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HOW TO



GROW

YOUR

BUSINESS

WITH FACEBOOK ADS

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BY PAOLA MENDEZ  
FOUNDER OF THE BLOGGER UNION

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# WHY IS MARKETING SO HARD TODAY?

- Potential Customers are scattered
- Many don't
  - Watch TV
  - Read newspapers
  - Read magazines
  - Listen to the radio

# WHY FACEBOOK ADS WORK

- **Audience size:** 1.13 billion daily active users.
- **Attention:** On average, users spend 40+ minutes on Facebook. (Global 20+ minutes)
- **Organic reach decline:** 2% organic reach.
- **Targeting:** Detailed targeting.

# FOR BEST ROI TRY FACEBOOK ADS

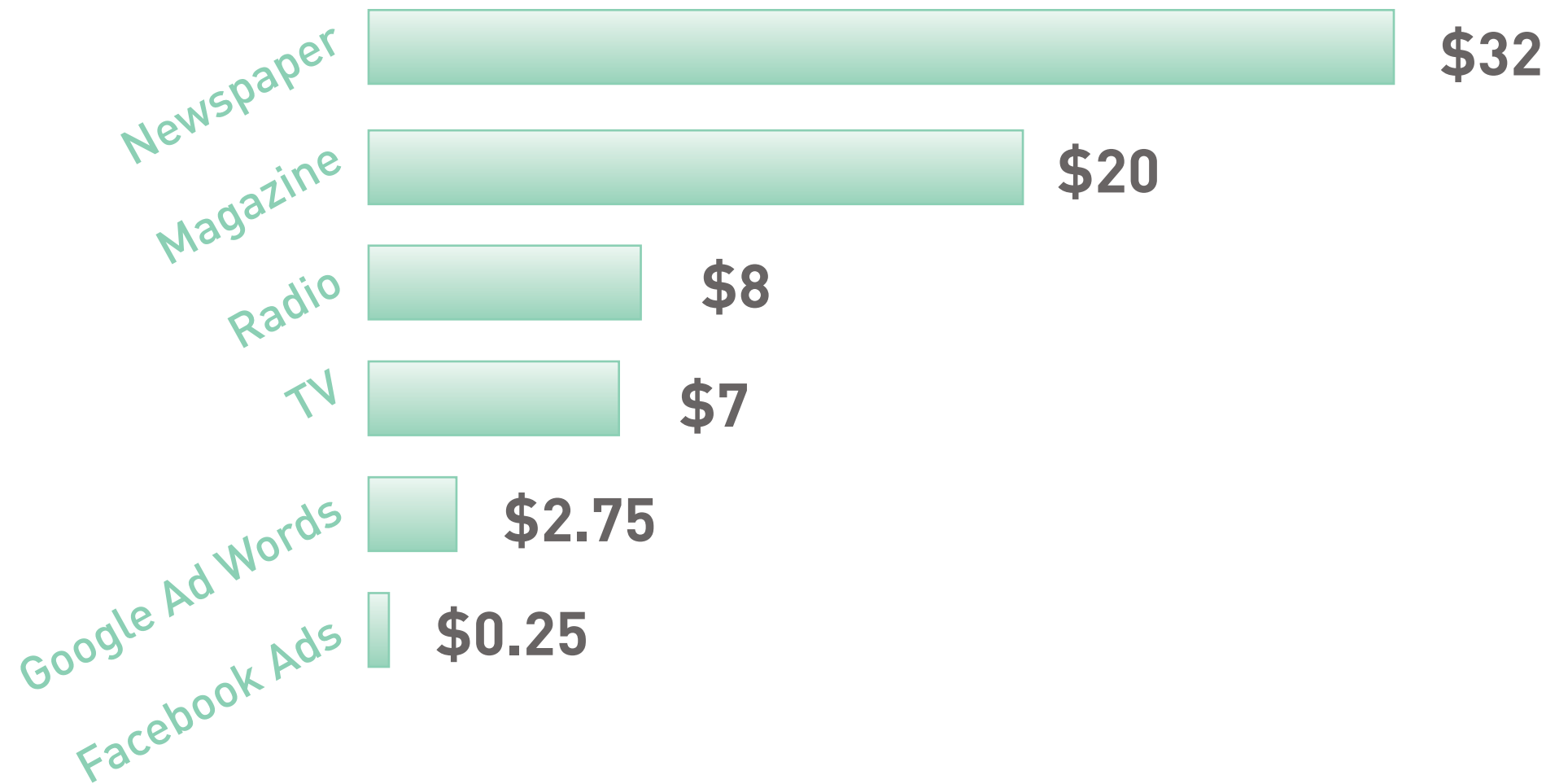
COST TO REACH

1000

PEOPLE

WITH

ADVERTISING





# FACEBOOK ADS DASHBOARD

f ≡ Ads Manager

PM The Blogger Union
Help ?

The Blogger Union Ad Account (25237...)
Create Ad

Account: The Blogger Union Ad Account

Search Filters Last 30 days

**Spent Last 7 Days: \$75.56**

Date	Spent
1/25	\$0.00
1/26	\$6.28
1/27	\$10.69
1/28	\$18.99
1/29	\$17.28
1/30	\$19.31
Today	\$3.01

**Start Tracking Conversions**

Track and optimize for specific actions on your website using your Facebook pixel.











< 1 of 5 >

All Campaigns
+ Create Campaign
Columns: Performance
Breakdown
Export

	Campaign	Delivery	Results	Reach	Cost	Amount Spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/> Gables Guitar Professional Women 30-50	● Active	4,178 Impressions	2,675	\$5.65 Per 1,000 Impressions	\$23.62	Feb 2, 2017
<input type="checkbox"/>	<input checked="" type="checkbox"/> Coral Gables Love Likes Campaign Engagement	● Active	37 Page Likes	861	\$0.49 Per Page Like	\$17.97	Feb 2, 2017
<input type="checkbox"/>	<input checked="" type="checkbox"/> Vintage Unicorn Quirky Graphic Design Services	● Active	100 Estimated Ad Recall Li...	1,346	\$0.17 Per Estimated Ad Re...	\$17.40	Feb 27, 2017
<input type="checkbox"/>	<input checked="" type="checkbox"/> CGL Farmers Market 2017 Video Views	● Active	2,159 3-Second Video Views	4,266	\$0.01 Per 3-Second Video ...	\$16.57	Feb 3, 2017
<b>▶ Results from 4 Campaigns</b>			—	<b>8,913</b> People	—	<b>\$75.56</b> Total Spent	

# FACEBOOK AD OBJECTIVES


- **Best Performing Goals:**
  - Brand Awareness, Engagement & Video Views.

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Local awareness	 Engagement	 Product catalog sales
 Reach	 App installs	 Store visits
	 Video views	


# MAKE ADS VISUALLY ENGAGING WITH SIMPLE, BEAUTIFUL IMAGES

YES! BEAUTIFUL, EYE-CATCHING AD

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Search Adobe Stock for royalty-free images, photos, graphics, and more. Purchase an individual image or subscription and sync with Creative Cloud desktop apps.


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NO: BUSY, OVERWHELMING AD

Suggested Post

**Pan American Dental** Sponsored · 

General and Cosmetic DENTIST



**Pan American Dental**

Open · Today 9:30AM - 6:00PM

[Get Directions](#)

8

Like Comment Share Buffer

# SHOW BENEFITS & VALUE INSTEAD OF LISTING FEATURES

**BENEFIT:** FREE TIME TO WORK OUT



**TaskRabbit**  
Sponsored · 

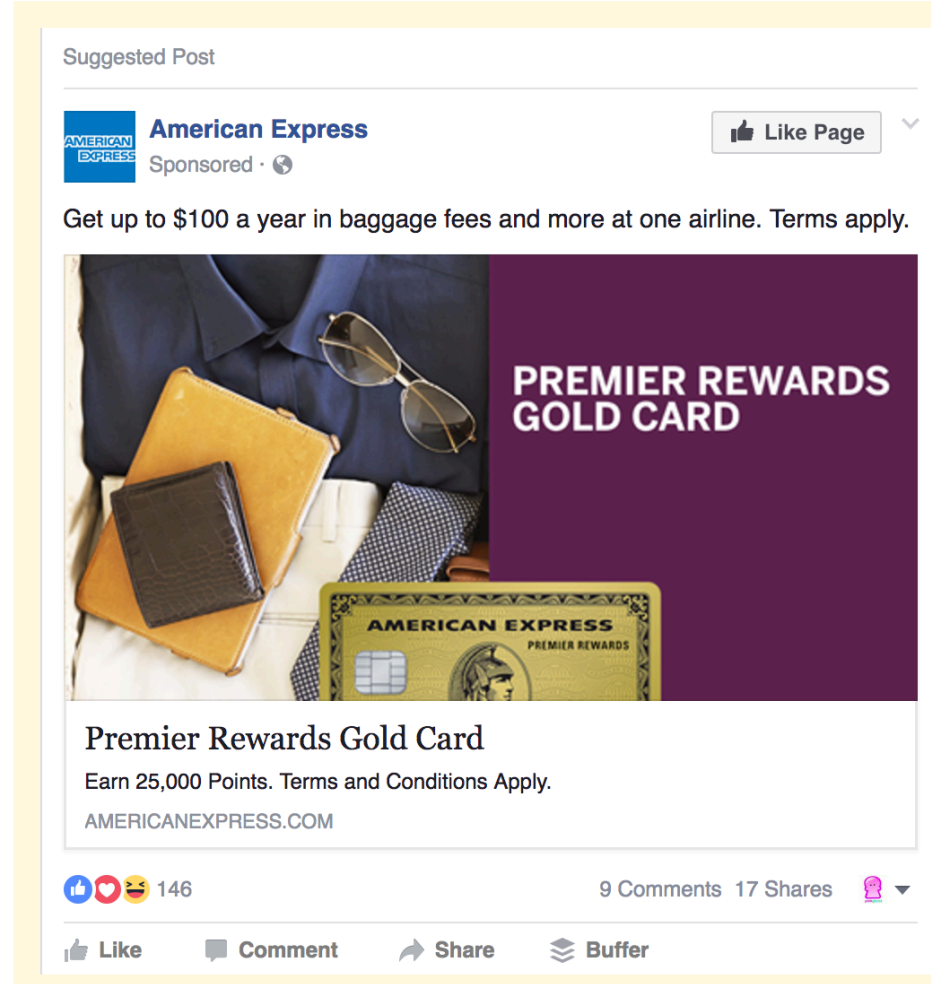
Getting everything done is easier than you think.




**Hire a Tasker instead**  
We've got chores covered.

TASKRABBIT.COM 


**VALUE:** \$100 IN BAGGAGE FEES







Suggested Post





**American Express**  
Sponsored · 

Get up to \$100 a year in baggage fees and more at one airline. Terms apply.



**Premier Rewards Gold Card**  
Earn 25,000 Points. Terms and Conditions Apply.  
AMERICANEXPRESS.COM

 146  9 Comments  17 Shares 

 Like  Comment  Share  Buffer



# ADD SOCIAL PROOF & ADDRESS CUSTOMER'S PAIN POINTS

## SOCIAL PROOF: RANKED #5 BY FINANCIAL TIMES

Salvatore Domina, Leandro Soares and 3 others like FIU Business.

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## ADDRESS PAIN POINT: FREE TRIAL

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Deliciously wholesome snacks, delivered monthly.  
Try a free sample of five of our tastiest snacks, just pay \$7.95 for shipping!

**free trial**

**You Know You're Going to Snack. Get Smart About It.**  
Our snacks contain NO artificial colours, sweeteners, or flavours.



WWW.NATUREBOX.COM



# SHORT & CONCISE COPY


HEADLINE:  
5 WORDS OR LESS

LINK TEXT:  
18 WORDS OR LESS

Suggested Post

 **Slack** shared a link.  
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 Like Page 



**What it feels like to sit  
in 25% fewer meetings.**

**Slack: Make Work Better**  
Slack brings all your communication together in one place.



[SLACK.COM/RESULTS](https://slack.com/results) 

IMAGE ON TEXT 20% OR  
LESS OF IMAGE AREA

# LINK AD TO A LANDING PAGE


Suggested Post

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Like Page

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[WEWORK.COM/MIAMI](https://www.wework.com/miami) [Book Now](#)



wework LOCATIONS ▾ PLANS WHY WEWORK MISSION ENTERPRISE 1-877-932-6927 LOGIN

All Offices > Miami > Brickell City Centre

BUILDING ALMOST FULL!

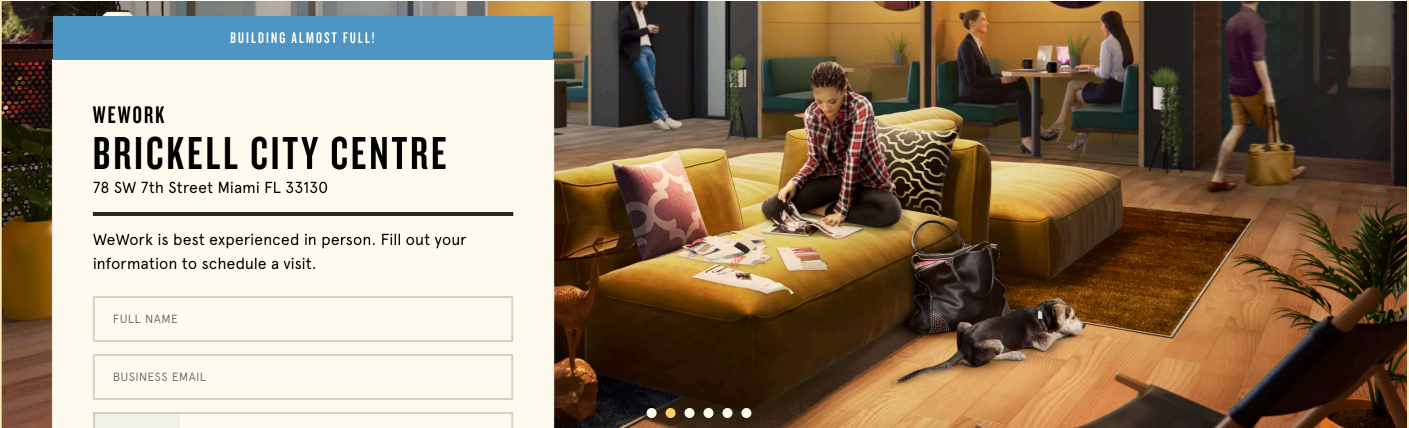
**WEWORK**  
**BRICKELL CITY CENTRE**  
78 SW 7th Street Miami FL 33130

WeWork is best experienced in person. Fill out your information to schedule a visit.

FULL NAME

BUSINESS EMAIL


+1  PHONE





# AUDIENCE TARGETING

- Consider user intent
- Create Personas
- Location Specific Imagery
- Persona Specific Imagery
- Intersections of Interests?
- Narrow audience until 25,000 – 200,000 (too small not enough people see it, too large you will have people not truly interested in your offer)
- Job title, industry, relationship category, interests and behavior



Maureen Gonzalez, Alejandro Cuadra and 21 others like Skillshare.

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Make 2017 the year you learn a new skill --- for your career, passions and everything in between.

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13,000+ classes taught by the world's best practitioners. Personalized, on-demand learning in design, photography, business and more.

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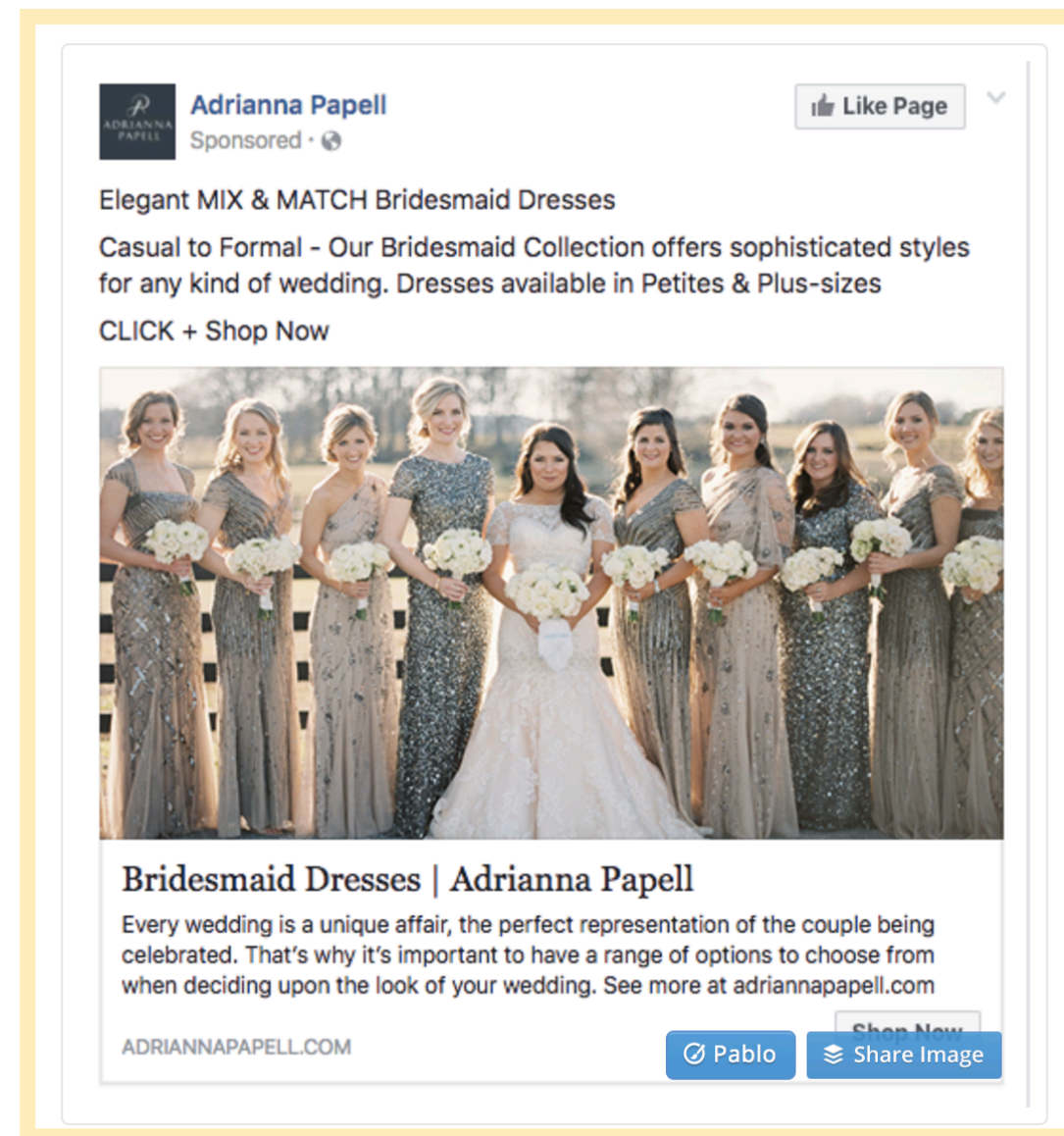
# CUSTOM AUDIENCES & LOOKALIKE AUDIENCES

- **Custom Audience:**

- made up from a list of your customer's emails
- Your site's visitors
- Show different segments of your customer base different ads. (Ones who recently bought vs attended an event, etc)

- **Lookalike Audiences:**

- Use a custom audience to find similar users on Facebook.



The image shows a Facebook advertisement for Adrianna Papell. At the top left is the brand logo and name 'Adrianna Papell' with 'Sponsored' below it. To the right is a 'Like Page' button. The main text reads 'Elegant MIX & MATCH Bridesmaid Dresses' followed by 'Casual to Formal - Our Bridesmaid Collection offers sophisticated styles for any kind of wedding. Dresses available in Petites & Plus-sizes' and a 'CLICK + Shop Now' call to action. Below this is a photograph of a bride and her bridesmaids in elegant dresses. Under the photo, the text says 'Bridesmaid Dresses | Adrianna Papell' and 'Every wedding is a unique affair, the perfect representation of the couple being celebrated. That's why it's important to have a range of options to choose from when deciding upon the look of your wedding. See more at adriannapapell.com'. At the bottom left is the website 'ADRIANNAPPELL.COM' and at the bottom right are 'Shop Now' and 'Share Image' buttons.

# FACEBOOK AD COST FACTORS

- **Target Audience – Auction (Automatic bidding auction style):** The more people interested in your audience the more expensive.
- **Ad Relevance:** The higher the relevance score the more bang for buck. Engagement helps your score. Hiding/reporting of an ad lowers your score. Higher relevance the less it costs to be delivered.
- **Cost Per Click (CPC):** When user clicks ad
- **Cost Per Impression (CPM):** Cost per 1,000 views)
- **Cost Per Like (CPL):** When someone likes your page

**THANK YOU!**

**THEBLOGGERUNION.COM/FACEBOOKADS**

