

Facebook advertising

The what, why and how of Facebook advertising – how to make it work for your Learn Local organisation.



What is Facebook advertising?

Facebook advertising is a form of online advertising through the social media platform Facebook. It is used by businesses, brands and organisations to increase awareness and/or sales of a brand, product and/or initiative.

Why should my Learn Local do Facebook advertising?

There are many reasons why it would be worthwhile for your Learn Local organisation to do Facebook advertising. Amongst other things, Facebook advertising can assist your organisation to:

- increase the number of fans on its Facebook page (through Facebook ads for Page Likes), which can help to raise the profile of your Learn Local
- drive traffic to your website (through Facebook ads for Website Clicks or Facebook ads for Website Conversions), which might be something your Learn Local organisation wants to do in the lead up to a new term when new courses are starting
- increase the number of Facebook users that see a post on your page (through Facebook ads for Post Promotion).

Due to Facebook's algorithm, approximately only 8–10% of a page's audience will ever see the page's post in their newsfeed. This type of advertising increases the number of fans that see any given post. The exception to this is when a significant number of fans interact with a Facebook page through liking, sharing or commenting on a post. When this occurs, the post will reach a larger portion of fans without having to pay for advertising. This might be an ad type your Learn Local organisation implements when you want to make sure a large portion of your fan base sees a specific Facebook post.

What type of Facebook ads should we implement?

The type of Facebook ad/s implemented by your Learn Local organisation will depend on what you want to achieve, as summarised in the table below.

Objective	Type of Facebook ad
Increase the number of Facebook fans	Facebook ads for Page Likes
Drive traffic to your website	Facebook ads for Website Clicks and Facebook ads for Website Conversions
Increase the number of Facebook users that see a post on your page	Facebook ads for Post Promotion.

These are the main Facebook ad types likely to be adopted by a Learn Local organisation.

What do I need to advertise on Facebook?

To set up and run an effective Facebook ad campaign, you will need the following:

1. Copy/text to accompany the ad

What are the key messages your Facebook ads will contain? What will the call-to-action/s be? It is a good idea to include the location/area your Learn Local organisation is situated in the copy (Facebook users are more likely to respond to something that is local to them), as well as a weblink to where further information can be obtained.

For example:

Computer courses – [insert location where your Learn Local organisation is situated]

It is never too late to learn how to use a computer and the internet. Enrol in our next 6 week course today [followed by link to website]

2. Graphic designer

The majority of Facebook ad types except Facebook ads for Post Promotion require the development of an ad creative or image. This ad creative or image is very important – an effective one will grab the attention of your target audience; an ineffective one will not. In the event you do not have a graphic designer to help you design an ad creative or image, a high quality image or photo can do the trick provided it relates to what you are promoting.

3. Credit card

Facebook requires Facebook pages submit credit card details in order to pay for Facebook ads.

4. Time and patience!

While Facebook ads are not necessarily difficult, they do take time to learn. Be patient with yourself. It might be worth collaborating with other Learn Local organisations in your area to share what you have learnt from doing Facebook ads. Monitor and review your Facebook ad campaigns as well and ensure your learnings inform the next round of Facebook ads.

Tips for creating effective Facebook ad creatives

Tip 1: Adhere to the size guidelines for the ad creatives

The specifications for Facebook ad creatives will depend on the type of Facebook ad, as outlined in the table below:

Facebook ad type	Specifications for ad creatives
Facebook ads for Page Likes	1,200 x 444 px
Facebook ads for Website Clicks/Conversions	1,200 x 628 px
Facebook ads for Post Promotion	Not applicable. As an existing post on the Facebook page is promoted, an ad creative does not need to be created.

Tip 2: Ensure text in the ad creative does not take up more than 20% of the image

Facebook does not allow ad creatives to contain more than 20% text. If they contain more than 20% text, Facebook will reject the image and the Facebook ad will not be approved.

Tip 3: Mention geographic region or location of the Learn Local organisation in the ad

To increase the likelihood that Facebook users will engage with the Facebook ad, include the location of your Learn Local organisation in the copy/text accompanying the ad or in the ad creative itself.

Tip 4: Where possible, include the following elements in the ad creative

- A picture of a person looking directly at the screen
- Bright colours
- An inspirational or entertaining quote
- High quality image.



An ad creative that includes the above-mentioned elements is more likely to receive clicks from Facebook users.

Tips for effective Facebook ad targeting

There are a number of ways Facebook ads can be targeted. The targeting options outlined below can be combined, or done on their own.

Location targeting

Facebook ads can be targeted at Facebook users who live in specific geographic regions or suburbs, and/or within a certain distance of a specific region or suburb. If your Learn Local organisation is based in Carlton in Victoria, you might decide to target your Facebook ads at people living in and within 10km of Carlton, Fitzroy and Collingwood.

Interests targeting

Facebook ads can be targeted at Facebook users who have liked pages related to specific interests and topics. We suggest clicking on interests such as 'learning', 'education', 'adult learning', 'courses', etc. as Facebook users that have liked pages related to these interests may be more likely to click on your ad.

Look-a-like audiences

Facebook ads can be targeted at 'look-a-like audiences.' This audience type is a way to reach new people who are likely to be interested in your Learn Local organisation because they're similar to your existing audience. A look-a-like audience can be based on a variety of sources (e.g. people who like your Page, or visited your website). Learn how to create a look-a-like audience here:

<https://www.facebook.com/business/help/465262276878947>.

Custom audiences

Facebook ads can also be targeted at 'custom audiences.' This is an audience generated through a website (visitors to the website) and an email list. Through custom audiences, you can target Facebook ads at people that have visited your website, or people whose email addresses you have. Learn how to create a custom audience here:

<https://www.facebook.com/business/help/170456843145568>

Facebook fans or friends of fans targeting

Facebook ads can be targeted at existing Facebook fans of your Learn Local's Facebook page and/or friends of existing Facebook fans.

Testing ads

We suggest that you test a number of different:



- Ad creatives
- Targeting options

to see which ones perform best.

How does Facebook advertising work?

What steps need to be taken to set up a Facebook ad campaign?

Facebook ads can be set up in the [Facebook Ads Manager](#) or in [Power Editor](#). To keep things simple, we will focus on the process of setting up Facebook Ads in the Facebook Ads Manager.

It is important to note that there are three levels to a Facebook ad:

1. Campaign level

At the campaign level, the Facebook ad objective is set. For your Learn Local organisation, the objective may be to:

- increase traffic to your website (Facebook ads for Website Clicks or Facebook ads for Website Conversions)
- increase engagement on Facebook posts (Facebook ads for Post Promotion)
- increase page likes (Facebook ads for Page Likes).

2. Ad set level

At the ad set level, audience targeting is determined, as is the budget.

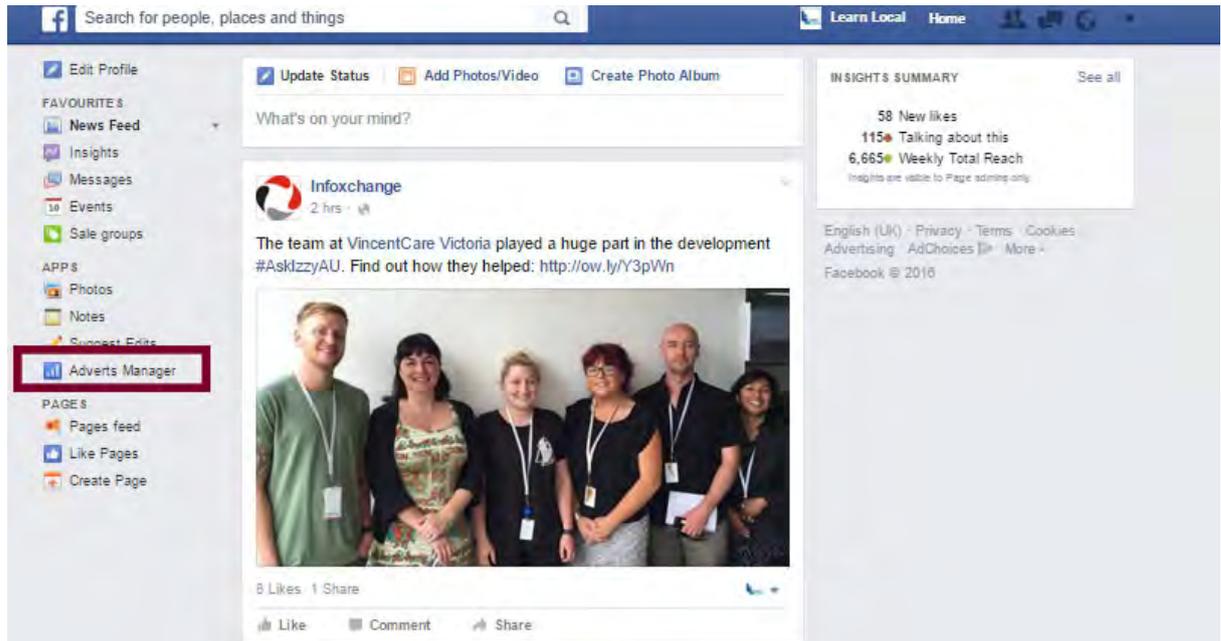
3. Ads

At the ad level, the ad creative and ad copy/text is uploaded, along with links to relevant webpages (if applicable).

Step 1: Log in to Facebook Ads Manager

Facebook Ads Manager can be accessed by logging into a Facebook page and clicking 'Home.'

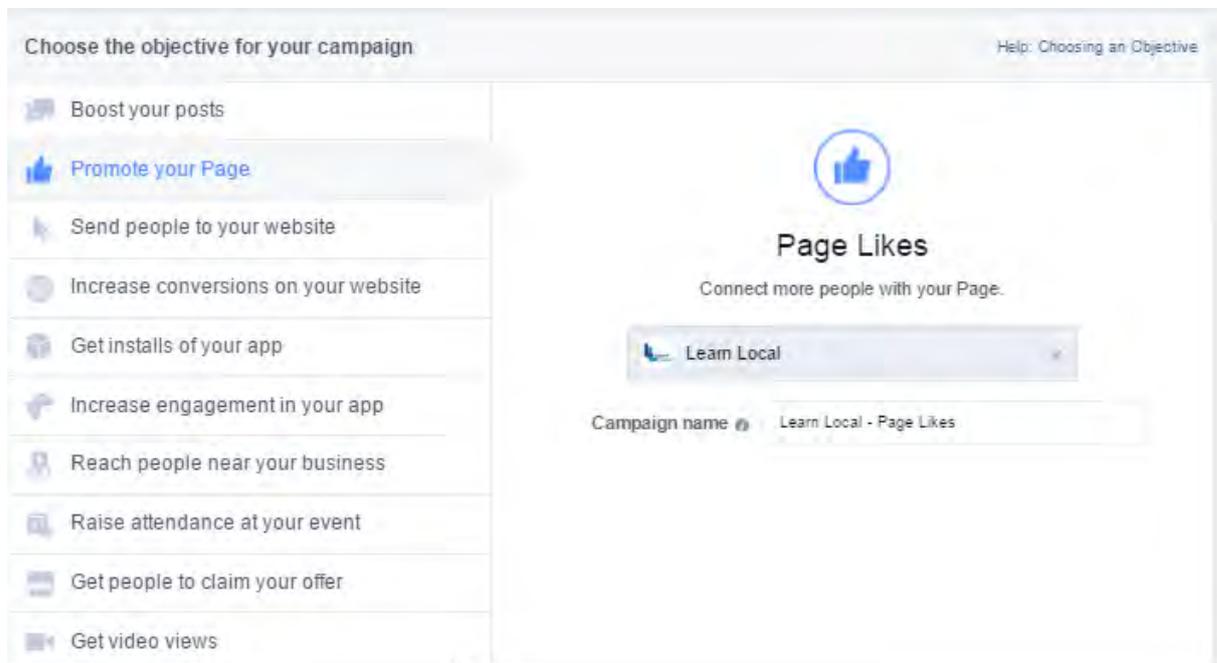
Once you are in 'Home' you will see the 'Ads Manager' button on the right hand side of the screen.



Step 2: Choose the Facebook ad campaign objective

This is the campaign level of the Facebook ads process.

For the purposes of this tutorial, we will choose the 'Promote Your Page' ad objective.



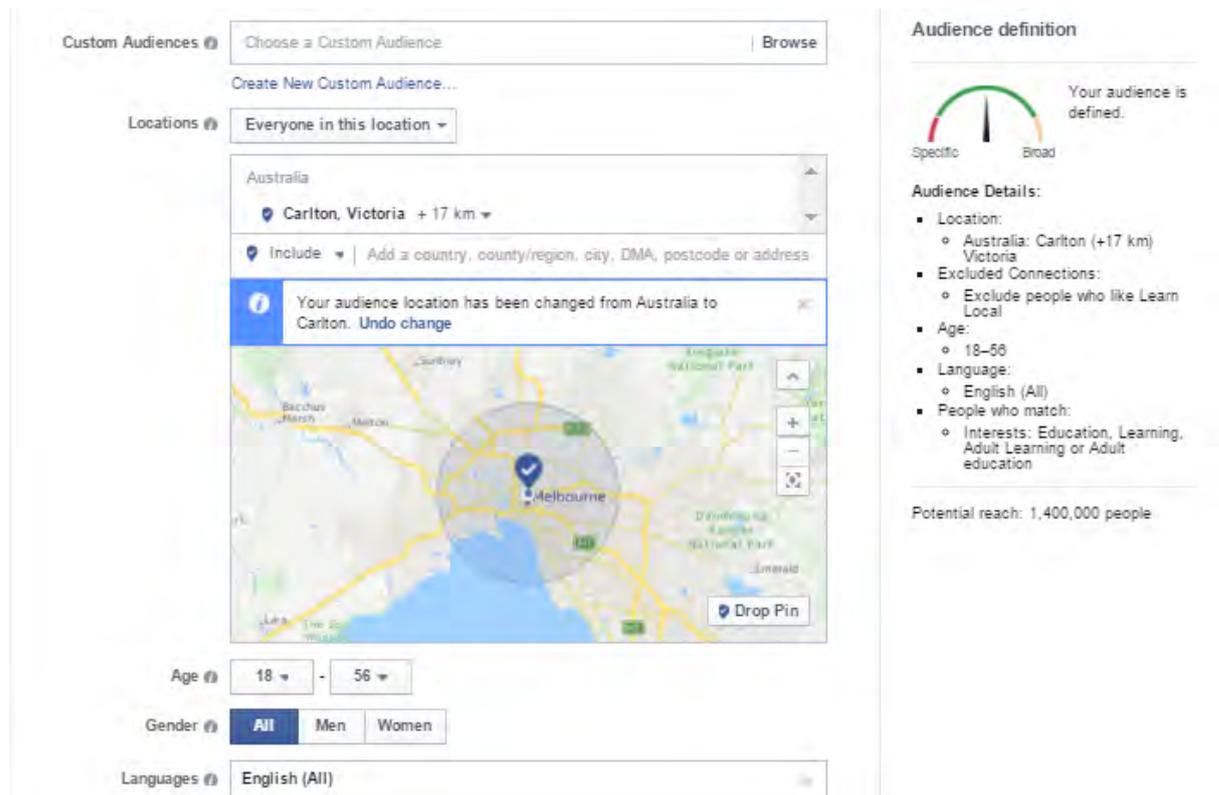
Step 3: Decide on targeting, budget and bidding

This is the ad set level of the Facebook ad process. In order to test different target audience types, a number of ads sets may be set up. For the purpose of this tutorial, one ad set will be set up.

Targeting:

The following information was inserted to set up the targeting aspect of the Facebook ad.

- Location: Carlton and 17km radius
- Age: 18 – 59 years
- Gender: Male and female
- Language: English
- Interests: 'People who like Facebook pages related to 'Education,' 'Learning,' 'Adult learning,' or 'Adult education.'



The screenshot shows the Facebook targeting interface. On the left, the 'Custom Audiences' section has a dropdown menu set to 'Everyone in this location'. Below this, the 'Locations' section shows 'Australia' with a sub-selection of 'Carlton, Victoria + 17 km'. A notification banner states: 'Your audience location has been changed from Australia to Carlton. Undo change'. A map of Melbourne, Australia, is displayed with a blue pin and a grey circular radius around Carlton. Below the map, the 'Age' range is set to '18 - 56', 'Gender' is set to 'All' (with 'Men' and 'Women' also visible), and 'Languages' is set to 'English (All)'. On the right, the 'Audience definition' panel shows a gauge with a needle pointing towards 'Broad'. Below the gauge, the 'Audience Details' are listed: Location (Australia: Carlton (+17 km) Victoria), Excluded Connections (Exclude people who like Learn Local), Age (18-56), Language (English (All)), and People who match (Interests: Education, Learning, Adult Learning or Adult education). At the bottom of the panel, it states 'Potential reach: 1,400,000 people'.

Detailed targeting INCLUDE people who match at least ONE of the following

Interests > Additional interests

- Adult education
- Adult Learning
- Education
- Learning

Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)

[Exclude people or Narrow audience](#)

Connections Facebook Pages

[Exclude people who like your Page](#)

Learn Local

[Add another Page](#)

Budget and bidding options:

The budget and bidding settings were set as follows.

Budget Daily Budget \$10.00
\$10.00 AUD

Schedule Run my advert set continuously starting today

Set a start and end date

Start 10/2/2016 10:30

End 24/2/2016 10:30
(Same Time)

Your advert will run until **Wednesday, 24 February 2016**.

You'll spend up to **\$140.00** in total.

Optimisation for Advert Delivery Page Likes - We'll deliver your adverts 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 are charged Page Like
[More options](#)

Advert scheduling Run adverts all the time
[More options](#)

Delivery type Standard - Show your adverts throughout the day - Recommended
[More options](#)

Estimated daily reach

5,300-14,000 people on Facebook

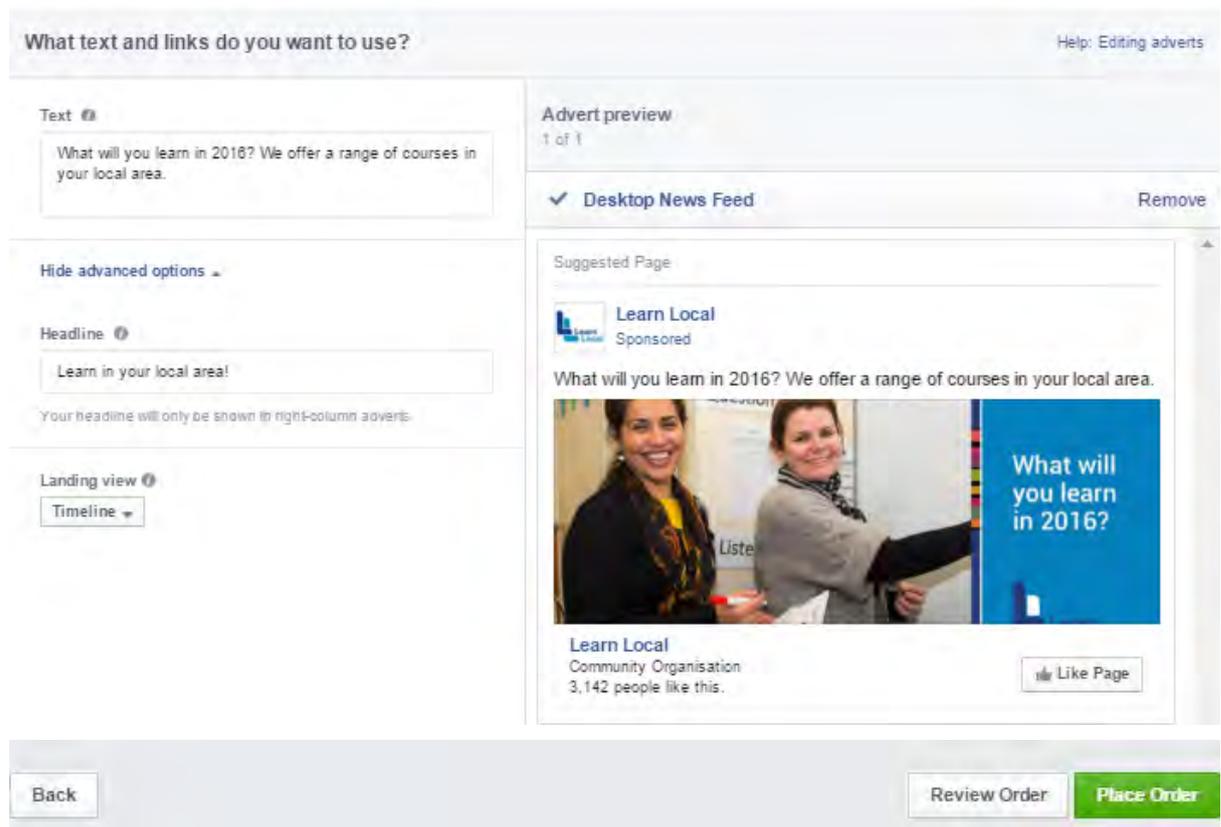
0 of 1,000,000

This is only an estimate. Numbers shown are based on the average performance of adverts targeted to your selected audience.
Advert set duration: 14 days



Step 4: Upload ad creative/s, copy/text for ad and website links (if applicable)

This is the ad level of the Facebook ads process. Individual Facebook ad creatives are uploaded at this level. In order to test the extent to which an ad creative engages with the target audience, different ad creatives and copy/text should be uploaded. For the purpose of this tutorial, one ad and accompanying copy/text will be uploaded.



Step 5:

As outlined in Steps 3 and 4, it is recommended that a number of different audiences are set up and tested, along with a number of different Facebook ad creatives. Given this, Steps 3 and 4 may need to be repeated.

How do you know if the Facebook ads are successful?

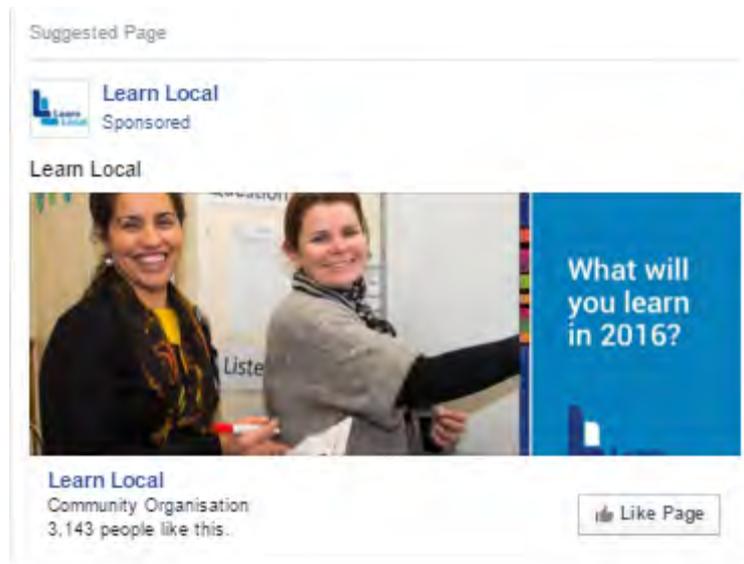
As outlined above, it is good practice to test a number of Facebook ads targeted at different audiences and with different ad creatives so you can compare which targeting option and ad creative combination performs best. The best performing Facebook ad will be the one with the lowest cost per click or engagement. Anything under \$1 is good!

Other factors to consider when determining whether a Facebook ad has been successful include the number of clicks the Facebook ad has received. For example, how many clicks to the website has the ad resulted in? (for Facebook ads for Website Clicks and Facebook ads for Website Conversions). How many new fans has this Facebook ad resulted in? (for Facebook ads for Page Likes).

Given this, it is important to continually monitor and refine a Facebook ad campaign. If testing different audiences and ad creatives, you may end up turning off the ones that are not performing as well and including the budget in the ad/s that are generating results.

Where do Facebook ads appear on Facebook?

Facebook ads appear in the newsfeeds of Facebook users. This is an example of what a Facebook ad for Page Like looks like:



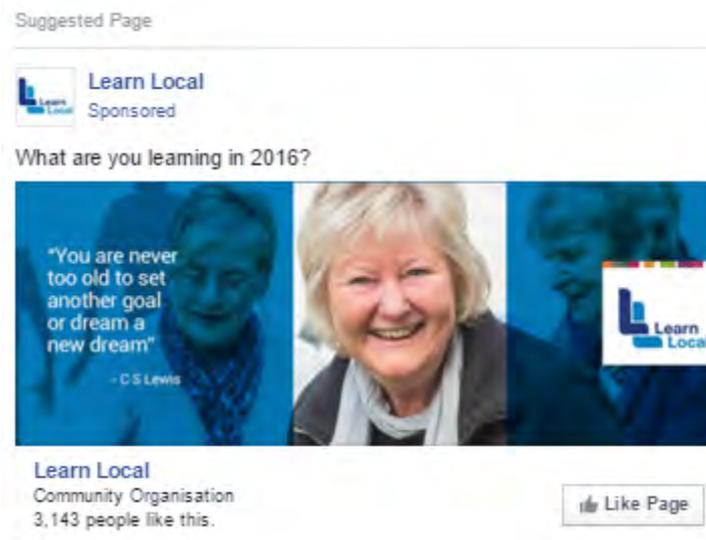
What is an example of a Facebook ad?

Learn Local have been running a number of Facebook ads campaigns since 2014. Specifically, Learn Local is running three different types of Facebook ads:

Facebook ads for Page Likes



Since March 2014, the Learn Local Facebook page has gained 3,143 fans. The majority of these fans have connected with Learn Local through Facebook ads for Page Likes. This is what this Facebook ad type looks like in the newsfeed:



Targeting:

When the Facebook ad campaign was first set up, we targeted the Facebook ads at two different audiences:

Audience 1 targeted the following: Look-a-like audiences (AU, 1%) – Learn Local and Look-a-like audiences (AU, 10%) – Learn Local; people living in Victoria aged 18 – 57 years; men and women; and excluded people who like the Learn Local Facebook page.

Audience 2 targeted friends of people connected to the Learn Local Facebook page; people living in Victoria aged 18 – 57 years; men and women.

After one week it was clear that Audience 1 had a higher click-through-rate so we stopped the ads connected with Audience 2.

Budget:

\$10 per day

Ad creatives:

We tested four different ad creatives. The ad creative above was the most effective of all of them.

Facebook ads for Website Clicks

Since mid 2014, Learn Local has also implemented Facebook ads for Website Clicks. These ads direct Facebook users to the different course pages on the Learn Local website. Six different ads have been set up and each one directs Facebook users to a different webpage – the 'English classes,' 'job readiness



skills,' 'year 12/VCAL,' community services,' 'maths and literacy,' and/or 'computer courses' webpages.

This is one example of what this Facebook ad type looks like in the newsfeed:



Targeting: The Facebook ads were targeted at look-a-like audiences; people living in Victoria aged 18 – 57 years.

Budget: A budget of \$10 per day was set.

Ad creative/s: 4 different ad creatives were tested for this Facebook ad campaign.

Facebook ads for Post Promotion

Throughout 2015, Learn Local implemented the Facebook ads for Post Promotion ad type to increase the number of Learn Local Facebook fans that saw a specific post. Facebook posts that are likely to appeal to a wide range of Learn Local's target market and drive traffic to the Learn Local website are the type of post that tend to be promoted. This is one example of a Facebook post that was promoted:



Learn Local added 3 new photos.

Sponsored · 

 Like Page

Did you know that Learn Local organisations can give you the support you need to start a new course, complete some further training or get a job? Browse the full range of courses on offer here: <http://learnlocal.org.au/what-you-can-learn/>



Need help?

For more information visit:

Facebook's website on Facebook ads:

<https://www.facebook.com/business/products/ads>

Jon Loomer's website www.jonloomer.com

Jon Loomer is a Facebook ad specialist. He writes regular blog posts and tutorials to assist businesses and organisations to implement effective Facebook ads.