Social Media Ads

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
If you didn’t attend the 101 webinar...
Social Ads 101 Covered:

- Benefits of Facebook & Instagram Ads
- How to build a good ad
- Boosted posts including audience options
- What Ads Manager/Business Manager are
- The structure of a campaign in Ads Manager
- Audiences available in Business Manager....

Visit RISBDC.org to view the webinar of Social Media Ads 101
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!
Website Custom Audience

1. Add People to Your Audience

Include people who meet **ANY** of the following criteria:

- **Pixel**

- **All website visitors** in the past **30** days

2. New

- People who visited specific web pages

- Visitors by time spent
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
Lookalike Audiences

1. **Select Your Lookalike Source**
   - Select an existing audience or data source
     - Create New Source

2. **Select Audience Location**
   - Search for regions or countries

3. **Select Audience Size**
   - Number of lookalike audiences
     - 1

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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
Side Note: We’re About to Get a Little Technical...
Effective Marketing Means Making Decisions Based on Data.
Let’s Talk More About the Facebook Pixel
Pixel Events

- Using the FB pixel to track when a user performs a certain activity on your website.
- Examples:
  - Add to cart
  - Initiated checkout
  - Viewed content
  - Subscribed
  - Lead (Filled out a form, etc.)
  - Purchased
  - Many more.
Benefits to Setting Up Events

- Targeting
- Optimization
- Measurement
- Insights
Benefit #1: Targeting (Custom Audience)

- All website visitors in the past 30 days
- People who visited specific web pages
- Visitors by time spent
- From your events
  - PageView
Benefit #2: Optimization

Create New Campaign

Campaign: Choose your objective.

Special Ad Categories

I'm creating a campaign for ads in a Special Ad Category.
Ads about credit, employment, housing, or social issues, elections or politics.

What's your marketing objective?  Help: Choosing an Objective

Auction
Reach and Frequency

Optimization for Ad Delivery

Conversion:

Pixel
Pixel ID: 13283

View Content
Benefit #3+4: Measurement + Insights
How Do I Setup a Facebook Event?

Step 1

Add Event

Step 2

Connect Website Activity Using Pixel

Choose how you want to install pixel code

- Manually add pixel code to website
  - Follow guided installation instructions with detailed developer documentation.
  - Learn More
  - Install code manually

- Use a Partner Integration
  - Connect your site using one of our many partners including Squarespace, Wordpress, Shopify, and others. This method doesn't involve writing code.
  - Learn More
  - Use a partner

Step 3

Facebook Event Setup Tool

Events on This Page  All Events

No events found on this page.

Track New Button  Track a URL

Give Feedback  Email Instructions
Continued...

If you click “track button”
Once you select a button
UTM Tracking
What Does UTM Stand For?

Urchin Traffic Monitor
Say What?
UTM tracking is the process of adding a snippet of simple code to the end of a URL to track the performance of campaigns and content.
Why Should I Care if I have the Facebook Pixel Installed?
Campaign Channels

- Facebook
- Email
- Google Ads

UTM Parameters

Google Analytics
UTM Parameters

- **Campaign Source**
  - The referrer: Google, newsletter, Facebook, Instagram, etc.

- **Campaign Medium**
  - The marketing medium: cpc, banner, email, etc.

- **Campaign Name**
  - "spring_sale", "2019_Holiday" or any product, promo codes, or slogans

- **Campaign Term**
  - Used to identify the paid keywords or any other item you’d want to track like audience type on paid advertisements.

- **Campaign Content**
  - Used to differentiate ads or any other content you’d want to track
What UTM Code Looks Like

https://www.risbdc.org/?utm_source=facebook&utm_medium=paid&utm_campaign=evnt_06_20
Resource Alert!!

ga-dev-tools.appspot.com/campaign-url-builder/

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

* Campaign Source: facebook
  The referrer (e.g. google, newsletter)

* Campaign Medium: cpc
  Marketing medium (e.g. cpc, banner, email)
UTM Best Practices

- Create naming conventions for your UTMs. You want to stay consistent.
- Use underscores or plus signs in your UTM for spaces if needed.
- Stay consistent with lowercase throughout your campaign.
  - Google sees utm_source=Facebook as different from utm_source=facebook
- Keep naming conventions simple and descriptive, but remember that users can see the utm parameters after they click on the URL.
- Track UTM links in a spreadsheet.
When to Use UTM Parameters

The simple answer is always!

Use them in:
- Organic social media posts
- Paid social media ads
- Newsletters
- Social profile URL’s
Where Do I Put the UTM in Facebook?

Drop just the URL here
Ex) https://scaquarium.org/conservation

Drop just the UTM parameters **without the first ?** here
EX) utm_source=facebook&utm_medium=cpc....
Where to View in Google Analytics

- Go to analytics.google.com
- Navigate to ‘Acquisition’ > ‘Campaigns’ > ‘All campaigns’
- Then, analyze!
Let’s Review
Data, Data, Data

- Data is KING in making marketing decisions
- The Facebook Pixel:
  - Brings more insight to your campaigns
  - Allows of website traffic to be tracked
  - Enables you to set up Event tracking
- UTM parameters allow you to:
  - Track even more
  - See information cross-platforms
  - Gives you more insights into how users visiting your website from your ads are using your website
Questions?

Type your question to the chat box

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