

The Not-So-Secret Sauce of Facebook Marketing



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Paid Ads are the not-so-secret sauce of Facebook marketing success.

Trying to advertise your business on Facebook sometimes feels like shouting into the wind: you send the message out there, but before you know it, the message has been swept away and lost in a world of sounds.

It is exhausting. It is frustrating. And for small businesses, it can seem like a waste of time and effort. How are you supposed to get a message to your fans when only 20% of them even have the chance to see your post?

Like it or not, Facebook's pay-to-play philosophy means that the success of your social marketing strategy will depend, in large part, on the success of your paid advertising campaign.

Of course, your content plays a role too. So do your personal connections, and even the subject matter of your business.

However, if you are serious about your goals to expand your audience and grow your engagement on Facebook, then playing by Facebook's rules demands that you at least give some consideration to promoting yourself via paid ads.

This new marketplace of social advertising through Facebook can be confusing to understand and it is easy to waste your dollars in the wrong place, so we are here to help you understand the process of formulating your strategy and setting up the right ad campaign for you.

The first step: understanding your Facebook advertising options.



Part 1: Understanding Facebook Ad Types

Though many of the Facebook ad types seem very similar, each has a different set of benefits and limitations that may affect the flow (and ultimate success) of your campaign.

Facebook Ad: Post Engagement

The Post Engagement ad type displays either a specific post from your page, or your most recent post. For this type of ad, I suggest one of two strategies:

Multi Post

This strategy works best for a larger budget and longer ad duration, and will ensure that your most recent post is visible amongst your fans. If you make more than three posts per day, this is not a recommended strategy since the post will barely start its promotion when the target post changes. This strategy is best used when your posts tell a story or are part of a series.

For example: Let's say a construction company wants to give out 25 tips to get your home ready for the winter. Instead of writing a blog post about it and sharing that on Facebook, they could create a small daily budget of about \$10 for Post Engagement ads and post one tip every day. For maximum exposure, make sure to use a different image with each day's tip and use the posts to encourage likes, comments, and shares for even more visibility.

Single Post

The budget for this approach can be lower than the multi post strategy, depending on how long you want to run the ad. I suggest running a short ad, no longer than one week, otherwise you will run the risk of your audience becoming over-exposed to one particular ad.

For example: The same construction company has written a blog post on their website detailing 25 tips to keep your home winter ready. So they would like to run a small one-week ad that will drive traffic from their Facebook page to their website, where they control the user experience and influence the flow of traffic on their web property.



This time their ad will run for seven days at \$20 a day. Again, engagement drives more visibility of your ad and if the title of the post is intriguing and timely enough to generate a decent enough click through. Now it's up to your web property to make the conversions, whether it's picking up the phone, signing up for a newsletter or sharing your post with their friends.

MAIN BENEFIT	Branding in the form of Facebook visibility
SECONDARY BENEFIT	Page growth through awareness
LIMITATIONS	Don't expect many new followers or significant website traffic while using post engagement ads alone



Facebook Ad: Page Likes

This ad type is intended to drive more likes on your Facebook page. You have the option to use six different images for your ad. This will give your audience some variety, and is best used when targeting people who are not already connected to your fan page. I suggest a campaign of at least one month when running the Page Likes ad, and a minimum budget of \$5 per day.

Page Likes Ad Campaign Tips:

- Even though you can use up to six images, you have to use the same text with each image (unless you set up multiple Page Like ads). In the text, you can drive traffic to your website or landing page by inserting a link into the copy of the ad.
- Target your audience effectively! Do not fool yourself-- not everyone is interested in your product, services, mission, or cause. Make sure that you define an audience that is in your target areas. If you sell winter gear, it would be very unlikely for you to make tons of sales in Orlando, Florida. Make sure you are not wasting your budget by targeting places or people that would not buy your product or invest in your services.

Facebook Ad: Clicks to Website

Just as it sounds, this ad attempts to drive traffic to your website. You can specify one URL per campaign, and similarly to the Page Likes ad, you can use up to six images for your ad.

The ad that displays in the newsfeed looks like an article that has been shared from the site. They ask you to select a Facebook page that you manage for the ad to display from:



As you can see from the image above, it looks as if the ad has been posted by the CT Social Facebook page. Clicking this particular ad would bring you to the CT Social home page, though



you could click the logo or the blue CT Social text next to the logo and be taken to the CT Social Facebook Fan page.

Clicks to Website Ad Tips:

Before setting up your ad to drive more traffic to your website, I would suggest setting up a landing page that has all the specific information that will drive your audience to action.

For example: A cleaning company in Denver, Colorado wants to drive more people to their website, and at the same time inform their newfound audience that they are running a special. This company should make a new page on their website that outlines the details of the special along with plenty of visual cues that drive attention to their contact information.

Once this page is set up, they create the Clicks to Website ad, making sure to use copy that reflects the web page the person will be landing on. There is nothing more frustrating than when you click a link expecting to see one thing, but are presented with something completely different. Make sure the people responding to your ad get what they want to see.

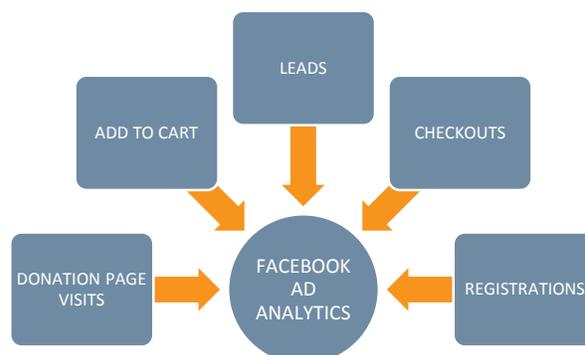
Facebook Ad: Website Conversions

This ad is very similar to the Clicks to Website ad type, but allows you to specify what actions constitute a conversion. You choose from a set of conversion parameters, which includes:

- Checkouts
- Registrations
- Leads
- Key Web Page Visits
- Adds to Cart
- Other Web Conversions

For each of these conversion types you will be asked to set up a tracking code and place it on the page that would confirm the conversion. All conversion types follow the same method, so this ad type can be used to track almost any action someone could take on your website.

For example: If you wanted to track leads, you can put the tracking code on a page that is only accessible after filling out a form for more information about the service. This way you know that this particular form submission is from your Facebook ad campaign.



Facebook Ad: App Installs

If you are planning to use a custom Facebook app or if you have used a service like [OfferPop](#) or [GroSocial](#) (affiliate) to create a contest or any other kind of Facebook app, this is the ad type for you! The objective of this ad is to get people to install your app, whether you have a new Facebook game or you want people to join your photo contest or check out your special deals.

For example: Let's say you have a quiz that, when completed, tells the person what Star Trek character they are most like. Using an ad campaign like this one could boost the number of people installing and using your app, giving you a unique way to connect with your audience and brand your company.

Facebook Ad: App Engagement

I have found very little difference between the App Installs ad and the App Engagement ad. Increasing the amount of engagement would likely increase the amount of installs unless you are specifically targeting people that have already installed the app.

Considering that most companies' objective would be to increase the number of people installing and using the app, either of these two choices seem like they would get the job done.

Facebook Ad: Event Responses

Are you trying to raise awareness about an upcoming event? This ad's objective is to increase the number of people that see and sign up for your event. Simply choose a Facebook event that you have created or use the URL to an event that you are participating in.

For example: Let's say you are opening a new art gallery show and you are throwing a party on opening night. Five days out and only 10 people have responded yes to your event? We all know that with numbers like this on Facebook, you will be likely to see an attendance of two. You can create an ad that is specifically targeted to get more people to say yes to your event!

Facebook Ad: Offer Claims

Much like the previous ad, this allows you to target an offer that you have created on Facebook. If you haven't created an offer before, this ad will allow you to create one, then set up the ad for it.

For example: My digital marketing company may charge around \$350 - \$500 for a comprehensive web assessment. To increase the amount of people requesting web assessments, we have created a Facebook Offer that allows you to take 50% off the price of an assessment. For a relatively small ad budget, I can promote our deal and potentially drive new business through our web assessments offer.



Part 2: Targeting Your Facebook Ads

Selecting the right ad for your campaign is not enough. You have to identify the people that will be most likely to *want* to see your Facebook ad, and make sure the ad is targeted to them. If you own a brick and mortar business and are trying to target people in your city and surrounding cities it would be important to make sure that people two or three states over are not seeing your ad. There are different ways to set up a Facebook ad, and with each way you get different options for customization.

I've found that most people will start their Facebook ad directly from their business page because it is the easiest to set up. Right there in your Facebook admin panel they encourage you to set up your ad. Now I will admit, this is a quick and easy way to get into Facebook advertising, but I have found that setting up your promotions from the ad menu gives you more targeting options than if you selected the ad from your Facebook business page admin menu.

Facebook Ad Menu vs Admin Menu

When you set up your ad on the admin menu you get most of the same targeting options, though I feel you are missing out on some key targeting features. While both will allow you to target different countries, cities, states, age, sex and interests, the ad you set up through the ad menu allows you to target in a much more refined way.

[\[VIDEO – HOW TO GET TO THE AD MENU\]](#)

The targeting potential becomes much greater if you choose to set up your Facebook ad through the ad creation menu, rather than through the admin panel. Take a look at the chart on the next page for a list of the kinds of targeting options that Facebook makes possible.

However, even with a finely targeted ad, you may not end up with the results you were hoping for. As a result, having a solid ad strategy is nearly as important as the ad itself. Read on to Part Three for a sneak peek into Facebook ad strategy planning!



Targeting Options for Facebook Advertising

RELATIONSHIP STATUS

- If your target audience includes newlyweds, you may want to find people that just got married, have a wedding coming up, or even people who just became engaged.

EDUCATION LEVEL

- If you are offering continuing education, it wouldn't make much sense to promote your master's program to recent high school graduates. Instead you can direct your associates and bachelor's degree programs to the recent high school grads and be able to target your master's program toward people that have finished their bachelor's degree or who are currently enrolled in an undergraduate program.

SCHOOL ATTENDED

- This is a great way to promote a reunion or a big event. People like to support their alma mater, so knowing there is something exciting going on can persuade them to make the trip to support their school.

CURRENT AND PREVIOUS WORK LOCATIONS

- With this information it could be a lot easier to fill that opening at your company. Coupling this targeting feature with the School Attended targeting option, you could more easily identify the computer engineer that graduated from one of your schools of choice and worked at Google, Microsoft, or Apple.

FACEBOOK CONNECTIONS

- You can set up advanced connection targeting rules to include or exclude fans of other pages you may manage. Let's say you manage Bob's Life Insurance (BLI) page and Chris's Safety Insurance (CSI). They do not have the same target market, so since you do not want the ads for BLI showing up on the page for CSI, you can use the Facebook Connections feature to exclude anyone that is already connected to CSI from BLI's Facebook Ad.

CATEGORIES

- From the Facebook ad page: "Category targeting allows you to more easily and accurately reach your intended audience through broad categories." Through category targeting you can set your ad to target people that are having a birthday in one week, people that have recently switched jobs, Android or iPhone owners, parents with children at various ages, and even people with specific political positions.



Part 3: Establishing Your Facebook Ad Strategy

Now that you have set up your ad and Facebook has approved it, you can just sit back and watch the likes and new customers roll in. Right?

Well, you *could* try that, though I wouldn't recommend it. Just sitting back and letting your ad run is fine only if you do not really care how well it performs. However, for those of you that want to get the maximum possible benefit out of your ad budgets, I suggest planning a strategy that will help you combine ad types for a successful campaign.

Note: This is just one example of how to use different Facebook ad types successfully in combination. Other strategy options may be better targeted to your campaign goals.

Phase 1 - Getting Started

For most ad campaigns, I suggest starting out with three ad types: Likes, Post Engagement, and either Offer Claims or Clicks to Website. The way you dispense the budget depends on how many likes you already have, and how much engagement your posts usually have.

For this example, we will assume less than 1,000 existing page likes, less than 10 likes per post, and a budget of approximately \$10,000 to use over 6 months.

Do not worry—you don't *need* a budget of this size in order to do well in Facebook advertising. We chose an example on the larger end, but ad campaigns are scalable based on your goals. That being said, the minimum budget I advise for any advertising campaign is \$250.00 total.

Likes

No matter what your goals are on Facebook, having more page likes will make it easier to achieve. As a result, the Page Likes ad type are going to be your main driving force.

So for our example, let's start out with a loosely targeted campaign, making sure to target the desired locations at about \$50 per day for one month. This should gain you a respectable amount of likes in that time, and will spend \$1,500 of your budget.

When running a Page Likes campaign in this way, I have seen the average breakdown for cost per like hold steady at 38-58¢, though the actual numbers will vary based on many factors such as page topic and content. Based on our current example, this ad budget should net you around 2,500 new likes.

Post Engagement

Once you have set up your Page Likes ad, you should take a look at post engagement. Let's get those new fans talking to us, and let their friends and family know that they are a fan of our Facebook page.



For the Post Engagement campaign, we will be less aggressive with promotions since we are already using over a tenth of the budget on Page Likes at the moment. You don't want to spam your fans and put them in a position where they tire of your content, so a more conservative approach is appropriate for this type of campaign.

Your best options for kicking off a Post Engagement campaign are to either:

- 1) Promote a single post and let it get really popular before targeting another post, or;
- 2) Promote the most current posts on your Facebook page.

Since the idea with this campaign is to promote branding and name recognition, I would suggest setting up the ad to promote the most recent post on your page at about \$20 per day. Do not expect this ad type to bring you tons of Facebook page likes, although it will help other people to recognize your brand so that they will be more likely to click your Page Likes ad when they do see it.

Other

For this example, let's use an Offer Claims ad to attempt to drum up some business and recoup some of the ad budget we are spending.

For your Facebook offer, you'll want to pick a product or service that gives you a high profit margin (since we will be discounting the product or service in the offer), and one which also has the ability to be upsold or transitioned into more products or services. Depending on the work involved in fulfilling the offer, you also may want to consider limiting how many people you are going to allow to capitalize on it, which Facebook allows you to specify.

After making the Facebook Offer, promote it with a smaller budget for increased visibility. As you start out, I would suggest budgeting half the amount that you would gain from one person taking your offer. For example, let's say you are selling a service that normally goes for \$500, and your Facebook Offer allows 10 people to claim it for 50% off. This means you should be using approximately \$250 to promote this offer. If you get a great response, you can always allocate more to promotions later.

Phase 2 - The Middle

After an expensive first month, you are going to want to drop down the budget for each ad type you have set up. At this point your goal is to periodically narrow the targeting for your ad campaign, whether it is by location, category, or any other relevant factors.

You'll also want to adjust your budget for each ad type according to that ad's performance, and make sure you still have around 20% of your ad budget to finish out the month. In this example, we have been using a \$10,000 budget, so that would mean that we need to hold back \$2,000 for the sixth month.

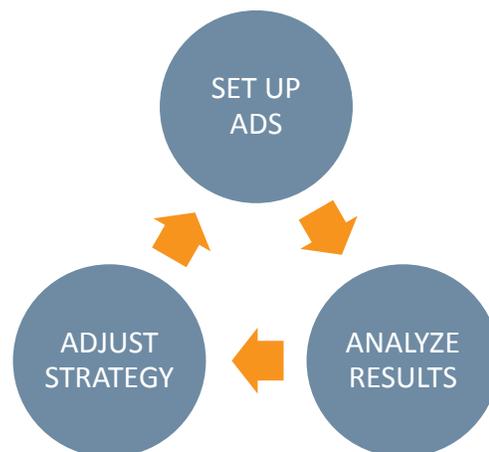
In my experience, it is this part of an ad campaign that really throws people off. You've invested a lot of money, and maybe your Post Engagement ads (for example) are not going so well. You



gain a couple of likes and maybe a comment or two, but no one really shares your content and it is difficult to strike up meaningful conversation with your current audience. It's discouraging, and you wonder where your investment has gone. Does this mean that you should stop your post engagement ad?

Many business owners and even marketers at this point would be inclined to call off the campaign. Instead, I would suggest that you drop down your budget by 50% and use the other 50% to contribute to a more successful ad type.

Even if you are strategic with your targeting and ad usage from the beginning, not every campaign goes as expected the first time around. As a result, one of the main things to remember when you are in the middle of your ad campaign is to **Test** by setting up ads that audiences may react to in different ways, **Analyze** the results of those tests, and **Adjust** the campaigns accordingly.



In this case, poor post engagement usually means that the audience seeing your posts are not connecting with the information. As a result, while you cut back your budget, you may want to experiment with the content of your posts to see what it is your audience responds to. You can also adjust your targeting and determine if you can get in front of a more relevant audience. When you find what kind of information and method of delivery gets you more engagement, at that time you can move more of the budget back to the Post Engagement ad type.

Phase 3 - Wrapping Up

At this point, you should have a fair understanding of what ads are performing well and which ones are helping reach your goals on Facebook. With 20% of your budget left, you will want to spend 80% of that budget on the best performing ad type.

In our sample campaign, one ad type will receive \$1,600, and the other two ads will have \$400 to disperse between them. You will also want to narrow your ad targeting again. This time you



should really fine-tune the targeting so that your ad gets in front of the exact audience you want it to. If fine-tuning your targeting causes a large drop in ad performance, take a step back and consider making your targeting a little more broad.

The most important piece to take away here, across all the phases of a Facebook ad campaign, is the role of **TESTING**. You need to test different images, different verbiage and different ad types to see what works best for you and helps you get closer to your goals on Facebook. If you assume that your ad will work the first time and just let it run, you may be disappointed in the results. If, however, you see that an ad is not performing well and then test other ones, you'll be more likely to find your recipe for Facebook advertising success.

That's where your analytics come into the picture. Read on to Part Four for more details!



Part 4: Analyzing Your Facebook Ad

Analytics are where you find the key to making decisions on web-based campaigns, and will give you the ability to make important assessments about your audience and your content. While not as extensive as a separate program like Google Analytics, Facebook has some decent analytics that can help you to see how well your ads are performing. You'll be able to assess your ad performance from the Facebook Insights found on the page's admin panel and the more extensive Ad Management page.

Ad Management Page

[How do I get to the Ad Management page? \[VIDEO\]](#)

From the Ad Manager you will be able to see every single ad campaign that you have run on Facebook from your advertising account. This page allows you to see metrics like:

Objective of the Ad: Post Engagement, Likes, Offers, etc.

Reach: Gives a rough number of the people your ad was shown to.

Result: Shows how many people acted to meet the specific objective of the ad.

Frequency: Shows you how often people saw the ad. For example, 1.0 means that each person saw it once. Anything above that means people started to see it more than once. 2.0 means almost everyone listed in the Reach has seen it twice.

Clicks: How many clicks the ad has received

Click-Through Rate: Percent of people that clicked on the ad vs. # of people who saw it.

Cost: Cost per impression (1 impression = 1000 views) or cost per page like

Page Likes: How many page likes each campaign has brought

In addition to all the great analytics that you have access to from the Ad Management panel, you will also be able to edit every ad that has been created for your campaign.

In the previous example, we had three ad campaigns running. Each ad campaign could create up to six different ads. Using the Ad Manager, you can adjust each individual ad.

For example: You make a Page Likes ad campaign, in which up to six ads will be created with different images (if you choose to upload different images) and the same ad copy. If you do not choose to upload 6 when you start the campaign you can always go back and edit it to add additional images. Through the edit feature, you will be able to change the copy but not the targeting of each ad.

Because the targeting comes from the campaign, it cannot be changed on the individual ad level. To change the targeting, you will have to edit the campaign as a whole from the Ad Manager or create a new campaign.

It is important to note that not all ads will be able to be edited in this manner. If you click the 'edit' button and are unable to edit more than the name of the ad, then your ad does not support editing.



After creating your ad, make sure you spend a little time getting familiar with the Ad Manager and what types of information you can monitor and track for your unique campaigns.

Page Insights

Although Facebook's Page Insights will be able to provide you with a wealth of information, it unfortunately is not able to directly tell you how well any of your ads have performed except ads that have been set up directly from the Facebook fan page, such as Page Likes and Promoted Posts.

You can, however, find these two ad analytics in the Admin panel of your business page:

The screenshot displays the Facebook Admin Panel interface. At the top, there are navigation buttons: 'Create Post', 'Edit Page', 'Build Audience', and 'See More'. Below this is a 'Posts · Notifications' section with a notification badge. The main content area is a table of ad performance metrics:

Post	Total Reach?	Paid Reach?	Promotion
Chivalry isn't dead, even among the ho...	3,798	2,067	\$10.82 Left
READ THEIR STORIES BELOW: Dr. Phil ...	23,808	12,591	See Results
No veteran should be homeless in our c...	32,448	20,762	See Results
REAL LIVES, REAL STORIES: ...	8,428	6,166	See Results
Thank you for helping ...	2,111	--	Not Boosted

Below the ad table, there are two sections: 'Page Ad Results' and 'Pages to Watch'. The 'Page Ad Results' section is highlighted with an orange box and shows the following data:

Likes [?]	Reach [?]
3,109	93,917
Ad Status	Active
Total Spent [?]	\$1,261.20
Daily Budget [?]	\$10.00
Duration [?]	Ongoing

The 'Pages to Watch' section lists four pages with their respective like counts and growth trends:

Rank	Page Name	Likes	Trend
1	I ♥ UCF University of Central Florida	159,361	217 ▲
2	Orlando Sentinel	42,927	305 ▲
3	Z88.3, Orlando FL	39,648	507 ▲
4	Orlando Weekly	23,530	204 ▲



Posts · Notifications 1

Post	Total Reach [?]	Paid Reach [?]	Promotion
Chivalry isn't dead, even among the ho...	3,798	2,067	▶ \$10.82 Left
READ THEIR STORI...	2,067	127	\$9.18
No veteran should	Paid Reach [?]	Engagement [?]	Budget Spent

Engagement | Age/Gender | Country

How people engaged with your post:

- 48 Photo Clicks
- 3 Page Likes
- 61 Post Likes
- 8 Comments
- 10 Shares

[Hide Details](#)

Audience and Payment ▼

Add Budget

The increased budget will reach an estimated 630 - 1,700 people.

* ▼
Close
Add Budget

Messages 6

do you accept volunteers? h...

Yes!! I will. Thank you.

Oh no I just seen this. Well th...

This picture in the URL listing...

Dear beloved one My name is...

Invite Friends

Even though you will not be able to track most of your ad, there is still plenty of valuable information in Page Insights that will allow you to assess the success of your campaign.

Although your Page Likes campaign may be driving plenty of likes, the Ads Manager will not tell you how many people have unliked your page since you started running the ad. Page Insights will let you know, so that you can tell if your ads are doing a great job getting people to your Facebook page, but your content is not keeping them there. If this is the case, then there is a problem with short-term messaging versus consistent content that will need to be addressed.

Additionally, if you are gaining a lot of fans but no one is engaging with your non-promoted posts, you may want to look at the Insights to see what times your fans are on Facebook so you can schedule your posts for a more appropriate time, or start adjust your regularly occurring content to be more similar to the content that you promote.



Don't fall for the 'free' myth of Facebook marketing.

Particularly if your page is new, you cannot expect to successfully build the kind of social presence that actually generates business without making a significant investment in your content and probably, ultimately, in paid advertising.

However, this does NOT mean that you have to invest thousands of dollars or hundreds of hours in order to get where you want to be.

Even businesses with comparatively modest budgets can find success through Facebook advertising with the right strategy and the right target audience.

Struggling to pinpoint the right Facebook strategy for your business? Have a few questions before you get started?

We are always available to give you a hand. Reach out any time:

On our blog: www.ct-social.com/blog

By email: projects@ct-social.com

Or on your favorite social network:

<http://facebook.com/CTSocial>

<http://twitter.com/CTSocializer>

<http://plus.google.com/+CTSocial>

