
Facebook advertising 101

matthorne.co.uk

Today's agenda

- Introduction to Facebook's advertising platform
 - Basic campaign structure
 - Reporting on Paid Campaigns
 - Campaign monitoring and optimisation
 - How to set up a campaign using dynamic creative
 - Q&A
-

About Matt

A note on relevance

Introduction and overview of Facebook's advertising platform

What is Facebook's platform?

Facebook

Instagram

Messenger

Audience Network

WhatsApp

Facebook

3rd most visited website in the world (6th in UK)

Most popular app in the world

2.18 billion people around the world

55.4% 18-34

38 million in UK (66%)

Slight UK skew to Female (52.6%)

Instagram

8th most visited website in the world (17th in UK)

4th most popular app

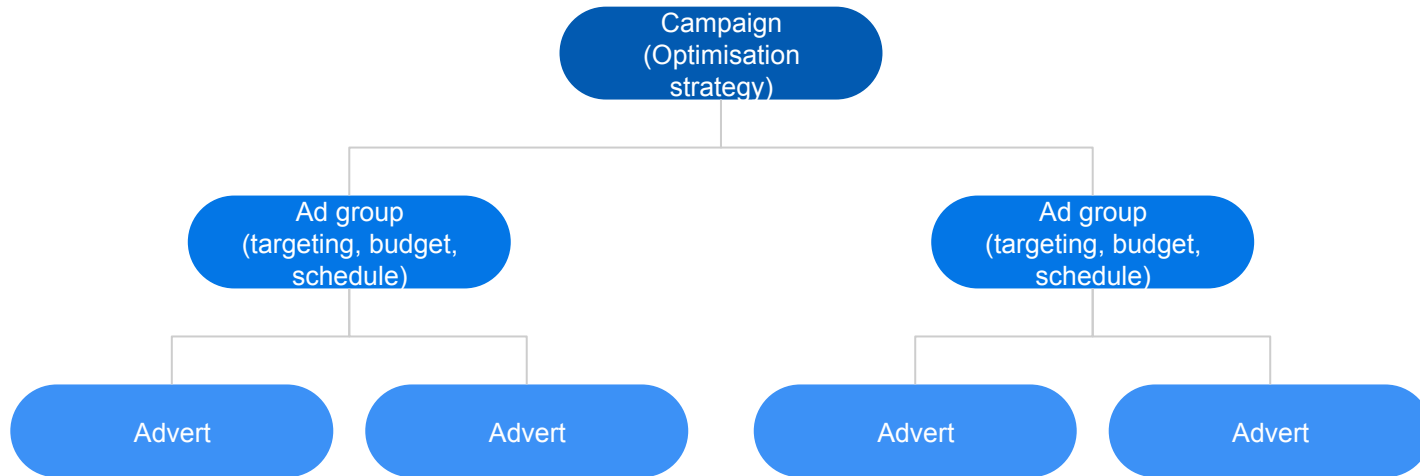
1.22 billion people around the world

62% 18-34

31 million in UK (53.8%)

UK skews female (58.6%)

Basic Campaign structure



Campaign optimisation

Create New Campaign ×

Buying type

Auction ▾

Choose a campaign objective

[Learn more](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand Awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalogue Sales
	<input type="radio"/> App Installs	<input type="radio"/> Store Traffic
	<input type="radio"/> Video Views	
	<input type="radio"/> Lead Generation	
	<input type="radio"/> Messages	

Cancel Continue

What do you want your audience to do?

What part of the funnel is your campaign?

Ad Groups

Audience definition



Your audience selection is fairly broad.

Potential reach: 50,800,000 people ⓘ

⚡ Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Facebook.

Estimated daily results

Reach ⓘ

3.5K-10K



Landing page views ⓘ

14-40



The accuracy of estimates is based on factors such as past

- What page/account will adverts be from
 - What placements you'll use
 - What budget you want to spend
 - Duration of the adverts
 - Who are you targeting
-

Targeting options

- Location
 - Age - 13 - 65+
 - Gender
 - Other demographics
 - Work place
 - School
 - Education level
 - Income level
 - Relationship status
 - Language
 - Interests
 - Behaviours
 - Activities on your website / offline
-

Targeting options - new rule

About Advertising to Young People

The following audience types are not available to target ads to people under the age of 18 globally, under 20 in Thailand and under 21 in Indonesia:

- Detailed Targeting (interests, behaviors and demographics)
- Connections targeting
- Language targeting
- Website Custom Audiences
- App activity Custom Audiences
- Customer list Custom Audiences
- Engagement Custom Audiences (event, Facebook Page, Instagram, Instant Experience, lead form, shopping, video)
- Offline activity Custom Audiences
- Lookalike Audiences

Let the robots do the work

Key advert formats

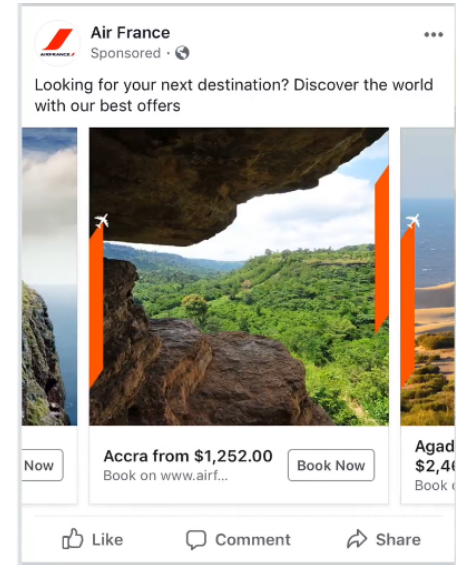
Link ad

- Large 1:1 or 4:5 image/video
- Link to an off network site
- Can be optimised with dynamic creative



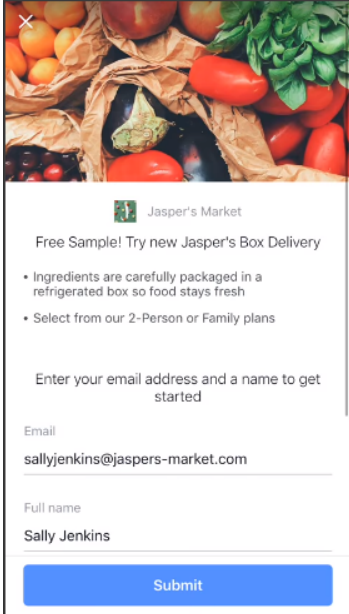
Carousel ad



- Sequence of 2-10 1:1 images or videos
- Can be linked to product catalogue for dynamic creative
- Each slide can link to different place
- Tends to get best reach and engagement



Lead generation

- Normal link ad that connects to form on Facebook
- Pre-filled form with profile data
- Usual form field options
- Can send data direct to some CRM or download as CSV
- Tends to get more form completions than linking off site



  Jasper's Market

Free Sample! Try new Jasper's Box Delivery

- Ingredients are carefully packaged in a refrigerated box so food stays fresh
- Select from our 2-Person or Family plans

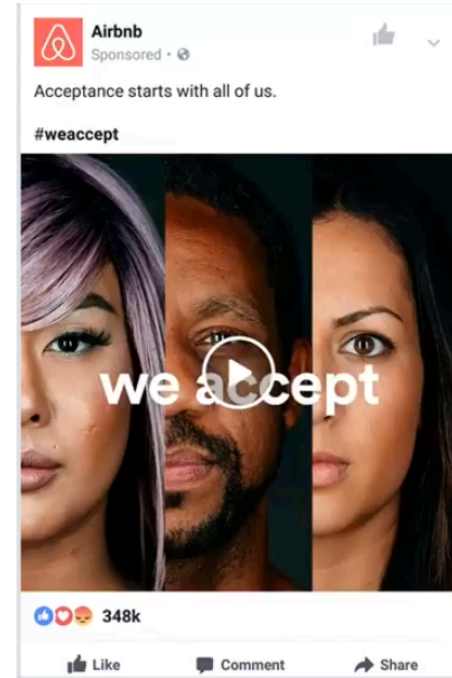
Enter your email address and a name to get started

Email
sallyjenkins@jaspers-market.com

Full name
Sally Jenkins

Post engagement

- Give a boost to almost any organic post
- Useful for building top of funnel audience
- Helps you break out side of the algorithm to see what content performs well



Reporting on paid campaigns

Key terms

Reach

Impression

CPM

Click

View

Conversion

ROAS

CPA

UTM code

Tracking conversions

- Install the Facebook pixel
 - Use Facebook Conversion API
 - Set up conversions
 - Upload offline data
-

UTM Codes

What to use for tracking traffic in Google Analytics

What UTMs can tell you

Time spent on site

Average pages per session

Valuable actions

Flow through site

A few notes on UTM codes

They're case sensitive

Consistency is key

Don't use them for internal links

There's a [tool to help](#)

Warnings and discrepancies

Nothing is 100%

A lot depend on cookies

Pixel attribution will never tie up with Analytics

Campaign monitoring and optimisation

—

It takes time

Main things to look for

High frequency

Low ad relevance score

Under delivery

No delivery

Engagement

How to fix problems

A/B testing

Creative changes

Budget optimisation

Audience tweaks

—

Go easy on the tweaks

Campaign set up demo

Ask Me Anything
