



Facebook Advertising For The Win

Instructor: Alex Sierra, CEO Sigma Ridge

Agenda

Time	Content	Purpose
6:30 - 6:50pm	Welcome/Intro	Intros + overview of lesson
6:50 - 7:15pm	Fundamentals of Facebook Advertising	Facebook advertising overview
7:15pm - 7:25pm	Campaign Draft	Brainstorm your Facebook campaign concept
7:30pm - 7:55pm	Audience Overview + Partner Activity	Create a persona in Facebook
7:55pm - 8:10pm	Advanced targeting concepts	Deeper dive into targeting capabilities
8:10pm - 8:30pm	Creative	Overview of ad basics + creative best practices
8:30pm - 9:00pm	Tracking + User Experience	Understand other elements of advertising that allow you to track + optimize performance
9:00pm - 9:30pm	Campaign work session + Q&A!	Put your knowledge to the test!



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A Leader in Education

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.



General Assembly





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 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.



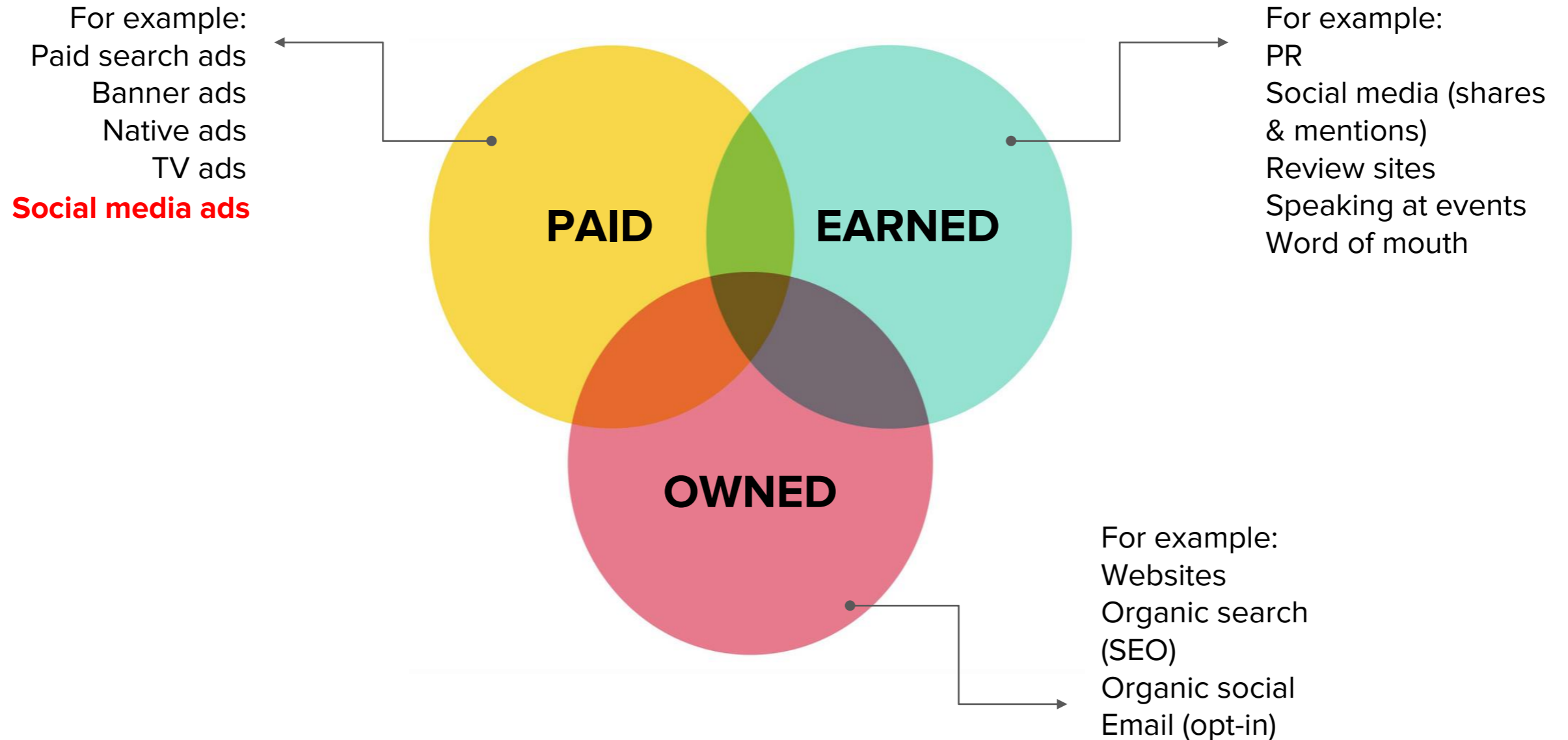
Learning Objectives:

- Be able to understand the fundamentals of Facebook Advertising in professional practice
- Understand how Facebook Advertising fits into the digital landscape
- Create quality Facebook Ads that resonate with your target user
- Draft a Facebook Advertising campaign using a 5-pillared approach

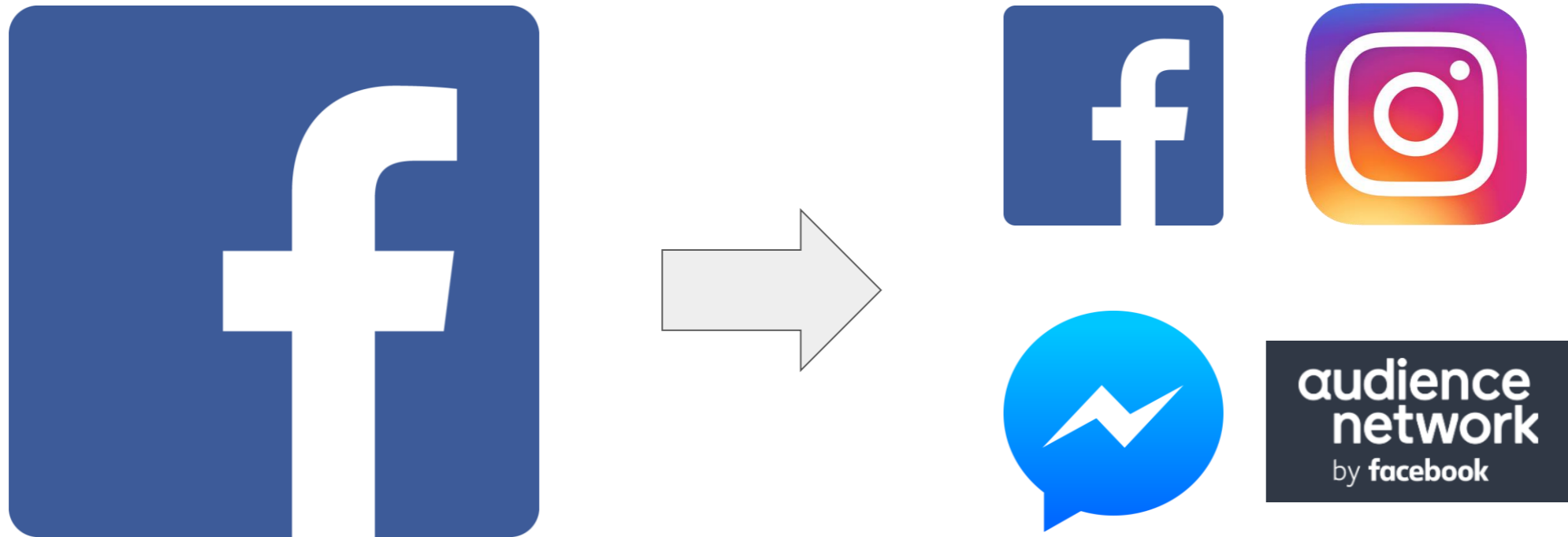
Tell us about yourself!

- Name
- Current professional work
- Why you are taking class + what you are hoping to get out of it?

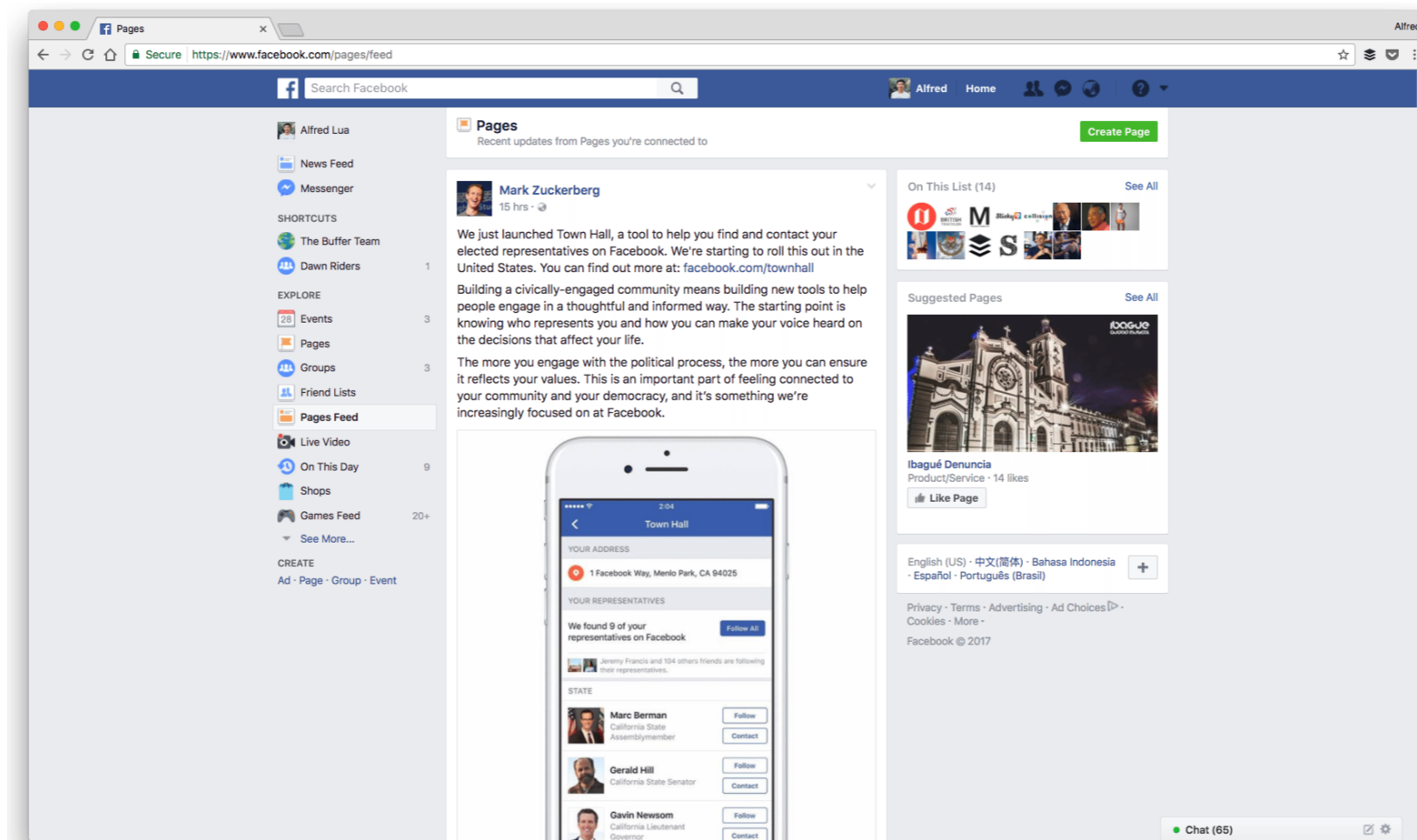
Where does Facebook advertising fit in?



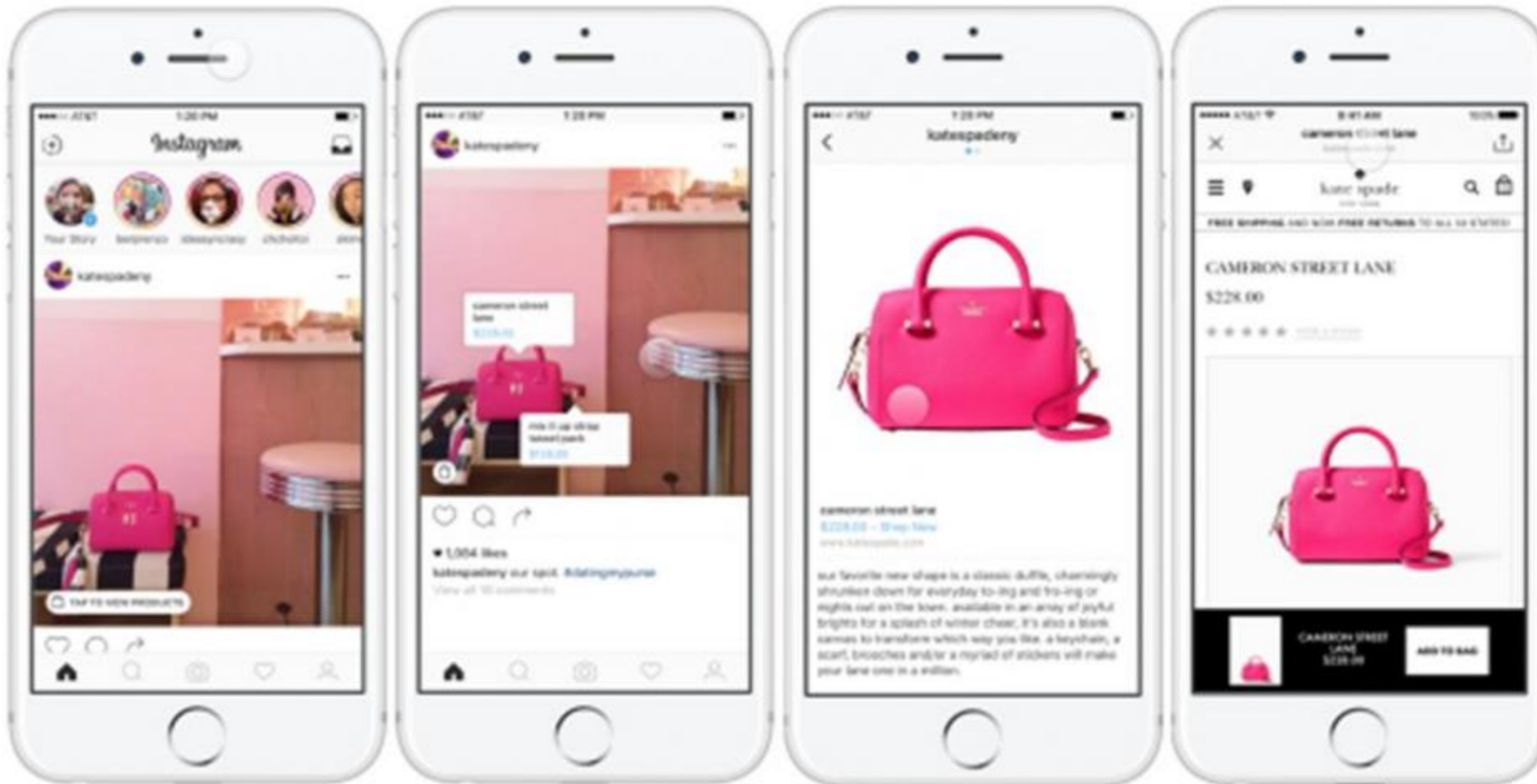
What does Facebook advertising include?



What does Facebook advertising include?



What does Facebook advertising include?



What does Facebook advertising include?



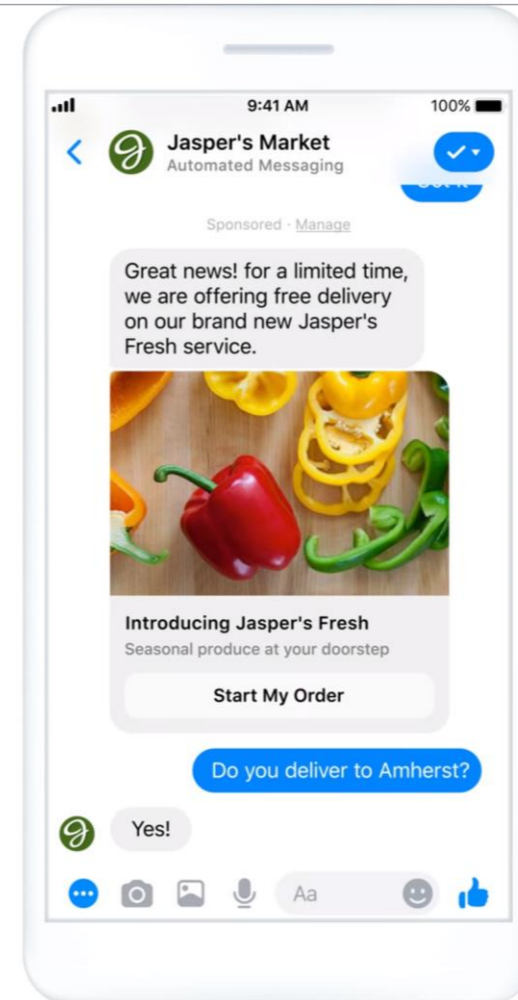
Retarget your customers with sponsored messages.

Sponsored messages allow you to send highly targeted promotions directly to the people who have already talked to your business in Messenger.

If you choose to run sponsored messages, we recommend planning to be active and responsive once you have re-engaged customers. Away messages can help manage customer expectations by letting them know when they should expect a follow-up response.

Learn how to create sponsored messages on the Advertiser Help Center.

[Get Step-by-Step Instructions](#)



What does Facebook advertising include?



Our ads are built for a better experience—for publishers and people.

Facebook Audience Network is designed to maximize your revenue with quality demand from global advertisers. Get powerful monetization solutions that engage people and grow your app or site while preserving the experience.



Built to engage your audience

We match ads with people's interests so they're less intrusive and keep people engaged.



Built for quality and maximized monetization

State-of-the-art quality controls like ad blocking protect your brand and keep you in control. Plus, we offer app and web bidding for an impartial and open auction.



Built to grow gaming apps

Take your game to the next level with rewarded video, global expansion opportunities and diverse demand.

<https://www.facebook.com/audiencenetwork>

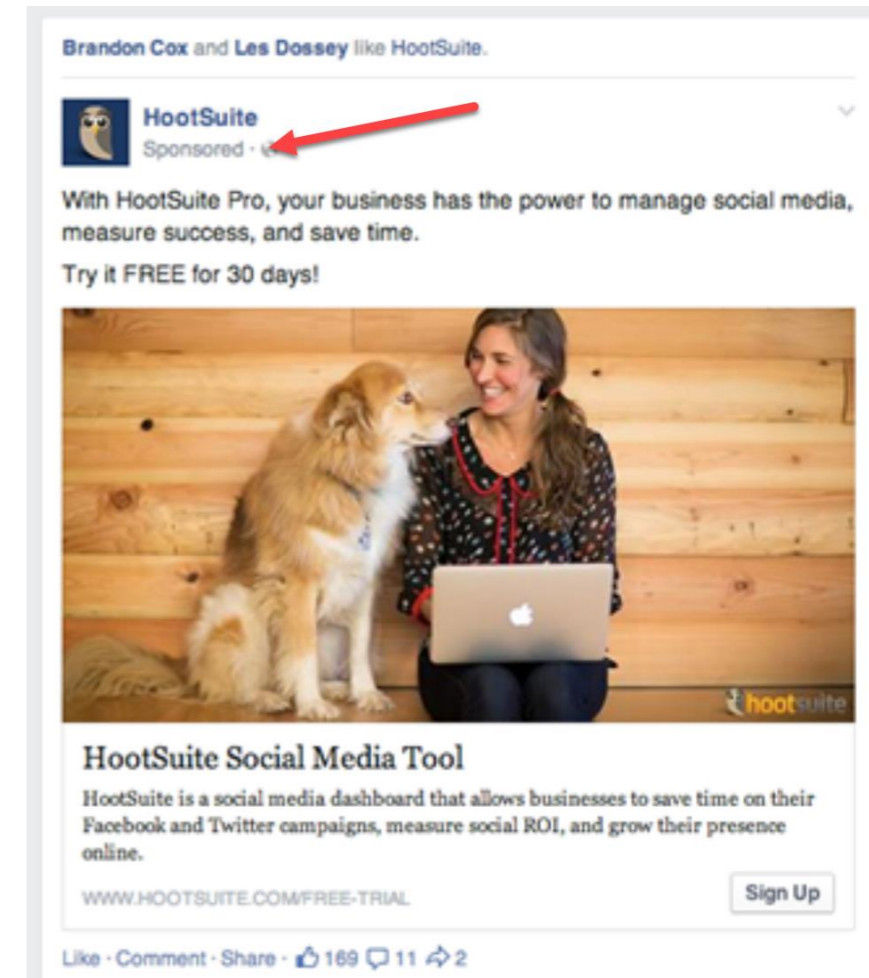


Where does Facebook Advertising fit in?

Organic



Paid

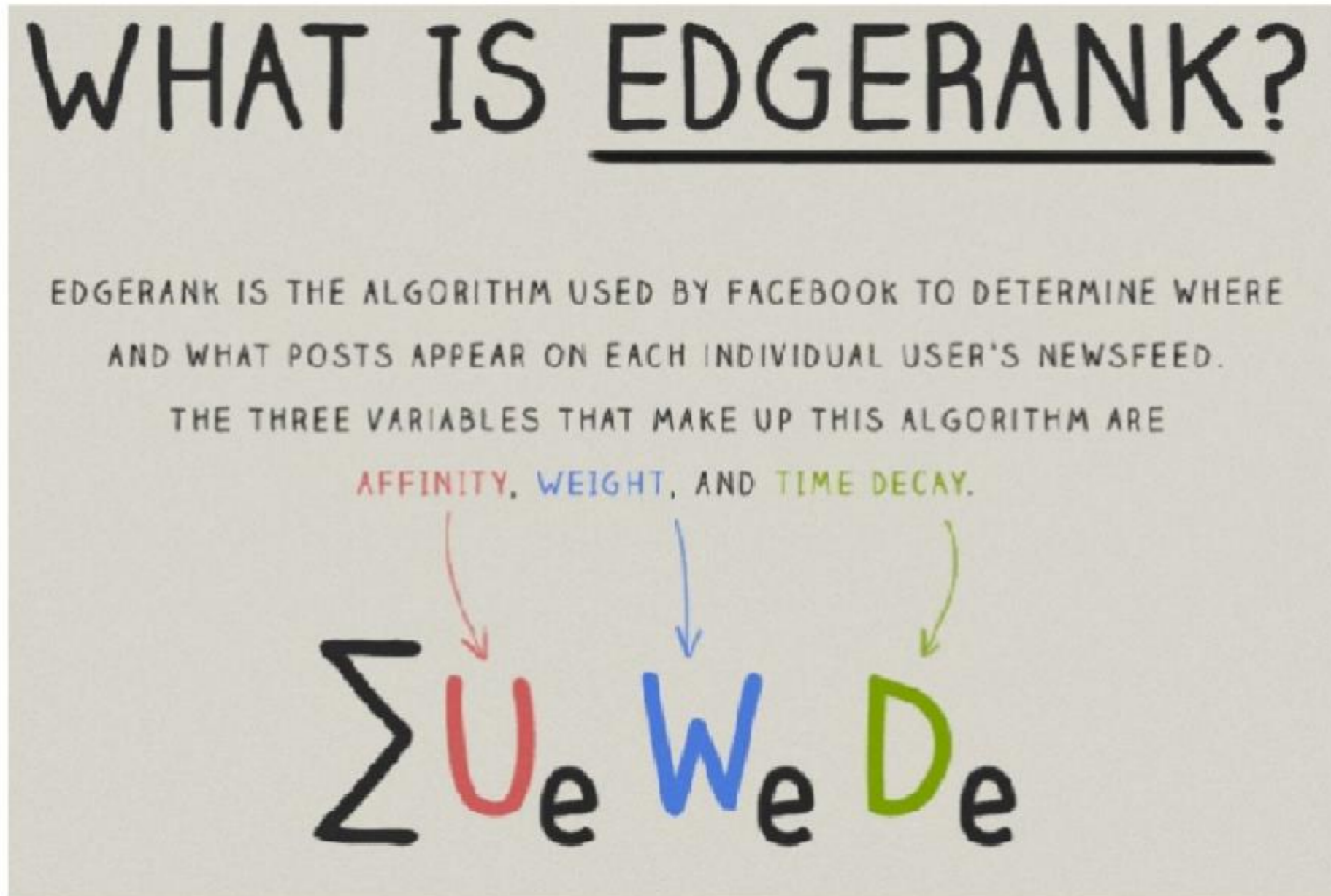




Discussion

Why is it difficult for businesses to get any real traction from Facebook + Instagram without using paid advertising?

Where does Facebook Advertising fit in?



Facebook Is The Newsfeed





The Fundamentals of Facebook Advertising

Five Pillars of Success

Objective

What are you trying to accomplish?

Audience

Who are you trying to reach?

Bidding

What actions are the best use of your budget?

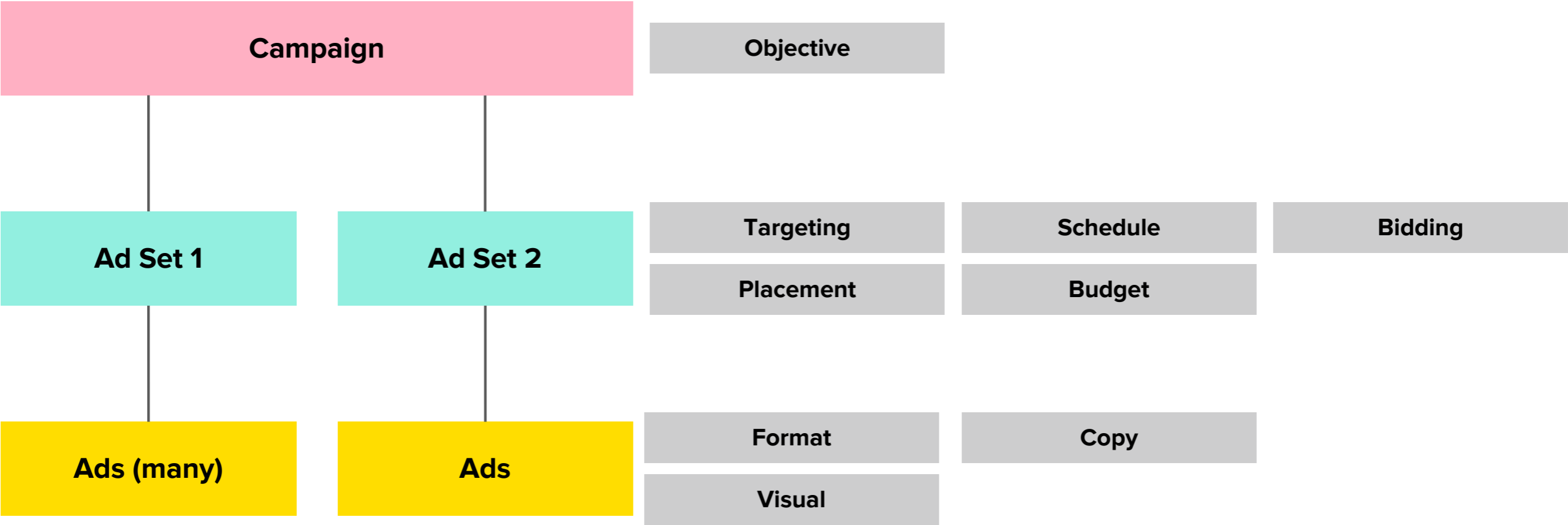
Creative

What experience do you want to deliver?

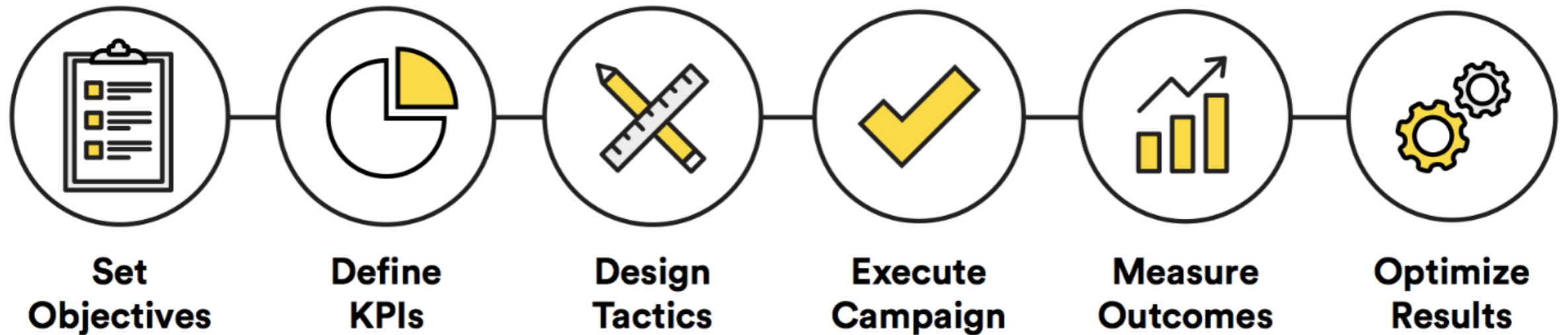
Analysis

What did you learn, and how can you improve next time?

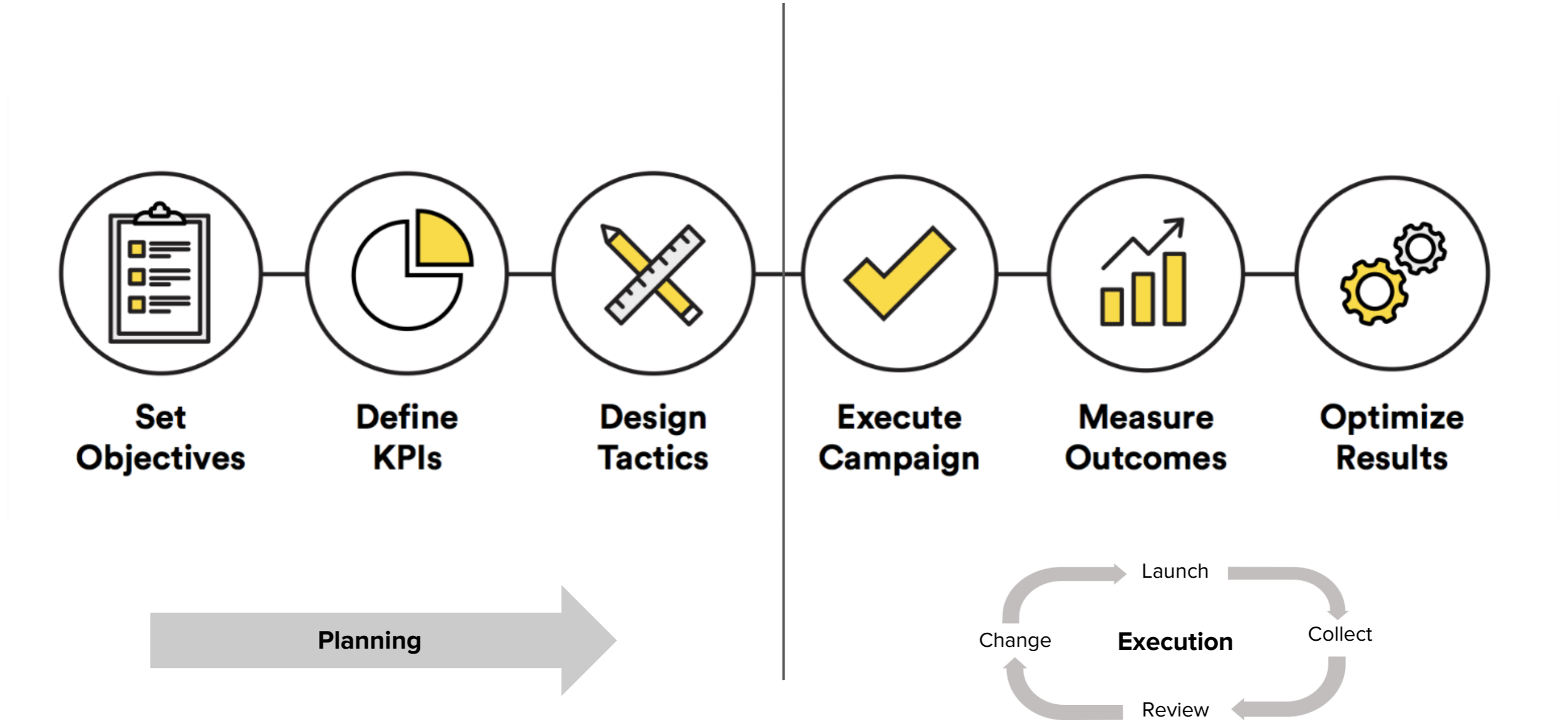
Facebook Ad Campaign Anatomy



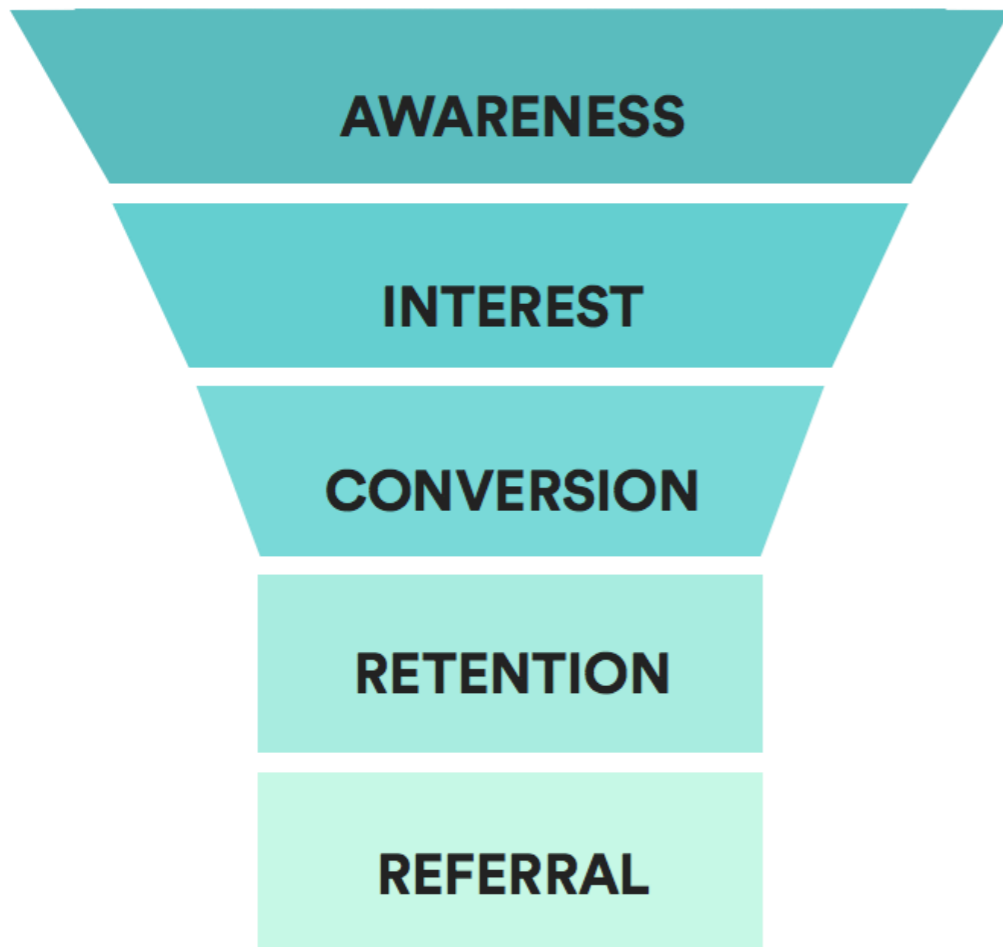
The Objective First Campaign Framework Is Here to Help



The Objective First Campaign Framework Is Here to Help



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!”

Primary Objective:

Our goal this quarter is to sell **50,000 pairs** of the new women's denim styles for Levi's. We also have a marketing budget of **\$500,000**



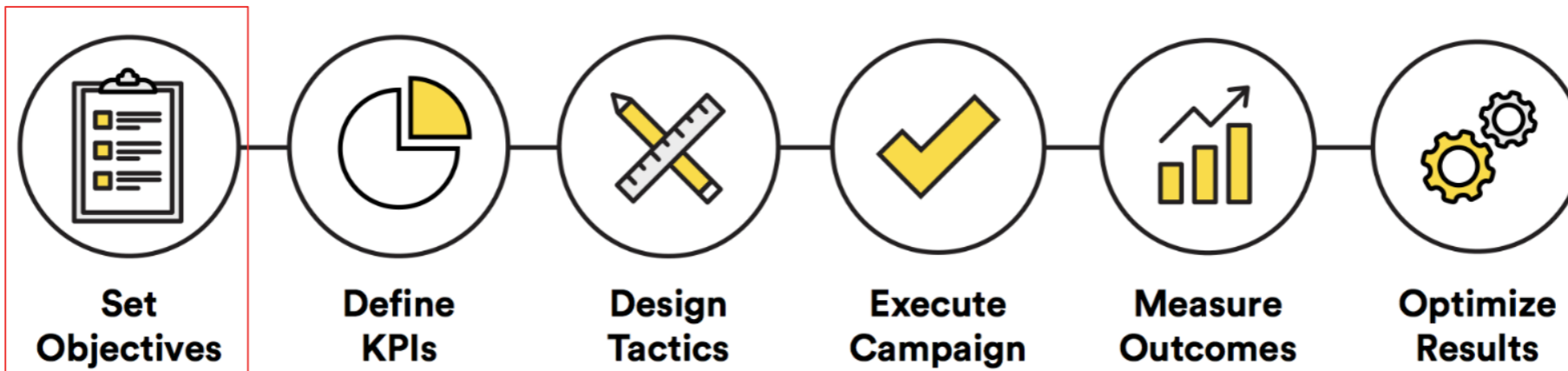
LEVI'S® SCULPT: SOFT



LEVI'S® SCULPT: SOFT













LEVI'S® Original Fit jeans



Primary Objective:











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

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



Primary Objective:

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

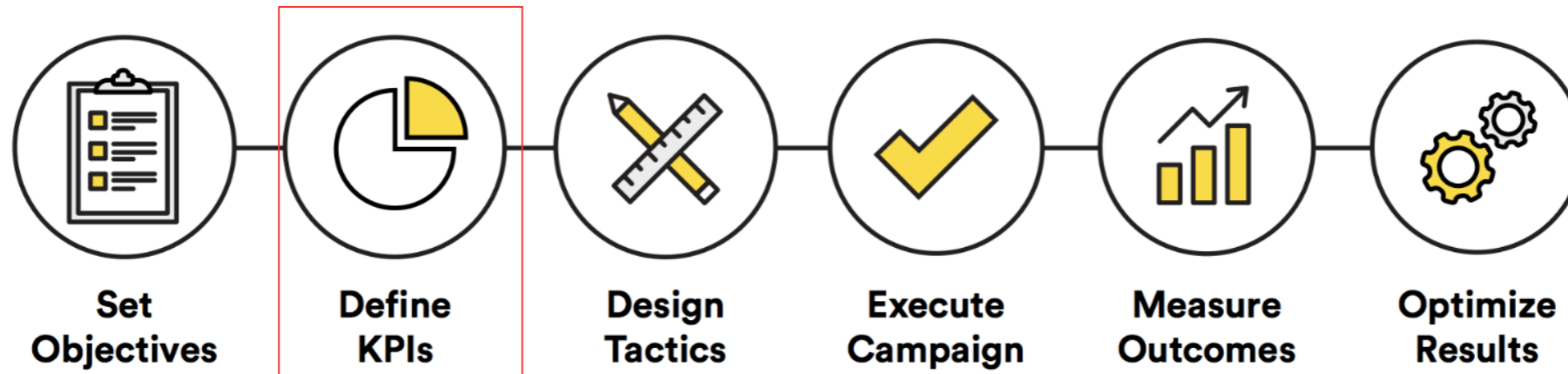
Awareness	Consideration	Conversion
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	 Video views	
	 Lead generation	



Define KPI's

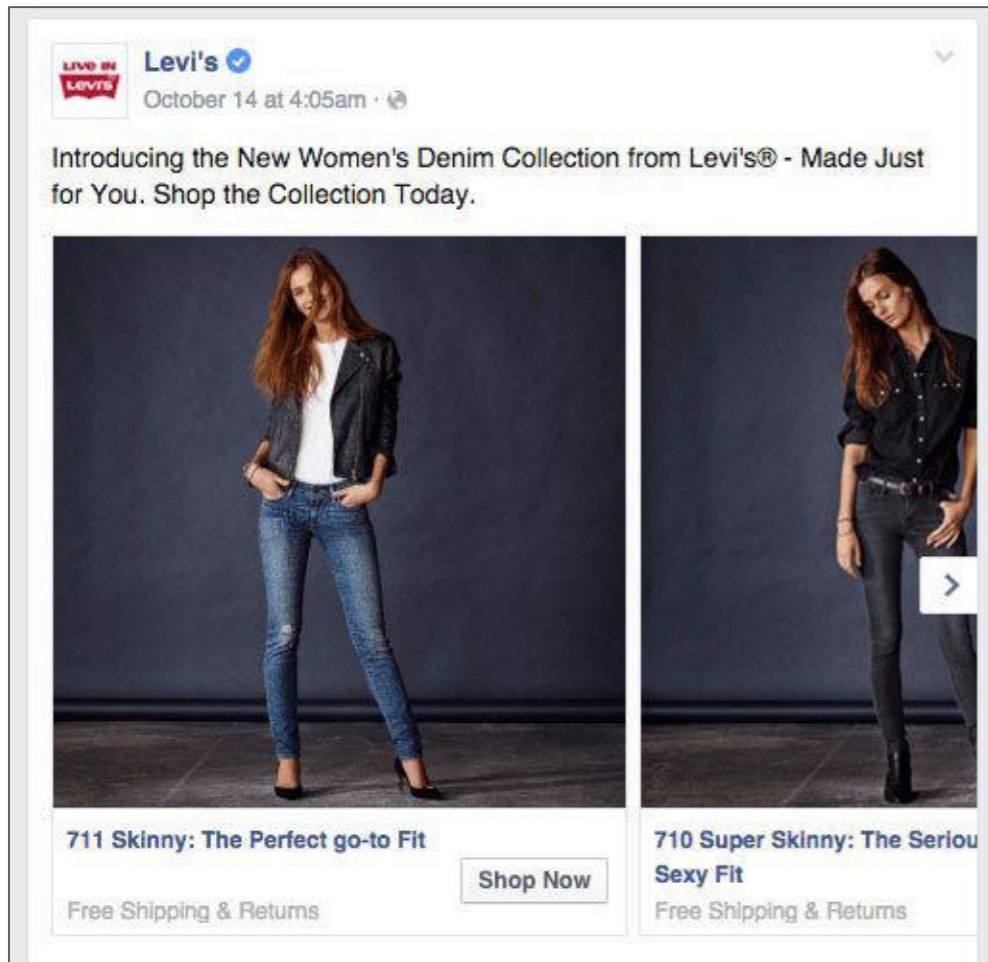
What is a KPI? A **Key Performance Indicator** is a metric that helps you understand actual performance against pre-set business objectives.

*Choose **1** primary KPI and **1-3** secondary KPI's*



Define KPI's

What can we measure?



Levi's Facebook Ad KPIs:

- ▶ Click-through Rate (CTR)
- ▶ Cost Per Click (CPC)
- ▶ Conversion Rate (CR)
- ▶ Cost Per Acquisition (CPA)

Define KPI's

Optimization for Ad Delivery ⓘ

Conversion window ⓘ

Bid Strategy ⓘ

When You Get Charged ⓘ

Conversions ▼

Conversions (Suggested Option)

We'll deliver your ads to the right people to help you get the most website conversions.

Landing Page Views

We'll deliver your ads to people who are more likely to click on your ad's link and load the website or Instant Experience.

Other Options

Link Clicks, Impressions and Daily Unique Reach

>



Define KPI's

Optimization for Ad Delivery ⓘ

Conversions ▼

Conversion window ⓘ

7 days click or 1 day view ▼

Bid Strategy ⓘ

☒ **Lowest cost** - Get the most conversions for your budget

☐ Set a bid cap

☐ **Target cost** - Maintain a stable average cost per conversion as you raise budget

When You Get Charged ⓘ

Impression



Define KPI's

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) = Amount Spent (ad budget) / Acquisitions (orders)

Target Cost per Acquisition = \$500,000 (ad budget) / 50,000 (orders)

Target Cost per Acquisition = \$10 (or less)



Define KPI's

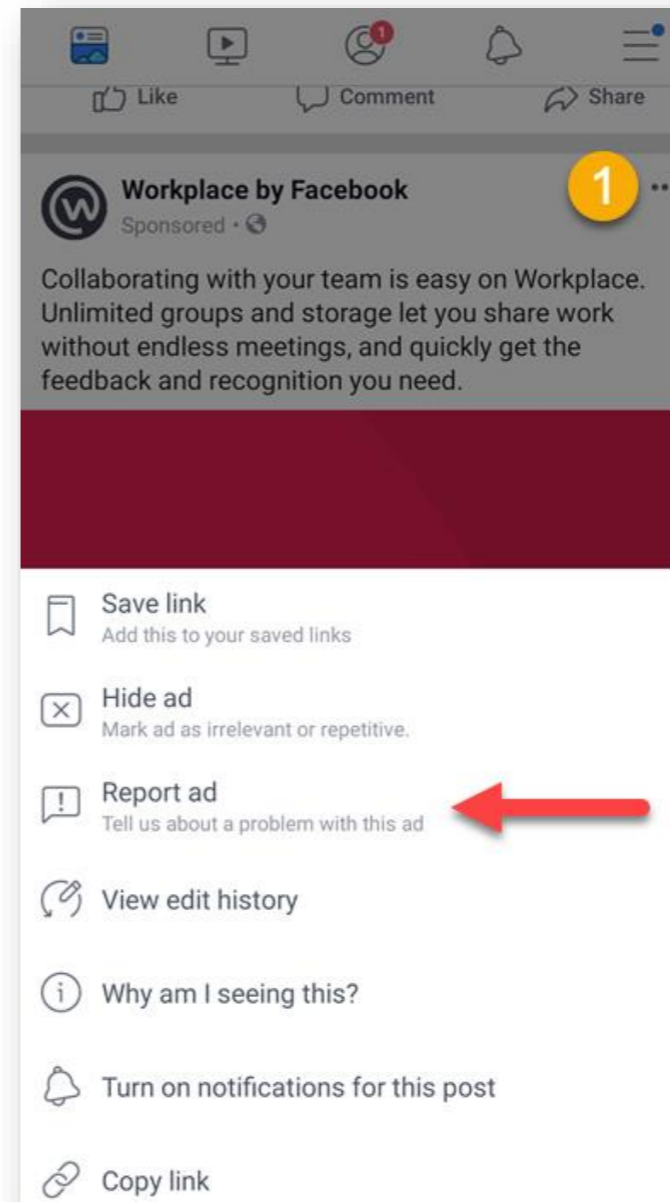
Referring back to our target CPA of \$10 - how could we get this even lower?

- **Click-through Rate (CTR)**
- **Cost per Click (CPC)**
- **Conversion Rate (CVR)**
- **Cost per 1,000 impressions *or a million (CPM)**

Define KPI's

Referring back to our target CPA of \$10 - how could we get this even lower?

- **Cost per 1,000 impressions**
***or a million (CPM)**



Design Tactics

How should be design this campaign?

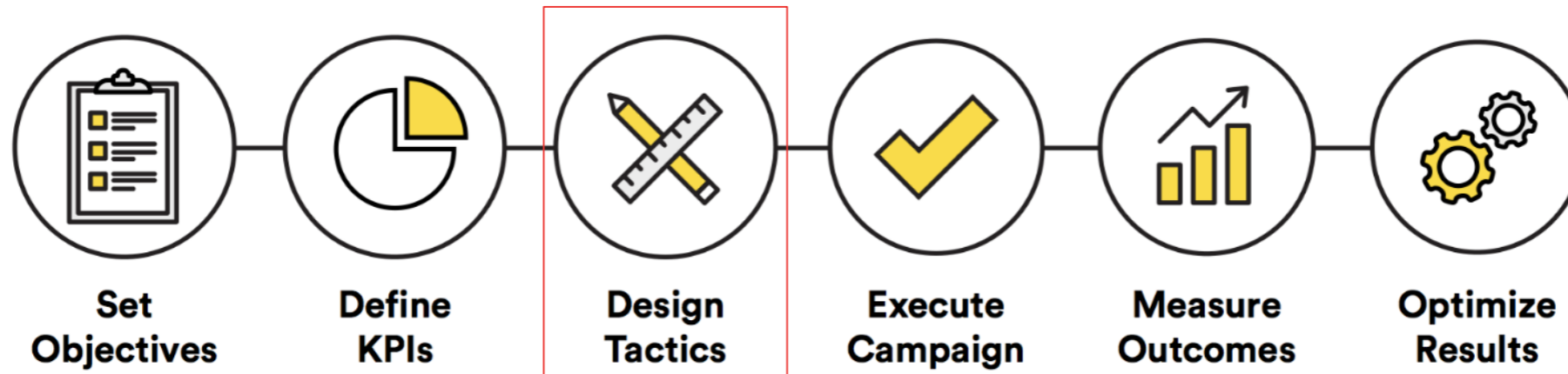
Bidding strategy

Audience Targeting

Devices

Platform

Creative



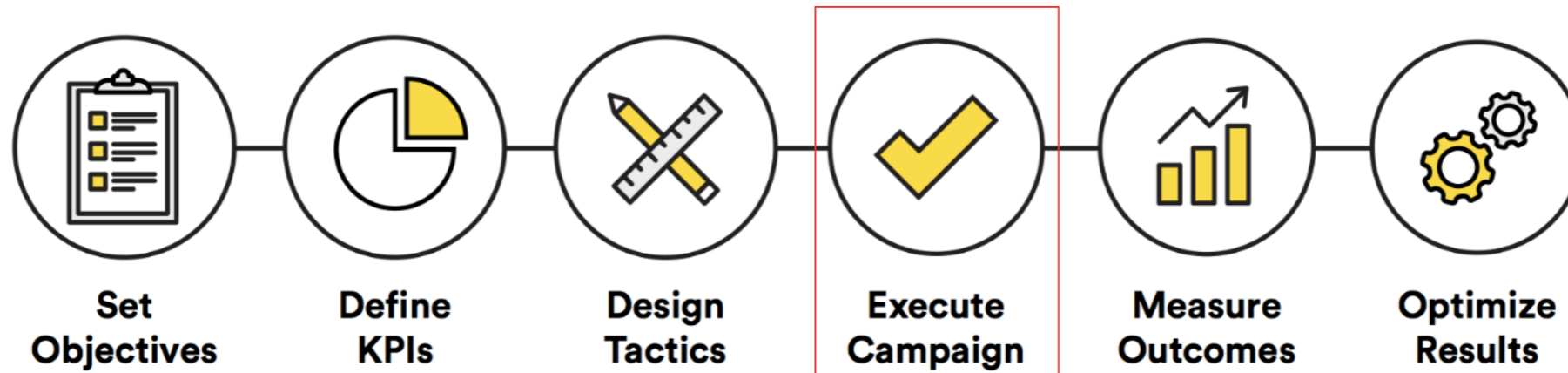
Campaign Execution

How is the campaign actually going live?

Who is setting up the campaign?

When is launching and how long is it running for?

What processes do you have as you execute?



Measure Outcomes

How did the campaign perform?

63,000 units sold, spent \$500,000

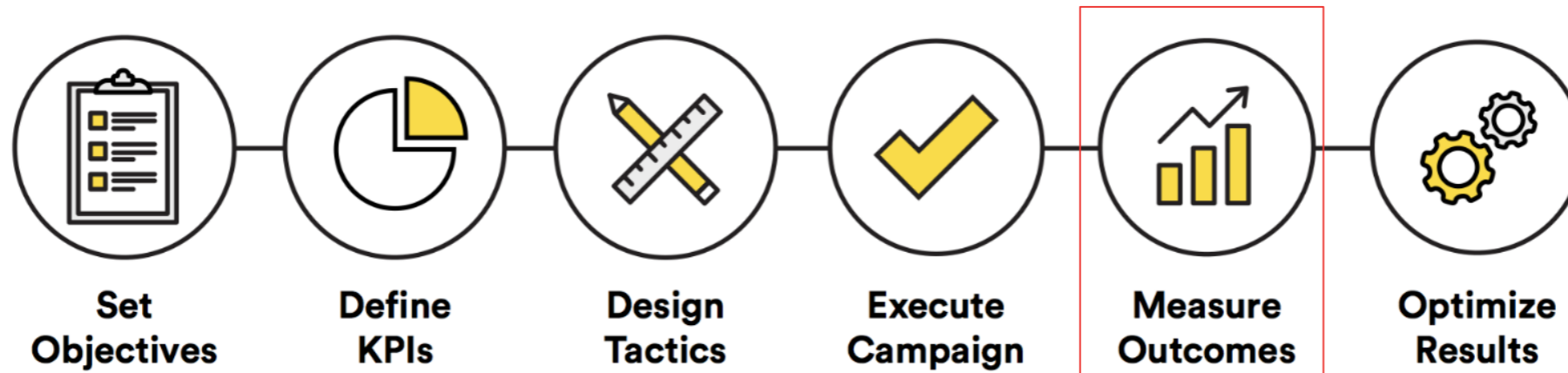
Primary KPI: $CPA = ?$

Secondary KPIs:

-CTR = 2.5%

-CPC = \$0.56

-CVR = 2.2%



Optimize Results

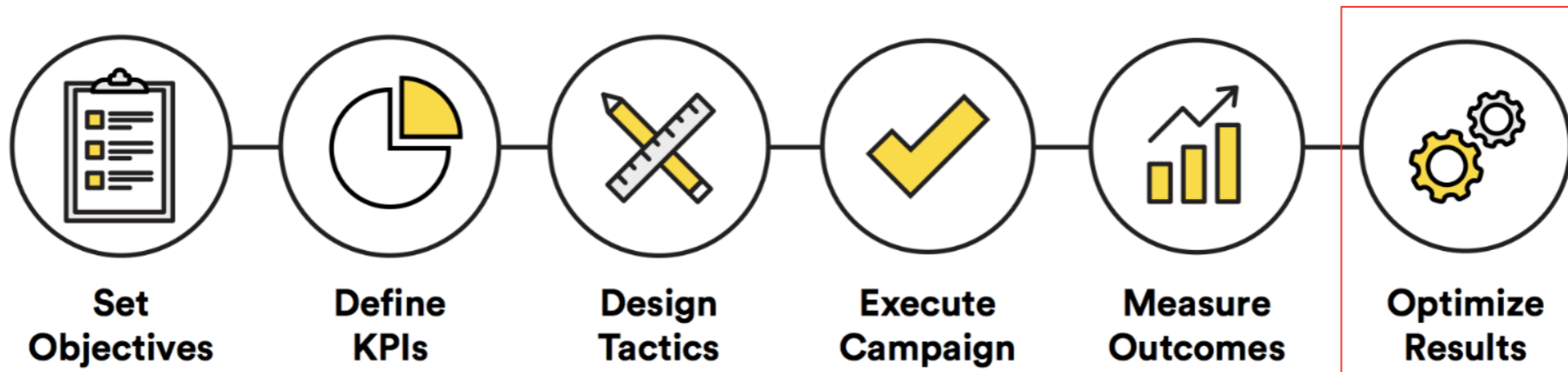
What should we look at when analyzing performance?

Demographic (Age/Gender)

Geographic

Platform/Device

Time Period















Activity:
**Putting Your Facebook Ad
Knowledge To The Test!**

Guided Walk-Through: Drafting a Campaign in Facebook

3 min

Let's create a Facebook campaign shell!

<https://www.facebook.com/adsmanager/creation/>

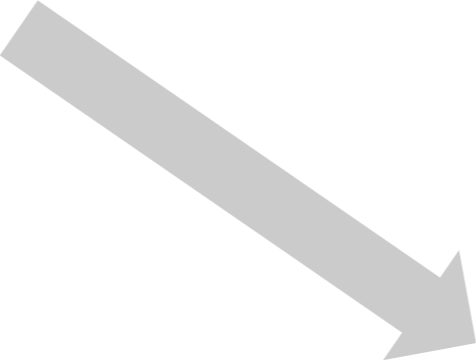
What's your marketing objective? Help: Choosing an Objective		
Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	

Solo Exercise: Defining Your Business Objectives + KPIs

5 minutes

Directions: Take 5 min and brainstorm the following for a potential Facebook ad campaign you would run for your company.

- 1. Overall business objective
- 1. Primary KPI (1) and Secondary KPI's (1-3)
- 1. Facebook Ad Campaign Objective



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

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



Audience Targeting Basics

Facebook Targeting Capabilities

Facebook targeting is some of the best in the industry:

- Detailed targeting: demographics, behaviors, **interests**
- Age
- Gender
- Language
- Connections

General Targeting Possibilities

Demographic

I.e., gender, age, education

Geographic

Through IP location or beacons

Contextual

Based on what's being viewed

Customer Relationship

Through first-party data

Interest

I.e., Shopping & Fashion, Outdoor Sports

Behavioral

I.e., purchase behaviors

Time/Event

Time of day-, week-, or event-driven

Device

I.e., mobile, web, iPhone

Thanks, Cambridge Analytica.

Example Customer Persona:

- Female
- Age 25-40
- Lives in Los Angeles, New York, Chicago, Seattle, Boston, Austin
- College educated
- Business Traveler
- Interested in: Tech blogs, travel, dining out
- iOS user

Rachel

Small Business Owner



- 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

<https://buffer.com/library/marketing-personas-beginners-guide>

Example Customer Persona:

<p>DEMOGRAPHIC information:</p> <ul style="list-style-type: none">• Age 46• \$103,000 annual salary• BSN from UC Davis• MHA from Walden University (online degree)• Married, two kids• Worked in a large hospital system in CA after nursing school	<p>THE PROBLEMS she has that IHI solves:</p> <ul style="list-style-type: none">• "I need to balance cost cutting with maintaining quality and it's very complex."• "Getting adoption of best practices is slow and not uniform."• "I would love to be seen as more of a 'go-to' leader within the larger organization."	<p>ONE DAY in the life:</p> <ul style="list-style-type: none">• Attends lots of face-to-face meetings• Conducts office hours in ICU to give nurses and physicians time with her during the week.• Handles a significant amount of paperwork related to regulation and compliance• Has to be "on call" for scheduling and staffing issues at any hour of the day
<p>Her VALUES AND GOALS:</p> <ul style="list-style-type: none">• Son is a junior in high school and her daughter will be a freshman next year; family prioritizing their finances to pay for college• Prides herself on staying on top of emails and being responsive to all levels of her organization and team• Strong advocate for work-life balance in the office but often works several hours in the evening except for Friday and Saturday• Attends church regularly• Encourages her staff to grow professionally		<p>Her main INFO SOURCES and WATERING HOLES:</p> <ul style="list-style-type: none">• SCCM newsletter• ICU Director magazine• Office hours in departments• Hospital cafeteria• After work socialization with department staff on a monthly basis• Informal chats with former colleagues in CA hospital system• IHI Quality Innovators LinkedIn group. Hasn't posted yet; looks through ICU-relevant posts.• Member of AACN
<p>THE EXPERIENCE SHE WANTS when seeking out IHI products or services:</p> <ul style="list-style-type: none">• Wants to be able to read comments and feedback on the IHI programs in the way that she reads Yelp reviews of restaurants• Would like to conduct a "chat" when she is deciding whether or not to sign up for a program• Wants to be recognized as a "fan" of IHI even if her attendance level is not what we consider high. She was an enthusiastic OS participant when she got her MHA in 2009.	<p>Diane Director, BSN, MHA Director of Critical Care at Terre Haute Regional Hospital in Terre Haute, IN</p> <p>Their ROLE AND LEVEL SENIORITY in detail:</p> <ul style="list-style-type: none">• Reports to VP of Patient Care Services.• Administrative responsibilities for a 32 bed ICU unit, 35 bed CVICU unit, and 4 cardiac inpatient units.• Has budgeting power for 300 FTE staff ICU	<p>Her most COMMON OBJECTIONS to IHI's products or services:</p> <ul style="list-style-type: none">• Needs cost cutting guidance; doesn't know if Bedside to Balance Sheet is for her• Wants more content on culture change that could enhance process improvements• Needs more material on how to get senior leadership behind her efforts; mobility in the ICU was treated as an experiment in the eyes of the VP of Patient Care, not a way forward.• RNs only get \$500 a year in pro. development funds for non-degree programs; puts IHI content out of reach for her staff.
<p>IHI Areas of Focus that she would be interested in: Quality, Cost, Value / Patient Safety IHI Rings she would engage in (by %): Innovate (5%), Demonstrate Results (15%), Build Capability (75%), Disseminate Knowledge (5%) IHI programs she has attended/resources used: OS courses, Rethinking Critical Care seminar, Survey Design W+A, WIHI broadcasts on ICU subject matter</p>		

Guided Walk-Through: Targeting a Persona on Facebook

5 min

Let's target a persona on Facebook!

<https://www.facebook.com/adsmanager/creation/>

The screenshot shows the Facebook Ads Manager 'Create New' audience targeting interface. The 'Create New' tab is selected, and the 'Custom Audiences' section is active. A dropdown menu for 'Locations' is open, showing options: 'Everyone in this location' (selected), 'People who live in this location', 'People recently in this location', and 'People traveling in this location'. Below the dropdown, there are 'Include' and 'Add locations' buttons. The 'Age' section shows '18' and '65+' with a minus sign between them. The 'Gender' section has 'All', 'Men', and 'Women' buttons, with 'All' selected. The 'Languages' section has a text input field 'Enter a language...'. On the right, the 'Audience Definition' section shows a gauge indicating 'Your audience selection is fairly broad.' The 'Audience Details' section lists 'Location: United States' and 'Age: 18 - 65+'. The 'Potential Reach' is 205,000,000 people. The 'Estimated Daily Reach' section shows '1,600 - 4,300 people on Facebook' (of 140,000,000) and '1,600 - 4,300 people on Instagram' (of 46,000,000).

Create New Use a Saved Audience ▼

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ⓘ

- ✓ **Everyone in this location**
- People who live in this location
- People recently in this location
- People traveling in this location

📍 Include ▼ Add locations

Add Bulk Locations...

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Audience Definition

Your audience selection is fairly broad.

Audience Details:

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

Potential Reach: 205,000,000 people

Estimated Daily Reach

1,600 - 4,300 people on Facebook

0 of 140,000,000 ⓘ

1,600 - 4,300 people on Instagram

0 of 46,000,000 ⓘ



Partner Exercise: Target a Persona on Facebook

15 min

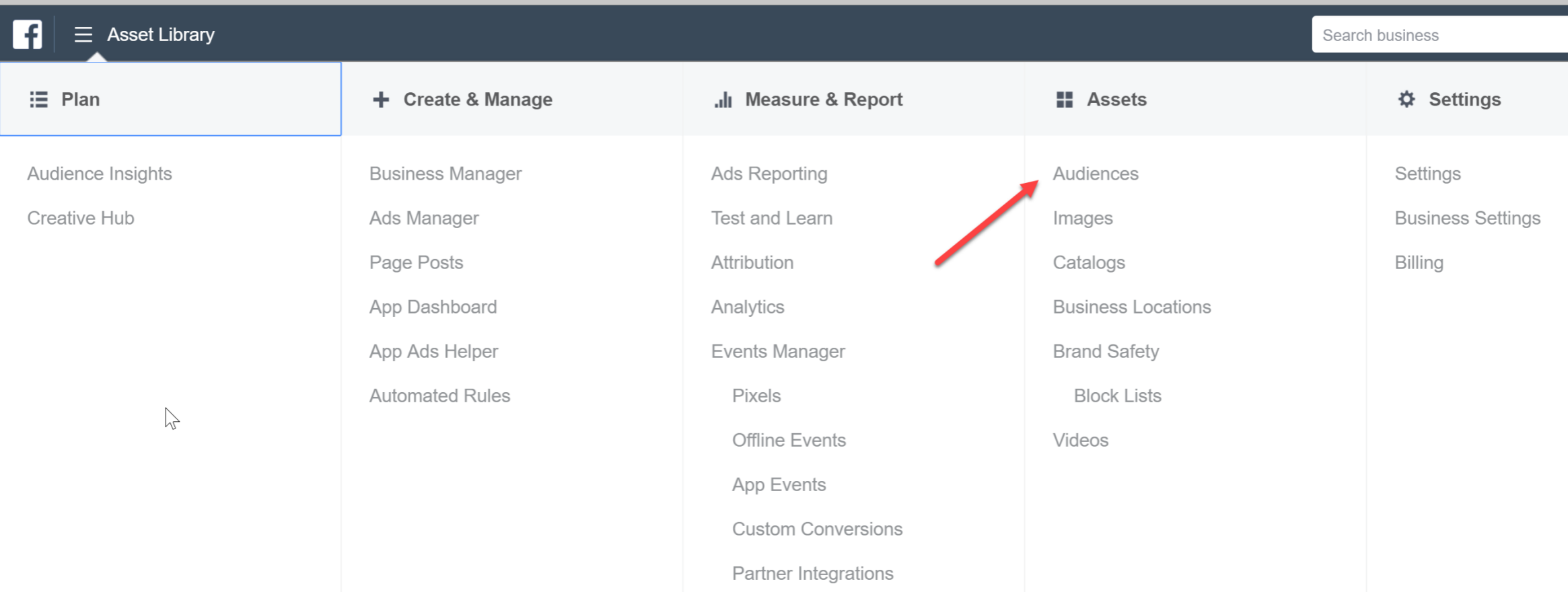


- We run a travel business that wants to sell an upcoming trip to London to young singles.
- Our business is headquartered in NYC but we have trips leaving from San Francisco, Seattle, and Austin, TX as well.
- The vacation package is not cheap so not everyone can necessarily afford it.
- Based on these criteria try to come up with a Potential Reach of 50,000 Facebook users.
- Remember, in order to get close to the goal you can make your own changes and assumptions BUT ultimately the audience profile should closely match people who would possibly be interested in taking this trip.
- Take a screenshot of your targeting parameters and be prepared to share how you targeted and why.

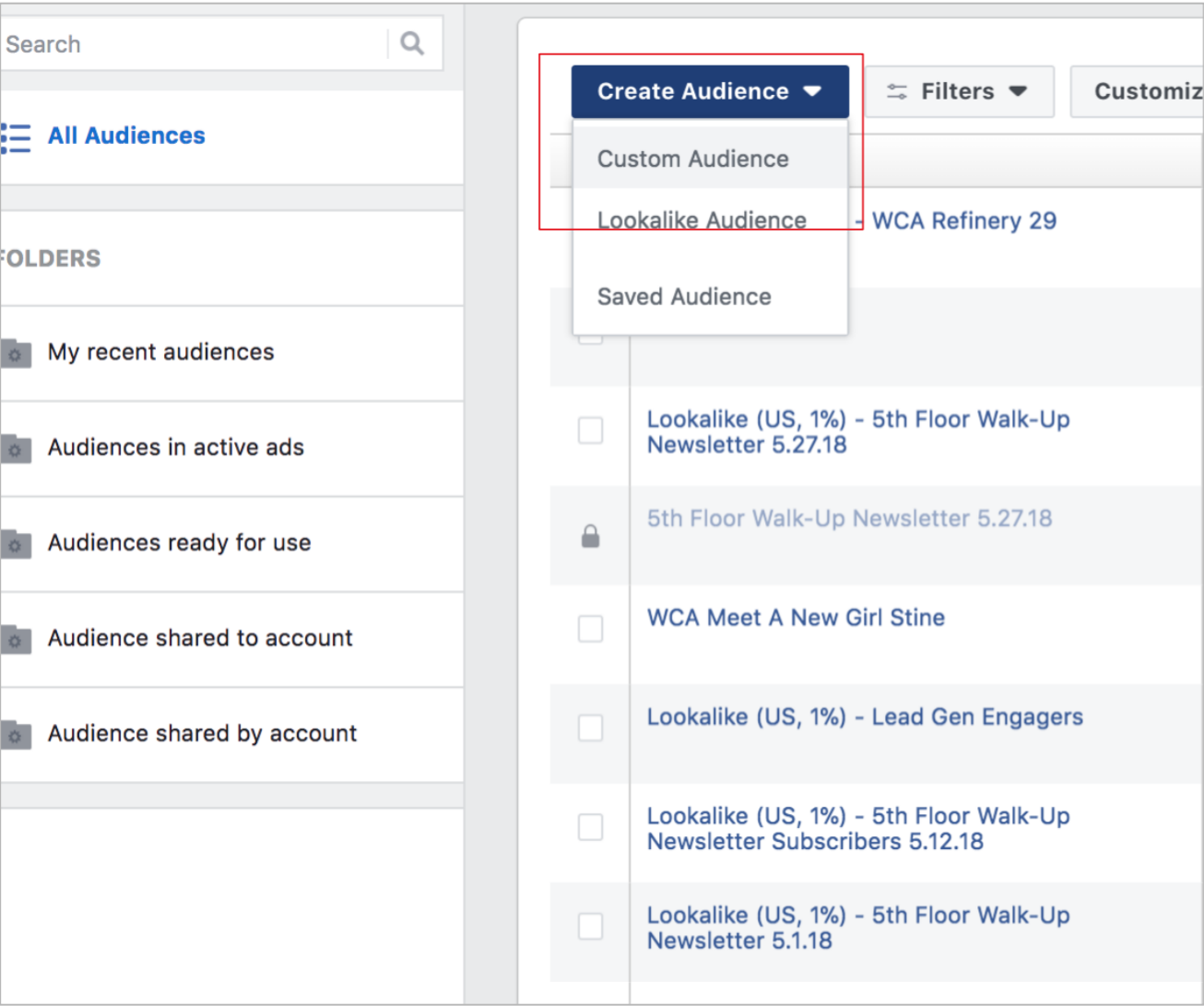


Advanced Facebook Audiences

Creating A Custom Audience In Facebook



Creating A Custom Audience In Facebook



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 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.

Store Visits NEW
Create a list of people who have previously visited your measurable business locations.

Creating A Custom Audience In Facebook

Create a Custom Audience

1

2

3

4

Add Customer List

Edit Data Mapping

Hashed Upload & Creation

Next Steps

Prepare a file with your customer data

Read best practices for preparing your customer data

Identifiers you can use (15)

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

Original Data Source

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

X

Show description


Cancel

Back

Next

3

52 | © 2018 General Assembly



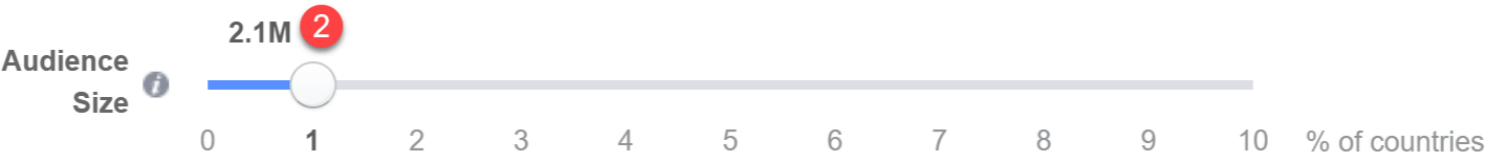
Creating Look-a-like Audiences

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



Resulting audiences	Estimated reach
Lookalike (US, 1%) - NY 11242	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





Ad Creative Basics

Components of a Facebook Ad

Ad Format	Ad Visual	Ad Copy	Call to Action
Video	Video	Text	Learn more
Image	Images	Link	Sign up
Carousel		Headline	
Slideshow		News feed description	



Ad Format

Format

Choose how you'd like your ad to look.



Carousel

Create an ad with 2 or more scrollable images or videos



Single Image

Create up to 6 ads with one image each at no extra charge



Single Video

Create an ad with one video



Slideshow

Create a looping video ad with up to 10 images

Ad Creative: Visual & Copy & CTA

Images

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

Browse Library

Free Stock Images

+

Upload images

Video

Choose the video you'd like to use in your ads.

Upload a video, or use one from your library.

+

Upload Video

Browse Library

Text

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

Text

Enter text that clearly tells people about what you're promoting

☒ Add a website URL [i](#)

Website URL [i](#)

Preview URL

Enter the URL you want to promote

Display Link (optional) [i](#)

Enter the link as you want people to see it in your ad

Headline [i](#)

News Feed Link Description [i](#)

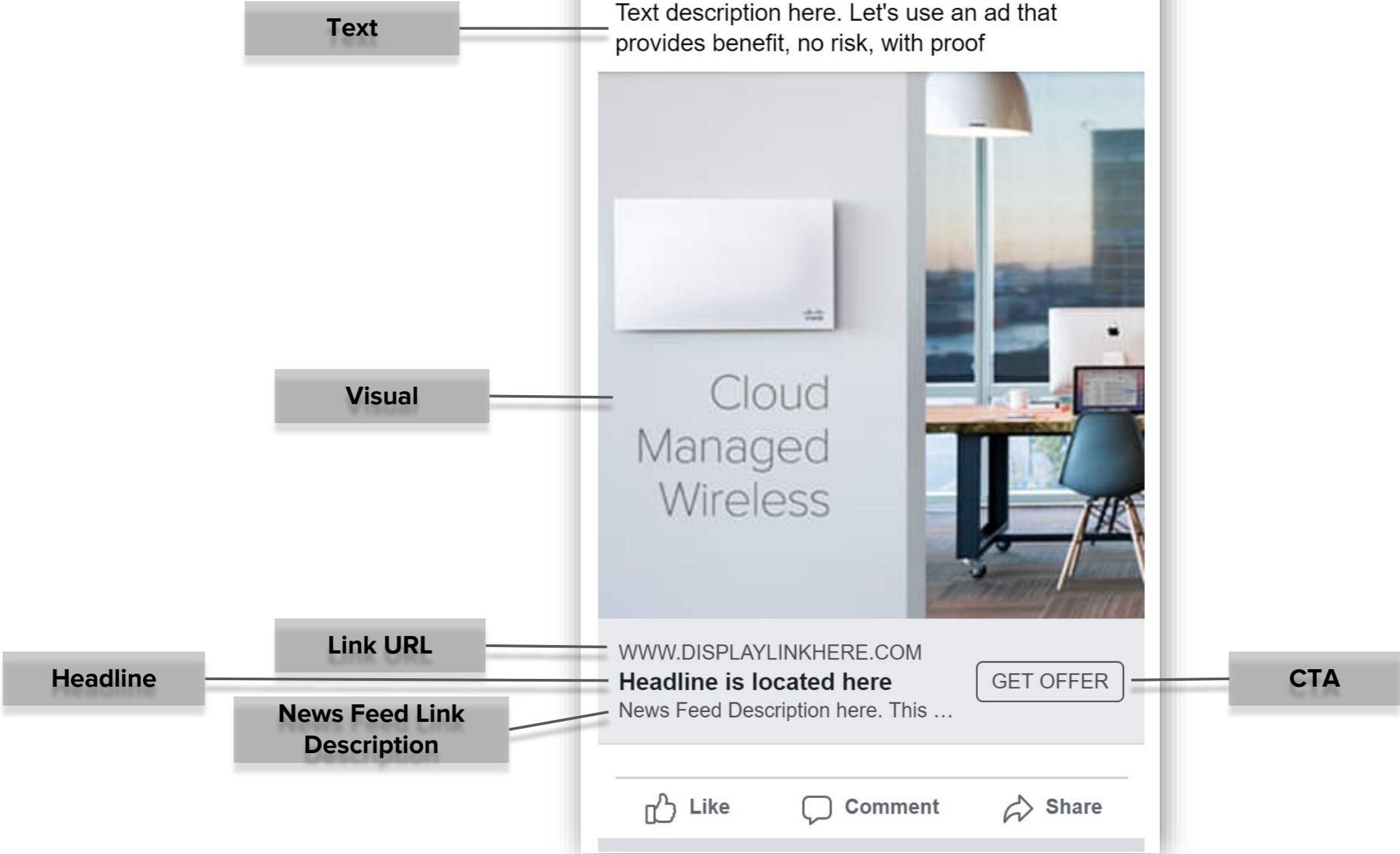
Call To Action [i](#)

No Button ▾

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The logo for General Assembly, consisting of the letters 'GA' in white inside a red gear-like circle.

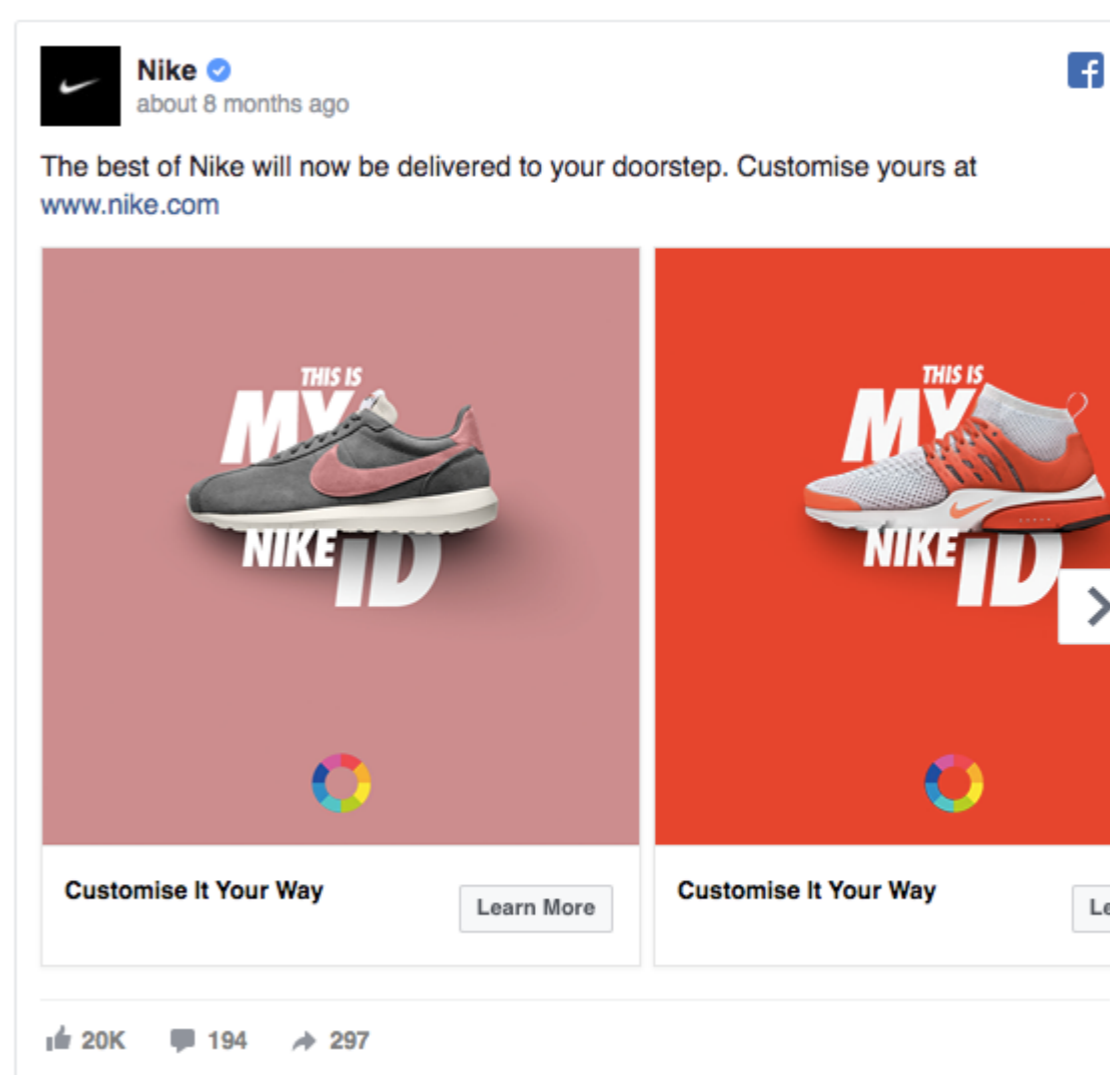
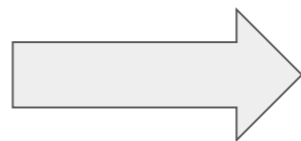
Facebook Ad-natomy





Discussion

What Do
You Think
Of This Ad?





Discussion

What Do
You Think
Of This Ad?

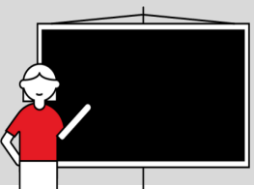




Discussion

**What Do
You Think
Of This Ad?**





Guided Walk-Through: Create a Facebook Ad

5 min



Let's do this!

We'll walk through creating a Facebook ad:

- Format
- Creative
- Text
- CTA



Tracking Fundamentals

First Things First...

Facebook

Twitter

Melina P. / Pinterest

Inbox - melina.pet...

https://generalassemb.ly

Facebook Pixel Helper

Learn More

One pixel found on generalassemb.ly

Facebook Pixel

Pixel ID: 1759711434298800

View Analytics

PageView

Microdata Automatically Detected

AL ASSEMBLY

On Campus

Online

Now's The Time To Launch A Data

The world evolves at the speed of tech

You and your business should, too.

INDIVIDUALS

Get ahead with expert-led training in coding, data, design, digital marketing, and more — on campus and online.

Browse Courses

COMPANIES

Transform your workforce with intense assessments, and an exclusive hiring

Get Started

Do you have the Facebook pixel?



Facebook Pixel Tracking

The screenshot shows a web browser with the URL <https://generalassemb.ly>. The Facebook Pixel Helper extension is active, displaying a notification: "One pixel found on generalassemb.ly". Below this, it identifies the "Facebook Pixel" with ID "1759711434298800" and lists the tracked events: "PageView" and "Microdata Automatically Detected". The background shows the General Assembly website with the headline "The world evolves at the speed of tech. You and your business should, too." and two call-to-action buttons: "Browse Courses" for individuals and "Get Started" for companies.

What can you track?

- Website Visitors
- Site Actions
- Online Conversions

Facebook Pixel Tracking

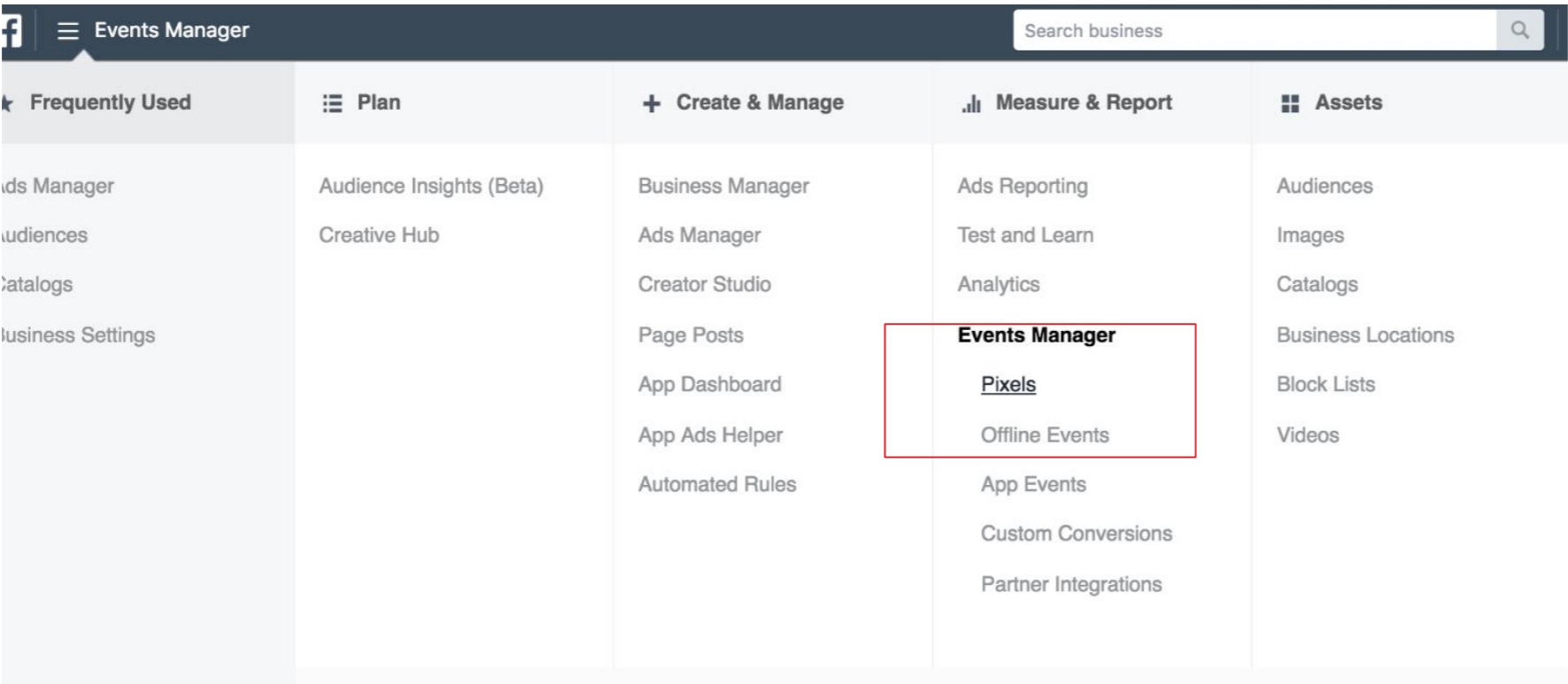
The screenshot shows the General Assembly website at <https://generalassemb.ly>. The website has a teal header with the text "Now's The Time To Launch A Data". Below the header is a black navigation bar with "AL ASSEMBLY" on the left and "On Campus" and "Online" on the right. The main content area features a large image of people working in a modern office setting. Overlaid on the right side of the browser window is the Facebook Pixel Helper extension. It shows "One pixel found on generalassemb.ly" and lists the "Facebook Pixel" with ID "1759711434298800". Below this, it indicates that "PageView" is tracked and "Microdata Automatically Detected". The website content includes the headline "The world evolves at the speed of tech" and the sub-headline "You and your business should, too.". At the bottom, there are two white boxes: "INDIVIDUALS" with the text "Get ahead with expert-led training in coding, data, design, digital marketing, and more — on campus and online." and a red "Browse Courses" button; and "COMPANIES" with the text "Transform your workforce with intense assessments, and an exclusive hiring" and a red "Get Started" button.

What does that mean when it comes to targeting?

- You can retarget users that have browsed or bought on site

Facebook Pixel Set-Up

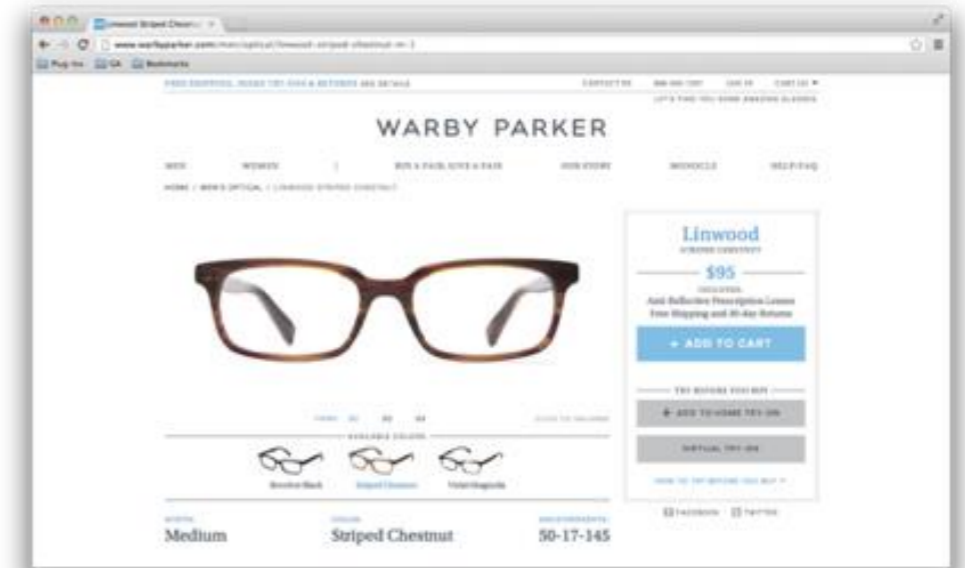
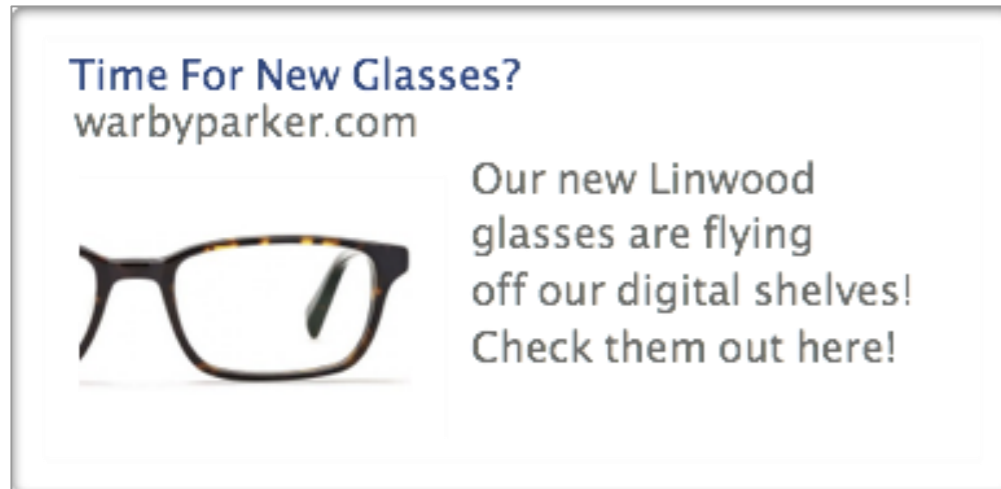
- First, download **Facebook Pixel Helper** add-on to see on your site
 - If yes, look at the pixel ID # and confirm that you have access to that pixel # in your Facebook Business Manager!
- If no pixel, set one up in Business Manager and add the code to your site.





UTM Codes

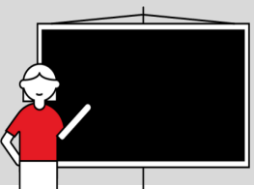
Link Tracking



[HTTP://WWW.WARBYPARKER.COM/MEN/OPTICAL/LINWOOD-REVOLVER-BLACK-M](http://www.warbyparker.com/men/optical/linwood-revolver-black-m)

VS

[HTTP://WWW.WARBYPARKER.COM/MEN/OPTICAL/LINWOOD-REVOLVER-BLACK-M?utm_source=facebook&utm_medium=facebook-right-hand-rail&utm_campaign=facebook-product-feed-retargeting](http://www.warbyparker.com/men/optical/linwood-revolver-black-m?utm_source=facebook&utm_medium=facebook-right-hand-rail&utm_campaign=facebook-product-feed-retargeting)



Guided Walk-Through: Google URL Builder

5 minutes



Link: <https://ga-dev-tools.appspot.com/campaign-url-builder/>

HOME

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Enhanced Ecommerce

Hit Builder

Polymer Elements

Query Explorer

Request Composer

Spreadsheet Add-on

Google Analytics | Demos & Tools

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL

HTTP://WWW.WARBYPARKER.COM/MEN/OPTICAL/LINWOOD-REVOLVER-BLACK-M

The full website URL (e.g. `https://www.example.com`)

* Campaign Source

facebook

The referrer: (e.g. `google`, `newsletter`)

Campaign Medium

facebook-retargeting



UTM Codes – How to Create Your Own

You need the following to create your tagged URL:

Your website URL

Three UTM elements:

- Campaign source
- Campaign medium
- Campaign name

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

*

Website URL

HTTP://WWW.WARBYPARKER.COM/MEN/OPTICAL/LINWO
OD-REVOLVER-BLACK-M

The full website URL (e.g. `https://www.example.com`)

*

Campaign Source

facebook

The referrer: (e.g. `google`, `newsletter`)

Campaign Medium

facebook-right-hand-rail

Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name

facebook-product-feed-retargeting

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords

Campaign Content

Use to differentiate ads



UTM Code Principles

- Before you deploy any campaign, creative, email, or link, **make sure you are adding tracking.**
- UTM codes are only helpful if people are **actually looking at the reports** after you deploy them.
- Any **UTM code you add to a URL will override the “source”** in Google Analytics. For example, without a UTM code, traffic from Reddit would appear as “reddit.com.” However, if you added “source=reddit_blog,” Reddit would then show as “reddit_blog” in Google Analytics.





Landing Page Experience


Conversion Funnels Are Made of Micro- and Macro-Goals

DEARBORN DENIM & APPAREL
MADE IN CHICAGO
ALL DAY DENIM

Dearborn Denim & Apparel
Sponsored ·

Like Page

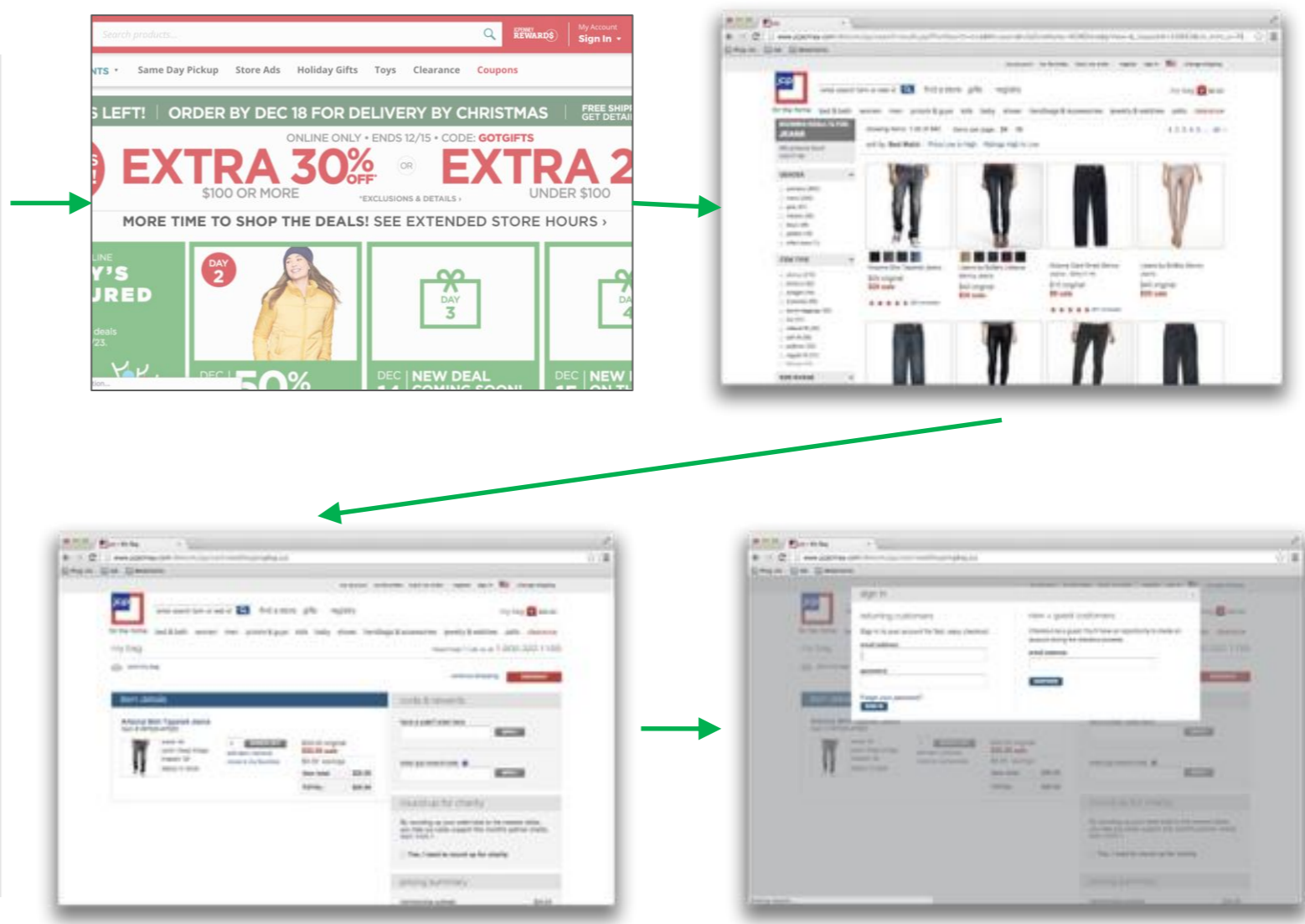
Our sizing tool recommends the perfect fit for your body, so your jeans will fit right the first time.



You'll never have to try jeans on again.
Quite possibly the most comfortable pair of jeans you will ever own.

DEARBORNDENIM.US

Shop Now




Conversion Funnels Are Made of Micro- and Macro-Goals

DEARBORN DENIM & APPAREL
MADE IN CHICAGO
ALL DAY DENIM

Dearborn Denim & Apparel
Sponsored · 🌐

Like Page

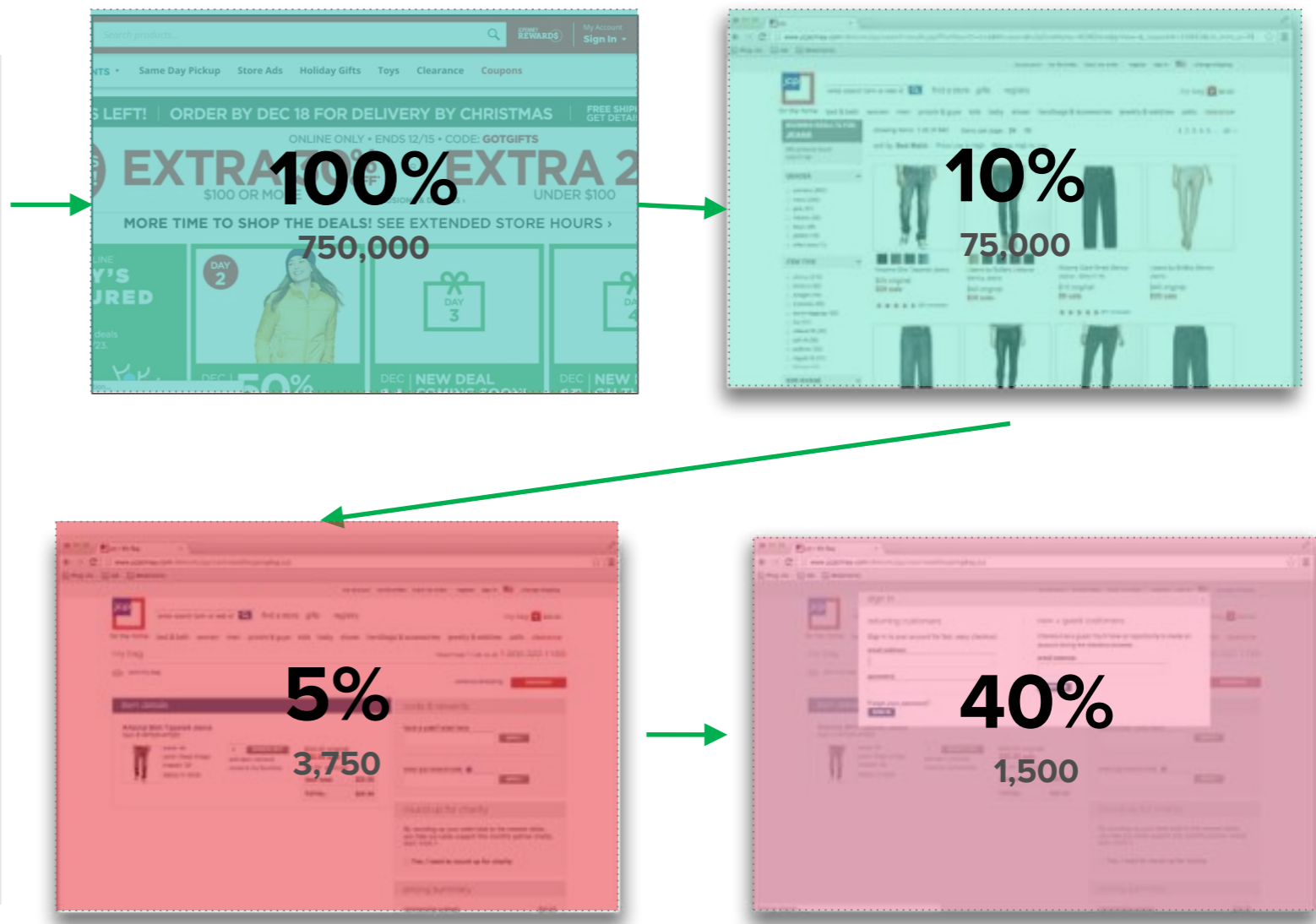
Our sizing tool recommends the perfect fit for your body, so your jeans will fit right the first time.



You'll never have to try jeans on again.
Quite possibly the most comfortable pair of jeans you will ever own.

DEARBORNDENIM.US

Shop Now





Test Your Knowledge

Solo Exercise: Create an Ad Campaign

20 minutes

Directions: Take 20 min and create a full ad campaign in Facebook Ads Manager:

- Create **Campaign**
 - Choose objective + set spending limit

- Create **Ad Set**
 - Input targeting (audience)
 - Choose flight dates
 - Determine budget (daily or lifetime)
 - Choose placements (FB, IG, Messenger, Audience Network)
 - Choose optimization

- Create **an Ad**
 - Choose an image
 - Choose a CTA + ad copy
 - Choose a landing page
 - Choose your tracking parameters

Key Takeaways:

- 5 pillars of Facebook advertising (Objective, Audience, Bid, Creative, Analysis)
- Audience targeting capabilities
- The components of a Facebook ad + best practices
- How to measure success

