A Peek Inside My FACEBOOK ADS Account

Kristy Schnabel, It’s Virtually Done
Kristy Schnabel, Social Media Consultant, Lets Us Peek Inside Her Facebook Ads Account

By Alex Houg | Business 2 Community – Fri, Sep 5, 2014 6:50 AM EDT

She spending a couple dollars a day total. But she’s driving leads at under a dollar — people signing up to book time with her. Let’s break down exactly what she’s done and why.

*Hint: it's a framework that any busy small business owner can follow.*

She has only 18 ads, most of them sponsored stories(1), organized into a 3 campaign funnel structure of audience, engagement, and conversion (2). This allows her to allocate budget by business objective — to grow her awareness/fans, get more newfeed exposure/interactions, and drive more leads.

The reach and CTR of each of her ads quickly tell her what’s performing — whether to turn something off (low CTR), create multiple similar variants (high CTR), or ignore (reach too low to
Advertising: How are Facebook & Google Different?

• With **Google**, it starts with a search... demand fulfillment

• With **Facebook**, it’s discovery... demand generation

Credit: AdEspresso
Why Be On Facebook at All?

#1 Reason is to be in front of another audience

- 1.26 billion overall users & growing (China)
- 757 million active users daily
- 138 million active daily users in the US
Reasons to Be on Facebook

- Increases *brand* awareness
- Gives brand a human feel
- Facilitates *word-of-mouth* marketing
- Platform for communicating with customers
- Increases customer *loyalty*
- Builds consumer *trust*

Source: http://www.audiencebloom.com/2012/09/what-is-social-media-marketing/
Google Analytics For My Website
Facebook is Now Pay to Play

• Organic newsfeed reach is down
• Only 6% of users go back to your page
• It’s all about the newsfeed
• So... how with decreased reach do you get in people’s newsfeeds?

ADS
But Wait... You Can’t Just Advertise
Facebook for Business
What are you going to post?

• Tell a story
• Like a magazine
• Variety
• Personal
• Trend >> Videos
What is the Facebook Sales Funnel?

• Build a relevant audience
• Provide content (create the know/like/trust)
• Get their email
• Sell

Source: Jon Loomer
BEFORE You Create an Ad...

You need:

• A “page” (business page not profile)
• Goals
• Continuous content plan/strategy (x/week)
• Tools like Hootsuite/Buffer (optional)
• CREATIVE (image & copywriting text)
3 Types of Ads

- Likes
- Engagement
- Conversions

And they feed off of each other...
Budget: $50 per month

- Likes: $1/day x 10 days = $10
- Engagement: $2/day x 5 days = $10
- Conversion: $1/day x 30 days = $30
“Like” Ads

• Do likes matter anymore? Yes & No
• Social proof (credibility/benchmark)
• Builds your base for ads (visibility)

“Bottom line: Facebook can’t be useful unless users engage and are happy” Jon Loomer
“Like” Ad #1

Suggested Page

It's Virtually Done
Sponsored

Women Solo Entrepreneurs: Ready to kick your social media up a notch or two? I can help...

It's Virtually Done
Social Media

It's Virtually Done
Consulting/Business Services
667 people like this.
“Like” Ad #2

Suggested Page

It's Virtually Done
Sponsored

Women Solo Entrepreneurs: Ready to kick your social media up a notch or two? I can help...

It's Virtually Done
Social Media

It's Virtually Done
Consulting/Business Services
667 people like this.
"Like" Ad #3

Suggested Page

It's Virtually Done
Sponsored

Women Solo Entrepreneurs: Ready to kick your social media up a notch or two? I can help...

It's Virtually Done
Consulting/Business Services
667 people like this.
How Much is a “Like” Worth?

- Dennis Yu: $1.07
- Me: < $.75
- Andrea Vahl: $.25 - $1.50
- Like ads are easy!
Under the Hood “Like” Ads

<table>
<thead>
<tr>
<th>Status</th>
<th>Ad</th>
<th>Delivery</th>
<th>Results</th>
<th>Cost</th>
<th>Reach</th>
<th>Frequency</th>
<th>Clicks</th>
<th>Click-Through Rate</th>
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<td>0 Page Likes</td>
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<td>$0.53 Per Page Like</td>
<td>579</td>
<td>1.13</td>
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</table>
“Engagement” Ads

• You’ve paid for your likes...

• But now if you want people to see your posts, you need to pay again.

• But organic reach still works...
Personal Post (not ad)

Look what just arrived for my birthday from a very sweet client. So so nice...

#Instagram

Why I Love Instagram | It's Virtually Done

There's something really cool about seeing an image from across the world. Or having someone see your image and maybe even like it. That's what Instagram is all about.

[ITSVIRTUALLYDONE.COM](https://www.instagram.com/itsvirtuallydone)

10 people reached
Engagement Ad (personal/biz)
Looking for a social media time-saver? With Hootsuite scheduler, you can upload tweets fast. My video shows you how, and my blog gives you some additional tips.

How to use Hootsuite’s Bulk Scheduler to Upload Tweets | It’s Virtually Done

If you’re tired of hand-scheduling tweets with Hootsuite, try the bulk uploader for up to 200 tweets at a time. See my how-to video and notes to save a ton of

ITSVIRTUALLYDONE.COM

318 people reached

Like · Comment · Share · 12 3
Engagement Ad Success

• Me: If I reach half my audience, I’d delighted
• Shares thrill me, but likes/comments too
• Check your click-throughs
• Engagement Ads are pretty darn easy too
Conversion Ads

• Online businesses = getting emails addresses
• How much is an email worth to you?
• For me: approx. $1
We’re Not All Don Draper

MAD MEN
How Email Conversions Work

• Create a free offer
• Create an opt-in box
• Capture the email address
• Provide valuable content via ezine
• Sell
• Make $
How Conversion Ads Work

Give Facebook 2 web page links:

1. Page for prospect to give email
2. Page where prospect downloads free offer

Conversion pixel is on the 2nd web page link to measure success
Conversion Ad Example

It's Virtually Done
Sponsored

My "Get Started with Social Media Kit" has steps, tools, a calendar & content ideas.

FREE Social Media Kit
Download my free kit to create a social media system that's easy & gets results.
ITSVIRTUALLYDONE.COM

Like · Comment · Share · 2
Conversion Ad Under the Hood

<table>
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<th>Status</th>
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<th>Cost (Per Conversion)</th>
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<th>Clicks</th>
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<td><img src="itsvirtuallydone.com/get-started-with-social-media-website-conversions-news-feed-image-2" alt="Image" /></td>
<td>![Image](Not Delivering Ad Set is Off)</td>
<td>5 Conversions</td>
<td>$1.44</td>
<td>950</td>
<td>1.10</td>
<td>19</td>
<td>1.816%</td>
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<td>22 Conversions</td>
<td>$0.76</td>
<td>2,163</td>
<td>1.24</td>
<td>36</td>
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What People Love to Hate About Facebook

Privacy...
Let’s take a look at the amazing power of GRAPH SEARCH

And consider how you might target ads with this info...
The Power of Graph Search
There’s SO MUCH MORE...

• Audiences
  – Upload emails
  – Upload phone numbers
  – Friends of fans
  – Custom Audiences
  – Lookalike Audiences
  – Interests
That We Didn’t Get to Talk About

• Facebook Text Overlay Tool
• Ads Manager vs. the Power Editor
• Split testing
• Audience sizes
• Ad location (newsfeed, desktop, right side)
• How often to post
• Managing ads, when to stop them
• Dark (unpublished) posts
3 Things I Want You To Know

1. Facebook ads work
2. You DO have to know what you’re doing and...
Don’t Press Here

3. Facebook’s Crack Cocaine

Boost Post
Kristy Schnabel,
Social Media Strategist
It’s Virtually Done

itsvirtuallydone.com
About.me/kristyschnabel