



Facebook Best Practices

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Overview

1. How to Get Started
2. Facebook Campaign Structure, Creation, & Best Practices
3. Monitoring, Testing, & Optimization
4. Messenger & Chatbots
5. Key Takeaways



INFORMATION DENSITY: Today's person

You need to **STAND OUT** – be creative, tell stories, and take time to understand your audience!

People trust each other – not marketers.

Social Media should be **SOCIAL**.

Build Audiences and Create Connections.

strategy based on something from a few years ago probably doesn't work anymore.

RADIO'S GREATEST MAGAZINE

RADIO NEWS

SEPTMBER 25 Cents

Over 500 Illustrations

WRNY

Edited by RUCO DERNBACK

Soon!

REPRODUCED BY PERMISSION OF THE NATIONAL BROADCASTING BOARD, 475 FIFTH AVENUE, NEW YORK



The Magna-Color (well-known Model 341 in Paris)—\$842.

Once you've seen **Magna-Color** you'll never be satisfied with anything less than a **Magnavox**

Only Magnavox gives you all these important advancements that make Magna-Color the finest.

Brilliant Color—gives the brightest, most vivid picture—40 percent brighter than others.

Automatic Color—Always gives you exacting color—eliminates the need for critical color tuning which frequently distorts pictures.

Instant Color—advanced circuitry holds colors constant.

Chromatone Pictures—add dimension and depth to color—warm beauty to monochromes, eliminating the drab black and white pictures.

Quick Pictures—in seconds after set is turned on—four times as fast as others.

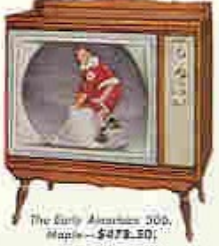
Magnavox Sound—widely renowned for its fidelity. Lends realism to program enjoyment.

Most Reliable—bonded circuitry such as used in military electronic equipment—assures trouble-free dependability.



The Contemporary 330, Dark Walnut—\$395.

Magna-Color TV in a wide choice of magnificent furniture is sold direct through Magnavox franchised dealers (listed in the Yellow Pages) saving you middleman costs. Prices from \$399.50.



The Early American 300, Maple—\$473.50.

The magnificent **Magnavox** 37th St. N.Y. - New York, N.Y.

OWN A **Motorola** AND YOU KNOW YOU OWN THE BEST

HOW TELEVISION BENEFITS YOUR CHILDREN

Motorola, leader in television, shows how TV can mean better behavior at home and better marks in school.

Gets homework done—promptly! The simple rule "Her first—television second" has solved the problem in thousands of... has made children more interested in school work. "Television says the *New York Times*, "can be enjoyed in healthy moderation the same way as sports or movie-going, but only the mother and can make certain this will be the case."

The Era of Print and Radio & "Fireside Chats"

TELEVISION



The Era of TV and “Big Brand Advertising”



2/3 of U.S. Adults (68%) are Facebook Users (3/4 access daily) & 35% use Instagram

- Person-Based Cross-Platform Tracking
- Audience Network = Ads Off Facebook Platform
- Integration w/ Other Marketing Platforms & Website
- Ability to Create and Grow Targeted Marketing Audiences
- Dynamic Ads for Travel
- Real-Time Monitoring and Optimization

Why Facebook?

Powerful but very complex & the Facebook platform CHANGES CONSTANTLY, is GLITCHY, and has POOR CUSTOMER SERVICE.

- Commitment of Time or Money & Patience

Cost of Ads Increasing (300% in last two years)

- You need a strategy... cost per conversion can decrease 80% with an effective funnel.

Why Not Facebook?

Getting Started

- 1. Evaluate Your Assets (Video, Images, Website)**
- 2. Set Goals & Understand Metrics**
- 3. Create a Plan!**
- 4. Set Up Your Account / Business Manager?**
- 5. INSTALL THE FACEBOOK PIXEL**

Evaluate Your Assets

- **How is your Website User Experience (UX)? Is it ready for traffic?**
 - Bounce Rate? Page Speed? Navigability? Appearance?
 - Is Schema/Metadata and the Facebook Pixel Installed?
- **What is your Website Conversion Rate?**
 - $WCA = \text{Total Sales} / \text{Total Visitors}$
 - Research Your Industry Average: *The average hotel website conversion rate is 2.2 % (top 20% at 5.6 % and the bottom 20% at 0.3 %)*

Set Goals & Understand Metrics

RULE OF THUMB TARGET METRICS

- COLD Click Through Rate (CTR) = 1-2%
- WARM CTR = 2-3%
- CPM = ~\$10*
- Cost per Click = \$.62*
- Website Conversion Rate = 2.82%*

* Tourism Industry Average – research your own industry and historical data!

Set Goals

- What are your goals and objectives?
- What is your past Return on Investment (ROI)?
- What is your target ROI?
- What is your past Return On Ad Spend (ROAS)?
- What is your Average Order Value (AOV)?
- What is the Lifetime Value (LTV) of a new customer?

Needed Ad Spend/ROI can be *ESTIMATED* by determining:

1. Target Revenue (T)
2. Average Revenue/Sale (R)
3. Website Conversion Rate (WCR)
4. Average Cost-Per-Click (CPC)

Number of Sales Needed = (T/R)

Website Clicks Required = Sales Needed / WCR

Estimated Ad Spend Needed = Website Clicks Required x Average CPC

Estimating Needed Ad Spend/ROI

Create a Plan!

Navigate Audience(s) Through a Sales Funnel

- Define Goal
- Target Audience
- Create Sequence (TOF, MOF, BOF)
- Customize Offer
- Integrate with Other Platforms?



Set Up Your Ad Account

The screenshot displays the Facebook Ads Manager interface for a business named 'Panama Rocks Scenic Park'. The main view is 'Campaigns', showing a list of active and inactive campaigns with their respective performance metrics. The table includes columns for Campaign Name, Delivery status, Budget, Results, Reach, Impressions, Cost per Result, and Amount Spent. A summary row at the bottom indicates results from 203 campaigns, totaling 630,626 people reached, 7,689,330 impressions, and \$25,420.22 spent.

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
2019 Opening Giveaway/Review	Not Delivering	Using ad se...	—	—	—	—	\$0.00 of \$100.00
New Campaign 1	Not Delivering	Using ad se...	—	—	—	—	\$0.00
2019 Season Pass_Traffic_Clicks	Inactive	Using ad se...	370 Link Clicks	8,708	24,646	\$0.46 Per Link Click	\$169.07
2019 Season Pass_Conversions	Inactive	\$480.00 Lifetime	2 Purchases	5,094	9,280	\$21.14 Per Purchase	\$42.28
Panama Rocks Scenic Park - Page Post Engagement	Inactive	Using ad se...	102 Post Engag...	448	549	\$0.04 Per Post En...	\$4.35 of \$4.35
Results from 203 campaigns			—	630,626 People	7,689,330 Total	—	\$25,420.22 Total Spent

Business Manager

- Required to create Audiences from private data such as email or purchase lists.
- Can be used to input in-store sales manually & calculate LTV.

- Business Manager accessed from business.facebook.com
- You need a personal Facebook account to create a Business Manager (but this won't show inside the Business Manager)
- You can add team members or contractors using their work email (instead of their personal profiles).

INSTALL THE PIXEL

- The Facebook Pixel lets you to know when a customer takes an action on your website, optimize your Facebook ad campaigns with real-time data, target people who are more likely to convert (purchase, add to cart, etc.), and re-target ads to these customers again.
- If you're planning to spend any money on Facebook, installing the Facebook pixel is one of the most important things you can do.

Install Pixel

- Connect a Partner Platform**
Install a pixel without code by connecting a platform you already use like BigCommerce, Google Tag Manager, Magento, Segment, Shopify, Squarespace, Wix, WooCommerce, and more. [Learn about platform integrations.](#)
- Manually Install Pixel Code Yourself**
We'll walk you through the steps to install the code.
- Email Instructions to a Developer**
Send the installation instructions to a developer to install the pixel code for you.

[Give Feedback](#) [Cancel](#)

Panama Rocks Ad Account (88156472)

All Data Sources

Panama Rocks Pixel

Overview

Test Events

Diagnostics

Settings

View Analytics

Create Ad

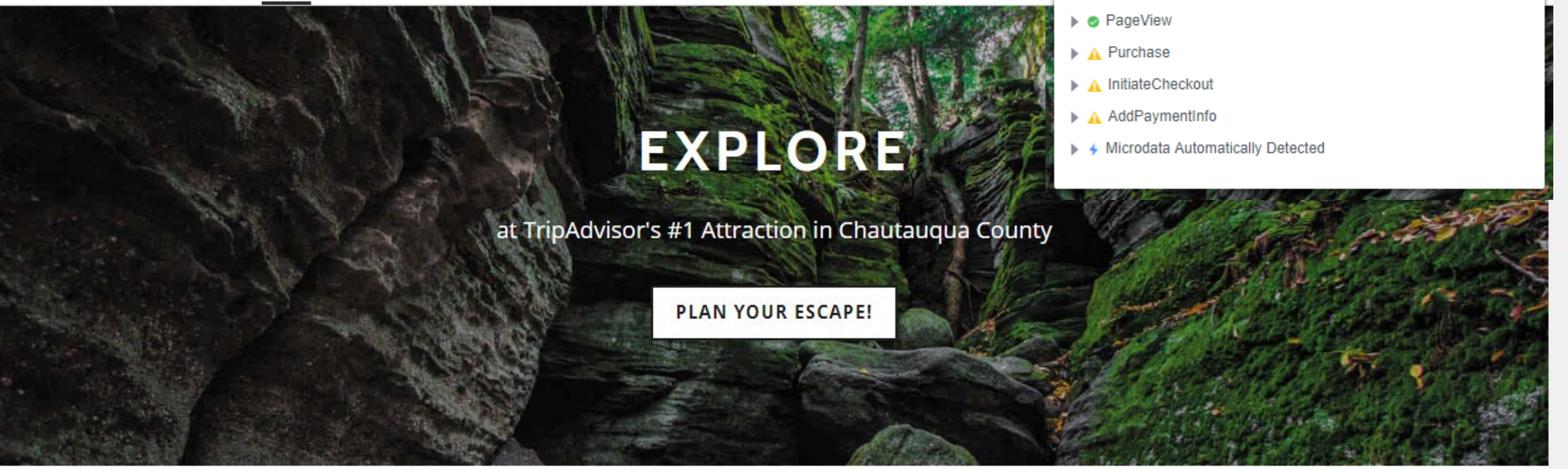
Create Custom Conversion

Set Up

Share

All available days

Apr 2 Apr 4 Apr 7 Apr 10



Facebook Pixel Helper
Learn More

One pixel found on panamarocks.com

Facebook Pixel [View Analytics](#)
Pixel ID: 292193850936125

- ▶ PageView
- ▶ Purchase
- ▶ InitiateCheckout
- ▶ AddPaymentInfo
- ▶ Microdata Automatically Detected

Panama Rocks Ad Account (88156472) ▼

Create Ad

- All Data Sources
- Panama Rocks Pixel ▼
- Overview
- Test Events
- Diagnostics
- Settings

Panama Rocks Pixel ✎
Pixel ID: 292193850936125

Status: ● Active
Last received 55 minutes ago

Create Audience Create Custom Conversion Set Up ▼ Share

Advanced Matching

Manage the customer information you collect.

Automatic Advanced Matching ON
Use information your customers have provided to your business, like email address or phone number, to match your website's visitors to people on Facebook. This can help you attribute more conversions to your Facebook ads and reach more people through remarketing campaigns. [Learn more](#)

Show Options

Event Setup

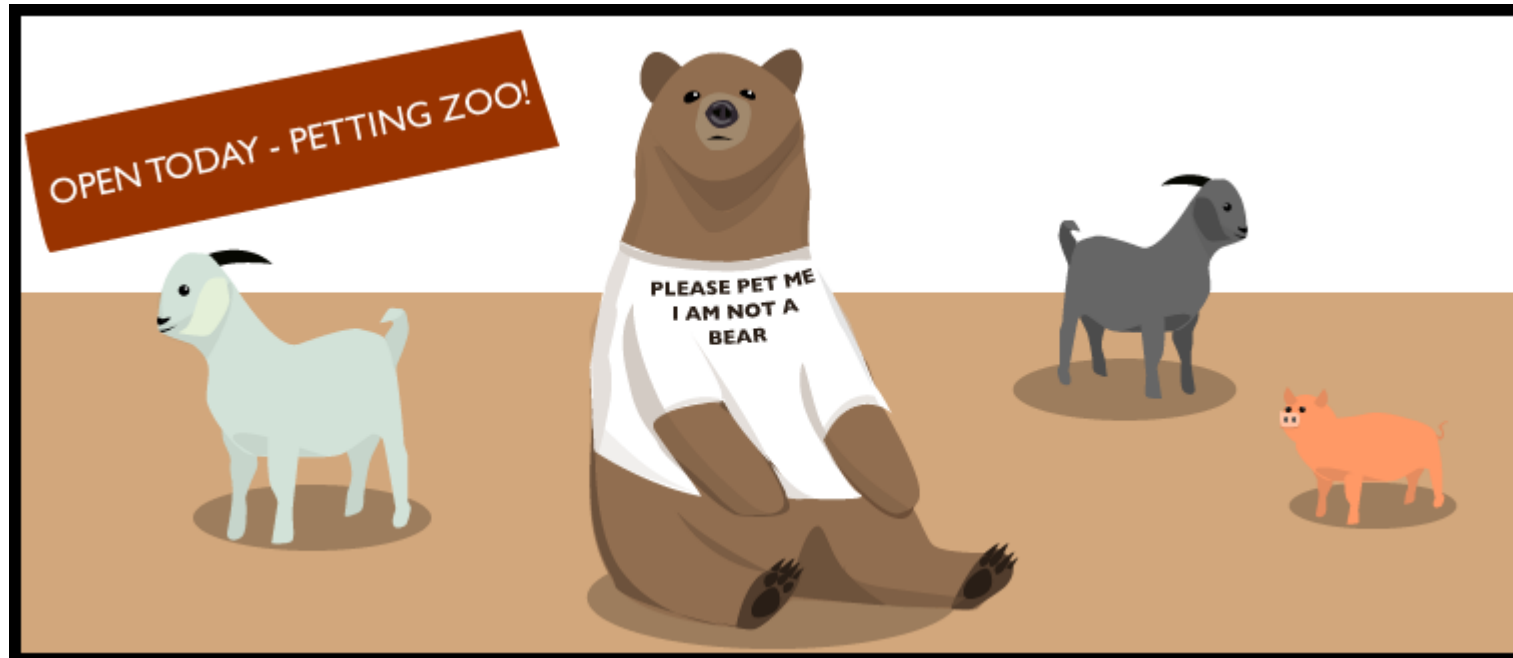
View the events currently setup. To add or edit events directly without changing your website code, use the Event Setup Tool.

Go to Event Setup Tool

Event Type	Event Trigger ⓘ	Setup Method
Contact	Telephone number is "tel:7167822845"	Event Setup Tool

B E A R

Bid - Expected Action - Relevance/Quality



Bid = set to auto unless you are an advanced Facebook marketer

Expected Action = based on user data (influenced by targeting)

Relevance/Quality = does Facebook think your account, page, and ad are high quality?

Ads v. Boosted Posts

Boosted posts differ from Facebook ads because they are not created in Ads Manager and don't have all of the same customization features.

- Best for campaigns where limited targeting is acceptable and when you do not need to test/optimize (established audiences with short-term campaign).

Campaigns, Ad Sets, & Ads

- **Campaigns** - set your **objective**. This can be to drive traffic, to get video views, to promote an event, or to aim for conversions, etc.
 - Pick a campaign to suit your end-goal.
 - Dynamic ads for travel?
- **Ad Sets** - Set budget, targeting and placement.
- **Ads** - Test different **creatives**

Panama Rocks Ad Acco...

- Campaign
 - Objective
- Ad Set
 - Audience
 - Placements
 - Budget & Schedule
- Ad
 - Format
 - Media
 - Additional Creative

Close

Create New Campaign | Use Existing Campaign

Campaign: Choose your objective. [Switch to Quick Creation](#)

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

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	



Generate hotel bookings by showing off your property and rooms and letting people know about your openings.

- **Complete bookings with people who expressed interest.** Automatically serve ads with date-specific availability and pricing to people who have expressed intent for specific travel offerings on your site or app.
- **Show complementary offers.** Offer upgrades or other related experiences to people who have already booked a hotel.
- **Convert travel intent into bookings.** Show relevant ads to people who want to travel—whether or not they've been to your site or app. Ads will automatically be matched to people's interests and activity around the web, driving more demand for your travel offerings.



MeliáRewards

Sponsored ·

Like Page

Planejando uma viagem para Cancún em 25-05-2017?
Reserve com o melhor preço online!



Descubra Paradisus Cancún

A partir de R\$944.00

MELIA.COM

Book Now

Facebook Ad Sets

Build Your Audiences

- **Core Audiences:** Based on Location, Age, Income, Interests, Etc.
- **Custom Audiences:** Based on Website Visitors (Abandoned Carts, Specific Pages), Email or Sales Lists, LTV, Video Views, Engagement on Facebook Page, Lookalike Audiences, Etc.

Target creative and messaging to specific audience.

Facebook Ad Sets

Best Practices

- Bigger audiences allow Facebook to optimize more effectively.
- Aim for 50 conversions per week per ad set.
- Try *not* to target the same audience in multiple ad sets.
 - Use the Audience Overlap tool (under Audiences tab)
- Exclude audiences you don't want to target.
 - Example – recent purchases

Search

2019 Opening Giveaway/Review

Friends of Friends

2019 Opening Giveaway/Review

Friends of Friends

2019 Opening Giveaway/Review > Friends of Friends

Not Delivering No Ads

Edit Review

Locations **People who live in this location**

United States

- Buffalo, DMA®
- Erie, DMA®

Include | Type to add more locations | Browse

Add Locations in Bulk

Age 18 - 65+

Gender All Men Women

Languages Enter a language...

Close

Audience Definition

Your audience is defined.

Potential Reach: 430,000 people

Estimated Daily Results

Reach 179 - 527

Discard Draft Publish

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Search

2019 Opening Giveaway/Review

Friends of Friends

2019 Opening Giveaway/Review

Friends of Friends

2019 Opening Giveaway/Review > Friends of Friends

Not Delivering No Ads

Edit Review

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

- Demographics > Work > Employers
- Hiking
- Interests > Additional Interests
- Nature photography

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

Facebook Pages x

Audience Definition

Your audience is defined.

Potential Reach: 43,000 people

Estimated Daily Results

Reach 81 - 415

Close Saved to draft Discard Draft Publish

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Account: Panama Rocks Ad Account (88...)

Audiences | Images | Locations | Videos

Search

All Audiences

FOLDERS

- My recent audiences
- Audiences in active ads
- Audiences ready for use
- Audience shared to account
- Audience shared by account

Create Audience | Filters | Customize Columns

		Type	Size	Availability	Date Created
<input type="checkbox"/>	audience	Custom Audience Customer List	Below 1000 Small After Matching ⓘ	● Ready Last updated 04/07/2019	04/04/2019 3:42 PM
<input type="checkbox"/>	(%) - AXAD 2018 Video Views (10s)	Lookalike Custom Audience:AXAD 2018 ...	2,100,000	● Ready	03/04/2019 2:29 PM
<input type="checkbox"/>	AXAD 2018 Video Views (10s) All 2018 AXAD video views for at least 10 seconds (365D)	Custom Audience Engagement - Video	14,000 ⓘ	● Ready	03/04/2019 12:33 PM
<input type="checkbox"/>	PRSP_2018 Video Views (3s) All 3 second 2018 video views for Panama Rocks (365D)	Custom Audience Engagement - Video	95,000 ⓘ	● Ready	03/03/2019 9:20 AM
<input type="checkbox"/>	AXAD_2018 Video Views (3s) 3 second video Views from all 2018 AXAD videos	Custom Audience Engagement - Video	29,000 ⓘ	● Ready	03/03/2019 8:42 AM
<input type="checkbox"/>	PRSP Regional 1% Page Lookalike_Parents w/ Children (0-18)	Saved Audience	44,000 ⓘ	● Ready Last updated 03/03/2019	02/01/2019 8:29 AM
<input type="checkbox"/>	PRSP_Store Views (EX Purchases)	Saved Audience	Not available ⓘ	● Ready Last updated 11/19/2018	11/19/2018 7:59 PM


Create a Custom Audience

Use your sources

- Website traffic
- App activity
- Customer file
- Offline activity

Use Facebook sources

- Video
- Lead form
- Instant Experience
- Instagram business profile
- Events
- Facebook Page



About Custom Audiences
Create the most relevant audiences by adding

Cancel

Customize Columns

Date Created
04/12/2019 8:08 AM
04/12/2019 8:05 AM
04/12/2019 8:04 AM
04/12/2019 8:04 AM

Facebook Ads

QUALITY CREATIVE CONTENT MATTERS

- **Video outperform photos by 73%!!!**
- Ad text copy and a strong “Call to Action” – targeted at the right audience – can make or break a campaign.
- The more ENGAGING an ad is, the better it will do!
- Try Dynamic Creative Ads to test creative!
- Try [Instance Experience](#) for a really engaging creative!



Video

Show off product features, and draw people in with sound and motion.



Image

Drive people to destination websites or apps through high-quality visuals.



Collection

Encourage shopping by displaying items from your product catalog—customized for each individual.



Carousel

Showcase up to ten images or videos within a single ad, each with its own link.



Slideshow

Use motion, sound and text to tell your story beautifully on any connection speed. Slideshows [created within Ads Manager](#) run as video ads.



Instant Experience

Instant Experience, formerly called Canvas, provides a full-screen, mobile-optimized experience instantly from your ad.

Test & Optimize

Constant Testing of Audiences and Creative to:

- Identify and retarget more specific and lucrative audiences.
- Identify most effective ad creative and messaging by audience.
- Optimize campaign objective, bid strategy, delivery platform, etc.

Optimization of unestablished ad accounts can take 2-3 months.



Testing & Optimizing

Test ONE VARIABLE at a time (500+ reach minimum per ad)

- Which audiences perform the best for each goal?
- Which ad content/copy/message resonates with this audience?
- Which campaign/ad type is most effective?
- Which platforms are most effective?
- ETC...

Testing & Optimizing

Being a great FB Marketer is 30% skill-set & experience and about 70% understanding how to let Facebook optimize and do its thing!

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	<input type="checkbox"/>	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	2019 Opening Giveaway/Review		● Not Delivering	Using ad se...	— Messaging ...	—	—	— Per Messagi...	\$0.00 of \$100.00	Apr
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Campaign 1		● Not Delivering	Using ad se...	—	—	—	—	\$0.00	
<input type="checkbox"/>	<input type="checkbox"/>	2019 Season Pass_Traffic_Clicks		● Inactive	Using ad se...	370 Link Clicks	8,708	24,646	\$0.46 Per Link Click	\$169.07	
<input type="checkbox"/>	<input type="checkbox"/>	2019 Season Pass_Conversions		● Inactive	\$480.00 Lifetime	2 Purchases	5,094	9,280	\$21.14 Per Purchase	\$42.28	Dec 2
<input type="checkbox"/>	<input type="checkbox"/>	Panama Rocks Scenic Park - Page Post Engagement		● Inactive	Using ad se...	102 Post Engag...	448	549	\$0.04 Per Post En...	\$4.35 of \$4.35	Nov
		▶ Results from 203 campaigns ⓘ Excludes deleted items				—	630,626 People	7,689,330 Total	—	\$25,420.22 Total Spent	

Set Goals & Understand Metrics

LOW Cold Audience (TOF) CTR = weak ad creative or wrong audience; might need to “warm-up” audience more...

Cold Cost per Click is too Expensive = check CTR, ad relevance, and test new audiences...

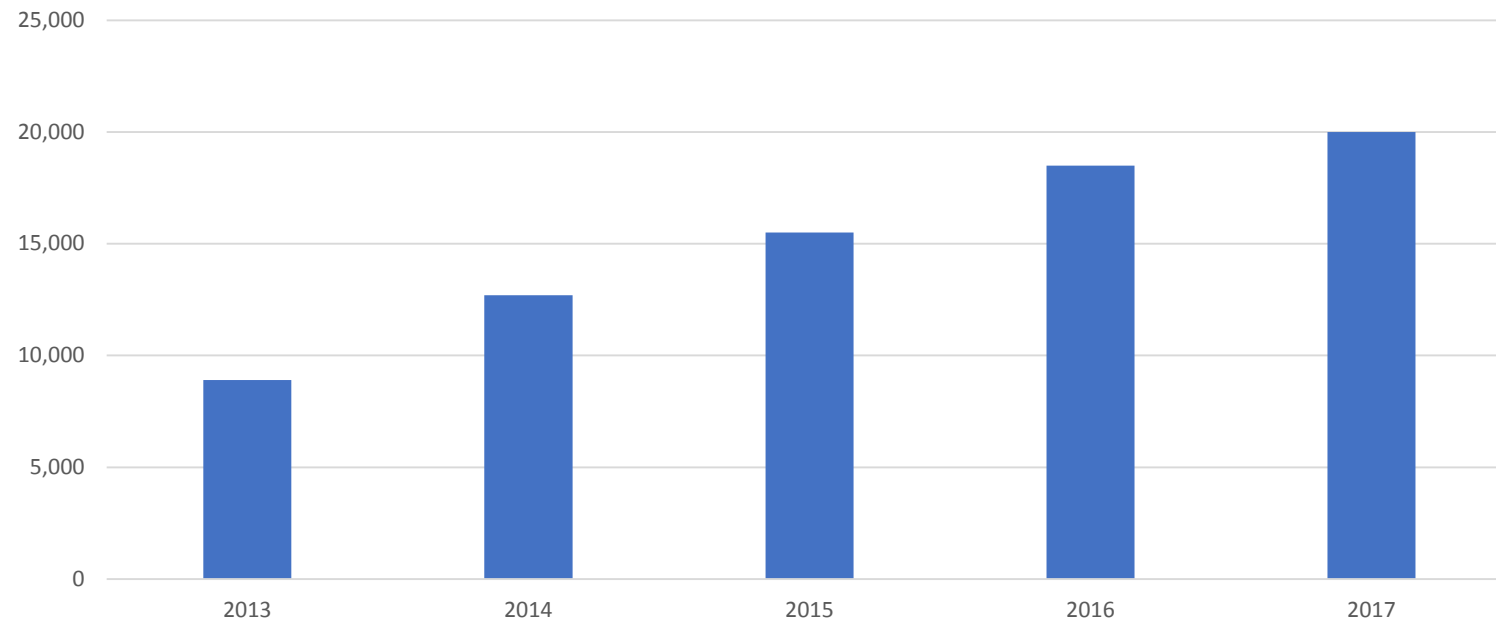
LOW Warm Audience (MOF/BOF) CTR = weak ad creative or low quality audience being built at top-of-funnel...

Good CTR & CPC but Low Conversions = likely problem on website, check bounce-rate and asses user experience. Might need longer funnel to make sale...

Ad Relevance Diagnostics			Causes	Recommendations
Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking		
Average or above	Average or above	Average or above	You're all good!	Optimize for your advertising objective.
Below Average	-	-	The ad is perceived as low quality.	Improve the quality of your creative assets or target an audience more likely to perceive the ad as high quality.
Average or above	Average or above	Below Average	The ad isn't producing conversions.	Improve the call-to-action of your ad or post-click experience, or target a higher-intent audience. Some products and services naturally exhibit lower conversion rates than others. If your conversions meet your expectations you may not need to adjust your ad.
Average or above	Below Average	Average or above	This ad isn't spurring interest.	Improve your ad's relevance to your audience (For example, by making it more engaging, interesting or eye-catching) or target an audience more likely to interact with this ad.

Panama Rocks Scenic Park Attendance Growth 2013-2017

Panama Rocks Park Attendance Growth



Great Blue Heron Music Festival 2018 Case Study

	OVERALL	HOT FRIENDS	WARM CUSTOM	COLD LA/INTEREST
Conversion Rate	5.18%	6.37%	3.59%	0.78%
Outbound CPC	\$0.57	\$0.40	\$0.46	\$1.41
Cost Per Action (CPA)	\$11	\$6	\$13	\$182
Return on Ad Spend (ROAS)	16.54	29.25	12.05	1.15

Chatbots

A Facebook chatbot is automated software that can interact or “chat” with people on Facebook Messenger and INTEGRATE with others.

ManyChat Statistics

80% Open Rate

30% Click Rate

MailChimp Statistics

20% Open Rate

2.5% Click Rate

- Facebook is all about ENGAGEMENT and Messenger is all engagement.
- Zuckerberg said earlier this year ““I expect future versions of Messenger and WhatsApp to become the main ways people communicate on the Facebook network.””

Email & Review Generation ChatBot

CASE STUDY FOR PANAMA ROCKS

Two Weeks w/ \$0 Ad Spend =

- 43 TripAdvisor Reviews (41x 5-Star; 2x 4-Star)
- 389 Email Subscribers (352 New)
- 346 TripAdvisor Review Express Emails
- 540 New Chatbot Subscribers



Final Thoughts



Define Your Goal(s) from the Start

Build and Engage Your Audience

Test and Optimize – Find What Works

Commit Time *or* Money - DIY or Contract Out



Final Thoughts

DIY?: Devote TIME to learning the platform (40+ hours) and MONEY into education/professional groups. Best for small budgets, small order values, and small audiences.

Hire a Professional?: Best if your average order value is greater than \$50 (or if you have a greater LTV / upsells) and you have a large enough audience... a good contractor *should* MAKE YOU MONEY!

- Facebook Specialist in YOUR NICHE!
- Cheaper is NOT *necessarily* better - look at ROI...
- Have your FB account and online assets ASSESSED...
- Ask for case studies & beware false promises...

Facebook Blueprint

Guest Grower Facebook Group

Social Media Examiner

Classes with SBDC

Mari Smith

Jon Loomer Digital – Power Hitters Club

Cat Howell – FATC (ask me for a referral)

ManyChat Academy

Baby Got Bot Facebook Group

LEARN MORE

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