

SUPER FACEBOOK AD RESULTS

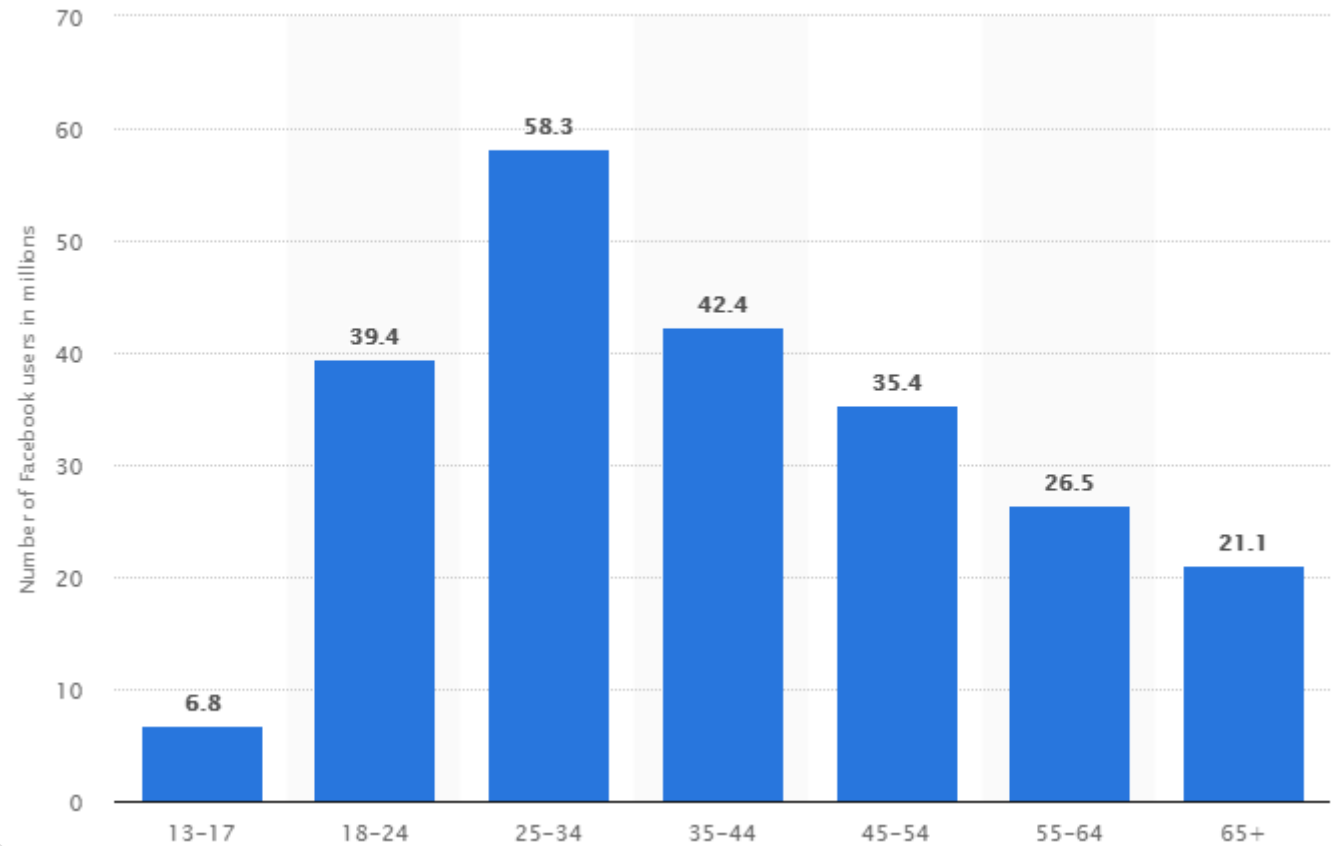
WITHOUT A BUNCH OF
TIME AND EFFORT



BY RENEE SOMMER

FACEBOOK STATISTICS

- As of June 30, 2017, Facebook e
- 79% of Americans use Facebook
percentage is Instagram, at 32%
- More than half (53%) of US Resi
- 83% of women and 75% of men



WHY USE FACEBOOK

- LOWER YOUR ADVERTISING SPEND
- REACH A MORE TARGETED AUDIENCE
- BUILDS TRUST, HELPS WITH SEO, AND ACTS AS A MINI-SITE
- HANDS DOWN THE BEST WAY TO CONNECT WITH PAST, CURRENT, AND POTENTIAL CUSTOMERS

WHY LISTEN TO ME

- Worked for a Facebook Ad Agency
 - Saw the good/bad/ugly
- Built a successful niche business only using Facebook for advertising
- Have helped many other niche businesses utilize Facebook – and helped them avoid the agency trap



WHY FACEBOOK ADS FAIL



UNCLEAR AUDIENCE

- Trying to appeal to everyone – **you can't**
- **Guessing** who your audience is



UNCLEAR MESSAGE

- If you're talking to everyone online,
you're talking to no one
- Taking too long to get to the point – or
you don't have one at all
- No call to action!!!



LACK OF BUDGET

- Can't spend enough to properly test
- Can't afford long term ads and multiple ad sets



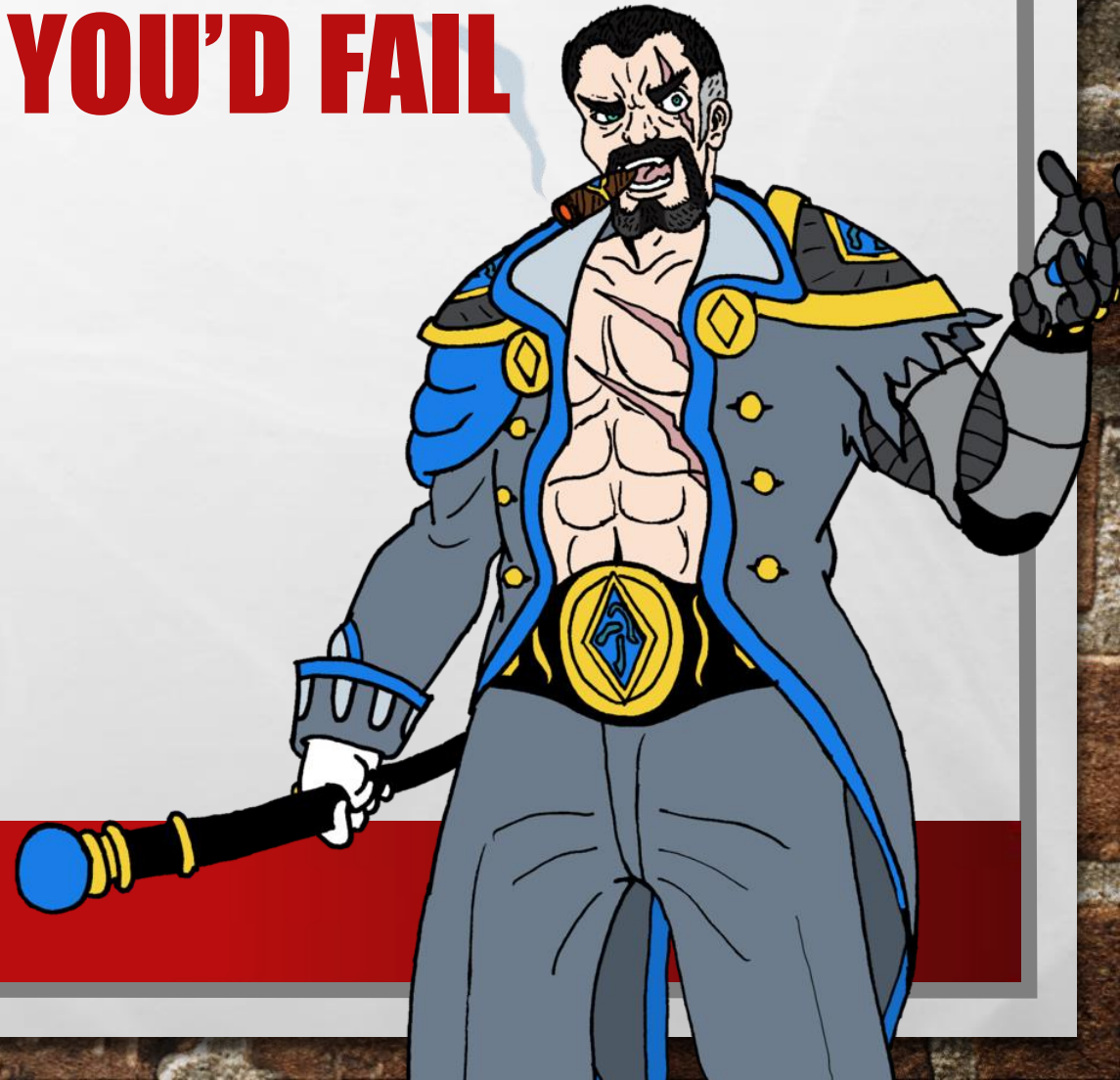
SATURATED MARKET

- There's always a way around it
- Newsfeeds get flooded
- Comes back to audience and targeting



BECAUSE SOMEONE GAVE YOU JUST ENOUGH INFORMATION TO ENSURE YOU'D FAIL

- Ad agencies want you to fail
 - Buy their programs
 - Hire them to do it
 - Stay out of the feed



GETTING YOUR ORGANIC GAME IN PLACE



WHAT IS 'ORGANIC GAME'?

Strategic plan for creating/sharing content
that gets you the most amount of
engagement/reach for little to NO MONEY



KNOW YOUR AUDIENCE – HANDOUT

- Your content should be **ABOUT THEM NOT YOU**
 - Who are they demographically?
 - What makes them laugh?
 - What do they worry about?
 - What do they like about camping?
 - What do they not like about camping?



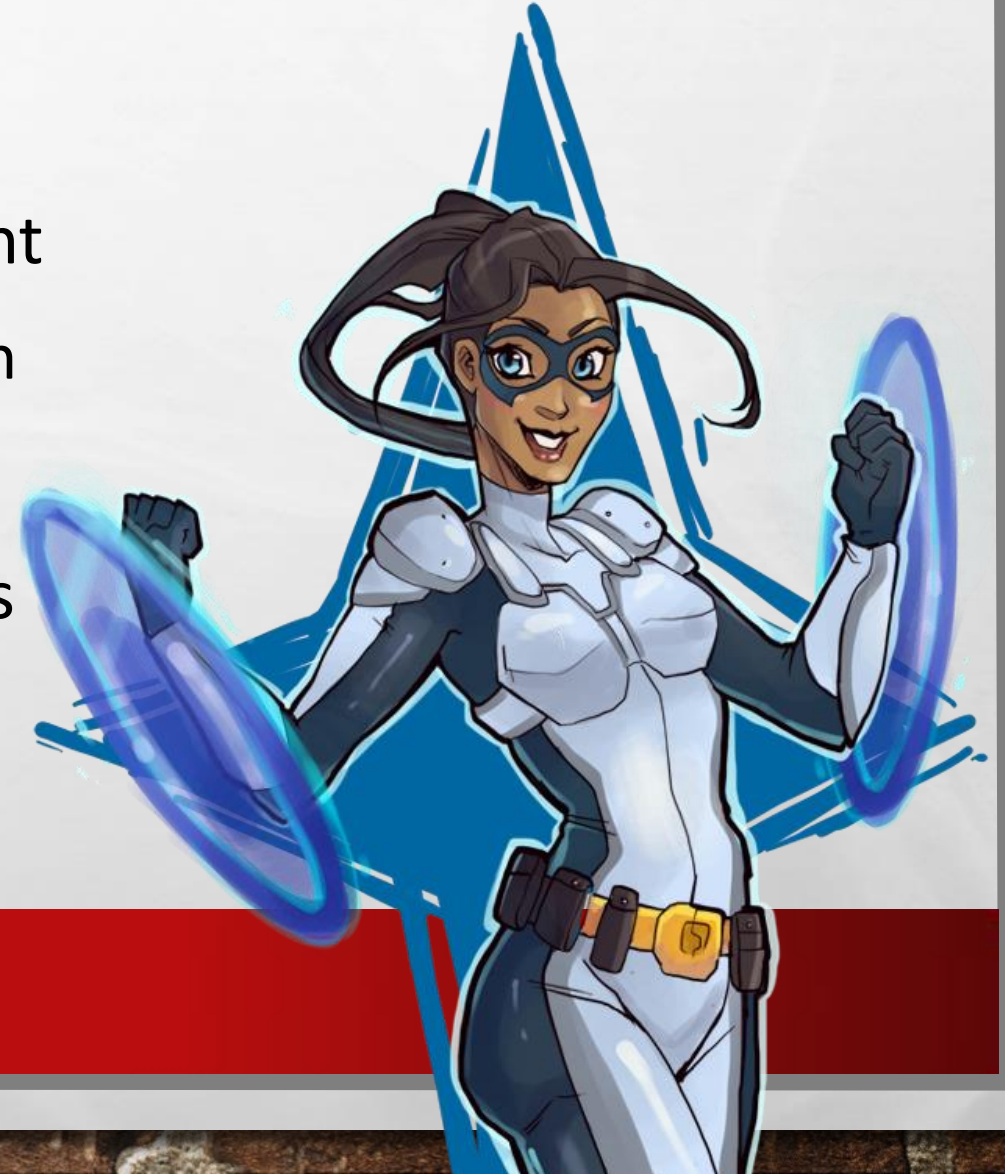
FOCUSING ON THEM OVER YOU

- Makes people **feel special**
- They feel **seen**
- Sales posts speak to **how it benefits them** instead of your needs



WHAT DOES THIS HAVE TO DO WITH ORGANIC REACH

- Much more likely to engage with content
 - When they engage, it boosts your reach
- If they see themselves, they become **invested in your success** – which means they engage more **AND BUY MORE**



BUILD A RELATIONSHIP

- Let them see YOU
- Behind the scenes
- Make them feel special
- Be consistent
- Ask for the sale – but not constantly



ENCOURAGE ENGAGEMENT

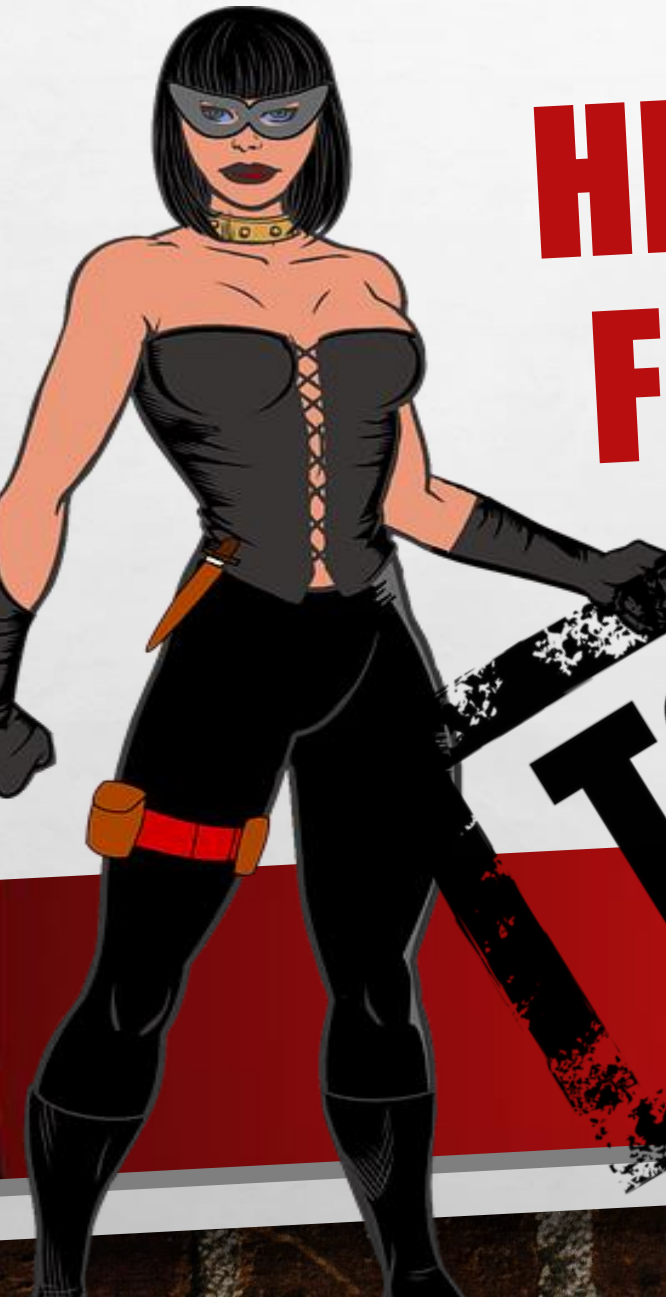
- Start conversations
- Feature them
- Share what they will share



WHAT ABOUT THE ALGORITHM?

Yes, it does exist and it's a very real struggle.

The Good News is that everything
we just went through helps you
to rank higher on FB's Algorithm.



**HERE'S THE BIG SECRET
FB AD ALGORITHMS DON'T
WANT YOU TO KNOW**

TOP SECRET



**IF YOU'RE DOING
YOUR ORGANIC
GAME CORRECTLY,
YOU DON'T NEED
THEM.**



Organic



Ads



WHO ARE YOU ADVERTISING TO?


FINDING YOUR TARGETED AUDIENCE



YOUR FOLLOWERS (AND POSSIBLY THEIR FRIENDS) ARE YOUR BEST AUDIENCE

- Facebook's own research found that everyone is no more than 3.5 degrees separated.
- The closeness of users is beneficial for marketers trying to overcome Facebook's algorithm, which is notorious for slashing organic reach for brands.
- Facebook pages with smaller followings generally have higher reach and engagement rates.
- Facebook ads with some sort of social proof had 300% more conversions, and 50% lower cpas and cpcs (also helps with the algorithm if you're using a post!)





**USE WHAT YOU KNOW ABOUT YOUR
★ AUDIENCE TO CREATE A TARGETED
AUDIENCE**



CREATING A CUSTOM AUDIENCE

CAPTURE THEM SO YOU CAN ADVERTISE TO THEM



HOW

MANAGER

Explore

15

Events

3

Groups

Pages

f

≡

Asset Library

★

Frequency

Ads Manager

Ads Reporting

Audiences

Search

🔍

☰

All Audiences

FOLDERS

My recent audiences

Audiences in active ads

🌤️

Weather

👛

Offers

👤

Friend Lists

👥

Find Friends

2

💬

Messenger Kids

Create a Saved Audience

Audience Name

Name your audience

Custom Audiences

Add a previously created Custom or Lookalike Audience

Exclude | Create New

Locations

People who live in this location

United States

United States

Include | Type to add more locations | Browse

Add Locations in Bulk

Age

18 - 65+

Gender

All | Men | Women

Languages

Enter a language...

Detailed Targeting

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People

Connections

Add a connection type

Potential Audience:

Potential Reach: 230,000,000 people

Audience Details:

Location - Living In:

United States

Age:

18 - 65+

Cancel

Create Audience

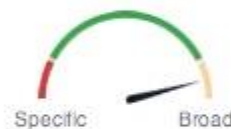
OPTIONS FOR TARGETING

- Exhaustive
- Interest
- Use
- More
- Try to

Facebook Ads Audience Size

Broad

Audience Definition



Your audience selection is broad. This requires a large budget.

Audience Details:

- Location: United States

Potential Reach: 180,000,000 people

Clearly Defined

Audience Definition



Your audience is defined.

Audience Details:

- Location: San Francisco (+25 mi), California, United States

Potential Reach: 1,920,000 people

Narrow

Audience Definition



Your audience is too specific for your ads to be shown. Try making it broader.

Audience Details:

- Location: Los Gatos (+25 mi), California, United States
- Age: 26
- Gender: female
- Interests: Singing
- Relationship Status: Engaged

Potential Reach: Fewer than 1000 people



WHEN TO BOOST A POST

- WHEN YOU'VE GOT A 'HOT' ONE
- WHEN YOU'VE GOT A MESSAGE TO GET OUT THERE ASAP
- WHEN ENGAGEMENT SEEMS LOW
- YOUR BUDGET IS SMALL BUT YOU NEED TO GET THE WORD OUT

Simplicity & Meaning - Renee Sommer
Published by Renee Sommer [9] · January 13 at 9:37 AM · 🌐

Ahhhh Sundays. 🐾🐾🐾🐾




 **Boost Post**

Boost Post

Preview: Desktop News Feed ▼

Simplicity & Meaning - Renee Sommer
Sponsored
Ahhhh Sundays. 🐾🐾🐾🐾



Automatic Placements (Recommended) ☒ ON
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

BUDGET AND DURATION

Total budget ⓘ
\$10.00 USD

Estimated People Reached ⓘ
88 - 550 people per day of 81,000,000

Refine your audience or add budget to reach more of the people that matter to you.

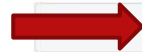
Duration ⓘ
1 day 7 days 14 days

AUDIENCE Run this ad until Jan 25, 2019

You will spend **\$1.00** per day. This ad will run for 10 days, ending on Jan 25, 2019.

PAYMENT

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

 **Boost**

WHEN TO RUN AN ACTUAL AD

- **YOU DON'T HAVE MANY FOLLOWERS**
- **YOU HAVE A SPECIFIC OBJECTIVE**
- **YOU WANT VIDEO VIEWS**

[Create New Campaign](#) [Use Existing Campaign](#)

Campaign: Choose your objective. [Switch to Quick Creation](#)

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

HOW TO CRE

Account

+ Create

Create New Campaign ⓘ

Use Existing Campaign

Campaign: Choose your objective.

What's your marketing objective? [Help: Choosing an objective](#)

Awareness

Brand awareness

Reach

Consideration

Traffic

Engagement

App Installs

Video Views

Lead Generation

Messages

Images

You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

Browse Library

Free Stock Images



Upload images

Links

Preview the image and text from your Page post. [Learn more.](#)

Text

Enter text that clearly tells people about what you're promoting

Website URL ⓘ

Preview URL

Enter the URL you want to promote

Build a URL Parameter

Call To Action ⓘ

Learn More ▾

[Hide Advanced Options ▴](#)

URL Parameters (optional) ⓘ

Ex: key1=value1&key2=value2

Ad Preview

1 of 1 Ad < >



Mobile News Feed ▾

1 of 9 < >



Please select media for your ad

SUMMARY

- If you get good at organic posting and building relationships, you won't need fancy Facebook ads
- A lot of the hype is agency created
- Focus on your ideal clients – what do they want to see?
- Boost to help things along and beat the algorithm





QUESTIONS?