

# Facebook Advertising

*Small Budget, BIG Results*

by **Ann Illig**, Social Caterpillar

WACO Convention, Stevens Point, Wisconsin March 2017



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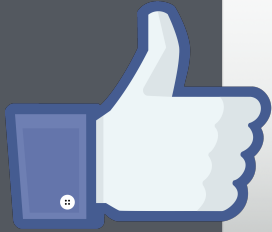
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## Quick Survey

Have you used  
Facebook to  
**ADVERTISE**  
your campground?



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*Before we go farther ... some Terminology*

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## Organic Reach vs. Paid Reach



**Organic reach** is the total number of people who were shown your post through unpaid distribution.

**Paid reach** is the total number of people who were shown your post as a result of ads.

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## Audience Reach

*Organic Reach is on the decline.*



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## The Newsfeed Algorithm

Logic Facebook employs to filter the Newsfeed so that users see only content that is most relevant to them.

It's proprietary, secret and Facebook keeps tweaking the logic.



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### *The New Reality*

Like it or not, simply being on Facebook is not good enough anymore. You need to familiarize yourself with Facebook's advertising tools.

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### *Types of Ads*

- Boosted Posts
- Image Ads
- Carousel Ads
- Video Ads
- Lead Generation Ads



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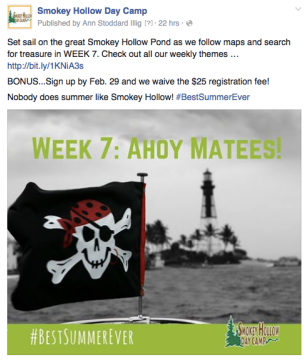
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### *The Boosted Post*



50 people reached

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Boosted Posts

**Smokey Hollow Day Camp**  
 Published by Ann Stoddard Blig 191 · February 17 at 11:56am · eh

Set sail on the great Smokey Hollow Pond as we follow maps and search for treasure in WEEK 7. Check out all our weekly themes ... <http://bit.ly/HKWA3z>

BONUS...Sign up by Feb. 29 and we waive the \$25 registration fee!  
 Nobody does summer like Smokey Hollow! #BestSummerEver



**WEEK 7: AHOY MATEES!**

#BESTSUMMEREVER

Organic | Paid  
 65 | 676

741 people reached

Thinner to you.

[View Results](#)

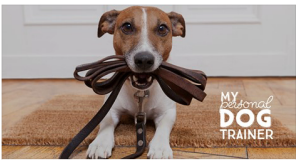
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Awesome Ads

IMAGE AD

**My Personal Dog Trainer**  
 Written by Ann Stoddard Blig 191 · February 9 at 4:57pm · eh

Who has time for dog training classes? You're busy. Career busy, family busy and just life busy. That's where I come in. My name is Jaime and I'd love to be your personal dog trainer.



**My Personal Dog Trainer**  
 For the happy, well-mannered dog you deserve

[MYPersonalDogTrainer.com](http://MYPersonalDogTrainer.com)

[Learn More](#)

**Objective:** Drive people to website and generate new business  
**Total reach:** 4,664 (221 organic / 4,443 paid)  
**Engagement:** 133 clicks to website  
**Audience:** Non fans...people with interest in dogs in targeted communities  
**Amount Spent:** \$25 (\$5/day for 5 days)


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Awesome Ads

CAROUSEL AD

**Smokey Hollow Campground**  
 Written by Ann Stoddard Blig 191 · February 14 at 1:33pm · eh

Smokey Hollow is a family friendly campground nestled in the hollows of Wisconsin.



View More at [SmokeyHollowCampground.com](http://SmokeyHollowCampground.com)

**Objective:** Drive people to website and create awareness  
**Total reach:** 9,435 (2,781 organic / 6,654 paid)  
**Engagement:** 24 shares; 112 post likes  
**Audience:** Non fans...people in 50 mi radius of Madison with interest in camping  
**Amount Spent:** \$10

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## Awesome Ads

### VIDEO AD



**Objective:** Drive people to website and create awareness

**Total reach:** 19,028 (11,045 organic / 7,818 paid)

**Engagement:** 7.1K video views; 89 likes; 81 shares; 112 clicks to website

**Audience:** Non fans...people in 50 mi radius of Milwaukee with interest in RVs, travel trailers or camping

**Amount Spent:** \$10

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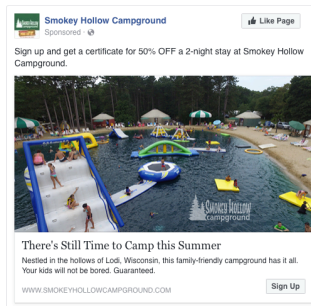
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## Awesome Ads

### LEAD GENERATION AD



**Objective:** Promote late season camping and collect leads (name, email, address)

**Reach:** 33,233 (2,716 organic / 30,517 paid)

**Audience:** targeted people with interest in camping in our major market areas

**Leads:** 418

**Amount Spent:** \$200 \$ .47/lead

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## Creating Awesome Ads

### START SLOW.

*Put your toe in the pool before you dive in.*

- Keep budget low to start. Use "lifetime limit" on all ads!
- Experiment, experiment, experiment
- Start with *Boosting* to get your feet wet
- Keep your ad message simple.

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## Creating Awesome Ads

### THINK FIRST.

*Advertising strategy is important.*

- Be clear on your objective for each ad
- Think about timing
- Audience targeting

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## Creating Awesome Ads

### LOOK GOOD.

*Invest in your visual assets.*

- Build up your library of GREAT photos
- Get some video that really shows off your campground
- Use FREE tools like [canva.com](https://www.canva.com) for that professional edge

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## Creating Awesome Ads

### KNOW YOUR NUMBERS.

*Know what's working, what isn't.*

- Great metrics on the Ad Manager dashboard.
- Other indicators: phone ringing? Likes increasing? Web traffic up?
- If something's not working, stop the campaign and rethink.

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*Now for the BIG Secret*

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*Giveaway Contest*


*Video*

**Baraboo Hills Campground**  
 Published by Ann Stoddard (log in) · February 9 at 4:56pm · 🌐

**VALENTINES DAY GIVEAWAY!!!** Because we love our campers, we are giving away a certificate for a FREE 3-night stay in one of our NEW park models. Included in the package are 4 activity wristbands.

To enter:  
 1. SHARE the video below  
 2. Add a COMMENT TO THIS POST telling us what you LOVE about camping.

One lucky winner will be randomly selected on Tuesday, Feb. 14. Certificate can be used for any Sunday-Thursday stay. Holiday weekends excluded. Rental units are subject to availability. Good luck!



322,071 people reached [Boost Post](#)

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**Baraboo Hills promo**

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## Results

### CRUSHED IT

*That video is making my phones BLOW up!!!*



Laurie & Greg Adams, Owners  
Baraboo Hills Campground

- Total Reach - **322,000+**
- Video Views - **115,068**
- Contest Entries - **1,802**
- Post Shares - **2,871**
- New FB Fans - **1,304**
- Cost - **\$0**

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Baraboo Hills Campground  
Published by Ann Stoddard (log in) · February 10, 2016 ·

We're sharing the love — Valentine's Day GIVEAWAY!!!  
Enter to win a FREE camping package — 3 consecutive nights (between Sun thru Thurs) in one of our rental units. And just because we love you, we'll toss in 4 activity bands, firewood, and all the beans for s'mores. To be entered into the random drawing, you must:

1) "Like" our Baraboo Hills Campground page... See More



4,417 people reached [View Results](#)

## *One year earlier...*

- Total Reach - **4,417**  
(2,157 organic / 2,260 paid)
- Contest Entries - **268**
- Post Shares - **42**
- New FB Fans - **114**
- Cost - **\$10**

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## *Why this worked?*

- Compelling offer
- Timing
- Short, punchy video
- Asked fans to SHARE
- Easy-to-enter drawing

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*Tips for Creating Awesome Video*

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*Awesome Video*

**KEEP IT SHORT**  
*Sun, fun and smiles.*

- Tell your story in 30 seconds or less.
- Focus on sun, fun and smiles
- Speed up the action, if necessary
- Make sure you have a peppy music track

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*Awesome Video*

**VIDEO RESOURCES**  
*Invest in visual assets*



- Build up your library of video clips...use your smartphone
- Get some drone footage if possible
- Campground logo on transparent background
- Find video editing/production people: high school or college kids

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Smokey Hollow promo

*Questions?*



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