



# Facebook Advertising 101

Jennifer Baker Consulting Ltd.

 /jenniferbakerc0



**Jennifer Baker Consulting Ltd.**  
*A boutique social media training & consulting agency located in Kingston, Ontario.*


 /jenniferbakerc0  
 jenniferbakerconsulting.com  
 socialmedia@jenniferbakerconsulting.com  
 613.876.7707



 /jenniferbakerc0

## Today's Agenda


- Overview
  - Who uses Facebook in Gananoque?
  - Targeting Options
- Types of Advertisements
  - Engagement
  - Traffic




 /jenniferbakerc0

## How many people use Facebook, locally?

	# of Users (Age 18+)	Users: 25+	Users: 50+	Women	Men
Gananoque + 10mi	9,000	8,000	3,600	5,000	3,900



 /jenniferbakerc0

## Get Specific When Targeting



**Demographic Information**  
Age, Gender, Language, Location



**Psychographic Information**  
Interests, Habits






 /jenniferbakerc0

## Reach Your Ideal Audience

**Gender:** Women & Men  
**Age:** 19+  
**Location:** Gananoque + 15mi  
**Marital Status:** Married

= 2,700 people

 /jenniferbakerc0

## Reach Your Ideal Audience

**Gender:** Women & Men  
**Age:** 19+  
**Location:** Gananoque + 15mi  
**Interest:** art, arts & museum  
 = 4,500 people



Instagram Facebook Twitter Pinterest /jenniferbakerc

## Requirements to Create an Ad

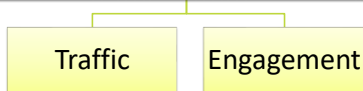
- You will need:
  - Access to your Facebook Page
  - \*Access to your Instagram Account
  - To set-up an Advertiser's account
  - Credit card



Instagram Facebook Twitter Pinterest /jenniferbakerc

## Two Primary Types of Ads

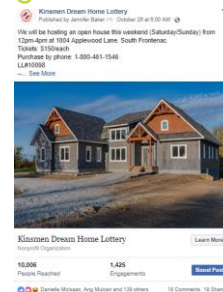
Basic (and Popular) Ad Types



Instagram Facebook Twitter Pinterest /jenniferbakerc

## What is an Engagement Ad?

- The advertisement increases the reach (number of people who see the ad) of a post.
- You choose who sees the advertisement based on targeting



Instagram Facebook Twitter Pinterest /jenniferbakerc

## Q: What Posts Can I Boost?

- A: ANY!
  - Photos, Videos, or Links
- RECOMMENDED TO ALWAYS INCLUDE AN IMAGE/PHOTO, BUT IT CANNOT INCLUDE TOO MUCH TEXT



Instagram Facebook Twitter Pinterest /jenniferbakerc

## Engagement

- Click **Boost Post** at the bottom of the post.



Instagram Facebook Twitter Pinterest /jenniferbakerc

**Boost Post**

**AUDIENCE**

- People you choose through targeting
  - Location: Living in Canada (Kingston (415 mi) Ontario)
  - Age: 25-30
  - People who like your Page
  - People who like your Page and their friends
  - Custom Audiences

**BUDGET AND DURATION**

Total budget @ 10.00 CAD

By clicking Boost Now, you agree to Facebook's Terms & Conditions.

**JB Jennifer Baker Consulting**

## How Much Does an Ad Cost?

- Engagement Ads: You are charged for impressions
  - The number of people who see your post
- You determine the budget
- At least \$1/day

**JB Jennifer Baker Consulting**

Spend: \$25

## Real Examples

**Post Details**

**Kelsey's Kingston**

Did someone say grilled cheese? Kick February off right with The Ultimate Grilled Cheese & Bacon sandwich. #FFCC00 #Kingston

**2,552** People Reached

**78** Likes, Comments & Shares

**56** Likes, 1 Comment, 1 Share

**13** Comments, 11 On Post, 2 On Shares

**9** Shares, 5 On Post, 4 On Shares

**79** Post Clicks, 56 On Post, 23 On Shares

**NEGATIVE FEEDBACK**

0 Hide Post, 0 Hide All Posts, 0 Report as Spam, 0 Hide Page

**JB Jennifer Baker Consulting**

**Kingston Economic Development Corporation**

Published by Jennifer Baker on October 31 at 5:04 PM

Congratulations to Canada Royal Milk who celebrated a significant milestone in the construction of their new manufacturing facility! Today the roof was completed! Thank you to Graham Construction!

**7,230** People Reached

**268** Reactions, Comments & Shares

204 Like	178 On Post	26 On Shares
9 Love	8 On Post	1 On Shares
1 Waha	1 On Post	0 On Shares
2 Wow	2 On Post	0 On Shares
37 Comments	21 On Post	16 On Shares
15 Shares	15 On Post	0 On Shares

**465** Post Clicks

362 Photo Views, 0 Link Clicks, 303 Other Clicks

**NEGATIVE FEEDBACK**

1 Hide Post, 0 Hide All Posts, 0 Report as Spam, 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

**JB Jennifer Baker Consulting**

## Two Primary Types of Ads

Basic (and Popular) Ad Types

- Traffic
- Engagement

**JB Jennifer Baker Consulting**

## What is a Traffic Advertisement?

- Creating a Facebook Advertisement that appears on Facebook (Newsfeed, Messenger, Marketplace, Stories), Instagram, or Third-Party Sites

**Kinsmen Dream Home Lottery**

Tickets for the 2019 Kinsmen Dream Home Lottery are now available! To purchase, call: 1-800-481-1248. Only 7,500 tickets printed. LHW 10008

**JB Jennifer Baker Consulting**

## What is the Benefit?

- Increase website visitors and website traffic



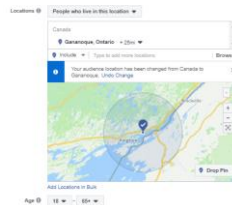
Precision Tune-Up  
 PTU just \$59.99 with the purchase of a WeCare  
 Maintenance Plan! Call: 613-634-7722  
 1,056 people like this



Instagram Facebook Twitter Pinterest /jenniferbakerc

## How To Create a Traffic Ad

- Must use the Ads Manager  
 – Visit: <https://www.facebook.com/business/>



Instagram Facebook Twitter Pinterest /jenniferbakerc

## How Much Do These Ads Cost?

Choose either:

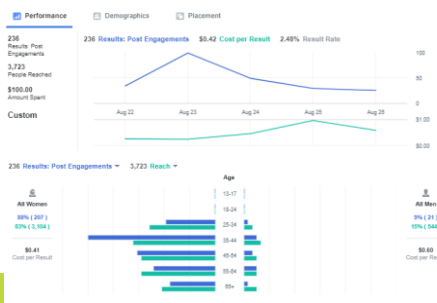
- CPC (Cost per click)  
 – Charged each time someone clicks on the ad
- CPM (Cost per impression [1000])  
 – Charged each time the ad appears to someone



Instagram Facebook Twitter Pinterest /jenniferbakerc

Spend: \$100  
 Contest

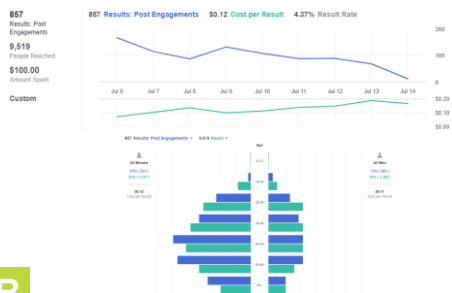
## Real Examples



Instagram Facebook Twitter Pinterest /jenniferbakerc

Spend: \$100  
 EcDev Promo

## Real Examples



Instagram Facebook Twitter Pinterest /jenniferbakerc

Spend: \$50  
 Realtor

## Real Examples



Instagram Facebook Twitter Pinterest /jenniferbakerc

## Next Steps...

- **Think about what you want to promote.**
  - What is the goal for your campaign?
- **Think about the target audience.**
  - Who will purchase your product/service?
- **What is your budget? Timeline**

