

facebook

MARKETING EXCELLENCE



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CHAPTER 1

INTRODUCTION

Introduction

Facebook is one of the most powerful platforms for any marketer to master and if you only ever invest your time and effort into *one* single social media platform, it should probably be Facebook. The impressive stats surrounding Facebook are by now old news but they are still worth repeating. Facebook is nothing short of the *second* biggest website on the net – right behind Google. If Facebook were a country, then it would be *one of the largest in the world.*

Facebook has 1.44 billion monthly active users, at least 72% of Facebook users check in every month and every day about 936 million people will check in. 65% use it daily. Among those users, the average time spent on the site per visit is 21 minutes.

In *total* there are 1,310,000,000 people who use Facebook regularly, which includes 680,000,000 daily users. Every 20 minutes, there are one million links shared, two million friends requested and three million messages sent.

All of this is really academic though – statistics like this are changing all the time.

All you need to know is that Facebook is *big* in terms of numbers. And what's more, is that those users are not just active on Facebook – they are engaging and taking part and they are sitting on the site for long periods of time.

In other words: this is pretty much the *perfect storm* for marketers looking for somewhere to access a large number of people.

And Facebook isn't just a big site full of lots of highly engaged users – it's also perfect in terms of the tools and features that it provides marketers. You have a *gigantic* number of people you can reach and Facebook gives you *all* the tools you could possibly need to reach the most useful members of that audience in a highly targeted way – this is powerful stuff!

A big part of this course is Facebook advertising. Of course this is the paid option for reaching your Facebook audience and that makes it the 'premium' choice in many ways.

If you want the very most powerful tools for reaching people on Facebook, you need to pay for PPC advertising.

Don't let that put you off though – if you get this right then it will entirely pay for itself and you will make all of your investment back. We're going to look into how you should go about using Facebook marketing and advertising in depth in this e-book and in the process you will gain all the skills you could possibly need to start making the most of this incredible tool and resource.

Facebook advertising is actually incredibly nuanced with a ton of different elements. This is something that very few people will probably understand before they get involved – so read on to learn all about it so that you can jump in with the kind of knowledge most advertisers are lacking! By the end, you'll know more about Facebook marketing than 90% of those using the platform...



CHAPTER 2

ADVERTISING IN FACEBOOK

Advertising In Facebook

So how does Facebook advertising work?

The basic principle to understand here is PPC. If you're at all familiar with internet marketing, then you will have heard the term. If you have mostly handled your advertising *offline* until now though, then you might not have.

PPC stands for 'Pay Per Click'. What this means, is that as an advertiser, you will only have to pay when someone actually clicks on one of your adverts. In turn, this means that you will never need to pay for an ad that's 'unsuccessful'. If no one clicks on your adverts, then you don't pay a cent – and you'll still have gained exposure for your brand from it!

Understanding Bidding



The other great thing about PPC from your point of view as an advertiser is that it actually doesn't cost you all that much each time someone clicks either. Generally in fact, you will probably only pay a few cent and *up to* about three dollars for clicks. This means that you have a fair margin for error when it comes to ROI – if you're trying to make money from a product you're selling on your site and you make about \$30 per purchase, that means you only need a very small percentage of your clicks to actually result in a purchase and you'll still be able to make profit.

Another great advantage when it comes to PPC marketing like this, is that there's no set cost for your clicks and the minimum spend is tiny. This means that a huge company like Amazon can afford to spend hundreds of thousands of dollars on their Facebook advertising – while smaller businesses and entrepreneurs can also afford to pay for some ads and to experiment with them. It's highly adaptable and this is a gigantic advantage when you have a limited budget or when you're just starting out.

So if there's no set budget then, how precisely is it calculated how much you're going to pay?

Essentially, this works on a bidding system whereby you will set your CPC (cost per click) and this will end up defining how often your ad shows.

Facebook wants to earn as much money as possible – as everyone does – and so the ads that they show will be dictated by who is bidding the most. Each time there's a 'slot' for an ad, all the relevant ones will be compared and the ones that bid highest will be shown most often.

So if you're willing to bid \$2 for each click, chances are that your ad will be seen a *lot* but it will also cost you a lot. Pay just 5cents for each click and your ad will be shown far more rarely – but at the same time your overheads will be much lower each time someone *does* click on one.

Another important factor to consider when making this decision is your overall budget. You can set a maximum budget with most forms of PPC – including Facebook advertising – and this allows you to set a cut-off point and a cap on how much you're going to spend. This way, if someone were to click on your ad 100 times, costing you \$100 that day, your ad would stop showing.

How do you calculate a good amount to set for your PPC and for your budget? We'll get to all that in a bit! What you basically need to know though is that this is a highly flexible system and that gives you the control you need to test the market and find the perfect price point for your ads.

Targeting Your Audience Strategically



There is another *huge* benefit of Facebook advertising too – and that's the ability to target your audience strategically and very carefully.

Basically, Facebook advertising has the huge advantage of giving you access to *huge* amounts of information about each member. Users on Facebook will usually share details such as their age, their profession, their hobbies and interests, their marital status, their location and much more...

All this in turn gives you the very powerful ability to pick *who* you want to see your adverts. Would you rather that your ads were seen by teenagers? Or would you rather they were seen by women based locally who were in a relationship?

If you're wondering why this matters, then of course the answer is that it allows you to target your precise audience for your product or service. So say you have a shop selling wedding dresses; *that* is when you would probably want to target women in relationships (probably 'engaged') and living locally.

Meanwhile, if you were selling computer games from an eCommerce store, you'd want to broaden your ads to target everyone in the country (assuming you deliver that far) and you would want to target mostly males in their teens and twenties who listed 'gaming' as one of their hobbies.

This way, you drastically reduce the amount of people clicking on your ads who aren't likely to buy and you ensure that all your money is being spent on worthwhile and useful advertising.

There are many more options to explore when choose who to target your advertising campaigns at and we'll look at all those in more detail when we get to the 'creating your Facebook ad' section.

Advertising Your Objective



ADVERTISING YOUR OBJECTIVE

These are just some of the benefits and features available to you when you start advertising with Facebook. There are more and we'll look at them all in depth later on.

But to demonstrate the potential power of Facebook ads, let's give one example of how you might use them.

One potential goal would be to get direct conversions. In internet marketing lingo, a 'conversion' counts as someone going through with the action you want them to. In this case, we're going to say that that is clicking on your 'Buy Now' link and buying your \$30 e-book on fitness.

The reason this is a brilliant strategy, is that you can sell \$30 e-books with barely any overheads. Digital products like e-books cost nothing to print or deliver, so your only costs will be hosting and advertising. That means that if you can increase the percentage of people who actually buy your product after clicking on your ad, you can start generating a steady and stable ROI from your advertising.

So you'd want to create an e-book and probably you'd target people who were in their 20s-30s who would be most likely to want such a book and perhaps who listed 'the gym'

or 'fitness' as a hobby (though perhaps not, depending on the precise angle of your book).

Then you'd create an ad that would show either in the sidebar, or on their home feed. In this ad, you would broadcast very clearly what it was you were selling and how much for.

This is where Facebook advertising can be a little different from other forms of advertising in terms of approach.

In the past, you might have learned that you save the price until right at the end – when you've already convinced the person to learn all about your product and to buy. This is the 'AIDA' approach (awareness, interest, desire, action).

In PPC marketing though, you are trying to *avoid* clicks just as much as you are trying to encourage them. In other words, you don't want people clicking on your ads unless there is *some chance* that they might actually be willing to buy. This is very important, as otherwise you are going to lose your ROI.

So now you will make your advert into a banner that very clearly says:

'BUY GROUNDBREAKING FITNESS E-BOOK FOR \$30'

This technique will work because anyone who *wouldn't* want to pay \$30 won't click. This means you can now afford to increase your CPC and have your ad seen more often. That means you increase your chances of being seen by someone who *does* want to pay \$30 for your e-book potentially – and that in turn will increase the percentage of clicks that result in an action.

The objectives of your Facebook advertising then are going to impact heavily on the approach you use and will be intertwined with everything from your CPC to your maximum budget and ad design.

What we'll also see later is that there are also different *types* of Facebook ad – and which one you pick is very likely to depend on your objective too.

Now here comes the good bit: Facebook actually lets you 'set' your goals right from the start and the options they give you are fairly wide-ranging and comprehensive.

These cover:

- Improving engagements of a post
- Getting more likes for your Facebook page
- Getting more clicks or leads for your website
- Getting more installs for a mobile or Facebook app
- Promoting your event offer

If you're trying to promote an external page, then it makes sense to select the 'Website Conversions' goal rather than 'Website Clicks'. The reason for that, is that website conversions means that you're looking at *actual* sales or sign-ups for your newsletter rather than just getting people to your site.

The only reason you would prefer website clicks would be if you were making money from advertising – but there's a good chance this wouldn't be enough money 'per visitor' to make direct PPC advertising a viable way to grow your income.

Facebook Advertising vs Google AdWords



If you're interested in Facebook advertising, then you might also be considering other PPC models for your ads. There are numerous other options here from Bing, to Twitter, to LinkedIn and AdSense.

The biggest competition for Facebook advertising though has *got* to come from Google AdWords. Google AdWords is a type of PPC advertising from Google that places your ads on the SERPs (which stands for 'Search Engine Results Pages').

The idea here is that you choose a keyword you want to target. That means you'll be targeting a search term that people will use in Google when they're looking for something specific. If you sell hats for instance, then you might choose a keyword/phrase such as 'buy hats online'.

Now, your advert is going to appear above all the natural listings when someone searches for that term – with the caveat that it will have a yellow box saying 'Ad' next to it. Your ad might also appear on the right hand side next to the organic results.

Otherwise Google AdWords works very similarly to Facebook ads – this is PPC and all the rules are similar from the fact that you bid for your ads, to the fact that you only pay when someone clicks.

But there are some features that you benefit from in Facebook only and some that only Google AdWords can offer you.

For instance, Google AdWords does *not* offer you the same precise targeting of your audience. In other words, you can't target only people who have listed themselves as 'in a relationship' and you can't target people who have listed 'football' as a hobby (though Google is closing this gap in numerous ways).

At the same time though, Google AdWords has the advantage of showing your ad to people who are actively *looking* for your services.

In other words: when someone searches for 'buy hats online', you know there's a pretty good chance that they want to buy a hat. This means that they will be less offended by your advert appearing and offering them said hat and it means that they will be more 'susceptible' meaning that in that moment, they are more likely to buy. You should know that in advertising it is not only about *who* you target but also *when* you target them.

On the other hand though, Facebook advertising allows you to reach out to people who maybe *aren't* looking for what you're selling and this too can be very useful. For

instance, it means that you can increase awareness of your product or brand even among people who otherwise may never have discovered it. This means you can broaden your potential market and that has a lot of advantages too.

Google AdWords also has some other nifty features though too. For instance, it allows you to combine your account with your Google Analytics account and that lets you measure how many ad clicks are actually resulting in buys – you can even work out your 'CPA' or 'Cost Per Action'. Google also lets you do things like 'remarketing' and using 'negative keywords'.

But then Facebook comes right back with more nifty features of its own – such as the ability to combine your advertising with a 'page' for your brand.

So which is better? That will entirely depend on your niche, your business, your product and your model. In 90% of cases though, the best approach will be one that applies multiple strategies and promotes synergy between them.

More Big Benefits of Facebook Ads and Your General Objective



To really make the very most from Facebook, it's important to consider its individual strengths over something like Google.

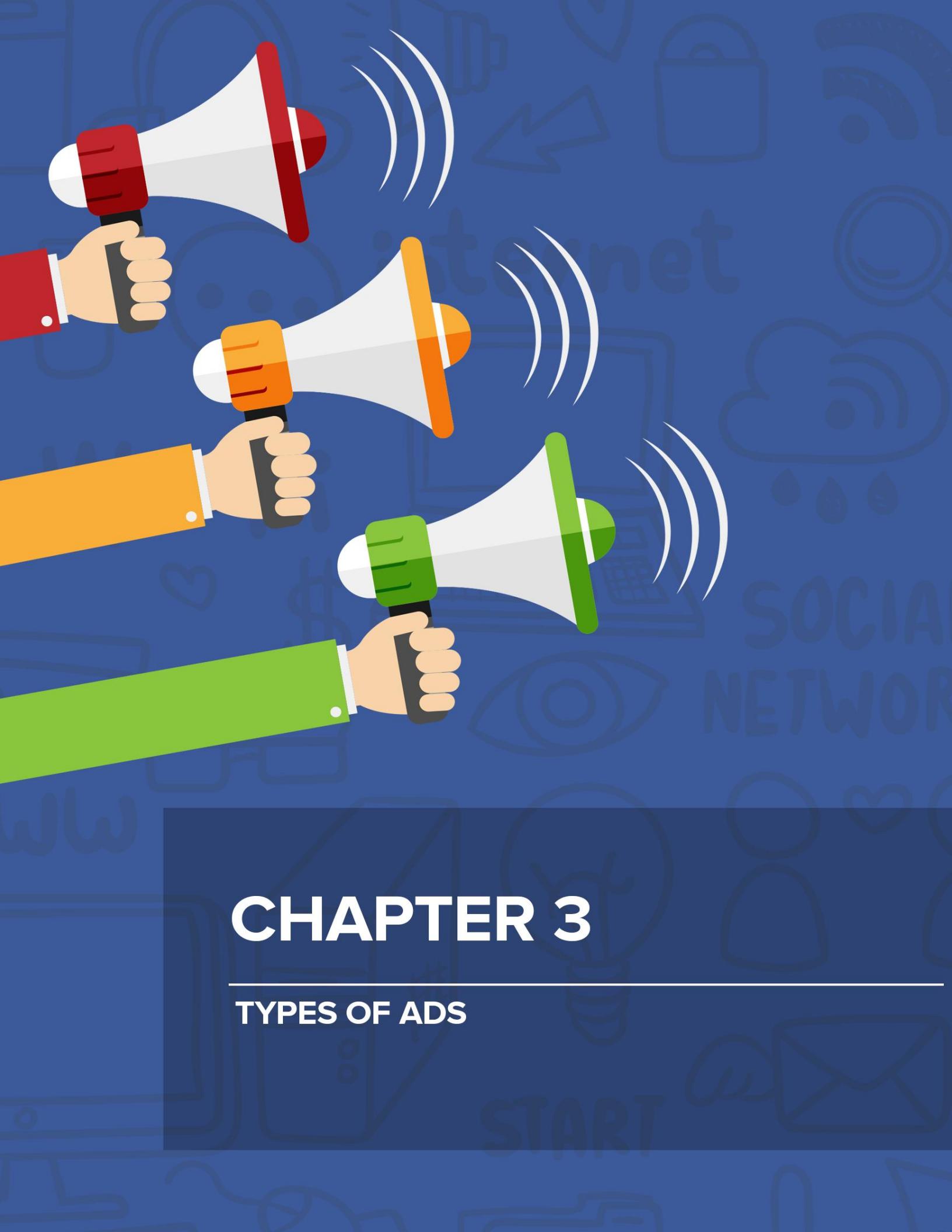
We've already seen how Facebook lets you target users in a more precise manner and of course the way it lets you ad images and video and promote your page is good too.

But the *real* benefit of Facebook advertising is that it's advertising on a social network – and with a ton of powerful features that let you leverage this network.

One of the goals you can choose when creating an ad for instance is 'engagement'. Why would you be interested in increasing engagement? Simple: because if someone likes, shares or comments on your post, that not only means you're likely winning them over as a fan – it also means that that post will then be seen by everyone in their personal network.

What's more, the fact that they *like* your post/page will also be seen by all of their connections. And to those people, this might then seem almost as though they are advocating your brand. This is the 'social influence' factor and if you see that your friend has liked a brand, you will become much more likely to like that brand yourself, or to potentially trust them in future when you need their services.

And because liked and shared posts get seen by more people, that means that they can potentially go viral if they are creative enough and well enough designed. Your objective then is to recognize all this potential and to leverage it through smart ad designs.



CHAPTER 3

TYPES OF ADS

Types of Ads

So far you are probably starting to get a good picture of how Facebook advertising works and you probably have experienced it yourself in the past. Maybe you remember seeing Facebook ads pop up on your newsfeed or in the sidebar.

But before you can get a complete understanding for how all this works and what you might not have been aware of as a more casual observer is that there are actually multiple different *types* of Facebook ads for you to choose from.

Here we will look at what each of those are. For each one, you will notice a 'supported placements' list. This tells you where on the Facebook page your ads can be placed and that is another way in which you can categorize your ads.

Just to clarify, the positions you can choose from are:

Right Column: The sidebar on the right hand side of the page at all times as you are using Facebook.

Newsfeed: The 'homepage' on Facebook where you see all of the updates from your friends and other contacts.

Mobile Newsfeed: The same homepage but for mobile users specifically.

Domain Ad

Supported Placements: Right Column

Domain ads are essentially adverts that appear in the sidebar and that point directly to a website that you're hosting. These are perhaps the simplest form of ads and are composed of a simple heading and a block of text. Users will also see the URL and an image alongside the ad. As they go, this is perhaps the most 'classic' form of Facebook ad and the most basic. These days they perform less well than some newer alternatives but they are nevertheless a very affordable and effective choice that will be appealing to many advertisers.

Page Post Link

Supported Placements: Right Column, Newsfeed, Mobile Newsfeed

Page post links have become the most common form of advert used by Facebook advertisers. The idea here is to link an external website while at the same time getting 'likes' for your page. This type of advert is also perfect for combining with a content marketing campaign, which effectively means that you are creating regular content to try and build trust and authority in your niche.

You'll likely have seen a lot of page post links yourself when browsing through Facebook – and they will have had large images alongside a link and some text underneath. If you 'like' the post, you like the company's page rather than the post or image itself. If you click it, then you get taken to that post.

Multi Product

Supported Placements: Newsfeed, Mobile Newsfeed

Multi-product ads display multiple items on a slideshow type display that lets users browse and shop right from Facebook. This is incredibly powerful for e-commerce stores and means that you're really only posting one ad to promote a whole range of products. The movement meanwhile makes the ad more noticeable and engaging.

Page Like

Supported Placements: Right Column, Newsfeed, Mobile Newsfeed

This is an advert *for* your Facebook page, wherein you are trying to increase your number of likes so that you can generate a bigger audience to market to. Again you get a nice big image and a prominent 'Like' button – make sure to include a call-to-action in your text to encourage this further.

Page Post Photo

Supported Placements: Right Column, Newsfeed, Mobile Newsfeed

A page post photo can also be used as an ad which basically shows off a nice big image. It's not quite so effective for generating traffic as you get less space for text – but images will get you a *lot* of likes.

Page Post Video

Supported Placements: Right Column, Newsfeed, Mobile Newsfeed

Page post videos let you showcase a video. Again, these are good for getting likes and are powerful for video marketing. Creating a great video is rather time consuming and expensive *but* it can also be a very powerful tool when used effectively!

Page Post Text

Supported Placements: Right Column, Newsfeed, Mobile Newsfeed

This of course allows you to showcase some text but is a little bit of an anomaly when it comes to Facebook advertising. The problem with this one is that there isn't really much reason to use it: seeing as images are much better at grabbing attention and options like page post links let you combine both in a more effective manner.

Mobile App

Supported Placements: Mobile

This is an app that is specifically used for promoting a Facebook app. This type of ad can be used through the Facebook app in order to compel viewers to download *your* branded apps so that you can gain a direct way to communicate with them through a channel *you* designed. If your customers can order/buy through your app, then this can also lead to a number of direct sales.

Desktop App

Supported Placements: Right Column, Newsfeed

You may recall that Facebook also has its *own* ecosystem of apps. If you have built a branded app for Facebook, then this is how you can promote that and encourage

downloads. Of course though, Facebook apps can only run on desktop computers and as such, you won't be able to promote these through mobile.

Event

Supported Placements: Right Column, Newsfeed, Mobile Newsfeed

There really are a lot of types of Facebook ad aren't there?

Events allow you to advertise events as you might expect. This can be useful for increasing interest for a company launch event for instance or a conference. This is one where limiting the geographical reach can make a lot of sense.

Offer

Supported Placements: Right Column, Newsfeed, Mobile Newsfeed

And finally! An offer advert is useful for companies that want to market a special offer. This works through your page again though and you'll need at least 50 likes to use it.

This is an interesting option because anyone who clicks on your ad will be e-mailed a code that they can then use in order redeem your special offer. It's great for encouraging sales!

Choosing the Right Facebook Ad



So how do you choose what will be the right type of Facebook ad for your particular objective, brand, product and/or goal?

As a general rule, you will want to use the domain ads when you're looking to generate direct conversions by selling a product such as an e-book. In the example we looked at earlier of the fitness e-book, a domain ad makes a lot of sense as it's simply displaying a product at a set price. These make sense in this capacity because you aren't especially trying to build your brand and because you will pay less for this kind of ad.

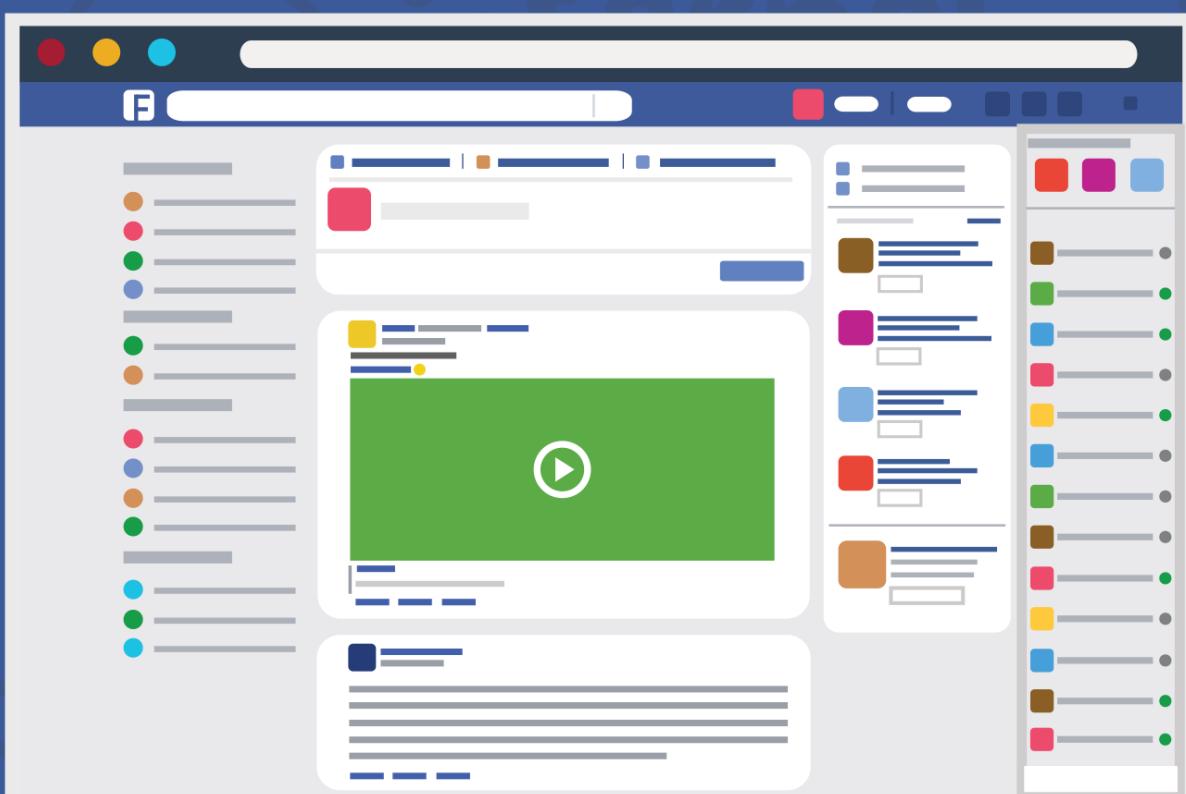
Meanwhile, the page post links make more sense for companies trying to build followers and represent a more long-term strategy. Gaining 'fans' for a page on Facebook can be a very powerful tool as it allows you to market to them more often and it lets you strengthen your relationship with them.

Unfortunately though, Facebook recently updated its policies so that posts on your page only reach about 2-6% of your fan base organically. Thus, you need to use a promotion such as a page post link or page post video. These still only reach out to your fans though, so if you want it to work well you'll also need to promote your page – and you can do that via the page like ads.

Finally, for ecommerce stores, there's clearly a big benefit in multi-item ads and for companies running events, event ads make sense!

Really though you won't know which ad is the very best for your campaign until you try a few. You may find that you're surprised if you compare the performance of a few different adverts, so experiment with them for a bit and don't make assumptions.

At the same time, you should also try to avoid thinking of each ad individually and instead think of them as part of a large campaign. For instance then, you might use a domain ad in the sidebar to generate some immediate cash but you may then sink this into some longer-term plans like using page post like ads to try and gain more followers for your page. Once you've managed that, you can then use page post links to grow your brand through a content marketing campaign and then start selling through your website. Facebook ads work best when you combine them into a single broad strategy and maintain synergy with your other marketing activities too.



CHAPTER 4

CREATING A FACEBOOK AD

Creating a Facebook Ad

By now you should have a fairly good idea of what a Facebook ad is, how it works and what it looks like. You should also understand the distinct advantages that Facebook advertising has over other forms of advertising online and you should know how to leverage those advantages for your own ends.

So there's just one thing left to do... and that's to get creating your ads!

Getting starting with ads



So step one of creating your Facebook ads is to select the goal of your ad. When you click 'Create Ad' through your account, Facebook will ask you: 'What kind of results do you want for your ads'.

You then select from:

- Page post engagement
- Page likes
- Clicks to website
- Website conversions
- App installs
- App engagement
- Event response

- Offer claims

This will then define the type of ad that you will be creating so you don't have to worry too much about all the different types we listed earlier (though this is very good to know).

Selecting Images and Editing Texts



The next step will be to create ad images. This will mean uploading an image from your computer that you will have either created yourself or commissions someone to create.

We're not going to go into in-depth detail here on how to create images – but do bear in mind that an image is absolutely crucial for getting that initial attention, as well as for getting people to like and share your content.

Here's a strange truth that you might not have immediately realized about page post links: when people share or like these, they will very often do so without actually clicking on the link and seeing where it points! So they are essentially promoting something you shared without seeing it themselves. Why? Because they make a quick snap judgement on the content and then decide whether they expect to like it and to want to share it. After reading, they will normally want to get on with other things, so *looking* interesting is just as important as *being* interesting.

You can hire people to create professional graphic design from sites like UpWork (formerly oDesk), Elance and even Fiverr. Alternatively, if you have some vector software (such as Adobe Illustrator) then you can try creating your own high definition

images. Learning photography and getting a good camera is also a good way to make your own images.

Another option is to find images in the Shutterstock database which you will be able to do when creating your ads. These look a little generic sometimes but they will also be guaranteed to be professional quality and to *look* like they belong as part of your ad campaign (which is important).

Here's the thing though: you must *never* use an image that you think is just 'good enough' or you might harm your brand and you'll at the same time be wasting time and money on ads that won't perform for you.

Make sure you are highly confident in the image that is with your ad and you think it can help you to get more clicks, more likes and more shares.

Luckily, Facebook knows how important this part of the process is and has provided a feature to make it a little easier. That feature is the ability to create ads and to test different pictures with them. Actually, it lets you select anything up to six different images and it will then try showing each of them for a brief amount of time in order to ascertain which one performs best for you.

For those reading who have ever tried selling a product through a landing page or squeeze page, this idea may be familiar – it's basically split testing. This means running small experiments to see what gets you the results you want most efficiently. It's worth making the most of, so make sure you're adding at least two or three pictures at this stage. Don't see it as an excuse to upload sub-par images though: everything you add should be something you would potentially be willing to use.

Ad Copy

Now comes the difficult part – adding the ad copy. This is what is going to be used to really sell your product, service, brand or page and it will be your best chance to tell people why they should care about what you're offering.

When you create your ad copy, you're going to be working with just a few fields. Those fields are: the headline, the text and the news feed link description (which is for those ads that appear on the news feed).

A little more information on each:

Headlines: These are 25 characters long and are essentially the titles of your ads. The main objective here is going to be to get people's attention and from there you want to get them to read further. This should be a little bombastic but should also explain in brief what your ad is selling.

Ad Text: This is 90 characters long. This is the body of the ad that will explain a little bit about what you're selling and why people should click to read more, like the page or do whatever else. You want to say something like: Yes, we're really selling these beautiful shirts for just \$9.99. But hurry and buy while stocks last!

You can also add a 'call to action button' depending on the type of your ad. These have been shown to increase conversion rates, so if there's one that's appropriate for your campaign – use it!

News feed descriptions: If you are paying for a news link ad, then you can add a little more text – or another 90 characters to be precise. This is the part where you talk to your audience and say something like: 'Check out our great offer, for fans only! Like our page for more'. Or alternatively, you might use this section just to say a little about your brand.

Because this section is only available in the news feed ads *and* you get a lot more space for your image, these are generally the best choice for the majority of campaigns.

As for how you write your ads, bear in mind that you only have a very limited number of words to work with and that your audience will have only a very limited amount of attention: they didn't come here to be marketed to. As such, you need to make sure you keep your text short and sweet: get to the point quickly and try to choose your words efficiently so that you can say as much as possible with as few words as you can.

While you only have a few words, you still need to follow the advice that you normally get for promotional copywriting. We've already mentioned AIDA and this is certainly an important tool. You should always start with Awareness because you need to make sure your audience knows what it is you do – being obtuse never helped anyone.

Interest comes next, then desire and then your call to action. In this case, we can break this down into each of the categories:

The headline: Awareness

The ad text: Interest

The post text: Desire

The call to action button: Action

(This isn't a strict rule but can be useful as a basic structure)

The tough bit is getting your readers to be interested in your product and then to desire it in just 90-180 words.

To do this, you should again think as you would in any copywriting and focus on what is known as the 'value proposition'. The value proposition simply asks the question: where is the value in this product or service? Or to rephrase: how will the buyer's life be better as a result of buying/using this product? When doing this, you also need to ensure you are focusing on the emotional element and creating a real image in the mind of the reader.

So if you were promoting a binary options broker, what would be your value proposition? The simple answer is that your users would gain value because they would be richer as a result of using the service. Thus you might try to paint an image of them living the kind of lifestyle that they dream about: you can do that with an image of a luxury yacht, or you can do that with a piece of text saying: 'Your friends will be jealous of your seafront mansion!'. Now you have desire.

Another trick is to try adding in some kind of time pressure or another element that will convince them to buy more quickly. Insinuating that you have limited stock, or that your

offer is about to run out will encourage people to act on impulse and to click the 'buy' button. This is important because actually the vast majority of things we buy that we don't absolutely need are bought on impulse. They are purchased as a result of emotions we felt at the time and if we're given time to go away and 'think about' the item, we will often come to the conclusion we don't need it. So get them to act fast by saying your product is available for a limited time only.

And remember too what we said earlier about sometimes not wanting *everyone* to click. If you are trying to make direct conversions, then think as well about how you can filter out the people who might *not* really be interested in buying.

Ad Position

At this stage you will also be able to choose your ad position. This is important as it is what will allow you to add more text if you choose a news feed ad and because it will drastically impact on the appearance of the image and the way the ad will be viewed.

Targeting your audience



The next step is targeting your audience. We have already touched on this a fair amount but to recap: this is the process of winnowing down the people who will actually see your ad so that you are directly targeting the people who are the *most* likely to buy.

This is easy to understand in theory but when you come down to it, you will find that you actually have a number of choices and you need to think carefully about what you select for each one.

So to start with, you are going to choose 'demographic targeting' which means looking at the precise demographic.

To help you with this, try to imagine your 'ideal customer'. Ask yourself: who is most likely to want to buy your product? How old are they? Where do they live? Are they male or female? Write up a profile for them and imagine they're a real person.

Location

The ability to target your audience by geography is one of the most powerful features of Facebook advertising and is something you should use in a big way.

Of course the main types of businesses to benefit from this aspect will be the highstreet stores, restaurants and other businesses that can only be used 'in person'. E-commerce stores can sell to anyone in the world but if you're a hairdresser, you will only be able to work with customers in your area code. As such, why would you want to pay to advertise to anyone else?

Another big advantage of targeting by location is that it allows you to reduce the competition. If you are advertising to *everyone* on Facebook, then that means you'll be competing with a ton of other global brands. If you specifically focus on one area though, then you'll become a big fish in a small pond and your ads will be more likely to show up for a lower CPC.

For this reason, some companies will even decide to take a local approach to their advertising even if they *can* ship internationally. This way, they can focus on one area and become well known for that particular audience and then branch out later once they already have a strong foothold with a portion of the market.

The great thing about targeting by location this way as well, is that you can choose the area you want to target and then also choose how large you want the radius to be. How

far are people likely to travel for your service? How far do you want to deliver? And how niche do you want to be?

Other Demographics

There are a ton of other demographics you can use on top of location for precisely targeting your audience. Two obvious ones are age and gender. Here you can think about the age of your most typical customer as well as their gender and then advertise to them directly.

But bear in mind too that you might think about this differently if you have different goals. For instance, you might not be so interested in selling to your 'typical buyer' but may instead want to increase the awareness in your other demographics in order to expand your audience. In this case, your question may be 'how can we better appeal to X demographic'? Or 'which demographic are we missing out on'? You may specifically decide to target elderly customers or women and create an ad campaign based around this intention.

Advanced Demographics

Facebook goes a lot deeper than just letting you target by age and gender though. At the same time, you can also target your audience by a lot of much more specific criteria and this can be a very powerful tool. Just click 'More Demographics' and you'll get the option to look at:

- Political leaning
- Life events
- Religion
- Ethnicity
- Job title
- Marital status

And more! This is an incredibly powerful tool because it means you can target a very specific kind of customer. Particularly useful for instance is the ability to target by job

title: this will then allow you to sell tools that might be particularly useful for certain careers but at the same time it also gives you the ability to reach the 'decision makers' for companies. That means you can target executives and managers and use this to sell B2B services. Targeting by job title also gives you a relatively good indication of salary and you can use this to ensure you are reaching people who can afford what you're selling.

Note though that as you do this, there is a fine line to be walked. This is the line between being highly specific about who you are targeting versus still reaching a broad audience. Of course you don't want such strict criteria that only one person in the world is likely to see your ad!

Interests

Another way you can target your Facebook ads is by interests and this is again *immensely* powerful. Of course, when you target by interests, this means that you can pick only people who have actually expressed some interest in what you're selling.

Are you selling an album? Is it electronic dance music? Then look for Facebook users that have listed 'electronic dance music' or 'EDM' as their interest. Are you selling tennis rackets? Then look for someone with an interest in tennis!

Again you should write the profile of your 'average' customer. What are their hobbies and interests? What do they spend their weekends doing? What are their goals and ambitions?

Interests also gives you some other interesting possibilities. For instance, you can look for users that are fans of your competitors' products. It's a little sneaky perhaps but it's also genius!

Think as well about what interests might *lead* to an interest in your product. For instance, if someone is interested in virtual reality, they might also be interested in drones – seeing as they're both examples of quite advanced technologies.

It's worth doing a little research before you start filling out this section. Again, you don't want to go for obscure interests that no one actually has – so look around some profiles and see what broad categories of interests come up often. When choosing interests, Facebook also gives you the option to click 'Browse' and from here, you can look through the suggestions that they have to offer.

Behaviors

People aren't always entirely honest about their interests. If a guy is interested in 'My Little Pony' he may well not include that on his Facebook page. What's more, you might have forgotten to remove 'rock climbing' from your list of interests, even though you haven't been for 10 years. And anyway, just because you're *interested* in playing the drums, that doesn't mean you can and it doesn't mean you've ever bought a drum stick.

The point I'm getting at here is that interests, though useful, *can* be misleading. That's why Facebook also offers the ability to look at 'behaviors'. Behaviors include things like purchase history, intent, engagement and more. This is even advanced enough to allow you to target – for instance – people who are just about to go on holiday and who are currently browsing flights. This might be incredibly useful if for instance you run a hotel and you want to find people that are in the market for somewhere to stay!

Connections

Connections is another very interesting option that this time allows you to target people based on their connection (or lack thereof to you). So for instance, you could use this method to target people who are *friends* of your Facebook fans, or who aren't yet fans of your page.

One potential use of this is that it lets you try and expand your audience and gain new likes for your pages from people who may be more inclined to like them. This can also be an interesting way to potentially sell your items as gifts. For instance, if you sell branded t-shirts and your fans buy from you regularly, then marketing to their friends around Christmas may not be a bad strategy.

Another useful advantage of marketing to people's friends is that it means you have social proof. In other words, the people seeing your page will see that their friends like you and as such they will be more inclined to want to buy from you – thinking your products must be good!

As you can see, each of these different settings has a clear and obvious use – as well as numerous others.

Custom Audiences



Custom audiences is a fantastic tool for any digital marketers. Essentially, if you have a list of e-mail addresses and/or phone numbers, then you can upload this list to Facebook and then create a 'custom audience' to market to based on that list.

This is incredibly powerful for anyone who has spent time building a mailing list through their website. Normally a mailing list is used for direct e-mail marketing, which has the potential to be incredibly powerful. By using this feature though, you can advertise to your mailing list as well – giving you an entirely new way to reach them that will be more visual and that will mean you have the ability to 'be everywhere'.

Mailing lists are great because they are highly targeted. If you've been collecting e-mails through your blog, then everyone who has added their e-mail address will probably have enjoyed your content and will want to hear more from you. Thus, when they see an advert appear on Facebook offering them a special offer for a short-time only – they'll be quite inclined to click!

Creating a Facebook Page



If you're going to be using page post links and page post likes, then you need to have a good Facebook page in order to tie everything together. This will allow you to gain a larger audience to market to and it will ensure that when someone *does* go to your page, they will have only positive experiences.

Creating a Facebook page is very similar to creating a profile page for yourself personally and you have many of the same elements: such as information, a profile picture and a cover image.

One tip here is to make sure you have strong branding that comes across in your page. A great logo makes a world of difference here so if you haven't already, invest the time and/or money into creating a good one. Likewise, consider using a writer to fill in your details and make sure that your writing style matches the tone of your business.



CHAPTER 5

TESTING, TWEAKING YOUR AD

Testing, Tweaking and Measuring your Ad

Creating an amazing advert is just one part of a successful campaign though. What's just as important is what comes next – which is the process of managing your ads and changing them.

Thing is, it's almost impossible for you to get this completely right from the start. Instead, you're going to need to have a play around in order to get good at it.

What's more, if you keep looking at your data and tweaking accordingly, then you will be able to 'evolve' your ads to adapt to the market. Not getting as many conversions as you'd like from your ad? Try changing the position, try changing the text slightly, or try circulating the image. Maybe try slightly altering who you're targeting too. Do each in turn and see whether your stats rise or fall. Keep making changes like this and over time the ad will become optimized and will be as efficient as it can be.

So how do you do this? The first place to start is in the Facebook Ads Manager. Here, you're going to find a list of all your latest campaigns with a summary of their performances.

This page shows all of the most useful data from each of your campaigns which includes whether the ad is live or not, how many positive results each ad has yielded, how much each ad is costing you and what the reach of each ad has been so far. You'll also be able to see your total spend.

Over the data table on the left meanwhile, you can opt whether you want to see the stats for campaigns, ad sets or ads. On the right, you can select the timeframe you want to look at – this is useful because you can see how they're performing in the long-term versus right now.

For a more detailed breakdown, take a look at one of the ads or campaigns just by clicking on them. Now you'll be shown a graph that will look like a line graph and that will plot the clicks/conversions/likes of your specific ad over time. This is where you will be able to see the impact that a particular change had – simply log when you made the

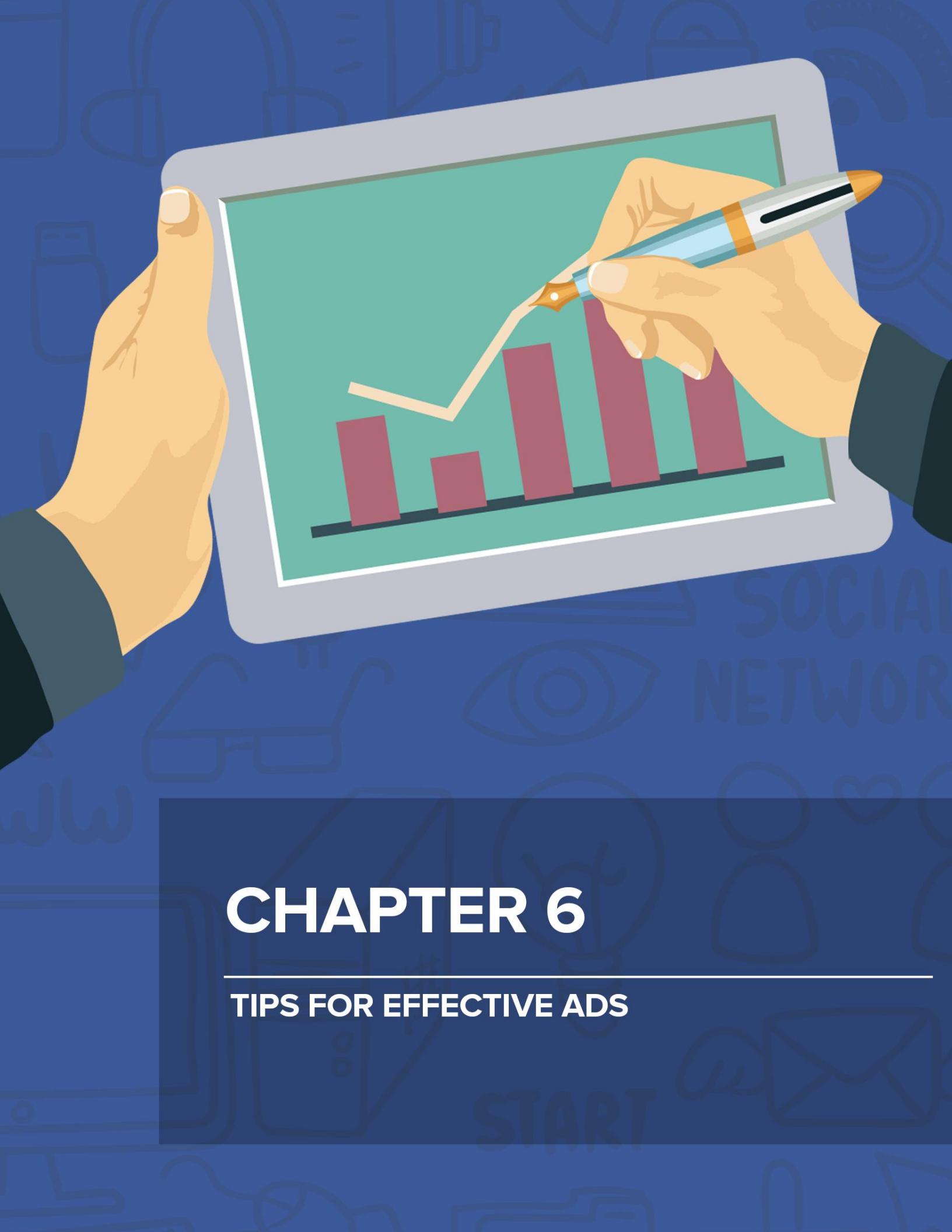
change and see how this impacted on the trajectory of your clicks or likes. Another way to do this is to make two very similar ads/campaigns and to look at which one is performing best.

An important figure to look at among all this data is the 'frequency' figure. This number tells you how regularly your ad is being seen by the same person. If your ad frequency is high – say above 15 – then this suggests that people have seen your ad repeatedly and have probably already bought from you or aren't going to. This would be a good time to try mixing things up a bit.

Advanced Data

If you want even more advanced data then click 'view report'. Here you will get a lot of raw data you can analyze and this will include such figures as your 'cost per action' which tells you more closely what your ROI is likely to be for a given ad. This can show you all sorts of clever things – such as whether your users are using the apps they installed.

Another cool feature here is the ability to view aggregated data. This means you can break it down to view data by age, by location, by sex etc. This is very handy because it will let you see where your ad is performing best. That way, you can either choose to focus your future ads on that group more, or you can look at why you are underperforming in some areas and at what you can do about that.



CHAPTER 6

TIPS FOR EFFECTIVE ADS

Top Tips For Effective Facebook Ads

Congratulations for making this far! You now officially know more about Facebook marketing than the vast majority of marketers out there and are poised to start seeing real results from the network.

But before we part ways, there are a few more hints and tricks you should bear in mind that can give you the edge. Here are some of the best that you should have a go with...

Use the Power Editor



Facebook's Power Editor is a tool that is designed specifically for large advertisers with lots of different ads to make at once and to manage. You use this through Chrome and from here you can make hundreds of ads all at once.

How does this work? Once you've gotten it from

www.facebook.com/ads/manage/powereditor using your Chrome browser, you'll next be able to 'download your accounts'. This will let you add your accounts to the tool and from there you can look at your campaigns, ad sets and ads as you would do with the managers. You can also search and use filters to ensure you're bringing up the right stuff – handy when you have huge numbers of campaigns to look through.

You'll then be able to create, edit, duplicate, 'undo', delete, save audiences, export, import, split audience (for split testing again), compare the performance of ads, add tags for finding ads more easily in future and edit the settings of the tool.

A lot of people reading this won't need the Power Editor. But for those of you looking to invest a lot of time and money, this can save you a lot of trouble!

Use Content Marketing and Promote Your Page



Facebook marketing and Facebook advertising both work much more effectively when you have a good content marketing strategy to back them up. Content marketing is the process of using blog posts, articles and other content to try and build trust with your audience and to get them to see you as an authority in your niche or industry. At the same time, content marketing is effective for generating likes and shares – because if you have a great article on your page, then you can encourage people to like and share it.

One way to combine the two then is to run a blog and post great content there regularly so that you get regular visitors. Do this and include the Shareaholic WordPress plugin so that your visitors can easily share your content to their Facebook pages.

At the same time, make sure *you* are posting your content to your Facebook as page post links. This way you can get more people to read your content – especially if you give it a good picture and a good title that sounds interesting. Don't be derivative – try to stand out and this will make your content much more likely to share quickly and easily.

You should also add a link to your Facebook page to your blog and to any other content you create (such as a YouTube channel). Ideally, someone will come to your site

regularly because they find your writing interesting and they will then see that you've got a link to your Facebook page at the top.

If you're getting at least a few hundred visitors to your site a day and you have a visible and prominent link to your Facebook page on there – you'll find that this gets you at least a couple of new likes a week pretty easily and reliably.

Another tip is to add a mailing list to your content. A brilliant benefit of this is that all the people who sign-up to your mailing list will be *directly* reachable from then-on, rather than being reachable only through Facebook putting you at the mercy of a third party service.

At the same time, as we've already seen, you can actually use your mailing list to create highly targeted adverts and this is a great way to combine two different types of marketing.

Find Amazing Content to Share That You Know Will be Successful



Not everything you post has to be your own. If you have a page, there's nothing to stop you sharing relevant links and interesting things you've found as well as images.

Why would you want to share a link to a site other than your own and *pay* for the privilege?

Simple: because if someone *likes* that post, it's your page that will receive the like. This is pretty smart – you upload 'Gangnam Style' just when it's taking off and by doing so, you get to receive all the likes!

Share a cute dog and you'll get loads of likes guaranteed!

That said though, you also of course need to think about how what you're sharing is going to impact on your brand – you need to cater to your target demographic and you need to stay 'on point' as much as possible.

The question then, is how do you find amazing content that you can share and that's relevant to your company?

One tip is just to follow lots of *other* people. This way you can see what's working for them and you can even *borrow* those things to use on your own page.

Another method is to use BuzzSumo. BuzzSumo is a tool that is specifically designed for finding 'trending' content and it allows you to see what's getting lots of shares and likes. Keep an eye on this and you'll be able to find inspiration to share through your own channels.

Be Everywhere



As mentioned early on in this book, it's important to think of your Facebook marketing in the broader context of your overall campaign and goals. We've already seen how it can work well with content marketing but at the same time, it can also be combined with influencer marketing, with SEO and with Google AdWords. We've seen that AdWords and Facebook ads are quite different – so why not use them to target different sections of your audience?

What's more, you should also work on other social media channels like Twitter, like LinkedIn and like Google Plus. Then, across all of these different platforms, you should make sure you are consistently using the same username and the same logo. Now, every time someone clicks on anything you've done, they'll be greeted with the same consistent imagery and this will help to tie all the strands of your business together and to reinforce your branding.

One old adage in the world of social media is 'be everywhere'. This is very good advice.

Play to Ego



The last tip we'll share is one of the single most powerful when it comes to making your ads a hit: and that's to play to ego.

What is meant by this? Simply that the most successful posts are ones that allow your readers to be a little narcissistic.

In other words, take into account the fact that most people share content on social media because they think it shows themselves in a good light and because they are expressing themselves.

Why would you 'like' a post on Facebook? Is it because you want other people to read that post? Or is it because you want other people to see *that you've liked it*. Do you like posts about black holes sometimes so that you look intellectual? Or posts about charities so that you look generous and thoughtful? A lot of people do!

And so, if your objective is to try and promote as many shares and likes for your ads as possible, you need to try and post things that people will *want* to share and that will

make them look good. Another good way is to target a specific niche – such as people who work from home, or people who work out. That way, people belonging to those groups will likely share the content to demonstrate their continued allegiance to that way of life. Humans are a funny bunch...

While we might seem egocentric though, there is one other common reason that we share content: and that's as a form of communication. Again, this is why it can be effective to write articles that describe a specific type of person – because that way people will want to share the content with their friends who fit that mold.

When designing any ad and looking for engagement, ask yourself: would you be likely to click share or like if *you* saw it?



Summary

And there you have it! That's pretty much everything you need to know to start getting a lot of success from Facebook marketing and advertising. Of course there's more – there's always more – but the best way to learn this is 'on the job'.

To finish, let's take a look back over everything we've covered in a brief summary...

- Facebook is the largest social network and the second biggest website in the world
- Facebook advertising is a highly versatile and flexible platform that connects you with this audience and gives you a ton of powerful tools
 - The main advantages of Facebook advertising is the ability to precisely target people...
 - And the ability to leverage existing social networks to spread your message and gain 'social proof'
- When you create a Facebook ad, you need to choose a goal, a position and a type of ad
 - Ad types include domain ads, page post links, multi-product ads, page post likes, page post images and more – the best ones are the page post ads, placed on the newsfeed
- You can target your audience by multiple different criteria
 - Location
 - Age/gender
 - Interests
 - Behavior
 - And more
- Choose two or more images to let Facebook find which one works best for your ad
- When writing the copy think AIDA and think 'value proposition'
- View your ads' performance in the ad manager
- And tweak the design occasionally to see how this impacts on your conversions
- Use Facebook Power Editor if you have a huge amount of ads

- Combine your Facebook campaign with a good content marketing campaign
- Use BuzzSumo to find good 3rd party content to share
- Share things that allow people to express themselves and/or communicate

And that's basically it...

So there's nothing left for it but to dive in. Good luck!