

An aerial photograph of a tropical coastline. The water is a vibrant turquoise color, with several white wakes from speedboats crisscrossing the surface. On the right side, a resort complex is visible, featuring several large, light-colored buildings, a green lawn, a tennis court, and a golf course. On the left side, there is a sandy beach with a few small boats and a dense line of green trees.

WELCOME

Thank you for joining social media
webinar 3

We will begin at 1 p.m. EST

Please stay muted for the entirety of the presentation.
This presentation will be recorded.

Use the Zoom chat function to submit questions for our Q&A.



The Beaches of Fort Myers & Sanibel Social Media Boot Camp

Webinar 3: Social Media Advertising Deep
Dive
October 15, 2020



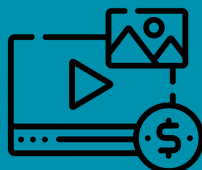
Make a Plan

Identify which goals and objectives you are wanting your paid campaign to support. Outline the platform, budget and target audience.



Create Content

Your paid campaign will only perform as well as the creative you incorporate. Make sure you're spending time developing the right assets.



Build your Campaign

Your plan is in place; your run dates and budget are set; your audiences are built; and your creative is ready to go. Now it's time to launch your campaign!



Test & Optimize

Now is not the time to forget how your ads are performing. Make sure to continuously review campaign performance and optimize accordingly.



Make a Plan

Identify which goals and objectives you are wanting your paid campaign to support. Outline the platform, budget and target audience.



Make a Plan

Step 1 Set your goal

Step 2 Choose your platform

Step 3 Determine budget and campaign length

Step 4 Build your audience





Understanding Your Marketing Funnel

Inspire: Speak to a broad audience to create awareness of your business

Engage: Content in this stage is targeted to a narrower audience; they're aware of you and your business but haven't considered it for themselves yet

Convert: At this point, the audience is aware of and has begun to consider you; now's the time to target them with language to close the deal





What's My Goal?

Focus on one goal per campaign. In the early stages of paid advertising, start small to gain a stronger understanding of your capabilities. The top objectives for paid social campaigns include:

- Brand Awareness
- Website Traffic
- Lead Generation
- Revenue

[Create New Campaign](#) Use Existing Campaign ×

Buying Type

Auction ▾

Choose a Campaign Objective
[Learn More](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input type="radio"/> Video views	
	<input type="radio"/> Lead generation	
	<input type="radio"/> Messages	





Finding the Right Platform

Focus on the following questions when choosing where to spend your money:

- Where is your audience?
- How does your objective match the platform?
- Where does my best content live?





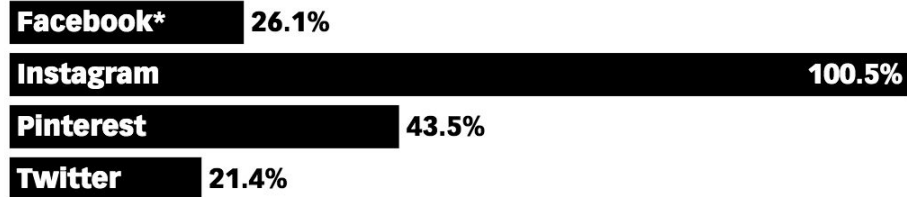
Why Facebook?

Nine times out of 10, you will find that Facebook is the strongest place to invest your paid social spend. Why?

- The ability to reach your audience across Facebook and Instagram allows you to reach your target audience in the right place at the right time.
- The platform's large collective reach, with 1.66 billion people use Facebook every day.
- Facebook has the most robust list of ad types and strongest audience metrics in place.

Social Network Ad Revenue Growth, by Company

US, 2019, % change



Source: eMarketer, June 2020 (see below for notes and methodologies).

www.eMarketer.com





Create a Pixel

Each major social media channel offers pixel capabilities. A pixel is a small piece of code that goes on your website. You can use the pixel in one of two ways:

Bring back website visitors: Reconnect with previous website visitors who visited certain web pages, added items to their cart, or completed a purchase.

Find new leads or customers: Create a lookalike audience to reach new people who resemble your best customers.

Get Started: Facebook Pixel

Step 1: Create and name your Facebook pixel. Be specific!

Step 2: Choose the option to manually install

Step 3: Copy the pixel code to your website

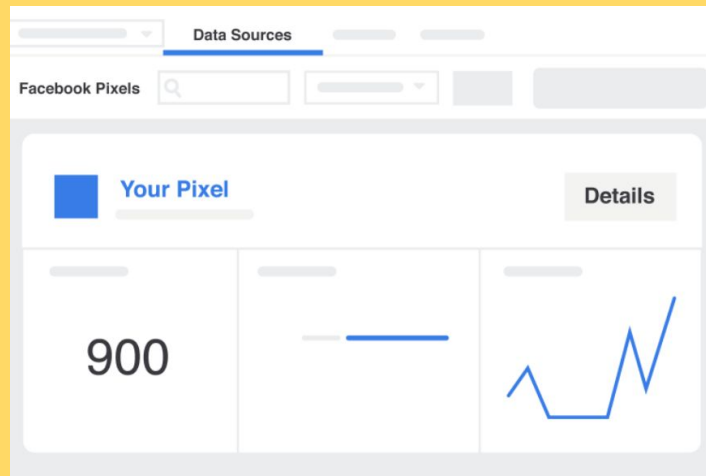
Step 4: Check the pixel activity in events manager

Step 5: Download *Facebook Pixel Helper* Chrome extension to verify performance and troubleshoot common errors

2 Copy the entire pixel code and paste it in the website header

```
<!-- Facebook Pixel Code -->
```

```
<!-- End Facebook Pixel Code -->
```





What's My Budget?

Your budget will dictate the **length** and **ad type** for your campaign. Think about a lifetime budget over daily budget and what you can reasonably spend.

\$100-\$500

**Campaign Length:
1-5 weeks**

**Promoted Content
Video Views**

\$500-\$1,000

**Campaign Length: 1-3
months**

**Traffic
Event RSVP Ads**

\$1,000-\$5,000

**Campaign Length: 2-5
months**

**Lead Gen
Conversions**



Who Do I Want To Target?

Consider the type of content you're promoting and how it aligns with your own messaging funnel. Are you seeking to:

Inspire: Content at this stage is high level, with minimal CTAs

Engage: Content at this stage starts to include details about the business

Convert: Content at this stage uses CTAs and may even include special offers or discounts

Based on your content, develop audiences using the targeting tools on each platform.





Facebook Audiences

Core

Adjust your target audience to be as broad or well-defined as you like, based on the following criteria:

- Location
- Demographics
- Behavior
- Interests
- Connections

Custom

Connect with people who have already shown interest in your business, whether they're loyal customers or people who have used your app or visited your website.

- Site visitors
- Contact lists

Lookalike

Reach new people who are similar to your current customers. All you need to do is create a source audience of people you know. Your ads will then reach people with common interests and traits.





Facebook Audiences

Audience

Reach Potential Travelers ⓘ

Prioritize delivery to people who may be planning to travel



Create New Audience

Use Saved Audience ▾

Custom Audiences

[Create New](#) ▾

🔍 Search existing audiences

Exclude

Locations

[Edit](#)

Location:

- United States

Age

18 - 65+

Gender

All genders

Locations

People living in or recently in this location ▾

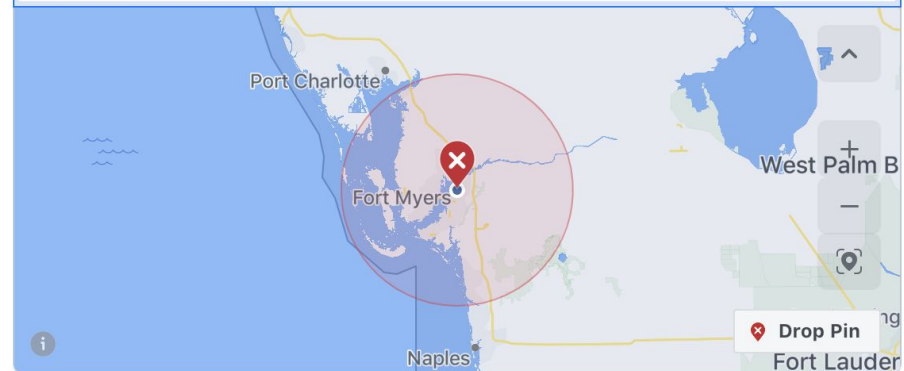
United States

✓ United States

✗ Fort Myers, Florida + 25mi ▾

✗ Exclude ▾ 🔍 Search Locations

[Browse](#)



Add Locations in Bulk



Facebook Audiences

Interests > Additional Interests

Hotel Deals

Q Add demographics, interests or behaviors

Suggestions Browse

Vacations

Interests

Travel

Interests

Frequent Travelers

Behaviors

Travel + Leisure

Interests

Deal of the day

Interests

Holiday

Interests

Booking.com

Interests

Hotels.com

Interests

Detailed Targeting

Include people who match ⓘ

Behaviors > Travel

Frequent Travelers

Interests > Additional Interests

Hotel Deals

Q Add demographics, interests or behaviors

Suggestions Browse

Exclude

Narrow Audience

Detailed Targeting Expansion ⓘ



Reach people beyond your detailed targeting selections when it's likely to improve performance.

Facebook Audiences



Save Audience ✕

Audience Name

Location: United States
Exclude Location: United States: Fort Myers (+25 mi) Florida
Age: 25 - 65+
People Who Match: Interests: Hotel Deals, Behaviors: Frequent Travelers
Detailed Targeting Expansion: On



Pinterest Audiences

Interest

Allows your Promoted Pins to get in front of people based on what they like (such as recipes and home decor) as they browse their category and home feeds.

Keyword

Reach people ready to act on what they find with Promoted Pins targeted to appear in search results and as related Pins. Keyword targeting helps increase in-store sales, boost traffic and drive online actions by showing your products to people ready to take the next step.

Audience

Target your website visitor list, customers from your CRM, or people who have already engaged with your brand. Once identified, you can use actalike audiences to find other people with similar interests and behaviors. You can boost traffic and drive online actions with audience-targeted campaigns.





Twitter Audiences

Keyword

- Conversations
- Events
- Keywords
- Movies & TV
- Interests

Custom

- Followers
- Custom Audiences



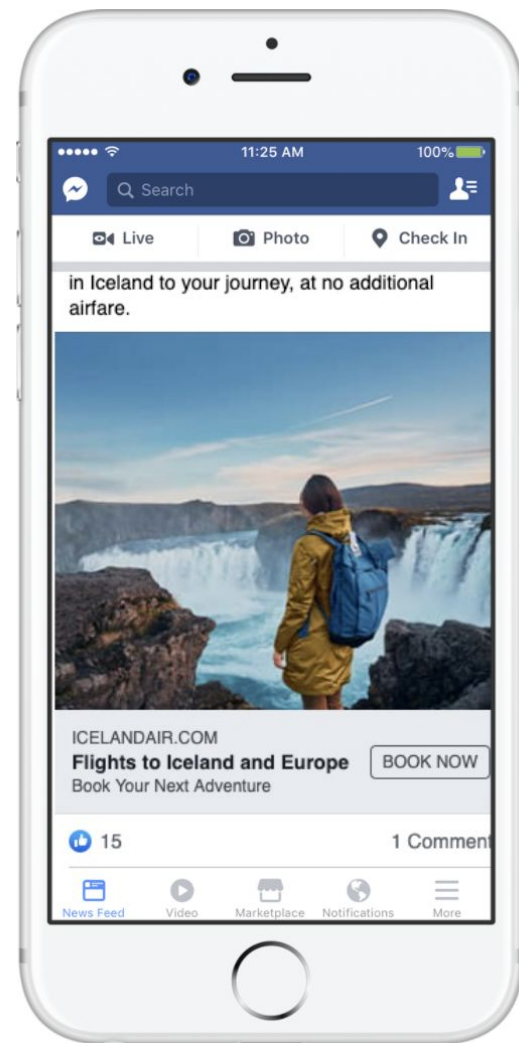


Create Content

Your paid campaign will only perform as well as the creative you incorporate. Make sure you're spending time developing the right assets.

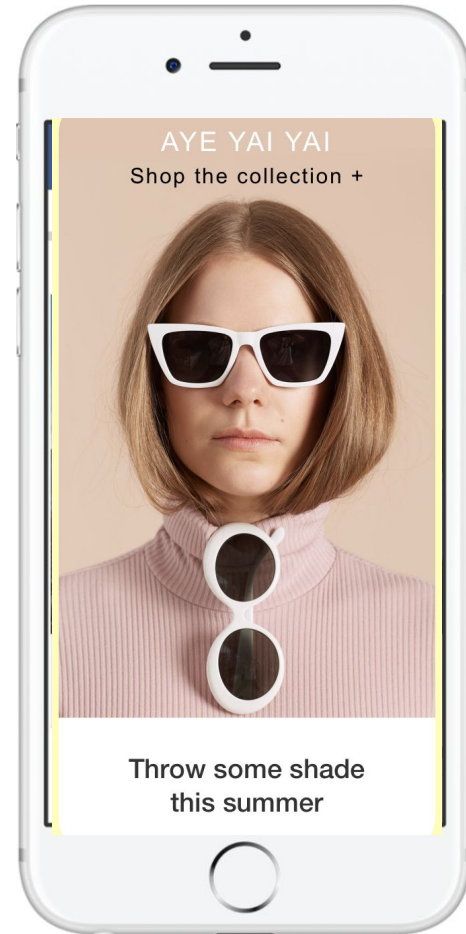
Facebook & Instagram Best Practices

- Showcase your brand early and often
 - Make sure you're highlighting who you are through branded elements in video or within copy on static image ads
- Design for sound off, but delight with sound on
- Capture attention quickly
 - Use an eye-catching image or incorporate design elements within video to keep your audience engaged
- If using video, keep it short: 30 seconds or less
 - For Stories, 10-15 seconds works best
- Build for where people are: Go vertical!
 - Facebook recommends 4:5 image ratio for in-feed content; 9:16 for Stories



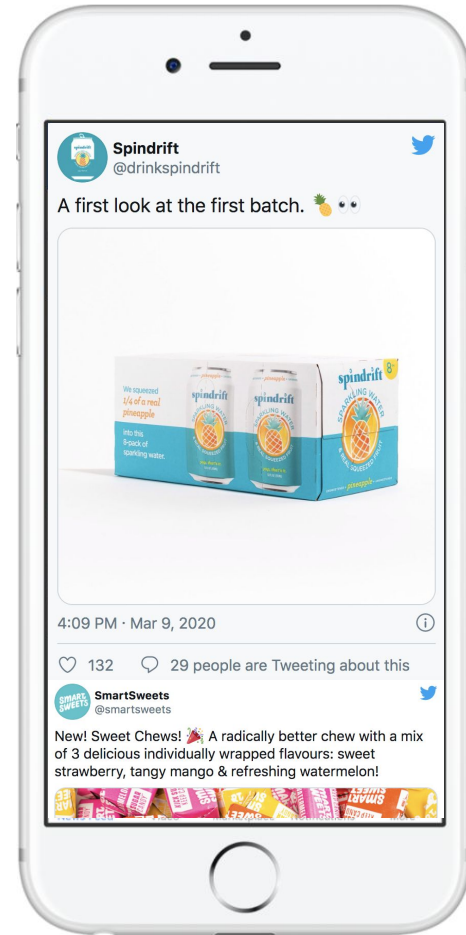
Pinterest Best Practices

- Pick a vertical image
 - Pinterest recommends a 2:3 aspect ratio
- Make your brand the focal point
 - Avoid using abstract images
- Use text overlays to:
 - Give context
 - Tell a story quickly
- Consider language that encourages your audience to click
- Optimize pin copy
 - Keep language short, clear and succinct



Twitter Best Practices

- Keep your message concise
- Limit hashtags to 1–2 per Tweet
- Include a clear call to action where applicable (e.g., "Read the full story here.")
- Avoid writing copy in all caps
- Keep a conversational tone
- Consider using emojis to add emotion
- Make it timely





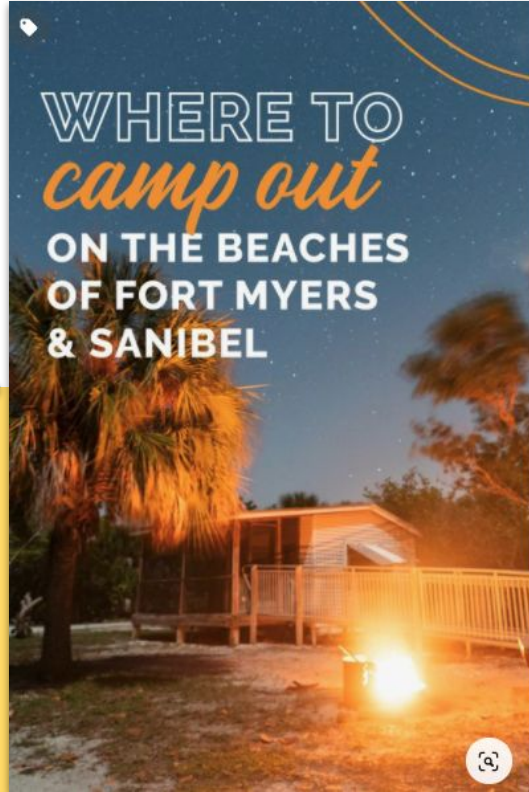
Diversify Content by Platform




If you are running the same campaign across multiple platforms, key message points can be the same but utilize best practices to keep content fresh and to optimize performance.

- Video or imagery must be sized appropriately.
- Be cognizant of which placements will require text vs. those that won't.
- Optimize text: If you're targeting the same audience, don't bore them with the same ad.











The Beaches of Fo... ▾
Save

fortmyers-sanibel.com

Where to Camp Out On the Beaches of Fort Myers & Sanibel


Enjoy our beaches while under the stars


The Beaches of Fort Myers & Sanibel
 Florida
 10.7k followers

Photos Comments

Tried this Pin?
Add a photo to show how it went

Add photo


You saved to The Beaches of Fort Myers & Sanibel Resident Artists
 Enjoy our beaches while under the stars



Facebook Ads Guide

Image

Facebook Feed



Design Recommendations

- File type: jpg or png ⁱ
- Image ratio: 1.91:1 to 4:5 ⁱ
- Recommended resolution: Upload the highest resolution image available. ⁱ
- Primary Text: 125 characters ⁱ

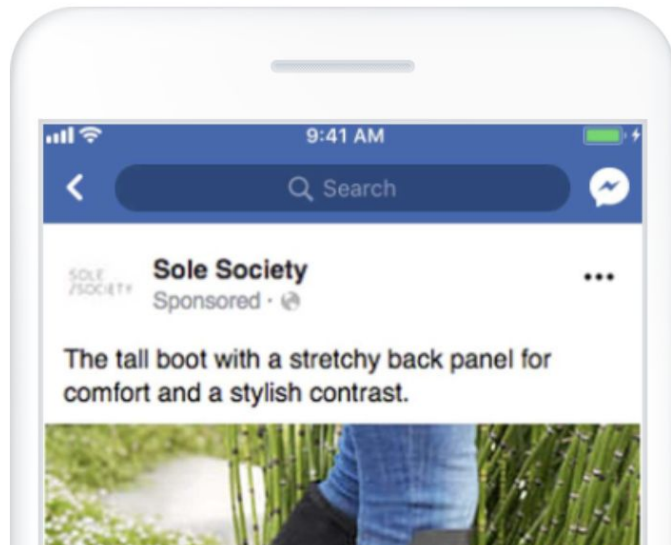
With Link ⁱ

- Image ratio: 1.91:1 to 1:1 ⁱ

Choose a placement

Select a placement option to discover which objectives are available.

Facebook Feed





Creative Resources



Free

Easy, simple interface for quick build

Can source free, royalty-free images if needed

Limited image customization



Free & paid subscriptions

Best for template-based graphic creation

Can be used to resize assets to ensure channel optimization



Free & paid subscriptions

Allows you to edit and create videos with a simple, easy-to-use design

Can use your own imagery or search for free images within platform



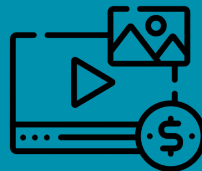


DO

- Use eye-catching imagery
- Consider the platform and adjust creative as necessary to optimize
- Check your links! Make sure your links are active and load quickly
- Keep it short and to the point
- Keep your audience in mind when developing assets

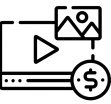
DON'T

- Utilize imagery that is heavily staged or promotional
- Avoid heavy use of text on images across all platforms, despite updates
- Rely on traditional or branded imagery



Build your Campaign

Your plan is in place; your run dates and budget are set; your audiences are built; and your creative is ready to go. Now it's time to launch your campaign!



Facebook Business Manager

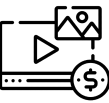
It is essential to create a Business Manager account in order to build ads effectively.

Business Manager allows multiple individuals to manage your business' Facebook page and manage ads for your page.

To set up Business Manager:

- Go to business.facebook.com/overview.
- Click **Create Account**.
- Enter a name for your business, your name and work email address, and click **Next**.
- Enter your business details and click **Submit**.





Facebook Business Manager

Campaigns MMGY Global (343885274) ▾

Updated just now

🔍 Campaigns is 3 selected ✕ Search and filter

Save Clear

🔿 Filters ▾

Campaigns

Ad Sets

Ads

+ Create

Duplicate ▾

Edit ▾

A/B Test

Rules ▾

View

<input type="checkbox"/>		Campaign Name ▾	Delivery ▴	Tags	Bid Strategy	Budget	Results	Re
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Engagement] Rebrand Launch	Off		Using ad s...	Using ad ...	— Post Engag...	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Reach] Travel Recession Live Stream	Off		Using ad s...	Using ad ...	— Reach	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	November 2018 Open Positions	Off		Using ad s...	Using ad ...	— Link Click	
		> Results from 3 campaigns ⓘ					—	Pe





Create New Campaign

[Create New Campaign](#) Use Existing Campaign ✕

Buying Type

Auction ▾

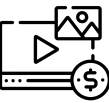
Choose a Campaign Objective

[Learn More](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input type="radio"/> Video views	
	<input type="radio"/> Lead generation	
	<input type="radio"/> Messages	

Cancel Continue





Build Your Campaign

- [Engagement] October 2020 ...
- New Ad Set ...
- New Ad ...

[Engagement] October 2020 > 1 Ad Set > 1 Ad

In Draft ...

[Edit](#) [Review](#)

Campaign Name ⓘ

[Engagement] October 2020



Campaign Label ⓘ

Special Ad Categories

Off

You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

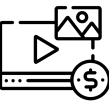
Campaign Details

Auction

Campaign Objective

Post engagement





Build Your Campaign

Campaign Budget Optimization

On

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Lifetime Budget ▾

\$250.00

USD

Campaign Bid Strategy

Lowest cost

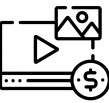
[Show More Options](#) ▾

Close

✓ All edits saved

Next





Build Your Ad Set

- [Engagement] October 2020 ...
- October Highlights - Current Follow... ...
- New Ad ...

[Engagement] October 2020 > October Highlights - Current Followers > 1 Ad

In Draft

[Edit](#) [Review](#)

Ad Set Name

October Highlights - Current Followers



Budget & Schedule

Start Date

Oct 19, 2020

7:00 AM

Eastern Time

End

Oct 31, 2020

11:59 PM

Eastern Time

[Show More Options](#)

Audience Definition



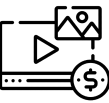
Your audience selection is fairly broad.

Potential Reach: 220,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.





Build Your Ad Set

- [Engagement] October 2020 ...
- October Highlights - Current Follow... ...
- New Ad ...

[Engagement] October 2020 > October Highlights - Current Followers > 1 Ad

In Draft

Edit Review

Add Locations in Bulk

Age

25 65+

Gender

Facebook Pages

- People who like your Page
- Friends of people who like your Page
- Exclude people who like your Page

Apps

- People who used your app
- Friends of people who used your app
- Exclude people who used your app

Add a connection type

Audience Definition

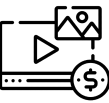


Your audience selection is fairly broad.

Potential Reach: 190,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.



Build Your Ad Set

- [Engagement] October 2020 ...
- October Highlights - Current Follow... ...
- New Ad ...

[Engagement] October 2020 > **October Highlights - Current Followers** > 1 Ad

In Draft ...

[Edit](#) [Review](#)

Placements [Learn More](#)

- Automatic Placements (Recommended)**
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- Manual Placements**
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices

All devices

Platforms

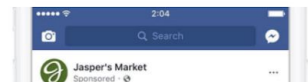
- Facebook Instagram
- Audience Network Messenger

Asset Customization

9 / 9 placements that support asset customization

Placements

- Feeds**
Get high visibility for your business with



Audience Definition

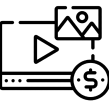


Your audience selection is fairly broad.

Potential Reach: 190,000,000 people [i](#)

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.



Build Your Ad Set

- [Engagement] October 2020 ...
- October Highlights - Current Follow... ...
- New Ad ...

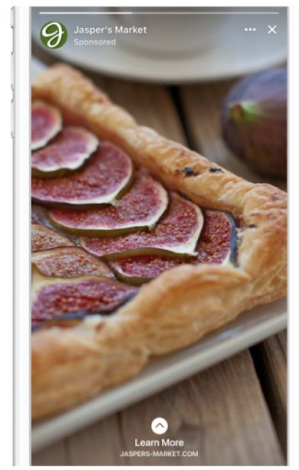
[Engagement] October 2020 > October Highlights - Current Followers > 1 Ad

In Draft

[Edit](#) [Review](#)

Placements

- Feeds**
Get high visibility for your business with ads in feeds
 - Facebook News Feed
 - Instagram Feed
 - Facebook Marketplace
 - Facebook Video Feeds
 - Facebook Right Column
 - Instagram Explore
 - Messenger Inbox
- Stories**
Tell a rich, visual story with immersive, fullscreen vertical ads
 - Facebook Stories
 - Instagram Stories
 - Messenger Stories
- In-Stream**



Stories

This platform isn't available with the Post engagement objective.

Audience Definition

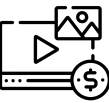


Your audience selection is fairly broad.

Potential Reach: 190,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.



Build Your Ad Set

- [Engagement] October 2020 ...
- October Highlights - Current Follow... ...
- New Ad ...

[Engagement] October 2020 > **October Highlights - Current Followers** > 1 Ad

In Draft ● ⋮

[Edit](#) 👁️ Review

Inventory Filter ⓘ

Use inventory filters to control the type of content that appears alongside your ads in specific placements. To prevent your ads from appearing alongside content from a specific Page, website or app, use a block list.

i We automatically apply the standard inventory filter for all ads unless you change it.

In-Stream Video and Instant Articles on Facebook

Current filter setting: **Limited** (ad set)



Full Inventory

Exclude content not suitable for monetization and get the most reach.

Exclusion examples:

- Depiction of explicit sexual positions
- Excessive violence
- Hate speech towards a person or group



Standard Inventory

Exclude sensitive content and get broad reach. This filter always applies unless you change it.

Exclusion examples:

- Discussion of highly sexual topics
- Depiction of major wounds
- Repeated use of strong language



Limited Inventory

Exclude all moderate and sensitive content. This lowers reach and can increase costs.

Exclusion examples:

- Discussion of mildly suggestive topics
- Depiction of minor wounds
- Infrequent use of strong language



[See what's included in each filter for in-stream videos and Instant Articles placements on Facebook](#)

Audience Definition

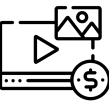


Your audience selection is fairly broad.

Potential Reach: 190,000,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.



Build Your Ad

- [Engagement] October 2020 ...
- October Highlights - Current Follow... ...
- AD 1: Destination Image ...

[Engagement] October 2020 > October Highlights - Current Followers > AD 1: Destination Image In Draft

[Edit](#) [Review](#)

Ad Name

Identity

Facebook Page

Instagram Account

Ad Setup

Ad Creative
Select the media, text, and destination for your ad. You can also

Ad Preview

8 Placements

Facebook Feeds

The Beaches of Fort Myers & Sanibel (Default)

Sponsored ·

Some adventures choose you. Read about kayaking on our waters here: <https://bit.ly/2Xf7lJj> ...See More

Feeds

In-Stream



DO

- Set up a Business Manager account to build ads
- Confirm ad is up and running based on schedule
- Double check to ensure the text, image and link are correct
- Review any notifications on the ad from Facebook and be prepared to request additional reviews

AVOID

- Running too many ads at once
- Splicing small budgets across many campaigns
- Running ads with objectives that don't align with goals for the campaign
- Focusing on follower growth: There are smarter ways to spend your money!



Test & Optimize

Now is not the time to forget how your ads are performing. Make sure to continuously review campaign performance and optimize accordingly.



What Am I Looking For?

Spend

Make sure that your ad appears to be spending on track with its budget and timeline. If it's not, consider making updates to your ad creative to ensure the platforms are delivering your ads.

Progress to Goal

Pay attention to the objective; if you're prioritizing impressions, don't worry if engagements aren't as high.

Frequency

Frequency is the number of times an individual sees an ad; if frequency gets too high, you may need to look at your audience size and broaden who you're targeting.





What Do I Do?

Audience

If your ad isn't performing well, consider adjusting your audience – it may be too targeted.

Budget

Consider adjusting your budget; you may be trying to spend too much in too little time or too little in a span of time that is too long.

Creative

If your results are low, your creative is likely to blame. Consider testing a variety of imagery and calls to action to see what your audience responds to.





Training Resources

The best source for training? The platforms themselves! Each platform has its own resources to learn more about advertising.

Facebook Blueprint:

<https://www.facebook.com/business/learn>

Twitter Flight School:

<https://www.twitterflightschool.com/student/catalog>

Pinterest Academy:

<https://pinterestacademy.exceedlms.com/student/catalog>

The Essential Guide to Facebook Ads

Learn what you need to know to grow your business with Facebook ads.

Start Course



How to Create a Facebook Page to Grow Your Business

Establish your business presence on Facebook through the set up, growth, and management for your Facebook Page.

Start Course



The Essential Guide to Facebook Page Posts

Connect with customers with shared updates, photos and videos in your Page Posts.

Start Course



Growing Your Business with Instagram: What You Need to Know

How to Advertise on Instagram

Create quality Instagram ads that help you reach the people

How to Create an Ad on Facebook

You can create ads from your Facebook Page. Just select



Creative Resources

The best source for updates? The platform's blogs! For creative inspiration, follow each of their social handles.

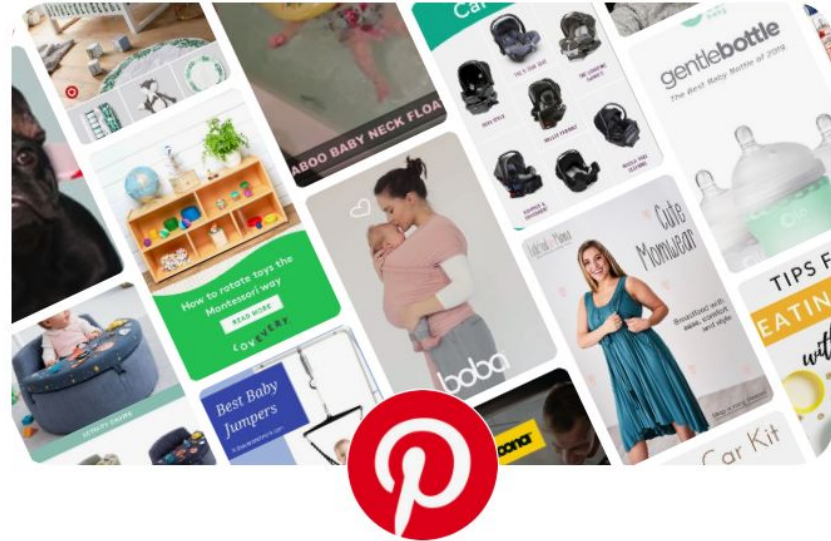
Facebook Newsroom: about.fb.com/news/
@facebookbusiness

Instagram: business.instagram.com/blog
@Instagramforbusiness + @creators

Twitter: business.twitter.com/en/resources.html
@Twitter

Pinterest: business.pinterest.com/
@PinterestCreativeGallery

TikTok: newsroom.tiktok.com/en-us/
@tiktok



Pinterest Creative Gallery

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Questions?





Next Steps + Resources

Dates to Remember

OCTOBER 29

Tourism Outlook

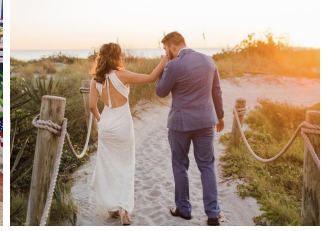
NOVEMBER 5

Co-Op Q2 through Q4
Rollout



Partner Resources

Email Jlambert@leegov.com to be added to our *This Month in Social Media* emails.



An aerial photograph of a tropical coastline. The water is a vibrant turquoise color, with numerous white wake lines from speedboats crisscrossing the surface. In the bottom left, a sandy beach is bordered by dense green vegetation. In the bottom right, a residential development features several large, light-colored houses with multiple stories, a green lawn, and a tennis court. The text "Thank you!" is centered in the middle of the image in a large, white, sans-serif font.

Thank you!