

Facebook Advertising

Essentially all the social media platforms work in the same way when advertising. You need to ask yourself 3 questions.

Who are you advertising to?

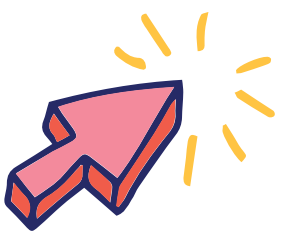
- is it people who like or follow your page - people who already have a level of engagement with you?
- is it people who have told Facebook they are interested in what you're offering? For example food & wine lovers.
- is it people within a geographical location?

How long is this campaign going to go for?

You can choose days or weeks. It is up to you.

Lastly, how much money are you going to spend on this campaign?

You can spend whatever amount you want.



Before we get into the steps, the easiest way to manage all of your socials in one place. It is easy to download Meta Business Suite where you can post to all socials from 1 spot. It is free and easy to get from the app store and link to your socials.



**THE LOGO YOUR
LOOKING FOR IN THE
APP STORE**

Make sure this has a strong & unique password.

- Create an account with Facebook Ads Manager.
- Start creating an ad through Facebook's Ads Manager.
- Choose an objective.
- Choose your audience.
- Set your budget.
- Create your ad.
- Monitor your ad's performance metrics.
- Look at reporting on the Facebook ad performance.

When promoting an event.

- Create the event.
- Boost the event.
- Same steps as above steps 3-8.
- You have the option to create a post in the event and boost it in the same way.
To do this, go to "Create Ad" and Facebook steps you through the process.



Helpful Hints

- ★ Think of paid advertising like a baby, the more you feed it, the bigger it grows. Which in turn will get your brand further reach.
- ★ All platforms like complete information. Try not to leave out a phone number or an email, especially if you would like to be contacted that way. If you don't have one, state this. Leaving fields blank will not help the social media platform promote your business.
- ★ In the same way, the platforms encourage complete tasks. So, if you have a comprehensive campaign it is beneficial for you. Just like fishing, if you throw a baited line in the water you've got more of a chance to catch a fish. A 'call to action' is like the bait on a fishing line. It works well when people have to interact by either commenting, sharing, tagging or filling something out on social media.
- ★ Likes don't necessarily get you far. Although it is lovely for your family & friends to like or love your posts, your post gets further reach when someone is tagged in it or when someone writes a wordy comment on the post. At the end of the day the socials will more easily promote accounts or posts that they deem to be successful. For example, success = comments, shares, re tweets, etc.
- ★ Build your community - don't be afraid to share or comment on other accounts that inspire you. Chances are your followers will like it too. It also helps your organic reach when you are interacting.
- ★ Schedule, schedule, schedule. Make it part of your week. You wouldn't miss counting your till or mopping the floor at the end of the day in a store, so don't "leave" without posting. This doesn't need to be everyday. Choose a particular day to schedule your posts if that is easier for you. Using different days & times to schedule your posts will ultimately show you when your followers prefer to interact on their socials.
- ★ Encourage engagement! Writing on posts "like & share for your chance to win" or "tag your friend for your chance to go in a draw" will encourage participation.
- ★ The best ads on socials have a clearly defined goal. A small target audience, a high-quality, relevant and eye-catching image or video, and a short description of the offer. Don't get caught up in having a reach of 4000 people. Select smaller targeted groups to ensure you have better engagement. Baby steps to start with.