

Effectively Using Paid Social Media Ads

to grow your leads and sales

WITH DON STANLEY
don@3RhinoMedia.com
www.3rhinomedia.com
608-561-7097



HI, I'M DON STANLEY

- I help businesses understand how to use digital marketing to boost their marketing and sales efforts





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NEWS



TODAY'S FOCUS

Understand how you can start using Paid Social Media Ads to grow your business and help more people.



1

Starting Here

Why use ads?

Let's explore ...

Algorithms and Targeting

Key Concepts

- Organic vs Paid
- Organic Reach



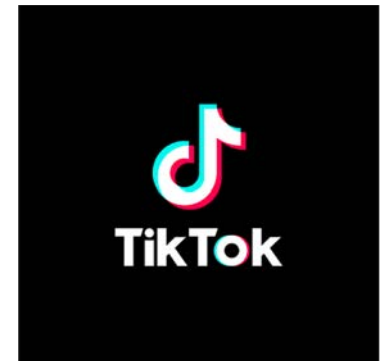
The Facebook Algorithm

2-4%

Maximum



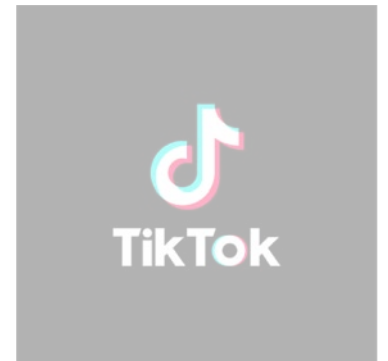
Some Platform Options



Strategically Choose



YouTube



2

SETTING THE FOUNDATION

How to get started with Ads

This is similar for all platforms

1. Have a business page
2. Use the ads tool/ads manager for the specific platform where your audience is most likely to engage with your ads

Let's explore ...



**Plan your ads with your
audience in mind**

Your Ad must add

VALUE



What was the last **Social Media Ad** that caught your attention?

Why did it catch your attention?

- Why was it interesting?
- Potentially valuable?
- Relevant to you and something you were interested in?
- Or was it unrelated, irrelevant and annoying?

Keep this in mind ... we need to RELEVANT. How do you do that?



Choose a goal for your ad or advertising campaign

Goals Options

for Your Ads

Guide: Choosing the Right Advertising Objective













Goals Options


for Your Ads

Facebook walks you through the ad creation process. Ask yourself:
what are you trying to do? Keep it simple!

What's your marketing objective?

Auction ⓘ **Reach and Frequency** ⓘ

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Product catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	



Goals Options

for Your Ads

Some ideas for valuable goals include:

- Promoting time-sensitive information (seasonal sale/promotions)
- More online sales
- Increasing attendance at events
- Improving brand awareness and recognition
- Sharing inspiring and creative content (original videos, blog posts, customer stories and experiences)
- More qualified engagement with various social channels
- More qualified clicks to and/or time spent on your website
- More email sign-ups



PRO TIP:
know your audience to maximize the effectiveness of your ad.



Targeting

The right audiences with your Ads

Brainstorming Ideal Audiences

Demographics

Age / gender / marital status / geographic location

Interests

What do they “like” or talk about on Facebook?

Behaviors

What consumer behaviors do they have?

Custom Audiences

Email lists / Website visitors / Look-alike Audiences



Targeting

The right audiences with your Ads

Reach everyone, or just a few.

Facebook will automatically show your ads to people who are most likely to find your ads relevant. You can further [target your ad delivery with three audience selection tools](#).

Core Audiences

Define an audience based on criteria like age, interests, geography and more.

Custom Audiences

Get back in touch with people who have engaged with your business, online or off.

Lookalike Audiences

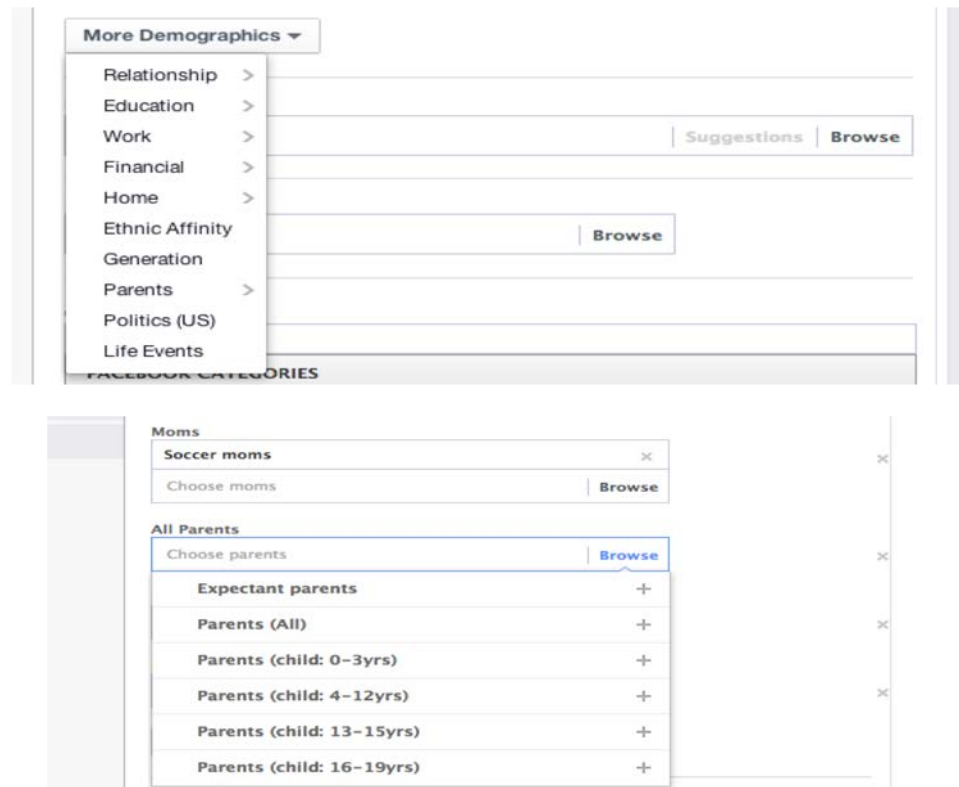
Reach new people whose interests are similar to those of your best customers.



Demographics

Demographic Targeting

- Age
- Gender
- Location
- Other demographics
 - ✧ Relationship status
 - ✧ Education
 - ✧ Work
 - ✧ Financial
 - ✧ Home
 - ✧ Ethnic Affinity
 - ✧ Generation
 - ✧ Parents
 - ✧ Politics (U.S.)
 - ✧ Life Events



The screenshot displays the Facebook targeting interface. At the top, a 'More Demographics' dropdown menu is open, listing various categories: Relationship, Education, Work, Financial, Home, Ethnic Affinity, Generation, Parents, Politics (US), and Life Events. To the right of this menu, there are input fields and buttons labeled 'Suggestions' and 'Browse'. Below the dropdown, the 'FACEBOOK CATEGORIES' section is visible. It includes a 'Moms' category with a 'Soccer moms' selection and a 'Choose moms' button. The 'All Parents' category is also shown, with a 'Choose parents' button and a list of parent types: Expectant parents, Parents (All), Parents (child: 0-3yrs), Parents (child: 4-12yrs), Parents (child: 13-15yrs), and Parents (child: 16-19yrs). Each parent type has a plus icon for selection.

Interest Targeting

Interest Targeting

- Formally only included pages a user officially liked
- Interest Targeting now includes:
 - ✧ Pages a user likes
 - ✧ Topics, brands, keywords users use on Facebook
 - ✧ Websites users browse
 - ✧ Photos users upload
 - ✧ Videos users upload
 - ✧ Articles users have read
 - ✧ Music users have listened to (Spotify)
 - ✧ Anything else that's integrated via Facebook's Open Graph API (Airbnb, Uber) or Facebook connect, which includes quite a few websites
 - ✧ Instagram activity



Behavioral

Behavioral Targeting

- Based on consumer data from three different data vendors, you have access to “consumer snapshots” that are similar to purchased data and consumer lists.
- Categories include:
 - ✧ Automotive
 - ✧ Charitable Donations
 - ✧ Digital Activities
 - ✧ Financial
 - ✧ Mobile Device Usage
 - ✧ Purchase Behavior
 - ✧ Residential Profiles
 - ✧ Travel
 - ✧ And many more (over 100+)



CUSTOM AUDIENCES

CUSTOM AUDIENCES

Get in touch with people you already know

Custom Audiences help you find your existing customers and contacts on Facebook. By targeting people on Facebook who you're already connected to, you can foster relationships and drive sales. Use one of these three sources to build your Custom Audience.



Loyal customers

Reach out to your current customers and prospects to seal the deal.



Site visitors

People who visit your website are strong potential customers.



Mobile users

Show ads to people who already use your mobile app.

[Find out more about Custom Audiences](#)



Website Custom Audiences

Definition: Facebook retargeting pixel that allows you to segment website visitors for **precise retargeting** based on various pages they've visited throughout your site.

With Website Custom Audiences you can:

- Target users who have visited your site in whatever time window you wish (7 days, 30 days, 180 days)
- Target users who have come to one page of your website and not another – i.e. a “shopping cart” or “contact us”
- Create a look-alike audience from this pool of visitors

A MUST-DO FOR ALL ORGANIZATIONS



LOOKALIKE AUDIENCES

LOOKALIKE AUDIENCES

Build audiences based on people similar to your customers

Lookalike audiences helps you find people on Facebook who are similar to your customers or contacts. It's a powerful tool that uses the insights you've gained from marketing on Facebook to increase your chances of reaching people who might be interested in your business.

[Find out more about lookalike audiences](#)



AUDIENCE INSIGHTS

Learn more about your audience

Audience Insights help you learn more about your target audiences. You'll gather aggregate attributes about your customers, such as interests and behaviors—and you can use these to find new audiences who may be interested in your business.

[Find out more about Audience Insights](#)

QUESTIONS?