The Loop Head Peninsula
Digital Academy

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Training Institute
Bring your learning into the Digital Age

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WEEK 5

Facebook Marketing
Facebook Business Manager
Facebook Ads Manager

What is
Facebook Ads Manager?

What is Facebook Ads Manager?

Facebook Ads Manager is an ad management tool to make, edit and analyse paid promotional Facebook campaigns. Facebook recently combined Ads Manager and Power Editor into one platform to make it easier to create and monitor ads campaigns across multiple advertising platforms owned by Facebook, including Instagram ads.

Why Facebook Ads Manager?

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*Facebook helps you broadcast your messages at scale. But it's true value centres on **public conversations** and **engagement**.*

Marketing Funnel

Cold - marketing campaigns and consumer research of ads, demographics reached, results.
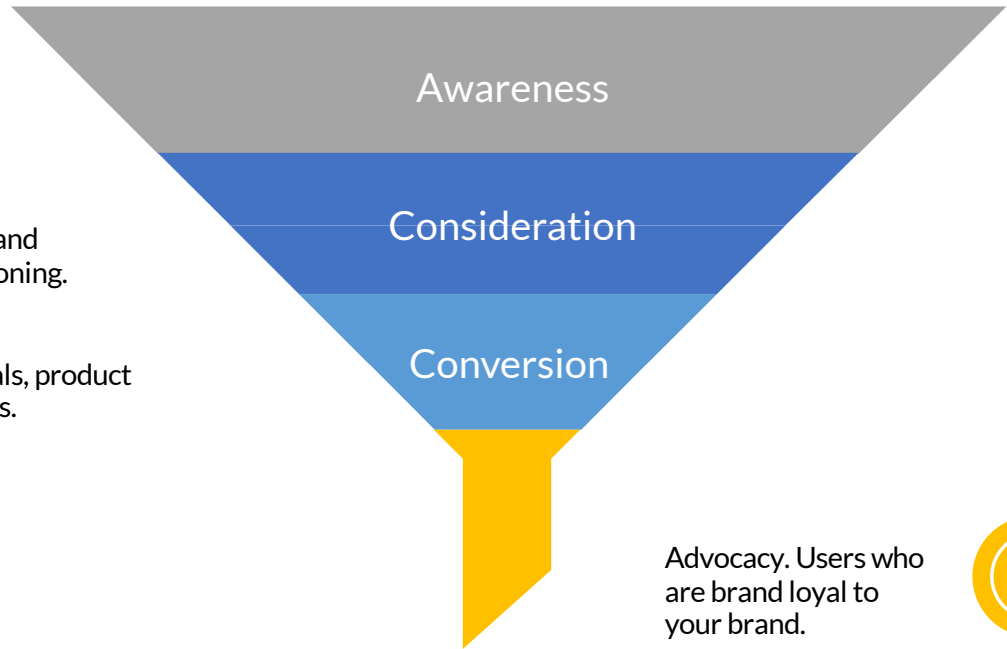
Solution to a problem. USP's

Warm - Engagement and introduction of positioning. Targeted Content.

Along with testimonials, product information, free trials.

Conversion ads for product/website viewers with "Product demo", "Free Sample" , "Free Consultation"

Dynamic Retargeting of abandoned purchases. (Vital)

Awareness

Consideration

Conversion

Advocacy. Users who are brand loyal to your brand.

Facebook Pixel

"Cookies" is another word for Facebook pixel.

This refers when your "Tracking Pixel" runs some code on someone's browser (Mobile and Desktop) because they viewed your website. This allows you to continue showing ads to people who have seen your material.

Facebook Pixel

What are its uses?

Having your website *Cookie'd* is amazing because you're able to transform someone from a cold prospect to a hot prospect very quickly & Inexpensively.

Here is how it works : When someone clicks on your ad, and they are taken to your website, you can create an audience on the ad platform of everybody who clicked on that ad and viewed your site.

This is known as a "Retargeting List" and it lets you show the same ad (or different ads) to that same group of people more than once. We use metrics such as Cost per landing page / view content / add to cart / cost per lead. etc

Videos

1.1
How to install a
Facebook Pixel
correctly.

1.2
How to check if it is
installed correctly.

1.3
New Events.. How to set
them up and its uses.

Website using wordpress for example. Other platforms such as wix, CSS, squarespace etc are very easy to install and can help if needed.

Building Audiences

Who is your Audience?

Knowing your segmented audiences are essential for any successful marketing campaign. There is approximately 2.9 Million users in Ireland in 2020. 53.3% are women and 46.7% are men.

How many are your intended audience?

It is vital to target only target your intended audience. An audience that are not interested is a waste of advertising and budget.

Audiences are split into three main audiences types.

Building Audiences

Saved Audiences

This audience is manually set up by the user. Age, location, interests, language, income level, gender

Custom Audiences

Using data as your asset. This audience is vital as we are using customer files, pixel generated audiences, video viewers, engagements on posts / ads

Lookalike Audiences

Using our data. We create data points. These data points can be matched with other users who have similar interests to our data.

Videos

2.1

Different types of
audiences.

2.2

Pixel integrations and
how to set up properly

2.3

How to use ads for
different audiences.

All forms of audiences are GDPR compliant.

Building Campaigns

Building campaigns on Facebook / Instagram / Messenger. This is split into three different marketing segments.

Marketing Objectives differ from business to business.

AWARENESS

Building cold audiences and transforming them into warm/hot audiences. Using certain ads to interest potential customers for your company.

Consideration

Refers to a good or service being offered by a company. Ideally, a product should meet a certain consumer demand, or it should be so compelling that consumers.

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Facebook Marketing Objectives

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

"My Opinion"
Marketing Objectives

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

Awareness Campaigns

Cold - marketing campaigns and consumer research of ads, demographics reached, results.

Solution to a problem. USP's

Awareness

Brand Awareness

The main awareness marketing objective ad. Optimized for Ad Recall Lifts (Users who more than likely remember your ad)

Photos/videos can be used. Not guaranteed that users will remember ads.

Reach

Reach makes the ad reach as many people as possible within your budget and time frame. Optimized for Reach and CPR (Cost Per Reach)

Vanity Figure (Can't retarget Reach) Cheap ad, but doesnt help funnel

Video Views

Recent marketing objective. Optimized for Thruplays (Users who have watched 15 seconds or full video) and cost per thruplay

Highly recommended as you can retarget 3 Sec, 25%, 75%, 100% video viewers. Easy to progress to next stage

Videos

3.1

First Stage of Marketing
Funnel
How to infiltrate content
correctly for awareness.

3.2

How to build audiences
and progress onto next
stage

3.3

Understanding what to
optimize ads for. (Video
Views, Engagements
etc.)

Consideration / Traffic Ads

Warm - Engagement and introduction of positioning. Targeted Content.

Along with testimonials, product information, free trials.

Consideration

Engagements

Generates users to like, share, comment, message click on ads. optimized for Engagements

App Installs

Drives user to app store or play store for install of App

Messages

Unique ad objective. driving traffic to your message inbox. This can be used to ask questions about your products. Optimized for messages started.

Traffic

Ads specifically driving traffic to your website / landing page.

Optimized for landing pages, link clicks, unique link clicks

Videos

4.1

Why traffic ads are important
Optimizing for Landing page views, link clicks & the differences

4.2

UTM tagging for Analytics

4.3

How to use ads for different audiences.

Retargeting Campaigns

Conversion ads for product/website viewers with "Product demo", "Free Sample" , "Free Consultation"

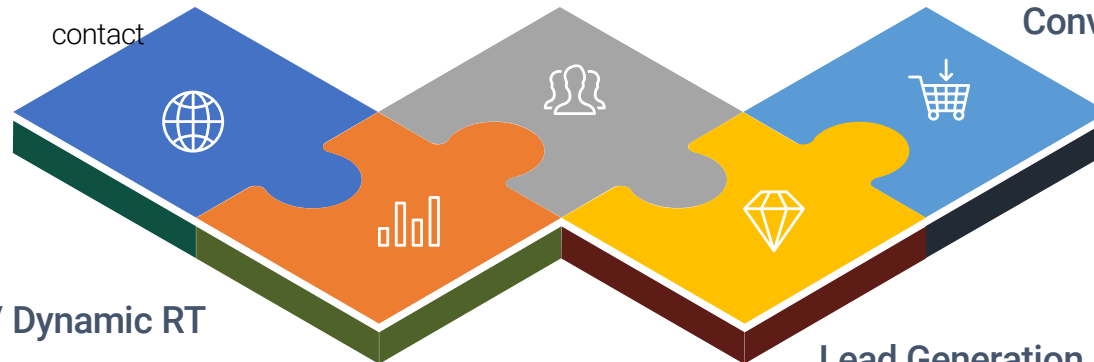Dynamic Retargeting of abandoned purchases. (Vital)

Conversion

Conversion

Getting users to take action your website. Buy, sign up, contact

Store Traffic

Drive visits to your physical stores by showing ads to people who are nearby

Conversions

Catalog Sales / Dynamic RT

Using pixel, dynamically put ads in front of users who viewed your products

Lead Generation

Drive more sales leads, such as email addresses, from people interested in your brand or business.

Videos

5.1

Conversion based ads.
Different Types
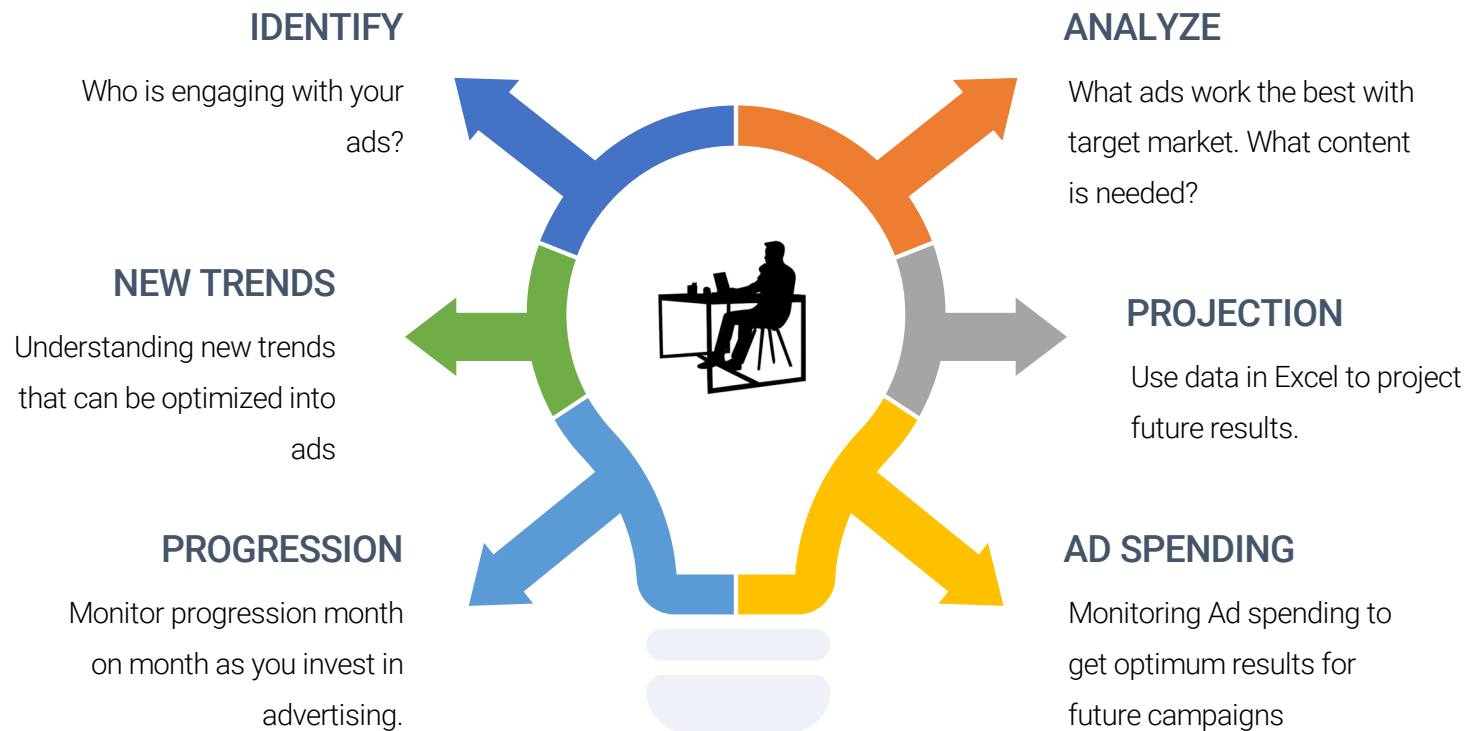(Dynamic Carousel Ads,
Single image/video Ads)

5.2

Instant Experiences and
their uses
Setting up for
conversions that hit
your KPI's

5.3

Call to action &
Copywriting in
retargeting.

Reporting / Analyzing

IDENTIFY

Who is engaging with your ads?

ANALYZE

What ads work the best with target market. What content is needed?

NEW TRENDS

Understanding new trends that can be optimized into ads

PROJECTION

Use data in Excel to project future results.

PROGRESSION

Monitor progression month on month as you invest in advertising.

AD SPENDING

Monitoring Ad spending to get optimum results for future campaigns

Videos

?

6

Reporting and understanding metrics.

Understanding your conversion funneling. Example :

1000 Reach

450 Landing Views

180 Purchases

Using data as an asset to alter advertising.

Polls

Q&A

Whiteboard Brainstorming

Breakout Room

THANK YOU!

See you on the next session...