Pro Secrets to Killer Social Media Ad ROI

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Quick Introductions
Today’s Schedule

- Why social media ads?
- Components of a killer ad
- Ad spend
- Targeting users via:
  - Boosting posts
  - Ads Manager/Business Manager
- Audiences
- Interpreting results & ROI
- iOS Apple 14 update
- Review
Why You Should Consider Facebook & Instagram Ads
Why Consider Running Ads?

- Cheaper than other forms of advertising
- Organic reach is continuing to decrease
- Ability to target the *right* people
- Because your competition is!

Source: JacobDeen
Benefits of Ads

● You can set your budget and get TONS of data on ROI

● It’s in real-time

● Ads can:
  ○ Drive website traffic
  ○ Capture leads
  ○ Build your email list
  ○ Remarket to your website visitors

● Your competitors are likely buying ads
Components of a Killer Ad
How to Build a Good Ad

- **Clear & Strong Messaging**
- **Quality & Compelling Image**
- **Descriptive Headline (Facebook only)**
- **CTA Button**

**Note:** This should lead somewhere where the user can take the action you are asking them to easily.
Good Ad Examples

Instagram

hungryroot
Sponsored

Yo HungryRoot is amazing & helping me avoid the grocery store Hallelujah

Erika
@erikahayes01

Learn More

HBO Max
Sponsored

Grab this limited-time offer! Preorder HBO Max today and stream Friends instantly on May 27.

HBO MAX
Stream Friends instantly on May 27

Save on HBO Max
Preorder now. Stream May 27.

HBOMAX.COM
Sign Up
How Much Do I Have to Spend?
Spending Money Strategically

- Make sure the content you’re spending money on has:
  - Clear messaging - What do you want to tell the viewer?
  - Clear call to action - What do you want the viewer to do?

- Represents your brand in the best way:
  - Quality images
  - No spelling errors or incorrect information

- Promoting topics that affect your bottom line
Activity Time!

Tell us what your most successful business social post was.

Knowing information like this is valuable; making you accountable to your clients, business, and beyond.

Finding commonality between your best posts, who your audience is, and how they engage with your posts will help drive you to successful ad campaigns.
Targeting users via...
Boosted Posts

Give me a boost
Boosted Posts

Missed our webinar this morning on email marketing? Watch the replay to learn:
- How companies are using email to communicate during COVID-19.
- Picking the right email platform for your small business.
- How to build your customer email list.
- Ways to create content that delivers results with a call to action.
See More

jscottmarketing

View Insights

Promote
Objectives for Boosted Posts

**Objective**

What results would you like from this post?

- Send people to your website
  - Link clicks: From $1 a day
- Get more people to react, comment and share
  - Post engagements: From $1 a day

**Audience**

- People you choose through targeting
  - Location: Living in United States: Kingston Rhode Island
  - Age: 18 - 65+
- People who like your Page
- People who like your Page and their friends
- People in your local area

Create New Audience

Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements.

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center
Targeting for Boosted Posts

Gender

Age

Location

Demographics
- Education
- Financial
- Life Events
- Parents
- Relationship
- Work

Interests
- Business & Industry
- Entertainment
- Family & Relationships
- Hobbies & Activities
- Sports & Outdoors

Behaviors
- Anniversary
- Digital Activities
- Politics
- Purchase Behavior
- Travel
Activity Time!

How many people have Business Manager set up?

Check out these helpful links here and here.
Targeting users via...
Ads Manager/
Business Manager
Ads Manager Structure

Campaign
What is the Objective?

Ad Set
Who is the Target?

Creative

Creative
Business Manager > Ads Manager

or Facebook.com/adsmanager
Ads Manager
### Choose a Campaign Objective

**Awareness**
- Brand awareness
- Reach

**Consideration**
- Traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages

**Conversion**
- Conversions
- Catalog sales
- Store traffic

- [Create New Campaign](#)
- [Use Existing Campaign](#)

[Learn More](#)

[Cancel] [Continue]
Audiences
Ads Manager - Ad Set Level

Custom Audiences

Audience
Define who you want to see your ads. Learn More

Create New Audience
Use Saved Audience

Custom Audiences
Search existing audiences

Locations
Location:
- United States

Age
18 - 65+

Gender
All genders

Detailed Targeting
All demographics, interests and behaviors

Detailed Targeting Expansion:
- Off

Languages
All languages

Placements
Show your ads to the right people in the right places.

Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. Learn More

Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. Learn More
Custom Audiences – Facebook Pixel

- Works like Google Analytics
  - Tracks activity on your website

- Benefits:
  - Remarketing possibility
  - Insights into who is visiting your website from Facebook/Instagram
  - Works with or without ads!
Create a Website Custom Audience

Choose a Custom Audience Source
Connect with people who have already shown an interest in your business or product.

- Website
- Customer list
- App activity
- Offline activity

Facebook Sources
- Video
- Instagram account
- Lead form
- Events
- Instant Experience
- Facebook Page
- Shopping
- On-Facebook Listings

Include people who meet ANY of the following criteria:

Source:
- Name of Business’s Pixel Here

Events:
- All website visitors

Retention:
- 30 days

Include More People / Exclude People

Audience Name

Description - Optional
Customer List

- Upload your list of customers
- Facebook will match profiles based on the information you upload
- Highly recommend including:
  - Email
  - Phone Number
  - First name/last name
A new way to reach people who currently like or follow your Page

Now you can reach people who currently like or follow your Page by selecting that option in the Events dropdown.

Include people who meet ANY of the following criteria:

**Page**
- J.Scott Marketing

**Events**
- Everyone who engaged with your Page
  - People who currently like or follow your Page
    - This includes people who currently like or follow your Page on Facebook. People who unlike or unfollow your Page will be removed from this audience.
  - Everyone who engaged with your Page
    - Includes people who have visited your Page or taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.
Lookalike Audiences

Can be any of those custom audiences we just went over, plus the others we didn’t go over.

You will choose United States.

Once the audience has generated you can narrow it down when you’re setting up your ad campaign.

Leave at 1%. This means only the people who are most similar to your lookalike source will be included.

The bigger the % the broader the audience will be.
Note: Custom Audiences typically take at least 24 hours to populate.
Audience Example

Custom Audience from a successful Mother’s Day Ad Campaign
### Activity Time!

**Who is your ideal audience?**

Using some of the mentioned target options, if you were to create one ad to your ideal audience, who would you target?

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
</tr>
</thead>
</table>

**Demographics**

<table>
<thead>
<tr>
<th>Interests</th>
</tr>
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<table>
<thead>
<tr>
<th>Behaviors</th>
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How to interpret the results
How to interpret the results

**Awareness (reach/impressions)**
- Reach is how many individual users saw your ad
- Impressions is total times ad was seen by users

**CTR (click through rate)**
- How many users clicked on your ad

**Engagement (How users interacted with your ad):**
- Likes
- Shares
- Comments
- Clicks
- 1-2% engagement is Facebook average across all industries
How to interpret the results

**CTR (click-through rate):** People who view your ad then click your link

- .9% (Facebook average)

**CPR (cost per result):** The average you paid for each action type performed

- Leads, clicks, or any other objective that you set for your campaign
- $1.72 (Facebook average)

**ROI (return on investment):** Calculate your return on investment

- Total revenue generated from your campaign / total ad spend
iOS Apple 14 Update
The Apple iOS 14 update is here.

- This means changes are here that may **affect ads and ad reporting**.

- **Apple users can now opt-out of apps tracking their activity** across different sites and services.

- By opting out, apps like Facebook, cannot share your information to target ads, share location data with advertisers, or other identifiers.
iOS Apple 14 Update

What now?

- **Continue to use data available** through Facebook Ads and Pixel and other analytical marketing tools. This update does not affect Android users!

- Continue to **manage, position, and optimize your ads**, making the most of your dollars.

- **Watch and monitor trends and other changes** within this update.
Let’s Review
Today...

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Questions?

Type your question to the chat box

Contact Us:

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Want to more information? Visit Bit.ly/2LNc0TW