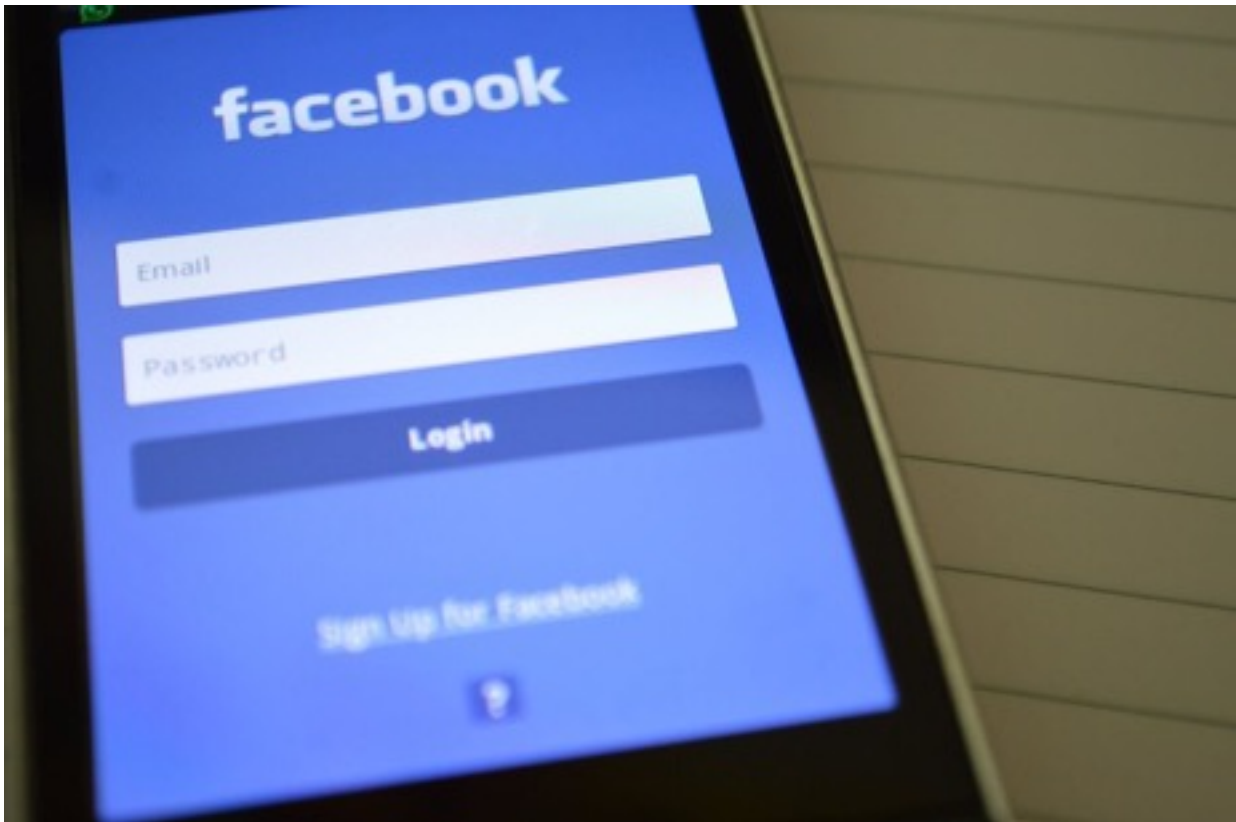


## Cara optimasi facebook ads untuk ekosistem bisnis lokal



Bisnis lokal mulai banyak dilirik dalam beberapa waktu terakhir. Salah satu alasannya yakni karena minimnya persaingan dengan brand berskala global. Selain itu, target dan lingkup pasarnya jelas, sehingga lebih mudah menerapkan strategi tertentu berdasarkan lingkup tersebut. Untuk mengoptimalkan campaign bisnis lokal Anda, saya sarankan untuk memanfaatkan Facebook Ads. Berikut ini beberapa langkah optimalisasi Facebook Ads yang perlu dicoba untuk mengembangkan bisnis lokal.

### Ketahui elemen dasar dalam strategi Facebook Ads

Sebelum mulai meluncurkan iklan, setidaknya ada 3 hal yang perlu Anda persiapkan terlebih dahulu, di antaranya:

- **Mengatur tool Facebook.** Pertama, Anda perlu membuat sebuah Facebook page. Kemudian gunakan Business Manager untuk membuat akun iklan dan piksel, atau menambahkan akun iklan yang ada ke Business Manager.
- **Hitung Lifetime Value (LTV) pelanggan Anda.** Mengetahui LTV pelanggan akan membantu dalam membuat dan mempromosikan penawaran sesuai

anggaran di Facebook. Untuk menemukan LTV dasar pelanggan Anda, gunakan rumus berikut:

- **(Penjualan Rata-rata per Pelanggan x Frekuensi Bulanan) x 12 Bulan = Nilai Pelanggan Tahunan**

1. Misal Anda memiliki toko baju. Ketika pelanggan baru masuk, dia membelanjakan \$ 20 per kunjungan dan rata-rata berkunjung dua kali sebulan. Jadi, bisnis Anda menghasilkan \$ 480 (\$ 20 x 24 kunjungan) dalam pendapatan tahunan dari pelanggan ini.

1.

- **(Nilai Pelanggan Tahunan x 5 Tahun) x 2 Referensi = LTV**

1. Lanjut. Rata-rata, konsumen tetap berlangganan selama sekitar 5 tahun (\$ 480 x 5 tahun = \$ 2.400) dan pelanggan ini memberikan referensi setidaknya satu orang lainnya (\$ 2.400 x 2 orang = \$ 4800). Jadi, satu pelanggan tadi memberi Anda hampir \$ 5.000 dalam LTV.

- **Lacak LTV dan lakukan penawaran cerdas.** Setelah Anda menentukan LTV pelanggan, buatlah penawaran yang sesuai dengan anggaran untuk dipromosikan di Facebook melalui pos halaman.

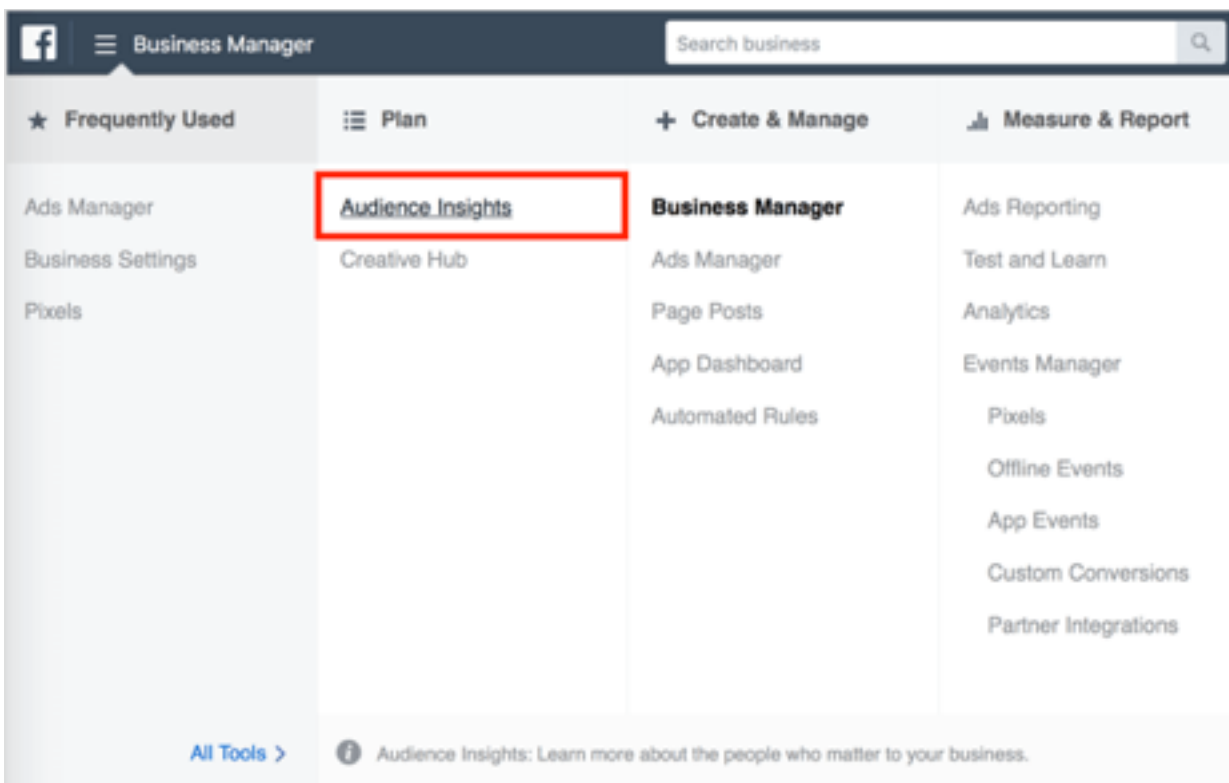
### **Buat target audiens**

Keuntungan terbesar pemasaran digital untuk usaha kecil adalah kemampuan untuk menargetkan konsumen yang benar-benar tertarik dengan produk Anda. Ketika mencari tahu audiens terbaik untuk ditargetkan, pikirkan tentang hal-hal seperti:

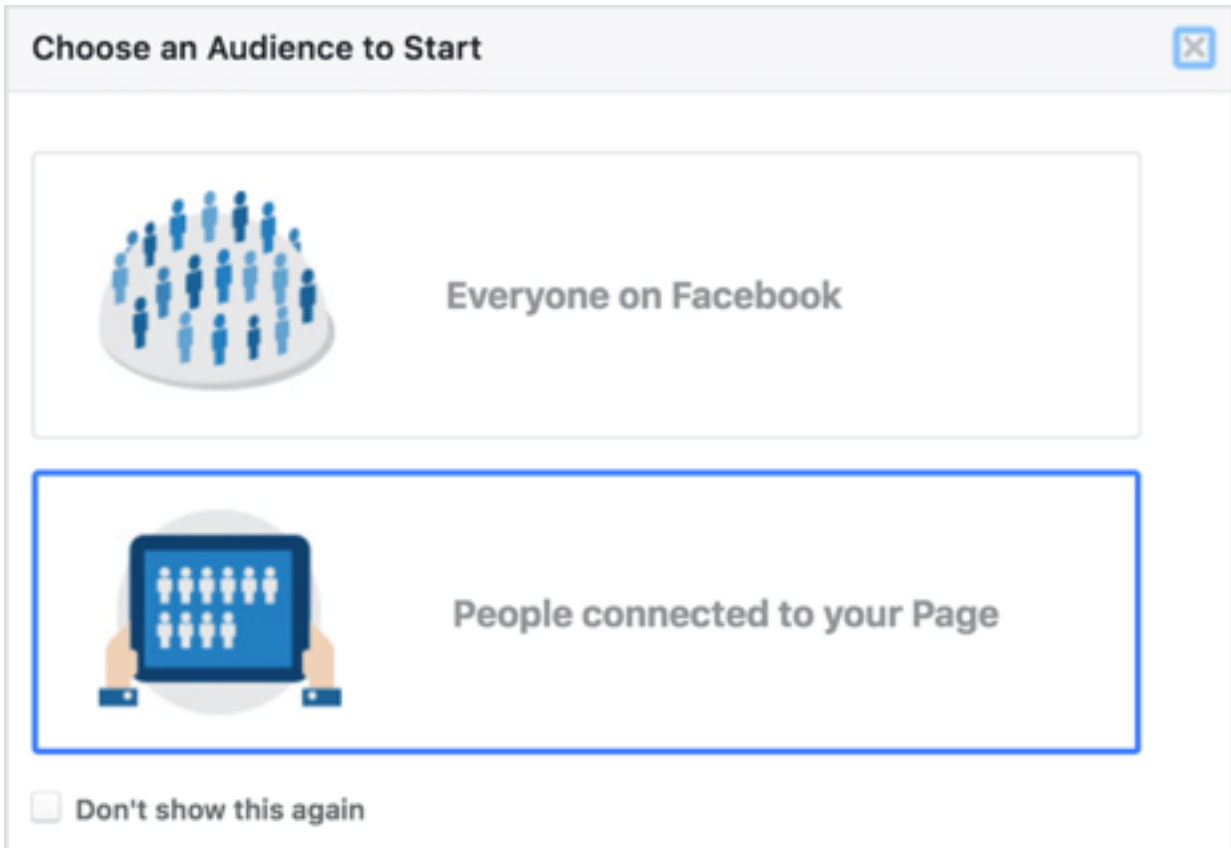
- Siapa pelanggan ideal Anda?
- Apa demografi mereka?
- Berapa banyak anak yang mereka miliki?
- Apa halaman Facebook favorit mereka?

Dengan lebih memahami pelanggan, Anda dapat mengatasi kasus unik yang mereka alami dengan lebih baik, di mana hal ini akan membantu meningkatkan kinerja iklan. Caranya:

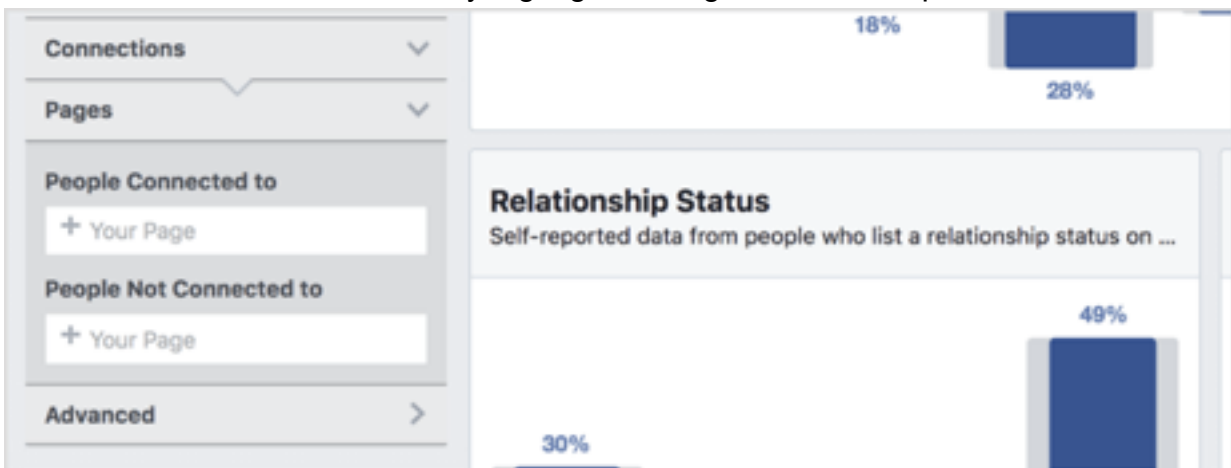
- Pilih Facebook Audience Insights. Di Business Manager, klik tombol menu di sudut kiri atas, arahkan kursor ke All Tools, dan pilih Audience Insights di kolom Plan.



- Pilih People Connected to Your Page.



- Pilih halaman Facebook yang ingin Anda gunakan untuk penelitian.














- Kemudian Anda akan melihat informasi demografis tentang pengikut Facebook Anda untuk halaman tersebut seperti jenis kelamin, kelompok usia, tingkat pendidikan, status hubungan, hingga jabatan. Gunakan informasi ini untuk personalisasi pesan di iklan Facebook Anda.




### Promosikan iklan bisnis melalui Engagement Campaign

Tujuan dari Engagement Campaign yakni untuk membuat audiens terlibat dengan post Anda. Algoritma Facebook akan mengoptimalkan iklan untuk menghasilkan jumlah maksimum orang untuk bereaksi terhadap posting Anda. Caranya:

- Pertama, publikasikan posting halaman tentang penawaran Anda. Lalu, buka Facebook Business Manager dan klik akun iklan Anda. Klik Create, pilih Engagement.

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

- Pilih Post Engagement dan masukkan nama yang jelas dan ringkas.



## Engagement

Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.

Post engagement
Page likes
Event responses

**Campaign Name** ⓘ

Best Burger in Town - Engagement

**Create Split Test** ⓘ ☐ A/B test your creative, placement, audience, and delivery optimization strategies

**Budget Optimization** ⓘ ☐ Optimize budget across ad sets

Continue

- Pilih demografi target, misal wanita antara 25 dan 55 tahun yang tinggal dalam radius 20 mil dari Jonesboro, Arkansas seperti ini:

**Create New**   Use a Saved Audience ▼

**Custom Audiences** ⓘ   Add Custom Audiences or Lookalike Audiences

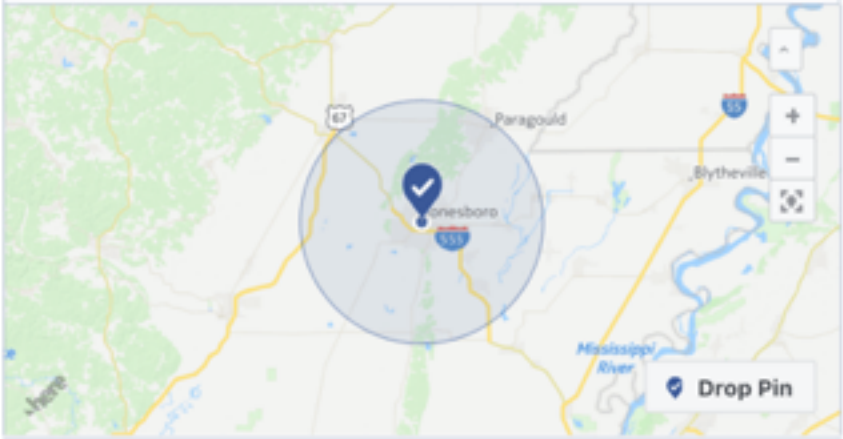
Exclude | **Create New** ▼

**Locations** ⓘ   People who live in this location ▼

United States

📍 **Jonesboro, Arkansas** + 20mi ▼

📍 Include ▼ | Type to add more locations | **Browse**



[Add Locations in Bulk](#)

- Di bagian Detailed Targeting, Anda dapat memilih demografi, minat, dan perilaku tertentu.

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

**Cheeseburgers** | Suggestions | **Browse**

Cheeseburger	Interests
Chili burger	Interests
Cheeseburger in Paradise (restaurant)	Interests

- Selanjutnya, pilih penempatan (placement) Anda.

☐ **Automatic Placements (Recommended)**  
 Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)

☒ **Edit Placements**  
 Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

**Device Types**  

Mobile ▼

**Platforms**

▼ Facebook	<input type="checkbox"/>
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input type="checkbox"/>
In-Stream Videos	<input type="checkbox"/>
Right Column	<input type="checkbox"/>
Suggested Videos	<input type="checkbox"/>
Marketplace	<input type="checkbox"/>
▼ Instagram	<input type="checkbox"/>
Feed	<input type="checkbox"/>

- Tetapkan anggaran dan pilih waktu peluncuran campaign.



## Budget & Schedule

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

### Budget ⓘ

Lifetime Budget ▼

\$30.00

\$30.00 USD

### Schedule ⓘ

Start Jul 2, 2018

12:00AM

End Jul 7, 2018

12:00AM

(Pacific Time)

Your ad will run until **Saturday, July 7, 2018.**

You'll spend up to **\$30.00** total.

### Optimization for Ad Delivery ⓘ

Post Engagement ▼

To help us improve delivery optimization, we may survey a small section of your audience.

### Bid Strategy ⓘ

**Lowest cost** - Get the most post engagements for your budget ⓘ

☐ Set a bid cap

### When You Get Charged ⓘ

Impression

- Langkah terakhir, pilih pos yang ada yang ingin Anda gunakan. Setelah selesai, kirim iklan.

### Creative

Preview the image and text from your Page post. [Learn more.](#)

### Ad Preview


1 of 1 Ad < >

Mobile News Feed ▼ 1 of 2 <

Select a post + ↻

Page Posts


Branded Content



As you look at the tall glass that is covered in frost your mouth starts to water. You can smell the sweetn...

9 hours ago · 18 likes · 3 comments · 5 shares

370133636838773




Does it get any better than a double burger with bacon, American cheese, and house cut seasoned fries? 🍔🍟 A...

Sunday · 51 likes · 5 comments · 2 shares

369367176915419

see the results in Ads Manager along with ad performance data.














Please select a Facebook Page post to show this type of ad

## Kirim iklan melalui Website Conversion Campaign

Saat menjalankan Website Conversion Campaign, penting untuk memasang Facebook pixel di website Anda. Biasanya harganya sedikit lebih mahal. Berikut langkahnya:

- Di Ads Manager, buat kampanye baru dan pilih sasaran Conversions. Beri nama campaign Anda seperti di poin sebelumnya tetapi tambahkan "conversion" di bagian akhir.

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

- Di bagian Conversion, pilih Facebook pixel Anda.

**Conversion**  
Choose the website or app you want to promote, then select a conversion pixel or app event. If you don't have a pixel or app event, you'll see instructions for creating one.

☒ **Website**

● **Tj's Audience** ✕ ⓘ

We'll optimize delivery of your ads to get the most of these conversions at the lowest cost.

☐ **App**

☐ **Messenger** ⓘ

- Tentukan target audiens.

**Connections** ⓘ Add a connection type ▼

**Facebook Pages**

People who like your Page

Friends of people who like your Page

Exclude people who like your Page

**Apps**

People who used your app

Friends of people who used your app

Exclude people who used your app

**Events**

**Placements**  
Show your ads to the right people

☒ **Automatic Placements (Recommended)**

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)

- Atur penempatan campaign.

● **Edit Placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

**Device Types**

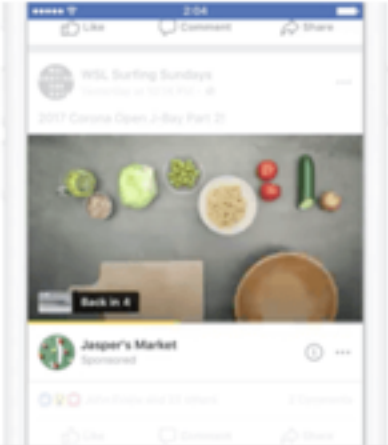
Mobile Only ▼

**Asset Customization** ⓘ

Select all placements that support asset customization

**Platforms**

▼ Facebook	[-]
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input type="checkbox"/>
In-Stream Videos	<input type="checkbox"/>
Right Column	<input type="checkbox"/>
Suggested Videos	<input type="checkbox"/>
Marketplace	<input type="checkbox"/>



- Atur anggaran dan jadwalkan campaign Facebook Anda.

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

**Budget** ⓘ Lifetime Budget ▼ \$30.00  
\$30.00 USD

**Schedule** ⓘ

Start	Jul 2, 2018	12:00AM
End	Jul 7, 2018	12:00AM

(Pacific Time)

Your ad will run until **Saturday, July 7, 2018**.  
You'll spend up to **\$30.00** total.

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**Optimization for Ad Delivery** ⓘ Conversions ▼

**Conversion window** ⓘ 7 days click or 1 day view ▼

**Bid Strategy** ⓘ

☒ **Lowest cost** - Get the most conversions for your budget  
☐ Set a bid cap

☐ **Target cost** - Maintain a stable average cost per conversion as you raise budget

**When You Get Charged** ⓘ Impression

**Ad Scheduling** ⓘ

☐ Run ads all the time

☒ **Run ads on a schedule**

Use viewer's time zone ▼


We'll schedule your ads based on the time zone of the person seeing it.

- Pilih halaman Facebook yang Anda inginkan untuk menjalankan iklan kemudian submit campaign.

**Creative**  
Select the Page post for your ad. [Learn more.](#)

Select a post +


368077730377697



You can't find more premium products than what TJ's Burgers are able to provide. 🍔👉 From Burgers that is Bi...

Wednesday · 36 likes · 3 comments · 10 shares

367723643746439



Always on the rush but still craving for our fresh ground steak burgers? 🍔 Worry not because TJ's got you! ...


Tuesday · 31 likes · 3 comments · 5 shares

367086880476782

Ad Preview

1 of 1

Mobile News Feed



Please select a Facebook Page post to show this type

see the results in Ads Manager along with ad performance data.

Source:

<https://www.socialmediaexaminer.com/how-to-use-facebook-ads-for-local-businesses>

<https://www.pexels.com/>