

Finding New Customers



Jennifer Corcoran

My Super Connector

Croydon / London



AGENDA

1. Expand your audience
2. Reach the right people
3. Get insights and measure your results



Reach

More people



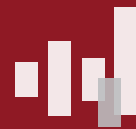
Control

Your audience and budget



Manage

and measure results





Expand your audience





Jasper's Boutique

July 25, 2017 



Pop by the shop today and snag a new bag! We have leather, fur, sequins, and more!



Daniel Cohen, Michael Golub and

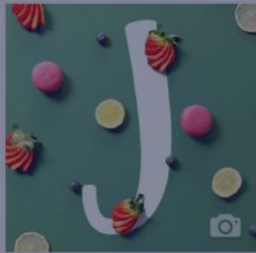
Boost Post

 Like

 Comment

 Share





Jasper's Market
@JaspersMarket

Home

- Posts
- Reviews
- Videos
- Photos
- Groups

- Offers
- Jobs
- Events

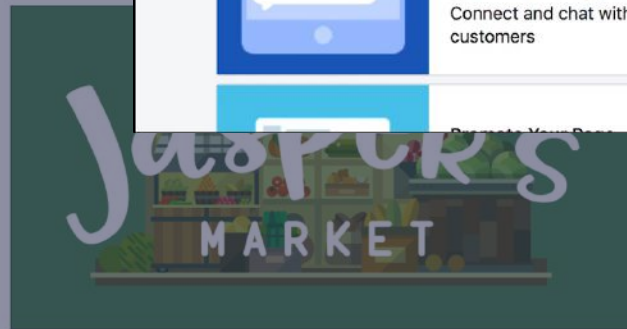
Promote

Like

599 people

Posts

Jasper's Market
March 6
Let's all meet



MAR 6 It's Tuesday! Let's eat!
Tue 2 PM · San Francisco, CA
Food

★ Interested

How would you like to grow your business?

Creating a promotion helps get you more of the business results you want.

- Boost A Post**
Get more people to see and engage with your Page posts
- Set Up an Ongoing Promotion**
Get up to 4 clicks a day for \$2
- Get More Messages**
Connect and chat with potential customers

Promote



AD CREATIVE

 Edit

AUDIENCE

People you choose through targeting Edit

Location - Living In: India
Interests: Food, Community (TV series), Jasper, Ultra Music or Market (economics)
Age: 18 - 65+
Less 

People who like your Page

People who like your Page and their friends

Matthew Vogee

Matthew Vogee

[Create New Audience](#)

Instagram

Run promotion on Instagram

BUDGET AND DURATION

Run this promotion continuously
Your ads will run continuously for a daily budget. This option is recommended. [Learn more](#)



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

Cancel


Promote




MESSANGER.COM
messenger.com

[Learn More](#)

 Like

 Comment

 Share

Promote

Manage Promotions

78 Drafts

Last draft created Wednesday, January 31 at 3:42pm. See drafts.

Our Story

We offer the very best quality locally



Create Promotion > Promote Your Page

AD CREATIVE

Save

Text 75 / 90

Jasper's is a unique community destination for ultra-premium prepared food.

Upload

Head

Image

Edit Image

AUDIENCE

People you choose through targeting

Edit



Your audience selection is broad. This requires a large budget.



By clicking Promote, you agree to Facebook's Terms & Conditions | Help Center

Cancel

Promote

DESKTOP NEWS FEED

MOBILE NEWS FEED

RIGHT COLUMN



Jasper's Market

Jasper's is a unique community destination for ultra-premium prepared food.

Like Page

78 Drafts Last draft created Wednesday, January 31 at 3:42pm. See drafts.

0 Videos Added This Week You Can Crosspost 2 videos available to crosspost. See videos.

audience are more successful.

Know Friends Who Might Like Your Page? Invite friends to like Jasper's Market and help you connect with more people.

Reach More Customers



Create Promotion > Get More Website Visitors

Add an Image

Upload

Select Image

Edit Image

DESKTOP NEWS FEED

MOBILE NEWS FEED

INSTAGRAM



Jasper's Market
Sponsored ·

Like Page



MESSANGER.COM
messenger.com

Learn More

Like

Comment

Share

Call To Action

Learn More

Apply Now

Book Now

Contact Us

Donate Now

Download

Learn More

Request Time

See Menu

Shop Now

Promote

Manage Pro



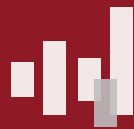
Reach
More people

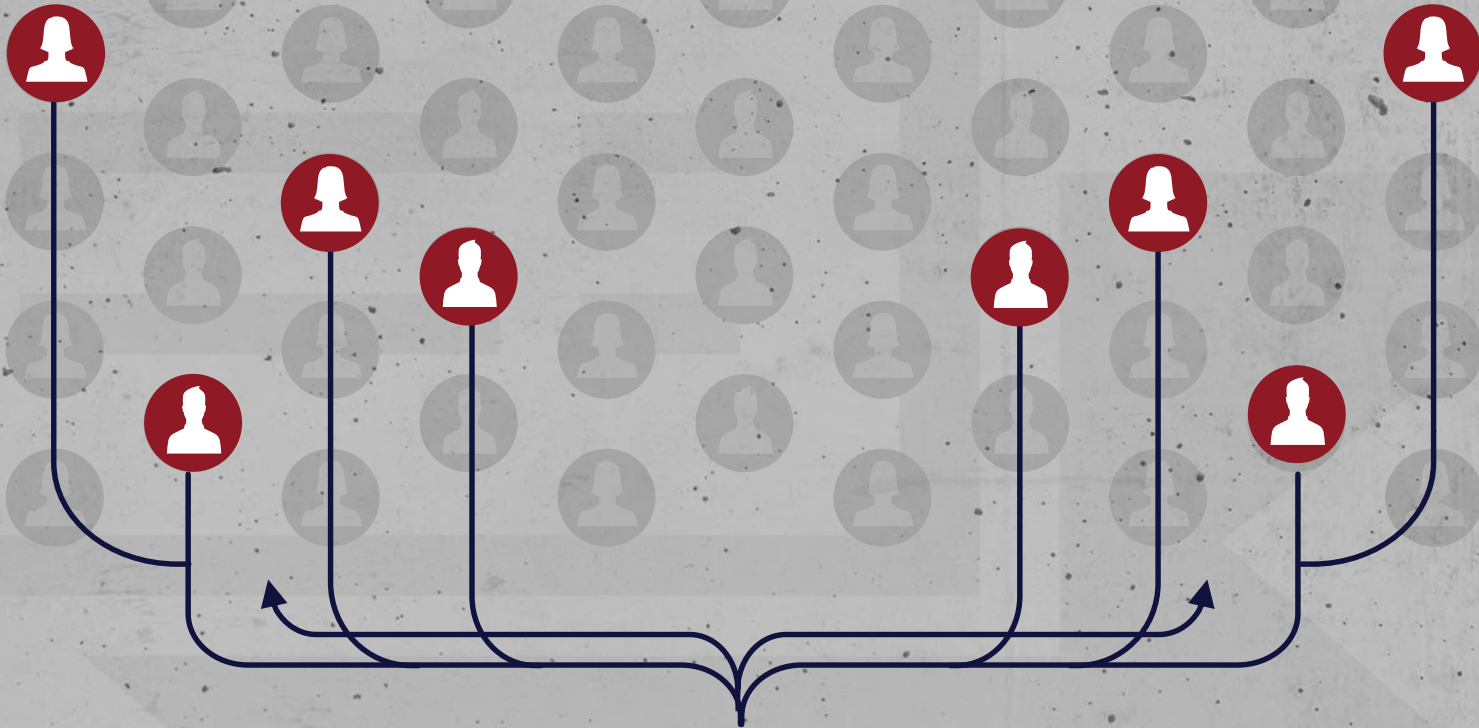


Control
Your audience and
budget



Manage
and measure
results





Reach your most
meaningful audience



Jasper's Market

Matthew Home

Create Audience

Select the location, age, gender and interests of people you want to reach with your ad.

Name

New Audience for Spring Line

Instagram Like Page

Gender

Age

Detailed Targeting **INCLUDE** people who match at least ONE of the following

Interests > Additional Interests

Shopping and fashion

Add demographics, interests or behaviors

Suggestions Browse

Exclude People or Narrow Audience

Expand interests when it may increase results at a lower cost per result.

1,463,704,650 people

Interests > Shopping and fashion

Description: People who have expressed an interest in or like pages related to *Shopping and fashion*

Report this as inappropriate

Cancel

Save

We offer the very best quality locally



REACH PEOPLE
FAMILIAR WITH
YOUR
BUSINESS

Create Promotion > Get More Website Visitors

AD CREATIVE [Edit](#) DESKTOP NEWS FEED MOBILE NEWS FEED **INSTAGRAM**

AUDIENCE

- People you choose through targeting
- People who like your Page
- People who like your Page and their friends

BUDGET AND DURATION

Daily Budget ⓘ
\$50.00 USD

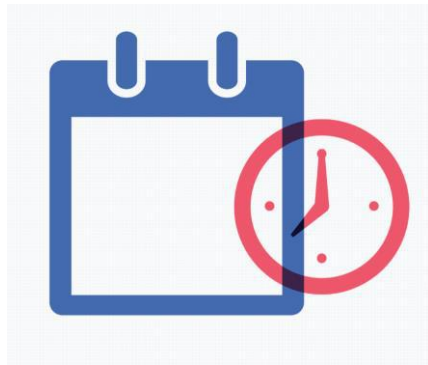
Actual amount spent daily may vary ⓘ
Estimated 583 - 1,083 clicks per day ⓘ

Your Instagram account will represent your business in this promotion.

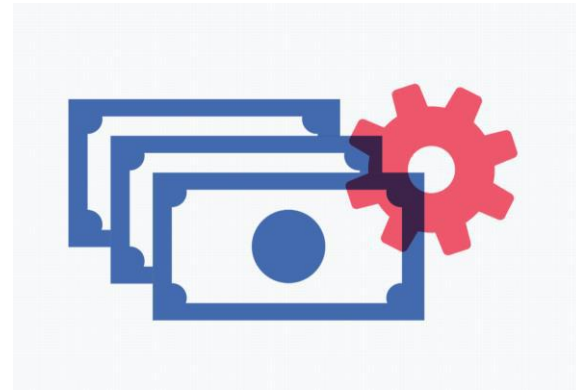
By clicking Promote, you agree to Facebook's Terms & Conditions | [Help Center](#)

[Cancel](#) [Promote](#)





How much
do you want to
spend?



How long do
you want your
ad to run?



Gentle Drive

BUDGET AND DURATION

Daily Budget ⓘ

\$5.00 USD

Actual amount spent daily
Estimated 84 - 524 likes p

Duration ⓘ

7 days 14 days

Run this ad until Mar

You will spend a total
14 days, ending on Ap

PAYMENT

Payment Method

Ad Coupon (\$250.00 US
Your primary payment met
spent beyond the value of

BUDGET AND DURATION

Daily Budget ⓘ

\$5.00 USD

✓ \$5.00 USD Est. Reach 6 - 36

\$50.00 USD Est. Reach 29 - 135

\$75.00 USD Est. Reach 40 - 204

\$100.00 USD Est. Reach 49 - 283

\$250.00 USD Est. Reach 103 - 642

\$500.00 USD Est. Reach 155 - 966

\$1,000.00 USD Est. Reach 256 - 1597

Choose Your Own

BUDGET AND DURATION

premium prepared



Like Page

n for



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

Cancel

Promote



Gentle Drive

BUDGET AND DURATION

Daily Budget ⓘ

\$5.00 USD

Actual amount spent daily
Estimated 84 - 524 likes per day

Duration ⓘ

7 days 14 days

Run this ad until Mar 18, 2018

You will spend a total of
14 days, ending on Apr 4, 2018

PAYMENT

Payment Method

Ad Coupon (\$250.00 US)
Your primary payment method
spent beyond the value of

BUDGET AND DURATION

Daily Budget ⓘ

\$5.00 USD

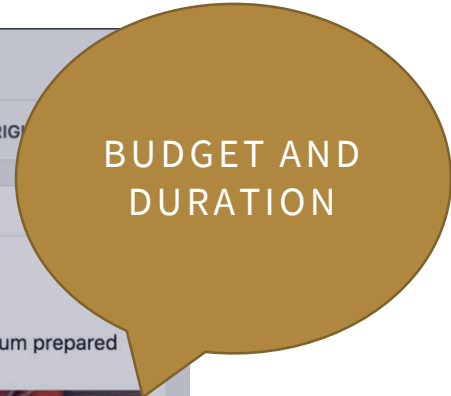
Actual amount spent daily may vary ⓘ
Estimated 84 - 524 likes per day ⓘ

Duration ⓘ

7 days 14 days 28 days

Run this ad until Mar 18, 2018

You will spend a total of **\$70.00**. This ad will run for
14 days, ending on Apr 4, 2018.



Cancel

Promote





We've Received Your Order

We're reviewing your ad to make sure it meets our [Advertising Policies](#). This usually takes less than 15 minutes.

Order Summary



You are targeting **men and women, ages 18 - 65+** who live in **1 location**, and have **5 interests**.

[Show full summary](#)



This promotion will run for **10 days**.



Your total budget for this promotion is **\$500.00 USD**.



Jacinta Chadwick's Ad Coupon (\$250.00 USD left) will be billed.



Your next bill will arrive when:

- You spend **\$100** of your budget [Learn More](#)
- Or on **March 8, 2018**

Want to make a change? [Edit Promotion](#)



Help Center

Close

DESKTOP NEWS FEED

MOBILE NEWS FEED

RIGHT COLUMN

Suggested Page



Jasper's Market

Sponsored

Jasper's is a unique community destination for ultra-premium prepared food.



Jasper's Market

Fruit & Vegetable Store
803577 people like this

Like Page



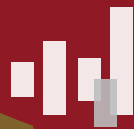
Reach
More people



Control
Your audience and
budget



Manage
and measure
results



A woman with long dark hair, wearing a white button-down shirt, is shown in profile, looking intently at a laptop screen. She has her hand near her chin in a thoughtful pose. The scene is dimly lit, with a window in the background showing a blurred view of a city or office building. A small potted plant is visible on the desk next to the laptop. The overall mood is professional and focused.

Page Insights





Search



Jacinta

Home



Page

Inbox 20+

Notifications 47

Insights

Publishing Tools

Promotions

Settings

Help

Overview

Promotions

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Branded Content

Events

Videos

Ad Breaks

People

Wi-Fi

Shop

Recent Promotions on Jasper's Market

Ads activity is reported in the time zone of your ad account.

[+ Create New Promotion](#)



Page Promotion

Jasper's is a unique community destination fo...

Promoted by Jacinta Chadwick on 03/08/2018

Finishes in 11 days

0

People Reached

0

Page Likes

\$0.00

Spent at \$50.00 p...

[View Results](#)



Send Message Promotion

Send Message

Jasper's is a unique community destination fo...

Promoted by Sonali Sangwan on 03/08/2018

Paused

0

People Reached

0

Messaging Replies

₹0.00

Spent at ₹328.00 ...

[View Results](#)



Event Promotion

Spring is Coming!

Wednesday, April 11, 2018, 1 PM - 4 PM

Promoted by Marina Boevska on 03/08/2018

Finishes in 7 days

50

People Reached

0

On-Facebook Purc...

\$0.87

Spent of \$35.00

[View Results](#)



Boosted Post

Looking for Organic Food? Shop for the fresh...

Promoted by Noelle Victoria Kolega on 03/08/...

Finishes in 5 days

41

People Reached

3

Post Engagements

\$1.00

Spent of \$50.00

[View Results](#)



View Results

You targeted men and women, ages 25 - 55 who live in 1 location, and have 7 interests.

DESKTOP NEWS FEED

MOBILE NEWS FEED

INSTAGRAM

Show full summary

This promotion reached

Your total budget is **USD.**

Only the person who clicked can edit it.

5,363

People Reached (7)

69

Clicks

Actions | People | Countries

Link Clicks

Page Like

Comment

Share

Actions | People | Countries

United States

5363 (100.0%)



Like Page

to eat healthier food.

Sign Up

Like

Comment

Share

Help Center

Close





KEY TAKEAWAYS

1. Expand your audience
2. Reach the right people
3. Get insights and measure your results



facebook blueprint



Thank you!



www.linkedin.com/in/jennifercorcoran1



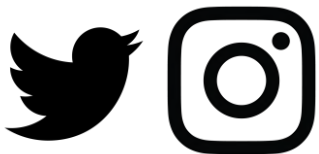
www.superconnector.co.uk



jennifer@mysuperconnector.co.uk



My Super Connector



@SuperConnector

