

Facebook Fortunes Webinar Agenda

Webinar 14

Looking Inside Facebook Ads Manager

Kerry:

Welcome to Facebook Fortunes Webinar, we're on Webinar number 14 and Happy New Year. We'll be looking inside Facebook ads manager over those webinars. The first thing first is we're going to be, I'm just going to show you where it is, there are some people that are not sure where and how to find Facebook ads manager. There are several different ways you can do this but, I'll show you sort of the 3 main ways and then the easiest way. Who likes that idea? Now, what I'm going to do is to navigate you around Facebook ads manager. When you go under the bonnet, it's like looking under the bonnet of a car.

If you are not a mechanic. In fact, it's like looking under the bonnet of a car, even if you are. There's lots of moving parts and lots of things to look at inside Facebook ads manager. But there's only some really important things that you actually need to know. I'm going to show you the main things that are inside there and what you need to know so that you don't get confused. We're going to, I'm going to show you the main things on how you can set up an audience.

Once you start setting up these audiences inside Facebook, it becomes very addictive, okay? So, word of warning, if you're one of those addictive people which I know there's a couple of you on here then, see our agenda is highly much of the screen right now because I haven't started the navigation yet. I want you to be looking at it, is it ok? Cool.

We'll be setting up audiences like I said it's very addictive so a couple of different audiences in there and then I'm going to show you how to set up a basic Facebook ad. I've been trying to decide what sort of basic Facebook ad I would show you how to set up. In this instance, I'm going to show you how to set up a website click ad; how to drive someone to your website.

Maybe next week we might dive a bit deeper and do some other types of ads. But that's sort of the basic one we're going to do for now and some of the key components there and then if we have time today, I'm going to go through how to read your stats and again in that is exactly the same as looking under a bonnet of a car. There are so many different stats here you can go to town on them.

In fact, you could probably spend all day looking at some of your Facebook stats but there's only some key ones that I really need to look at in terms of getting return on investment on your ads, in terms of finding out whether they actually work or not, and to fix what is not working.

It's actually once you start reading these stats and you start reading them properly, really they give you all the information that you need to determine okay, "What part in the process of setting up my ad to the conversion is the part that is not working? If there's something not working what can I tweak?" so that's really cool.

Let's get underway now, you'll note that the agenda that's loaded into the members area, I just actually did that today apologies I was just sort of trying to navigate exactly what I would show you like. I see these just like inside Facebook ads manager when you're starting to run ads and things like that it can get quite complicated, so I really wanted to break this down and simplify it for you.

I'm going to this agenda that is inside the members area is a very brief agenda. The one that you're be looking at right now in my screen is a little bit more. I've broken it down, so we'll get this new one loaded up after the webinar. First things first, let's look at Facebook ads manager and where to find it now. There are several different ways like I said but you need to start from your personal profile.

Let's go inside here and have a look, inside Facebook right now you've got, I'm just going to close my control panel, so we've got this blue bar across the top here. We've got this little drop-down arrow here, this is a menu, we push this and there'll be a drop-down menu, there it takes a little bit of time while they're waiting for that and yours may look different than mine because I've got business manager.

Many of you guys actually don't have business manager and you don't need to worry about it right now. Some people have set up on business manager for varying reasons but right now you don't need to know about that. We go right down to manage ads here, so you can either go create ads or manage ads. If you haven't set up an ad before quite often it will go straight to create ads and you won't have a manage ads tap, all of you guys should have manage ad tab. So, that's one way.

This is probably the main way I get into Facebook ads manager. You can also go over to the side here on to the right-hand side and we've got ads manager under Explorer, under the menu bar here. Or you can type into Facebook and this is all on the agenda facebook.com forward slash, ads, forward slash, manager and get them to ads manager that way as well now because I've opened up a tab earlier.

I'm just going to go straight inside. Like I said those are about the three different ways that you can get inside Facebook ads manager. You choose which way you want to get inside there but all three of them work and I've got the link inside the agenda as well. This is ads manager for anyone who has not been inside here, the main things that you need to know at a glance. This is your spend over the last seven days.

In fact, I'm just going clear one my filters here. This is your spend over the last seven days. Facebook will just show you they'll give you some tips. So, you can flick through the tips here

and this is your main list of campaigns. Now most people will look at this section and look at these results over here in terms of stats.

Looking at the statistics, I dig a little bit deeper than that but that's just it at a glance your main things that you can see clearly. What we want to do when we dig a little bit deeper inside ads manager as we have the search facility over here. When you want to if you're running a lot of ads, this starts to get a bit full okay at least just say you ran a campaign a while ago that you want to go in and have a look at and you don't want to have to try and scroll through and find it. Well, you can go into search and you can search by your campaign name.

You can search for your ad set name, you can search for your ad campaign ID and so on. The main thing here to note when you're doing an ad, and this is the reason why is to name the ads something that you will remember that will stand out. For instance, when I'm doing an ad and it would be for my Facebook ads webinar, I would call it Facebook.

I call it Facebook ad remarketing webinar. So, FBRW, I know it's my webinar and then I might put a dash there and I might clip, you know, website conversion ad or website click ad, I know this is a little bit complicated, but I know that when I go in search for past webinars that I would type in FBRW.

I'll give you an example here, FBRMW because it's my Facebook remarketing webinar and the date as well. So, I wanted to look at any of my Facebook remarketing webinars that's what I'd go into workshops slightly different, so you name them how you want. But I do it based on you know acronyms. I break it down to, sorry, I'm just you know the latest, so that's not too long jeepers. It's the New Year buzz. Isn't it? That's your search facility.

If you want to find a campaign really quickly, you can break it down to filters. We can break it down to delivery, objective whether it's a website click add, a website conversion ad, a like ad placement and so on. I don't tend to use these filters that much, in fact, I don't really use this box at all.

But it's there and then of course this is your date, so you can look at any of your ads over the last month life time, today, yesterday, last seven days and so on. This is actually generally defaults to do last seven days and if you do want to look at lifetime or anything like that you, need to go in here you want to go lifetime and you want to go update and then it will show you everything at a glance across a lifetime.

The other thing to note here is, you can report a problem down here. We've got help up here and you can create a campaign which we're going to go into a little bit more detail very soon or we can go up here and create an ad. Those are digging a little bit deeper but here is probably one of the most important bits of information for you.

There are a couple of them about this whole set up here one is if you want to look at a campaign and break it down to add set and then have a look at the ad. We actually sure, let's

take a spec to the last month, we click on the campaign level this will now take you down into the ad set level.

Remember, the campaign level is where we set the objective if it's going to be a and what an ad that sends people to our website and the objective is to get people to our website or is it going to be an ad that gets people to come like our page or is it going to be an ad that is a conversion ad to get people to convert and remember.

We can only set those up once we've told Facebook what our conversion is, that's the campaign level, this is the ad set level where you generally this is where we do a majority of the split tests. And that's where we split test audiences we can split test placement we can test. I actually even split test at a creative level, but we can have a look in here and it will give us the performance demographics placement and so on in the big box over here.

Again, it's not something that I look at. In this part, I'll show you where I go to look at my stats but I'm just giving you an overview and a breakdown of what we're seeing here. Inside the campaign level we can edit the app campaign, we can create a similar campaign, or we can delete it basically, but you get a little bit of a view of what it's about in here.

But within, we can break it down even further, so we want to go into the edge set. This is my look alike and this is my fans. Click on the look-alike, there's actually an old one and then we can have a look at the ad set, we can edit it, we can duplicate it, or we can delete it here. Then, we deep into side the ad and it will show us what the ad looks like. We can preview it.

This way we can preview it on desktop. We can preview it on mobile. Just it in the news feed and whatever else, we can actually have a look at the comments on it and so on so that's preview get it duplicate again or delete. You can look at any of these and the steps over the last month lifetime and so on.

That's kind of a bit of a breakdown of one of the key components inside here so that the three different levels that we look at if you want to go back into the account. We're back to square once again so we could look at any one of these campaigns and just check out what's going on inside them.

But another key place, this is ahead in a little place that not many people actually know where it is, it used to be at the top up here. They decide to move it, so we've got this little ads manager here and this is where our tools menu is, our main menu inside our ads manager is right here. Of course, in this extremely obvious place, we click on the drop-down here and this is where I guess all the different lots the tools menu.

The key component inside the tools menu that I like there's a lot of things in here and you can go through each individual if you want to and have a look at them. I'm sure some of you will but a couple of key places to look at add account settings is where you have your account name. This is where you add people so that's where you would have added me and as the Add account person, I guess that's probably the main things that you need to know in here.

Notifications and the other key component here is your billing and payment methods. There will be times where your credit card expires or whatever else happens, Facebook will say you can please update your paying method or you want to change it? This is we do it in sight and those are kind of a couple of the main things that you'll probably only ever click on once or twice the things that you will use the most under the toolbox under the Tools menu.

Here, include audience insights so this is where we can go in and we can have a look at our audience insights of our page audience insights of other peoples' pages. This is my research tool effectively. Let's just open this up, make sure I'm not missing anything. All right and so we can have a look at everyone on Facebook people connected to your page or will your custom audience which is pretty cool.

We can click on custom audience, we can go who which is a good one. Let's see I'm not that you I just haven't done one of these for a while, so I see whether it's actually going to come up with enough no fewer than a thousand. How about we try love it when you do an example and there's not enough there. Any way, you can get the idea, so we can look at if you've got a custom audience.

It's over a thousand you can look at the demographic how what pages they like the location activity and so on. This is really cool for getting a really good breakdown of targets the United States that's why a really good breakdown of you can know that your audience's you know with the male-female. How or they are what other pages they like it just really helps with advertising, so we know exactly who the demographic is, you know how important that is that we speak to the people.

This is what we've got in terms of people that have visited my remarketing webinar page. All right it has an e % woman. It hasn't broken down very good has it done what other pages they like. We don't know locations right, so we love it when we go live, and these things happen and if I've got the devices they use and so on. That's where we can go to look at our custom audience, but we can go what other people that like my page.

I actually quite like this area like I said the audience inside area because and I actually don't do research on other peoples' pages so audience with Australia as well. We won't want to see people in the United States and Australia who go into Boston Marathon New York nothing. Let's do your Coast marathon so we can have a look at audience insight here.

I can tell that I don't leave 52 percent woman. It's not pretty much 50 50 really isn't it aged between 25 and 44 is the main for the females. For the men, again its 25 to 34 that's really interesting because I would have thought it would be an older bracket for them in the mean aren't my target market it's mainly the females.

In terms of my page we can have a look at what sorts of what their lifestyle of course summers estates I think I showed you guys as my workshop, so families are enjoying the good life luxury travel entertainment and consumption of every kind of easy are within easy reach. It's the

highest amount and skybox Suburban's is one of the best education of all clusters, so we know they've got money to spend and how well-educated which is quite good.

When we're doing, when we're selling stuff to them I have to look at the educational level, the relationship level that's all we've got put them be married but 29 percent single because marathon running is a very dedicated sport. Kind of time to have a partner to run marathons and then we can have a look at job titles, what sort of jobs they hold, entrepreneurs of course and tip look at other pages that they like.

What sorts of movies, sports pages and so on. While the pages of course they like Boston marathon and you know this is actually really handy for me when I'm doing targeting. That is nice and hidden inside audience insights go in there and have a play. You can check out people that are connected to your page as well.

I could jot this one down and just say okay people that are connected to run marathon training and again the demographics. It's similar to people that predominantly like the Boston marathon and the Gold Coast marathon no its not. In fact, people that like my pager and this is what I would have thought predominantly 35 to 44-year olds mainly females because that's who I'm targeting, solid single parents.

I've got a few more married here that's good in education level. We can have a look at other pages that they like as well running this month that means I could go in and I can actually go and target these other pages as well running is my passport. I can go in and look at these pages and see what they're posting.

See whether there's anything interesting that might be good for my fans as we just because I'm actually not getting nothing through on the question box right now. We just did yes unless I find it a marathon running partner exactly that says what needs to happen. Yes, Diane you do need a particular number of likes on our page to see those insights.

If you've got under and that's why I say that magic numbers a thousand in fact, it's just a little bit over a thousand. I've sometimes got up to 1500 on some people's accounts and still not being able to get this information. But they say inside Facebook once you get up over thousand on your account and unlock some of these full stuffs.

That's why I had that magic number, so we can look at demographics. We can look at page likes, we can look at where are these people predominantly, activity, so you know what other pages do they like, what devices do they use. I've got I think 30,000 people, they like my page. 26.1 monthly active people that is but once you get up you know over again that it's probably closer to 10,000.

In this instance we can look at household income, home ownership, household size market and value spending habits and methods and so on. We should be able to see what do they do lots of online purchased these guys a medium with stuff. This is good I mean retail spending and then

what sorts of things that they purchase as well what sorts of vehicles that they would drive and so on.

Who finds this stuff really interesting and thinks they'll find it quite useful to be able to look at. All right Diane, I'm not sure about the what about me question so that's the audience insights I wasn't going to go that deep inside because there's so many other things that I need to show you and we've got half an hour.

But I guess it just find it really interesting and for the inside here specially to have a look at who my demographic is and once I know who they are then I can advertise directly to them. I mean that's why you know I'm able with the marathon girls I know exactly who they are I had an idea anyway that are like me but once I got up over there thousand then over that 10,000 I was able to adjust so that's the audience insights the other thing that you want to look at inside this tool menu is audiences so right over here we've got audiences which I'll dive into a little bit in a minute as well.

We've got pixels, this is where your pixel is when I go and get your pixel art pop it on your website well this is where I get from so we go no I don't want to leave the site yes leave and we can have a look of the second. I'm not actually to confuse you hit you here at the moment but this is where that pixel is we can view the pixel code over here and this is where I copy it from so copy that and then I get it loaded onto to website there's a lot of more things inside.

Maybe I'll save that for another webinar but just that's where your pixel coders that's all you need to take down for now. We've audiences got pixels and we've got custom conversions right here. What I'm going to do in this webinar is, I'm going to show you how to set up a basic ad and why I use predominantly this audiences and custom conversions even when I'm setting up an ad.

Again, custom conversions, this is where we set up the thank you URL effectively so that we can track conversions. There's more complicated way using the pixel which developers can do and then there's the simplified version which is using a custom conversion one. If any of you guys have watched my video on the new website pixel explained, you'll probably know exactly what I'm talking about. Because I do talk about custom conversions making everything nice and easy.

But if you want to know someone's come to your landing page they have either opted-in or purchased and come through to the thank you page and you want to track that in your stats. This is where we set up the thank you page URL so that we can track that. But let's just get a raise of more hands questions or whatever else. Am I going too fast or slow or, just right?

The question is, am I saying that the audience insight is connected to a thousand likes? Yes, that's if were looking at your page, so did you notice an audience insight I can look at anything. In fact, I can look at audience insights of custom audiences your database as long as that's up and over that thousand we can get the demographic and a few bit of information or we can look at interest based.

Interested-based also includes other peoples' pages. Again, if that up on over a thousand, great happy days, if we're looking at the audience insights of your page then it's based on your page does that, let me know if that makes sense and I've answered that? Yes, you do have to practice inside here too to get it to get a better idea. I feel like I said there is a big beast.

The Facebook ads manager is a big beast. I really seriously want you to know that the only things that I really use honor on a commonly inside this tool box here and you'll see them there frequently used as ads manager, audiences' custom conversions. I use power editor but you guys all you'd need to really do is use the audience's, audience insights.

I use it for research purposes more for other people but once you have gone inside there you've done a bit of research. You've got a general idea then you might want to keep it an eye on it just to see that your demographic isn't changing or whatever else.

Once every couple of months or probably you know not going to all of you researching something new so really, it's actually these audiences here is the main thing an ads manager that you're going to use inside. Let's go into audiences.

I cannot show you the exciting stuff inside here and how to set up your own audience yes that's opening up excellent so there's our audiences name, the audience again I name it so that I am pretty aware of what audience it is the type of audience whether it's a website audience whether it's a look-alike audience and whether it's a database audience as well the sizes of the audiences.

There's an audience code here again I don't really use this one, you can search each audience by name if you want to, but this is pretty much it in a nutshell. Once you get going with this you just keep creating audiences. Now, the different types of audiences basically you can go create an audience and it's going to give you the options of creating a custom audience which is your database. Your website audience, your engagement audience again well break that down in a minute.

You can create a look-alike audience, or you can create or have a look at a saved audience. Saved audience is predominately an audience that you can set up that would be based on interest based. As an example, if I was looking at targeting people that like my page that I don't the only in Australia then I might want to set up a saved audience I probably would just do that in the ad level.

But you can if you want or I've got a whole list of interest based things so if I want to set up the saved audience. I'll do this not narrow because I haven't done this one. I'm going to call this one here my marathon girl PI All so no. That's my marathon girl interest-based audience or countries go Australia, New Zealand, United States, Canada and United Kingdom.

In fact, I'm going to take that out sorry it's only because I actually do want a separate Australian and United States audiences. I'm going to go this one's Australia here we select your location, select your ages minor 35 to 45 years olds but I'll go either side because Facebook will sort that

out for me. Anyway, 35 to 50 females there's my Australian audit audience I'm going to target people that like the ECM half marathon Gold Coast marathon, Melbourne marathon, Brisbane.

This is where I could use that audience insight that I had they looked at before if I'd taken a lot of notice of some of the other pages that they liked then happy days I could put those in as well Facebook's bring up some suggestions here.

I want to go up and have a look 31,000 people, they probably would like this one and like few, my girls would like Boston marathon I know they happen tonight run. They also like running moms Australia doesn't in here just an idea rather than me mucking around with us but this fifty-one thousand people it's still good enough for me.

And I can create that audience when I run an ad I can go into saved audience and just select my MG precise interest Australian audience. If I want to enter that in each time, a saved audience look-alike audience elite create a look-alike audience of anything.

Let's just pick a source here, I've already done this one, but the United States and we can go create audience. That'll start creating your audience; there you can create a look like audience or pretty much anything that you've got over a hundred in that audience over estimating that over 50s. Yes, you're under estimating. I'm assuming that means I should have targeted my over 50s.

Is that correct? They're not my main demographic but they sure can run marathons or/and then we can create an audience that's our custom audience. We click on custom audience, we got your database where you can upload a file. It has to be a csv file format.

If you don't know what that is, you might want to look that one up but you say, there's; If you've got a PDF; if you've got a word document you just wait to save it as and save this will give you a csv format. You can save that as, so you can upload it.

You can do your website traffic, we click on website traffic here even if anyone who visits your website, people who visit specific with the pages, people visiting specific web pages but not others, people who haven't visited in certain amount of time which is pretty cool time on your website.

And a custom combination now just because of the time frame and again if you guys want me to go into more detail on this and do a specific a webinar solely on setting up all these different audiences. Just let me know. I'm happy to do either a video or another webinar.

But if I'm just doing a basic website page I will just do people who have visited specific web pages and I'm going to one of the web pages of mine and people have visited marathon girl shop, marathon girl shoelace bracelet here.

We go over the last 30 days 180 days however long you want we're going to do 180 days. The audience name is marathon girl shop shoe shoelace, 180 create audience, so that will populate.

What I would do in this instance as well. I would actually set up Thank You page here so that the M1 who's visited that page; I also go and create audience custom audience website traffic.

One who visited a specific web page, when I prepared earlier contains much of it over 30 days. And now in this instance, I'm using contains just to let you know there's contains and there's equals. I'm using contains and I do most of the time because if they come to check out order received on this particular site you know that definitely come through to anything that says check out or to received.

They've definitely come through to the thank you page if it's something really specific on your site. The checkout process arm and other pages that have the same wording in it but there's a little bit different kind of sounding confusing now.

I'd use equals but nine times out of ten all seriously ill use contains to get this information to create audience. We've created a couple of website audiences, this is really cool guys. This is the one that I was talking about one of the other webinars; if we go custom audience I don't use them activity because I don't have an app but engagement on Facebook well.

We can do have an audience that's video people have watched a certain amount of our video if we've done lead in and I've done my dad's for some of you people who have opened or completed the form on hourly dead.

If you've done a canvass, add people who have opened up the canvass add people who have interacted with our page and this dates back for 365 days so dates back for a year. I was going to go she don't think I've done this one because only just this feature run marathon training people who have engaged with my page, anyone who visited the page, people have gauged with a post or an ad, people who have clipped a call to action button, people who sent a message to your page or people who saved your page or any post.

Its breaking it right down you can get very specific with your advertising but let's just say anyone who has engaged with my page so engage with my parent page means light commented cheered anything over the last 365 days. I would do running marathon training.

I'm going to call this page engagement all 365 ok go create audience so that would be a really interesting one. What I would do then, is to give you the option as I'd create a look-alike audience of that create an ad or expand it. We want to expand it; we can create a look-like audience of anyone who's engaged within the page and so on.

In Australia, one for US and what's got me really excited especially when you've set up your page correct, you've got the right targeting and the right people engaging with your page. Then this is going to be really good for you. Jim has just asked, so all this information is still only available for over a thousand lights when your page not the only bit of information that we're talking about the thousand lights on page is that who's audience insights?

The stuff that I'm showing you now is all your audiences as long as you have over 20 on your database. Or 20 are visiting your website; you can create a custom audience so that either a database audience or a website visiting audience.

If you have more than a hundred people on your database or who visited your website, you can create a look-alike audience. I would say it the same with the page engagement as long as it's over 20. You can create an audience from that over a hundred. You can create a look-alike audience.

Does that make a bit more sense? Just let me know if we're starting with, we still understand what I'm talking about. Actually, I will get everyone to interact here. Do we understand audiences now and how you can create an audience? I'll show you a video one as well. In fact, we can create an audience if I have a video that run a custom audience engagement on Facebook video.

People that visited 10 seconds, three seconds, ten seconds, twenty five percent, fifty percent, 75%, nine-five percent of your video. Let's say fifty percent, choose the video. Any one of these likes it use. Let's go these 10 tickets thank you. That was my Facebook ad, Facebook workshop 50 365. You probably figure that one out. It's my Facebook workshop ad.

It was viewed to be seen over the last 365 days. We can put that in the description if we wanted to. I'll understand there anyway, and I'll go create audience. Next, expand your audience if you want to. That's the audience section. Yes, we understand, cool, excellent good question, Karen. Katrina, is the hundred required on the website or that Facebook? It depends.

When we're talking about a look-alike audience, you need to have a hundred people visit if it was a look-alike audience of website visitors. Let's break it down even further. If it's a little look-alike audience of website visitors who have visited this specific page, I need a hundred people to visit this specific page who have Facebook accounts that Facebook can match up.

It might end up being that they're neatly needed to be 150 visitors to this website for a hundred to be matched up inside Facebook. Facebook needs to be able to match the visitor to an account. A little bit of both in that question. Yes, if it's your database, then Facebook needs to match. You need to have over a hundred people on your database that Facebook can match up inside Facebook with accounts.

Let's set up basically custom audiences look-alike audiences and saved audiences. What we'll do now is will show you how you can set up a basic Facebook ad. We might have a little bit of time for stats; I don't know whether we will in this particular webinar unless you're fine to go a little bit over, let me know once we get to that. So, this is our toolbox, I just go back to ads manager.

In fact, I do most my ads now on power editor. But again, this is all you need to know for right now. If I'm going to set up an ad, I'm gonna go and create a campaign. We get different options

here, but you see over on the right-hand side left hand side here, they break it down to what is the objective.

What's your ad sets so we can do audiences, so we can have a custom audience, look alike audience, a fans audience or whether else we can do placement. Do you want it desktop newsfeed? Do you want mobile news feed? Do you want it right hand side and what's the budget and schedule? Do you want to put five dollars a day to your ad set or ten dollars a day?

Or do you want to put a lifetime of fifty dollars and how often do you want it scheduled for the next week? Do you want it two weeks? Do you want it during the day but not at night? And so on, again lots of different options here. I'm going to show you the basic stuff and we also have option or reach in frequency.

Reaching frequencies will be how many times you want to reach someone and how many times, I hardly ever use this. I would tend to use auction which means that Facebook does the heavy lifting for me. Again, if you know who your demographic is; if you know a little bit about your demographic.

If you know some of these basics then, you can see what you need to feed into Facebook so that Facebook can do the heavy lifting. Now, they just change this recently used to look a lot different, but they've broken it down to awareness which is where you can do your promoted posts boost post on your page. Do you like campaign local business increase brand awareness and increase your reach?

The main thing I will use under awareness will be my like campaign, so I set up a light campaign or promote a post if I want more engagement. I don't tend to use one, two, and three purely because these two will do enough. If I want to reach people near a business, I'll do another type of ad and do a location around my business.

If I want to increase brand awareness, I will tend to just do a light campaign or promoter boost post or do another type of ad. If I want to increase my reach, we'll that's very similar to boost in a post so getting engagement. So, those are the main tools used here, consideration seen people to a destination on or off Facebook so that's the one I will predominantly use.

That's the one I'll use to drive people to my website. I don't use apps because I don't have apps. Even if I'm running an event or don't use razor tendons at your event because I'll use either a website click ad or a conversion ad. If I want to get video views, yes, I will run this one.

I will typically run an ad to a video to get more video views, it video views for between twelve 12, 5, 6 cents and then I'll remarket with either a website click ad or conversion ad and click leads for your business.

This is our lead ad and yes, I'll use this if you don't have a landing page on my website and I want a nice and quickly stick with our campaigns going to work in terms of leads. To figure out

whether an opt-in is going to work, sometimes I'll just set up one of these rather than set up a landing page on the website.

Once I know it works, and then I'll set up a landing page on the website. The next options here are increased conversions which is what I use. Once you've taught Facebook what a conversion is, this is what we want to use increase engagement. Again, don't use this one. Don't use claim offer. Promote a product catalog.

This is if you've got a big e-commerce store, yes you would want to use this, but it is pretty complicated. And probably need a developer to step in and you would need a shopping feed in order to get people to visit your store.

Again, I don't tend to use this one either. Main things for you guys to note inside and setting up an ad as we're going to get engagement, so booster post we're going to get people to like our page. Promote your page. We're going to send them to Facebook. I send them to our website. We're going to get video views or we're going to click leads or we're going to get conversions.

That's pretty much the main ones I'll use but in this instance because I'm just going to show you how to do this to seem people to a destination or Facebook. So, we'll go website clicks or consideration, it gives you lots of tips but again name the campaign. We're going Marathon Girl and go to lace bracelet. I'm going to call a link clicks, an hour I've changed from website click step 2 to link clicks.

And we should spread your basic launch link clicks continue. We get set up our audience. Now for my shoelace bracelet to do United States and Australia and New Zealand and Canada was my running top. I have to separate them. They don't go and use my saved audience.

I could do the marathon girl as marathons or precise interest Australia or webinar promoted post cost-per-click audience there or not that's you're going to use my page because I know the girls on my page. I'm not even going to worry about the age here.

In fact, all the gender purely because I know that ninety-five percent of my page are females but if I've got the old male on there, they might want to buy as a present. There are a couple of things I could have done here, and I only got these before Christmas. I didn't end up promoting it but what I could have done here is I could have advertised to friends of people who liked my page and advertised them as Christmas gifts.

But I'm going to do "people that liked my page," I'm going to do run marathon training here. Potential reaches 32,000 people and it's made a daily reach based on spend at the moment which we haven't really put on. This is something that you need to notice, we've got automatic placements here which is recommended.

Don't use it to go edit placements and we want to take it off audience network. Do not want to be advertising the whole audience network. I think, I have explained that to you in the past, but audience network means it pops up while people on their apps, on their phone they usually

click on them to close them down and why when they click on them to close them down. That's a click and you end up with a whole of a website clicks.

Facebook will optimize the ad for website clicks. It optimizes it to show on audience network, their news all around. We can do lots of different; we can exclude categories with that made a little bit easier or block things, but I just don't use it for now I hadn't found beneficial at all. So, budget and schedule drew at the moments twenty dollars a day.

Generally, when I'm testing out these ads, I'll do different ads sets. I'm going to show you something in a second, but I'll put either five or ten dollars. In this instance, I'm just going to put five exit names, this is marathon girl shoelace bracelet and this one here is fans. It's run marathon training and it's my fans continue.

You can select all your different images in that I used carousel sometimes, but I found or a video slideshow canvass. I found the single image ad has worked best in this instance. We're going to go single image and we can browse the library to get an image we can upload something, or we can do free stock images. But one thing to note here is your image size is 1200 by six to eight pixels. You need more than twenty percent of text taking up the entire image. It is a Facebook overlay tool that you can use.

I can happily put it in the notes if you wanting to do your own images and check out the text. They will run your ad with text on the image but what happens is that you will get charged a premium for that. As I want to show you, you can use some free stock images if you want. Let me know.

They said I wouldn't, but I'll show what it is since this image that you can use. Facebook has the rights to them. But you can only use them when you're advertising inside Facebook. It's Shutterstock, if I wanted to do marathon, I'm not sure whether it would be actually quite so specific. I'm pretty sure it as marathon running gives me lots of different options here.

The twenty percent text rule applies they just show you all the Shutterstock. But you can use all these images. These aren't necessarily sized perfectly either Facebook kind of resize them a little bit but just go through and you can select free stock images on pretty much on pretty much anything. In this instance, what we're going to do is we're going to upload. I'd like to say one I prepared earlier, pretty sure I did.

Desktop has a crazy way of just sorting things so that they don't go in order which can't be used on Instagram. My image here is too small, I did actually have another image. It's just not showing up right now. I'll get the set up so that you have an idea. Let's see when I grab that other image. Let's just see if this other one here works.

For me because I manage so many different pages, it actually pops up a default page. Double check this if you are managing a few pages that you do along the right page. So, you assign the page, we've got the image there, assign the page. Alright my Instagram account hooked up as well, so that will show website URL. So, I make sure that I lay everything out.

We've got website URL here and I go to the website and copy it. Always open up on your website and make sure it works, copy it, open in here. Now, Facebook just introduced something brand new and that's being able to advertise to people's messenger.

So, what happens then is that you can put in a pre-populated message. And then it can go through to the messenger that opened up in messenger and you can start having a conversation with that person. That's really, really cool. I would use it in the instance of, perhaps of you, if I was going to keep on the same track here and use it in the instance marathon girl or run a marathon training, I might an ad for a training program, have a pre-populated message saying: are you beginner, intermediate or advance or are you just starting out or what brand-new marathons just starting out or whatever else and that would be the pre-populated one.

So, I could lead them to the right training program. So, that's the next step, that's how I might use it in this instance. But, this instance, I'm going to actually send them to the website URL and it must be created here already to see. "Woo hoo the newest edition to the Marathon Girl shop is now available. The marathon shoe lace, good luck bracelet.

Launch SPECIAL only \$17 includes standard shipping. Buy 3 or more and only \$15 each. The charm and ends are made from stainless steel so will last. They look stunning and have been blessed with good luck vibes. And I'll do a little kiss here as well. So, we don't want "Learn More" we want "Shop Now" you've lots of different options here and we want to put the newsfeed description which we'll just do this.

Just leave the display link in this instance to be able to put other wording in here now, it just will display the, unless it's really, really long it just displays the URL to your website. So, this actually might be too much text. I would usually do this and pair at the top but I think that actually increase the text up here, it used to be 90 characters. But we'll find out in minute.

If they have they've only just done it okay? Do you want to track conversions from my website pixel? Yes, we do. So, it'll pixel up on my website, you go back and review the order. We can take a look at it. I might do with that image if I can. That's not going to work. Hope that will default back to, perhaps need to be. I'll change that image anyway. Place order.

Now, we have actually a little over time. But, we still find this interesting. The image size is 1200 by 6 to 8. Just would like to know and if everyone can say either yes or no. If you can't stay on, jump off. Do you want me to show you how to duplicate these ads? We can do it to different ad set.

We're probably not going to have time for statistics today. But I can do another webinar next week and we'll go in a little bit deeper. So, that's what I would do when running a campaign, okay. Well, sorry, setting up the 1st ad. What we will do is we want to create a similar ad, okay? It's placed now. I usually do it in ads manager. And if that I'm just going to do it this way, okay?

So, we want to go, continue. Don't try anything new yet. What I'm showing you guys what I'm doing here. Okay, so that's alright. What we can do is, let's go here. We click onto the ad. We can click on it and create similar ad, okay? It's several different ways you can do this. But this is one of the ways.

Now, it will take us back to the original ad set which is, Run marathon training fans. Because I want to change the audience in this. I don't want to obviously go to this ad set. So, we go over to the top here and we change the ad set. We're going to create a new ad set and we're going to save. So, now we won't want to do this ad set to a look-alike audience.

So, look alike audience of people who like run marathon and training, here we go. It's in the US. Look-a-like audience of Australian people who on my database, let's click those. I could do several different look-a-like audiences, but let's use this one for instance.

Now, because it's Australian we don't need or shouldn't need to put the location. It's going to reach a 150,000 people. This is when we put parameters in place because it's a look-a-like audience. It's going to slip anything.

So, I want to put 30, say 50-year-old females. Edit my placement. Take off audience networks, budget. There's \$5, because it's such a bigger audience. I could typically probably go up to 10 but when I'm split testing, I think I mentioned this, I try and keep the budget the same across the different split test and then once I see one starting to ramp up a bit then I might rank that up a bit and put the money to it and this ad it's going to be called what like what marathon.

It was our empty look-a-like the 7 steps database. 7 will do and continue. Now, by rights should have duplicated the ad which is why you create a look-a-like but in this instance, it doesn't look like it has, crazy how this happens. So, now I can browse library because that image should be in there. Looks like URL and power editor.

It actually dully duplicates. I have to show you sooner rather than later. Place order. So, what you'll see now, once it loads, continue. Shouldn't name instead, I should. Always name your ads. So, then you're going to remember Marathon Girl Shoelace Bracelet. Launched. It's the look-a-like one. So, the other thing to remember here. So, now we've got, if I go back to the campaign at a glance. This is the ad set level, but we're in the campaign.

The campaign is Marathon Girl Shoelace Braid Launched and it's a link click campaign. I have got 2 ad sets in here. One is a look-a-like audience, One's a fans audience. It's really, really easy for me to see and then I can go and got a budget of \$5 each and then I can go, okay. This is the ad and take a look at the ad. I can have a look at.

Click right on the area and I can preview it. See what it looks like? See, it looks like a news feed. See, what it looks like on mobile feed. You post permalinks and comments, they won't be anything right now. But, you can go and have a view of see what it looks like, okay? So, those are the options.

But what I also do and there's another level to this and I'll just go to this really quickly as that's the ad setup, okay? The very, very first time I set up a campaign to a brand-new product or whatever else. I also need to go in, set up the different audiences, which I showed you how to do.

So, I'd set up people that visited this page over the last 188 days, over the last 30 days, over the last 7 days. And then I would set up an audience of people that visited the thank you page and then I'll set up an ad to remarket to people that came to this page but didn't come through to the thank you page.

But the other thing that I would do is because I want you to look at the steps further than the track as I go into ads manager at the same time as I'm doing all this. I go into custom conversions and I set up and create my custom conversion. Now, that will be my "Thank You" page.

Now, that you already got one for this. But, I would do that, I would say it's a purchase and I go next, and I name it, okay? So, I make sure that the conversions here and I'll show you why, when I go through the stats, but let's do those next week because we are well, over time.

But that's basically I guess it in a nutshell and I know you probably don't have to go over and watch this again because it was quite a lot of information. Like I said this is big basic underneath the Facebook ads manager. But, anyway have we got any question? Assist and testing set up.

Wait a minute. In terms of, Diana, your question is split testing set up on this now, yes, in terms of my 2 different audiences. Here's what I would do with this as I would set up look-a-like audience, I set up a fan audience, I'd set up a website audience and I'd exclude people that have already purchased the marathon go bracelet.

I would also set up an audience to an interest -based audience so people that like or as marathons, I would set up an engage and audience. So, the people that visited my page or engage with my Facebook page and exclude fans. So, that we're not having an overlap or exclude some of those other audiences.

So, I would have a few ads sets in here just remember I just really wanted to show you the basics, but I would be doing. If I wanted to split test on these images and things I can go in here, set up a different ad inside the ad set.

At this stage I just don't find that Facebook shows them enough or creative. So, I set up images or creative inside the ad section or I would most likely split test it inside, this here. So, I might do a fans image 1 and a fans image 2 or look-a-like image 1 and look-a-like image 2 in the ad set level.

But, at the moment I've got one image for this, I would just pretty much leave it at that. Have you ever used app download consideration yet, at Jack, I haven't and the reason? The reason

why is I don't have an app. I have spoken to peoples that do have apps and have use this and you know they've got mixed results again, we could split test it.

But, I usually find anything that's not the basics website clip, website conversion. Page likes, page engagement, lead. I just don't generally find them as good. The 2 ads inside the ad set mean, yes that's a split test These ads should start running, pretty much straight away, pretty much right away. They've been approved in their active.

So, they should be running in fact I'm going to pause for now because I do not swap other and I'll leave. So, how does your \$5 go, yeah. So, it will just show you, no guessing on this. I can tell you now. So, if I've got, let's just go into this one here, my 7 stepy one.

Estimated daily reached 260-700 people on Facebook. 350-950 on Instagram. So, estimated reach for that's how far \$5 go. So, if I want to increase it, see that's 260-700. Okay, let's go. That's 910-2400 just by spending that little bit more. But I want to spend that right now, because I don't actually know whether this one's going to work.

Okay, so we've got any more questions. What I want you to do is type it whether you have a question or not, but either no or the question and the in the question box. So that we can now wrap up, if we need to.

Good question, "Am I only spending \$5 because you are teaching us?" For this particular campaign, a couple of things. 1, I need to change the image out. So yes, I'm spending \$5 because I'm teaching you. 2, even if I change the image out, I would do \$5 my look-a-like audience, \$5 for my fans audience, \$5 for my website audience, \$5 for my engagement audience and \$5 for my interest-based audience.

So, \$20 a day. Initially, I would watch it for around about 3 days and after 3 days I'd have a look at which ads were performing the best and based on the fact that, let's just say there's still a large audience, I would cut it all out, spend on one particular audience and increase it on the audiences that are doing well.

But, I would only increase it at a couple of dollars a day. You've got to increase your budget relatively slowly up to \$5 a day that would be the maximum I'll increase my budget to. If you wanted to jump a campaign from let's just say \$10 spend a day or an ad set from total spend a day and it's done really, really well and there's a massive audience inside and you want to go \$50.

Well you'd increase it by \$5 a day until you got \$50, other it really stuffs things up. No more questions? Good question "Do I always start that low?" No, sometimes I'll start at \$10 a day, 2 ad set. If it's all proven and I know exactly what's going on, then I might do a \$50 a day.

Some big, big campaigns that I manage, I can do around about a \$100 a day per ad set when I know that I can do it and I get return on investment. I tend to start a little bit lower on the brand new or the unknown and then gradually increase when I can start to see some stuff

working. The reason why? Is I don't want to waste money initially, I want to know, okay what's going to work at a lower budget and then let's increase it.

Does it make sense? I don't understand your question, is it Maria or is it Mike? Sometimes Mike I know you go stealth under Maria. "Kerry, you said you use Facebook for all your shopping. I tried looking for items, but not a lot of results. I use Ebay, everything with Facebook offer the same range.

Now I don't know whether... Might need to rephrase that question because I'm not actually sure I understand it completely I go online to shop. If it's shopping for me, I'll go into Google, I'll go into Ebay, I go into Amazon. I'll go into personal shopping sites that I know of.

But I'll also sometimes use the market place inside Facebook and that's a bit like you've got a toll-free market place to find stuff to shop for yourself. If I am selling something in my shop well I just drive them to my website. You can set up a shop inside Facebook which makes it nice and easy, but I just drive people to my website. It is Maria.

So, did I answer your question in terms of, I use all sorts of shopping sites, in fact I'm a little bit of a shopaholic online and not just online it feels pretty good, excellent. I think we've come to the end. Wow, there's been a long one today.

Thank you for sticking with me so long. I hope we found this really, really interesting. If you do have any questions, by the way. We're back on full force on Monday. But Karen is online, not this afternoon, but she'll be back online again tomorrow.

If you've got any questions, if there's something really, really urgent that we've lost missed and base camp and if it's urgent can't wait until Monday, please just send me a Skype I'll be online for the next half an hour or so, but basically, I'm flying out and heading home and won't be back online until tomorrow afternoon where I can look through some stuff. But it can wait until Monday, happy days. If not, then let me know.

Hope we haven't missed anything over the last week in base camp. Excellent. So, we will do a little bit of a feedback, actually if you want to go actually here's a little bit of homework. If you want to go into base camp and let me know what you useful in this what you think you and use and do you want me to excuse, my main question is, do you want me to do another session on this for the next webinar?

But dive a bit deeper to show you exactly how I run a campaign right down to the minor details and what's the last thing? And with the steps the statistics and reading them. Okay, so let me know in base camp what if that's what you want all of this something different. Have a great time. I hope you guys have all had a fantastic start to the New year. Here's to making lots of money, using Facebook this year. Bye.

