Dani Hughes

Online Workshop: Introduction to Digital Marketing

Module 5: Facebook & Instagram ads

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Takeaways from this module are:

- Benefits
- Formats
- Targeting
- Reporting

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STRATEGY & MENTOR

Common Terms/Jargon

Engagement rate = engaged users/ reach x 100 = percentage

Organic posts = to everyone who likes your page (typically reach around 2-5%

Boosted post = boosting the organic post to everyone who likes your page. Also includes targeting options. Con – can't optimise towards an objective.

Ads = creating a unique advert and using many different targeting options. Tracking actions user takes and being able to optimise towards an objective.

Standard Formats

VIDEO

IMAGE

CAROUSEL

STORY

COLLECTION

DCO – Dynamic Creative Optimisation

YOU UPLOAD MULTIPLE CREATIVES, COPY AND CALL TO ACTIONS
FACEBOOK WILL AUTOMATICALLY SERVE VARIATIONS OF THESE ADS BASED ON YOUR OBJECTIVE
TO FIND THE WINNING COMBINATIONS
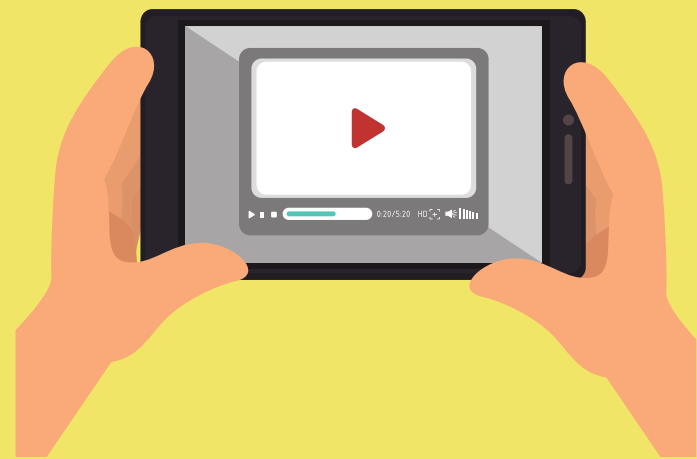
UP TO 10 IMAGES OR VIDEOS

UP TO 10 HEADLINES & DESCRIPTIONS

UP TO 5 CALL TO ACTIONS

ONE LANDING PAGE

The Rise of Multi-Channel Marketing

It takes somewhere around 7-13+ touches before someone purchases.

But that doesn't mean 7-13 *ads*. Or 7-13 Facebook *updates*.

Today, over half of customers use multiple devices and channels prior to purchasing. And that number increases to 63% as the cost of the item rises too (in other words, the more 'consultative' and less 'transactional' or impulse purchase, the more lead nurturing plays a role).

That means you need to be interacting, multiple times, through multiple different channels, to give yourself the best shot at reaching people at the right time.

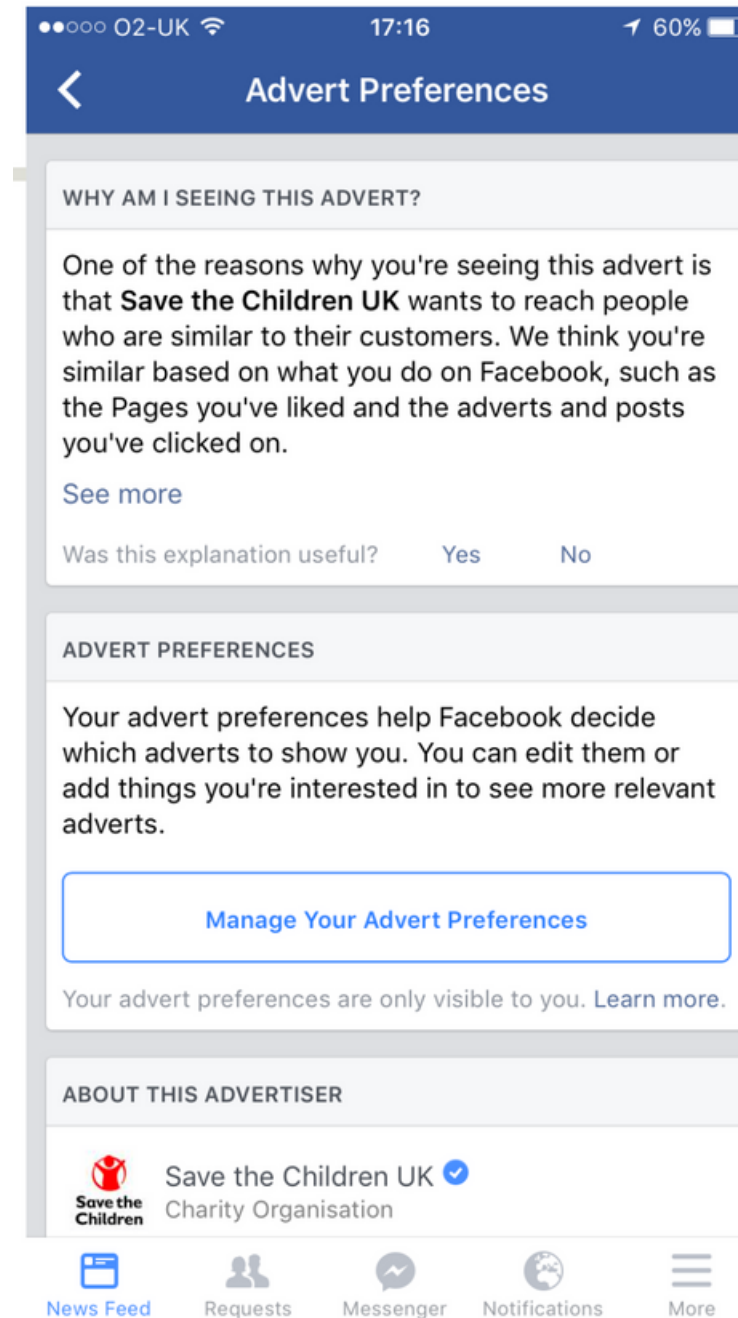# Targeting: if you want to see how you are being targeted

Targeting Options

1st Party Custom audience:
email data

Location:
City 10miles – 50 miles
Specific area (drop pin) 1 mile –
50 miles

Behaviours:
Grouped into things like
commuters, frequent travellers

LAL: Look–a–like audiences
Based on –
Email data
Conversion data (pixel)

Interest targeting:
Grouped into things like
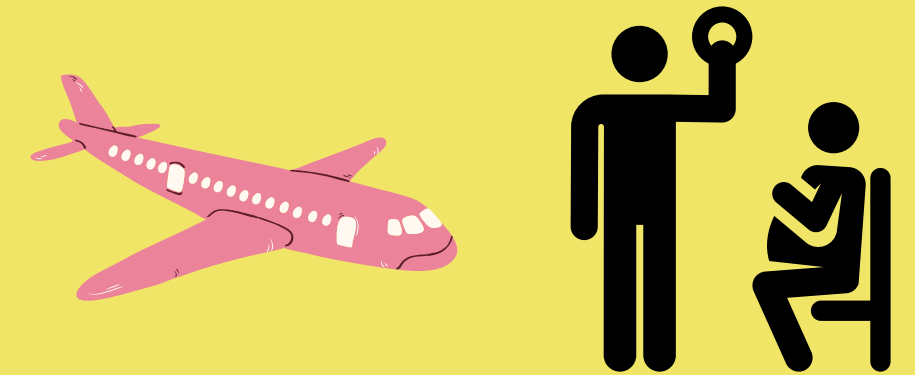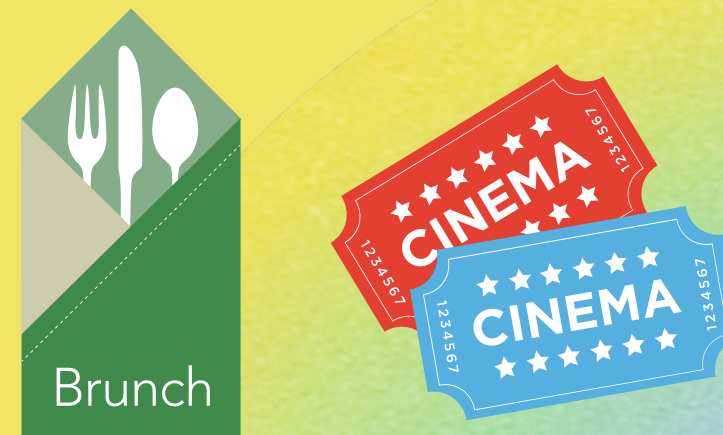Food & Drink, Entertainment

Demographics:
Grouped into things like
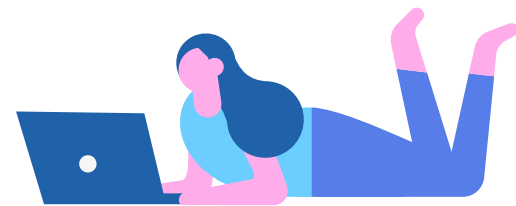Parents, Education, Work

Brunch

CINEMA
CINEMA

Targeting things to note

Exclusions

1. Remove audiences from each other to avoid duplication and wasted spend
2. Remove people who have taken the action you wanted them to (event sign up, donation etc)

The more you add the less learnings per audience

If you add 3-5 interests into one ad group you can't see performance breakdown per interest.

Look-a-like doesn't mean exact match

It's based on interests and behaviours but doesn't guarantee exact matching

Targeting planning

Think about your audiences beforehand to tailor creative & messaging.
Motivations and interests.
If you get stuck also use Google Analytics affinity segments.

Objectives

Your campaign can be optimised towards one of the following:

Awareness
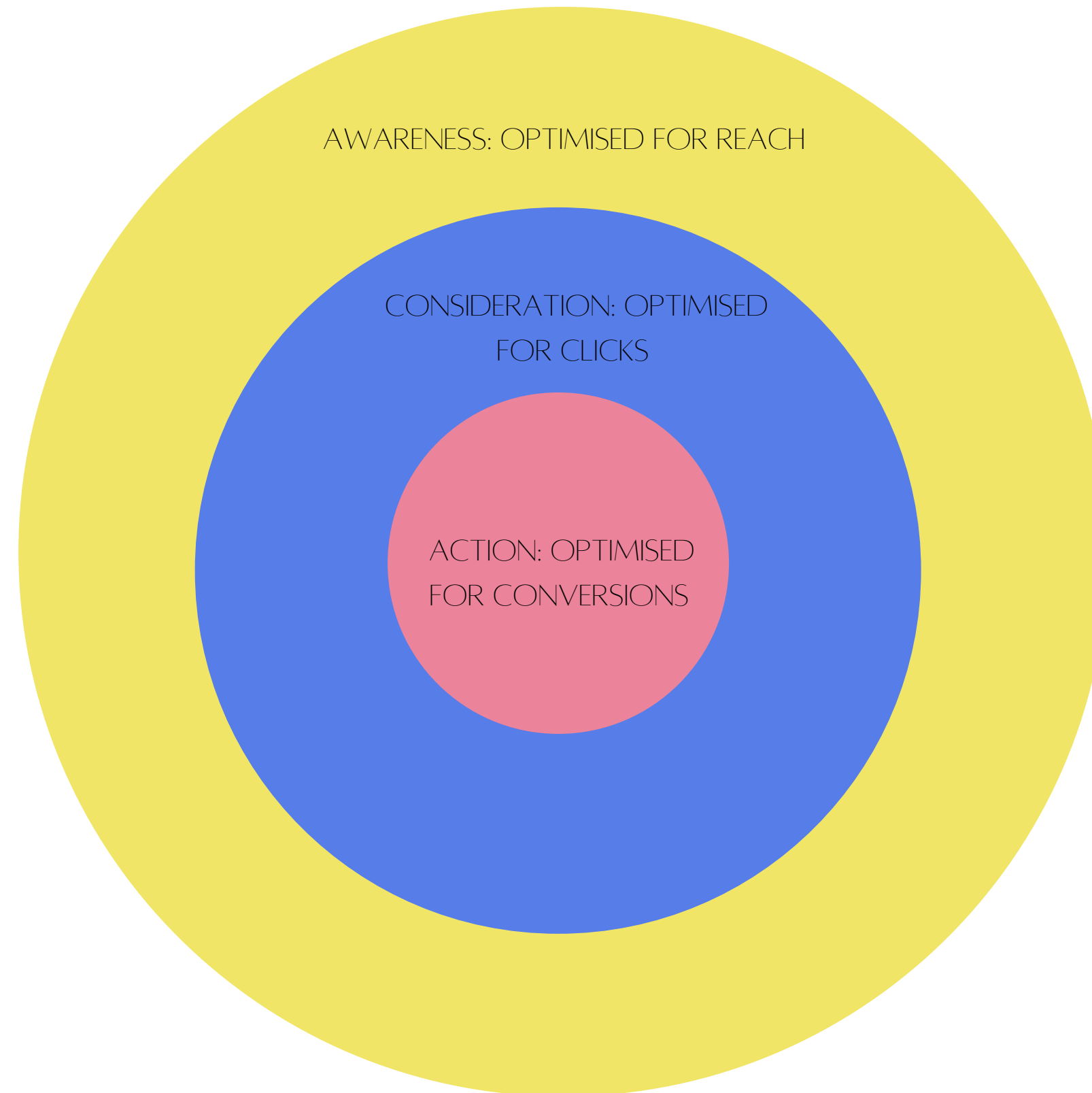
Brand awareness
Reach

Consideration

Traffic
Engagement
App Installs
Video Views
Lead Generation
Messages

Conversion

Conversion
Store traffic
Catalog sales

Remember – whatever you are optimising for will either increase or shrink the targeting pool

AWARENESS: OPTIMISED FOR REACH

CONSIDERATION: OPTIMISED FOR CLICKS

ACTION: OPTIMISED FOR CONVERSIONS

Facebook or Instagram or both?

Both are bought in the same platform

During campaign set up the user decides which platform to serve the ads on. This also includes placements like stories, search and messenger.

Choose between automatic or manual selection.

During the campaign you can see performance broken down by channel and remove any poor performing placements.

Summary

01

BENEFITS

Many benefits of digital marketing – personalised, cost effective and ability to optimise.

02
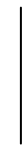
PLANNING

When planning digital marketing think about the channel role and stages of your customer journey.

03

MEASUREMENT

Give each stage a different key performance indicator. How you measure the top funnel is not the same as lower down.

04

CREATIVE

Think about different types and formats throughout a journey.

05

LANDSCAPE

Regularly changes, keep up to date on developments and feature releases to make the most of the opportunities.

Common Jargon

A few terms you might hear and can refer back to the descriptions

IP address

A unique string of numbers separated by full stops that identifies each computer.

Cookies

The easiest way of thinking about Cookies is to think of them as trackers, but they sound friendly. Allows tracking of your activity online from one website to another.

Pixel

Another way platforms can track your activity. Typically a pixel is made in an advertising platform and placed in the code of the website where actions take place to allow for this to be recorded.

API

Application Programming Interface, software that allows two applications to talk to each other.

Data

Definitions

1st Party

The data a company collects directly from customers via own sources - website, Email, CRM, social, includes offline, surveys etc.

2nd Party

Someone else's 1st party data, they are collecting and you are then using this.
Facebook and Google ad platforms allow for both first and second party data.

3rd Party

When data is aggregated by another collector that isn't yourself, but you are able to use this data.
Facebook used to allow third party providers in their ad platform - used to be able to use acorn segmentation etc. Now been removed.