# 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.

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# 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 ⓘ

🔍

✓ All website visitors ⓘ

People who visited specific web pages ⓘ

Visitors by time spent

⊕ Incl

## ② N

# 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 ▾

0%        1%        2%        3%

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

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

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**You will choose United States**

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

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**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 <u>at least</u> 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
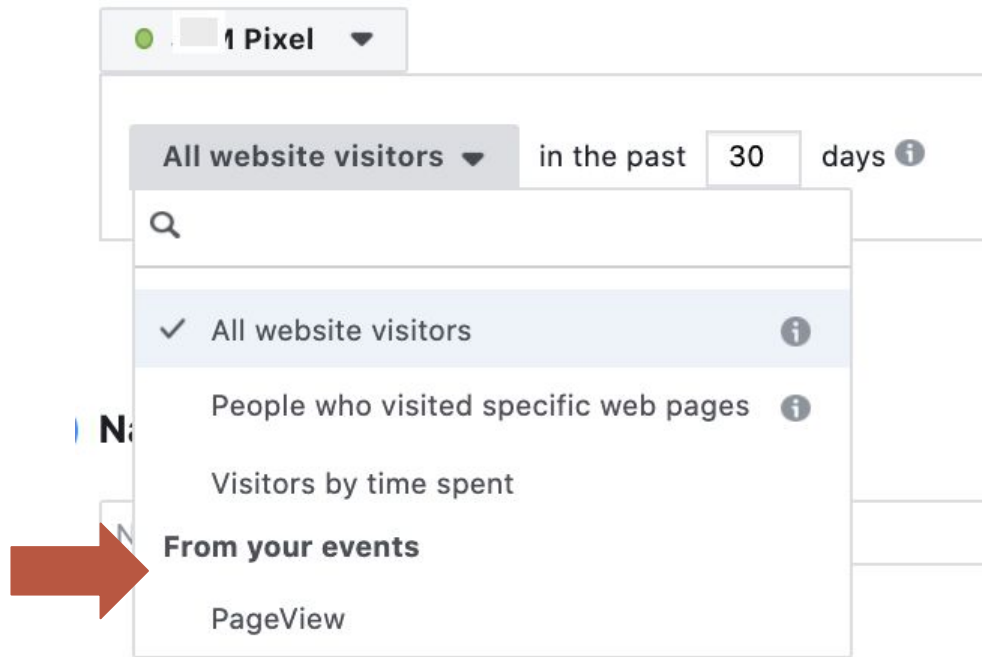  - Lead (Filled out a form, etc.)
  - Purchased
  - Many more.

# Benefits to Setting Up Events

- Targeting
- Optimization
- Measurement
- Insights

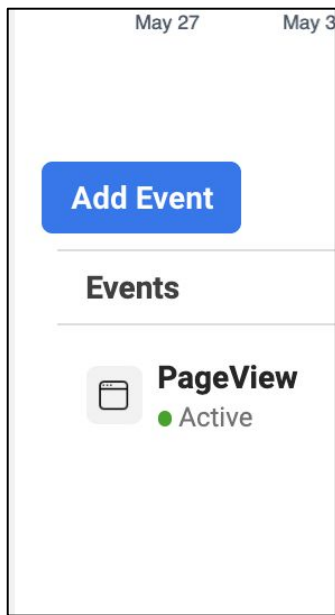# Benefit #1: Targeting (Custom Audience)

# Benefit #2: Optimization

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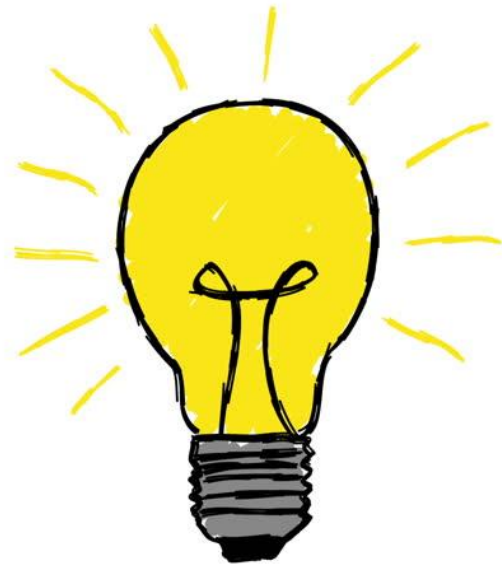
# How Do I Setup a Facebook Event?

## Step 1

May 27      May 3

**Add Event**

**Events**

PageView
● Active

## Step 2

**Connect Website Activity Using Pixel** ✕

### Choose how you want to install pixel code

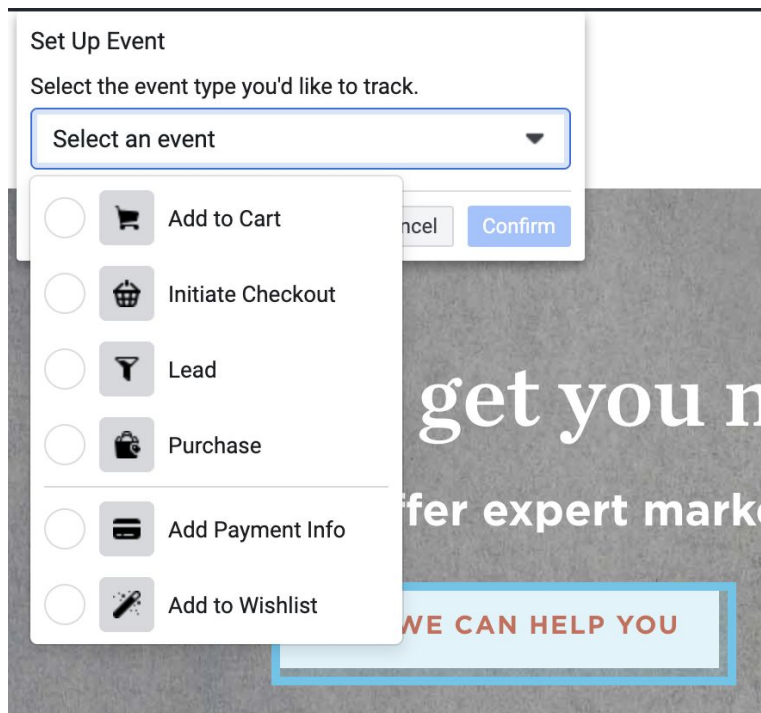Select the best method for adding the pixel code to your site based on how the website was built, what kind of access you have to the code, and your technical support.
Learn More

</> **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**

Give Feedback      Email Instructions

## Step 3

⠿ Facebook Event Setup Tool      ⎆ Finish Setup

**Events on This Page**      All Events

No events found on this page.

+ **Track New Button**      🔗 **Track a URL**

**Give Feedback**      ?

# Continued…

If you click "track button"

# Continued...

Once you select a button

# UTM Tracking

# What Does UTM Stand For?

**U**rchin **T**raffic **M**onitor

# Say What?

# UTM Tracking Defined

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?

# 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 you 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?

Website URL ⓘ                          Preview URL

Enter the URL you want to promote

Build a URL Parameter

Headline ⓘ

Call To Action ⓘ

Learn More ▼

Multiple Languages (optional) ⓘ

+  Create in Different Langu...

**Hide Advanced Options ▲**

Display Link (optional) ⓘ

Enter the link as you want people to see it in your ad

News Feed Link Description ⓘ

Branded Content ⓘ

If this post features a third-party brand or product then you must tag your business partner's Page. See branded content policy ⊞

Who is your business partner for this post?

URL Parameters (optional) ⓘ

Ex: key1=value1&key2=value2
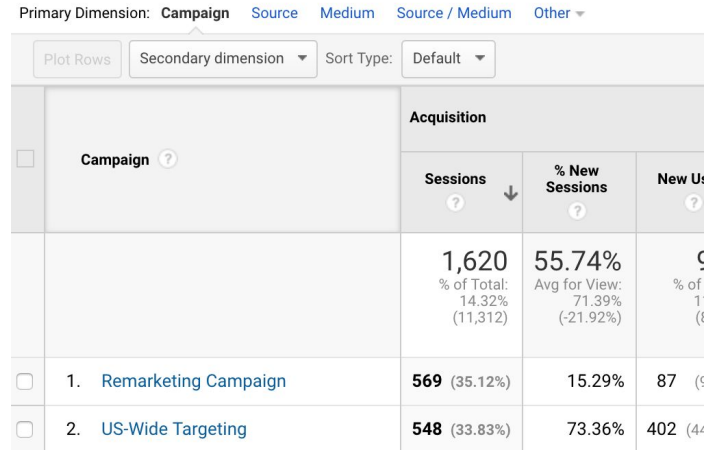
Build a URL Parameter

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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