

# Reaching Your Perfect Customer with Social Media Marketing

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FOXWELL  
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# Who are these folks?

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# Defining Your Social Media Marketing Goals

- More qualified clicks to your website and/or more online sales
- More in-store sales or greater local awareness
- Deeper brand awareness
- Promoting events or time-sensitive campaigns
- Sharing creative content (original videos, customer reviews, blog posts)
- More qualified customer engagement with your social channels

# Defining Your Social Media Marketing Goals

What's your marketing objective?


## Auction ⓘ

Run ads on auction and pay based on demand


## Reach and Frequency ⓘ


Book audience in advance and reserve price

### Awareness

 Boost your posts

 Promote your Page

 Reach people near your business

 Increase brand awareness


### Consideration

 Send people to your website

 Get installs of your app

 Raise attendance at your event


 Get video views


 Collect leads for your business

### Conversion

 Increase conversions on your website

 Increase engagement in your app

 Get people to claim your offer

 Promote a product catalog

# Building Blocks of Facebook + Instagram Advertising

**TARGETING:** WHO is my ideal audience?

**CREATIVE:** WHAT message do I want to get across?

**PLACEMENT:** WHERE are my ads best suited on FB/  
IG platforms?

**TRACKING:** WHAT metrics will fully track campaign  
impact?

**REPORTING:** HOW do I decode and translate  
results?

# Brainstorming Potential Targeting Groups

Demographics

Age / gender / marital status / geographic location

Interests

What do they "like" or talk about on Facebook?

Behaviors

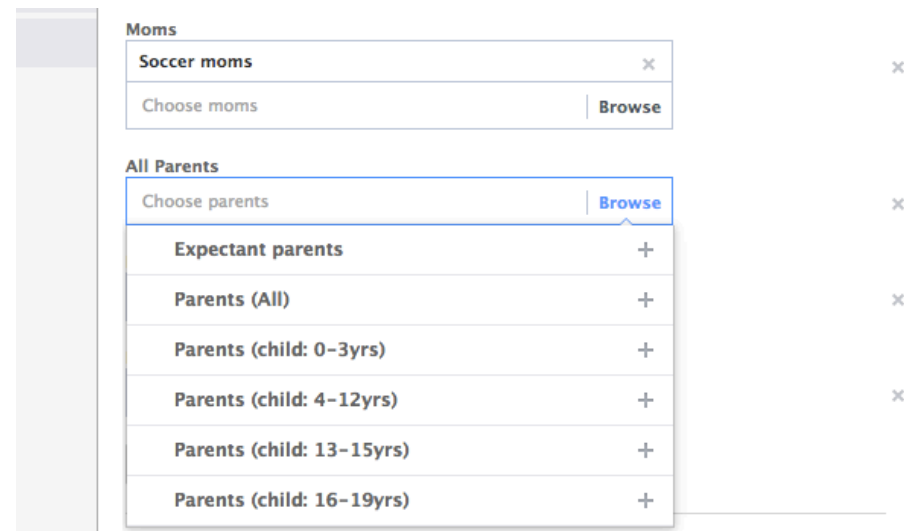
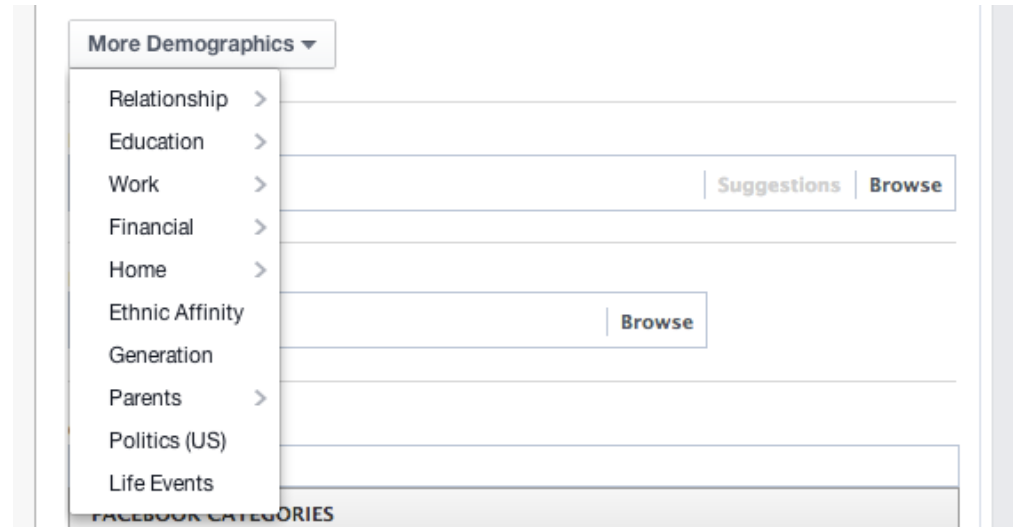
What consumer behaviors do they have?

Custom Audiences

Email lists / Customer Lists / Look-alike Audiences

# Demographic Targeting

- Age
- Gender
- Location
- Other demographics
  - ✧ Relationship status
  - ✧ Education
  - ✧ Work
  - ✧ Financial
  - ✧ Home
  - ✧ Ethnic Affinity
  - ✧ Generation
  - ✧ Parents
  - ✧ Politics (U.S.)
  - ✧ Life Events



# Interest Targeting

- Formally only included pages that a user officially liked
- Interest targeting now includes:
  - ✧ Pages a user likes (Food 52, Slow Food USA, Organic Valley, Food Tank, etc)
  - ✧ Topics, brands, keywords users use on Facebook (organic, natural foods, co-ops)
  - ✧ Websites users browse
  - ✧ Photos users upload
  - ✧ Videos users upload
  - ✧ Articles users have read
  - ✧ Music users have listened to (Spotify)
  - ✧ Anything integrated via Facebook's Open Graph API or Facebook connect (Uber, Airbnb, etc)
  - ✧ Locations users have visited
  - ✧ Instagram activity



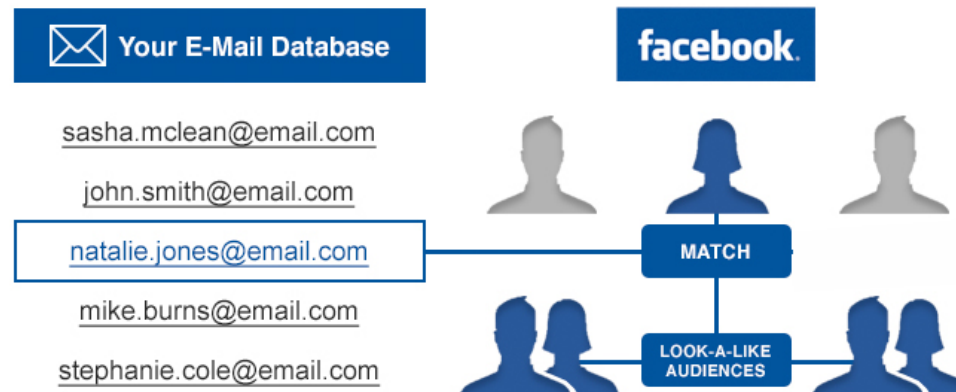
# Behavioral Targeting

- Based on consumer data from three different data vendors, you have access to “consumer snapshots” that are similar to purchased data and consumer lists.
- Categories now include:
  - ✧ Charitable Donations
  - ✧ Food and drink
    - ✧ Alcoholic beverages
    - ✧ Bakery
    - ✧ Beverages
    - ✧ Children’s food
    - ✧ Fresh & Healthy (40+ examples)
  - ✧ Health & Beauty
  - ✧ Household products
  - ✧ Kids Products
  - ✧ Store Types
  - ✧ Travel
  - ✧ Over 200+ more

# Custom Audiences

You can upload your customer/client email list directly into Facebook's ad manager. Facebook then matches those email addresses to their Facebook accounts, so you have the ability to target them with online ads.

You also have the unique ability to create ad audiences that "look similar to" your email list, using "Look Alike" audiences.



# Retargeting + Website Custom Audiences

Definition: Facebook retargeting pixel that allows you to segment website visitors for **precise retargeting** based on various pages they've visited throughout your site.

With Website Custom Audiences you can:

- Target users who have visited your site in whatever time window you wish (7 days, 30 days, 180 days)
- Target users who have come to one page of your website and not another – i.e. a “shopping cart” or “contact us”
- Create a look-alike audience from this pool of visitors



**A MUST-DO FOR ALL BUSINESSES**


# Ad Units and Placements




- Depending on your objectives, ad units and placements have varying costs, as well as organic reach variances
- Facebook will adjust for inventory currently available

# Ad Units and Placements (continued)


 **Jasper's Market**  
Sponsored · 






It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.






**Fig Tart with Almonds**  
The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

[WWW.JASPERS-MARKET.COM](http://WWW.JASPERS-MARKET.COM) 


75 Likes · 5 Comments · 11 Shares


 Like  Comment  Share

 **Jasper's Market**  
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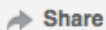
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The simplicity of this tart perfectly ... 


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 Like  Comment  Share

Instagram

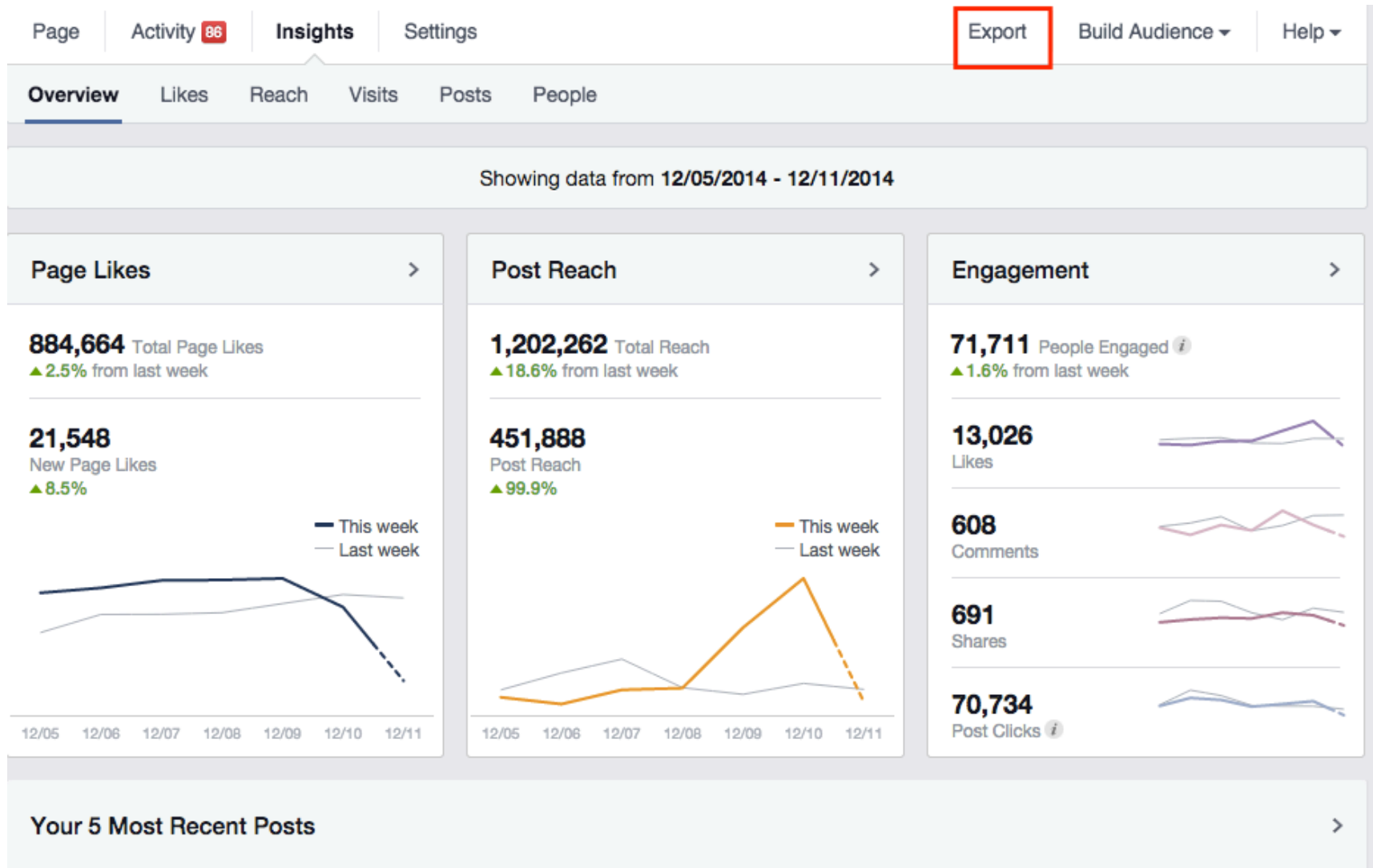
 **jaspersmarket** Sponsored 



**jaspersmarket** Use our app and get delicious recipes for Jasper's Market's latest produce. It's fun, easy, and most of all, free!

# Understanding Your Analytics



Reach: Organic / Paid Post Clicks Likes, Comments & Shares

# Diving Into Audience Insights

**CREATE AUDIENCE**

Custom Audience >

Location >

UNITED STATES  
All United States  
+ Country, region, or city

Age and Gender >

Age: 18 - Any

Gender: All Men Women

Interests >

+ Interest

Connections >

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**(New Audience)** 719.6K monthly active people

**People on Facebook** Country: United States of America

Demographics | Page Likes | Location | Activity | Household | Purchase

**Age and Gender**  
Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

71% Women (54% All Facebook)

29% Men (46% All Facebook)

Age Group	New Audience (%)	People on Facebook (%)
18 - 24	9%	9%
25 - 34	23%	19%
35 - 44	19%	19%
45 - 54	22%	24%
55 - 64	17%	19%
65 +	11%	11%

**Top Categories**

1	Museum/Art Gallery	Country Music Hall of Fame and Museum
2	Concert Venue	Ryman Auditorium
3	TV Show	CMT Music Awards • CMT Hot 20 Countdown • American Country Awards
4	Album	George Strait
5	Music Chart	American Country Countdown with Kix Brooks
6	Non-Profit Organization	ACM - Academy of Country Music • CMA Country Music Association
7	Movie	Coal Miner's Daughter
8	Entertainment	Taste of Country • Nashville Country Club • I Love Country Music

- Campaigns
- Pages
- Reports
- Audience Insights
- Settings
- Billing
- Conversion Tracking
- Power Editor
- Account History
- Audiences

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- Help Center
- Advertiser Support

Search your ads

# Set Clear Expectations

When considering Facebook ad campaigns, it's important to remember that Facebook offers an entirely different and separate consumer journey than search engine marketing.

**SEM = Demand Capture**

**Facebook = Demand Generation**



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