

# 3 Steps to Successful Facebook Advertising



# Table of Contents

Introduction .....	3
Step 1: Choosing the Right Type of Facebook Ads .....	4
Step 2: Facebook Targeting and Bidding .....	7
Step 3: Measuring Your Facebook Campaign .....	11
Conclusion .....	14

## Introduction

Facebook offerings for brands continue to expand with News Feed optimization, Facebook timeline, more granular ways of targeting, an improved mobile experience and new ad units. Facebook advertising has gained significance as the marketplace for brand content on Facebook becomes increasingly competitive. Facebook advertising has a wealth of possibilities for you by way of content, targeting and optimization techniques. But along with the increased potential for success comes a learning curve and challenges. We're here to help with that.

You can't dive into the deep end without first learning how to swim. This applies to Facebook advertising. In addition to knowing the basics, the first step in setting up a successful advertising campaign on Facebook is to listen. You need to know what people are saying about you, how people are reacting to your content and what your competitors are doing in the same space.

Figure out how people are talking about you on Facebook to shape your overall messaging. Then, spend some time determining what types of Facebook content leads to the most engagement. Before you finalize a new ad campaign, review community engagement with your competitors' paid and owned Facebook content - see how their community reacts, or if they've found new ways to connect with customers.

After doing your listening diligence, you're ready to tackle Facebook advertisements. Follow our three steps to successfully advertise on Facebook.

1. How to choose the right type of Facebook ad for your campaign
2. The targeting, bidding and conversion-tracking options available to you
3. How to measure and optimize your campaigns

## Step 1: Choosing the Right Type of Facebook Ads

Facebook ads come in many shapes and sizes, and determining which ad units you want to run can mean the difference between a campaign that reaches your goals and one that flops. Facebook offers a number of different ad formats, so an understanding of which ad can serve your different business objectives is the first step in ensuring a successful campaign. Here's an overview of some of the most popular ad types, how you can position them on Facebook and the different use cases that would make them appropriate.

### Ad Placement



Right-Hand Rail

We've all seen ads on Facebook, but let's take a closer look at each ad opportunity so you can determine the right placement for your needs.

**Right-hand rail:** When Facebook first began selling advertisements, the brands could only purchase ads in the right-hand rail. Right-hand rail ads are stacked on top of each other and target users viewing the News Feed. Typically these consist of a title, an image, copy and a link, but polls and videos are also accepted in the right-hand rail.

**Use cases:** Link to external sites, link to your Page, increase likes, highlight an event, display a video, survey a group

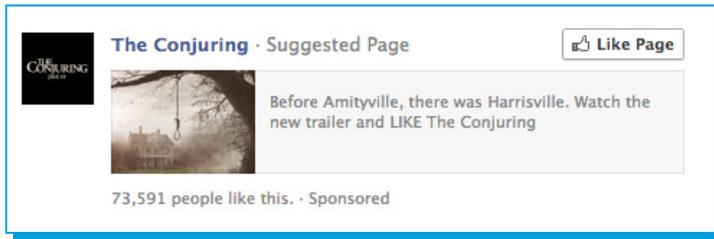
**The Desktop and Mobile News Feed:** According to Facebook, [users spend 40% of their time in the News Feed](#) while on the site. And though the bulk of content in the News Feed is created by users' friends, Facebook has carved out advertisement real estate in the News Feed for both desktop and mobile. Often times, when users log in to Facebook on desktop or mobile for the first time in a few hours, they are presented with an ad near top of their News Feeds.

**Use cases:** Mobile app installs, highlighting engaging content, displaying a video, collecting fans, showing a large photo

### Ad Units

In conjunction with your decision on where to place your Facebook ads, you also need to decide on the ad format. In other words, what are you trying to accomplish with your ad? Then, choose an ad unit accordingly. Each ad unit has its own unique benefits, disadvantages and specifications. Different ad units can determine how you target users, customize your creative, track success, and direct traffic. It is important to understand the specifications of each ad unit before selecting the right unit to use. Though there are innumerable permutations of Facebook ad types, here are some of the most popular ones that you should consider for your ad campaign.

**Facebook Page:** If your goal is to drive likes to your Facebook Page, use an ad in any ad location.



Facebook Page

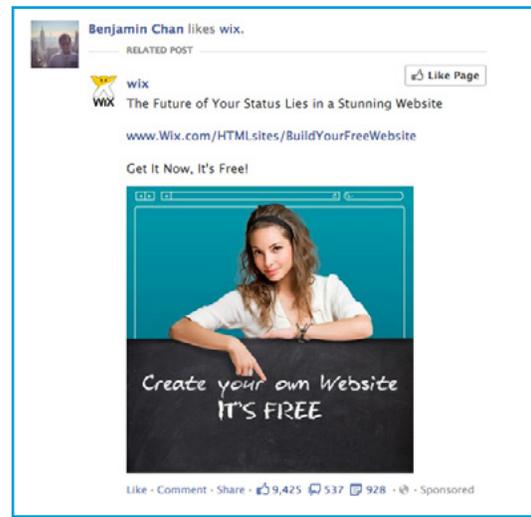


Page Post

**Page Post:** Sometimes you create a Facebook post that drives incredible engagement. If so, further amplify it with paid media. Page post ads take original posts and display the content to your target audience.

**Dark Posts:** Dark posts allow you to utilize the power of Page posts, in which you turn a Facebook post into an ad, without actually sending the original post out to your entire fan base. Create your dark post directly on Facebook, and then target the unpublished ad to your desired audience.

**Sponsored Stories:** Sponsored stories add a layer of social context to your ads. It's part of what makes social advertisements so powerful. Sponsored stories on Facebook allow you to use interactions by users in ads targeted to their friends. For instance, if Jessica Doe likes your Page or comments on a post, you can feature that action in an ad to Jessica's friends to give your advertisement traction. Among others, some sponsored story types include Page post actions, application actions and check-ins. Be aware that your audience size will depend on the number of users who have taken the specified social action. If you are looking for scale, ensure that there is an abundance of users who have taken an action you would like to amplify.



Sponsored Story

**Mobile App Install:** If you've got a mobile application, either on or off Facebook, your ultimate goal is to drive users to install your app sign up.. But unless you're in the top 25 best apps in the iTunes store or a similar list, such as the Google Play app store, it can be tough to drive awareness. That's why Facebook offers the ability to drive installations via Facebook ads.

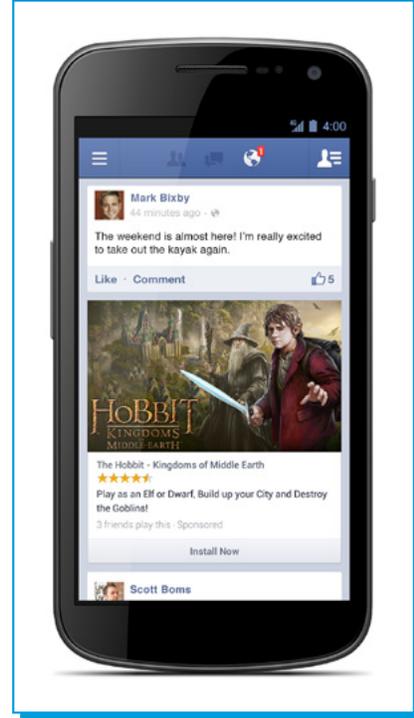
## Which ad units are best for driving off-site sales and leads?

It may not be immediately obvious, but there are a number of ad units that can be used in fulfilling direct response advertising objectives to drive sales and leads.

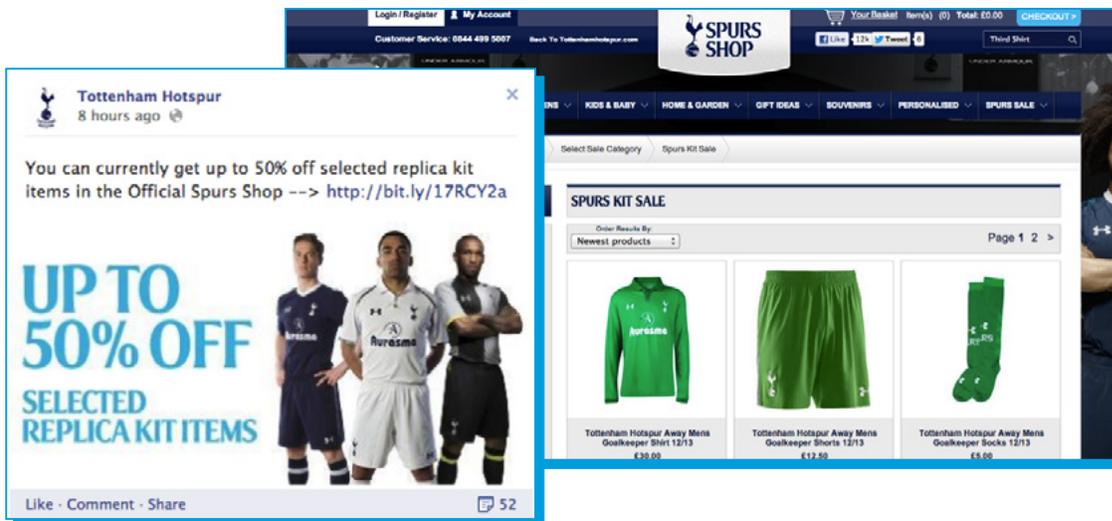
**External website ads:** perfect for ensuring all your clicks are directed towards your website

**Offer ads:** Facebook offer ads provide a great way to incentivize and track new customers by providing an offer. When a user claims the offer, it creates a story that can publish to their friends' News Feeds, allowing your advertising to gain virality.

**Page posts:** Advertisers can include links in their Page posts that direct users to external websites. This gives advertisers the ability to utilize users' News Feed with rich content while still channeling traffic to their external websites.



Mobile App Install



Now that you understand the different types of ad formats, let's look at targeting and bidding to ensure your ad reaches the best possible audience.

## Step 2: Facebook Targeting and Bidding

In conjunction with your campaign goals, determine the types of users you want to target and how much money you want to spend on different aspects of your campaign. Let's take a look at how that all works.

### Targeting

Traditionally, advertisers have always sought to get their ads in front of the right audience. With Facebook advertisements, you have an even greater ability to send your ads to specific groups of users. How you decide to target will undoubtedly play a large role in how well your campaign performs. It's important, however, not to go overboard with targeting. It is possible to over-target and focus on an audience segment that becomes too narrow.

Testing is an extremely important process in finding the right audience on Facebook. Remember that your target audience may not explicitly share an affinity with your brand or the products and services you are selling, but they may share a similar interest in music and films. Explore and test various audience segments to discover what your consumers look like in a social network environment. Sometimes, Facebook users withhold information from their profiles, so leave some leeway to hit users living on the fringe of your targeted campaigns. If you are part of a brand with mass-market appeal, using granular targeting to find your consumers can hinder your campaign because it lowers your reach. Consider testing targeting both niche and broad audiences to identify which gives you the best results.

To discover which audiences are driving performance, you need to segment your audience out into different ad types. It can be tempting to over-segment your ads to obtain granular performance insights. But it is possible to create too many ads in your campaign, thus spreading your campaign budget too thinly across your ads. In turn, this will provide you with limited data to make optimization decisions. Instead, segment your audience into larger chunks and think about which targeting criteria may create the largest difference in performance. For example if you feel males and females will react in a very different way to your ads, it may make sense to segment your ads that way. But if you feel there may not be much difference between users who like Top 40 music and users who like Rihanna, then not segmenting your ads maybe the best way to go.

### Targeting Options

**Location and Demographics:** This is basic Facebook targeting functionality, which allows you to target ads based on location (from country to zip code), age, gender, relationship status, language, workplace and education.

**Connections:** Target to fans of your Page, a member of a group, users who RSVP to your event or people who have used your Facebook

The screenshot shows the Facebook targeting interface. The 'Location' section includes a text box for 'Countries: (Max 25)' with a 'Clear all' button. The 'Demographics' section includes:
 

- Ages:** A dropdown menu set to 'Any Age'.
- Gender:** Radio buttons for 'Don't care', 'Men', 'Women', and 'Both separately'.
- Interested in:** Radio buttons for 'Don't care', 'Men', 'Women', 'Both separately', and 'Include untargeted'.
- Relationship status:** Checkboxes for 'All', 'Single', 'Engaged', 'In a relationship', 'Married', and 'Not Specified'. Below are checkboxes for 'Include untargeted' and 'Segment audience'.
- Languages:** A text box for 'Languages: (Max 50)' with 'Include untargeted', 'Segment audience', and 'Clear all' options.

app in the last 30 days. You can also target the friends of people who have performed one of the above actions, or you can exclude those who have taken such actions. If you are looking for a new audience for your content, for instance, you can target an ad and ensure that does not display to people who already like your Page.

**Actions:** Facebook offers advertisers targeting based on actions users have taken on the Facebook open graph in the last 14 days. This applies to any action taken on a Facebook Page, application or website connected to the Facebook open graph. For instance, advertisers are able to target users those who have listened to a song on Spotify, liked a Page post, played Farmville or shared an article from the Huffington Post app in the last 14 days.

**Interests:** Interest targeting helps advertisers target people based on information they've added to their timeline. This includes information such as the Pages they like, apps they use and other Information they've added to their timeline. Consider creating groups of interest templates as well, which allow you to easily target the same interest groups time and time again.

**Custom Audiences:** Custom audiences allow you to find and target your offline customer base on Facebook. You can match email addresses, user IDs and telephone numbers of your Facebook fans and customers with offline lists you already possess, while keeping privacy completely intact. Share a special offer with your most loyal customers, create a sale for people who love you but haven't visited in a while, or simply grow your Facebook fan base with current customers.

**Lookalike Audiences:** Through Facebook's lookalike audience feature, you can reach new people who are likely to be interested in your business because they are similar to a customer list you own.

## Bidding

Consider Facebook ad purchasing like a silent auction, in which you are looking to purchase an object (advertising space) by bidding against others looking for similar real estate. Bid too little, and Facebook will run an ad from someone else who has put in a more competitive bid.

Facebook doesn't just use your bid to determine who wins the auction; they also use the performance of your ad and the historical performance of your advertising account. If you have a track record of displaying highly engaging ads toward your target audience, the auction model will favor your ad. With a strong historical performance you may not have to bid as high as your competition in order to win the auction. You should use this opportunity to make your ad content as relevant as possible to the audience segment you target to ensure maximum performance and a cheaper auction.

## Bidding modes

The first thing you will need to determine is how you would like to bid within the auction. There are a number of different techniques available for you to test and explore.

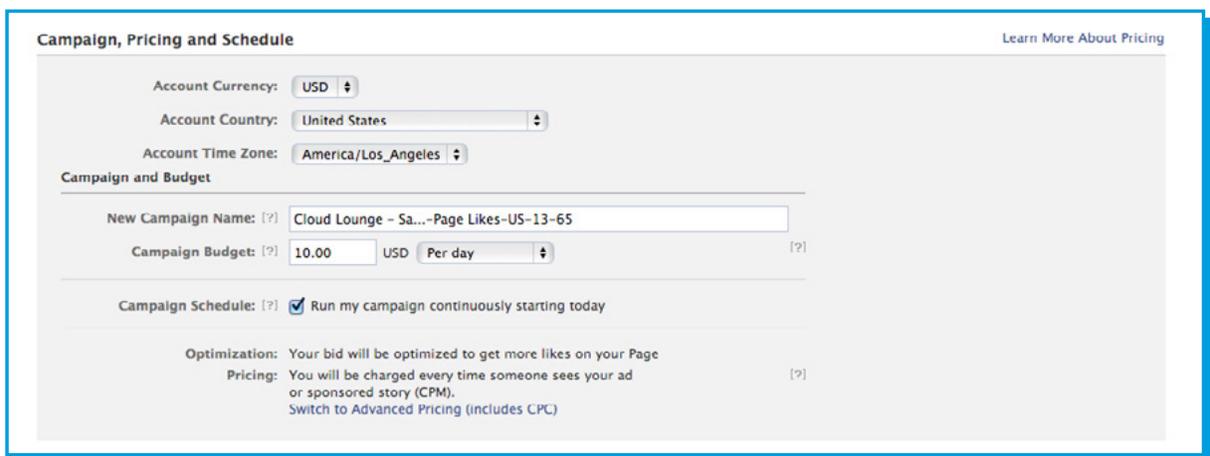
CPC stands for Cost Per Click. If your ads are bidding on a CPC basis, you will be charged when users click on your ads. If clicks are most important to you and you know how much you are prepared to pay for a click then CPC is a good option to utilise.

CPM stands for the cost of 1,000 impressions, or the cost of 1,000 people seeing your ad. If your ads are bidding on a CPM basis, you will be charged when users view your ads, regardless of whether or not they click on them.

**Optimized-CPM:** allows advertisers to define and prioritize their marketing goals when creating campaigns so Facebook can automatically deliver ads impressions against those goals in the most effective and efficient way possible. This powerful bidding mode allows Facebook to optimise your campaigns impressions towards users that are most likely to perform your specified action. You can optimise your impressions towards a wide variety of actions. Any action that exists in Facebook’s open graph can be specified. For example you can specify page likes for fan acquisition, post comments for customer interaction and virality or custom application actions to optimise towards actions that represent deeper engagement with your Facebook app.

Optimized-CPM towards off-site conversions allows Facebook to automatically optimize your ad impressions towards conversion points that occur outside of Facebook’s open graph. For example if you install a conversion pixel into the checkout or registration page of your website you are able to optimise your ad impressions towards users that are likely to generate a sale or a lead.

**CPA bidding:** allows marketers to specify an action that is most important to them, then set a guaranteed maximum price that they’re willing to spend on that action. This bidding mode provides greater control over the price they pay for an action that is beyond a click. Current available actions for CPA bids include Page Likes, Offers received, and Link Clicks.



**Campaign, Pricing and Schedule** [Learn More About Pricing](#)

Account Currency: **USD** ▾

Account Country: **United States** ▾

Account Time Zone: **America/Los\_Angeles** ▾

---

**Campaign and Budget**

New Campaign Name: [?]

Campaign Budget: [?]  **USD**  ▾ [?]

---

Campaign Schedule: [?]  Run my campaign continuously starting today

---

Optimization: Your bid will be optimized to get more likes on your Page

Pricing: You will be charged every time someone sees your ad or sponsored story (CPM). [?]  
 Switch to Advanced Pricing (includes CPC)

## Determining your bid

When bidding, it is beneficial to have an idea of how much you can afford to pay per click or for 1,000 impressions. However, this is a best-case scenario; it may not always be possible to have this knowledge, especially if you are new to Facebook. Fortunately, Facebook doesn't make you blindly guess on what to bid. You'll be provided with a suggested minimum, maximum and median bid to help guide you. The minimum bid on Facebook is one cent, though this is unlikely to get you the traffic necessary to fulfill your lifetime or daily budget. The best way to get traffic is to bid within the range provided by Facebook. Ultimately, you do not want to bid more than you are willing to pay; however, if your preferred cost is out of this range, you should review your benchmarks to see if they are a realistic starting point.

The main thing to remember about the bid is that you are setting a maximum bid, or a "ceiling price." This means that while you are unlikely to pay this much for clicks or impressions, you could pay up to it. On average, you will pay a discounted value of whatever is necessary to win the auction, based on what the marketplace is suggesting.

## Optimizing Your Bid

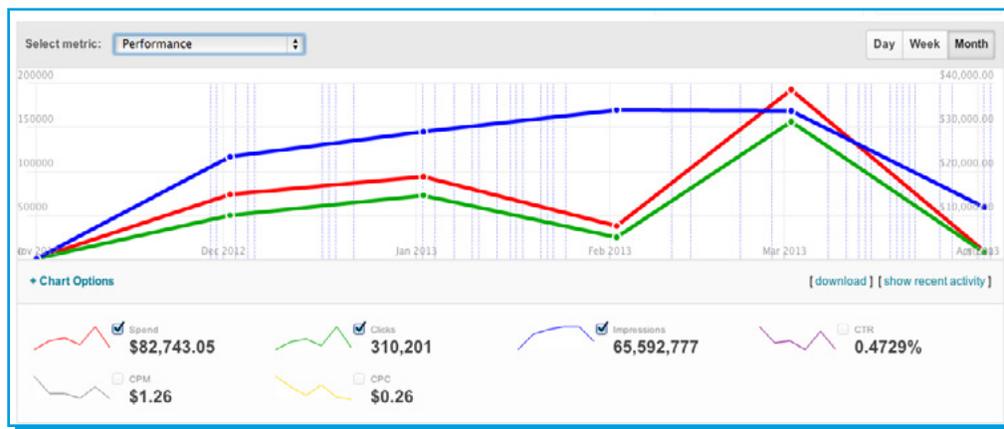
Facebook will optimize your ads to help you pay the least amount of money per thousand impressions or per click while moving toward your campaign goal. However, there are steps you can take to ensure you're spending your money wisely. If you see your costs rising over the course of a campaign; your targeting or ad creative may need tweaking. Look at the images, copy and target groups that are most receptive to your ads and hone in on them to lower costs.

Now it's time to start measuring your results so you can develop successful, flourishing Facebook ad campaigns. Read on to learn how.

## Step 3: Measuring Your Facebook Campaign

When it comes to Facebook advertising, data is on your side. There are a ton of metrics provided by Facebook and third party ad buying software to provide detailed reports on campaign performance. Make sure you know what the data is telling you and what information is available so that you can make better decisions moving forward on both current and future advertising campaigns.

### Available Metrics



*Social.com* gives users the ability to plot metrics in any number of ways to make data collection easier.

Here are some basic Facebook metrics:

- Spend: amount of money spent during the select time period
- Clicks: number of clicks your ads received; if advertising a Page, event or app, clicks also include Page likes, event RSVPs or app installs directly from the ad
- Impressions: total number of times your ads were seen
- Click-Through Rate (CTR): number of clicks your ads received divided by the number of times they were shown on the site, where clicks and impressions are measured over the same time period
- Cost per Thousand Impressions (CPM): average cost per thousand impressions, calculated as the amount spent divided by the thousands of impressions received, where spend and impressions are measured over the same time period
- Cost per Click (CPC): average cost per click, calculated as the amount spent divided by the number of clicks received, where spend and clicks are measured over the same time period

- **Actions:** number of actions taken on ads; for example, a user can play a video and click a link, resulting in two actions. This can be broken down to see exactly what actions users are taking after clicking on your ads. This includes off-site conversions if you have installed a Facebook conversion-tracking pixel on your site.
- **Cost per Action:** amount spent per action where spend and actions are measured over the same time period
- **Unique Clicks:** number of unique people who clicked on your ads..
- **Frequency:** average number of times people saw your ads

The above metrics can all be viewed separately in social context, in which the ad is presented with an action a user's Facebook friend has taken..

Some third party tools allow you to:

- Create your own metrics and stats to view the information that is most important to you
- Track 3rd party data across mobile and desktop sites

## Making Sense of It All

Information overload is a very real thing, and it's easy to get washed away in a sea of charts when analyzing your Facebook ad campaign performance.. In order to make the most of your measurement efforts, there are a few things to keep in mind:

- Pick a few metrics that are truly meaningful to you and spend a lot of time with them.

Determine why the numbers are as they are, and tweak your ads to improve those numbers. You may get halfway through your campaign and realize that other metrics reflect your campaign performance better, so don't get married to a particular set of numbers.

- Look at time and schedule accordingly. View how your ads are performing on certain days of the week and different times of the day, and schedule your ad to run when people are most receptive to it.
- Don't be afraid to think outside the box. Just because you are presented with a list of pre-set metrics, mix and match numbers to take a deeper look (and one that's more representative of your campaign) if you find the standard metrics limiting. You may discover trends within the marketplace that give you the insight that will help you get ahead of competition.

- Set regular times to review your ad performance, and include everyone involved in the creation of the ads in these review sessions. If you see something that's gone awry, such as a particular ad creative that is performing poorly, having your designers and copywriters in the room will expedite the process of tweaking and optimizing.
- Try to isolate any problems you may be experiencing. There are a lot of moving pieces with Facebook ads, particularly if you are using several different Facebook targeting functionalities. Use the data to find sets of people who are receptive to your ads, and those who are not, so that you can better spend your money going forward.

## Conclusion

Facebook advertisements should be an important part of your Facebook marketing strategy. Though you may not have a massive budget to spend on social ads, consider the targeting and optimization benefits of advertising on Facebook and compare that to the ways in which you can target ads in other mediums. You may find that your Facebook ads are more effective than traditional advertising mediums once you test it out..

If you are already advertising on Facebook, or are about to start, master the possibilities, from ad types, to targeting, to bidding, to measuring and optimizing, to spend your money most efficiently. If you do, you (and your team) will get a much bigger bang for your Facebook advertising buck.

Learn more about [Social.com](https://www.salesforce.com/social) or click the button below to get started.



### Have questions? Contact us:

-  [www.salesforcemarketingcloud.com](http://www.salesforcemarketingcloud.com)
-  [marketingcloud@salesforce.com](mailto:marketingcloud@salesforce.com)
-  [@marketingcloud](https://twitter.com/marketingcloud)
-  1-888-672-3426

## CHECKLIST: FACEBOOK ADS FROM START TO FINISH

Print this and hang it on your wall!

- Establish your Facebook advertising campaign goals
- Set both a daily and lifetime budget
- Determine which Facebook ad type best serves your needs
- Upload your creative - either create new copy and imagery, or use existing posts from your Facebook Page
- Determine your targeting methods - such as location, demographics, interests, connections and actions
- Decide which metrics are most important
- Set your minimum and maximum bids
- Schedule your ad to run when it will perform best, and adjust your schedule as you receive data
- Create regular review sessions to view campaign performance
- Adjust your ads throughout the lifetime of the campaign to maximize impact