

The
Marketing
Crowd


Local
Enterprise
Office
Let's talk business



**HOW TO ADVERTISE ON
FACEBOOK AND INSTAGRAM**

What We Will Cover

1. **Overview of where your ads can appear**
2. Why you should use the ads tool rather than the Boost post button
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. How to target your ads
 - Around your town, county, country or multiple countries
 - By Demographics and behaviours
 - By Interests – what people have shown an interest in on Facebook

When you run an Ad on Facebook, it also goes out on Instagram



When you use the Facebook Ads tool on Facebook.com, your ad will go out on Facebook AND on Instagram

In this course we will be looking at how to do this.

View Facebook and Instagram as 2 places where your ad appears

Example Facebook Ad In Newsfeed

CreateStudio
Sponsored · 🌐

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

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

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

👍❤️ 3.1K 488 Comments 441 Shares

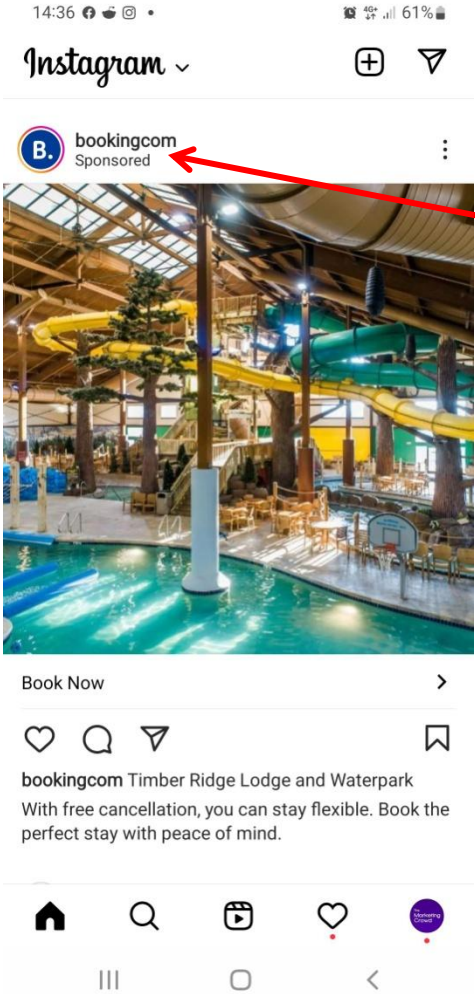
👍 Like 💬 Comment ➦ Share

This post appeared in my Newsfeed but I have not liked their page. It appeared because they are running an Ad campaign – specifically, a promoted post campaign

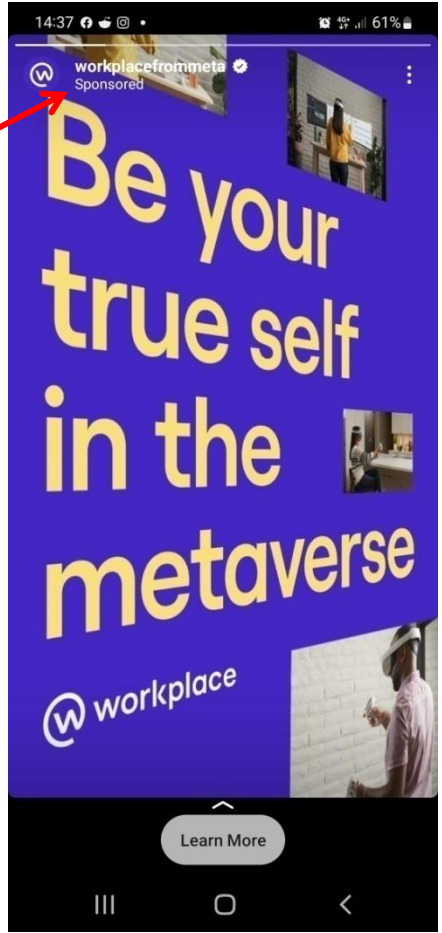
It looks like a post but I can tell it's an Ad because

- It says sponsored in light grey at the top

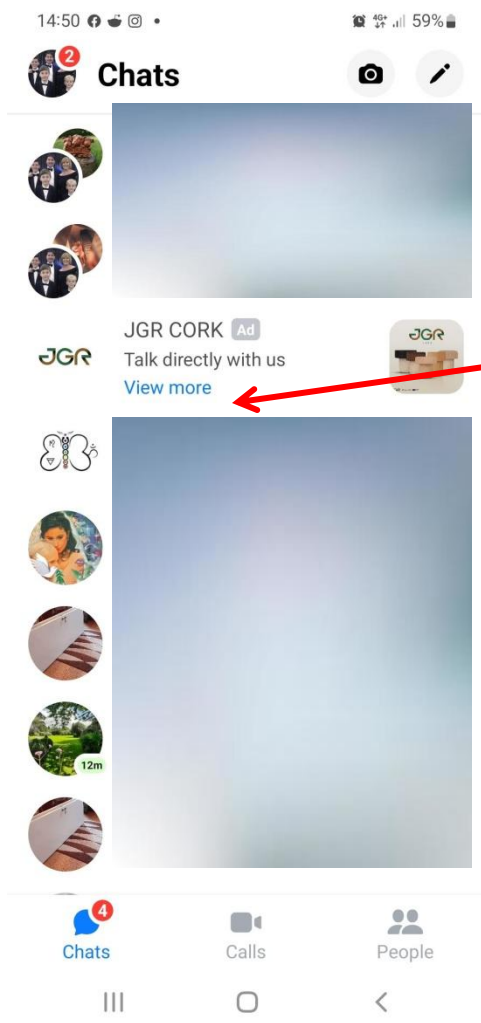
Example ads on Instagram



Ads also appear in the Instagram feed and in Instagram Stories

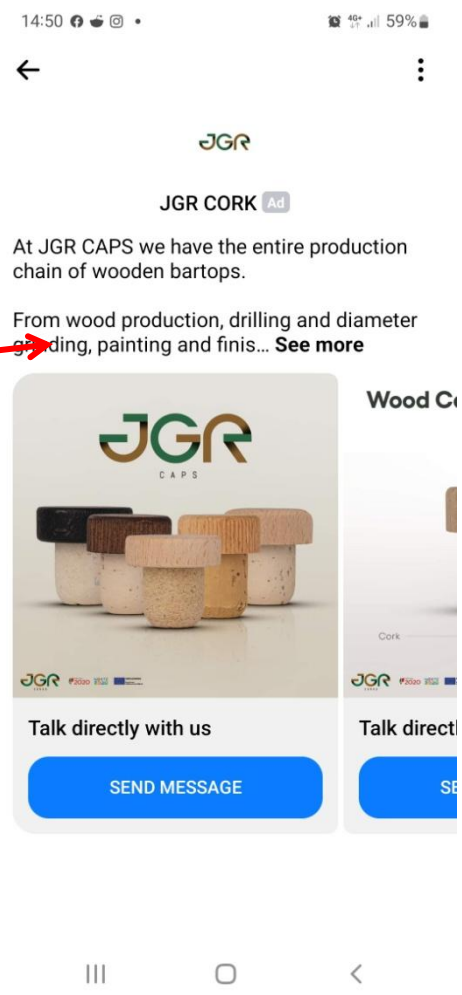


Ads also appear in Messenger



In your messenger inbox you will see an ad in-between chats

When you tap view details you see more information



Ads also appear in 3rd party websites and apps

The screenshot displays the Seattle Globalist website with several ad placements:

- 728x90 - SUPER LEADER:** A large green banner at the top right of the page.
- FULL PAGE:** Two large green vertical banners on the left and right sides of the page.
- 300x100 - BANNER:** A green rectangular banner located in the right sidebar.
- 300x300 - SQUARE:** A larger green square banner located in the right sidebar, below the 300x100 banner.

The website content includes a main article titled "WE, THE CHILDREN OF WAR IN SOUTH SUDAN, REJECT THIS WAR" with a large image of a child. Other articles include "From gangster to breaker to peacemaker, the remarkable life of Big Lazy" and "India born innovator Satya Nadella takes the helm at Microsoft". A "LATEST" section and a "PERSPECTIVES" section are also visible.

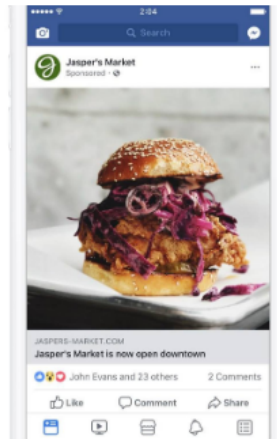
Facebook also has a network of websites and app that ads appear on

A full list of placements – where your ad can appear

Placements

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

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



Feeds

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

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

What We Will Cover

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1. The Boost Post Button – on a Facebook Post



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

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

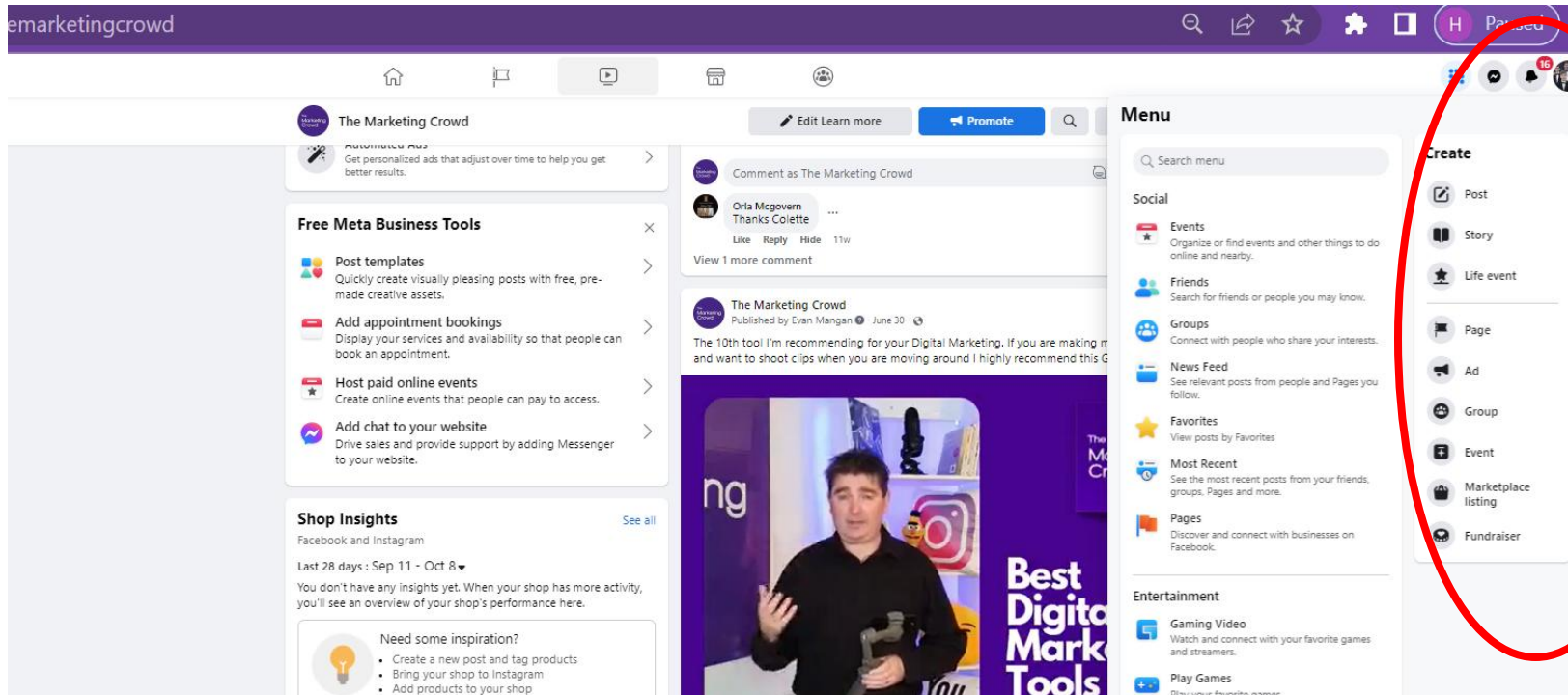
1. The Boost Post Button – on an Instagram Post



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

The targeting options here are VERY limited. You can only target by geography, age, gender and interest

2. The Ads Tool in Ads Manager



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

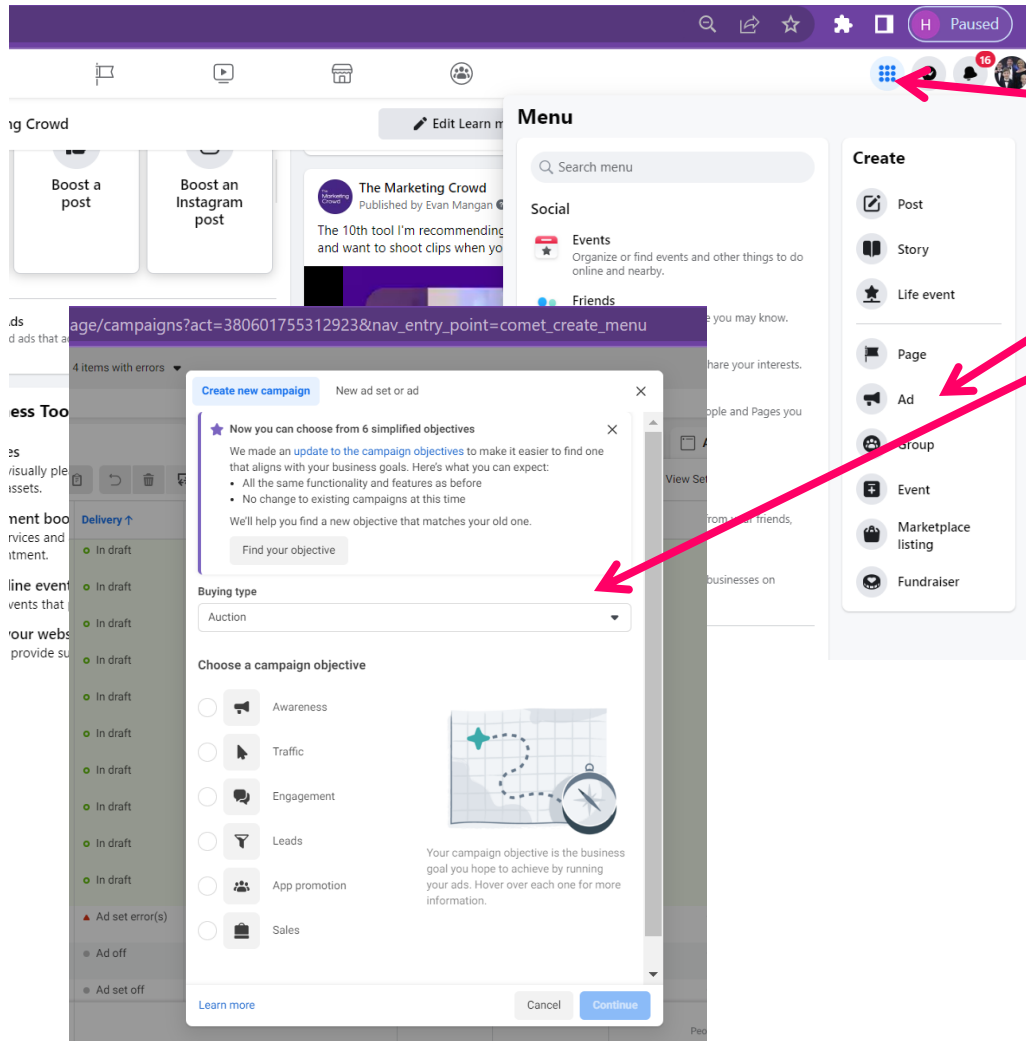
This is the tool that allows small and medium sized business run ads that appear on both Facebook and Instagram but also has

1. All the targeting options
2. Allows you to avoid wastage

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To access the ad creation tool within ads manager

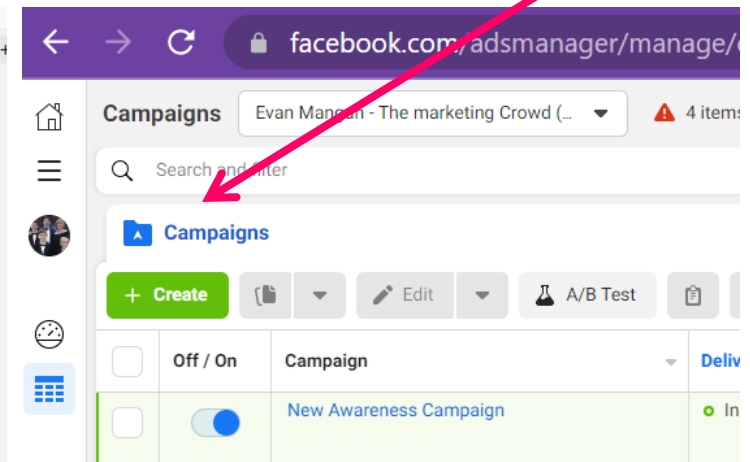
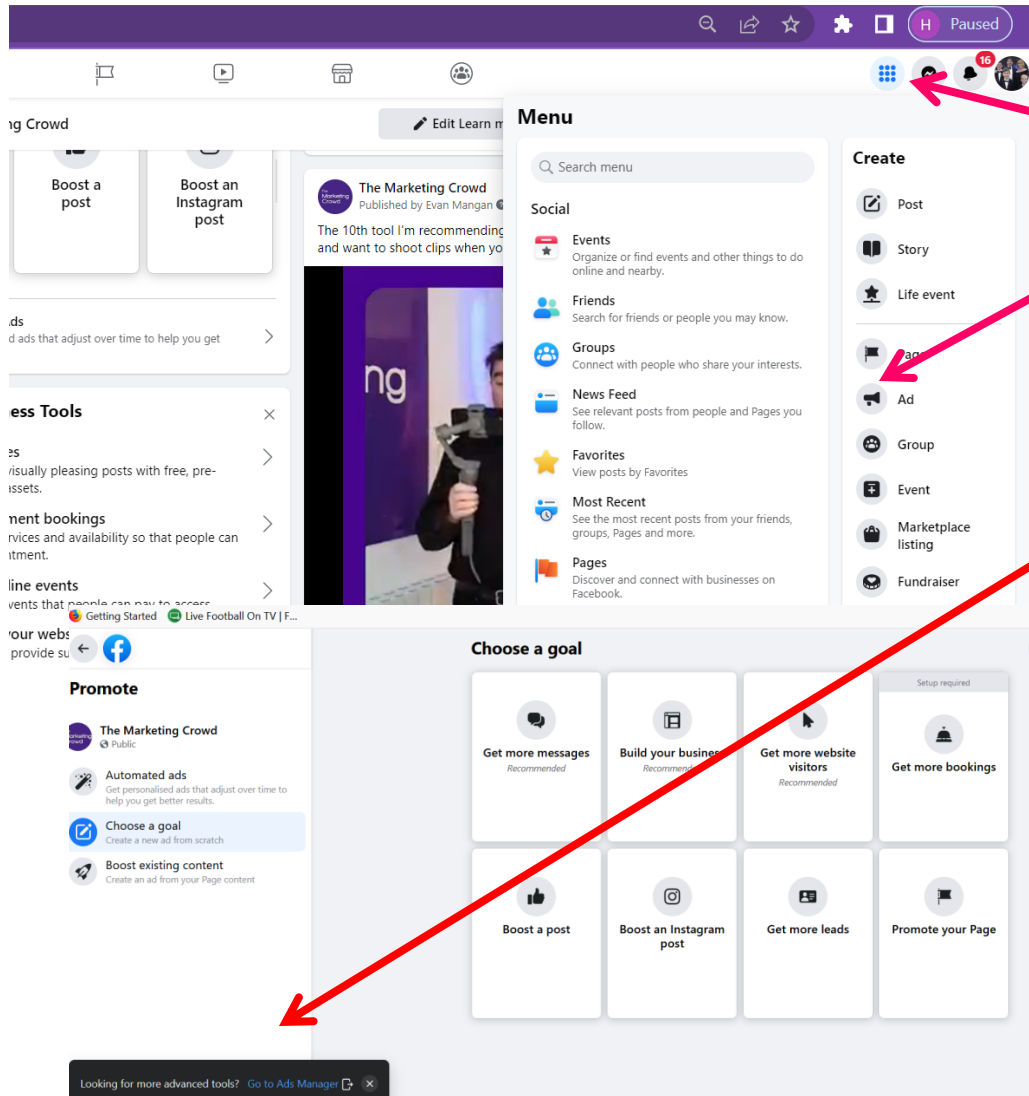


1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

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

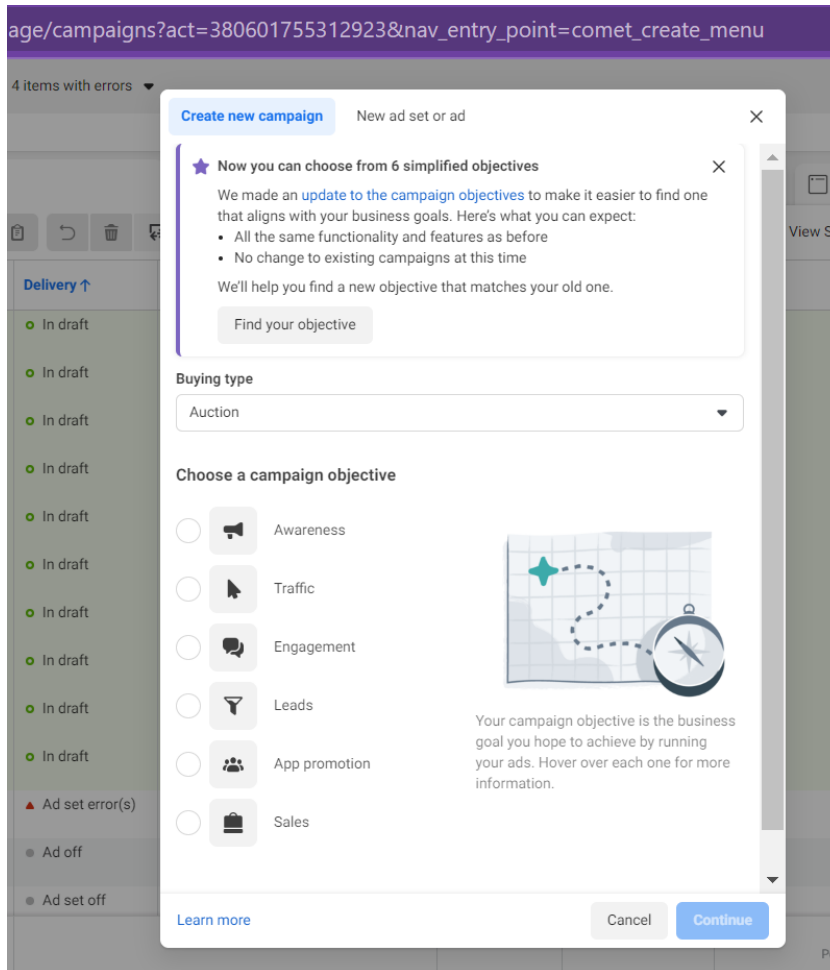
If so, see next slide

Alternative way to access the ads tool



1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It might take you to this basic ads area. If it does, click on the link in the bottom left to go to the advanced tool "Ads manager"
4. Then in Ads manager click the green Create button.

They will ask you what is your main objective



You start an Ad campaign by deciding what your objective is

Select an objective to see the available conversion location and event options for each:

Awareness: Show your ads to people who are most likely to remember them.

Traffic: Send people to a destination, like your website, app or Facebook event.

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

Leads: Collect leads for your business or brand.

App Promotion: Find new people to install your app and continue using it.

Sales: Find people likely to purchase your product or service.

You can control how much you spend on your ads

Budget & schedule

Budget ⓘ

Daily Budget ▼ €20.00 EUR

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

Schedule ⓘ

Start date

Oct 9, 2022 7:15 AM
Pacific Time

End - Optional

Set an end date

You can specify either a daily budget or a total lifetime budget you want to spend.

If you select to use a total lifetime budget, Facebook could spend most of it in the first few days. If you choose daily budget it will spend up to that amount each day

You can also set a start and end date

You can target people in lots of powerful ways

Custom audiences Create new ▾

🔍 Search existing audiences

Exclude

Locations

People living in or recently in this location ▾

Ireland

🟢 Ireland

🟢 Include ▾ 🔍 Search locations Browse

[Add locations in bulk](#)

Age

18 ▾ 65+ ▾

Gender

All genders

Detailed targeting

Include people who match ⓘ

🔍 Add demographics, interests or behaviors Suggestions Browse

Exclude

Advantage Detailed Targeting ⬆️

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

Languages

All languages

[Show more options ▾](#)

Save this audience

You can target by:

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

There are also advanced targeting techniques



You can target by:

- Whether someone visited your website recently
- Whether they engaged with your profiles, posts or ads on Facebook or Instagram
- Whether they are very similar to the people who already like your page, or have visited your website.

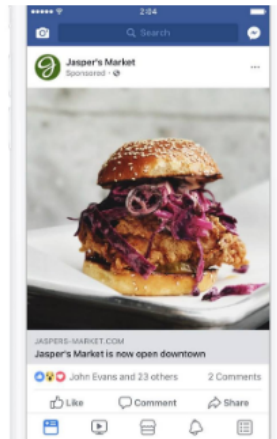
We will look at these in more detail later in the course

You can choose where your ads will appear

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Expand your reach with ads in external apps and websites	



Feeds

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

You can choose to have your ad appear

- In the desktop newsfeed (PCs and laptops)
- In the mobile newsfeed (Facebook mobile app)
- On the right hand side of the newsfeed
- In Facebook partner mobile apps (A network of 3rd party apps)
- On Instagram

You can also switch any of these off i.e. You might want to have your ad appear in the Newsfeeds but not on the right hand side of the newsfeed or in partner mobile apps

You can choose a post to send out as an ad or design one from scratch

Identity

Facebook Page

Instagram account ⓘ

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

Ad setup 💡 See recommendati...

Create ad

Use existing post

Use Creative Hub mockup

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

You can choose which page or Instagram profile you want the ad to go out from

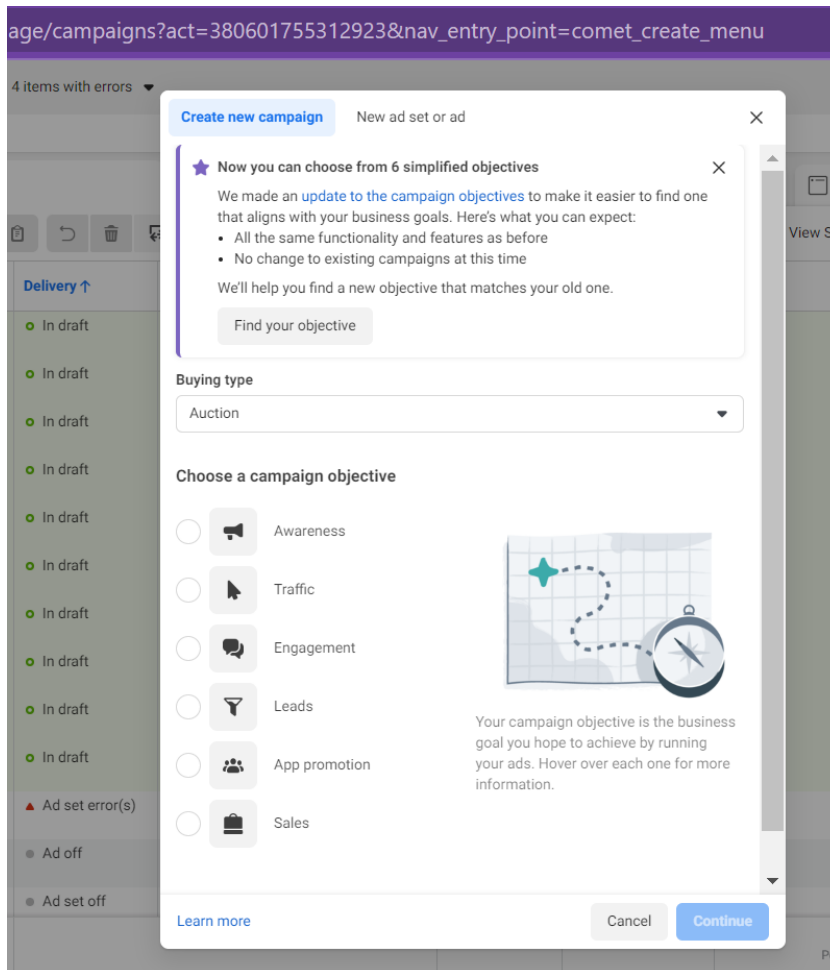
You can choose to use a previous FB post or Instagram post as the ad

Or you could choose to design it from scratch.

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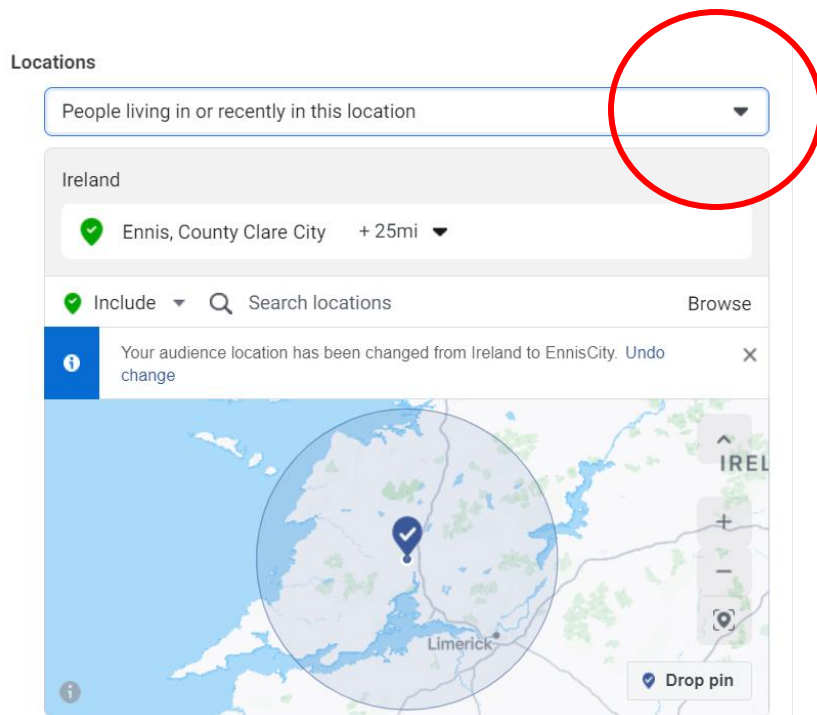
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How to target Geographically



You can ..

- Choose a region e.g. Worldwide or Europe
- Choose a country or Multiple countries
- Choose a county or a multiple county
- Choose a town within a country or multiple towns
- Choose a radius distance from a town
- Choose people who live in the location or who are visiting the location

This is mainly based on someone's phone GPS

Ensure you change the drop down from Living or Recently here to "Living Here" or "Visiting Here"

"Recently here" includes a lot of wastage.

How to target by Age and Gender

Age

 ▼ ▼

Gender

 All Men Women

You can ..

- Target people by age range – from 13 to 65+
- Target people by gender

This information is provided by everyone when joining Facebook.

How to target by Demographics

Detailed targeting

Include people who match ⓘ

🔍 Add demographics, interests or behaviors Suggestions Browse

Exclude

Advantage Detailed Ta

Reach **people**
performance.

Demographics ⓘ

- ▶ Education
- ▶ Financial
- ▶ Life events
- ▶ Parents
- ▶ Relationship
- ▶ Work

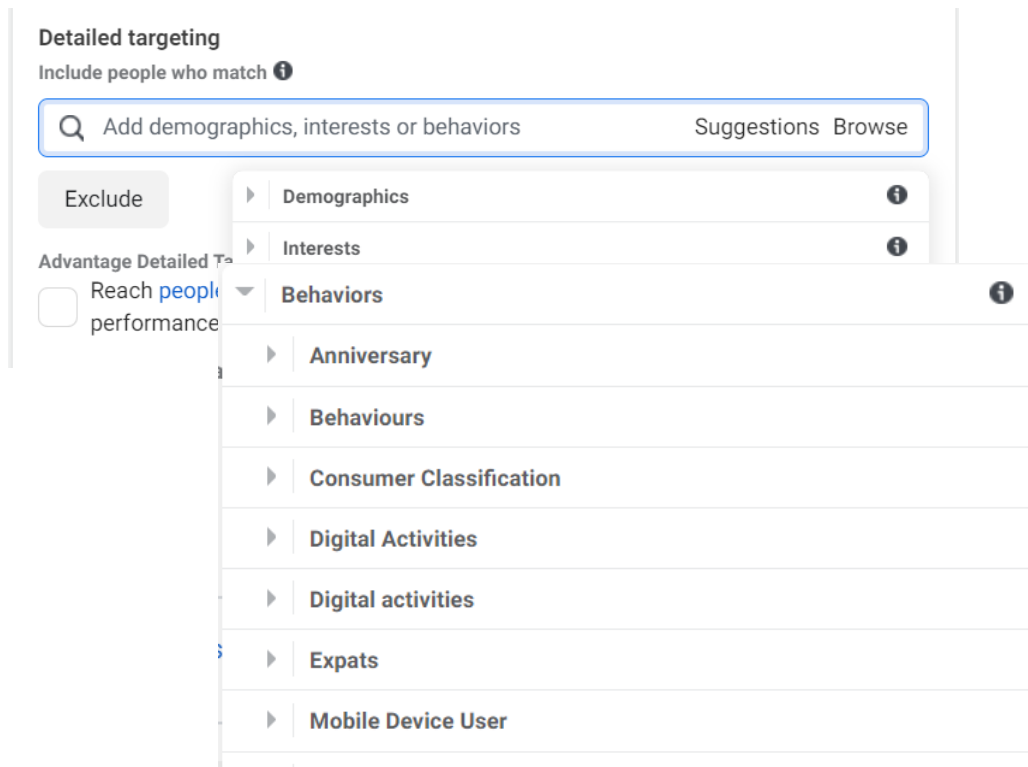
Key Point:

Demographics are based on what people put in the About section of their profile

- Target people by relationship status (single, engaged, married)
- Target people by education (schools / colleges)
- Target people by Job title
- Target people by life events (married 3 months, 6 months)
- Target people who are parents or have kids of a certain age

- You really want to have more than 1-2K people in your target audience in order for it to be cost effective and to see results.
- If your geographic targeting is narrow eg. living within 15 miles of Ennis, you are highly unlikely to have over 1,000 people in your audience.
- If you find a good targeting option, consider increasing your geographic targeting to get more people.

How to target by people's Behaviour



Behaviours are what Facebook has observed about us.

You can target someone based on ..

- Travel habit – frequent international travellers
- Whether they are an ex pat
- Whether they manage a Facebook page
- Whether they are an early adopter of technology

How to target by people's Interests

Detailed targeting

Include people who match ⓘ

Q yoga

Suggestions Browse

Exclude

Detailed targeting

Include people who match ⓘ

Interests > Fitness and wellness (fitness)

Yoga (fitness)

Q Add demographics, interests or behaviors

Suggestions Browse

Health & wellness (personal care)

Interests

Physical fitness (fitness)

Interests

Physical exercise (fitness)

Interests

likely to improve

Hatha yoga (fitness)

Interests

Well-being (psychology)

Interests

Quality of life (psychology)

Interests

Iyengar Yoga (fitness)

Interests

Personal care (toiletries)

Interests

Personal development (personal identity)

Interests

Save this audience

Interest targeting is one of the most powerful elements of Facebook Advertising because you can target people based on what they have shown an interest in on Facebook and outside of Facebook. E.g. The pages they have liked or the ads they have clicked on or sites they have visited.

Search by topic

For example, if you are a yoga business, search for Yoga and choose Yoga - interests or something else from the dropdown.

Then click on Suggestions and it will show you what other topics the people who like Yoga have shown an interest in. This should give you more targeting ideas

Also, think like a sniper rather than a machine gun



Try not to target EVERYONE in the same ad.

Ask yourself are there distinct audiences that I should tailor the image and text to in order for it to resonate with them?

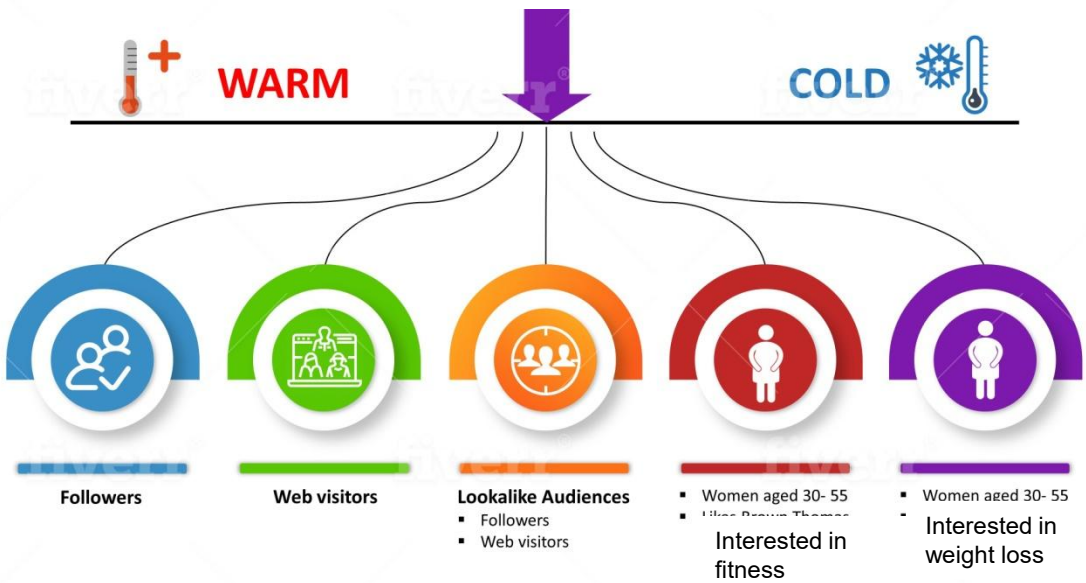
E.g. As a sports physio, don't target people interested in running swimming and cycling with the one ads. Create 3 ads with an image relevant to each audience and text that speaks to them

E.g. As a gym – don't target everyone over 18 within 5 miles who is interested in fitness

Target guys 18-30 with an image of a ripped guy plus benefits that will resonate with them, women 18-30 with an image of a toned young woman plus relevant text, guys over 40 with a relevant image and women over 40 with a relevant image

How to take your campaigns to the next level

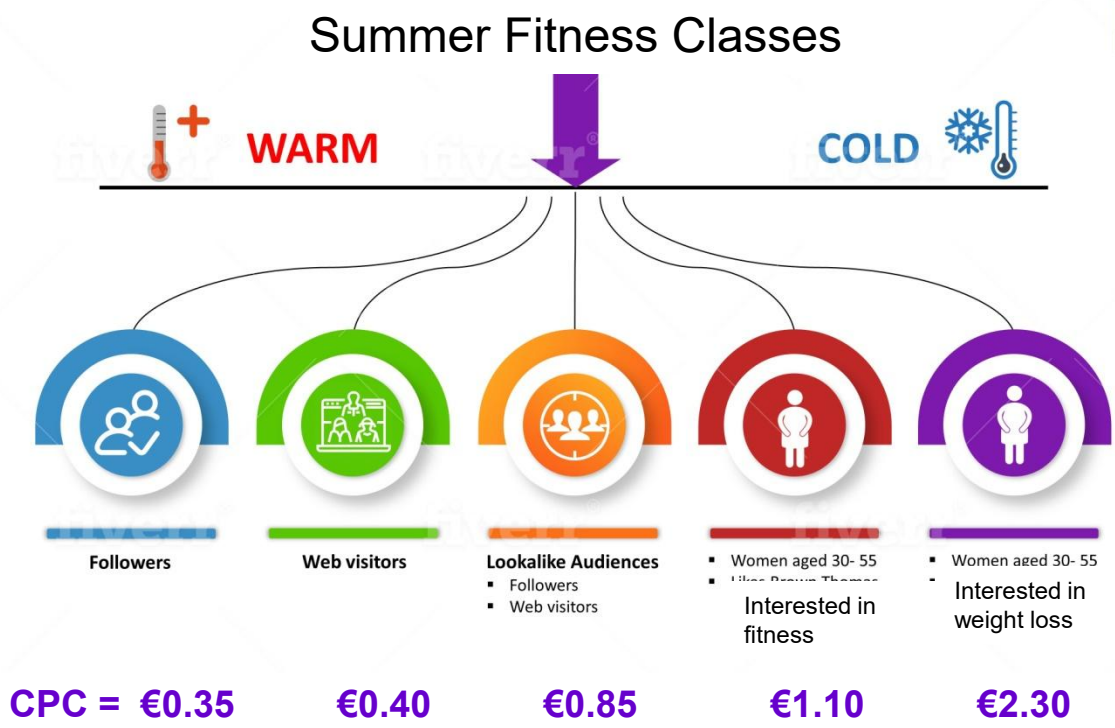
Summer Fitness Classes



You should not view it as one ad campaign but actually a multi campaign where you

1. Focus first on your warm audiences (Those who have interacted with your brand) and prioritise your ad spend on those.
2. Then work towards colder audiences (those who have not heard of you / interacted with you)

How to take your campaigns to the next level



3. Then monitor the Cost Per Click of each target group to see which ones are worth targeting again and which ones have a very high cost per click

CPC of 10c to 40 c is excellent
CPC of 40c to €1.20 c is ok
CPC of €2 – €3 euro is getting very expensive

How to target your social media followers / engagers



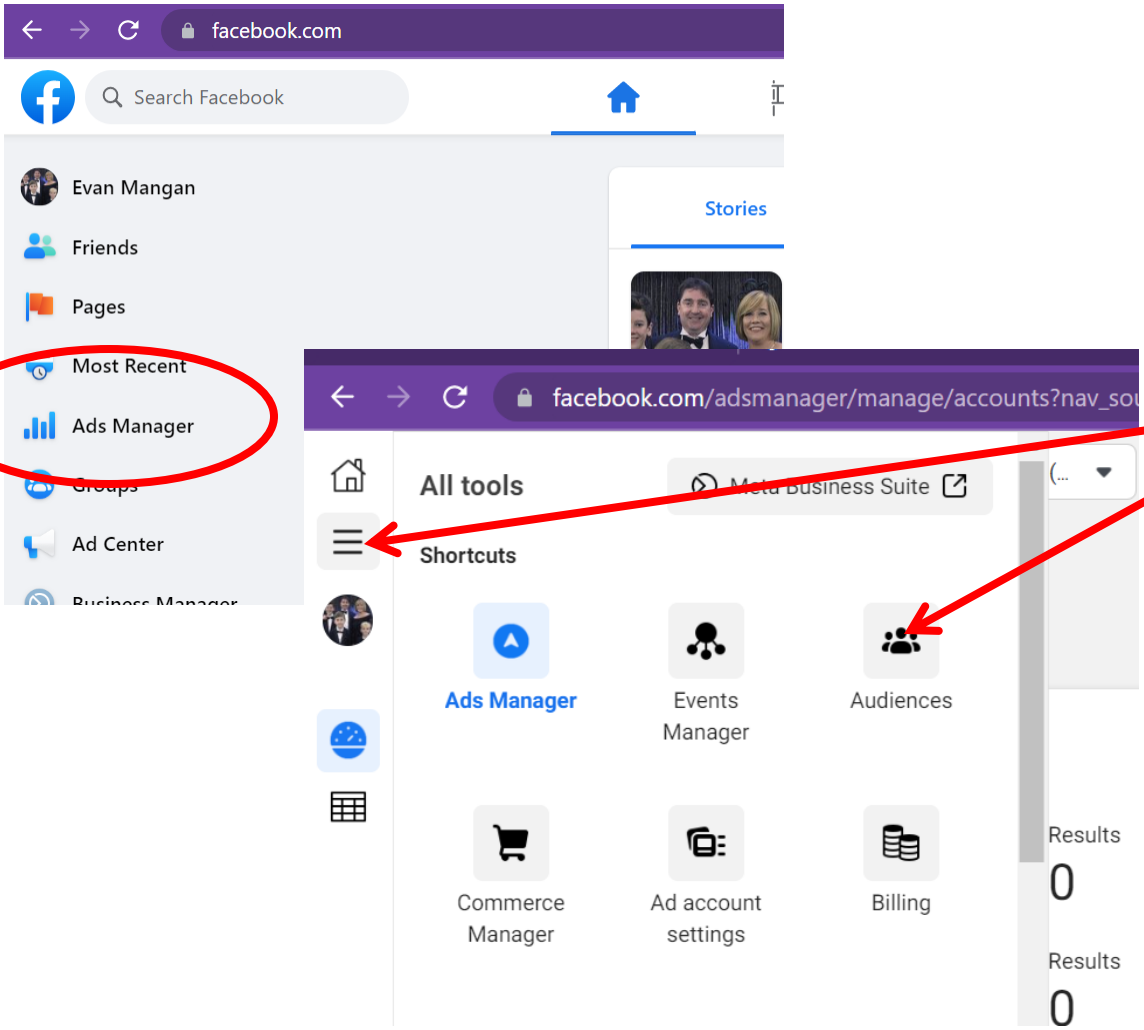
Earlier we looked at how to target your Facebook page followers.

But some of those might not be that interested. How can you target those who have recently shown an interest?

How can you target non followers who have engaged with your posts or ads?

How can you target people who have engaged with you On Instagram?

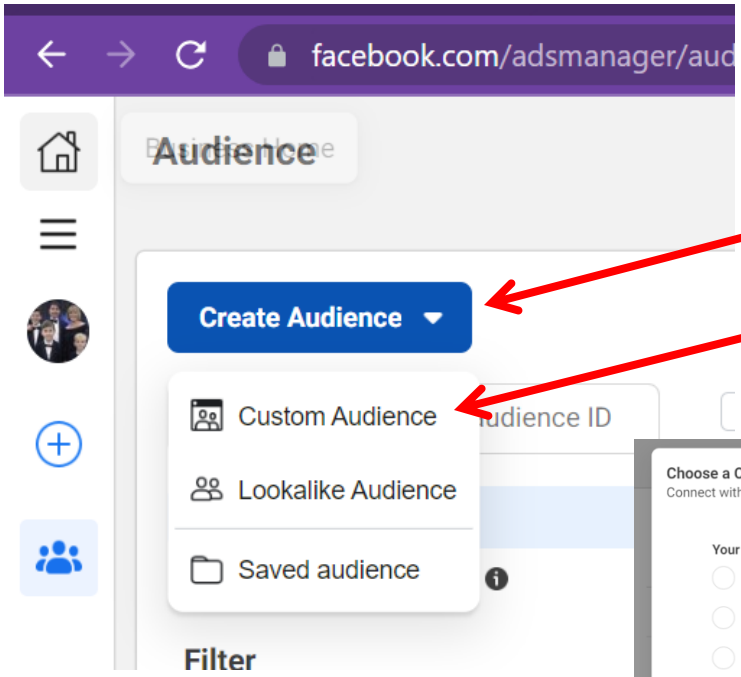
How to target your social media followers / engagers



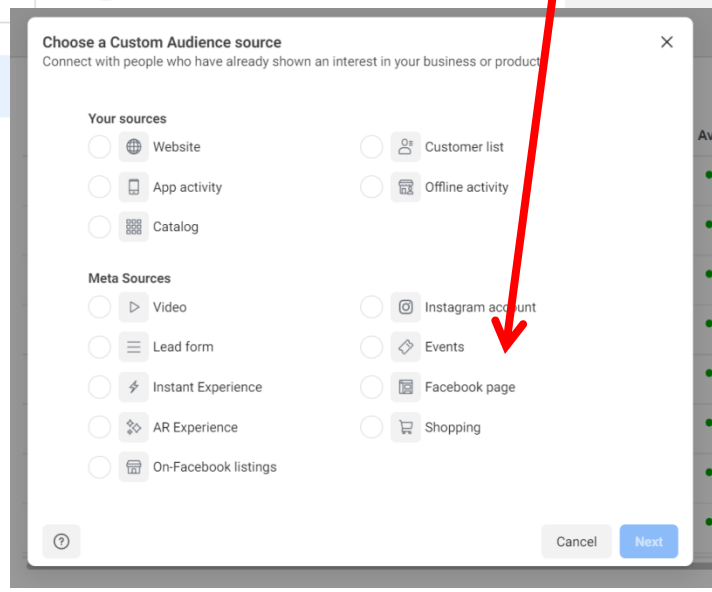
Go to the audiences section of Ads Manager

- 1. Go to your Feed*
- 2. Click on Ads Manager*
- 3. Click on the Menu top left*
- 4. Click on Audiences*

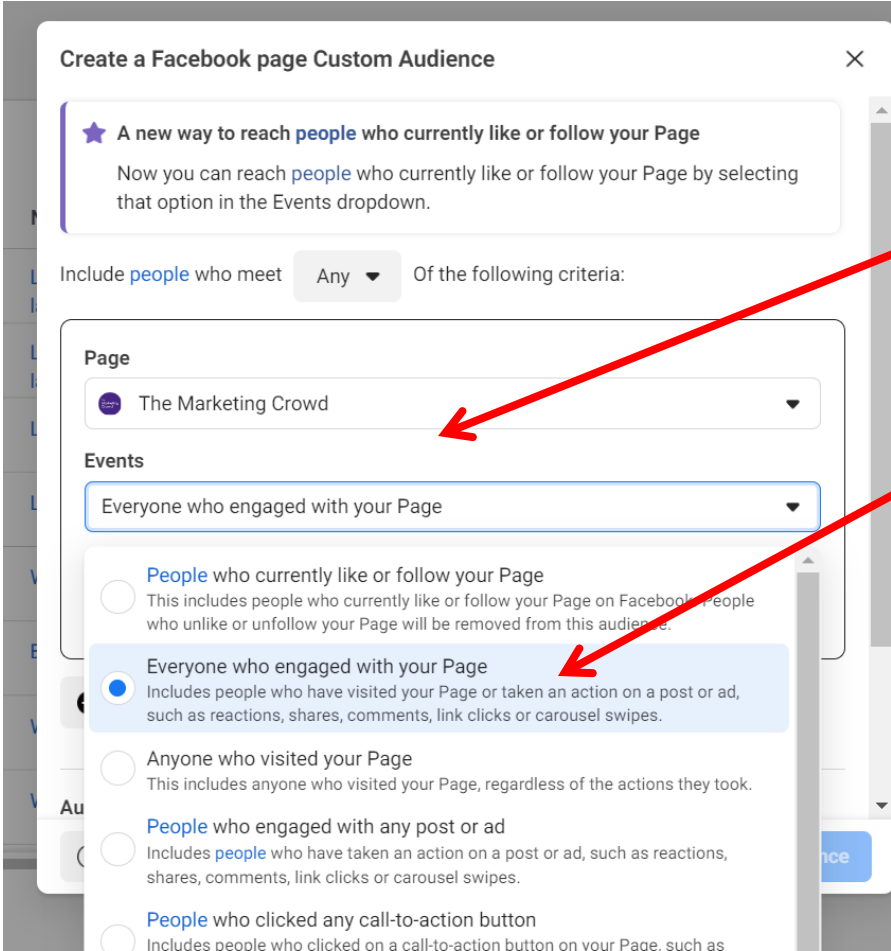
Advanced Facebook page targeting



Click create audience
Click Custom audience
Then select Facebook page



Advanced Facebook page targeting



Choose your page from the drop down

Either select Everyone who engaged or choose a specific Engagement

Advanced Facebook page targeting

Create a Facebook page Custom Audience

Page
The Marketing Crowd

Events
Everyone who engaged with your Page

Retention ⓘ
365 days

+ Include more people - Exclude people

Audience Name
Engaged with TMC FB page 365 days 33/50

Description · Optional
0/100

Back Create audience

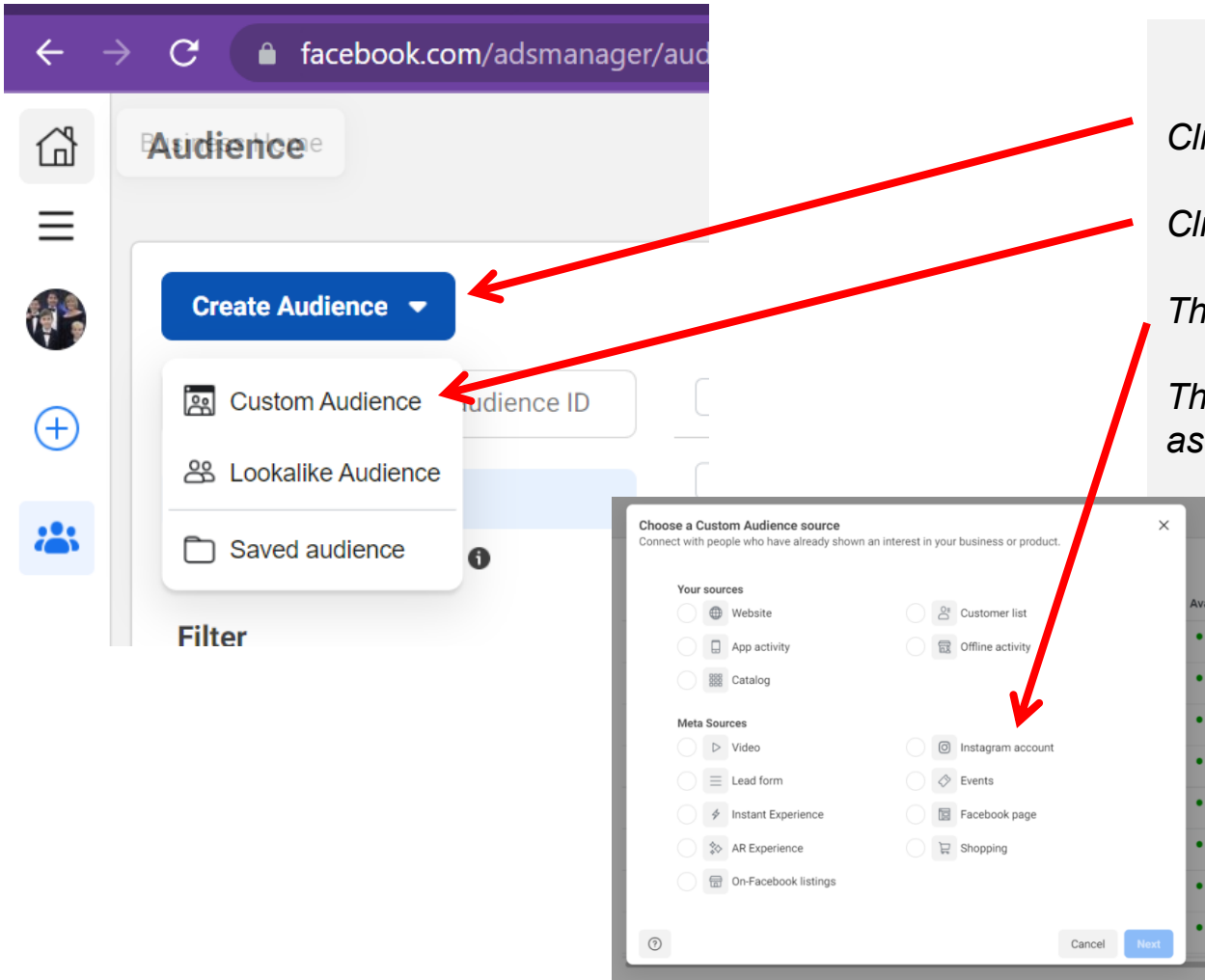
Choose the number of days up to a max of 365

Include more people - You can also add those who engaged with another page you manage

Write a name you will recognise

Click create audience

Advanced Instagram account targeting



Click create audience

Click Custom audience

Then select Instagram account

The follow the exact same process as the Facebook audience

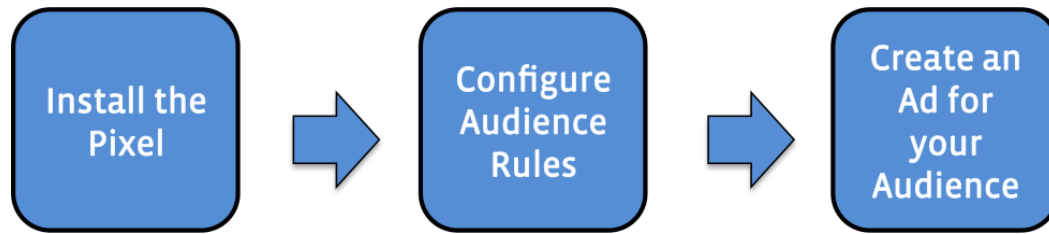
How to target your website visitors



Remarketing is a powerful way of targeting people who have visited your website recently. These people are interested in your product or service but might not have been at the point of purchase.

By retargeting them you are keeping your brand top of mind and re-prompting them to consider your product or service

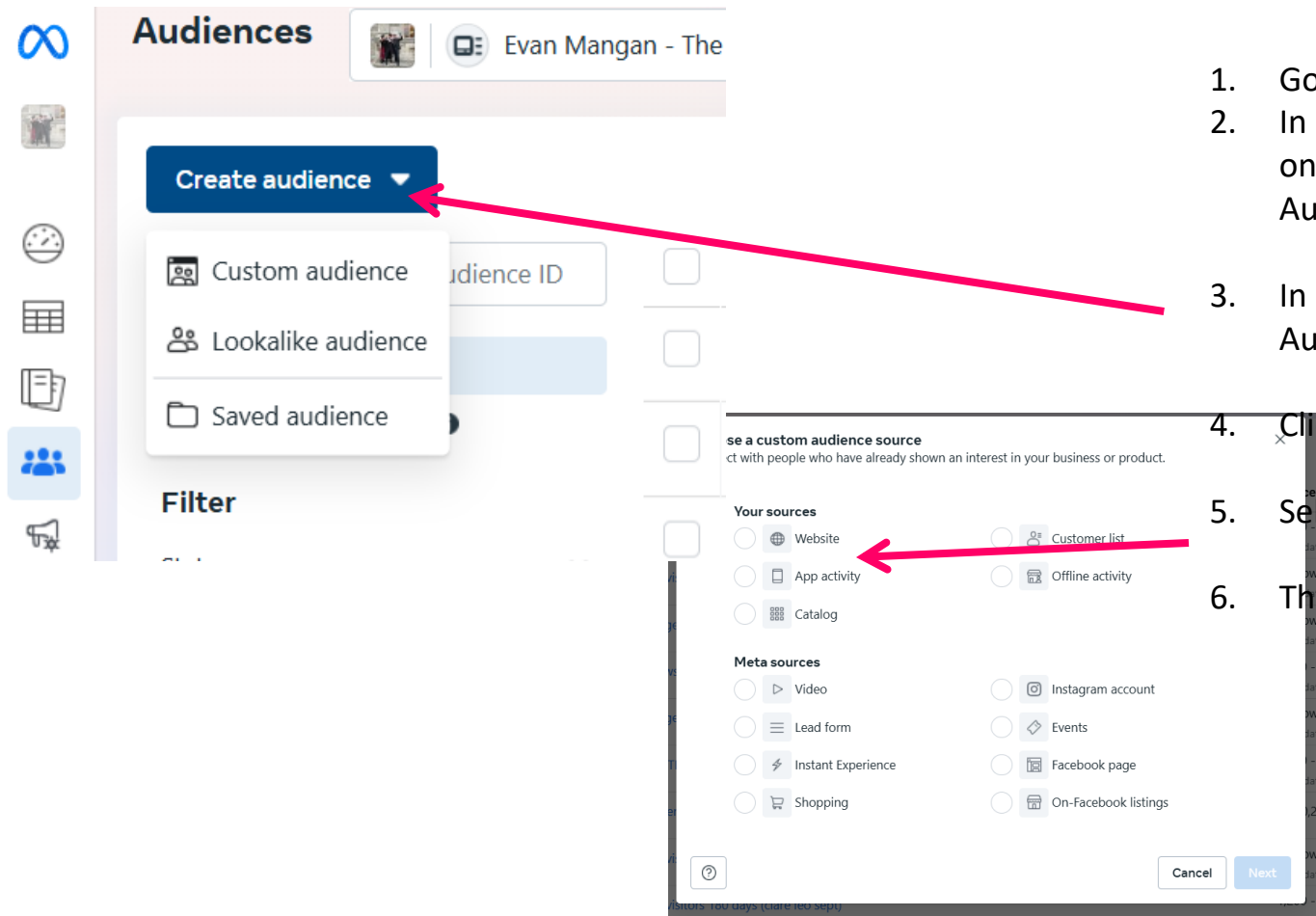
How to target your website visitors



How it works:

- 1. You get your Facebook tracking pixel and you (or web designer) adds it to your web pages*
- 2. You configure the audience rules e.g. are you targeting all visitors to the site or just specific pages. Over what time period 30 days, 60 days.*
- 3. After the audience starts building over time, you then create an ad set for your campaign targeting this audience*

How to target your website visitors



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

How to target your website visitors

Create a website custom audience ✕

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

Source

Evan Mangan's Pixel ▾

Events

All website visitors ▾

Audience retention ⓘ

days

Audience Name

0/50

Description · Optional

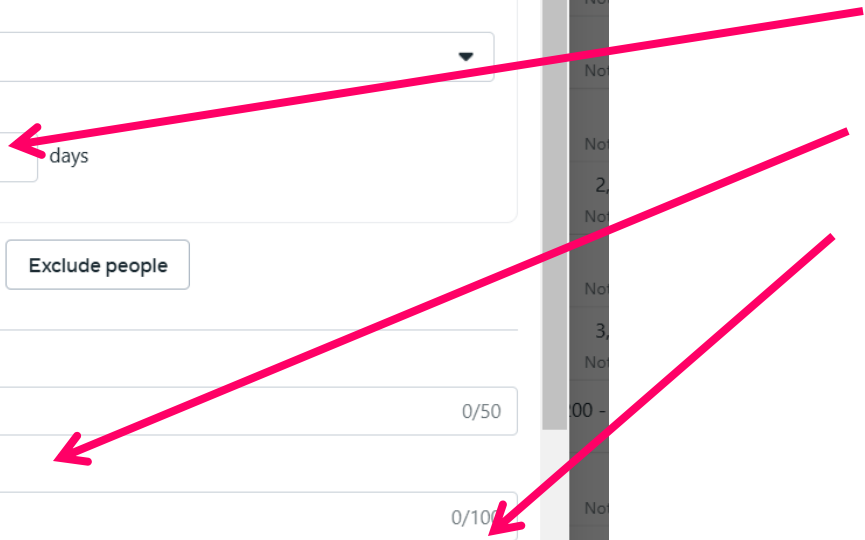
0/100

How to create an audience of people who have visited in the Last 30 days

Type in 30

Name the Audience so you will recognise it

Click "create audience"



How to target your website visitors

Create a website custom audience ✕

Your custom audience was created ✓

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

Next steps

- Create a lookalike audience**
Reach [Accounts Center accounts](#) similar to the audience you just created by creating a lookalike audience.
[Learn more](#)
- Create an ad**
Create an ad to advertise to your new audience.
[Learn more](#)
- Create another custom audience**
Continue to create another custom audience.
[Learn more](#)

Done

LOW website traffic

Click done"



How to target your website visitors

The screenshot shows the Facebook Audiences interface. At the top, there's a header with the Facebook logo, the word 'Audiences', and a dropdown menu showing 'Evan Mangan - The market...'. Below the header is a 'Create audience' button. A search bar is labeled 'Search by name or audience ID'. There are two radio buttons: 'All audiences' (selected) and 'Expiring audiences'. A 'Filter' section is visible on the left with expandable options for Status, Type, Availability, and Source. The main area displays a table of audiences:

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

You will now see your audience Listed here.

You should now repeat the process and create an audience for 180 days as this is the max length of time you can hold people

To do this ..

1. Click on Create audience
2. Choose Custom Audience
3. The website traffic
4. Then change the number 30 to 180 days and then name your audience

Let's visualise where we now are

Step 1: You create your Audiences

Evan

Web visitors 30 days

Web visitors 180 days

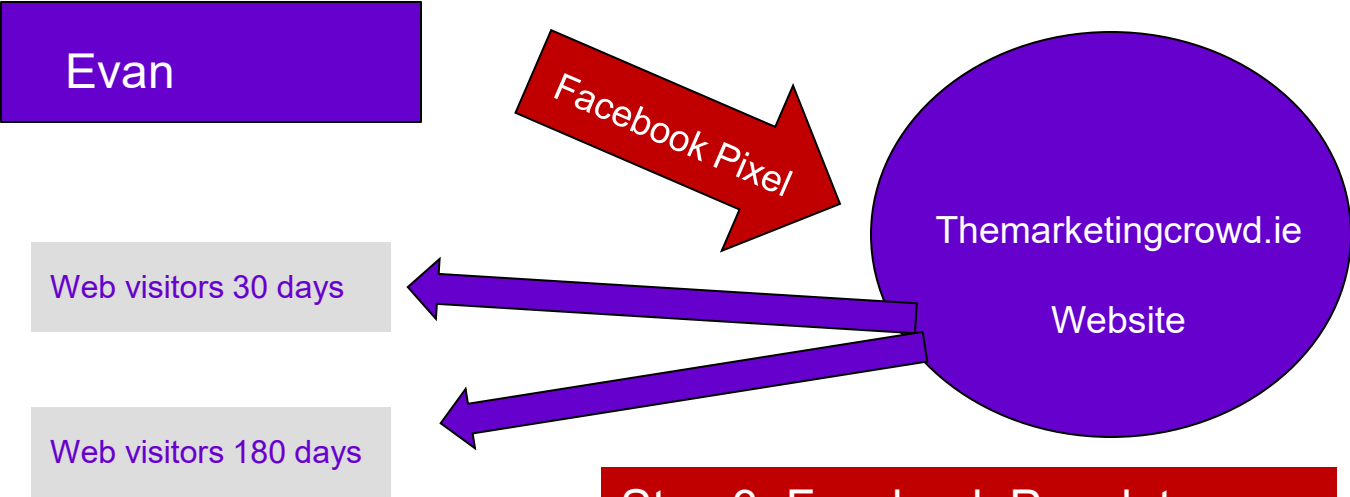
Themarketingcrowd.ie

Website

At this stage Facebook has no idea who has visited my website. However, once I add the Pixel to the website....

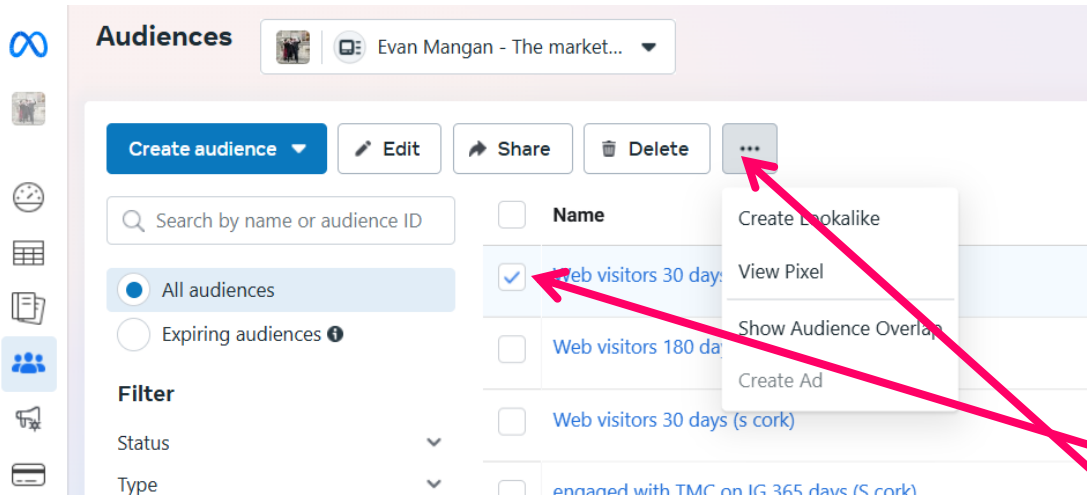
Let's visualise where we now are

Step 2: Add the Pixel



Step 3: Facebook Populates your audiences

How to get the Pixel



You now need to get the pixel and place it on your website.

Until the pixel gets on your site the audiences won't build.

To do this ..

1. Tick the box next to the Webs visitors 30 days audience (180 days – it doesn't matter)
2. Then click on the 3 dots
3. Then click "View pixel"

How to get the Pixel

Install Pixel

Before you can use your Facebook pixel, you must install some code snippets on your website. This code sends data back to Facebook so you can measure activity and create smarter advertising based on that activity.

You need to install two kinds of code: **pixel base code** on every page of your website and **event code** on specific webpages.

1 Install Pixel Base Code

1.1 Locate the header code for your website.

You must install the pixel base code into the header code of every page of your website. This lets you get data about all page views on your website, to establish a baseline for measuring specific events. Find the `<head>`/`</head>` tags in your webpage code, or locate the header template in your CMS or web platform. [Learn where to find this template or code](#) in different web management systems.

1.2 Copy the entire pixel base code and paste it in the website header.

If possible, paste the pixel base code at the bottom of the header section, just above the `</head>` tag.

Please don't modify this code.

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

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

Either copy and paste the code

This is your Pixel code. You can now either

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

How to target “lookalike” audiences

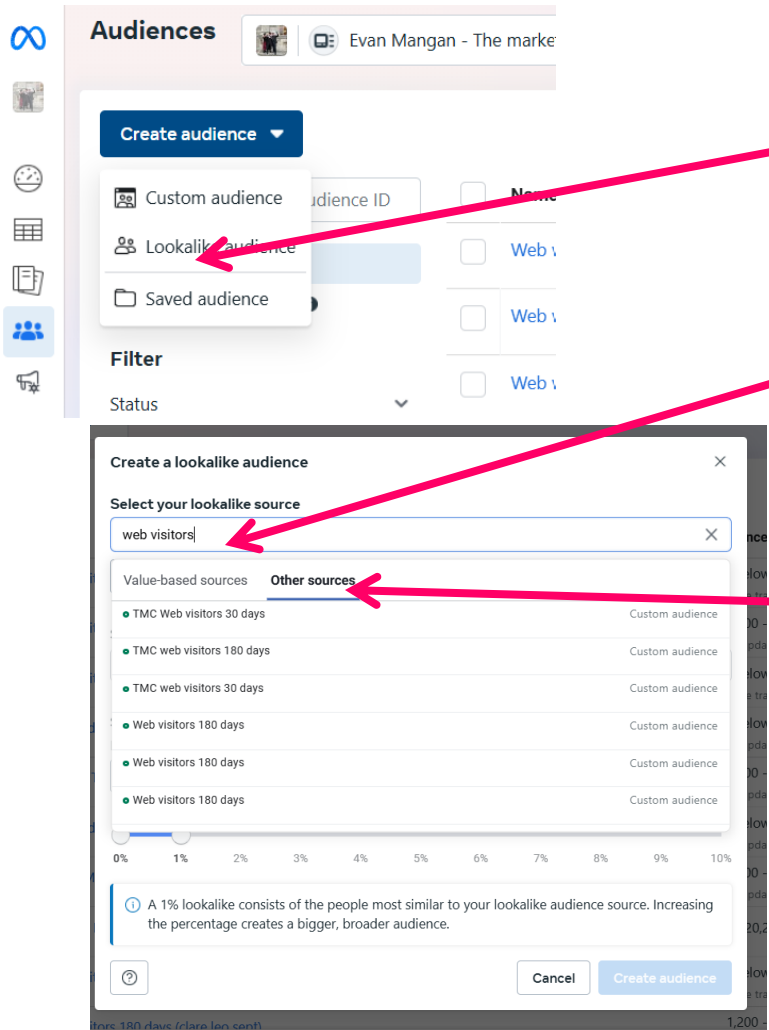


You can target people who look similar (similar age / location / interests) to your followers , or web visitors

They are called lookalike audiences.

A lookalike audience will include the top 1% to 10% of people in the selected country who are most similar to the seed custom audience.

How to target "lookalike" audiences



Click on the Create Audience button but instead of selecting custom audience as we did earlier, select Lookalike audience

Then type in the name of the audience that you want to develop a lookalike e.g., enter your page name or if you have created a custom audience (web visitors / customer s/ email list) select one.

Then click on data sources and you will see your audiences.

How to target “lookalike” audiences

Create a lookalike audience

Select your lookalike source

TMC Web visitors 30 days

Create new source

Select audience location

Countries > Europe

Ireland

Search for regions or countries Browse

Select audience size

Number of lookalike audiences

1

37.4K

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

A 1% lookalike consists of the people most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

Cancel Create audience

Also enter the country that you wish the audience to be in. E.g. Ireland

Leave it at 1%

Then click on Create audience. It can take several hours for the audience to be created.