
IC Presents: L+ L

FACEBOOK ADVERTISING

TERRY RICE

FACEBOOK ADVERTISING

TERRY RICE

terry@brooklyndm.com

- Digital Marketing Instructor at General Assembly
- Trainer and Consultant at Brooklyn Digital Marketing
- Previously, Client Solutions Manager at Facebook and Search Engine Marketing Consultant at Adobe
- Nine years of Digital Marketing experience working with companies including, Dell Computers, 1800Flowers, Home Depot, Best Buy, and Spartan Race
- MBA from the University at Buffalo with a dual concentration in Marketing and Business Consulting
- Facebook Certified Advertising Professional

TODAY'S LESSON

By the end of this lesson you will:

- Learn the value of advanced, *consumer driven* targeting strategies for Facebook Marketing
- Understand why the Facebook Pixel is *absolutely vital* to your success
- Discover multiple ways to *creatively* leverage Custom Audiences to achieve your business goals
- Have some fun

BEFORE WE GET STARTED . . .

I had two options for how to design this lesson:

Show you how to do one thing, which not all of you would be interested in.

OR

Talk through a bunch of cool stuff, walk through an example, answer some questions, then pass along resources to help you do more cool stuff going forward.

FACEBOOK ADVERTISING FOR THE WIN (ONLINE)



Terry Rice

Digital Marketing Trainer & Consultant, Brooklyn Digital Marketing

About This Class

Facebook is a juggernaut with over 1.44 billion monthly active users in Q1 2015. In this workshop, you will get insights and practical lessons from the field and you'll learn how to make the most of Facebook advertising. We'll focus on highly specific hacks that will help you cut through the noise and acquire new users to grow your business. From the anatomy of a high-converting ad to optimization tips to suggested resources, you'll come out of this workshop knowing a more clever and effective way to run Facebook ads.

Chart your own career path. Pick up where this workshop leaves off. Dive into the fundamentals in our five-week, online [Digital Marketing Circuit](#) or level up on the job in our on-campus [Digital Marketing](#) course.

Takeaways



19

Thursday, 19 January

7 – 10 pm EST

Cost

FREE!

Sold Out!


Get on the waitlist

I'll be hosting
another one
February 6th.

Questions? [Read our FAQs](#)


FACEBOOK ADVERTISING: BASIC

FACEBOOK ADVERTISING: BOOSTED POST



Brooklyn Greenway Initiative

Registration is now open for the inaugural Brooklyn Bike Rave on May 14, a glowtastic night ride along the Brooklyn Waterfront Greenway! Get your early bird tickets today for \$35 (through April 1st). Spaces are strictly limited!



Register for the inaugural Brooklyn Bike Rave - May 14

A glowtastic night ride along the Brooklyn Waterfront Greenway

EVENTBRITE.COM

262 people reached

Boost Post

Like

Comment

Share

Yasef Behar

Top Comments

FACEBOOK ADVERTISING: BOOSTED POST

Boost Post

☐ People who like your Page [?]

☐ People who like your Page and their friends [?]

☒ People you choose through targeting [?]

Audience 1

Edit Audience | Create New Audience

Location:

United States: Brooklyn (+25 mi) New York

Age:

13 - 65+

BUDGET AND DURATION

Total budget ⓘ

\$3.00

Estimated People Reached ⓘ


230 - 610 people of 5,500,000

⚙️

Terms & Conditions | Help Center

DESKTOP NEWS FEED


MOBILE NEWS FEED

 **Brooklyn Greenway Initiative**

Like Page

Sponsored · 🌐

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Register for the inaugural Brooklyn Bike Rave - May 14

A glowtastic night ride along the Brooklyn Waterfront Greenway

EVENTBRITE.COM

Cancel

Boost

Recommended
to increase
engagement.
(clicks, likes, shares, comments)

FACEBOOK ADVERTISING: BOOSTED POST

How does Facebook identify people who are interested in Biking?

Boost Post

AUDIENCE | DESKTOP NEWS FEED | MOBILE NEWS FEED

☐ People who like your Page [?]
☐ People who like your Page and their friends
☒ People you choose through targeting [?]

Brooklyn Bike Rave

Edit Audience

Location: United States: Brooklyn New York

Interests: Biking or Cycling

Age: 18 - 60

BUDGET AND DURATION

Total budget ⓘ

\$5.00

Edit Audience

Make sure to save your edits once you're done.

Name: Brooklyn Bike Rave

Location: Cities +0 miles
Brooklyn, NY, United States

Age: 18 - 60

Gender: All Men Women

Interests: Biking
+ Camping + Hiking + Mountain biking + Bicycle + Running

Delete Cancel Save

Register for the inaugural Brooklyn Bike Rave - May 14
A glowtastic night ride along the Brooklyn Waterfront Greenway
EVENTBRITE.COM

Cancel Boost

DIAMONDBACK

BIKES


RIDE BETTER

LIVE BETTER

TEAMS

SUPPORT

SHOP

CART 

PAINT OUTSIDE THE LINES

 [LEARN MORE](#)



HAANJO EXP CARBON



HAANJO TRAIL CARBON



HAANJO COMP CARBON

BAD BOY 4

EXPLORE MODELS ✓

\$760

■ BARBECUE

□ COMPARE

🔗 SHARE

📍 FIND DEALER



The Facebook Pixel:

Records visits to a website from Facebook users.

By placing this on my site, I can then serve ads to people who have visited specific sections of my website.

It also allows advertisers to target individuals who display an interest in certain topics, based on the pages they view.



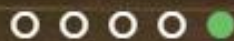
BROOKLYN

BIKE

RAVE

AUG 27 | 6:30PM - 10PM

Register Now



[ABOUT BROOKLYN BIKE RAVE](#)

[THE EXPERIENCE](#)

[ROUTE AND SERVICES](#)

[RULES](#)

[VOLUNTEER](#)

[SPONSORS](#)

Bedazzle your bike, put on your craziest outfit, blast some party tunes and be ready for sensory overload at the [Brooklyn Bike Rave](#), a glowtastic night ride along the Brooklyn Waterfront Greenway.



Notice the lack of
glow sticks and
EDM?



[ABOUT BROOKLYN BIKE RAVE](#)

[THE EXPERIENCE](#)

[ROUTE AND SERVICES](#)

[RULES](#)

[VOLUNTEER](#)

[SPONSORS](#)

Bedazzle your bike, put on your craziest outfit, blast some party tunes and be ready for sensory overload at the [Brooklyn Bike Rave](#), a glowtastic night ride along the Brooklyn Waterfront Greenway.

UPCOMING EVENTS

[VIEW ALL CITIES](#)

JUL 23	COLUMBUS, OH
AUG 6	ASHEVILLE, NC
AUG 6	GRAND RAPIDS, MI
AUG 6	SACRAMENTO, CA
AUG 6	CINCINNATI, OH
AUG 7	MILWAUKEE, WI
AUG 13	ERIE, PA
AUG 13	BALTIMORE, MD
AUG 14	TACOMA, WA
AUG 20	BUFFALO, NY

The Happiest 5k
ON THE PLANET™

Interests

[Additional Entries](#)

The Color Run

[Search interests](#)














[Suggestions](#) | [Browse](#)

I'd also reference places in that rent bikes, or put in a plug for Citi Bike.














Why? Some people may not own a bike.
















FACEBOOK ADVERTISING OBJECTIVES

Awareness	Consideration	Conversion
 Boost your posts	 Send people to your website	 Increase conversions on your website
 Promote your Page	 Get installs of your app	 Increase engagement in your app
 Reach people near your business	 Raise attendance at your event	 Get people to claim your offer
 Increase brand awareness	 Get video views	 Promote a product catalog
	 Collect leads for your business	

- Use this objective to send people to desired section of your website.
- Individuals in this audience over-index for clicking links to websites.
- **However, this doesn't necessarily mean they perform a conversion event such as a lead or purchase.**
- This is useful for branding, awareness, and audience segmentation.

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- Optimize your ad to get people to take specific actions on your website.
- For example signing up for a newsletter or buying a product.
- Individuals in this audience are more likely to perform conversion events.
- **You'll need to have the Facebook pixel installed to use this objective.**

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Understanding the difference between these two objectives is vital to the success of **many advertisers, and it's often misunderstood.**

Let's say we're a Corvette dealership, and we're looking for leads.

Website Conversions
















- Has been researching Corvettes on Autotrader.com
- Visits Forbes.com 3x per week

Clicks to Website




- Thinks cars are neat!
- But also thinks everything is neat!
- Clicks on ads that are cool.


Awareness	Consideration	Conversion
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- Encourage people to install your app based on your desired targeting criteria.
- Registering your app with Facebook allows you to only pay when people install your ad.


Suggested App



Paper – stories from Facebook

Sponsored · 


Explore stories from friends and the world around you.





Paper


Available on the App Store


Install Now














 12

 1 Comment

 Like

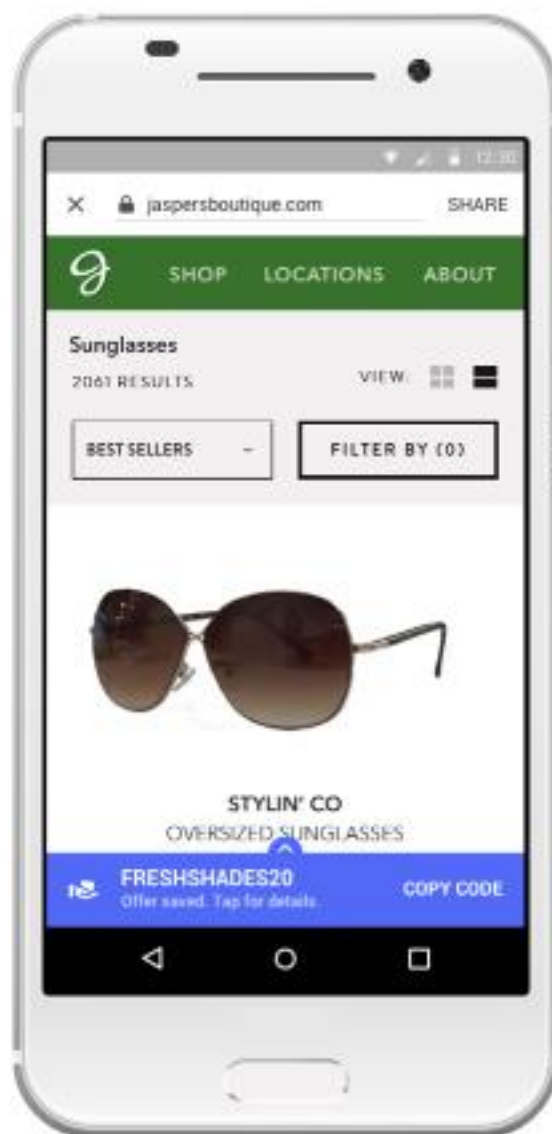
 Comment














 Share

Awareness	Consideration	Conversion
 Boost your posts	 Send people to your website	 Increase conversions on your website
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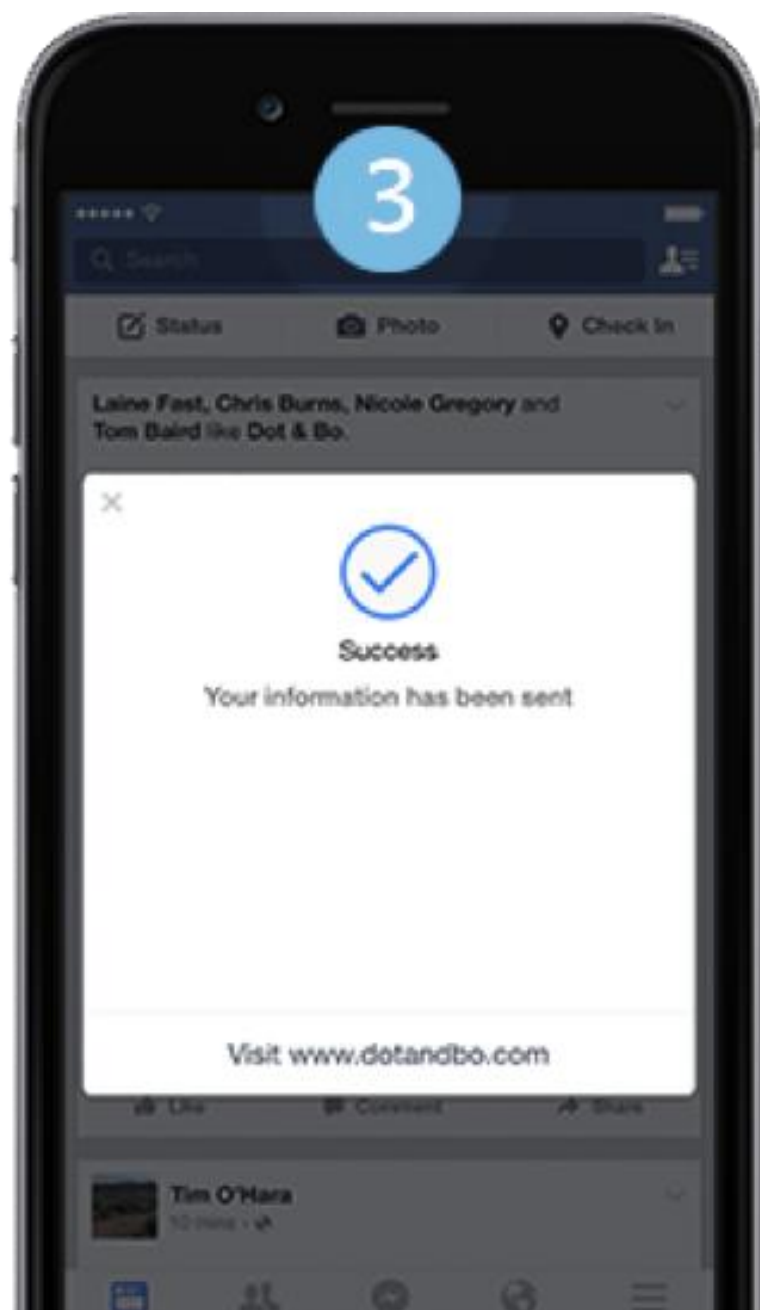
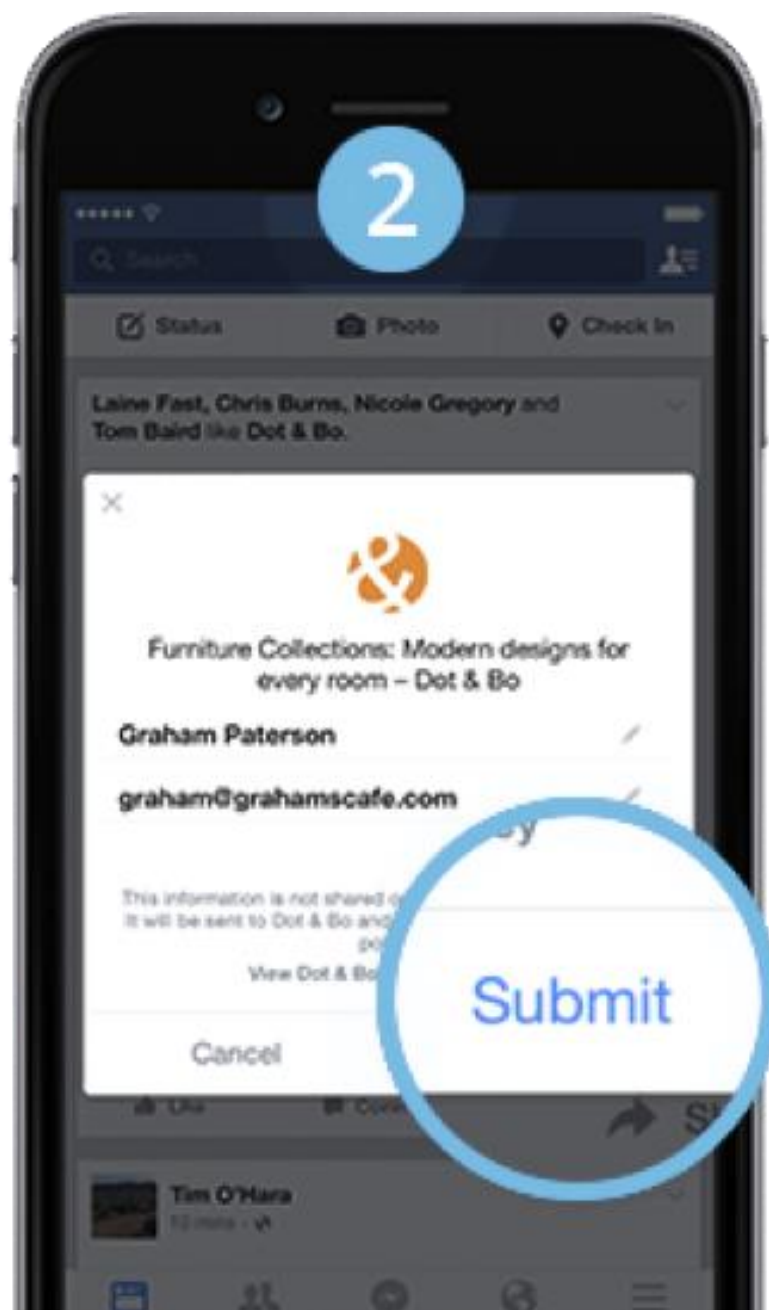
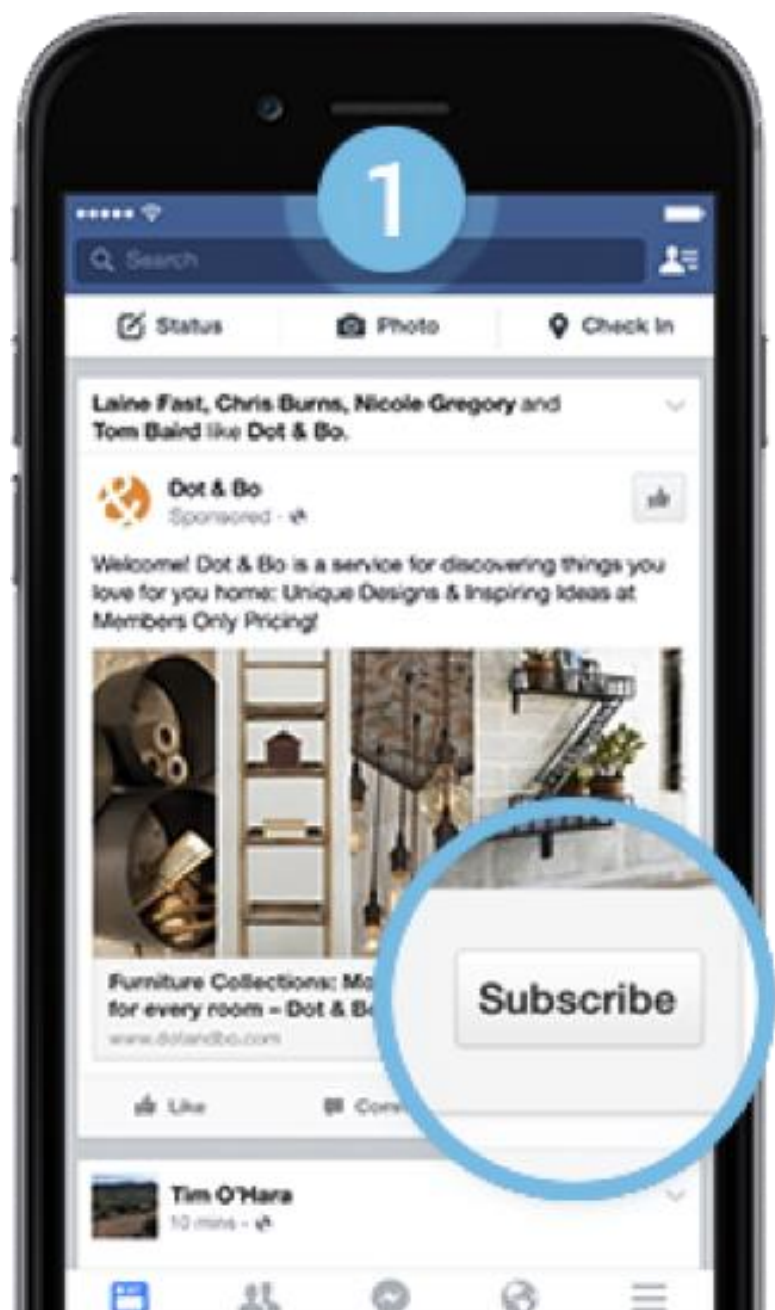
- Promote timely discounts or other deals for people to claim.
- These can be in-store, or online.































Awareness	Consideration	Conversion
 Boost your posts	 Send people to your website	 Increase conversions on your website
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	 Collect leads for your business	

- Optimize your ad to capture leads within the Facebook platform.
- Deliver a compelling reason why a viewer would want to submit their contact information.
- If they click the call to action, their name and email address are pre-populated, and they choose to send this information to you.



Awareness	Consideration	Conversion
 Boost your posts	 Send people to your website	 Increase conversions on your website
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Which approach to getting a lead would you use?

Awareness	Consideration	Conversion
 Boost your posts	 Send people to your website	 Increase conversions on your website
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- The Lead Ad may work better since it requires less effort for the user, and can be completed relatively quickly.
- However, collecting leads on your website may give you a higher conversion rate since you have more of an opportunity to explain why they should submit their contact information.
- I suggest testing both approaches, and measuring the cost per lead, as well as the **quality** of the leads.

FACEBOOK ADVERTISING: TARGETING



- Country
- State
- City
- Zip Code
- Radius

If you're a local business, advertise locally.

For other businesses, you may want to only target certain areas, or perhaps allocate a large budget to more profitable areas.

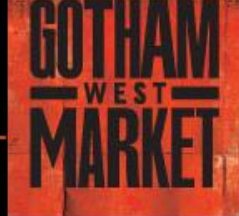


Knowing they'll have a large number of olive enthusiasts attending, consider geotargeting the radius around the location of the competition.

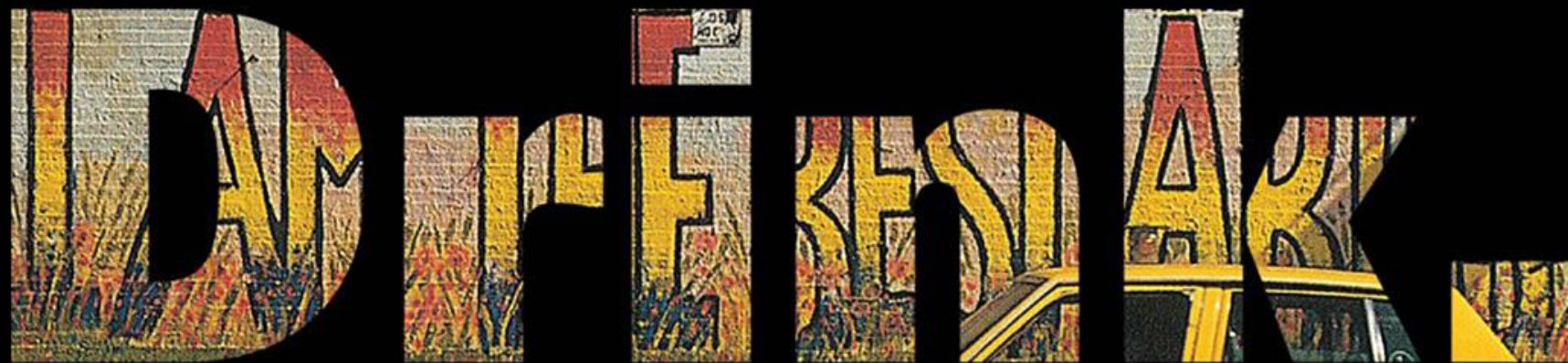


DEMOGRAPHICS

- College Attended
- Parents
- Relationship Status



VENDORS PRESS EVENTS CONTACT
LIVE UPSTAIRS @ GOTHAM WEST



**It's Heaven On Earth, In Other Words
- New York Magazine**

GOTHAM WEST MARKET

Gotham West Market is the first-of-its-kind
day & night market dining destination in Hell's Kitchen.





BEHAVIOURS

- iPhone 4
- Recently Moved
- Photo Uploaders (Individuals who uploaded >50 photos in the last month)



 WELLNESS TRIBE
#WELLNESSTRIBEBOX

FACEBOOK ADVERTISING: CREATING AN AD

ACTIVITY: LET'S SELL SOME FITBITS



TARGETING: EXCLUSION AND INCLUSION

DETAILED TARGETING:

- Lower Volume
- Higher Affinity
- Higher Conversion Percentage

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

and MUST ALSO match at least ONE of the following ⓘ



Add demographics, interests or behaviors | Suggestions | Browse

EXCLUDE people who match at least ONE of the following ⓘ

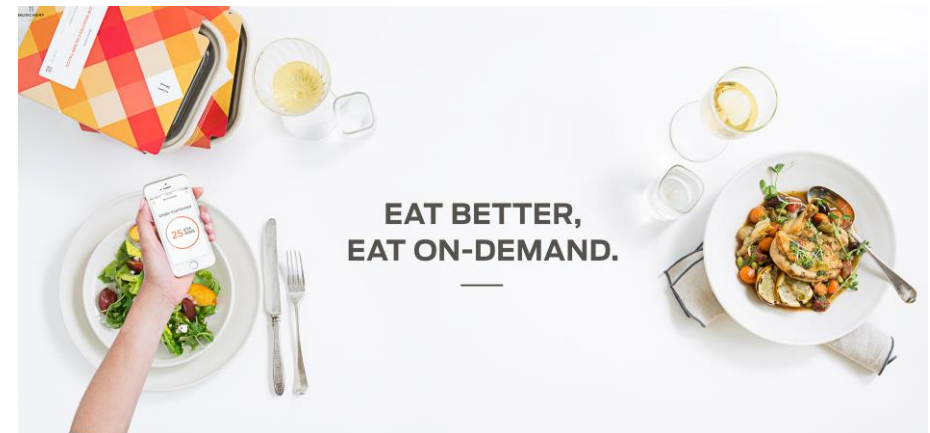


Add demographics, interests or behaviors | Suggestions | Browse

FACEBOOK ADVERTISING: CUSTOM AUDIENCES

Munchery is a food delivery startup founded in 2010.

Based on a daily rotating menu that uses only fresh, local ingredients, it began by serving the San Francisco and Berkeley markets in California.



Munchery has a great deal of 'How to' videos on their page.

This content provides value to their target audience, people who care deeply about how food is prepared.

However, it might also seem counterintuitive for a company that is known for delivering meals.





Munchery

July 15 at 8:31pm · 🌐

To start the weekend off we're making micheladas. Try one yourself and share the photos with us. #MuncheryMichelada



Munchery

July 20 at 3:17pm · 🌐

If you've been looking for a way to level up your avocado toast game, this elegant technique might be what you're looking for.

Try it and tag us in your pics! #MuncheryProTips #Munchery #Avocado #AvocadoToast



Video Custom Audiences:

These allow you to create a custom audience of people who have watched your videos, and serve them additional ads based on the content they viewed.

You can target this ad to anyone who has watched the 'How to' videos.

Why? Because I know they may be interested in making meals for themselves.

This allows me to segment my audience, and only show ads to people who are likely to respond.



Celebrate the beauty of the world

We create stunning social-first visual content that showcases the beauty of people and places from around the world.

Beautiful Destinations is a Social Media Agency which serves the travel industry.



Although Facebook has a high level of targeting available, it can be challenging to find people who are interested in traveling to specific areas.

The solution? Let them tell us.

Multi Image Ads:

Typically get 2x more engagement than single image ads.

You can add up to 5 images and can include a video as well.

Each card can lead to a *unique URL*.



What's your dream vacation?






[TRAVEL PROFESSIONALS](#) | [MEETING PLANNERS](#) | [PRESS AND RESEARCH](#)

[MY ACCOUNT](#)



MY CART: 0 ITEMS \$0.00

[VIEW CART](#) 

[CUSTOMER SUPPORT](#)

What happens in Vegas, stays in Vegas.®



95 ° F | 35 ° C
THURSDAY



ENGLISH ▾

[HOTELS & RESORTS](#)

[SHOWS & EVENTS](#)

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[THINGS TO DO](#)

[TOURS](#)

[RESTAURANTS](#)

[TRIP PLANNING](#)

[VIVA](#)

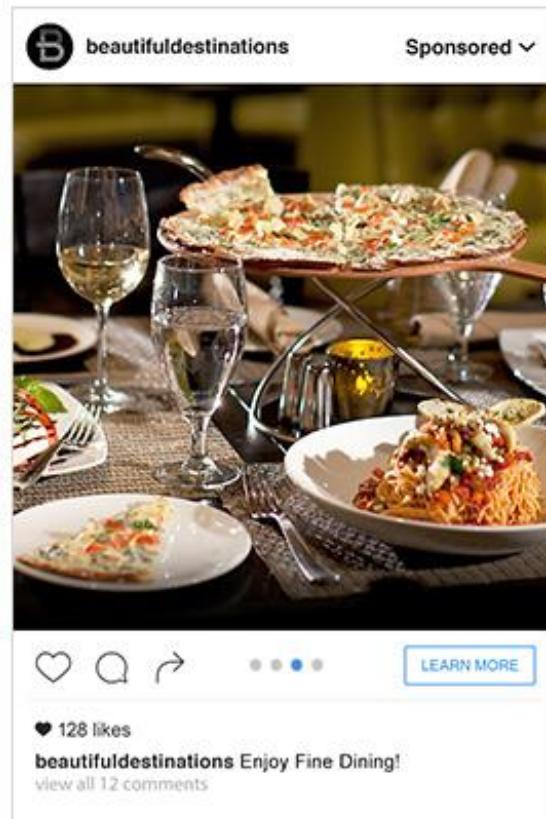


You just told me exactly what you're interested in.

Now, it's my job to continue providing you with great content.

How? Website Custom Audiences.

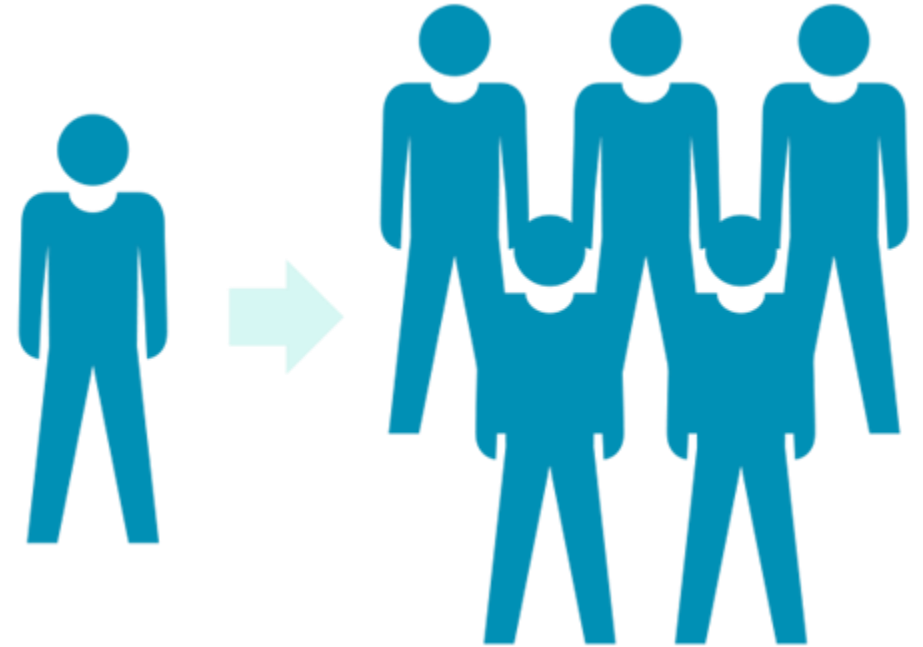




Once you're able to connect with your target audience, another challenge can be scaling these results.

Fortunately, Custom Audiences can help solve that challenge as well.

How? Lookalike Audiences.

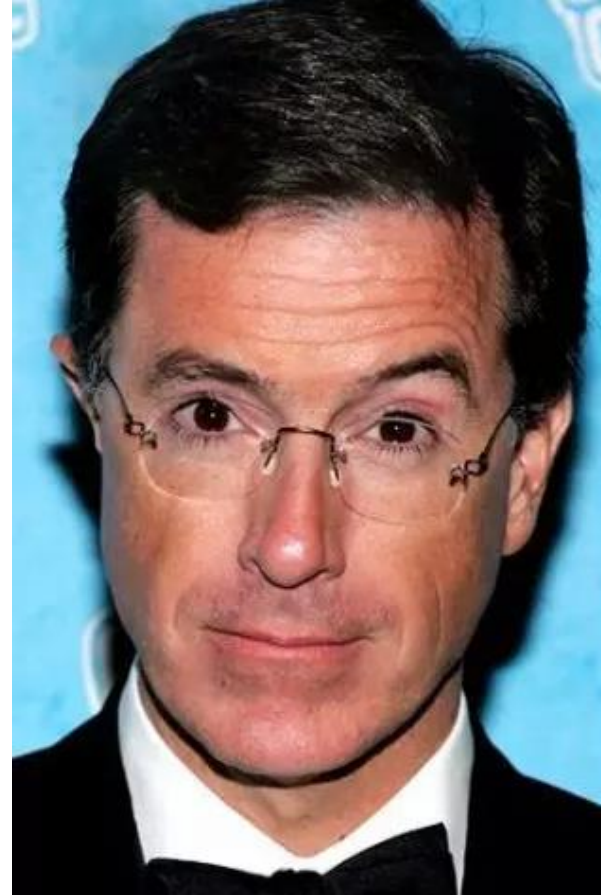


Your Customer



59 years Old
Male
High Net Worth
Uses a Mac

Their Lookalike



51 Years Old
Male
High Net Worth
iPhone User

RECAP

- Remember to have empathy for your audience, and deliver valuable content
- Leverage the Facebook Pixel to greatly enhance your targeting capabilities
- Get creative with it! People see ads every day, make yours engaging and relevant
- To get an even better understanding of how the Facebook pixel determines a users interests, take a look at the interests they've attributed with your own profile:
facebook.com/ads/preferences

Target Those Who Share Links to Facebook From Your Website

September 29, 2016 By **Jon Loomer** — **12 Comments**

Search

Search this website ...



facebook blueprint

eLearning

Live

Certification

Webinars



FACEBOOK BLUEPRINT

The tools you need to learn how
Facebook can help grow your
business.

www.facebook.com/blueprint



Terry Rice



Terry Rice has been in the Digital Marketing field since 2007. Most notably, helping businesses achieve their marketing goals while working at Adobe and Facebook. As a Digital Marketing trainer and consultant, he partners with agencies and internal marketing teams to help them fully understand Digital Marketing best practices, and the latest platform updates. In addition to his private consulting, he's also a Digital Marketing Instructor at General Assembly.

TERRY'S BADGES



Facebook Certified
Buying Professional

Facebook Blueprint



Facebook Certified
Planning Professional

Facebook Blueprint

ISSUED ON 30 NOV 2016

Facebook Certified Buying
Professional

Issued by Facebook Blueprint

ISSUED ON 10 NOV 2016

Facebook Certified
Planning Professional

Issued by Facebook Blueprint



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