

An Introduction to Facebook Ads & Preparing Your 2022 Ads Strategy

Welcome!



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What will we cover?



What is Facebook Advertising?

Campaign Objectives

Audiences

The Importance of Creative

Facebook Ads Manager

The Facebook Pixel

iOS14 Update

Structuring a Campaign

Measuring and Monitoring

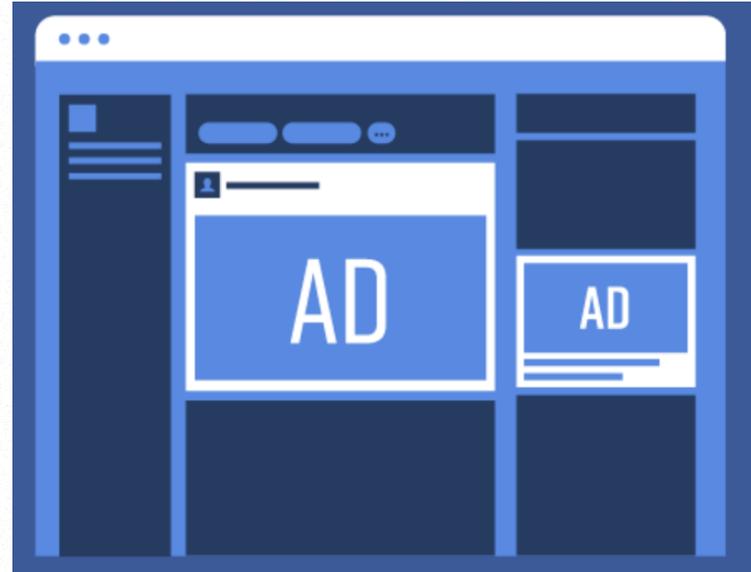
Live Demo – Freestyle

Developing Your 2022 Strategy

Key Takeaways

What is Facebook Advertising?

Facebook ads are paid messages from businesses that are displayed across Facebook's network of platforms, targeting users who are important to that business. Advertisers create campaigns that have specific goals, referred to as campaign objectives, and create dedicated ads within those campaigns to help them reach their objective.



Why should I advertise on Facebook?

- 2 billion monthly active users
- 96% of all social media marketers consider Facebook advertising to be the most effective paid option of all social media networks
- Complete control of your own budget
- Extensive user data for hyper-relevant targeting
- Trackable – you know what you get for your money
- Reasonably user friendly to set up
- Cross-platform reach



With over
2.41 billion
monthly active users, Facebook is
the **third-most visited website**



74%
of Facebook users log in daily
and spend an average of
38 minutes per day



300 million
people use Facebook stories daily



1.4 billion
people use Facebook Groups



60%
of Americans who watch
digital video do so on Facebook



74%
of high-income earners
use Facebook



90 million
small businesses use
Facebook's services like Pages,
Groups and Messenger



15%
of U.S. social media users
shop on Facebook



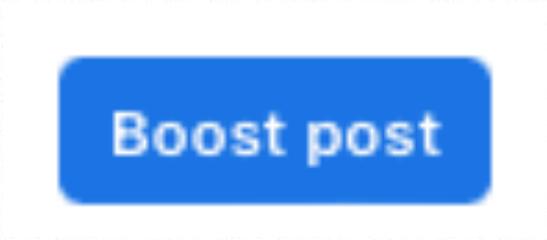
An average Facebook user
clicks on
11 ads
per month

Campaign Objectives



What are you trying to do?

It's not just boosted posts!



Boost post

-
- **Brand awareness:** Increase overall brand awareness by showing ads to people most likely to remember them
 - **Reach:** Show your ads to as many people as possible
 - **Traffic:** Send people to a destination, such as your website
 - **Engagement:** Get more post engagement, page likes or event responses
 - **App installs:** Get more users to install your app
 - **Video views:** Promote video views to raise awareness about your brand
 - **Messages:** Get more people to have conversations with your business via Messenger
 - **Lead generation:** Collect lead information directly within the Facebook platform
 - **Conversions:** Get people to take valuable actions on your website
 - **Catalogue sales:** Show users products from your range
 - **Store visits:** Encourage users to visit your physical premises

Create New Campaign Use existing campaign ×

Buying type

Auction ▾

Choose a campaign objective

[Learn more](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand Awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalogue Sales
	<input type="radio"/> App Installs	<input type="radio"/> Store Traffic
	<input type="radio"/> Video Views	
	<input type="radio"/> Lead Generation	
	<input type="radio"/> Messages	

Cancel Continue

Audiences

Who can I reach with Facebook Ads?

Audiences

- Saved audiences
- Custom audiences
- Lookalike audiences



Top Tips

- Don't target multiple interests/behaviours at once
- Narrow your audience with the AND/OR targeting options
- Use exclusions to avoid wasted spend eg. exclude your existing email subscribers
- Test, test, test

The Importance of Creative



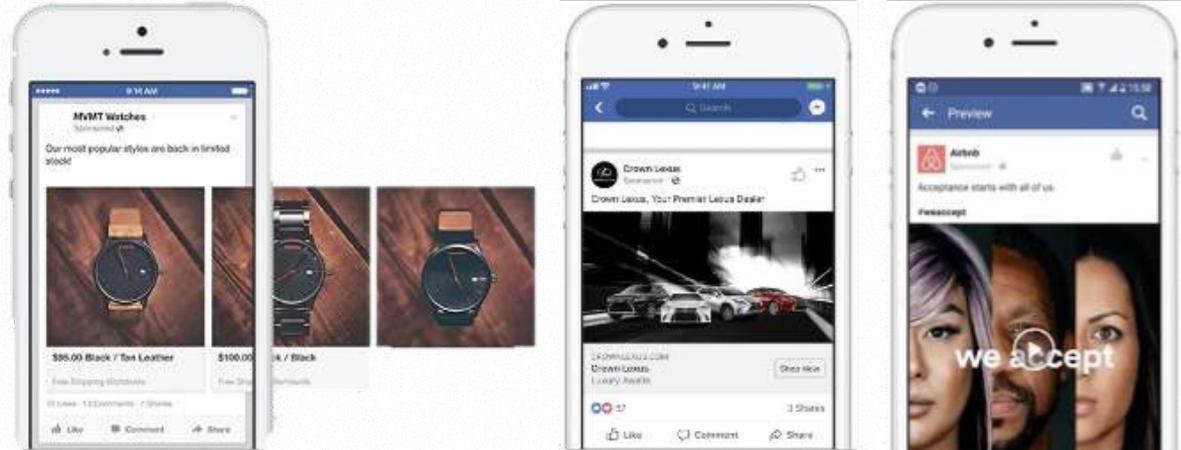
How can I stand out?

Ad Formats

Single image

Carousel

Video

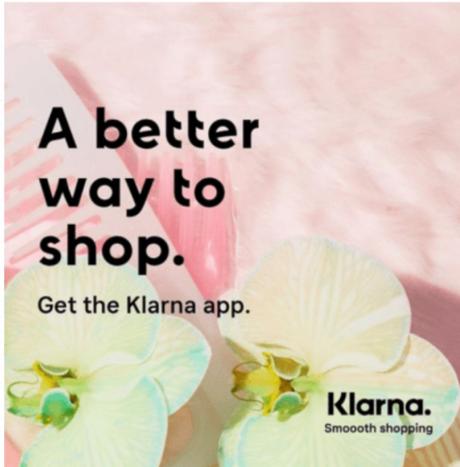


Structuring an ad

- **Headline** – This is the main title of your ad that should grab attention. Aim for 3-5 words max.
- **Primary text** – A short, snappy description about what you are promoting highlighting key information and selling points. Make use of effective formatting and subtle emojis.
- **Description (optional)** – A useful area to provide a brief synopsis of your business. Not visible in all placements.
- **Creative** – An image, multiple images or video uniquely showcasing what you are promoting.
- **Call-to-action (CTA) button** – Choose from phrases such as ‘Contact Us or ‘Learn More’



When it comes to the things you need, we've got you. A better way to shop everywhere.



PLAY.GOOGLE.COM
Get the Klarna app.

Download



Lace up in Air Max's new, iconic design. The Air Max 2090 has arrived in Nike Air Shop.

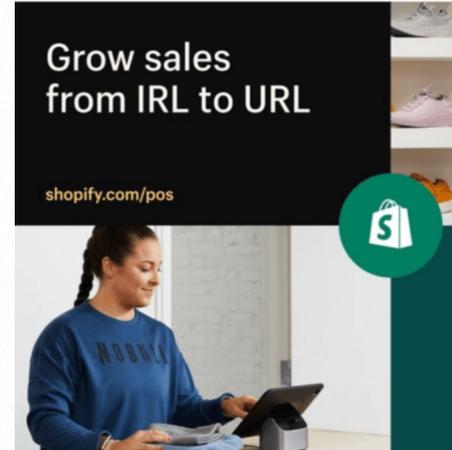


NIKE.COM
Nike Sportswear

Shop Now



Use Shopify POS to unify your in-store and online sales and make your business future-proof.



Shopify
Software
3,576,228 people like this

Like Page

Top Tips

- Original imagery is best – avoid using stock imagery if possible
- Make it catchy and memorable
- Size appropriately and crop for each placement
- Keep it on-brand
- Incentivise where possible
- The < 20% text rule was recently removed...but stick to it regardless
- Test, test, test

Facebook Ads Manager

How do I work this thing?

Campaigns Digital Performance Lab (537... Updated today at 11:13 Discard Drafts Review and publish

Search Filters Add filters to narrow the data that you are seeing. Lifetime: 26 Nov 2018-23 Sep 2020

Campaigns Ad sets Ads

+ Create Duplicate Edit Rules View Setup Reports

	Campaign name	Delivery	Bid strategy	Budget	Results	Reach	Impressions	Cost per result	
<input type="checkbox"/>	BBC Ecomm Recruitment Lead Generation...	Active	Using ad s...	Using ad...	— On-Facebo...	1,082	1,703	— Per on-Faceb...	£
<input type="checkbox"/>	Digital Causeway Recruitment - Lead Gene...	Off	Using ad s...	Using ad...	12 On-Facebo...	1,917	7,034	£4.52 Per on-Faceb...	££
<input type="checkbox"/>	Digital Technology Recruitment - Lead Gen...	Off	Using ad s...	Using ad...	4 On-Facebo...	1,307	3,267	£10.00 Per on-Faceb...	£3
<input type="checkbox"/>	Monaghan Recruitment - Lead Gen - May/J...	Off	Using ad s...	Using ad...	11 On-Facebo...	6,488	26,181	£17.83 Per on-Faceb...	£19
<input type="checkbox"/>	Digital Technology Recruitment - Lead Gen...	Off	Using ad s...	Using ad...	17 On-Facebo...	3,112	9,619	£4.71 Per on-Faceb...	£8
<input type="checkbox"/>	Digital Causeway Recruitment - Lead Gene...	Off	Using ad s...	Using ad...	15 On-Facebo...	2,041	6,542	£2.51 Per on-Faceb...	££
> Results from 6 campaigns Excludes deleted items					59 On-Facebo...	14,380 People	54,346 Total	£7.22 Per on-Faceb...	

You can find Facebook Ads Manager by going to www.facebook.com/adsmanager/manage when logged into the Facebook account associated with your business page. Here you will see any previous campaigns you have run via your Facebook business page, even if you have never accessed your Ads Manager!

Alternatively you can locate Ads Manager from your Facebook business page by opening Ad Centre, going to All Ads, scrolling to the very bottom and selecting 'Show more details in Ads Manager'.

Show more details in [Ads Manager](#) 

The Facebook Pixel



What's that?

The Facebook Pixel is a small snippet of code that you place on your website which collects data and helps you track conversions from Facebook Ads, optimise ads, build targeted audiences for future ads and remarket to people who have already taken some kind of action on your website.



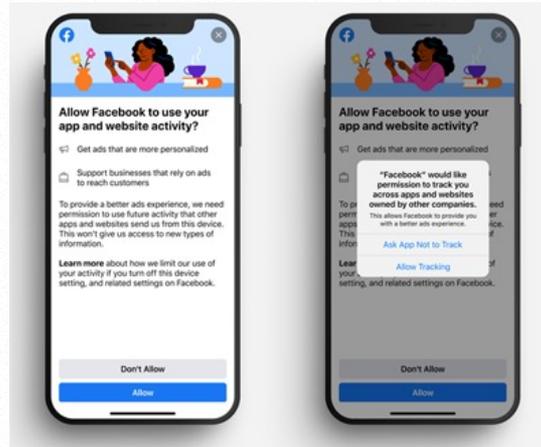
iOS14 Update



What's that?

The iOS14 update was the fourteenth major update of the iOS mobile operating system developed by Apple which rolled out around April 2021. Along with other key features, a key component of this update was **privacy enhancements**.

To summarise, all apps (including Facebook) must now get user permission to track them across websites.



Therefore, any users who opt not to be tracked can no longer be tracked by the Facebook Pixel. This has resulted in the following;

- Reduced audience sizes (especially remarketing lists)
- Delayed reporting (conversions appearing days after campaigns have ended)
- Less available data (such as when viewing breakdowns of user demographics)
- Under-reporting (some activity simply won't be tracked)

There are a few actions required as a result of this, to ensure your Facebook Ads can continue to perform as well as possible whilst respecting privacy preferences:

- ✓ Verify your business domain (website) within Ads Manager to prove ownership
- ✓ Set up the Conversions API to track as much as possible
- ✓ Set up aggregated events to prioritise your most important website actions
- ✓ Enable automatic advanced matching to use customer information to match up website visitors
- ✓ Keep an eye on your Resource Centre for any further updates or requirements

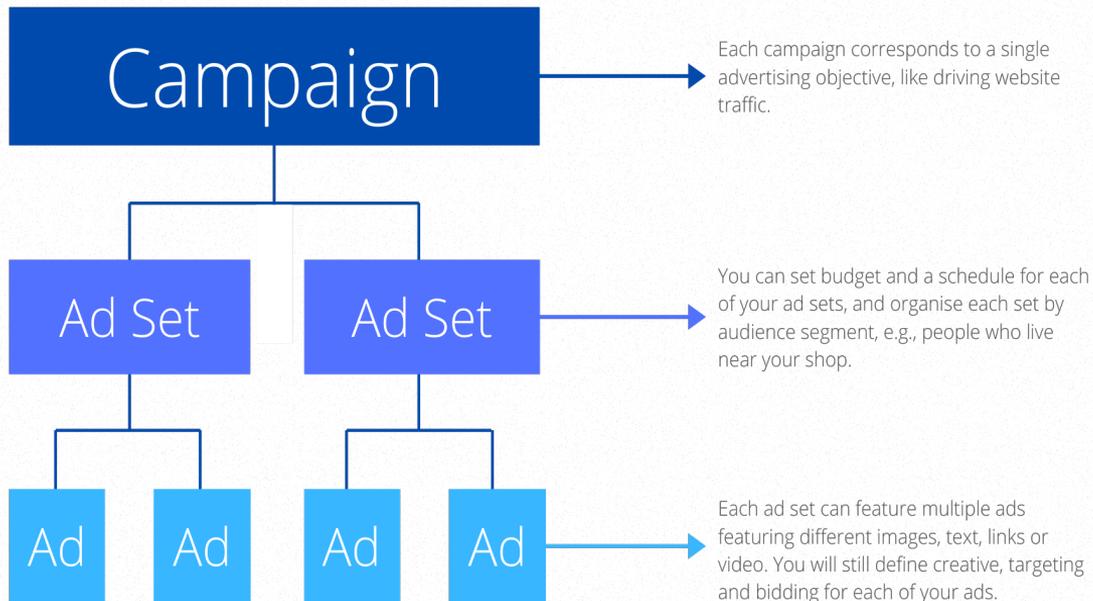
Structuring a Campaign



What should it look like?

Each campaign should have;

1. A campaign objective based on your goal
2. 2-3 ad sets testing various audiences
3. 2-3 ads per ad set testing various creatives



Measurement

How do I know what works?

The importance of measurement

- Determine what metrics are important to you, relevant to your business goals
- Don't focus on vanity metrics – focus on the metrics that make you money!
- Allocate time to analyse and report on campaign performance
- Use the wealth of data available to you to learn and adjust
- The beauty of digital – nowhere to hide!

Metrics to measure

Reach/impressions

Leads

Link clicks

Messenger conversations

Engagement

Frequency

Video plays

Standard events

Purchases

Purchase value / ROAS

Live Demo



Let's give it a go!

Developing Your 2022 Ads Strategy



Where do I start?

-
- 1. Get set up:** Ensure you have a dedicated Ads Manager account for your business; you have implemented relevant iOS14 measures; your pixel is on your website; and you have various audiences set up to test.
 - 2. Budget:** Select a monthly budget you are comfortable spending to begin with. The frequency of your ads will be determined by this.
 - 3. Objectives:** What do you want the ads to do – Get more page likes? Generate new email subscribers? Sell? List your goals. You should alternative between awareness/sales goals with your campaigns.
 - 4. Timing:** Use tools such as Days of the Year and Google Trends to time your campaigns for success. Map this out in writing.
 - 5. Collate assets:** Get yourself a strong bank of photos/images to utilise within your campaigns.

6. **Build:** Set time aside to build your campaigns. If you are new to the platform we recommend setting up a few campaigns whilst this is fresh in your head – you can always pause for future use.

7. **Analyse, learn, adjust:** Utilise the metrics available to you to see what works. Don't be rigid with your plan – adjust as you go based on this learning. This may mean changing planned campaign objectives, making more videos etc.

8. **Think 2023:** Keep note of what did or didn't work this year. Did a Summer Sale launched in August work particularly well? Try to replicate that next year!

Dates for your diary

January sales

Black Friday

Valentine's Day

Cyber Monday

Mother's Day

Pre-Christmas

Easter

Boxing Day sales

Father's Day

Internal sales periods

Back to school

Halloween

Case Study



Craigmore Online

Key Takeaways



Conclusion

Top tips

- Build your audiences in advance
- Data is your friend – listen to it
- Get your website right
- Creative is key
- Install the FB Pixel
- Never stop testing
- Start small, grow gradually
- Allocate time for analysis
- Don't change campaigns once live
- Listen, learn, adjust

Final Q&A

Any questions?



Thank you

Any Questions?