



# **FACEBOOK ADVERTISING BOOTCAMP**

# A Leader in Education

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Today's complex, global economy requires a skilled workforce that can leverage technology to fuel success. Since 2011, General Assembly has transformed careers and teams through pioneering, experiential education in today's most in-demand skills.

GA's robust suite of courses includes all the fundamental pillars of innovation to give individuals and teams options for growth and development. These skills — coding, data, design, digital marketing, and product management — foster innovation and drive the modern economy.





## At a Glance

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- Award-winning curriculum and expert instructors at **20** global campuses, online, and in-office.
- A thriving alumni community of **50,000+** full- and part-time graduates.
- Dedicated career coaching for full-time students, with **7,000+** hiring partners, including Capital One, IBM, and NBC.
- Corporate training and hiring solutions with **350+** companies worldwide, including **39** of the Fortune 100.
- More than **500,000** attendees at bootcamps, workshops, and events.



# Awards and Recognition

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At General Assembly, we strive to create a culture of excellence that empowers our community to thrive. We feel honored and humbled to receive recognition from leaders acknowledging the efforts of our global teams. Recent highlights are below.

- **Fast Company:** Winner, [Diversity in Coding](#)
- **Optimas:** Winner, [Corporate Citizenship](#)
- **Built in NYC:** [Top 100 Tech Companies](#)
- **Technical.ly DC:** Winner, [Tech Mission Org of the Year](#)
- **MIT:** Finalist, [Inclusive Innovation Competition](#)





# Alexander Sierra

CEO, Sigma Ridge

Alexander Sierra has a diverse background. He has a bachelor's degree in Aerospace Engineering from the University of Florida, A master's degree in Finance from Harvard University, and an MBA from the University of Massachusetts. Over 23 years of experience as a leader in Consulting, Sales & Marketing. Alex has managed teams of over 130 direct reports in 13 different countries and Marketing budgets of over 25 million dollars a year. He has been able to achieve year-over-year growth for his clients from 25% to 120%.

His consulting practice **-Sigma Ridge-** was a spinoff from the Harvard University Consulting club where he works with companies like Cisco, Dell, and some of the largest fashion companies in the US.



# Housekeeping Items

- Class runs from 10am - 5pm with a break for lunch around 1pm
- Restrooms are on this floor
- The slide deck will be sent out after class
- Wifi info is on the whiteboard
- This is an activity and discussion based bootcamp but I do want to get through all of the material. I may have to park some questions or discussions in order to stay on pace. I'll be sure to follow up either after class or via email (my email is on my bio slide).

# Let's Get Started!

- Let's zip around the room and share:
  - Your name
  - The company you will be working on today, or the industry/company you're interested in working with for today's class.
  - What you're hoping to learn or get out of today's class. Anything I should make sure to focus on?

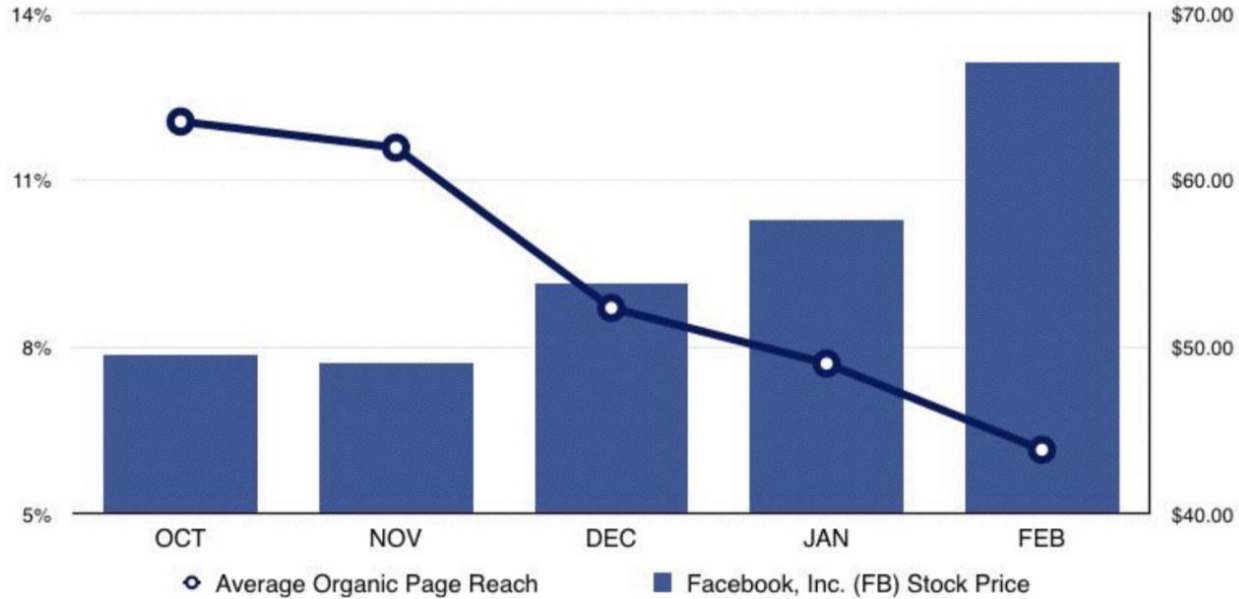






# **OPENING: FACEBOOK IN THE NEWSFEED**

# Facebook Is The Newsfeed



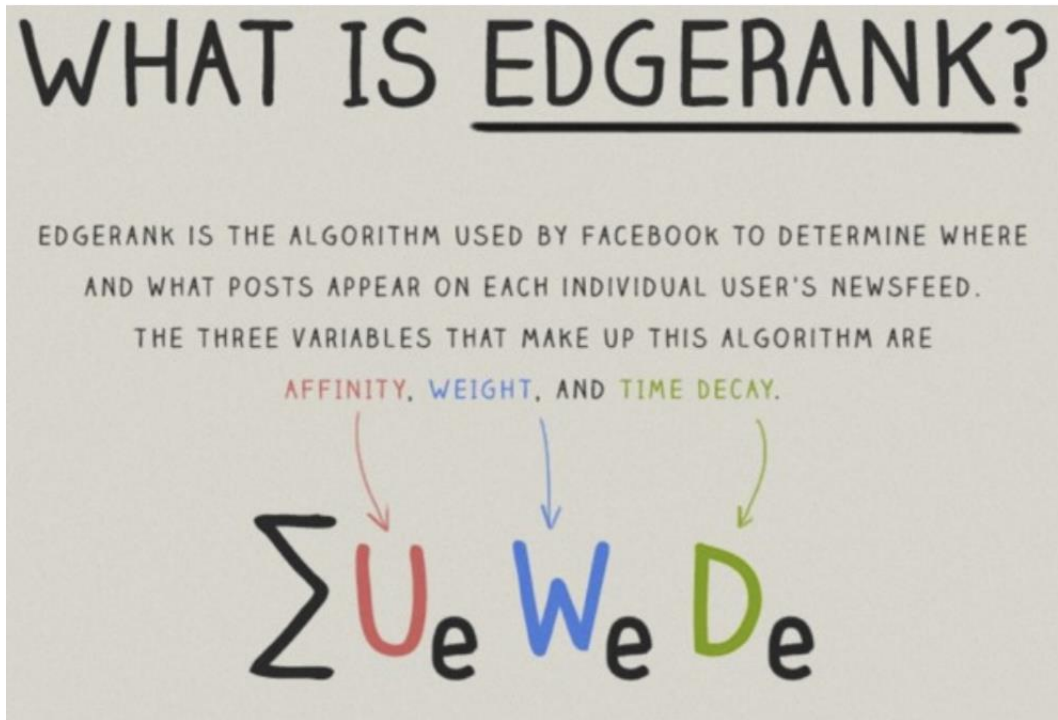
2015/16 src: Olgivy



# Newsfeed



# Facebook Is The Newsfeed

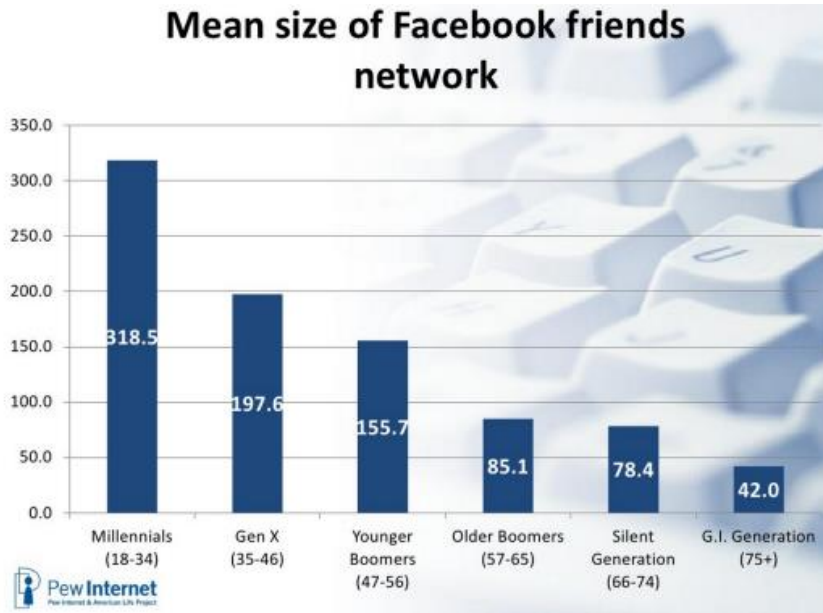


<https://blog.bufferapp.com/understanding-facebook-news-feed-algorithm>

# Facebook Is The Newsfeed



# Facebook Is The Newsfeed



Facebook, on an Average Day:

- 15% of Facebook users update their own status
- 22% comment on another's post or status
- 20% comment on another user's photos
- 26% "Like" another user's content
- 10% send another user a private message

# Facebook Is The Newsfeed

*Why is it so hard for businesses to gain real traction on Facebook without paid advertising?*





# THE FIVE PILLARS OF SUCCESS



# THE FIVE PILLARS OF SUCCESS

1. **Objective:** what are we trying to accomplish?
2. **Bidding:** How much are we willing to pay, and what action are we paying for?
3. **Audience:** Who do we want to reach?
4. **Creative:** What experience do we want to deliver?
5. **Optimization:** What did we learn, and how can we do it better next time?



# THE OBJECTIVE-FIRST FRAMEWORK

An extremely lean Marketing Plan used to:

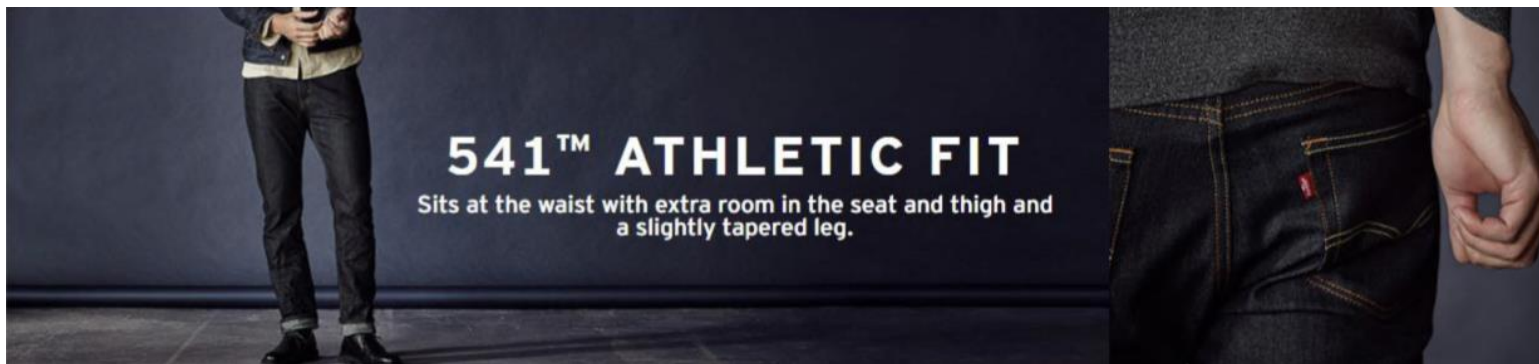
1. Define
2. Develop
3. Document campaign strategy



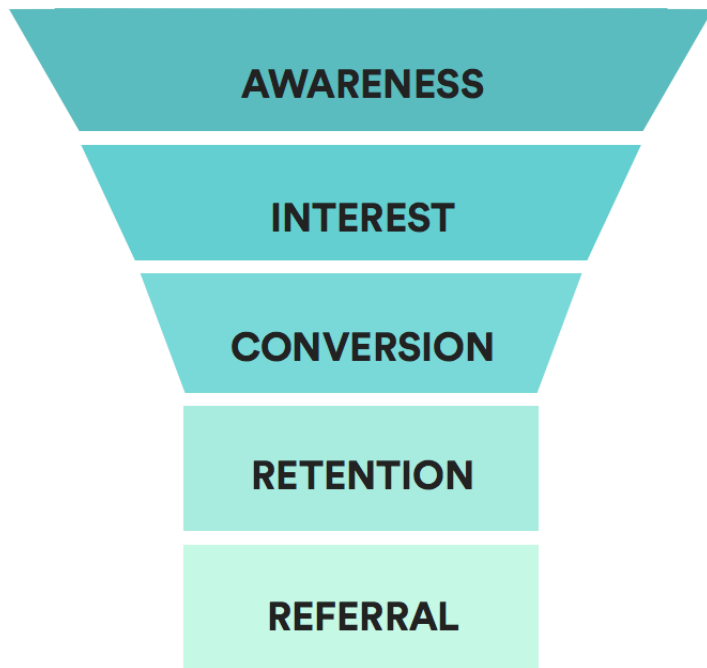
# THE OBJECTIVE-FIRST FRAMEWORK

## OBJECTIVES

**PRIMARY OBJECTIVE:** Our goal this quarter is to sell 50,000 pairs of the new Levi's Athletic Fit style.

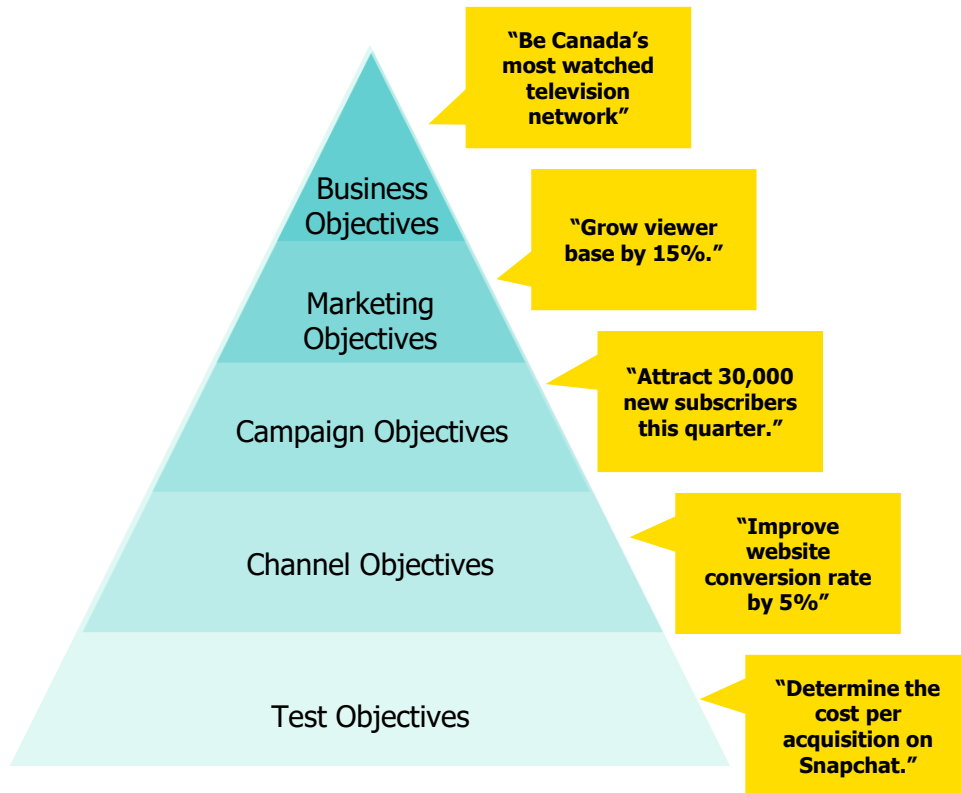


# Marketing objectives are typically rooted in the funnel.

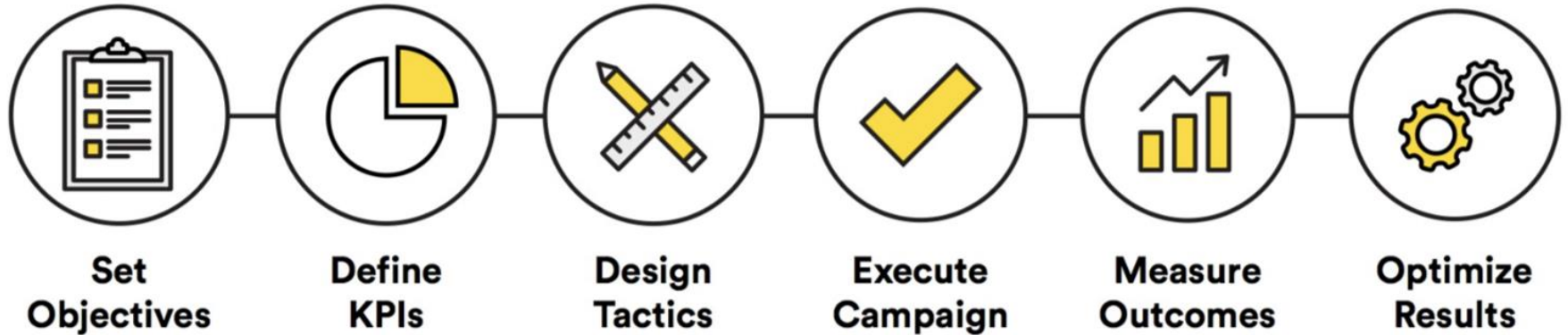


- Brand Marketing:  
“I want to make people aware and excited about what we have to offer!”
- Customer Acquisition:  
“I want to grow my bottom line by gaining new customers.”
- Retention and Loyalty:  
“I want to engage my customers and get them to buy more!”

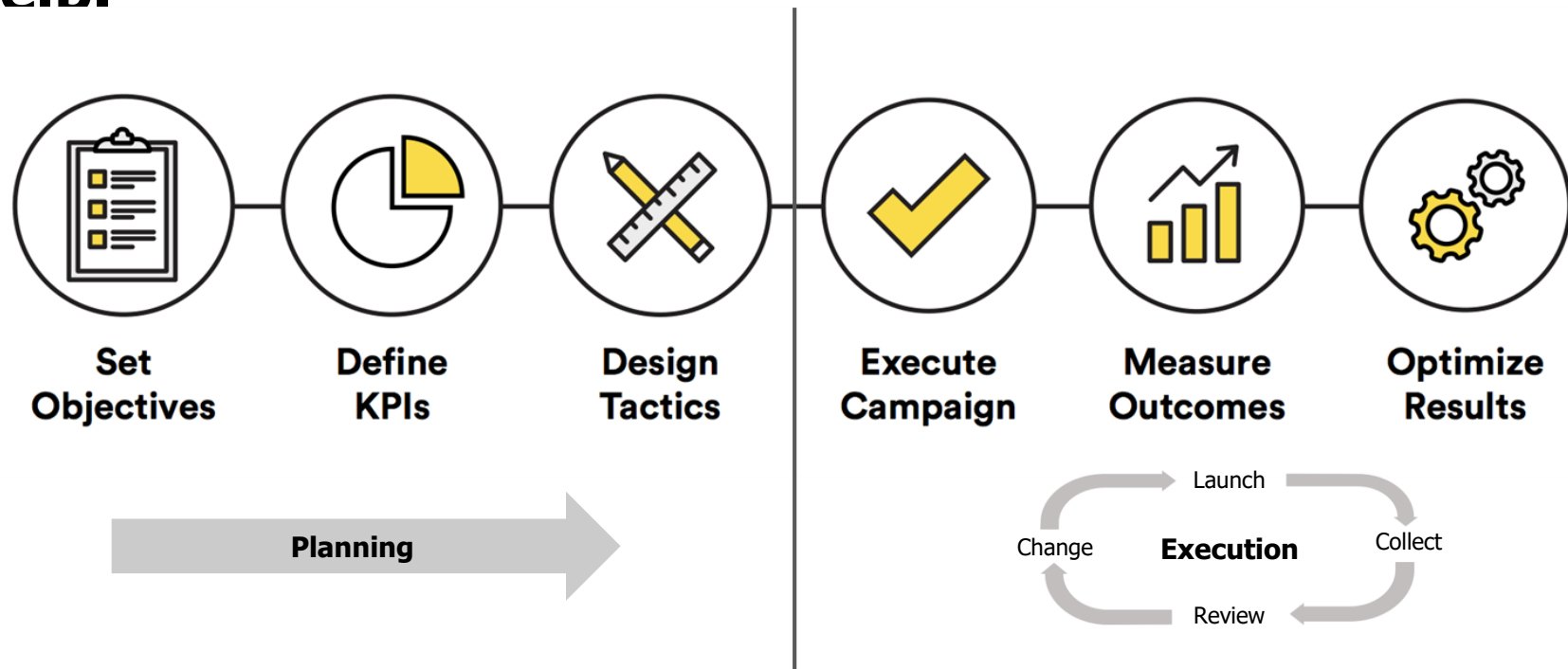
# Types of Objectives



# THE OBJECTIVE-FIRST FRAMEWORK



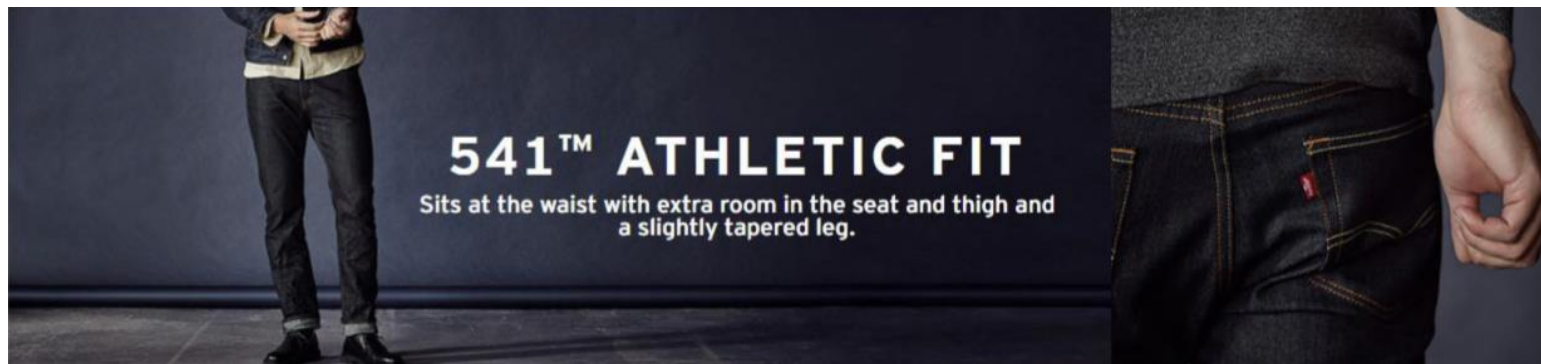
# The Objective First Campaign Framework Is Here To Help.



# THE OBJECTIVE-FIRST FRAMEWORK

## OBJECTIVES

**PRIMARY OBJECTIVE:** Our goal this quarter is to sell 50,000 pairs of the new Levi's Athletic Fit style.





# THE OBJECTIVE-FIRST FRAMEWORK

## DEFINE KPI'S KEY PERFORMANCE INDICATORS (KPI'S)

These are metrics, such as sales or revenue, that let you immediately know how you're tracking towards your goals.

You can think of KPIs as metrics that are "promoted" because of their importance. At the highest level, you should no more than 4-6.

# THE OBJECTIVE-FIRST FRAMEWORK

## DEFINE KPI'S

Levi's:

1. Click through Rate (CTR) =  $\text{clicks} / \text{impressions}$
2. Cost per Click (CPC) =  $\text{cost} / \text{clicks}$
3. Conversion Rate (CVR) =  $\text{conversions} / \text{clicks}$
4. Cost per Acquisition (CPA) =  $\text{cost} / \text{conversions}$



# THE OBJECTIVE-FIRST FRAMEWORK

Our goal this quarter is to sell 50,000 pairs of the new Levi's Athletic Fit style.

Ad Budget: \$500,000

Cost per Acquisition (CPA) = Ad Cost/Acquisitions (orders)

Target Cost per Acquisition = ?

$$CPA = \frac{Cost}{Conversions} = \frac{CPC}{Conversion\ rate}$$

$$\frac{\$500,000}{\$50,000} = \$10 \text{ Target CPA}$$



# THE OBJECTIVE-FIRST FRAMEWORK

Lets take a closer look at your our KPIs.

How can we get our CPA even lower (we want to be on the safe side)?

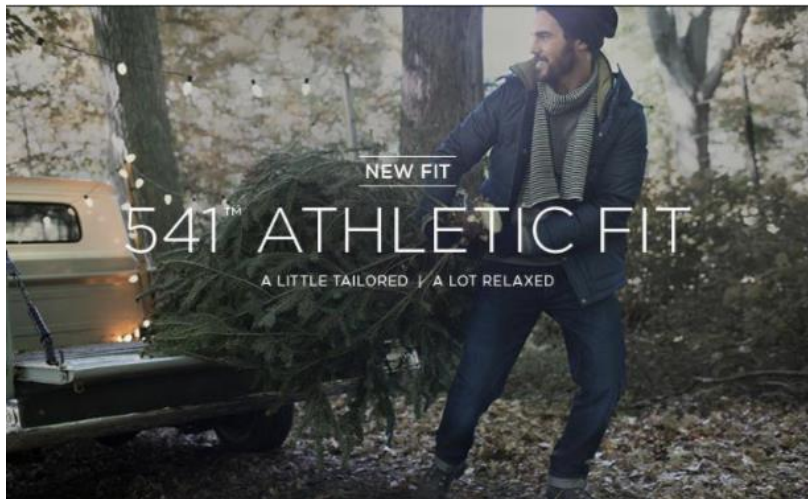
$$CPA(\text{cost per sale for } \textit{this example}) = \frac{\textit{Cost}}{\textit{Conversions}} = \frac{\textit{CPC}}{\textit{Conversion rate}}$$

- Click through Rate (CTR) = Clicks/Impressions      -How can this help?  
Depends how you setup the bids. Are we paying for impressions or clicks. If paid by impression than improve your CTR.
- Cost per Click (CPC) = Cost/Clicks  
This could help us.
- Conversion Rate (CVR) = Conversions/Clicks  
This could also help.



# THE OBJECTIVE-FIRST FRAMEWORK

## DESIGN TACTICS



Age ⓘ 23 ▾ - 55 ▾

Gender ⓘ All Men Women

Languages ⓘ

---

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

CrossFit

---

Interests > Fitness and wellness

Bodybuilding

Weight training

---

Add demographics, interests or behaviors

Suggestions | Browse

# Who are “they”?

Personas Help You Dig Beneath The Surface to Minimize Bias



# Digging in Deeper: Customer Personas

Personas are brief documents that encapsulate data about your target audience. They allow you to:

- Build empathy for your customers and evaluate messaging from their perspective.
- Give data context and a human face.
- Help your team (and partners) make decisions based on a shared understanding.


## Paul

Lumberjack / hipster

- Social Media Marketing
- Key decision-maker

### Demographics

- Age 32-39
- ~~• Skews female~~
- ~~• \$90,000/yr~~
- ~~• Urban location~~
- ~~• Master's degree~~
- ~~• Married, no kids~~



### Goals and Challenges

- Save time online
- Find interesting content to share
- Maximize social media resources

### How we can help

- Schedule posts to a queue
- Content suggestions

# THE OBJECTIVE-FIRST FRAMEWORK

## EXECUTE CAMPAIGN

Platforms:

- Facebook / Instagram / Audience Network

Duration:

- How long are campaigns and/or ads running?

Management:

- Agency / Internal





# THE OBJECTIVE-FIRST FRAMEWORK

## MEASURE OUTCOMES

It is vital that you track your campaigns and analyze the data to find where the opportunities are.

There are several ways to do so, and it's useful to [use more than one source](#) in order to validate the data.



# THE OBJECTIVE-FIRST FRAMEWORK

## MEASURE OUTCOMES

63,000 units sold

Cost per Acquisition: \$7

Conversion Rate: 2.2%

Click through Rate: 2.5%

Cost per Click: \$.55

$$\frac{\$500,000}{\$50,000} = \$10 \text{ Target CPA} \checkmark$$



# THE OBJECTIVE-FIRST FRAMEWORK

## Verify CPA & How many Clicks?

63,000 units sold (Conversions)

Cost per Acquisition (CPA): \$7

Conversion Rate(CR): 2.2%

Click through Rate(CTR): 2.5%

Cost per Click (CPC): \$.55

$$CPC = \frac{\text{Total Cost}}{\text{Clicks}} \quad \text{Clicks} = \frac{\text{Total Cost}}{CPC} = \frac{\$500,000}{\$0.55} = 909,090$$

$$CR = \frac{\text{Conversions}}{\text{Clicks}} \times 100\% \quad \text{Clicks} = \frac{\text{Conversions}}{CR} \times 100\% = \frac{63,000}{2.2\%} \times 100\% = 28,636 \quad \text{Maybe CR} = 6.93\%$$



# THE OBJECTIVE-FIRST FRAMEWORK

## OPTIMIZE RESULTS

Once you have analyzed your data, refine or stop your campaigns based on results.

Segment your results in order to determine the optimal budget.

- For example:
  - Age/Gender
  - Device
  - Location
  - Creative (Videos / Images)
  - Platform
  - Income level?





# **FACEBOOK ADVERTISING: THE BASICS**

# FACEBOOK ADVERTISING: BOOSTED POST


**Brooklyn Greenway Initiative**

Registration is now open for the inaugural Brooklyn Bike Rave on May 14, a glowtastic night ride along the Brooklyn Waterfront Greenway! Get your early bird tickets today for \$35 (through April 1st). Spaces are strictly limited!



**Register for the inaugural Brooklyn Bike Rave - May 14**  
A glowtastic night ride along the Brooklyn Waterfront Greenway  
[EVENTBRITE.COM](http://EVENTBRITE.COM)

262 people reached [Boost Post](#)

 Like  Comment  Share 

 **Yasef Behar** [Top Comments](#)

# FACEBOOK ADVERTISING: BOOSTED POST

## Why Is My Post Type Unsupported?



Was your boost unavailable? [Learn why](#) and what you should do next.

To help you get the most value from your Facebook ads, there are limitations to the types of posts you can boost. We [retired boost formats](#) that proved to be less optimal for advertisers, so you can now only boost posts that can help you reach your business objectives. The following post types are posts that can't be boosted on your Page, as they are not supported by our ad buying system:

### Profile Pictures

Profile pictures can't be turned into ads. While it's recommended that you apply your budget to [boosts and ads that will drive audience engagement and brand awareness](#), if your profile picture is a brand creative that you want to share to a wider audience, you can add it to a new post and then boost it.

### Post drafts

Posts saved as draft means they aren't published. When a post isn't published, that means it isn't publicly visible. If your post is still in draft, publish it to your Page and then boost it to reach your audience. If you're having trouble, try recreating your post with the same text and creative and publish it without saving as a draft.

### Notes or posts containing a link to a Note

Notes are a retired ad format that can't be boosted. [Learn more about retired ad formats](#) and why we've removed them from our ad buying system. If there's a piece of information you'd like to share with your audience, copy it into a new post and boost it. If you write long-form content like notes for a blog, consider using the [Website Visitors ad](#) to

## Mobile app install posts

Posts with app install buttons on them can't be boosted. Try [posting something new](#) to spark engagement on your Page.

## Albums

Albums live in a static place within your Page that can be accessed at anytime when someone visits your Photos, so it's advantageous to apply your budget to a post and boost a single image that your audience can focus on. Highlight a single picture by uploading it to a post and boosting it. Add a caption to add more context to your picture so your audience has something to engage with.

## Live and scheduled live videos for [unverified pages](#)

Live boosting is only available to verified pages. Boosting of Scheduled Live is not available at this time. Boost a different type of media that's available to all Pages regardless of verification status, such as a standard video. [Learn more about advertising with video on Facebook](#).

## Shared Posts



As of June 18th, shared posts can't be boosted.

# FACEBOOK ADVERTISING: BOOSTED POST

**Boost Post**

☐ People who like your Page [?]

☐ People who like your Page and their friends [?]

☒ People you choose through targeting [?]

Audience 1

Edit Audience | Create New Audience

Location:  
United States: Brooklyn (+25 mi) New York

Age:  
13 - 65+

BUDGET AND DURATION

Total budget ⓘ

\$3.00

Estimated People Reached ⓘ

230 - 610 people of 5,500,000

⚙️ Terms & Conditions | Help Center

Cancel

Boost

DESKTOP NEWS FEED


MOBILE NEWS FEED

Brooklyn Greenway Initiative

Sponsored · 🌐

Like Page

Registration is now open for the inaugural Brooklyn Bike Rave on May 14, a glowtastic night ride along the Brooklyn Waterfront Greenway! Get your early bird tickets today for \$35 (through April 1st). Spaces are strictly limited!



Register for the inaugural Brooklyn Bike Rave - May 14  
A glowtastic night ride along the Brooklyn Waterfront Greenway  
EVENTBRITE.COM



# FACEBOOK ADVERTISING: BOOSTED POST

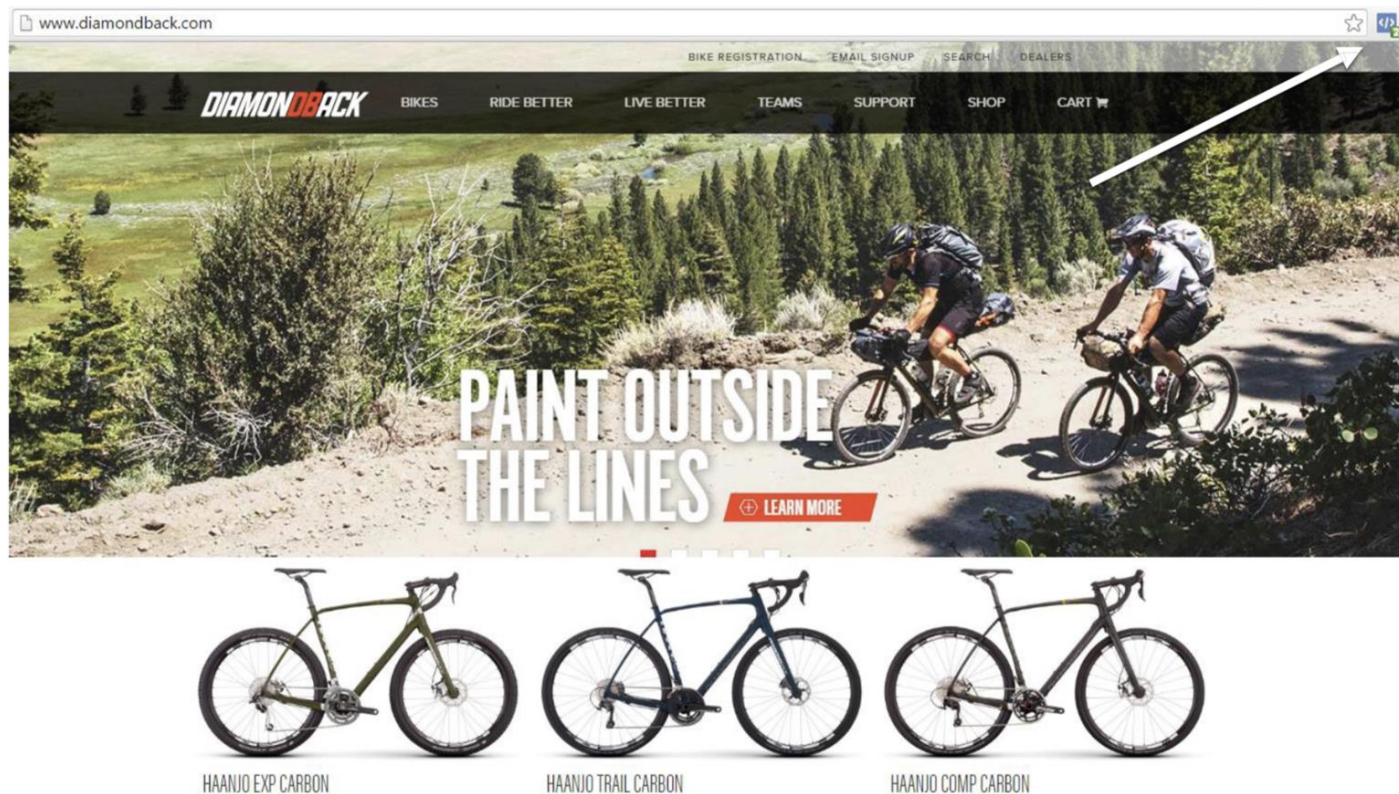
The screenshot shows the Facebook 'Boost Post' interface. The 'AUDIENCE' tab is selected. The 'Edit Audience' dialog box is open, showing the following details:

- Name:** Brooklyn Bike Rave
- Location:** Cities, +0 miles, Brooklyn, NY, United States
- Age:** 18+ to 60+
- Gender:** All (selected), Men, Women
- Interests:** Biking (selected), Camping, Hiking, Mountain biking, Bicycle, Running

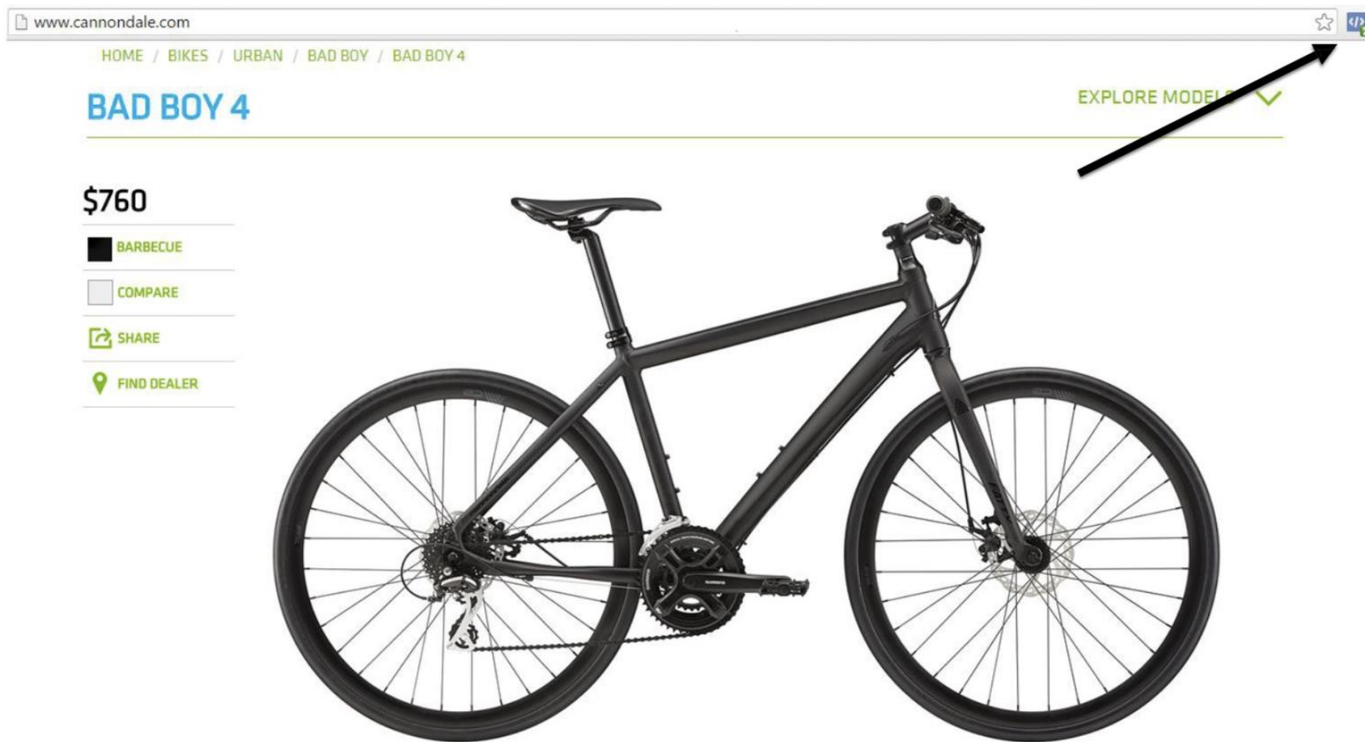
A red arrow points to the 'Biking' interest tag. The background shows a post for 'Brooklyn Bike Rave' with a photo of a person on a bicycle. The 'BUDGET AND DURATION' section shows a total budget of \$5.00. The 'Boost' button is visible at the bottom right.

How does Facebook identify people who are interested in bikes?

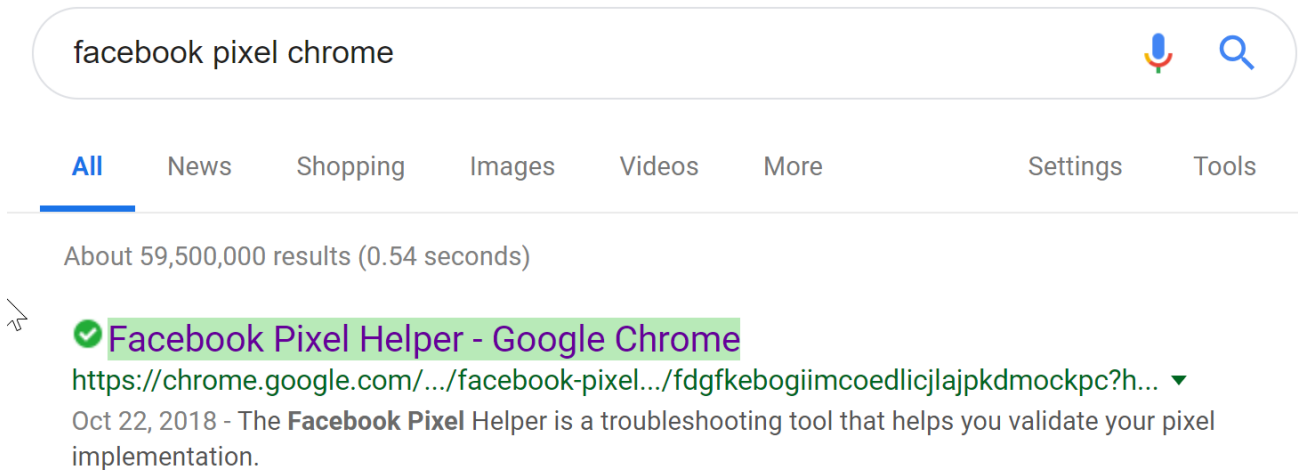
# FACEBOOK ADVERTISING: BOOSTED POST



# FACEBOOK ADVERTISING: BOOSTED POST



# FACEBOOK ADVERTISING: BOOSTED POST



<https://chrome.google.com/webstore/detail/facebook-pixel-helper/fdgfkebogiimcoedlicjlajpkdmockpc>

# FACEBOOK ADVERTISING: BOOSTED POST



▼  PageView

## EVENT INFO

**URL Called:** [Show](#)  
**Load Time:** 98.33 ms  
**Pixel Code:** [Show](#)  
**Pixel Location:** [Show](#)  
**Frame:** Window

▼  ViewContent

## EVENT INFO

**URL Called:** [Show](#)  
**Load Time:** 99.81 ms  
**Pixel Code:** [Show](#)  
**Pixel Location:** [Show](#)  
**Frame:** Window

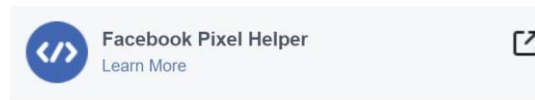
▼  Microdata Automatically Detected

## CUSTOM PARAMETERS SENT

**Schema.org:** []  
**DataLayer:** []  
**OpenGraph:** {}  
**JSON-LD:** []  
**Meta:** [Show](#)

## EVENT INFO

**URL Called:** [Show](#)  
**Load Time:** 11.41 ms  
**Pixel Location:** [Show](#)



▼  PageView

## EVENT INFO

**URL Called:** [Show](#)  
**Load Time:** 10.43 ms  
**Pixel Code:** [Show](#)  
**Pixel Location:** [Show](#)  
**Frame:** Window

▼  Microdata Automatically Detected

## CUSTOM PARAMETERS SENT

**Schema.org:** []  
**DataLayer:** []  
**OpenGraph:** {}  
**JSON-LD:** []  
**Meta:** [Show](#)

## EVENT INFO

**URL Called:** [Show](#)  
**Load Time:** 13.49 ms  
**Pixel Location:** [Show](#)

▼  ViewContent

## WARNINGS

We detected event code but the pixel has not activated for this event, so no information was sent to Facebook. This could be due to an error in the code, but could also occur if the pixel fires on a dynamic event such as a button click. [Learn more](#)


## EVENT INFO

**Pixel Code:** [Show](#)  
**Pixel Location:** [Show](#)  
**Frame:** Window





# FACEBOOK ADVERTISING: BOOSTED POST



A Facebook Boosted Post for the Brooklyn Bike Rave. The background image shows a large crowd of people at night, many with bikes decorated with colorful lights. Overlaid on the image is a black rectangular box with the text "BROOKLYN BIKE RAVE" in large, green, pixelated letters. Below this, in smaller white text, is "AUG 27 | 6:30PM - 10PM". At the bottom of the image is a white rectangular button with the text "Register Now". Below the button are five small circles, with the fourth one from the left being green and the others white. Below the image is a navigation bar with six links: "ABOUT BROOKLYN BIKE RAVE", "THE EXPERIENCE", "ROUTE AND SERVICES", "RULES", "VOLUNTEER", and "SPONSORS". Below the navigation bar is a dark gray box with white text that reads: "Bedazzle your bike, put on your craziest outfit, blast some party tunes and be ready for sensory overload at the Brooklyn Bike Rave, a glowtastic night ride along the Brooklyn Waterfront Greenway."

**BROOKLYN  
BIKE  
RAVE**

AUG 27 | 6:30PM - 10PM

**Register Now**

○ ○ ○ ○ ●

[ABOUT BROOKLYN BIKE RAVE](#) [THE EXPERIENCE](#) [ROUTE AND SERVICES](#) [RULES](#) [VOLUNTEER](#) [SPONSORS](#)

Bedazzle your bike, put on your craziest outfit, blast some party tunes and be ready for sensory overload at the [Brooklyn Bike Rave](#), a glowtastic night ride along the Brooklyn Waterfront Greenway.

# FACEBOOK ADVERTISING: BOOSTED POST

**THE COLOR RUN** EVENTS STORE ABOUT BLOG GALLERY SPONSORSHIP SIGN UP NOW

**UPCOMING EVENTS**  
[VIEW ALL CITIES](#)

JUL 23	COLUMBUS, OH
AUG 6	ASHEVILLE, NC
AUG 6	GRAND RAPIDS, MI
AUG 6	SACRAMENTO, CA
AUG 6	CINCINNATI, OH
AUG 7	MILWAUKEE, WI
AUG 13	ERIE, PA
AUG 13	BALTIMORE, MD
AUG 14	TACOMA, WA
AUG 20	BUFFALO, NY

*The Happiest 5k*  
**ON THE PLANET™**

**Interests**

Additional Entries

**The Color Run**

Search interests | Suggestions | Browse

# FACEBOOK ADVERTISING: BOOSTED POST

I would also test referencing places that rent bikes or Citi Bike locations - why?

- If you're targeting outside of traditional biking interest, it's important that these people have a bike to ride!





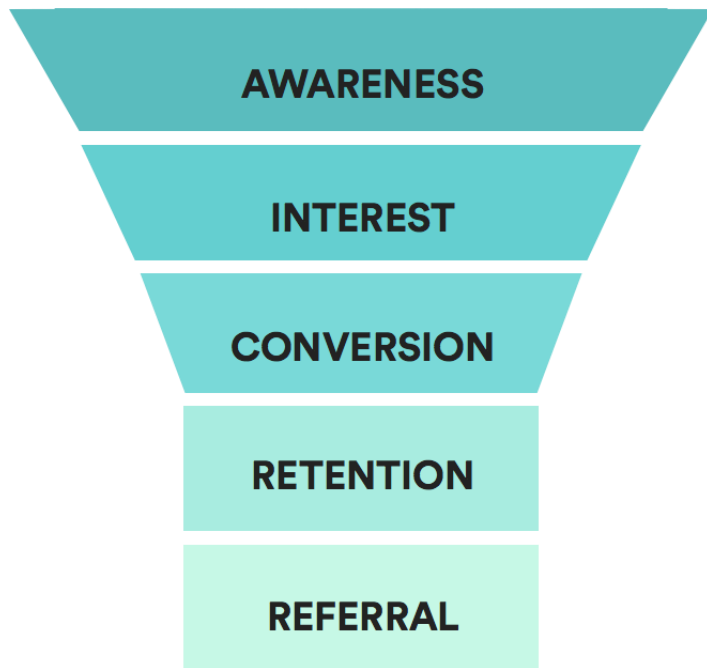


# **FACEBOOK ADVERTISING: OBJECTIVES**

# DEMO/REVIEW: CREATING A FACEBOOK CAMPAIGN

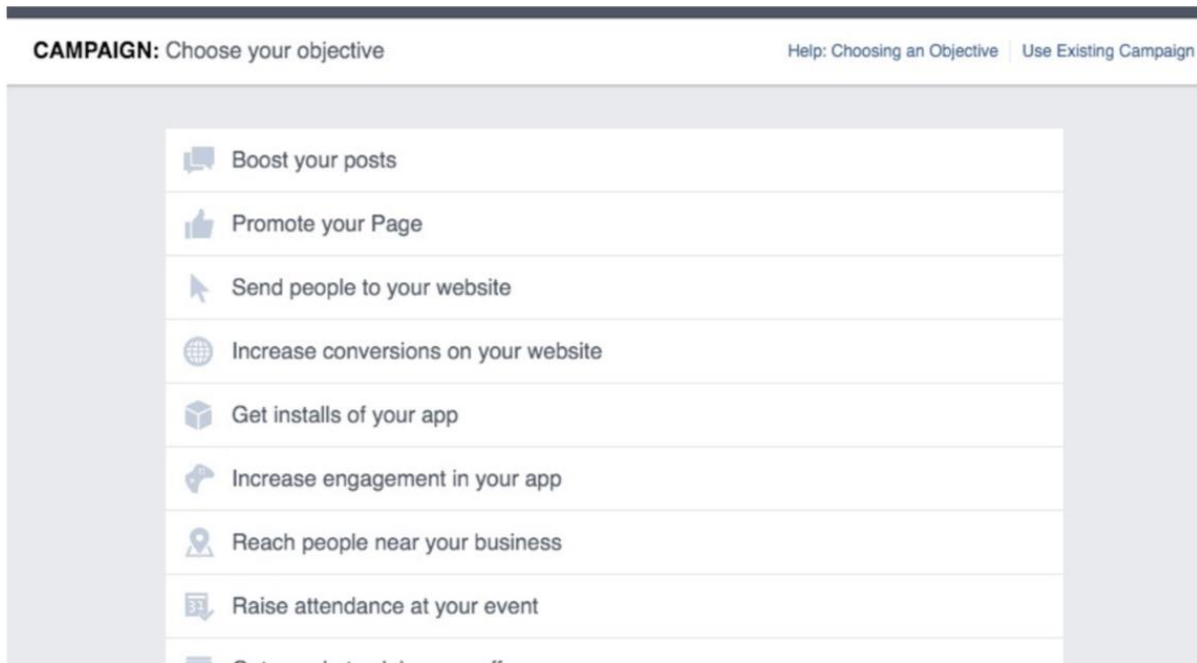


# Marketing objectives are typically rooted in the funnel.



- Brand Marketing:  
"I want to make people aware and excited about what we have to offer!"
- Customer Acquisition:  
"I want to grow my bottom line by gaining new customers."
- Retention and Loyalty:  
"I want to engage my customers and get them to buy more!"

# DEMO/REVIEW: CREATING A FACEBOOK CAMPAIGN



<https://business.facebook.com/>

# DEMO/REVIEW: CREATING A FACEBOOK CAMPAIGN

**AD SET:** Define your audience, budget and schedule

**Audience**  
Define who you want to see your ads. [Learn more.](#)

**Custom Audiences** ⓘ Choose a Custom Audience | Browse  
[Create New Custom Audience...](#)


**Locations** ⓘ Everyone in this location ▼  

United States  
📍 United States  
📍 Include ▼ | Add locations  
[Add Bulk Locations...](#)

**Age** ⓘ 18 ▼ - 65+ ▼

**Gender** ⓘ **All** Men Women

**Languages** ⓘ Enter a language...

**Audience Definition**  


Specific Broad  
Your audience selection is fairly broad.

**Audience Details:**

- Location:
  - United States
- Age:
  - 18 - 65+

Potential Reach: 191,000,000 people

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

<https://business.facebook.com/>

# DEMO/REVIEW: CREATING A FACEBOOK CAMPAIGN

**AD:** Select media, text and links to create one or multiple ads

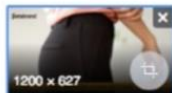
You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

Browse Library

Free Stock Images



Add more images



Recommended image specs

- Recommended image size:  
**1200 x 628 pixels**
- Image ratio: **1.91:1**
- Your image may not include **more than 20% text.**

## Text

Enter the text for your ad. [Learn more.](#)

### Connect Facebook Page

Choose a Facebook Page so you can run ads on Facebook. Your ad will link to your event, but it will show as coming from your Facebook Page.



Web Presence Mastermind



or [Turn Off News Feed Ads](#)

Headline ⓘ

4

## Ad Preview

1 of 1

✓ Desktop News Feed

Sponsored · ⓘ

Yoga Pants, in the office



<https://business.facebook.com/>

# DEMO/REVIEW: CREATING A FACEBOOK CAMPAIGN

The image shows a Facebook newsfeed advertisement for Warby Parker. The ad is a sponsored post from the Warby Parker page. It features a photo of a couple wearing glasses. The text of the ad includes the headline 'Fall 2014 | Warby Parker' and a description of the 'Fall 2014' collection. The ad also includes a 'Like Page' button and a 'Like' button. The ad is annotated with several callouts:












- Newsfeed "Text"**: Points to the text 'Introducing Fall 2014, for those who own their style, exercise their wit, and add life to the party. <http://warby.me/1xb8pnt>'.
- "Image"**: Points to the photo of the couple wearing glasses.
- "Headline"**: Points to the headline 'Fall 2014 | Warby Parker'.
- "Newsfeed link description"**: Points to the description 'Vintage-inspired prescription eyeglasses starting at \$95. Find a great pair today with our free Home Try-On Program. Fast free shipping both ways.'.
- Whom in your network is connected to this advertiser**: Points to the text 'Tawni Lee, Justin Bridges and 25 others like Warby Parker.'
- All newsfeed ads feature a Like call-to-action**: Points to the 'Like Page' button.
- Social currency. Weighted heavily in your Edge Rank**: Points to the 'Like' button.

<https://business.facebook.com/>

# CHOOSING THE RIGHT OBJECTIVE

What's your marketing objective? [Help: Choosing an Objective](#)

**Auction** ?    Reach and Frequency ?

Awareness	Consideration	Conversion
 Brand awareness	<input checked="" type="checkbox"/>  Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

<https://business.facebook.com/>





# CHOOSING THE RIGHT OBJECTIVE

How do you choose your objective?

- What is the goal of your campaign? Is it most related to:
  - Awareness
  - Consideration
  - Conversion
- Based on your overall campaign goal, choose the most relevant objective
- For the Levi's jeans example, we would choose one in the conversions section (the exact one would depend on the ad type)
- Oftentimes, you'll use a combination of different objectives to achieve your desired outcome












<https://business.facebook.com/>



# OBJECTIVES

What's your marketing objective? [Help: Choosing an Objective](#)

**Auction** ⓘ    Reach and Frequency ⓘ

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

Reach people Facebook deems more likely to pay attention to your ads, and increase awareness for your brand.

Use this objective when your goal is ad recall or impression volume as opposed to a specific action. This is typically used by **larger brands** for “brand awareness” campaigns.

# OBJECTIVES

What's your marketing objective? [Help: Choosing an Objective](#)

**Auction** ? Reach and Frequency ?

Awareness	Consideration	Conversion
Brand awareness	<input checked="" type="checkbox"/> Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Optimization for Ad Delivery ?

Reach ▼

Frequency Cap ? Number of days before your ad is shown to the same person again

3

This objective shows your add to the max amount of people possible and/or the max amount of times possible.

# OBJECTIVES

What's your marketing objective? [Help: Choosing an Objective](#)

**Auction** ⓘ Reach and Frequency ⓘ

Awareness	Consideration	Conversion
Brand awareness	<input checked="" type="checkbox"/> Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Send people to a destination off of Facebook, most often your website. Individuals in this audience over-index for clicking links. However, that doesn't mean they perform a conversion event. This is useful in branding and awareness, if it's important for people to actually make it to your site.

# OBJECTIVES

What's your marketing objective? [Help: Choosing an Objective](#)

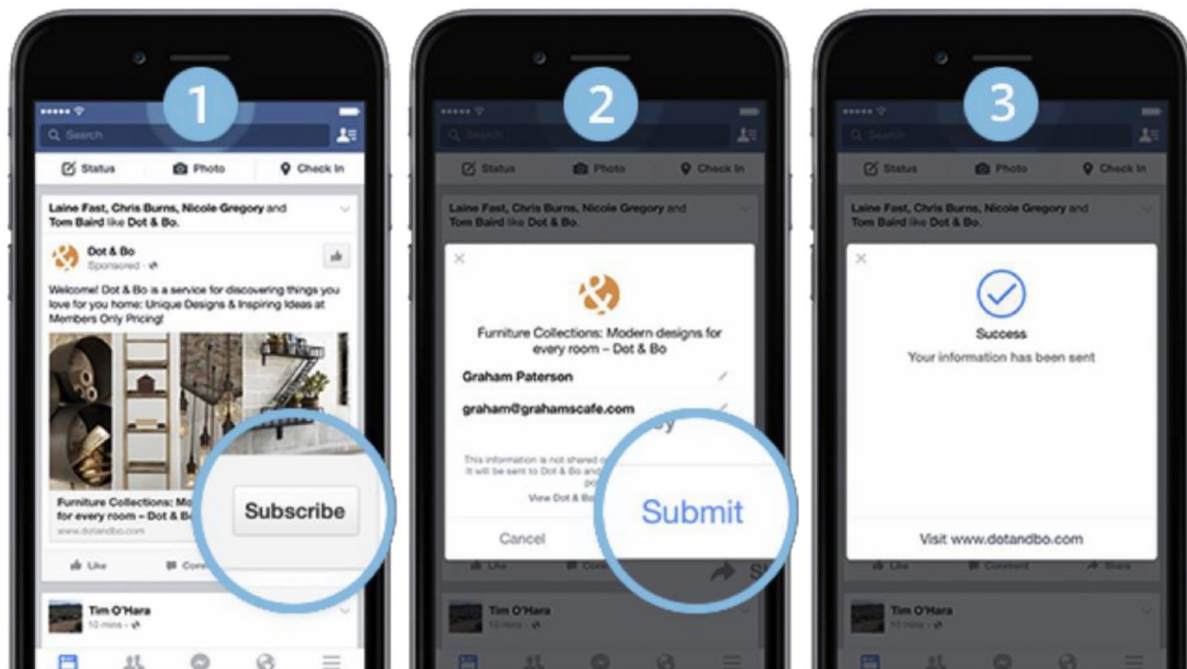
**Auction** ? Reach and Frequency ?

Awareness	Consideration	Conversion
Brand awareness	<b>Traffic</b>	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	<b>Lead generation</b>	
	Messages	

This is useful if you're looking to get leads for your business. This happens more often for B2B (business-to-business) companies.

If they click the call-to-action, information such as name and email address is pre-populated. Facebook now offers lead forms natively that can either collect leads in a csv for download or can be connected directly to internal systems (such as CRM systems).

# OBJECTIVES



# OBJECTIVES

What's your marketing objective? [Help: Choosing an Objective](#)

**Auction** ? Reach and Frequency ?

Awareness	Consideration	Conversion
Brand awareness	<input checked="" type="radio"/> Traffic	<input type="radio"/> Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Optimize your ad delivery to optimize towards people who are more likely to take a specific action on your website. For example, signing up for a newsletter or buying a product. Individuals in this audience are more likely to perform conversion events from Facebook ads. Important: must have Facebook conversion pixels set up to use this objective.

# OBJECTIVES

What's your marketing objective? [Help: Choosing an Objective](#)

**Auction** ⓘ Reach and Frequency ⓘ

Awareness	Consideration	Conversion
Brand awareness	<input checked="" type="checkbox"/> Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

**IMPORTANT:** The difference between Traffic and Conversion objectives. Understanding the difference is vital to the success of many Facebook campaigns and is often misunderstood.



# OBJECTIVES

Example: Car dealership promoting test drives for a Corvette

## CONVERSIONS



- Has been researching Corvettes on Autotrader.com
- Visits Forbes.com 3x per week

## TRAFFIC



- Thinks cars are neat!
- But also thinks everything is neat!
- Clicks on ads that are cool.

# OBJECTIVES

What's your marketing objective? [Help: Choosing an Objective](#)

**Auction** ? Reach and Frequency ?

Awareness	Consideration	Conversion
Brand awareness	<input checked="" type="checkbox"/> Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Get more people to see and engage with your page/posts. Engagement can include comments, shares, likes, event responses, or offer claims.

Engagement doesn't include clicks or conversions. Think carefully about what your ultimate goal is of your campaign!

# OBJECTIVES

What's your marketing objective? [Help: Choosing an Objective](#)

**Auction** ? Reach and Frequency ?

Awareness	Consideration	Conversion
Brand awareness	<input checked="" type="radio"/> Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Encourage people to install your app based on your desired targeting criteria. Registering your app on Facebook allows you to track conversions and bid on a cost per conversion basis.

# OBJECTIVES

What's your marketing objective? [Help: Choosing an Objective](#)

**Auction** ? Reach and Frequency ?

Awareness	Consideration	Conversion
Brand awareness	<input checked="" type="checkbox"/> Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Use video ads to promote product launches or customer stories.

Video views are “recorded” after 3 seconds, but you can optimize towards views of 10 seconds or more.

Be sure to include captions! Most people have their sound turned off on Facebook/Instagram.

# OBJECTIVES


What's your marketing objective? [Help: Choosing an Objective](#)

**Auction** ⓘ Reach and Frequency ⓘ


Awareness	Consideration	Conversion
Brand awareness	<input checked="" type="checkbox"/> Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Dynamically serves SKUs from your product catalog, and leverages Facebook optimization to promote additional products.  
Requires a product feed integration with Facebook, typically used by more advanced advertisers (think e-commerce!)

# OBJECTIVES


 **Jasper's Market**  
Sponsored

Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.




{{product.name | titleize}}

{{product.description}}




{{product.name | titleize}}

{{product.description}}






{{product.name | titleize}}

{{product.description}}



See more at  
[jaspers-market.com](http://jaspers-market.com)

 Like  Comment  Share

# OBJECTIVES

What's your marketing objective? [Help: Choosing an Objective](#)

Auction ⓘ Reach and Frequency ⓘ

Awareness	Consideration	Conversion
Brand awareness	<input checked="" type="checkbox"/> Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Promote in-store visits to people in a defined radius, and measure the number of visits attributed to your ad.

Reporting is more precise at larger scale. For example, getting 100 store visits a day would be more reliable than a lower amount.












# OBJECTIVES

Which objective would you use if your goal is to collect email addresses?

- Could potentially use lead generation or conversions to capture potential prospect's contact information
- Test both! Having a KPI target CPA makes it easier for us to test and determine which is working best

What's your marketing objective? [Help: Choosing an Objective](#)

**Auction** ⓘ    Reach and Frequency ⓘ

Awareness	Consideration	Conversion
 Brand awareness	<input checked="" type="checkbox"/>  Traffic	<input type="checkbox"/>  Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	<input type="checkbox"/>  Lead generation	
	 Messages	





# **FACEBOOK ADVERTISING: TARGETING**

# TARGETING

Time to get creative with targeting options available to you. Think about both the interests *and* lifestyle of the prospect you'd like to engage with.

For example, let's think about the lifestyle of someone who might buy a Classpass membership.

CLASSPASS

<https://classpass.com>

# TARGETING

CLASSPASS

lululemon



athletica



Women's Health

Men's Health



# Digging in Deeper: Customer Personas

Personas are brief documents that encapsulate data about your target audience. They allow you to:

- Build empathy for your customers and evaluate messaging from their perspective.
- Give data context and a human face.
- Help your team (and partners) make decisions based on a shared understanding.


## Paul

Lumberjack / hipster

- Social Media Marketing
- Key decision-maker

### Demographics

- Age 32-39
- ~~• Skews female~~
- ~~• \$90,000/yr~~
- ~~• Urban location~~
- ~~• Master's degree~~
- ~~• Married, no kids~~



### Goals and Challenges

- Save time online
- Find interesting content to share
- Maximize social media resources

### How we can help

- Schedule posts to a queue
- Content suggestions

# TARGETING



- Country
- State
- City
- Zip Code
- Radius

If you're a local business, advertise locally.

For other businesses, you may want to only target certain areas, or perhaps allocate a larger percentage of your budget to more profitable areas.

# TARGETING



Goal: geo-target areas heavily populated by tourists

- Radius targeting around Times Square or JFK, etc.

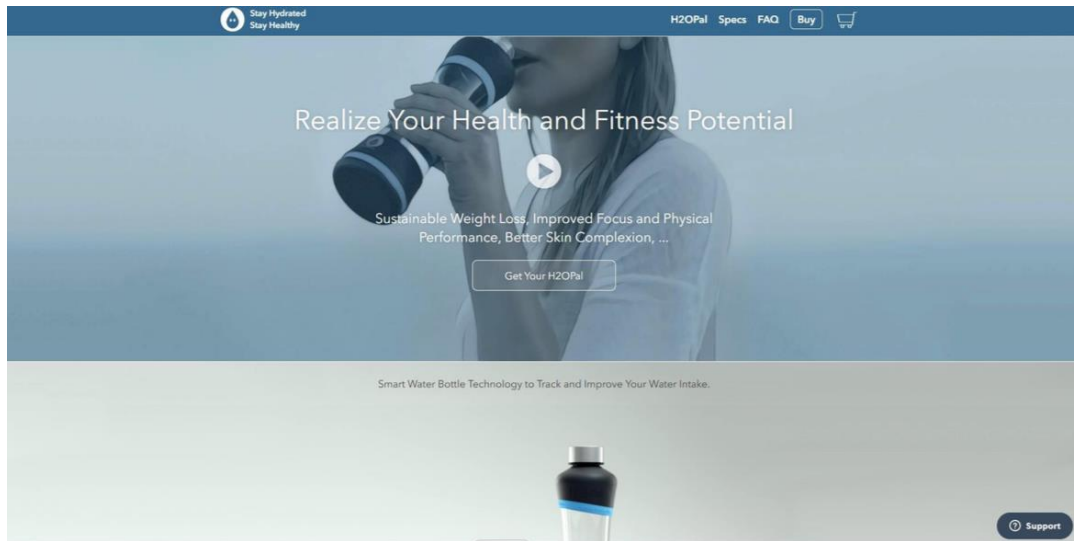
# TARGETING



INTERESTS

- Mumford & Sons
- Bulls (team?)
- Tattoos
- Wearable Technology

# TARGETING



Goal: increase sales of a water bottle that automatically tracks consumption.

- Target people who have an interest in 'Wearable Technology' since they've shown an interest in the Quantified Self/Internet of Things products.



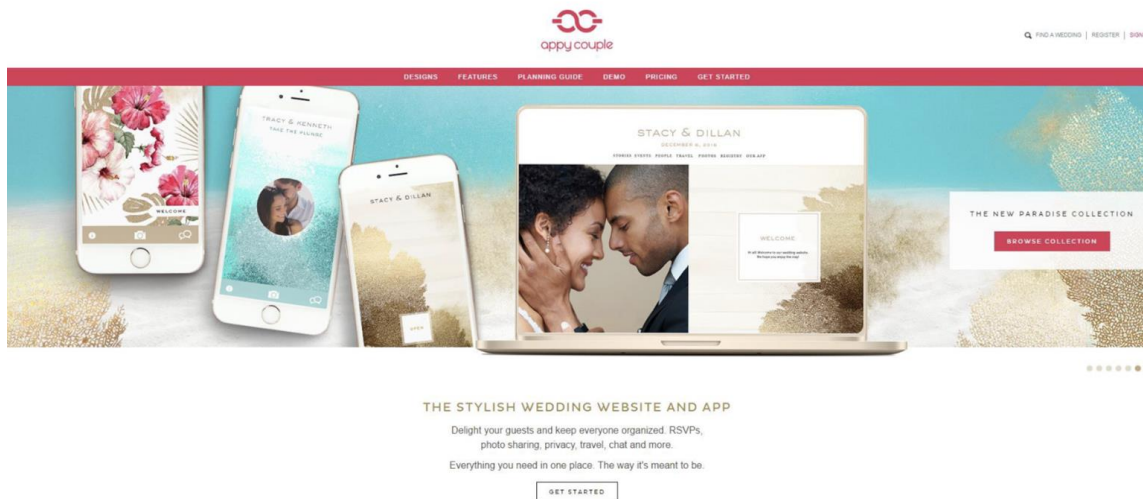
# TARGETING



## DEMOGRAPHICS

- College Attended
- Parents
- Newly Engaged
- Certain income

# TARGETING



Goal: Acquire sign ups for Appy Couple (Iphone)

- Target people who are newly engaged on Facebook with wedding-related products/services.

# TARGETING



BEHAVIOURS

- iPhone X users
- Charitable donations
- Likely to move
- Just got married

# TARGETING



Goal: Increase user generated content for Wellness Tribe

- Target people who are 'Photo Uploaders' according to Facebook

# TARGETING



CUSTOM AUDIENCE

Custom audiences let you reach customers you already know with ads on Facebook

- People on your email list
- Website visitors
  - They do NOT have to come from a Facebook ad
- People who have interacted with you on Facebook

# TARGETING



CUSTOM AUDIENCE

## Create a Custom Audience



### How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.



#### Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



#### Website Traffic

Create a list of people who visit your website or view specific web pages



#### App Activity

Create a list of people who have taken a specific action in your app or game



#### Engagement on Facebook NEW

Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

Cancel

# TARGETING



CUSTOM AUDIENCE

## Email Custom Audiences

- Great way to activate customers who typically do not open their emails
- Segment your list the same way you would segment an email marketing campaign
- For example, pull out customers who have a high average order value

### Create a Custom Audience



Choose a file to upload

You can upload files in .csv or .txt format.

Text files (.txt and .csv) can include records on separate lines or in a list separated by commas.

[View formatting examples.](#)

Data Type

Emails ▾

Drag and drop your file here or

[Upload File](#)

[Back](#)

[Create Audience](#)

# TARGETING



CUSTOM AUDIENCE

Create Audience ×

Pixel ? ● Default Pixel

Website Traffic ? **Anyone who visits your website**

- ✓ Anyone who visits your website
- People who visit specific web pages
- People visiting specific web pages but not others
- People who haven't visited in a certain amount of time
- Custom Combination

In the Last ?

Audience Name

Add a description

⚙️ Cancel Create Audience

## Website Custom Audiences

- Select high value web pages, such as someone who visited "About Us", but didn't submit.

<https://marketingland.com/facebook-retargeted-ads-broadened-include-rivals-site-page-audiences-203045>



# TARGETING



CUSTOM AUDIENCE


## Lead Ad Custom Audiences

- Retarget users who interacted with your lead ad, but did not submit their contact information
- Provide additional content that will encourage them to submit


Create a Custom Audience

What kind of engagement do you want to use to create this audience?


Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.

Video


Create a list of people who have spent time watching your videos on Facebook.

Lead ad

Create a list of people who have opened or completed a form in your lead ads on Facebook.

Canvas

Create a list of people who have opened your Canvas on Facebook.

Page NEW

Create a list of people who have interacted with your Page on Facebook.

Back

# TARGETING



CUSTOM AUDIENCE


## Canvas Ad Custom Audiences

- Retarget users who interacted with your canvas post or ads
- If you're not familiar with the canvas ad unit, we'll get to that later


Create a Custom Audience

What kind of engagement do you want to use to create this audience?


Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.

Video


Create a list of people who have spent time watching your videos on Facebook.

Lead ad

Create a list of people who have opened or completed a form in your lead ads on Facebook.

Canvas

Create a list of people who have opened your Canvas on Facebook.

Page NEW

Create a list of people who have interacted with your Page on Facebook.

Back

# TARGETING



CUSTOM AUDIENCE

Create a Custom Audience

Create a list of people who interacted with your Page on Facebook or Messenger.

Page <sup>?</sup> Page: 🇵🇪 Herba\_Em ▾

Include <sup>?</sup> ☒ Everyone who engaged with your Page <sup>?</sup>

In the past <sup>?</sup>

Audience Name <sup>?</sup>

- Anyone who visited your Page <sup>?</sup>
- People who engaged with any post or ad <sup>?</sup>
- People who clicked any call-to-action button <sup>?</sup>
- People who sent a message to your Page <sup>?</sup>
- People who saved your Page or any post <sup>?</sup>

## Page Engagement Custom Audiences

- Create an audience of people engaged with your ad in a variety of ways
- This provides you with an opportunity to target your most active page visitors

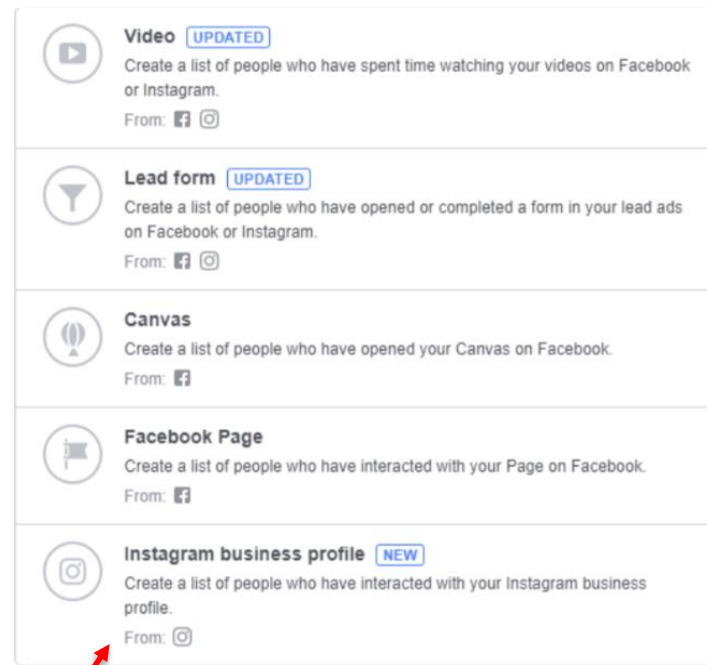
# TARGETING



CUSTOM AUDIENCE

## Instagram Engagement Custom Audiences

- Create an audience of people engaged with your Insta business profile

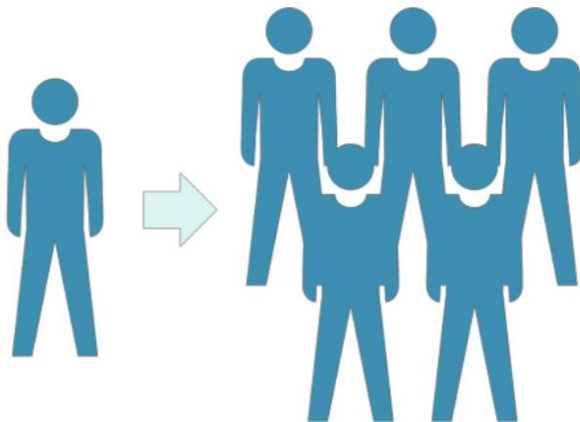


# TARGETING

Once you're able to connect with your target audience, another challenge can be scaling these results.

Fortunately, custom audiences can help solve that problem.

How? Lookalike audiences.



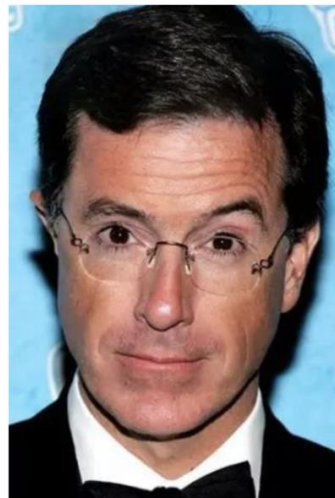
# TARGETING

Your Customer



59 years Old  
Male  
High Net Worth  
Uses a Mac

Their Lookalike



51 Years Old  
Male  
High Net Worth  
iPhone User

# TARGETING



For most Facebook Marketers, Lookalike Audiences are the best way to scale your budget in a profitable way.

# TARGETING



- Lookalike audiences are based on a 'seed audience', which are your custom audiences.
- The algorithm will then find other users who are *similar* to this seed audience, based on numerous factors.



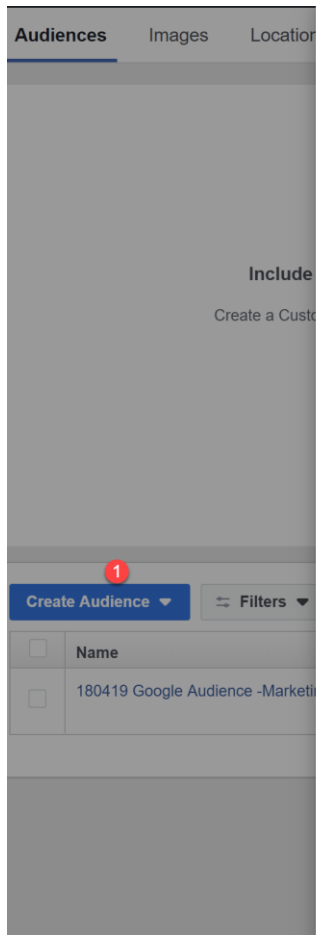
# ACTIVITY: CREATE A CUSTOM AND LOOKALIKE AUDIENCE

Let's go ahead and walk through creating a Custom audience and Lookalike audience. You have two options on how you would like to do so:

- You can do this in your own account.
- Follow along with me.



# TARGETING



## Create a Custom Audience

### How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or prospects who have interacted with your business on Facebook or other platforms.



#### Customer File

Use a customer file to match your customers and prospects with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



#### Website Traffic

Create a list of people who visited your website or took specific actions using Facebook Pixel.



#### App Activity

Create a list of people who launched your app or game, or took specific actions.



#### Offline Activity UPDATED

Create a list of people who interacted with your business in-store, by phone, or through other offline channels.



#### Engagement UPDATED

Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.



# TARGETING

## Create a Custom Audience



### Customer file



#### Add customers from your own file or copy and paste data

1 Use your customers' information to match them with people on Facebook.



#### Import from MailChimp

Import email addresses directly from this third-party connection by providing your login credentials.

### Customer file with lifetime value (LTV)



#### Include LTV for better performing lookalikes NEW

Use a file with LTV to create a lookalike more similar to your most valuable customers.



# TARGETING

Create a Custom Audience ×

1

2

3

4

Add Customer ListEdit Data MappingHashed Upload & CreationNext Steps

Prepare a file with your customer data


[Read best practices for preparing your customer data](#) ×

Identifiers you can use (15) i

EmailPhone NumberMobile Advertiser IDFirst NameLast NameZIP/Postal CodeCityState/ProvinceCountryDate of BirthYear of BirthGenderAgeFacebook App User IDFacebook Page User ID

Original Data Source i **Directly from customers** 2 ▼

☒ Add a new file (CSV or TXT) Download file template

 NY 11242.csv 1 ×

☐ Copy and paste

Audience name NY 11242 42 × Show description

Cancel Back 3 **Next**

# TARGETING

Create a Custom Audience

Row 5  
Technology Manager  
Technology Manager  
Information Technology Manager  
Technology Manager

State/Province  
NY  
CT  
NJ  
NJ

Website  
http://www.nfl.com  
http://www.taunton.com  
http://www.fulcrumlogic.com

ZIP/Postal Code  
10017  
06470-2355  
7078  
07430-2052

LinkedIn  
Empty row

Business Phone  
(212) 450-2000  
(203) 426-8171  
(973) 379-3050  
(800) 777-4222

1

Do Not Upload

Do Not Upload

Phone Number

Mobile Advertiser ID

First Name

Last Name

ZIP/Postal Code

City

State/Province

Country

Date of Birth

Year of Birth

Gender

Age

Facebook App User ID

Facebook Page User ID

Phone Number

If the identifier above looks incorrect, [Modify the delimiter.](#)

6 columns are mapped and will be uploaded:

First NameLast NameCityEmailState/ProvinceZIP/Postal Code

Cancel

Back

Upload & Create

2

# TARGETING

Create a Custom Audience

1

2

3

4


Add Customer List

Edit Data Mapping


Hashed Upload & Creation

Next Steps

Your audience data was uploaded




11241 rows uploaded (100%)



It may take a few minutes for us to finish matching your customers to people on Facebook. We'll notify you when your audience is ready to use. You can also check the status in [Audience Manager](#).


Next steps



1

Create a lookalike audience

Expand your reach by creating an audience of people similar the customers you already care about.



Create an ad

Start building an ad right now to target your new audience.

2

Done

# TARGETING

## Create a Lookalike Audience



Find new people on Facebook who are similar to your existing audiences. [Learn more.](#)

Source ⓘ

NY 11242

Location ⓘ

[Countries > North America](#)

**United States**

1

Search for countries or regions to target

[Browse](#)

Audience Size ⓘ

2.1M

2

0 1 2 3 4 5 6 7 8 9 10 % of countries

### Resulting audiences

Lookalike (US, 1%) - NY 11242

### Estimated reach

2,140,000 people

Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.

[Show Advanced Options](#) ▾

Cancel

3

Create Audience



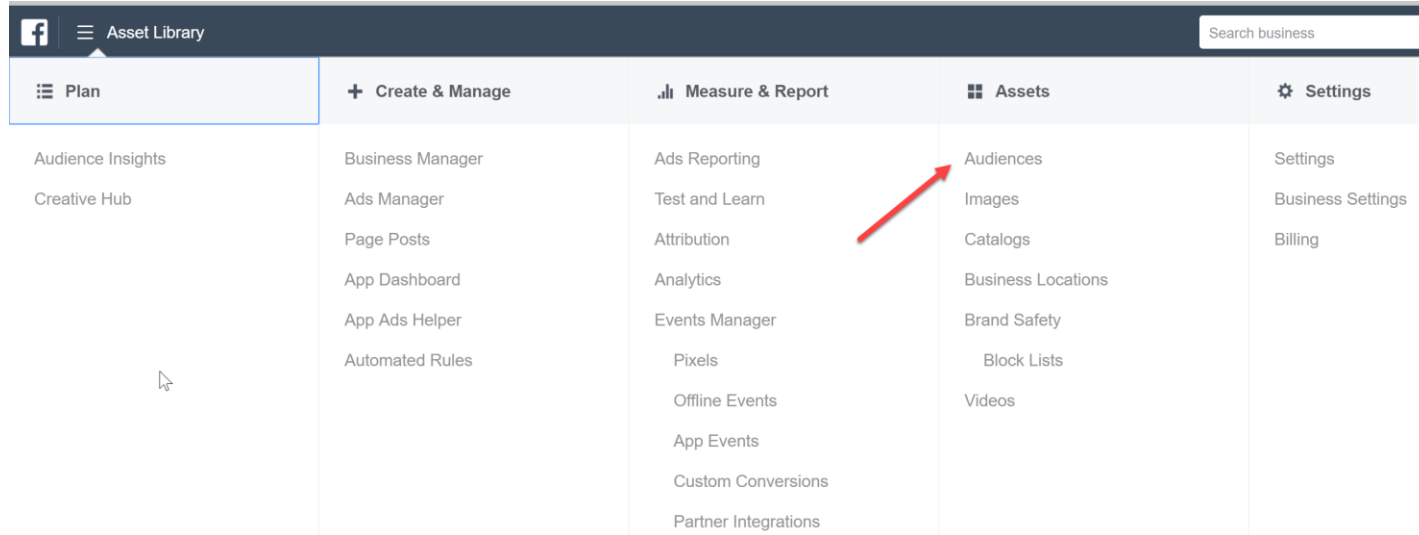
# TARGETING

 [Create Audience](#)  [Filters](#)  [Customize Columns](#)  [Create Ad](#) [Actions](#) 

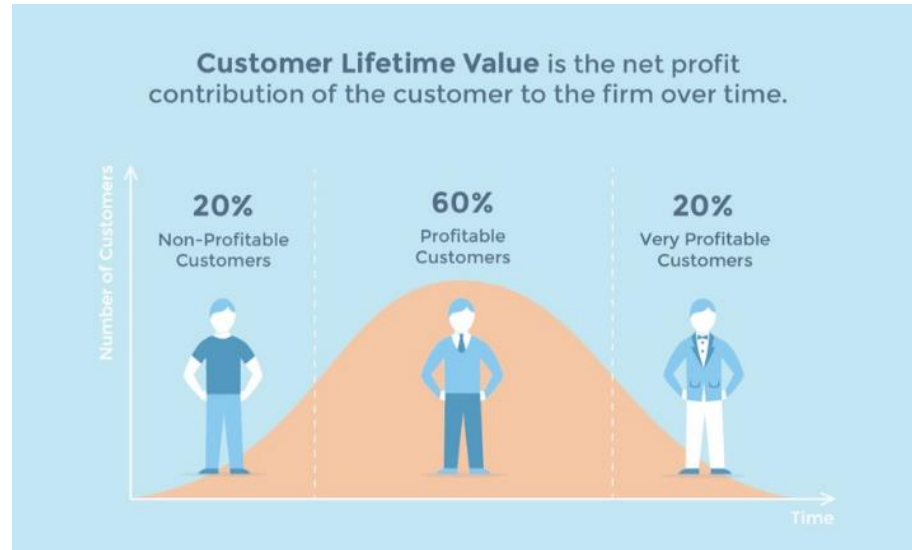
<input type="checkbox"/>	Name	Type	Size	Availability	Date Created	Sharing
<input type="checkbox"/>	<a href="#">Lookalike (US, 1%) - NY 11242</a> 	Lookalike Custom Audience:NY 11242	Below 1000 Populating 	 Ready	12/19/2018 6:13 PM	--
<input type="checkbox"/>	<a href="#">NY 11242</a> 	Custom Audience Customer List	Not available Populating 	 Ready	12/19/2018 6:11 PM	--



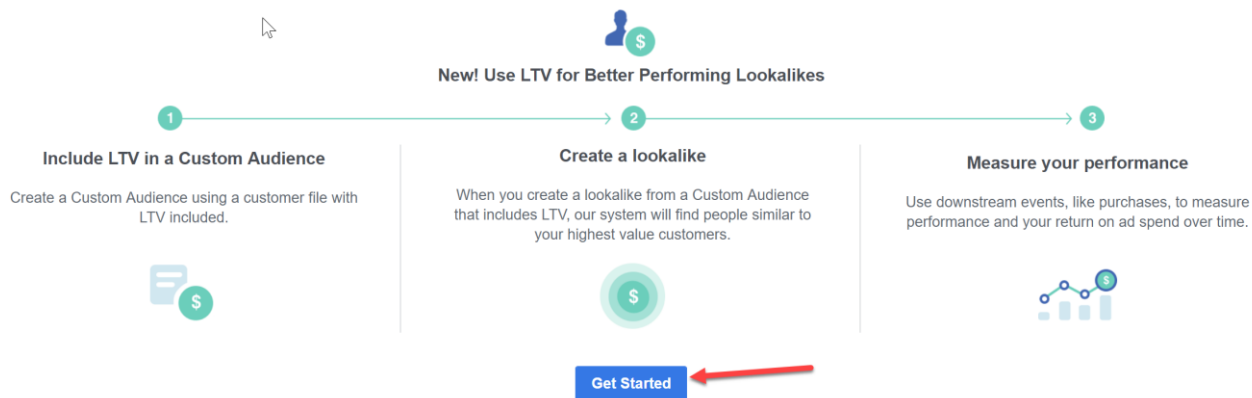
# TARGETING



# TARGETING



# TARGETING



# TARGETING

Create Custom Audience With LTV

1

2

3

4

5

Add customer file

Choose customer value

Edit Data Mapping

Upload & creation

Create a lookalike

Add a file with your customer data

1 Use one or more customer identifiers 1

Email

Phone Number

Mobile Advertiser ID

First Name

Last Name

ZIP/Postal Code

City

State/Province

Country

Date of Birth

Year of Birth

Gender

Age

Facebook App User ID

Facebook Page User ID

2 Include a column with a range of customer values 1

Use positive numbers without thousands separators

12345.67 1234,56 123

12,345.67 1,234,56 -123

Learn more about how to prepare a customer file with LTV

Original Data Source 1

Select the origin of this upload 2

Drag and drop your file here or

Upload File 1

Download file template

Audience name

Name your audience 50 X

Show description


Cancel

Back

Next 3

110 | © 2018 General Assembly

<https://www.facebook.com/business/help/606443329504150>



# TARGETING

people who visited specific websites

**Audiences** Images L

**Create Custom Audience With LTV** X

1 2 3 4 5  
Add customer file Choose customer value Edit Data Mapping Upload & creation Create a lookalike

**Choose your customer value column**  
Select the column in your file that represents customer value.  
Tip: You'll get better results if you provide a range of customer value, not just the top cut of customers.  
[Learn more.](#)

Customer Value: **Select value column** ▼

Cost  
Hucko  
Patel

Company  
Blue Arc Networks  
Cost Consulting Companies, LLC  
ITS  
Unimed International Inc

Notes  
Email address on file is incorrect. Could not deliver his license order.

Address Line 1 - 1  
5380 Old Bullard Rd Suite 600-313  
2175 Canterbury Cv  
3463 Thorwood Dr

Cancel

Back Next 2

Create Audience ▼ Filters ▼ Customize Columns ▼

Name	Type
180419 Google Audience -Marketing & Business	Saved Aud

Size	Availability
0	Ready Last updated 04/19/2018

# TARGETING

Create Custom Audience With LTV

Preview and map your identifiers

Map your data to upload it. Your data will be hashed before it's uploaded.

Company, Blue Arc Networks, Cost Consulting Companies, LLC, ITS, Unimed International Inc	✓	
Topic Big Commerce Big Commerce Big Commerce Big Commerce	ⓘ	
Email Address brant@bluearc.us DaleCost@CostConsulting.net bryan@itscorp.net nilay@unimedint.com	✓	
First Name Brant Edward Bryan Nilay	✓	
Last Name Guthrie Cost Hucko Patel	ⓘ	
Phone 9187107762 9016248860 4128518511	✓	

4 columns are mapped and will be uploaded: Email First Name Customer Value Phone Number

Do Not Upload

IDENTIFIERS

- Email
- Phone Number
- Mobile Advertiser ID
- First Name ⓘ
- Last Name ⓘ
- ZIP/Postal Code
- City
- State/Province
- Country
- Date of Birth
- Year of Birth
- Gender
- Age
- Facebook App User ID
- Facebook Page User ID

Do Not Upload ⓘ

Cancel Back Upload & Create