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Everything You Need To Know
About Facebook Advertising

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Native Facebook Advertising

The options available for Facebook Advertising can be overwhelming, but knowledge is the key to success. When advertising in the Facebook interface, there are six targeting options, four different types of custom audiences (with lookalikes as an alternative for each), and eight ad objectives, which determine ad type and creative. Understanding how these options work lays the groundwork for Facebook Advertising success.

TYPES OF TARGETING

Each type of targeting available within Facebook can be layered to create an ideal target audience based on demographics, behaviors and interests.

Demographics are facts, and and based upon statistics of the typical Facebook user, including:

- Location
- Age
- Gender
- Relationship Status
- Education

Additional types of demographics to choose from are work, financial, home, ethnic affinity, generation, parent, politics, and life events. Life events take a little bit of extra explanation. This demographic ranges from upcoming birthdays to recent changes in relationship status, location, or jobs.

Interests and *categories* work very similarly! When targeting interests, these individuals are self-proclaimed enthusiasts. Interests target people by pages they like, keywords located on their timelines, and specific apps synced to their Facebook page. Interests have millions of additional attributes that can be implemented based on keywords that have been already chosen. Categories are created from a user's interests and actions on Facebook. The difference is that categories are already defined as preexisting interest groups.

Behaviors are determined by a user's actions both on Facebook and offline. These actions can range from charitable donations to recent home buys. Behaviors are useful when there is a specific action that defines a potential customer. For example, an audience can be created from Facebook users who have recently purchased a used Acura. For a Facebook campaign that is selling car insurance and has special deals for Acura owners, this behavior would be a highly relevant target group.

Connections create and exclude audiences of people who already like a specific page or app. When trying to build brand awareness to new users, excluding users who already like the Facebook page would be important. There is also the option to target new users by targeting friends of users who already have liked your page.

Connections

Target users who are connected to:

    Enter your page, app or event names

Target users who are not already connected to:

    Enter your page, app or event names

Friends of connections

Target users whose friends are connected to:

    Enter your page, app or event names

Custom Audiences can be first created within the Audience tab of the Power Editor (Facebook Ads version of Google AdWords Editor). Custom Audiences target individuals who already know the brand or have interacted with the website away from Facebook. Custom Audiences prequalify traffic to individuals who have been previously interested in the product or carry their similarities. There are four options to create a Custom Audience: Data File, MailChimp, Mobile App, and Website Remarketing.
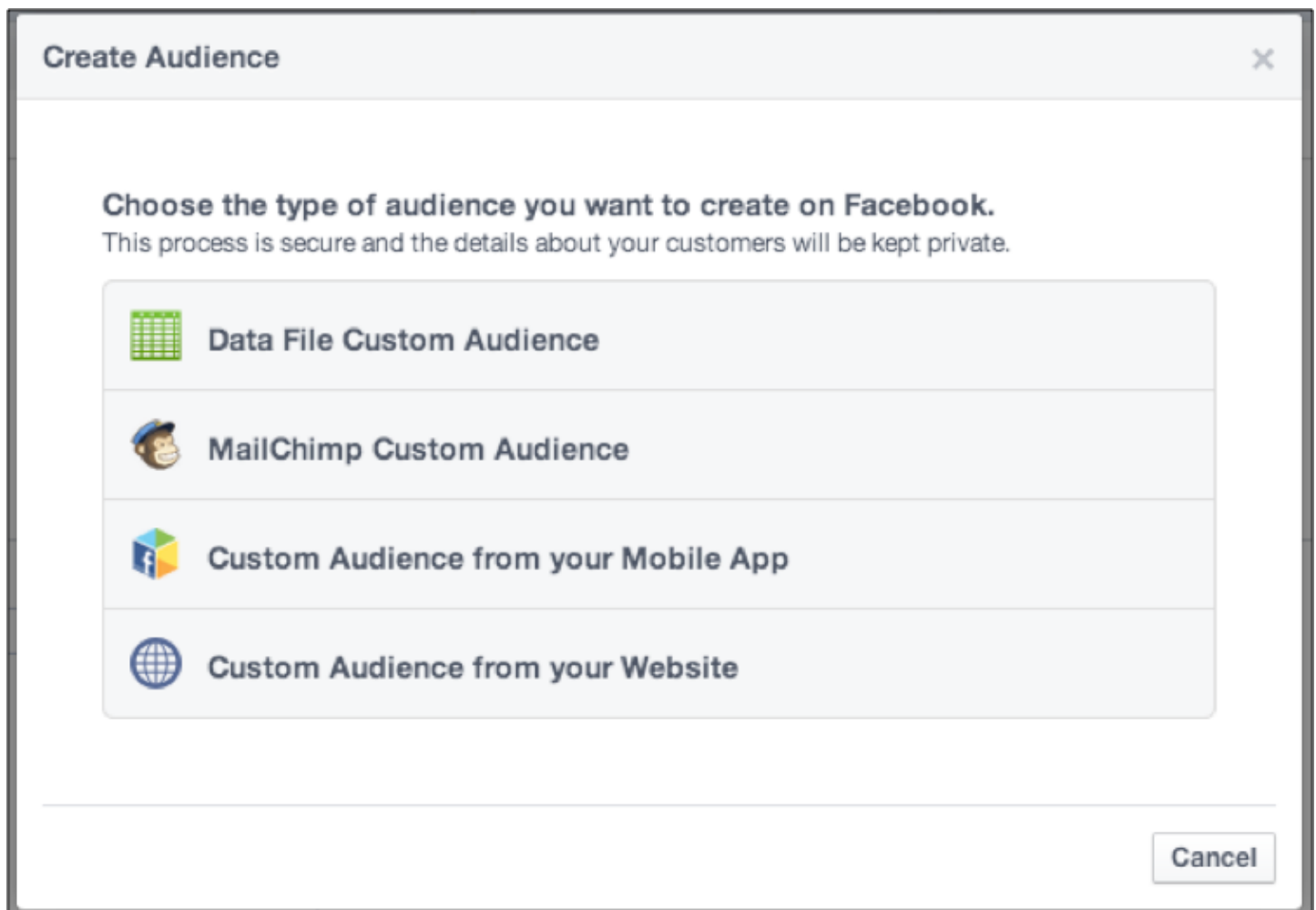
Once created, Lookalike Audiences can be formed from the existing Custom Audiences. Lookalike Audiences target new customers who have not visited the website or do not know the brand, but have similar demographics and interests to existing clientele.

1. Custom Audience from your Website

"Custom Audiences from your Website" is an audience created from a remarketing pixel placed on the website. While there is the option to use outside remarketing tools on Facebook, such as AdRoll or Perfect Audience, you do have the option to create a remarketing pixel for the website through the Facebook interface.

Similar to other remarketing lists, a pixel should be added to the website or a particular page of the website. Multiple custom remarketing audiences can be created to target individuals at different stages of the buying process.

2. Data File Custom Audiences & MailChimp Custom Audiences
While remarketing lists are dynamic audiences, Data File and MailChimp Custom Audiences both produce static lists of individuals. Both connect existing email addresses with their Facebook profile. Because these lists are not constantly updating, it is important to refresh this type of Custom Audience. The timeframe that passes should reflect the typical sale cycle of the product or the service.

Create Audience   ✕

Information in your file will be matched with people on Facebook to create an audience. Your contacts won't be notified that you've added them to an audience and we'll never contact them without your permission.

Name   [Name your audience   ]

Description   [Add a description of your audience   ]
              [   ]

Data Type   [Select one ▾]
              Files need to be in .csv or .txt format with one record per row.

              [Choose File] No File Chosen

☑ I agree to the Facebook Custom Audiences Terms   [Cancel] [**Create Audience**]

Data lists have to be uploaded as a .csv or .txt file. They can include emails, user IDs, phone numbers, or mobile advertiser IDs.

3. Custom Audience from your Mobile App

"Custom Audience from your mobile app" targets individuals who have done something specific while using the mobile app. Custom Audiences can be generated from cart abandoners to any other action that can be completed from the mobile app.

Create a Custom Audience from your Mobile App   ✕

Create a custom audience to reach people who take specific actions in your app - like reaching a specific level in a game, adding items to their cart or rating your app.

Start measuring events in your app by integrating our SDK for iOS and Android. Every time someone takes the specified action within your app, they will be added to your Custom Audience.

☐ I have read and accepted the Terms for Custom Audience from your Mobile App and Website

Learn More   [Cancel] [**Create Audience**]

TARGETING & AUDIENCE TIPS

Use saved target groups, because it saves time. If there are certain demographics that will be used for every ad, creating a saved target group will save time. For example, my product is exclusive for men, over 30, who live in Texas, Indiana, or New Jersey. By creating a group for consistently used stats, these demographics will not need to be recreated for each ad.
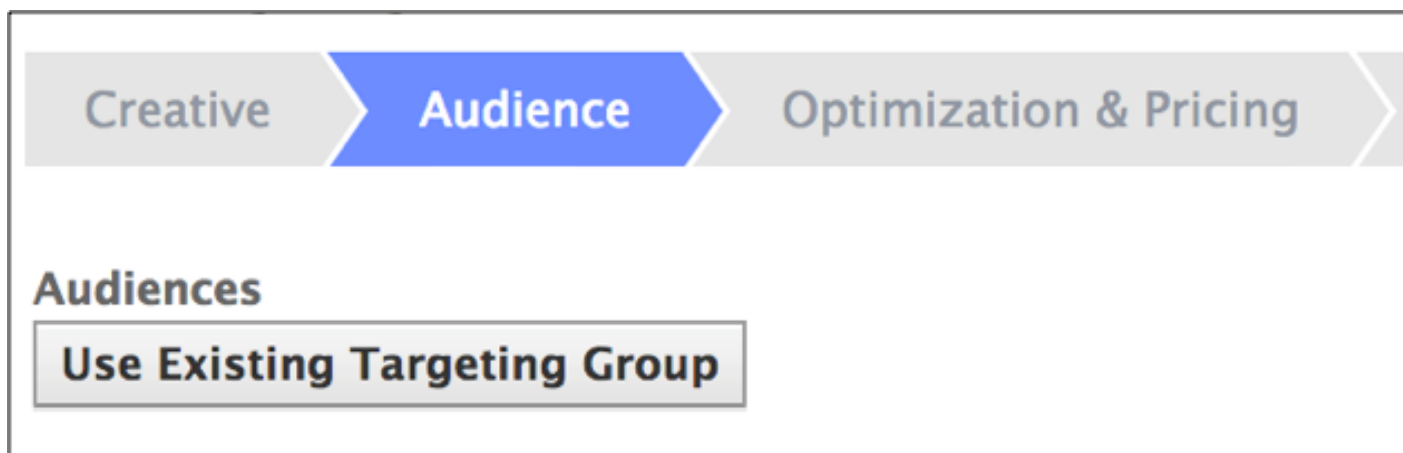
Estimate the size of target audience from budgets.

The size of an audience should reflect back to the advertiser's budget. The smaller the daily budget, the smaller the size of the audience should be. Custom Audiences can be treated differently because they are considered prequalified traffic from preexisting customers or lookalikes.

Testing audiences is one to way to optimize Facebook ads. When choosing an audience, think of all the different factors that create the ideal customer: age, gender, interests, careers, and everything else. Once the perfect customer is created, test which part of that customer is actually going to work on Facebook. When first starting, interests make a good experimental variable while demographics would be considered the control. By testing audiences, customers can determine who will be most receptive to Facebook ads for the particular product or service.

THE EIGHT AD OBJECTIVES

The first question of advertising is "What kind of results do I want for my ads?" Generally, this question is decided at the business level. As part of the optimizations process, Facebook takes matters into its own hands and guarantees that expectations have been predetermined before the first ad is created. The first step to creating an ad on Facebook is to choose an objective.

There is no singular best objective for an account. Everyone has a different reason for advertising. Choosing an objective should directly align with the decision to begin advertising on Facebook.

What kind of results do you want for your ads?

- Page Post Engagement
- Page Likes
- Clicks to Website
- Website Conversions
- App Installs
- App Engagement
- Event Responses
- Offer Claims

1. Page Post Engagement promotes a variety of social engagements with a page post, such as page likes, video views and comments. The requirements needed to use the 'page post engagement' objective are to have a Facebook page, and a page post to promote.

Two options are available for page post creation. Posts can either be considered an "unpublished page post." This type would be used solely for advertising purposes and shown only in ads. The second option is to use a regular page post that was created on the Facebook page and openly available.

2. Page Likes can be promoted through page posts or domain/sidebar ads. However, a page or lace is necessary to use this objective. Page Likes are beneficial for branding or pursuing other types of Facebook advertising. For example, Facebook requires 50 Page Likes in order to use offer claims, another advertising objective. Page Likes can help gain additional options for Facebook advertisement.

More Page Likes Please

Our Objective Is More Page Likes. Page Likes Are A Good Objective For Brand Awareness.

3. Clicks to Website allows Facebook to optimize ads for the most clicks possible. This strategy can be utilized through a page post that links to the website or a domain ad. Domain ads are useful when not having a well-developed Facebook page. This type of Facebook ad is limited to right side of the page and is not eligible to appear in the News Feed.

Objective ℹ   Use Old Ad Types

Clicks to Website   ▼

ℹ For better results, set an objective at the campaign level. **Learn more**.

◉ **Page post linked to your website (eligible for News Feed)**

○ **Domain ad linked to your website (Right Column only)**

4. Website Conversions optimize for on site conversions. If conversions are the ultimate goal, two different options are available for this pursuit. Facebook offers to optimize ads for conversions, similar to CPA bidding in AdWords. However, if you only want to bring people to your site and put trust in your landing page, clicks to website will work similarly to website conversions.

5. Event Responses is self-explanatory and promotes a Facebook event. In order to create ads for an event, a Facebook event will have to be created. This type of ad objective promotes attendees and awareness of the event.

6. Offer Claims are similar to Twitter lead cards and the retired AdWords offer extensions. Offer claims give an incentive to the viewer to provide their email address in exchange for the offer. An offer could be free eBooks, giveaways, whitepaper downloads, coupon codes, discounts, or similar examples. After, an email will be sent out to the lead with directions on how to claim the offer. This type of ad could be beneficial for both eCommerce and lead generation accounts. The only obstacle to offer claims is the required 50 Page Likes to start advertising.

7. App Installs and Mobile App Installs are ads that promote app installations. Because targeting is available at the platform level, ads can directly target Android or iOS users separately. When using this objective, it is necessary to setup a Facebook App ID to measure installs accurately.

8. App Engagement and Mobile App Engagement promote interaction with apps. This type of ad objective also requires setting up a Facebook App ID and should promote the available actions when using the app, such as watching a video or browsing ticket prices.

AD CREATION

Ad Creation is simplest in the Power Editor. It allows users to switch between campaigns and ads without losing any creative in the process. Duplicating ad creative to other ad sets is as easy as copying and pasting. At present, the Power Editor is only supported in Google Chrome.

While certain ad objectives have additional requirements (events, apps, offers, etc.) for creative, there is a universal guideline for the two most common types.
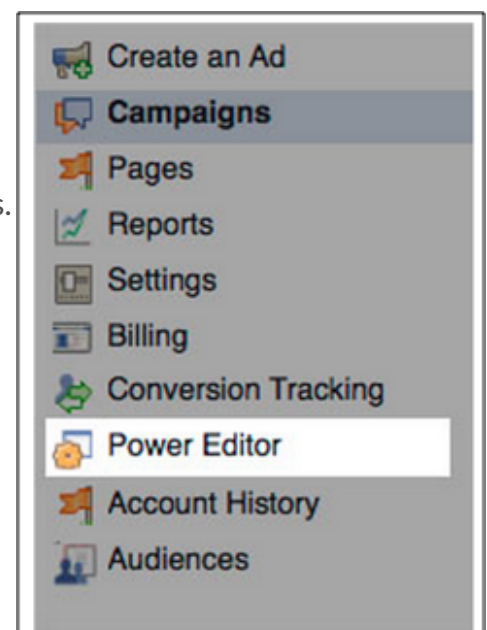
Domain ads directly link to the website and only appear on the right column (or sidebar) of the page and require:

- Destination URL
- Headline with 25 Character Limit
- Text with 90 Character Limit
- Image

News Feed ads can link the website and a Facebook page. This ad type requires a published or unpublished page post. Page posts need:

- Destination URL
- Post Text
- Link Headline
- Display Link
- Description
- Image
- Optional Button with Call to Action: Shop Now, Learn More, Sign Up, Book Now or Download.

Images can be comprised of no more than 20% text and size should scale appropriately between placements. This sizing allows universal images between domain and News Feed ads. However, if preferred, each ad type has its own recognized dimension that can be used:

- Page Post, Offer Ads, Desktop App and Domain Ads: 254x133 px
- Page Post Video Ad: 254x143 px
- Page Like or Events: 254x94 px

Facebook Retargeting

Retargeting through Facebook works similarly to Google AdWords remarketing. Advertisers need to implement a tracking pixel that will be placed on all pages of the site. This code will cookie visitors and allow advertisers to create retargeting lists. Here is an example of a retargeting code.

```
<script type="text/javascript">
  (function() {
    window._pa = window._pa || {};
    // _pa.orderId = "myOrderId"; // OPTIONAL: attach unique conversion identifier to conversions
    // _pa.revenue = "19.99"; // OPTIONAL: attach dynamic purchase values to conversions
    // _pa.productId = "myProductId"; // OPTIONAL: Include product ID for use with dynamic ads
    var pa = document.createElement('script'); pa.type = 'text/javascript'; pa.async = true;
    pa.src = ('https:' == document.location.protocol ? 'https:' : 'http:') + "//tag.perfectaudience.com/serve/53bedbf353baeb2352000008.js";
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(pa, s);
  })();
</script>
```

The two primary vendors for Facebook retargeting are AdRoll and Perfect Audience. Both platforms offer unique features and allow for granular targeting at audience and product (for eComm accounts) levels. These platforms also have Display Networks (like Google) where ads can be placed.

Conversion Tracking

Once the tracking pixel is implemented, advertisers should create conversion goals. The conversion goals may be any of the following:

- Lead submission thank you page
- Purchase confirmation page
- Views of any key pages

Advertisers will also want to review conversion attribution settings. Generally, there are two types of conversions: click conversions and view-through-conversions. Click conversions occur when an ad is physically clicked and the interaction leads to a conversion. View-through-conversions occur when a user sees an ad, doesn't click, but later goes to the website and converts. Advertisers have the ability to customize the conversion windows as well as determine attribution rates. For example, a view-through-conversion may only be given 50% attribution.

Lists

Facebook retargeting lists are all URL based. Advertisers can create lists around:

- Shopping cart abandoners
- Category and/or product pageviews
- Views of other key pages

Ads

Facebook retargeting ads show in both the side bar column in the right navigation and the news feed. Side bar ad images must be 600x315 pixels while news feed ads can be 600x315 or 200x200. Note that advertisers must connect the company Facebook page to the retargeting platform in order to run news feed ads. All ads should emphasize a strong message through the image and text as well as a call to action. Here are examples of both types of ads.

Dynamic Retargeting

Facebook retargeting can also be done dynamically at the product level. Advertisers can connect Google Merchant Center accounts to the Facebook retargeting platforms. The tracking pixel will also need to be appended in order to pull in specific product IDs. When these steps are taken, Facebook users will see the products they viewed on other sites within the side bar and news feed ads.

CONCLUSION

Facebook offers advertisers unique and new ways to target consumers. Through the various targeting options, advertisers will reach new and existing audiences with the possibility of eight ad objectives. If you haven't tried Facebook Advertising, give it a shot in order to expand your overall PPC efforts.

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