



Paying to Be Social

Maximizing Your Brand's Exposure with Social Advertising

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Hello!

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#ADKSummit2016



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Why Facebook and Instagram?

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**Facebook & Instagram
account for 1 in 5
mobile minutes**



**Targeting is based
on a 'people not
cookies' mentality**



**Seamless integration
and ad placement
across both networks**



What You'll Walk Away With Today

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One.

Advertising Basics.



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A close-up photograph of a hand using a computer mouse. The hand is positioned on the left side of the frame, with the index finger resting on the mouse button. The background is a blurred desk surface with a laptop keyboard visible in the distance. The image is divided into three vertical panels by thin white lines.

One.
Advertising Basics.

TWO.
Creating a Campaign.

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A close-up photograph of a hand using a computer mouse. The hand is positioned on the left side of the frame, with the index finger resting on the mouse button. The background is a blurred desk surface. The image is divided into three vertical panels by thin white lines.

One.
Advertising Basics.

Two.
Creating a Campaign.

Three.
Tips + Resources.

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A blue speech bubble with a tail pointing downwards and to the left.

**What do I want
to achieve?**

A red speech bubble with a tail pointing downwards and to the left.

**What kind of
assets do I have?**

A green speech bubble with a tail pointing downwards and to the left, and two smaller circles below it.

**What does my
budget look like?**

A yellow speech bubble with a tail pointing downwards and to the left, and two smaller circles below it.

**How will I
track results?**

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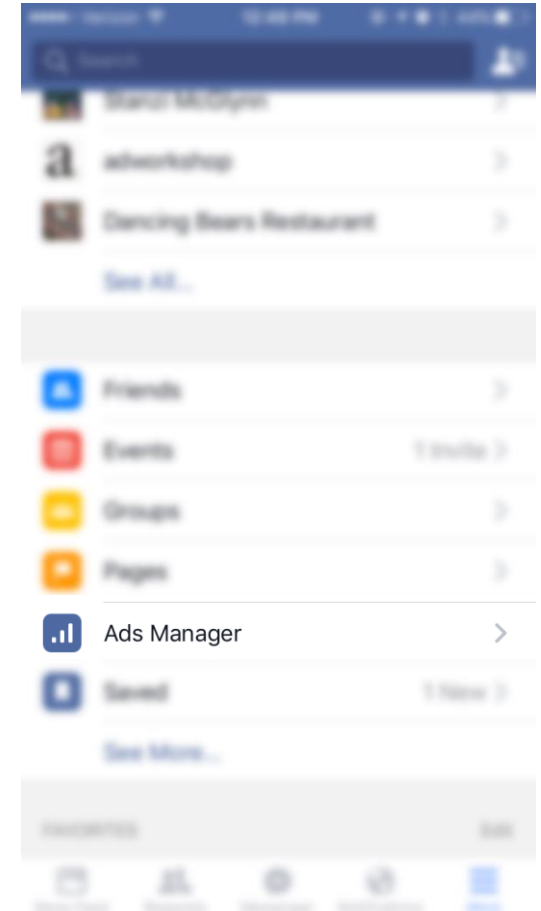
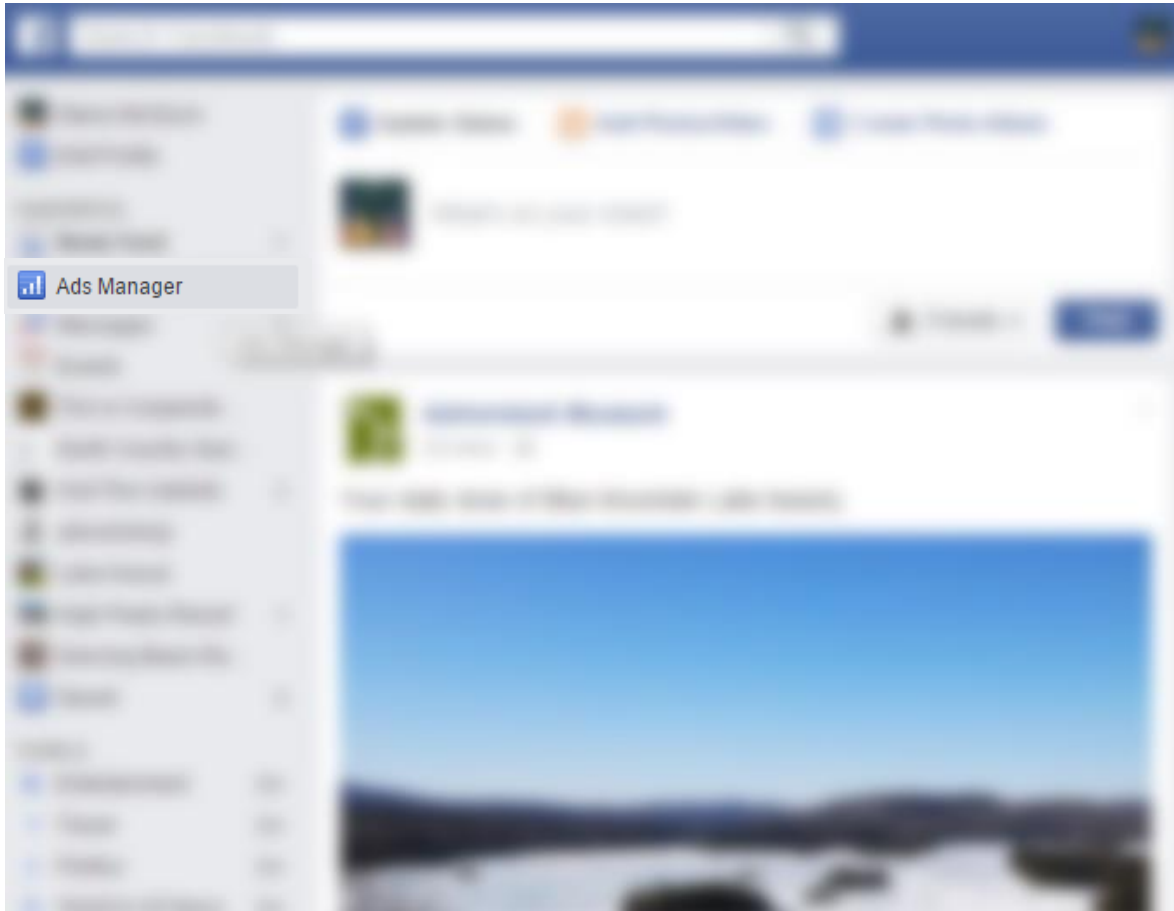
One. Advertising basics.

[Lukas Gojda / Shutterstock.com](#)

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Navigate to Ads Manager.



Manage Ads | Account Settings | Billing | Power Editor | Tools | [Create Ad](#) | [Help](#)

Account: Stanzi Test | Search | Filters | Last 30 days

Spent Last 7 Days: \$0.00

\$0.01							
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	2/16	2/17	2/18	2/19	2/20	2/21	Today

No Tips to Show

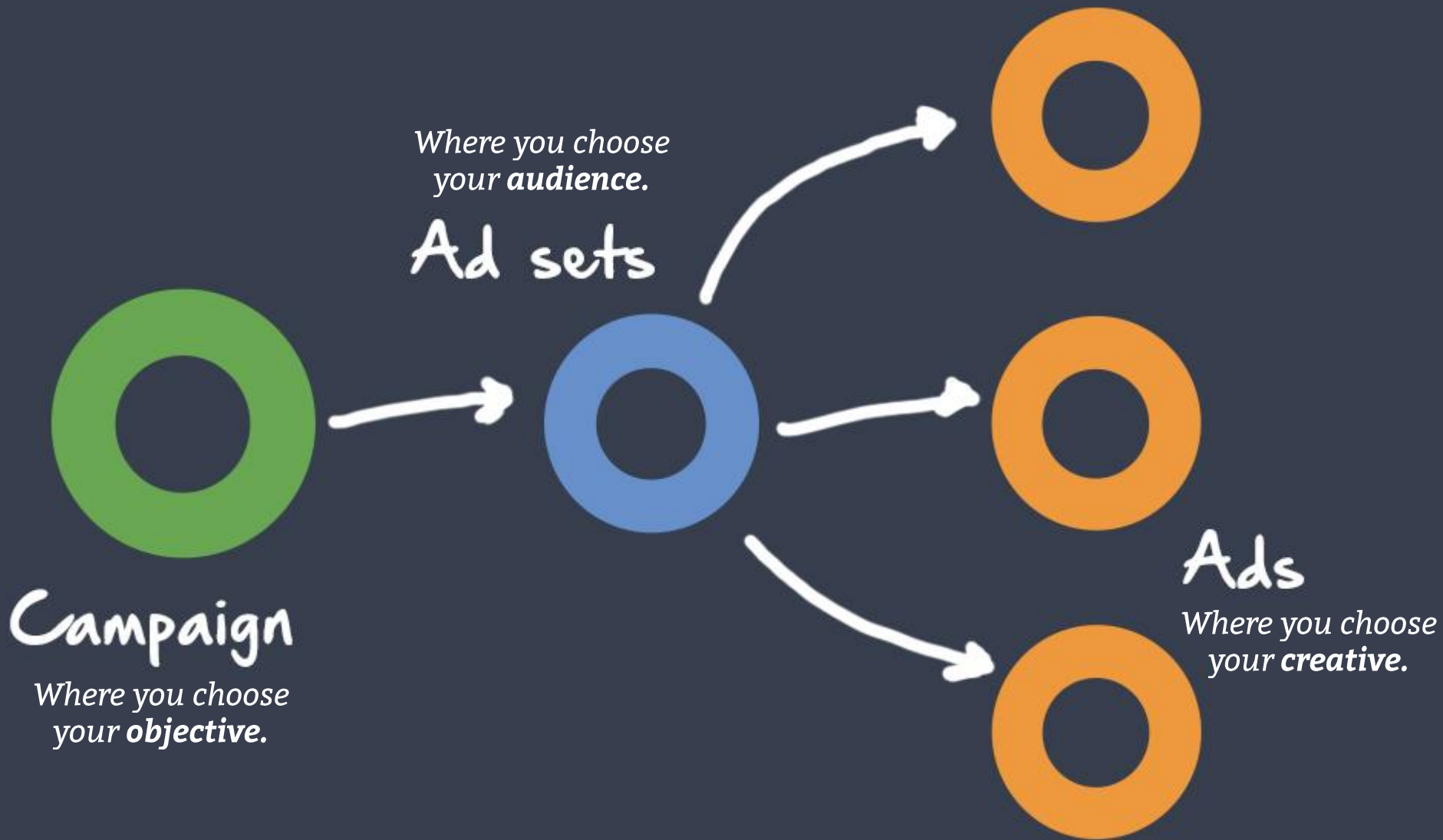
All Campaigns | + Create Campaign | Columns: Performance | Breakdown | Export

<input type="checkbox"/>	Campaign Name	Delivery	Results	Reach	Cost	Amount Sp...	Ends
<p>No Results Found</p> <p>Try searching again or using different filters.</p> <p>Create Ad</p>							

Manage + Create Campaigns

See Recent Performance

See and Edit Billing





TWO. Creating a Campaign.

Rawpixel.com / Shutterstock.com

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Select Create Ad.

The screenshot shows the Adworkshop dashboard interface. At the top, there are navigation tabs: 'Manage Ads', 'Account Settings', 'Billing', 'Power Editor', and 'Tools'. A green 'Create Ad' button is visible in the top right corner. Below the navigation, the account name 'Account: Stanzi Test' is displayed. There are search and filter controls, including 'Search', 'Filters', and 'Last 30 days'. A summary card shows 'Spent Last 7 Days: \$0.00' with a bar chart and a data table. The table shows spending of \$0.00 for each day from 2/16 to Today. A 'No Tips to Show' message is displayed in a separate box. Below the summary, there are controls for 'All Campaigns', '+ Create Campaign', 'Columns: Performance', 'Breakdown', and 'Export'. A table header is visible with columns: Campaign Name, Delivery, Results, Reach, Cost, Amount Sp..., and Ends. The main content area displays 'No Results Found' with the message 'Try searching again or using different filters.' and a 'Create Ad' button.

Manage Ads | Account Settings | Billing | Power Editor | Tools | **Create Ad** | Help

Account: Stanzi Test | Search | Filters | Last 30 days

Spent Last 7 Days: \$0.00

Date	Spent
2/16	\$0.00
2/17	\$0.00
2/18	\$0.00
2/19	\$0.00
2/20	\$0.00
2/21	\$0.00
Today	\$0.00

No Tips to Show

All Campaigns | + Create Campaign | Columns: Performance | Breakdown | Export

Campaign Name	Delivery	Results	Reach	Cost	Amount Sp...	Ends
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No Results Found
Try searching again or using different filters.

Create Ad

Choose Your Campaign Objective.

The screenshot shows the Facebook Campaign Manager interface. At the top, there's a search bar and navigation links for 'Stanzi' and 'Home'. The main heading is 'CAMPAIGN: Choose your objective', with a 'Use Existing Campaign' link and a 'Help' icon. On the left, a dark sidebar contains navigation options: 'CAMPAIGN' (Objective), 'AD SET' (Audience, Budget & Schedule), and 'AD' (Media, Text and Links). A 'Close Without Saving' button is at the bottom left. The main content area is titled 'Choose the objective for your campaign' with a 'Help: Choosing an Objective' link. It lists several objectives: 'Boost your posts', 'Promote your Page' (with a tooltip: 'Use the Page likes objective to promote your Facebook Page.'), 'Send people to your website' (with a 'New' badge and 'Create a slideshow to use as a video' link), 'Increase conversions on your website', 'Get installs of your app', 'Increase engagement in your app', 'Reach people near your business', 'Raise attendance at your event', 'Get people to claim your offer', and 'Get video views'.

Name Your Campaign.

#10154058274804893 (Stanzi ...)

CAMPAIGN: Choose your objective Help


CAMPAIGN
Objective

AD SET
Audience
Budget & Schedule

AD
Media
Text and Links

Choose the objective for your campaign Help: Choosing an Objective

- Boost your posts
- Promote your Page**
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views


Page Likes
Connect more people with your Page.

a adworkshop ×

Campaign Name ⓘ Adworkshop Page Likes Example

Set Audience & Budget

Close Without Saving

Select Your Target Audience, Budget + Schedule.

#10154058274804893 (Stanzi ...)

AD SET: Define your audience, budget and schedule Help

Who do you want your ads to reach? Help: Choose Your Audience

NEW AUDIENCE

Target Ads to People Who Know Your Business
You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience.](#)

Locations Everyone in this location

United States

Lake Placid, New York +50mi

Include | Add a country, state/province, city, DMA, ZIP or address

Age 18 - 65+

Gender All Men Women

Languages Enter a language...

Audience Definition

Your audience is defined.

Audience Details:

- Location:
 - United States: Lake Placid (+50 mi) New York
- Excluded Connections:
 - Exclude people who like adworkshop
- Age:
 - 18 - 65+
- People Who Match:
 - Interests: Marketing, Business or Health care

Potential Reach: 66,000 people

Select Your Target Audience, Budget + Schedule.

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

Interests > Additional Interests

- Social marketing ×

Interests > Business and industry

- Business
- Marketing

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

1,560,910 people

Interests > Additional Interests > Social marketing

Description: People who have expressed an interest in or like pages related to *Social marketing*

Report this as inappropriate

Connections ⓘ Facebook Pages ▾ ×

Exclude people who like your Page ▾

- adworkshop ×

Add another Page

Select Your Target Audience, Budget + Schedule.

How much do you want to spend? Help: Budgeting & Pricing

Budget ⓘ Daily Budget ▾
\$25.00 USD

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

Optimization for Ad Delivery ⓘ **Page Likes** - We'll deliver your ads to the right people to help you get more Page likes at the lowest cost.

Bid Amount ⓘ **Automatic** - Let Facebook set the bid that helps you get the most Page likes at the best price.
 Manual - Enter a bid based on what Page likes are worth to you.

When You Get Charged ⓘ **Impression (CPM)**
[More Options](#)

Ad Scheduling ⓘ **Run ads all the time**
[More Options](#)

Delivery Type ⓘ **Standard** - Show your ads throughout the day - Recommended
[More Options](#)

[Hide Advanced Options ▾](#)


Ad Set Name ⓘ

Estimated Daily Reach




This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Select Your Ad Creative.



Select Images

Upload your own images, choose images from your Facebook Page or use images from the stock image



Select Video

Upload a video or choose one from your library. You can also create a slideshow.

What text and links do you want to use?

Help: Editing Ads

Text


Looking for a super cool, laid back + talented marketing agency? Look no further... |

Ad Preview

1 of 1


Desktop News Feed Remove

Suggested Page



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Sponsored

Looking for a super cool, laid back + talented marketing agency? Look no further...



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Advertising Agency
704 people like this. Like Page

Mobile News Feed Remove

Desktop Right Column Remove

Show Advanced Options ▾

Back Review Order Place Order

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Select Your Ad Creative.

Review Your Order

Ad Name	<input type="text" value="My Likes Campaign"/>
Audience	Your audience includes people: <ul style="list-style-type: none">Location:<ul style="list-style-type: none">- United States: Lake Placid (+50 mi) New YorkExcluded Connections:<ul style="list-style-type: none">- Exclude people who like adworkshopAge:<ul style="list-style-type: none">- 18 - 65+People Who Match:<ul style="list-style-type: none">- Interests: Marketing, Business or Social marketing
Campaign	Adworkshop Page Likes Example
Ad Set	Lake Placid - 18+ (New Ad Set)
Optimize For	Page Likes
Pay For	Impression (CPM)
Bid	Automatic
Daily Budget	\$25.00 per day
Duration	This ad campaign will run indefinitely

By clicking "Place Order", you agree to the [Facebook Statement of Rights and Responsibilities](#) including your obligation to comply with the [Self-Serve Ad Terms](#) and the [Facebook Advertising Guidelines](#). We do not use sensitive personal data for ad targeting. Topics you choose for targeting your ad don't reflect the personal beliefs, characteristics or values of users. Failure to comply with the Terms and Conditions, the Self-Serve Ad Terms, and the Advertising Guidelines may result in a variety of consequences, including the cancellation of ads you have placed and the termination of your account. Understand that if you are a resident of or have your principal place of business in the US or Canada, you are contracting solely with Facebook, Inc. Otherwise, you are contracting solely with Facebook Ireland, Ltd., except that advertisers in some countries may under certain circumstances contract directly with Facebook affiliate companies solely for purposes of ordering ads. If applicable to you, you can find special provisions applicable to your Orders from those affiliates [here](#).

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Creating an Instagram Ad.



Choose an Instagram campaign objective.

The screenshot shows the Facebook Ads campaign setup interface. At the top, the campaign ID is #10154058274804893 (Stanzi ...). The main heading is "CAMPAIGN: Choose your objective". On the left, a dark sidebar contains navigation options: "CAMPAIGN Objective", "AD SET Audience Budget & Schedule", and "AD Format Creative". A "Close Without Saving" button is at the bottom left of the sidebar.

The main content area is titled "Choose the objective for your campaign" with a "Help: Choosing an Objective" link. A list of objectives is shown on the left, with "Send people to your website" selected. A tooltip for this objective reads: "Use the clicks to website objective to send people to your website." Below the list, a "New Create ads for Instagram" button is visible.

The "Clicks to Website" objective is expanded on the right. It features a blue cursor icon and the text "Clicks to Website" followed by "Increase the number of visits to your website." Below this, a URL input field contains "https://www.adworkshop.com/". A "Facebook Pixel" section includes a green checkmark icon and the text: "You can now create one pixel for tracking, optimization and remarketing. Learn More" with a "Create a Pixel" button.

At the bottom of the objective selection area, the "Campaign Name" field is populated with "Adworkshop.com Website Clicks". A "Set Audience & Budget" button is located at the bottom right of the main content area.

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Choose Instagram as a placement.

What text and links do you want to use? Help: Editing Ads

Connect Facebook Page
Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

+

or Turn Off News Feed Ads

Instagram Account
Using the selected Page to represent your business in your Instagram ad. ⓘ

✓ OR

or Remove Instagram as a placement

Headline ⓘ

ⓘ


Text ⓘ

Call-to-Action Button ⓘ

Show Advanced Options ▾

Ad Preview
1 of 1

- ✓ Desktop News Feed Remove
- ✓ Mobile News Feed Remove
- ✓ Desktop Right Column Remove
- ✓ Audience Network ⓘ Remove
- ✓ Instagram **New** Remove



Instagram

a adworkshop Sponsored ▾

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LEARN MORE

Adworkshop takes home seven ADDY Awards. Read

Back Review Order Place Order

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Three. Tips + Resources.

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Be Creative.
Choose compelling imagery or video and copy. Tell a story.

Be Transparent.
Make your final destination clear + on-message. Don't oversell.


Know Your Stuff.
Follow Ad Guidelines and adhere to the 20% text rule. Utilize resources.

Monitor.
Respond to comments and answer questions in a timely manner. Check in on performance.



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A photograph of a desk setup. On the left, a potted plant in a glass jar sits on a dark desk. A white lamp with a conical shade is lit, casting a warm glow. In the center, a laptop is open. The background is a plain, light-colored wall. Overlaid on the right side of the image are four white circles containing text.

Facebook
Blueprint
+
Learn How

Facebook for
Business
+
Instagram for
Business

Text Overlay
Grid Tool

Facebook Help
Center
+
Instagram Help
Center



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Questions?



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Thank you!



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