

Getting Started with



Ads

Facebook Advertising Hints & Tips

Facebook advertising is a cost-effective way to promote your products or services. For a relatively low cost, you can target your exact audience market due to the immense amount of data that Facebook holds.

To set up your Facebook Ad account [click here](#).

Facebook Ads Manager – What do you need to know?

Top navigation

A number of navigation links are located at the top of Ads Manager. From here, you can navigate to other Facebook products, switch between ad accounts and access notifications, settings and help.

Account overview

Once you start running ads, you will see a summary of those currently running, as well as ones you've run in the past. You can search and filter through your backlog of campaigns or create new ones.

If you have multiple ad accounts, you can choose which one to view from the drop-down in the top-left corner.

Delivery column

The delivery column displays the status of your campaigns, ad sets or individual ads, depending on which navigation tab you select.

Search and filter

You can search or use filters to find specific campaigns, ad sets or ads and customise the results you see in Ads Manager. You can choose from preset filters or create as many custom filters as you like.

Time horizon

Search for campaigns by timeframe. You can select a default date range or create a custom date range.

Create button

When you select Create in Ads Manager, you have the option of Guided creation or Quick creation. Guided creation is helpful if you are new to creating ad campaigns and will walk you through the ad creation process.

Quick creation gives you more flexibility in building your campaigns. You can also easily reuse campaigns, ad sets or ads.

Ads Manager app

The Facebook Ads Manager app gives you much of the functionality of Ads Manager, but on your mobile device. To download the Ads Manager app, choose either the Google Play button or App Store button to the right. Use the arrows below to scroll through app options.

NOTE: Ads Manager offers more ad objectives than the Ads Manager app.

There are two ways to advertise so let's compare...

Boost Post

Boosting a post is the easiest way to advertise. Eligible posts will display a 'Boost Post' button on your Facebook page. You'll be given the option to target by gender, age, location, interests, demographics and behaviour. You can also set your budget and duration of the boost. Don't sponsor the same post for many weeks as it may become boring for your audience.

88
People reached

18
Engagements

Boost post



11

4 shares

Ads Manager

For more sophisticated advertising, use Facebook Ads Manager where the targeting, format and analytics options are more advanced. Using Ads Manager, you can target by gender, age, localisation, job, language, interest, behaviour etc or exclude a certain population using these characteristics.

Custom Audience V Lookalike Audience

Custom Audience

You can use a custom audience to retarget an audience from a list of email addresses, or people who have visited your Facebook page (or website with the Facebook pixel).

Lookalike Audience

Facebook will build a new audience similar to your custom audience. It is an excellent way to target a large audience relevant to your business or to keep a precise targeting if you have limited information about your audience.

Tracking Pixel

Adding a Facebook pixel to your website should be one of the first things to do when using Facebook to grow your business. It is a piece of code allows you to track conversion from advertising and get demographic insights about your paid and organic audience.

Once the pixel is implemented you can also add 'custom conversions' to track specific actions on your website or create custom audiences of people who visited certain pages for retargeting and upselling campaigns.

Measuring your success and optimising

- 🍷 A/B test! Run different adverts simultaneously with varying imagery, offer types and messaging
- 🍷 Test and measure which style is most effective. Start with a small budget and invest more on ads that show a good return
- 🍷 Facebook will help you evaluate the success of your ads by showing you the number of impressions, clicks and costs per clicks. It may also provide a relevance score out of 10 to evaluate how people respond to your ad. If you have access to this score and it is below six, consider reviewing the copy or visual used or adjust the targeting



When setting up a new advert here is a handy list of things to think about...

Image for Advert...

The size will depend on the type of advert you are running. It would be great to have a couple of options. Lifestyle images tend to work better and you can add your logo to those if you want.

Copy for the Advert...

How do we get people to stop scrolling and click? What is your main message?

Call to action for the Advert...

Where do we want people to go? Do you want their contact details? Do we want them to go to the website or register their interest via a message or phone call?

Audience...

Who should we show the advert to? Male or Female? Age Range? Which brands do they like?

Review, review, review...

The beauty of a Facebook advert is that you can pause it at any time and stop the ad spend. If it is not working hit pause and take a look to see if you can pin-point why. Tweak as necessary and then try again.

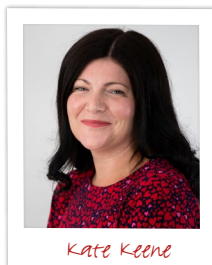
Hi, we're Emma & Kate,

We set up **Piece of Cake Marketing** in January 2016. We're a fun, friendly and creative marketing agency.

We can help your business to reach your customers' through imaginative branding and marketing, engaging content and the latest social media strategies.

We can help with...

- 🍷 Marketing Strategy
- 🍷 Email Marketing
- 🍷 Social Media Content
- 🍷 Social Media Training
- 🍷 Social Media Advertising



Here's what our clients think...

"I have been working with Piece of Cake for over a year now and intend to for a very long time. The team work tirelessly to ensure that all of our marketing requirements are met on time, within budget and go over and above on a regular basis. I am delighted to have them as my "go to". They have injected new energy into Coventry BID's Marketing Strategy for which I will be eternally grateful. Here's to many more years of working together."

Trish Willetts – Director, **Coventry Business Improvement District**.

"Piece of Cake's ongoing support with our Social Media activity is proving to be invaluable. They keep advice and recommendations simple and straightforward and totally understands the needs of our organisation and franchisees. They have helped many of our 'franchisees' find a way through the fog of Social Media. We strongly recommend their services!"

Caroline Crabbe – UK General Manager, **Jo Jingles Limited**.