



**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

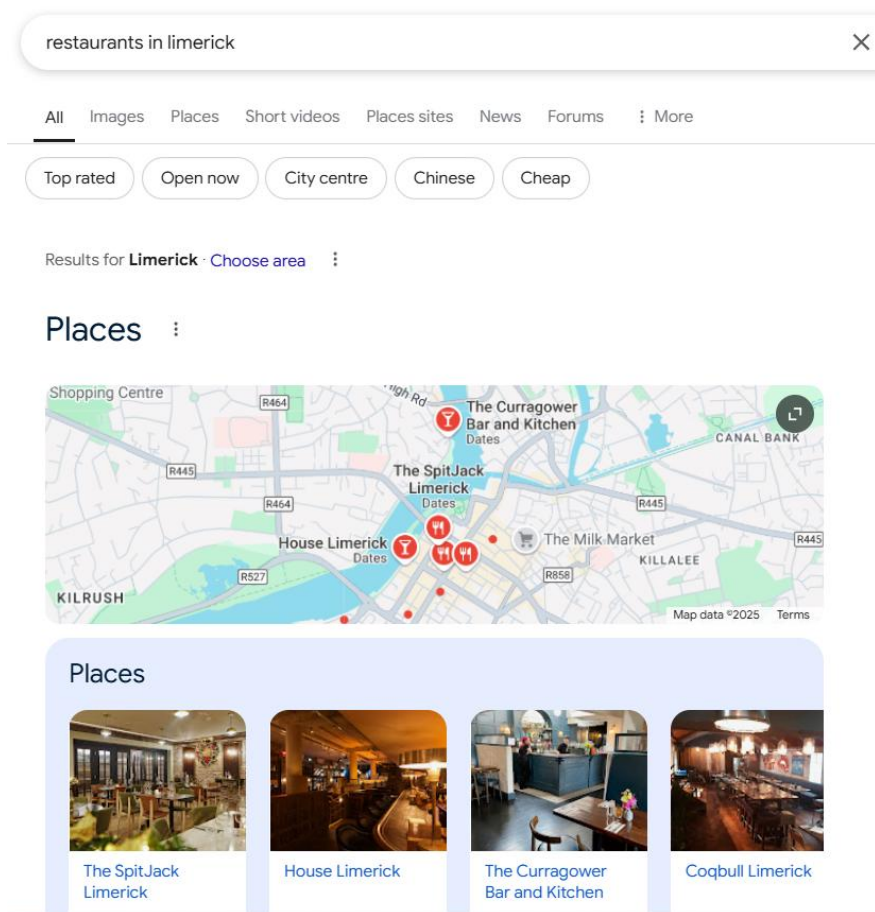
1. Give you a helicopter view of how to market your business locally using digital marketing
2. Explain how the main areas fit together

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. **How to use Facebook for free to promote your products and services**
3. **An overview of advertising on Facebook and Instagram**

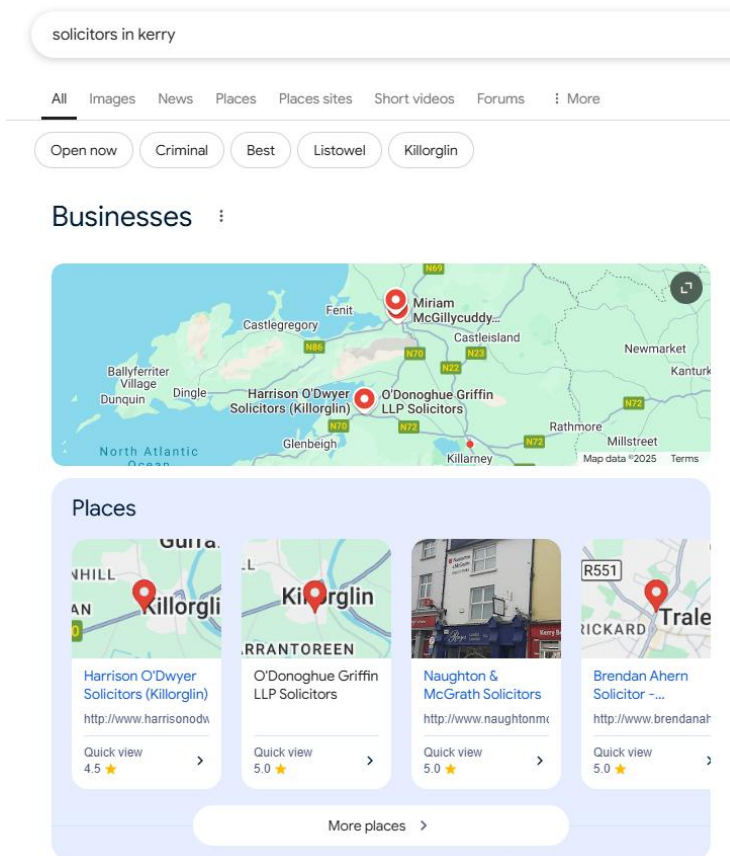
Get found in Google local map results



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



[All](#) [Maps](#) [Images](#) [News](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 22,500 results (0.65 seconds)

[Treyvau's Restaurant](#)
treyvau'srestaurant.com/ ▼
This site may be hacked.
Treyvau'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

[Treyvau's, Killarney - Restaurant Reviews, Phone Number & Photos ...](#)
<https://www.tripadvisor.ie> > ... > County Kerry > Killarney > Killarney Restaurants ▼
★★★★★ Rating: 4.5 - 546 reviews
Treyvau's, Killarney: See 546 unbiased reviews of Treyvau's, rated 4.5 of 5 on TripAdvisor and ranked #8 of 182 restaurants in Killarney.

[Dinner Menu - Treyvau's Restaurant / Killarney County Kerry ...](#)
www.ireland-guide.com/menu/treyvau's-restaurant.5649.4497.html ▼
Dinner Menu for Treyvau's Restaurant in Killarney County Kerry Ireland.

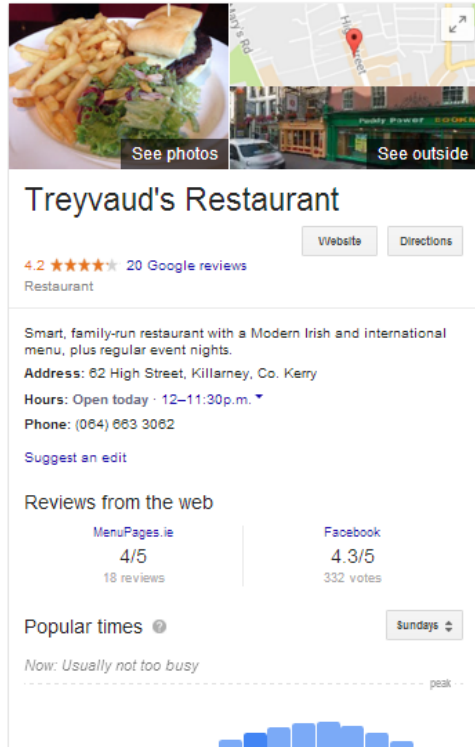
[Lunch Menu / Treyvau's Restaurant / Killarney County Kerry ...](#)
www.ireland-guide.com/menu/treyvau's-restaurant.5648.4497.html ▼
Lunch Menu for Treyvau's Restaurant in Killarney County Kerry Ireland.

[Treyvau's Restaurant Reviews Online | Menupages Community](#)
www.menupages.ie > Kerry > Kerry Central > Killarney ▼
★★★★★ Rating: 4 - 18 reviews · Price range: €€€
Read reviews of Treyvau's Restaurant Killarney Kerry from the Menupages Community. Submit your Review today.

[Treyvau's | Facebook](#)
<https://www.facebook.com> > Places > Killarney > Restaurant ▼
★★★★★ Rating: 4.3 - 332 votes
Treyvau'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 ...

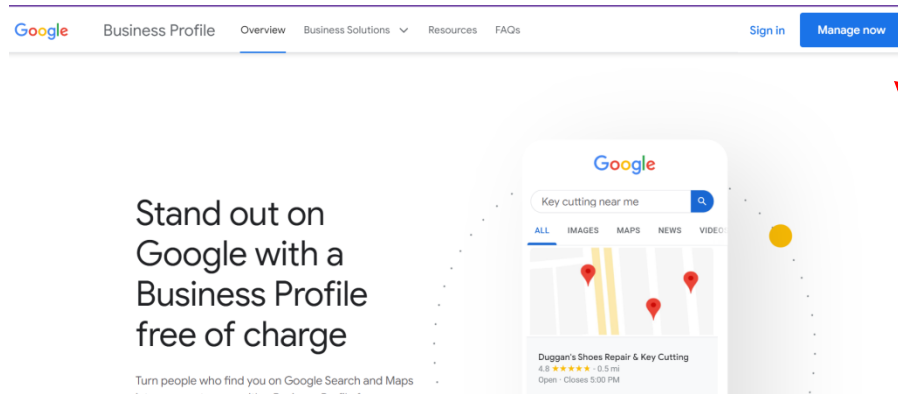
[Treyvau's - 12 Photos & 14 Reviews - French - 62 High St, Killarney ...](#)
<https://www.yelp.ie> > Restaurants > French ▼
★★★★★ Rating: 4.4 - 44 reviews · Price range: €€€-€€€
was on our short list of

Google Business Profile



The Google Business Profile for Treyvau's Restaurant is displayed on the right side of the search results. It features a header with a photo of food and a map snippet. Below the header, the restaurant's name 'Treyvau's Restaurant' is shown, along with a 4.2-star rating from 20 Google reviews. The profile includes a 'Website' button and a 'Directions' button. The description states: '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) 863 3062'. There is a 'Suggest an edit' link. The 'Reviews from the web' section shows a 4/5 rating from 18 reviews on MenuPages.ie and a 4.3/5 rating from 332 votes on Facebook. The 'Popular times' section shows a bar chart indicating that the restaurant is 'Usually not too busy' at the current time, with a peak indicated on the right.

Getting started



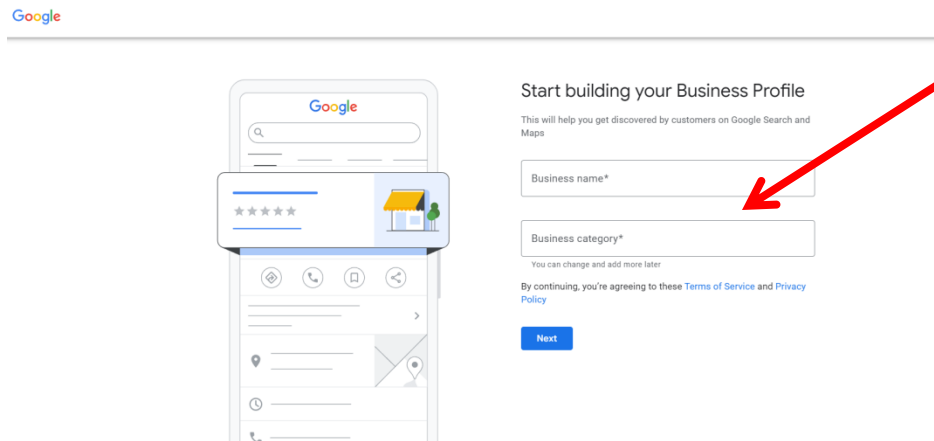
Go to [Google.com/business](https://www.google.com/business)

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

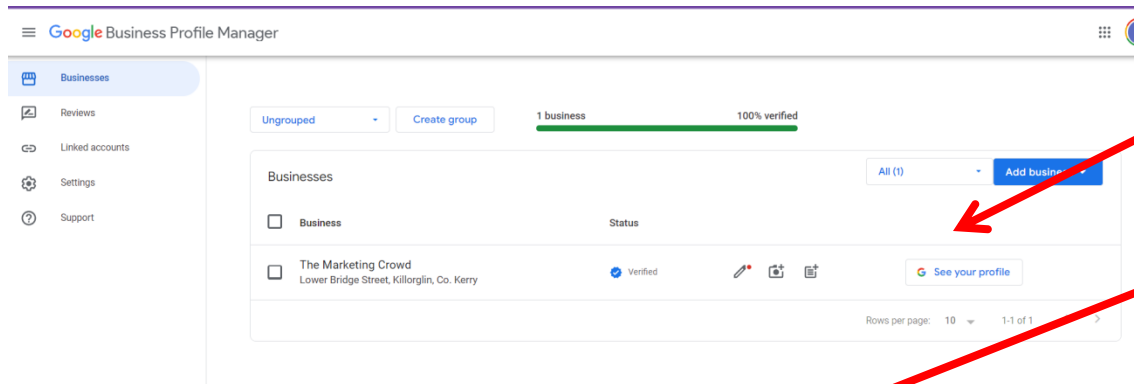
If you have a listing setup using that account it will take you to it.

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

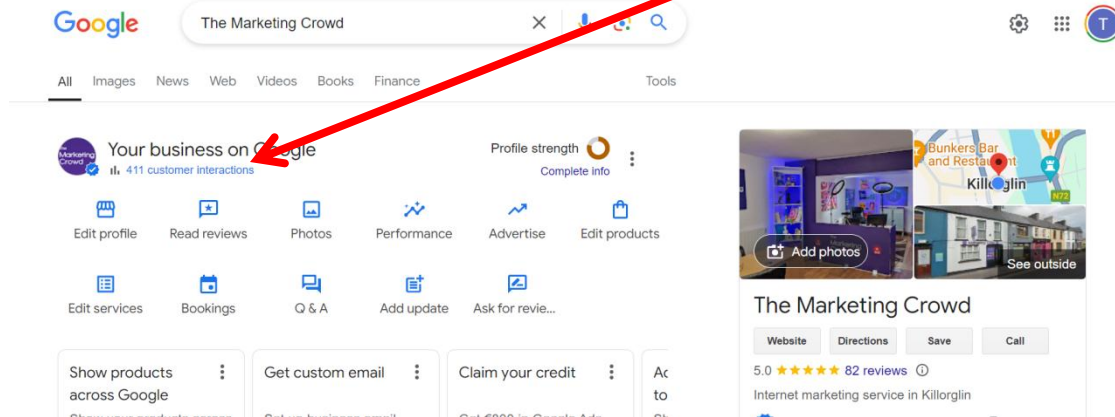


How to setup and optimise your Google business profile



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

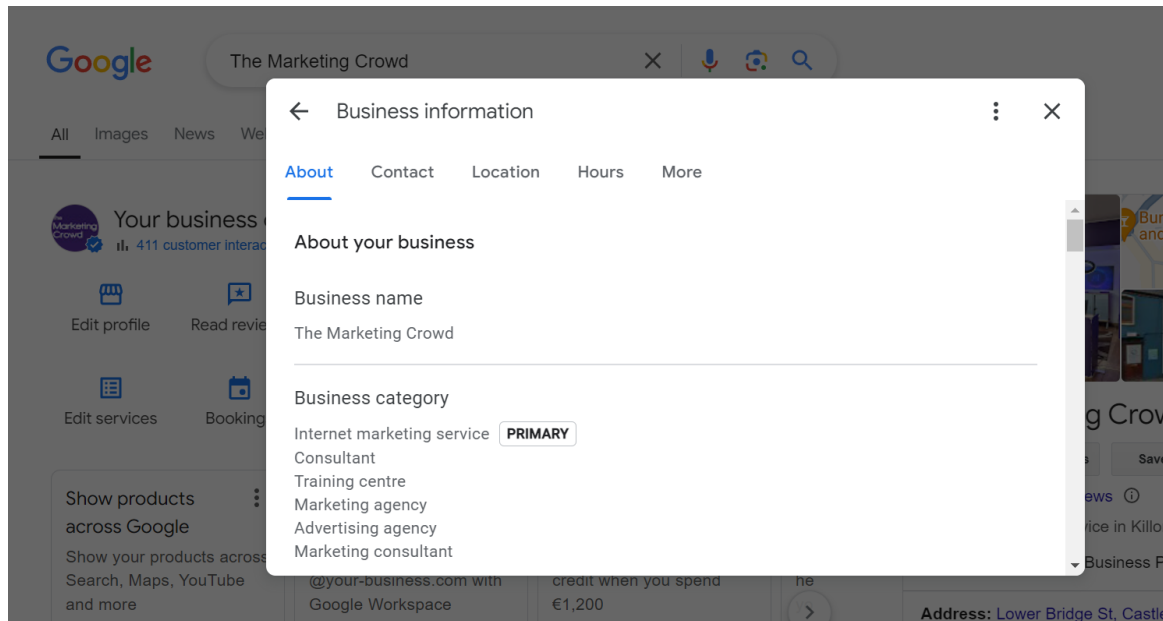
They want

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

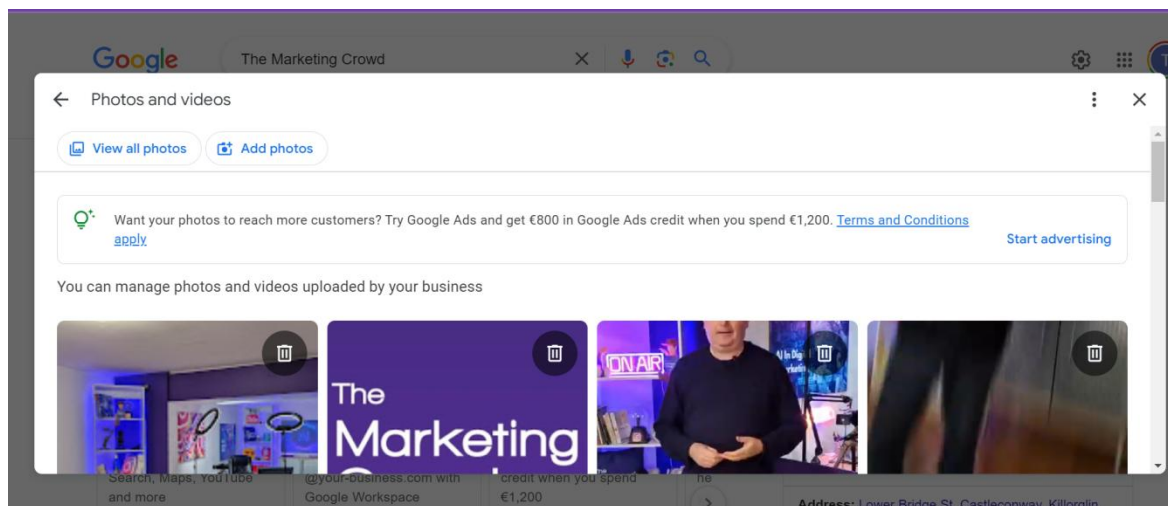
To add images click “Photos”

Ensure you upload your “identity” photos.

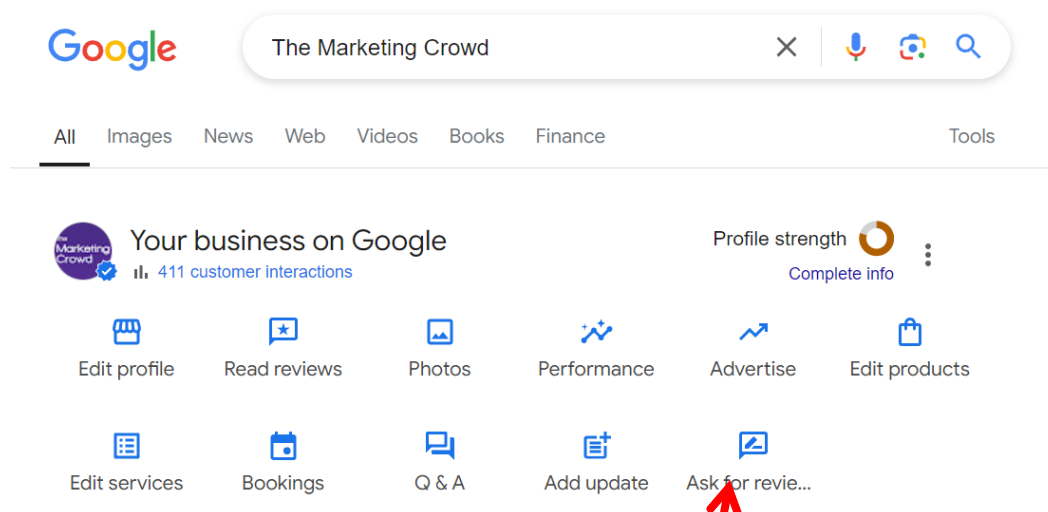
Cover Photo

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

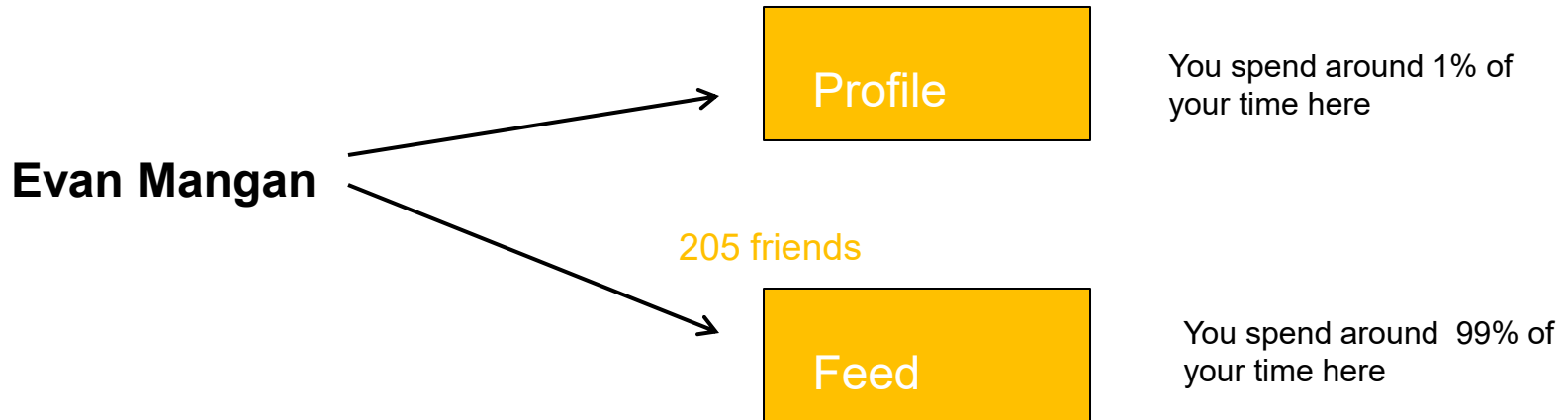
1. Recommend the best categories for my profile
2. Write a summary section for my profile that will help Google see the main products and services that I am relevant for
3. Recommend a list of services I should add to my profile (if relevant)
4. Provide other expert tips on how I should optimise my profile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

What We Will Cover Today

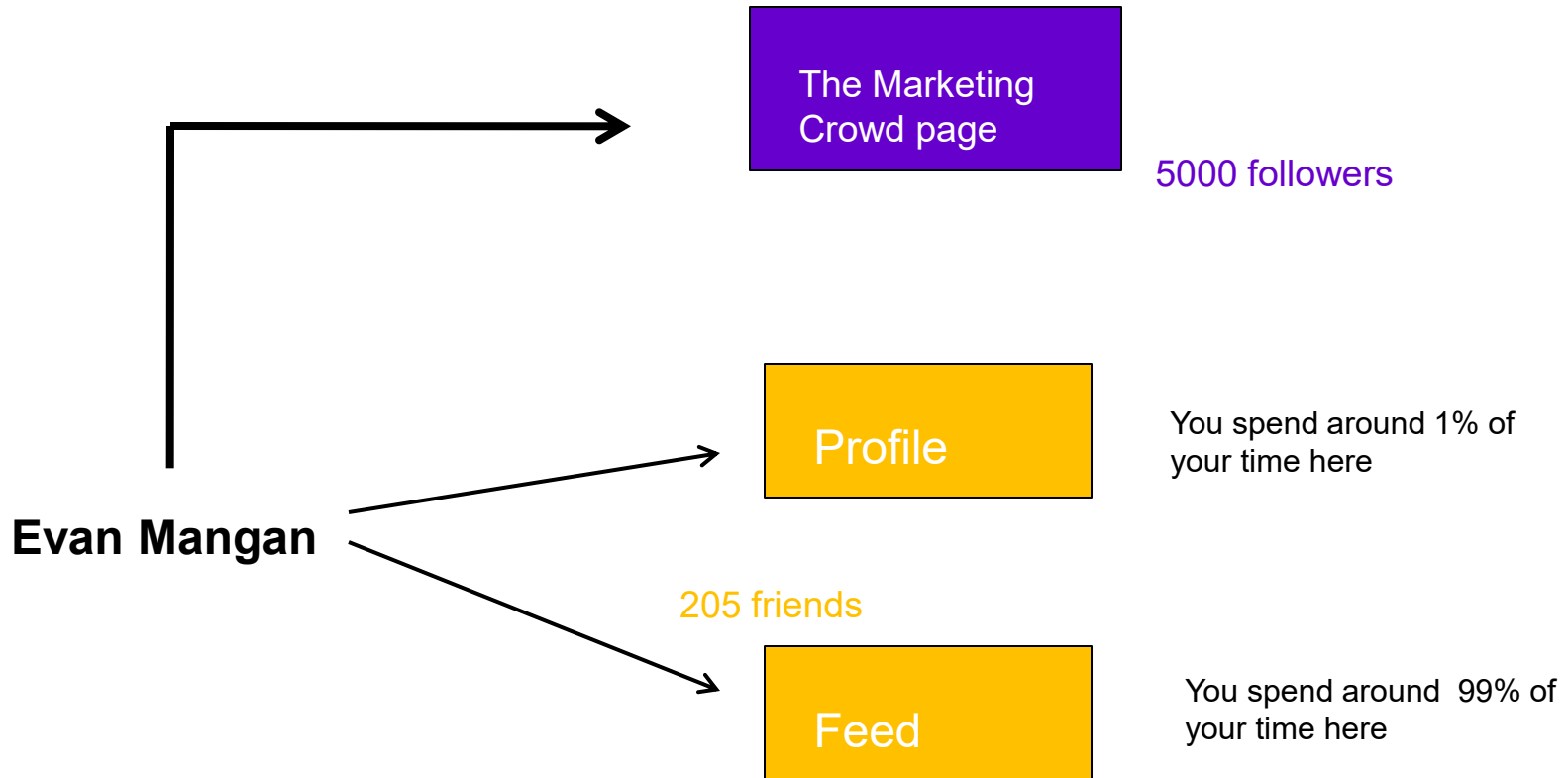
Free Google Search Tactics

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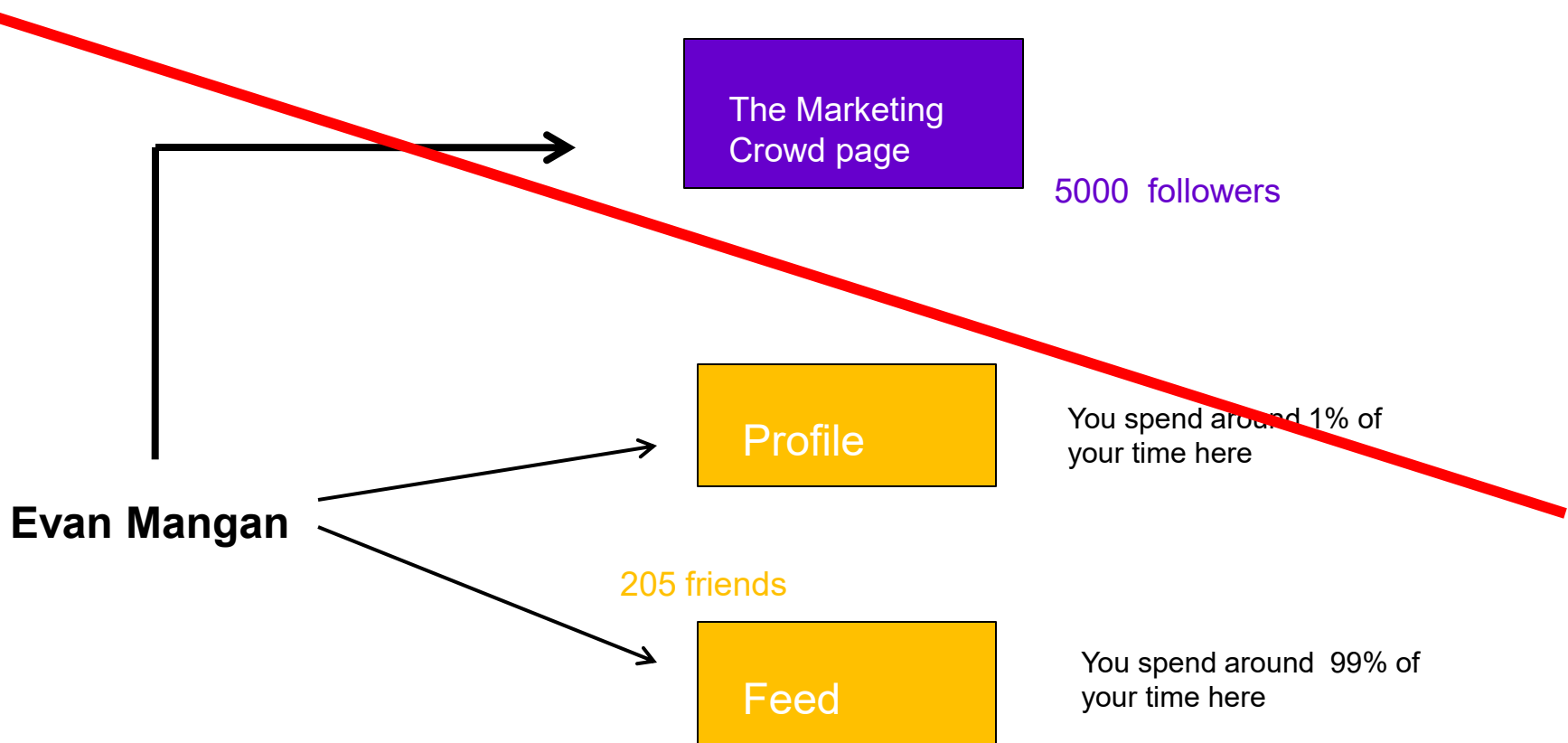
You Join Facebook as a person and you have a profile and a newsfeed



If you want to use FB for marketing you create a page when logged in as a person

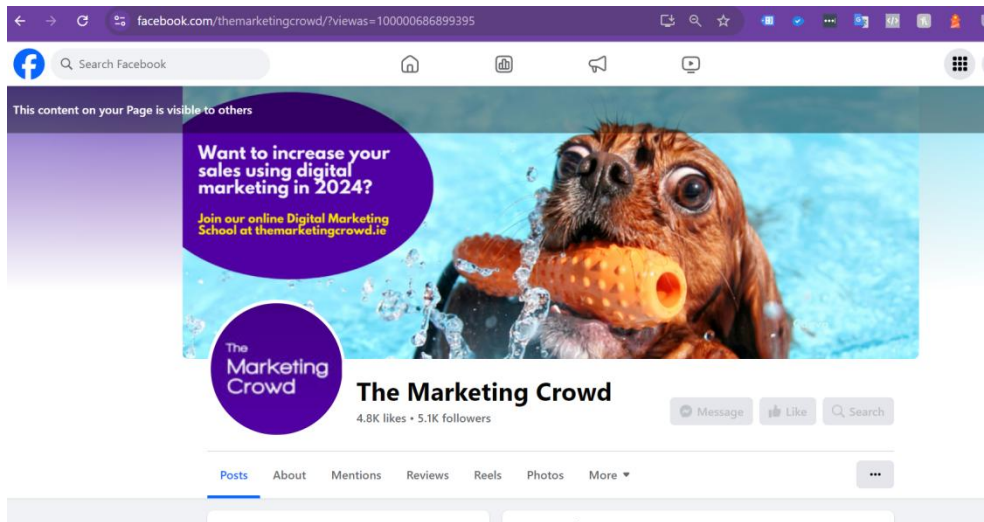


However, these are separate. Your page visitors do not see your personal profile. Your friends do not automatically see your page posts.



How Facebook Works

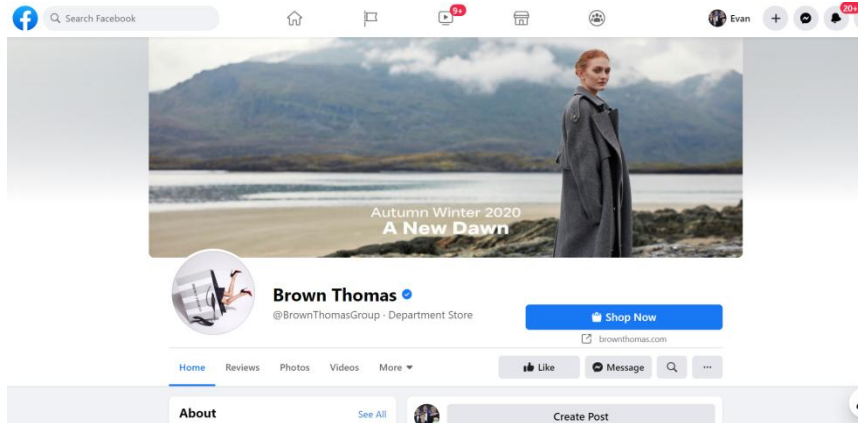
The difference between personal profiles and business pages



Business Pages

- Created for businesses – not individuals
- When you own a business page You cannot send “friend requests” to join your page.
- People “like” your page and in so doing they become fans or followers.
- When you update your status it feeds through to your followers’ feeds.

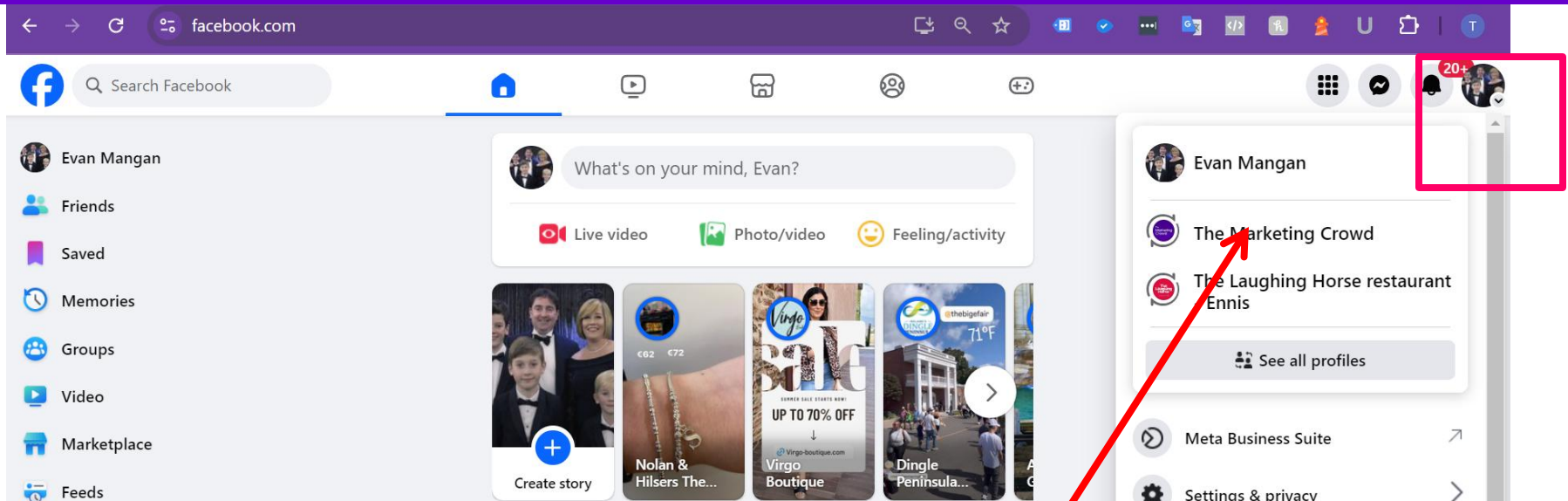
Liking Business Pages



- Therefore, a Facebook user, you can find pages you like by using the search box at the top of the screen.
- Once you land on the business page there is a big like button. When you click this like button you are now "Following the page"
- This means that in your feed you want to see posts that the brand or company has posted.

When deciding whether you will like a page you will probably look at their cover photo, how many other people have liked the page (followers) and the most recent updates from the page as this indicates what type of updates you are likely to receive.

How to get to your page in order to update it and send out posts



When you login to Facebook you are using Facebook as you. This means you have

- A feed for you
- A profile for you
- You post as you and like comment and share as you.

Now you can click on the circle top right and SWITCH to using Facebook as your page. This means

- You have a feed for your page
- You can like, comment, share as your page
- You can create a group as your page.

Click on the name of your page to switch to using as that page

Use your logo for your profile image

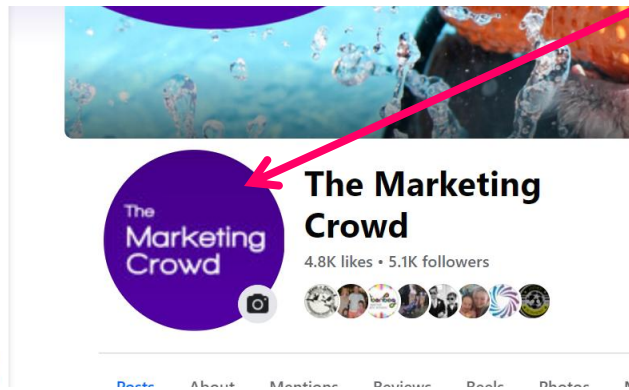
Ensure your uploaded logo is very visible in the newsfeed

- Ads manager
- Create ads
- Boost Instagram post
- Settings
- Location Pages

More tools
Manage your business across Meta apps

Meta Verified

Advertise



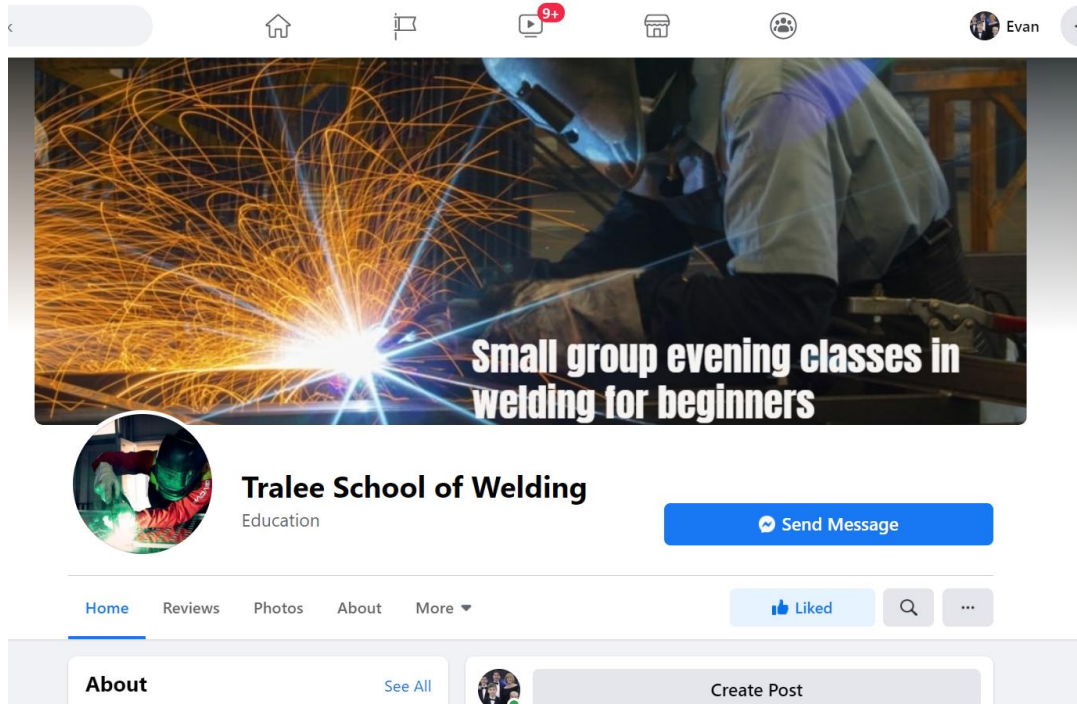
The importance of the profile picture (your logo)

What Facebook still calls the “profile picture” is a 180-pixel square image that is inset into your cover photo in the lower-left area.

Note that the profile picture will appear as the image in your followers feed when they view your posts so ensure it is legible and eye-catching

The Profile Picture = Your Logo

Add text to your cover photo to promote an event or to showcase your services



Your cover photo can be used as an advert for an upcoming event or to explain a service that you offer

You can write text on your image using Canva

Think about what eye-catching you will Post



Develop a plan for what you will post on Facebook

What can you post that will ...

- Engage People
- Inform People
- Entertain People
- Delight People

And at the same time ...

- Will enhance your brand
- Will position your brand as a helpful expert

Plus ...

- How will you occasionally sell your products and services

What Type Of Marketing channel is Facebook?

a) If You are using Facebook as a free marketing tool through posting updates to followers

Hard Selling

Subtle Selling

On a spectrum ranging from hard selling channels to subtle



What Type Of Marketing Tool is Facebook?

It is a Subtle form of marketing because of the way we consume our newsfeed.

The Newsfeed for most people is informal, fun, entertaining, social



What Type Of Marketing Channel is Facebook

What Doesn't Work



Positioning your brand as a boring spammer through ...

- Building a follower list to send them constant sales message
- Repetitive and boring updates
- Selling selling selling through your page updates

What Does Work

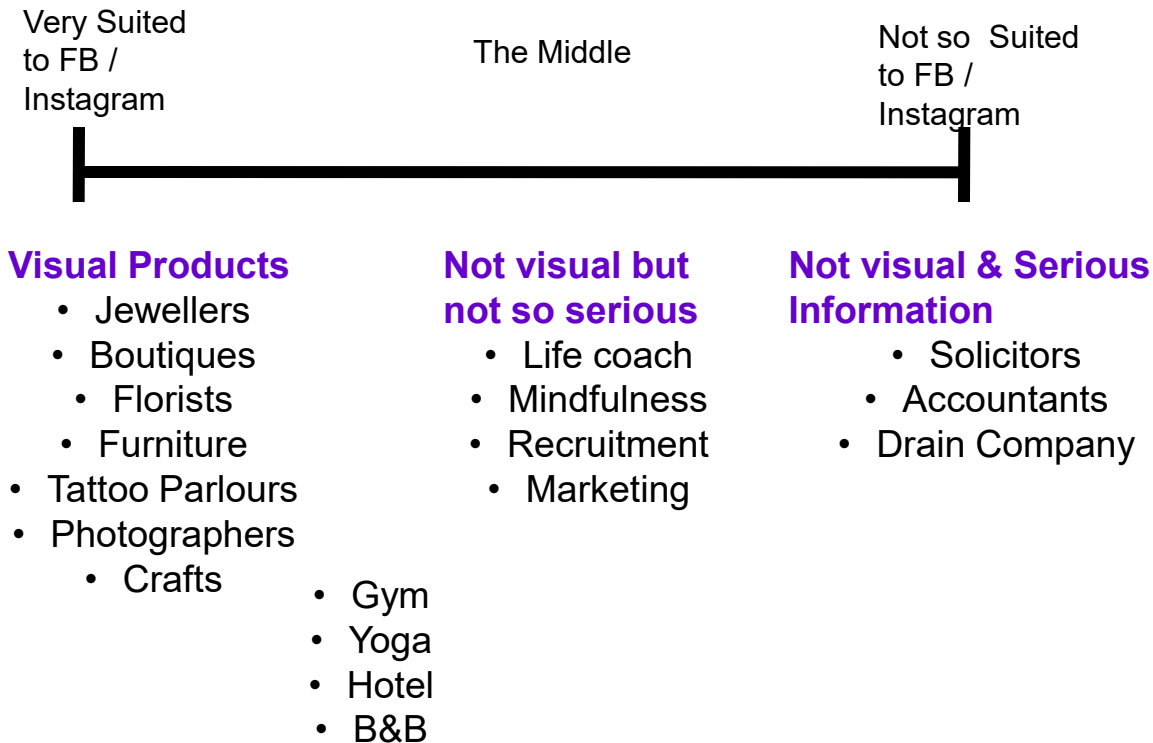


Increasing awareness, engagement and trust in your brand through

- Sharing your knowledge and expertise in order to help customers – e.g. through videos, blog posts or ebooks
- Sharing links to 3rd party information that they would find useful
- Sharing photos or videos about your company that are interesting and engaging.
- Giving away free products as prizes through a promotion or contest
- Encouraging followers to engage with them and other followers to share experiences of the brand

1. Strategy:

Figure out where you are on this spectrum



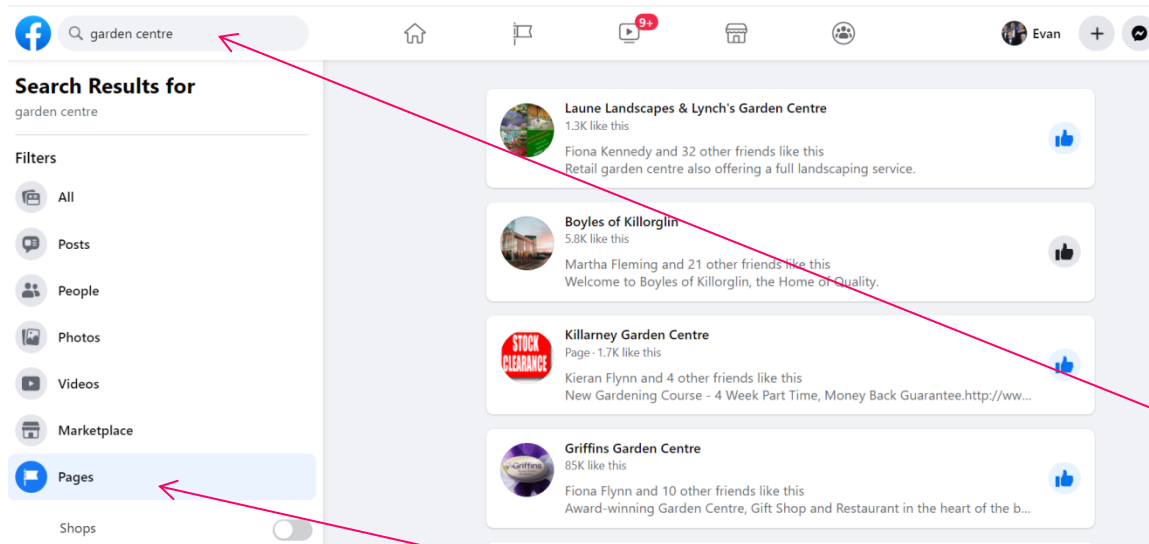
If you are visual on the left:

You can send out lots of posts about your products & services and it won't get boring. People won't feel like they are constantly being sold at

If you are in the middle you need to

- think about interesting , helpful tips and advice interspersed with sales posts
- Think about a visual strategy. What eye catching images and videos can you post?

Posting Plan



How to go about this

Unless you are in a very small niche there will be lots of other pages around the world in your sector – learn from them. Assess how they are using Facebook for marketing and what they are posting

1. Find other business pages within your sector by using the search box

- Search for a page similar to your business e.g. Hair salon

Then click on “pages” in order to see lots of pages similar to your business

Posting Plan



Like us on
Facebook

Finish this sentence. "Follow us and you will receive"
Does your sentence sound compelling and interesting?

There was a time when you could have a custom landing page and on that you would explain to people what kind of updates they would receive if they followed you.

You should still write this down on paper as it will form your posting plan

Example Posting Plan



For A Hair Stylist

Facebook updates will include ...

- DIY Hair styling tips – videos / articles
- DIY colouring tips – videos / articles
- Tips on which styles to choose – links to blog articles
- Photos - Before and after hair styles of customers
- Photos – inspiration styles
- Photos – celebrities latest styles
- Exclusive discounts for followers
- Contests – lots of free giveaways

Occasional updates about special offers on hair stylist services and products

Example Posting Plan

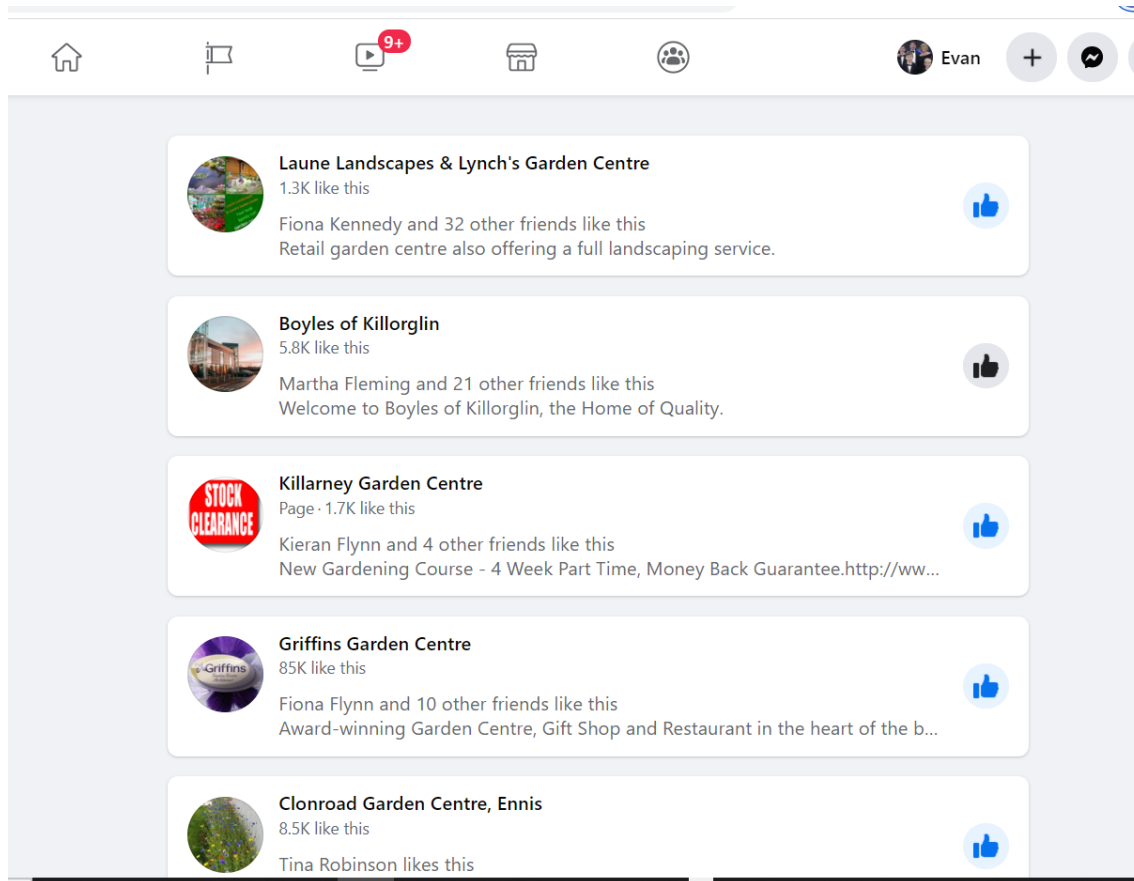


For A Hotel

Facebook updates will include ...

- Things to do when you are on holiday in this area
- Upcoming events in the area
- Recipes from the Head Chef
- Wellness tips from the Spa
- Win a free meal
- Win a free stay
- Special offers

Posting Plan



How to go about this

Visiting 5-6 pages and form an opinion on ...

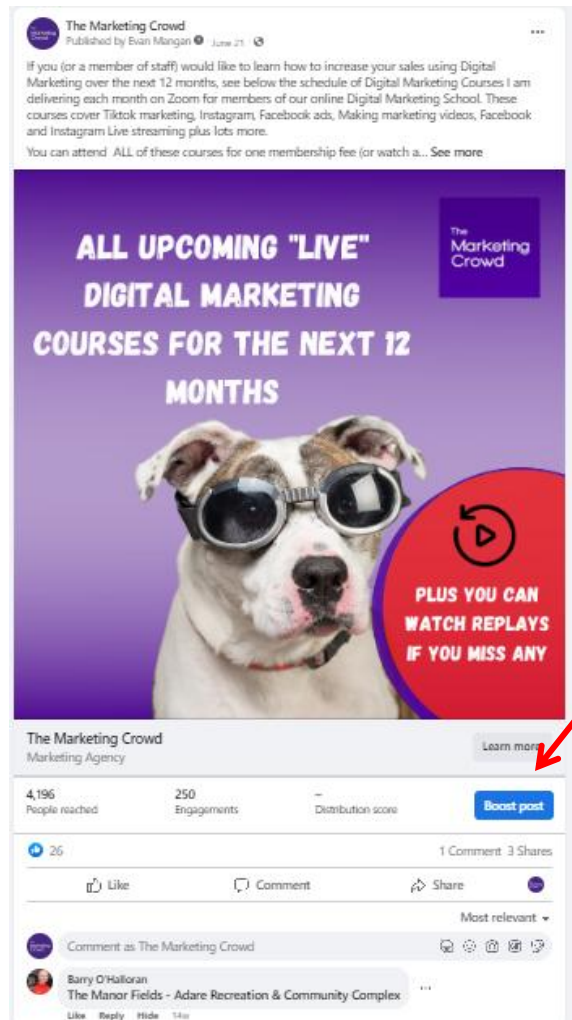
- what types of posts are interesting, engaging, brand enhancing
- Which posts get a lot of likes and shares
- What type of contests are they running
- What type of images and videos do they share

What We Will Cover Today

1. How to get your Google Business Profile found in Google's 3 local map results
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Reminder - What are the 2 Big options?

1. The Boost Post Button – on a Facebook Post

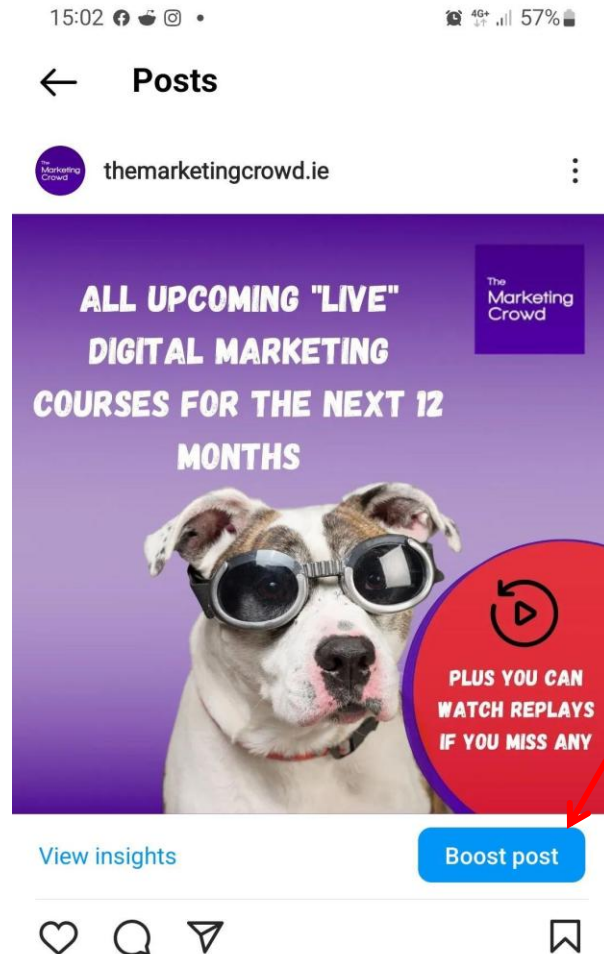


When you send out a post from your page on Facebook there will be a Boost post button that allows you to turn the post into an ad

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

Reminder - What are the 2 Big options?

1. The Boost Post Button – on an Instagram Post

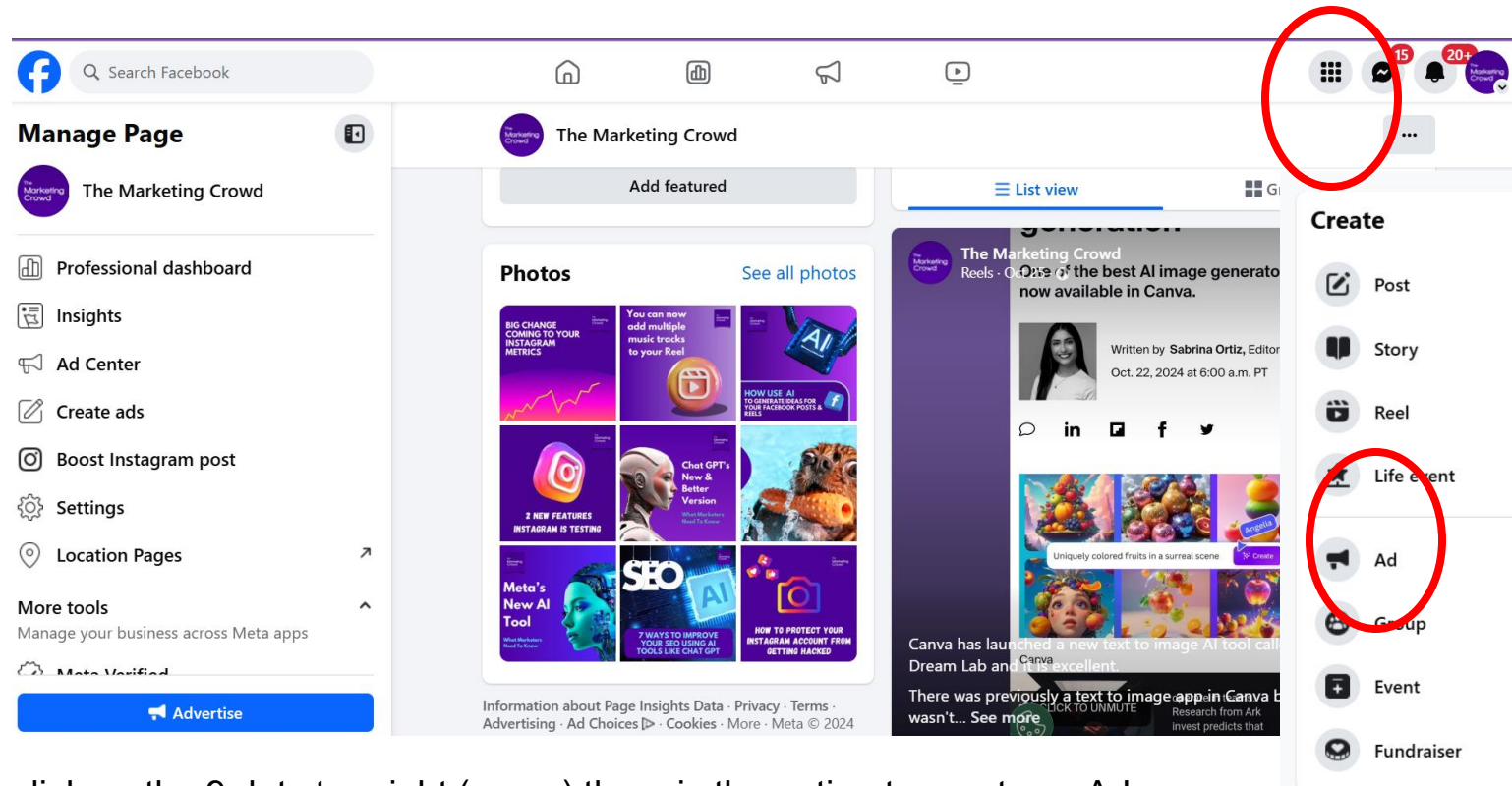


When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

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

Reminder - What are the 2 Big options?

2. The Ads Tool in Ads Manager

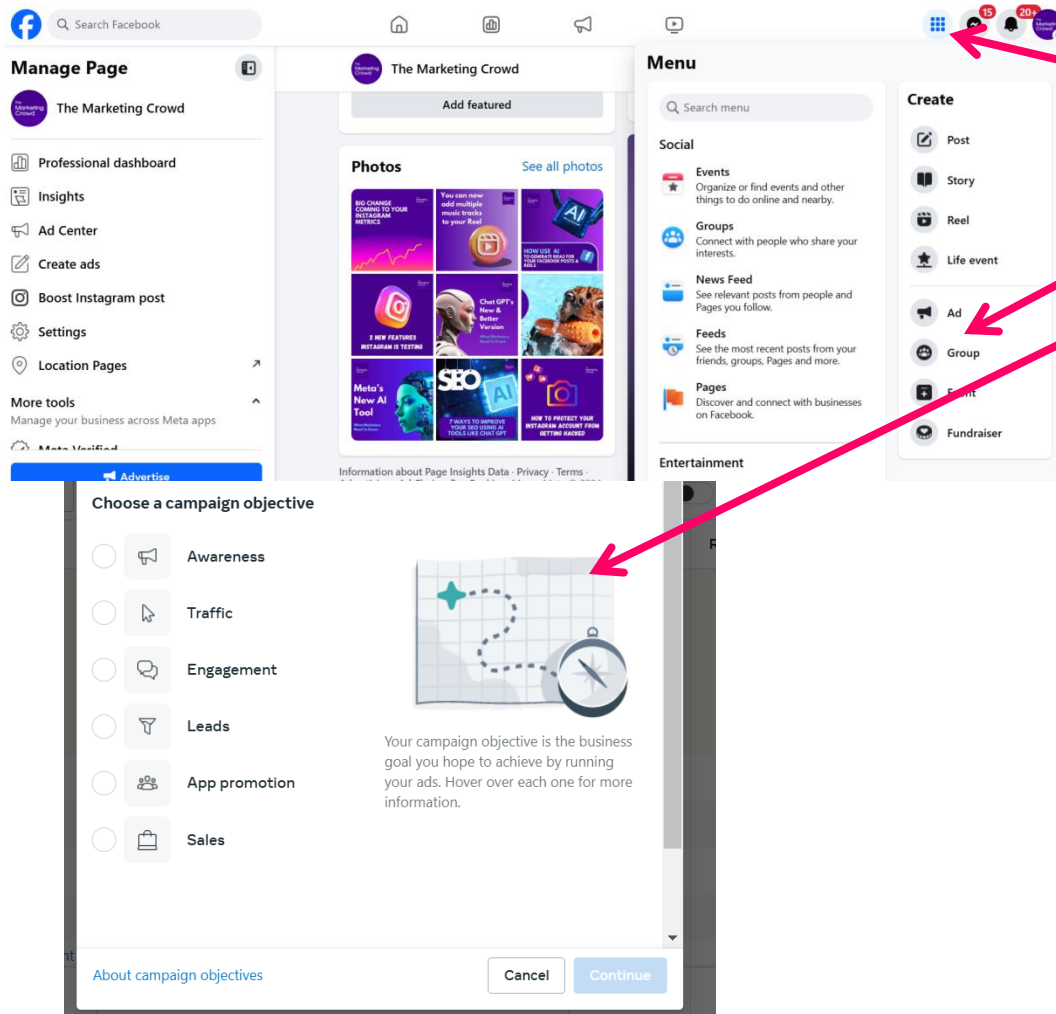


If you click on the 9 dots top right (menu) there is the option to create an Ad

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

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

To access the ad creation tool within ads manager



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

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

If so, see next slide

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](#) Cancel Continue

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, messenger, app

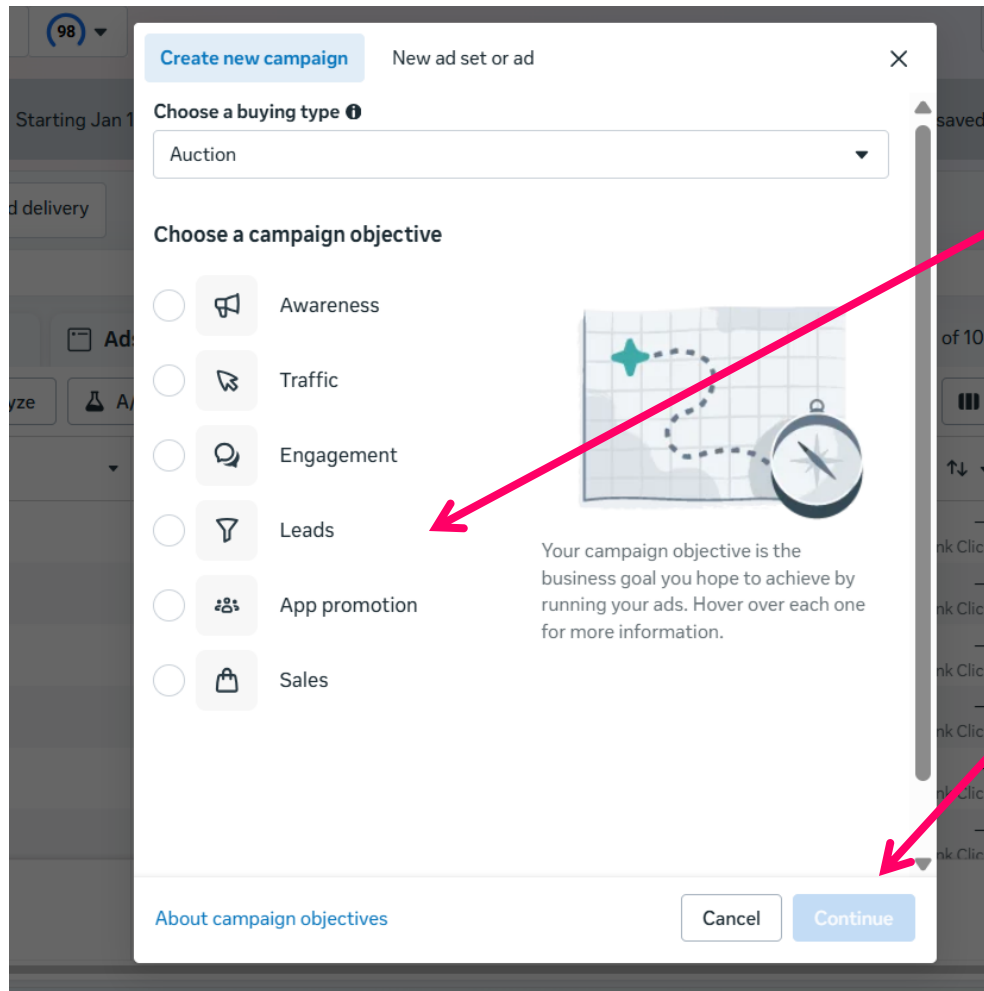
Engagement: Get more messages, video views, post engagement,

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

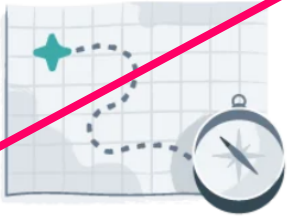


Create new campaign New ad set or ad

Choose a buying type ⓘ
Auction

Choose a campaign objective ⓘ

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



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

[About campaign objectives](#)

Cancel Continue

Then choose either “traffic” or “engagement”

If you are driving people to your website or you want to generate message enquiries choose traffic.

Click on “continue”

On Page 1 ...

Facebook Ads campaign creation interface. The 'Name' tab is selected in the left sidebar. The 'Campaign name' field contains 'New Traffic Campaign'. A red arrow points from a text box on the right to this field. The 'Campaign details' section shows 'Traffic' as the objective. The 'Budget' section shows 'Advantage+' as the budget strategy. The 'Ad set budget' is selected under 'Budget strategy'.

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

On Page 1 ...

Set different bid strategies or budget schedules for each ad set.

☒ Share some of your budget with other ad sets ⓘ
We'll share up to 20% of your ad set budget with other ad sets within this campaign when it's likely to improve performance. [About ad set budget sharing](#)

Campaign bid strategy ⓘ
Highest volume

A/B test Off ☐
Help improve ad performance by comparing versions to see what works best. For accuracy, each one will be shown to separate groups of your audience. [About A/B tests](#)

☒ **Special Ad Categories**
Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. [About Special Ad Categories](#)

Categories
Select the categories that best describe what this campaign will advertise.
Declare category if applicable

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

On page 2 ...

Edit

Review

Name

Conversion

Budget & schedule

Audience

Placements

Ad set name

New Traffic Ad Set

Create template

Conversion

Conversion location

Choose where you want to drive traffic.

[About conversion locations](#)

☒ Website

Send traffic to your website.

☐ App

Send traffic to your app.

☐ Message destinations

Send traffic to Messenger, Instagram and WhatsApp.

☐ Instagram or Facebook

Send traffic to an Instagram profile, Facebook Page or both.

☐ Calls

Get people to call your business.

Performance goal

How you measure success for your ads. [About performance goals](#)

Maximize number of landing page views

Cost per result goal

Close

✓ All edits saved

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

The screenshot shows the Facebook Ads campaign creation interface. On the left is a sidebar with navigation links: Name, Conversion (highlighted), Budget & schedule, Audience, and Placements. The main content area has two buttons at the top: 'Edit' and 'Review'. Below these are two radio button options: 'Instagram or Facebook' (selected) and 'Calls'. The 'Performance goal' section is active, showing a dropdown menu set to 'Maximize number of landing page views'. Below this is the 'Traffic goals' section with three radio button options: 'Maximize number of landing page views' (selected), 'Maximize number of link clicks', and 'Maximize number of conversations'. At the bottom is the 'Value rules' section with a 'Create a rule set' button. Two red arrows point from the text on the right to the 'Maximize number of landing page views' option in the dropdown and the radio button.

Name

Conversion

Budget & schedule

Audience

Placements

Instagram or Facebook
Send traffic to an Instagram profile, Facebook Page or both.

Calls
Get people to call your business.

Performance goal
How you measure success for your ads. [About performance goals](#)

Maximize number of landing page views

Traffic goals

☒ Maximize number of landing page views
We'll try to show your ads to the people most likely to visit the website 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 messaging.

Value rules ⓘ
Tell us how much more certain audiences, conversion locations and placements are worth to your business. Our system will optimize for outcomes based on these rules. [About value rules](#)

+ Create a rule set

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

Name

Conversion

Budget & schedule

Audience

Placements

✔ Budget & schedule

Budget strategy ⓘ

Daily budget

€ 20.00

EUR

You are using ad set budget sharing and we'll aim to spend an average of €20. Your maximum daily spend is €35 and your maximum weekly spend is €140. Go to [campaign level](#) to make updates.

ⓘ Businesses like yours that got results spent around €20.00 per day on ad sets in Traffic campaigns. ⓘ

Schedule

Start date

📅 May 20, 2026

🕒 02:58 AM PDT

End date

☐ Set an end date

Show more settings ▾

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

☐ Set an end date

[Show more settings](#)

Audience Advantage+ on

Set up your audience using controls and suggestions. [About audiences](#)

Use a saved audience ▼

Controls ⓘ
We won't reach people beyond these settings, even with Advantage+ on.

Locations ⓘ
Included location:
• Ireland

[Hide controls](#) ▲

Minimum age ⓘ
• 18
• Unknown age on WhatsApp: Included

Exclude these custom audiences ⓘ
None

Languages ⓘ
All languages

Close ✓ All edits saved

Choose the people you want to target.

Option1 – Based on Advantage + targeting

The default option to have their AI do most of the targeting for you. You give it some parameters and some suggestions but you then give it the ability to find people who it thinks will respond to your ad

1. Choose a location e.g. Ireland or Kerry
2. Choose a min age (25 is the highest min age)
3. You can exclude people in your custom audiences e.g. Your web visitors or followers
4. You can choose a language

How to create an ad campaign

Name

Conversion

Get & schedule

Audience

Placements

Minimum age ⓘ

- 18
- Unknown age on WhatsApp: Included

Exclude these custom audiences ⓘ

None

Languages ⓘ

All languages

Suggest an audience ⓘ

We'll also reach people beyond any custom audience, age, gender and detailed targeting settings you apply when it's likely to improve performance.

[Show settings](#) ▾

⚙ Further limit your audience

Save audience

Advantage + (AI) continued ...

You can also click on Suggest an audience
Click show settings

Here you can specify an age range, Gender
and some demographics, interests /
behaviours

Note: This is simply a suggestion to the AI. It
will look at it and try it but it will not be
restricted to this

Languages ⓘ

All languages

Suggest an audience ⓘ

We'll also reach people beyond any custom audience, age, gender and detailed targeting settings you apply when it's likely to improve performance.

[Hide settings](#) ▸

Include these custom audiences ⓘ

None

Age

18 - 65+

Gender

All genders

Detailed targeting

All demographics, interests and behaviors

How to create an ad campaign

Name

Conversion

Get & schedule

Audience

Placements

Minimum age ⓘ

- 18
- Unknown age on WhatsApp: Included

Exclude these custom audiences ⓘ

None

Languages ⓘ

All languages

Suggest an audience ⓘ

We'll also reach people beyond any custom audience, age, gender and detailed targeting settings you apply when it's likely to improve performance.

[Show settings](#) ▾

Further limit your audience

Save audience

Option 2 – If you don't want to use Advantage+ you can take full control of the targeting. Just click “Further limit your audience”

Why are they phrasing it like this?

- Because they are pushing advertisers towards using AI (Advantage +)
- If you choose an audience it WILL be smaller than what the AI would test
- Then click “reach a limited audience”

Name

Reach the right audiences ✕

If your business values some audiences more than others, consider staying in your current setup or applying value rules.

☐ Reach a broad audience (current setup)

Set audience suggestions to tell us which audiences to reach first. Meta's system will deliver to others when it improves results.

☐ Reach your preferred audiences by applying value rules

Set value rules to optimize for outcomes based on how much certain audiences are worth to your business.

☒ Reach a limited audience

Set audience controls to limit who can see your ads if you have legal, geographic, or business restrictions.

Cancel Continue

How to create an ad campaign

The screenshot shows the Facebook Audience configuration interface. On the left is a sidebar with navigation links: Name, Conversion, Budget & schedule, Audience (highlighted), and Placements. The main content area is titled 'Audience' with a green checkmark icon and an 'Advantage+ on' button. Below the title, it says 'Set up your audience using controls and suggestions. [About audiences](#)'. There is a dropdown menu for 'Use a saved audience'. The configuration options include: 'Locations' (Inclusion: Ireland), 'Age' (18 - 65+, Unknown age on WhatsApp: Included), 'Gender' (All genders), 'Custom audiences' (None, highlighted with a red arrow), 'Detailed targeting' (All demographics, interests and behaviors), and 'Languages' (All languages). At the bottom, there is a 'Back to default setup' button.

Option 2 – If you don't want to use Advantage+ you can take full control of the targeting. Just click “Further limit your audience”

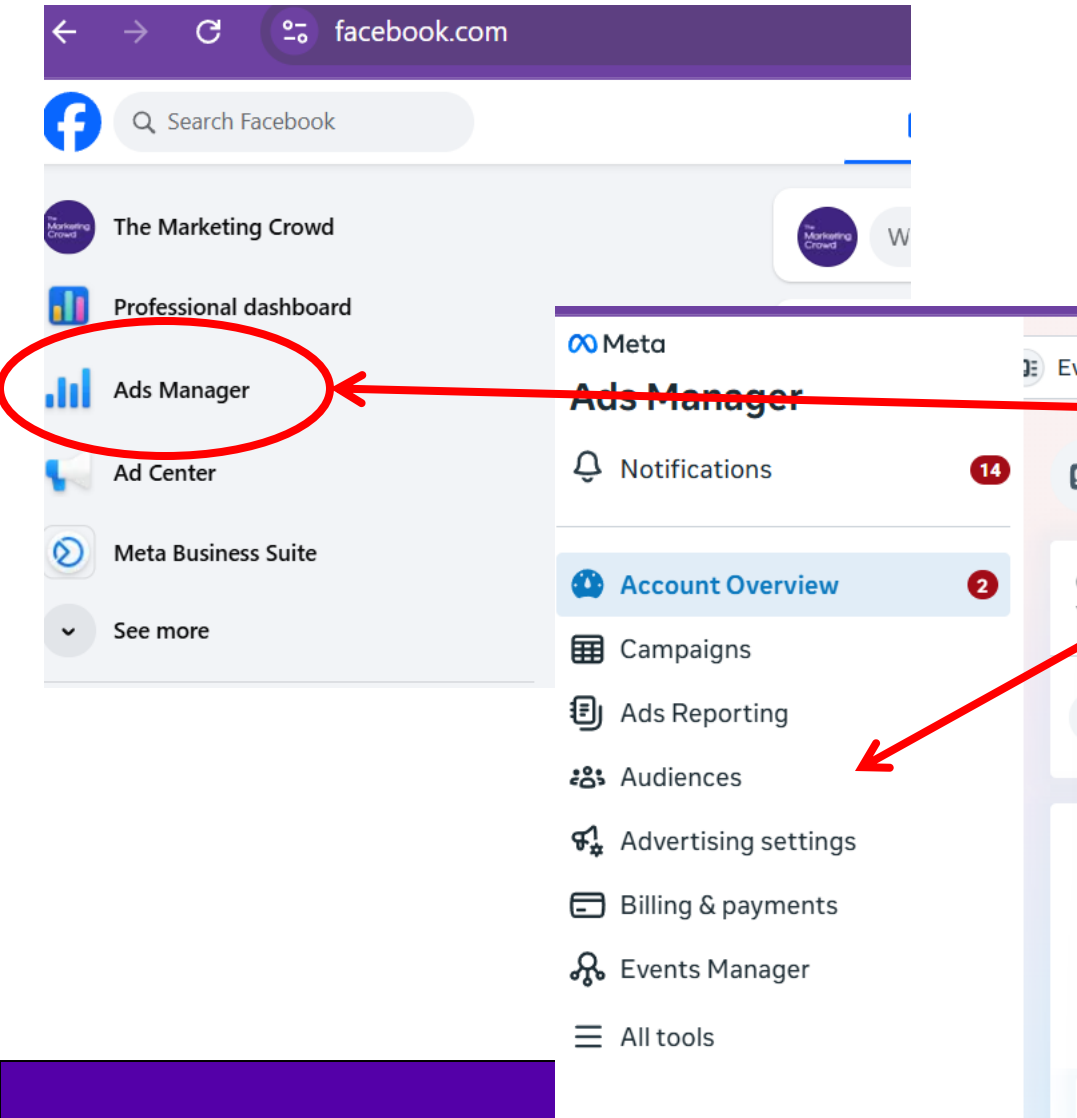
You can then target your ad by

Location
Age
Gender
Custom audiences e.g. Social media followers
Language

Detailed targeting with is ...

- Demographics
- Interests
- Behaviours

How to create audiences that contain your social media followers



Go to the audiences section of Ads Manager

1. Got to Facebook.com and switch to use FB as your page
2. Go to Home = your Feed
3. Click on Ads Manager
4. Click on the Menu top left
5. Click on Audiences



① Maximum audience retention has increase

You can now set audience retention to a maxim

[Learn more](#)

Create audience ▼

 Edit Share

 Custom audience

audience ID

 Lookalike audience

📁 Saved audience

Filter

Status

Tune

Use a custom audience source

Start with people who have already shown an interest in your business or product.

Your sources

Website

App activity

 Catalog

Meta sources

 Video

Lead form

 Instant Experience

Shopping

Customer list

Offline activity

 Instagram profile

Events

 Facebook Page

 On-Facebook listings

About custom audiences

Cance

Then select Facebook page

How to create audiences that contain your social media followers

Create a Facebook Page custom audience

Include people who meet

Any

 of the following criteria:

Page

The Marketing Crowd

Events

People who currently like or follow your Page

People who currently like or follow your Page

Includes people who currently like or follow your Page on Facebook. People who unlike or unfollow your Page will be removed from this audience.

People who engaged with your Page

Includes people who have visited your Page or taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

People who visited your Page

Includes people who visited your Page, regardless of the actions they took.

People who engaged with any post or ad

Includes people who have taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

People who clicked any call-to-action button

Includes people who clicked on a call-to-action button on your Page, such as "Call" or "Message".

Back

Create audience

Choose your page from the drop down

Select People who like or follow your page

Give you audience a name e.g. Follows TMC on FB

Then click Create audience



Evan Mangan - The

① Maximum audience retention has increase

You can now set audience retention to a maxim

[Learn more](#)

Create audience ▼

 Edit

Share

 Custom audience

audience ID

Use a custom audience source

at with people who have already shown an interest in your business or product

 Lookalike audience

📁 Saved audience

Filter

Status

Type

Your sources

 Website

App activity

 Catalog

Meta sources

 Video

Lead form

 Instant Experience

Shopping

 Customer list

Offline activity

 Instagram profile

Events

 Facebook Page

 On-Facebook listings

About custom audiences

Then select Facebook page

How to create audiences that contain your social media followers

Create a Facebook page Custom Audience

★ A new way to reach people who currently like or follow your Page

Now you can reach people who currently like or follow your Page by selecting that option in the Events dropdown.

Include people who meet Any Of the following criteria:

Page

The Marketing Crowd

Events

Everyone who engaged with your Page

☐ People who currently like or follow your Page
This includes people who currently like or follow your Page on Facebook. People who unlike or unfollow your Page will be removed from this audience.

☒ Everyone who engaged with your Page
Includes people who have visited your Page or taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

☐ Anyone who visited your Page
This includes anyone who visited your Page, regardless of the actions they took.

☐ People who engaged with any post or ad
Includes people who have taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

☐ People who clicked any call-to-action button
Includes people who clicked on a call-to-action button on your Page, such as

Choose your page from the drop down

Then select Everyone who Engaged with your page

How to create audiences that contain your social media followers

The screenshot shows the 'Create a Facebook page Custom Audience' dialog. It includes a 'Page' dropdown set to 'The Marketing Crowd', an 'Events' dropdown set to 'Everyone who engaged with your Page', and a 'Retention' field set to '365 days'. Below these are buttons for '+ Include more people' and '- Exclude people'. The 'Audience Name' field contains 'Engaged with TMC FB page 365 days' with a 33/50 character count. The 'Description · Optional' field is empty with a 0/100 character count. At the bottom are 'Back' and 'Create audience' buttons. Red arrows point from the explanatory text on the right to the 'Retention' field, the '+ Include more people' button, the 'Audience Name' field, and the 'Create audience' button.

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

How to create audiences that contain your social media followers

Audiences

Maximum audience retention has increase
You can now set audience retention to a maxir
[Learn more](#)

Create audience ▾ Edit Share

- Custom audience
- Lookalike audience
- Saved audience

Filter

Status

Type

ie a custom audience source
ct with people who have already shown an interest in your business or product.

Your sources

- ☐ Website
- ☐ App activity
- ☐ Catalog

Meta sources

- ☐ Video
- ☐ Lead form
- ☐ Instant Experience
- ☐ Shopping

- ☐ Customer list
- ☐ Offline activity
- ☐ Instagram profile
- ☐ Events
- ☐ Facebook Page
- ☐ On-Facebook listings

[About custom audiences](#)

Cancel Next

Click create audience

Click Custom audience

Then select Instagram account

Then follow the exact same
Process as the Facebook
audience

Which audience targeting should you choose?

Which?

Large budget or cold audience?

Advantage + works really well for

- Finding your best cold audience i.e. people who have not heard of you / followed you on social media. The AI will find the people who would be interested
- Also, if you have a large budget e.g. €200 to €500 a day. It has scope to test lots of different options and based on the learning can generate the best results for you.

Smaller budget or want to definitely reach your warm audience e.g. Social media followers?

If you are working on a smaller budget of €10 to €20 a day and / or you want to definitely reach your social media followers, you should switch to “limit your audience” and

1. Target your social media followers as a custom audience
2. Consider then running a small advantage + campaign to get to the best cold audience

How to create an ad campaign

✔ Advertiser and payer details required for ads in the EU

Provide the name of the advertiser and payer to deliver ads to audiences in the European Union. These details will be publicly available in [Meta's Ad Library](#) for a year but not on the ad itself. [About requirements for ads targeting the European Union](#)

* Advertiser ⓘ

The Marketing Crowd ▼

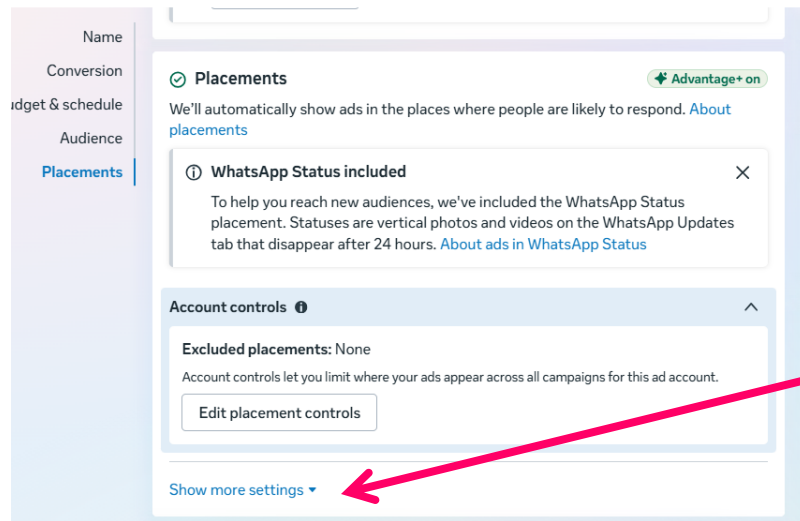


The advertiser and payer are different

Declare who is the beneficiary and payer of the ad

If you are paying and benefiting just enter your business name

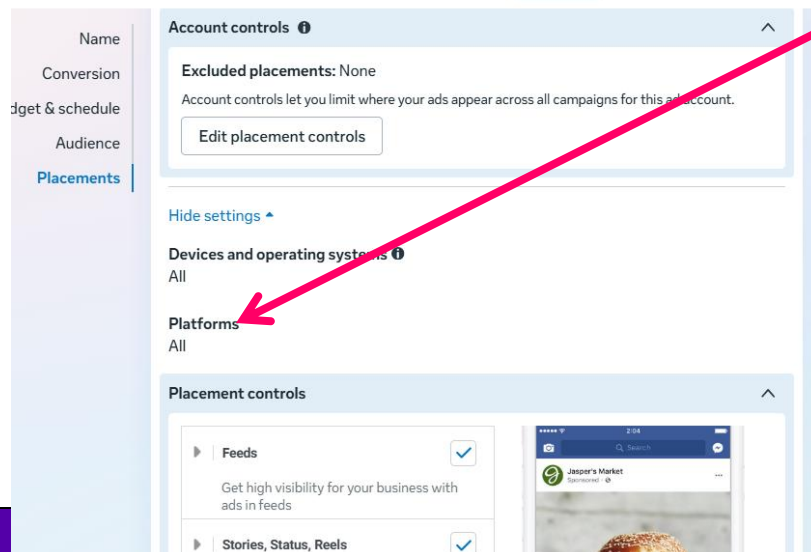
How to create an ad campaign



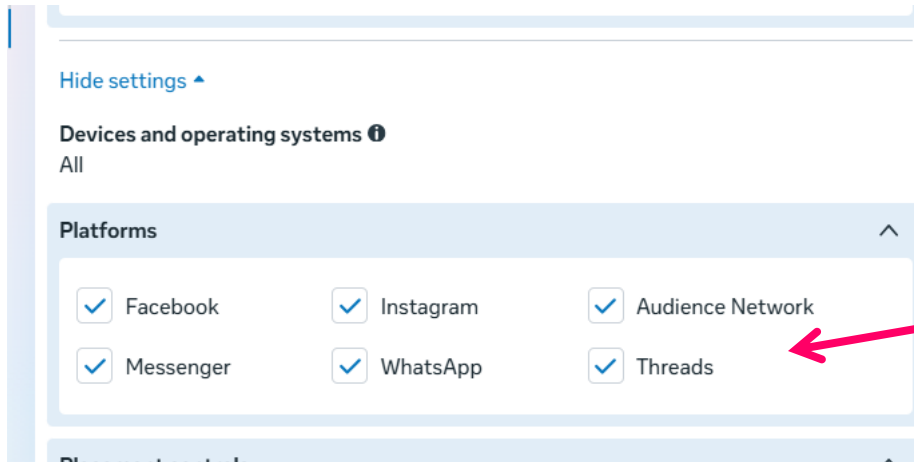
**Decide where
You want your ad to
appear. You can choose
Platforms and placements**

To view your Click Show more
settings

Then hover your mouse over
Platforms (all) and click edit



How to create an ad campaign



**Decide where
You want your ad to
appear. You can choose
Platforms and placements**

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

You can untick any of these. I would definitely keep Facebook and Instagram

I would definitely untick audience Network (3rd party website and apps)

How to create an ad campaign

Platforms

☒ Facebook ☒ Instagram ☐ Audience Network

☐ Messenger ☐ WhatsApp ☐ Threads

Placement controls

Feeds ☐
Get high visibility for your business with ads in feeds

Stories, Status, Reels ☐
Tell a rich, visual story with immersive, fullscreen vertical ads

In-stream ads for reels ☒
Reach people before, during or after they watch a reel

Search results ☒
Get visibility for your business as people search

Apps and sites ☐

Feeds

Performance may be impacted
Evolving changes within the ads ecosystem may affect your performance or reporting.
Ad sets that include the European Region

Estimated audience size

Close ☒ All edits saved

Back Next

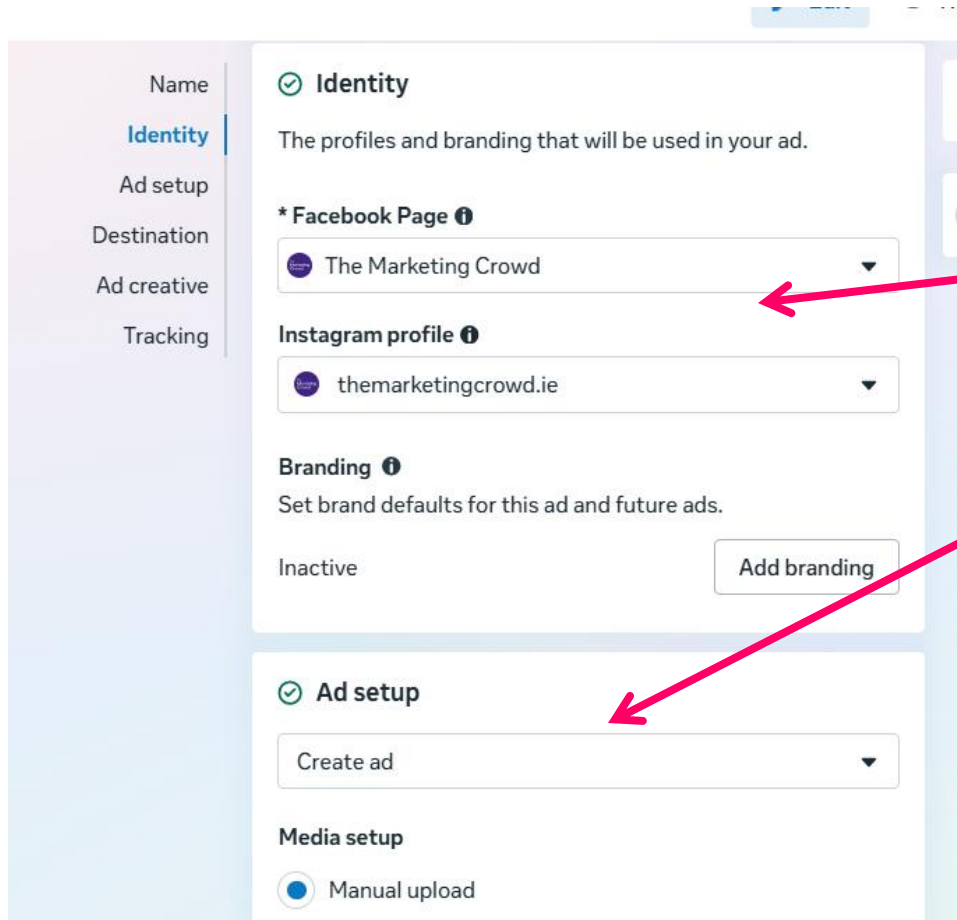
**Decide where
You want your ad to
appear. You can choose
Platforms and placements**

You can also choose where
within the platforms your ad
appears i.e. placements

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

Click next to proceed to page 3

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



The screenshot shows the Facebook Ads setup interface. On the left is a sidebar with navigation links: Name, Identity (highlighted), Ad setup, Destination, Ad creative, and Tracking. The main content area is divided into two sections: Identity and Ad setup.

Identity section:

- Identity** (with a checkmark icon): The profiles and branding that will be used in your ad.
- * Facebook Page** (with an info icon): A dropdown menu showing "The Marketing Crowd". A red arrow points from this dropdown to the text "Choose from the dropdown a post that you want to turn into an ad".
- Instagram profile** (with an info icon): A dropdown menu showing "themarketingcrowd.ie".
- Branding** (with an info icon): Set brand defaults for this ad and future ads. It shows "Inactive" and an "Add branding" button.

Ad setup section:

- Ad setup** (with a checkmark icon): A dropdown menu showing "Create ad". A red arrow points from this dropdown to the text "Click Select a post".
- Media setup**: A radio button selection with "Manual upload" selected.

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

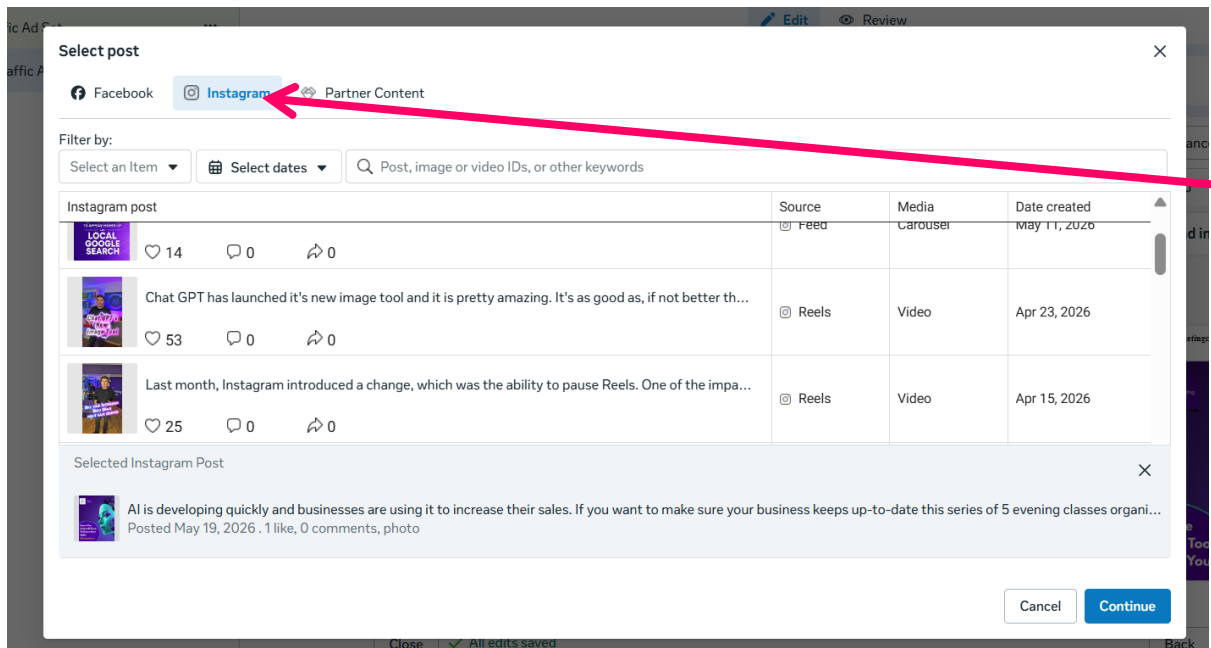
Choose your page

Decide if you want to create an ad from scratch or do you want to use an existing post or Reel from Facebook and Instagram

Click Select a post

Then choose a post from the list of previous posts

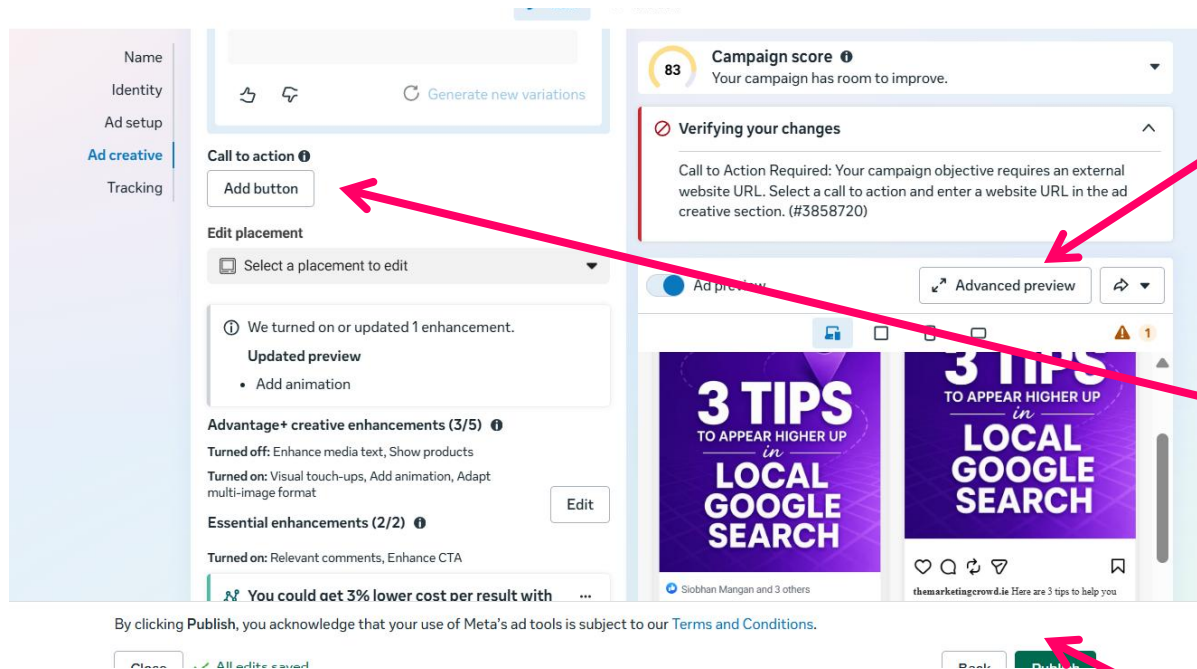
How to turn a post into an ad that goes out on Facebook & Instagram



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



You can preview how it looks in different Placements. Click Advanced preview to see more.

Add a link to the ad by clicking add button

You can then enter a url and choose a call to action button e.g. Learn more or buy now

When you are ready to place order click the green Button

Your ad has now gone off to Facebook for review.