



GROUND UP
DIGITAL

Don't press the boost
button: A simple guide to
creating a Facebook Ad





social enterprise
yorkshire and the humber



Social Enterprise UK
Certified Member



極度乾燥(しなさい)
Superdry.

SONY

first direct

 **Husqvarna**

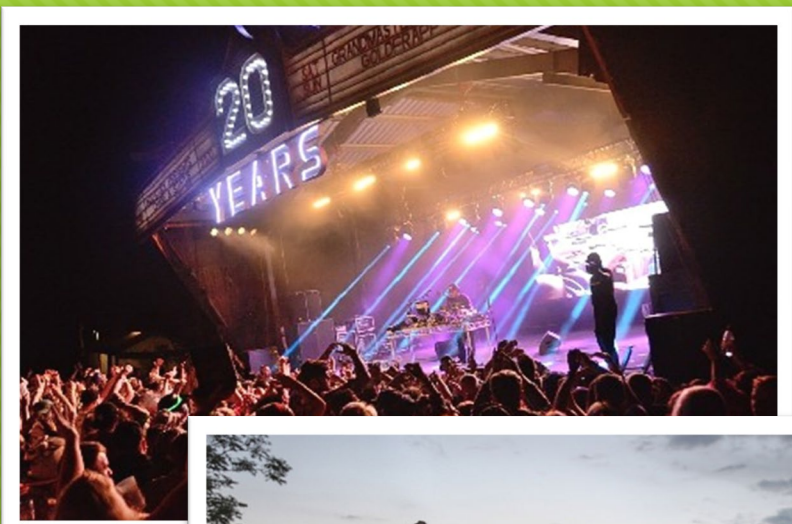
O₂

Jet2holidays
Package holidays you can trust

Betty's
EST. 1919

Viking

 **The Entertainer**
TheToyShop.com



NOZSTOCK

2018 – 2019 – 2020

THE PROJECT

Facebook Advertising

- Prospecting new audiences & customers
- Driving brand & event awareness
- Creating a conversion funnel to sell tickets



NOZSTOCK

2019 RESULTS

2019 Reach:

- 1,959,649 Impressions
- 16,298 Link clicks

Business Impact:

- Return on advertising spend: 2,347%
- Total ROI (includes our fee): 1,679%

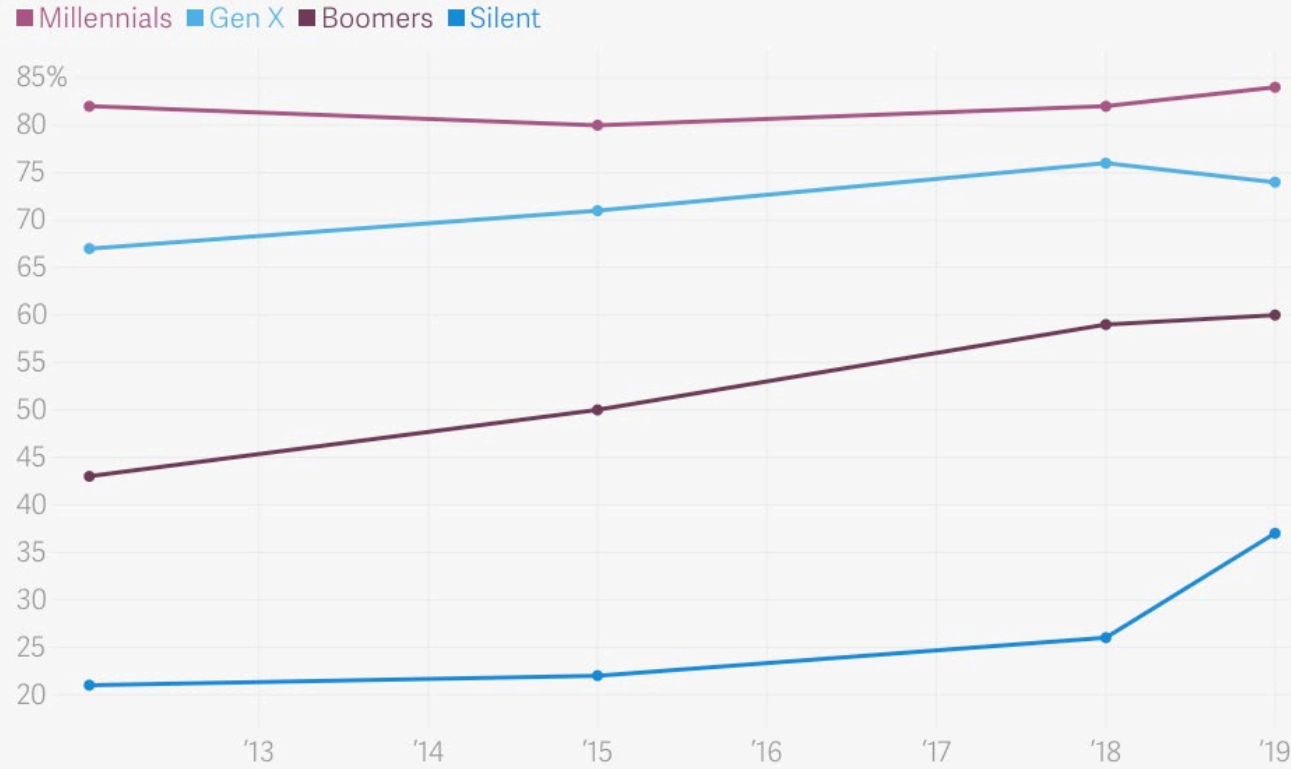
NOZSTOCK

“Off The Scale”

Toki Allison . . . Creative Producer

NOZSTOCK

Use of Facebook among older generations is rising rapidly

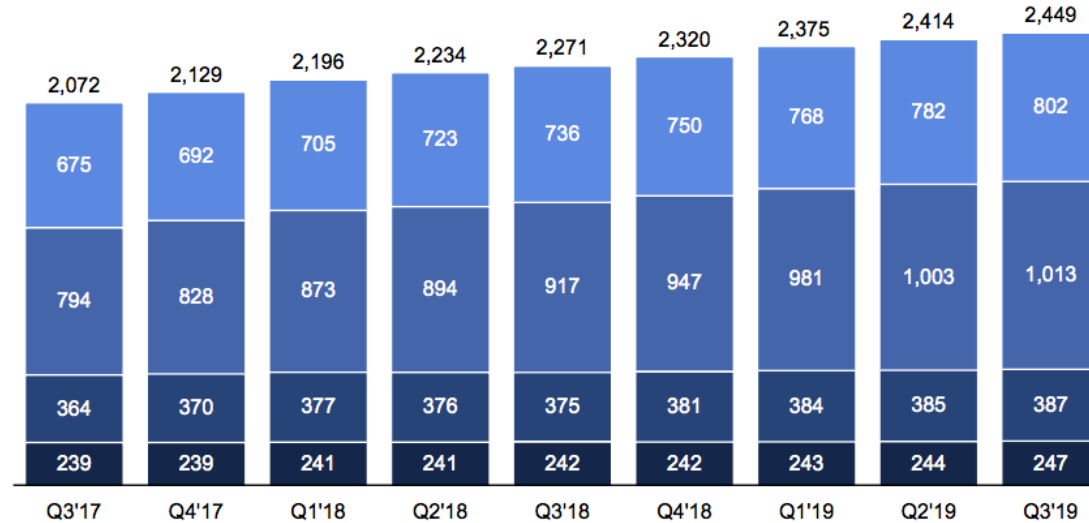


Why Use Facebook Advertising?

Monthly Active Users (MAUs)

In Millions

- Rest of World
- Asia-Pacific
- Europe
- US & Canada



Please see Facebook's most recent quarterly or annual report filed with the SEC for definitions of user activity used to determine the number of our DAUs and MAUs. The numbers for DAUs and MAUs do not include Instagram, WhatsApp, or Oculus users unless they would otherwise qualify as such users, respectively, based on their other activities on Facebook.

Beginning in Q3 2018, our MAU metrics reflect an update to our calculation methodology to exclude certain data signals that were previously misclassified as user account activity. This update resulted in the removal of a small percentage of accounts for Q3 2018. Excluding this update, MAUs in Q3 2018 would have been: Worldwide: 2,280 million; Rest of World: 738 million; Asia-Pacific: 921 million; Europe: 377 million; and US & Canada: 242 million. Periods prior to Q3 2018 have not been adjusted to reflect this updated methodology because the change was immaterial.

facebook

Why Use Facebook Advertising?

Use of different online platforms by demographic groups

% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<\$30,000	68	69	35	18	10	27	20	19	9
\$30,000- \$74,999	75	72	39	27	26	26	20	16	10
\$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15
Urban	77	73	46	30	33	29	26	24	11
Suburban	74	69	35	30	30	20	22	19	13
Rural	64	66	21	26	10	20	13	10	8

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

74% of Facebook users
are high-income earners

Why Use Facebook Advertising?

Business Manager

Manage ad accounts, Pages, and the people who work on them — all in one place. It's free.



Business Manager

Business Manager

Manage ad accounts, Pages, and the people who work on them — all in one place. It's free.



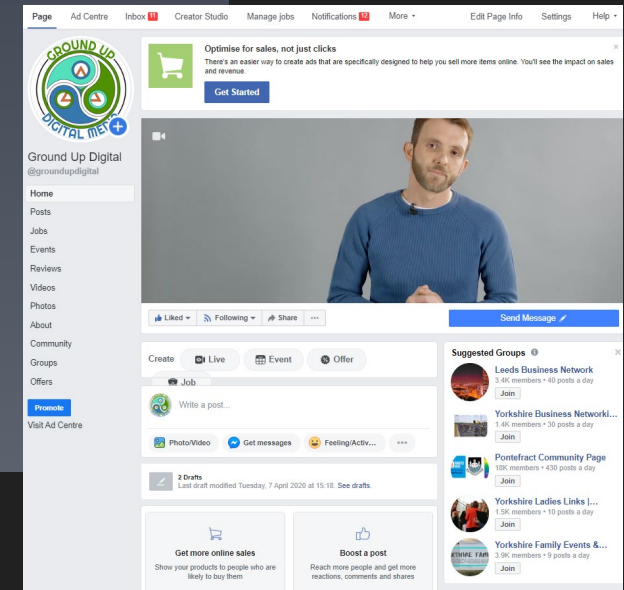
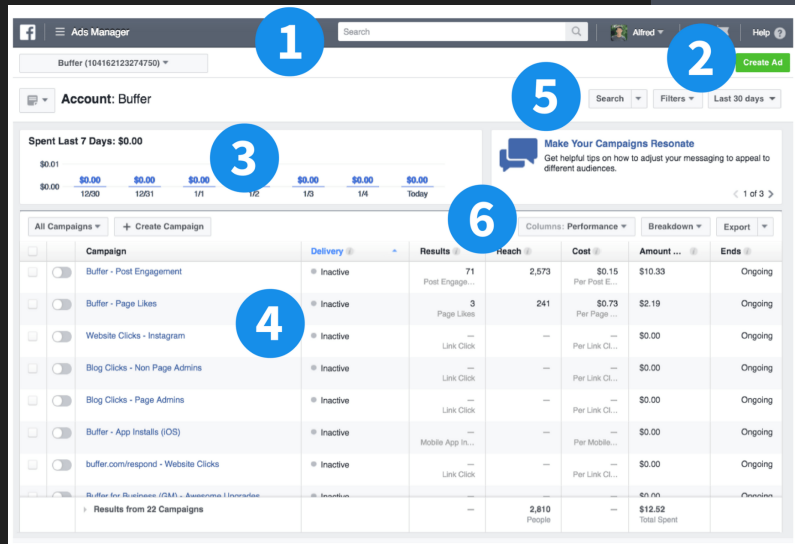
Facebook Business Manager

- FB Ad Account
- Host multiple pages
- Team collaboration
- Facebook Pixels
- Audiences
- Catalogues
- Image / Videos storage
- Analytics
- Billing
- Help Centre / Chat Support

Business Manager

Business Manager

Manage ad accounts, Pages, and the people who work on them — all in one place. It's free.



Business Manager

<div> <div>Account overview</div> <div>Campaigns</div> <div>Ad sets</div> <div>Ads</div> </div> <div> <div>+ Create</div> <div>View Setup</div> <div>Columns: Performance</div> <div>Breakdown</div> <div>Reports</div> </div>																
		Campaign name	Delivery	Bid strategy	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Ends	3-second video plays	Video percentage watched	Video average play time	Frequency	Unique link clicks
<input type="checkbox"/>	<input type="checkbox"/>	Free Business Healthcheck	Off	Lowest cost	£5.00 Daily	— ThruPlay	—	—	— Cost per ThruPlay	£0.00	13 Apr 2020	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Delete	Off	Lowest cost	£1.00 Lifetime	— Messaging co...	—	—	— Per messaging c...	£0.00	28 Mar 2020	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	New Clients 1st Step - Introducing VV – Copy	Off	Lowest cost	£77.00 Lifetime	— ThruPlay	—	—	— Cost per ThruPlay	£0.00	20 Nov 2019	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Survey Monkey	Off	Lowest cost	£5.00 Daily	— Link click	—	—	— Per link click	£0.00	Ongoing	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Digital Marketing Manager – Engagement	Off	Lowest cost	£5.00 Daily	— Post engage...	—	—	— Per Post Engag...	£0.00	Ongoing	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Digital Marketing Manager - Traffic	Off	Lowest cost	£5.00 Daily	— Link click	—	—	— Per link click	£0.00	Ongoing	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	RT Marketing	Off	Using ad set bi...	Using ad set...	— On-Facebook ...	—	—	— Per on-Faceboo...	£0.00	Ongoing	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Business Owners	Off	Using ad set bi...	Using ad set...	— ThruPlay	—	—	— Cost per ThruPlay	£0.00	Ongoing	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	New Clients 1st Step - Introducing VV	Off	Using ad set bi...	Using ad set...	— ThruPlay	—	—	— Cost per ThruPlay	£0.00	Ongoing	—	—	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Introducing Ground Up Digital - Traffic	Off	Using ad set bi...	Using ad set...	— Link click	—	—	— Per link click	£0.00	Ongoing	—	—	—	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Wordpress Developer Search – Link Clicks	● Completed	Using ad set bi...	Using ad set...	— Link click	—	—	— Per link click	£0.00	26 May 2019	—	—	—	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Wordpress Developer Search - Engagement	● Completed	Using ad set bi...	Using ad set...	— Post engage...	—	—	— Per Post Engag...	£0.00	31 May 2019	—	—	—	—	—
<div> <div>> Results from 12 campaigns</div> <div></div> </div>						—	— People	— Total	—	£0.00 Total Spent		— Total	— Average	— Average	— Per Person	— Total

Facebook Ad Manager – Create a new Ad

Quick creation Switch to Guided Creation

Create New Campaign ▼

Campaign name

Buying type Auction ▼

Campaign objective Traffic ▼

Campaign budget optimisation 🔑 ☐

Create New Ad Set ▼

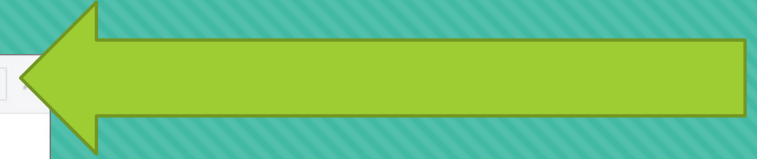
Ad set name

Create New Ad ▼

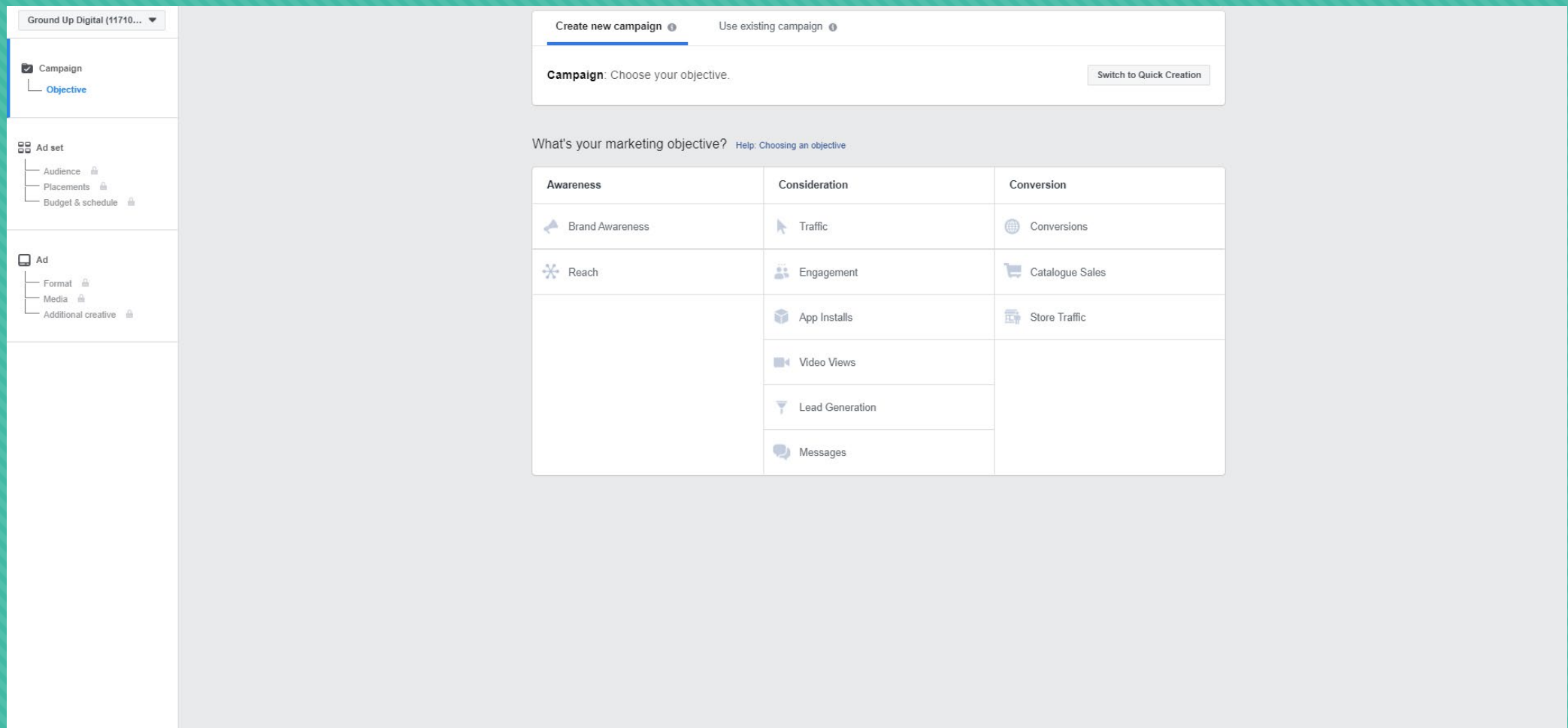
Ad name

Creating 1 campaign, 1 ad set and 1 ad












Cancel Save to Draft



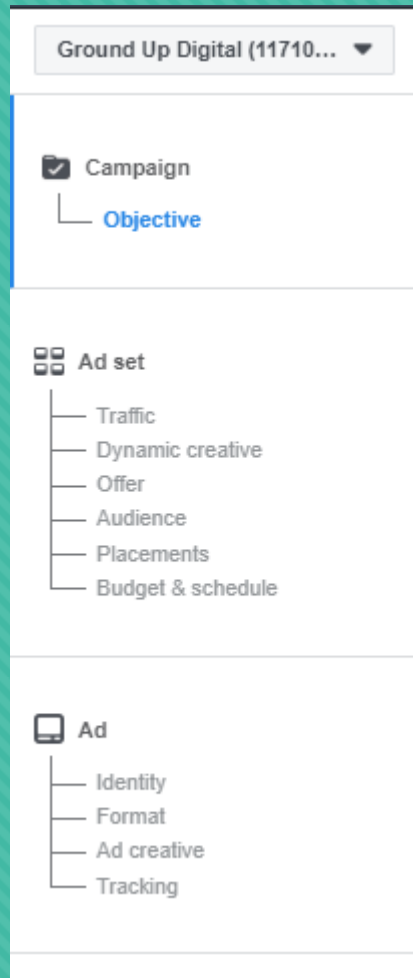
Facebook Ad Manager – Quick Creation



Facebook Ad Manager – Guided Creation

Awareness	Consideration	Conversion
 Brand Awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalogue Sales
	 App Installs	 Store Traffic
	 Video Views	
	 Lead Generation	
	 Messages	

Facebook Ad Manager – Ad Types



Facebook Ad Manager – Campaign / Ad Set / Ad

NOW LET'S MOVE TO THE REAL THING!

Campaign budget optimisation ⓘ ON

Optimise your budget across your ad sets. [Learn more](#)

Campaign budget ⓘ

Daily budget ▼ £100.00

✓ Daily budget
Lifetime budget

Campaign bid strategy ⓘ

Lowest cost ▼

Day may vary. ⓘ

[Show advanced options](#) ▼

[Continue](#)

Facebook Ad Manager – Campaign Budget



Traffic

Send more people to a destination such as a website, app or Messenger conversation. [Learn more](#)

Campaign name ⓘ

Campaign budget optimisation ⓘ

Optimise your budget across your ad sets. [Learn more](#)

☐ OFF

Continue

Facebook Ad Manager – Campaign

Campaign budget optimisation ⓘ ON

Optimise your budget across your ad sets. [Learn more](#)

Campaign budget ⓘ

Daily budget ▼ £100.00

✓ Daily budget
Lifetime budget

Campaign bid strategy ⓘ

Lowest cost ▼

ay may vary. ⓘ

[Show advanced options](#) ▼

[Continue](#)

Facebook Ad Manager – Campaign Budget

Ad set name ⓘ GB - 18+ ⚙

Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

☒ Website

☐ App ⓘ

☐ Messenger ⓘ

☐ WhatsApp ⓘ

Dynamic creative

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn more](#)

☐ OFF

Facebook Ad Manager – Ad Set

Audience
Define who you want to see your ads. [Learn more](#)

Create new audience Use saved audience ▼

Custom Audiences ⓘ Add a previously created Custom or Lookalike Audience

[Exclude](#) | [Create new](#) ▼

Locations ⓘ People living in or recently in this location ▼

United Kingdom

📍 United Kingdom

📍 Include ▼ | Type to add more locations | [Browse](#)

[Add locations in bulk](#)

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ **All** Men Women

Languages ⓘ Enter a language...

Facebook Ad Manager – Ad Set

Detailed targeting ⓘ Include people who match ⓘ

social enterprise| Suggestions Browse

Social enterprise	Interest
Community and social services	Demographic
Life, physical and social sciences	Demographic

Size: 9,881,260

Interests > Additional interests > Social enterprise

Description: People who have expressed an interest in or like Pages related to *Social enterprise*

Report this as inappropriate

Connections ⓘ

Facebook Ad Manager – Detailed Targeting

Audience size



Your audience selection is fairly broad.

Potential reach: 45,000,000 people ⓘ

Estimated daily results

Estimated daily results aren't available for this campaign because it has a budget that is optimised across ad sets.

Audience size



Your audience is defined.

Potential reach: 130,000 people ⓘ

Estimated daily results

Estimated daily results aren't available for this campaign because it has a budget that is optimised across ad sets.

Audience size



Your audience is too specific for your ads to be shown. Try making it broader.

Potential reach: Fewer than 1,000 people ⓘ

Estimated daily results

Estimated daily results aren't available for this campaign because it has a budget that is optimised across ad sets.

Facebook Ad Manager – Ad Set

Placements

Show your ads to the right people in the right places.

☒ Automatic placements (recommended)

Use automatic placements to maximise 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. [Learn more](#)

☐ 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. [Learn more](#)

Platforms

☒ Facebook

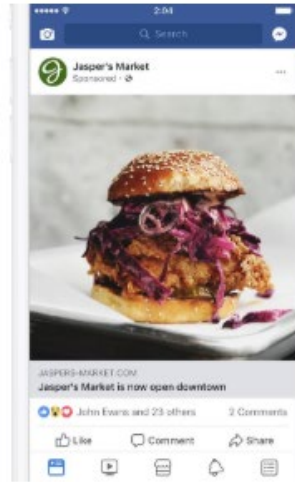
☒ Audience Network

☒ Instagram

☒ Messenger

Placements

<input checked="" type="checkbox"/>	Feeds	<input checked="" type="checkbox"/>
	Get high visibility for your business with ads in feeds	
	Facebook News Feed	<input checked="" type="checkbox"/>
	Instagram feed	<input checked="" type="checkbox"/>
	Facebook Marketplace	<input checked="" type="checkbox"/>
	Facebook video feeds	<input checked="" type="checkbox"/>
	Facebook right column	<input checked="" type="checkbox"/>
	Instagram Explore	<input checked="" type="checkbox"/>
	Messenger inbox	<input checked="" type="checkbox"/>
	Facebook groups feed	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Stories	<input checked="" type="checkbox"/>
	Tell a rich, visual story with immersive, full-screen vertical ads	
	Facebook Stories	<input checked="" type="checkbox"/>
	Instagram Stories	<input checked="" type="checkbox"/>
	Messenger Stories	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	In-stream	<input checked="" type="checkbox"/>
	Quickly capture people's attention while they're watching videos	
	Facebook in-stream videos	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Search	<input checked="" type="checkbox"/>
	Get visibility for your business as people search on Facebook	
	Facebook search results	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Messages	<input checked="" type="checkbox"/>
	Send offers or updates to people who are already connected to your business	
	Messenger sponsored messages	
<input checked="" type="checkbox"/>	In-article	<input checked="" type="checkbox"/>
	Engage with people who are reading content from publishers	



Feeds

We recommend square (1:1) image and vertical (4:5) videos.

Facebook Ad Manager – Ad Set

Optimisation and spending controls

Define how much you'd like to spend, and when you'd like your ads to appear.

Optimisation for ad delivery ⓘ

Link clicks ▼

Cost control ⓘ

The lowest cost bid strategy doesn't have a cost control.

Facebook will aim to spend your entire budget and get the most link clicks using the lowest-cost bid strategy.

Schedule ⓘ

☒ Run my ad set continuously starting today

☐ Set a start and end date

Ad set spend limits ⓘ

This ad set is part of a campaign that is using campaign budget optimisation. If you have spending requirements for this ad set, add them here.

[Add spend limits to this ad set](#)

When you are charged ⓘ

Impression

[More options](#)

[Hide advanced options ▲](#)

Facebook Ad Manager – Ad Set



Carousel

Two or more scrollable images or videos



Single image or video

One image or video, or a slideshow with multiple images



Collection

A group of items that opens into a full-screen mobile experience

Facebook Ad Manager – Ad



Carousel

Two or more scrollable images or videos



Single image or video

One image or video, or a slideshow with multiple images



Collection

A group of items that opens into a full-screen mobile experience

Facebook Ad Manager – Ad

Create Ad

Use existing post

Use mockup

Select post

Facebook Page










Instagram

Branded content

Filter by:

All posts

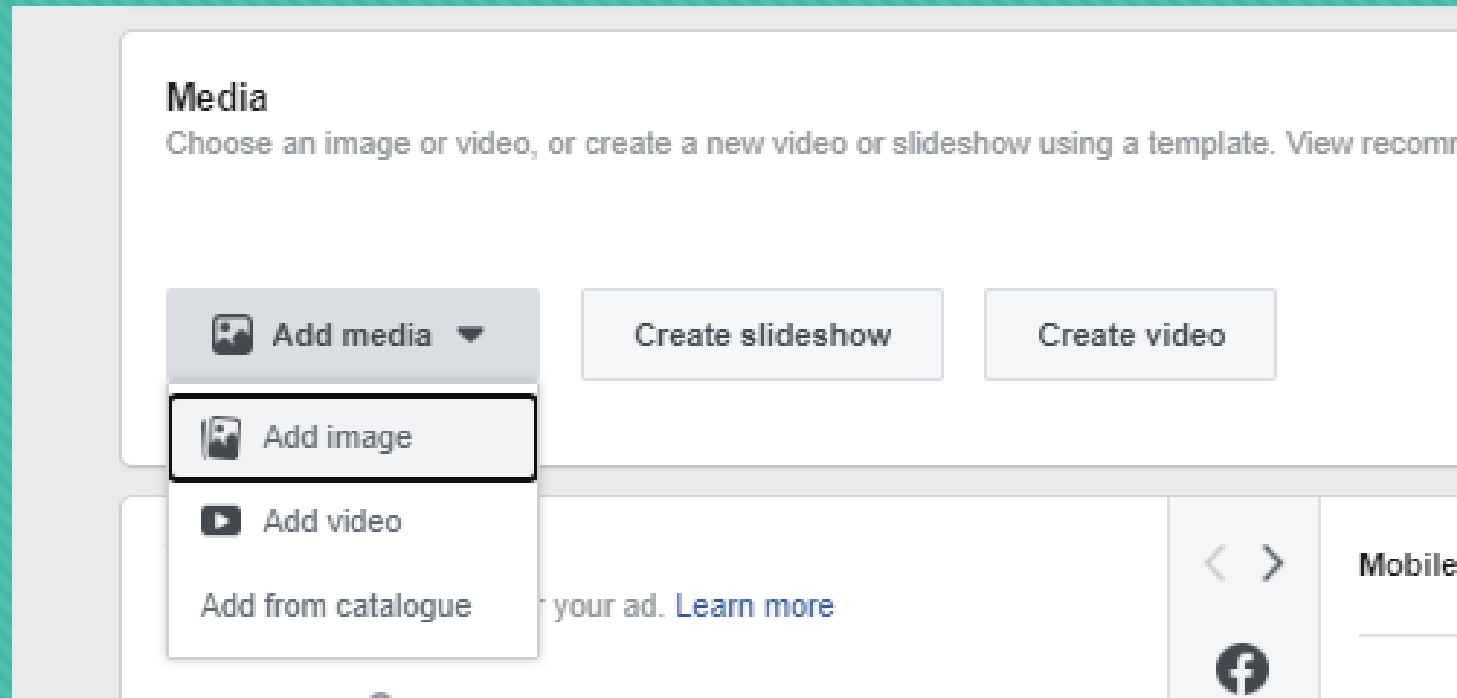
Post, image or video IDs, or other keywords

Facebook post	Post ID		Date created	Likes	Comments	Shares
 What Is Evergreen Content ... Want to learn how to write cont...	870859586724427		9 Jun 2020	0	0	0
 How social enterprises are ... Great to see some of our previ...	870843746726011		9 Jun 2020	1	1	0
 Social Enterprise of the We... Our 'Social Enterprise of the W...	868052447005141		5 Jun 2020	1	1	1
 Agency For Good's - Demys... If you're a social enterprise or ...	867438827066503		4 Jun 2020	3	0	1
 Ground Up Digital A Social... The team here at Ground Up D...	866693147141071		3 Jun 2020	6	1	0
 Demystifying Marketing We... Don't miss the next webinar in ...	865377593939293		1 Jun 2020	0	0	0
 Social Enterprise of the We... This week our 'Social Enterpris...	863192204157832		29 May 2020	3	0	0
 Demystifying Marketing We... If you want to know how to run ...	862526640891055		28 May 2020	3	0	0
 22 Ways to Get More Instag... Struggling to gain Instagram fo...	861957000948019		27 May 2020	1	0	0

Cancel

Continue

Facebook Ad Manager – Ad



Facebook Ad Manager – Ad

Text & links

Set up the text and links for your ad. [Learn more](#)

Primary text ⓘ

Tell people what your ad is about

[+ Add another option](#)

Headline (optional) ⓘ

Write a short headline

[+ Add another option](#)

Description (optional) ⓘ

Include additional details

[+ Add another option](#)

Destination

☒ Website

☐ Facebook event

Website URL ⓘ

http://www.example.com/page

Preview URL

[Build a URL parameter](#)

Display link (optional) ⓘ

Enter the link that you want to show on your ad

Call to action ⓘ

Learn More ▼

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🔍

👤

📷

Mobile News Feed

Please select media for your ad

Facebook Ad Manager – Ad

Tracking

Conversion tracking ⓘ

☒ Facebook pixel ⓘ

☒ Ground Up Digital Pixel
ID:287161242316803 ▼

☐ App events ⓘ

☒ Offline events ⓘ

Facebook will use the following offline event set for tracking and data upload:

☒ Default Offline Event Set For Ground Up Digital
ID:646199309169754 **AUTO**



[Manage offline event sets.](#)


URL parameters (optional) ⓘ

key1=value1&key2=value2

[Build a URL parameter](#)

Facebook Ad Manager – Ad

 We found 1 error.

Required field is missing: The link field is required. Please complete the field to continue.

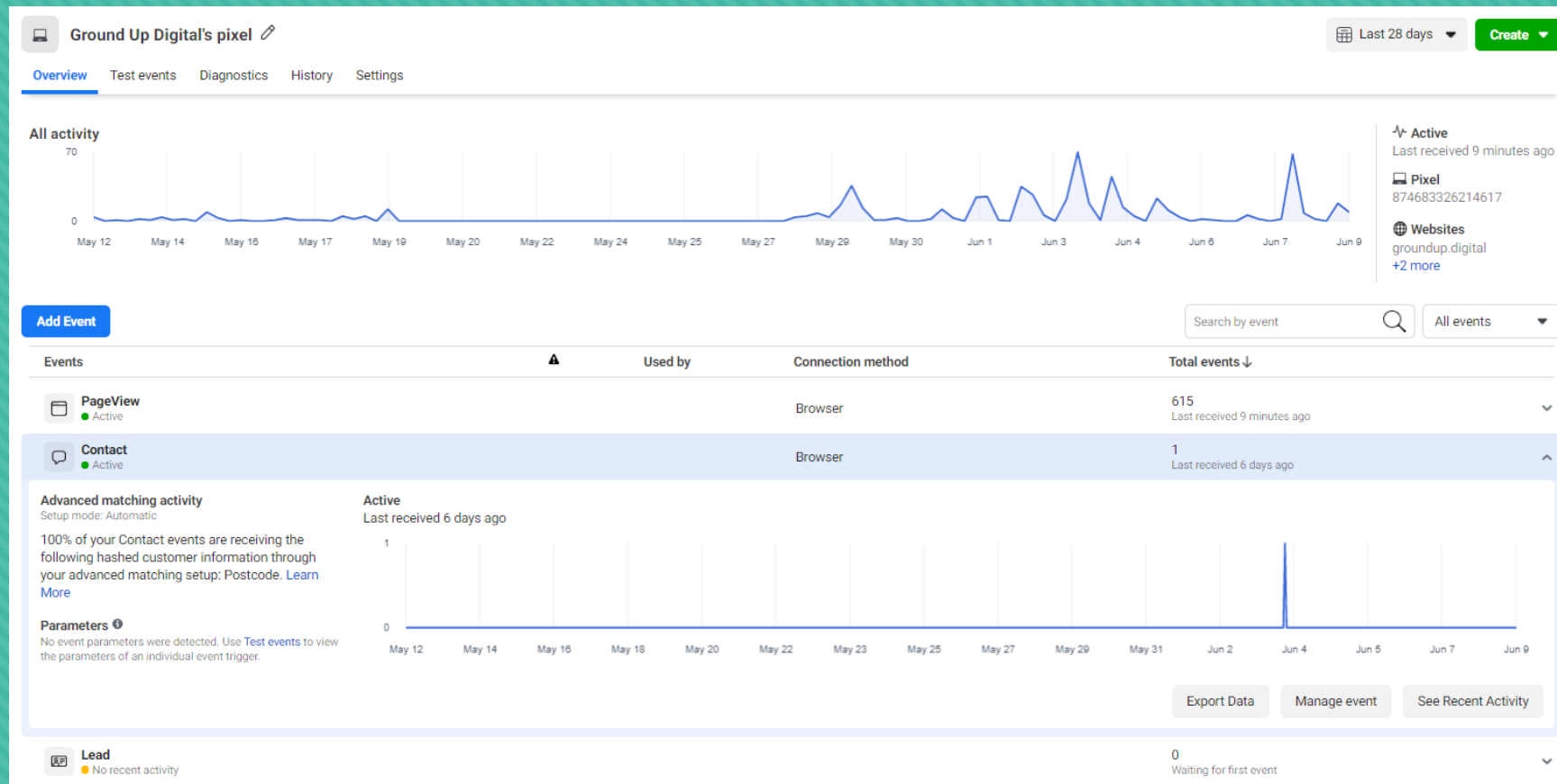
[Fix error](#)

Back

Review

Confirm

Facebook Ad Manager – Ad



Facebook Ad Manager – Facebook Pixel

Audience

Create Audience ▾

Search by name

🔍

✓ All Audiences

Filter

Status

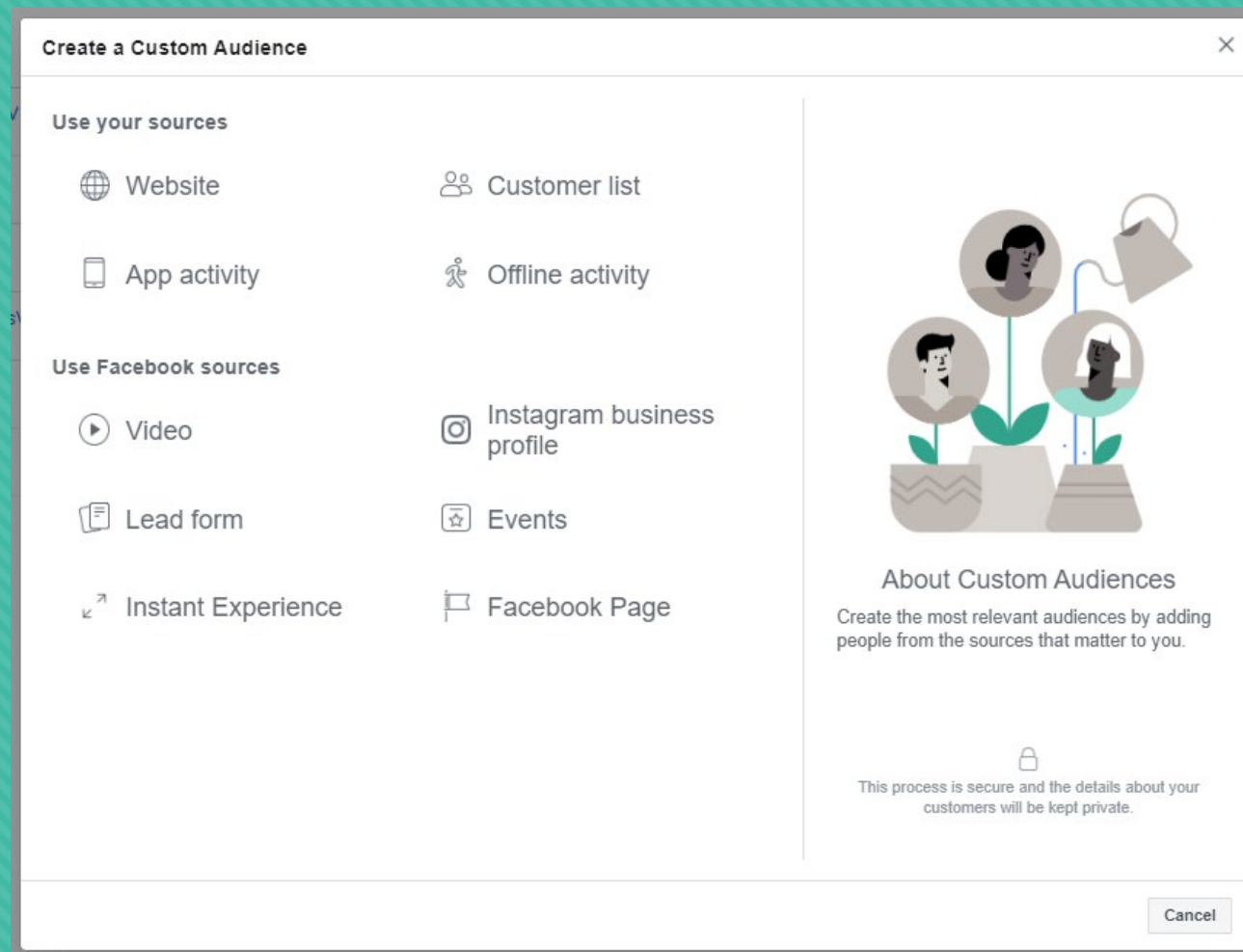
Type

Availability

Source

<input type="checkbox"/>	Name	Type	Size	Availability	Date Created
<input type="checkbox"/>	Introducing GUD Video 10sVV 1Y	Custom Audience Engagement – Video	Below 1,000 ⓘ	● Ready Last edited on 04/06/2020	19/06/2019 16:03
<input type="checkbox"/>	GUD FB All Engaged 2019	Custom Audience Engagement – Page	Below 1,000 Not updated ⓘ	● Ready	19/06/2019 15:58
<input type="checkbox"/>	Pool In W 3sVV 1Y	Custom Audience Engagement – Video	Below 1,000 ⓘ	● Ready Last edited on 25/10/2019	19/06/2019 15:57
<input type="checkbox"/>	Roundhay Group Audience 3sVV 1Y	Custom Audience Engagement – Video	Below 1,000 ⓘ	● Ready Last edited on 13/11/2019	19/06/2019 15:56
<input type="checkbox"/>	Introducing GUD Video - 75%	Custom Audience Engagement – Video	Below 1,000 ⓘ	● Ready Last edited on 04/06/2020	19/06/2019 15:56
<input type="checkbox"/>	All Traffic 6M	Custom Audience Website	Below 1,000 Not updated ⓘ	● Ready	19/06/2019 15:54

Facebook Ad Manager – Audiences



Facebook Ad Manager – Custom Audiences

Create a website Custom Audience

1 Add People to Your Audience

Show tips

Include people who meet ANY of the following criteria:

Ground Up Digital Pixel

All website visitors in the past 30 days

Include more people

Exclude People

2 Name Your Audience

Name your audience50XAdd description

Cancel

Back

Create Audience

Facebook Ad Manager – Custom Audiences

Create a website Custom Audience

✕

1

Add People to Your Audience

Show tips

Include people who meet

ANY

of the following criteria:

● Ground Up Digital Pixel

People who visited specific web pages in the past 30 days

URL contains

blog or

+ And also

Further refine by

Include more people

Exclude People

2

Name Your Audience

Name your audience

50

✕

Add description

Cancel

Back

Create Audience

Facebook Ad Manager – Custom Audiences

Killer FACEBOOK COPYWRITING TECHNIQUES



Do this: The Facebook algorithm loves ...

- Posts with lots of likes, comments and shares
- Posts that receive a high volume of likes, comments or shares in a short time
- Posts that are liked, commented on or shared by one's friends
- Link posts
- Post types that one interacts with often
- Post types that users seem to prefer more than others (e.g. photo, video or status update)
- Videos uploaded to Facebook that receive a large number of views or extended viewing duration
- Posts that are timely or reference a trending topic
- Posts from Pages that one interacts with often
- Posts from Pages with complete profile information
- Posts from Pages where the fan base overlaps with the fan base of other known high-quality Pages

Watch out for: The Facebook algorithm is not too keen on ...

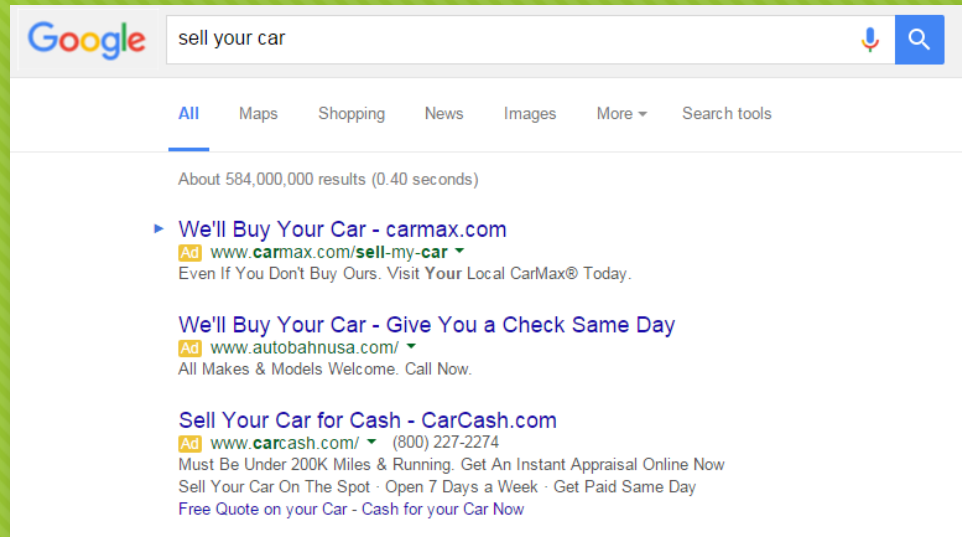
- Clickbait
- Like-baiting
- Posts that include spammy links
- Frequently circulated content and repeated posts
- Text-only status updates from Pages
- Posts that are frequently hidden or reported (a sign of low quality)
- Posts that ask for likes, comments or shares
- Posts with unusual engagement patterns (a like-baiting signal)
- Overly promotional content from Pages—pushing people to buy an app or service, pushing people to enter a contest or sweepstake, posts that reuse the same text from ads

Facebook Algorithm: Loves and Hates

1. Mirror the User's Objective

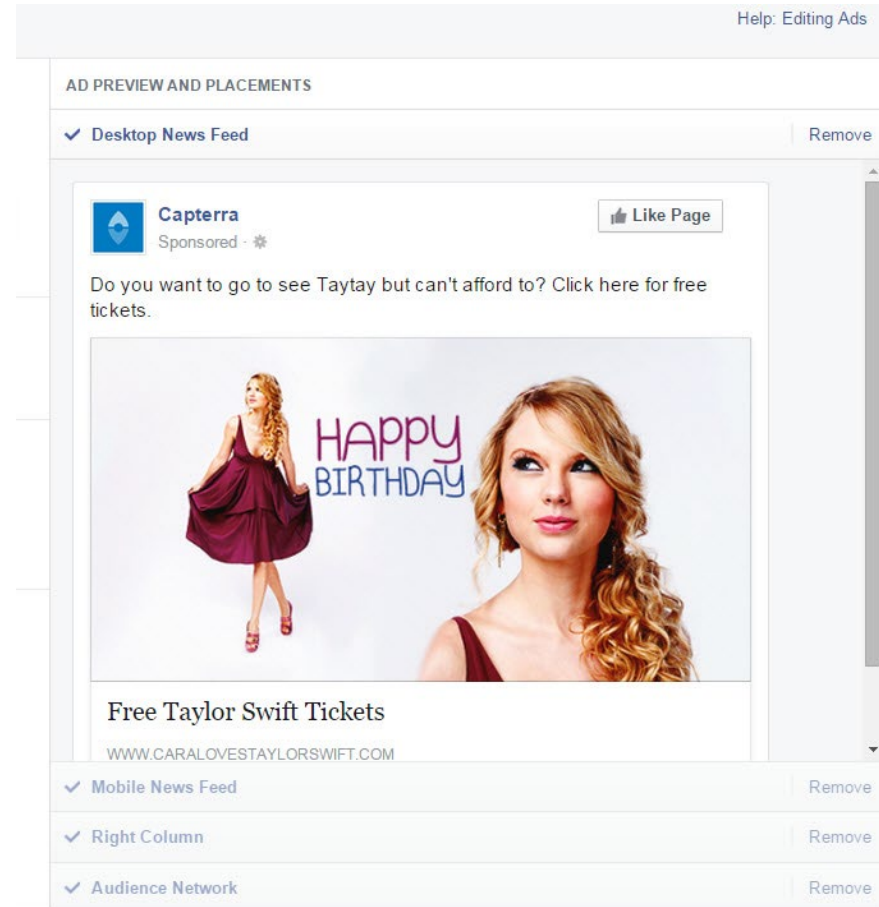


When you sit down to write your ads, think of the user and what they want to accomplish--then phrase your ads in a way that directly appeals to this desire.



- Use Facebook Targeting to narrow your audience, then write to it
- Write to ONE PERSON not to an audience
- Focus on that person and their needs
- Nobody clicks on an ad because they think it is really cool
- They click for a purpose or to solve a problem they have
- THINK ABOUT WHAT A USER WANTS TO ACCOMPLISH
- Phrase your ads in a way that will meet their desires

Write different ad copy for different audiences



2. Include Numbers or Statistics in Your Headlines




Most prospects know how much they're willing to pay for something long before they click on an ad, so including figures in your ads helps them decide between your ad and a competitor's.

- Generating clicks is just wasting money if the audience are never going to convert
- Including pricing can save wasted budget (most people know what they want to pay for a product or service before clicking on the ad)
- Including facts and figures can increase clicks
- Leading with numbers is always a good copy writing strategy

 **Ball Honda**
Sponsored · 🌐

Like Page

Lease a 2016 CRV LX 4Dr For Only \$199 Per Month Plus Tax



Ball Honda
\$3,200 due at lease signing when financed through AHFS for 36 months, on approved credit, 12,000 miles per year, \$.15 excess mileage fee. No security deposit. Residual value at end of lease term: \$12, 773.25. Offer expires 7/5/2016

WWW.BALLHONDA.COM [Shop Now](#)

\$29 Cheap Car Insurance - USAutoInsuranceNow.com

Ad ri.usautoinsurancenow.com/ ▼

Cheap Rhode Island Car Insurance. Lowest Rates From \$28.99 / Month!
Rate comparisons · Free quotes online · Liability coverage · Get quotes 24/7
All Driving Records · Affordable Monthly Rates · Cheapest Monthly Rates

\$19 Car Insurance in RI - Insure.com

Ad car.insure.com/RhodeIsland ▼

Want the Cheapest Car Insurance? Get Free RI Quotes & Save 55-75%!
Live Reps to Assist · Save on Average \$540 · Personalized Rates
Auto & Home Bundling · Young & Teen Drivers · Non-Owners Insurance

4. Include Emotional Triggers in Your Ads



Emotions like anger, disgust, and fear can provoke an incredibly powerful response, as can affirmation and humor.



Real Estate in Long Beach and Lakewood-Van Wig

Sponsored · 🌐

Did you know home value's are up 20%? Find Out Your Home's Value, INSTANTLY.



Our Home is Worth What?

AUTOMATICHOMESEARCH.COM

Suggested Post



Slack shared a link.

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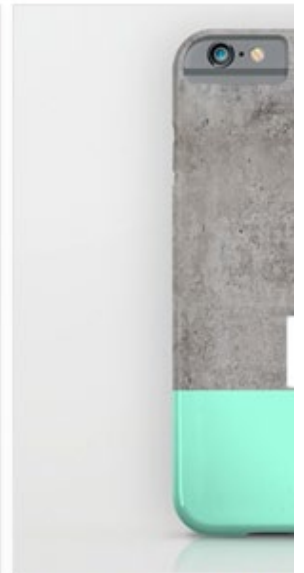
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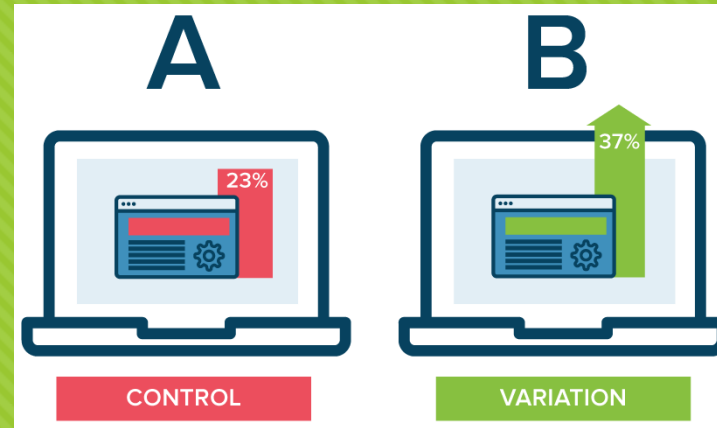
Beware of what you Like, my friends.

Graph Search has changed the meaning of a Like. Here's how:



WARNING: Facebook's Graph Search Changes the Meaning of a "Like"
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If you're not sure.... Test it....



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