



FACEBOOK WIZARDRY

FOR BOTH THE NEWBIE
AND THE KNOW-IT-ALL

DEVELOPED BY:

J. ASHLEY PANTER, M.A.

WWW.JASHLEYPANTER.COM

WHY SHOULD I CONSIDER INCORPORATING FACEBOOK ADS INTO MY MARKETING STRATEGY?

Facebook has well over 1.6 billion users. Meaning, you can reach almost any group of people that you want. In fact, you can probably only list a handful of friends who don't have a Facebook profile.

If your target market is a human, you can reach them on Facebook.

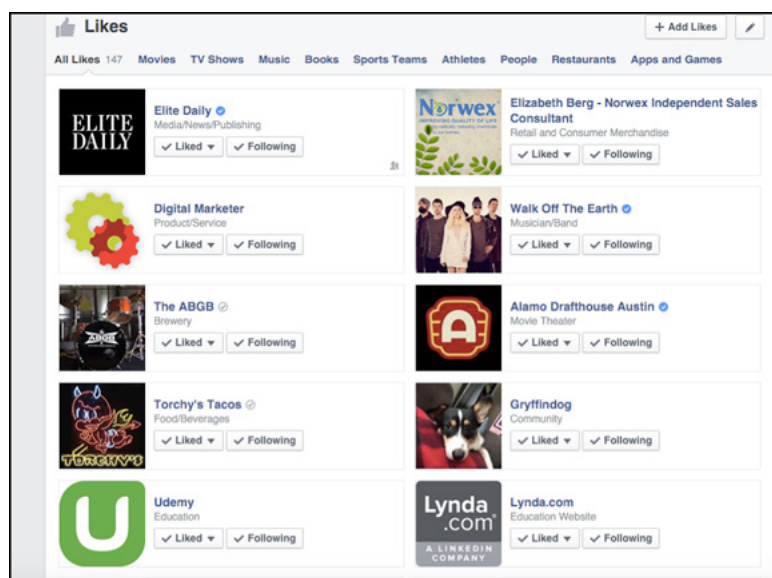
Oddly enough, there's a common misconception that Facebook isn't as successful for B2B companies, but I disagree. In fact, you can apply the same theory above to B2B. Can you name a business that's not on Facebook?

The misconception comes into play when talking about "decision makers." Some people assume that if you want to reach the C-Suite Executives, you have to be on LinkedIn and advertise to them on LinkedIn. However, the odds are, if they are on LinkedIn, they are probably on Facebook too. And, like most people, they probably check their Facebook account more frequently than their LinkedIn account.

One selling point to incorporate Facebook advertising over any other social media platform's advertising services is due to Facebook's extensive knowledge of its users.

Facebook has more interest based data than any other platform in the world, which is why Facebook advertising can be SO valuable to marketers.

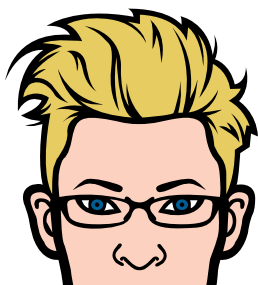
Thanks to that good ole "Like" button, Facebook knows the restaurants you like, the TV shows you watch, the music you listen to, the causes you believe in, the people who inspire you, on and on...



In short, Facebook is able to collect a ton of data on its users and it's all accessible to marketers... you just have to know how to use it.

Luckily, Facebook makes advertising and targeting fairly easy – especially if you follow the advice in this workbook.

So, let's dive in!



J. ASHLEY PANTER

DESIGNER + CREATIVE MARKETER

AD DEVELOPMENT WORKSHEET

What is the budget for the ad?	Is this ad going to be a boosted post or a custom ad? <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>	
What cities do I want to target and how many miles outside of that city? <i>(Hint: Minimum 10; Maximum 50... average radius per city is a 15 mile radius.)</i>	How old do you think the people interested in your ad are?	What gender do you think they identify with?
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? <i>(Hint: To learn more about this, check out the list on the back of this page.)</i>		
Is there a connection type? <i>(Hint: Do you want to target people who like your page? Their friends? Etc.)</i>		
Where do you want your ad to be delivered? Mobile? Desktop? Right Corner? Third-Party? <i>(Hint: Generally, you get the most bang for your buck with just mobile and desktop. Instagram is best for products... not necessarily services or events.)</i>		

What do you want users to do when they see the ad? Learn more? Register? Shop?
Be sure to add an appropriate call to action.

What is the ad's header? This will be shown below the ad attached to the image/link.

(Hint: Don't make it generic. Be creative... and concise.)

When you are thinking about your ad, what are a few images that come to mind. Would any of these images grab YOUR attention?

(Hint: Remember that your image should only contain 20% text or Facebook will reduce your reach. Also, consider something casual, human, colorful, eye-catching... something that would make YOU stop scrolling and read the ad.)

Sketch out your idea here.

What do you want your ad to say? Your ad message should be only a few sentences, but also quickly relay your message, give important details, and make the user want to click.

(Hint: For a social media Facebook ad, something like, "Learn how to correctly target your audience, craft an engaging message, and develop an eye-catching image that will entice users to click through to learn more at our upcoming Digital Marketing Bootcamp CE program. Only \$49!" would be a well-crafted message.)

Detailed Targeting lets you further specify your audience beyond Location, Age, Gender, and Language.

DEMOGRAPHICS

Reach people based on education, employment, household and lifestyle details. Some data is available for the US only.

- **What's their education level?** (Associate degree, college grad, Master's degree, Doctorate degree, high school grad, in college, in grad school, in high school, professional degree, some college, some grad school, some high school, unspecified)
- **What was/is their field of study?** (Marketing, culinary, finance, etc.)
- **What school did they attend?** (High schools, colleges, etc.)
- **What years were they in undergrad?** (Select a range of years people graduated)
- **Ethnic Affinity** (African American (US), Asian American (US), Hispanic (US – All), Hispanic (US – Bilingual), Hispanic (US – English dominant), Hispanic (US – Spanish dominant))
- **What is their income range?** (\$30,000 – \$40,000, \$40,000 – \$50,000, \$50,000 – \$75,000, \$75,000 – \$100,000, \$100,000 – \$125,000, \$125,000 – \$150,000, \$150,000 – \$250,000, \$250,000 – \$350,000, \$350,000 – \$500,000, Over \$500,000)
- **What is their net worth?** (\$1 – \$100,000, \$100,000 – \$2,000,000, \$2,000,000 – \$500,000, \$500,000 – \$750,000, \$750,000 – \$1,000,000)
- **What generation do they belong to?** (Baby Boomers (US), Generation X, Millennials)
- **Are they: Renters, Homeowners, or First time homebuyers?**
- **What type of home do they reside in?** (Apartment, condo, multi-family home, single)
- **What is their home worth?** (10 different segments from fewer than \$50,000 to over \$2,000,000)
- **How many acres is their property?** (11 different segments from .26 – .59 acres to > 40 acres)
- **What's the square footage of their home?** (13 different segments from fewer than 750 sq. ft. to 6,000 – 6,999 sq. ft.)
- **When was their home built?** (11 different segments from 1900–1909 to >2011)
- **What is their household composition?** (Family-based households, grandparents, housemate-based households, new parents, veterans in home, working women, young & hip, young adults in home)
- **Life events?** (Anniversary within 30 days, away from family, away from hometown, long distance relationship, new job, new relationship, newly engaged (3 months), newly engaged (6 months), newly engaged (1 year), newlywed (3 months), newlywed (6 months), newlywed (1 year), recently moved, upcoming birthday)
- **Who are their friends?** (friends with the newly engaged, friends with the newlywed, friends with someone who has an anniversary within 30 days, friends with someone who recently moved, friends with someone who has an upcoming

birthday)

- **Are they a parent?** (0–12 months) new parents, (01–02 Years) parents with toddlers, (03–05 Years) parents with preschoolers, (06–08 Years) parents with early school age children, (08–12 Years) parents with pre-teens, (13–18 Years) parents with teenagers, (18–26 Years) parents with adult children, expectant parents, parents (All)
- **Are they a mom? What type?** (Big-city moms, corporate moms, fit moms, green moms, moms of grade school kids, moms of high school kids, moms of preschool kids, new moms, soccer moms, stay-at-home moms, trendy moms)
- **What's their view on US politics?** (Are they likely to engage in liberal or conservative politics? Are they likely to donate to liberal or conservative causes? Do they identify as: conservative, liberal, moderate, very conservative, or very liberal?)
- **Who are they interested in?** (Unspecified, men, women, men and women)
- **What's their relationship status?** (Civil union, complicated, divorced, domestic partnership, engaged, in a relationship, married, open relationship, separated, single, unspecified, widowed)
- **Who is their employer?** (Apple, Target, Dell, etc.)
- **What industry do they work in?** (28 categories from administrative to legal to US veterans)
- **What is their job title?** (Doctor, store manager, marketing coordinator, etc.)
- **What type of office do they work in?** (Home office, small office, small business)

INTERESTS

Reach specific audiences by their “interests.”

This includes:

- posts they share on their timelines
- apps they use
- pages they Like

Not surprising, the Interests section includes the most targeting options — start typing ANYTHING and you're likely to see results.

There are also many categories with many, many subcategories... but here are the main categories... the rest you should explore on your own.

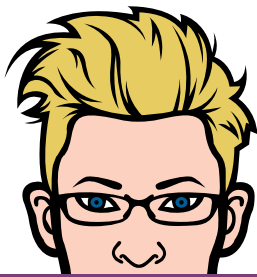
- **Business and Industry:** What business or industry are they interested in? From advertising to nursing to small business.
- **Entertainment:** What do they do for entertainment? From games to movies to TV.
- **Family and Relationships:** What are their interests in regards to family and relationships? From dating to friendship to weddings.
- **Fitness and Wellness:** Are they interested in bodybuilding, meditation, Zumba (etc.)?
- **Food and Drink:** What food and drink do they like? From adult beverages to restaurants.

- **Hobbies and Activities:** What hobbies and activities pique their interest? From acting to pets to vehicles.
- **Shopping and Fashion:** Do they like men's clothing, tattoos, cosmetics, shopping boutiques?
- **Sports and Outdoors:** What outdoor recreation do they like to do? From boating to hunting to surfing. What sports do they like? From American football to golf to volleyball.
- **Technology:** What technology do they like? From computer monitors to free software to audio equipment to televisions.

BEHAVIORS (OFTEN FROM THIRD-PARTY DATA)

Reach people based on purchase behaviors or intents, device usage, and more — some behavior data is available for US audiences only.

- **Automotive:** What kind of vehicle do they drive? Is it used or new? What vehicle are they shopping for? Etc.
- **B2B:** People who are owners or employees and what's their company size, what's the industry and what's their seniority?
- **Charitable Donations:** Do they donate to charitable organizations, and if so, which ones? From animal welfare to children's causes to world relief.
- **Consumer Classification:** People who are predicted to prefer mid to high-value goods.
- **Digital Activities:** Are they console gamers? What Internet browser do they use? Are they early or late technology adopters?
- **Expats:** People whose current country or residence is different from their birth country. For example, People from Argentina living abroad.
- **Financial:** Indications of what kind of bank they belong to (such as a credit union), if they're likely to invest, if they're likely to be high spenders, have multiple lines of credit, etc.
- **Job Role:** People's whose activities strongly suggest they have a particular job role.
- **Media:** Households with people who are likely to listen to Internet or satellite radio. Households who are likely to watch a particular genre of TV show — from action to comedy to health shows to travel shows.
- **Mobile Device User:** What brand of mobile device do they use? Do they use a 3G or a 4G network connection? Are they new smartphone or tablet owners? Etc.
- **Purchase Behavior:** When they shop, do they use a coupon? Do they buy from department stores or luxury stores? What kinds of products do they purchase the most: clothing, kids' toys, athletic gear, etc.?
- **Residential Profiles:** How long have they lived in their home? Are they likely to move or have they recently borrowed money to buy a home?
- **Seasonal and Events:** People who are engaging in seasonal content, from baseball to rugby.
- **Travel:** People's actives that indicate they are likely to be frequent travelers, travel for business, take family vacations, have recently returned from a trip, etc.



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AD ANALYTICS WORKSHEET

Results:

(The number of times your ad achieved an outcome. Ex. For a boosted event, an event response is a result.)

Cost Per Result:

(This is essentially how much each result cost based upon your overall budget set.)

Reach:

(The number of people who saw your ads at least once. A.k.a. UNIQUE views.)

Impressions:

(The number of times your ads were on screen. A.k.a. TOTAL views.)

Frequency:

(This is the average number of times a person saw your ad.)

Unique Clicks:

(The number of UNIQUE people clicks on a link within your ad.)

TRUE CONVERSION RATE:

Results:

_____ / (divided by)

Impressions:

_____ equals

CONVERSION RATE:

LEAD CONVERSION RATE:

Unique Clicks:

_____ / (divided by)

Reach:

_____ equals

CONVERSION RATE:

The average cost per click (CPC) for Facebook ads across all industries is \$1.72.¹
The average click-through rate (CTR) for Facebook ads across all industries is 0.90%.¹

BY INDUSTRY:

B2B (10.63%) | Education (13.58%) | Apparel (4.11%) | Auto (5.11%) | Beauty (7.1%)
Consumer Services (9.96%) | Employment & Job Training (11.73%) | Fitness (14.29%)
Finance & Insurance (9.09%) | Home Improvement (6.56%) | Healthcare (11.0%)
Industrial Services (0.71%) | Legal (5.6%) | Real Estate (10.68%) | Retail (3.26%)
Technology (2.31%) | Travel & Hospitality (2.82%)

Source: ¹Wordstream, 2018