

Dani Hughes

Online Workshop: Introduction to Digital Marketing

Module 5: Facebook & Instagram ads



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Module 5: Facebook & Instagram ads

Takeaways from this module are:

- Benefits
- Formats
- Targeting
- Reporting



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

Amnesty International UK
Sponsored · Paid for by Amnesty International UK ·

Play our weekly lottery today for £1 a week and help protect human rights around the world.
... See more

LOTTERY.AMNESTY.ORG.UK
Sign up now for just £1 a week. [Sign Up](#)

VIDEO

World Food Programme
Sponsored ·

Will you donate to help save lives? People are suffering from severe hunger; we urgent... See more

TAMARIA, SOUTHERN MADAGASCAR

WFP.ORG
Urgent: Crisis in Madagascar
Not affiliated with Facebook [Donate Now](#)

IMAGE

madeotcom
Sponsored

Shop Now > Shop Now > Shop Now >

madeotcom Bessie Single Sofa Bed
Tough week? Treat yourself (and your home) to... more

CAROUSEL

britishredcross
Sponsored

[Shop Now](#)

STORY

loafhome
Sponsored

[Learn More](#) >

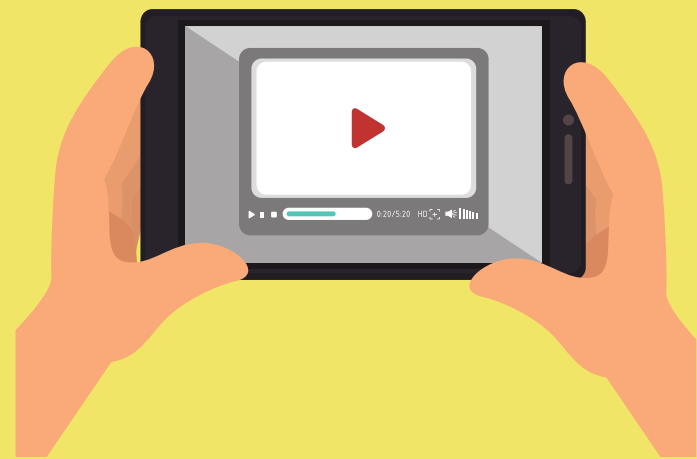
216 likes

loafhome Our NEW Banoffee sofa is a twist on a classic, with "blind" buttons on the bottom... more

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



Save the Children UK
Sponsored · 

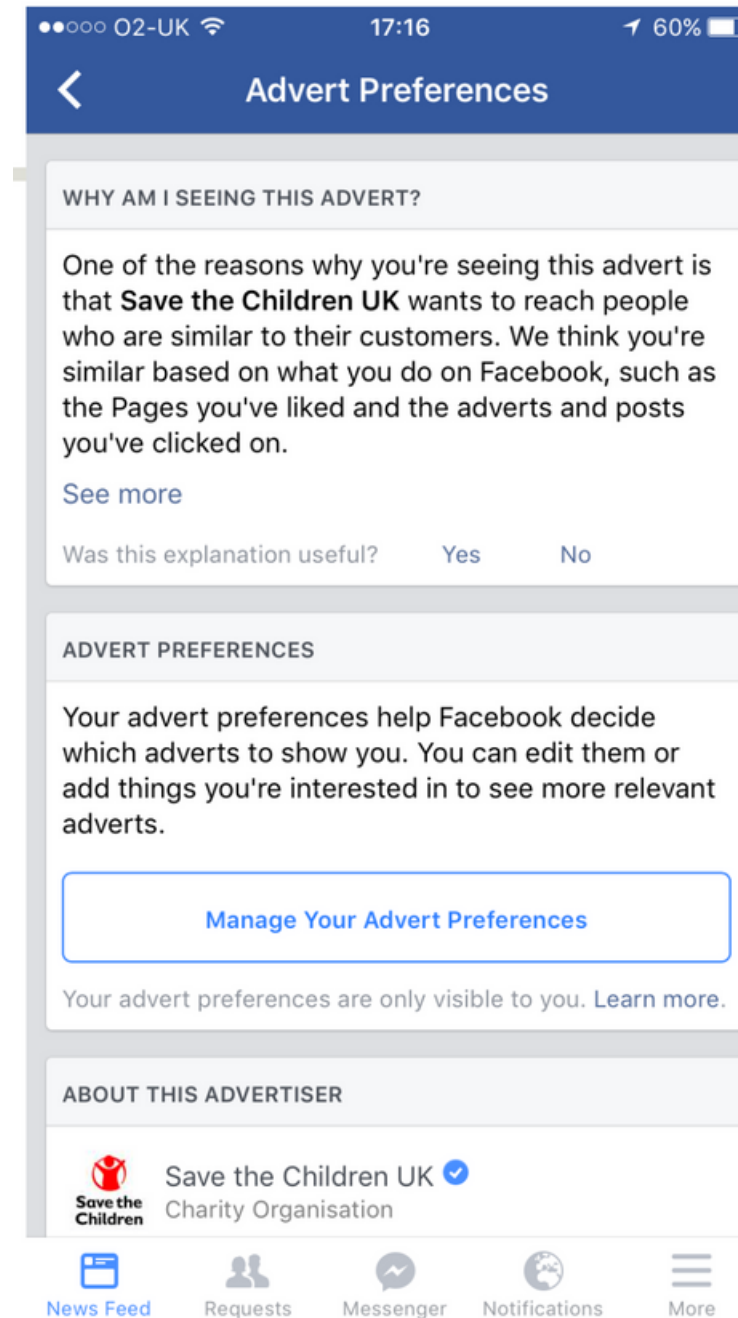
Sign up to Den Day to add some magic to your timetable! You'll get free resources to plan a learning adventure - and the money your pupils raise will change lives.



Save the Children DEN DAY
Friday 17 June

Ready For An Adventure At Your School?
den.day.savethechildren.org.uk [Sign Up](#)

41 1 Comment 23 Shares



O2-UK 17:16 60%

Advert Preferences

WHY AM I SEEING THIS ADVERT?

One of the reasons why you're seeing this advert is that **Save the Children UK** wants to reach people who are similar to their customers. We think you're similar based on what you do on Facebook, such as the Pages you've liked and the adverts and posts you've clicked on.

[See more](#)

Was this explanation useful? [Yes](#) [No](#)



ADVERT PREFERENCES

Your advert preferences help Facebook decide which adverts to show you. You can edit them or add things you're interested in to see more relevant adverts.

[Manage Your Advert Preferences](#)

Your advert preferences are only visible to you. [Learn more.](#)

ABOUT THIS ADVERTISER

 **Save the Children UK** 
Charity Organisation

News Feed Requests Messenger Notifications More

Targeting Options

1st Party Custom audience:
email data



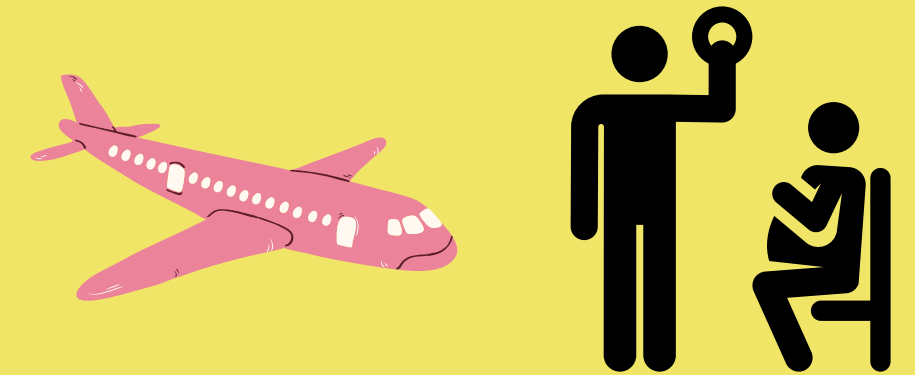
Location:

City 10miles - 50 miles
Specific area (drop pin) 1 mile -
50 miles



Behaviours:

Grouped into things like
commuters, frequent travellers



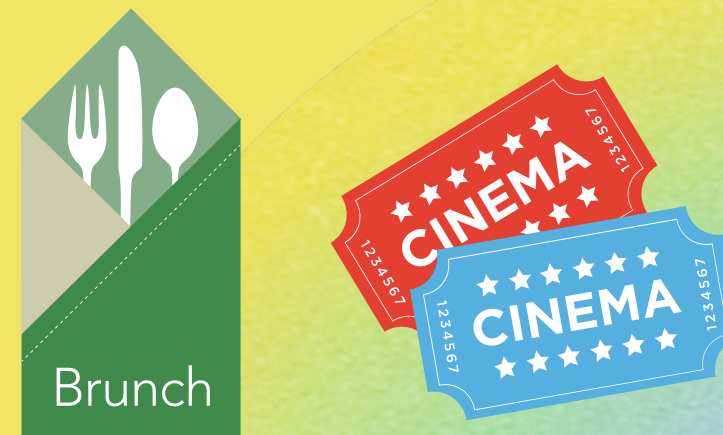
LAL: Look-a-like audiences

Based on -
Email data
Conversion data (pixel)



Interest targeting:

Grouped into things like
Food & Drink, Entertainment



Demographics:

Grouped into things like
Parents, Education, Work

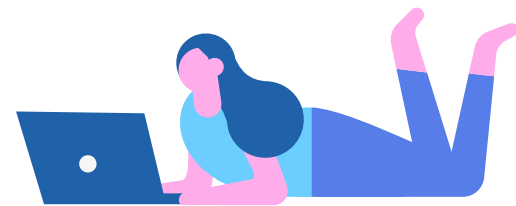


Targeting things to note



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

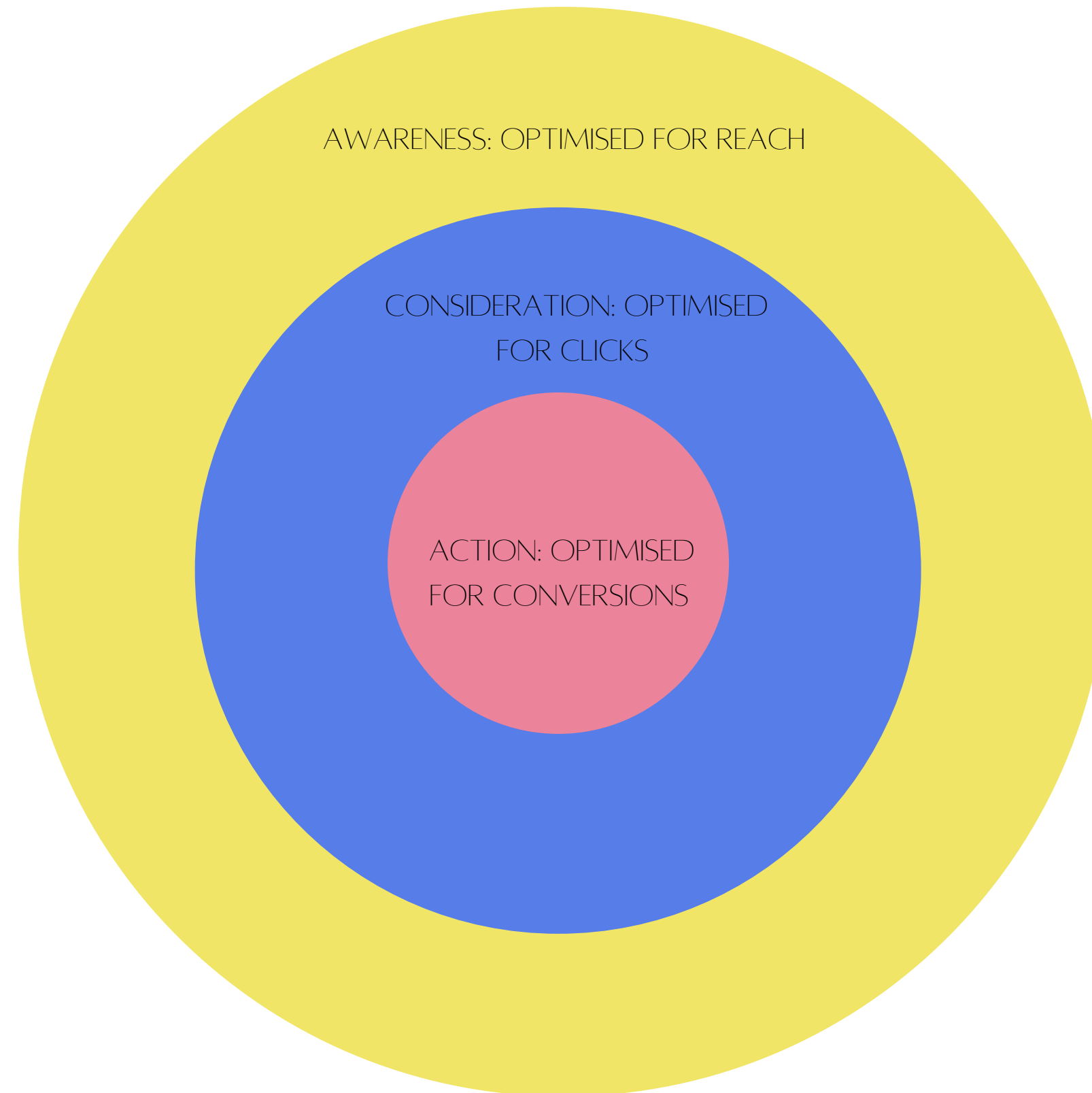
Traffic
Engagement
App Installs
Video Views
Lead Generation
Messages



Conversion

Conversion
Store traffic
Catalog sales

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



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.

Placements [Learn More](#)

Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices
All devices

Platforms

Facebook Instagram

Audience Network Messenger

Asset Customization
[Select all placements that support asset customization](#)

Placements

▼ **Feeds**

Get high visibility for your business with ads in feeds

Facebook News Feed

Instagram Feed

Facebook Marketplace

Facebook Video Feeds

Facebook Right Column

Instagram Explore

Instagram Shop

Messenger Inbox

Facebook Groups Feed

▼ **Stories and Reels**


Tell a rich, visual story with immersive, fullscreen vertical ads

Instagram Stories

Facebook Stories

Messenger Stories

Instagram Reels



[View Media Requirement](#)

Summary

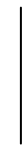
01



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.