



facebook wizardry

Email or Phone

Password

Log In

Presented By:

J. Ashley Panter

Creative Partner, Blu Mountain Creative

**Customers have grown
accustomed to **engaging** and
interacting with one's brand or
business.**

Why Facebook over other platforms?

Facebook has well over 1.6 billion users. If your target market is a human, you can reach them on Facebook.



**Facebook has more interest
based data than ANY other
platform in the WORLD.**



Facebook isn't just for people.

It's for business *(trying to
connect with people)*, **too.**

Why should I “pay to play”?

Reach (Facebook Zero & Reachpocalypse)

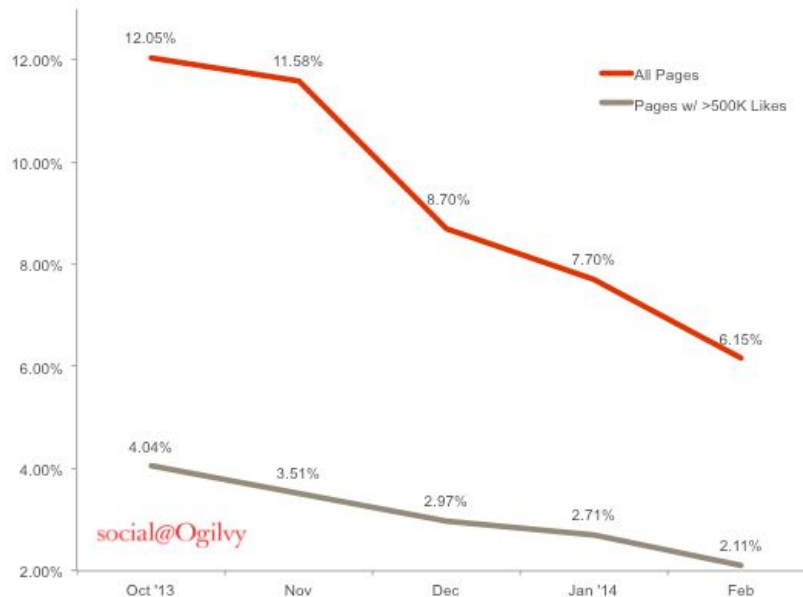
- Organic reach has been cut ***IN HALF*** since 2013. You are now only able to reach 6% person of your actual audience.

Brand Awareness

Network Expansion

A More Targeted Audience

Average Organic Reach of Content Published on Brand Facebook Pages



Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Please see our report, "Facebook Zero" at <http://social.ogilvy.com> for details.

Reach (Facebook Zero & Reachpocalypse)

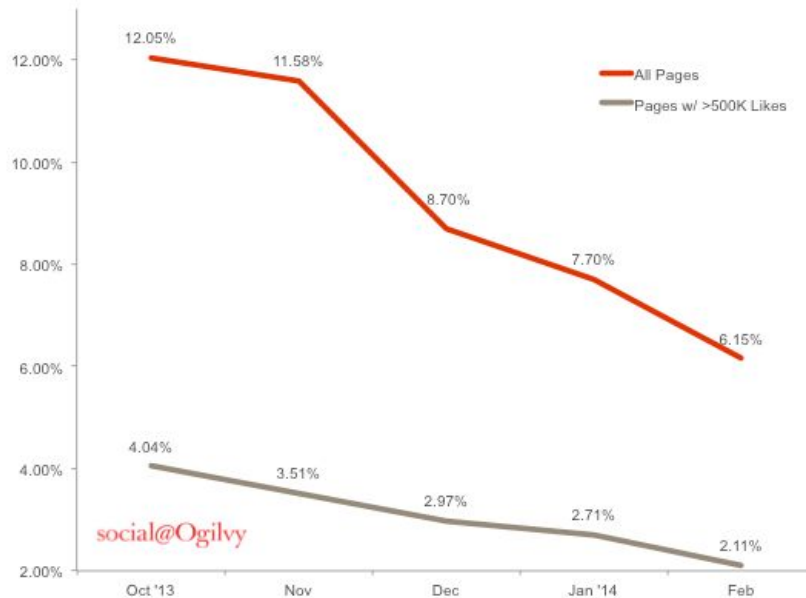
Brand Awareness

- Even if you don't produce a 12% conversion rate, your brand is still being seen by the audience you are targeting... and we all know how important brand recall is.

Network Expansion

A More Targeted Audience

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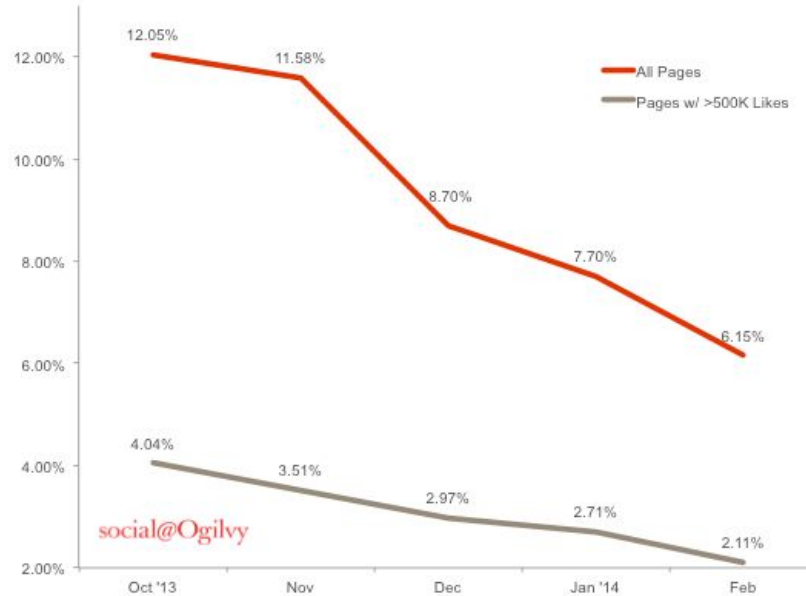
Brand Awareness

Network Expansion

- You can reach people outside of your current followers. This also enables you to invite the engaged users and build onto your total followers.

A More Targeted Audience

Average Organic Reach of Content Published on Brand Facebook Pages



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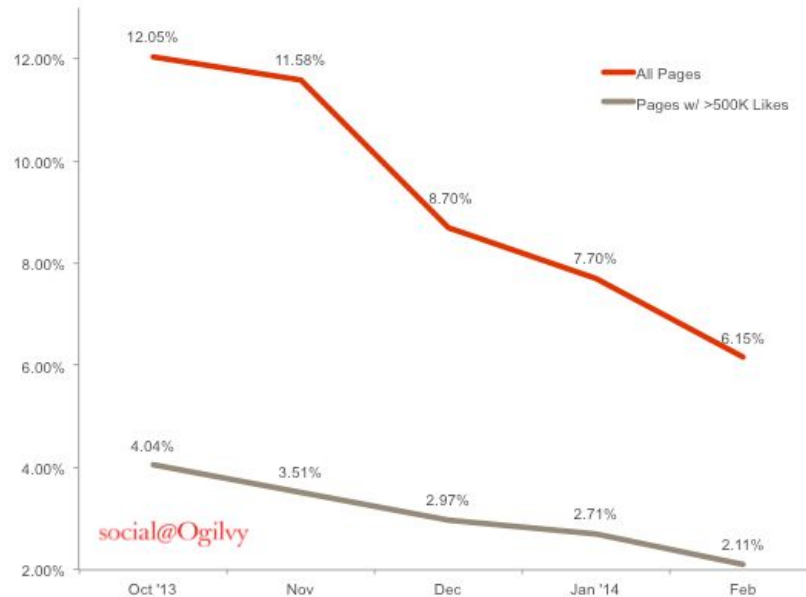
Brand Awareness

Network Expansion


A More Targeted Audience

- You can bypass engagement from your Mom and instead focus on engagement from your next buyer based upon the targeting parameters you set.

Average Organic Reach of Content Published on Brand Facebook Pages



Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Please see our report, "Facebook Zero" at <http://social.ogilvy.com> for details.

A man with a beard and a dark suit over a light blue shirt is shouting with his mouth wide open and eyes looking upwards. He has his right hand raised with fingers spread. A woman with reddish-brown hair is in the foreground on the left, looking towards him. The background is a blurred interior with wooden paneling.

YAS QUEEN!



How do I get started?



Search



Ashley

Home



Ashley Panter



News Feed



Messenger



Watch



Marketplace

Shortcuts



J. Ashley Panter - Cre... 2



DREAM CRUSHER...



Blu Mountain Expr... 1



Women's Business...



7th Annual Women...

See More...

Explore



Events 2



Pages



Groups



Ads Manager



Saved 9

See More...

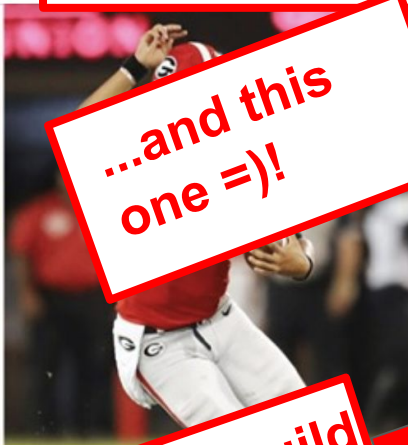
Create



The Athletic

Sponsored ·

That was then. This is now. Yes, it's time



THEATHLETIC.COM

Georgia doesn't have a quarter
have a situation



9



Like



Comment



Share



Buffer



Follow this
page =).

...and this
one =)!

Click to build
an ad.

Your Pages:



J. Ashley Panter - Cre... 2



Blue Ridge United Met... 1



Blu Mountain Expressi... 1

See More...

Create Page

Manage Pages

Create Group

Manage Groups

Create Fundraiser

Create Ads

Manage Ads

Activity Log

News Feed Preferences

Settings

Log Out

Set Your Objective

Having a clear understanding of your marketing goals at the campaign level is the first step to building the foundation for your account.


How Facebook optimizes a campaign based on the chosen objective ultimately affects every decision going forward.



UGA SBDC (102067354... ▼

 Campaign

Objective

 Ad Set

Audience

Placements

Budget & Schedule

 Ad

Identity

Format

Media

Text

Close











Create New Campaign ⓘ

Use Existing Campaign ⓘ

Campaign: Choose your objective.

Switch to Quick Create

What's your marketing objective? [Help: Choosing an Objective](#)

| Awareness | Consideration | Conversion |
|--|--|--|
| <div><input checked="" type="checkbox"/> Brand awareness</div> | <div> Traffic</div> | <div> Conversions</div> |
| <div> Reach</div> | <div> Engagement</div> | <div> Catalog sales</div> |
| | <div> App installs</div> | <div> Store visits</div> |
| | <div> Video views</div> | |
| | <div> Lead generation</div> | |
| | <div> Messages</div> | |

UGA SBDC (102067354... ▼

- ☒ Campaign
- Objective

- Ad Set
 - Traffic
 - Offer
 - Audience
 - Placements
 - Budget & Schedule

- Ad
 - Identity
 - Format
 - Media
 - Links

Close











Create New Campaign ⓘ

Use Existing Campaign ⓘ

Campaign: Choose your objective.

Switch to Quick Create

What's your marketing objective? [Help: Choosing an Objective](#)

| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness | <input checked="" type="checkbox"/> Traffic |  Conversions |
|  Reach |  Engagement |  Catalog sales |
| |  App installs |  Store visits |
| |  Video views | |
| |  Lead generation | |
| |  Messages | |

Should I boost
a post or
create an ad?

**Boosting a post takes an
ordinary business page post and
increases the number of people
who could potentially see it.**

When to Boost vs. Create

Boost a Post When...

- You're focusing on ONE piece of content.
- Your desired outcome is more engagement focused.
- You want to build your audience.
- You really don't want to deal with the complexity of creating an ad.

Create an Ad When...

- You have a specific objective in mind (*lead generation, sales, website visits, etc.*).
- You want specific ad placement.
- You want more creative control.
- You want to manually bid to ensure you reach your desired audience.

When to Boost vs. Create

Boost a Post When...

- You're focusing on ONE piece of content.
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Create an Ad When...

- You have a specific objective in mind (*lead generation, sales, website visits, etc.*).
- You want specific ad placement.
- You want more creative control.
- You want to manually bid to ensure you reach your desired audience.

- Identity
- Format
- Media
- Text**

Close

Join the Original Thought Club in the Marketing Arena.
Follow My Page.

1 of 14



Sponsored ·

A great marketer didn't become great by thinking like every other marketer. Being different is a good thing. If you enjoy innovative thought leadership on a variety of creative marketing topics, you should follow my page... and "Think Differently."



J. ASHLEY PANTER
DESIGNER + CREATIVE MARKETER

jasheypanter.com

Join the Original Thought Club in the Marketing Arena. Follow My Page.



**99% of the time, Facebook Ads
are more effective than Boosted
Posts... even if you aren't
familiar with the system yet.**



BLUMOUNTAIN

www.jashleypanter.com

PERSONA:

- Chiropractic Practice
- Athens, GA
- Seeking Natural/Health Conscious Patients
- 3 Part Ad Campaign



CHIROPRACTIC
WORKS

What is the ad budget?


| | | |
|---|--|--|
| <p>What is the budget for the ad?</p> <p>\$25 (7 days)</p> | <p>Is this ad going to be a boosted post or a custom ad?</p> <p><i>(Hint: If you are marketing a class and the event is published on Facebook, a boosted post generates both brand awareness and higher conversions.)</i></p> | |
| <p>What cities do I want to target and how many miles outside of that city?</p> <p><i>(Hint: Minimum 10; Maximum 50... average radius per city is a 15 mile radius.)</i></p> | <p>How old do you think the people interested in your ad are?</p> | <p>What gender do you think they identify with?</p> |
| <p>What things do you think your target audience is interested in? Do you think they have certain behaviors? Do they belong to specific organizations/groups? Do they make a specific range of income or does their business fall between a certain range of sales?</p> <p><i>(Hint: To learn more about this, check out the list on the back of this page.)</i></p> | | |


- **Marketing Budget:** 5-15% of annual revenue.
- **Digital Marketing Activities:** 35-45% of marketing budget.
- **Social Media Boosted/Paid Ads:** 15-25% of digital marketing budget.


UGA SBDC (102067354... ▼


 Campaign

 Objective

 Ad Set

 Audience


 Placements

 Budget & Schedule

 Ad

 Identity

 Format

 Media

 Text

Close











Create New Campaign ⓘ

Use Existing Campaign ⓘ

Campaign: Choose your objective.

Switch to Quick Create



What's your marketing objective? [Help: Choosing an Objective](#)

| Awareness | Consideration | Conversion |
|--|--|--|
| <div><input checked="" type="checkbox"/> Brand awareness</div> | <div> Traffic</div> | <div> Conversions</div> |
| <div> Reach</div> | <div> Engagement</div> | <div> Catalog sales</div> |
| | <div> App installs</div> | <div> Store visits</div> |
| | <div> Video views</div> | |
| | <div> Lead generation</div> | |
| | <div> Messages</div> | |

UGA SBDC (102067354... ▼

 Campaign


Objective ✓

 Ad Set 

Audience ✓

Placements ✓

Budget & Schedule ✓

 Ad

Identity ✓

Format ✓

Media ✓

Text ✓

Close

Ad Set Name ⓘ 25-44 

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ

Lifetime Budget ▼ \$25.00

\$25.00 USD

Schedule ⓘ

Start

 Oct 18, 2018

 4:18 PM

End

 Oct 25, 2018

 3:18 PM

(Eastern Time)

Your ad will run until **Thursday, October 25, 2018.**

You'll spend up to **\$25.00** total.

Optimization for Ad Delivery ⓘ

Ad Recall Lift - We'll serve your ads to maximize the total number of people who will remember seeing your ads.

To help us improve delivery optimization, we may survey a small section of your audience.

Bid Strategy ⓘ

Lowest cost - Get the most impressions for your budget ⓘ

When You Get Charged ⓘ

Impression

Ad Scheduling ⓘ

- ☒ Run ads all the time
- ☐ Run ads on a schedule

Delivery Type ⓘ

Standard - Get results throughout your selected schedule

ⓘ

Estimate Doesn't Include Facebook Stories

Because Facebook Stories is a new placement being released gradually, audience and reach estimates are currently not available. These estimates are based on the other placements you've selected.

Audience Size



Your audience is defined

Potential Reach: 11,000 people ⓘ

Estimated Daily Results

Reach

150 - 940

The accuracy of estimates is based on factors like past campaign data, target audience, budget you entered and market conditions. Numbers are provided to give you a range of expected results.

**What is your
estimated ad budget?**

How do I target by location?

UGA SBDC (102067354... ▼

☒ Campaign

Objective ✓

☒ Ad Set !

Audience ✓

Placements ✓

Budget & Schedule ✓

☒ Ad


Identity ✓

Format ✓

Media ✓

Text ✓


Close


Ad Set Name ⓘ 25-44 

Exclude | Create New ▼

Everyone in this location ▼

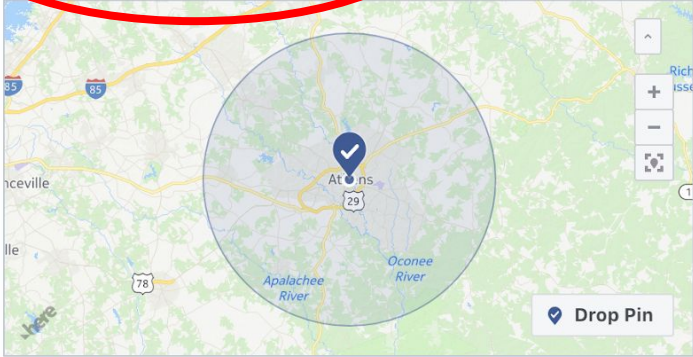
United States

 Athens, Georgia + 15mi ▼

 Include ▼ | Type to add more locations

Browse

Locations ⓘ



Drop Pin

Add Locations in Bulk


Age ⓘ 25 ▼ - 44 ▼

Gender ⓘ

All Men Women

Languages ⓘ


INCLUDE people who match at least ONE of the following ⓘ



Find More People Like Your Best Customers

Create a lookalike audience based on people who are already interested in your business. Get started by choosing a quality Custom Audience as a source for past purchasers.


Create Lookalike Audience



Create Multiple Ad Sets in One Step

Save time by adding variables for locations, detailed targeting, age range, and Custom Audiences to quickly create multiple ad sets at once.

Create Multiple Ad Sets



Estimate Doesn't Include Facebook Stories

Because Facebook Stories is a new placement being released gradually,

**Where is the
audience you're
trying to target?**

How do I know my audience age and gender?

The number of people your post was served to in the past 28 days.

Women

48%

People Reached

46%

Your Fans

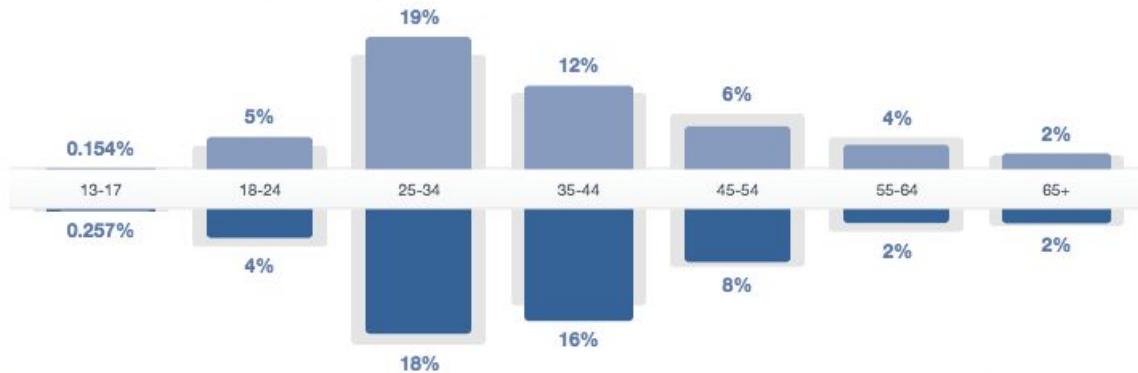
Men

50%

People Reached

53%

Your Fans



| Country | People Reached | City | People Reached | Language | People Reached |
|--------------------------|----------------|----------------------|----------------|---------------------|----------------|
| United States of America | 3,523 | Albany, NY | 719 | English (US) | 3,595 |
| Canada | 64 | Troy, NY | 208 | English (UK) | 129 |
| United Kingdom | 59 | Los Angeles, CA | 114 | Spanish | 25 |
| Brazil | 23 | New York, NY | 111 | Portuguese (Brazil) | 23 |
| Italy | 18 | Saratoga Springs, NY | 99 | Italian | 18 |

| | | |
|---|--|--|
| <p>What is the budget for the ad?</p> | <p>Is this ad going to be a boosted post or a custom ad?</p> <p><i>(Hint: If you are marketing a class and the event is published on Facebook, a boosted post generates both brand awareness and higher conversions.)</i></p> | |
| <p>What cities do I want to target and how many miles outside of that city?</p> <p><i>(Hint: Minimum 10; Maximum 50... average radius per city is a 15 mile radius.)</i></p> | <p>How old do you think the people interested in your ad are?</p> <p>26-44</p> | <p>What gender do you think they identify with?</p> <p>All</p> |
| <p>What things do you think your target audience is interested in? Do you think they have certain behaviors? Do they belong to specific organizations/groups? Do they make a specific range of income or does their business fall between a certain range of sales?</p> <p><i>(Hint: To learn more about this, check out the list on the back of this page.)</i></p> | | |

UGA SBDC (102067354... ▼

Ad Set Name ⓘ 25-44 ⚙️

☒ Campaign
Objective ✓

☒ Ad Set ⓘ
Audience ✓
Placements ✓
Budget & Schedule ✓

☒ Ad
Identity ✓
Format ✓
Media ✓
Text ✓

Exclude | Create New ▼

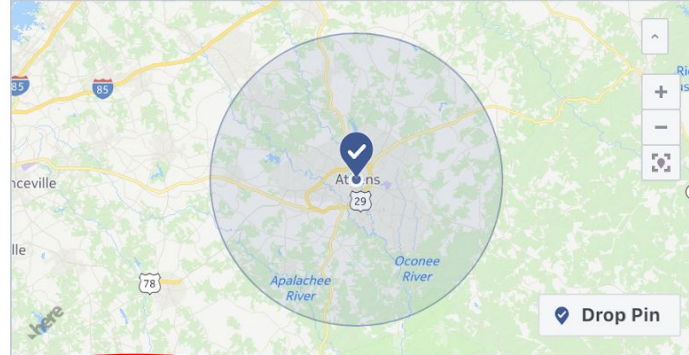
Everyone in this location ▼

United States

📍 Athens, Georgia + 15mi ▼

📍 Include ▼ | Type to add more locations

Browse



Locations ⓘ

Add Locations in Bulk

Age ⓘ 25 ▼ - 44 ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Close



Find More People Like Your Best Customers

Create a lookalike audience based on people who are already interested in your business. Get started by choosing a quality Custom Audience as a source of past purchasers.

Create Lookalike Audience



Create Multiple Ad Sets in One Step

Save time by adding variables for locations, detailed targeting, age range, and Custom Audiences to quickly create multiple ad sets at once.

Create Multiple Ad Sets



Estimate Doesn't Include Facebook Stories

Because Facebook Stories is a new placement being released gradually,

INCLUDE people who match at least ONE of the following ⓘ

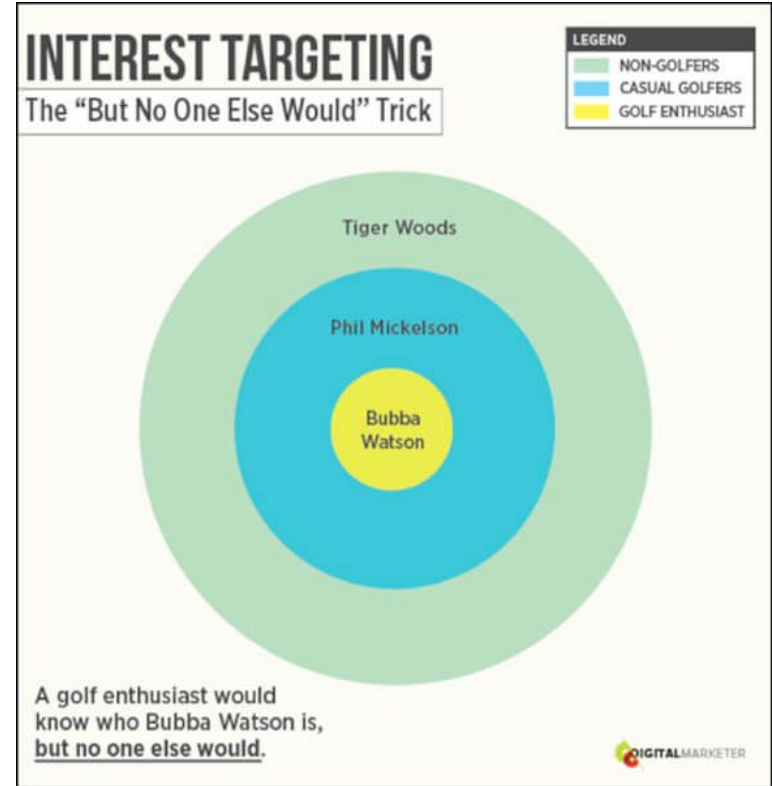
**What is the estimated
age and gender of
your audience?**

How do I target by interest?

“But No One Else Would”

The idea is to target those who are really into your subject, not just the generic fan. We need to find the people who eat, breath, and dream about it. Those who know those things that aren't common knowledge by the average fan.

I call this the “But No One Else Would” trick. The idea is to look for the people who knows what no one else would about the topic.



| | | |
|--|--|--|
| <p>What cities do I want to target and how many miles outside of that city?</p> <p><i>(Hint: Minimum 10; Maximum 50... average radius per city is a 15 mile radius.)</i></p> | <p>How old do you think the people interested in your ad are?</p> | <p>What gender do you think they identify with?</p> |
| <p>What things do you think your target audience is interested in? Do you think they have certain behaviors? Do they belong to specific organizations/groups? Do they make a specific range of income or does their business fall between a certain range of sales?</p> <p>Interests: Working out, healthy eating, vitamins, supplements, yoga, orange theory, planet fitness, crunch, 9round, chiropractic, stretching, kayla itsines, pain management, back pain, etc.</p> <p>Behaviors: Members of a gym, has insurance, health and wellness buyers, pain relief products, purchaser</p> | | |

UGA SBDC (102067354...

Ad Set Name US - 18+

Campaign Objective

Ad Set Audience Placements Budget & Schedule

Ad Identity Format Media Text

Close

Detailed Targeting INCLUDE people who match at least ONE of the following

- Interests > Additional Interests
 - Chiropractic treatment techniques
 - Cure Back Pain Network
 - Healing
 - Healthy diet
 - Hip
 - Human back
 - Intervertebral disc
 - Joint
- Add demographics, interests or behaviors | Suggestions | Browse

and MUST ALSO match at least ONE of the following

- Interests > Additional Interests
 - Chiropractic treatment techniques
 - Chiropractor
 - Health & wellness
 - Living Healthy
 - Wellness (alternative medicine)
- Add demographics, interests or behaviors | Suggestions | Browse

Find More People Like Your Best Customers

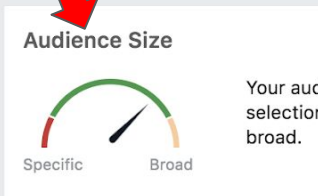
Create a lookalike audience based on people who are already interested in your business. Get started by choosing a quality Custom Audience as a source of past purchasers.

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Create Multiple Ad Sets in One Step

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Create Multiple Ad Sets



**What are things your
audience might be
interested in?**

Is there a connection type?

Connections ⓘ

Advanced Combinations ▼

← **Select this from the dropdown menu.**

People who are connected to ⓘ

Add a Page, app, or event

← **To target your fans.**

Friends of people who are connected to ⓘ

Add a Page, app, or event

← **To target friends of your fans.**

Exclude people who are connected to ⓘ

Add a Page, app, or event

← **To exclude your fans.**

☐ **Save this audience**

| You should: | If: |
|---------------------------------|--|
| Target your fans | You want to convert your fans to subscribers before you launch something. |
| Target your fans | You want to make sales. |
| Exclude your fans | You want to expand the reach of your business to brand new prospects and grow your list and your social following. |
| Target the friends of your fans | You want to get in front of new people and grow your list AND you already have a fairly large fanbase on Facebook. |

**Do you want to
include a connection?**

How do you
want your ad
delivered?



**How fast do you want
your ads delivered?**

How do I build my ad creative?

Headline ⁱ

Get a FREE 14-day Trial!

Text

Here's where you explain your product's benefits or advertise a special offer.

Call To Action (optional) ⁱ

Learn More ▾

Hide Advanced Options ▾

News Feed Link Description ⁱ

This is where your link description goes.

Display Link ⁱ

yoursite.com|

URL Parameters (optional) ⁱ

Ex: key1=value1&key2=value2

Ad Previews

1 of 2 Ads < >



Desktop News Feed ▾

1 of 8



Sponsored ·

Like Page

Here's where you explain your product's benefits or advertise a special offer.



Get a FREE 14-day Trial!

This is where your link description goes.

YOURSITE.COM

Learn More

Like

Comment

Share

Design Best Practices:

- Be bold. Use color. This helps your ads quickly grab attention.
- Make sure your value proposition is highly visible in your ad.
- Ensure your ads contrast with the newsfeed (not white).
- Design using the correct ad size (1200 x 628 pixels), so that your ad looks professional across multiple platforms.

AdEspresso last Thursday

Did you get a chance to go to San Francisco for F8 2017?
You missed it?! 📅

No worries, we just published a roundup post of all the important announcements that marketers need to know now!... [See More](#)



Facebook's F8 Conference in 2017 – What Marketers Need to ...
Facebook Twitter Google+ Pinterest LinkedInFacebook's F8 conferences have earned the rep...
ADESPRESSO.COM

74 2 1

Copy Best Practices:

- Directly addressing their pain points of your target audience.
- Add “social proofs” or statistics.
- Use Call-to-Actions.
- Address logical and emotional concerns.
- Showcase credibility.
- Short, sweet, and to the point.
- Create urgency.
- Tell a story.

Suggested Post



Infusionsoft

Sponsored ·

Over 23,000 small business owners use Infusionsoft to get organized, save time and grow sales.

See why.



Grow Sales. Save Time. Get Organized.

23,000 thriving small businesses use Infusionsoft. Discover how Infusionsoft, the only all-in-one automated sales & marketing software built exclusively for small businesses, has helped them grow sales, save time and stay on top of it all.

WWW.INFUSIONSOFT.COM

[Learn More](#)

Like · Comment · Share · 90 5 24

Format

Choose how you'd like your ad to look.



Carousel

Create an ad with 2 or more scrollable images or videos



Single Image

Create up to 6 ads with one image each at no extra charge



Single Video

Create an ad with one video



Slideshow

Create a looping video ad with up to 10 images



Canvas

Tell a more immersive story by combining images and videos

Images

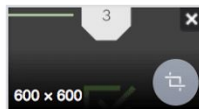
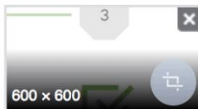
You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

Browse Library

Free Stock Images



Add more images



Recommended Image Specs

- Recommended image size: **1,200 x 628 pixels**
- Image ratio: **1.91:1**
- To maximize ad delivery, use an image that contains **little or no overlaid text**. [Learn more.](#)



× tho.jpg

This Is 20% Text On IMAGE

Click on all boxes containing text to see if the image complies with text guidelines. The boxes are not automatically selected for you.

For guidance on which boxes should be selected, please refer to our [help center](#) or additional collateral provided by your Facebook account team.

Based on the current selection, text occupies 0% of the image. If marked properly, this image can be used for an ad in news feed.



J. Ashley Panter - Creative Marketer

July 2 · 🌐

DOES SIZE MATTER?! In email marketing, yes. If you're looking to increase open rates and engagement within your email campaign, you might actually want to pay attention to size... but not in the way you think. Learn more: <http://www.jashleypanter.com/sharing-is-caring-digital-mas.../>



👤 636 people reached

Boost Again



J. Ashley Panter - Creative Marketer

September 12 · 🌐

DYK: On social media, 85% of video is watched without sound. So, if you're using video in your marketing efforts without captions, are you really benefiting from video at all? According to Facebook, 41% of videos on their platform are meaningless without sound. 🧐🤔🎥
#thinkdifferently

Check back later for my blog post about how to get ahead of the video game and produce effective silent videos via social media!

Source: Digiday, Facebook



Headline ⁱ

Natural Lower Back Pain Relief

Text

Did you know that 80% of the people will experience a back problem at some time in their lives? ...and oftentimes, lower back pain can be caused muscle weakness rather than your lower back joints? At Chiropractic Works, we focus more on the natural healing of the body rather than all of that "popping and pushing" of a traditional chiropractor. Call us today for a free consultation.

Call To Action (optional) ⁱ

Learn More ▾

Hide Advanced Options ▾

News Feed Link Description ⁱ



Call us today for a free consultation and get on the path to feeling and moving better... naturally.

Display Link ⁱ


www.chiropracticworks.com

URL Parameters (optional) ⁱ

Easy to remember/
read URL



Like Page

Sponsored · 

Did you know that 80% of the people will experience a back problem at some time in their lives? ...and oftentimes, lower back pain can be caused muscle weakness rather than your lower back joints? At Chiropractic Works, we focus more on the natural healing of the body rather than all of that "popping and pushing" of a traditional chiropractor. Call us today for a free consultation.



Natural Lower Back Pain Relief

Call us today for a free consultation and get on the path to feeling and moving better... naturally.

www.chiropracticworks.com

Like

Comment

Share

Attention grabbing. Emotional connection. Creates urgency. Includes C2A. Adds social proofs.

Eye catching image. Limited amount of text.

Call to action.

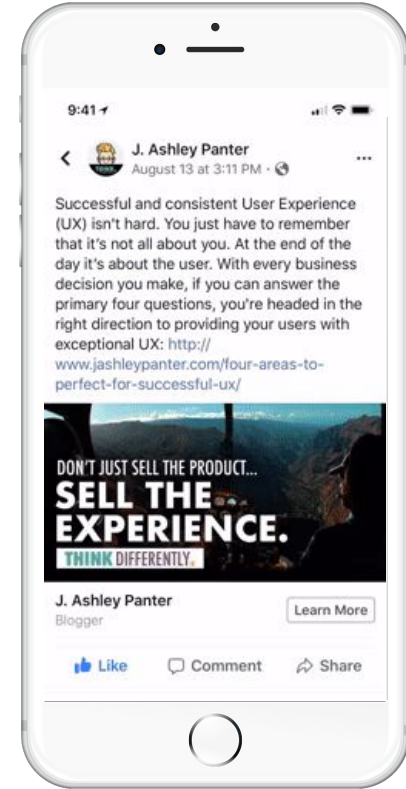
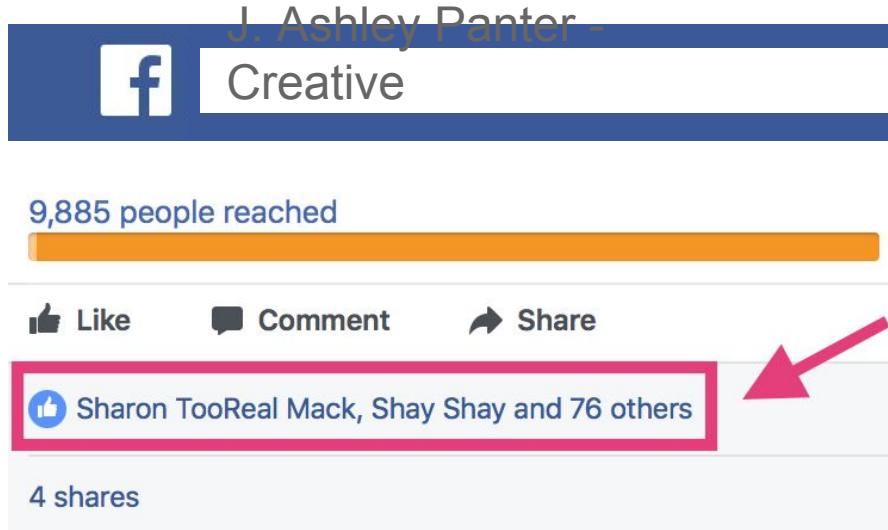
**What do you
enviosion your ad
looking like??**

Time to
Analyze the
Results!

PRO TIP:
Build your
followers...
quick!

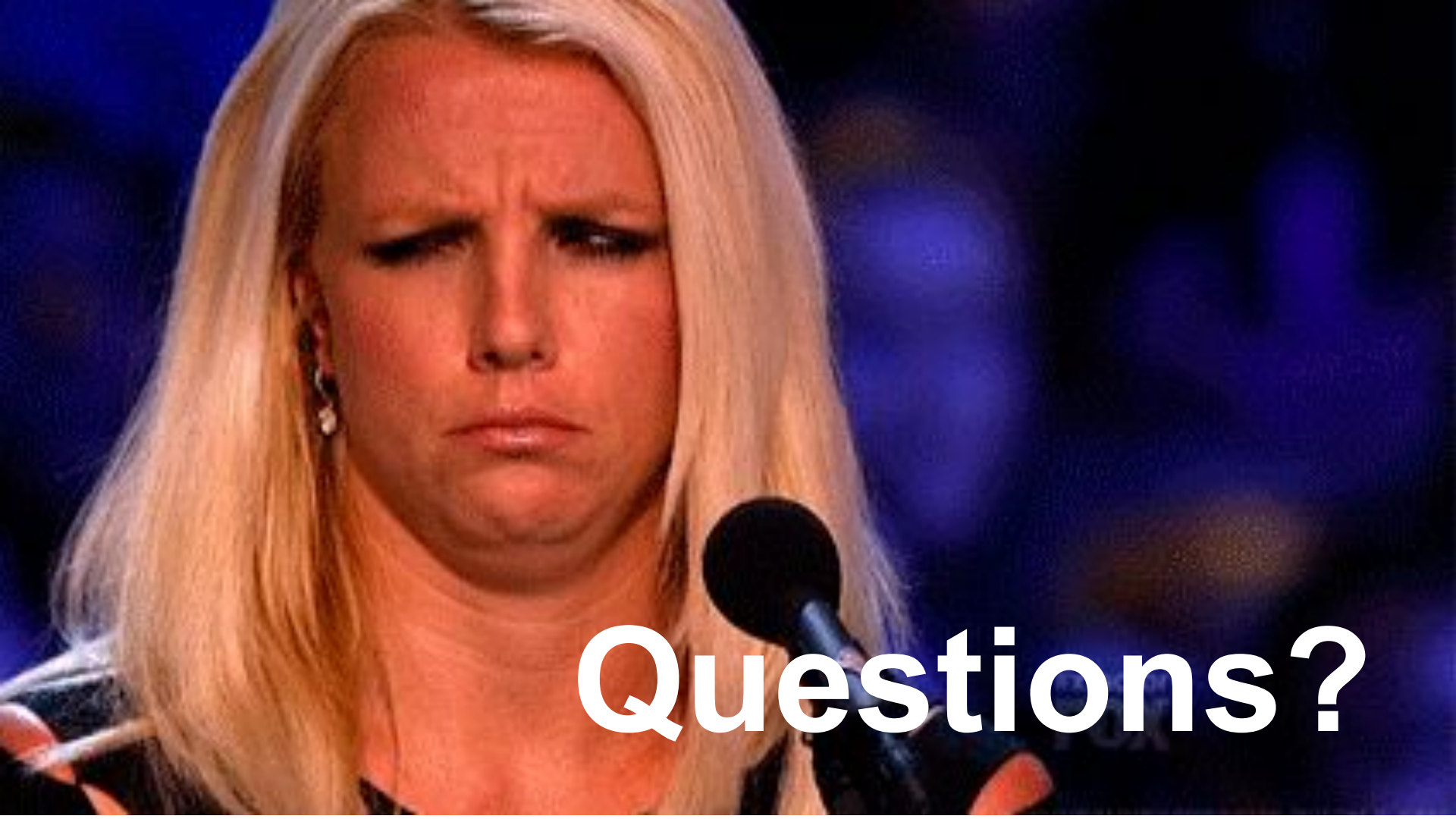
**More likes =
more trust =
more purchases.**

Pro Tip:



Sources:

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Questions?

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