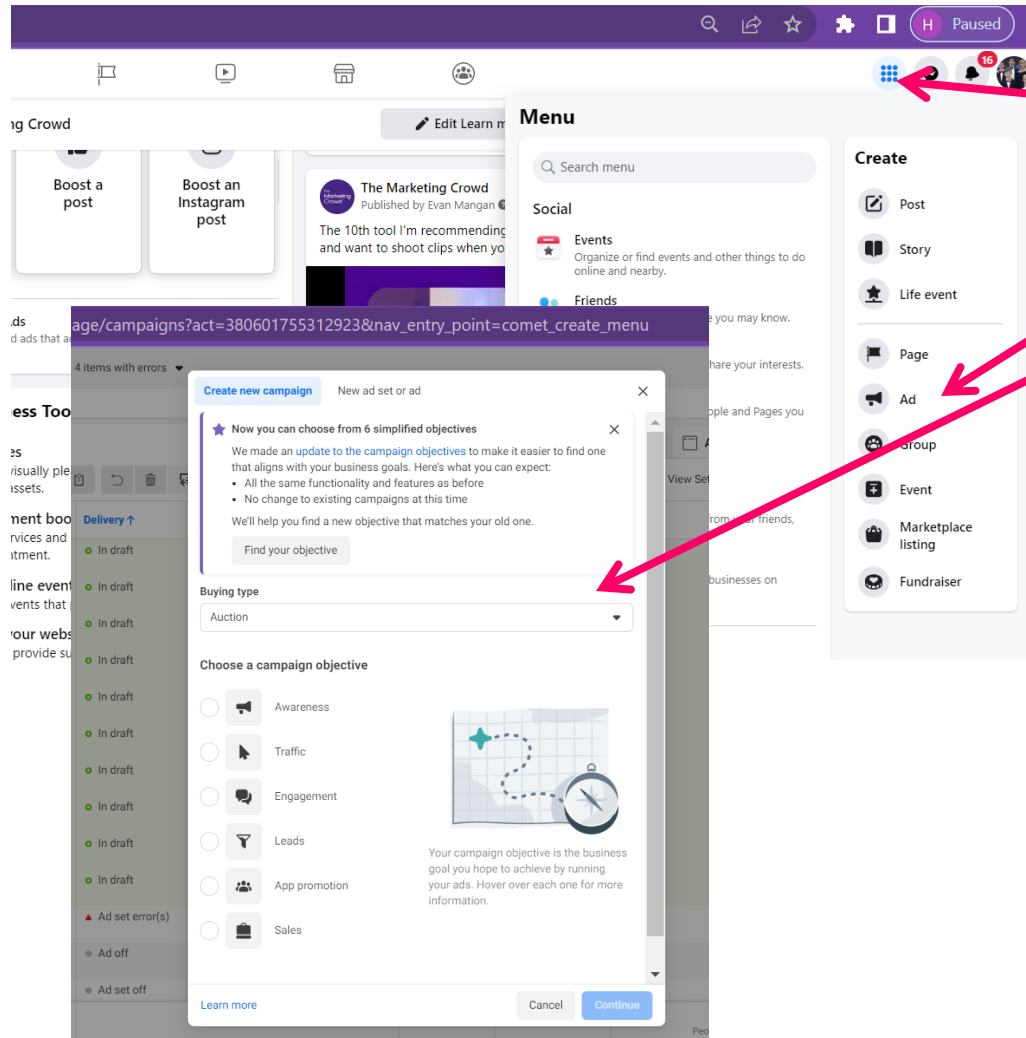


If you click on the 9 dots top right (menu) there is the option to create an Ad

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

They will ask you what is your main objective

The screenshot shows the Facebook Ads interface with a 'Create new campaign' modal open. The modal has a title bar with 'Create new campaign' and 'New ad set or ad'. Inside, there's a section titled 'Now you can choose from 6 simplified objectives' with a star icon and a close button. Below this, a message states: '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:' followed by two bullet points: 'All the same functionality and features as before' and 'No change to existing campaigns at this time'. It then says 'We'll help you find a new objective that matches your old one.' and a 'Find your objective' button. Below this is a 'Buying type' dropdown menu set to 'Auction'. The main section is 'Choose a campaign objective' with six radio button options: Awareness (megaphone icon), Traffic (mouse cursor icon), Engagement (speech bubble icon), Leads (funnel icon), App promotion (person with plus icon), and Sales (shopping bag icon). To the right of these options is a graphic of a map with a dashed path and a compass. Below the graphic, text reads: '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 of the modal are 'Learn more', 'Cancel', and 'Continue' buttons.

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

You start an Ad campaign by deciding what your objective is

- Do you want to drive traffic to your website?
- Do you want to drive traffic to you site PLUS measure how many sales or enquiries or downloads you achieved from the ad campaign?
- Do you want more people to see your FB page post?
- Do you want to get more likes for your page?

How to create an ad campaign

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:

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- 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 the Google Ads campaign creation interface. It features three main sections on the left: 'Campaign name' with a text input containing 'October 20% offer' and a 'Create template' link; 'Special Ad Categories' with a description and a 'Learn more' link; and 'Categories' with a dropdown menu showing 'No categories declared'. Below these is the 'Campaign details' section, which includes 'Buying type' set to 'Auction' and 'Campaign objective' set to 'Traffic'. At the bottom left are 'Close' and 'All edits saved' buttons. At the bottom right is a blue 'Next' button. Three red arrows point from the right-side text boxes to the 'Campaign name' input, the 'Categories' dropdown, and the 'Next' button.

Campaign name

October 20% offer [Create template](#)

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

Categories
No categories declared

Campaign details
Buying type
Auction
Campaign objective ⓘ
Traffic

Close ✓ All edits saved

Next

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

You can skip these options

Click on Next

How to create an ad campaign

... Thank you for joini... Thank you for your...

October 20% offer > New Traffic Ad Set > 1 Ad

Edit Review

Ad set name

New Traffic Ad Set [Create template](#)

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.

☐ Messenger
Send traffic to Messenger.

☐ WhatsApp
Send traffic to WhatsApp.

Performance m
Evolving changes with affect your performan
Ad sets that include the E

Audience definitior
Your audience selection is
Specific
Estimated audience size:
Estimates may vary your targeting selec

Estimated daily res

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

Where do you want to drive traffic to?

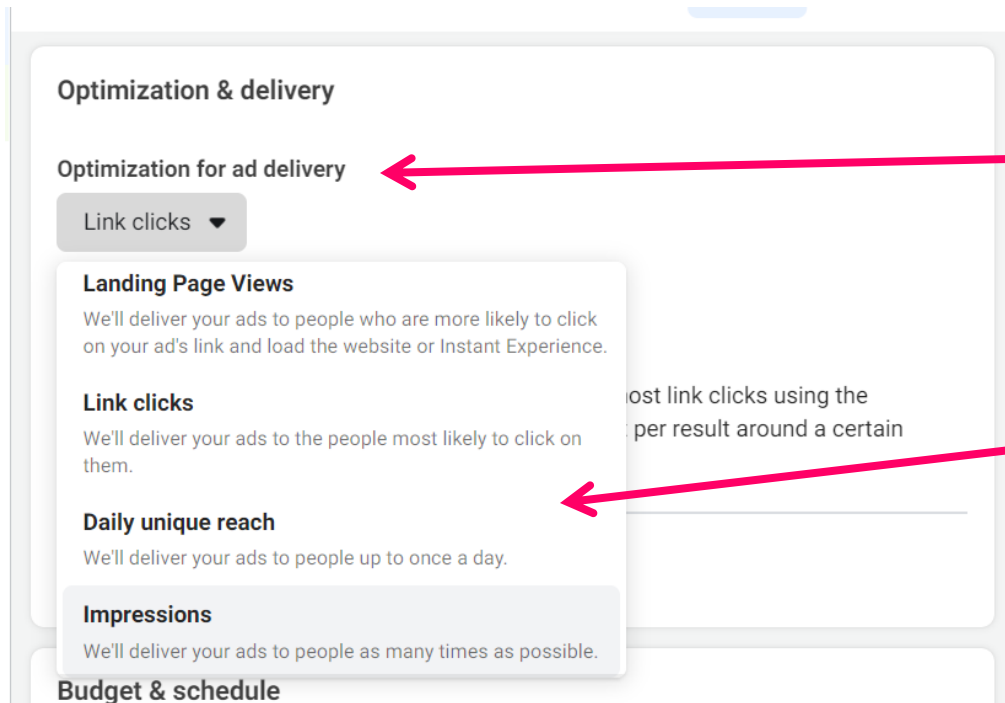
Your website?

Your App?

To Messenger so people can message you?

To WhatsApp?

How to create an ad campaign



There will be a built in optimisation in your campaign. This means Facebook will try to put your ads firstly in front of the people in Your target audiences that are likely to Perform an action

Landing page views – based on previous Actions, Facebook believes the person will Not only click but is likely to also wait Around for the Page to load

Link Clicks – people who are likely to click
Daily unique reach – your ad will appear in front of people only once a day

Impressions – it could appear in front of people many times

How to create an ad campaign

Budget & schedule

Budget ⓘ

Daily Budget ▼


€20.00 EUR

You'll spend up to €25.00 on some days, and less on others. You'll spend an average of €20.00 per day and no more than €140.00 per calendar week. [Learn more](#)

Schedule ⓘ

Start date

Oct 12, 2022

 6:25 AM

Pacific Time

End · Optional

☐ Set an end date

Step 1: Decide how much you will spend per day and for how long you will run the campaign for

How to create an ad campaign

The screenshot shows the 'New Traffic Ad' interface. The 'Audience controls' section is active, displaying the following options:

- Audience controls** (checked): Set criteria for where ads for this campaign can be delivered. [Learn more](#)
- * Locations**
 - Location:
 - Ireland[Show more options](#)
- Advantage+ audience** (checked) [Recommended](#)
 - 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 \(optional\)](#)[Switch to original audience options](#)
- Beneficiary and payer** (checked): Beneficiary and payer information is required for ads with audiences in the European Economic Area.

At the bottom, there is a 'Close' button and a status indicator: [All edits saved](#).

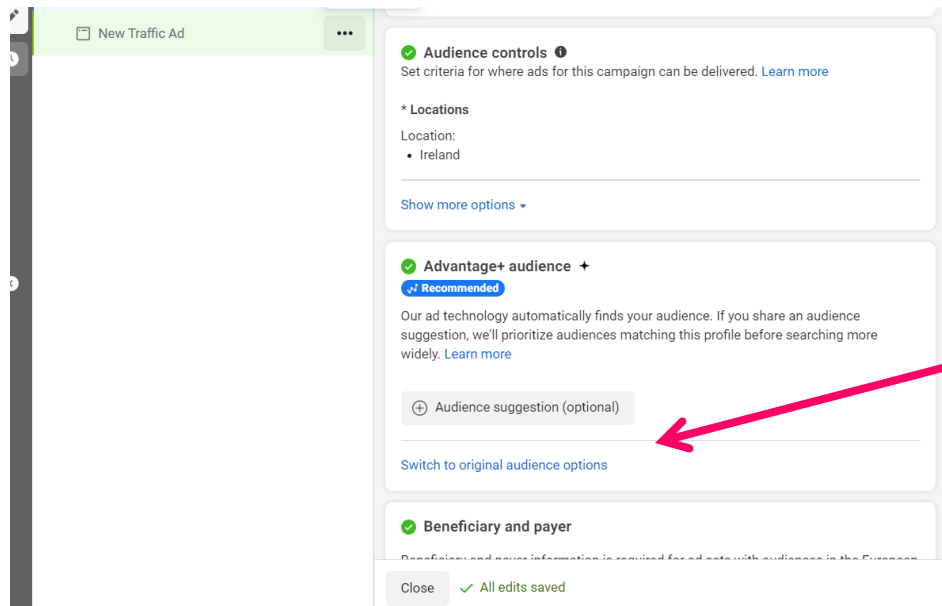
Step 2: Choose the people you want to target.

Option1 – Based on Advantage + targeting

Meta has an AI that will do most 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 e.g. Ireland or Kerry
2. Click show more option and you can exclude people in your custom audiences e.g. 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



The screenshot shows the 'New Traffic Ad' setup interface. It features three main sections for configuration:

- Audience controls**: Includes a 'Locations' section with 'Ireland' selected and a 'Show more options' link.
- Advantage+ audience**: Marked as 'Recommended', it includes an 'Audience suggestion (optional)' field and a 'Switch to original audience options' link. A red arrow points to this link.
- Beneficiary and payer**: A section for providing necessary information for ads with audiences in the European Economic Area.

At the bottom, there is a 'Close' button and a status indicator 'All edits saved'.

Step 2: Choose the people you want to target.

Option 2 – If you don't want to use Advantage+ you can take full control of the targeting. Just click "switch to original audience options"

How to create an ad campaign

Audience
Define who you want to see your ads. [Learn more](#)

Create new audience Use saved audience ▾

Custom audiences Create new ▾

🔍 Search existing audiences

Exclude

Locations

People living in or recently in this location ▾

Ireland

🟢 Ireland

🟢 Include ▾ 🔍 Search locations Browse

[Add locations in bulk](#)

Age

18 ▾ 65+ ▾

Gender

All genders

Detailed targeting

Include people who match ⓘ

🔍 Add demographics, interests or behaviors Suggestions Browse

Exclude

Advantage Detailed Targeting +

☐ Reach [people](#) beyond your detailed targeting selections when it's likely to improve performance.

Languages

All languages

Step 2: Choose the people you want to target.

Target your advanced custom audiences under “custom audiences”

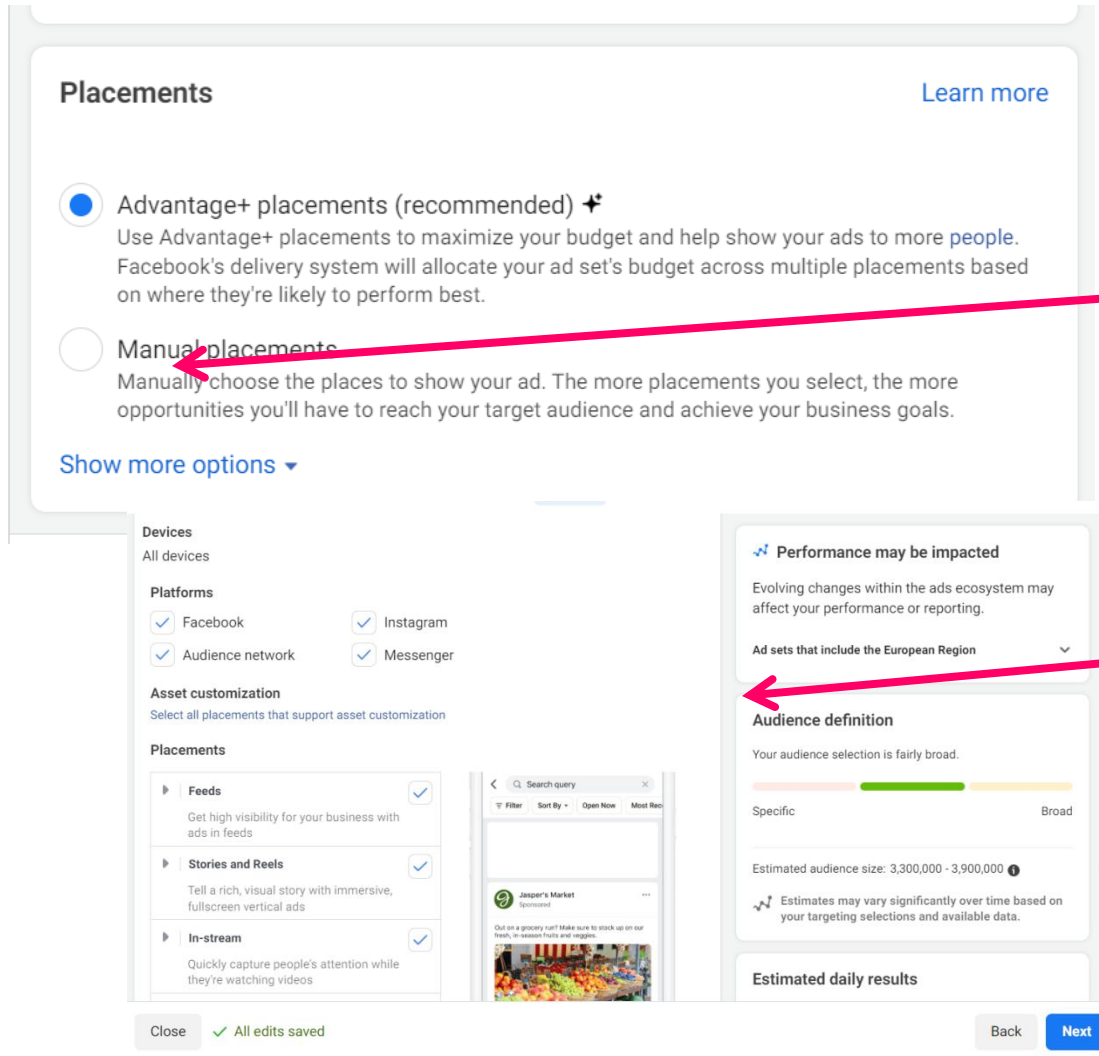
Target by...

Location

Age & gender

Interests / Behaviours / Demographics

How to create an ad campaign



Placements [Learn more](#)

☒ **Advantage+ placements (recommended)** ✦
Use Advantage+ placements to maximize your budget and help show your ads to more [people](#). Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ **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.

[Show more options](#) ▾

Devices
All devices

Platforms

☒ Facebook ☒ Instagram
☒ Audience network ☒ Messenger

Asset customization
Select all 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**
Quickly capture people's attention while they're watching videos

Performance may be impacted
Evolving changes within the ads ecosystem may affect your performance or reporting.

Ad sets that include the European Region ▾

Audience definition
Your audience selection is fairly broad.

Specific ☐ Broad ☒

Estimated audience size: 3,300,000 - 3,900,000 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Close ☒ All edits saved

Back **Next**

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

To view your options click on Manual Placements

You can now see that your ad will go out on Facebook, Instagram . Messenger and Audience network.

Starting out perhaps leave all the placements ticked and you can then check after the campaign has finished which placements worked well or poorly. Based on this you might switch some off in future Campaigns However I untick audience Network

Click next

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

The screenshot shows the Facebook Ads creation interface. On the left, the 'Identity' section includes a 'Facebook Page' dropdown set to 'The Marketing Crowd' and an 'Instagram Account' dropdown set to 'themarketingcrowd.ie'. Below this is the 'Ad Setup' section with a dropdown menu currently set to 'Use Existing Post'. This dropdown is open, showing three options: 'Create Ad', 'Use Existing Post' (which is selected and highlighted in blue), 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, it says 'Creative missing body text: This (#1815538)'. Further down is an 'Ad Preview' toggle switch which is currently turned off. Three red arrows originate from the right-hand text blocks and point to the 'Instagram Account' dropdown, the 'Use Existing Post' dropdown menu, and the 'Select Post' button respectively.

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

Choose your page

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

Click Select a post

Then choose a post from the list of previous posts

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

Edit

Review

Ad setup

★ See what's new

Use existing post

☐ Multi-advertiser ads

Help people discover your products when they show commercial intent and are in a shopping mindset. Your ads may appear alongside ads from multiple businesses in Instagram feed. [Learn more](#)

Ad creative

Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

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

Facebook Post

Ad preview

Share

Advanced preview


Facebook Feeds

The Marketing Crowd

Sponsored

If you (or a member of staff) would like to learn how to increase your sales using Digital Marketing over the next 12 ...See more

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



PLUS YOU CAN WATCH REPLAYS

Feeds

By clicking "Publish," you agree to Facebook's [Terms and Advertising Guidelines](#).

Close

✓ All edits saved

Back

Publish

You can preview how it looks in different Placements

When you are ready to place order click the green button

What We Will Cover

Step 1: Decide which “selling events” you are going to target with special offers

Step 2: Turn your service or product into a “Gift” that can be marketed

- Could your service be packaged / marketed as a Gift ?
- Could your physical product be packaged / marketed as a Gift?
- **Could you offer Gift vouchers – to be redeemed for any of your products / services**

Step 3: SEO – optimise your “Gift” or “Special offer” pages to get found in Google

Step 4: Source images and videos for your Black Friday / Christmas campaigns

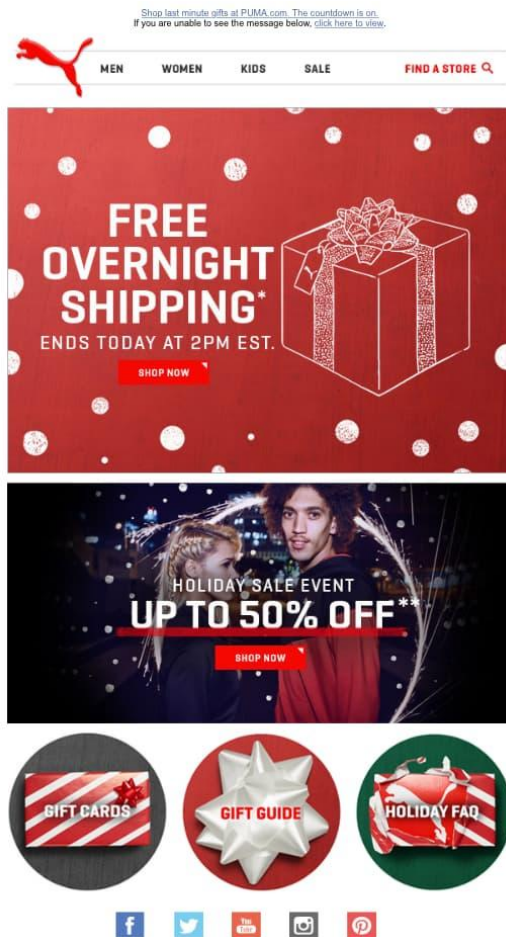
Step 5: Create social media posts to promote your “Gifts” and “Special Offers”

Step 6: Create Facebook & Instagram ad campaigns to promote your “Gifts” and “special offers”

Step 7: Email your marketing list about your “Gifts” and “special Offers”

Step 8: Plan all of this in advance – create a campaign calendar

Email marketing: Plan campaigns to your email lists



Do you have email lists that you can use for marketing?

- Previous customers
- Website visitors

Use an email marketing tool like mailerlite.com

Promote your

- Black Friday Offers
- Gift ideas
- Gift vouchers

Overview of the main options



- There are a large number of email marketing services that you can choose from and it can be tricky to choose one.

FEATURES

All of these services allow you to

- Upload your email list
- Capture email addresses on your website using forms or popups.
- Automated emails with further info or offers can then be sent to people who signed up
- Create email campaigns based on easy to use templates
- People can easily unsubscribe and are automatically removed from future email campaigns
- See how your campaigns are performing – detailed analytics are provided

You will want to email your website visitors so incorporate ways to capture email addresses

mailer lite Email marketing platform



Email campaigns



Surveys



Automations



Landing pages



Pop-ups



A/B testing

We use Mailerlite.com and I think it is excellent. It allows us to do everything that we need to do in terms of email marketing.

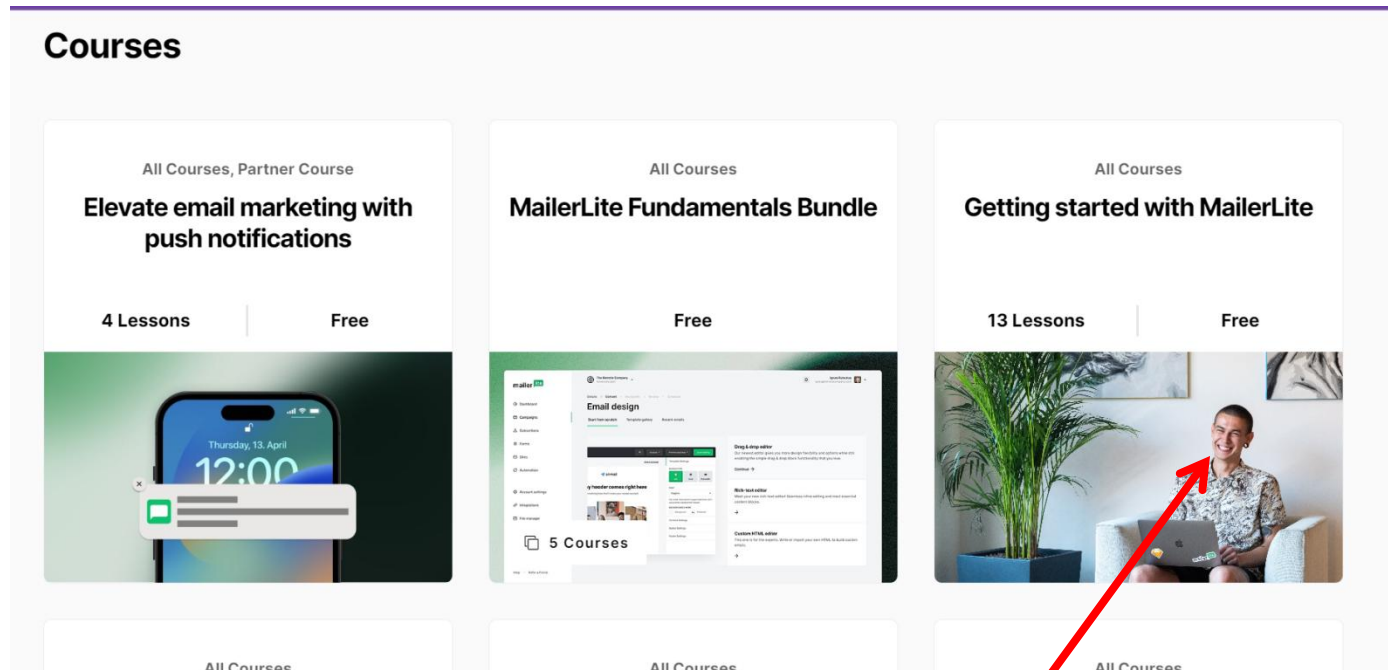
Compared to others it is not as expensive

I recommend it to others because if you are starting out it is free to use if you have less than 1,000 email addresses.

If you use Mailchimp It also makes it very easy to import all your lists from Mailchimp

Note – they also have free online video lessons that show you step by step how to use Mailer Lite

How to watch their step by step video lessons



You can watch step by step video lessons from Mailer lite that show you how to use the service. Either Google “Mailer Lite Academy” or click on this link <https://academy.mailerlite.com/collections>

All of their online courses are free to watch - but you need to login to watch them.

Entice website visitors to leave their email addresses

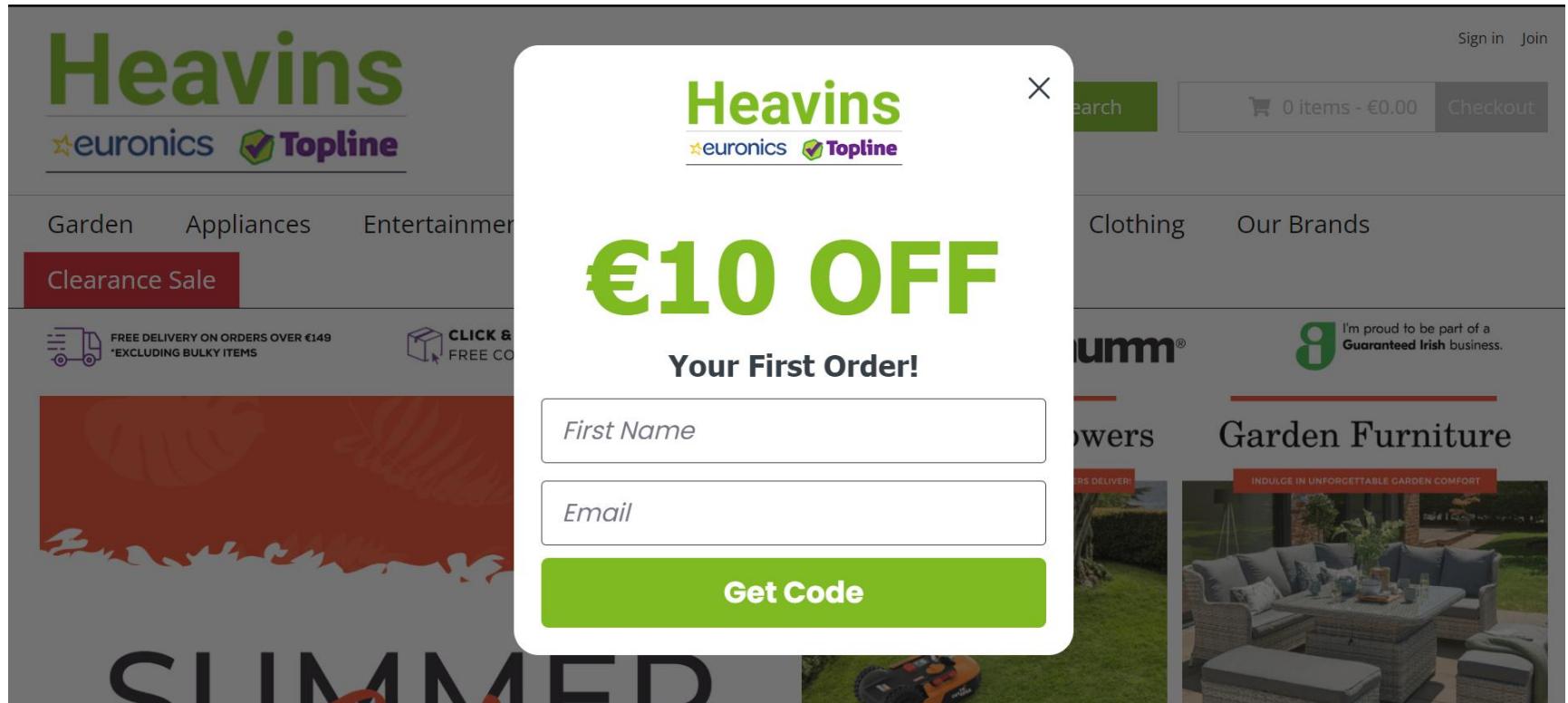


If 97% of your website visitors don't enquire or purchase wouldn't you want to get back in front of them again?

If you can motivate your website visitors to leave their email address you then have the chance to follow up with monthly emails containing helpful content and special offers.

.

Entice website visitors to leave their email addresses



Tactic 1: Offer a discount on the first order

- If visitors think they might be interested in buying from you in the future they are tempted to leave their email address

Entice website visitors to leave their email addresses



Howya Evan 🙌

You're in, welcome to the Heavins.ie family. Before you know it, you'll be like part of the furniture. Considering you're the newest member, we've decided to give you €10 OFF your first online order.

Order value must be over €99

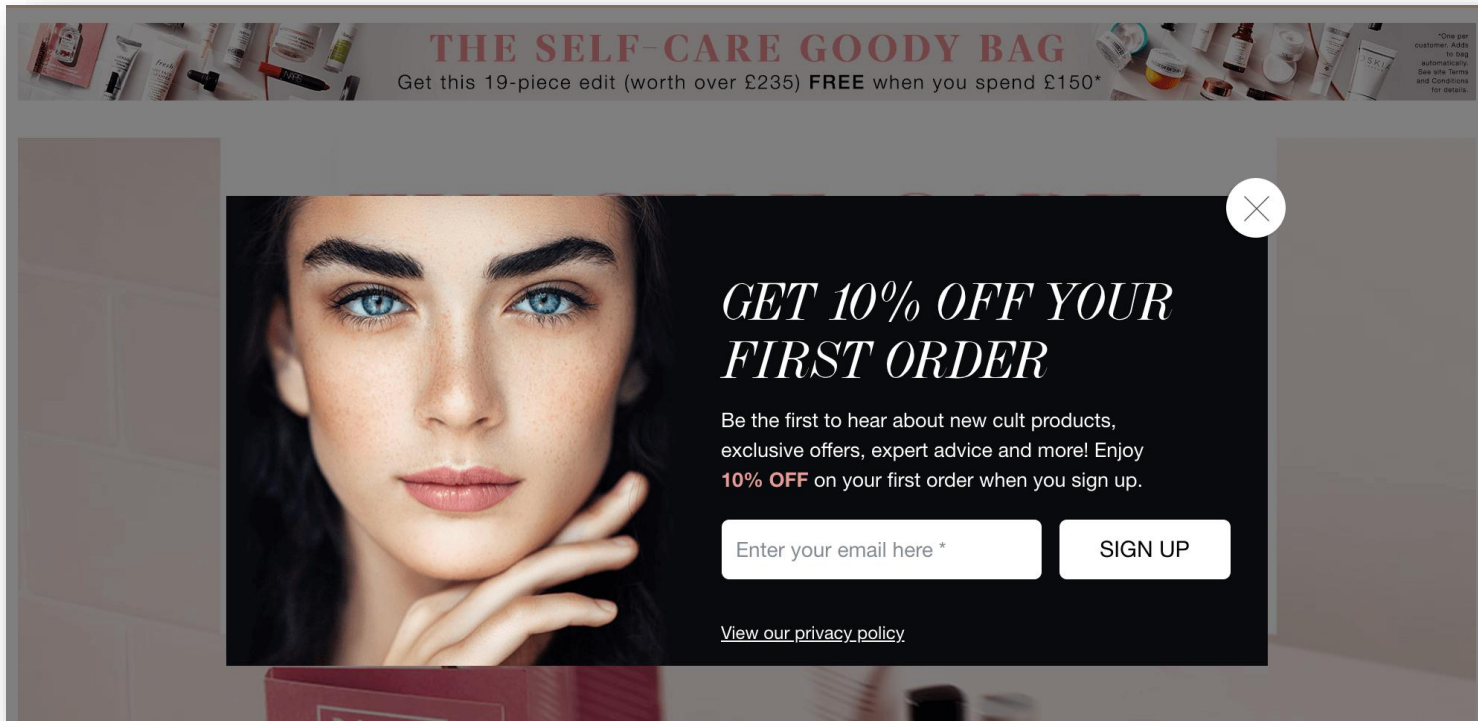
Evan's Code: **OFF10JNU**

[Claim My Discount](#)

[How do I use my coupon?](#)

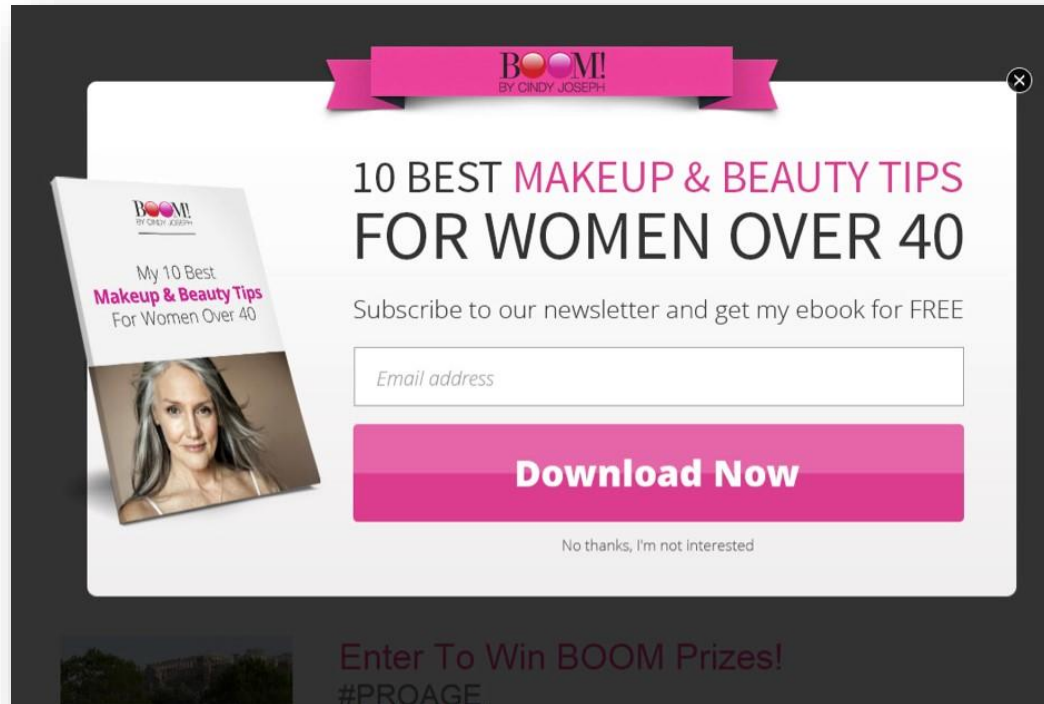
When people sign up for the discount, the email marketing system then automatically sends them an email with the discount coupon

Entice website visitors to leave their email addresses



Tactic 1: Another example of offering a discount on the first order

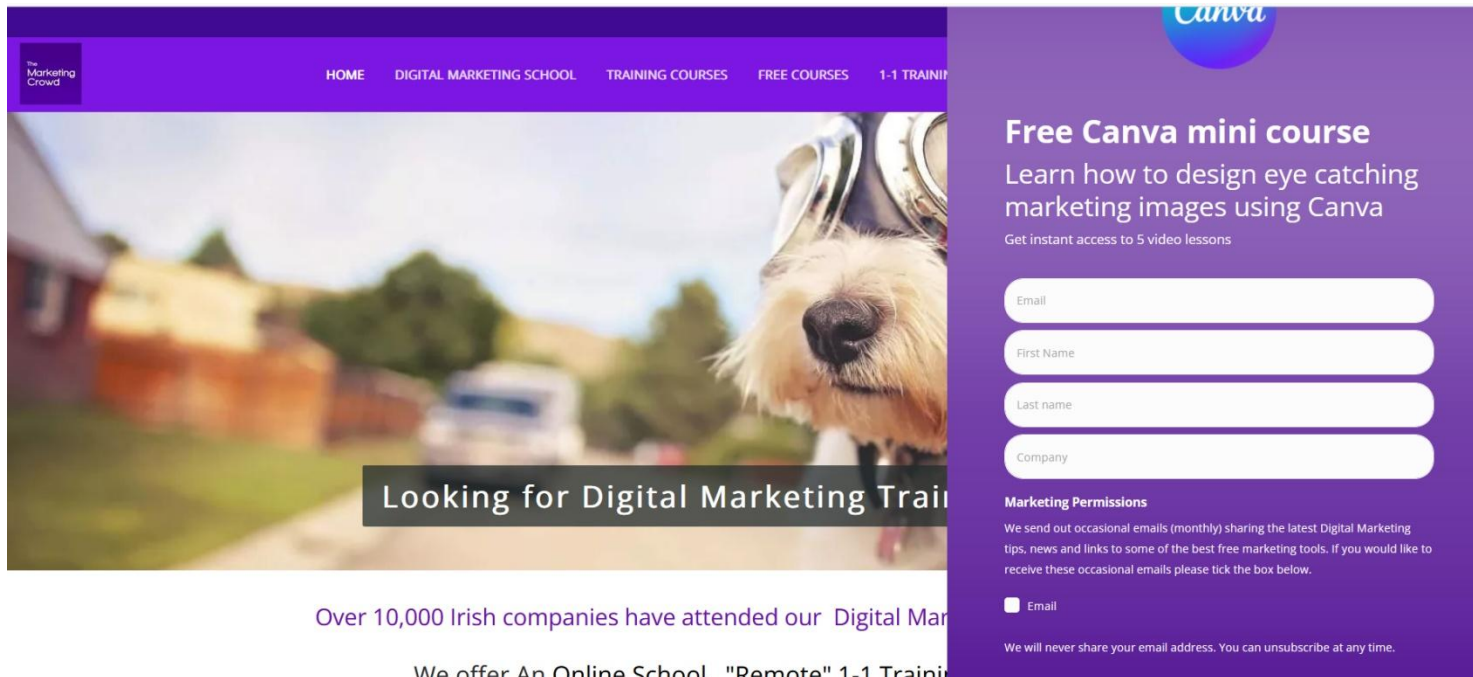
Entice website visitors to leave their email addresses



Tactic 2: Create a lead magnet e.g. Download our guide which shows you 20 ways to do x

- Try and provide something of perceived value. Write a useful guide that people can download. The only way to access this is by providing your email address.
- Make it look substantial by designing a cover if it is a downloadable guide.

Entice website visitors to leave their email addresses



The screenshot shows a website with a purple header. The header contains the logo 'The Marketing Crowd' and navigation links: HOME, DIGITAL MARKETING SCHOOL, TRAINING COURSES, FREE COURSES, and 1-1 TRAINING. Below the header is a large image of a dog wearing goggles. Overlaid on the image is a dark box with the text 'Looking for Digital Marketing Train'. Below the image, there is text: 'Over 10,000 Irish companies have attended our Digital Mar' and 'We offer An Online School. "Remote" 1-1 Traini'. On the right side, there is a purple sidebar with the Canva logo at the top. Below the logo, it says 'Free Canva mini course' and 'Learn how to design eye catching marketing images using Canva'. Below this, it says 'Get instant access to 5 video lessons'. There are four input fields: Email, First Name, Last name, and Company. Below the input fields, there is a section titled 'Marketing Permissions' with the text: 'We send out occasional emails (monthly) sharing the latest Digital Marketing tips, news and links to some of the best free marketing tools. If you would like to receive these occasional emails please tick the box below.' There is a checkbox labeled 'Email' which is currently unchecked. At the bottom of the sidebar, it says 'We will never share your email address. You can unsubscribe at any time.'

Tactic 2: Lead Magnet e.g. Watch our video that shows you how to do X

- Try and provide something of perceived value. Watch a video that contains helpful tips and advice. The only way to access this is by providing your email address.
- You could present this as a popup delivered by the email marketing system. These popups can be timed e.g. Only show to people once they have spent 20 seconds on the site

Entice your social media followers to provide their email addresses

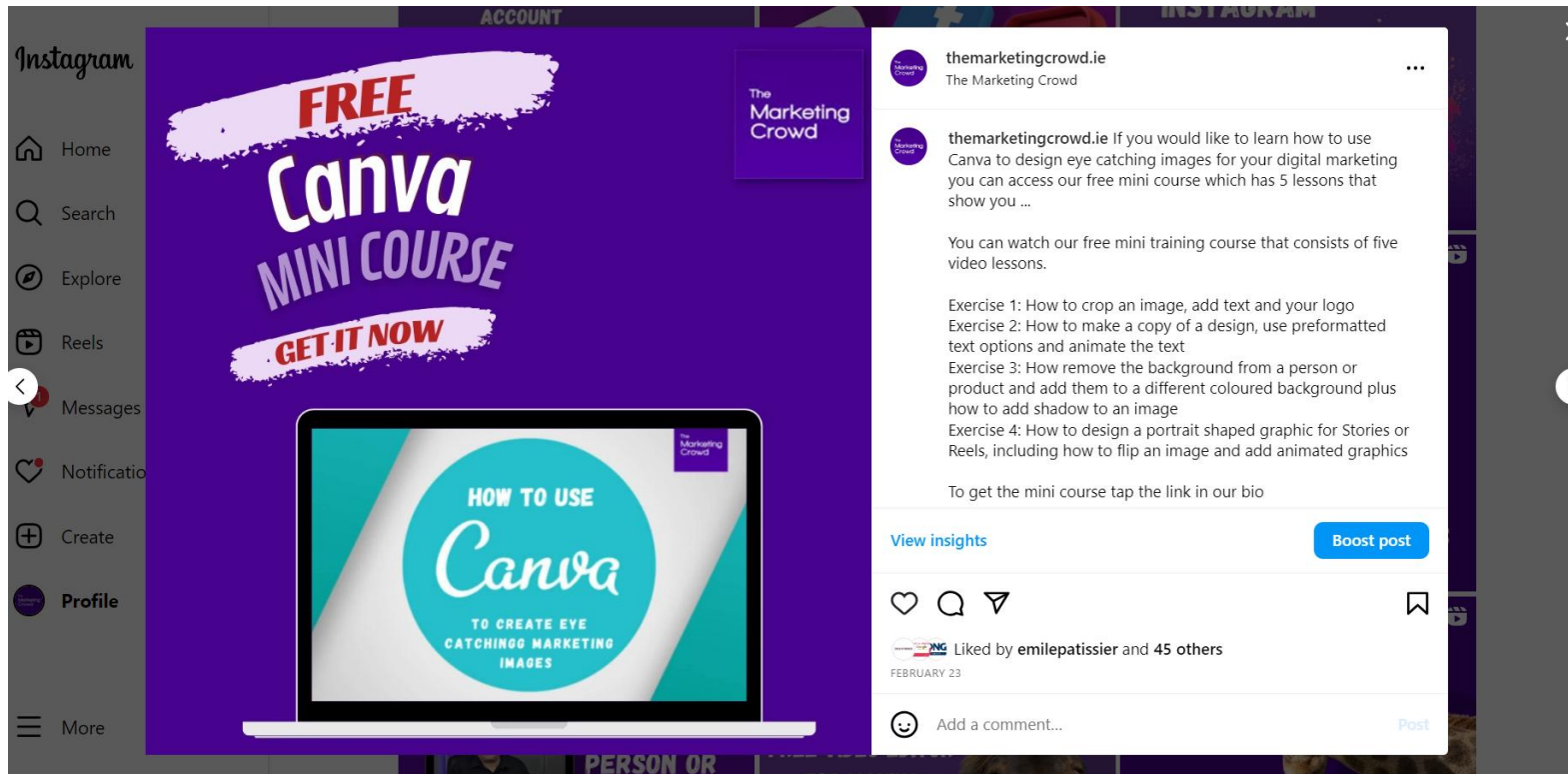


You want to turn your social media followers into email addresses.

Why?

- Because you are not reaching all of your followers for free anymore on social media.
- These people are interested in what you offer
- You want to also communicate with them through email and to ensure you can continue communicating for free – and not dependant on social media algorithms

Entice your social media followers to provide their email addresses



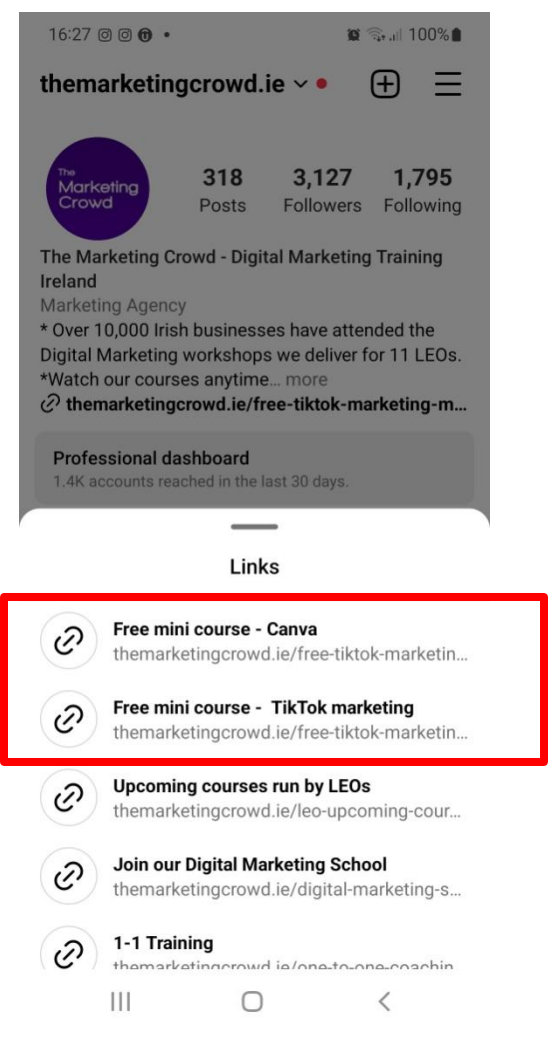
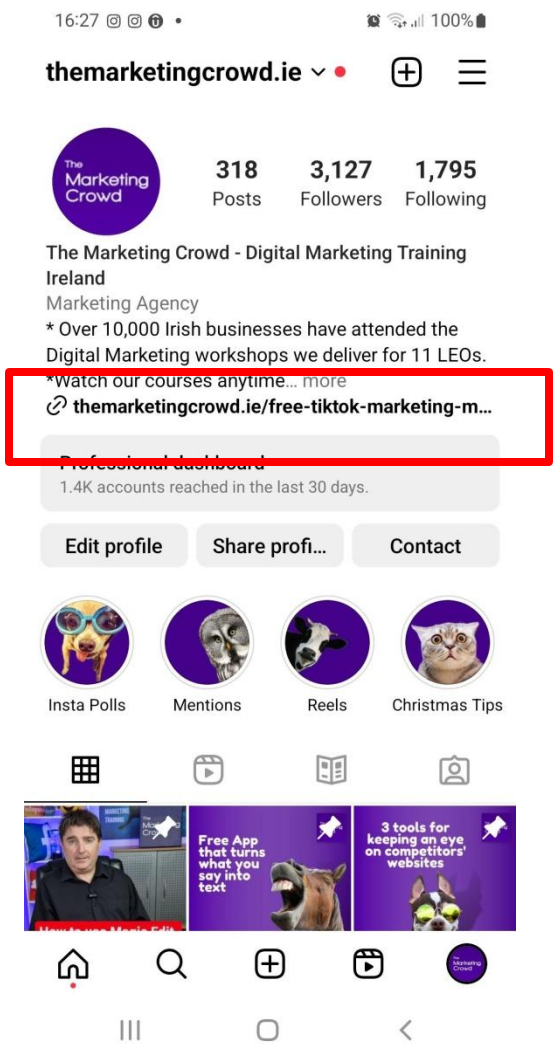
Tactic 1: Send out posts about your free guides / exclusive free videos

Entice your social media followers to provide their email addresses



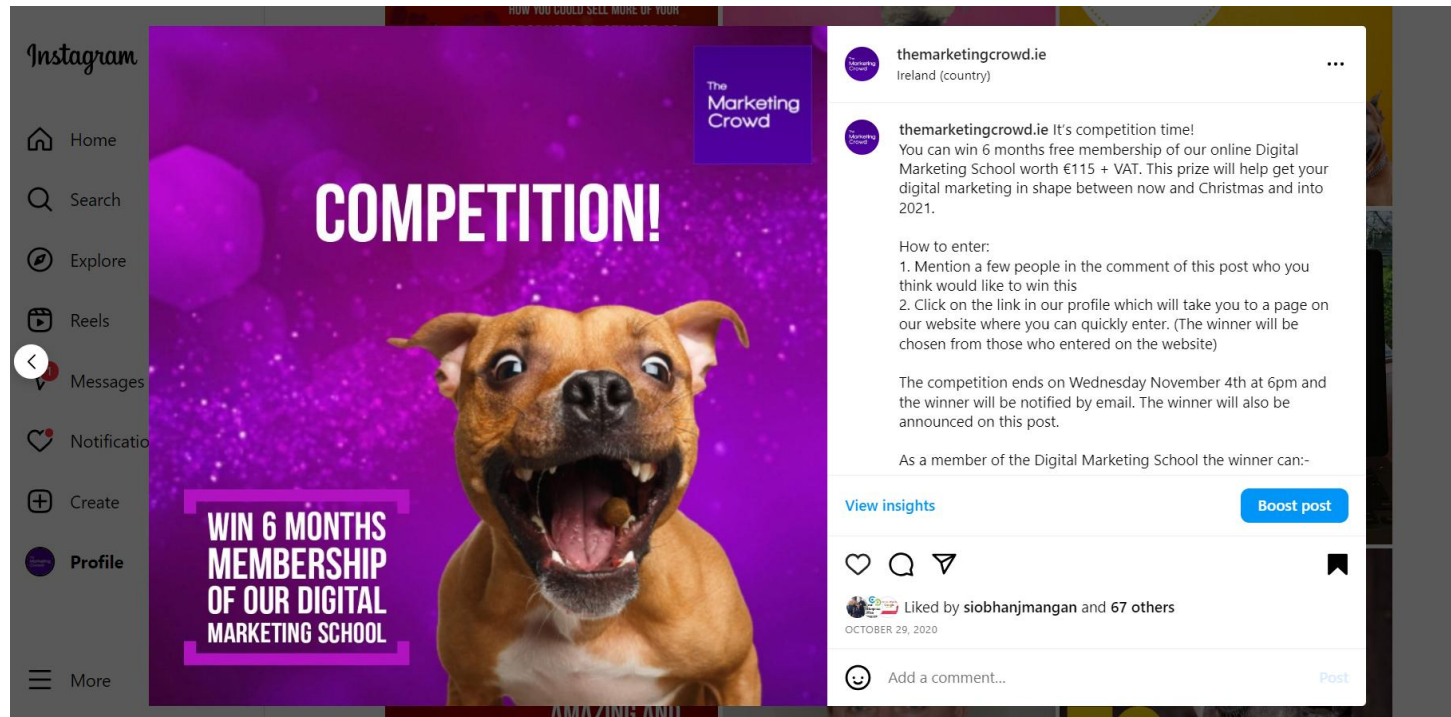
Tactic 1: Send out posts about your free guides / exclusive free videos

Entice your social media followers to provide their email addresses



Tactic 2: Put a call to action and link in social media profiles – driving people to the lead magnet on your website

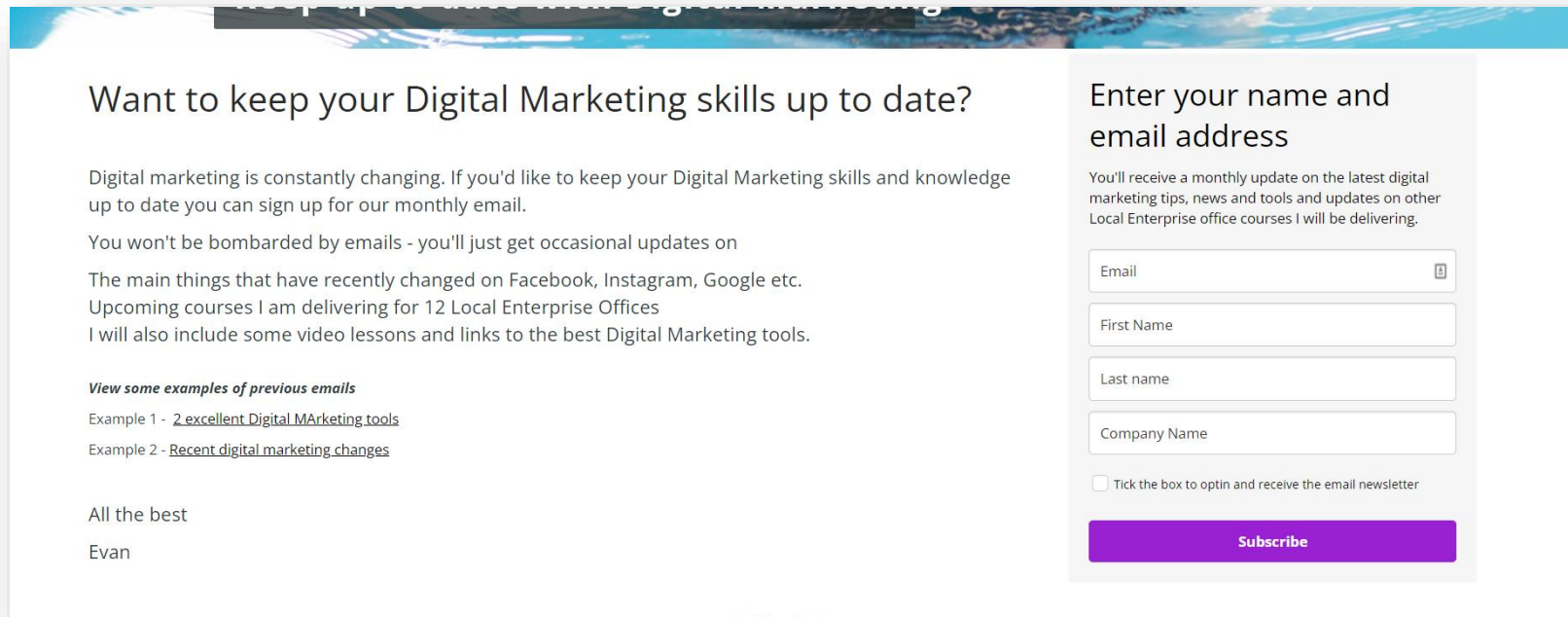
Entice your social media followers to provide their email addresses



Tactic 3: Run a Facebook and Instagram competition but require people to enter on your website – by completing a form

See example here <https://themarketingcrowd.ie/competition-entry/>

Entice your social media followers to provide their email addresses



Want to keep your Digital Marketing skills up to date?

Digital marketing is constantly changing. If you'd like to keep your Digital Marketing skills and knowledge up to date you can sign up for our monthly email.

You won't be bombarded by emails - you'll just get occasional updates on

The main things that have recently changed on Facebook, Instagram, Google etc.
Upcoming courses I am delivering for 12 Local Enterprise Offices
I will also include some video lessons and links to the best Digital Marketing tools.

View some examples of previous emails

Example 1 - [2 excellent Digital Marketing tools](#)

Example 2 - [Recent digital marketing changes](#)

All the best

Evan

Enter your name and email address

You'll receive a monthly update on the latest digital marketing tips, news and tools and updates on other Local Enterprise office courses I will be delivering.

Email

First Name

Last name

Company Name

☐ Tick the box to optin and receive the email newsletter

Subscribe

Tactic 4: Let your users know that you have an email list for special offers or exclusives

- Create a page on your website to capture email addresses. Ensure you explain how people will benefit and show examples of previous interesting emails.
- Then send out a social media post driving people to that page

What We Will Cover

Step 1: Decide which “selling events” you are going to target with special offers

Step 2: Turn your service or product into a “Gift” that can be marketed

- Could your service be packaged / marketed as a Gift ?
- Could your physical product be packaged / marketed as a Gift?
- **Could you offer Gift vouchers – to be redeemed for any of your products / services**

Step 3: SEO – optimise your “Gift” or “Special offer” pages to get found in Google

Step 4: Source images and videos for your Black Friday / Christmas campaigns

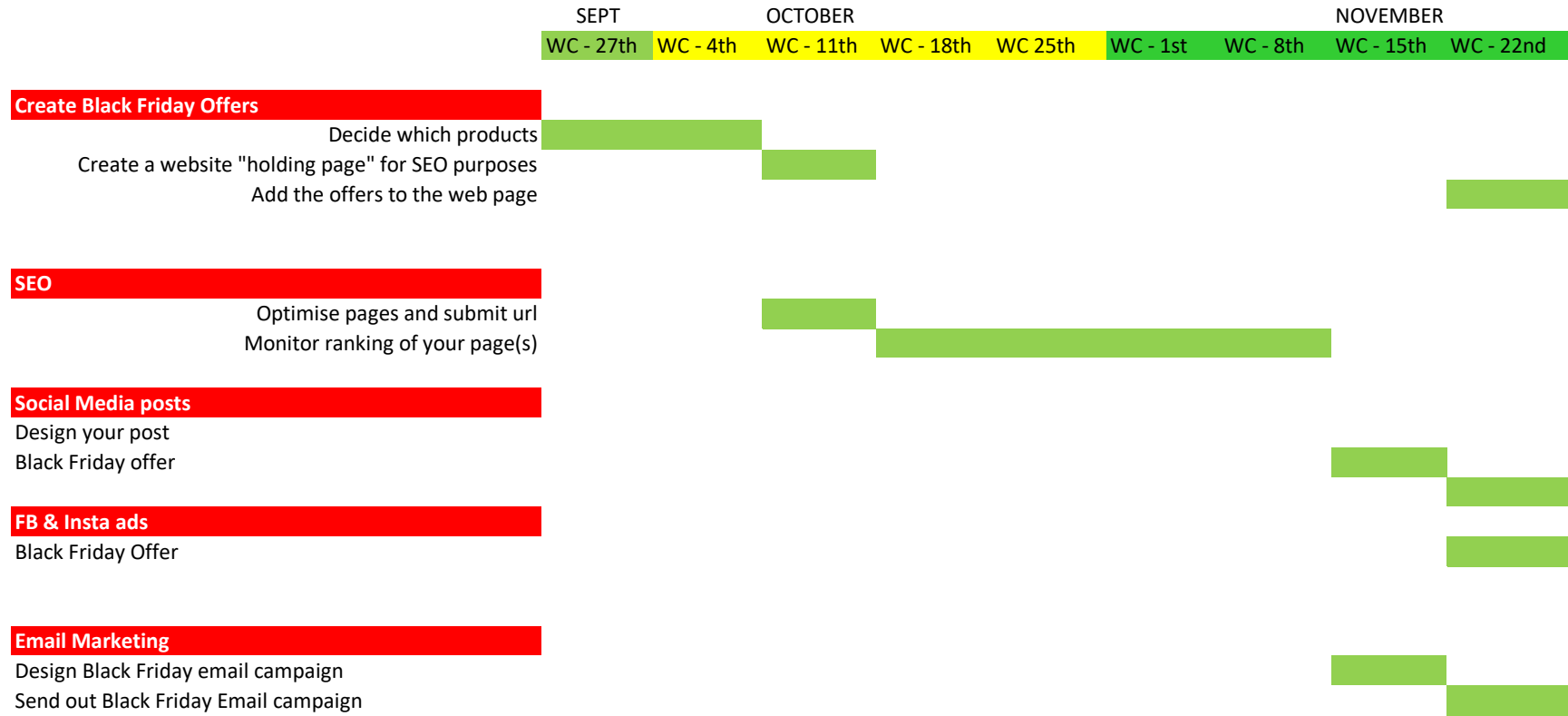
Step 5: Create social media posts to promote your “Gifts” and “Special Offers”

Step 6: Create Facebook & Instagram ad campaigns to promote your “Gifts” and “special offers”

Step 7: Email your marketing list about your “Gifts” and “special Offers”

Step 8: Plan all of this in advance – create a campaign calendar

Create a campaign calendar for Black Friday



Create a campaign calendar for Christmas

[illegible]