



**BEYOND THE BOOST POST BUTTON:
Getting Strategic With Your Facebook Ads**
AUGUST 2018



AGENDA

What is the Facebook Boost Post button?

Should I be using the Boost Post button?

The Facebook Business Manager and Ads Manager

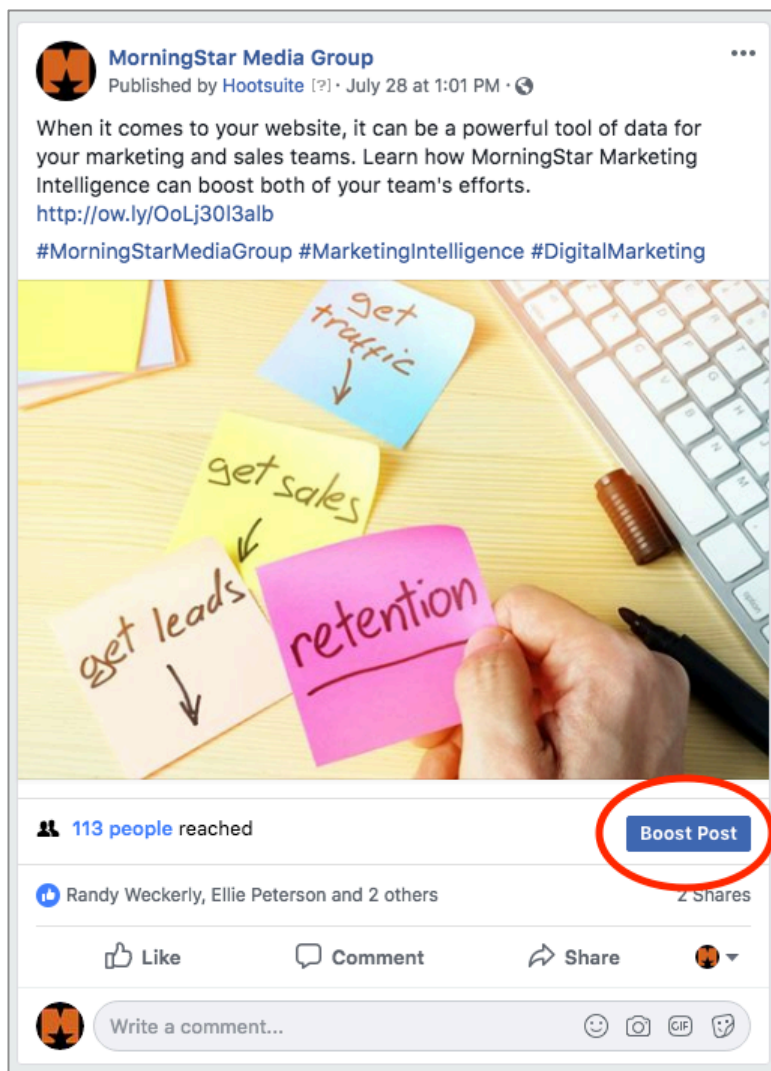
- Setting up the Business Manager
- Setting up your Ad Account and payment method
- The Facebook Pixel
- Creating your ad
- Monitoring your ad and making edits
- Custom audiences

Questions



The Facebook Boost Post Button

If you've been active on your Facebook Business Page, you've likely seen Facebook's bright blue Boost Post button!



What happens when I boost a post?

- You can choose your objective.
- You can target your audience.
- You can choose how long your promotion runs.
- The post within your Business Page's timeline gets shown to more people within the target audience you choose.
- Also great to get more exposure for events that you're hosting.




The Facebook Boost Post Button

Boost Post

Welcome back
Boost this post with your default settings or edit your selections


OBJECTIVE
What results would you like from this post?

 **Engagement: reactions, comments and shares** [Change](#)
[What's this?](#)

POST BUTTON (Optional)
Add a button to your post [?](#)


No Button ▼

WhatsApp Number
[+ Edit](#)

 We'll expand your audience when you use the Send WhatsApp Message button. A broader audience lets our system explore more opportunities to show your ads. [Learn more](#)



AUDIENCE

☒ **People you choose through targeting** [Edit](#)

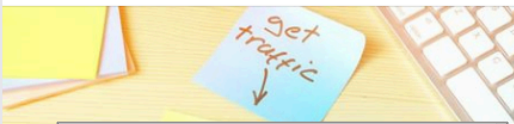
 By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help](#)

DESKTOP NEWS FEED

MOBILE NEWS FEED

 **MorningStar Media Group**
Sponsored ·  Like

When it comes to your website, it can be a powerful tool of data marketing and sales teams. Learn how MorningStar Marketing Intelligence can boost both of your team's efforts.
<http://ow.ly/OoLj30I3alb>
[#MorningStarMediaGroup](#) [#MarketingIntelligence](#) [#DigitalMarke](#)




Estimated People Reached [?](#)
4,600 - 22,000 people per day of 5,500,000
Refine your audience or add budget to reach more of the people that matter to you.

Duration [?](#)

1 day


7 days

14 days

Run this ad until  Aug 9, 2018

TRACKING CONVERSIONS

☒ Facebook Pixel [?](#)

 **36157439's Pixel**
ID:1107137922667746

PAYMENT

Account

36157439 (36157439, USD) ▼

Payment Method
Visa *2840 [Change](#)

Boost Post

AUDIENCE

☒ **People you choose through targeting** [Edit](#)

Location - Living In: United States: Illinois
Age: 18 - 65+

☐ People who like your Page

☐ People who like your Page and their friends

☐ Custom Audiences

☐ Sycamore DeKalb

[See All \(19\)](#) | [Create New Audience](#)

BUDGET AND DURATION

Total budget [?](#)

\$20.00 USD ▼

Estimated People Reached [?](#)
4,300 - 21,000 people per day of 5,500,000
Refine your audience or add budget to reach more of the people that matter to you.

Boost



The Facebook Business Manager: Setting It Up

If you have a Facebook Business Page, having a Facebook Business Manager helps you to keep the management of your page, advertising and promotions in one place.

- Facebook prefers that each business have a Business Manager, as this also allows Facebook to provide more assistance to you as a Business Owner.
- It's FREE!

How to set up your Business Manager:

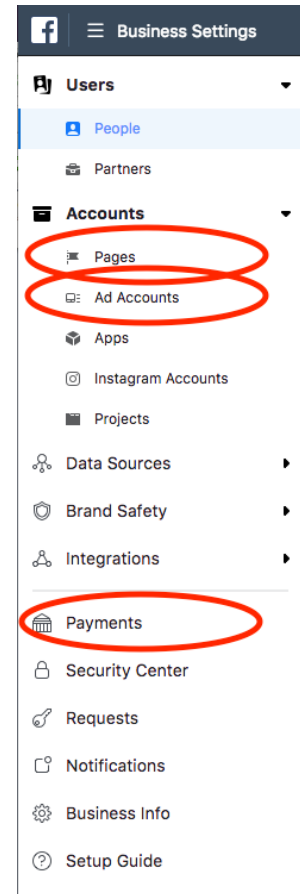
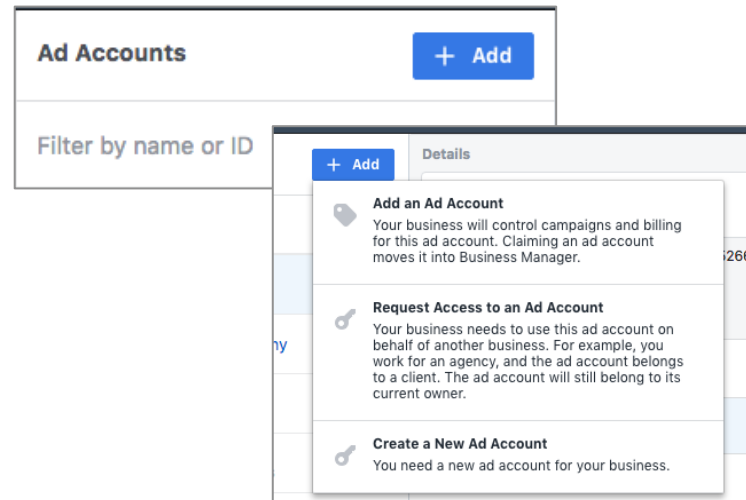
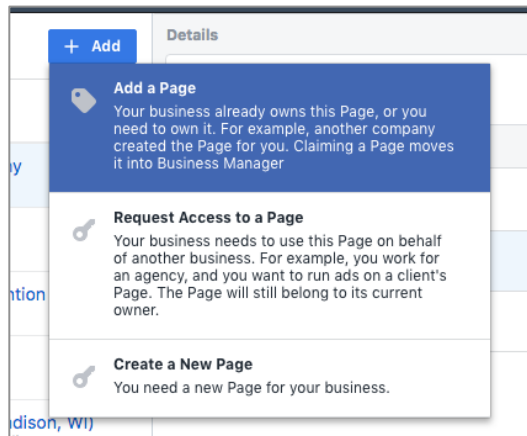
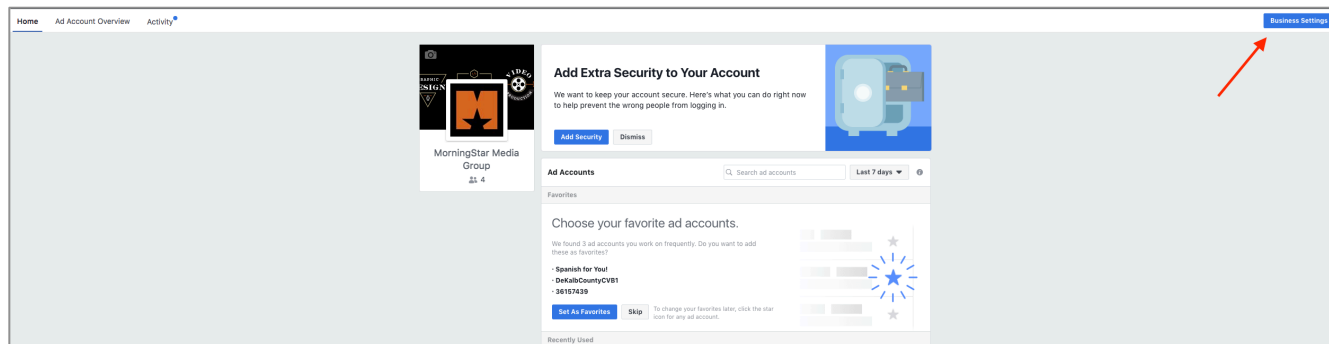
- You must have a personal Facebook account before creating a Business Manager.
- Go to business.facebook.com and click Create Account.
- Enter a name for your business, select the Primary page, and enter your name and work e-mail address – then, follow the remainder of the steps through the onboarding process.
- If you have additional team members that you would like to give permissions to, you can invite them to have a role on your Business Page and within the Business Manager account. (They must have a personal Facebook account.)



The Facebook Business Manager: Payment Method and Adding Team Members

Once your Business Manager is set up, you need to add a payment method for ads, and can add people to your Business Manager*

*Anyone who you add to the Business Manager will have access to your Facebook business page, depending on the level of access you give them.

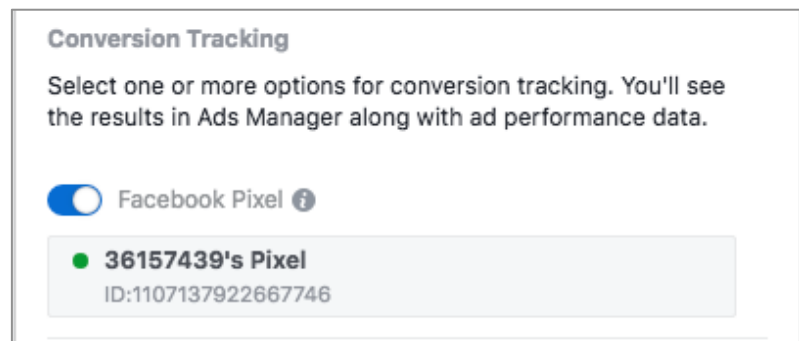
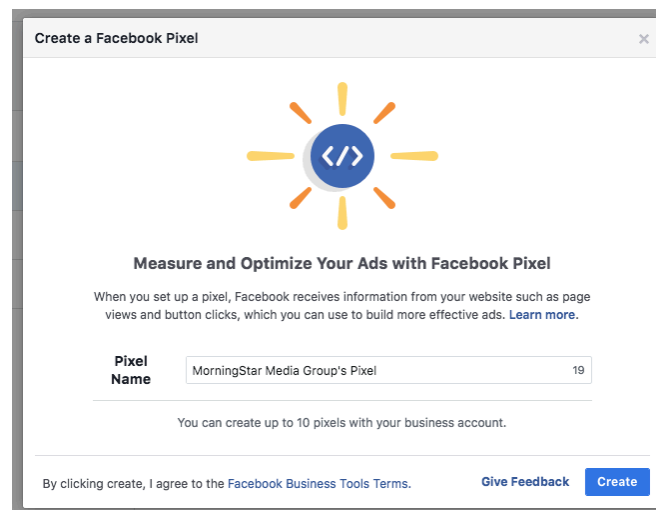
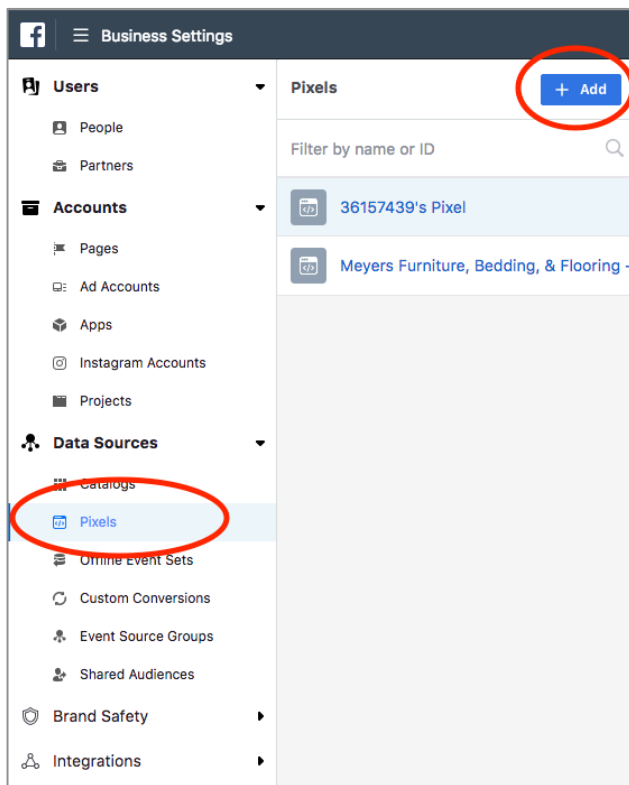




The Facebook Business Manager: The Facebook Pixel

The Facebook Pixel is a tool to provide you with insight into the users who interact with your ads.

Intelligence gathered by the Pixel can help you further target future ads.





The Facebook Business Manager: Creating Your Ad

When you're ready to create your ad, you'll head into the Business Manager.

Add Extra Security to Your Account

We want to keep your account secure. Here's what you can do right now to help prevent the wrong people from logging in.

[Add Security](#) [Dismiss](#)

Ad Accounts

Search ad accounts Last 7 days

Favorites

Choose your favorite ad accounts.

We found 3 ad accounts you work on frequently. Do you want to add these as favorites?

- 36157439
- Spanish for You!
- DeKalbCountyCVB1

[Set As Favorites](#) [Skip](#) To change icon for an

Recently Used

> **36157439**
ID: 36157439

Ads Manager

36157439

We are removing some metrics that are redundant or out of date starting in J

[+](#) Add filters to narrow the data you are s

Account Overview

Campaigns

[+ Create](#) [+ Duplicate](#) [Edit](#) [Refresh](#) [Trash](#) [Share](#)

Traffic

Send more people to a destination on or off Facebook such as a website, app or Messenger conversation. [Learn more.](#)

Campaign Name

Create Split Test ☐ A/B test your creative, placement, audience, and delivery optimization strategies

Budget Optimization ☐ Optimize budget across ad sets

[Continue](#)

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

Auction Reach and Frequency

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



The Facebook Business Manager: Monitoring Your Ad

One of the greatest benefits of Facebook advertising is the flexibility – ads can be monitored and changed to help improve performance.

What kind of changes can I make?

- Text/headline changes
- Images and calls to action
- Audience targeting

Benchmarks:

- Traffic Objectives: Greater than a 1% Click Through Rate (Results/Reach)
- 10-second Video Views: Greater than 75% of Reach watches

The screenshot shows the Facebook Ads Manager interface. At the top, there's a search bar and a dropdown for 'MorningStar Media Group'. Below that, a notification bar states: 'We are removing some metrics that are redundant or out of date starting in July of 2018. Learn more.' The main navigation bar includes 'Account Overview', 'Campaigns', 'Ad Sets', and 'Ads'. The 'Campaigns' tab is selected. Below the navigation bar, there's a table of campaigns. The first campaign is 'Event: 2018 WHPRMS Tri-State Conference'. The table has columns for Campaign Name, Delivery status, Results, Reach, Impressions, Cost per Result, Budget, Amount Spent, Ends, Frequency, Unique Link Clicks, Website Purchases, Landing Page Views, Link Clicks, and Cost per Landing Page View. The 'Results' column shows 424 Link Clicks. The 'Reach' column shows 29,102. The 'Impressions' column shows 84,672. The 'Cost per Result' column shows \$1.55 Per Link Click. The 'Budget' column shows 'Using ad set bu...'. The 'Amount Spent' column shows '\$659.00 of \$750.00' with a green progress bar. The 'Ends' column shows 'Aug 31, 2018'. The 'Frequency' column shows 2.91. The 'Unique Link Clicks' column shows 391. The 'Website Purchases' column shows '--'. The 'Landing Page Views' column shows '--'. The 'Link Clicks' column shows 424. The 'Cost per Landing Page View' column shows '--'.

Campaign Name	Delivery	Results	Reach	Impressions	Cost per Result	Budget	Amount Spent	Ends	Frequency	Unique Link Clicks	Website Purchases	Landing Page Views	Link Clicks	Cost per Landing Page View
Event: 2018 WHPRMS Tri-State Conference	Active	424 Link Clicks	29,102	84,672	\$1.55 Per Link Click	Using ad set bu...	\$659.00 of \$750.00	Aug 31, 2018	2.91	391	--	--	424	--

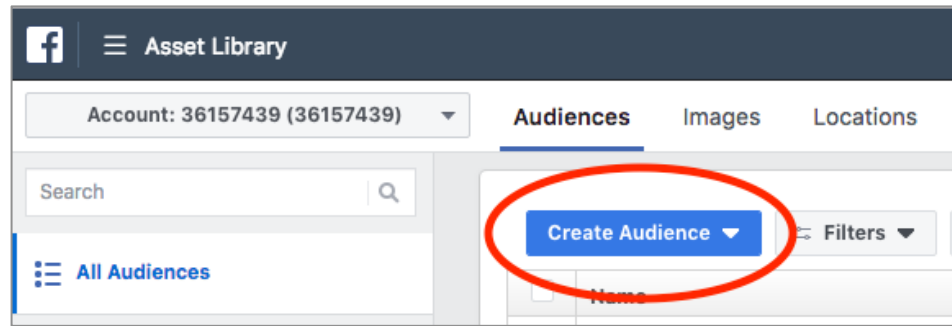
Results	Reach	Impressions	Cost per Result	Budget	Amount Spent	Ends
424 Link Clicks	29,102	84,672	\$1.55 Per Link Click	Using ad set bu...	\$659.00 of \$750.00	Aug 31, 2018



The Facebook Business Manager: Custom Audiences

Creation of custom audiences is a new function introduced by Facebook to allow for laser targeting of your ads.

How can I create a custom audience?



Create a Custom Audience

Include people who meet **ANY** of the following criteria:

36157439's Pixel

All website visitors in the past 30 days

[Include More](#) [Exclude](#)

Audience name

Name your audience 50

Show description

Cancel

Back

Create Audience

Create a Custom Audience

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

Customer File
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

Website Traffic
Create a list of people who visited your website or took specific actions using Facebook Pixel.

App Activity
Create a list of people who launched your app or game, or took specific actions.

Offline Activity [UPDATED](#)
Create a list of people who interacted with your business in-store, by phone, or through other offline channels.

Engagement [UPDATED](#)
Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

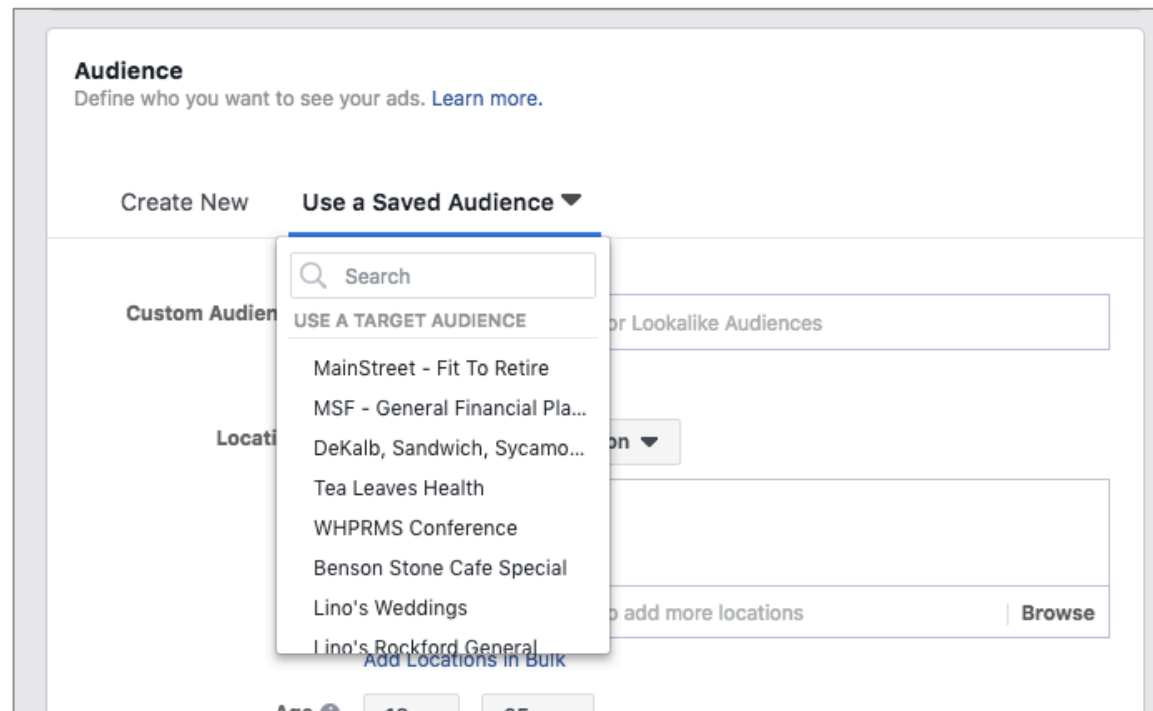
Cancel



The Facebook Business Manager: Custom Audiences

Once the audience is created, it will appear as an option to choose each time you set up a new ad.

To target your audience, you simply choose the audience and Facebook will target those people who have been identified within that audience.





The Facebook Business Manager: Lookalike Audiences

Another unique audience targeting tool is the Lookalike Audience – which is exactly as it sounds like.

You select an “input” (i.e. a Facebook business page, post, etc.), the geography, and the size of audience you want in the lookalike.

The screenshot displays the Facebook Business Manager interface. In the top left, the 'Asset Library' tab is active, showing a search bar and a 'Create Audience' button circled in red. The main content area shows the 'Create a Lookalike Audience' dialog box. The 'Source' field is set to 'Benedictine University'. The 'Location' field is set to 'United States'. The 'Audience Size' is set to '1%'. The 'Resulting audiences' section shows 'Lookalike (US, 1%) - Benedictine University' with an 'Estimated reach' of 2,150,000 people. The 'Create Audience' button is visible at the bottom right.

Create a Lookalike Audience

Find new people on Facebook who are similar to your existing audiences. [Learn more.](#)

Source *?* Benedictine University
[Create new](#)

Location *?* Countries > North America
United States ×
Search for countries or regions to target Browse

United States was added by default because it has the largest number of people in your source audience.

2.2M
0 1 2 3 4 5 6 7 8 9 10 % of countries

Resulting audiences **Estimated reach**
Lookalike (US, 1%) - Benedictine University 2,150,000 people

Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.

[Show Advanced Options](#)

[Create Audience](#)

Create a Lookalike Audience ×

Find new people on Facebook who are similar to your existing audiences. [Learn more.](#)

Source *?* Choose a Custom Audience or a Page.

Location *?* Value based sources **Other sources**

Source	Type
Anyone who visits my website	Website Custom Audience
Benedictine University	Page
Benson Stone Company	Page
CBRE	Page
Collier RV Super Center	Page
DeKalb County Convention & Visitors Bureau	Page

Audience Size *?* 1%

[Cancel](#) [Create Audience](#)



QUESTIONS?