

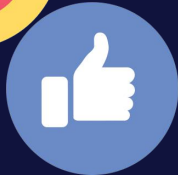


Taking FB Ads to the next level

Jennifer Corcoran


My Super Connector

Croydon / London



My Journey with Enterprise Nation





3 in 4
smartphone users
are customizing
their home screens
with their most
used apps²

The average
person
spends 3 hours a
day on their phone
and checks their
phones up to 80x a
day¹

Source: 1) "How Many Times Do You Unlock Your iPhone Per Day? Here's the Answer From Apple" by Tech Times, Apr 20, 2016, 2) comScore, 2017 US Mobile App Report, July 2017





A photograph of two women in a casual setting, possibly a cafe. The woman in the foreground, on the right, is wearing a dark long-sleeved shirt and has a blue earring and a tattoo on her neck. She is holding a smartphone and looking at the screen. The woman in the background, on the left, is wearing a white tank top and is also looking at the phone. A speech bubble is overlaid on the left side of the image, and another one is on the right side. The background is blurred.

40 mins
spent on
Facebook
everyday

2.07 billion
access
Facebook
monthly on
mobile

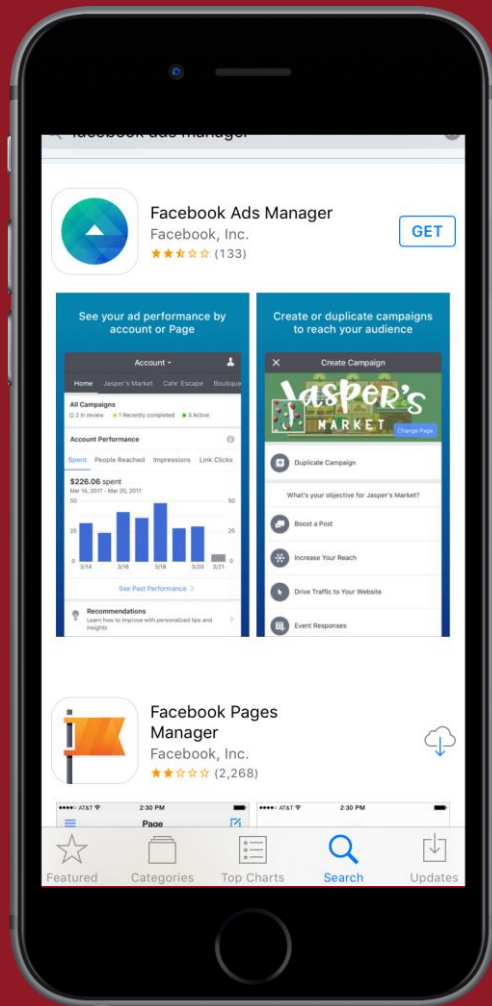




Facebook offer businesses like
yours the ability to reach people
where they are spending their time







facebook.com/ads/create



A photograph of a family in a cafe. A woman in a grey apron is handing a cardboard box to a woman with long dark hair. A man is holding a young child. A white orchid is on the counter. The text "What's your business goal?" is overlaid in white.

What's your business goal?





01

Choose an “Objective”














Ad Objectives

Translate your business goal into your ad objective

I want to drive...

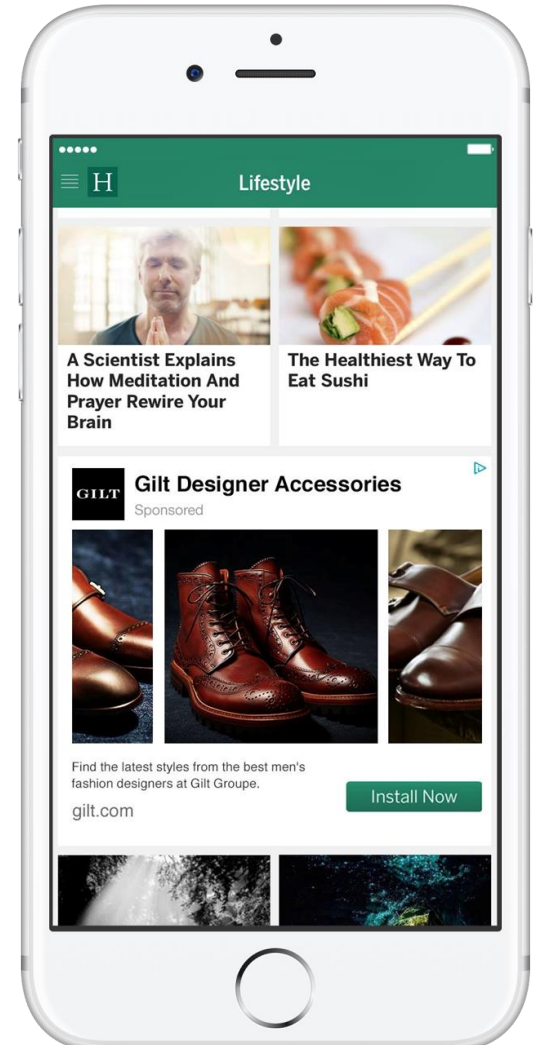
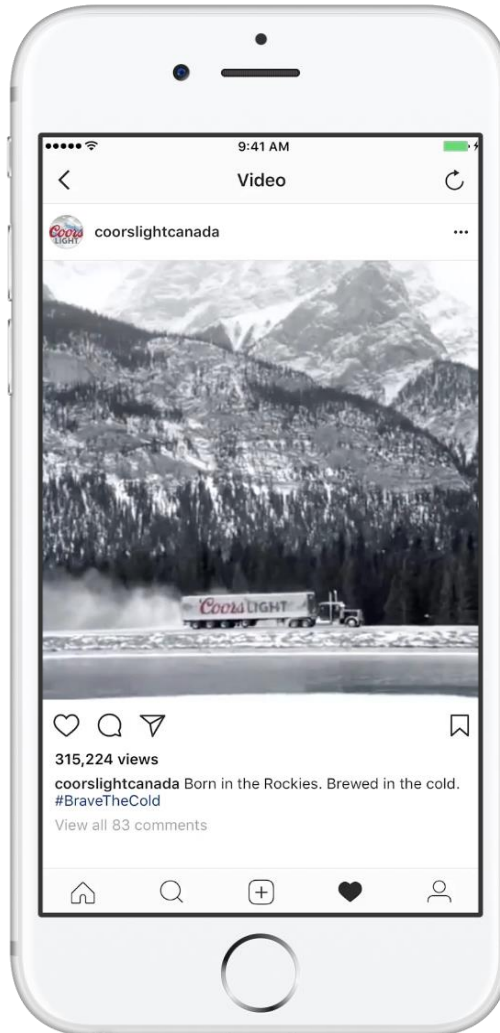
Ad objective
categories

Ad objectives

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



Objective: Brand Awareness














Ad Objectives

Translate your business goal into your ad objective

I want to drive...

Ad objective
categories

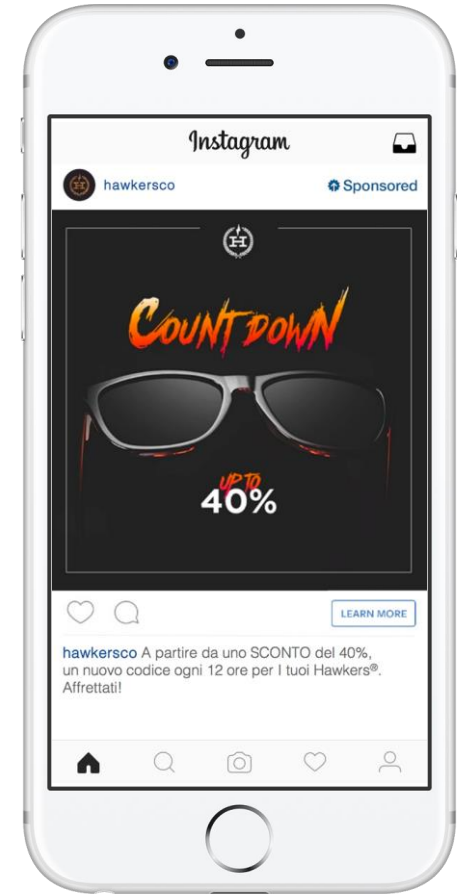
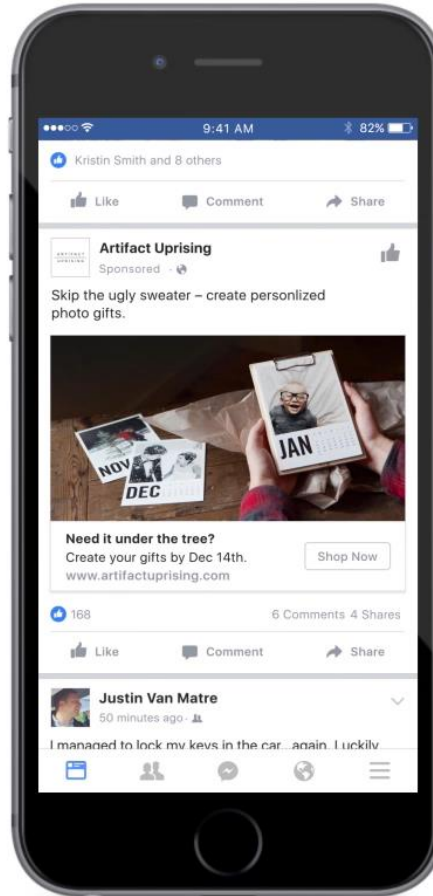
Ad objectives

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



Objective: Traffic

Send your ad traffic
to a destination
where they can get
to know you better














Ad Objectives

Translate your business goal into your ad objective

I want to drive...

Ad objective
categories

Ad objectives

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



Objective:

Conversion

Get people to
such as addi
pixel

Campaig

Ke

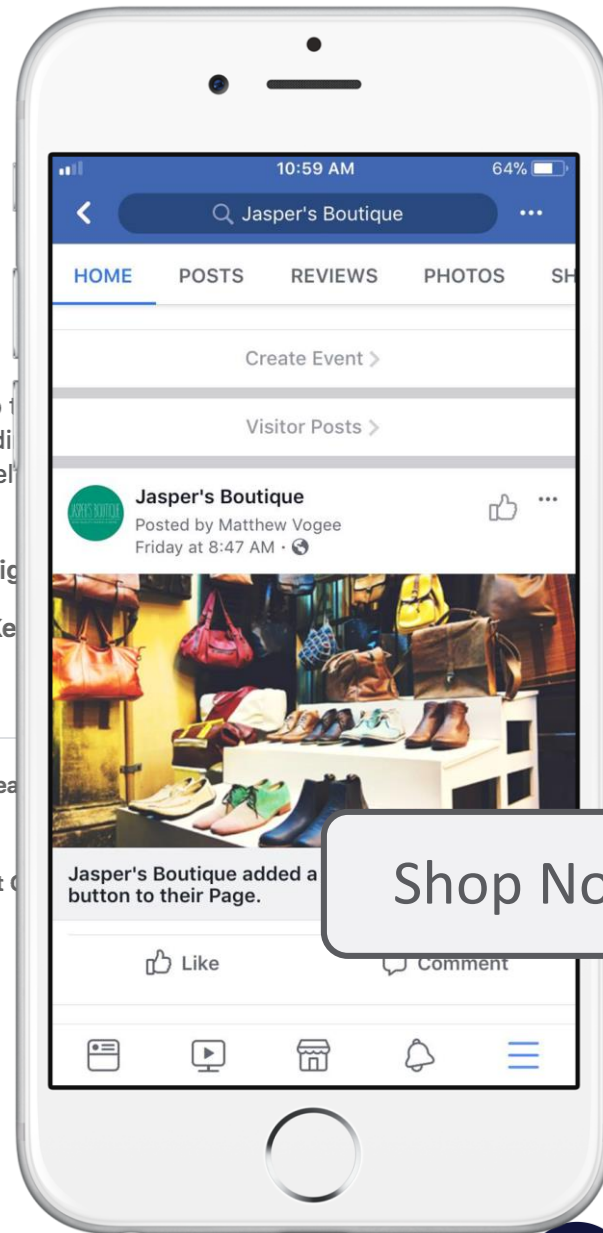
Crea

NEW Budget C

messenger,
facebook

sure:

ative,
ay



Shop Now



A photograph of a group of approximately 12 people standing on a sidewalk in front of a building with large glass windows and doors. It is raining, and many of the people are holding umbrellas in various colors like red, blue, and black. The building has a dark, possibly stone or concrete, facade. The text "Who do you want to reach?" is overlaid in a large, white, sans-serif font across the middle of the image.

Who do you
want to reach?





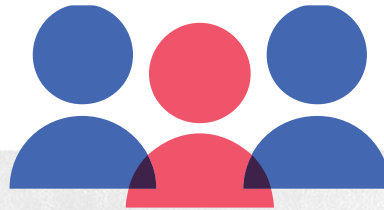
02

Define your audience





Core Audiences



Custom Audiences



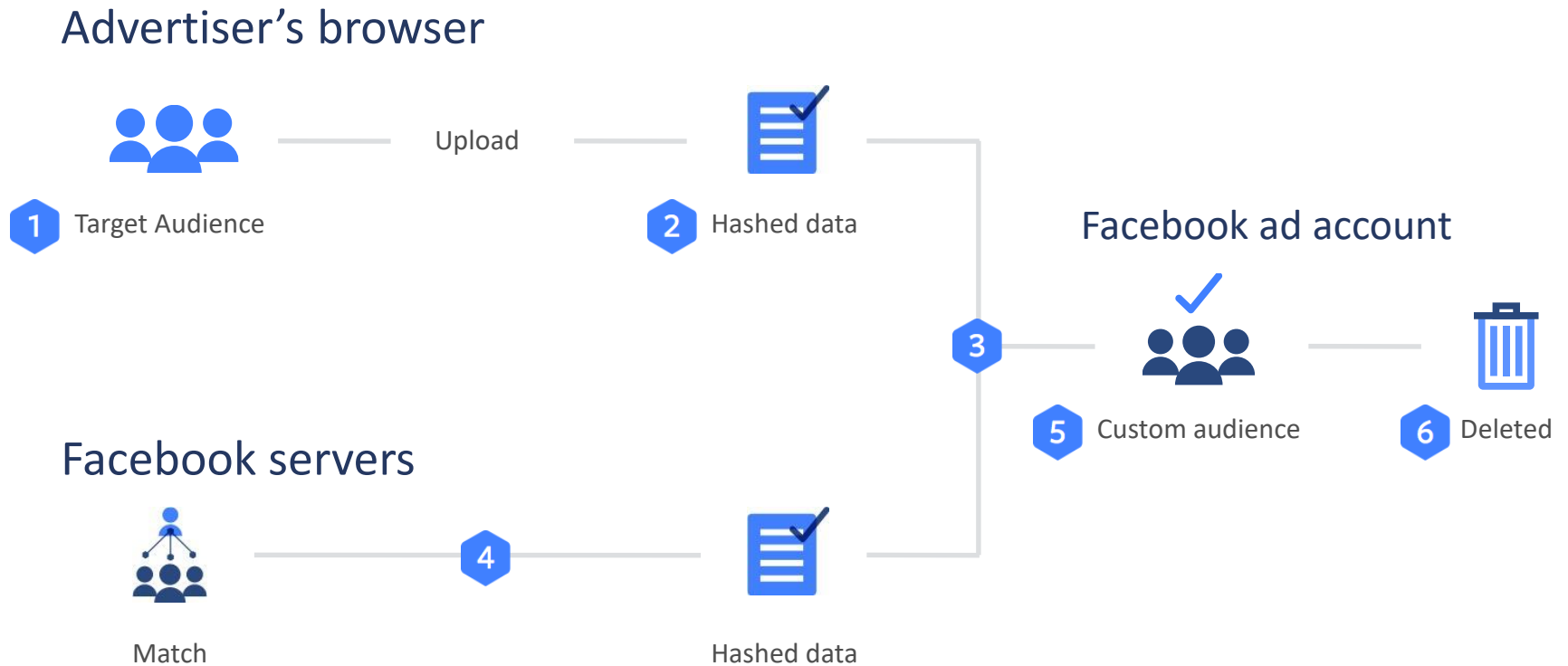
Lookalike Audiences



A person is holding a smartphone in their hand, standing next to a computer monitor. The text "How do we keep people's data safe and secure?" is overlaid in white on the image. The background is slightly blurred, showing the person's hand and the computer monitor. The text is centered and reads: "How do we keep people's data safe and secure?".

How do we keep
people's data safe
and secure?

Data Hashing





Core Audiences

Audience
Define who you want to see your ads. [Learn more.](#)

Create New Use a Saved Audience ▼

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ⓘ Everyone in this location ▼

United States

📍 **United States**

📍 Include ▼ | Type to add more locations | Browse

Add Bulk Locations...

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

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

Add demographics, interests or behaviors | Suggestions | Browse

- Demographics ⓘ
- Interests ⓘ
- Behaviors ⓘ
- More Categories ⓘ

Connections ⓘ

Save This Audience



AUDIENCE METER

Create Audience

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

Name

New Audience for Spring Line

Gender ⓘ

All

Men

Women



Your estimated audience is **broad**. You may need a large budget to reach this many people.

Potential Audience Size: 160,000,000 people ⓘ

Cancel

Save

Detailed Targeting ⓘ



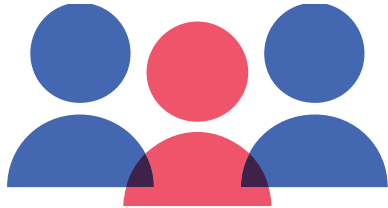
Your audience size is **defined**. Good job!

Potential Audience Size: 600,000 people ⓘ

Cancel

Save





Custom Audiences

Reach people you
already know



Loyal customers



Site visitors



Mobile users



- +523,000 people reached
- CUSTOM AUDIENCES**
- +207,000 people engaged with the ad
 - +5,300 people visited the GeneReader website within a week



Audience

Define who you want to see your ads. [Learn more.](#)

Create New

You can use email addresses, phone numbers, Facebook user IDs or app user IDs to create and save audiences you'd like to show your ads to. [Learn more](#)

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audiences

[Exclude](#) | [Create New ▼](#)

Locations ⓘ

Everyone in this location ▼

United States

📍 United States

📍 Include ▼ | Type to add more locations

[Browse](#)

[Add Locations in Bulk](#)

Age ⓘ

18 ▼

-

65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

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

Add demographics, interests or behaviors

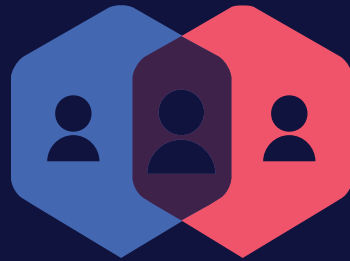
[Suggestions](#)

[Browse](#)

[Exclude People](#)

☐ Expand interests when it may increase link clicks at a lower cost per link click. ⓘ





Lookalike audiences

Facebook Ads Manager interface showing the "Create New Ad Set" process. The user is logged in as Anna Williams (253121639).

Left Sidebar:

- Campaign
 - Objective
- Ad Set
 - Audience
 - Placements
 - Budget & Schedule
- Ad
 - Identity
 - Format
 - Text

Top Bar:

- Search
- Anna
- Notifications
- Help

Main Content Area:

Create New Ad Set | Create Multiple New Ad Sets

Ad Set Name: US - 18+ | Advanced Options | Switch to Quick Creation

Custom Audiences | Add Custom Audiences or Lookalike Audiences

Exclude | Create New

Locations

- Everyone
- United States
 - United States
 - Include

Custom Audience
Reach people who've already interacted with your business.

Lookalike Audience
Reach new people on Facebook who are similar to your most valuable audiences.

Browse

Add Locations in Bulk

Age: 18 - 65+ | Gender: All | Men | Women | Languages: Enter a language...

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

Estimated Daily Results
Reach: 15,000 - 93,000

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.



fb

Ads Manager

Search

Anna

⬵

🔔

🚩

⚙️

Help

👤

Anna Williams (253121639) ▾

✓ Campaign

Objective ✓

Ad Set

Audience

Placements

Budget & Schedule

Ad

Identity

Format

Text

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.

Create new ▾

Location ⓘ Search for countries or regions to target

Browse

Audience Size ⓘ

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

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 ▾

Cancel

Create Audience

Switch to Quick Creation

Create Multiple Ad Sets in One Step

Add variables for locations, detailed targeting, age ranges and Custom Audiences to quickly create multiple ad sets at one time.

Create Multiple Ad Sets

Audience Size

Your audience selection is fairly broad.

Broad

Potential Reach: 228,000,000 people ⓘ

Estimated Daily Results

Reach

15,000 - 93,000 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Include ▾ Type to add more locations

Browse

Add Locations in Bulk

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

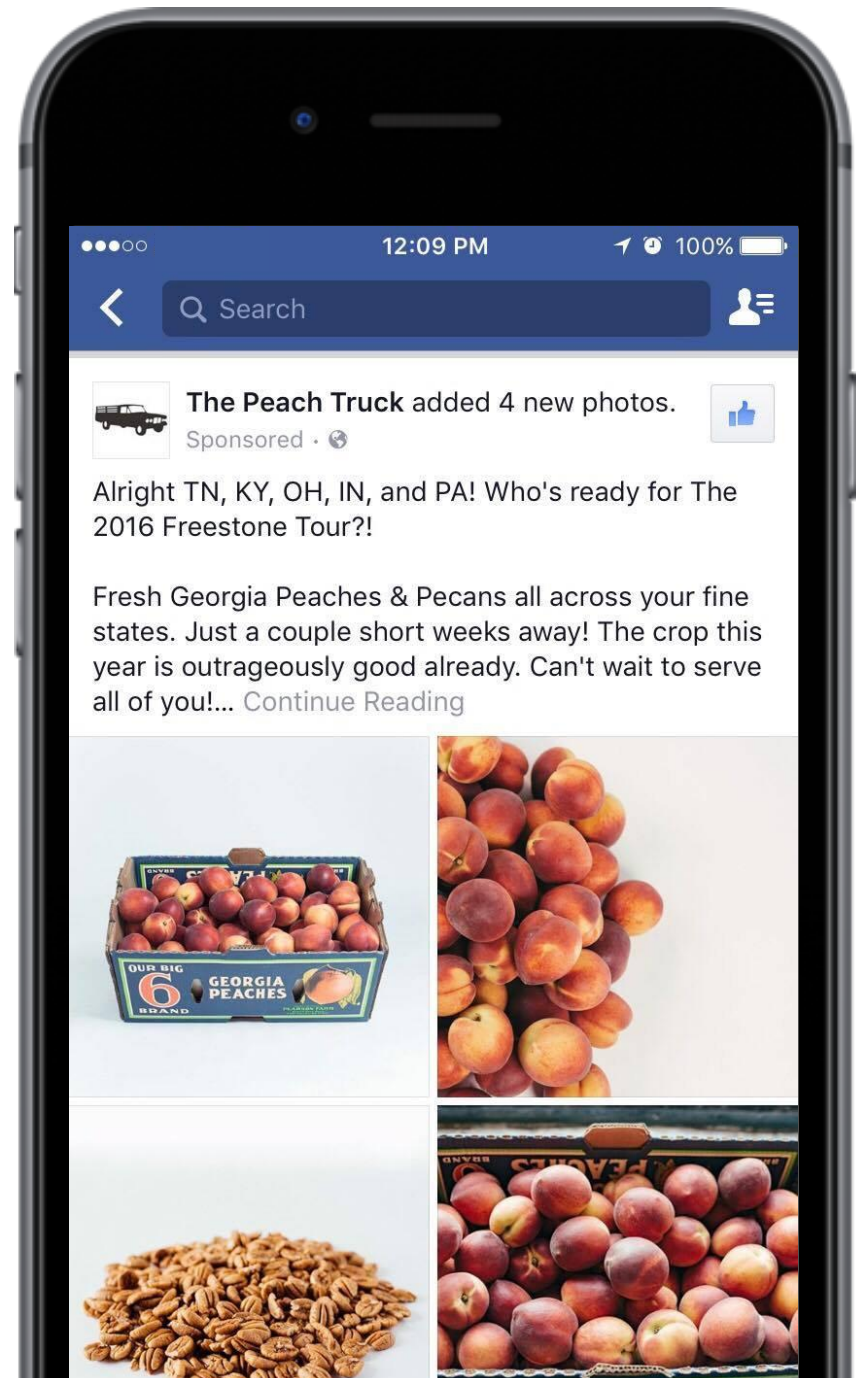
Languages ⓘ Enter a language...

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



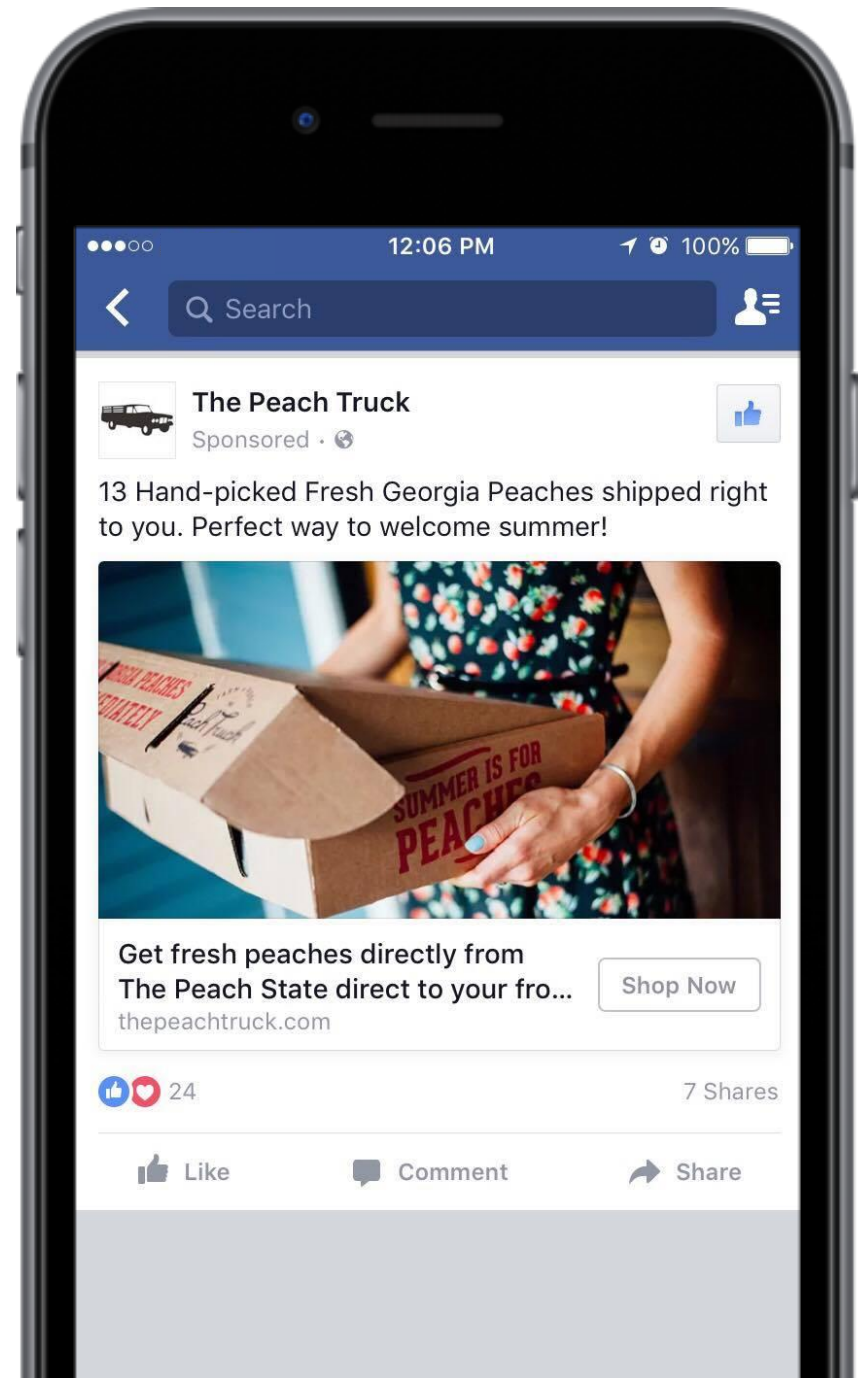
LOOKALIKE AUDIENCES

- 100% lift in sales year over year



SEGMENT YOUR AUDIENCE

- In-person spenders
- E-commerce spenders
- Potential spenders



A woman with dark hair tied back, wearing a light-colored trench coat, is smiling and looking down at a smartphone in her hands. She is standing on a city street at night. The background is filled with out-of-focus, warm-toned bokeh lights from street lamps and buildings, creating a festive or urban atmosphere. A white shopping bag with red handles is visible behind her to the right. The overall scene suggests a consumer in a digital environment.

Where will people
see your ad?



Reaching people across
the Facebook family of
apps and services



facebook

Family of apps and services



Facebook



Instagram



Audience Network



Messenger

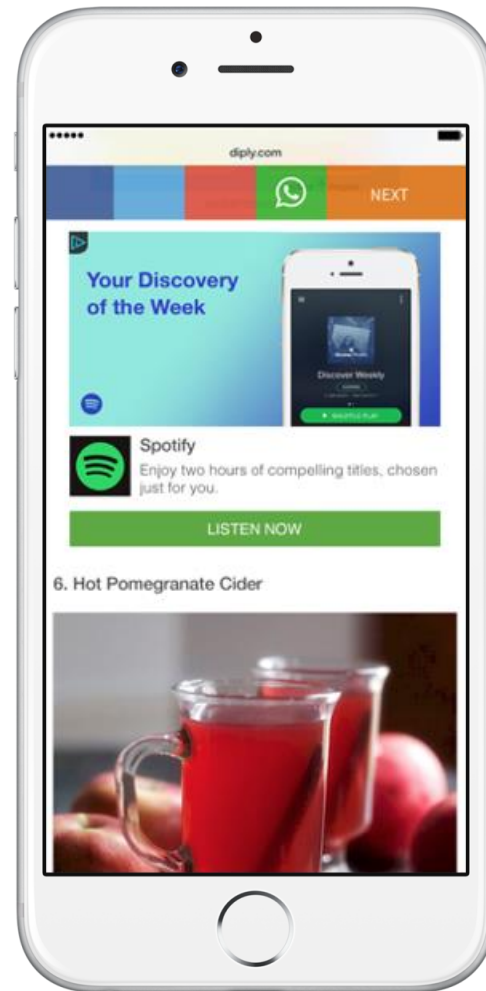


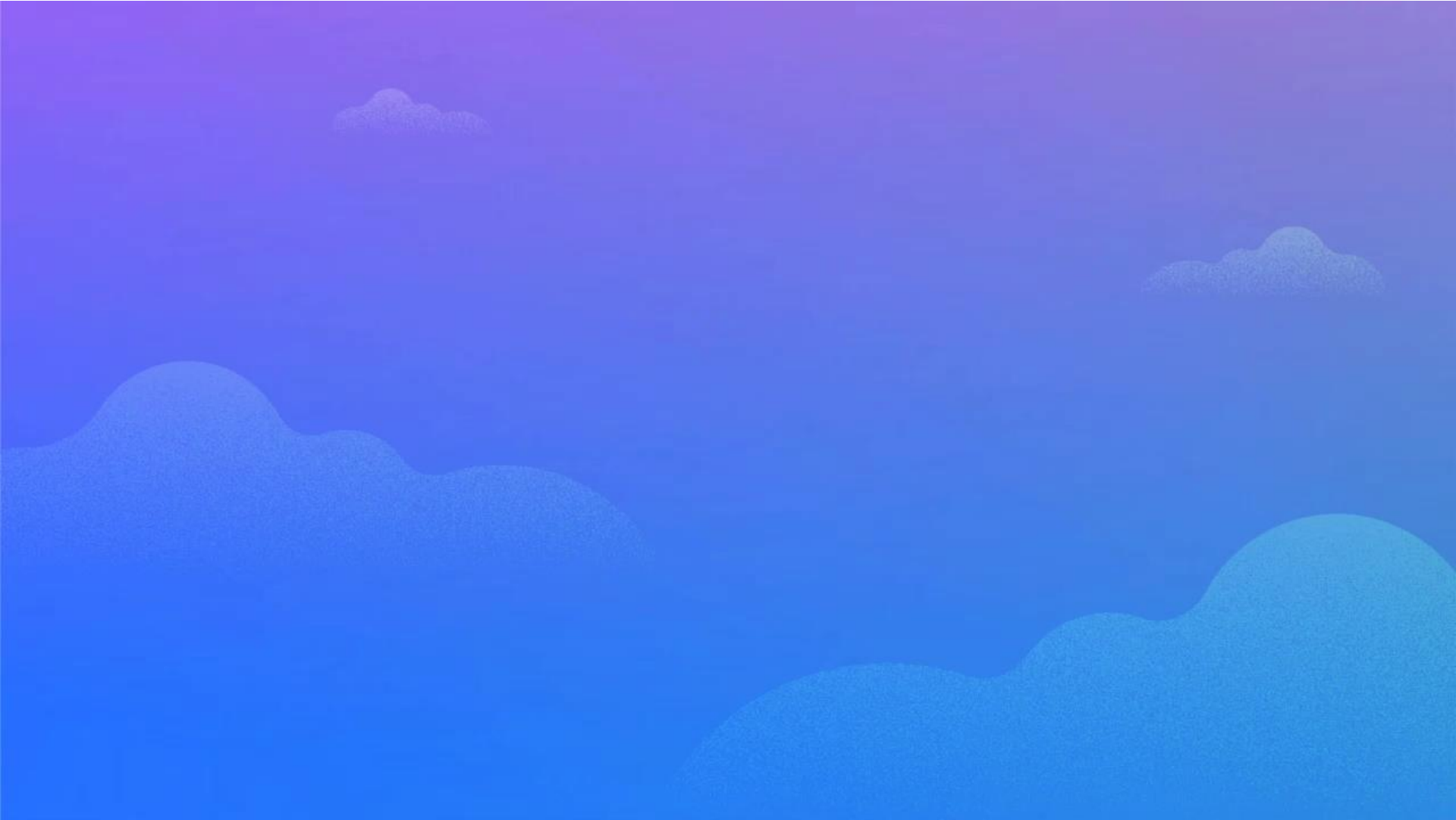
Workplace



audience network by facebook

- Native, Banner and Interstitial
- In-Stream Videos
- Rewarded Videos










Follow this chart to see where to best run your ads:

IGS: Instagram Stories ISV: In-Stream Videos

OBJECTIVE			IGS			ISV
Brand awareness	✓	✓	✓	✓	✓	✓
Reach	✓	✓	✓	✓	✓	✓
Traffic	✓	✓	✓	✓	✓	
Engagement	✓	✓			✓	
App installs	✓	✓	✓	✓	✓	
Video views	✓	✓	✓		✓	✓
Lead generation	✓	✓	✓			
Messages	✓	✓		✓		
Conversions	✓	✓	✓	✓	✓	
Catalog sales	✓	✓			✓	
Store visits	✓	✓				



A photograph of two men in a gym or fitness studio. The man on the left is wearing a grey athletic shirt and is holding a tablet, looking at it with a smile. The man on the right is wearing a dark blue patterned athletic shirt and is pointing at the tablet. In the background, there is a black and white checkered wall and some gym equipment.

+7%

reach in placement
optimization test
results



A person wearing a blue zip-up hoodie is sitting at a desk, holding a smartphone in their right hand. A laptop is open on the desk to their right. The background shows a modern office interior with a large window, a green cactus, and some books on a shelf. The text "Choose your ad format" is overlaid in white on the image.

Choose your ad format

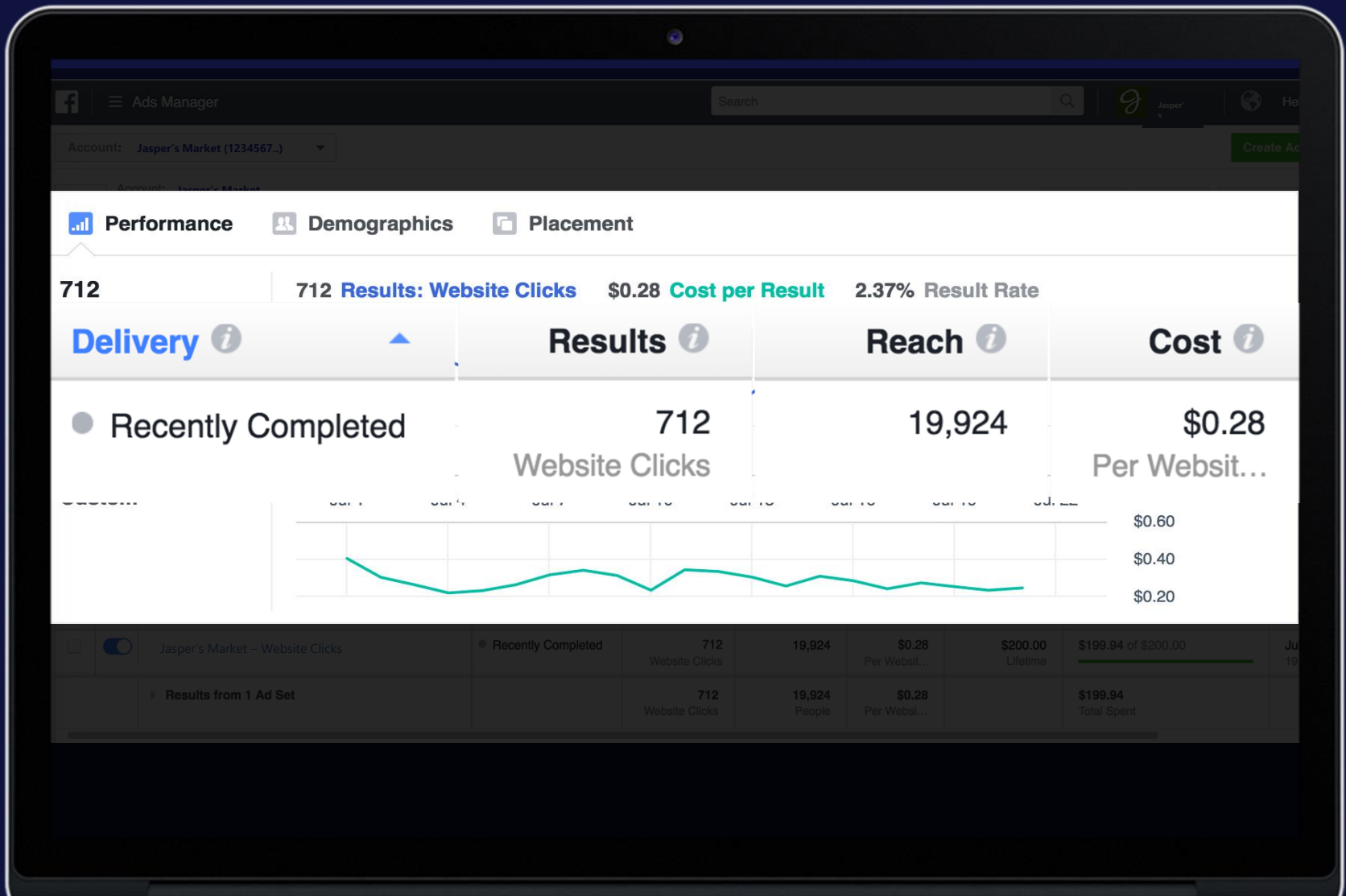




How will you
measure your
campaign results?



ADS MANAGER



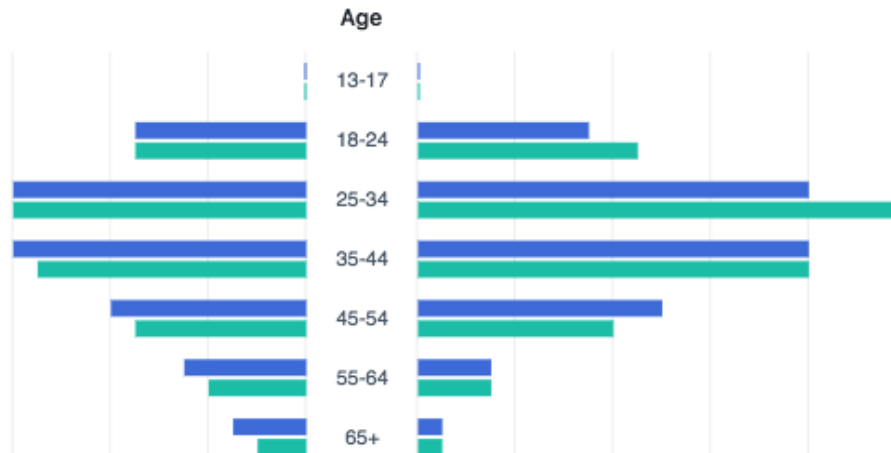
Charts for Ad: Phase 5 Alpha: Playable Ads - Android - Control


Lifetime: Jul 5, 2012 – Mar 8, 2018 ▾

Performance Demographics Placement

1,571 Results: Mobile App Installs ▾ 638,046 Reach ▾


All Women
47% (735)
43% (272,898)
\$6.50
Cost per Result




All Men
53% (830)
57% (364,634)
\$6.27
Cost per Result



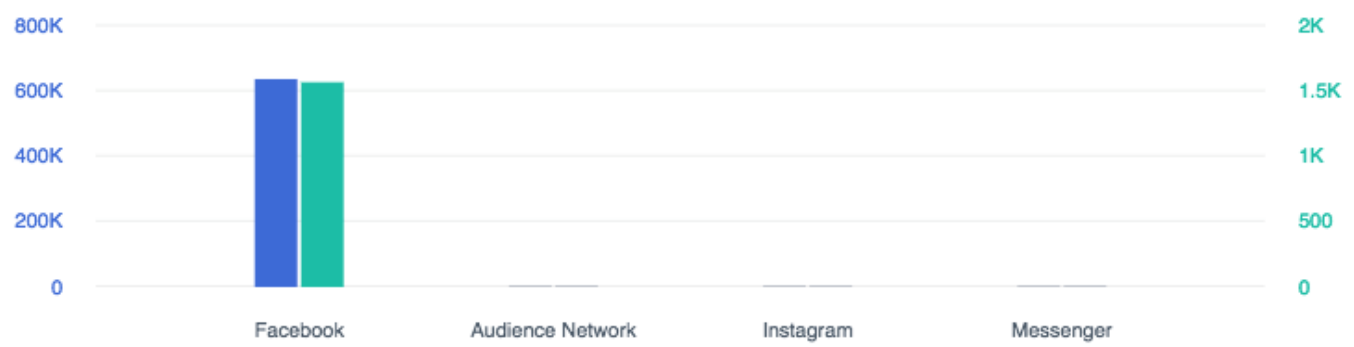
> Charts for Ad: Phase 5 Alpha: Playable Ads - Android - Control



Lifetime: Jul 5, 2012 – Mar 8, 2018 ▼

Performance Demographics Placement

638,046 Reach ▼ 1,571 Results: Mobile App Installs ▼ \$10,000.00 Amount Spent



Device Type

Mobile and Desktop ▼

About Placement Results

Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount.

[Learn More](#)



fb

≡

Ads Manager

Thomas Robert Throop (1015187600...)

Search

Filters

+

Account Overview

+ Create

Duplicate

Campaign Name

Collection ad campaign 2

Collection Objective Campaign

collection 4

Columns: Performance

Breakdown

Export

3-Second Video Views	Video Percentage Watched	Video Average Watch Time	
—	—	—	
—	—	—	
—	—	—	
—	—	—	
—	—	—	
—	—	—	

SUGGESTED COLUMNS

Turn on these columns to see more data about your ads based on your objective, ad creative and more.

☒

3-Second Video Views

☒

Video Percentage Watched

☒

Video Average Watch Time

☒

Automatically show suggested columns

Add Other Columns...

Reach

Impressions

—

—

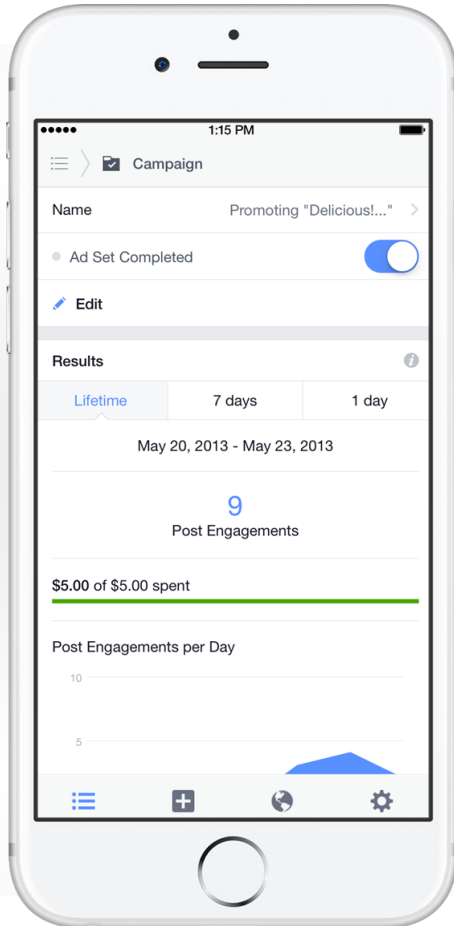
—

—

13,404

16,888





Ad Sets



US

\$0.56 per Post Engagement

● Completed



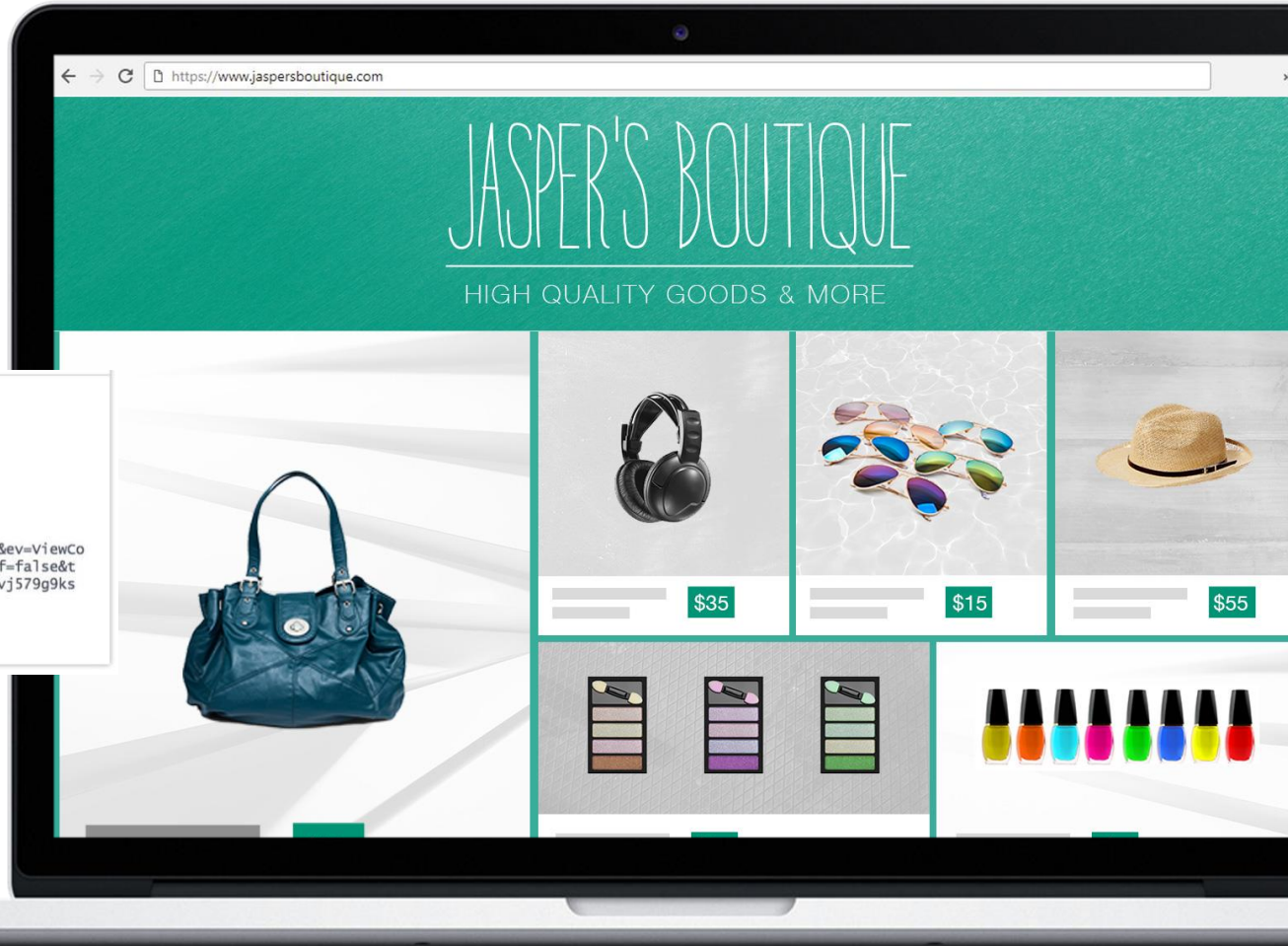
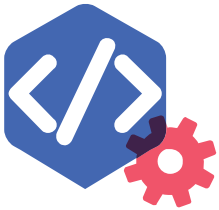
Ads Manager



A photograph of a jewelry store window. The window is covered with various signs and stickers. On the left, a man is visible inside the store, looking out. The signs include 'gioi', 'joyeria', '宝石' (gemstones), 'ubucwebe', 'EXCLUSIVE SIGNS', and 'JEWEL RINGS seals & crests'. On the right, there is a sign that says 'Master Craftsman' and a business card for 'PIERRE - ESTIENNE' with the phone number '076 270 6372'. The background of the window shows a wooden interior.

Next steps for improving your campaigns





Facebook Pixel loaded successfully.

Event ID: ViewContent

View Event Log ▼

Pixel ID: 0000000000000001

URL Called: [Hide](#)

<https://www.facebook.com/tr/?id=0000000000000001&ev=ViewContent&dl=https%3A%2F%2Fwww.facebook.com%2F&r1=&if=false&ts=1444746962661&v=2.0&dt=5g7k2o57q91nedz5wd9s42yvj579g9ks>

Pixel Location: <https://www.facebook.com/>

Load Time: 60.75 ms





Delivery Optimization (Variable)

Choose how you want us to deliver ads to people based on what you are trying to achieve. [Learn more.](#)

AD SET

A

Optimization for Ad Delivery



Landing Page Views ▾

Bid Amount



- ☒ Automatic - Let Facebook set the bid that helps you get the most results at the best price.
- ☐ Manual - Enter a bid based on what landing page views are worth to you.

When You Get Charged



Impression

AD SET

B

Optimization for Ad Delivery



Link Clicks ▾

Bid Amount



- ☒ Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price.
- ☐ Manual - Enter a bid based on what link clicks are worth to you.

When You Get Charged



Impression

[More Options](#)

Test Another Ad Set





KEY TAKEAWAYS

1. Access more options for targeting and creative by using Ads Manager instead of creating promotions from your business Page.
2. Target people who've already engaged with your business by creating a Custom Audience.
3. Reach new people by building a lookalike audience.
4. Implement the Facebook pixel for better targeting and measurement.
5. Not sure what's working? Use split testing.



facebook blueprint



Charts for Ad: Phase 5 Alpha: Playable Ads - Jam City/Family Guy - Android - Control

Lifetime: Jul 5, 2012 – Mar 8, 2018 ▼

Performance Demographics Placement

1,571

Results: Mobile App
Installs

638,046

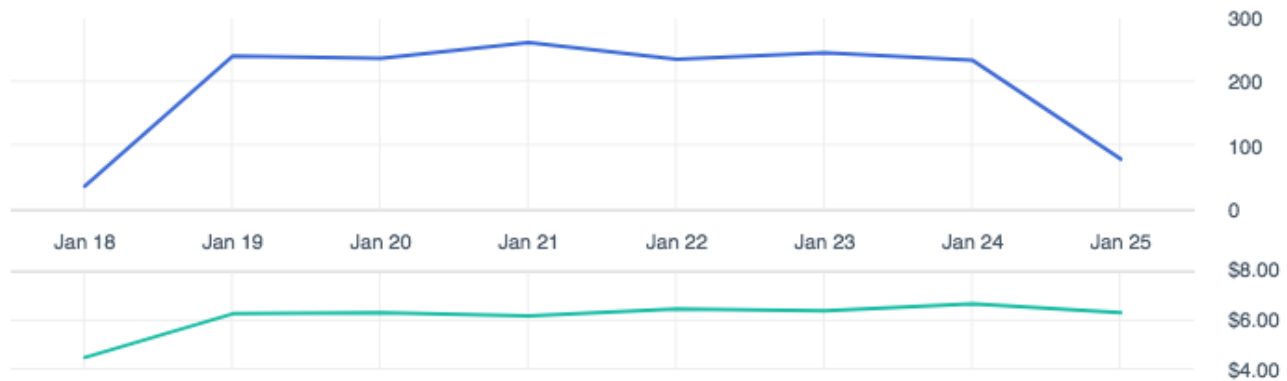
People Reached

\$10,000.00

Amount Spent

Custom

1,571 Results: Mobile App Installs \$6.37 Cost per Result 0.17% Result Rate



Thank you!



www.linkedin.com/in/jennifercorcoran1



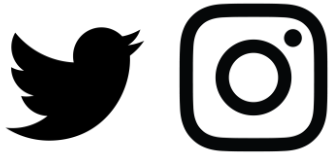
www.superconnector.co.uk



jennifer@mysuperconnector.co.uk



My Super Connector



@SuperConnector

