

SE2

Facebook Advertising 101

A Webinar for STEPP Grantees

March 8, 2018

For audio, dial: 720-279-0026 local or 1-877-820-7831 toll-free
Participant passcode: 897463#

Agenda



- ◆ Why Facebook advertising?
- ◆ Choosing your method
- ◆ Types of posts and ads
- ◆ Choosing your campaign
- ◆ Setting up your ads
- ◆ Reviewing analytics
- ◆ Resources and Q+A



Why Facebook
advertising?

Why Facebook advertising?

With so many ways to use your paid media budget, why use it on Facebook?

- ◆ It's cost-effective
- ◆ It allows you to reach people who aren't your followers
- ◆ Most people use it (68% American adults; 88% 18-29 y/o)
- ◆ You can share content in a highly targeted way
- ◆ You can use Facebook Analytics Insights to see how well your ads/posts are performing



Choosing your method

What are my options?

Ad Campaigns

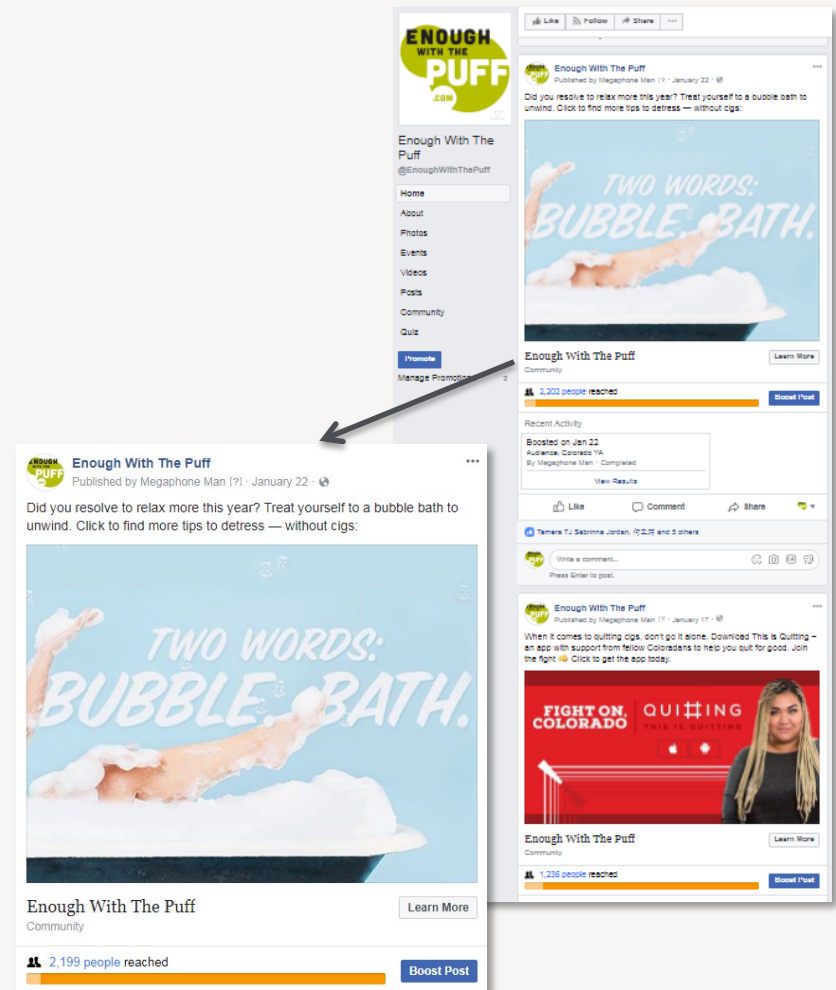
- ◆ A bit more complicated
- ◆ More functionality / customization
- ◆ Appears in user newsfeed, right column, Instagram

Boosted Posts

- ◆ Easier to set up
- ◆ Less customization
- ◆ Appears in your FB page and user newsfeed

About boosted posts

- ◆ An easy, inexpensive way to:
 - ◆ Get more exposure for your messages
 - ◆ Promote events and news
 - ◆ Reach new audiences
- ◆ Created by allocating a set budget to a post that is scheduled or live on your page
- ◆ The “first level” of advertising you can do on Facebook



Use a boosted post if:

- ◆ Your goals are audience engagement and creating conversation around a topic
- ◆ You want to use your budget to broaden your reach, but only want to highlight selected posts and topics
- ◆ You want the post to appear in your Facebook page feed

The diagram illustrates a boosted post in a Facebook feed. At the top, a post from the 'Tobacco Is Nasty' community is shown. It features a 'Sponsored' label and a large graphic with a skull and crossed bones over laboratory flasks, with a banner that says 'CHEW ON THIS'. Below this, a smaller post from the 'Enough With The Puff' community is shown. This post includes text about a quitting app and a 'Boost Post' button. An arrow points from this button to a larger version of the 'Tobacco Is Nasty' post, which is shown at the bottom. This bottom version of the post includes engagement metrics: 14 reactions (likes and shares) and 2 shares.

Tobacco Is Nasty
Sponsored · 🌐

28 cancer-causing chemicals have been found in smokeless tobacco products like chew and snuff. Now that's nasty.

Enough With The Puff
Published by Megaphone Man 191 · January 17 · 🌐

When it comes to quitting cigs, don't go it alone. Download This is Quitting – an app with support from fellow Coloradans to help you quit for good. Join the fight 🙌 Click to get the app today.

FIGHT ON, COLORADO | **QUITTING**
THIS IS QUITTING

Enough With The Puff
Community

Boost Post

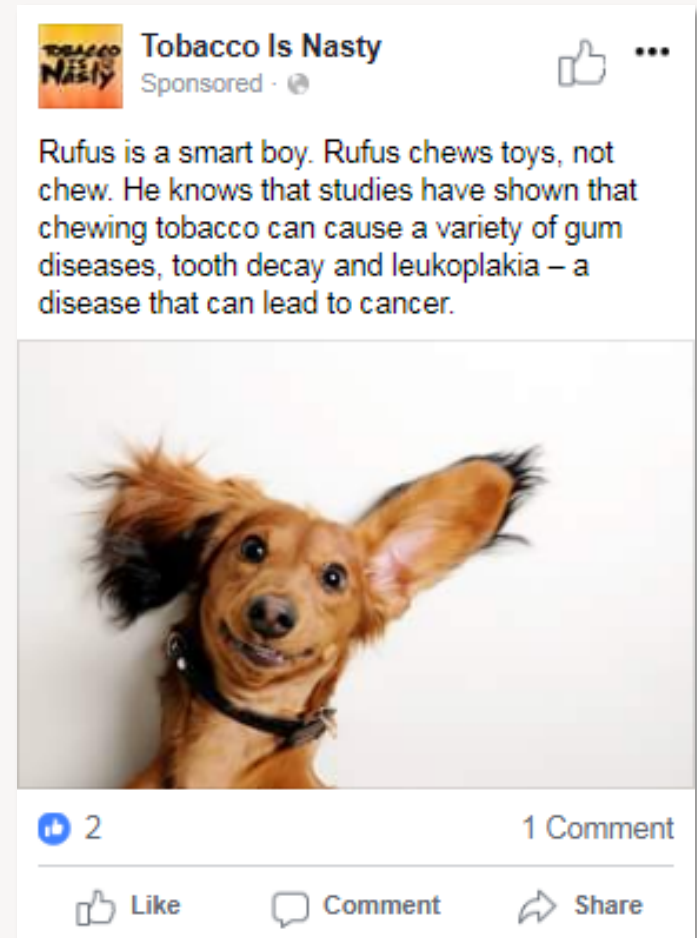
Tobacco Is Nasty
Community

14

2 Shares

About Facebook ad campaigns

- ◆ Customized advertising on Facebook and Instagram that is based on your goals
- ◆ Maximize Facebook's audiences and algorithm to ensure the right people see your content
- ◆ Require a Facebook ad manager account



Use a Facebook ad campaign if:

- ◆ You're looking for more options for audience customization
- ◆ You want to give followers a strong call to action, such as "sign up" or "contact us"
- ◆ You have a substantial budget and want to use it to support a big campaign
- ◆ You want a variety of ad format options, such as ads that appear in the right-hand column of the Facebook news feed
- ◆ You don't want the content to appear in your Facebook page feed





A Venn diagram with two overlapping orange circles. The left circle is labeled 'Ad Campaigns' and the right circle is labeled 'Boosted Posts'. The intersection of the two circles is a darker shade of orange. An arrow points from the intersection down to the 'Both Methods' section.

Ad Campaigns

- Language targeting
- Behavior targeting
- Call to action buttons
- More ad format options
- Variety of ad placement options

Boosted Posts

- Appear on your Facebook page
- Use content you've already created
- Single image or video

Both Methods

- Location and interest targeting
- Age and gender targeting
- Work with various budgets

Types of posts and ads

Types of Posts

There are many types of posts that can be boosted, so take advantage of creative options:

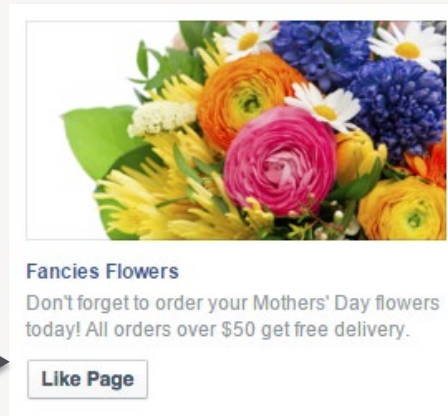
- ◆ Graphics
- ◆ Videos
- ◆ Gifs
- ◆ Articles



Types of Ads

When setting up an ad campaign, you will be prompted to choose from several formats, including:

- ◆ Newsfeed ad (looks similar to boosted post)
- ◆ Image Carousel
- ◆ Right-hand column ads in the newsfeed
- ◆ Instagram





Choosing your campaign

Choosing your campaign

Print: COHealthResources.org | **Digital:** Grantee Google Drive (bit.ly/CDPHE_Digital)



Choosing your campaign

Print: COHealthResources.org | **Digital:** Grantee Google Drive (bit.ly/CDPHE_Digital)



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Print: COHealthResources.org | **Digital:** Grantee Google Drive (bit.ly/CDPHE_Digital)



Setting up your ads

Live demo

Now let's take a look!

If you are not joining us live, see the following slides for the basic set up of boosted posts and ad campaigns.

You can also find additional guided tutorials from Facebook here:

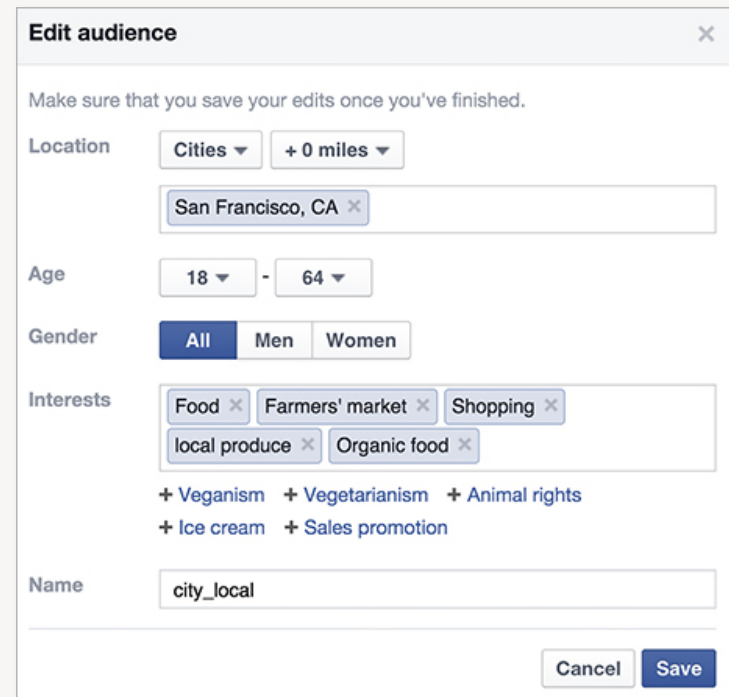
[Setting up a Facebook Ad Campaign](#)

[Boosting a Facebook Post](#)



Setting up boosted posts

1. Choose a post that is scheduled or already live on your page and click the “Boost Post” button
2. Choose an audience
3. Choose your budget and time frame
4. Click the previews to ensure that links and graphics appear the way you want



Edit audience [X]

Make sure that you save your edits once you've finished.

Location Cities [v] + 0 miles [v]
San Francisco, CA [X]

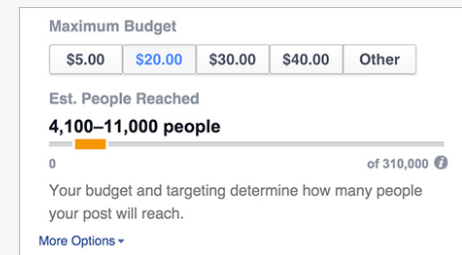
Age 18 [v] - 64 [v]

Gender All [v] Men [v] Women [v]

Interests
Food [X] Farmers' market [X] Shopping [X]
local produce [X] Organic food [X]
+ Veganism + Vegetarianism + Animal rights
+ Ice cream + Sales promotion

Name city_local

Cancel Save



Maximum Budget
\$5.00 \$20.00 \$30.00 \$40.00 Other

Est. People Reached
4,100–11,000 people
0 of 310,000 [i]

Your budget and targeting determine how many people your post will reach.

[More Options](#)

Setting up ad campaigns

1. Click the **+ Create** button

2. Fill out your:

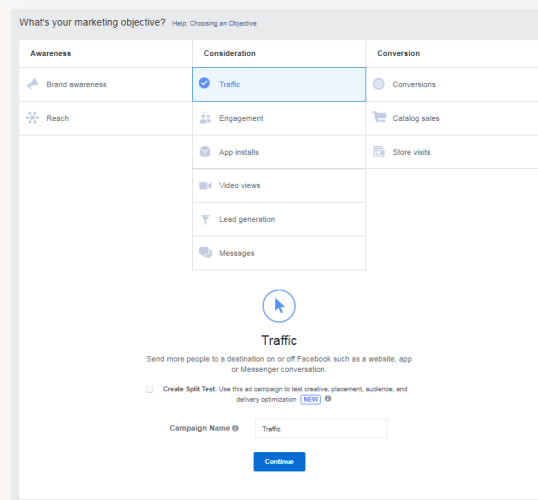
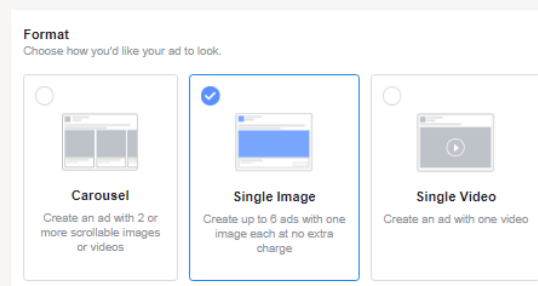
Campaign | *Set name, goals and buying*

Ad Set | *Set audience and budget*

Ad Elements | *Creative, copy and links*

3. Save as a draft and preview the elements to ensure your setup is what you need

4. Push **↑ Review and Publish (1)** to ensure your campaign goes into Facebook's review process and is then pushed live according to your setup



Set up your ads for success

- ◆ 20% text rule for all graphics
 - ◆ All graphics created by SE2/CDPHE adhere to this
 - ◆ Use this [Facebook testing tool](#) to see if your graphics adhere to the rule
- ◆ Correct sizing and resolution to suit your platform

Don't include content that could be flagged as:

- ◆ Substance abuse
- ◆ Illegal products or services
- ◆ Sale or use of tobacco products, including vape
- ◆ Sale or use of drugs or drug-related products
- ◆ Calls out personal attributes that imply a person's background, race, age, disability, etc.





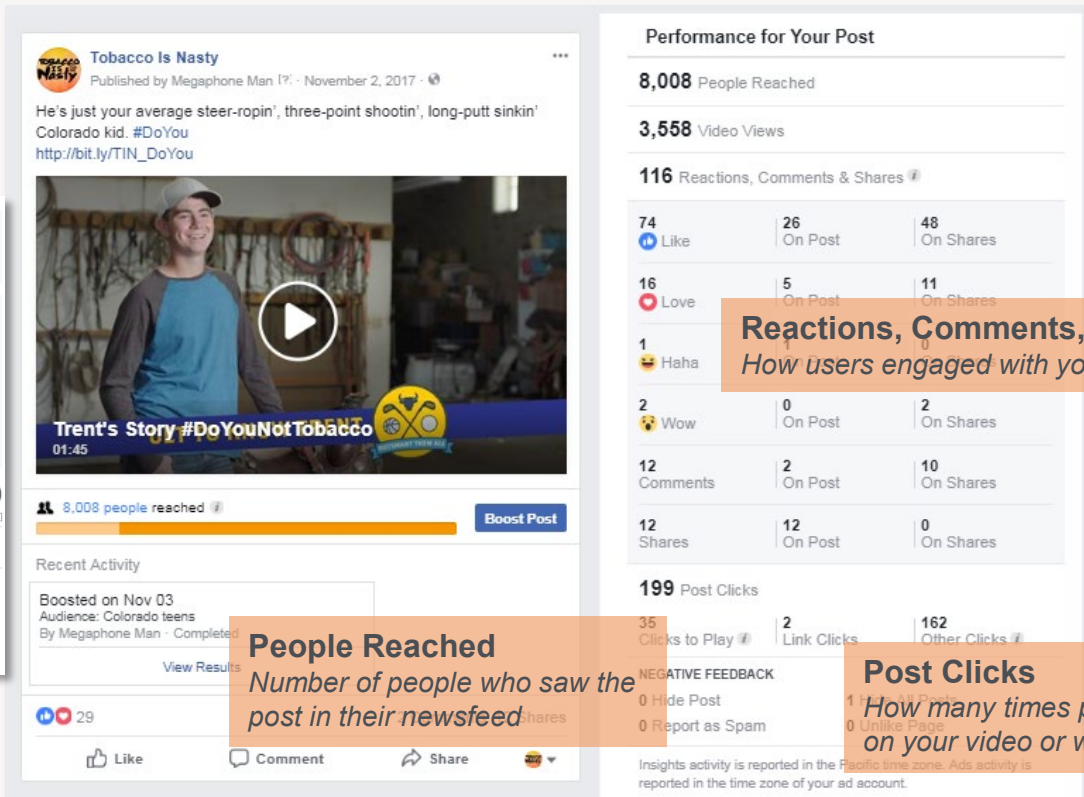
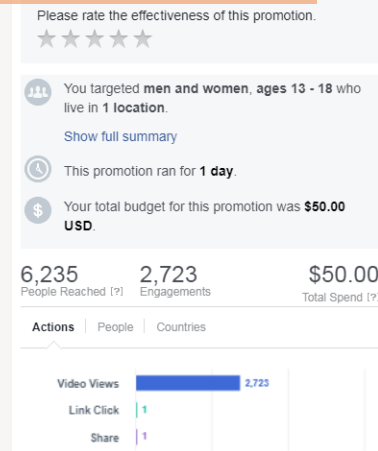
Reviewing analytics

Reviewing analytics – boosted posts

It's easy to see how well your budget – and messaging – performed with your audience

Engagements

A good measurement of success; how many people took action on your post



Reactions, Comments, Shares
How users engaged with your post

People Reached
Number of people who saw the post in their newsfeed

Post Clicks
How many times people clicked on your video or website link

Reviewing analytics – Ad campaign

It's easy to see how well your budget – and messaging – performed with your audience



Cost Per Result

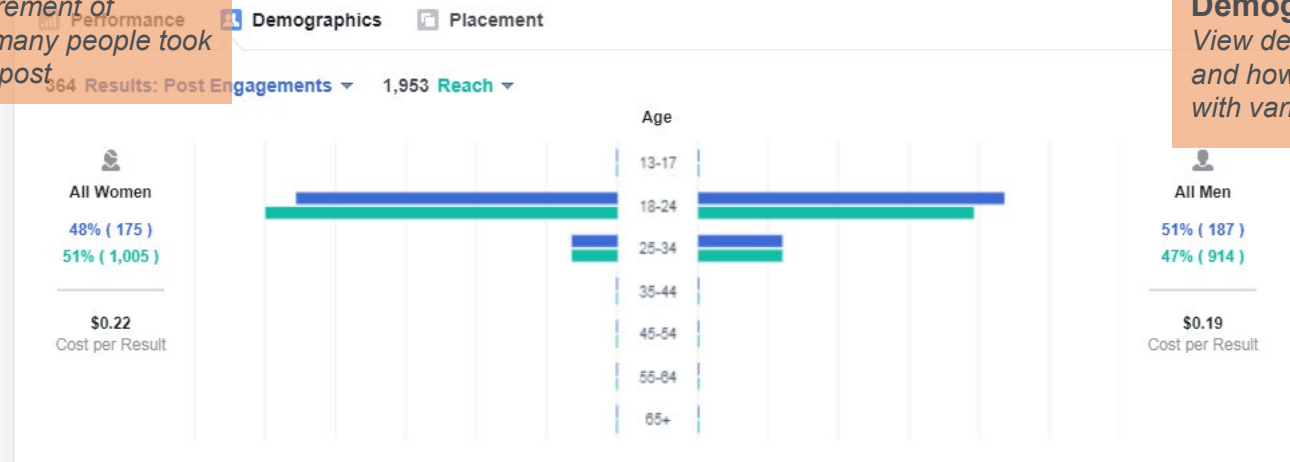
Your total budget divided by number of engagements

People Reached

Number of people who saw the ad in their feed or sidebar

Engagements

A good measurement of success; how many people took action on your post



Demographics

View details on age and gender and how your ad performed with various groups



Resources

Resources

- Grantee Google Drive
 - Download social media graphics corresponding to COHealthResources campaigns
- Setting up a Facebook ad campaign
- Boosting a Facebook post
 - Use these tools if you want step-by-step instructions
- Facebook Ad prohibited/restricted content
 - Read Facebook's policy on drug and tobacco-related content to ensure your posts don't get flagged
- Understand how ads are performing



Q&A

Other questions?

Reach out to TA@se2communications.com



Thank you.

900 S. BROADWAY, SUITE 310, DENVER, CO 80209

(303) 892-9100 | [SE2COMMUNICATIONS.COM](https://se2communications.com)

