Paid Advertising on Facebook

Social Butterfly
Delaware Technical Community College
3rd Annual Social Media Conference
#dtccsmc2015
Who am I?

- Background in advertising, marketing and all things social
- Social Media Strategy Certificate from University of Delaware
- Social Butterfly was founded in May 2013
- Emerging Business of the Year, Delaware Small Business Chamber
- Best Home Based Business nominee
Who are you?

* Name
* Your company
* Have you boosted a post or used ads manager?
* What do you hope to learn today?
Who is using social media?

* 72% of adults online use social networking sites
* Significant growth in 65+ population, jumping from 15% in 2012 to 43% in 2014
* 47% of people say Facebook has a direct impact on their purchase behavior
* Your customers and clients are using social media!
Facebook

* 1.15 billion users
* 699 million daily users
* 50 million Facebook pages
* 7.5 hours per month
Facebook

- Personal Page vs. Business Page
- Friends vs. Fans

- A business page is an extension of your business
- Conversational website
- Target and reach actual customers
- Insights reporting / metrics
Content Calendar

• 60-20-20 rule
  • 60% Industry information (articles, videos, links, myth/fact, educational terms)
  • 20% Community, local events, conversation starters
  • 20% YOU (self promotion, sales, specials, testimonials)

Networking event example... think about the last event you attended, who do you remember? The person who was sharing interesting info, fun topics or the person who kept practicing his/her sales pitch.
Best kept secret... shhhhhhh!

* Auto-scheduler!

* Don’t automate across platforms. Eek! Different audiences! @twitterhandle on FB or # on LinkedIn
Metrics

- Facebook Insights
  - Overview
  - Likes
  - Reach (Organic vs Paid)
  - Visits
  - Posts (the data whale, type)
  - People
What's the difference between organic and paid reach?

Organic reach is the total number of unique people who were shown your post through unpaid distribution. Paid reach is the total number of unique people who were shown your post as a result of ads.

Any guesses on average organic reach?
“Organic reach dropped from 16% of followers engaging with a brand page post in 2012 to just 6% in February of this year -- a decline of 49% from peak levels in October. Community managers are advised that organic reach will approach zero by the end of this year.”
Pay to Play

* Boost (Promoted) Posts
  * Fans
  * Fans and friends
  * Targeted area/interest

* Ads Manager
  * Targeted campaign to increase page likes, drive traffic to website, etc

(20% text rule)
I love face to face time with my clients! Today, I had the opp to sit down with one of my very first clients, Karen and Dan from Sir Speedy Wilmington for their one year review. We chatted about the highlights from 2014 and our goals for 2015. I consider them friends and I care about their business like it’s my own. I am honored to help grow their company socially and thank them for their trust and confidence in Social Butterfly!

#lovemyclients #wings #netDE
Targeted Boost

Boost your post to reach more people. Learn more.

Audience:
- People who like your Page
- People who like your Page and their friends
- People you choose through targeting

Default Audience

Location - Living In: United States, Hockessin, Middletown
Age: 18 - 65
Edit Audience - Create New Audience

Total Budget: $10,000

Est. People Reached:
2,200 - 5,900 of 58,080

Your budget and targeting determine how many people your post will reach.

Duration:
Boost this post for 2 days
You will spend $5.00 per day.

Payment:
Visa 2436 Change

Terms & Conditions

Cancel Boost
Targeted Boost

Looking for a new home? Willowood is Smyrna’s fastest selling single family community with a club house and pool! Willowood is located in a rural paradise of convenience with an easy commute to Wilmington and Philadelphia or the Delaware Beaches. We offer single family homes which range from ranch homes, traditional two story homes, and estate homes to fit everyone’s desires.

Now is the best time to take advantage of low interest rates, $0 Down Payment programs, and move u... See More

- 424 Photo Clicks
- 34 Page Likes
- 165 Post Likes

Adding this budget will increase your reach to an estimated 1,300 - 3,300 people.
Ads Manager

- Ads Manager is where you can manage your Facebook ads.
- View all of your campaigns, ad sets and ads
- Stop or restart your campaigns, ad sets and ads
- Make changes to your bids and budgets
- Access your billing summary to see your payment history and payment method info
- Access and export your ad performance reports
### Advertise on Facebook

#### Choose the objective for your campaign

- Send people to your website
- Increase conversions on your website
- Boost your posts
- Promote your Page
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views
New! Introducing Ad Relevance Score
Now we're giving you even more information about how your ads are performing. Learn more.

Performance
156 Total Actions
- 139 Page Likes
- 12 Post Likes
- 3 Website Clicks
- 1 Page Photo Views

Targeting, Placement and Optimization
Targeting, Placement and Optimization are now in Ad Sets
Click here.
Any questions?

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#DTCCSMC2015 in memo line for a free FB page evaluation

302.322.5873

Please “like” Social Butterfly on FB and leave a review or comment!