



**HOW TO USE DIGITAL MARKETING TO SELL
YOUR PRODUCTS AND SERVICES LOCALLY
AROUND YOUR TOWN OR COUNTY**

What we are NOT covering on this course



This isn't a course that will teach you a topic like SEO, Instagram marketing or Facebook ads in detail

This course is designed to

1. Give you a helicopter view of how to market your business locally using digital marketing
2. Explain how the main areas fit together

What We Will Cover Today

Free Google Search Tactics

1. **How to get your Google Business Profile found in Google's 3 local map results**
2. What you need to do to get your website found on page 1 of organic results for local searches
3. Get listed on directory sites that appear on page 1

Paid Advertising Tactics

4. How to use Facebook & Instagram ads to target people who live within a few miles of your town or within your county

Free Social Media Tactics

5. Consider hashtags, Geotags, Profile names, local Facebook groups

Get found in Google local map results

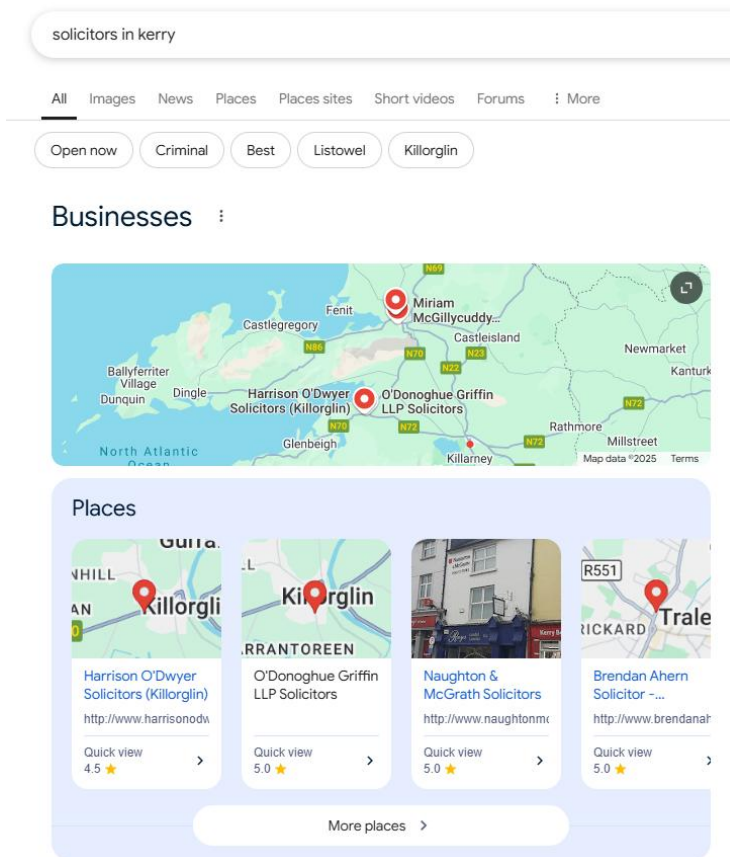
The screenshot shows a Google Maps search for "restaurants in limerick". The search bar contains the text "restaurants in limerick" with a close button (X) on the right. Below the search bar, there are tabs for "All", "Images", "Places", "Short videos", "Places sites", "News", "Forums", and "More". Underneath, there are filter buttons for "Top rated", "Open now", "City centre", "Chinese", and "Cheap". The results section shows "Results for Limerick · Choose area" followed by a "Places" heading. Below this is a map of Limerick with several restaurant locations marked with red pins and labels: "The Curragower Bar and Kitchen", "The SpitJack Limerick", "House Limerick", and "The Milk Market". Below the map, there is a "Places" section with four thumbnail images and their names: "The SpitJack Limerick", "House Limerick", "The Curragower Bar and Kitchen", and "Coqbull Limerick".



When someone searches using the name of a town or county, Google places “Google profiles” prominently on page one under a map

- Create a Google Business Profile
- Add relevant content and images.
- Get reviews for your listing.

What is a Google Business Profile – it gets you found in the 3 map results

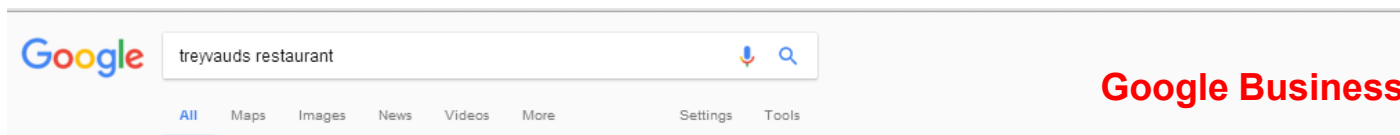


- You can get a free Google Business Profile
- Whenever someone searches using a Geographic term in the search e.g. Solicitors in Kerry, they will place 3 listings in the map results at the top of the page

The only way to appear in these map results is to have a Google Business profile

Note: You could have your listing appear in the map results and your web page appear in the 10 organic search results below them

What is a Google business profile – it also appears on the right hand side when people search for your business by name



Google Business Profile

About 22,500 results (0.65 seconds)

[Treyvaud's Restaurant](#)

[treuvaudsrestaurant.com](#)

This site may be hacked.

Treyvaud's is a family run Restaurant located in the heart of Killarney. Specialising in International cuisine, you can sample such mouth watering delights like, ...

Menu · Sunday Lunch · Lunch

[Treyvaud's, Killarney - Restaurant Reviews, Phone Number & Photos ...](#)

<https://www.tripadvisor.ie> · ... · County Kerry · Killarney · Killarney Restaurants

★★★★★ Rating: 4.5 - 546 reviews

Treyvaud's, Killarney: See 546 unbiased reviews of Treyvaud's, rated 4.5 of 5 on TripAdvisor and ranked #8 of 182 restaurants in Killarney.

[Dinner Menu - Treyvaud's Restaurant / Killarney County Kerry ...](#)

www.ireland-guide.com/menu/treyvauds-restaurant.5649.4497.html

Dinner Menu for Treyvauds Restaurant in Killarney County Kerry Ireland.

[Lunch Menu / Treyvauds Restaurant / Killarney County Kerry ...](#)

www.ireland-guide.com/menu/treyvauds-restaurant.5648.4497.html

Lunch Menu for Treyvauds Restaurant in Killarney County Kerry Ireland.

[Treyvaud's Restaurant Reviews Online | Menupages Community](#)

www.menupages.ie · Kerry · Kerry Central · Killarney

★★★★★ Rating: 4 - 18 reviews - Price range: €€€€

Read reviews of Treyvaud's Restaurant Killarney Kerry from the Menupages Community. Submit your Review today.

[Treyvaud's | Facebook](#)

<https://www.facebook.com> · Places · Killarney · Restaurant

★★★★★ Rating: 4.3 - 332 votes

Treyvaud's, Killarney, Ireland. 15644 likes · 108 talking ... Been to many top restaurants all over the world and this is one of the best. Beautiful food, prepared and ...

[Treyvauds - 12 Photos & 14 Reviews - French - 62 High St, Killarney ...](#)

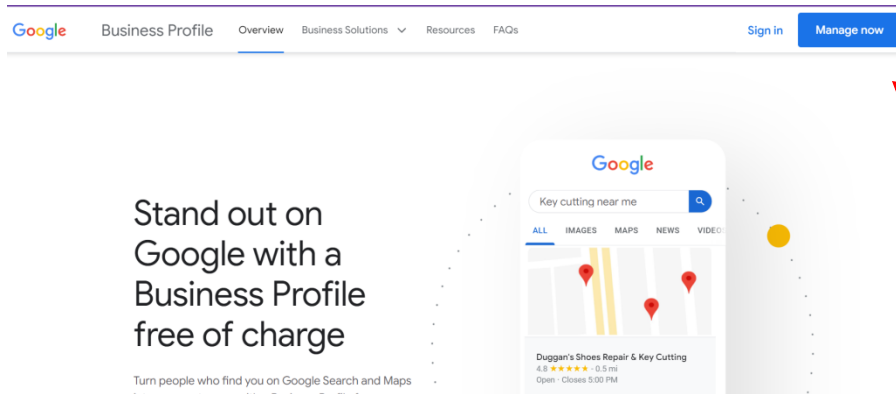
<https://www.yelp.ie> · Restaurants · French

★★★★★ Rating: 4.4 - 14 reviews - Price range: €€€

was on our short list of

A screenshot of a Google Business Profile for Treyvaud's Restaurant. The profile is enclosed in a red border. At the top, there are two images: a plate of food (fries, burger, salad) and a map showing the restaurant's location. Below the images are buttons for 'See photos' and 'See outside'. The main heading is 'Treyvaud's Restaurant'. Below the heading are buttons for 'Website' and 'Directions'. The profile shows a 4.2 star rating from 20 Google reviews. Below this, there is a description: 'Smart, family-run restaurant with a Modern Irish and international menu, plus regular event nights.' The address is '62 High Street, Killarney, Co. Kerry'. The hours are 'Open today · 12–11:30p.m.'. The phone number is '(064) 663 3062'. There is a 'Suggest an edit' button. Below the profile information, there are two sections for reviews: 'Reviews from the web' and 'Facebook'. The 'Reviews from the web' section shows a 4/5 rating from 18 reviews. The 'Facebook' section shows a 4.3/5 rating from 332 votes. At the bottom, there is a 'Popular times' section with a bar chart showing the restaurant's busy times. The chart shows that the restaurant is usually not too busy now, but it peaks in the evening. There is a 'Sundays' dropdown menu next to the chart.

Getting started



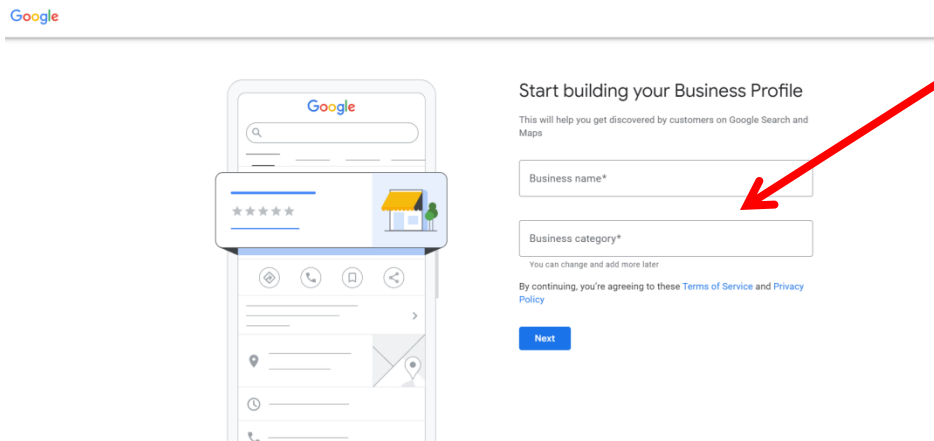
Go to [Google.com/business](https://www.google.com/business)

Click sign in on the top right and login with your Gmail account logins

If you have a listing setup using that account it will take you to it.

If not it will ask you to search for your business

If you business doesn't have a listing it will ask you to create one



How to setup and optimise your Google business profile

The image shows two screenshots from a Google account. The top screenshot is the Google Business Profile Manager interface. It displays a list of businesses under the heading 'Businesses'. The first business listed is 'The Marketing Crowd' located at 'Lower Bridge Street, Killorglin, Co. Kerry'. It is marked as 'Verified' and has a 'See your profile' button next to it. A red arrow points from this button down to the second screenshot. The second screenshot shows a Google search for 'The Marketing Crowd'. The search results show the business profile for 'The Marketing Crowd' with a 5.0 star rating and 82 reviews. A red arrow points from the 'See your profile' button in the first screenshot to the business profile in the second screenshot.

When you do login to your listing you need to click on "see your profile"

It will now take you to a Google search result for your business name where you can now update your profile

How does Google choose the top 3 profiles to put in map results?

Google Business Profile Optimisation

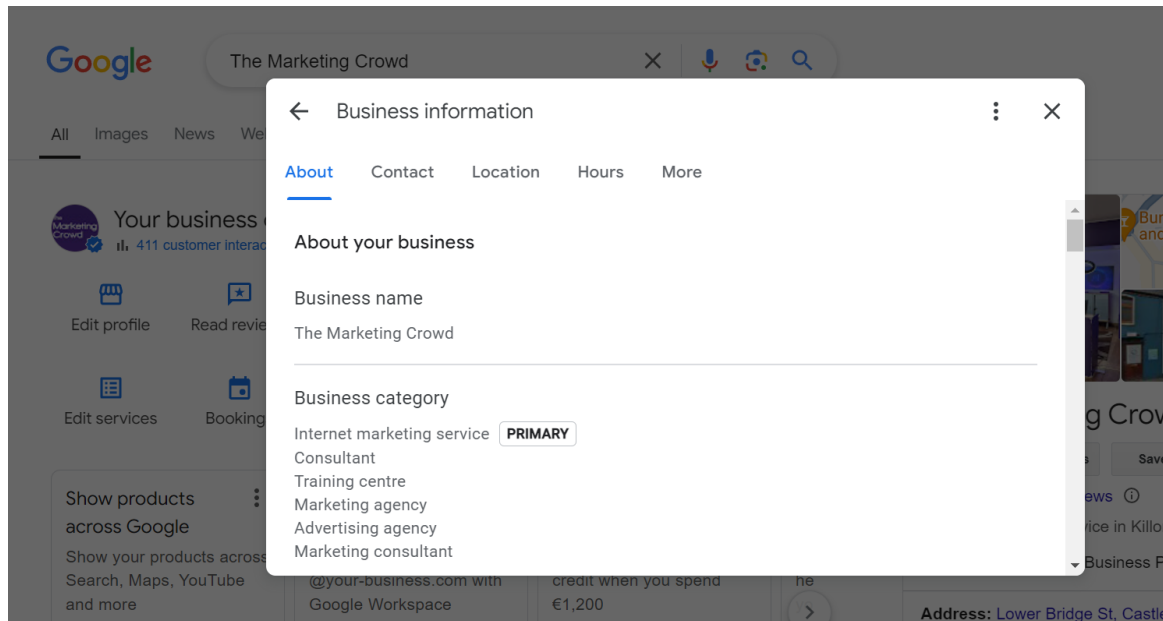
They want

1. The most relevant profiles
2. That are comprehensively filled in
3. That are most trusted

Therefore, you need to

1. Ensure you add categories, location and content that will make you relevant
2. Ensure you fill in all the sections and upload lots of images and videos
3. Get as many 5 star reviews as you can and more than your competitors

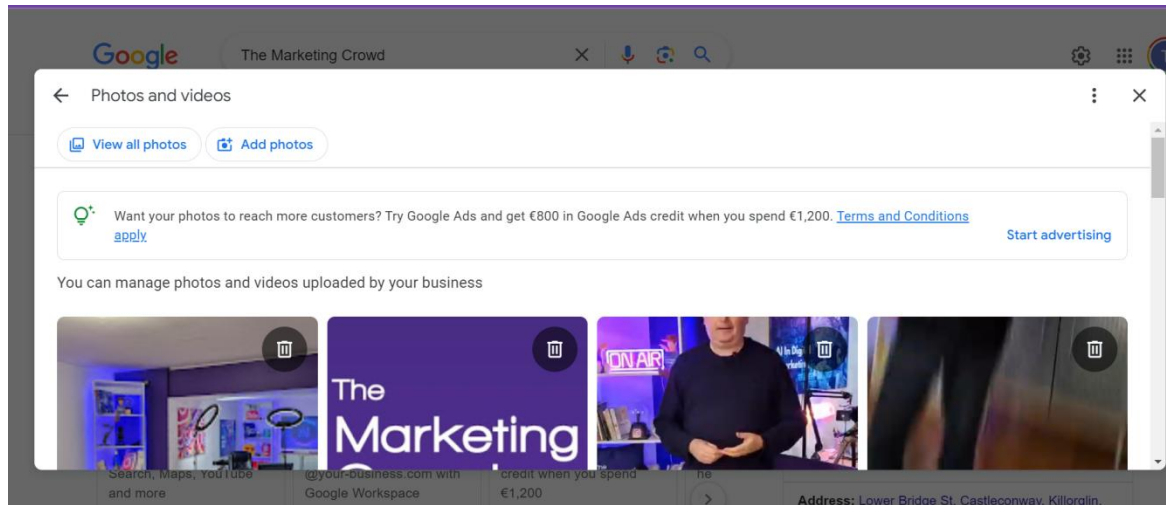
How to setup and optimise your Google business profile



Click on “edit profile” and then work your way through each section and ensure you complete each section

- Add 4-5 categories and not just one
- Add a geographic Service area – this is crucial in getting you found in those locations
- Add opening hours, products, services, company overview etc.

How to setup and optimise your Google business profile



Add images to your listing

To add images click "Photos"

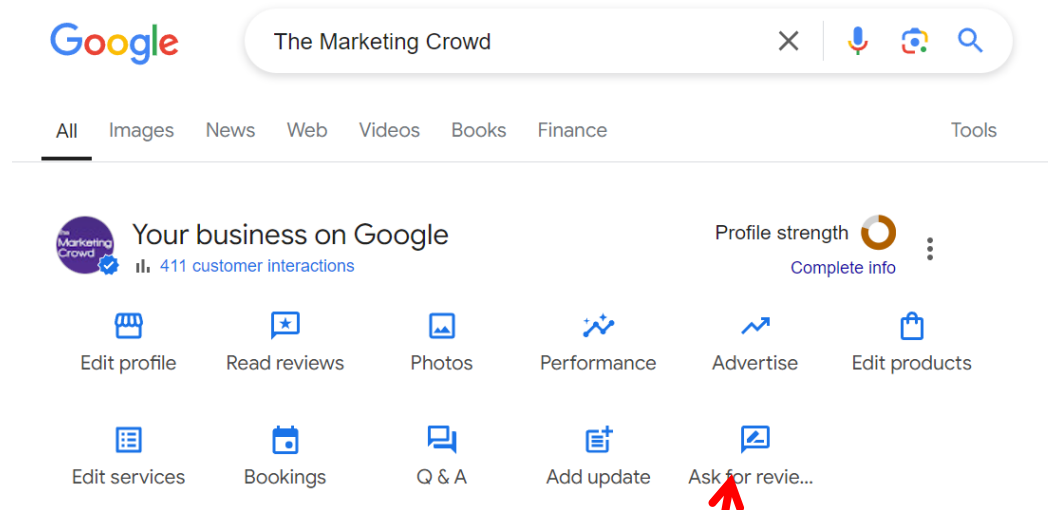
Ensure you upload your "identity" photos.

Cover Photo

Your cover photo is displayed on your [Google+ page](#) and should be something that showcases your business's personality and helps potential customers identify you. The best dimensions for your cover photo are 2120 x 1192 pixels.

Add photos to all sections – exterior, interior, staff etc.

How to setup and optimise your Google business profile



Try to get reviews for your Google listing

If you are in a very competitive market for local searches E.g. Hotels, restaurants, plumbers, Google will place the Listings with the most / best reviews highest in the search results.

To get more reviews, when you are in your listing click on Get more reviews. It will give you a link that you can then email customers. When they click it will take them directly to the reviews section of your listing

How to use AI to help with this

Option 1:

Use the normal Chat GPT or Gemini with custom instructions

Option 2: (more advanced and better option)

Use a gem that has deep research on your business and industry attached

Then use these prompts

Act like a Google business profile expert and

1. Recommend the best categories for my profile
2. Write a summary section for my profile that will help Google see the main products and services that I am relevant for
3. Recommend a list of services I should add to my profile (if relevant)
4. Provide other expert tips on how I should optimise my profile to get found high up in search results

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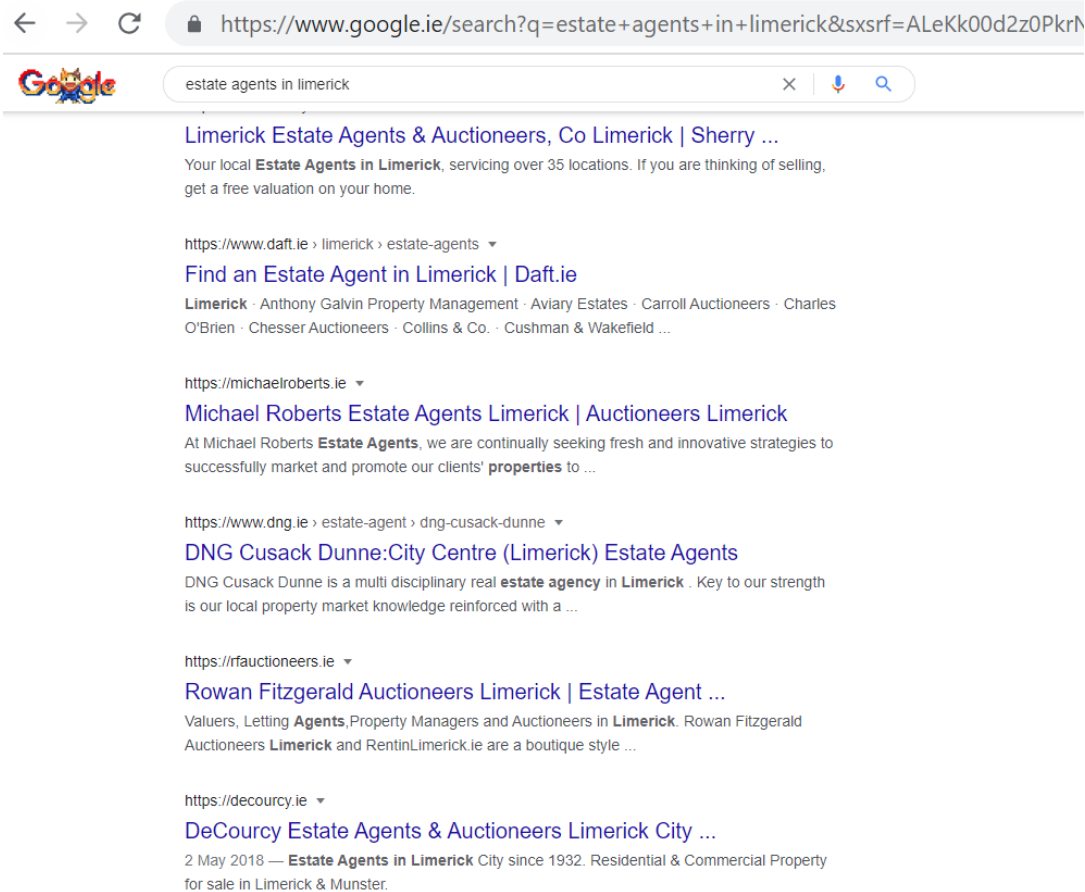
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Getting found on page 1 Organic results is a top priority



The screenshot shows a Google search results page for the query "estate agents in limerick". The browser address bar shows the URL: <https://www.google.ie/search?q=estate+agents+in+limerick&sxsrf=ALeKk00d2z0PkrN>. The search bar contains the text "estate agents in limerick". The results are as follows:

- Limerick Estate Agents & Auctioneers, Co Limerick | Sherry ...**
Your local **Estate Agents in Limerick**, servicing over 35 locations. If you are thinking of selling, get a free valuation on your home.
- <https://www.daft.ie> › limerick › estate-agents ▾
Find an Estate Agent in Limerick | Daft.ie
Limerick · Anthony Galvin Property Management · Aviary Estates · Carroll Auctioneers · Charles O'Brien · Chesser Auctioneers · Collins & Co. · Cushman & Wakefield ...
- <https://michaelroberts.ie> ▾
Michael Roberts Estate Agents Limerick | Auctioneers Limerick
At Michael Roberts **Estate Agents**, we are continually seeking fresh and innovative strategies to successfully market and promote our clients' **properties** to ...
- <https://www.dng.ie> › estate-agent › dng-cusack-dunne ▾
DNG Cusack Dunne:City Centre (Limerick) Estate Agents
DNG Cusack Dunne is a multi disciplinary real **estate agency** in **Limerick** . Key to our strength is our local property market knowledge reinforced with a ...
- <https://rfauctioneers.ie> ▾
Rowan Fitzgerald Auctioneers Limerick | Estate Agent ...
Valuers, Letting **Agents**,Property Managers and Auctioneers in **Limerick**. Rowan Fitzgerald Auctioneers **Limerick** and RentinLimerick.ie are a boutique style ...
- <https://decourcy.ie> ▾
DeCourcy Estate Agents & Auctioneers Limerick City ...
2 May 2018 — **Estate Agents in Limerick** City since 1932. Residential & Commercial Property for sale in Limerick & Munster.

In local marketing, You would want to appear on page 1 when people search using the name of your town or county

It's a complicated topic but it can be distilled into this:

Google is in the business of serving the most relevant and trustworthy results.

Therefore, it looks for ...

1. The most relevant pages for the topic that is being searched for
2. On sites that it trusts
3. But the sites also need to provide a good experience for users.

In a nutshell, what makes sites appear high up in search results



a) How relevant to the search terms Google thinks your page is

- The search term is in the page meta title
- There is relevant content for the search term on the page e.g. Headline, body text, image tag, url
- There are other sites within your sector linking to your site / page.

In a nutshell, what makes sites appear high up in search results?



b) How trustworthy Google thinks your page is

There is also a trust score assigned to your site called domain authority

Having a high domain authority score does not guarantee that you will appear high up in results but it is a good indicator of how trustworthy Google thinks your site is

E.g. A new site with no sites linking to it doesn't look very trusted to Google

In a nutshell, what makes sites appear high up in search results?



GOOGLE'S
PAGE
EXPERIENCE
UPDATE

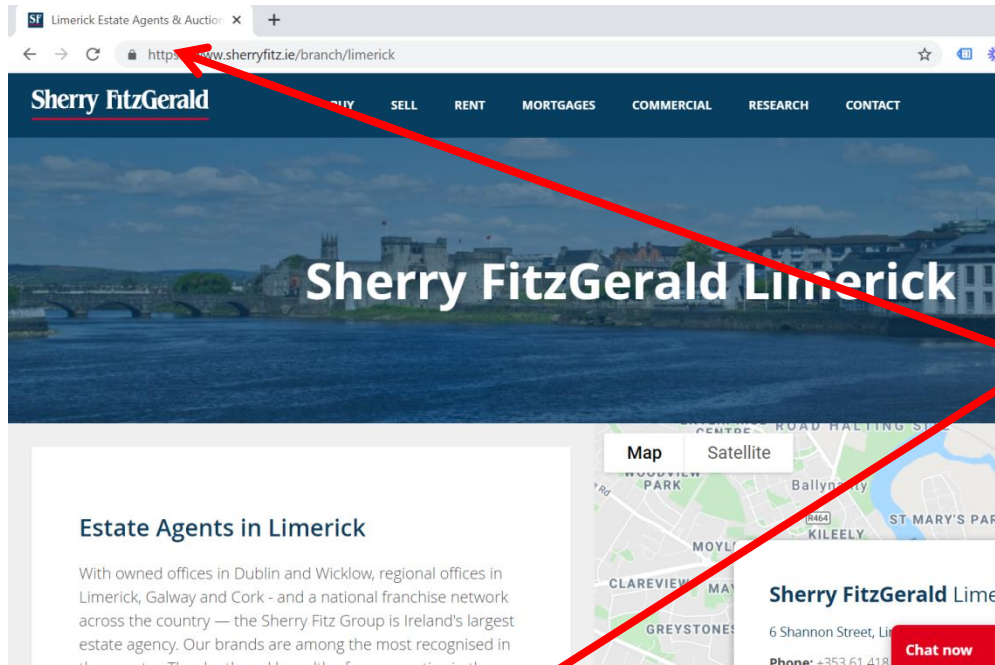


- c) Whether Google thinks your page provides a good experience

It isn't sufficient to be trusted and relevant

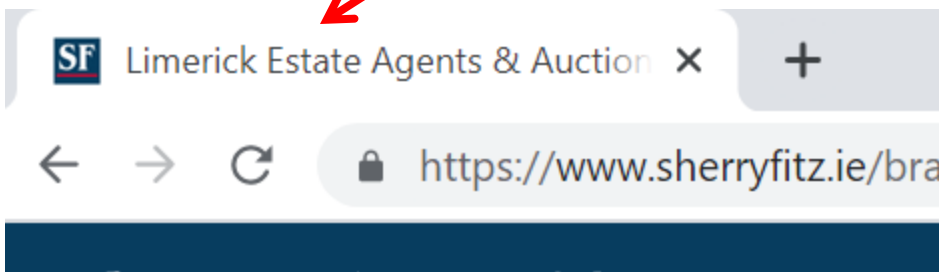
Your site also needs to be secure, mobile friendly and needs to pass some "Core web vitals" tests such as page load speed and page responsiveness.

Geographic Relevance tactic 1: Ensure the town / county name is in the meta title of a relevant page

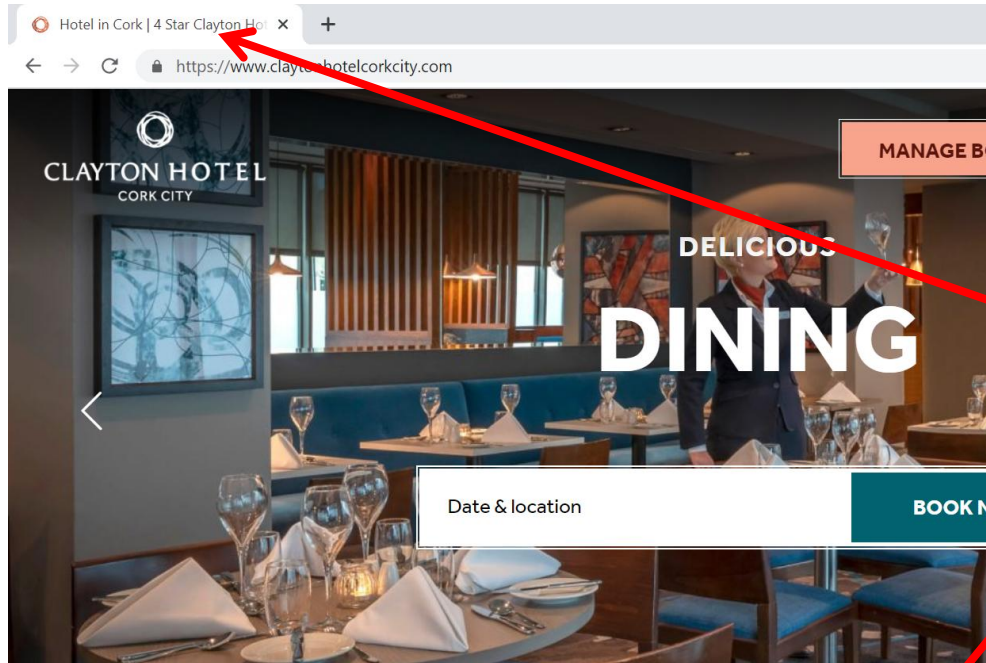


Sherry Fitzgerald are top of page 1 for the search “Estate Agents in Limerick”

Notice that their meta title says “Limerick estate agents and Auctioneers”



Geographic Relevance tactic 1: Ensure the town / county name is in the meta title of a relevant page



The Clayton Hotel are top of page 1 for the search "Hotels in Cork City"

Notice that their meta title includes "Hotel Cork City"

<https://www.claytonhotelcorkcity.com>

Hotel in Cork | 4 Star Clayton Hotel Cork City | Official Site

One of the best **hotels in Cork City**, Clayton **Hotel Cork City** offers beautiful air-conditioned rooms with free Wi-Fi, and health centre with a swimming pool.

[Restaurant & Bar](#) · [Special Offers](#) · [Essence Spa](#) · [Rooms](#)

Geographic Relevance tactic 2: Ensure the town / county name is in the headline of the page

Sherry FitzGerald Limerick

Estate Agents in Limerick

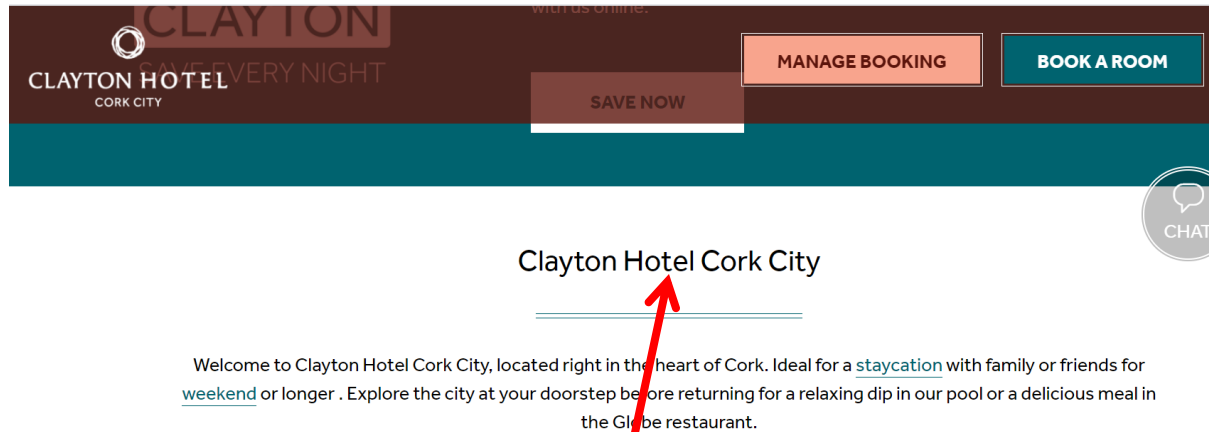
With owned offices in Dublin and Wicklow, regional offices in Limerick, Galway and Cork - and a national franchise network across the country — the Sherry Fitz Group is Ireland's largest estate agency. Our brands are among the most recognised in Ireland.

Sherry FitzGerald Lime
6 Shannon Street, Limerick
Phone: +353 61 418 418 [Chat now](#)

You then need to ensure that you have a headline on the page.

If Google also sees that the headline has the search topic and location, it starts viewing the page as relevant

Geographic Relevance tactic 2: Ensure the town / county name is in the headline of the page

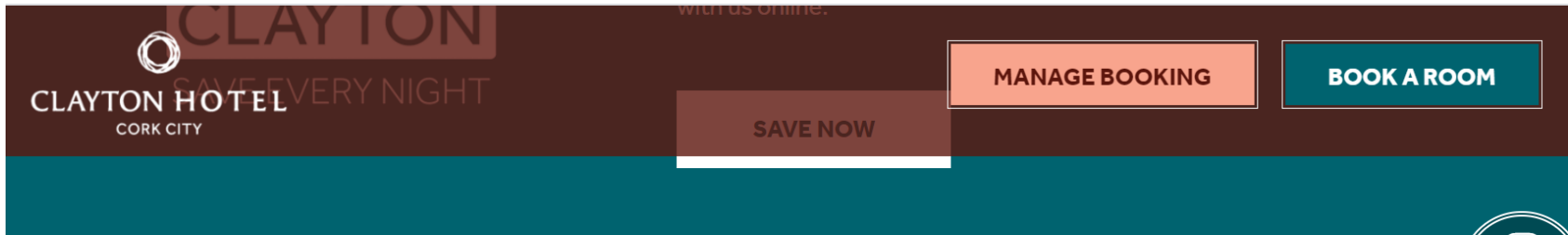


The screenshot shows the top navigation bar of the Clayton Hotel Cork City website. The navigation bar is dark brown with a teal section at the bottom. On the left, the logo for Clayton Hotel Cork City is displayed. In the center, there is a 'SAVE NOW' button. On the right, there are 'MANAGE BOOKING' and 'BOOK A ROOM' buttons. Below the navigation bar, the headline 'Clayton Hotel Cork City' is centered and underlined. A red arrow points from the bottom of the page to the headline. Below the headline, there is a paragraph of text: 'Welcome to Clayton Hotel Cork City, located right in the heart of Cork. Ideal for a [staycation](#) with family or friends for [weekend](#) or longer. Explore the city at your doorstep before returning for a relaxing dip in our pool or a delicious meal in the Globe restaurant.'

You then need to ensure that you have a headline on the page.

If Google also sees that the headline has the search topic and location, it starts viewing the page as relevant

Geographic Relevance tactic 3: Ensure the town / county name is in the text of the page



Clayton Hotel Cork City

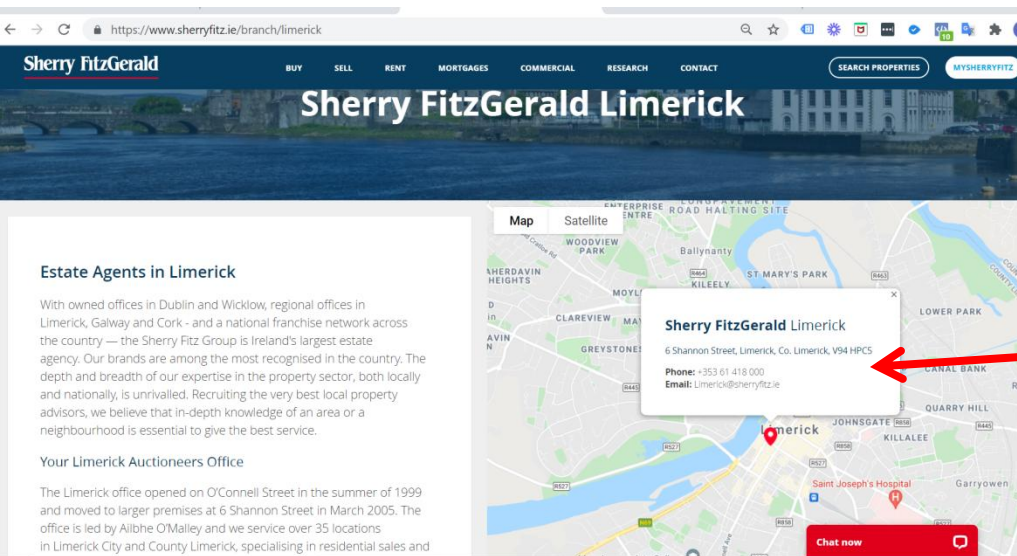
Welcome to Clayton Hotel Cork City, located right in the heart of Cork. Ideal for a [staycation](#) with family or friends for [weekend](#) or longer. Explore the city at your doorstep before returning for a relaxing dip in our pool or a delicious meal in the Globe restaurant.



You then need to ensure you have text on the page

If Google also sees that the text on the page has the search topic and location, it starts viewing the page as relevant

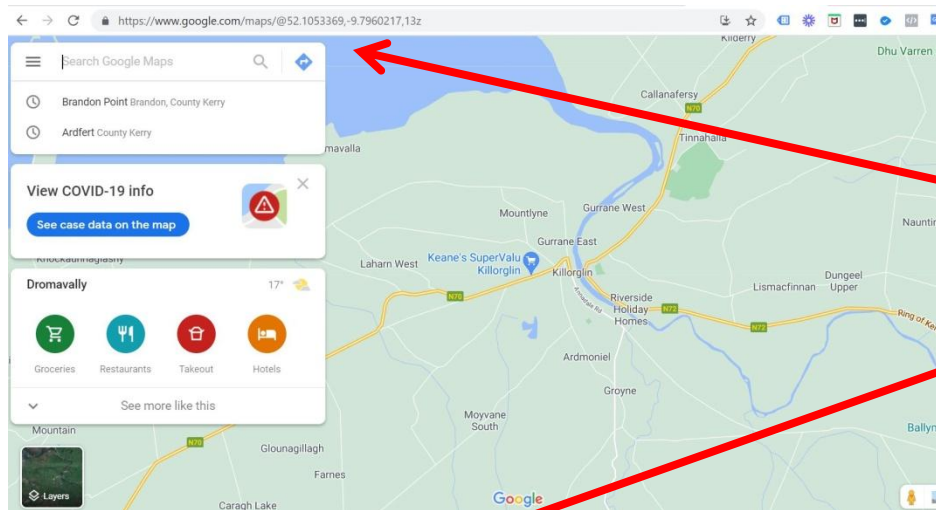
Geographic Relevance tactic 4: Add a Google map with your location as a pin to the contact us page of your website



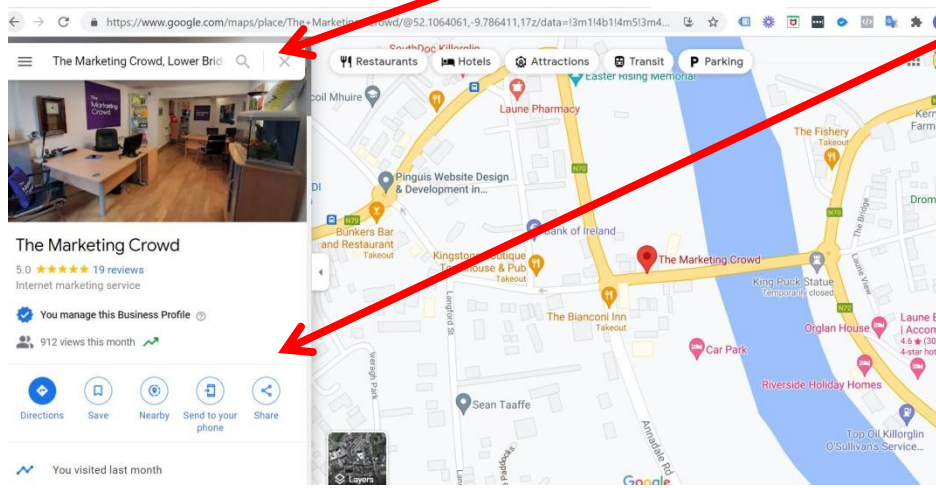
When you create a Google my Business listing your business is positioned on Google maps

If you then embed that map on your “Relevant page” or your contact us page, it reinforces to Google that your business is definitely in that town / County

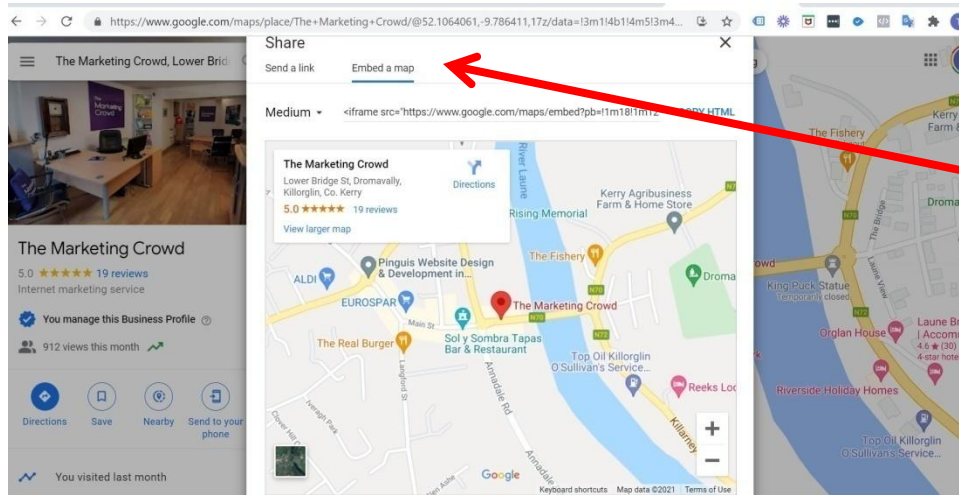
How to Add a Google map with your location as a pin to the contact us page of your website



1. Go to Google.com/maps
2. In the top left search for the name of your business. If you have setup a Google My Business listing you will come up in the search results. If you don't come up you need to setup a GMB listing (see part 1 of this course)
3. When you find your map, click on Share



How to Add a Google map with your location as a pin to the contact us page of your website

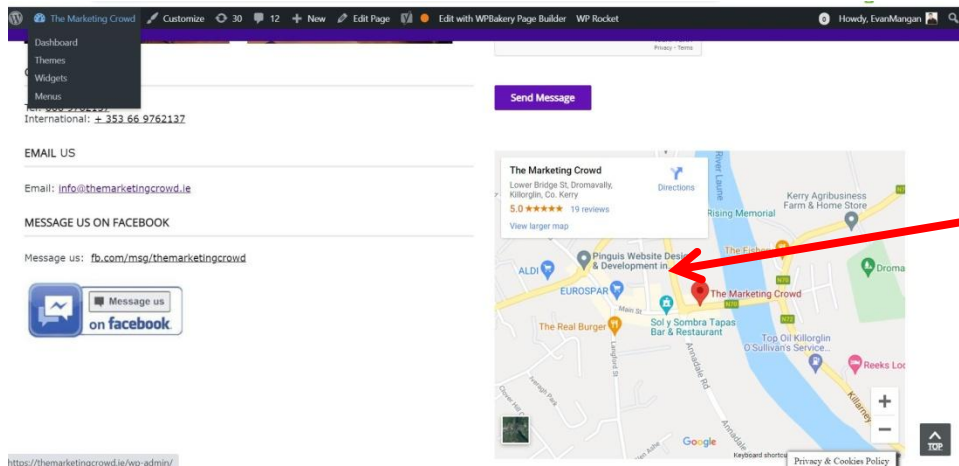


4. Then click on Embed map
5. Copy the embed code

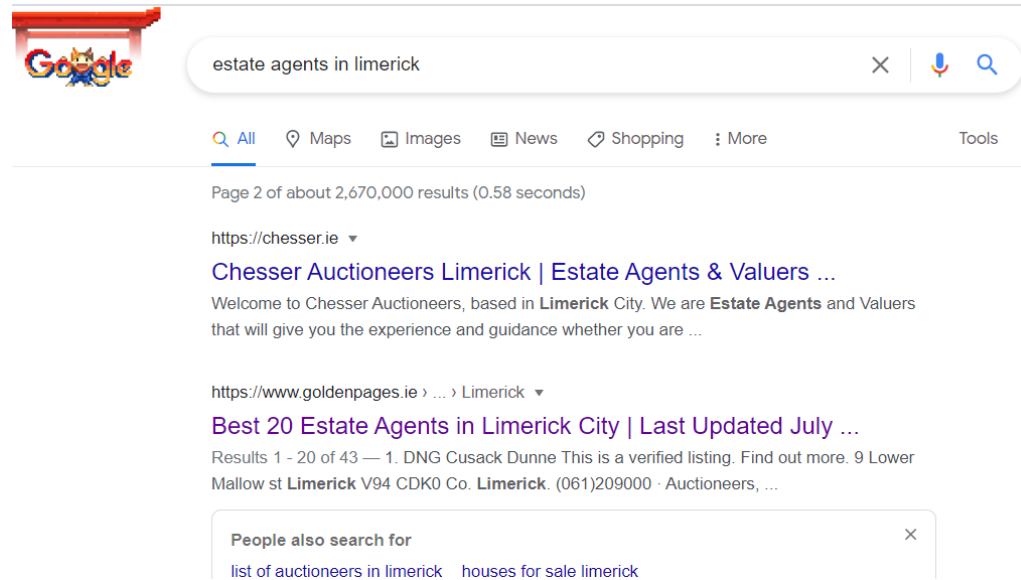
Then login to the contact us page on your website or any page that you would like the map to appear.

Remember, when embedding anything (a video, Facebook post, a map) you need to be in Text or HTML mode in the editor – not visual mode.

Once you paste in the code your map will appear.



Geographic Relevance tactic 5: Get listed in some online directory websites which have your business name, address and tel number



The screenshot shows a Google search interface with the query "estate agents in limerick". The search results are on page 2 of approximately 2,670,000 results. The first result is from "chesser.ie", titled "Chesser Auctioneers Limerick | Estate Agents & Valuers ...". The second result is from "www.goldenpages.ie", titled "Best 20 Estate Agents in Limerick City | Last Updated July ...". A "People also search for" box at the bottom suggests "list of auctioneers in limerick" and "houses for sale limerick".

If you get your business listed on directories such as Golden pages, menupages.ie etc. Google will see that whenever your business is listed it always refers to your address

This reinforces to Google that your business must be located in that town / county

Tip : try to ensure that your Name, address and telephone number (NAP) are displayed consistently. Avoid mis-spellings or variants in the address

Geographic Relevance tactic 6: Try to get backlinks from other businesses within the town / county



If Google sees that other websites within the locations (Town / county) and linking back to you it reinforces to Google that you are an established site within that location

Some suggestion:

- Ask local suppliers to link back to you or offer them a testimonial
- Are there any non competing local businesses that you could ask
- Are there local town directories e.g. Dingle.ie
- Could you offer to write a guest blog post for another local business website with a link back to your site at the bottom?

Generate ideas for backlinks for your business

EV You

I have a dental practice in Cork city, Ireland
Act like an SEO expert and brainstorm 30 ways I could generate backlinks for my website

ChatGPT

Certainly! Backlinks are crucial for SEO, especially for local businesses like your dental practice in Cork City. Here are 30 strategies to generate backlinks for your website:

- 1. Local Business Directories:** Submit your business to local directories like Yelp, Yellow Pages, and Google My Business.
- 2. Chamber of Commerce:** Join the Cork Chamber of Commerce and get listed on their website.
- 3. Local News Websites:** Offer to write guest posts or provide insights for local news websites or blogs related to healthcare or lifestyle.
- 4. Local Events:** Sponsor local events or seminars and get your website listed on their sponsors' page.
- 5. Charity Events:** Participate in charity events and get listed on their websites as a sponsor or supporter.
- 6. Partner with Local Businesses:** Collaborate with other local businesses, like pharmacies or

Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

Note: Some of the suggestions might not be 100% applicable. But overall there are some very useful suggestions

Use this prompt

I have a (type of business) in (x town in Ireland|)

Act like an SEO expert and brainstorm 30 ways I could generate backlinks for my website

This will give you lots of ideas that you can progress.

You can then use Chat GPT or Gemini to help you progress.

Generate ideas for backlinks for your business

You
You suggested Partner with Local Businesses: Collaborate with other local businesses, like pharmacies or gyms, and exchange backlinks on each other's websites.

Can you teach me how to do this. Give me examples and how should I approach it?



ChatGPT
Certainly! Partnering with local businesses can be a mutually beneficial way to generate backlinks and increase your online visibility. Here's a step-by-step guide on how to approach and collaborate with other local businesses:

- 1. Identify Potential Partners:** Start by identifying businesses in your area that complement your dental practice. This could include pharmacies, gyms, health food stores, wellness centers, or even other healthcare providers like chiropractors or physical therapists.
- 2. Research Their Online Presence:** Before reaching out, research each potential partner's

Message ChatGPT...



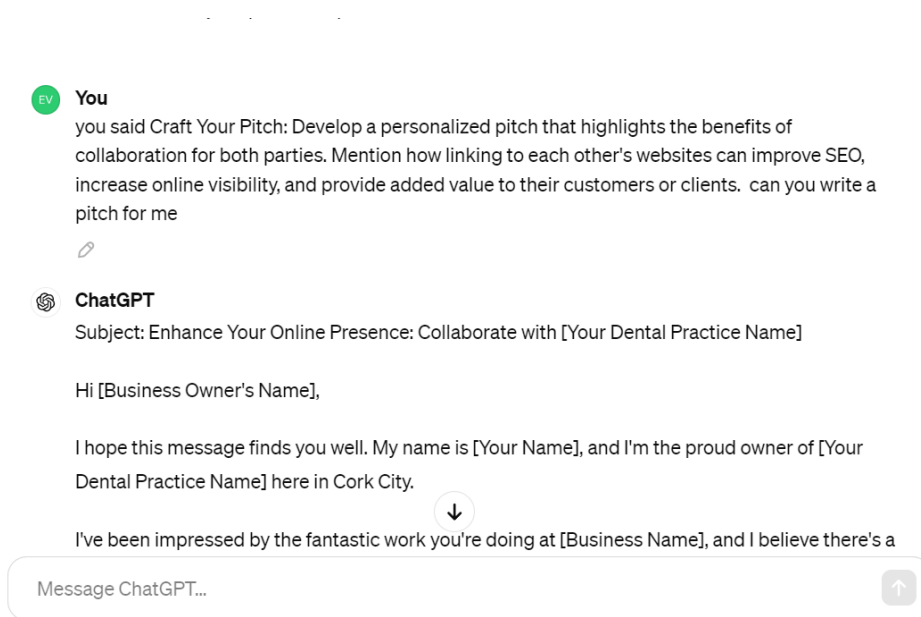
ChatGPT can make mistakes. Consider checking important information.

For example I wrote this prompt ...

You suggested **Partner with Local Businesses**: Collaborate with other local businesses, like pharmacies or gyms, and exchange backlinks on each other's websites.

Can you teach me how to do this. Give me examples and how should I approach it?

Generate ideas for backlinks for your business using Gemini



I then went deeper with this prompt

For example I wrote this prompt ...

you said Craft Your Pitch: Develop a personalized pitch that highlights the benefits of collaboration for both parties. Mention how linking to each other's websites can improve SEO, increase online visibility, and provide added value to their customers or clients. can you write a pitch for me

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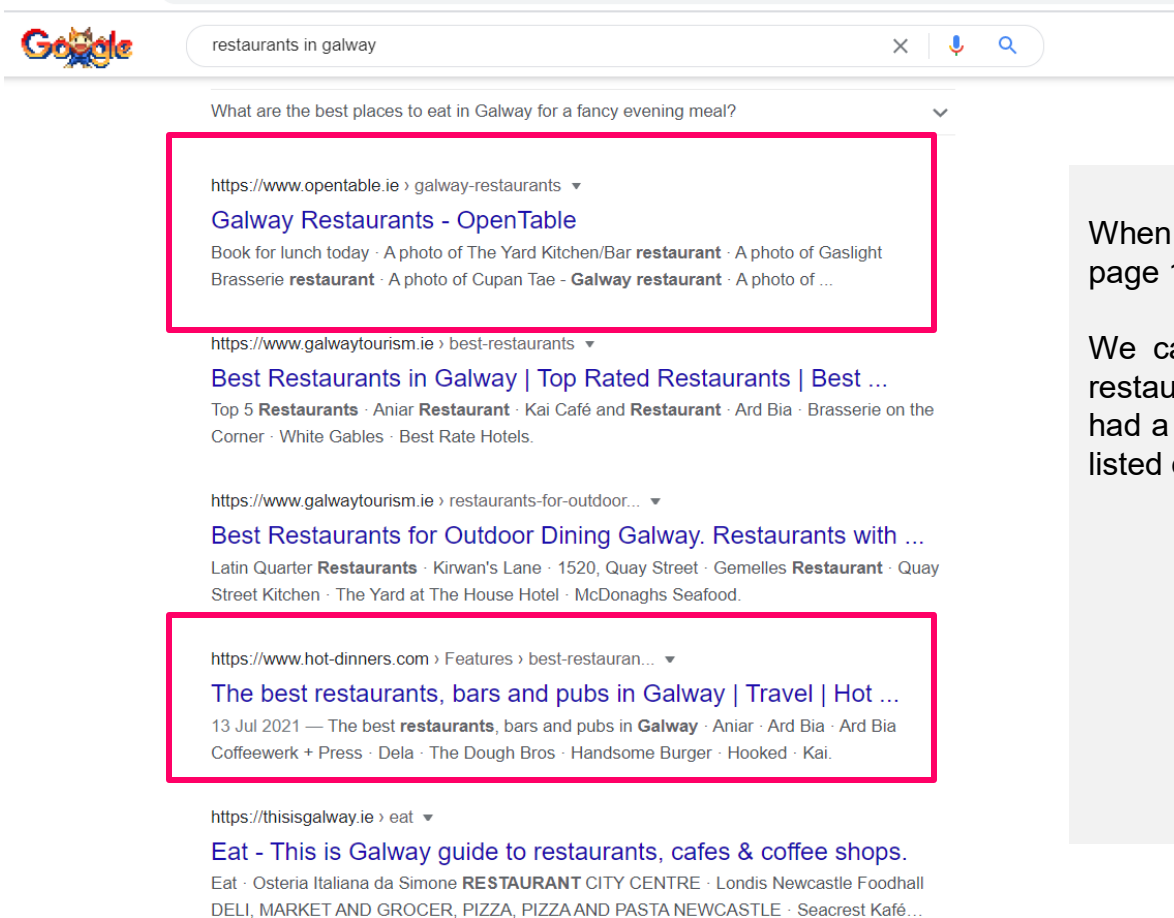
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Get listed on directory sites that appear on page 1



Google

restaurants in galway

What are the best places to eat in Galway for a fancy evening meal?

<https://www.opentable.ie/galway-restaurants>

Galway Restaurants - OpenTable

Book for lunch today · A photo of The Yard Kitchen/Bar restaurant · A photo of Gaslight Brasserie restaurant · A photo of Cupan Tae · Galway restaurant · A photo of ...

<https://www.galwaytourism.ie/best-restaurants>

Best Restaurants in Galway | Top Rated Restaurants | Best ...

Top 5 Restaurants · Aniar Restaurant · Kai Café and Restaurant · Ard Bia · Brasserie on the Corner · White Gables · Best Rate Hotels.

<https://www.galwaytourism.ie/restaurants-for-outdoor...>

Best Restaurants for Outdoor Dining Galway. Restaurants with ...

Latin Quarter Restaurants · Kirwan's Lane · 1520, Quay Street · Gemelles Restaurant · Quay Street Kitchen · The Yard at The House Hotel · McDonaghs Seafood.

<https://www.hot-dinners.com/features/best-restaurant...>

The best restaurants, bars and pubs in Galway | Travel | Hot ...

13 Jul 2021 — The best restaurants, bars and pubs in Galway · Aniar · Ard Bia · Ard Bia Coffeewerk + Press · Dela · The Dough Bros · Handsome Burger · Hooked · Kai.

<https://thisisgalway.ie/eat>

Eat - This is Galway guide to restaurants, cafes & coffee shops.

Eat · Osteria Italiana da Simone RESTAURANT CITY CENTRE · Londis Newcastle Foodhall DELI, MARKET AND GROCER, PIZZA, PIZZA AND PASTA NEWCASTLE · Seacrest Kafé...

When I search for “**Restaurants in Galway**” on page 1 results there are some directory sites

We can assume that lots of people looking for a restaurant in Galway would visit those pages so if I had a restaurant in Galway it would be worth getting listed on those

Get listed on directory sites that appear on page 1

Google

estate agents in limerick

All Maps Images News Shopping More Tools

Page 2 of about 2,670,000 results (0.58 seconds)

<https://chesser.ie>

Chesser Auctioneers Limerick | Estate Agents & Valuers ...

Welcome to Chesser Auctioneers, based in Limerick City. We are Estate Agents and Valuers that will give you the experience and guidance whether you are ...

<https://www.goldenpages.ie> > ... > Limerick

Best 20 Estate Agents in Limerick City | Last Updated July ...

Results 1 - 20 of 43 — 1. DNG Cusack Dunne This is a verified listing. Find out more. 9 Lower Mallow st Limerick V94 CDK0 Co. Limerick. (061)209000 · Auctioneers, ...

People also search for

list of auctioneers in limerick houses for sale limerick

However

When I search for “**Estate agents in Limerick**” on page 1 results there are NO directory sites

The Golden pages is appearing on page 2 but very few people will visit page 2.

If I had an estate business I would NOT pay to appear on directory websites that appear below page 1

What We Will Cover Today

Free Google Search Tactics

1. How to get your Google Business Profile found in Google's 3 local map results
2. What you need to do to get your website found on page 1 of organic results for local searches:
3. Get listed on directory sites that appear on page 1

Paid Advertising Tactics

- 4, How to use Facebook & Instagram ads to target people who live within a few miles of your town or within your county

Free Social Media Tactics

5. Consider hashtags, Geotags, Profile names, local Facebook groups

Reminder - What are the 2 Big options?

1. The Boost Post Button – on a Facebook Post

The Marketing Crowd
Published by Evan Mangin · June 21

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

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

The Marketing Crowd

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

The Marketing Crowd
Marketing Agency

Learn more

4,196 People reached 250 Engagements - Distribution score

Boost post

26 1 Comment 3 Shares

Like Comment Share

Most relevant

Comment as The Marketing Crowd

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

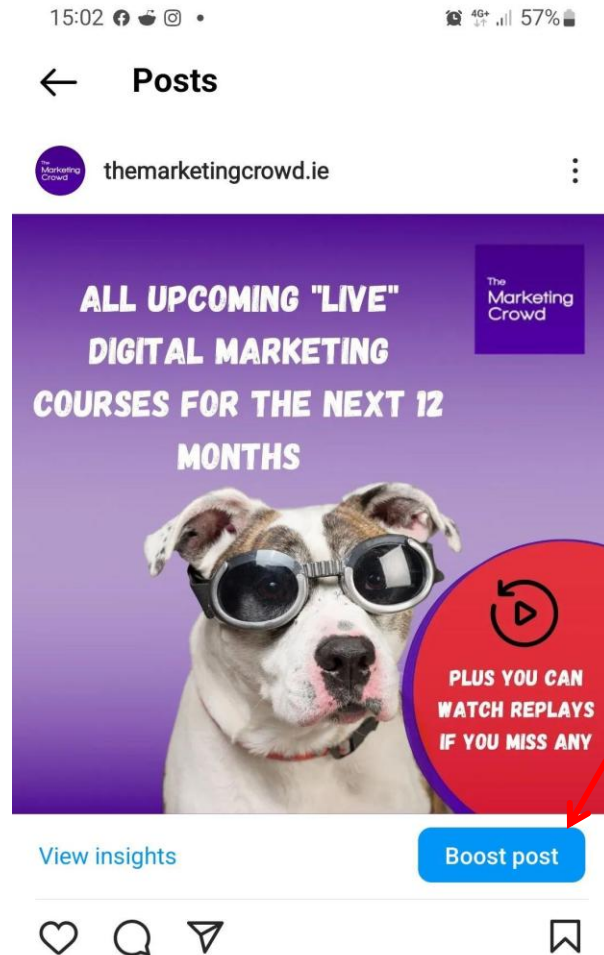
Like Reply Hide 14h

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

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

Reminder - What are the 2 Big options?

1. The Boost Post Button – on an Instagram Post

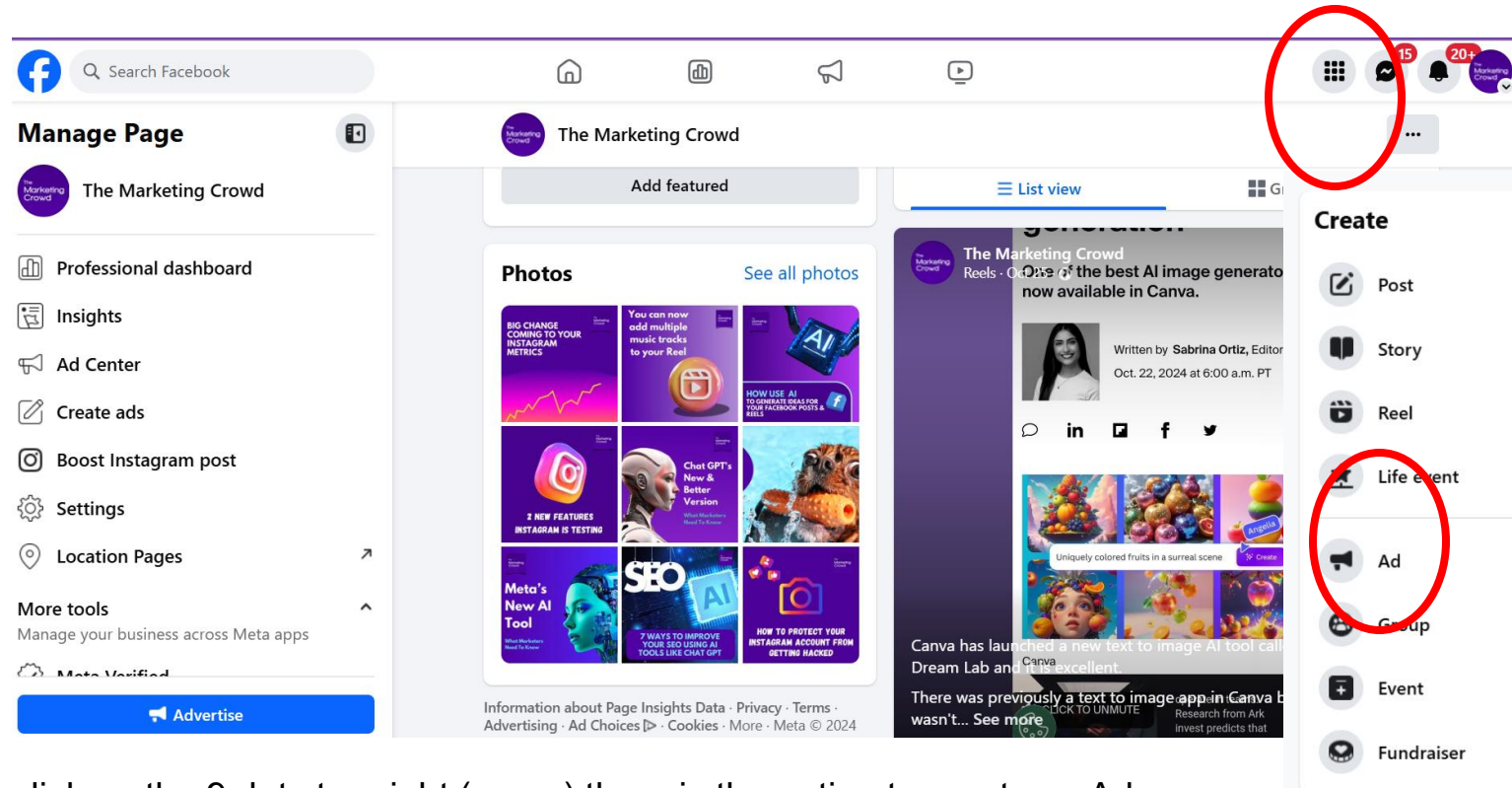


When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

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

Reminder - What are the 2 Big options?

2. The Ads Tool in Ads Manager

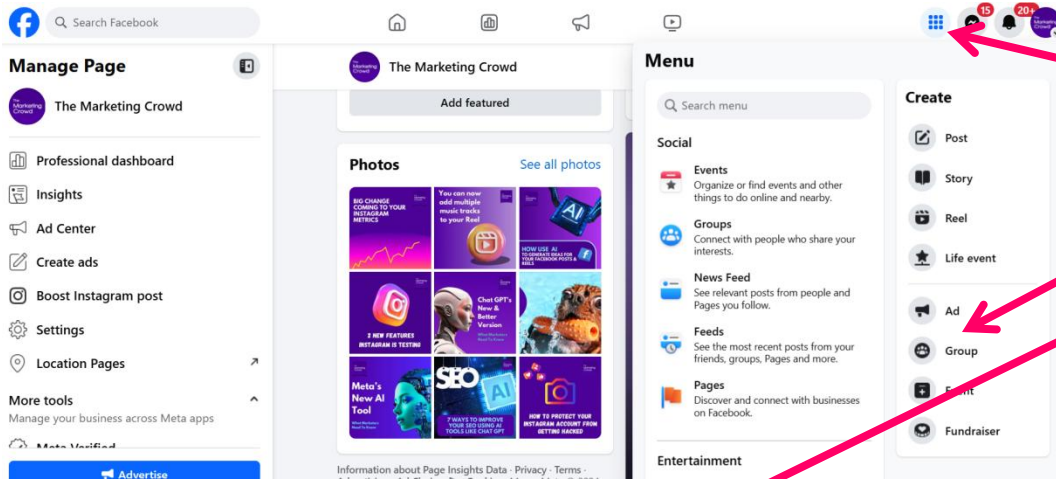


If you click on the 9 dots top right (menu) there is the option to create an Ad

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

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

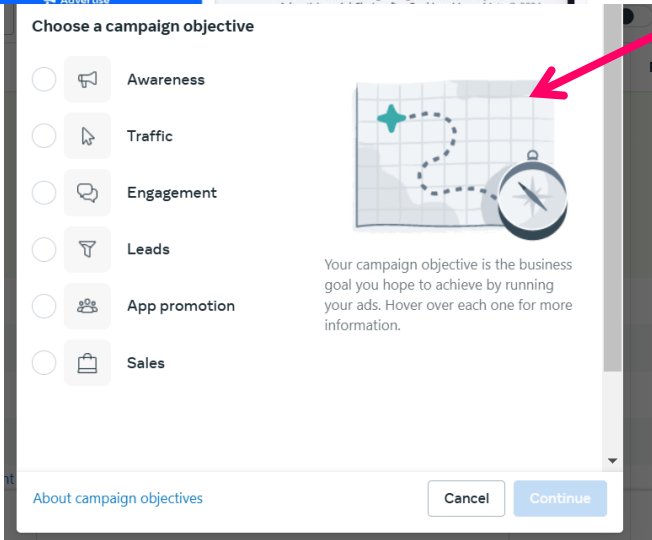
To access the ad creation tool within ads manager



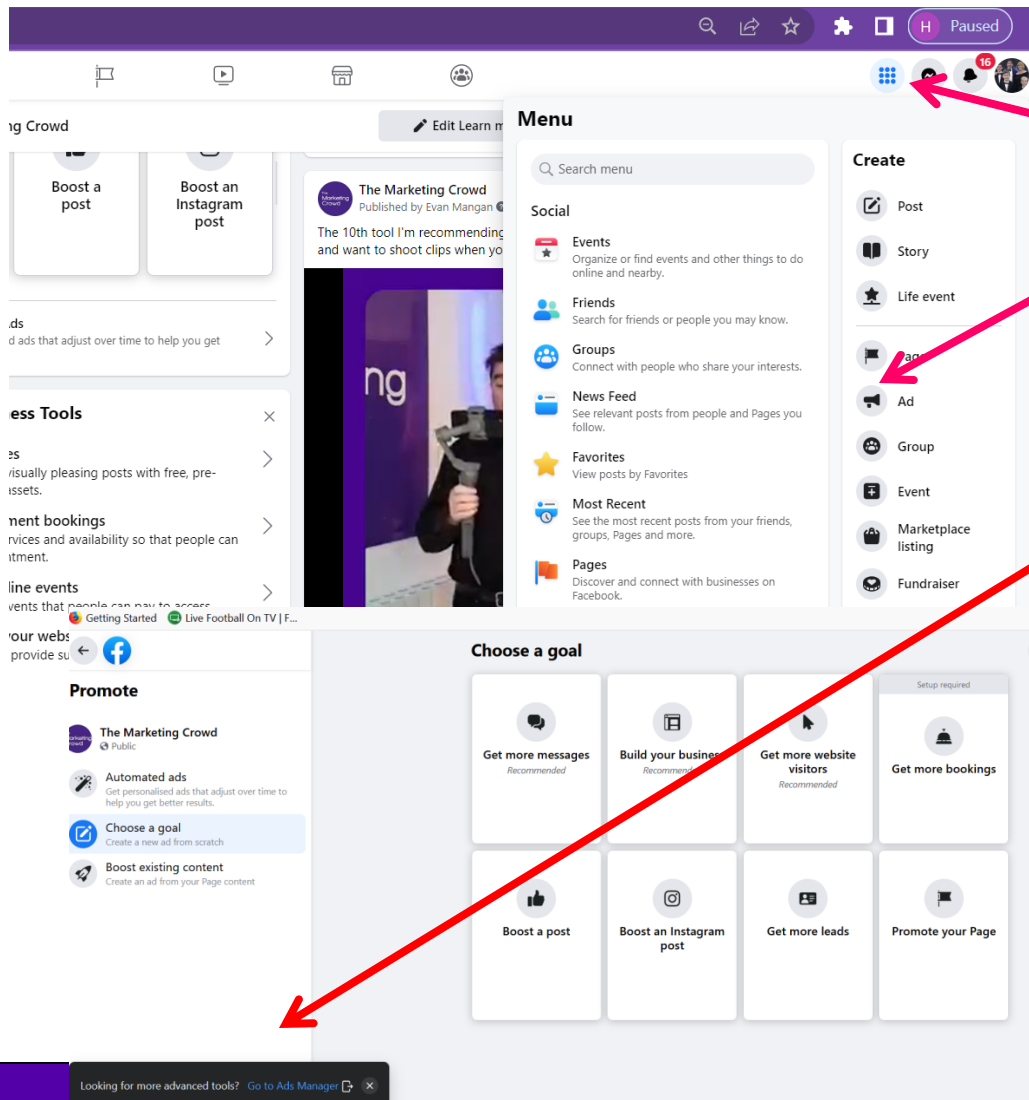
1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

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

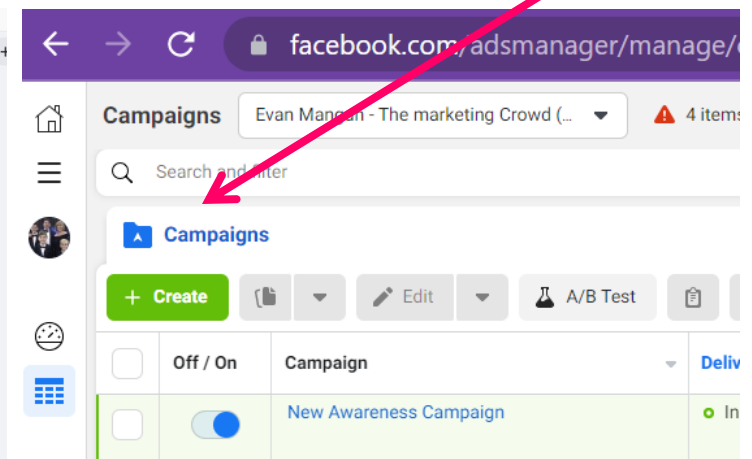
If so, see next slide



Alternative way to access the ads tool



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



They will ask you what is your main objective

Create new campaign New ad set or ad

Buying type
Auction

Choose a campaign objective

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

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

[About campaign objectives](#)

You start an Ad campaign by deciding what your objective is

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

They will ask you what is your main objective

Create new campaign New ad set or ad

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Choose a campaign objective

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[About campaign objectives](#)

You start an Ad campaign by deciding what your objective is

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

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

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

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

Leads: Collect leads for your business or brand.

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

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

How to create an ad campaign

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

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 as 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 d more opportunities and less on days

ⓘ Click and drag to schedule multiple times at once.

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

■ 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

✔ 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.

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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

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

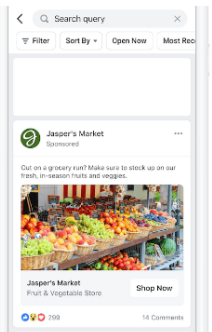
- Platforms**
- Facebook
 - Instagram
 - Audience Network
 - Messenger

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**



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

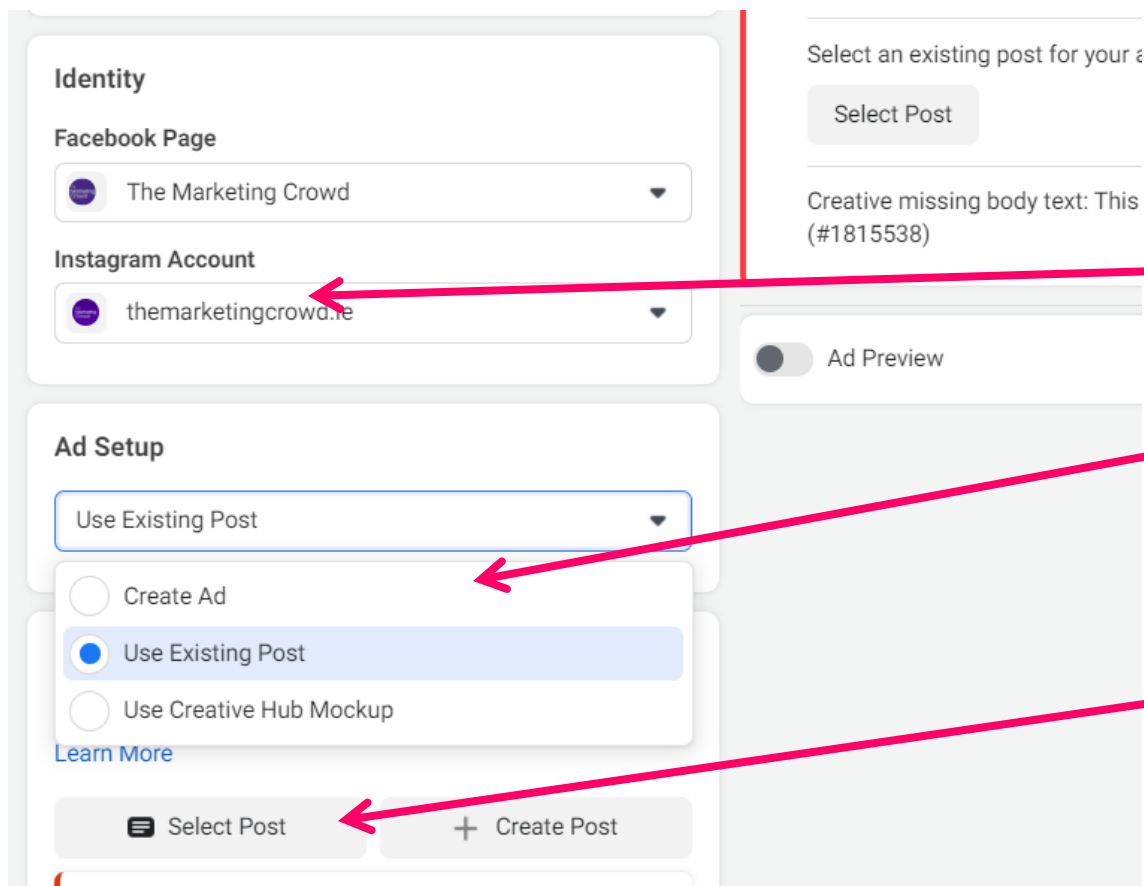
You can now see that your ad will go out on Facebook, Instagram . Messenger and Audience network.

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

Click next

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



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

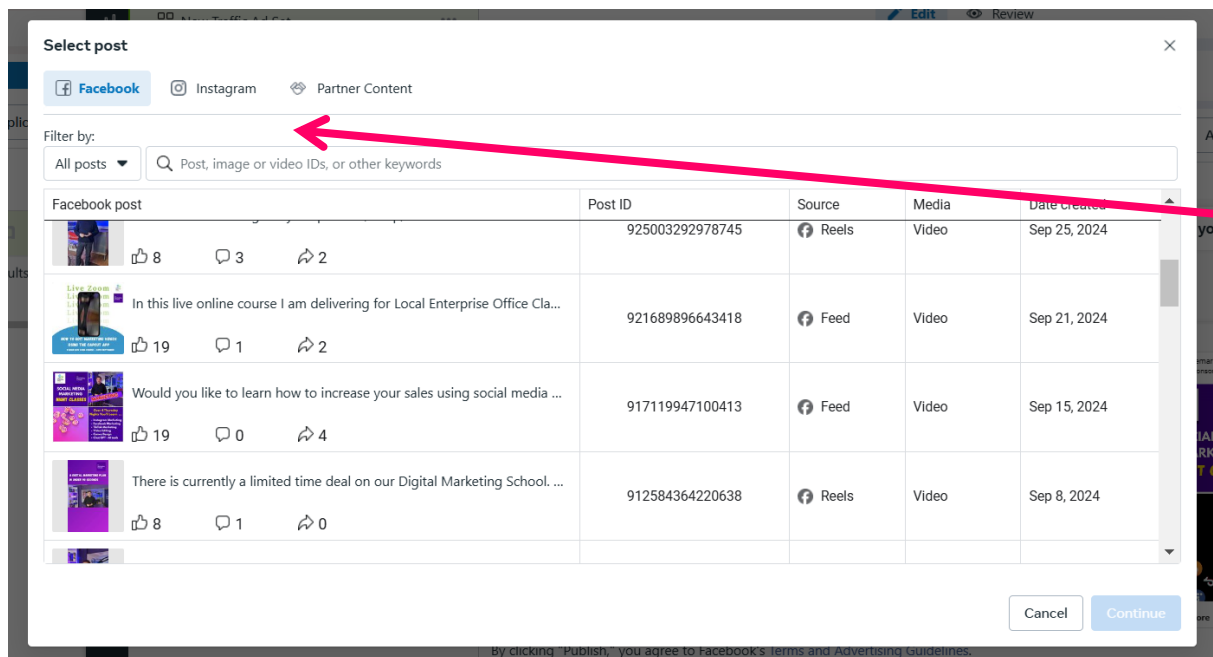
Choose your page

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

Click Select a post

Then choose a post from the list of previous posts

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



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

Once you select one then click continue


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

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

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

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

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

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

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

Enter post ID


Primary text



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

[Close](#) [✓ All edits saved](#)

Campaign Opportunities
Potential 33% lower cost per result.

Ad preview [Advanced preview](#)

 ⚠️ 3



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

You can preview how it looks in different Placements

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

When you are ready to place order click the green Button

Your ad has now gone off to Facebook for review.

What We Will Cover Today

Free Google Search Tactics

1. How to get your Google Business Profile found in Google's 3 local map results
2. What you need to do to get your website found on page 1 of organic results for local searches:
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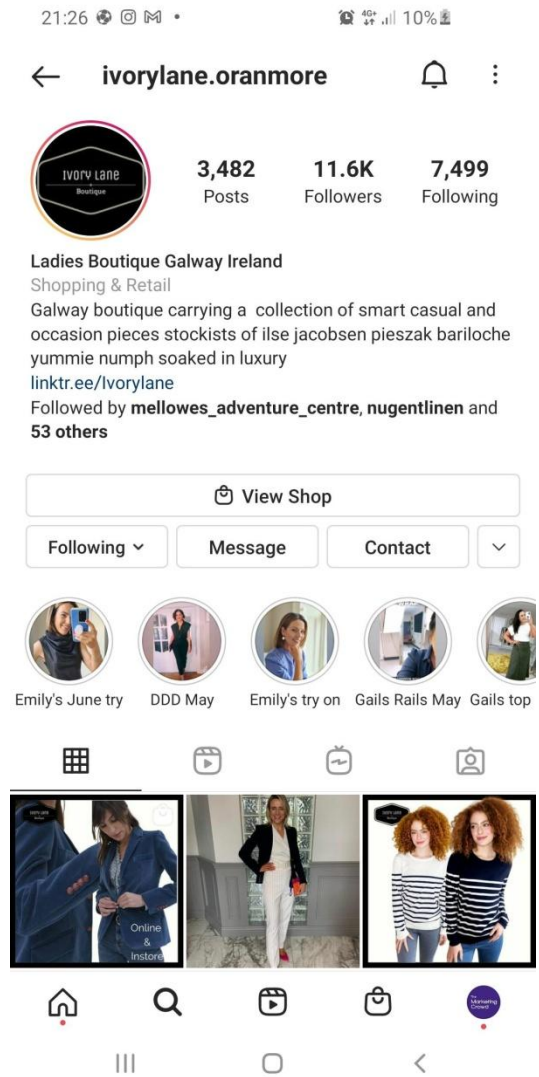
Paid Advertising Tactics

4. How to use Facebook & Instagram ads to target people who live within a few miles of your town or within your county

Free Social Media Tactics

5. Consider hashtags, Geotags, Profile names, local Facebook groups

Consider using your town or County name in your profile name in order to get found when people are searching for accounts



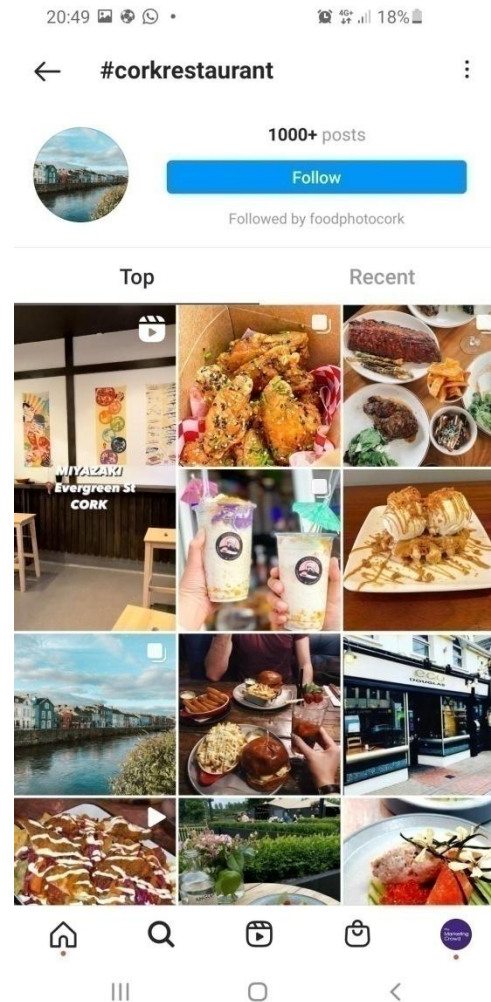
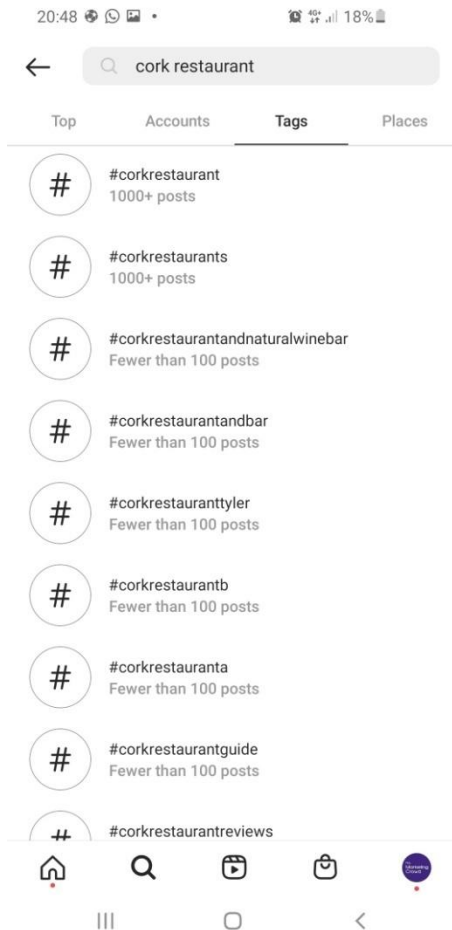
People are on Instagram following their interests. Therefore they are searching for accounts to do with their interests.

When they search for account, Instagram will only list in the search results accounts that have those words in the "name" field or the "username" field of the profile.

Therefore, consider adding key words / search terms to your profile name. (max 30 characters)

Your username however should be your business name (max 30 characters)

Use local hashtags on your posts



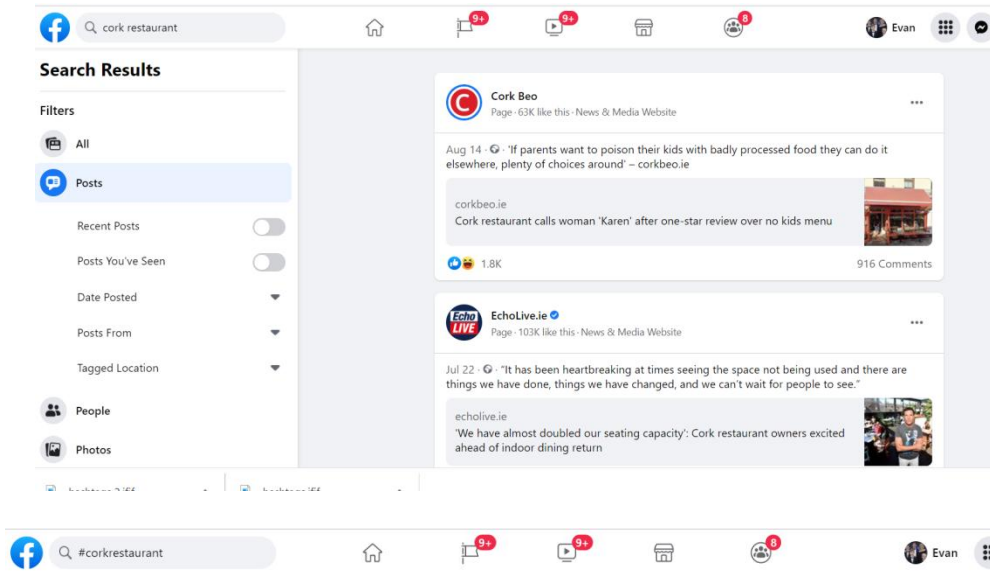
On Instagram there is the ability to search for posts & Reels that contain words

Therefore, to get your posts & Reels found you should add hashtags that contain your geographic location e.g. #limerickproperty #corkrestaurants

Look at competitors' posts and see what hashtags they are using. Also type in the search term on Instagram and see what Instagram is suggesting

Instagram has recently limited the number of hashtags to 5

Use local hashtags on your posts



#corkrestaurant

People are posting about this

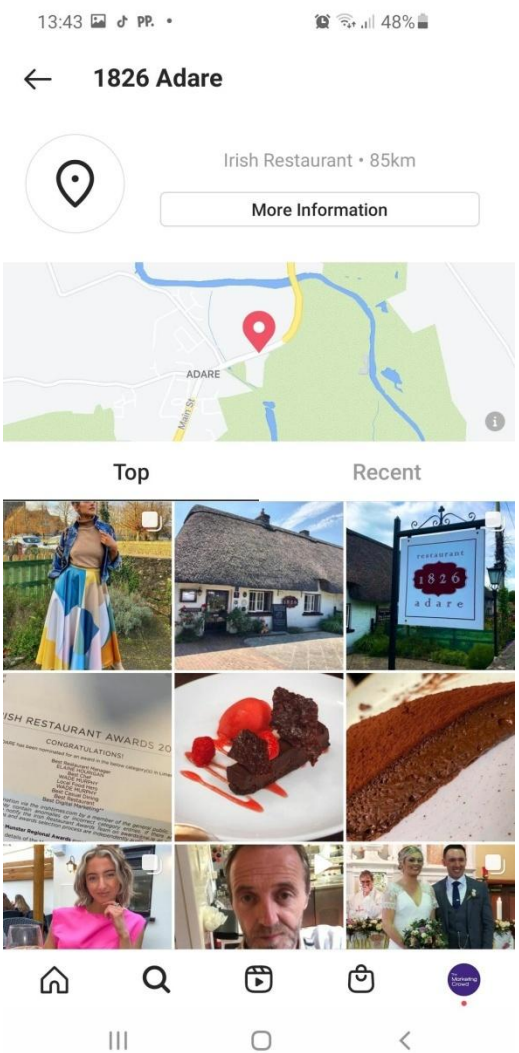
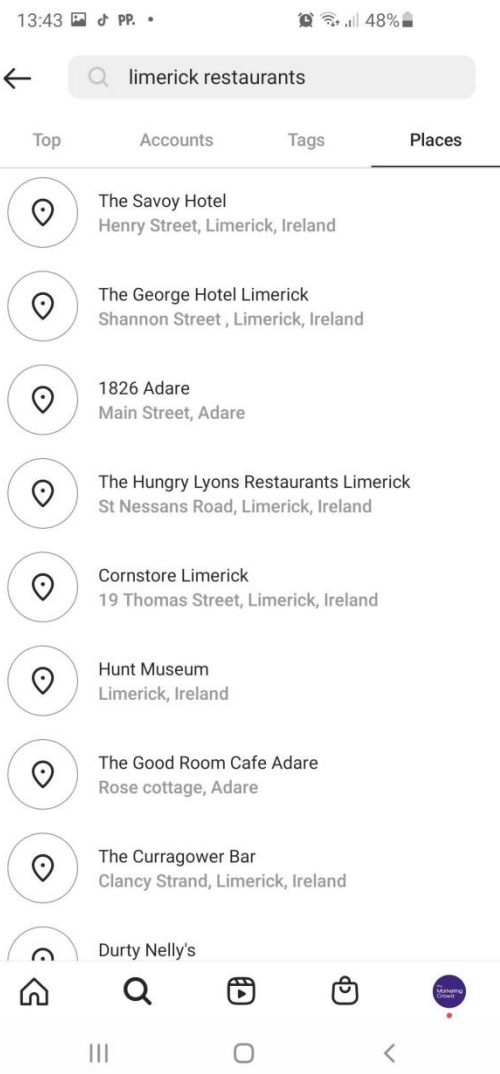


On Facebook, Twitter and LinkedIn you can use local hashtags.

However, be aware that people can find posts based on the words that are used in the post.

But the easiest / most natural way to get the search terms into your posts is via hashtags.

Use local Geotags on your Instagram posts



On Instagram you can geotag your posts (add a location)

You could geotag it at your premises, town, county or country level.

This means that when people search for posts they can see what posts were sent out to do with a premises, town or country.

Appearing high up in the town and county searches will increase your visibility so it's advisable to use those tags.

Engage with local accounts that your local audience would be following



As yourself what accounts in your town or county would your customers be following (not competitor accounts).

Once you identify those, start engaging with those accounts by commenting on their posts. This will increase your visibility and awareness amongst your target audience as they will keep seeing your account name.

Lots of people could click through to your account.

Do not comment in a selling / self promotional way. Contribute to the conversation on that post.