



Facebook Advertising

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FACEBOOK ADVERTISING

More than 1.4 billion people use Facebook to connect with what matters to them, and more than 900 million visit every day. When you run a Facebook Ad, you choose the audiences that see it by location, age, interests and more.

Mobile devices are now a part of our lives—people use phones and tablets to discover, communicate and shop more than ever. More than 700 million people visit Facebook every day on their phones and tablets—and when they do, they see Facebook Ads along with stories from family and friends. Because Facebook Ads are placed in the stream of information people view on Facebook, they're more likely to see your ads and take action.

Local Facebook Users

	# of Users (Age 13+)	Users: 25+	Users: 50+	Women	Men
Gananoque	4,100	3,400	1,500	2,200	1,900
Gananoque + 15mi	8,000	6,700	2,900	4,300	3,500

Determine Your Target Audience



Location

Reach your customers in the areas they live or where they do business with you. Target ads by country, state, zip code, or even the area around your business.



Demographics

The customers your business serves are on Facebook. Choose the audiences that should see your ads by age, gender, interests—and even the languages they speak.



Interests

When people are interested in your business, they're more likely to take action on your ad. Choose from hundreds of categories like music, movies, sports, games, shopping, and so much more to help you find just the right people.



Behaviors

You know your customers best, and you can find them based on the things they do—like shopping behavior, the type of phone they use, or if they're looking to buy a car or house.



Connections

Reach the people who like your Page or your app—and reach their friends, too. It's an easy way to find even more people who may be interested in your business.

Getting Started

- ✓ Access to Facebook Page (at least “Advertiser”)
- ✓ Set-up an Advertiser’s Account
- ✓ Credit Card

BOOSTED POST

Boosted posts appear higher in News Feed, so there's a better chance your audience will see them. Status updates (with mentions), links, photos (less than 20% text), and videos can be boosted.

You can target a boosted post:

- ✓ People who like your page
- ✓ People who like your page and their friends
- ✓ People you choose through targeting (Location, age, gender, interests)

How-To Boost a Post: Method #1

1. Find (or create) a post to boost
2. At the bottom of the post, click “Boost Post”
3. Choose a target audience, click “Create New Audience”
4. Set a budget, and duration
5. Click “Boost”

Boost Post

People who like your Page [?]

People who like your Page and their friends [?]

People you choose through targeting [?]

Audience 5

[Edit Audience](#) | [Create New Audience](#)

Location:
Canada: Kingston Ontario

Age:
40 - 64

Gender:
Female

BUDGET AND DURATION

Total budget ⓘ

\$10,00

Estimated People Reached ⓘ

710 - 1,900 people of 11,000


Refine your audience or add budget to reach more of the people that

[Terms & Conditions](#) | [Help Center](#)

DESKTOP NEWS FEED | **MOBILE NEWS FEED**

Jennifer Baker Consulting: Simplifying Social Media at Gananoque Public Library. Sponsored · 🗲️ Like Page

An amazing group of participants at Town of Gananoque Small Business Workshops! After 8 Catering 1000 Island Catering Riverwalk Bed and Breakfast Your Dollar Store With More Ruby Gallery & Gifts Salvation Army Thrift Store Gananoque



11 Likes 3 Comments 4 Shares

Like Comment Share Hootlet

Cancel Boost

CLICKS TO WEBSITE

Promoting your website from your Page is a way to create an ad for your website that will show in News Feed. This would be done to increase website visitors (and traffic), as well as increase sales (ecommerce).



Precision Tune-Up

PTU just \$59.99 with the purchase of a WeCare Maintenance Plan! Call: 613-634-7722

1,056 people like this

How-To Create a Clicks To Website Ad

1. Visit: <https://www.facebook.com/business/>
2. Click "Create Ad"
3. Choose "Send People to Your Website"
4. Determine a URL to promote
5. Choose a location, age, gender, language and detailed targeting

NEW AUDIENCE ▾

Custom Audiences ⓘ Choose a Custom Audience | Browse

Create New Custom Audience...

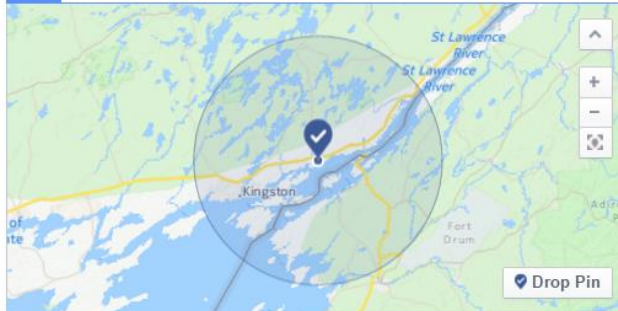
Locations ⓘ Everyone in this location ▾

Canada

📍 Gananoque, Ontario + 25mi ▾

📍 Include ▾ | Add locations

ⓘ Your audience location has been changed from Canada to Gananoque. Undo Change



Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Audience Definition



Audience Details:

- Location:
 - Canada: Gananoque (+25 mi) Ontario
- Age:
 - 18 - 65+

Potential Reach: 120,000 people

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors

Suggestions | Browse

Exclude People

6. Determine your budget and schedule

How much do you want to spend?

Budget ⓘ **Daily Budget** ▼ \$20.00
\$20.00 CAD

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date



7. Choose “Link Clicks to Website” and set a manual bid amount

Optimization for Ad Delivery ⓘ **Link Clicks to Your Website** ▼

Bid Amount ⓘ Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price.
 Manual - Enter a bid based on what link clicks are worth to you.

When You Get Charged ⓘ Link Click (CPC)
[More Options](#)

8. Choose advertising creative: single or multiple images

-  **A single image or video in your ads**
Show only one image or video at a time in your ad. [Learn more.](#)
-  **Multiple images in one ad**
Show up to 5 images at a time at no extra cost. [Learn more.](#)

9. Include text (headline, description) and call-to-action button

What text do you want to use? Help: Editing Ads

Connect Facebook Page
Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.
JB Jennifer Baker Consulting: Simplifyin... +

or Turn Off News Feed Ads

Instagram Account
jenniferbakerco


Headline ⓘ
Social Media Training

Text ⓘ
Social media training by Jennifer

Call-to-Action Button ⓘ
Contact Us ▼

Show Advanced Options ▼

Ad Previews
2 of 3

- ✓ Desktop News Feed Remove
JB Jennifer Baker Consulting: Simplifying Social Media Sponsored Like Page
Social media training by Jennifer

- ✓ Mobile News Feed Remove
- ✓ Instagram Remove
- ✓ Audience Network ⓘ Remove
- ✓ Desktop Right Column Remove

FACEBOOK ADVERTISING WORKSHEET

GENERAL	
What do I want to promote?	
What image(s) do I need?	
Link (if applicable)?	
Call-to-action button?	
Placement: Right-hand, newsfeed, Instagram	

AUDIENCE	
Location	
Age	
Gender	
Interests	
Relationship Status	

BUDGET	
Start Date	
End Date	
Budget	
Cost-per-Click (CPC) Cost-per-Impression (CPM)	