Facebook Ads

Facebook advertising is another good way to increase your brand awareness and increase your online fan base. The difference between AdWords and Facebook ads is that if someone engages with an AdWords ad, you have a very short time window to convert them into customers. If someone likes your Facebook page on the other hand, then you have the ability to continue marketing to them for as long as they stay liking your page. The exception here is if you are using some sort of customer lifecycle marketing system – see the chapter on Customer Lifecycle Marketing for more information about how to do this.

Due to the way Facebook generates newsfeeds (based on user interaction), your page's posts will probably only reach about 5% of your audience unless you promote the post. Promoted posts will be visible by all your fans.

There are a few types of ad that you can place on Facebook:

1. Domain ad – this is the basic type which is displayed in the right hand column. You can enter a title, short description and URL. Clickthrough rates are quite low for these ads but they are the cheapest. Note, these ads don't appear on the mobile platform.
2. Page post link – These look like regular news feed posts except with a 'sponsored ad' text at the top. These have better performance than domain ads and have the added benefit of generating likes for your page. These ads appear on the mobile site, in the newsfeed and also in the right hand column. You can use videos, photos or just plain old text in these ads.
3. Multiproduct – this is a relatively new type of ad (introduced in June 2014) that allows you to put up to 3 products in a showcase. These do not appear in the right hand side but are available on mobiles.
4. Unique Engagement ad – these are special ads that require at least £30,000 spending to get started.

When you create an ad, you should set out from the start what goal you want to achieve. Do you want more likes? Or more click-throughs to your website? Or do you want more conversions? The goal will define the type of ad you use. Conversions are far more valuable than website clicks so it's advisable to use this instead of clicks unless you are just getting started and need to increase your like count. There are other types of goals that you can define, the illustration below shows these options

STEP 1: CREATE YOUR CAMPAIGN

Choose the objective for your campaign   Help: Choosing an Objective

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views

Fig 26: Campaign objectives for Facebook ads

One of the best things about Facebook ads is that you get the option of specifying a target audience. Since Facebook knows quite a lot about each user, this targeting is very successful.

Fig 27: Target demographics for Facebook ads

After you have defined your advert, you can set a daily budget. Start off with £3 per day just to start off, you can increase this limit later. The estimated daily reach for a 'clicks to website' advert on £3 per day is 1,200 – 3000 people. Note you won't get this many website visitors, this is just an estimation of how many times your ad will appear. Generally Facebook ads have a click through rate (CTR) of about 0.04% to 0.05% on average if placed in the right hand column. Adverts placed in the newsfeed have much higher CTRs of between 1% and 7% depending on the quality of the ad and the target audience. So if you have an ad in the main news feed, a budget of £3 per day will probably give you about 10-15 website visits per day. Mobile news feed ads tend to have higher CTRs than desktop news feed ads.

After you have set your budget, you have the option of adding an image or multiple images. Until recently this image was one that needed to be uploaded to your Facebook profile, but now Facebook gives you the option of adding stock images. To add stock photography images, just click on the 'professional images' button in the 'select images' section and a popup will appear that allows you to search the massive Shutterstock photography library for a suitable image.
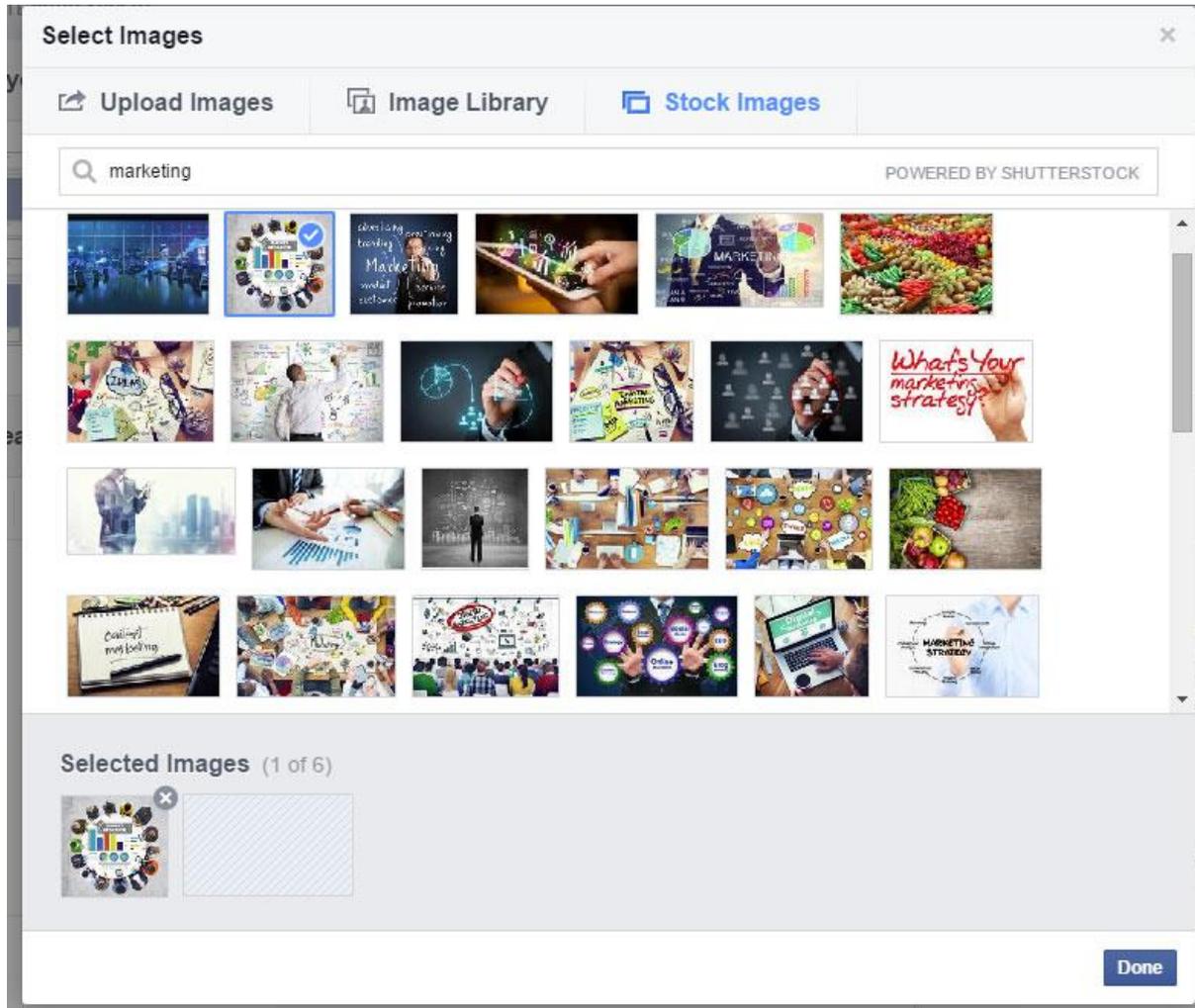
Fig 28: Adding stock photography for Facebook ads

Then all you have to do is edit the text and links for the advert and add a call to action button (optional).

Run the ad for a week and then measure your ad's performance using the adverts. To access this, click on the arrow at the top right corner of your profile and select 'Manage Adverts'.
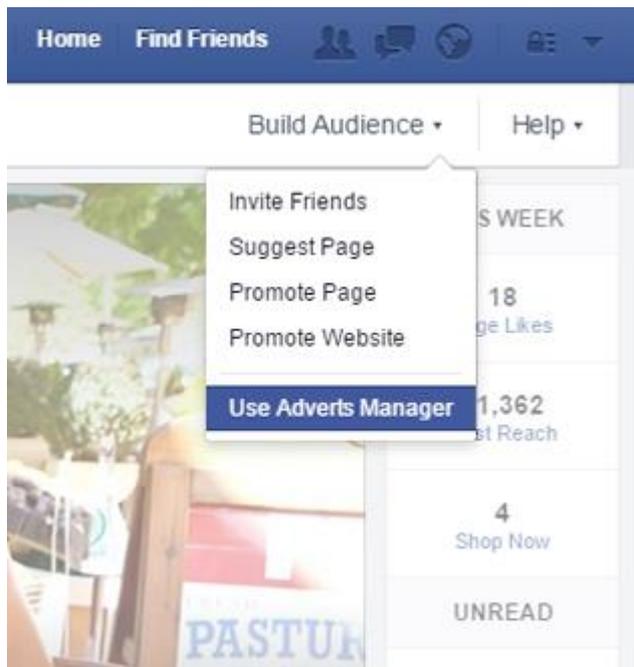
Fig 29: Accessing the Adverts Manager in Facebook

In the adverts manager you can get reports of how many people your ad has reached and how they have responded to it.

If you would like more detailed statistics, you can integrate your ads with Google Analytics. Facebook provide a very useful guide on doing just that here: https://www.facebook.com/business/google-analytics/ It's a bit technical doing this but it does give you much greater insight on who is clicking on your adverts.

We advise that you review the ad's performance for at least a week, and possibly tweak the settings to get more value for money. Look at where your visitors are coming from, who they are, and what their interests are. If you find that most of your clicks come from a certain demographic, change the ad parameters to target this demographic specifically. Once you have tested out your advert and optimised the settings, you can then increase the budget to the required level.

We have found that using Facebook is an extremely effective medium, more so that Google AdWords, and is a lot easier to use than the AdWords system.