



FACEBOOK ADVERTISING

SIMPLE STRATEGIES
THAT GET RESULTS

www.signalbizhub.org

Facebook Advertising

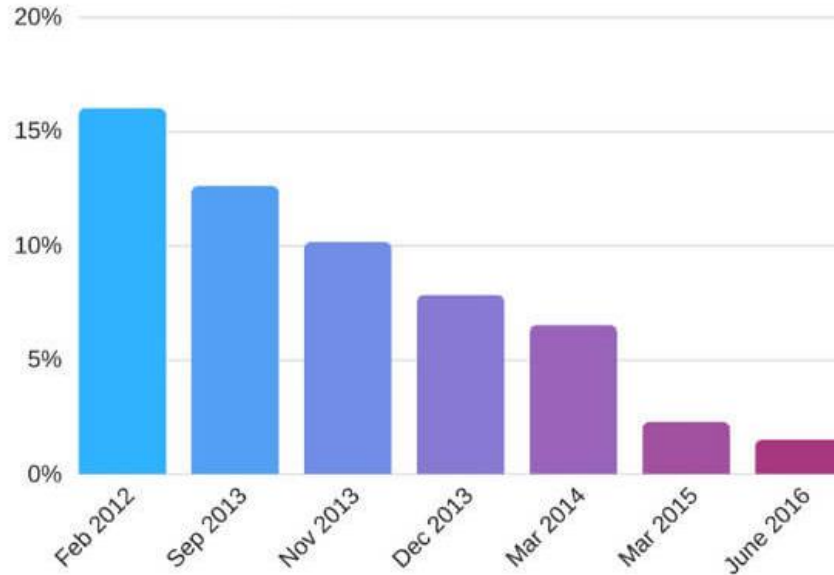
Principles and Strategies For Success

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Why Pay For Advertising?
Why Isn't It Working?
Online Marketing Objectives
The Facebook Pixel
Facebook Campaign Objectives
Campaign Example
Audiences and Targeting

Why Pay For Advertising?

Facebook organic reach continues decline...



Facebook Advertising is measurable

(Quantify your ROI)

Facebook Advertising is fast

(Test and refine messaging to optimise budget)

Facebook Advertising is predictable

(Define your spend and reach)

Facebook Advertising is scalable

(Increase your budgets and results)

Conclusion:

Facebook Advertising can give you a predictable way to increase your leads and sales...

..And metrics to quantify your ROI.

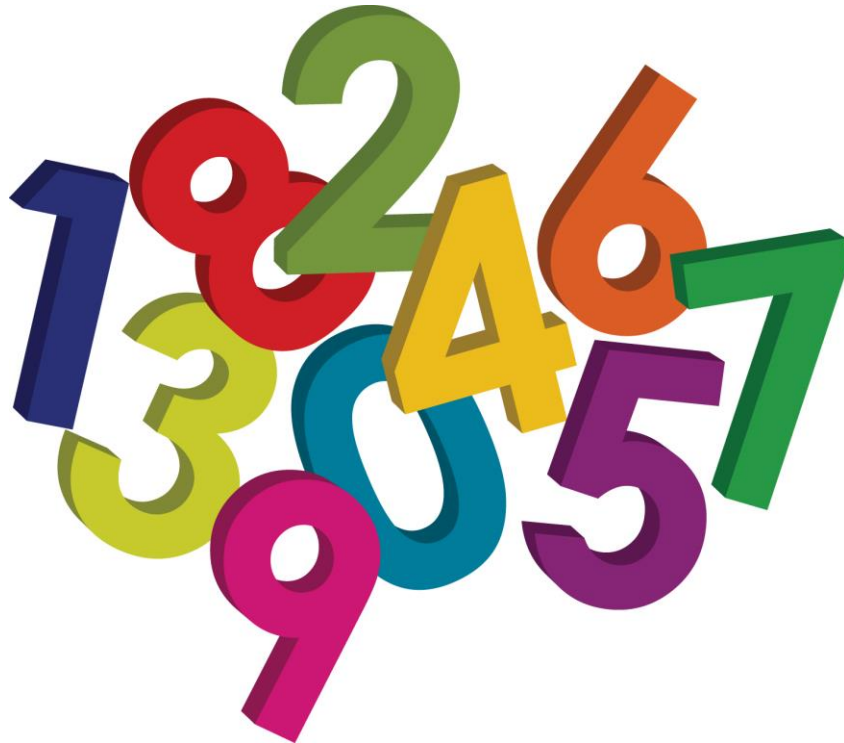
Why Isn't It Working?

(Important Thing #1)

#1: It's NOT Google.



#2: You MUST Test and Measure.



#3: You NEED the Facebook Pixel



Conclusion:

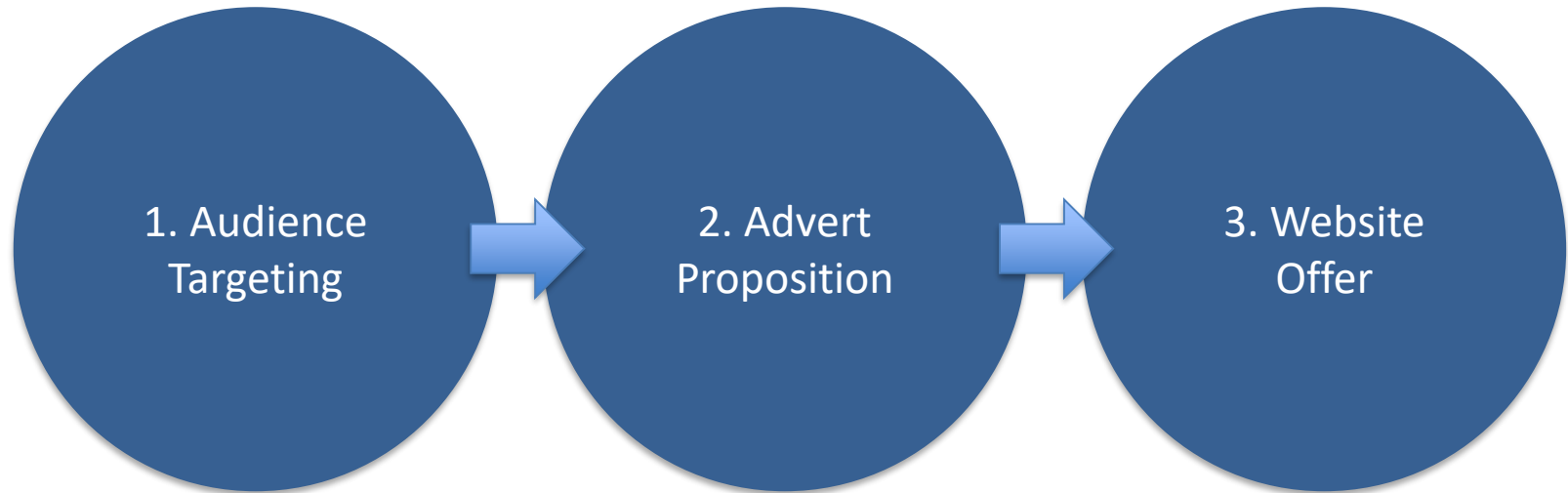
You Will NOT Win With Facebook Advertising Unless
You Understand...

1. The importance of attention and engagement
2. The necessity of testing and measurement
3. The need to invest in building audiences

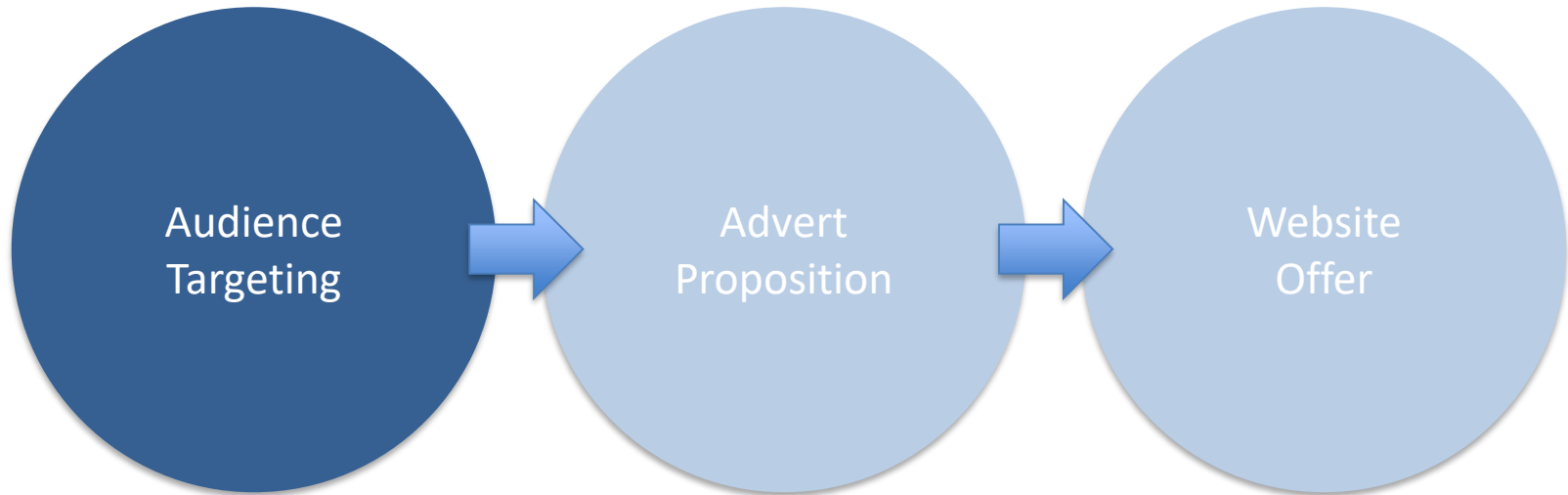
Online Marketing Objectives

(Important Thing #2)

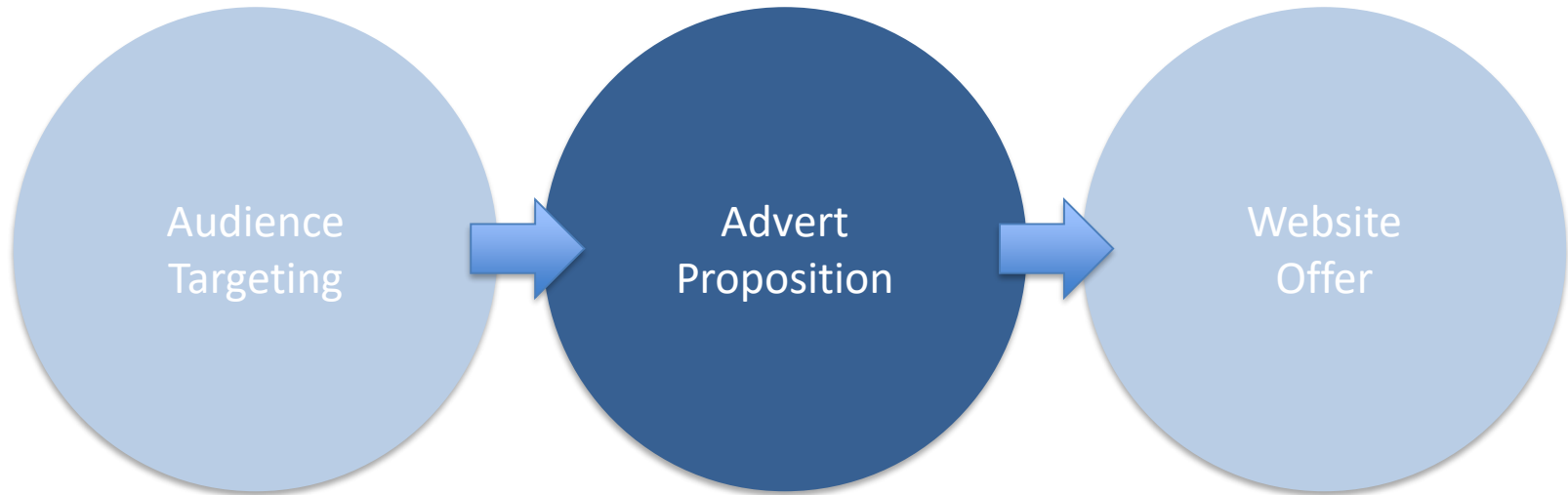
The 3 Moving Parts Of The Puzzle: Engagement. Action. Conversion.



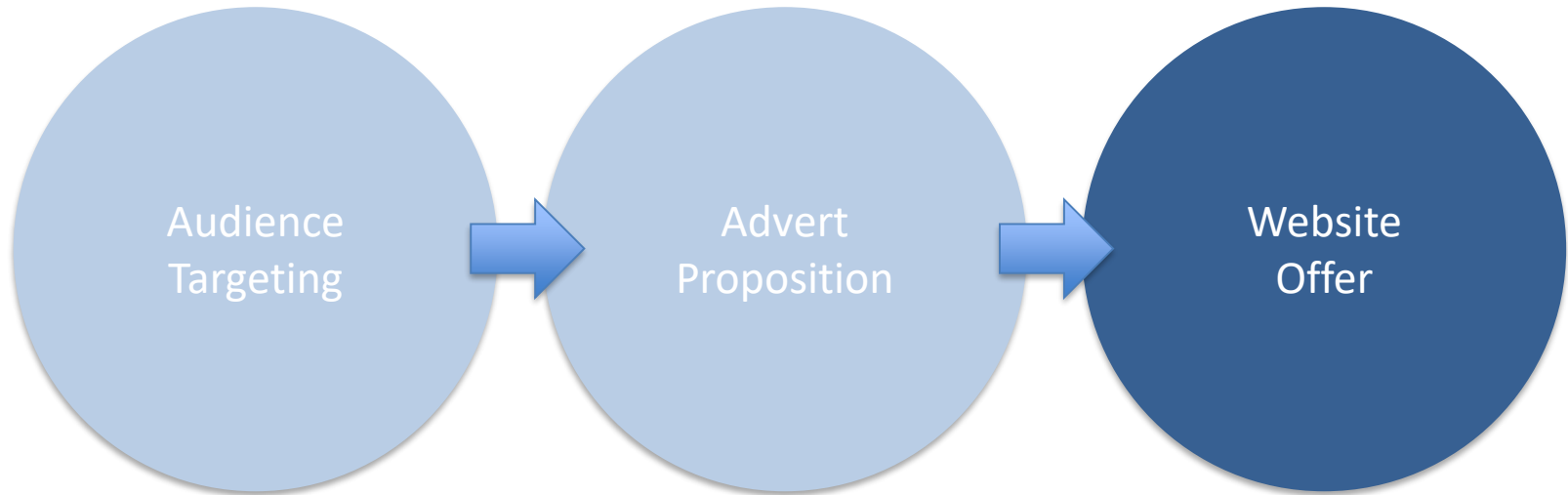
Step 1: Can you identify and engage your audience?



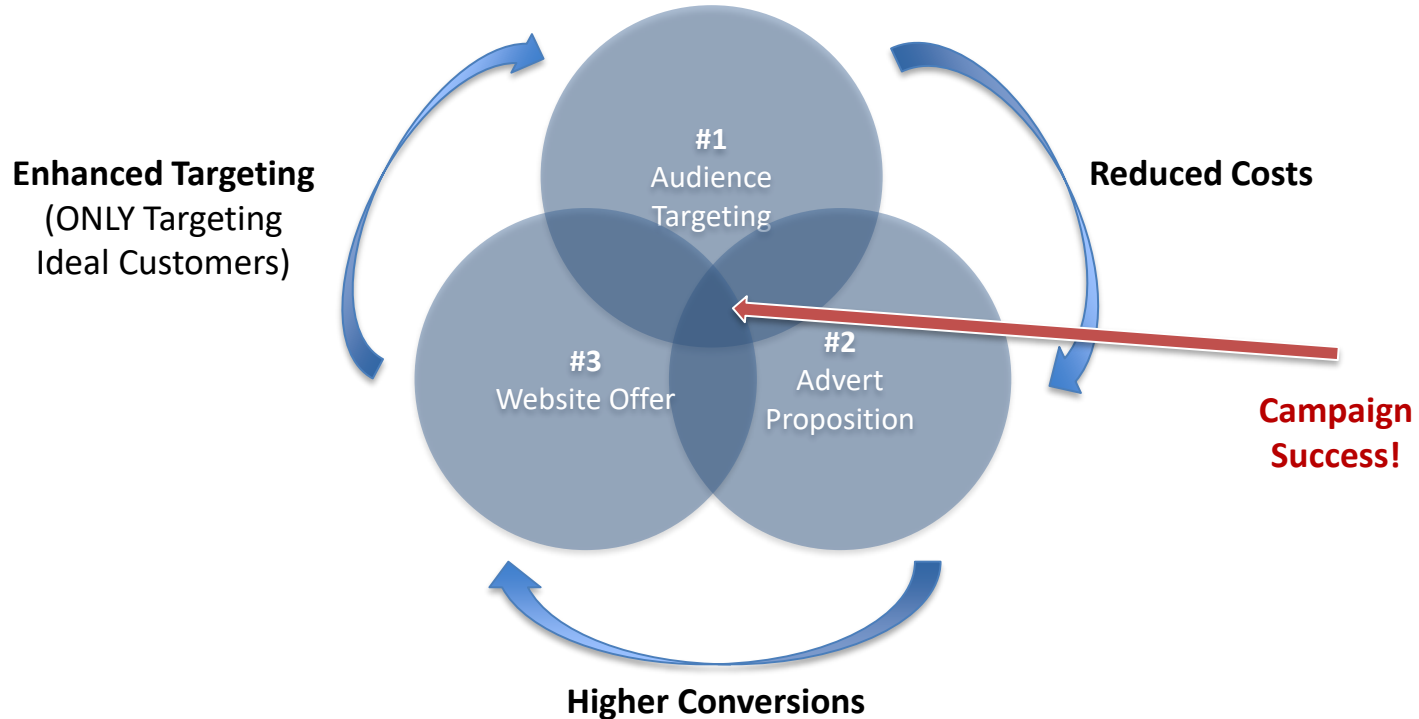
Step 2: Will your audience take action? (ie leave Facebook)



Step 3: Will your prospects convert? (call, opt-in, or buy)



Feed The Facebook Pixel...



Conclusion:

There are just 3 things to consider...

1. Am I talking to the right audience?
2. Is my messaging connecting with them?
3. Does my offer compel them to take action?

Facebook Advertising Principles

The Facebook Pixel

(Important Thing #3)

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The What? How? And Why?

My Facebook ID contains:

1. Demographics
(Age, gender, location etc.)
2. Characteristics
(Interests, likes, dislikes etc.)
3. Behaviours
(Engagement and interactions etc.)
4. Actions
(Comments, clicks, purchases etc.)

**The Facebook Pixel stores
all this data**



How do I leverage the Facebook Pixel?

Use the Pixel to build highly targeted audiences

1. Off Facebook (via your website)
2. On Facebook (interactions with your FB content)

Why is the Pixel valuable?

- More accurate targeting
- Increased relevance
- Increased conversions
- Decreased Ad costs
- Increase ROI

Conclusion:

Your goal is to generate more data for your Facebook Pixel.












Facebook Advertising Principles

Facebook Campaign Objectives

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Which should I use?

What's your marketing objective? [Help: Choosing an Objective](#)

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

Conclusion:

3 Simple Sequential Strategies...

1. Engagement
2. Action
3. Conversion

Example Campaigns

What You Need To Know:

Is my target audience on Facebook?
And can I identify and engage them?

How Do I Test This?

Post Engagement Campaigns (using Video)

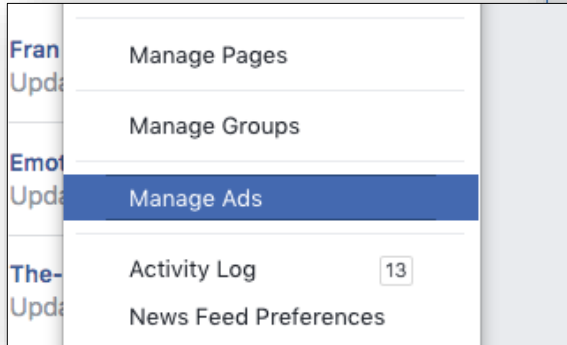
How to...Behind the scenes...Product
experience...Top Tips...Common
mistakes...etc

Don't use the Facebook Post Boost button

The image shows a Facebook event post on the left and its 'Boost Event' configuration window on the right. The event post is for 'Facebook Advertising: Simple Strategies That Get Results' by 'The Farnham Hub', scheduled for Friday, April 5 at 8:45 AM. It has 77 people reached and 2 engagements. A red circle highlights the 'Boost Event' button on the post. The 'Boost Event' window shows the following configuration:

- AUDIENCE:** People you choose through targeting (Location: Living in United Kingdom: England, Age: 18 - 65+)
- DURATION AND BUDGET:** Duration: 4 days, End date: Apr 6, 2019, Total budget: 24.00 GBP
- Preview:** Mobile News Feed
- Event Details:** The Farnham Hub (Sponsored), Facebook Advertising: Simple Strategies That Get Results, Tickets available: 30 people
- Actions:** Like, Comment, Share, Boost

Facebook Ads Manager



What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	<input checked="" type="checkbox"/> Engagement	Catalog sales
	App installs	Store traffic 1
	Video views	
	Lead generation	
	Messages	

Engagement

Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.

[Post engagement](#) [Page likes](#) [Event responses](#)

What Should I Post?

1. What product/service should I promote?
2. Who are my ideal audience?
3. What is my proposition?
4. How will I get their attention?

1. What product/service should I use?

Start with what's already working
to narrow your variables

*(**My Example:** free Facebook training)*

2. Who are my ideal audience?

Identify your audience demographics,
'Pains' and 'Gains'.

(My example: *Business owners in Farnham,*
GAIN: *grow their business – ie more leads and sales,*
PAIN: *stop wasting their marketing investment)*

3. What is my proposition?

Connect your product features and benefits to removing their Pains or accentuating their Gains.

*(**My example:** Attend this free training and discover how to stop wasting your money and get better results from Facebook advertising)*

4. How will I get their attention?

Share some personal insights, experiences, expertise, or value, that targets your avatar's Pains or Gains.

My example: "Here's why hitting the Post Boost button is wasting your money"

My Campaign

3 minute video

4-day Campaign

Cost per 10s view £0.04

Total reach 6,574

106 people watched 25%

48 people watched 50%

47 Link Clicks

£46 spent

All places booked

The Farnham Hub
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This REALLY BUGS ME about Facebook advertising.

Somehow the message has got through to small business owners, that if you hit the Post BOOST button, then you're advertising on Facebook and you'll automatically... More

This REALLY BUGS ME about Facebook advertising.
Somehow the message has got through to small business owners, that if you hit the Post BOOST button, then you're advertising on Facebook and you'll automatically get more sales.
Well as many of us know, that's just not true.
I mean, Facebook has made it very easy for you to give them some money, but I guarantee in all likelihood you're getting next to nothing in return from that Boost button.

eventbrite.co.uk
Facebook Advertising: Simple Strategies That G... [LEARN MORE](#)

👍 Ginny Marsh and 7 others
9 Comments 2 Shares

👍 Like 💬 Comment ➦ Share

Demonstrate empathy and expertise... and deliver value

...s on these
ur

...aign, and
s, you can
ment.

...s connect
you can

easily refine your messages to attract more of the right type of customers to your site.

✅ And finally number 3 is METRICS.
Facebook provides you with some great metrics, so you can quickly identify how your campaign is performing and what it's costing you to get a web site visitor, a lead, or a sale.
And with this information at your fingertips you can continually optimise your campaign, to reduce costs and increase conversions.
Now if you want to know exactly how to set up this type of Facebook campaigns, so you can get measurable results form your advertising spend, then join me at the Farnham Hub on Friday the 5th April when I'll be walking you through each of these three steps in detail.
You can find out more here:
<https://www.eventbrite.co.uk/e/facebook-advertising-simple-...>
I look forward to seeing you on the 5th April. And in the mean time, DON'T HIT THAT BOOST BUTTON!

Client Campaign

2 minute video

30-day Campaign

Cost per 10s view £0.01

Reach 36,525

5,676 people watched 25%

1,830 people watched 75%

95 Link Clicks

£112 spent

17 sales leads

Rally Round Sponsored · 🌐

Paris-Biarritz 16-22 September 2019. Now Booking...

Join your fellow car enthusiasts for 6 days of fantastic driving through the rural heart of France and the spectacular mountain roads of the Spanish Pyrenees.

... More

👍❤️😬 655 27 Comments 312 Shares

👍 Like 💬 Comment ➦ Share

Refresh preview • Report a problem with this preview

Rally Round Published by Brand Vision [?] · March 11 at 10:41 AM · 🌐 Like Page

Paris-Biarritz 16-22 September 2019. Now Booking...

Join your fellow car enthusiasts for 6 days of fantastic driving through the rural heart of France and the spectacular mountain roads of the Spanish Pyrenees.

Paris-Biarritz will be a relaxed and highly sociable contest, suitable for experts and novices alike.

Learn more about booking your place here:
<https://www.rallyround.co.uk/paris-biarritz-rally-2019/>

Cars already confirmed for this classic rally include;

- 1921 Rolls Royce Silver Ghost
- 1924 Bentley 3 Litre Speed
- 1934 Talbot AV105
- 1937 MGA Tourer
- 1948 Jag Mk IV
- 1956 Bristol 405 DH
- 1957 Mercedes 300 SL
- 1963 Porsche 356 T6
- 1964 & 1965 Ford Mustang
- 1964 Daimler 2.5 V8
- 1964 Austin Healey 3000 MK III
- 1966 Alfa Romeo Sprint GTV
- 1967 Reliant Scimitar Coupe
- 1969 Mercedes 280 SL
- 1971 MGB BGT Coupe
- 1971 Maserati Indy 4200

You'll start this 1880 km route in Versailles, which is steeped in history and a UNESCO World Heritage Site. You'll drive through beautiful rural valleys, stop at magnificent chateaus that conjure up the past, visit medieval towns and villages, and ascend onto the mountain roads of the Pyrenees, finishing in the beautiful coastal resort of Biarritz.

Learn more about booking your place here:
<https://www.rallyround.co.uk/paris-biarritz-rally-2019/>

Audiences and Targeting

Your 3 main targeting options: (pre-created)

1. Saved Audiences
2. Custom Audiences
3. Lookalike Audiences

Saved Audience:

Based on demographics and interests

Custom Audiences:

Based on customer files

Website data

Facebook Engagement

Lookalike Audience:

Based on a Custom Audience

Facebook Audiences

The screenshot shows the Facebook Ads Manager interface. At the top, there is a search bar labeled "Search business". Below it, the main navigation bar is divided into six columns: "Frequently Used", "Plan", "Create & Manage", "Measure & Report", "Assets", and "Settings".

- Frequently Used:** Contains links for "Ads Manager", "Audiences", and "Business Settings".
- Plan:** Contains links for "Audience Insights" and "Creative Hub".
- Create & Manage:** Contains links for "Business Manager", "Ads Manager", "Creator Studio", "Page Posts", "App Dashboard", "App Ads Helper", and "Automated Rules".
- Measure & Report:** Contains links for "Ads Reporting", "Test and Learn", "Attribution", "Analytics", "Events Manager", "Pixels", "Offline Events", "App Events", "Custom Conversions", and "Partner Integrations".
- Assets:** Contains links for "Audiences", "Images", "Catalogs", "Business Locations", "Brand Safety", "Block Lists", and "Videos". The "Audiences" link is circled in red.
- Settings:** Contains links for "Settings", "Business Settings", and "Billing".

At the bottom of the interface, there is a footer with the text "All Tools >" and a help icon with the text "Hover to learn more about any link.".

Facebook Audiences

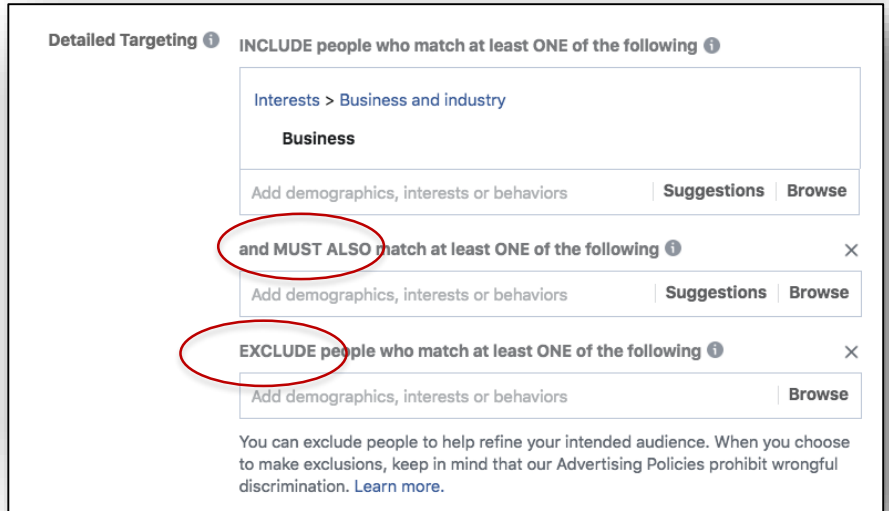
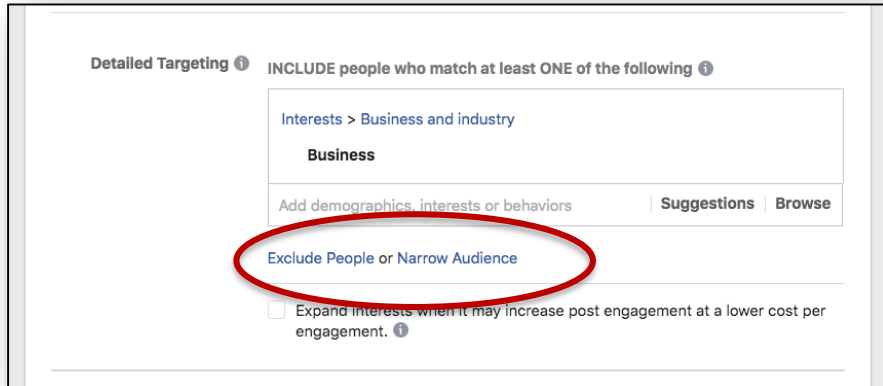
<input type="checkbox"/>	Name	Type	Size	Availability	D
<input type="checkbox"/>	VidViews50%(7vids)_LAL	Lookalike Custom Audience:VidViews50%(7vi...	420,000	● Ready	01 9:
<input type="checkbox"/>	VidViews50%(7vids)	Custom Audience Engagement - Video	Below 1000 ⓘ	● Ready	01 1:
<input type="checkbox"/>	WebTraff_60day_11thJan2019	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready	01 12
<input type="checkbox"/>	TestimonialVid-25%_LAL	Lookalike Custom Audience:TestimonialVid-2...	420,000	● Ready	12 3:
<input type="checkbox"/>	TestimonialVid-25%	Custom Audience Engagement - Video	Below 1000 ⓘ	● Ready	12 3:
<input type="checkbox"/>	VidViewx7@50%_Fnham+10_MF28-60	Saved Audience	58,000 ⓘ	● Ready Last updated 01/13/2019	11 2:
<input type="checkbox"/>	EventResponses365(LAL)_17.10.18	Lookalike EventResponses365_17.10.18	420,000	● Ready	11 2:
<input type="checkbox"/>	EventResponses365_17.10.18	Custom Audience Engagement - Event	Below 1000	● Ready	10 11

Saved Audiences: They're not just about targeting Demographics and Interests...

Think connections:
Personalities, brands, websites, institutions,
software, apps, magazines etc

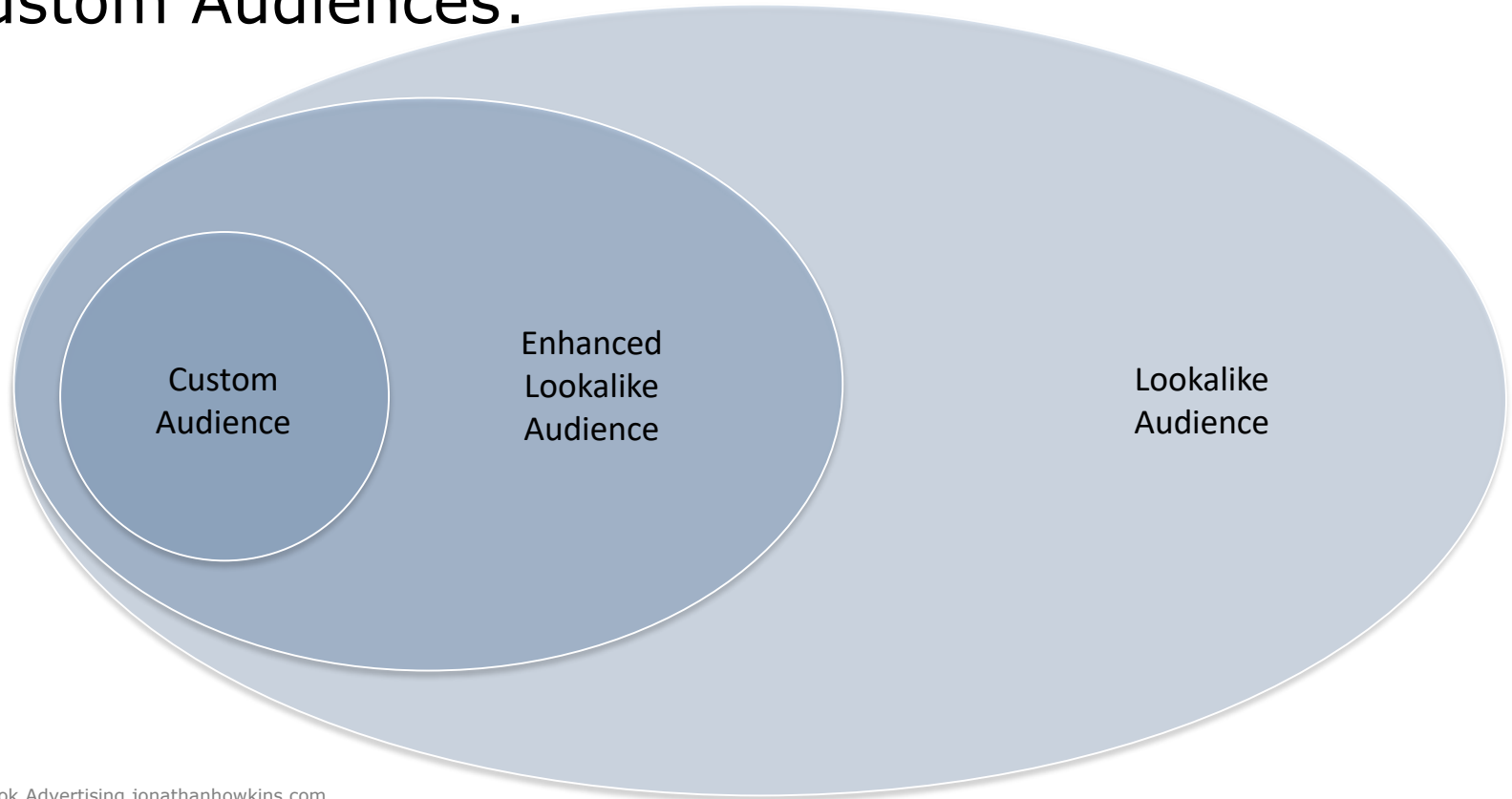
*(Example: Gary Vaynerchuk, FSB, iOD, Xero,
Mailchimp, Business Matters etc)*

Enhancing Saved Audiences.



Pro Tip: Use 'Narrow Audience' and 'Exclusion Audience' to improve targeting.

Custom Audiences:



Conclusion:

Constantly building and refining your audiences based on metrics and Pixel data, will ensure your Ad Targeting and Budget are optimised.

Facebook Advertising Principles

Want Some Help?

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Facebook Advertising Toolkit

This Package Includes:
Step-by-Step Video Training
Lifetime Access
90-Day Money Back Guarantee
Full Email Support
Single One-Off Payment

£299

Order Now

Facebook Advertising Toolkit + Personal Coaching

This Package Includes:
The Facebook Advertising Toolkit
PLUS 2 x 60-Minute Skype
Coaching Sessions
90-Day Money Back Guarantee
Full Email Support
Single One-Off Payment

£399

Order Now

Facebook Campaign Kickstarter

This Package Includes:
Facebook Ads Manager Setup
Custom Audience Creation
Facebook Pixel Setup
3-Week Campaign Creation
Ad Creation
Headline & Copywriting
Custom Metrics Setup
Campaign Analysis & Reporting
Full Email Support
Single One-Off Payment

£697

Order Now

Facebook Campaign Optimiser

This Package Includes:
Full Campaign Creation
Facebook Pixel Setup
Ad Creation
Headline & Copywriting
Campaign Analysis
Custom Metrics Setup
Campaign Analysis & Reporting
Campaign Optimisation
Ad Creative Split Testing
Full Email Support
Minimum 3 months
(Excludes Account Setup)

£487_{p/month}

Order Now

Questions?