

Pro Secrets to Killer Social Media Ad ROI

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Quick Introductions



Today's Schedule

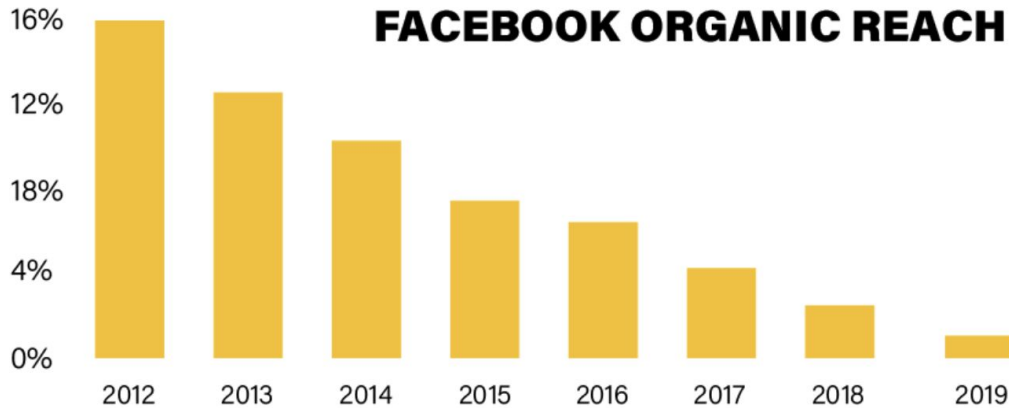
- Why social media ads?
- Components of a killer ad
- Ad spend
- Targeting users via:
 - Boosting posts
 - Ads Manager/Business Manager
- Audiences
- Interpreting results & ROI
- iOS Apple 14 update
- Review

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!



Benefits of Ads

- You can set your budget and gets 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

The image shows a Facebook advertisement. At the top left is the profile picture and name of the advertiser, 'The Digital Strategist', with a 'Sponsored' label. To the right is a 'Like Page' button. Below this is the headline: 'Download the Ultimate Guide to Facebook™ Marketing. It's free!'. The main image is a photograph of a person's hands typing on a laptop. The laptop screen displays the text 'WORRIED ABOUT REACH?' in white on a purple background. Below the image is the text 'Concerned 🙄 about Facebook™ Zero?'. At the bottom left is the text 'FACEBOOK.COM' and at the bottom right is a 'Download' button. At the very bottom are the interaction buttons: 'Like', 'Comment', and 'Share'.

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

Erika
@erikahayes01

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

Learn More

The image shows a variety of plant-based products from HungryRoot, including Beyond Meat Plant-Based Patties, Lentil Quinoa Rice Mix, BOWERY Kale Mix, and various doughs and mixes. The products are arranged on a wooden surface.



833 likes

hungryroot "I was shocked at just how much food was in the box, and from interesting brands that I'd yet to discover... more



HBO Max
Sponsored

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

F.R.I.E.N.D.S

HBOMAX

Stream Friends instantly on May 27

*Offer valid from April 30 at 9:00 pm ET to May 27 at 2:59 am ET. For eligibility criteria, offer details, and redemption visit hbo.com. Restrictions Apply.

The image features the main cast of Friends sitting at a table with milkshakes and desserts. The text 'F.R.I.E.N.D.S' is written in a stylized font, and 'HBOMAX' is prominently displayed below it. A promotional message encourages preordering HBO Max to stream Friends instantly on May 27.

HBOMAX.COM

Save on HBO Max
Preorder now. Stream May 27.

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

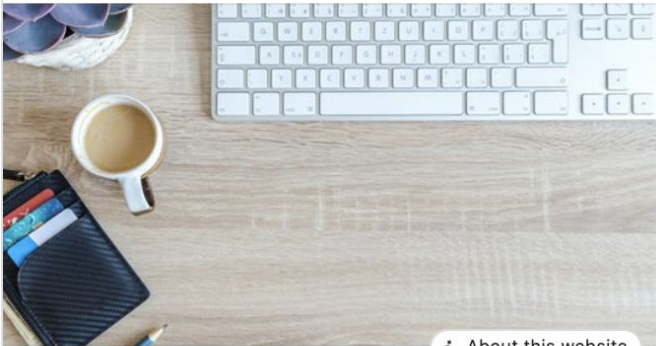


Boosted Posts

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](#)



[About this website](#)

RHODY.WEBEX.COM
rhody.webex.com

Boost Post



jscottmarketing



[View Insights](#)


Promote


Objectives for Boosted Posts

Boost Post

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 [Edit](#)

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) ON
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


Preview: Desktop News Feed

 **Rhode Island Small Business Development Center**
Sponsored · 

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](#)



RHODY.WEBEX.COM
rhody.webex.com

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

[Cancel](#) [Boost](#)

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

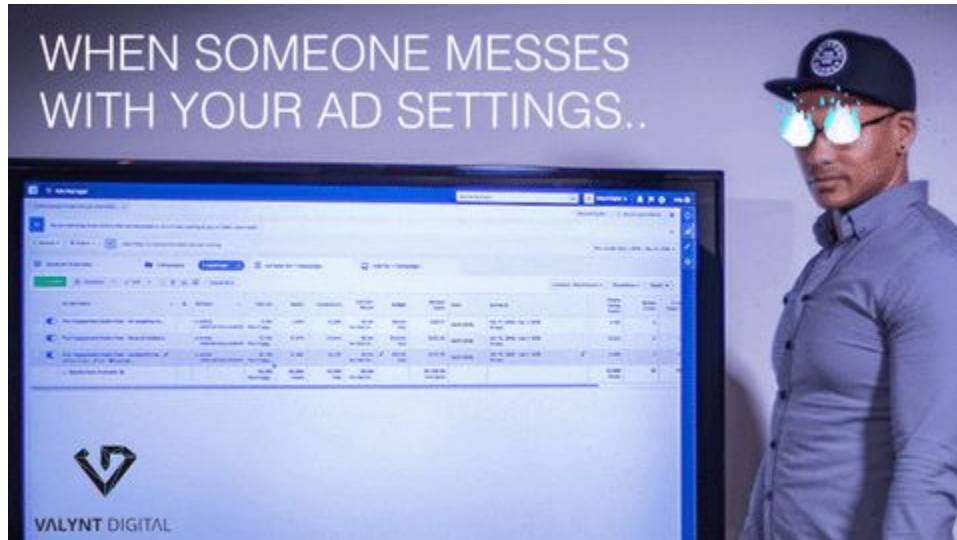
Activity Time!

**How many people have
Business Manager set up?**

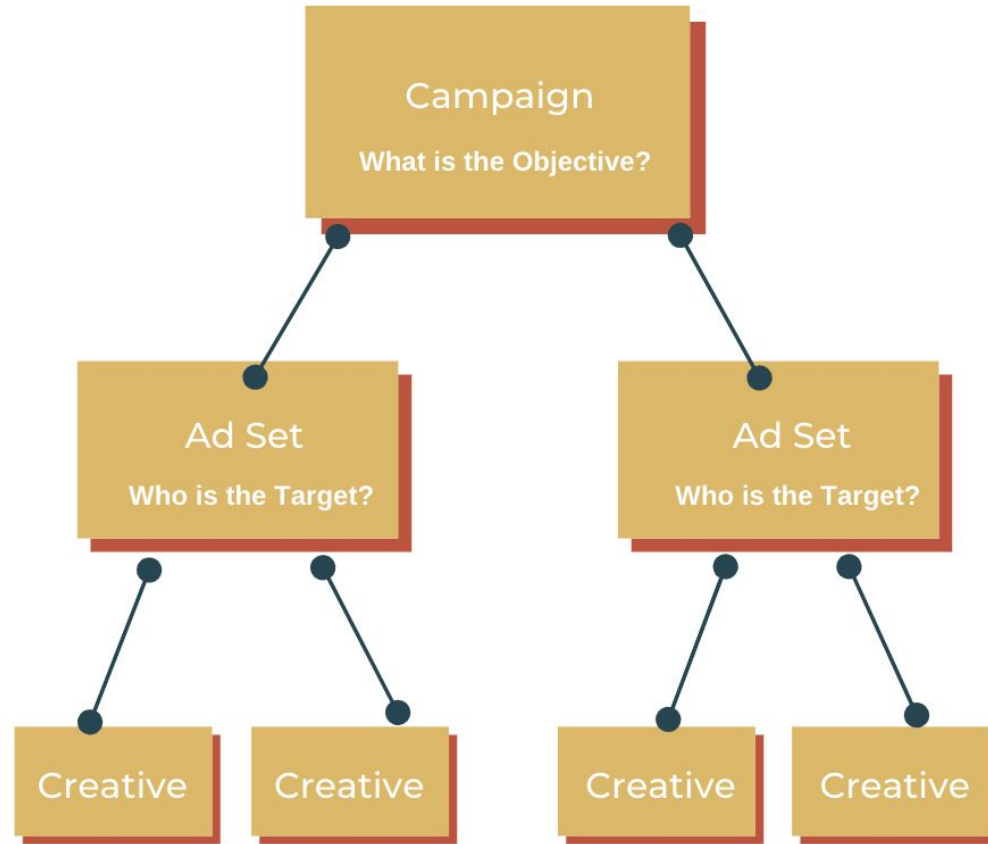
Check out these helpful links [here](#)
and [here](#).



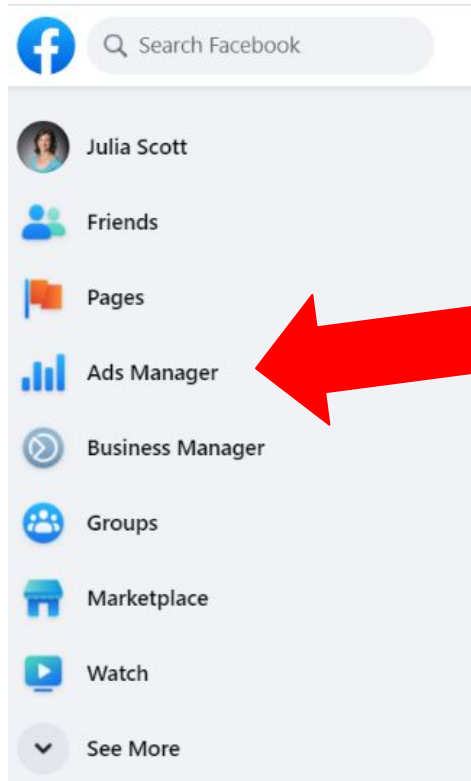
Targeting users via... Ads Manager/ Business Manager



Ads Manager Structure

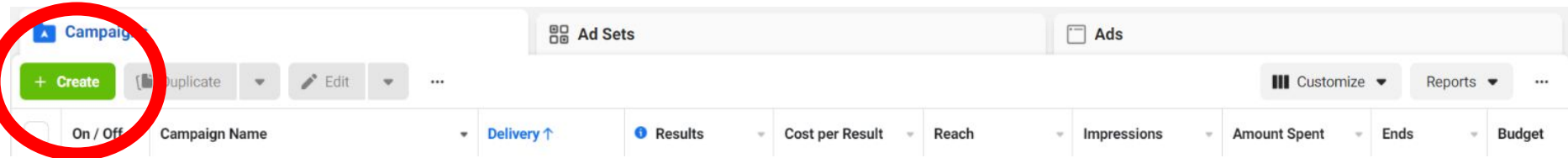


Business Manager > Ads Manager



or [Facebook.com/adsmanager](https://www.facebook.com/adsmanager)

Ads Manager



The screenshot displays the Facebook Ads Manager interface. At the top, there are two tabs: 'Campaigns' (selected) and 'Ad Sets'. Below the tabs, there is a row of action buttons: '+ Create' (highlighted with a red circle), 'Duplicate', 'Edit', and a menu icon. To the right of these buttons are 'Customize' and 'Reports' options. Below this is a table with the following columns: 'On / Off', 'Campaign Name', 'Delivery', 'Results', 'Cost per Result', 'Reach', 'Impressions', 'Amount Spent', 'Ends', and 'Budget'.

On / Off	Campaign Name	Delivery	Results	Cost per Result	Reach	Impressions	Amount Spent	Ends	Budget
----------	---------------	----------	---------	-----------------	-------	-------------	--------------	------	--------

Ads Manager

Create New Campaign

Use Existing Campaign



Choose a Campaign Objective

[Learn More](#)



Awareness

Brand awareness

Reach

Consideration

Traffic

Engagement

App installs

Video views

Lead generation

Messages

Conversion

Conversions

Catalog sales

Store traffic

Cancel

Continue

Audiences



Custom Audiences

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](#)

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

Use Saved Audience ▾

Custom Audiences

Create New ▾

🔍 Search existing audiences

Exclude

Locations

Location:

- United States

Age

18 - 65+

Gender

All genders

Detailed Targeting

All demographics, interests and behaviors

Detailed Targeting Expansion:

- Off

Languages

All languages

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

Choose a Custom Audience Source

Connect with people who have already shown an interest in your business or product.

Your Sources

- Website
- App activity
- Customer list
- Offline activity

Facebook Sources

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



Cancel

Next

Create a Website Custom Audience



💡 The size of your website Custom Audience may decrease because it may not include some people using iOS 14.5 or later devices. Using it as a lookalike audience source will not affect your lookalike's size.

[Learn More](#)



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

#2

Source

● Name of Business's Pixel Here

Events

All website visitors

Retention ⓘ

30 days

+ Include More People

- Exclude People

Audience Name

0/50

Description - Optional

0/100



Back

Create Audience

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



Facebook/Instagram Page Activity

Create a Facebook Page Custom Audience



★ 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.



Anyone who visited your Page

This includes anyone who visited your Page, regardless of the actions they took.

Au



People who engaged with any post or ad

Includes people who have taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

De



People who clicked any call-to-action button

Includes people who clicked on a call-to-action button on your Page, such as "Contact

Lookalike Audiences

1 Select Your Lookalike Source ?

Select an existing audience or data source

Create New Source ▼

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

2 Select Audience Location

Search for regions or countries

You will choose United States

3 Select Audience Size

Number of lookalike audiences ? 1 ▼



Audience size ranges from 1% to 10% of the c to your lookalike source. Increasing the percen

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

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

Use Saved Audience ▾

RI Area - Engaged user + Lookalike of engaged users

Custom Audience:

Users who Engaged with IG 365 Days, Users who engaged with FB Page - 365 Days, Lookalike (1%) - Users who engaged with FB Page - 365 Days, Lookalike (1%) - Users who Engaged with IG 365 Days, Lookalike (1%) - Users Engaged with IG Page - 180 Days or Lookalike (1%) - Users Engaged with FB Page - 180 Days

Location:

United States: Rhode Island

Age:

18 - 65+

Edit

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?

Gender

Age

Demographics

Interests

Behaviors



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

- $\text{Total revenue generated from your campaign} / \text{total ad spend}$

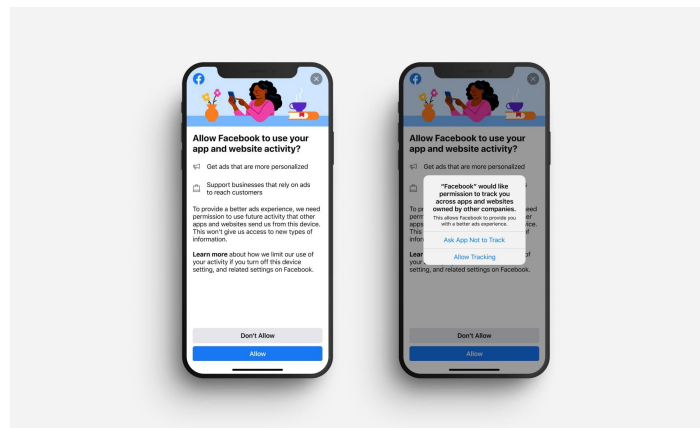
iOS Apple 14 Update



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...

- **Why social media ads?**
- **Components of a killer ad**
- **Ad spend**
- **Targeting users via:**
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- **Audiences**
- **Interpreting results & ROI**
- **iOS Apple 14 update**
- **Review**

Questions?

Type your question to the chat box

Contact Us:

401-874-7232

<https://bit.ly/regRISBDC>

susandavis@uri.edu



Want to more information? Visit [Bit.ly/2LNcoTW](https://bit.ly/2LNcoTW)