

**DEPARTMENT OF COMMERCE AND FINANCIAL STUDIES
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**Course Name : DIGITAL MARKETING FOR
ENTREPRENEURS**

**Unit – II / Topic : Facebook Marketing
Fundamentals**

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Scheme of Presentation

- **Facebook Marketing Fundamentals**
- **Profiles and Pages**
- **Business Categories**
- **Getting Assets Ready**
- **Facebook Ad Campaigns: Organic v/s Paid**
- **Defining Ad Objective**
- **Performance Matrix**
- **Ad Components**
- **Designing Creative Image**
- **Facebook Ad Structure**
- **Setting Up Facebook Ad Account**
- **Create Ad**
- **Targeting- Create Ad – Budgeting**
- **Create Ad – Creative-Content and CTA**
- **Boosting Page Posts - Page Promotion**

INTRODUCTION

- Digital marketing offers a variety of channels for building communication with the audience: social media, emails, messengers, search engines, SMS, web push notifications, etc. Let's get a closer look at the reasons why you should consider Facebook as a platform for growing your business

INTRODUCTION

Facebook marketing is a platform that offers a variety of highly targeted paid advertisements and organic posts, allowing brands to put their products and services in front of the massive audience. Over the last decade, Facebook has shifted from the most prominent social medium on the internet into one of the biggest marketplaces.

WHY IS FACEBOOK GOOD FOR MARKETING?

- Has global coverage
- Offers highly targeted paid ads
- Makes organic reach possible
- Allows integrations with other marketing channels

Cont...

- **Has global coverage.** Over 1,5 billion users visit Facebook daily. About 2,3 billion every month. More than 7 million active companies create ads for this massive audience.
- **Offers highly targeted paid ads.** With Facebook Ads, you can tailor your promotions to a specific audience based on gender, age, location, job, interests — any demographical or behavioral data, which users willingly share with Facebook.
- **Makes organic reach possible.** If you don't have resources to utilize Facebook Ads, build relationships organically by sharing materials that bring value to people on your Facebook page. Your posts will show up in the newsfeed, though the high level of competition will make it harder to build an audience naturally.
- **Allows integrations with other marketing channels.** Facebook marketing is not a single isolated system. You can combine it with other marketing channels, like email marketing, mobile marketing, search engine marketing, and Facebook Messenger ads, to develop a promotion mix that will increase your brand outreach.

Benefits of Facebook Marketing

- Precise targeting
- Increased website traffic
- Variety of ad formats
- Customer support
- Positive impact on SEO

In this section, we'll dive deeper into the advantages of using Facebook in your [marketing strategy](#). You'll get to know which goals you can achieve with this platform apart from reaching wide audiences.

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- **Precise targeting.** You already know that Facebook allows users to deeply segment their audience but let's take a closer look at the options available. Within demographic [targeting](#), you can select an audience with a particular income, education level, life events, relationship status, or job. You can look for customers, taking into account their interests, such as their preferred entertainment, sports, hobbies, and shopping habits. Also, you can reach clients based on purchase behaviors, intent, device usage, etc.
- **Increased website traffic.** With this platform, you can drive your audience directly to your website. Moreover, these people will be higher quality leads than users who land on your site organically because they already know your company. Hence, you have more credibility in their minds. Encourage your followers to visit your site to find out more about your products. Besides, when linking to a site, Facebook generates a full-size image if your site page has one. So, it will attract many users' attention and help you boost website traffic.

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- **Variety of ad formats.** Facebook provides businesses with excellent opportunities that allow them to showcase their products from the best angles. Ads on this platform include both text and visual formats. You can boost your post by turning it into an ad, produce stories to show your behind-the-scenes, make a slideshow of your new collection, use carousel ads to demonstrate up to 10 products linking to the corresponding pages, etc.
- **Customer support.** A lot of people prefer to connect with a brand via social media. Phone calls have become a thing of the past. Create a chatbot for Facebook Messenger to communicate with users based on their popular queries — keywords. They can include “price,” “delivery,” “payment options,” “purchase,” “book,” etc. You only need to develop a scenario based on users’ FAQs and write the answers. Your chatbot will imitate the real conversation. As a result, your support team will have time for more complicated issues and you can automate routine tasks.

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- **Positive impact on SEO.** Some marketers claim that social media influences search rankings. It's believed that robots take into account your data in the About section while ranking. Moreover, your social media engagement contributes a lot. Shares, likes, and comments tell Google that people are interested in your brand and engage with it. Although there is no exact proof, it isn't superfluous either.

Formats of Facebook Marketing

- **Video ad**
- **Image ads**
- **Carousel ads**
- **Collection ad**
- **Slideshow ads**
- **Lead generation ads**

Facebook is not only a social media leader but also a fast-growing company due to [half a million](#) new accounts created per day. As time goes by, Facebook developers come up with new formats of ads to meet modern requirements of [Facebook Ads funnel](#) building, optimizing the time-proven ads. Here's a list of Facebook marketing formats:

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Video ad : It is an excellent way to demonstrate the features of your product in action. Facebook allows using different types of video to meet specific goals: short videos and GIFs to quickly capture attention on a go, or In-Stream videos for a longer TV-like watching.

Image ads : In case your budget is too tight to make a video, image ad is a good idea for creating a high-quality ad fast and easy. This format will help you raise brand awareness and drive people to your website.

Carousel ads : This format allows showcasing up to ten images or videos inside a single advertisement — each with a link to a specific product page. It provides a vast field for creativity and interactivity since you can feature one product in detail, or a few different products, or tell a story, separated by those carousel cards.

Collection ad : It is like a small catalog of your products right in a post on the Facebook feed. A Collection ad consists of one original video or image and four smaller pictures below in the form of a grid.

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Slideshow ads : It is a video-like format that displays well even if the speed of the internet connection is low. You can create such an ad using a variety of stock images, some handy tools for video editing, and even music.

Lead generation ads : This format was developed to assist in [generating leads](#), especially regarding mobile users. When a user taps on the image in such an advertisement, a subscription form shows up right in the ad, making a few taps enough to [opt-in](#) to your [newsletters](#).

How to Create an Effective Facebook Marketing Strategy

- Set your goals
- Define your target audience
- Choose content formats and schedule posts
- Boost your post with Facebook Ads
- Make use of Facebook tools
- Measure your effectiveness

Facebook and Email Marketing

- We have a variety of marketing channels to choose from: [social media marketing](#), search engine advertising, messenger, and email marketing, to name a few. It's great that you can combine these platforms to reach particular marketing goals with the accuracy that had never been available before.
- Find out the best proportions of email marketing and Facebook marketing in your overall strategy. Let's review the ways these channels can complement each other.

What can Facebook add to email marketing?

With Lead ads, Facebook lets people [opt-in](#) to your [email newsletters](#) directly in a Facebook post. Aside from Lead ads, you can incorporate positive user feedback collected on Facebook into your email campaigns to empower the feeling of trust with [social proof](#).

Try out Send Pulse [integration with Facebook](#) to ensure that all users that subscribe to your Facebook page will be automatically added to your [mailing list](#).

How can email marketing combine with Facebook

- Email marketing is a platform where the central communication unit is an email — the message that contains text, offers, and [call-to-actions](#). It aims to drive sales and build long-lasting relationships with the audience. In the [footer](#) of each email, you can add social media buttons and suggest subscribers engage with your brand on Facebook. You can also create [giveaway emails](#), providing bonuses for posting about your brand in socials.
- With Send Pulse, you can collect users' email addresses and let them join your chatbot in Facebook Messenger from one subscription form. To [create a multichannel form](#), you need to add a link to your chatbot

ORGANIC MARKETING

Organic marketing is a strategy that generates traffic to your business over time rather than using paid methods. This includes blog posts, case studies, guest posts, unpaid tweets, and Facebook updates. Organic marketing uses SEO, social media, and a variety of other channels to increase brand awareness

GOAL OF ORGANIC MARKETING

- The main goal of organic marketing is to increase brand awareness and build a connection with your audience, whether through educational or entertaining content. Of course, as a business, you'll need multiple ways to attract leads and convert users. Organic marketing is just one way to do that (paid marketing is another, which we'll dive into below).
- With organic marketing, you can attract visitors to your site, who will hopefully convert to paid customers eventually. The goal is to keep your business top of mind when it comes time for a consumer to make purchasing decisions.

Organic Marketing Examples

- Unpaid social media posts on Facebook, Twitter, Instagram, Snapchat, Pinterest, Tik Tok, etc.
- Blog posts (this very post you're reading is an organic marketing effort)
- Guest posts
- User-generated content
- Email newsletters
- SEO
- Online PR and link generation
- YouTube

Inorganic or Paid Marketing

Inorganic marketing strategies include paid search ads, paid social media ads, sponsored posts, display ads, video ads on YouTube, etc. With paid media, you can micro-target your ideal audience and reach people who might never have heard of your business otherwise.

Organic vs Inorganic or Paid Marketing

While organic marketing is more like word-of-mouth marketing, paid marketing is similar to sales-focused marketing. The goals for the two are very different. One is to attract audiences and increase brand awareness and the other is to convert audiences on a specific campaign

Organic Marketing Strategy

Analyze your current traffic habits.

Create content.

Optimize your content.

Evaluate and improve

Performance Matrix

- What is performance metrics in Facebook ads?
- Performance: The Performance chart shows the number of people who click on your ad, the number of people you reach and the overall cost of your advertisement.

How do you measure KPI for Facebook ads?



FACEBOOK KEY PERFORMANCE INDICATORS AND METRICS

- Number of Fans.
- Follower Demographics.
- Page Views by Sources.
- Actions on Page.
- Reach by Post Type.
- Post Engagement Rate.
- Click-Through-Rate (CTR)
- Ad Impressions & Frequency

Facebook performance appraisal

- Facebook conducts performance reviews every six months to formally collect insights from an employee's managers and closest colleagues. If there is anything at all surprising in one of these reviews, then "something has gone terribly wrong," Facebook's VP of People Lori Goler told Business Insider.

Ad Components

The Top 4 Components of a Facebook Ad

It is Visual

It is Relevant

It Includes an enticing Value proposition

A clear call - to - action

Components of a Facebook Campaign That Can Be the Difference Between New Customers and Missed Sales

- The strength of any structure lies in its foundation. When it comes to Facebook marketing, it lies in the setup of your campaigns. A strong, proper setup will result in better success.
- Let's talk about the five components of a Facebook campaign you need to set up properly to ensure your success with Facebook ads.

Components of a Facebook Campaign

Targeting: Talking to the right people

Headlines: Avoid "baiting" your audience

Copy: Always have multiple iterations

Visual components: Make them stay

Call to action: Tell them what to do next

Designing Creative Image

Create a new ad or edit your ad : You may create a new ad or edit your ad to comply with our policies. These ads will be treated as new ads and reviewed by our ad review system. Check this page for [editing steps](#).

Request another review : If you believe that the ad, ad account, user account, Page or business account was incorrectly rejected or restricted, you can request a review of the decision in [Account Quality](#).

Community Standards : The Facebook Community Standards, along with Instagram Community Guidelines, outline what is not allowed across Meta technologies. Community Standards Ads must not violate our [Community Standards](#). Ads on Instagram must not violate the [Instagram Community Guidelines](#)

Cont...

Meta prohibits ads that include content debunked by third-party fact-checkers. Advertisers that repeatedly post information deemed to be false may have restrictions placed on their ability to advertise across Meta technologies. [Find out more about our fact-checking programme](#). Meta also prohibits ads that include misinformation that violates our [Community Standards](#).

For Example

- Vaccine discouragement

Ads must not discourage people from vaccination or advocate against vaccines.

Facebook Ad Structure

- Getting your Facebook ad campaign structure right involves a lot of meticulous thinking and planning, as well as a kiss from Facebook's algorithm gods.
- But this can only happen if you know the right way to set up your campaign—specifically by understanding how many ad sets to use per campaign.
- we are going to share a structuring recipe for high-converting Facebook ad campaigns.
- Continue reading to find out the best practices that will guarantee success

What is a Facebook ad set

A Facebook ad set is a collection of ads for which you can set a specific budget, placement, bid settings, and budget.

A single Facebook ad could be an image, video, carousel, or instant experience ad. But when you combine more than one of the same ad—say multiple image ad creatives—you get an ad set. Afterward, you need to choose a distinguishable name to help you keep track of each ad set that makes up the campaign.

How to structure Facebook ads by campaign type

Brand awareness

Prospecting

Marketing and Remarketing

Best practices for structuring your ads

- 1) Keep the campaigns to a minimum
- 2) Leave the bulk of the optimization to the algorithm
- 3) Don't create new campaigns and ad sets every time
- 4) Improve your ad creative
- 5) Outro

How to set up Facebook ad set audiences and targeting

- Next, you have to set up targeting, which is the audience you want to show your ads to. In general, there are **two types of audiences**:
- **Prospecting**: people who are not familiar with your product yet
- **Retargeting**: people who know of your product/service and you want to reach them again

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- Prospecting audiences are usually built based on interests, locations, or lookalikes (similar to your existing visitors or customers).
- Retargeting audiences are based on the data collected by the Facebook Pixel from your website, your Facebook Page engagement data (people who interacted with your content in some way), or from customer lists manually uploaded to your Facebook Ads account.

Facebook Ads Campaign Structure Optimization Guide

1. Have Prospecting, Retargeting, and Retention Campaigns
2. Separate Evergreen Campaigns from Experimental Campaigns
3. Aim for a Budget that Generates at Least 30 Conversions Every 7 Days
4. Experiment with Different Audiences
5. Ad Creative is King
6. Make sure your Pixel is Learning

Page promotions

Page promotions are ads you create directly from your Facebook business Page. They are one of the easiest and fastest ways to create an ad on Facebook and enable you to reach new customers for your business. There are two ways you can promote your business: organically or paid.

Organic reach

When you post on your Facebook business Page or Instagram account, people who've liked your Facebook Page or followed your Instagram account can see the post. People may like, comment or share this content. This type of reach is called organic, which means it's available to you at no cost. You create a post and it spreads organically, from people who engage with your content to their friends and followers.

Paid reach

To expand your audience and help grow your business, you can turn organic content into paid content through boosted posts and other types of Page promotions. You may advertise on Facebook when you want your message to reach an audience beyond the people who've liked or engaged with your Page. Paid promotions have a **sponsored** label.

Features of Page promotions

- Ads on the go
- Quick ad creation
- Audience
- Reach
- Budget and duration
- Performance reports

Types of Page promotions

- Boost a post.
- Boost an event.
- Promote your Page.
- Promote your business locally.
- Get more website visitors.
- Get more leads.