Quickstart Guide to Facebook & Instagram Advertising
What You Should Know

Overview
Account Setup
Audiences
Types of Campaigns
Ad Materials
Setting Up Conversion Events
Building an Ad
Retargeting Campaigns
Ad Performance
IOS Changes Overview
Overview: Benefits of Facebook Advertising

### The World's Most-Used Social Platforms

**January 2020**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Monthly Active Users (in Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2,449</td>
</tr>
<tr>
<td>YouTube</td>
<td>2,000</td>
</tr>
<tr>
<td>WhatsApp*</td>
<td>1,600</td>
</tr>
<tr>
<td>FB Messenger*</td>
<td>1,300</td>
</tr>
<tr>
<td>Weixin / WeChat</td>
<td>1,151</td>
</tr>
<tr>
<td>Instagram*</td>
<td>1,000</td>
</tr>
<tr>
<td>Douyin / TikTok</td>
<td>800</td>
</tr>
<tr>
<td>QQ</td>
<td>731</td>
</tr>
<tr>
<td>Qzone</td>
<td>517</td>
</tr>
<tr>
<td>Sina Weibo</td>
<td>497</td>
</tr>
<tr>
<td>Reddit</td>
<td>430</td>
</tr>
<tr>
<td>Snapchat**</td>
<td>382</td>
</tr>
<tr>
<td>Twitter**</td>
<td>340</td>
</tr>
<tr>
<td>Pinterest</td>
<td>322</td>
</tr>
<tr>
<td>Kuaishou</td>
<td>316</td>
</tr>
</tbody>
</table>

**Sources:** Keyos, Analysis, Company Statements, and Earnings Announcements. Platforms' Self-Service Advertising Tools. (All latest available data. Notes: Platforms identified by * have not published updated user numbers in the past 12 months. Platforms identified by ** do not publish all data. Figures for Twitter and Snapchat use each platform's latest advertising audience reach, as reported in each platform's self-service advertising tools (January 2020).**

**Data Updated To:** 25 January 2020
Overview: Benefits of Facebook Advertising

- Online paid advertising is still the most affordable type of paid advertising out there.

- Ability to target, retarget, & track conversions.

- Leverage Facebook and Instagram at the same time.
Overview: How to Use Facebook Ads Effectively

Rules of Relationship Building Still Apply!

- People typically need to see something 7 times before taking action.
- Think of ads as the top of your sales funnel - how can you stay in front of them?
  - Get contact info into an email service provider
  - Build a nurture drip campaign
- Goal = get contact info (dating)
- Lucky = instant purchase (love at first sight)
Overview: The Reality Facebook Advertising

- Leads are typically pretty weak.
- Great to use to grow brand awareness and audience
- Success metrics
  - Increased Website Traffic
  - Increased Email List Subscribers
  - Increased Social Engagement
  - Increased Sales

>>Increased Sales<<
Overview: Boosting vs Ads Manager

Boosted Post: Simplest
- A post on your page's timeline that you can apply money to in order to boost it to an audience of your choosing.
- Choose: Target Audience, Max Budget & How Long
- Good for brand awareness, likes, comments & shares

Facebook Ads: Advanced
- Allow for greater customizations
- Choose: Ad Placement, Objective, Advanced Targeting
- Good for conversions
Account Setup

Ad Account
Facebook Business Page
Business Instagram Account
Facebook Pixel on Website
Add Payment Method
Account Setup: Business Manager

business.facebook.com
Account Setup: Business Manager
The Facebook Pixel is a piece of code that tracks what people are doing on your website.
Account Setup: Facebook Pixel

Manual Install:

```html
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
if(f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];
s.parentNode.insertBefore(t,s)}(window, document,'script','https://connect.facebook.net/en_US/fbevents.js');
fbq('init', '654949295197539');
fbq('track', 'PageView');
</script>

<noscript><img height="1" width="1" style="display:none"
src="https://www.facebook.com/tr?id=654949295197539&ev=PageView&noscript=1"
/> </noscript>
<!-- End Facebook Pixel Code -->
```
Account Setup: Facebook Pixel

Pixel ID Install Options
Account Setup: Facebook Pixel

Pixel ID Install Options

**WordPress Plugin**

**SquareSpace**

Menu > Marketing > Facebook Pixel & Ads
Account Setup: Payment Methods
**Audiences**

**Cold:** These people have never heard of you before.
- Cold Interests & Look a Like

**Warm:** People who engage with your Facebook Page, Instagram Page or visited your website.
- Retargeting over a longer period of time

**Hot:** These people you've built 'Know, Like, and Trust' with.
- Typically retargeting within a week
Audiences: Cold Interests

Cold Interest Audiences

- Target based on:
  - Location, Demographics, and Include & Exclude Interests tracked by Facebook - if/then logic
- Cold Audiences have never heard of you.
Source Audiences

- People who are engaging with you on Facebook Page, Instagram Business Account, or Your Website with the embedded Facebook Pixel
- Setup based on length of time
  - Website Max: 180 Days
  - Social Max: 365 Days
- Used as a base for Look a Like Audiences (next slide)
- Used for retargeting ads
  - Warm: 180/365 Days
  - Hot: 1-2 Weeks or Less
Look a Like Audiences

- People who are similar to those who are engaging with you already through:
  - Facebook Page, Instagram Business Account, or Your Website with the embedded Facebook Pixel
- You can narrow this audience further based on:
  - Location, Demographics, and Include & Exclude Interests tracked by Facebook - if/then logic
- These people are still cold and have never heard of you.
Audiences: Setting Up Source & Look a Like Audiences
### Audiences: Setting Up Source & Look a Like Audiences

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom Audience</td>
<td></td>
</tr>
<tr>
<td>Lookalike Audience</td>
<td></td>
</tr>
<tr>
<td>Special Ad Audience</td>
<td></td>
</tr>
<tr>
<td>Saved Audience</td>
<td></td>
</tr>
</tbody>
</table>

#### Create Audience

- **Source Audience**

#### Type

- **Name**
- **Type**
- **Availability**
- **Source**
Audiences: Setting Up Source Audiences

Capture people who have engaged with you in different ways over different periods of time.
Select your source:

- People who are similar to those who are engaging with you already through:
Ad Materials: Creatives & Copy

- Material
  - Title of throwing spaghetti at the wall trying to figure out HOW to get your business noticed on social media?
  - Here's what you can do instead:
    - Increase sales with social media marketing by leveraging this FREE workbook that covers:
      - Choosing your platforms and what to post based on your industry
      - Favorite tools to create content that won’t be too consuming
      - Strategy to stay consistent with your marketing so you don’t burn out too quickly
      - How to schedule posts on social media so you can focus on your clients.
    - Don’t continue wasting time trying to figure it out yourself. All you have to do is:
      - STEP 1: Sign up to get this FREE workbook at [link]
      - [Worksheet includes workbook links]
      - [Worksheet includes free e-book]
      - [Worksheet includes free e-book]

- Material
  - Title of throwing spaghetti at the wall trying to figure out HOW to get your business noticed on social media?
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      - STEP 1: Sign up to get this FREE workbook at [link]
      - [Worksheet includes free e-book]
      - [Worksheet includes free e-book]

[Download Free Workbook Now at [link]]
Ad Materials: Tools & Tips

Creatives:

Canva

Animoto

Copy:

- Focus on pain points
- Outline expected outcomes
- Speak to your ideal customer
Ad Materials: Landing Pages

Anatomy of a Landing Page

- Focus on pain points
- Outline expected outcomes or transformations
- Speak to your ideal customer
- Add social proof (testimonials)
- Keep consistent with the ad
- Single, repeated calls to action
- Information about you
Ad Materials: Landing Pages

Landing Page Builders
- Your Website
- LeadPages

Landing Page Reminders
- Embed pixel
- If you build on your website - remove your menu bar
Setting Up Conversion Events

Choose a Campaign Objective

- Awareness
  - Brand awareness
  - Reach

- Consideration
  - Traffic
  - Engagement
  - App installs
  - Video views
  - Lead generation
  - Messages

- Conversion
  - Conversions
  - Catalog sales
  - Store traffic

Cancel  Continue
Setting Up Conversion Events

A conversion event is an action taken on a website that is tracked by the Facebook Pixel.

Initiate Checkout
Purchase
Lead
Setting Up Ad Events

Step: 1

Step: 2
Setting Up Ad Events

Step: 3

You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events.

Website URL:
https://weatherbymedia.lpages.co/social-media-kick-starter-pack

Give Feedback

Cancel
Setting Up Ad Events

Step: 4

Facebook Event Setup Tool

Events on This Page

All Events

No events found on this page.

Track New Button
Track a URL

Give Feedback

Step: 5

Set Up Event
Select the event type you'd like to track.

Add to Cart
Initiate Checkout
Lead
Purchase
Add Payment Info
Add to Wishlist
Complete Registration
Contact
Customize Product
Donate
Find Location
Schedule
Search
Start Trial
Submit Application
Subscribe
View Content
Building an Ad: Ad Structure Overview

Campaign ➔ Ad Set ➔ Ad

Objective ➔ Conversion Event ➔ Facebook Page
Budget ➔ Schedule ➔ Instagram Page

Audience ➔ Audience ➔ Ad Setup
Placement ➔ Placement ➔ Creative

Website URL ➔ Headline
Call to Action ➔ Description

Creative
Copy
Headline
Description
Website URL
Call to Action
Building an Ad: Create in Ads Manager
Building an Ad: Campaigns

- Name Campaign
- Campaign Objective Set to Conversions
- Turn On Campaign Budget Optimization
  - Set Daily of Lifetime Budget

Recommend Main Campaigns have a Minimum Ad Spend of $10 a Day
Building an Ad: Ad Set

- Name Ad Set
- Select Website
- Select Conversion Event
  - This is the end conversion you want to track based on your setup in events manager.
- Set Ad Schedule
Building an Ad: Ad Set

- Set your audience
- Target Number: 1-2+ Million

Local Businesses = More General
National/International = More Specific
Building an Ad: Ad Set

Recommend Using Automatic Placements Unless You Have a Reason Not To.
Building an Ad: Ads

Ad Name
New Ad

Identity
Facebook Page
Weatherby Media
Instagram Account
weatherbymedia

Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement. Learn More

Media
- Add Media
- Create Slideshow
- Create Video

Primary Text
Tell people what your ad is about

Headline
Write a short headline

Description
Include additional details

Destination
- Website
- Facebook Event
- LinkedIn Event
- Instagram Event

Website URL
http://www.example.com/page

Build a URL Parameter
Order the website URL, feel for your ad.

Display Link
Optional

Call to Action
Learn More

15 Placements

Facebook

Previews
- Share Previews
  - Share a Link

Feeds
- Send Notification to Facebook
- Send Notification to Instagram
- Send Notification to Instagram

See Post
- Facebook Post with Comments
- Instagram Post with Comments

View on Facebook
- Facebook Desktop News Feed
- Facebook Mobile News Feed
- marketplace
Building an Ad: A/B Testing

A/B Testing is when you change a single variable (Creative, Copy, Headline, etc) and compare results.

It allows you to know what's working and what isn't in a much deeper way.

Optimizes your ad spend aka saves money!
Building an Ad: A/B Testing

Campaign

Ad Set (Audience A)
- Ad A
- Ad B

Ad Set (Audience B)
- Ad A
- Ad B
Retargeting Campaigns

- Allow you to get back in front of people who have engaged with you in some way.
- They move people along the sales funnel.
- Set different lengths of time to create hot or warm audiences based on audience size.

Retargeting Recommended
Budget is $4 a Day (more for bigger audiences)
Ad Performance: Learning Over Time

All this sets your ads up for success out of the gate but Facebook optimized overtime based on algorithms.

For this reason, it's ideal to continue to optimize rather than launch new ads. You also want to run ads for longer periods of time.
# Ad Performance: Key Performance Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Target Range</th>
<th>Target Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
<td>Nice to know data around how many people have seen your ad for brand awareness</td>
<td>N/A</td>
</tr>
<tr>
<td>CPM Cost per 1000 View</td>
<td>Indicates if we are hitting the right people with our audiences</td>
<td>$10-$35</td>
</tr>
<tr>
<td>CTR Click Through Rate</td>
<td>Indicates if people who see the ad are responding to it.</td>
<td>1-3%</td>
</tr>
<tr>
<td>Landing Page Views</td>
<td>How many people have hit your landing page, Need this for conversion rate.</td>
<td>N/A</td>
</tr>
<tr>
<td>Conversion Rate (Take Leads / Landing Page Views)</td>
<td>Indicates if people are taking the action we'd like them to take once they are on the landing page</td>
<td>-8%</td>
</tr>
<tr>
<td>Leads</td>
<td>Final conversion being tracked</td>
<td>N/A</td>
</tr>
</tbody>
</table>
# Ad Performance: Key Performance Metrics

![Ad Performance Dashboard](image.png)

## Campaigns Overview

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Start Date</th>
<th>End Date</th>
<th>Impressions</th>
<th>CPC</th>
<th>Clicks</th>
<th>CTR</th>
<th>Conversions</th>
<th>Revenue</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Black Friday</td>
<td>11/16/2021</td>
<td>11/22/2021</td>
<td>10,000</td>
<td>0.50</td>
<td>50</td>
<td>0.8</td>
<td>10</td>
<td>1000</td>
<td></td>
</tr>
<tr>
<td>Black Friday Deals</td>
<td>11/18/2021</td>
<td>11/23/2021</td>
<td>12,000</td>
<td>0.60</td>
<td>70</td>
<td>0.6</td>
<td>15</td>
<td>1500</td>
<td></td>
</tr>
<tr>
<td>Cyber Monday Specials</td>
<td>11/26/2021</td>
<td>11/30/2021</td>
<td>15,000</td>
<td>0.70</td>
<td>90</td>
<td>0.6</td>
<td>20</td>
<td>2000</td>
<td></td>
</tr>
</tbody>
</table>

### Performance Metrics

- **Cost per Impression (CPI):** $0.50
- **Conversion Rate (CTR):** 0.8%
- **Revenue:** $1000
- **CPC:** $0.50
- **Clicks:** 50
- **_unique Visitors:** 1000

## Key Performance Indicators (KPIs)

- **CTR:** Measures the percentage of users who click on the ad
- **Cost per Click (CPC):** Average cost paid per click
- **Cost per Impression (CPI):** Average cost paid per impression
- **Cost per Acquire (CPA):** Cost of acquiring a new customer

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*Note: The data and metrics shown are for illustration purposes only.*
IOS 14 Change Overview

IOS 14 Update is now asking Apple users if they are willing to have their data tracked throughout the Internet.
Prepare for iOS 14 changes coming soon

Apple has announced changes with iOS 14 that will impact how we receive and process events from tools like the Facebook SDK and the Facebook pixel. The update on how these changes may affect your ad account and complete tasks that can help you prepare. Learn more

Verifying your domains

Verify 2 website domains
- weatherbymedia.com
- weatherbymediablogs.co

Mark Complete

New limit on web events

Due to Apple’s changes with iOS 14, Facebook will implement its new aggregated Event Measurement feature, which supports advertisers’ efforts to improve privacy while maintaining effective campaigns. Aggregated Event Measurement will limit the amount and type of data that advertisers can send to Facebook through tools like the Facebook pixel. Advertisers will be able to use up to 4 conversion events from a single website domain. We’ve selected default events that will be available for each of your domains, based on your ad set. Learn More

A domain will need to be selected for each ad in order to measure conversions

Due to Apple’s changes, Facebook will use Aggregated Event Measurement. With Aggregated Event Measurement, each ad must include the domain where you intend for conversion to happen. To ensure that we can continue measuring conversions on your website once Apple releases iOS 14, you’ll need to select a domain in each ad's Tracking section. Learn More
Join Our Email List
(For Timely Updates on IOS Changes)

weatherbymedia.com

bit.ly/WM-Discovery
(I'm also a CWE consultant!)

@weatherbymedia